BROADCASTING TELECASTING

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\$7.00 Annually 25 cents weekly



"... and so, my friends, as we conclude this WOR-tv program, let me repeat-WOR-TV'S SHARE OF AUDIENCE MAKES IT NEW YORK'S LEADING INDEPENDENT TV STATION*"

> write, wire or phone WOR-tv, in New York for remarkable proof of the statement that appears above.

*according to Telepulse for March, 1951



THIS IS TELEVISION IN THE WHAS TRADITION



85,000 television homes

VICTOR A. SHOLIS, Director

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

이 동안 비행을 사망을



In Albany—Troy—Schenectady

WTRY NEWS PROGRAMS DESERVE BILLBOARDS

WTRY's *local* daytime news programs have higher ratings than any daytime program on any other station.

WTRY's *local* news programs average higher ratings than all other news programs, networks' included.

Morning, afternoon, and evening, WTRY has the highest average ratings

the lowest cost per thousand homes.

Ask Headley-Reed

Fall -Winter Hooperatings Oct. 1950 thru Jan. 1951

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879 BROADCASTING TELECASTING



Closed Circuit

WHY DIDN'T CBS await action by BAB on basic rate study before exploding with its 10% across-the-board cut? One highly placed CBS executive said CBS couldn't wait, because BAB appears to be engaged only in holding conferences, and hasn't gotten off ground.

PLANS of Broadcast Advertising Bureau to blast ANA's second rate study at NARTB convention this week, were subjected to sharp revision over last week-end, as consequence of CBS' earth-shaking announcement of radio rate reduction. BAB President William B. Ryan was all set to pop some "basic research" proving radio's rate case at Tuesday session.

BROADCASTERS, FCC personnel and gods will have to wait at least until May 1 to learn what, Commission will do on reorganization of its Broadcast Bureau [BROADCASTING • TELECASTING, April 9]. Originally scheduled for consideration last Thursday, FCC postponed action at request of several members (Hyde, Webster, Sterling). Skids appeared greased for appointment of Harry M. Plotkin, assistant general counsel, to all-important post of Broadcast Bureau chief, although there are other candidates.

PROCTER & GAMBLE, Cincinnati (Ivory soap), placing spot radio campaign to promote its personal bar size in about 50 markets day and night starting mid-April. Compton Adv., New York, is agency.

STILL IN THROES of FCC final consideration is what to do about subsidiary FM services. FCC has ruled out "beep" services (see story page 54). It appears to favor facsimile multiplexing. As to Transit Radio, however, some members contend there is no "balanced programming." Proponents of Transit Radio argue general public as well as Transit public get and like service.

SOME ADVERTISERS and agencies reportedly set to demand that CBS revise its new radio network rate cut plan (story page 39) so that reduced rates start at 12 noon, instead of 1 p.m.

PROPOSAL of National Collegiate Athletic Assn. to restrict telecasting of football games upcoming season on experimental basis, understood entirely unacceptable to Anti-Trust Division, Department of Justice. While proposal not yet formally submitted, it's learned that based on news reports, highly placed attorneys tentatively ruled plan would run counter to law.

IT'S MOSTLY UNDERCOVER but talk persists that some NARTB stations will resign if Hadacol's promotional proprietor, Sen. Dudley J. LeBlanc, carries out plan to become star sideshow attraction at convention.

WHICHEVER WAY Supreme Court wind blows on color-TV, RCA Lab. will keep plugging away at improvement of its compatible system. If SCOTUS remands case to Chicago court, entailing delay of many months, RCA nevertheless will keep going, under instructions from top.

Page 4 • April 16, 1951

Upcoming April 15-19

NARTB 29th Annual Convention Hotel Stevens, Chicago

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.

April 16-18: Engineering Conference, Hotel Stevens, Chicago.

April 16-19: Management Conference, Hotel Stevens, Chicago.

(See page 206 for complete NARTB Convention agenda) * * *

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 20: American Society of Newspaper Editors Radio-TV Forum, ASNE Convention, Hotel Statler, Washington.

April 24-26: American Newspaper Publishers Assn. Convention, Waldorf-Astoria, New York. (Complete list of Upcomings on page 148)

Bulletins

ABC officials notified their salesmen and others that ABC would reduce radio network rates between 1 and 10:30 p.m. not less than reductions announced by CBS (story page 39), it was reported Friday afternoon. In some quarters there was speculation ABC reductions might range up to 15 or 20%.

FRANK WHITE, MBS president, commenting on the CBS rate cut, said:

"We are reserving comment pending completion of the analyses which we are making in connection with the CBS reductions."

IMPLICATIONS of CBS radio network rate cuts were expected to provide major subject on agenda of ABC's stations planning and advisory committee meeting scheduled in Chicago yesterday (Sunday) in advance of NARTB convention.

WWJ Detroit (NBC) late Friday announced reduction of Class A rate (6-11 p.m.), 20% from \$800 base. Reduction retroactive to April 1. Other rates unchanged, according to Harry Bannister, general manager, WWJ-AM-FM-TV. Action followed inquiries from advertisers and agencies on heels of CBS announcement. TRICO Co., Buffalo (wind shields), through Baldwin, Bowers and Strachan, Buffalo, buying 20-second TV spots in about dozen markets starting May 2 for 52 weeks.

FLEA CIRCUS SCRATCH

THIRD ANNUAL "Scratch" of NAB "Flea Circus," comprising former NAB executives and representatives of organizations and groups which regularly made the district meeting circuit during the tenure of Neville Miller as NAB president, has been called for April 18 in Chicago during the NARTB sessions. Mr. Miller, who served from 1938 until 1944, describes himself as "self-appointed" president of the National Assn. of the Alumni of NAB Flea Circus. Meeting will be held Wednesday, April 18, at 5 p.m., Room 4, Stevens Hotel.

Business Briefly

at deadline

GROVE CAMPAIGN • Grove Labs' Chill Tonic, through Harry B. Cohen, New York, preparing spot announcement radio campaign for 15 weeks starting June 4.

LOOK FOR SPOT • Aerosol Bridgeport Brass (moth killer) through Hazard Agency, New York, looking for spot radio availabilities in select markets.

TETLEY EXPANDS • Tetley Tea, through Duane Jones & Co., New York, expanding its spot radio campaign (currently in 13 markets) to five additional markets, effective last week in April.

CARTER SPONSORS • Carter Products Inc., New York, effective April 29, will sponsor Drew 'Pearson, Sunday, 6-6:15 p.m. on ABC's "Pyramid Plan" leaving program open for two other advertisers yet to be sold. Ted Bates, New York, is agency.

P&G SPONSORSHIP
Procter & Gamble, Cincinnati, today starts sponsorship of Dick Haymes, on ABC, five times weekly, 11:55 a.m. to 12 noon. Compton Adv., New York, is agency.

PROVIDENCE JOURNAL FILES FOR WFCI; OTHER ACTIONS

SALE of WFCI Providence for \$175,000 to Providence Journal filed with FCC Friday [BROADCASTING • TELECASTING, April 9]. U. S. Attorney General J. Howard McGrath executor of estate of late Frank F. Crook (91 sh) and agent for Howard W. Thornley (21 sh). Journal is licensee WPJB (FM) there.

NEW TV BID filed at FCC Friday for Las Vegas, Nev., by Desert Television Co., identified with ownership KRAM there. Request Channel 13 (210-216 mc) with ERP 3 kw visual, 1.5 kw aural. Construction cost about \$150,000; estimated first year operating cost \$60,000; revenue \$100,000.

NEW AM station at Avalon, Calif. (Catalina Island) on 740 kc with 10 kw day, recommended by hearing examiner, finalized by FCC Friday to John H. Poole tr/as El Dia Broadcasting Co. [BROADCASTING • TELECAST-ING, March 12, 19]. Mr. Poole, UHF TV experimenter, to give up KALI Pasadena. Denials issued on competitive bids of Angeles Broadcasting Co., Temple City, and Newport Harbor Broadcasting Co., Newport Beach, Calif.

* * * INITIAL decision issued by FCC Friday to grant KPET Lamesa, Tex., switch from day to fulltime operation, on 690 kc, 250 w.

TV COMMENT DEADLINE

ON prompt joint petition of NARTB and others to FCC's mere partial delay of deadlines for filing initial comments on new TV allocation plan (early story page 137), Commission Friday also postponed from April 23 to May 7 deadline for filing comment on appendices A and B, containing general proposals on allocation policy and procedure, and technical standards, respectively. Industry contended appendices A and B are "most important parts."

BROADCASTING • Telecasting



ARE LISTENING TO

WORK, PENNSYLVANIA

NOW 5,000 WATTS—This recent power increase gives advertisers—at no extra cost—wider coverage, more listeners. Morning, afternoon and night— Conlan ratings and BMB show WORK as the Number One Station in this ever-increasing, progressive buying market. Ten year population increase York Metropolitan trading area 13.7% (1950 Census of Population). Let WORK sell for you in this important mid-Pennsylvania section. Complete market growth information available on request.

Represented by R O B E R T M E E K E R A S S O C I A T E S Chicago San Francisco New York Los Angeles Chicago San Francisco New York Los Angeles WORK York, Penna. 5000 Watts - Day 1000 Watts - Night A S T E I N M A N S T A T I O N





MELODY BALLROOM

4:00 to 6:00 P.M., Monday through Friday has just about TRIPLED its October ARB Rating in the December-January ARB Report.

Another WFBR home-grown show is bursting into bloom! "Melody Ballroom," featuring the young, amazingly glib and quietly mad disc jockey, Bob Landers-is well on its way in the tradition of WFBRbuilt sensations like "Club 1300," "Morning in Maryland," "It's Fun to Cook," "Nelson Baker Show" and others.

"Melody Ballroom" is getting to be the late afternoon show of Baltimore, using the classic pattern of music for housewives and teenagers.

This show is ripe for plucking by sponsors who are looking for a profitable participation show.

If you twist the arm of the nearest John Blair man, he'll tell you all about availabilities.



ABC BASIC NETWORK . 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



THE NEWSWEEKLY OF RADIO AND TELEVISION Published Weekly by Broadcasting Publications, Inc. Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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Bruce Robertson, Senior Associate Editor.

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

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

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glick-man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

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

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

Subscription Price: \$7.00 Per Year, 25c Per Copy

"What cut would madam prefer?"



This young lady isn't actually having dinner, just a nightmare. (Probably went to bed hungry.)

But the situation is not as incongruous as it seems. Every time you pick your favorite cut of beef, there's a lot of "leftovers" in the background—the rest of the steer that has to be sold.

That's not for you to worry about, of course. But it is a problem for meat packers, retailers, and restaurants. In order to give you that choice sirloin or rib roast you want, around forty other retail cuts from the same animal must be sold—and sold fresh.

A glance at almost any restaurant menu or dealer's showcase will show you how it's done. Buying inducements in the form of price differentials give the less-wanted cuts an even break with those most in demand. This keeps the flow of the various cuts in balance, prevents waste, and gives every meat buyer an equal measure of value.

A MERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U.S.



Dr. Francis P. Gaines, President of Washington and Lee University, presents the 1950 Alfred I. duPont Television Award to Walter H. Annenberg (right), Editor and Publisher of The Philadelphia Inquirer. Mrs. Alfred I. duPont is an interested observer.



WFIL-WFIL-FM-WFIL-TV

ABC Affiliates

Represented by THE KATZ AGENCY

un)

WFIL and WFIL-TV

First broadcasting organization to receive two awards from the

ALFRED I. duPONT AWARDS FOUNDATION

WE ARE DEEPLY GRATEFUL to be the first broadcasting organization twice selected for the coveted public service award of the Alfred I. duPont Awards Foundation.

A unique adult education series, WFIL-TV's "University of the Air," won the 1950 duPont Television Award—first regular television prize given by the foundation "... for loyal, devoted service to the nation and to the communities served." A similar honor was conferred upon WFIL in 1947.

Here in America's Third Market, people know and respect The Philadelphia Inquirer stations. For WFIL (AM, FM and TV) has received more major public service and promotion awards than any other Philadelphia station.

It takes extra effort, extra ingenuity in programming to win awards. This same effort and ingenuity in aggressive merchandising promotion win extra sales for advertisers on WFIL and WFIL-TV.

And in this highly competitive market, advertisers appreciate plus factors that add *selling* power to *pulling* power.

That's what you get when you advertise on WFIL

or WFIL-TV ... every resource to influence millions of loyal listeners ... resources that have made it possible for the Inquirer stations to win some of the most cherished honors in the industry.

1-12 AP 2014

Awards to the WFIL Organization

1950: Alfred I. duPont Awards Foundation • Freedoms Foundation • Philadelphia Highway Traffic Board • National Foundation for Infantile Paralysis • Loyal Order of Moose • Community Chest 1949-50: Billboard

1949: Alfred P. Sloan Radio Awards • National Safety Council 9949: Alfred P. Sloan Radio Awards • National Safety Council Boy Scouts of America • Veterans of Foreign Wars • Ohio State Institute for Education by Television • Ohio State Institute for Education by Radio • Philadelphia Art Directors' Club • Philadelphia Fellowship Commission • Allied Jewish Appeal • Beth Sholom Congregation • Temple Sinai • TV Digest • Radio and Television Best • National Association of Radio News Directors • Reading Fair • New Jersey State Fair • A Merican Legion • Veterans Administration • National Guard * Oats • Eliberti • Philadelphia Fellowship Commission

1948: Billboard • Philadelphia Fellowship Commission • 12th American Exhibition of Educational Radio Programs • Philadelphia Junior Chamber of Commerce • Philadelphia Club of Printing House Craftsmen

1947: National Headliners Club • Alfred I. duPont Awards Foundation • Billboard • American Broadcasting Company • U. S. Navy Citation

1946: National Conference of Christians and Jews • American Broadcasting Company • Billboard • City College of New York • United States Marine Corps

- 1948: City Business Club of Philadelphia
- 1944: City Business Club Canada Dry Promotion Award • Blue Network Award • Billboard
- 1943: Billboard

The Philadelphia Inquirer Stations

1938: United Businessmen's Association

How *WKUL Won The \$2000.00

HADACOL Contest!

City of 10,000 (Cullman, Alabama) Wins Over Cities of 1,000,000.

1. Every retailer, druggist and grocer, received a letter from WKUL.

2. Point of Sale Material was placed in all retail outlets.

Cooperation of Schools was obtained and a talent contest was run with movie.

4. Cooperation of other Merchants was obtained. Many gave prizes.

5. Key Window Displays Featured Promotion plus prizes.

6. WKUL sold 312 Co-op Hadacol spots to retailers.

7. WKUL's Announcers went all out to make Christmas Party a success.

8. WKUL's Advertising and Promotion sold more and more Hadacol.

* 250-W-1340 Fulltime-Liberty Network

WKUL Features Point of Sale and **Consumer** Promotion

"Surveys Show 97% Of The Audience Listens To A Cullman Station" And "WKUL Is No. 1 In The Cullman Market."

A few National Advertisers using WKUL:

Calumet Baking Powder 15 Min. Mon-Fri. Gold Medal Flour 15 Min. Mon-Fri.

Spots

Murine B. C. Headache Feen-A-Mint Hillcrest Coffee Borden's Products Blue Seal Flour

Wildroot Products Martha White Flour Hercules Powder

WKUL

Advance NARTB Registration

******

MANAGEMENT CONFERENCE

A Adams, Irwin S., KGON Oregon City, Adams, Thos. E. Jr., KWBE Beatrice, Neb.

burg, Va. Arnoux, Campbell, WTAR Norfolk,

Atkinson, John R., WHBU Ander-son, Ind.

Bailey, James E., WAGA Atlanta. Banks, Bert, WTBC Tuscaloosa, Ala. Barnes, Maurice R., Barnes & Neil-son, Washington 4. Barnett, Wells H. Jr., John Blair & Co., N. Y. Barnhart, Charles E., WMBD Peoria. Bastian, George T., KFOR Lincoln, Neb.

Baxter, E. V., KOAM Pittsburgh. Beaman, Clarence, WKGN Knoxville,

Pa. Beatty, J. Frank, BROADCASTING • TELECASTING. Beatty, R. V., WOHI East Liverpool, Ohio. Bengston, C. A., WINR Binghamton,

Bengston, C. A., WINR Binghamton, N. Y.

Bennett, David J. J., ... burg, Pa. Bernard, Noe, KOMA Oklahoma City. Bill, Howard G., WDZ Decatur, Ill. Blackburn, James W., Blackburn-Hamilton Co., Washington. Blackman, E. G., WLAC Nashville. Blair, John P., John Blair Co., Chi-

cago. Blink, Milton M., Standard Radio Transc. Services, Chicago. Boice, Hugh K. Jr., WEMP Milwau-

Boice, Hugh K. Jr., WEMP Milwau-kee. Boler. John W., KCJB Minot, N. D. Bondurant, Hale, KFBI Wichita, Kan. Booth, John S., WCHA Chambers-burg. Pa.

Booth. Robert W., WTAG, Worcester,

Booth. Robert W., WTAG, Worcester, Mass. Borel, Richard A., WBNS Columbus. Bowden, J. L., WKBN Youngstown, O. Boyd, Gerald, WHBC Canton, O. Bradbury, Bob. KPET Lamesa, Tex. Breen, Edward, KVFD-KFMY Fort Dodge, Ia. Bridges, Loren F., KTIS Minneapolis. Brokaw, F. C., Paul H. Raymer Co., Chicago. Brown, Kenvon, KWFT Wichita Falls

Brown, Kenyon, KWFT Wichita Falls.

ex. Brown, R. M., KPOJ Portland, Ore. Brugha, C. H., KWBE Beatrice, Neb. Buford, Lucille, KGKB Tyler, Tex. Bullitt, Mrs. A. Scott, KING Seattle. Burbach, George M., KSD St. Louis. Burke, Harry, KFAB. Omaha, Neb. Burow, Robert J., WDAN Danville, I.

Burrell, M. W., Collins Radio Co., Cedar Rapids, Ia.

С

Cagle, Gene L., KFJZ, Fort Worth. Caldwell, Louis G., Kirkland, Flem-ing, Green, Martin & Ellis, Washington. Caldwell, Spence W., S. W. Caldwell,

Ltd., Toronto. Caldwell, Spence W., S. W. Caldwell, Ltd., Toronto. Caley, Charles C., WMBD, Peoria, Ill. Camobell, A. Hartwell, WGTC Green-ville, S. C. Cambell, Mrs. Marianne B., WJEH Gallipolis, O. Carman, Frank C., KUTA Salt Lake City. Carr, E. C., WHBC, Canton, O. Carson, Robert M., KSMN Mason City, Ia. Chatterton, C. O., KWLK Longview, Wash. Christianson, David, Bruce Eells &

Bennett, David J. Jr., WKBO Harris-

Anderson, Elwood C, WEST Easton,

Va

Pa

Neb

Tex

Cooper, Virginia N., WJLS Beckley, W. Va.

- W. Va. Cosgrove, John, BROADCASTING TELECASTING. Cox, H Quenton, KGW Portland, Ore. Cozad, Sam, WDYK Cumberland, Md. Craddock, Douglas L., WLOE Leaks-
- Crattoon, Ville, N. C. Crane, Dick, KNEA Jonesboro, Ark. Creitz, K. Richard, WEEU Reading,
- Pa. Cribb, Wayne W., KHMO Hannibal,
- Neb. Aldridge, Mahlon R., KFRU Colum-bia, Mo. Alexander, John, KODY North Platte, Neb. Alford, William R. Jr., WSYR and WSYR-TV Syracuse. Allen, John S., WTVJ Miami. Allman, Frederick L., WSVA Harris-burg. Va. Mo. Crouch, Dee B., KDZA Pueblo, Colo. Cunningham, P. H., KHMO Hanni
 - bal, Mo. Curtis, James R., KFRO Longview,

D

Dabadie, Roy, WJBO Baton Rouge,

Dabadie, Roy, WJBO Baton Rouge, La. Dahl, Howard, WKBH, LaCrosse, Wis. Danforth, Harold P., WDBO and WDBO-FM Orlando, Fla. Dean, Robert J., KOTA-KOZY Rapid City, S. D. Dillon, Bob, KRNT Des Moines, Ia. Dirks, Dietrich, KCOM Sioux City, Ia. Dorrell, W. Ward, C. E. Hooper, Inc., New York. Drake, Dale, WRR Dallas, Tex. Drake, New York. Duncan, Walter, Paul H. Raymer Co., Inc., New York. Duvall, Charles F., Fisher, Wayland, Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D. C. Duvall, T. W., KG

Е

- Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. ň
- D. C. Eells, Bruce, Bruce Eells & Assoc., Inc., Hollywood. Ellas, Don S., WWNC Asheville, N. C. Elliott, Tim, WCUE Akron. Elliott, Paul, KRNT Des Moines, Ia. Elliott, Wendell, KGNO Dodge City,

- Kan. Enoch, Robert D., WXLW Indianapolis
- Esau, John, KTUL Tulsa, Okla., KFPW Fort Smith, Ark. Essex, Harold, WSJS Winston-Salem, N.C.
- Evans, C. N., Transcription Sales, Inc., Springfield, O. Evans, C. Richard, KSL Salt Lake
- City. Evans, T. L., KOMO Kansas City, Mo.

- F Fairbanks, R. M., WIBC Indianapolis. Fay, William, WHAM and WHAM-TV Rochester, N. Y. Ferguson, Robert W., WTRF and WRTD-FM Bellaire, O. Fee, William T., Employers Reinsur-ance Corp., Chicago. Fehlman, Robert C., WHBC Canton, O. Feltis, Hugh, KING Seattle, Wash. Fetzer, John E., WKZO, WKZO-TV, Kalamazoo, Mich., WJEF, WJEF-FM Grand Rapids, Mich. Filion, Ed, Robert Meeker Assoc. Inc., New York. Fisher, Ben S., Atty., Washington.

- New York. Fisher, Ben S., Atty., Washington, Fitzgerald, Harold, Sesac, Inc., New
- York. Fitzpatrick, Horace, WSLS Roanoke,
- Va. Fitzsimmons, Edwin C., Weed & Co., New York. Fitzsimonds, F. E., KFYR Bismarck,
- Fletcher, Frank U., WARL Arlington,
- Va. Fogarty, Frank P., WOW & WOW-TV Omaha. Foster, Ralph D., KWTO Springfield,
- MO. Frechette, George T., WHFR & WHRA-FM Wisconsin Rapids, Wis. Friedheim, Robert, World Broadcast-ing System, New York. Fulton, Harold W., WHO Des Moines.
- G

Garber, Milton B., KCRC Enid, Okla. Gaul, Raymond A., WRAW Reading. Gelder, John T. Jr., WCHS Charles-ton, W. Va., WCAR Cleveland.

Glaimo, Martin, WJEF Grand Rapids, Mich. Gluck, E. J., WCOS Charlotte, N. C. Godfrey, Kenneth, American Assn. of Advertising Agencies. New York. Goldwin, Charles, MBS. New York. Goldman, Simon, WJTN Jamestown, N

- Christianson, David, Bruce Eells & Associates. Hollywood. Clark, W. H., KFSB Joplin, Mo. Clay, Henry B., KWKH Shreveport, La. Cleghorn, John H., WHBQ Memphis. Cobb, Grover C., KVGB Great Bend, George, Carl, WGAR Cleveland. George, Carl, WJEF Grand Rapids, Mich
- Cobb, Grover C., ----Kans. Coe, Dee O., WWCA Gary, Ind. Cohn, Marcus, Cohn and Marks, Washington. Coleman, George D., WGBI Scran-ton. Pa.
- ton. Pa. Coley, Lem, WRFS Alexander City,
- Ala. Conwell. Frank, KCIL Houma, La. Cook, Chas. R., WJPF Herrin, Ill. Cook, George R., WLS Chicago. Cook, Louis, KNOW Austin.

N. Y. Goode, Paul, KSWO Lawton, Okla. (Continued on page 14)

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Dolcin Ex-Lax Hadacol **Baver Aspirin**

1340—LBS WKUL

To a Lady Time Buyer with dinner on her mind

FOR a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasy Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than any other state. If you hanker after beef— roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-

packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze Iowa sweet potatoes with honey, from Iowa's—and the world's—largest honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded

Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add

> muffins of Iowa corn, or rolls of Iowa wholewheat. Dessert can be freshfrozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.



BASIC COLUMBIA NETWORK



The Most Amazing Success Ever to Hit the Industry!

Over

400

Markets

Already

Sold!

WOW (NBC) Omoha, Neb. bought BOLD VENTURE . . . and then sold it to a Crosley Dealer.

WDSU (ABC) New Orleans, Louisiana bought BOLD VENTURE . . . and then sold it to McKenzie Baking Co.

WSJS (NBC) Winston-Salem, N. C. bought BOLD VENTURE . . . and then sold it to 4 Savings and Loan Assn.

WFCI (ABC) Providence, R. I. bought BOLD VENTURE . . . and then sold it to James Hanley Brewing Co.

KTBS (NBC) Shreveport, La. bought BOLD VENTURE . . . and then sold it to Jordon and Booth Men's Store. WRHI (MBS) Rock Hill, S. C. bought BOLD VENTURE . . . and then sold it to a Westinghouse Dealer. KVOL (NBC) Lafayette, La. bought BOLD VENTURE . . . and then sold it to Trappey Beverage Co.

WBCK (MBS) Battle Creek, Michigan bought BOLD VENTURE . . . and then sold it to Pfeiffer's Beer.

WERC (NBC) Erie, Pa. bought BOLD VENTURE ... and then sold it to Mintglo Products.

WAFB (MBS) Baton Rouge, La. bought BOLD VENTURE ... and then sold it to Regal Beer.

WJHL (ABC) Johnson City, Tennessee bought BOLD VENTURE ... and then sold it to City Oil Company.

Join this growing list of fine stations who find BOLD VENTURE the "easiest-to-sell" show in the trade today.



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Management Conf. Cont.:

Goodman, Harry S., Harry S. Good-man Productions, New York. Green, Raymond S., WFLN Phila-delphia.

Greenebaum, Milton L., WSAM Saginaw, Mich.

naw, Mich. Greep, Malcolm, WVJS. WVJS-FM, Owensboro, Ky. Griffin, John, KTUL Tulsa, Okla. Gulick, J. Robert, WGAL and WGAL-TV, Lancaster, Pa.

H

Hagan, James A., WWNC Asheville, N.

Hald, Allen L., WSAI Cincinnati Haley, Andrew G., Haley. McKenna Wilkinson, Washington, D. C. &

Hall, Gladys, BROADCASTING TELECASTING.

Hamilton, Ray V., Blackburn-Hamil-ton Co., San Francisco. Hanssen, John F., KWCR Cedar Rapids, Ia.

Hanna, R. B., WGY Schenectady, N.Y. Hanna, R. B., WGY Schenectady, N.Y. Hannon, William A., Employers Re-insurance Corp., Kansas City, Mo. Harker, Tom, The Fort Industry Co., New York.

New York. Harre, Arthur, WJJD Chicago. Harris, Paul, WLBH Mattoon, Ill. Harris, Wiley P., WJDX Jackson, Miss.

- Harrison, Gerald, WMAS Springfield, Mas

Hart, John P., WBIR Knoxville, Tenn.

******** Advance NARTB Registration

(Continued from page 10)

********************* Hartenbower, E. K., KCMO Kansas City, Mo. Haskell, George, KFAB Omaha. Haverlin, Carl, Broadcast Music Inc., Huffman, Harry E., KLZ Denver. Hussman, Walter E., KCMC Texark-

ana, Tex. Hutt, Wm. V., KLRA Little Rock, Ark. Hydrick, Dan Jr., WDYK Cumber-land, Md land, Md. Hyle, John F., Transcription Sales Inc., Springfield, O.

Jackson, A. H., Blaw-Knox Co., Pitts-

Jacobs, Lee W., KBRB Baker, Ore. Jadassohn, Kurt A., SESAC Inc., New

- James, Ed, BROADCASTING TELECASTING. Jarman, J. Frank, WDNC Durham, N. C.
- Jayne, Dan E., WELL-AM-FM Battle reek, Mich. Jeffrey, John Carl, WIOU Kokomo, Creek
- Ind
- Ind. Jensen, Ray V., KSAL Salina, Kan. Johnson, B. Ed, WRBL Columbus, Ga. Johnson, Earl, WSAM Saginaw, Mich. Johnson, Howard A., WIBA Madison. Johnson, Les, WHBF-AM-FM-TV Rock Island, Ill. Johnson, Walter C., WTIC Hartford, Conn.
- Conn. Jones, E. Lloyd, Bruce Eells & Assoc., Inc., Hollywood.

Jones, Merle G., KWBE Beatrice, Neb. Jones, Richard E., WJBK, WJBK-TV, Detroit. Jordan, Charles B., KABC San An-

- Kahle, Douglas D., KCSJ Pueblo, Col. Kaiser, R. E., WOHI East Liverpool, O. Kapner. Leonard, WCAE Pittsburgh. Karns, Adna, Transcription Sales, Katz Agency, Chicago. Keller, Bob, Robert S. Keller, New York
- York. Kelley, Boyd, KRTN Wichita Falls,
- Tex. Kelley, F. J., WTSP St. Petersburg. Kelly, Frank W., WBEN Buffalo, N. Y. Kennedy, Jack, WHAM and WHAM-TV Rochester. Kennon, Leslie L., KWTO Spring-

- Kennon, Leslie L., KWTO Spring-field, Mo. Kerns, J. Robert, WLOK Lima, O. Kettler, Stanton P., WGBS Miami. King, Art, BROADCASTING TELE-CASTING. King, Gerald, Standard Radio Tran-scription Service, Los Angeles. Kline, Willard L., KEPO El Paso. Kobak, Edgar, WTWA Thomson, Ga. Koehler, Frank E., WROV Roanoke. Koerner, M. L., WSAM Saginaw. Koteen, Bernard, Cohn & Marks, Washington.

Koteen, Dernard, Cote Washington, Kramer, Worth, WJR Detroit. Krause, Elmer M., WGAR Cleveland. Kritzer, Tom, KGNC Amarillo.

Lackey, F. E., WHOP Hopkinsville,

Ky. Laird, Ben A., WDUZ Green Bay, Laird, Ben A., WAR Norfolk. Lambe, Robert, WTAR Norfolk. Lancaster, W. Hanes Jr., WJHL John-son City, Tenn. Land, Thomas S., WROY-AM-FM Carmi, Ill.

- Carmi, Ill. Landis, Dewitt, KICA Clovis, N. M. Lane, C. Howard, WJJD Chicago. Lanford, T. B., KRMD Shreveport, La. Langois, C. O., Lang-Worth Feature Programs Inc., New York. Lasky, Philip G., KSFO San Fran-cisco.
- cisco.
- Laubengayer, R. J., KSAL Salina, Kan.

Lawrence, Craig, WCOP Boston. Layman, Mike, WSFC Somerset, Ky. Leake, James C., KTUL Tulsa, Okla. Leich, Martin L., WGBF Evansville, Ind.

- Le Masurier, Dalton A., KDAL Du-luth, Minn.
- Levi, Win, BROADCASTING TELE-CASTING. Lewin, Richman, KTRE Lufkin, Tex. Linder, Harry W., KWLM Willmar, Minn.
- Minn. Lindow, Lester W., WFDF Flint, Mich. Lindsay, Merrill, WSOY Decatur, Ill. Livesay, Ray, WLBH Mattoon, Ill. Lohnes, Horace L., Dow, Lohnes & Albertson, Washington. London, Howard J., National Founda-tion for Infantile Paralysis, New York. Long, Maury, BROADCASTING TELECASTING.

Walker, WSAZ Huntington, Long, . Va. w V. Va. Lord, Newman, WAVE Louisville. Loyet, Paul A., WHO Des Moines Lyons, J. C., Weed & Co., New York. McAlister, R. B., KICA Clovis, N. M. McClung, Mrs. Hugh, KYOS Merced,

Calif

- ann. McCollough, Clair R., WGAL-AM-TV ancaster. Pa.
- McCollister, Pa. McCollister, Paul W., Howard J. Mc-Collister Co., Atherton, Calif. McConnell, C. Bruce, WISH Indian-
- apolis. McConnell, Robert B., WISH Indian-
- McConneil, Robert 2., Additional apolis. McCoy, John E., Fort Industry Co., Birmingham, Mich. McCurnin, L. L. KAUS Austin, Minn. McDonaid, Pat, WHHM Memphis. McDonneil, W. J., Chicago. McGovern, S. H., KSO Des Moines. McIntosh, Bob, WOMI Owensboro, Ky. McIntoyre, Frank C., KLIX Twin Falls, Idaho.

- Idaho. McKay, Robert Martin Jr., WKRM Columbia, Tenn. McKenna, James A. Jr., Haley, Mc-Kenna & Wilkinson, Washington. McNally, W. J., WTCN Minneapolis.
- М

- Mallory, Charles F., WSCJ San Jose, Calif. Manship, Douglas L., WJBO Baton
- Rouge, La. Marget, M. M., WVOX Moorhead,

- Minn. Marks, Leonard H., Cohn & Marks, Washington. Marquardt, Maynard, World Broad-casting, Los Angeles. Martin, Joseph, WDSC Dillon, S. C. Martin, Kingsley H., KSO Des Moines. Martin, Thomas W., WEEU Reading. Pa.
 - (Continued on page 16)

BROADCASTING • Telecasting



AND a call to WIBW in Topeka to get speaker and entertainers for a regional 4-H Club meeting. He called WIBW because he knew that farm families all over

that's the first choice of listeners.

* Kansas Radio Audience 1950



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For sales RESULTS—choose the station

Sure it's a country line, but

check this Kansas farmer's calls last month. 1-Kansas City (to buy a carload of cattle). 2-Lawrence (to talk to daughter at University). 3-Chicago (to sell 10,000 bushels of wheat). 4-Omaha (to get hotel reservation for convention). 5-Wichita (to order baby chicks).

other station* . . . and because he knew WIBW would help.

1316-R-2

--- ONE OF YOUR BEST CUSTOMERS

Kansas listen more to WIBW than any

S

S

New York. Hawkins, Lloyd, KLTI Longview,

Texas. Hayden, Leola C., WVJS Owensboro,

Hayses, H. D., Chicago. Hayes, H. D., Chicago. Heinecke, Alice J., Sesac Inc., New

Heiser, Albert E., WLEC Sandusky, O. Henkin, Morton, KSOO Sioux Falls,

Herndon, Ray, KTRH Houston. Heslop, Stanley N., Binghamton, N. Y, Hicks, James W., WCOS Columbia,

Hollister, R. H., Collins Radio Co.,

Cedar Rapids, Ia. Holt, Thad, WAPI Birmingham, Ala. Holznecht, Glen R., WJPG Green

Hook, H. B., KGLO Mason City, Ia. Hook, H. B., KGLO Mason City, Ia. Hooper, C. E., C. E. Hooper Inc. New York. Hoskins, Cecil B., WWNC Asheville,

Hough, Harold, WBAP Fort Worth. Howell, Rex G., KFXJ Grand Junc-on. Col.

tion, Col. Huber, E. J., KTRI Sioux City, Ia.



WTIC's 50,000 Watts represented nationally by Weed & Co. Paul W. Morency, Vice-Pres .- Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.- Sales Mgr.



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Page 16 • April 16, 1951

Advance NARTB Registration

(Continued from page 14) Management Conf. Cont.: Mastin, Cecil D., WNBF Bingham-ton, N. Y. Mathiot, J. E., WGAL-AM-TV Lancaster, Pa. Matta, William G., WLOA Braddock, Matta, William C., Pa, Mayes, Wendell, KNOW Austin, Tex. Meeker, Robert, Robert Meeker & Assoc., New York. Megargee, Mrs. Frank, WGBI Scranton. Megargee, Miss Madge, WGBI Scranton. Meyer, A. G., KMYR Denver. Miller, Harold E., WGAL-TV Lan-caster, Pa. Miller, Neville, Miller & Schroeder, Miller, Neville, Miller & Schroeder, Washington. Miller, Paul J., WWVA Wheeling. Mitchell, L. S., WDAE Tampa. Mitchell, Maurice B., Associated Pro-gram Service, New York. Monaghan, Frank, WGBI Scranton. Moore, James H., WSLS Roanoke. Moore, Louise, Robert Meeker Assoc., New York. Moore, Louise, Robert Meeker Assoc., New York. Morency, Paul W., WTIC Hartford. Morton, J. Archie, KJR Seattle. Mosby, A. J. KOVO Missoula, Mont. Murphy, Harold R., Blackburn-Hamilton, Chicago. Murray, Louis H., WPAM Pottsville, Pa Myers, Frank O., KCMC-AM-FM Texarkana, Tex. Nasman, Leonard E., WFMJ-AM-FM Youngstown, Ohio. Neely, Hal G., Allied Record Mfgr. Co., Hollywood. Neill, D. Malcolm, CFNB Frederick-ton, New Brunswick. Newens, William J., KOIL Omaha. Nord, Evans A., KELO Sioux Falls, S. D. Ohio D. Newcomb, Harold J., WRJN Racine, Wis. Nolte, Vernon A., WHIZ Zanesville, O'Hara, J. M., WMAN Mansfield, Ohio. Ohrt, Herbert R., KGLO Mason City, Iowa. Olin, Bruff W. Jr., WWAB Worcester, Mass. Oliphant, Paul, WLAO Nashville. Outler, John M. Jr., WSB Atlanta. P Page, Allan, KSWO Lawton, Okla. Palmer, Fred A., WRFD Worthing-ton, Ohio. Parham, Carter M., WDEF Chat-tanoofs. tanooga. Paris, Herman, WWDC Washington. Parker, Jack, WSAM Saginaw, Mich. Parker, Kenneth, SESAC Inc., New York Patt, John F., WGAR Cleveland. Patterson, W. Kenneth, WSIV Pekin, TII Paul, Sol, BROADCASTING • TELE-CASTING, New York. Peabody, Patrick H., KSJO San Jose, Calif. Pearse, Bernard P., Weed & Co., Detroit troit. Peck, Harry D., WDGY Minneapolis. Peters, H. Preston, Free & Peters, New York. Peterson, C. B., The Branham Co., Chicago. Chicago. Peterson, Edwin R., Keystone Broad-casting System, Chicago. Philley, Ben, Frederic W. Ziv Co., Cincinnati. Phillips, Charles F., WFBL Syracuse, N. N, Y. Pinkerton, Jane, BROADCASTING • TELECASTING, Chicago. Pittman, Charlie, WMBL Macon, Ga. Pontius, Don, Robert Meeker Assoc., Potter, Ben H., WHBF-AM-FM-TV Rock Island, Ill. Potter, Hugh O., WOMI Owensboro, Ky. Prendergast, Frank J., WGBF Evansville, Ind. Pryor, Emerson J., WDVA Danville, Quaal, Ward L., Clear Channel Broad-casting Service, Washington. Quick, Rodney A., KDAL Duluth. Ramsland, Odin S., KDAL Duluth. Randau, Clem J., Federal Civil De-fense Administration, Washington. Rasmussen, Lee Gordon, KSWI-KFMX (FM) Council Bluffs, Iowa. Raymer, Paul H., Paul H. Raymer Co., New York. Reed, Dr. R. Alton, KYBS Dallas. Reinsch, J. Leonard, WSB Atlanta. Rembert, Clyde W., KRLD Dallas. Neb Ala

Reynolds, Donald W., KFSA Fort Smith, Ark. Rhys, Noel, Keystone Broadcasting System, New York. Rice, Norman W., KSMN Mason City, Richards, G. P., WBBL Sheboygan, Wis. Richards, Ronald W., WFMJ-AM-FM Youngstown, Ohio. Riesen, John Easley, KVSO Ardmore, Okla. Rine, William E., WWVA Wheeling, W. Va. Rines, William H., Maine Broadcast-ing System, Portland. Riple, William A., WTRY Troy, N. Y. Rippetoe, William F., WBOW Terre Haute, Ind. Poherson Howard KLVN Amarillo. Haute, Ind. Roberson, Howard, KLYN Amarillo, Tex. Robertson, B. G., KWRH Shreveport, La. Robischon, Franz J., KBMY Billings, Mont. Rogers, L. H., WSAZ Huntington, W. Va. Rogers, L. L., WNBF Binghamton, Rogers, L. L., N. Y. Rogers, Naylor, Keystone Broadcast-ing System, Chicago. Rogers, Thomas A., WCLT Newark, Ohio. Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington. Rosene, Marshall, WSAZ - AM - TV Huntington, W. Va. Rosner, Bennett S., RCA Recorded Program Services, New York. Ross, Anthony, WBBW Youngstown, Ohio. nio. Roth, Eugene J., KONO San Antonio. Rothschild, Walter J., WTAD Quincy, Rowan, B. J., General Electric Co., WGY-WGFM (FM)-WRGB (TV) Sche-nectady. Runnerstrom, R. O., WCOL Columbus, Ohio. Russell, Frank M., NBC stations, WRC and WNBW (TV) Washington. Russell, James D., KVOR Colorado Springs. Springs. Russell, Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington. Rutledge, John T., WVJS Owens-Rutieuge, solution boro, Ky. Ruwitch, Lee, WTVJ (ŤV) Miami. Ryan, J. Harold, The Fort Industry Co., Toledo. Ryder, J. Maxim, WBYR Waterbury, Sanders, Gerald H., KLVT Levelland, Tex. Saumenig, J. Dudley, WIS Columbia, Scial, Edward M., WNBF Bingham-ton, N. Y. Scherer, J. P., WHFB Benton Harbor, Mich. Schroeder, Frank C. Jr., WDZ De-Schlocuer, France C. U. S. Civil Serv-ice Commission, Washington Seavey, Cecil, KVOR Colorado Springs Seebeck. Charles E., WTON Staunton, Va. Sepaugh, L. M., WSLI Jackson, Miss. Shaffer, Roger A., WSPA Spartan-burg, S. C. Shafto, G. Richard, WIS Columbia, Snarto, G. Andrea, S. S. C. Sharp, Thomas E., KFSD San Diego Shaw, Bill, BROADCASTING • TELECASTING, Chicago Shaw, Glenn, KLX Oakland, Calif. Shields, A. T., WLDY Ladysmith, Wis

Wis. Shouse, James D., WLW Cincinnati and WINS New York Siebert, William G., WJR Detroit Siegel, A. Boyd, WJPA Washington,

Siegel, A. Boyd, WJPA Washington, Pa. Sillerman, Michael, World Broad-casting System, New York Simonds, Lincoln P., Weed & Co., Hollywood Siverson, Charles, WHAM-AM-TV Rochester, N. Y. Slavick, H. W., WMC-WMCF (FM) Memphis Smiley, David E., WDAE Tampa Smith, Calvin J., KFAC Los Angeles Smith, Earl H., WLCS Baton Rouge Smith, George X., KFOR Lincoln, Neb.

Smith, Hugh M., WCOV Montgomery,

Ala. Smith, Joe L. Jr., WJLS Beckley and WKNA Charleston, W. Va. Smith, Robert H., WCYB Bristol, Va. Snyder, Glenn, WLS Chicago Sonis, Berton, WTIP Charleston, W.

Va.

(Continued on page 18)

BROADCASTING • Telecasting

Quite a family...

. and still growing!

In the WGAR primary county area, population has increased • as much as 50.7% and radio homes 53.4%. The average increase in the entire primary area is 15.4% in population and 27.7% more radio homes.

MORE people in MORE radio homes means a GREATER audience potential to advertisers using WGAR...Northern Obio's most listened to station serving over four million friends!

POPULATION and RADIO HOMES GROWTH BY COUNTY in WGAR's PRIMARY AREA

COUNTY	POPULATION	RADIO HOMES
CUYAHOGA	13.5%+	27.5%+
Ashtabula	13.2%+	23.5%+
Carroll	8.9%+	19.6%+
Columbiana	9.2%+	25.0%+
Erie	20.7%+	31.5%+
Geauga	36.5%+	17.8%+
Harrison	6.6% -	24.6%+
Holmes	4.8%+	53.4%+
Huron	12.7%+	12.1%+
Jefferson	2.2% –	15.5%+
Lake	50.7%+	33.7%+
Lorain	30.4%+	28.5%+
Mahoning	6.9%+	17.3%+
Medina	21.9%+	28.7%+
Portage	36.4%+	36.6%+
Stark	20.1%+	36.7%+
Summit	20.2%+	34.4%+
Trumbull	28.3%+	35.2%+
Tuscarawas	1.8%+	6.3%+
Wayne	15.9%+	29.3%+
Source: 1940 Census, 1950 Prelim, Census		



WGAR Cleveland 50,000 WATTS ... CBS

Edward Petry & Company



Advance NARTB Registration

(Continued from page 16)

Management Conf. Cont.:

Soule, Frank C., WFBL Syracuse Sowell, F. C., WLAC Nashville Spence, Edwin M., Miami Beach, Fla. Spencer, Lester G., WKBV Richmond, Ind

Spokes, A. E., WJOY Burlington, Vt. Staley. Max F., WIJV Huron, S. D.
Staubitz, E. J., Blaw-Knox Div., Tower Dept., Pittsburgh
Stewart, Elliott, WIBX Utica, N. Y.
Stoddard, Robert L., KATO Reno, Nev.

Nev

Storer, George B., Fort Industry Co., Birmingham, Mich. Stovin, Horace N., Horace N. Stovin

& Co., Toronto Streibert, Theodore C., WOR New

York Strine, Leroy J., WORK York, Pa. Strouse, Ben, WWDC-AM-FM Wash-

ington Swezey, Robert D., WDSU-AM-TV New Orleans T

Taishoff, Sol, BROADCASTING • TELECASTING, Washington Taylor, Dale, WENY Elmira, N. Y. Teich, Walter J., KROS Clinton,

Iowa Terry, Hugh B., KLZ Denver Thomas, C. L., KXOK St. Louis Thomas, Cliff, WSAM Saginaw, Mich. Thomas, Eugene S., WOR-TV New

York Thomas, Norman A., WDOD Chat-

Thomas, Robert R. Jr., WOAY Oak Hill. W. Va. Tibbett, Gene, WLOX Biloxi, Miss. Tideman, Warner C., WIBC Bloom-ington, Ill. Timlin, J. F., Branham Co., New Vork

Tincher, Robert R., WNAX Yankton, S. D

. D. Todd, Jack, KAKE Wichita, Kans. Torge, George R. WBEN-TV Buffalo Trace, Gene, WBBW Youngstown, O. Trace, Robert E., WMGW Meadville,

Pa. Troman, Robert A., Blaw-Knox Co., Pittsburgh Tuhy, Stephen Jr., attorney, Wash-ington

Ulmer, James G., KCUL Fort Worth,

Tex. Unger, Alvin E., Frederic W. Ziv Co., New York F WQAM Miami

New York Uridge, Owen F., WQAM Miami V

Vadeboncoeur, E. R., WSYR Syracuse Van Konynenburg, F., WTCN-TV Minneapolis Vaughan, Guy, WSPA Spartanburg, S. C., Vickers, Marjorie R., KPAC Port Arthur. Tex. Volger, George J., KWPC Muscatine, Iowa Iowa

Wailes, Lee B., Fort Industry Co., Birmingham, Mich. Walsh, J. Gorman, WDEL-AM-TV Wilmington, Del. Walter, John M., WJPG Green Bay, Wis. Walter, Mary M., WJPG Green Bay. Wis. Walters, Granville, WAML Laurel, Ward, G. Pearson, KTTS Springfield, Mo. Ward, J. T., WLAC Nashville Wardell, J. Gordon, KGBX Spring-

Wardell, J. Gordon, KGBX Spring-field, Mo. Ware. William E., KSTL St. Louis Wayland, Charles V., Fisher, Way-land, Duvall & Southmayd, Washington Webb, Frank V., KFH Wichita Weed, C. C., Weed & Co., Chicago Weed, Joseph H., Weed & Co., New York

York Wehrmann, H. F., WTPS New Or-

leans Weil, William Lee, WTTH Port Hu-

Weldon, Jack, WWOD Lynchburg, Va. Wells, Keith G., KGBX Springfield,

Mo. Welpott Welpott, R. W., WGY-WGFM (FM)-WRGB (TV) Schenectady, N. Y. Wheelahan, Harold M., WSMB New

Orleans

N. Y. Wilkins, J. P., KFBB Great Falls,

Wilkinson, Vernon L., Haley, Mc-Kenna & Wilkinson, Washington

Willard, Arthur D. Jr., WGAC Augusta, Ga. Williams, J. P., Transcription Sales, Springfield, Ohio Williamson, W. P. Jr., WKBN Young-

stown, Ohio Willis, J. E., WLAP Lexington, Ky. Winger, Earl W., WDOD Chattanooga Winther, Harold A., KEYD Minnea-

polis Wismer, John F., WHLS Port Huron, Mich

Mich. Wolfson, Mitchell, WTVJ (TV) Miami Wood, H. H., RCA Recorded Program Services, New York Woodall, Allen M., WDAK Columbus,

Ga. Woodruff, Jim Jr., WRBL Columbus,

Ga. Woods, W. W., WHO Des Moines Worley, David R., KTFY Brownfield,

*

TELEVISION CONFERENCE

Adams, Irwin S., KGON Oregon City Allen, John S., WTVJ Miami Alvarez, Maria Helen, KOTV Tulsa, Okla

Arnoux, Campbell, WTAR-TV Norfolk, Va.

B

Bates. Walter, Associated Program Service, New York Binns, F. D., WLAC Nashville Blackman, E. G., WLAC Nashville Booth, John S., WCHA Chambersburg,

Pa. Booth, Robert W. WTAG Worcester,

Mass, Boundy, Glenn G., The Fort Industry Co., Birmingham, Mich. Bowden, J. L., WKBN Youngstown Breen, Edward, KVFD-KYMY, Fort Dodge, Ia. Brown, R. M., KPOJ Portland. Ore. Buford, Lucille, KGKB Tyler, Tex. Bullitt, Mrs. A. Scott, KING Seattle Burbach. George M., KSD-TV St. Louis Mass

C

Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington Caldwell, Spence W., S. W. Caldwell Ltd., Toronio Caley, Charles C., WMBD Peoria, III. Carman, Frank C., KUTA Salt Lake City Carpenter B. W. Mutuel New York

City City Carpenter, R. W., Mutual, New York Carter, Kenneth L., WAAM Baltimore Chatterton, C. O., KWLK Longview, Wash. Clarke, W. H. H., KFSB Joplin, Mo. Coe, Dee O., WWCA Gary, Ind. Cohn, Marcus, Cohn & Marks, Wash-ington Coleman, George D. WCBY Servet

Coleman, George D., WGBI Scranton,

Pa. Coley, Lem, WRFS Alexander City, Ala. Cooke. K. R., WGBI Scranton, Pa. Cox, H Quenton, KGW Portland

Danforth, Harold P., WDBO-AM-FM Orlando, Fla. Desmith, Donald W. Jr., WKZO-TV Kalamazoo, Mich. Dorrell, W. Ward, C. E. Hooper Inc., New York

Duvall, T. M., KGBX Springfield, Mo.

Е

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington Elliot, Tim, WCUE Akron, O. Enoch, Robert D., WXLW Indianapolis Essex, Harold, WSJS Winston-Salem, N. C. N. C. Evans, C. Richard, KSL Salt Lake City Evans, T. L., KCMO Kansas City, Mo.

F

Fantle, S. Jr., KELO Sioux Falls, S. D. Fee, William T., Employers Reinsurance Corp., Chicago Feltis, Hugh. KING Seattle Filion, Ed., Robert Meeker Assoc. Inc., New York Fogarty, Frank P., WOW-AM-TV Omaba

Fogarty, Frank P., WOW-AI Omaha Frase, E. C. Jr., WMCT Memphis

G Gelder, John T. Jr., WCHS Charleston, W. Va.

Gentling, G. David, KROC Rochester,

Minn. Gluck, E. J., WSOC Charlotte, N. C. Greenland, Clifford E., Associated Pro-gram Service, New York.

H Hamrick, William H., WWNC Asheville, N. C.

(Continued on page 20)

BROADCASTING • Telecasting

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Wheeler, C. Lemoine, WHEC Roches-ter, N. Y. Whiting, Lee L., KEYD Minneapolis Wilg, Gunnar O., WHEC Rochester, N. Y.

The SAVING-EST Way is Transit Radio in Kansas City...

Reports Agency for North American Savings & Loan Association

STANDART & O'HERN Adventising Agency, inc.

March 12, 1951

Mr. Robert G. Tannehill KCHD-FM Kansas City, Missouri

Dear Mr. Tannchill: The recent results we have had with FM Radio Transit Advartising have been so successful we feel sure you would like to hear about them.....

The overall results were very good. As compared to newspaper and direct mail advertising, Transit Radio proved superior. The cumulative results are these: The same dollar on Transit Radio is pulling at a ratio of almost four to one. That is, Transit Radio is producing almost four new accounts for every one produced Radio is producing almost four new sciences for every one produced by direct mail and newspaper advertising during the same period.

For our client's meeds and purposes, that is, inducing more people to open accounts at NOTUD Asserican Savings, Transit Radio has proven to be an effective medium of advertising-

N. C. Standart

wcs/m

Your advertising dollar... or even 75 cents ...buys a thousand Transit Radio listeners in Kansas City! You get a guaranteed audience in this rich market at the lowest cost of any mass medium. Include Transit Radio on your budget, and get coverage of Greater Kansas City . . . without waste. Transit Radio is a proved medium-offering new economy for limited budgets ... new flexibility for special promotions ... new opportunity for test campaigns. For detailed information on rates and time, contact KCMO-FM or our representative.

Kansas City 6, Missouri · 94.9 Megacycles

Contact: H-R Representatives, Inc., New York, Chicago, San Francisco THE ONLY FM STATION NOW OPERATING IN GREATER KANSAS CITY

Television Conf. Cont.:

Hanna, R. B. WGY-WGFM-WRGB Schenectady, N. Y. Hannon, William A., Employers Rein-surance Corp., Kansas City, Mo. Hart, John P., WBIR Knoxville, Tenn. Hartenbower, E. K., KCMO Kansas City Hayes, H. D., U. S. Court House, Chi-cago

cago Heslop, Stanley N., WNBF-TV Bing-hamton, N. Y. Hill, John B., KOTV Tulsa, Okla. Hochhauser, Ed., Associated Program Serv., New York Holt, Thad, WAFM-TV Birmingham, Alal Hooper, C. E., C. E. Hooper Inc., New York

Hoskins, Cecil B., WWNC Asheville,

N. C. Hough, Harold, WBAP-TV Fort Worth Huffman, Harry E., KLZ Denver Hunt, William A., WHIZ Zanesville, O. Hutt, Wm. V., KLRA Little Rock, Ark.

Jacobs, Lee W., KBKR-KLXM-KSRV Baker, Ore. James, Peter B., New York Jett, E. K., WMAR-TV Baltimore Johnson, Les. WHBF-TV Rock Island, III.

к

Kal, Norman C., WAAM Baltimore Kennedy, John A. WSAZ Huntington, W. Va. Koehler, Frank E., WROV Roanoke, Va.

L

Lambe, Robert, WTAF-TV Norfolk, Va. Lasky, Philip G., KPIX San Francisco Lawrence, Craig, WCOP Boston Leydorf, C. F., WJR Detroit Lond, Walker, WSAZ-TV Huntington, W. Va. Lord, Nathan, WAVE-TV Louisville Lown, Bert, Associated Program Serv-ice, New York

M

McClung, Mrs. Hugh, KYOS Merced, Calif.
McCloymonds, Clyde, The Fort Indus-try Co., Birmingham, Mich.
McCoy, John E., The Fort Industry Co., Birmingham, Mich.
McDonnell, W. J., U. S. Court House, Chicago

Chicago McKay, Robert Martin Jr., WKRM Columbia, Tenn.

'LC

I 1 **Advance NARTB Registration**

(Continued from page 18)

McNally, W. J., WTCN-TV Minneapolis Manship, Douglas L., WJBO Baton Rouge, La.
Mastin, Cecil D., WNBF-TV Bingham-ton, N. Y.
Meeker, Robert, Robert Meeker Assoc. Inc., New York
Megargee, Miss Madge, WGBI Scran-ton. Pa.
Merino, John C., KFSD San Diego Miller, Neville, Miller & Schroeder, Washington
Monaghan, Frank, WGBI Scranton, Pa.
Moore. Louis, Robert Meeker Assoc., New York
Morris, Truman A., WBEX-WJEH Gal-lipolis
Mosby, A. J., KGVO Missoula, Mont.

. .

N

Leonard E., WFMJ-AM-FM Nasman. Youngstown Neill, D. Malcolm, CFNB Fredericton, N. B. Newcomb, Harold J., WRJN Racine, Wisc. Nolte, Vernon A., WHIZ Zanesville

. 0

O'Brien, Bernard C., WHEC Rochester, N. Y. Oliphant, Paul, WLAC Nashville Outler, John M. Jr., WSB-TV Atlanta, Ga.

Р Parham, Carter M., WDEF Chattanooga,

Parliam, Carter M., WDEF Chattanooga, Tenn.
 Paul, Howard M., Strauchen & McKim Adv. Agency, Cincinnati
 Peterson, C. B., The Branham Co., Chicago
 Phillips, Charles F., WFBL Syracuse, N. Y.

R Rembert, Clyde W., KRLD Dallas Reinsch, J. Leonard, WSB-TV Atlanta, Ga. Richards, Ronald W., Youngstown Rider, Gene, WQAM Miami Rines, William H., Maine Broadcasting System, Portland Rogers, L. H., WSAZ-TV Huntington, WNBF-TV Binghamton, Nogers, L. H., WSAZ-1, W. Va. Rogers, L. L., WNBF-TV Binghamton, N. Y. D. Jr., KEYL-TV San An-Rogers, W. D. Jr., KEYL-TV San Antonio
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rosene, Marshall, WSAZ-TV Huntington, W. Va.
Rothschild, Walter J., WTAD Quincy, III.
Rowan, B. J., WGY-WGFM-WRGB Schenectady, N. Y.
Rowe, Thomas L., WLS Chicago
Russell, Frank M., NBC, Washington
Russell, Percy H. Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Ruwitch, Lee, WTVJ Miami
Ryder, J. Maxim, WBRY Waterbury, Conn. tonio

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Saumenig, J. Dudley, WIS Columbia, Saumenig, J. Dudley, WIS Columbia, S. C.
Scala, Edward M., WNBF-TV Binghamton, N. Y.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shay, John A., WTVJ Miami
Sheehy, Thomas V., Lehigh Structural Steel Co., Allentown, Pa.
Shouse, James D., WLWT Cincinnati
Slavick, H. W., WMCT Memphis
Smith, Hugh M., WCOV Monigomery, Ala.

Ala. Snow, Robert R., WSIV Pekin, Ill. Sowell, F. C., WLAC Nashville Spence, Edwin M., Miami Beach, Fla. Stark, Howard E., Howard E. Stark, New York

Stewart, Donald A. WDTV Pittsburgh Stewart, Elliott, WIBX Utica, N. Y. Swezey, Robert D., WDSU-AM-TV New Orleans

Teich, Walter J., <u>KROS</u> Clinton, Ia. Terry, Hugh B., KLZ Denver Thomas, Eugene S., WOR-TV New York

Thomas, Norman A., WDOD Chat-tanooga, Tenn. Thomas, Robert D. WBNS-TV Colum-bus, Ohio Timlin, J. F., The Branham Co., New York Todd, Jack, KAKE Wichita, Kan. Torge, George R., WBEN-TV Buffalo Tuhy, Stephen, Jr., Attorney, Wash-ington

ington

U

Udry, George C., WSIV Pekin, Ill. Uridge, Owen F., WQAM Miami, Fla. v

Vadeboncoeur, E. R., WSYR Syracuse, N. Y. Van Konynenburg, F. WTCN-TV Min-neapolis, Minn. Vaughan, Guy, Jr., WSPA Spartanburg. S. C.

107

Ward, G. Pearson, KTTS Springfield,

Mo. Ward, J. T., WLAC Nashville, Tenn. Wardell, J. Gordon, KGBX Springfield,

Wardell, J. Gordon, KGBX Springfield, Mo. Ware, William E. KSTL St. Louis, Mo. Weed, Joseph J., Weed & Co., New York

Wehrman, Harvey E., KLZ Denver, Colo Wehrmann, H. F., WTPS New Orleans,

Weinrichan, A. F., WTPS New Orleans, La. Weils, Keith G., KGBX Springfield, Mo. Welpott, R. W., WGY-WGBM-WRGB Schenectady, N. Y. Wheeler, Lemoine C., WHEC Rochester, N. V.

Wilg, Gunner O., WHEC Rochester Wilkins. J. P., KFBB Great Falls, Mont. Willard, Arthur D. Jr., WGAC Augusta, Ga.

Williamson, W. P. Jr., WKBN Youngs-town, Ohio Winger, Earl W., WDOD Chattanooga,

Tenn. Wolfson, Mitchell, WTVJ Miami.

\$ - *

ENGINEERING CONFERENCE

A

Aderhood, Harvey J., WIBC Indianap-

(Continued on page 28)

lf you want Quick Response

In Arkansas, buy KVLC where response is quick. Take this advertiser's* case for example:

*Melford Jewelers in Little Rock (after pulling between six and seven thousand inquiries over a five month period) ran 4 spots on KVLC calling for mail from adult listeners. Though the test was run on Saturday . . . an "off-day" for radio . . . KVLC produced 225 replies in Monday morning's mail.

That's what we mean by quick response! That's the kind of job we do for all our advertisers. We can do it for you. Ask our nat'l rep. for premium availabilities that produce quick response!

National Representatives Radio Representatives, Inc. New York • Los Angeles • San Francisco • Chicago



Page 20 • April 16, 1951

N. Y. Pontius, Don, Robert Meeker Assoc. Inc., Chicago Purcell, W. J., WGY-WGFM-WRGB Schenectady, N. Y.



MORE PEOPLE LISTEN - more often - to KNBC than to any other radio station

It's a fact! In all the rich, fast growing markets of Northern California, MORE PEOPLE LISTEN—more often—to KNBC. Week after week, KNBC reaches 50% or more of the radio families in every county but one in Northern California.

And now, a lot more people—a lot more potential customers—live in Northern California. The San Francisco-Oakland Metropolitan Market, for example, is now the *seventh largest* market and the *fastest-growing* major market in America. In this big market, the biggest and most loyal audience belongs to KNBC!

In addition, KNBC's 50,000 watt Non-Directional transmitter makes KNBC the only station that can deliver important PLUS-MARKETS like Sacramento, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, the San Joaquin Valley, San Jose-Santa Clara, Eureka-Humboldt County—all in one big economical package!



PLUS-Market Case History San Joaquin Valley

- Population: 327,300, an increase of 56.5% from 1940-1950
- Effective Buying Income:—\$479,821,000, an increase of 176.4%
- Retail Sales: \$357,807,000, up 221.7%
- KNBC Audience:—Week after week, over 4/5 of the radio families listen regularly to KNBC!

What's more KNBC gives you more for less. KNBC not only gives you the *biggest* audience in Northern California. At the same time, KNBC actually costs you less per person reached. KNBC sales reps will gladly show you how—

KNBC delivers MORE PEOPLE (in one package!)—at LESS COST per thousand—than any other advertising medium in Northern California.

Northern California's NO. 1 Advertising Medium

San Francisco

50,000 Watts — 680 K.C.

Represented by NBC Spot Sales

April 16, 1951 • Page 21



EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH



THE EMILE COTE GLEE CLUB Radio's leading male singing group - 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Choristers.



ALLAN JONES International singing star of Broadway, Hollywood and Concert Stage.

EXCLUSIVELY LANG-WORTH



D'ARTEGA Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.

EXCLUSIVELY LANG-WORTH



America's No. 1 dance band - starred in pictures, radio, television.

EXCLUSIVELY LANG-WORTH

TONI ARDEN From cradle to stardom, "our Toni," a Lang-Worth exclusive all the way.

EXCLUSIVELY LANG-WORTH

THANKS

Thanks for spinning our Lang-Worth transcriptions.

We try to make them sound like live broadcasts because we believe you want them that way. We consider radio the world's most potent exploitation medium and we want you to use our Lang-Worth transcriptions more and more and more — that's good for you and good for us!

Sorry, we can[®]t come to the Convention _____ gotta make that buck! We asked Lang-Worth to do the honors for us. So drop in at their suite and receive our appreciation for your cooperation in spinning our Lang-Worth platters.

THE LANG-WORTH ARTISTS SUITE 512A-513A HOTEL STEVENS, CHICAGO, ILL.



113 WEST S7th STREET, NEW YORK 19, N Y. Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH



JUANITA HALL "Bloody Mary of South Pacific" — dynamic personality projected in song.



JOHNNY THOMPSON Romantic baritone usual stylings of pop ballads and standard sonas.

EXCLUSIVELY LANG-WORTH



ELTON BRITT. Top favorite with hillbilly fans-motion pictures. radio, television.





COUNT BASIE The "One O'Clock Jump" man with Thelma Carpenter and all the Basie boys.

EXCLUSIVELY LANG-WORTH



THE SUNSHINE BOYS World's leading exponents of revival hymns and rhythm spirituals. Known throughout America via motion pictures, radio and personal appearances.



DEAN HUDSON Down South they say "Dean's music is refreshin'as a mint jule pl' EXCLUSIVELY LANG-WORTH



AL TRACE Toe-tapping rhythm, rib-tickling melody and corn-in one package.

ALAN DALE America's favorite heartthrob among this

EXCLUSIVELY LANG-WORTH

season's singing stars.





THE GAY BLAZERS Close-harmony "bathos ballads" and Gay Nineties novelties—songs, from Yesterday's Hit Parade, sung with tears or boisterous gusto. Effective NEW WAY to buy Daytime Radio Coverage:

WASHINGTON, D. C. METROPOLITAN

DUNTY ARYL

For the first time in the history of radio advertising, five stations within one market offer their combined audiencethe second largest in Metropolitan Washington—as a unit buy

GA

COLUM

PRINCE GEORGES

COUNTY MARYLAND

REIRGION COUNTY AT LOWEST COST PER LISTENER* Distaler of

PIA

Met Net Advantages: 1. Complete daytime coverage of central and suburban areas. 2. Second highest average daytime audience in Metropolitan Washington. 3. Simplified buying - 5-station coverage with one order, one transcription, one invoice. 4. Spots may be bought for the same time on each station, or staggered. 5. Low rates: 1/2-min. or time signals, \$18.24; 1-min., \$22.80; 5-min., \$36.48 (26time). Complete card on request.

WARL AM & FM. Arlington, Va. 780 KC, 1000 W. WBCC AM & FM. Bethesda, Md. 1120 KC, 250 W. WFAX Falls Church, Va. 1220 KC, 250 W. WGAY Silver Spring, Md. 1050 KC, 1000 W. Alexandria, Va. 730 KC, 1000 W. * For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., national representatives, 60 E. 42nd St., NYC-MUrray Hill 2-4813; or J. Douglas Freeman, Commercial Mana-ger, Munsey Bidg., 1329 E St. N. W., Washington, D. C.-STerling 1772.





Spot . . .

URE FROZEN LEMON JUICE Corp. of America, Chicago (Nilcar), plans expansion of radio-TV spots scheduled to Philadelphia, Baltimore, New York and Indianapolis from four midwest cities now New agency: Newby & Peron, Chicago. E. J. Lewinski is account used. executive.

PONTIAC DEALERS CLUB, Los Angeles, using heavy spot announcement schedule on 25 Southern California stations, starts two quarter hour newscasts and 15 minute commentary daily on KFAC, plus two commentaries and newscast daily on KLAC. Group also sponsors weekly 75 minute *Pontiac Movie Theatre* on KTLA (TV.) Hollywood and has live spot schedules on KTLA, KLAC-TV KECA-TV, KNBH (TV). Agency: Taggart & Young Adv., L. A.

OLYMPIC DISTRIBUTORS, L. A. ("Nids" chlorophyll tablets), April 22 starts TV spot campaign using approximately two spots daily, seven days weekly on KFMB-TV San Diego. Campaign to be expanded to 11 western states as distribution opens up in those areas. Agency: Vick Knight Adv., L. A.

CHEMICALS Inc., Oakland (Vano powdered bleach), launches new campaign in Seattle and Arizona markets. Radio will be used in both markets and TV in Seattle. Agency: Sidney Garfield & Assoc., S. F.

RED HEAD PETROLEUMS Ltd., Calgary, starts weekly half-hour variety show on a number of Alberta stations. Program is recorded for rebroadcasting to Canadian troops in Korea. Agency: James Lovick & Co., Calgary.

GOEBEL BREWING Co., Oakland, to sponsor Jerry Colonna Show on KGO-TV San Francisco and KECA-TV Los Angeles beginning May 14. Program, to be Vitapix recorded in Hollywood for S. F. release, represents \$6,000 weekly time and talent package. Program marks entry of Goebel Beer in L. A. market, though campaign well established in S. F. Agency: Russell, Harris & Wood, S. F.

UNITED FROZEN FOODS Corp., L. A. (Simple Simon Pies), appoints Davis & Co., L. A., to handle advertising. TV in Los Angeles and San Francisco is being used.

HENRY K. WAMPOLE & Co. Ltd., Perth, Ont. (cod liver oil), starts spot campaign on 28 Canadian stations. Agency: MacLaren Adv. Co. Ltd., Toronto.

Agency Appointments . . .

BACHMAN PRETZELS Co., Phila., and MONTCO COFFEE, Phila., have appointed Aitken-Kynett Co., same city to handle advertising. Television will be used on both accounts.

TEMPTIN' PRODUCTS Inc., N. Y. (hair make up), appoints Jay Gabriel Bumberg, N. Y., to handle advertising. Radio and TV spots will be used in Greater New York area with media expansion following increase in product's distribution. Firm eventually plans network TV show and possibly network radio program.

GENERAL ELECTRIC SUPPLY Corp., and PHILADELPHIA WHOLE-SALE DISTRIBUTORS, both Phila., appoint Adrian Bauer Agency, Phila., to handle advertising. TV will be used on both accounts.

JOHN MECK INDUSTRIES, Plymouth, Ind., and SCOTT RADIO LABS, Chicago, have appointed Fensholt Co., Chicago, to handle all advertising. Accounts were formerly with LeVally Inc., same city.

NEWWEILER BEER and LIBERTY BELL INSURANCE Co., both Philadelphia, appoint The Feigenbaum Agency, same city, to handle advertising. TV will be used.

BUTEN'S PAINT STORES and GEORGE GORSON Inc. (automobiles), both Phila., have appointed Philip Klein Agency, same city, to handle advertising. Television will be used on both accounts.

Network . . .

NEHI Corp. (Royal Crown Cola), Columbus, Ga., to sponsor R. C. (Continued on page 120)

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BROADCASTING • Telecasting





Point of Sale . . .

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

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

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

IN THE NATION'S CAPITAL Your best buy is



feature of the week



Kicking off the blood drive, Edward McNesby (r), driver for Yellow Cab Co., receives a voucher from Winifred Williams (seated), receptionist at Irwin Memorial Blood Bank. Looking on are (l to r): Bob Barr, assistant purchasing agent for Yellow Cab Co.; W. L. Rothschild, purchasing agent for the cab company; Mr. Wooley, and Katherine Kerry, KYA home economist.

. . .

CHIPPING in to help the urgent need for blood donations for the Armed Forces, KYA San Francisco in cooperation with the local Yellow Cab Co., is broadcasting some 28 spot announcements daily. Beamed to potential blood donors, the announcements offer free transportation to and from the blood banks for all donors.

Working hand in hand with the local chapter of the Red Cross and the Irwin Memorial Blood Bank, the station and the cab company have assumed the responsibility for recruiting donors, handling publicity and providing volunteer workers to help out in the banks. Since the announcements started last month, hundreds of persons have donated blood, Red Cross officials report.

Planning for the operation was worked out by Harrison Wooley, KYA publicity director, and officials of the cab company. Following completion of the plans, Mr. Wooley informed the blood bank that the station and the cab comcontinued on prost 1661

(Continued on page 126)



Lars, Like Eyes, Are Attached to People. In Spring, Most People Are on the Move. And Remember, ONLY RADIO Can Go with Them!

In Milwaukee WISN Is Always Your BEST RADIO BUY, Because WISN Gives You MORE EARS for LESS MONEY than Any Other Station!

I ou'll Like Doing BusinessWithWISN.





Mr. SEARS BURT SEARS was "born to the purple" of advertisingsales. His father, the late Augustus T. Sears, for many years

western manager of Curtis Publishing Co., left him a heritage of advertiser-agency contacts, and it would have been easy for the son to pick up the thread where the father dropped it—in printed media.

strictly business

But Burton Hale Sears, president of Sears & Ayer Inc., station representative, chose to accept the challenge of radio. Today, some 40 stations in the midwest, south, and west rely on him in Chicago, and his associates in New York, St. Louis, Kansas City, Los Angeles, and San Francisco, to handle their national spot business. About 30 stations on his list have been with him for more than 10 years. WCVS Springfield, Ill.; WMBH Joplin, Mo.; and WPAD Paducah, Ky., have been represented by the company since it was founded 16 years ago.

Mr. Sears was never one to look for the easy way out. Back in the

(Continued on page 122)

"GIMME THE ONE WITH THE .9 LENS!"



Kegardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous "markets" in America.

And WDAY covers them like a tent.

- (1) For the period Dec. '49 Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings actually got the highest Hoopers among all NBC stations in the nation for the second year running!
- (2) BMB Report No. 2 credits WDAY with a Daytime Audience of 201,550 families. 77.7% are average daily listeners!
- (3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind—gets a 78.6% family preference against a mere 4.4% for the next best station!

Complete, fabulous facts, from us or Free & Peters!

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/		5	7
	A		
	<i>x</i>		3

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC. Exclusive National Representatives

Engineering Conf. Cont.:

Adler, Ben, Adler Engineering Co., New Rochelle, N. Y. Albertson, Fred W., Dow, Lohnes & Albertson, Washington Allen, C. Dale, KTSW Emporia, Kan. Allen, W. H., KALB-AM-FM Alex-andria, La.

R Beerbower, R. Glenn, WBEN-TV Buf........

Ebel, A. James, WMBD Peoria, Ill. Eidson, Herbert C. Jr., WIS Columbia, S. C.

F

Findley, L. K., Collins Radio Co., Cedar Rapids, Ia. Flynn, Roy M., KRLD Dallas Fox, Robert A., WGAR Cleveland Frase, E. C. Jr., WMC-WMCF (FM) Memphis Frye, A. P., WMBI Chicago

G

Garland, O. K., WJHL Johnson City,

Tenn. Griffiths, A. E. KOTA-KOZY Rapid City, S. D. Guy, Raymond F., NBC

H

Beville, Ross H., WWDC-AM-FM Wash-

Bevnie, 1055 H., WWDC-AMTTH Wash-ington Bills, Bob, WLBH Mattoon, III. Binns, F. D., WLAC Nashville Boundy, Glenn G., The Fort Industry Co., Birmingham, Mich. Brugnoni, Rene, New York Butcher, Jesse, Federal Civil Defense Administration, Washington

C

Caudle, L. L. Jr., WSOC Charlotte, Chismark, Albert, WTRY Troy, N. Y. Cooke, K. R., WGBI Stranton, Pa. Cowen, George, WTRF-AM-FM, Bellaire Cross, Robert, KROC Rochester, Minn.

D

Davis, George, George C. Davis Co., Washington Dettman, Robert A., KDAL Duluth

Advance NARTB Registration

(Continued from page 20)

Dieringer, Frank A., WFMJ-AM-FM Youngstown, O. Dowdell, John T., WIBX Utica, N. Y. E E Thele A. Lence WMER Partie III Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIIIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIII Partie A. Lence WMER Partie IIII Partie A. Lence VMER Partie IIIII Partie A. Lence VMER Partie IIIIII Partie A. Lence VMER Partie IIIII Partie A. Lence VMER Partie IIIIII Partie A. Lence VMER Partie IIIII Partie A. Lence VMER Partie IIIIII Partie A. Lence VMER Partie IIIII Partie IIIIIIIII Partie IIIIIIII Hinshaw, Virgil G., KFH Wichita, Kan. Hunt, William A., Zanesville, O.

Т

Johnson, Earl M., Mutual, New York K

Kinsgley, Ralph J., WBEN Buffalo Kotera, Wm. J., WOW-AM-TV Omaha, Neb.

L

Lee, Carl E., WKZO-AM-TV Kalamazoo. Mich. Leeman, Alvin, WKBH Inc., La Crosse,

Wis. Leydorf, G. F., WJR Detroit

McClymonds, Clyde, The Fort Indus-



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McCollister, Don. WGAR Cleveland Magin, Theodore C., WDAN Danville, III.

Moore, Robert L., WMFR High Point, N. C. N. C. Mullan, Lester A., KTRH Houston Myers, Walter F., WJJD Chicago Myhre, Wilbur L., KFBB Great Falls, Mont.

N

Nafzger, Lester H., WBNS Columbus, O. Nelson, Ivar, KFYR Bismarck, N. D. Newby, Harold, KAKE Wichita, Kan.

0

O'Brien, Bernard C., WHEC Rochester, N. Y.

Parker, Gerald A., KROS Clinton, Iowa Paske, Rolland, WEMP Milwaukee Prandoni, Emil L., WSIV Pekin, Ill. Purcell, W. J., WGY-AM-FM-WRGB (TV) Schenectady, N. Y. Pyle, K. W., KFBI Wichita, Kan.

Q

Quentine, Charles, KRNY Des Moines,

R

Rector, C. V., WIOU Kokomo, Ind. Reed, Elmo, WJPG Green Bay, Wis. Rekart, Arthur F., KXOK St. Louis Riddle, Lindsey G., WDSU-AM-TV New Riddle, Lindsey G., WDSU-AM-TV New Orleans Rider, Gene, WQAM Miami Ridgeway, Frank, WEBR Buffalo Rissler, Harold D., WHO Des Moines Robinson, Munson, WHFB Benton Har-bor, Mich. Roscoe, W. S., Blaw-Knox Co. Pitte-

Roscoe, W. S., Blaw-Knox Co., Pitts-burgh Rowe, Thomas L. WLS Chicago Roy, Welton M., WHBQ Memphis

S

Sawyer, Roger, KGLO Mason City, Ia. Schoeny, Erwin P., WGBF Evansville,

Schoeny, Erwin P., WGBF Evansville, Ind.
Shay, John A., WTVJ Miami
Shay, John A., WTVJ Miami
Sheehy, Thomas V., Lehigh Structural Steel Co., Allentown, Pa.
Sinclair, David, KVFD-KFMY Fort Dodge, Ia.
Sinnett, Robt. J., WHBF-AM-FM-TV Rock Island, Ill.
Snedeker, M. L., WERE Cleveland
Snider, Robert E., KTUL Tulsa, Okla.
Stafford, Leo, KOAM Pittsburg, Kan.
Stanfer, Ray E., WHO Des Moines
Stone, Earl Jr., WELL-AM-FM Battle Creek, Mich.
Strieby, Maurice E., Amer. Telephone & Telegraph Co., New York
Stuckwish, Milburn H., WSOY Decatur, Ill.

T

Talbott, Edward P., KROD El Paso, Tex. Torrey, William H. KGNC Amarillo, Tex.

Troutman, Elmer, WIRC Hickory, N. C. Tucker, Durward J., WRR Dallas γ

Voss, Victor, WWCA Gary, Ind.

W

Wehrman, Harvey E., KLZ Denver Whitman, Urlin, WTAD Quincy, Ill. Winkler, Charles, KFOR Lincoln, Neb. Workman, Walter, WJR Detroit Wynne, W. Avera, WEED-AM-FM Yynne, W. Avera, Rocky Mount, N. C.

Y Yandell, Ryburn, WJPF Herrin, Ill.

U.S.-Canada Pact

TREATY between U. S. and Canada respecting operation of amateur and certain mobile stations in the border area has been submitted by President Truman to the Senate Foreign Relations Committee for ultimate ratification by the Senate. Just made public, the treaty would permit stations of one country to be operated in the other country also, with provisions of registration in the other country specified. FCC aided the State Dept. in preparation of the agreement.

M

try Co., Birmingham, Mich.



SPOTS • JINGLES • TAILOR-MADE OR OPEN-END PROGRAMS Let us solve that talent budget problem! and NOW for LOCAL AND REGIONAL ADVERTISERS ... THE NEW OPEN-END

Smiley Burnette

With the Whippoorwills — Gay Rancheros — Joe Slattery — Sue Thompson — Georgia Brown — and Guest Stars**

"Be Smart—Buy Smiley"

Available 2 or 3 quarter hours per week.

SMILEY HAS WRITTEN

ENTERPRISES -

... over 350 songs, including many hits. Been voted by "FAME" as one of Hollywood's Top 10 Western Stars. Makes more personal appearances than any other Hollywood Star. Made 160 motion pictures — COLUMBIA PICTURES • CAPITOL RECORDS

*Order an Audition Now! FREE

**GUEST STARS — Including such names as: Tex Ritter,

Sug Fisher, of the Sons of the Pioneers, Slim Wilson,

Deacon Moore, Johnny Bond, Porky Freeman, Johnny

for 2 weeks, or \$1.50 keeps it. Also available Transcribed: Saddle Rockin' Rhythm—156 programs. Jordanaires Quartet—200 numbers. Carter Sisters and Chet Atkins. MERCHANDISING AIDS AVAILABLE

- Sweaters Hats Buttons Window Streamers
- Posters Viewers Personal Appearances.



Ukulele, Day O'Dell, and more too -

EXTRA!

BROADCASTING • Telecasting

April 16, 1951 • Page 29

Springfield, Missouri



The Radio Voice of THE SCRANTON TIMES

BOLLING CO. Representatives 480 Lexington Ave. New York

Alphabet Soup

EDITOR:

We always called it good ol' Nab. Now what do we call it?

Nart-bee? Nar-ta-ba? Na-rit-ba? Of course, the boys in the East, even those born in Kansas, will feel obliged to drop the nasty "r". It'll come out Naht-ba . . . How about Nart Broads? In the East, Not Broads

> Anson Vann KATE Albert Lea, Minn. * * *

Strip Tease

EDITOR:

Zenith's full-page newspaper ad calling attention to the FCC's new plans for additional TV stations in the UHF band and claiming "built-in provision to receive these new stations" is one of the most flagrant examples of poor advertising I have ever seen and a dis-credit to the TV manufacturing industry.

It is obviously designed and worded to make the public believe that Zenith receivers will receive the new stations and others will not. The headline says, "Built-in **PROVISION** to receive these new stations," but the small print in the guarantee certificate qualifies it a little further by saying, "Builtin provision TO ACCOMMODATE NEW TUNING STRIPS TO RE-CEIVE. What are tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?

This type of advertising is a disgrace to the advertising profession and the agency that places it. Let's treat television with the respect due to a mighty new entertainment and advertising medium and not like a patent medicine.

John P. Heverly Botsford, Constantine & Gardner Advertising Seattle

EDITOR'S NOTE: We confess our own technical bewilderment on this subject, and the spokesman says that enth is manufacturing tuner strips, on which are mounted circuit compon-nets which tune to a specific channel. These strips for UHF channels can be be intermingled with VHF strips up to be intermingled with VHF strips are being an up to the strips are be-ing manufactured, none is on the paratetion is clear as it is concise. [EDITOR'S NOTE: We confess our own

Facts, Figures, Faith EDITOR:

. . There is no more need to justify radio as an advertising medium than there is to justify the simplest mathematical conclusion. There is a great need for every member of the radio family to tell radio's story-and



tell it and tell it and tell it!

It's a little sickening to hear radio people speak of "holding on to their faith in radio." The era for taking our medium on "faith" disappeared early in its 30-year history!

The work of your fine publication in gathering and printing the FACTS and FIGURES that conclusively prove radio's unmatched stature as the lowest-cost, masscoverage advertising medium, cannot help but call back into the "shop" many of those industry people who would answer the siren call of the circus parade going by outside! . . .

Kenneth M. Curto Local Sales Manager WPRO Providence, R. I. .

New Testament

EDITOR

Congratulations to you and your entire staff on your magnificent reportorial job in your March 26 issue covering FCC's release of the TV re-allocation plan. Little wonder that your magazine is "Broadcasters' Bible."

Your many stories covering this event are so complete that we want to buy and have shipped to us Air Express six additional copies so that we may send them to our stockholders and bring them right up to the minute on our TV application.

Frank V. Webb General Manager KFH Wichita, Kan.

* *

Wrong Pew

EDITOR:

I would like to call your attention to an error in the article on page 85 of the March 26 issue of BROADCASTING • TELECASTING. The article is titled, "Oral Argument."

The Reorganized Church of Jesus Christ of Latter Saints is in no way connected with the Mormon church as stated in the second paragraph.

The reorganized church is a reorganization of the original Church of Jesus Christ of Latter Day Saints after the original church became disorganized because of Brigham Young and polygamy.

It is easy to see how such an error could occur because the Utah church is much better known.

Vinton Wight Lincoln, Neb.

* *

Grass-Roots Thrills EDITOR:

Anyone who attended the two BMI clinics last week in Columbia, S. C., and Charlotte, N. C., could



not have failed to be thrilled.

Here, respectively, were stations from South Carolina and North Carolina sitting down together in earnest consideration of our weaknesses and how to correct them; analyzing our strengths and how to make them stronger. They were real grass-roots meetings, constructive and open-minded. . . .

The two state associations and the management of BMI deserve fullest thanks for having sensed the need for such down to earth husiness meetings.

Alex Sherwood Standard Radio Transcription Services Inc. * *

Change Names?

EDITOR:

It has always seemed unfortunate that the radio trade got to using the terms "sponsored" and "sus-It leads folks to feel taining." that "sustaining" programs are those which the listener gets free, while he has to "pay" for the "sponsored" programs by listening to those awful commercials.

It would have been better if the radio industry had started everybody along the right track by talking about programs which are "advertiser-sponsored" as compared to those which are "stationsponsored."

Now that the new TV allocations plan has been issued, I notice a tendency to refer to "commercial" vs. "educational" stations. Right now, before this thing grows any bigger than it already is. wouldn't we be wise to change the nomenclature?

How about the terms "educa-tional stations" and "entertain-ment stations!". I like "entertainment stations." much better than "commercial stations."

> Murray Carpenter Co-owner & General Manager

WABI Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter may be on the right track, but we don't think he has reached a completely sat-lsfactory destination. Commercial sta-tions do more than entertain. They inform; indeed they educate. Anyone else have suggestions?]

Lost Voice

EDITOR:

Do you think some good program director or kind station manager could explain what happens to the audition records sent to them in answer to their advertisements or requests? Turn to the latest issue of BROADCASTING • TELECASTING and you'll see an ad for help wanted—send full details, reference, photo and late record, which (Continued on page 128)



NEW FACILITIES TO BETTER SERVE YOUR NEEDS



Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter autput to sharply tuned loods encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view af all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being sold through GRAYBAR ELECTRIC COMPANY

We specialize in custom design to solve specific problems

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience -in both domestic and foreign markets-stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.



.



and the second An A THINK CONTINENTAL ELECTRONICS Manufacturing Company producers of NEW HOME OF CONTINENTAL sirental Electe ELECTRONICS MANUFACTURING COMPANY ★ Complete transmitters Power division and phase control units Radio frequency inductors * Rectifiers-Amplifiers ÷ Isolation inductors Aluminum coupling cabinets ★ FM-AM Isolation units Arc-back indicators 4212 S. BUCKNER BLVD. DALLAS 10. TEXAS PHONE EVERGREEN 1137 🛨 Antenna couplina units

BROADCASTING • Telecasting

ON THE SPOT SELLING IS IMPORTANT ON PACIFIC COAST NETWORK RADIO, TOO!

Don LEE IS THE ONLY RADIO NETWORK on the Pacific Coast that can release your sales message on-the-spot . . . where the people live and spend their money (\$21,154,281,000 of it).

The Pacific Coast is big, sprawling and virtually covered with very high mountain ranges. Add low ground conductivity and you have a situation that demands many stations, each broadcasting *within* the markets for good consistent reception, the kind that *really* makes complete coverage. Don Lee has 45 stations in 45 important Pacific Coast markets – Don Lee has the *only* network station in 24 of those markets.

Does this on-the-spot local coverage really work? You bet it does. Don Lee regularly broadcasts more regional programs on the Pacific Coast for both regional and national advertisers than any other network. Complete on-the-spot coverage when you want it. Extreme flexibility when you need it. Buy what you

> WILLET H. BROWN, President · WARD D. INGRIM, Vice-President in Charge of Sales 1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA





want to fit your distribution-no waste. An exclusive Don Lee feature and at a lower cost per sales impression than any other advertising media.

Point-of-purchase selling is mighty powerful selling. Put your sales message on Don Lee and sell them where they live and BUY.

Don Lee Stations on Parade: KAST-ASTORIA, OREGON

Astoria, Oregon is the hub of the thriving lower Columbia River area. During 1950 some 112,000 people who comprise the population of this compact 5-county market, had an effective buying income of \$108,441,000, of which \$82,115,000 were spent in retail sales within the market. KAST is the only network station that serves this market-on the spot-where the people live. You get the 1000 watt LOCAL influence of KAST when your advertising is on DON LEE!

The Nation's Greatest Regional Network





OKLAHOMA AN EXPANDING DEFENSE MARKET!

AMON

Twenty thousand civilian employees punch the clock at Tinker Air Force Base in Oklahoma City every day. And, every day as defense needs of our country increase, that number grows. An annual payroll of about 70-million dollars is spent right in the immediate KOMA local area, by Tinker employees alone. To obtain your share of this defense payroll, your best buy is KOMA. An Avery-Knodel man can show you how KOMA consistently reaches these defense workers at less cost per thousand.

> J. J. Bernard, V-P and General Manager



Page 34 • April 16, 1951



R OBERT E. BLACKBURN to MacFarland-Aveyard, Chicago, as vice president on creative staff, from LeVally Inc., same city, where he was vice president in charge of copy.

STEWART PIERCE BROWN elected vice president Neff-Rogow Inc., N. Y.

GRAHAM MASON, vice president Lewis & Gilman, Philadelphia, to head TV and radio department.

JOHN I. EDWARDS & Assoc., new Los Angeles advertising agency, has been organized by JOHN I. (Bud) EDWARDS, recently resigned ABC western division program director, with offices to be established about May 1. His associates include several former ABC Hollywood executives. JACK O'MARA, recently resigned West Coast manager C. E. Hooper Inc., and one time advertising and promotion manager ABC western division, appointed head of research and promotion for agency. JAMES VANDIVEER, ABC-TV western division executive producer of sports and special events, resigned to become agency's radio and TV director. ROLLO HUNTER, ABC western division production manager, appointed writer-producer for agency. Among accounts are Maier Brewing Co., L. A. (beer) with a billing of \$750,000 per year.

on all accounts

IKE the actor who lives his role, Joseph Wellington Palmer, radio director Mac-Gruder-Bakewell-Kosta Inc., Denver, lives up to his middle name. He plots his radio account campaign with the logistic strategy that made the famous British duke the nemesis of Napoleon.

Standing six feet two, Mr. Palmer has a strong countenance to match. He's the type of man who, when buying to help his client, and

not the agency, can say "no" to programs more often than he says "yes," even though the client may be sold on a certain show. William Kosta,

executive vice president of the Denver advertising firm, describes Mr. Palmer in this manner:

"Mr. Palmer is utterly sold on radio as an advertising medium, while recognizing the importance of other media. When he does recommend a show, his opinion counts heav-

ily. The client knows he has analyzed the situation thoroughly and has all the answers. I don't think he'd be happy if he couldn't still get in his copy writing licks, and why not? His copy ranks with the best."

What better tribute to a man's work, his chosen profession?

The choice was made by Mr. Palmer when he catapulted from operations below ground to operations on the air waves. That is, he gave up engineering to follow the human engineering field of radio and advertising after taking a series of aptitude tests which lit up an arrow pointing in the latter direction.

Mr. Palmer was born in Míssouri 31 years ago. He was raised in Tulsa, Okla., and got his engineer-

ing B. S. from the U. of Tulsa in 1940. Following his book learning, he took to engineering for a year. Then came the war and Joseph Wellington Palmer, squeezing his frame into an Army Air Force major's uniform, spent four years in the service, two of them overseas.

Upon discharge, Mr. Palmer took the aptitude tests, wound up by signing for two quarters of intensive radio work at Northwes-

tern U., including the NBC-Northwestern Summer Radio Institute. WJIM Lansing, Mich., offered him a writing job, and before two years passed, Mr. Palmer was continuity director.

But the Michigan climate clashed with the southwesterner's. Three (Continued on page 126)



Mr. PALMER

144 . S. W. L.



WALTER H. SMITH, Kastor, Farrell, Chesley & Clifford Inc., N. Y., elected vice president in charge of marketing and research.

S. SEWARD SPENCER, radio-television director Foote, Cone & Belding, Hollywood, to Walter McCreery Inc., Beverly Hills, Calif., in same capacity. He succeeds RALPH G. TUCHMAN, resigned. Mr. Spencer was with FC&B seven years.

WALTER ALLEN LAWRENCE, Bacon & Lawrence, S. F., to J. Walter Thompson, N. Y., as account executive for RCA divisional account.

MAURICE G. SHOLLE, art director Sterling Adv., N. Y., to J. G. Procter Co., N. Y., in same capacity.

BYRON H. BROWN and ELLSWORTH ROSS, operators of their own Los Angeles agencies, are organizing National Federation of Advertising Agencies, a non-profit California corporation. Plan is to form network of member agencies in some 30 cities. Only one in each trading area will be admitted. Membership is open to "small and moderate-size agencies whose principals can demonstrate their competence, ethics, financial ability and desire to cooperate."

EUGENE COOPER, account executive Foote, Cone & Belding, S. F., resigns to return to his hometown of Chicago.

JERRY HILL, promotion and public relations staff Walter McCreery Inc., Beverly Hills, Calif., to The Counselors, Hollywood, as account executive.

JOE MORTON, NBC-TV Chicago, to Young & Rubicam, same city, working on films in radio-TV department.

DAVID McCULLOUGH, Raymond L. Sines Adv. Agency, S. F., to Oppenheim, Van Slyck & Klaus Inc., same city.

RICHARD C. FRANCIS, vice president in charge Pacific Coast operations Campbell-Ewald Co., L. A., named chairman, Southern California chapter, American Assn. of Advertising Agencies. Also elected were JOHN A. PRIVETT, Mogge-Privett Inc., L. A., vice chairman; CARL M. HEINTZ, Heintz & Co., L. A., secretary-treasurer. Officers selected from newly-elected five-man board of directors, other two members of which are A. W. NEALLY, vice president and manager, L. A. office BBDO Inc., and LEE RINGER, Lee Ringer Adv., L. A.

PAUL SCHLESINGER, timebuyer Tatham-Laird, Chicago, father of boy, Paul Jeffrey, born April 3. Mrs. Schlesinger is former LORRAINE STOLZER, J. Walter Thompson, same city.

Change of address: KNOX REEVES Adv. Inc., S. F., moves to new offices on 11th floor of Shell Bldg., 100 Bush St. Telephone YUkon 6-0678. HARRY E. FOSTER Adv. Ltd., moves to new quarters in Foster Bldg., Avenue Road and Alcorn Ave., Toronto. Building includes an auditorium to seat 75 people. Telephone Princess 4681.

DON LAWTON, advertising manager Golden State Co., San Francisco, to Botsford, Constantine & Gardner, Portland, Ore., as associate account executive on Jantzen Knitting Mills account.

NORMAN A. CHURCH, account executive and copy writer Hal Niemann Adv. Agency, Denver, to Lee Ringer Adv., L. A., as account executive.

BUTLER-EMMETT Adv., Portland, Ore., having dissolved partnership, JAMES BUTLER opens own agency at 207 Concord Bldg., same city.

KENNETH McKENZIE, copy chief Neale Adv. Assoc., L. A., to plans and copy staff Martin R. Klitten Co., same city.

WESLEY A. GILMAN, Lewis & Gilman, Phila., made several broadcasts on behalf of Philadelphia Society for Crippled Children and Adults during Easter Seal campaign. He is chairman of executive board.



WORLD'S LARGEST DISTILLERY... in PEORIA!



WMBD Dominates the Rich Peoriarea Market

Even in these days of astronomical figures, the statistics of the world's largest distillery in Peoria are astounding. Using 22,000 bushels of grain



EMIL "FARMER" BILL a 17 year veteran at WMBD, is vastly popular with the hearty prosperous farm audience surrounding Peoria. Raised on a farm, he later trouped 28 years in vaudeville circuits, thus has an unusual knack of bringing showmanship to the farm. Witty, personable and down-to-earth — no wonder he's such a consistent favorite! and 10,000,000 gallons of water, the plant produces 110,000 gallons of whisky, gin and spirits DAILY! Walker's covers 33 acres on Peoria's waterfront ... employs approximately 3000 people. The distillery also produces many byproducts for industry and agriculture . . . is set for quick conversion to the making of industrial alcohol for defense. WMBD is as outstanding in Peoria radio as Walker's is in the industrial field. Fifty full time people working in programming, sales, engineering, and promotion work as a team to make WMBD the No. 1 buy in the Midwest's No. 1 Test Market. The dominance of WMBD is due in a large measure to its ability, experience and knowledge of the radio preferences of Peoriarea listeners.

CHARLES C. CALEY, Vice President and General Manager DON D. KYNASTON, Directar of Sales



what happened after we said

This advertisement appeared last November. To broadcasters all over the country, it outlined Associated's new policy of sales service...of giving station operators what they want to help them realize maximum profits from their APS libraries. In it we promised many innovations planned expressly to aid APS subscribers in building more business.

Those promises, one by one, came true. Six months have now gone by. Let's check off the results and see what APS is today doing to give broadcasters WHAT THEY WANT!

TRANSCRIBED SALES MEETINGS



These 30-minute, informal sales meetings on discs (three of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by

Maurice B. Mitchell, APS vice president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

2 IN-PERSON SALES AND PROGRAM CLINICS



Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling.

The first successful session has already been staged (at Greensboro, N. C.), and others are scheduled soon for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

3 "THE NEEDLE"



This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in

building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

4 SHOW PROMOTION KITS



These complete kits, prepared expressly for APS subscribers, contain a wide variety of material essential to proper promotion and merchan-

dising of Associated's pre-produced shows. This is an extra plus for both station and the advertisers who sponsor such programs. New kits are being issued regularly and (like all APS <u>extra</u> service) are supplied without additional charge.


we're going to give them

Only's few days ago. Associated Program Service sent the incement to all of its subscribers throughout the radio industry ally, this would have been a confidential memo intended for them alon — yet what it reports is of such Importance that we think the fact should be shared with everyone in the whole field of broadcasting

various terail fields and other folks you" to have talk its four sairs stuff, right its,



Service the library that pays for itself

Tajit

MAURICE B MITCHELL General Manager, Ausociated Program Service ed Program Service, howeve

out the co ur station

MAURICE & MITCHELL, General Manage Associated Program Service 151 West 40th Screet, New York 19, N K I am interested in knowing more about As station. Wall you air mail the facts to me? Street

5 "HOW-TO" MANUALS



To help make the Associated library as useful and profitable as possible, a new series of "how-to" manuals have been issued and two of them are already in circulation. These manuals cover all significant facts

on the care and use of APS transcriptions, and outline policies and special services in effect.

6 MERCHANDISING CALENDAR



This handy, month-by-month merchandising calendar lists all important dates and special weeks that have programming or merchandising possibilities. Also included is a helpful cross-reference arrangement

which allows APS subscribers to determine contract expiration dates in 13-week cycles at a glance.

7 BIGGER SERVICE STAFF



APS shows.

Associated Program Service has increased its staff of field representatives and their activities. This means greater personalized, on-the-scene service with more effective help to subscribers' sales staffs in selling

Service "the library that pays for itself"

YES... Associated has made a fast start in supplying the valuable, needed and practical sales service that was predicted last November. Already APS subscribers are benefiting widely from it. And remember, all this coordinated sales service is yours without extra cost when you're an APS subscriber.

And—this is important—even though you may already have another library, there is a precedent-breaking plan that makes it possible for you to use the APS EXTRA SERVICES right away! Write for details!

Maurice B. Mitchell, Gene Associated Program Servic 151 West 46th Street, New	te
I'm interested in knowing more my station. Will you send the fo	about Associated Program Service for _{icts} right away?
Name	
Title	
Station	
Street	
City	ZoneState

VISIT THE APS DISPLAY AT THE NAB CONVENTION ROOM 532-533-534A, STEVENS HOTEL

WHAT THEY WANT!

IT'S <u>EASY</u>, WHEN YOU KNOW HOW!

KWKH is the overwhelming favorite in Shreveport. Hoopers show that KWKH is first in 37 out of the 44 quarter hours between 8:00 a.m. and 7:00 p.m. In the morning (8:00 a.m.—12 noon), KWKH gets a 51.6% Share of Audience—or 6.6% more listeners than all other stations combined. In the afternoon and early evening (12:00 noon—7:00 p.m.), KWKH gets a 48.5% rating —or only 3.0% less listeners than all other stations combined.

KWKH's "outside" audience is vastly more important, however. BMB Study No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. But look at the *quality* of this KWKH audience: 194,340 families—64.1% of the total —listen "6 or 7 days weekly"!

Yes, Know-How pays! Let us or The Branham Company show you how much!

SHREVEPORT HOOPERATINGS November, 1950 thru January, 1951

NOVE	mber, I	750 mi	o sano	ury, 171	2.5
TIME	кwкн	"A"	"B"	"C"	"D"
8:00 a.m.	*12.2	3.9	2.3	2.1	0.0
8:15	* 9.9	5.3	4.0	3.5	0.8
8:30	* 7.2	5.3	0.3	2.2	0.8
8:45	* 7.0	5.0	1.7	1.4	0.3
9:00	5.0	5.3	2.8	3.1	0.3
9:15	10.5	5.1	1.6	0.6	1.3
9:30	8.3	3,9	0.9	0.9	0.6
9:45	10.1	3.6	1.8	0.3	0.0
10:00	9.2	6.0	1.8	0.9	0.3
10:15	7.1	3.7	2.3	0.0	0.8
10:30	7.0	2.2	3.1	1.4	0.6
10:45	10.6	1.2	1.8	1.5	0.6
11:00	10.0	0.5	3.2	2.1	0.0
11:15	8.9	1.7	6.1	1.4	1.1
11:30	10.3	2.2	4.3	1.4	0.5
11:45	12.6	1.0	6.7	1.8	0.5
12:00 noon	*10.6	3.5	6.0	1.6	0.8
12:15 p.m.	7.7	0.3	7.0	1.3	0.5
12:30	*13.1	1.8	5.8	1.3	0.5
12:45	7.6	4.1	4.1	0.5	1.4
1:00	6.0	1.4	3.5	0.3	0.6
1:15	6.7	2.9	3.7	1.6	0.3
1:30	9.2	2.8	2.8	0.8	1.0
1:45	8.0	1.8	2.3	0.5	1.0
2:00	7.4	2.9	3.2	0.3	0.3
2:15	4.5	1.8	. 4.5	1.3	0.8
2:30	5.6	0.2	6.3	0.5	0.2
2:45	. 4.4	1.0	5.7	1.2	0.2
3:00	4.3	1.3	4.8	3.2	0.5
3:15	8.9	0.8	5.7	4.4	0.0
3,30	4.1	0.3	4.4	3.0	2.1
3:45	* 3.9	1.6	6.3	4.7	0.8
4:00	* 6.2	0.9	4.4	2.7	1.2
4:15	*10.8	1.4	6.4	0.8	1.7
4:30	*12.6	1.5	2.8	1.8	0.8
4:45	*12.2	1.9	4,1	1.4	1.9
5:00	*12.2	1.9	3.4	5.0	1.9
5:15	* 6.9	1.8	3.4	4.0	
5:30	9.3	1.3	6.1	2.7	
5:45	14.6	3.7	5.0	4.2	18.000
6:00	20.0	4.1	6.0	2.2	SE AVE
6:15	17.1	5:2	5.0	2.8	
6:30	16.3	3,4	3.4	9.0	
6:45	16.2	2.3	9.4	1.4	

★A KWKH Local Program.



50,000 Watts · CBS

Henry Clay, General Manager



Vol. 40, No. 16

WASHINGTON, D. C., APRIL 16, 1951

\$7.00 A YEAR-25c A COPY

CBS CUTS RADIO RATES

A DOWN-THE-LINE cut in radio network rates loomed Friday after CBS in a surprise move announced reductions in its own radio time charges ranging from 10 to 15%, effective July 1.

Within 12 hours of the CBS announcement, ABC issued a terse statement that "we shall meet the competition," a phrase that could be interpreted no other way than that ABC intended to slash its own rates at least as much as CBS.

By Friday noon NBC's position had not been defined. Top NBC executives were in constant conference on the subject.

Reports that there had been a tacit understanding among the networks regarding the rate question were vehemently denied at CBS.

The announcement of the CBS rate reduction was made Thursday night by Frank Stanton, CBS president, after he and other network executives emerged from a conference with the Columbia Affiliates Advisory Board.

The board, which was not asked to vote its formal approval of the rate cut, was reportedly told by Mr. Stanton that the hard decision was made necessary by the threats of major advertisers to reduce or withdraw their substantial schedules on CBS.

Accounts at Stake

At stake, he was understood to have told the affiliates board, were such accounts as Lever Bros. (whose media director, George Durham, is and was chairman of the Assn. of National Advertisers committee that recommended huge radio rate mark-downs), Procter & Gamble, Sterling Drug Inc., Miles Laboratories, and Colgate-Palmolive-Peet.

Mr. Stanton was said to have added that the loss of such important sponsors and their toprated shows would result in additional losses to affiliates of prime adjacencies for national and local spot sales.

He was said further to have described the "horrible deals" being made by other networks, in offering cut-rates on talent or time in order to keep current business and attract new. It was his belief that "getting back on a rate card" would help to stabilize the industry. Highlights of the plan as announced by Mr. Stanton Thursday are these:

• Radio network rates for the 1-8 p.m. period will be cut 10%.

• For the 8-10:30 p.m. period they will be cut 15%.

• For the 10:30-11 p.m. period, 10%.

• For Sunday afternoon time, it was understood, the cut will be 25%.

• Morning rates remain unchanged.

To compensate for the reductions in the network's advertising rates, CBS affiliated stations were asked to take a flat 10% reduction in their revenue from the network, pertaining to all periods of the day.

About 160 of the 190 CBS affiliates have in their contracts clauses that permit the network either to increase or decrease rates without consultation with the station. In the cases of the some 30 other affiliates, without such contractual provisions, the network cannot change the payment without specific agreement from the stations. Observers believed it was the CBS plan to let advertisers eliminate those stations that did not agree to the 10% cut in revenue.

Gross Revenue

CBS gross network revenue has been running at about \$70 million annually. It was estimated that the rate reductions might result in as much as a \$10 million-a-year decrease in network income.

Although advertiser and agency reaction to the CBS announcement had not begun to crystallize at the time this story went to press, it was learned that executives of one leading advertising agency already were in conference deciding how to reallocate the savings that would accure from the network rate reduction.

10 to 15% Reductions Set July 1

This agency was understood to be giving strong consideration to spending the windfall money in spot radio or in television.

Other agency executives, commenting anonymously on the rate question, predicted that other networks would have to follow the CBS lead. They expected the rate reduction to become general.

The CBS announcement of its rate cut came only a day after it announced its acquisition of Hytron Radio & Electronics Corp. (see story page 41), a \$20 million deal that will put CBS into the manufacturing industry.

President Stantion in announc-(Continued on page 40)

CRISIS CONVENTION

By J. FRANK BEATTY

A COMPLETELY reorganized trade association—National Assn. of Radio & Television Broadcasters —meets this week at the Stevens Hotel, Chicago, to take up problems affecting the very foundations of station management and technical operation during a critical period in the nation's history.

Total registration for the three separate segments of the convention — Management, Engineering and Television—had passed the 1,000 mark 10 days ago and at the weekend promised to threaten the records of the years just after world War II. Over 1,100 rooms had been assigned Wednesday.

Added to the association's heavy registration are hundreds of nonmember station executives who also will take part in the Monday morning Mobilization Roundtable at which FCC and military representatives will discuss operation of stations in case of air attack.

The mobilization meeting is classified, with admission only by passes issued each licensee by the FCC. It follows a similar classified meeting held March 26 in Washington, when 1,000 licensees answered a Commission call to the capital city [BROADCASTING • TELECASTING, April 2]. NARTB convenes with a new structure, and with a new executive alignment. President Justin Miller will become chairman of the board June 4, as well as general counsel. Harold E. Fellows, WEEI Boston and CBS New England manager, becomes NARTB president June 4, with a five-year contract [BROAD-CASTING • TELECASTING, April 9].

Consider General Manager

Pre-convention interests was focused on selection of an opposite number for the presidency-a general manager to head the autonomous TV operation under the NARTB banner. A committee headed by George B. Storer, Fort Industry Co., is believed to be scanning a list of eligible names that might include such persons as Wayne Coy, FCC Chairman, and Comr. Robert F. Jones: Eugene S. Thomas, WOR-TV New York. chairman of the NARTB television board, and Byron Price, assistant secretary general of the United Nations.

Despite published reports to the contrary, it was learned that no candidates for the TV post have yet been considered by the Storer Committee.

Mr. Thomas will preside as chair-

Draws Big Crowd

man of the NARTB board convention committee when formal sessions open Monday at 2 p.m. With him on the program will be Judge Miller and Mr. Fellows. Mr. Thomas will present a slide film showing the new structure of NARTB. FCC Commissioners Frieda Hennock, Rosel Hyde and Paul A. Walker are to be presented to the convention.

Tuesday morning belongs to Broadcast Advertising Bureau. Edgar Kobak, WTWA Thomson, Ga., will preside as BAB board chairman. William B. Ryan, BAB president, will address the session along with other speakers.

Formal luncheon Tuesday will be addressed by Gen. Omar N. Bradley, Chairman, Joint Chiefs of Staff, to be followed by parallel panels in the afternoon—one dealing with sports broadcasting and the other with labor management relations. Concluding Tuesday's event is the Radio Pioneers Dinner.

Wednesday Sessions

Wednesday morning will be devoted to FM broadcasting. Chairman Coy will address the Wednesday luncheon. Parallel radio research and legislative panels will be held in the afternoon, followed by an NARTB business meeting at (Continued on page 49)

CBS Cuts Rates

(Continued from page 39)

ing the rate adjustment, said the changes "increase still further the values of CBS network radio which today stands as the country's single most comprehensive and efficient advertising medium."

The CBS move differed from NBC's abortive rate-reduction effort of late December in several respects. For one, it applies to radio network rates in all markets, whereas the NBC proposal related to a total of 53 radio affiliates in TV markets. For another, NBC's plan was made known weeks in advance, while Columbia's remained secret until the last moment and in fact was accomplished and announced before reports of it had attained any substantial degree of circulation.

Affiliates' Reaction

The true tenor of CBS affiliates' reaction, it appeared, could not be fully appraised until they had received complete details and had an opportunity to digest them.

CBS affiliates that have contracts permitting the network to adjust rates received the following typical telegram Thursday night from Herbert V. Akerberg, CBS vice president in charge of station relations:

"Effective July 1, 1951, we are reducing network rates for all time periods by 10%. At the same time, we are making Sunday afternoon rates uniform with other days. All

Rate Race

rate adjustments will be made to the nearest dollar. Payments to you will be adjusted as provided in your affiliation agreement. The reasons for the action have been fully explained to the CBS Advisory Board at a special meeting today."

In the case of the NBC move late last year, the affiliates involved put up such a cry that the network shelved its plan [BROADCASTING • TELECASTING, Jan. 8, Dec. 25, 1950]. Some objectors carried their protests to the office of Chairman Ed C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce committee, urging him to intercede on grounds that the NBC move, if successful, would jeopardize the entire industry rate structure.

NBC's earlier attempt to reduce rates in TV markets showed its belief that advertisers resistance to radio rates in TV areas must ultimately result in reductions.

ABC has itself been accused of cutting rates—in its bid for the NBC afternoon accounts of five leading advertisers [BROADCASTING • TELECASTING, March 26, 19]. ABC officials, however, have insistently denied that rate-cutting is involved in this offer.

Evening radio rates in TV markets have long been a target of the ANA. Its move to force reductions

history, and the spot rate is go-

ing up along with operating cost.

We feel we are giving plus value

and we can not willingly agree to

an overall network rate reduction.

I'm a great admirer of CBS leader-

ship, but in this instance I question

the advisability of a reduction in

- 18

WGAR Cleveland: "Our studies in-

dicate that we are delivering 1,000

homes at night at a cost 23% less

John Akerman, general manager

of KMOX St. Louis, said he sus-

pected the decision was prompted

by "pressure" from the small af-

filiates, as he knew of none from (Continued on page 57)

Carl George, general manager of

last summer was successfully staved off, but the advertiser organization came back in mid-March with a second study of rates in TV areas.

Employing the same controversial formula used for gauging TV's effect in the first study, the second report concluded that "for the individual stations affected by TV competition, radio time values show declines . . that run as high as 60% [BROADCASTING • TELECAST-ING, March 19].

Cites 19%-plus Inroad

In the case of CBS and NBC the only networks covered in the study—the ANA report estimated that on a full-network basis (including stations in non-TV cities) "the reduction in time values attributable to the inroads of TV amounts to 19.2% in the case of NBC, and 19.4% in the case of CBS."

Long before the ANA study appeared, CBS was compiling data to show that radio reaches more people per dollar than any other medium. In one recent study CBS found that the number of people reached by radio is 591 per dollar, whereas the same expenditure in magazines reaches only 365 people and in newspapers 249 [BROADCAST-ING • TELECASTING, March 12].

In a continuation of this study, CBS subsequently pointed out that in fact "national advertisers are actually getting better values today than they were in 1944"—"considerably better" on CBS—and that in

(Continued on page 67)

AN EDITORIAL

Comments on Rate Reductions

our case."

than 10 years ago."

George B. Storer, president of Fort Industry Co., said last Friday: "I'm shocked because we have experienced no difficulty in selling radio time in the seven markets in which we operate, but we have had to sell harder and promote more. In fact, our business is ahead of the same period last year in every month.

"The unit of sale in network time is larger and the number of advertisers extremely small, so that the network clients' bargaining power is very great, thus forcing reductions not actually warranted by economic necessity."

* * * William B. Quarton, general manager, WMT Cedar Rapids, Iowa: "WMT has the best ratings in its

to have considered more fully are: (1) what will be the long-term effect of a July 1, 1951, CBS rate cut on CBS business, and (2) what will be its effect on radio in general?

We address ourselves first to No. 1 (an eager hare probably would leap at No. 2 or possibly a distant No. 3). To begin with, CBS acted hastily and at a moment when the time seemed ripe for a general, industry-wide study of radio rates—not with the limited objective of deciding whether they ought to be slashed because of television's inroads on the audience, but with the broader purpose of establishing a sound relationship between radio prices and those of all other media.

It doesn't seem to us that CBS took sound research into serious consideration (unless it has very little faith in the soundness of its own research department) because only a month ago that network released some figures asserting that CBS radio reached 591 people per dollar, magazines reached 365 people per dollar, and newspapers, for the same amount, reached only 249.

In the face of those figures, it is difficult to understand why CBS, in its action of last week, endeavors to make its already wide margin of advantage over other media even wider.

We doubt that a network which can prove by apparently honest mathematics that it is cheaper than any other national medium will enhance its stature with its customers by cheapening what already is a bargain. It classifies its whole inventory (or at least all of it save that on sale in the morning) as distress merchandise.

As to question No. 2, the effect of the CBS action on the industry, nothing but the most gloomy conclusion can be drawn. Radio is a sensitive business, balanced precariously on emotion as well as on fact. Let some element as substantial as CBS shift its weight, and the teeter begins tottering.

The CBS rate adjustment is an open invitation to advertisers to begin harassing rival networks with demands for price cuts. This kind of pressure could build up to a very disagreeable condition. Indeed, ABC already has announced it will go CBS one better. NBC and Mutual are pondering their moves. But the results are obvious—they must follow suit to remain competitive.

The most disappointing aspect of the CBS decision, it seems to us, is that it was made with unnecessary haste, before the industry could evolve a unified and sensible approach to the subject. The chance for the beginning of such an approach comes this week at the NARTB convention. CBS is not a member of NARTB. It will be on the side-lines. And the CBS action knocks the agenda for a loop.

As this journal has advocated, that kind of job appears to be excellently suited to BAB, a group perfectly designed for research to relate radio rates to those of competing media.

The hare has jumped the gun and may already be zipping down the track. But tortoises still have a classic chance to win, if they pace themselves intelligently.

AN ILLUSTRATION in a recent CBS advertisement featured the classic race of the tortoise and the hare (won by the cautious tortoise when the hare pooped himself out by a dazzling but imprudent burst of speed at the start).

Apparently CBS does not read its own ads, or if it does, it pays very little heed to them. It seems to us that the parable of the tortoise and the hare is a perfect argument against the peremptory action of CBS last week in cutting its radio rates.

In this instance CBS seems to have jumped off to what may be a fast lead at the start (like the hare in its advertisement). If there are any intelligent tortoises entered in this race, they stand a good chance of breaking the tape while the hare (tired and limping like the one in the ad) is blowing on the backstretch.

It is pretty obvious that the tactical plan of CBS is to announce an imminent rate cut in the hopes of quickly landing a large volume of business from some of the advertisers who, prodded by the two reports of the Assn. of National Advertisers, have hinted that they would buy some more radio if the price were right.

Maybe CBS has even received assurances of this eventuality.

If that is the case, the hare will indeed have got off to a speedy start. Everybody knows that the race for network business has slowed to a walk in recent weeks. There's been a buyers' strike.

But the questions that we think CBS ought

CBS BUYS HYTRON <u>To Make Own Color Sets</u>

CBS ENTRY into radio and television manufacturing field on a major scale jelled last week as the network completed the first steps toward acquiring Hytron Radio & Electronics Corp., and its subsidiaries, including Air King Products Co., in what would amount to approximately a \$20 million deal.

Approved by the CBS and Hytron boards, but still subject to action by the respective stockholders, the purchase would put Columbia in position to manufacture its own CBS-type color TV receivers if the Supreme Court upholds FCC's approval of CBS color—regardless of the course taken by other manufacturers, who thus far have generally opposed the CBS system.

With action by the respective stockholders reportedly slated by about mid-May, closing date for the transfer has been set for June 13.

William S. Paley, CBS board chairman, and Lloyd H. Coffin, Hytron chairman, announced their boards' approval of the transaction Wednesday. The acquisition is to be handled through an exchange of stock, with Hytron stockholders getting 31 shares of CBS stock for every 100 shares of Hytron stock they hold. CBS stock currently is selling at about \$30 and Hytron at about \$10. Hytron had 2,004,892 shares outstanding as of Dec. 31.

CBS Comment Declined

Although CBS officials declined to comment on plans pending stockholders' approval of the project, the transaction was believed to be designed to a large extent to gear CBS for color set manufacture. Observers felt it might also put CBS into position as a horizontal competitor with RCA in all fields except transoceanic communications.

It was presumed that CBS ultimately would have three divisions—the present Columbia records, plus Columbia tubes and Columbia receivers—aside from the AM and TV networks.

Hytron, with headquarters at Salem, Mass., and other plants at Newburyport, Mass., is one of the oldest radio and TV tube manufacturers in the country and ranks in the top half-dozen in tube output. It originated the rectangular TV picture tube, and has been responsible for development of many other tubes. Air King is Hytron's radio and TV set manufacturing division.

The Paley-Coffin announcement pointed out that Hytron, with its subsidiaries, "is more fully integrated than most other units in the industry," since it manufactures both tubes and sets and has facilities for cabinet manufacture and for stamping and plating chassis.

Announcement of the Hytron purchase plan followed the disclosure that CBS had negotiated a

BROADCASTING • Telecasting

\$15 million loan from Prudential Insurance Co. of America (\$10 million) and Metropolitan Life Insurance Co. (\$5 million), for 20 years at 3½%.

During the past year Hytron enjoyed "by far the most profitable" operations in its history, and sales volume during the first two months of 1951 was approximately 100% ahead of the same period last year.

Hytron President Bruce A. Coffin pointed out in the report that consolidated sales for all the companies in 1950 reached \$40,542,134, sidiaries accounted for 36% of the gross assets of all Hytron companies, and for 21% of net assets and 19% of net income.

"Air King has currently developed a complete new line of television sets embodying the latest engineering advances, with painstaking consideration for the scarcity of materials," according to the annual report.

"At present, scarce materials have either been eliminated or reduced to a minimum. An expansion of the Air King engineering department has given the company

STATEMENT BY JUDGE JUSTIN MILLER NARTB PRESIDENT

THE 1951 Convention marks the dawn of a new era for our association. After an illustrious 29 years as the NAB, we have a new name—the National Assn. of Radio and Television Broadcasters. This change brings new and greater responsibilities since it recognizes and emphasizes that

the association is truly representative of the entire broadcasting industry and profession. To television broadcasters who have long been members, as well as to those who are here for the first time, we extend a sincere welcome, and pledge to them the full utilization of the association's resources toward a constantly advancing and improving broadcasting stature.

But a new name is not our only addition this year. We also have a new president-elect in Harold Fellows whom it will be my pleasure to introduce at the convention's opening ceremonies. Mr. Fellows will take office in June when I become chairman of the board. Most of you know him personally, or are ac-

quainted with his capabilities as a broadcaster. In your behalf as well as my own I bid him welcome, and pledge him our fullest cooperation during his tenure.

This convention has been scheduled as a series of workshop sessions because the membership has indicated this is what it wants. Busy as we all are with our many activities in the public and private interest and in view of present world conditions, we cannot afford to have any other type of meeting this year.

In planning the program of this convention, the committee has made every reasonable effort to provide answers for the questions, new and old, which arise daily, by bringing to us some of the best qualified men in government and industry.

The titles listed for the various discussion panels indicate the wide range of possibilities available to those in attendance at the convention: Operations in the Emergency . . . Taxation . . . Manpower . . . Legislation . . . Sales . . . Research . . . Broadcasting and Sports . . . Labor-Management Problems . . . Engineering.

As is always true of broadcasting, it faces today a critical period of growth and adjustment. The National Assn. of Radio and Television Broadcasters will continue its efforts, in the future as in the past and with all its resources—to maintain a free, aggressive, prosperous system of broadcasting in America.

a gain of 150% over 1949. Consolidated net earnings after federal income and excess profits taxes were \$3,348,870 in 1950, as against \$565,170 the preceding year. During the last six months of 1950 consolidated sales totaled \$25,939,807 for a 78% gain over the first six months.

Air King radio and TV sales increased approximately 102% in 1950, with TV accounting for 92% of all Air King sales. It was estimated that Air King and its suban outstanding position in the development of both black-and-white and color television."

Referring to Hytron's development of the rectangular picture tube in 1950, the report continued: "Air King is at present taking the same leading position in 1951 with Hytron's new 20-inch rectangular tube. The response forecasts excellent future results."

The report said Air King is continuing an expansion and modernization program which, launched in





Mr. Paley

Lloyd Coffin

late 1950, "is resulting in both manufacturing economies and added production capacity."

ste.

The company also is engaged in military equipment work for the government.

Foreseeing a continuing heavy and increasing demand for receiving tubes, Hytron has laid plans for erection of a new plant, near Salem, which will employ up to 2,500 persons and is slated to be in operation "early in 1952."

The report envisioned a steady increase in government orders during this year, with a decrease in civilian business but expected "that total sales volume for 1951 will exceed sales for 1950."

As of Dec. 31, 1950, the report (Continued on page 62)

NARTB Convention In a Nutshell

(See complete agenda page 206)'

MONDAY

9 a.m.—MOBILIZATION, 8th St. Theatre 2 p.m.—FORMAL OPENING.

Grand Ballroom

5 p.m. — RECEPTION, Exposition Hall

TUESDAY

9:30 a.m.—BAB SESSION, North Ballroom

12:30 p.m.—LUNCHEON, Grand Ballroom

3 - 5 p.m. — SPORTS SESSION, North Ballroom 3-5 p.m.—LABOR SESSION, PD2

7 p.m.—RADIO PIONEERS DIN-NER, Grand Ballroom

WEDNESDAY

10 a.m.—FM SESSION, North Ballroom

12:30 p.m.—LUNCHEON, Grand Ballroom

2:30 p.m.-RESEARCH SESSION, North Ballroom

2:30 p.m. - LEGISLATIVE SES-SION, PD2

4:30 p.m.-BUSINESS MEETING, North Ballroom

7:30 p.m.—BANQUET, Grand Ballroom

THURSDAY

10 a.m.—TV SESSION, North Ballroom

12:30 p.m. — TV LUNCHEON, Grand Ballroom

2:30 p.m.—TV SESSION, North Ballroom

Engineering Conference TUESDAY

9:30 a.m.-5 p.m.—South Ballroom WEDNESDAY

9 a.m.-5 p.m.—South Ballroom

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JUDGE MILLER

Summaries of Technical Papers to Be Delivered

.At The NARTB Engineering Conference...

PRACTICAL operating information for broadcast and television station engineers will feature the NARTB Fifth Annual Engineering Conference, opening tomorrow morning (Tuesday) in the Stevens Hotel, Chicago.

Two days of engineering meetings will be held, but engineers will take part in the Monday morning FCC Mobilization Conference at which plans for station operation during periods of imminent air attack will be discussed. This mobilization session is open to all American broadcasters, regardless of NARTB affiliation.

Programming of the Tuesday-Wednesday technical conference was arranged by Neal McNaughten, NARTB engineering director, and a committee with Jessie Daniel, Mr. McNaughten's assistant, coordinating the arrangements.

Presiding at the sessions will be Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria; John H. DeWitt Jr., WSM Nashville, NARTB board member.

Engineering delegates will meet at luncheon with other NARTB delegates.

They are eligible to attend the annual banquet Wednesday evening and the Radio Pioneers Dinner Tuesday evening. Many engineers plan to take in the Thursday television meetings.

Summaries of papers to be read at the Tuesday-Wednesday technical meetings follow:

TECHNICAL SESSIONS

Tuesday, April 17

9:30 a.m.-12:30 p.m.

Hotel Stevens, South Ball Room

Orrin W. Towner, WHAS, Presiding

MAXIMUM-ECONOMY TELEVISION BROADCASTING

by Carl Lee, assistant to the president and chief engineer, WKZO, Fetzer Broadcasting Co., Kala-mazoo, Mich., and Martin Silver, department head in charge of television transmitters, Federal Telecommunication Labs, Nutley, N. J.

Factors contributing to lowest first, maintenance and operating costs in television broadcasting are considered. A complement of equipment is chosen to maintain the broadest possible geographic and





Mr. Silver Mr. Lee Page 42 • April 16, 1951

population coverage at the lowest initial plant investment consistent with minimum manpower for operation and maintenance. Program sources are chosen for minimum cost of material and production. Simplification of plant and low-cost maintenance components such as tubes are shown to produce lowest operating cost. The broadcaster can considerably influence his ultimate operating cost by working closely with the designers and manufacturers of the equipment. An example of such cooperation and the results obtained is described.

FIVE KW UHF TELEVISION TRANSMITTER

by Howard M. Crosby, development engineer, electronics dept., Gen-eral Electric Co., Syracuse.

The need for high power transmitters for the proposed UHF TV band has been indicated. The author points out the extreme difficulty in applying conventional

tubes to UHF operation, and discusses the reasons for selecting a radically new type of high power tube for this transmitter. The stage-by-stage functioning of a successful 5 kw UHF TV transmitter is described. A system for controlling both visual and aural carriers from a single crystal, as used in this transmitter, will be outlined. By means of this transmitter and a newly developed highgain antenna, a goal of 100 kw effective radiated power at UHF has been reached.

VIDEO SWITCHING FOR TELEVI-SION STATIONS

by John M. Brush, transmitter product engineering department. Allen B. DuMont Labs Inc., Passaic, N. J.

This paper discusses desirable features in a video switching system. A comparison is given of methods of video switching. Mixing video signals for special ef-

STATEMENT BY GLEN McDANIEL, **RTMA PRESIDENT**

BROADCASTERS and radio-TV manufacturers have mutual interests and should work together for the welfare of both the public and the industry. Perhaps this is a trite observation, but it needs repeating now and then.

As president of RTMA I look forward to working closely with broadcasters and the NARTB. We are all part of one industry.

I know that the Radio-Television Mfrs. Assn. and the National Assn. of Radio & Television Broadcasters have cooperated well in recent years.



Mr. McDaniel

Frequently they have joined forces, as in the current excise tax hearings, to oppose harmful legislation or governmental regulations. In the Voice of Democracy contest RTMA and NARTB have cooperated in promoting an annual event of incalculable benefit to our way of life and to millions of high school students.

Now we have a national rearmament program, and our manufacturers are becoming increasingly involved in it. Production of civilian electronic products is bound to be restricted. This means there will be fewer radio and television receivers and less transmitting equipment for expanding markets than there would be if we were not in a rearmament period.

However, radio-television manu-

facturers are unusually ingenious in a nation of industrial ingenuity, and they already have made progress in the redesign of equipment and components to offset in part at least the growing shortages of critical materials.

The RTMA Engineering Dept. has undertaken a long-range program to effect substantial material conservation in the national interest, and many manufacturers have made striking progress on their own initiative.

It should be emphasized that this redesign of equipment will not result in any deterioration in quality or performance but may well lead to improvements, greater efficiency, and lower production costs.

There is no reason to believe that the broadcasting industry will be crippled during this period by its inability to obtain replacement parts and equipment or even some equipment for expansion. Likewise, the industry will see to it that there is an adequate supply of replacement parts for receivers. Thus broadcasters can be assured that their service will not suffer from equipment shortages.





Mr. O'Brien

Chandle

fects are set forth. A nine-channel switch unit and accompanying line amplifier are described, showing means by which some of the desirable features were achieved.

A DISCUSSION ON THE FCC TELE-VISION ALLOCATION PRIORI-TIES

by Bernard C. O'Brien, chief engi-neer, WHEC Rochester, N. Y.

This paper discusses the effect of the allocation priorities upon television allocations. Comparisons will be made between the 1948 VHF plan, based on 150 mile co-channel station spacing, the 220 mile VHF-UHF plan of July 1949, and the new 180 mile VHF-UHF plan recently announced. These priorities form the basic policy of the new allocations plan, and are a major factor in determining number of TV stations for each city, co-channel spacing and coverage range.

TUESDAY LUNCHEON-12:30 p.m.-

2:30 p.m.-GRAND BALLROOM featuring The Voice of Democracy and

Address: KOREA TODAY by Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense. (Following his formal address, Gen. Bradley will answer questions from the floor. This part of the program will be off the record; news representatives and delegates are asked to respect . this stipulation.)

TECHNICAL SESSIONS

Tuesday, April 17

2:30 p.m.-5:30 p.m.

Hotel Stevens, South Ball Room

E. M. Johnson, MBS, Presiding

REMOTE OPERATION OF BROAD-CAST TRANSMITTERS

by George C. Chandler, manager, CJOR Ltd., Vancouver, B. C.

The paper outlines Canadian government specification for remotely operated broadcast transmitters. The specification outlines three methods of collating information regarding operating performance of transmitting equip-ment. Four companies in Canada are offering semi-packaged units for performing the informatory and operational requirements of this specification. The packaged units offered are designed around only two of these three methods. The paper analyzes the minimum (Continued on page 154)

In The Stevens' **Exposition Hall**

CONVENTION EXHIBITS

PROGRESS in heavy equipment lines are shown NARTB Convention delegates in a series of exhibits on display in Exposition Hall, located in the lower lobby of the Hotel Stevens, Chicago.

brought right into the Stevens basement on trucks. This permits exhibitors to feature newest developments in transmitters, including high-power equipment.

Increased stress is placed on TV items in the 1951 exhibits, with emphasis on UHF now that the FCC is preparing to open the high band.

In addition to equipment exhibits, the Exposition Hall displays include the booths of Broadcast Music Inc., NARTB Station Relations Dept. and NARTB Television Dept., Armed Forces Information Center and U. S. Army-Signal Corps, and SESAC.

The two military exhibits include electronic gear used by the Signal Corps along with programs and services provided troops by the information center.

BMI will introduce its new Autograph Series, in which facsimiles of original manuscripts are included.

Heavy Products

The heavy equipment includes towers, transmitter lines, many types of radiators, camera chains and transmitters. Entire lines of studio TV equipment are on display.

Considerable emphasis has been placed on efficiency in equipment setups, with emphasis on low-cost operation.

Following are brief descriptions of transmitters, studio items and other material on display in Exposition Hall:

Andrew Corp.

ANDREW CORP.'s display includes the Andrew Multi-V FM transmitting antenna, tower lighting equipment, transmission line accessories, broadcast phase monitor, microwave radiaors, ultra-low loss Teflon insulated TV transmission line samples, and RF inductors. In addition, literature on all current Andrew products is available at the exhibition.

On hand at the booth for Andrew are Dr. V. J. Andrew, chairman of the board; C. Russell Cox, vice president; J. S. Brown, chief engineer; M. W. Scheldorf, director of research; John A. Estelle, assistant sales man-ager, and Karl Sterne, district manager.

* * * Broadcast Music Inc.

AMERICA'S rich musical tradition is the subject of BMI's exhibit at the 1951 convention. The music licensing and publishing firm has brought together a rare collection of musical Americana, a miniature museum of music containing an assortment of original manuscripts, holographs, and rare documents. From BMI's archives come many of the rare items, including the original manuscript of "Dixie" and other Stephen Foster originals.

This convention marks the first time these rarities have been gathered

The heaviest types of broadcast and television equipment can be

est offerings at the NARTB Convention display on the fifth floor of the Hotel Stevens, Chicago. Lighter forms of equipment also are shown

(Stevens Hotel unless otherwise indicated)

EXPOSITION HALL

Andrew Corp. Armed Forces Information Center Broadcast Music Inc. Allen B. DuMont Labs Federal Telecommunication Labs Gates Radio Co. General Electric Co. General Precision Lab

Ampex Electric Corp. 550A

Associated Program Service

Azrael Advertising Agency 553A

Broadcast Advertising Bureau

Broadcast Music Inc. 542A

537A, 536A, 535A

Capitol Records (Bcst. Div.)

Collins Radio Co. 519A, 520A

Federal Telephone & Radio Corp.

Harry S. Goodman Productions

Keystone Broadcasting System

Associated Press, Chinese Room,

٠

George P. Hollingbery Co. 1305

together for exhibition purposes in

one group. The firm declares, "It is

BMI's intention to focus attention

upon the wealth of tradition that

surrounds the music contributions of

American songwriters. It is generally and erroneously believed that Amer-ican composers have not created a

distinct and wholly American reper-

toire of people's music. BMI's ex-hibition reflects the truly rich re-

servoir of American songs and demon-

strates the fact that our musical

tradition is being enlarged daily by

contemporary writers and composers." The BMI "Autograph Series" will

be introduced at this meet. Printed

in attractive format as regular sheet

music copies, the series includes

songs like "America" and "Listen to

the Mocking Bird." Each song copy

contains a facsimile of the original

manuscript, signed by the author, and

suitable for framing. First of the

series are being distributed to broad-

* * *

Allen B. DuMont Labs Inc.

"START Small-Grow Bigger" is the

keynote of DuMont's exhibit. The

casters at the convention.

TELECASTING

Bruce Eells & Assoc. 551A

General Precision Lab 502

532A, 533A, 534A

560, 561

534

556A, 557A

515A, 517A

Blackstone

BROADCASTING

1205A

John Blair & Co. 2320

The Branham Co. 1900

Free & Peters 1705

Kliegl Bros.-Universial Electric Stage Lighting Co. NARTB Station Relations Dept. NARTB Television RCA Engineering Products Dept. SESAC Inc. U. S. Army-Signal Corps

FIFTH FLOOR -

Lang-Worth Feature Programs 512A, 513A Magnecord Inc. 539A Audio & Video Products Corp. 548A Musicolor Inc. 509 Presto Recording Corp. 516 RCA Engineering Products Dept. 504, 505, 507 RCA Recorded Program Services 512. 513 SESAC Inc. 556, 557 Snader Telescription Sales 561A Standard Radio Transcription. Services 504A, 505A, 507A Standard Rate & Data Service 530A, 528A Wincharger Corp. 509A World Broadcasting System 500, 501, 501A

Frederic W. Ziv Co. 500, 501, 501A **RECEPTION ROOMS**

> The Katz Agency 2000 C. P. MacGregor 822A Robert Meeker Assoc. 2319 Mutual Broadcasting System 2325 National Broadcasting Co. 2306 Paul H. Raymer Co., Blackstone Weed & Co. 1005A

firm says that "from transmitter to studio, DuMont offers a plan whereby a broadcaster can make a limited investment to 'get on the air now' and then, as operations expand, he is assured of being able to expand his facilities by merely adding extra units."

Equipment on display includes the air-cooled 5 kw Oak Transmitter, available on high or low band; the new Du-mitter demonstrating a new method for distributing audio and video signals for studio display purposes; a new Master Control Switching Unit and Mixer-Line Amplifier which all visitors are invited to operate: the new Model TA-124-E DuMont Image Orthicon Camera Chain, and many other products.

Attending the convention for Du-Mont are H. E. Taylor Jr., division manager; R. E. Kessler, assistant division manager; J. B. Tharpe, sales manager; L. E. Pett, district manager; H. Bloomberg, district manager; L. C. Radford Jr., district manager; C. E. Spicer, sales engineering. manager; R. J. Myers, B. J. Klindworth, T. W. Kirksey, J. P. Gallagher

(Continued on page 120)

As usual some of the fifth floor exhibitors are giving souvenirs and novelties to visitors, along with promotion material.

Displays Located

Along with service companies, Broadcast Advertising Bureau Inc. has a fifth floor suite. SESAC has quarters there, in addition to its Exposition Hall both, as do some of the equipment and service firms.

Increased attention is devoted to services for television stations, including films and equipment items. Many types of playback equipment are shown, along with tape recorders, ultra-high tubes and microwave devices. One firm will show a 250 w transmitter on this floor.

Some of the exhibitors have developed new types of sales aids to aid stations in utilizing their services to full advantage.

The combined fifth floor and Exposition Hall displays were arranged under direction of Arthur C. Stringer, retained as show manager by NARTB. Mr. Stringer has been arranging major industrial shows for two decades.

Descriptions of exhibits reported to BROADCASTING • TELECASTING follow:

Audio & Video Products Corp. and Ampex Electric Corp.

DEMONSTRATIONS of Ampex Tape Recorders, Telefex and Telejector equipment for TV production, and all associated Audio & Video products such as loudspeakers, microphones, amplifiers, Minnesota Mining & Manufacturing Magnetic Tape are being featured at Audio & Video's exhibit.

In attendance at the convention exhibit are Russell O. Hudson and William H. Hazlett. Room 548A will house the display.

* * Associated Program Service

BESIDES its full library of more than 5,000 selections, with high-fidelity turntable and speaker for auditioning, Associated features exhibits of sales and program techniques developed since Maurice B. Mitchell, APS general manager, joined Associated last October. These include:

Transcribed sales meetings de-signed to aid salesmen in solving radio problems. Each half-hour meeting is conducted by Mr. Mitchell. It includes a complete agenda.

Giant exhibit of the Needle, newsletter sent APS subscribers every month with tips on getting business.

Merchandising calendar listing all important merchandising events in the nation along with historical data and 13-week cycle chart.

Display of how-to-do-it manuals covering care and use of discs, filing and cataloging systems, policies and special services.

Sales program clinics in which Mr. Mitchell and field representatives discuss Associated's subscriber confer-(Continued on page 124)

on this floor. OFFICIAL EXHIBITORS

On Fifth Floor PROGRAM, transcription and related services are featuring their new-

KINTNER SIGNS Gets 7-Year ABC Pact, Starts at \$775,000

ABC President Robert E. Kintner has signed a seven-year contract with the network for his exclusive services, giving ABC an option on three additional years, at a salary ranging from \$75,000 a year initially to \$125,000 annually for each of the last three years if the option for

that period is picked up. The contract, effective as of Jan.



1 this year, also provides that after the first two years of the contract Mr. Kintner additionally will receive up to \$25,000 a year on a graduated scale based on — and conditioned on — the

amount (if any)

Mr. Kintner

by which ABC's consolidated income before taxes exceeds \$1 million a year in those years.

During 1950 Mr. Kintner received \$58,333.28 salary from the

NO ABC SALE Noble Tells Stockholders

PROSPECTS of International Telephone & Telegraph Co. acquiring ABC [BROADCASTING • TELECAST-ING, April 2] appeared to have been doused last week when Edward J. Noble, ABC board chairman and chief owner, told a stockholders meeting Wednesday afternoon that the network "is not for sale."

Mr. Noble said it was interested in building a bigger and better network and that therefore, in the interests of that objective and of all the stockholders, it was necessary for him to listen to offers of purchase. He has not offered to sell his approximately 53% interest, he asserted.

He did not say specifically that the discussions with IT&T have been terminated. Spokesmen said the question did not arise. A spokesman for IT&T, which confirmed a few weeks ago that exploratory talks were under way, said they had "nothing new" to report following disclosure of Mr. Noble's statement.

Mr. Noble said he had received several offers to buy ABC and described the interest shown by IT&T and others as "very complimentary to us."

The board chairman predicted ABC's 1951 profits will be very satisfactory. Television business alone, he estimated, probably will total \$18 million to \$20 million, compared with approximately \$7 million in 1950.

The network's 10 retiring directors were re-elected at the stockholders meeting.

Re-elected were Mr. Noble, board chairman; Mark Woods, board vice chairman; Robert E. Kintner, president; Earl E. Anderson, Robert H. Hinckley and C. Nicholas Priaulx, vice presidents, and Alger B. Chapman, Franklin S. Wood, Owen D. Young and William Zeckendorf.

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network. He received no bonuses. In 1949 and 1948, during a part of which time he was executive vice president, he received \$49,-999.92 salary each year.

The new contract does not specify what position Mr. Kintner shall hold during its term, but calls only for his exclusive servcies to be devoted to the corporation through 1957, with ABC holding the option to extend this employment through 1960.

The contract was reported in an ABC proxy statement.

CBS Wage Increase

ALL CBS employes last week were notified that they will receive a 10% cost of living wage increase, retroactive to April 1.



Drawn for BROADCASTING • TELECASTING by Sid Hix "They want to know, can their appearance be moved up to this week?"

WARWICK & LEGLER

PLANS to set up a complete advertising agency in Los Angeles were announced last week by Warwick & Legler, New York agency, which said the West Coast office will be headed by C. E. Staudinger, vice president and a director, in charge of business contact, and Don Gibbs, vice president in charge of creative

The Los Angeles staff was tentatively scheduled to begin moving, over the past weekend, into quarters occupying half of a new building covering 8,200 square feet at 8th St., and Park View.

Mr. Staudinger, with Warwick & Legler in New York for the last five years, has been account executive on the Pabst Brewing Co. and Hoffman Beverage Co. accounts. For 14-years he was vice president and group account executive with Sherman K. Ellis & Co. Mr. Gibbs has been with the agency for six years, and formerly was with the Buchanan Agency and Kudner Agency.

Underwood Post

The announcement said Cecil Underwood, for the last five years in charge of all Warwick & Legler radio and TV activities on the Pacific Coast, will continue in that capacity for national accounts, with Mabel Francis continuing as his assistant. Earl Ebi, for seven years a radio director and producer for J. Walter Thompson Co., will have charge of radio and television activities on behalf of the Los Angeles Brewing Co.

Expands Office

In Los Angeles

Donald Arvold, with BBDO in Minneapolis, Chicago and Los Angeles since 1938, will have charge of research and media, while the art department will be under the direction of Vernon R. Wosnak, for the last 15 years art director of Brisacher, Wheeler & Staff. James Cobb, for the last four years with Dana Jones Co., will be production manager, assisted by Penny Kay.

Dorothy McCormick, formerly with the Jaffe Agency's literary department, will be assistant and secretary to Mr. Gibbs. Joy Mallicoat, recently with Lockwood-Shackelford Adv., is radio and television time and outdoor space buyer, and office management will be under Evelyn R. Young, formerly with Frank W. Vincent agency.

SHOWS ADDED Pequot Expands Sponsorship

PEQUOT Mills (pillow slips and sheets), New York, through its agency, Jackson & Co., New York, is finding radio so effective that starting in May it is adding two more programs to its four local and one regional network shows in various markets.

The sheet firm will sponsor Pequot News, 12:55-1 p.m. five times weekly on WJW Cleveland. Initial contract is for 26 weeks. By special arrangement commercials will be handled by Jane Stevens, who conducts the Women's Page on the station. Pequot also has signed for 26 weeks participation on Home Forum with Ruth Welles thrice weekly on KYW Philadelphia. Both contracts start May 19.

The company is continuing sponsorship of a half hour of the Barn Dance on WLS Chicago, Saturday, 10:30-11 p.m., as well as a rotating participation twice a week on the Jack Kirkwood Show on the full Don Lee Network. Both of these began last December on a 52-week basis. The firm also is continuing for the second year its Sunday Afternoon News on WHO Des Moines, and three participations per week on Galen Drake's Housewives Protective League, WCBS New York, and the same number on Jean Colbert's Radio Bazaar on WTIC Hartford. The latter three have been sponsored by Pequot Mills since late in 1949.

RW&C ACCOUNTS Deepfreeze, Kitchen Art

ROCHE, WILLIAMS & CLEARY, Chicago agency, added two radio-TV accounts last week, dickered for a third and lost one. Those annexed were Deepfreeze appliance division of Motor Products Corp., North Chicago, and Kitchen Art Foods Inc., Chicago (Pyomy mixes). Both were handled by LeVally agency, same city, which closes this month because of illness of President Norman Le-Vally.

The third account which may be added is Hamilton Mfg. Co., Two Rivers, Wis. (electric clothes dryers). It has been handled by LeVally also.

The Agency lost Nesco Inc., Chicago and Milwaukee (housewares, stoves and roasters) to Needham, Louis & Brorby, Chicago.

Rhoades V. Newbell, who left LeVally as vice president to work in same capacity at Roche, Williams & Cleary, is account executive on Deepfreeze and Pyomy. Deepfreeze, which has used radio and TV spots cooperatively, is to expand its advertising budget and broadcast media will be considered. Pyomy has used radio-TV spot in the past, but now is using only video announcements in Chicago. Nesco has used radio and TV announcements cooperatively.

Fraud B

FCC told a House Judiciary subcommittee last week that it wants a radio fraud law.

Witness Justin Miller, NARTB president, agreed in part but rested his case on the premise that the proposed legislation (HR 2948) would discriminate against broadcasters.

Others testifying: The Justice Dept. and the Post Office Dept. Position of the first was noncommittal and hesitant, that of the latter, that the legislation was unnecessary since postal authorities already have jurisdiction in the fraud field.

While Subcommittee No. 3's oneday hearing was on radio fraud, topics came up which extended the scope to other matters of vital broadcast interest such as horse racing, lottery, political broadcasts, programming, the McFarland Bill (S 658) (see story page 47). The discussion filled 72 pages of transcript.

The hearing also pointed up apparent fundamental differences in thinking between the FCC, on one hand, and certain broadcasters, on the other.

Bill Revision

Judge Miller had asked the bill be recast in order that it would eliminate any possibility of unconstitutionality, and also remove the imposition of liability upon broadcasters. To this FCC had dissented.

Additional legal precedence and argument was presented later in the week to the subcommittee by both parties.

Judge Miller had suggested that wording of the bill points up transmission by means of interstate radio communication only, rather than the proposed all-inclusive phrase. He indicated that to imply intrastate transmission as well would be unconstitutional since the juridical line of states' rights would be crossed.

FCC replied in its communication to the House group that the courts had consistently held all radio broadcasting as "interstate in character and the Supreme Court has specifically recognized that fact."

If the provision was limited to interstate only, FCC went on, it "may serve to cast doubt on FCC's licensing authority over all radio communications." The Commission also pointed out that the statute making it a crime to broadcast lottery information did not limit the liability to interstate transmission only.

Referring to broadcaster liability, the FCC said if the committee wants to amend the provision to apply the law to the station operator only, if he has "actual knowledge of the fraudulent nature" of the scheme aired, then the Com-

mission suggested wording of the bill to that effect.

Judge Miller, FCC said, had also asked deletion of the clause covering station operators since they would be held criminally liable for aiding and abetting a crime or conspiring to commit a crime under existing sections of the code.

But, the Commission continued, while this possibly is so, retention of the broadcaster liability phrase would relieve the situation because:

(1) It would impress upon station operators the importance of not accepting "patently fraudulent advertising," and

(2) Existing broadcast lottery statute constitutes direct precedent for including a reference in the provision to station operators.

Would Reduce Penalties

Another suggestion had been made during committee hearings, that of reducing the \$10,000 or five years imprisonment, or both, to penalty upon conviction of \$1,000 or five years imprisonment, or both.

To this, FCC said it had no objection. Judge Miller indicated strong belief that such a reduction in penalty would be welcome, particularly wherein the broadcaster was concerned because "applied to a broadcaster, dragged in by the use of the word 'knowingly,' it is an absurdity. . . ."

Judge Miller, however, was even more forceful in his objection to FCC's position on broadcaster liability as a principle. He said he believed the purpose of FCC's support of the provision "is merely to give the Commission an added

whip for the disciplining of the broadcasters."

The Judge in his letter reconstructed a situation whereby a small town broadcaster "gets caught in the trap provided by the clause as now written" when a fraudulent advertisement is aired over his station. He then comes up for renewal of his license. FCC says: "'Ha, ha! You broadcast a fraudulent advertisement!"" The Commission says it must hold a hearing and keep the broadcaster on temporary license for awhile.

Judge Miller said:

About that time the broadcaster be-comes so frightened that he is willing to abandon his economic, political and social convictions, and broadcast any ideology that the FCC investigator re-quires him to do. This we call govern-ment by intimidation.

General Counsel Benedict P. Cottone presented FCC's brief on behalf of Chairman Wayne Coy who at that moment was testifying before another House group on the McFarland Bill.

Content of Bill

The bill under considerationintroduced by House Judiciary Chairman Emanuel Celler (D-N.Y.) at FCC's request-would: (1) Add a section to the U.S. Criminal Code making it a crime for any person, who has devised a scheme to defraud or for obtaining money or property under false pretenses, to transmit or cause to be transmitted by means of radio or interstate wire, any communication for the purpose of executing such a scheme. (2) Make it a crime for any operator of any radio station to "knowingly" permit any such



MISTER PLUS (1), Mutual's trademark, and Frank White, MBS president, were caught by the camera just prior to their departure from New York for the NARTB convention in Chicago. Mr. Plus was scheduled to address (by electrical transcription) Mutual affiliates meeting in the Upper Tower of the Stevens Hotel yesterday (Sunday). This was to have been his first "in the flesh" appearance before the network's station representatives.

communication to be transmitted. The measure is so written as to include television as well as radio. The proposal is the same as Sec. 19 of the Senate-passed McFarland Bill with the title, "Fraud by Radio."

Mr. Cottone said mail fraud laws are not always adequate to protect the public from fraudulent advertising schemes.

Citing radio as a foremost media of modern mass communication with influence and impact "ever increasing," the FCC counsel said: "Because of radio's reach into millions of homes it has become one of the principal advertising and direct selling media in the country. This

(Continued on page 66)

EDUCATION CHANNELS Benton Asks Review

EDUCATORS' cudgels were taken up in the halls of Congress last week with the scheduled introduction Friday of a Senate resolution by Sen. William Benton (D-Conn.) [CLOSED CIRCUIT, April 9].

Sen. Benton's resolution follows swiftly the bill (HR 3543) thrown in the House hopper by Rep. Emanuel Celler (D-N. Y.) [BROADCAST-ING • TELECASTING, April 9]. Congressman Celler's measure would fix at least 25% of commercial TV station time for educators' programs.

The Benton resolution, which needs only Senate approval, was to call for a "quick review" and investigation, including hearings by the Senate Interstate & Foreign Commerce Committee of the educational TV channel situation.

Sen. Benton's proposal would make it "the sense of the Senate that no major assignment or confirmation of TV channels shall be made by the FCC for a minimum of 90 days or until the Senate has received the report of the committee [Commerce Committee] and has had a reasonable opportunity to act thereon."

However, regardless of whether such a resolution is passed by the Senate, it was pointed out by Capitol observers that "sense of the Senate" only puts that chamber on record in favor of such action and is not mandatory.

Committee Powers

Wide latitude would be given the Senate committee. It could recommend "not later than 90 days after approval of the resolution" more study, a setting up of a special Senate group for further investigation, or call for new legislation. The Senate group, chairmanned by Sen. Ed C. Johnson (D-Col.), would be given \$10,000 to hire additional technical, clerical or other assistants needed for the proposed probe.

Sen. Benton asserted he had "hope" from talks with Sen. Johnson and Senate Majority Leader

Ernest W. McFarland (D-Ariz.) that hearings would not "too long" be delayed.

The resolution would open the door to a study of "programming trends both commercial and noncommercial with reference particularly to the proportion and adequacy of time allowed for public service and educational programs and to the criteria by which these are judged."

Other points of study underlined in the proposal follow:

• Criteria used by FCC for assignment of both UHF and VHF channels, again with educational program needs in mind.

• Types of control over program-ming "now being exercised by commercial sponsors, or likely to be exercised, and the effect of such control on the future development of high-quality public service programs."

• Prospect of financing of public service and eduactional TV programming from local, state and federal governmental sources via educational (Continued on page 68)

Miller Questions Radio's Liability



REVIEW

THE Boldest Venture of all, it might seem to some, was that taken by the 423 stations (and local sponsors) who already have signed for and are carrying this weekly half-hour transcribed adventure series starring tough-talking Humphrey Bogart and his easily compatible

mate, Lauren Bacall.

Actually, Bold Venture is the turbulent and somewhat improbable sort of thriller that consistently has spelled money for the movies-and also for Mr. Bogart and Miss Bacall, who incidentally are not doing poorly here, either. It's doing the same for radio. To judge by a single episode in the 52-week series, which was released March 26, it is a slightly under-charged "Casablanca," the motion picture which gave Mr. Bogart an added degree of prominence, or "Key Largo," in which they shared honors and amour.

The scene in the radio series is Havana, or thereabouts. Mr. Bogart is heard in the role of Slate Shannon, who, in the best Bogart tradition, defies death, danger and strange women and, like virtue, usually manages to triumph over all. Death and danger usually have the better odds, however.

The marital status of Mr. Bogart and Miss Bacall is more nebulous in Bold Venture than in their real life. As "Sailor Duval," or "lady sailor," she parlays the lover's virtue of being distractingly attentive with the wifely virtue of being handy.

The Plot

In the episode under review, Mr. Bogart, alias Shannon, has hired himself out to smuggle a Chinese girl into Havana. He almost has succeeded, too, but such a trifling denouement is averted in the opening minutes when a gentleman named Jeffrey Zender, with the aid of a mute who gibbers, puts Mr. Bogart out temporarily and the girl out permanently.

Turns out she was supposed to be bringing in a Chinese idol worth \$250,000. Only she wasn't. Before it's over, you suffer varying tensions of duress with Mr. Bogart and Miss Bacall, both singly and in concert, as they go about the "Bold Venture"—transcribed half-hour weekly on 423 sta-tions. Sponsors: Local.

PROGRAM FACTS

Produced and released by: Fred-eric W. Ziv Co.

Production cost: \$12,000 per halfhour show.

Cast: Humphrey Bogart, Lauren Bacall, Jester Hairston, and others.

Director: Henry Hayward.

Writers: Dave Friedkin and Mort Fine.

Music: Directed by David Rose.

business of apprehending the villain-who by this time has added another victim to his list and given Mr. Bogart and Miss Bacall some very rough times. In the end they discover the fatal idol has been on the premises throughout. The explanation, if not wholly plausible, will be acceptable to most mystery fans.

In the meantime, a strange collection of characters wander through the precincts. To this reviewer, the number was at times distracting.

King Moses, a sort of cafe musician, played by Jester Hairston, is a regular on the series. Supporting players vary. From time to time they include Junius Matthews, Joe Duval, Eve McVeagh, Shirley Mitchell, Stan Waxman, Tony Barett, and Jay Novella. The music, well done, is under the direction of David Rose.

Overall, it seems the pace of Bold Venture might be speeded somewhat, in spots. But its dramatic-and melodramatic-content is high, which should satisfy the adventure fan, as well as the other fans of Bogart & Bacall. Dollarwise, it's another in the series of syndicated successes by Ziv, pioneer in the field of high-cost production available for local sponsorship.

FORD FOUNDATION Sets Radio-TV Projects

THE FORD Foundation, world's largest philanthropic agency, on Tuesday appropriated more than \$1 million for establishment of half a dozen "experimental" radio and television projects.

Although the foundation, which headquarters in Pasadena, Calif., never releases publicity on its action, sparse details of the new projects were revealed by George Probst, radio and television director at the U. of Chicago, head of a committee comprised of some of the top radio and TV men in American education who made recommendations to the foundation. Mr. Probst said each project will receive a portion of the \$1 million, to be used as a starter in the first year of a five-year plan. Money during subsequent years will not necessarily equal the 1951 allotment.

The largest chunk-\$300,000-went to the Lowell Cooperative Broadcasting Institute in Boston, which will act as trustee in a development program for an educational radio network. Details will

be released by the institute shortly. The Joint Committee on Educa-

tional Television will receive \$90,-000 to be used to maintain Washington, D. C., committee headquarters and help carry on its work.

A figure "in excess of \$25,000" was allocated for television monitoring studies similar to those conducted in New York last fall by JCET. A few selected cities will be analyzed as to the character of the video shows, and findings will be systematized and catalogued.

Five-Year Grants

All projects will operate under grants for five years. Each project recommended by Mr. Probst's committee was approved by Ford Foundation trustees. In researching, workers on the various efforts will attempt to evaluate the effects of educational radio and television shows after putting them on the air.

Members of the recommendations committee working with Mr. Probst were Harold McCarty, radio director, U. of Wisconsin; Richard Hull, radio and television director, Iowa State Col-lege; Robert Hudson. director of broad-casting, U. of Illinois, and Parker Wheatley, radio and television director, Lowell Cooperative Broadcasting In-stitute. stitute

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

ONE OF THE MOST gratifying and spectacular developments in recent years has been the growth of the broadcasting industry. Purely from an advertising point of view, the power and effectiveness of radio and television have contributed greatly in the efficient distribution of our

expanded production of goods and services-an expansion which will continue in years ahead if the dislocations and inflationary threats of our rearmament economy are to be overcome.

Simultaneously, however, as the impact of advertising and entertainment media grows, the responsibilities which are inherent in our right to use and develop a medium freely, are also increased.

These responsibilities are two-fold. They involve relations with the users or customers of a medium. They also, and perhaps more importantly, involve the attitudes and reactions of the public towards broadcasting and advertising.

On the first score-responsibility to customers-full and reliable information on the medium is the first requisite. Unfortunately, in radio and television as in some other media, this necessary information has not been available on a basis to

satisfy the needs of advertisers in justifying appropriations and in making the most effective sales use of the medium. As rising costs make justification of advertising expenditures increasingly difficult, it seems imperative somehow that the industry provide a uniform basic standard of measurement the validity of which can be accepted with full confidence by advertisers and agencies.

On the second score-responsibility to the public-it seems apparent that many people and many segments of our American public are becoming increasingly critical of advertising and of the vehicles which carry it.

In part this is undoubtedly caused by a failure of some people to understand the methods and function of advertising. In part, however, it is also caused by the great impact of television which makes our faults more apparent and thereby magnifies them.

If we are to continue in our right to the free use of broadcasting and television-I believe that a greater concern for the reactions and sensibilities of the public is necessary.



Mr. WEST

JONES, HYDE EXPLAIN Views on FCC Bill

bers, Mr. Coy firmly declared that in selecting Commissioners, "the President picks the right people". of the calibre that are not "influenced."

COMR. Robert F. Jones warned that FCC Commissioners sometimes are subject to "stereotype thinking" of staff members. He spoke last Monday in support of the McFarland Bill (S. 658) provision that would cut off Commissioners from staff members, other than professional or legal assistants, in handling adjudicatory proceedings.

The House Interstate & Foreign Commerce Committee during the April 6 sessions on the McFarland Bill had extended invitation to the former Ohio Congressman to testify on those aspects of the bill on which he differed with the FCC majority opinion [BROAD-CASTING • TELECASTING, April 9].

Comr. Jones was joined by Comr. Rosel Hyde in offering testimony on separate views. Chairman Wayne Coy also returned for cross-examination after presenting his statement April 6. Hearings were cut off promptly at noon Monday with the committee announcement that they would resume at 10 a.m. April 24 with further Commission cross-examination.

Comr. Jones emphasized that staff members remaining in positions through the years develop certain ideas and philosophies whereas the Commissioners "come and go."

"You intended," he told the committee, "that when a new Commissioner comes in his new opinionshould be felt."

Further, he contended that there is nothing in the bill that precludes the staff from "sitting in" and "arguing with us" on rule-making and quasi-judical cases.

Not Politics

The Commissioner, a Republican, pointedly emphasized that his partial disagreement with the Commission majority was not based in any way on difference of political belief. He lauded the "loyal" and "efficient" work of his own legal assistant. Paul Dobin, a Democrat, as an example of how facts could be objectively gathered for a Commissioner's impersonal conclusions.

Commission's proposed revision to renewal provisions of the bill was opposed by Comr. Jones. Sec. 6 of the bill would amend 307 (d) of the Communications Act to allow the Commission to grant renewals

'No Quarter'

FCC Comr. Robert F. Jones chuckles from the drew House Interstate & Foreign Commerce Committee when the one-time Ohio Republican Congressman reminded his former colleagues of his 1947 farewell in which he said that in exactly such circumstances as this he would "expect no quarter.'

STATEMENT BY FREDERIC R. GAMBLE AAAA PRESIDENT

AGENCY PEOPLE send hearty good wishes to the new National Assn. of Radio and Television Broadcasters, now and for the future, on the occasion of the first NARTB annual convention.



Mr. GAMBLE

Radio and television have many common concerns on which the single organization should serve them well. One of those common features is their dependence on advertising for support. The basic relationships among broadcasters, agencies and sponsors are usually the same for radio and TV. So are some of the research problems-for which a common solution should soon be found.

> Our association will be ready as always, then, to work with NARTB toward the development of fair and constructive practices and standards.

> Much has already been done in the completion of standard ratecard formats for radio and for television and a standard contract form for radio. (One for television is now in development.) We need their wider adoption, by many more stations, for greater efficiency all around.

> We are also watching with interest the development of Broad-

cast Advertising Bureau in its new independent role. Radio facilities have grown so much in the last five years that the need for a strong BAB is apparent. There are many projects, of benefit to broadcasting and advertising generally, to which it can direct its efforts.

There is great need for a strong move to put station dealings with agencies on a sounder basis. Too many stations are losing money on bogus "agency" offers and on bad debts-more money, probably, than has been lost by any-other medium.

We hope radio and television will set up national machinery (as all other media have done) to investigate and recommend agencies, and to supply stations with all available information as an aid to their individual decisions on which agencies they will recognize, who is entitled to credit and how much. They should give wide support (as other media do) to a payment stimulus and credit safeguard, the 2% cash discount. Such moves may be fostered by BAB, NARTB or both, as well as by individual broadcasters.

We wish all success to the industry, including our broadcaster friends throughout the country.

"if the Commission finds the public interest, convenience and necessity would be served thereby." The FCC proposal would have renewal applications "governed by the same considerations and practice which affect the granting of original applications."

Comr. Jones pointed to the investment required for facilities, stressing that in television there is an outlay of a quarter-million dollars, and expressed belief that a company is going to "look hard and long" before undertaking such an expenditure; particularly when it is considered that a station's proven record might be weighed equally with "new applicant promises."

Next Comr. Hyde testified on his non-concurrence with the FCC majority on this same renewal provision. He held that the proposed deletion and substitution in S 658 would result in a situation "substantially" similar to that presently existing under the construction given the Communications' Act.

In addition to the public interest, convenience and necessity, the proposed change makes it "clear that past service will be an element to be considered," he said.

Under cross-examination and at the request of Rep. Lindley Beckworth (D-Tex.), Mr. Coy summed up the principal points of the Mc-Farland Bill that most concerned the Commission:

(1) Separation of Commissioners from staff in adjudicatory proceedings; (2) renewal provisions; (3) provision that would permit station protests on grounds of economic injury; (4) provi-sions on transfers; (5) an'i-trust provi-sions of Act which the Commission majority held should not be cut; (6) need for delegating authority to the FCC, further than the cease and desist powers proposed. powers proposed.

In answer to the allegation that a Commissioner might be unduly subjected to ideas of staff mem-

"We do not want units, we want people to speak their minds," he continued. "There is no smothering of any one's views."

Rep. John A. McGuire (D-Conn.) referred to March 5 testimony of Gordon Brown, WSAY Rochester, N. Y., on pickups from the Kefauver crime hearings and sought Mr. Cov's views as to whether a sponsored pickup of such proceedings as that and the UN sessions should be allowed.

Cites 'Taste' Factor

There is no objection, Mr. Coy answered, but if the committee involved thinks it is in "bad taste," then they should stop it. While not saying that the networks should feed pickups to all stations, the Chairman said it should be "available" to every station in the country.

RECRUITING

Army, Air Force Plan Spots

SPOT campaign on behalf of the U. S. Army and Air Force spring recruiting drive was in preparation by Grant Advertising Inc. and is expected to get underway shortly, possibly this week.

Earlier estimates tabbing the appropriation at roughly \$50,000 were revised upward to the \$100,000 mark for a 3½-week announcement campaign on at least 50 stations. Plans for a followup drive still were under study.

At the same time officials of the U. S. Army and Air Force recruiting publicity bureau emphasized that the spots would be aired on small independent, non-affiliated stations, and not on 50 kw outlets as previously reported. The drive will enable those stations which do not carry Army-Air Force network programs to participate in recruiting activities, officials pointed out.

Stations Not Set

Schedule of stations carrying the supplemental spots was not set last week, according to the Washington office of Grant Advertising, but it was revealed that the agency hopes to line up some stations which are slated to air baseball broadcasts this season. When the schedule materializes, smaller stations in cities with teams in the American and National leagues, International League and other circuits would carry the announcements, probably before and/or after games.

Currently under Army-Air Force sponsorship are such shows as Let's Go With Ralph Flanagan on ABC, The Shadow on MBS, The Lineup on CBS (on short term contract), Roller Derby on ABC-TV and part of Operation Tandem on NBC, as well as sports events on DuMont.

MacARTHUR STORY Another Radio-TV Beat

GEN. MacARTHUR's summary, early-morning dismissal by President Truman found the nation's radio-TV broadcasting stations particularly poised to report probably the greatest news story since the death of Franklin Delano Roosevelt.

The historic announcement was initially flashed at 1:05 a.m. when most of the U.S. citizenry had retired to their homes and long before newspaper bulletins could hit the streets. The story fell into the laps of millions of listeners and televiewers, who first heard the sensational flash at set-side.

Alert Coverage

Once again news and features staffs of radio-TV networks and stations demonstrated composite qualities of alertness, cooperation, and tenacity, not only in covering the original news breaks but also in rounding up authoritative opinion and interpreting the story behind the story.

The historic news event embraced claims of clean beat coverage by NBC, local stations and commentators who had hinted at such a development, and by special events batteries who patrolled streets and public places to canvass reactions from the man-on-the-street.

There were two other significant sidelights to radio-TV participation: (1) The Chief Executive, mindful of the controversy the dismissal stirred, pre-empted prime major network time to explain our Korean policy; and (2) there were reports that Gen. MacArthur first heard of his dismissal through the Armed Forces Radio Network.

While the latter report lacked any official confirmation, authorities generally agreed that both radio and press at least had the an-

Side Meetings

(See also Convention Agenda, _ page 206) _

Saturday-NARTB TV Board, 12 noon, PD5.

NARTB Combined Radio and TV Boards 5 p.m., West Ballroom.

Sunday-NAB Golf Tournament for BROADCASTING • TELECASTING Trophy, Northwestern U. Golf Course, Free buses leave Stevens

Hotel (South entrance), 8:45 a.m.

BAB Inc. Board, 12 noon, PD1. MBS Affiliates Meeting, 2-4 p.m., Upper Tower.

MBS Reception, 4 p.m., Lower Tower.

ABC Stations Planning & Advistory Committee Meeting, Ambassador East Hotel.

BMI board, 4-6 p.m., PD20.

Monday-BMI board luncheon to state association presidents, PD2.

Petry station luncheon, PD1. Wednesday-FM promotion break-

fast, 8:30 a.m. Clear Channel Broadcasting

Service, 9:30 a.m., PD12.

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nouncement about the time the General reportedly had received it.

CBS alerted its listeners at 12:20 a.m. with a bulletin telling of the post-midnight White House conference, and repeated it at 12:45 a.m. Shortly after the news broke, and following the newscast then in progress, CBS correspondents Charles Collingwood and Bill Shadel went on the air with a firsthand account of the scene at the White House. The network remained on the air 35 minutes past its customary sign-off time of 1:05 a.m.

During the night, circuits to Korea, Japan and Europe were arranged for the following morning's World News Roundup at 8 a.m. At that time, and on News of America at 9 a.m., CBS pickups were made at Taegu, Korea, Lt. Gen. Matthew Ridgeway's headquarters; at Tokyo, Gen. Mac-Arthur's headquarters; in London, with British policial reaction re-

ported by Howard K. Smith; and in Paris, with French reaction by David Schoenbrun.

NBC broadcast President Truman's announcement directly from the White House Tuesday night. Network went on the air at 1:06 a.m. with Frank Bourgholtzer reading the official release from there. An earlier bulletin of an impending Presidential statement was given at 1 a.m., with commentary by Morgan Beatty. The network continued 15 minutes beyond its regular broadcast day.

At 5:30 a.m. NBC broadcast a "wrap-up" of the story and followed with further news at 6 a.m. on the World News Roundup. At 8 a.m. there were reactions from four Senators, from men-on-the-street. and from officials in Tokyo, London and Paris. Gen. MacArthur's secretary, Gen Whitney, was interviewed in Tokyo by NBC Correspondent George T. Folster.

ABC broadcast a news alert of



RAY MORGAN (holding microphone) special events director, WWDC Washington, D. C., interviews Edward O'Connor, Fairfax County, Va., during a 15-minute man-in-the-street program centering around President Truman's firing of Gen. MacArthur. The program was aired at 12:45 p.m. over WWDC and at 2:45 p.m. over the Mutual network April 11, the day of Gen. MacArthur's dismissal.

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the pending Presidential conference at 12:30 a.m. and flashed news of Gen. MacArthur's dismissal at 1:05 a.m., with additional details at 1:19 a.m. An eye-witness account of the White House conference was reported by ABC Correspondents Bryson Rash and John Edwards, who attended it. Recorded GI comment and public reaction in Tokyo by William Herbert was carried at 1:45 a.m. ABC news programs the following morning reported reaction abroad in London, Paris and Frankfort.

MBS Schedule

MBS, which had gone off the air when the story broke, scheduled 12 special broadcasts the following day, beginning with a report by Robert Hurleigh, plus a recorded insert by Dick Kallsen, MBS Far East correspondent, at 9-9:15 a.m. Cecil Brown, with another insert by Mr. Kallsen describing Gen. Mac-Arthur's plans to return to the United States, reported at 10 a.m. Other programs: War Front Home Front (special edition with William Hillman, Everett Holles, Walter Simmons, Gordon Walker, Mr. Kallsen, and Frank Sighiser at 10:30 a.m.; Bab-O-News, with a recorded insert by Gen. Whitney from Tokyo, at 11:25 a.m.; Cedric Foster, with Tokyo civilian reaction, at 1 p.m.; roundup on Washington reaction at 2:30 p.m. and again at 2:45 p.m.; MBS Newsreel at 7:45 p.m.; members of Congress' views at 8 p.m.; editorial and manon-street reaction from nine cities at 8:30 p.m.; President Truman's speech at 10:30 p.m. and MBS commentators' roundtable at 11:30 p.m.

Sen. Kenneth Wherry (R-Neb.) also gave "an answer to President Truman." At 9:30, Reporters Roundup, with Sen. Warren Magnuson (D-Wash.), who recently lunched with Gen. MacArthur, was scheduled.

WOR New York, which assem-(Continued on page 60)

Nine Members Retire: Ten Take Office

NINE members of the NARTB (NAB) board retire from service during the annual convention, with 10 new directors taking office for two-year terms.

Members of the NARTB television board, organized last winter, continue in service.

RTB BC

Most of the new radio board members were elected during the winter by mail ballot. One new director - H Quenton Cox, KGW Portland, Ore .- was elected at the District 17 meeting last summer.

Retiring from the board with the convention are Paul W. Morency, WTIC Hartford, District 1; George WTIC Hartford, District 1; George D. Coleman, WGBI Scranton, Pa., District 3; Allen M. Woodall, WDAK Columbus, Ga., District 5; Gilmore N. Nunn, WLAP Lexing-ton, Ky., District 7; Charles C. Caley, WMBD Peoria, Ill., District 9; John F. Meagher, KYSM Man-kato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District Rembert, KRLD Dallas, District 13; Harry R. Spence, KXRO Aberdeen, Wash., District 17; John Esau, KTUL Tulsa, medium stations.

Two TV Directors

George J. Higgins, formerly of WISH Indianapolis and District 8 director, retired from the board last winter when he moved to KMBC Kansas City. The two TV directors — Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York-became members of the separate TV board when the video classification was eliminated.

New members who take office during the convention are Craig Lawrence, WCOP Boston, District 1; Leonard Kapner, WCAE Pittsburgh, District 3; Thad Holt, WAPI Birmingham, District 5; Robert T. Mason, WMRN Marion, Ohio, District 7; Richard M. Fairbanks, WIBC Indianapolis, District 8; Merrill Lindsay, WSOY Deca-

der, KWLM Willmar, Minn., Dis-

trict 11; Kenyon Brown, KWFT Wichita Falls, Tex., District 13; Glenn Shaw, KLX Oakland, re-elected District 15 director; Mr. Cox, District 17; Hugh Terry, KLZ Denver, medium stations.

tur, Ill., District 9; Henry W. Lin-

Members of the radio board continuing in service are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; William B. Quarton, WMT Cedar Rapids, District 10; Jack Todd, KAKE Wichita, Dis-trict 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; Cal-vin J. Smith, KFAC Los Angeles, District 16; James D. Shouse, WLW Cincinnati, and John H. DeWitt Jr., WSM Nashville, large stations; A. D. Willard Jr., WGAC Augusta, Ga., medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, D. C., FM stations.

Members of the separate TV board are Mr. Thomas, chairman; Mr. Swezey; Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA-TV Los Angeles; Campbell Arnoux, WTAR-TV Norfolk, Va.: Clair R. McCollough, WGAL-TV Lancaster, Pa.; George B. Storer, Fort Industry Co.; Frank M. Russell, NBC; Chris J. Witting, Du-Mont TV Network; Harold Hough, WBAP-TV Fort Worth; W. D. Rogers Jr., KEYL-TV San Antonio.

Crisis Convention

(Continued from page 39) 4:30 p.m. Annual banquet will be held at 7 p.m.

Engineering Conference sessions will be held Tuesday and Wednesday. Engineering delegates were expected to attend the Monday mobilization meeting, with many also registering for the Thursday television programs.

Television Day, Thursday, includes clinics and panel discussions on sports, film, programming and audience building. Charles E. Wilson, director, Office of Defense Mobilization speaks by closed circuit TV at the luncheon. The afternoon will be devoted to panels and talks on operating costs, selling and the FCC unfreezing of TV.

Four Major Sessions

This crowded agenda actually comprises four major meetings plus two evening banquets. The four top meetings—Management, Engineering and Television, plus the Mobilization Roundtable—will draw an unusually large number of delegates. Non-NARTB members are eligible to attend the roundtable.

The somber threat of another war is hinted at in the "classified" talks of government officials as they point to the possible use of broadcast and telecast signals for homing of hostile aircraft and guided missiles. Preventive steps discussed at the private Washington meeting March 26 will be reviewed, along with steps taken since that time as well as manpower and material problems.

In line with the defense theme, NARTB's convention will present major addresses by Gen. Bradley, Chairman Coy and Mr. Wilson. Supplementing these three topflight figures will be two other speakers of national stature. Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Crime Investigating Committee, will address the annual Radio Pioneers' dinner. He will be flanked by a distinguished radio pioneer, Brig. Gen. David Sarnoff, RCA chairman of the board.

Interest in Gen. Bradley's

Tribute to 'Johnny'

DELEGATES to the NARTB convention in Chicago will pay tribute to John J. (Johnny) Gillin Jr., late president of WOW Omaha who died last July, by wearing rosebuds in their lapels. Flowers Unlimited, Omaha florist association, helped arrange the tribute in memory of "Johnny's" custom of wearing a rosebud. The flowers are being sent air express from Omaha. Plans will be made for industrywide participation in establishment of a John J. Gillin Jr. memorial, probably in the form of a scholarship or research project at Creighton U., his alma mater. Mr. Gillin served NAB as a director for 14 years.



THESE GEORGIANS got together at the opening dinner meeting of the sixth annual Georgia Radio and Television Institute held at the U. of Georgia, April 5-7. Present were (I to r) Gov. Herman Talmadge, guest speaker; Dr. O. C. Aderhold, president, U. of Georgia, and John E. Drewry, dean, Henry W. Grady School of Journalism at the university.

speech was whetted by last week's dramatic replacement of Gen. Douglas MacArthur, with its impact on the military and diplomatic situation.

The Pioneers dinner becomes a major feature of convention week proceedings. It was arranged by William S. Hedges, NBC, with Frank E. Mullen, chairman of the board, Jerry Fairbanks Inc., president of the Pioneers.

All through the week's proceedings the workshop and information motif will dominate proceedings. This contrasts with the high-level, policy theme of the 1950 convention. Reaction after last year's meeting led NARTB to revert to the workshop type of meeting.

shop type of meeting. Addition of Mr. Wilson to the Thursday television program added major interest to the final day's proceedings. The defense mobilizer will speak from studios of WTTG (TV) Washington, DuMont station, with picture and sound carried by closed circuit to the Stevens ballroom. It was believed Mr. Wilson would answer questions from the floor, via the closed circuit, at the conclusion of his prepared talk.

The sports problem is getting double attention this year, in line with growing concern over the effect of play-by-play broadcasts and telecasts on gate receipts. Sports panels are scheduled Tuesday afternoon at the management session and at the Thursday morning TV meeting. Arch Ward, leading sports figure and sports editor of the Chicago Tribune, will participate in the Thursday discussion. Football and baseball will get close attention. Stations and networks are joining in current promotion of baseball's 75th anniversary.

With Monday afternoon's opening ceremonies devoted to Judge Miller's annual report and related business, the workshop sessions get under way Tuesday morning when Broadcast Advertising Bureau tackles the radio sales problem. Mr. Kobak and BAB President William B. Ryan will direct the morning's meeting.

Mr. Ryan announced last

Wednesday that the BAB session will be open to "everyone in the radio industry-members and nonmembers of NARTB alike—who stand to benefit by a strong and effective BAB." Stating that guests of BAB will pay no registration or other fees, he revealed that invitations had been sent to all stations not NARTB members.

The Assn. of National Advertisers' second report on the impact of TV on radio listening will come up during the BAB discussions. A. C. Nielsen, of A. C. Nielsen Co., will speak on the topic, "Don't Short Change Radio." He will offer new tabulations that bring radio's salable assets into clear perspective. Mr. Ryan will speak on "Radio's Responsibilities and Opportunities."

Special BAB Panel

A special panel will discuss and answer questions relating to BAB's emergence as the authoritative sales promotion voice in radio. Panel members include Maurice B. Mitchell, vice president, Associated Program Service; Frank E. Pellegrin, vice president, H-R Representatives; Lewis Avery, president, Avery-Knodel; Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co.; Jerry N. Stolzoff, Foote, Cone & Belding, Chicago, plus a network representative.

The Voice of Democracy contest, which has developed into one of the nation's major public service projects, will have a place at the Tuesday luncheon. Robert Burnett, St. Louis, one of the four national winners, will deliver his radio essay.

Equipment Showing

Again the equipment booths in Exposition Hall and the exhibits in fifth floor sample rooms will be a major feature of the convention. Exhibits were scheduled to open Sunday, with formal ceremonies scheduled Monday at 5 p.m. in Exposition Hall, located in the lower lobby (see exhibit stories page 43).

Featured in the equipment and services are many UHF television items, a low-cost tape recorder using disc turntables, film programs for TV and other features. The usual novelties are to be distributed by exhibitors.

Pre-convention interest was running high in the Saturday afternoon meetings of the TV board and the combined radio-TV boards. The TV group was scheduled to meet at 12 noon, with the combined boards holding a dinner meeting starting at 5 p.m.

This joint session marked the first time the main NARTB board and the separate TV board had met to work out common problems. The dual NARTB structure was set up by the NARTB board last February. At that time a majority of the 107 TV stations already had voted to organize within the NAB fold, having met Jan. 19 in Chicago. A TV board was created in Chicago with Eugene S. Thomas, WOR-TV New York, as chairman. Mr. Thomas and Robert D. Swezey,

NARTB ROLLS Membership Report Given

TOTAL MEMBERSHIP of NARTB as of March 1 totaled 1,446 compared to 1,726 a year ago, according to the report of Secretary-Treasurer C. E. Arney Jr., submitted to the annual convention in Chicago.

Membership comprises 959(41%) of the 2,353 AM stations compared to 1,139 (51%) last year; 374 (55%) of the 683 FM stations compared to 476 (62%) last year; 43 (39%) of the 107 TV stations compared to 37 (34%) last year; 70 associates compared to 74 a year ago.

Actual station membership totals 1,376 (44%) compared to 1,652 (52%) a year ago.

NARTB membership is strongest in the network affiliate category, 710 (49%) belonging to the association compared to 708 (62%) a year ago. LBS network stations were added in the current report, making five networks instead of four.

Only 249, or 28% of non-affiliates, are NARTB members. Last year 431, or 39% of non-affiliates, belonged to the association.

Network Affiliations

By network affiliation 62% of CBS and NBC stations are members; 54% of ABC stations; 44% of MBS stations; 38% of Liberty Broadcasting System stations. Sharpest decline was shown among ABC affiliates.

District 4 (Va., D. C., N. C., S. C., Md. in part) continues to have the largest number of members, 143, despite the fact that West Virginia was moved to District 3. Second largest is District 6 (Ark., La., Miss., Tenn.) with 117 members. Smallest is District 16 (Ariz., So. Calif., Nev.) with 34 members.

In a statement of income and expenses for the period from Dec. 31, 1949, to Feb. 28, 1951, Mr. Arney reported income totaling \$847,052 for the 14 months. This consisted of \$792,928, membership dues; \$4,386, engineering handbooks; \$29,211, pamphlets; \$60, subscriptions to NAB member service; \$19,754, rent from former head-quarters building; \$13.50, Joske Report; \$697, miscellaneous.

Expenses of \$871,044 consisted of salaries, \$459,792; general and office expense, \$209,582; committee expense, \$12,236; travel expense, \$105,528; other expense, \$50,461; contingent expense, \$33,442. This left an excess expense of \$23,991 over income.

The balance sheet includes a \$3,353 advance to BAB and \$106,249 advance to BMB. The headquarters building is valued at \$286,617 less \$16,783 for depreciation reserve. An accounts receivable item (net) totals \$29,434.

WDSU-TV New Orleans, the two NAB TV directors-at-large, moved to the TV board when the association's by-laws were rewritten to set up the dual organization.



WANT TO SELL A CAR? Dealers Find Radio is the Answer

THAT RADIO advertising can sell trucks or automobiles as effectively as it sells soap flakes is attested by the success of three automobile dealers in Indiana, Massachusetts and Missouri who spend the biggest part of their advertising money on the air.

In each case, radio has been a big factor in the growth of the sponsors' business.

The three dealers are Fred F. Cain Inc., of Wilmington, Mass.; Stephen Burns, of Maplewood (near St. Louis), Mo., and North Side and East Side Chevrolet, in Indianapolis.

The Cain company, which sells Chrysler and Plymouth cars and International Harvester trucks, was started by Fred F. Cain, general manager, and his wife, Ann, who is president, in 1935. It started in a two-car garage. Today the Cain company has a big, modern plant and a 200-unit inventory of cars, trucks, buses and trailers. The inventory turns over fast, mostly due to radio.

Five years ago Mr. Cain began concentrating his advertising on WLAW Lawrence, with a daily spot campaign featuring the day's big bargains. At the outset he spent \$1,500 a year. His radio appropriation now runs more than \$5,000 annually and constitutes by far the major advertising expenditure.

The radio campaign has brought customers to Mr. Cain from far beyond his immediate neighborhood. He likes to tell about an Army colonel who was driving on Cape Cod, some three hours of travel from Wilmington, when he heard a Cain radio spot advertising a special bargain on a beach wagon, a type of vehicle that is called a station wagon in other sections of the country.

The colonel turned around, drove all the way to Wilmington and bought the beach wagon.

Buses Sold

On another occasion Mr. Cain found himself burdened with five new school buses he had bought with the expectation of selling them to the school district of a nearby community. The deal fell through. Mr. Cain resorted to a spot campaign on WLAW which resulted in sales of two of the buses to Andover, Mass., and the others to Pike, N. H., Warwick, Conn., and Dracut. Mass.

Mr. Cain says he lets radio do his selling for him. He keeps only three salesmen in his shop, including himself. He has learned that customers are sold before they arrive.

Stephen Burns, St. Louis County Lincoln-Mercury dealer, was first persuaded to try radio early in 1947, soon after KXLW St. Louis went on the air. Mr. Burns donated a car to be used as a prize in an audience participation contest. In return the station gave him a series of 15-minute participations in Roy Queen's hillbilly program, 6-8 a.m.

At that time he was advertising farm implements, and he found that the radio advertising brought so many customers that he undertook a regular schedule. In 1948 he bought 436 spots to advertise Lincolns and Mercuries.

In the same year the Burns agency sponsored play-by-play broadcasts of 12 high school football games, the first time Suburban League football had been aired in New plant of North Side Chevrolet, of Indianapolis, ablaze with opening night lights. The agency has been a constant user of WIRE Indianapolis since 1936.

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the St. Louis area. Satisfied that radio was building up his sales, he expanded to five other St. Louis stations.

In 1950 Mr. Burns used 250 spots on KXOK St. Louis and 40 spots on KXOK-FM. In the past three years he has from time to time also used spots on KWK, KSTL and KMOX, all St. Louis. He also entered television with four 15-minute programs on KSD-TV St. Louis. Last year Mr. Burns bought 12

Last year Mr. Burns bought 12 football games and 1,872 time signals over KXLW.

Sparked by the radio campaign, Mr. Burns' business has expanded rapidly. His sales of new and used cars and increased volume of parts and servicing enabled him to build up his farm implement business so that it now occupies its own building at Maplewood, and he recently acquired another farm equipment agency at Union, Mo., about 60 miles away.

The Indianapolis Chevrolet agency, whose president is Bill Kuhn, has been using WIRE Indianapolis consistently since 1936. At the time he began on WIRE,

At the time he began on WIRE, Mr. Kuhn owned only the North Side agency. Within two years, he acquired East Side Chevrolet and Central Chevrolet in Marion, Ind.

Gross sales of these three agencies were \$10.5 million in 1950. In the same year they spent \$8,600 for advertising on WIRE.

'Dawn Patrol' Used

The company is now using a sixtime-a-week, half-hour, 6:30-7 a.m. program, *Dawn Patrol*, featuring Wally Nehrling.

Last August Mr. Kuhn opened a new \$500,000 plant for North Side Chevrolet. WIRE's Nehrling was featured at the opening day celebration, attended by 50,000 visitors. Mr. Nehrling originated his regular morning show from the new building and Tommy Bartlett, star of NBC's Welcome Travelers, who was brought to Indianapolis by Mr. Kuhn, presided over a series of shows at the ceremonies.

The Kuhn agencies are the largest Chevrolet dealers in Indiana. Their rise to that position is in no small measure due to their steady use of radio.

Fred F. Cain, general manager, Fred F. Cain Inc. Wilmington, Mass., and some of his cars which, by the time this is published, will have been sold by radio. Art Sloan (1), general manager, KXLW St. Louis, and Stephen T. Burns, president of Stephen T. Burns Inc., conclude arrangements for KXLW broadcasts of next fall's high school league football games.





BRAND NAMES White Elected Treasurer

FRANK K. WHITE, MBS president, was elected treasurer of Brand Names Foundation, at its sixth annual Brand Names Day in New York Wednesday. Along with William O'Neil, president of General Tire & Rubber Co., which owns the Don Lee and Yankee Networks, Mr. White was re-elected a director to serve until April 1, 1952.

Frank M. Folsom, RCA president, became an honorary director by virtue of his service as chairman of the board.

Re-elected to the board for threeyear periods were James Hill Jr., president of Sterling Drug Inc.; B. Brewster Jennings, president of Socony-Vacuum Oil Co. Inc., and William G. Werner, public relations director of Procter & Gamble Co.

Other board members elected in-cluded George S. McMillan, Bristol-Myers Co., vice president, for a twoyear term; J. Davis Danforth, BBDO vice president; Robert M. Ganger, P. Lorillard Co., executive vice president, and Palmer Hoyt, Publisher of the Denver Post, to serve until April 1, 1952. Among those named to represent trade associations on the board was Paul West, Assn. of National Advertisers president.

John W. Hubbell, Simmons Co. vice president, was elected board chairman to succeed Donald B. Douglas, Quaker Oats Co. vice president. Henry E. Abt was re-elected foundation president for the coming year. Maj. Gen. Julius Ochs Adler, vice president of the "New York Times", which owns WQXR-AM-FM New York, was elected board vice chairman.

Gimbel Speech

Bernard F. Gimbel, whose store received a plaque as the "Department Store Brand Name Retailer of the Year," in a speech at a foundation dinner Wednesday evening, pointed to America's standardized market as the reason for its greatness.

"Many people are puzzled as to what really makes America great and gives it world leadership. The fact of the matter is that we have the largest standardized market in the world. This came about through newspaper and national magazine advertising followed by radio and many other advertising media because this created unified, standardized wants throughout the nation which, in turn, necessitated mass production which gives us lower costs and higher wages. This is the basis of our prosperity and the one thing where we differ from all other nations in the world," Mr. Gimbel said.

Pointing out that ". . . advertising is the fuel behind the American customer system—it is the manifestation of that competition which keeps our system dynamic," Mr. Gimbel said that "advertising is the educational and persuasive force that keeps the American people reaching for an ever-expanding standard of living."

Sen. James H. Duff (R-Pa.) spoke on foreign affairs, following Mr. Gimbel.

'FATHER OF WIRELESS'

Pioneers Cite Marconi for Hall of Fame

IN REVERENTIAL remembrance of his record of achievement. Guglielmo Marconi, inventor of wireless, tomorrow night will become the second entrant to the Radio Pioneer's Hall of Fame.

The Italian genius, who died in Rome in July 1937, will follow in the footsteps of Thomas Alva Edison, who last year became the first entrant.

A citation to the late Mr. Marconi will be read by Edgar Kobak, BAB board chairman, at the annual dinner-meeting of the Radio Pioneers in the Stevens Hotel, Chicago.

Response to the citation will be given by Brig. Gen. David Sarnoff, RCA board chairman and an honorary president of the Radio Pioneers, and close personal friend of the wireless inventor.

Scroll Presentation

A scroll will be presented honor-ing Mr. Marconi, "whose inventive genius in the field of radio transmission laid the foundations for scientific techniques in radio broadcasting."

Mr. Marconi first got his "fantastic" idea in the summer of 1894 while vacationing in the Italian Alps. Cutting short his vacation, he rushed back to his father's estate near Bologna and began work on his dream.

Building his materials into send-

ing and receiving stations, he sent cricketlike sounds three-quarters of a mile in 1895. That was the birth of wireless.

Climax of Signor Marconi's career came in 1901 when his first message was flashed across the Atlantic.

'Possible Anywhere'

After this achievement, the inventor commented, "Wireless telegraphy is possible anywhere, and it will, I think, soon be a reality in many places."

The citation which will be read tomorrow night was written by Orren E. Dunlap Jr., well-known author in the field of electronics and RCA vice president in charge of advertising and publicity. Text of the citation follows:

Marconi's immortal achievements in electric communications won him an historic place in the Hall of Fame as the inventor of wireless telegraphy.

We meet here today as radio pio-neers in recognition of his genius and to express our everlasting ap-preciation of the signposts which he erected for us. He needs no glorification by us, for his fame is written in history as the first man ever to use electromagnetic waves for signaling; no man before his time harnessed electric waves for communications. He was the one who found the touch that released the invisible waves and sent them with the swiftness of lightning sound around the globe as a new system of communications. He pio-neered the shortwaves and drew



Fiable Flores

Tiall of Fame

The Marconi citation

* * *

remote and distant places into the orbit of civilization.

orbit of civilization. Great have been the advances of radio since Marconi's lambent sparks set the "ether" in vibration. Broadcasting, television, radar, and the many miracles of electronic science have been woven through the fabric of progress that began with the first thin threads which he spun on the loom of the wireless. To muching the left the legracy of

with the birt init time threads which he spun on the loom of the wireless. To mankind he left the legacy of wireless which now criss-crosses the hemisphere every hour of the day and night. Unimpeded by geo-graphic barriers or man-made boundaries, radio is the essence of freedom, giving wing to messages that bid man seek international understanding and peace. The light of his life as a bene-factor of mankind shines as a beacon that inspires and points the way for youth to blaze new path-ways. His influence upon the world is endless and wherever electro-magnetic waves go, so goes the vibrant spirit of Marconi. His work lives on; it is immortal!

NETWORK DELEGATES Representatives In Chicago

NARTB conventioneers will find the major networks well represented at the Stevens Hotel in Chicago this week. Here is the list of officials and representatives attending as reported to BROADCASTING • TELECASTING: ABC, whose Stations Planning and Advisory Committee was sched-

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uled to meet Sunday at the Ambassador East, will have the following executives:

Robert Kintner, president; Joseph McDonald, vice president and general attorney; Ernest Lee Jahncke, vice president in charge of radio; James H. Connolly, vice president of radio stations relations; William Wylie, manager of ABC's radio stations department; John H. Norton, vice president in charge of the Central Division.

Affiliate Members

On the affiliates committee are: Roger W. Clipp, WFIL Philadelphia; J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City, Mo.; T. B. Lanford, KRMD Shreveport; Harold Hough, WBAP Fort Worth; Frank Carman, KVTA Salt Lake City; Arch Morton, KJR Seattle; James W. Hicks, WCOS Columbia, S. C.

MBS planned its affiliates meeting Sunday in the Upper Tower of the hotel at which some 400 representatives were expected to attend. MBS officials follow:

Frank White, president; Robert Schmidt, vice president in charge advertising, promotion and of

public relations; E. M. Johnson, vice president in charge of engineering and stations; Elisha Goldfarb, MBS counsel; Robert Carpenter, Eastern Divi-sion manager of station relations; Charles Godwin, director of station relations; Roy Daniels, Western Division manager of station relations; Frank Zuzulo, assistant director of public relations.

CBS' headquarters is being staffed by Herbert Akerberg, CBS vice president in charge of station relations; William A. Schudt Jr., director of station relations; E. E. Hall, Eastern Division manager, station relations; Thomas Maguire, sales service manager; Robert Wood, station relations staff.

NBC's Staff

NBC headquarters is set up on the 23rd floor of the hotel in the Royal Skyway Suite. Expected to be on hand are: Brig. Gen. David Sarnoff, RCA board chairman; Joseph H. McConnell, NBC president; George H. Frey, vice president and director of TV network sales; William S. Hedges, vice

president in charge of Integrated Services; Frank Russell, vice president, NBC Washington; Carleton D. Smith, vice president in charge of station relations; Sheldon B. Hickox Jr., director of TV station relations; Davidson Taylor, director of TV public affairs, news, special events and sports; Ray-mond F. Guy, manager of radio and allocations engineering; Ernest de la Ossa, director of personnel; H. V. Kaltenborn, NBC commentator; Elmore B. Lyford and Raymond O'Connell, contact represen-tatives for TV station relations; Donald J. Mercer and Paul Hancok, contact representatives for radio station relations.

DuMont Lineup

DuMont Television Network will occupy Suite 2306 at the Hotel Stevens, numbering among its representatives these executives: Chris J. Witting, general manager; Norman Dreschner, director; Donald Stewart, manager, WDTV (TV) Pittsburgh; Walter Compton, manager WTTG (TV) Washington; Robert Jamieson, Roy Sharp and Edward Kohler, all of the DuMont TV network's traffic department.

Liberty Broadcasting System will be represented in Chicago by Joe Seiferth, manager of the network's Chicago regional office, and Fred Palmer, LBS' sales consult-ant. They will hold forth at Liberty's office, 75 E. Wacker Dr.

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BROADCASTING • Telecasting

FUND CUTS Voice, CDA Requests Slashed by House

A DMINISTRATION'S quest for additional funds to finance a proposed worldwide Voice of America radio network and to tide the Civil Defense Administration over the coming months suffered a severe setback on Capitol Hill last Tuesday.

The House backed up recommendations of its economy-minded Appropriations Committee and approved cuts in Voice and civil defense moneys of 90% and 50%, respectively. The Voice was al-lotted \$9,533,939 to complete present facilities.

Little Opposition

Administration supporters made no concerted attempt to block wholesale slashes on the floor before passing the omnibus supplemental appropriations measure but served notice that they expect the Senate to restore some of the cuts when it takes up the issue.

The 90% slash in Voice funds will not affect current shortwave radio operations, but did serve to dampen State Dept. hopes for extension of transmitter facilities to strategic points throughout the world [BROADCASTING • TELECAST-ING, April 9]. In addition, plans for sea-going transmitter projects were seriously threatened for lack of funds. Congress is expected to take up the regular 1952 Voice budget in June or July.

Less affected by the House action was CDA's request for sums to purchase broadcast transmitters



NEWLY-ELECTED officers and board members of Southern California Chapter, American Assn. of Advertising Agencies are, standing (I to r) Lee Ringer, Lee Ringer Adv., Los Angeles, and Andrew W. Neally, vice president and manager, Los Angeles office, BBDO Inc., both new members of the board, and seated, Richard C. Francis, vice president in charge, Pacific Coast operations, Campbell-Ewald Co., Los Angeles, chairman; John A. Privett, Mogge-Privett Inc., Los Angeles, vice chairman. Not shown is the new secretary-treasurer, Carl Heintz, Heintz & Co., Los Angeles

and receivers, two-way radios and other equipment for national communications, described as "the nerve system" of civil defense.

In a critical report on the Voice supplemental, the House Appropriations Committee laid the necessity for additional funds considerably to State Dept. testimony indicating "lack of proper planning, poor management and avoidable delays in the execution of plans and contracts." The \$9,533,939 approved was tabbed for cost increases to complete facilities for seven radio transmitter projects already authorized.

The idea of having ship-borne transmitters beam broadcasts to Iron Curtain countries is not a new one, though it was first revealed to the committee during hearings last March. Purpose of such facilities — which now face curtailment because of House action-would be to speed up completion of the proposed U. S. worldwide network, impart greater flexibility and mobility to the Voice, eliminate some difficulties encountered in attempts to obtain land sites in certain foreign countries and minimize the possibility of U. S. radio facilities being overrun during a war emergency.

The critical nature of the committee report contrasted sharply to findings published on the same day (April 6) by the U.S. Advisory Commission on Information and signed by four members, including Erwin D. Canham, commission chairman, and Justin Miller of NARTB [BROADCASTING • TELECASTING, April 9]. The group had contended that, among other things, "the program is being efficiently administered" and "effectively carried forward."

Included in the advisory group's

latest study was a report on the effectiveness of the Voice and other information activities in Mexico and Brazil, filed by Justin Miller of NARTB. His report was based on visits to these countries and consultation with broadcasters attending the second general asof the Inter-American sembly Assn. of Broadcasters in Sao Paulo, Brazil.

Judge Miller Reports

Judge Miller reported that the Voice is "relatively un-important" in Latin America because of its "friendly attitude" on American programs, lack of shortwave receivers and availability of other

U. S. information operations.

The House Appropriations Committee had recommended approval of \$186,750,000-or less than 50% of the \$403 million sought by the President for civil defense activities until July 1, 1952. But the proposed communications system withstood the more severe slashes imposed by the committee, recommending that the budget be pared from \$5,660,000 to \$5,110,000.

The group approved substantially the amount requested for twoway radios, large type broadcast transmitters and receivers, and sirens. It advised, however, that 'a more effective and less expensive program can be developed by a greater utilization of existing alerting equipment and by a retardation in the purchase of other communication equipment until the time that skilled personnel is available to handle it."

BASEBALL Major League Opener Today; Radio-TV Coverage Heavy

WHEN President Truman throws out the first ball today in Washington's Griffith Stadium, the most heavily scheduled radio and TV baseball season will be underway.

Already many stations have carried accounts of pre-season games, but the major league season officially opens this afternoon (Monday).

Most contracts were reported in BROADCASTING • TELECASTING, April 9. Here, however, are several more pacts reported last week:

WPTR Albany will broadcast all games this season of the Schenectady baseball club.

KTHT Houston broadcast preseason games of the Houston Buff's under sponsorship of the Houston Building Trades Council and five AFL union locals. These sponsors also will present the MBS Game of the Day over KTHT.

Regular season games of the Buffs will be sponsored over KTHT by the Ford Dealers of Southeast Texas.

Arrangements to broadcast

ASCAP RATES Industry Committee Gets Strong Backing

A "MAJORITY" of television stations which were not previously committed to ASCAP's blanket license contracts already have joined the All Industry Television per Program Committee's stand against the perprogram license proposal advanced by ASCAP, Committee Counsel Stuart Sprague reported late last week.

The stations already committed to the blanket license contract, Mr. Sprague pointed out, are network owned stations and "two or three"

Stations Support

others.

Of the remainder, he said without specifying the number, a majority have sent checks for the committee's campaign to raise funds for employment of special counsel, or have submitted copies of registered letters rejecting the per program rates announced by ASCAP following failure to negotiate rates which the committee felt it could recommend to the industry [BROAD-CASTING • TELECASTING, March 19].

Deadline for stations to reply to ASCAP's offer, he said, varies with the different stations, depending upon when they received the offer. In most cases it will have been reached within the next few days.

The funds being sought by the committee are to be used to "meet the contingencies which have arisen as a result of the present stale-mate" between ASCAP and the committee, Committee Chairman Dwight W. Martin, WLWT (TV) Cincinnati, explained in launching the fund appeal a few weeks ago.

At the same time the retention of former Judge Simon H. Rifkind as special counsel for the committee was announced by Mr. Martin and Mr. Sprague, who had recommended this step.

* games of the Indianapolis Indians, American Assn., during the 1951 season have been completed. This was made known in a joint announcement by L. J. Noonan, vice president and director of sales and advertising for Stokely-Van Camp Inc., and C. Bruce McConnell, president of WISH Indianapolis. Stokely-Van Camp has signed an exclusive contract with WISH to present play-by-play descriptions

of both at-home and away-games. Frank McKinney, Indianapolis baseball club vice president, said that club directors had concluded that "It is not economically practical to both broadcast and telecast the games." He added, however, "After analysis of the area it was decided to broadcast the games because it was found that practically every home had a radio set, whereas, approximately only a third of the homes had television sets."

WTVJ (TV) Miami will cover the Saturday night games of the Florida International League for the next 21 weeks, John S. Allen, business and sales manager of the station, announced last week. Domestic Refrigeration Co. of Miami will sponsor half of each game for Frigidaire. Southern Beverages also has signed a 21week contract for two spots during each contest. McDonald Electric Co. Inc. has contracted to sponsor the pre-game Fan In The Stands for Arvin Television.

WBAL-TV Baltimore announced last week that negotiations had been completed with the American Brewery Inc., to telecast nine Washington Senator games from Griffith Stadium, Washington. Ne-gotiations were handled through Elmer D. Free ad agency.

CFRA Ottawa, Canada, will broadcast all games of the Ottawa Giants under sponsorship of People Credit Jewelers.





IN IOWA, WHO IS THE PREFERRED NEWS STATION

In every Iowa Radio Audience Survey from 1938 to 1950, inclusive, the vast majority of all Iowa men and women have ranked NEWS at the top of their "most-liked programs" list. In 1949, when the study below was tabulated, News was first choice for 72.6% of all women, 79.0% of all men surveyed. In 1950, the preference went up to 76.1% for women, 82.9% for men.

Usually Listen to Station:	Morning News	Noon-time News	Supper-time News	Late Evening News
WHO	44.5%	47.3%	47.6%	50.6%
" <u>A</u> "	12.1	11.0	11.3	11.5
	4.8	2.7	3.2	4.0
"C"	4.0	3.2	2.9	1.3
D	3.9	2.6	2.7	2.8
-the	3.9	4.9	6.0	9.7
· · · · · · · · · · · · · · · · · · ·	2.9	2.9	3.4	3.9
"G"	1.7	1.5	1.6	0.2
	1.7	2.4	2.6	1.8
	1.7	2.4	2.5	2.4
ala	1.5	1.9	1.1	0.8
oko	1.3	1.6	1.3	1,2
"Ľ,	1.2	0.5	0.7	1.0
W.,	1.2	1.2	0.1	**
"N"	1.0	1.8 005	2.0	1.8
"0"	0,7	1.2	0.9	0.3
" P " !	0.7	1.2	1.1	0.8
All others	11.2	9.7	9.0	5.9
N Roman Barris	100.0	100.0	100.0	100.0



Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President P. A. Loyet, Resident Manager



In Iowa, more people like *News* than like any other type of radio program—and more people prefer WHO News to that of any other station.

This is Point One in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

tim at the loss

FUNCTIONAL SERVICES

FUNCTIONAL MUSIC broadcasting to stores and restaurants by a supersonic signal is used to eliminate vocal material at the receiving point and the station is paid for the service-was declared by FCC last week to violate the Communications Act and the Commission's rules and regulations.

FCC Thursday so informed the four FM stations it had publicly queried in late January respecting their functional music programming. The stations-WRLD (FM) Miami, WACE-FM Chicopee, Mass., WFMF (FM) Chicago and KDFC (FM) Sausalito, Calif. — had replied functional music is legal in all respects and actually has been a blessing to economically hard-pressed FM out-lets [BROADCASTING • TELECASTING, March 12, Feb. 5].

FCC asked the four stations to let it know by April 30 what they plan to do about the "viola-tions" before "further proceedings are instituted by the Commission."

The new policy was enunciated by Comrs. Wayne Coy, Paul A. Walker, Rosel H. Hyde and E. M. Webster, with Comrs. Robert F. Jones and George E. Sterling dissenting. Comr. Frieda B. Hennock did not participate.

FCC indicated it will later issue its conclusions respecting all types of "supersonic" operation, including question whether they are point-to-point or broadcast.

Text of Letter

The Commission's second open letter to each of the stations stated :

ed: We have your letter of ... 1951, informing us of your comments con-cerning the questions raised in our communication to you of Jan. 25, 1951, with regard to the consistency of the "beep" operations in which your FM facility is engaged, with the obliga-tions of licensees of broadcast stations, as enunciated in the Communications Act and the Commission's Rules and policies in the public interest. It may be remarked at the outset

policies in the public Interest. It may be remarked at the outset that the Commission has devoted con-siderable effort to analysis of FM's problems, and is fully cognizant of the character of the financial difficulties which such licensees have encountered in the past several years; it accordingly views with sympathy attempts on the part of ploneers in this meritorious, and, as yet, in the main unprofitable; field of broadcasting, to ensure the solvency of their operations.

However, we are constrained to con-clude from our study of your replies to our inquiries, that the "beep" services in which you are presently engaged, are inconsistent with basic statutory and administrative duties incumbent upon licensees of broadcast facilities. In the first name contrary to the

In the first place, contrary to the interpretation urged in your letter, we are of the view that the contractual arrangements governing your trans-mission of this "special service" affirma-tively commit your FM station to pro-vide subscribers with predominantly "planned music" during the stipulated periods. periods.

periods. It of course follows from this con-struction, that in the light of the pro-tracted—or indefinite—future periods during which you are bound under the relevant agreements, to provide this specific type of programming during such a substantial portion of the broad-cast day to subscribers thereto, these arrangements must be considered to constitute an invalid abdication of your duty as a licensee to retain dis-cretion, responsibility and control, and to remain free to alter your service as the changing needs of the public in your area may require. Similarly, the Commission is of the

Similarly, the Commission is of the opinion that since the remuneration received by you for transmission of the "planned music" in question under these agreements is based upon the

A payments therefor made by the in-dividual subscribers concerned, such sub_cribers are the sponsors of such programs within the meaning of Sec. 317 of the Communications Act. Hence your failure to announce and to log this material as sponsored and to make other required announcements is in plain contravention of Sec. 317 of the Communications Act and of Secs. 3281, 3289, 3284, 3287 and 3.288 of the Commission's Rules and Regulations. Further, the Commission considers that your practice, concededly integral to your "beep" operations under the instant agreements, of confining your broadcasts of the various categories of intelligence required by the Rules and the Statute to be carried by radio li-censees, such as sponsorship and station

NIELSEN RATINGS **Cut Off Non-Subscribers**

NO MORE program ratings for non-subscribers is the new policy of A. C. Nielsen Co., research organization publishing the network Nielsen-Ratings regularly carried in BROADCASTING . TELECASTING. In order for a program to be listed in the ratings, the sponsor or the advertising agency must subscribe to the radio ratings report.

The research firm says that approximately 85% of all sponsored network programs are sponsored by subscribing advertisers or placed by subscribing agencies. Therefore the new ruling will only affect about 15% of previously rated programs. Giving the company's reasons for the step, President A. C. Nielsen said:

"It is time to halt the economically unsound practice of publishing ratings on programs for which neither the sponsor nor the agency has sought this information. To whatever extent pres-ent non-subscribers may decide to have their programs rated, the number of published ratings will approach 100% again. It is hoped eventually to re-instate the ratings for virtually all sponsored network programs."



identification announcements, to the material transmitted to the general public, while simultaneously eliminat-ing them from reception by subscribers, is violative of the express terms of the relevant provisions of the Act and of the Commission's Rules and Regula-tions: The requirements there stated are plainly of general application and contemplate that the categories of in-formation there defined will be trans-mitted to the station's entire audience; they admit of no discretion on the part of the licensees to introduce ex-ceptions thereto for the benefit of sub-scribers to "special services" or other selected listeners.

selected listeners. Your contention that radio operators enjoy equal privileges with non-licensees under the Act, to employ me-chanical or electronic devices to elim-inate undesired broadcast material from reception, at the request of members of their audiences, is clearly inadmis-sible. Members of the public are free to tune in or tune out any material they desire. Licensees are required to operate their stations in accordance with the requirements of the Com-munications Act and the Commission's Rules and Regulations. One of these requirements is that

Rules and Regulations. One of these requirements is that certain announcements be made to the audience. Obviously this obligation is not carried out when you broadcast a signal the very purpose of which is to prevent a portion of the audience from hearing those announcements. You cannot prevent members of the audi-ence from voluntarily tuning out such announcements. This does not, how-ever, permit you to broadcast a tone which prevents a portion of the au-dience from hearing the announce-ments. The Commission's conclusions with

ments. The Commission's conclusions with regard to the remaining questions raised in its letter of Jan. 29, 1951, since they pertain not only to the "planned music" activities of the "beep" stations but to all types of "super-sonic" operations—including the ques-tion as to whether such operations constitute point-to-point communica-tion not authorized by the broadcast rules—will be issued when its study of the problems common to all these spe-cial services is completed. In view of the foregoing, the Com-

cial services is completed. In view of the foregoing, the Com-mission is of the view that your opera-tions are not in accordance with the requirements of the Communications Act and the Commission's Rules and Regulations. This is being called to your attention pursuant to Section 9(b) of the Administrative Procedure Act so that you may have an oppor-tunity, before further proceedings are instituted by the Commission, to sub-mit a statement showing how you mit a statement showing how you intend to achieve compliance with all lawful requirements. The statement should be submitted on or before April 30, 1951.



SEN. Dudley J. LeBlanc was scheduled to fly to Chicago yesterday (Sunday) aboard a special airliner painted with Hadacol trademarks and bearing an entourage consisting of a Dixieland jazz band, a number of friendly broadcasters, not to mention a contingent of busy members of the press.

After landing, the Senator and his party were to parade through the lobby of the Stevens Hotel, headquarters of the NARTB convention. The jazz band has been rehearsed to play "When the Saints Come Marching In" as the parade music.

The airborne Senator, although without an official invitation to the convention, is reportedly prepared to be introduced from the floor at the close of the business session this afternoon (Monday).

RAINIER BUDGET More Than 20% to Radio-TV

WITH the theme "Old Friends Are Best-It's Rainier in the West, Sick's Seattle Brewing & Malting Co. (Rainier Beer) has launched one of the biggest single advertising campaigns ever run by a northwest brewer. Radio and television occupy a major portion-better than 20%-of the advertising appropriation, with the bulk of the radio coverage concentrated in a six-week period.

Included in the radio-video schedule, as announced by Western Agency, Seattle (Tom Jones Parry, account executive), are:

 Rainier Roundup, a weekly halfhour Western show launched on KIRO Seattle and extended, by direct wire, to KPQ Wenatchee and KIMA Yakima, effective April 6. Plans call for rebroadcast by transcription in nine additional Washington state markets. The show features Texas Jim Lewis.

• Rainier Ranch, using the same talent, aired Tuesday evenings on KING-TV Seattle.

• A 15-minute record show, six days a week, on KOL Seattle and KBKW Aberdeen.

 A weekly half-hour record show, also called Rainier Roundup, on KENI Anchorage and KFAR Fairbanks. The disc show will eventually be replaced with transcriptions of Texas Jim Lewis' Roundup now on KIRO.

 A six-week (March 19-April 30) intensive spot campaign over 12 sta-tions in seven Washington cities, utilizing the same talent. Total spots scheduled during this period run in excess of 820.

All radio and TV coverage, except for the spots, is scheduled to run for the entire year. The campaign, which includes other major media as well, has been planned to accentuate the buying season for beer. This normally peaks early in July, according to the agency.



Broadcasting System from Hollywood are (I to r) Jim McCulla, LBS Hollywood

news editor; Carl Schroeder, m.c. of new program; Benton Paschall, West

Coast vice president, LBS.



STANDING ROOM ONLY! Three great shows on W-I-T-H in Baltimore are completely sold out with a waiting list of eager advertisers! That's the way it's going around here.

BUDDY (Love that man!) DEANE---

Dixieland's Darling — 3 hours every morning . . . **SOLD OUT!**

EDDIE GALLAHER—the man who replaced Godfrey in Washington. **SOLD OUT!**

FAMOUS PHIL BAKER—before he went on W-I-T-H on April 2, his 2 hour afternoon show was SOLD OUT!

So you have to take them up fast. There are good availabilities that are not sold out—write for them.

W-I-T-H delivers! It moves merchandise! It sells services. It gives the advertiser more — far more — listenersper-dollar than any other TV or radio station in Baltimore. Let a Headley-Reed man bring you up to date on the whole radio-TV situation in Baltimore. You ought to know about W-I-T-H's powerful position in this 6th largest market of America.



TOM TINSLEY, PRESIDENT . REPRESENTED BY HEADLEY-REED

KMBC UNVEILS New Home in Kansas City On 30th Anniversary

ARTHUR B. CHURCH, who founded KMBC Kansas City, Mo., and put it on the air April 21, 1921, last week designated next Saturday, April 21, as starting date for a unique 30-day official dedication and grand opening of the new home of KMBC in the former Shrine Auditorium

and American Red Cross building at 11th and Central Sts. in downtown Kansas

City. April 21 also is Mr. Church's 30th broadcasting anniversary.



Mr.

dia, Kan., "the Kansas Farm station" owned by KMBC and pro-grammed from Kansas City. Full provisions for television also are included.

CBS affiliate for over 24 years, KMBC is assigned 5 kw full-time on 980 kc, directional night. KFRM, founded in 1947, is a day-

RTMA BOARD **Discusses Materials**

NATIONAL defense developments, with accent on raw material shortages and industry conservation programs, highlighted a board meeting of the Radio-Television Mfrs. Assn. in Absecon, N. J., last week.

The meeting was part of the third international conference among officers and directors of RTMA and the Radio Mfrs. Assn. of Canada, which closed Friday on a high note of good will with a luncheon at the Seaview Country Club. Approximately 100 persons participated in the two-day sessions, which opened with a reception and luncheon Thursday.

The RTMA board met Friday morning under Chairman Robert C. Sprague, with Canadians invited to attend as guests. RTMA President Glen McDaniel, Mr. Sprague and other RTMA officers and directors served as hosts to the Canadians at two luncheons and a dinner. The Canadian RMA board convened Thursday, with President Ralph A. Hackbusch presiding and the American group as guests.

A large share of the RTMA board session was devoted to mobilization developments, including conservation activities of the radio-television industry as coordinated by its engineering department, and progress reports on other developments. Activities of the Policy Committee under Mr. McDaniel and the Joint Electronics Industry Committee under Co-Chairman Robert C. Tait also were reviewed.

Out of the meeting came specific authorization for the Policy Committee to take industry's objections on government steel and iron orders to the National Production Authority. Critical shortages of nickel and its impact on receiving tube output were aired.

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time outlet on 550 kc with 5 kw, directional.

Mr. Church announced the theme of the dedication will be "30 Years and 30 Days," each day beginning April 21 to "represent one year in the remarkable history and growth of KMBC, with special features broadcast daily, covering the highlights of the corresponding year."

Public Tours Planned

On May 19, climax of the series, the new headquarters will be opened to the public, it was stated. Plans are underway for public tours and entertainment for expected thousands of guests. The evening of May 19 will see the return of the studio audience version of Brush Creek Follies, KMBC feature, which will be staged in the new 2,610-seat KMBC Studio Playhouse, said to be one of the largest such studios in the U.S.

The four-story marble building was purchased from the Red Cross in early 1947 for approximately \$200,000. An undisclosed sum, termed "substantial," has been invested in complete renovation of the property to make it a virtual midwest "radio city." More than 100,000 sq. ft. of floor space is provided.

Previously, KMBC has been occupying the 11th and most of the 10th floor of Kansas City's Pickwick Hotel.

Mr. Church's personal history might lead one to think he really entered "commercial" radio in 1915 instead of 30 years ago. It was as a radio amateur in Iowa in 1915 that Arthur Church, then 18, "worked" his way through college. He used the station to promote the sale of wireless apparatus to other amateurs and to schools.

Before World War I he had become a commercial radio operator

and organized classes of his own for teaching the profession. During that war he was a Signal Corps instructor. After the Armis-tice, he returned to Kansas City to found the Central Radio School of Kansas City.

His first regular broadcast license was granted by the Dept. of Commerce in April 1922, with the call of WPE. This was the original KMBC. In 1923 the call was changed to KFIX and the station was acquired by the Latter Day Saint Church, which moved it for the time to Independence, Mo. It was in 1927 that Midland Broadcasting Co., the present licensee, took over the operation and assigned Mr. Church to the task of building an organization that would keep pace with broadcasting developments. He is now president and 38.46% owner of Midland Broadcasting.

Long active in local civic affairs, Mr. Church also has been a pioneer in industry affairs, being a member of the board of NAB as early as 1925.

GOVT. OUTLETS Proposed for Hill Coverage

A PROPOSAL that would set up Congressional owned-and-operated short-wave stations was introduced in the House last Wednesday by Rep. Arthur G. Klein (D-N. Y.). They would broadcast proceedings of the Senate or the House as well as committees.

The bill (HR 3656), referred to the House Rules Committee, would authorize the Capitol Architect to set up two outlets, one east, the other west of the Mississippi River.

Rep. Klein's measure also would permit radio and TV networks to cover the proceedings but would not require them to do so.

Still another provision directs the Architect to arrange for continuous recording of chamber proceedings, copies of which would be made available at cost to radio or television stations and networks.



FCC has denied the request for reconsideration of its action in putting WBAB, CBS affiliate in Atlantic City, off the air [BROAD-CASTING • TELECASTING, Apirl 9, 2].

In its announcement last Thursday the Commission refused an April 4 petition to designate for hearing an application to transfer the properties from Press-Union Publishing Co. to The Bethlehems' Globe Publishing Co. and to allow Press-Union to operate WBAB in the meantime. Also denied was an alternate request that the transfer request of Bethlehems' be considered as an application for the WBAB license with grant thereof.

Press-Union, publisher of the At-lantic City Press and Evening Union, contracted in December 1950 to sell its paper and radio properties (which also included WBAB-FM) to Bethlehems', publisher of Bethlehem (Pa.) Globe-Times and licensee of WGPA-AM-FM there.

For tax reasons the deal was made within year of 1950 and, since FCC approval could not be instantly ob-tained, Press-Union tendered "irrevocable proxies" to the buyers, while retaining physical control, according to the purchasers.

Application for transfer approval was then filed with FCC, which in early March informed Press-Union it would not consider same until revestment of control was made. Told to do so was "impractical," FCC ordered the stations to cease operation. March 28 both the AM and FM stations stopped.

Discusses Sec. 310(b)

Commission's memorandum opinion and order of last week said that the "nub" of the petitioners' position appeared to be its interpretation of Sec 310(b) of the Communications Act judging from its argument that this section "does not prohibit the sale of the majority stock interest in a licensee corporation unless it causes a transfer of control."

The word "control," FCC held, embraced "every form of control, actual or legal, direct or indirect, negative or affirmative" and that passage of de facto as well as de jure control required the prior consent of the Commission.

The Commission conceded it does not confine itself to a "narrow, legalistic approach" but rather looks beyond stock ownership, in some cases, to determine where actual working control resides. However, FCC emphasized:

This does not mean that we do not attach prime importance to the owner-ship of majority stock for the reason that such ownership, far from being divorced from the realities of actual control, as petitioner would have us believe, is the very genesis of control. It is the owner of legal control who has the legal right to exercise and delegate actual control.

Commission said it did not feel that the irrevocable proxy "ne-gates in Bethlehems' any legal right to the stock or with respect to the license which that stock controls."

WBAB established in 1940, operated fulltime on 1490 kc with 250 w.



MARKING the ninth birthday on WWL New Orleans of Road to Yesterday, sponsored by the American Brewing Co. of New Orleans (Regal beer) were six of the men who make the dramatic show possible. On a special anniversary broadcast were (I to r) Mel Washburn, show producer; Michael W. O'Brien, brewing company ad manager; Howard Summerville, WWL general manager; John S. Arthur, account executive, Walker Saussy Adv.; Walter A. Franz, chairman of the board, brewing company, and Stephen A. Schmedtje, company president.

27.6% MORE 'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN MARCH, 1951 THAN IN MARCH, 1950

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write



THE ST. LOUIS POST-DISPATCH RADIO STATION 5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.



SENATOR DUDLEY J. LOBLANC

S ENATOR LeBlanc h as raised the prize total, in his big radio station promotion contest, from \$35,000 to \$44,000!

A ND-he has extended the end of the contest from May 5th to June 1st so that every station that wants to may compete.

GET ON THE BALL WITH



Lafayette

Louisiana

RESEARCH DATA

ABC, Nielsen Sign Pact AN AGREEMENT between ABC and A. C. Nielsen Co., designed to "meet the problems presented by the growth of television" by "bringing vital marketing information to bear... on radio advertising," was announced jointly in New York last week by Robert Saudek, ABC vice president, and A. C. Nielsen, Nielsen Co. president, who spoke to newsmen from Chicago over an ABC closed circuit.

Described as a "cooperative experiment," for the first time coordinating "marketing research with radio research to provide the network with integrated and detailed studies relating to programming, stations and coverage," the new Nielsen marketing service will be available to "all four major radio networks," it was announced.

Mr. Saudek said that ABC looked forward to possessing greatly expanded information concerning such marketing factors as:

Seasonal product fluctuation.
 Program marketability as measured in rural and urban areas by product sales.

3. Relation of program appeal to purchasing power, buying habits, listener density at specific hours and preferences of different classes of audience.

4. Comparison of consumer buying habits with factory and jobber figures of certain products to aid the advertiser in ascertaining program effectiveness.

ABC felt the experiment to be such an important departure in advertising that it would orient its sales plans around the project, Mr. Saudek said.

"The market studies of the A. C. Nielsen Co. also will be applied by ABC radio to its broadcast

'RED-HEAD' SET For Long-Distance Reception

A TV set which the manufacturer claims will enable television stations to double their reception range was introduced in Chicago Wednesday by John S. Meck, president of John Meck Industries. The receiver, called the Red-Head, because components are painted red for identification purposes, will increase the national video audience potential by 25% and triple areas now served effectively by stations, Mr. Meck said.

The model, put into production on a test basis in February, is at about the 50% production level now after a series of successful field tests in 40 areas throughout the country, Mr. Meck said.

The new model can receive picture transmissions from as far away as 150 miles in an airplane, but Meck engineers have set 100 miles as the "practical" limit for ground reception.

When used with a long-range antenna, the model eliminates the need for expensive booster equipment, the company claims. schedules in a constructive effort to tailor its programming for maximum efficiency and relate it to audience appeal and consumer buying habits across the country," the announcement said.

The new agreement is entirely separate from the recently-announced 2¹/₂-year contract of ABC for the National Nielsen Radio Index Service, it was pointed out.



Mr. Harsch

Mr. Shirer

LBS ADDITIONS Harsch, Shirer Join

LIBERTY BROADCASTING System, which now claims to be America's second largest network in number of affiliates, adds two commentators to its roster of newsmen this week. Joseph C. Harsch and William L. Shirer join the network in a Sunday through Friday series, 5:45 p.m. with a repeat at 7:15 p.m.

Mr. Harsch, acting chief of the Washington news bureau of *The Christian Science Monitor*, starts the programs today (Monday), and also will be heard Wednesday and Friday. On Tuesday, Thursday and Saturday Mr. Schirer, author, lecturer and former MBS commentator, will be presented.

In 1929 Mr. Harsch joined The Christian Science Monitor and has written for the paper ever since. From 1943 until the spring of 1949 he was a commentator for CBS, in addition to his Monitor writing.

Mr. Shirer, author of Berlin Diary and End of a Berlin Diary, was chief of the Berlin bureau of Universal News Service during the years leading up to World War II, and during that time broadcast for CBS. He will originate his programs from New York while Mr. Harsch's commentaries will be fed to LBS from the network's Washington outlet, WOL.

KDKA RECORDINGS

Unit Expands, Head Named GEORGE TONS, sales manager, KDKA Pittsburgh, announced last week the expansion of KDKA Recordings, and the assignment of a member of the station's sales force to handle the service.

Thomas J. O'Connor, with KDKA sales since 1949, has been named to handle the KDKA Recordings, which the station reports offers the facilities of the largest recording studio between New York and Chicago. William J. Connelly Jr., a new salesman, has been added to handle Mr. O'Connor's accounts in time sales.

Page 58 • April 16, 1951

I lond Ke Mac Anthur RA

This week United Press scored a world beat on the dismissal of General MacArthur.

Last June U.P. scored a world beat on the outbreak of the war itself.

On both[®] of the[®] two biggest stories of the Korean war United Press was first.



THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

SCARCE MATERIALS Govt. Calls Meet For Tomorrow

REPRESENTATIVES of key facets of the electronics production industry are being summoned to a special meeting called by government allocation authorities for tomorrow (Tuesday) to discuss the raw material situation, particularly with respect to the nickel shortage, it was learned last week.

Members of industry advisory groups representing end products, component parts and radio-TV receiving tubes will air their views before officials of the government's two allocation agencies—Defense Production Administration and the National Production Authority —on problems relating to nickel cobalt shortages, defense orders and radio-TV set prospects.

Meanwhile, NPA last Friday issued its much-awaited Controlled Materials Plan for steel, copper and aluminum, to be allotted to producers effective July 1. CMP is designed to control needs for defense output and minimize industrial dislocations. Forms listing needs will be sent out in May.

Manufacturers of products using

these metals for non-consumer durable goods will be required to file requirements for radio-TV equipment (transmitters, tubes) designed for commercial or military use, excepting "home type" receivers, which are specifically exempt. All manufacturers would be affected, authorities said.

Other Developments

In other significant developments NPA also:

● Issued an amended order which will give manufacturers "flexibility of production" by enabling them to vary the output within a single product classification. In effect, it means that producers can expend steel and iron







FLINT!

With wages 32% above the national average, with \$25,000,000 changing hands every month, Flint folks will buy YOUR product, too ... but not unless they know about it! Tell your sales story in the Flint market where it's SURE to be heard ... over Flint's FIRST station ... WFDF!*

* See your latest Hooper

MacArthur Story

up to 80% of the first six months

ceivers; (2) radio-phonograph com-

binations; (3) television receivers; (4) radio-TV, TV-phonograph, and

radio-TV phonograph combinations;

(5) phonographs and record-players.

A manufacturer would not be per-

mitted, however, to siphon materials

from, say, radios or TV sets to

mand for radio receiving tubes and

suggestion of an advisory group

that priority ratings be set up for

exports to friendly nations. Delay

in filling orders for replacement

parts could hamper our defense

Meanwhile, raw materials in

short supply and delay in getting

defense contracts placed with firms

few have been let-have posed a

serious problem to some manufac-

-many have been obligated but

Studied increased export de-

refrigerators, or vica versa.

effort, they stressed.

turers.

(1) Radio receivers, home, portable, and broadcast band automobile re-

of 1950 on:

(Continued from page 48)

bled an emergency staff under Dave Driscoll, head of news and special features, and Edythe J. Meserand, his assistant, described itself as the only New York network station giving all-night coverage to the story.

DuMont Television Network at 11:30 a.m. Wednesday sent Maggine Johnson, *Television Shopper* star, with a camera to conduct what it called the first man-in-street telecast in New York's metropolitan area.

Following President Truman's speech, Chris J. Witting, DuMont general manager, announced that the network would offer its facilities to Gen. MacArthur when he returned for an explanation of his Far Eastern policy.

WPIX (TV) New York cancelled its regular Wednesday afternoon news periods to telecast a running *MacArthur Forum* for five minutes every hour from a downtown street corner.

Televiews of the News, sponsored by Socony-Vacuum Oil Co., over WPIX (TV) at 7 p.m., featured a discussion presided over by John K. M. McCaffery.

WTTM Trenton, N. J., sent out its sound truck for man-on-street interviews Wednesday at 12:15 p.m.

All major networks, both radio and television, carried President Truman's speech Wednesday night, as well as many independent stations in the New York area, including WMGM, WMCA, WNEW and WPIX (TV).

Special Hooperating on the President's address, taken in New York TV homes, showed a 51.8 rating and a 98.5% share of audience. TV sets in use were 52.6, C. E. Hooper Inc., reported.

WRC and WNBW (TV) Washington, which originated NBC coverage from the Capital, claimed a clean local beat with a simulcast flash shortly after the White House's 1 a.m. announcement.

Unique aspect to WRC-WNBW coverage was the fact that Earl Godwin had prophetically warned listeners four days earlier to "watch for a blast . . . MacArthur had better watch out and decide which hat he's wearing."

WOL Washington, which services LBS, immediately dispatched newsmen to the Capitol to record interviews with four Senators. Liberty's Washington coverage enjoyed the benefit of analysis by its star commentator, Raymond Swing, who threw the spotlight on the "sudden storm" surrounding the General before his dismissal.

Special programming was offered by WMAR-TV Baltimore, the Sunpapers station, on the day the dramatic news broke. Titled The MacArthur Dismissal, the program comprised sound-on-film street interviews and a roundup of national and international opinion, as well as guests. WMAR-TV camera crews had gone into action on the morning of the announcement.

Associated with: WOOD Grand Rapids-WFBM Indianapolis-WEOA Evansville

BROADCASTING • Telecasting





in a good-looking market

NASHVILLE • TENNESSEE

HOOPER, Dec-Jan:

Night** 32.0% Showing WLAC at the top. *Monday thru Friday **Sunday thru Friday

BMB:

BWR:	1
D-37 counties.	. 50 plus 70
m r/ counties.	
. hint	10 0103/0
N-25 counties. N-49 counties.	25 plus%
N.49 counties.	10 mlust
322 counties.	10 pius /0

MAIL:

12 month report:
124,946
Tenn
Kv
W. Va
Va
N C
S.C
Galeria
Fla
Ala, and a second second
Miss.
Tex
Total

These smart figures ... for smart buyers ... plus great CBS pro-grams, and our own fine array of live talent shows ... will make



Drives Bait Advertisers With Statistics DOLLARS, not doldrums, is what WCAU Philadelphia and KNX Hollywood, who reported their summer plans to BROADCASTING .

TELECASTING, are offering advertisers for the hot season. An extensive summer selling campaign has been launched by WCAU following conferences with CBS Radio Sales officials.

SUMMER PROMOTION

The campaign will employ banners on some 150 billboards, tie-ins with 13 resort centers in the WCAU area, and special "get-acquainted" packages for sponsorship.

All this, under the slogan, "At home or away, they never leave WCAUSA." Promotion will emphasize that 90% of WCAU's listeners never leave the station's coverage area, vacationing in nearby resorts. KNX, taking its cue from the

fact that Southern California radio audiences are as large during the summer months as during other seasons, on May 1 is kicking-off a campaign with the theme: "Are you walking out on your audience in Southern California?"

Sets-in-use figures for the July-August period are less than 1% lower than those for the November-December period, it is pointed out. Retail sales figures show that sum-

AM GRANTS

Power Boosts, Also

THREE NEW standard stations and improved assignments for three existing AM outlets were granted by FCC last Thursday. New AM grants are for Mount Airy, N. C.; Two Rivers, Wis., and Yuma, Ariz.

WINR Binghamton, N. Y., was granted change from 250 w on 1490 kc to 1 kw day, 500 w night, on 680 kc directional.

KLFY Lafayette, La., received approval to switch from 500 w day on 1390 kc to 1 kw day, 500 w night directional, on 1420 kc fulltime. KMMO Marshall, Mo., was granted power boost from 500 w to 1 kw,

operating daytime on 1300 kc. Comrs. Wayne Coy, Paul A. Walker and George E. Sterling dissented in the WINR action.

New AM grants were:

New AM grants were: Mount Airy, N. C.-Mount Airy Bestrs. Inc., 1240 kc, 250 w fulltime. One-third owner is R. E. Epperson, 50% owner WYVE Wytheville, Va. Two Rivers, Wis.-Two Rivers Bestg. Co., 1590 kc, 500 w day. Principals include Wm. F. Johns Jr., identified with WOSH Oshkosh, Wis., and WSHB Stillwater and KOBK Owatonna, Minn. Yuma, Ariz.-Southwestern Bestg. Co., 1240 kc, 250 w fulltime; conditions. Partners: R. H. Armstrong, Phoenix attorney, 87% owner, and H. C. Dar-win, manager KCLF Clifton, Ariz., 20%.

WSKB McComb, Miss., was given authority to remain silent for an additional 30 days from April 6 pending financial reorganization. KDAN Oreville, Calif., was permitted to remain silent pending application for assignment of license.

mer sales account for 24.3% of the annual retail sales figure.

Out-of-home audience will be reached at the rate of more than a million persons a month through a special promotion conducted with Pacific Drive-In Theatre chain, Los Angeles.

Station will supply each theatre in the 19-theatre chain with special intermission recording featuring KNX personalities and promotional messages for their programs, to be piped through theatre's sound system. Theatre marquees will also announce station's intermission programming.

KNX stressed that more than a million vacationists who visit Southern California during the July-August period spend nearly \$147 million for food, drug and automotive products alone.

Bolstering these figures is the statement that 60% of native families do not leave their homes during vacation time.

THREE TRANSFERS Approved in FCC Action.

SALE of KWRN Reno, Nev., by Newspapers Inc. for \$27,500 to Kenyon Brown, general manager and 20% owner KWFT Wichita Falls, Tex., was approved by FCC last week along with transfers involving KALT Atlanta, Tex., and WAAM (TV) Baltimore.

WAAM (1V) Baltimore. WAAM was granted permission to substitute Herman Cohen for Samuel Carliner (and his alternate, Morton L. Silberman) as one of three voting trustees for 64% interest. No money involved. In the KALT transfer, Robert S. Bieloh becomes a new partner, acquir-ing 24% interest from Herman H. Wom-mack Jr. for \$4,600.

Storecast Sponsors

EIGHT new sponsors and 19 renewals in the five areas of Storecast operation throughout the United States were reported for the month of March. Among the new advertisers are the Beech-Nut Packing Co., Industrial Tape Corp., Hoyt Brothers, Economics Labs, J. Colonna Brothers, Van Wagenene & Schickhaus Co., Miracloth Corp.

CBS Buys Hytron

(Continued from page 41)

showed consolidated assets totaling \$13,726,961 for Hytron and subsidiaries. Current assets were placed at \$11,950,137. Property, plant and equipment (at cost) figure was \$1,561,051, after deduction of reserves for depreciation and amortization. Current liabilities totaled \$5,418,111, including \$3,-103,200 for federal, state and other taxes, and \$1,680,704 in accounts payable.

There were 2,004,892 shares of stock (\$1 par value) issued and outstanding out of 3 million shares authorized.

CBS and its domestic subsidiaries during 1950 reported consolidated income of \$9,555,329, a gain of almost \$2 million over the preceding year [BROADCASTING • TELECAST-ING, March 26]. Consolidated net income after taxes was \$4,105,329. Total assets were placed at \$53,-833,265.

No Management Change

The joint announcement by Messrs. Paley and Coffin said it was expected that when the CBS-Hytron transaction is completed, the management and direction of Hytron and Air King will continue in the hands of the present officers. Hytron Chairman Lloyd Coffin and President Bruce Coffin and Air King President David H. Cogan are expected to be among the four Hytron representatives who will become members of the CBS board, the announcement said.

The statement continued:

Hytron is one of the oldest manufacturers in the country of radio and television tubes. It was started in 1921 at the beginning of the commercial development of the radio and electronics business. With Air King and its subsidiary, Royal Wood Products Mfg. Co., Hytron is more fully integrated than most other units in the industry. It is one of the few companies which, within itself and its subsidiaries, manufactures television picture tubes, receiving tubes, television and radio sets, and has facilities for the manufacture of cabinets and the stamping and plating of radio and television chassis.







the BOSTON OUTLET of the AMERICAN BROADCASTING COMPANY*

announces the

appointment, May 1st, 1951, of

WEED AND COMPANY

NEW YORK · BOSTON · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO · HOLLYWOOD

as national advertising representatives

*effective June 15, 1951

Record Atch!

... and Mister PLUS can explain the one that got away

EACH FISH on this string represents half a month in 1950 (day or night) when Mutual landed a *larger share* of the total U.S. radio audience than it had in 1949. Nielsen credits our Mister Izaak W. PLUS with 23 out of a possible 24-far more than anybody else brought home-but one did get away.+

As for total gains in *actual listening* during 1950, our creel is full to the brim. Day *and* night, all year round, Mutual alone has built larger audiences, '50 over '49. In fact, this gain amounts to 397,485,000 *more* familyhours of listening to Mutual in 1950 than in 1949. And 1950 was the year of television's greatest growth. Care to use our tackle?



+ Daytime, October, is the one that got away. Tune-in to the World Series, MBS exclusive, was less for the 4-day Yankee-Phils in '50 than for the 5-day Yankee-Dodgers in '49



the difference is -The MUTUAL Broadcasting System

Fraud Bill

(Continued from page 45) has also meant, however, that radio has become one of the most effective means of perpetrating frauds on the public."

FCC, he said, has been directed to numerous instances of advertisers attempting fraud via radio although usually the perpetrators are other than station licensees over whom FCC has sanction.

Provision of the bill regarding the broadcaster, Mr. Cottone said, would make him subject to penalties wherein he "knowingly permitted facilities to be used," but would not make him "guarantor with respect to the products or services advertised over his station."

This was the viewpoint challenged by Judge Miller in his testimony.

"There is no more reason to hold them [broadcasters] responsible for the contents of 'writing, signs, signals, pictures or sounds' than to hold responsible telephone, telegraph and other such communication services, as well as newspapers, magazines and other media," Judge Miller declared.

He called the phraseology of the word "knowingly" a "trap for unwary and innocent broadcasters."

Judge Miller brought up interpretation, saying some courts would hold that all the prosecutor would have to show was that the broadcaster "knew that a particular program was being or had been broadcast." Other interpretations, he said, would hold him liable if he knew a program was being broadcast "and had any information which put him on notice as to the possibility that a fraud was intended."

Holding possible unconstitutionality, Judge Miller pointed out that the language would cover a wide area that in part is reserved to the states. Power sought by the bill derives from the Interstate Commerce Clause the Judge went on, concerned with the power to regulate and not involving government instrumentality. Any attempt to draw analogy to the mail fraud statute is improper, he said, since the latter bans the use of a government instrumentality for fraudulent purposes, coming clearly within the Post Office Clause of the Constitution.

Cottone Sees Advantages

Earlier, Mr. Cottone said the bill would have the net results of (1) increasing vigilance by station licensees to assure against accepting fraudulent advertising and (2) serving as a deterrent to radio advertising fraudulent schemes.

In many cases, he said, mails also are used and in these, FCC can refer alleged frauds to the Post Office but in others, the mails are not used but radio is. As examples: Where the radio announce-

ment urges listener to receive the

SO YOU WANT TO TALK ...

Sure you do and . . .

You want to talk to people with SPENDABLE INCOME!

You can do that when you talk to them in the Tulsa Market Area and over KVOO, Oklahoma's Greatest Station which blankets this richest Oklahoma market plus bonus counties in Kansas, Missouri, and Arkansas.

When you count homes with phones you count homes with spendable income. Here are official figures:

Per Cent of Families Enjoying Telephone Service*

					Telephone	Ser
Tuisa				 		
Oklahoma (lity .			 		
Wichite				 	74	
Kansas City,	, Mo.	4	1.1.1	 	79	
Little Rock 🗉				 		
Dallas				 		
Houston		22		 		
Shreveport				 		
				Bell Telephone		

Markets Are People With Spendable Income . . . In Oklahoma, The No.] Market Is Blanketed By KVOO With Rich Bonus County Coverage In Kansas, Missouri, And Arkansas.

Call, wire or write KVOO today, or contact your nearest Edward Petry & Company Office for latest KVOO availabilities.



questionable merchandise from local merchants.

• Where orders are placed by telephone and the product delivered COD.

• Winners are promised prizes which are never delivered.

• "Bait advertising" is used. That is, a rebuilt sewing machine or vacuum cleaner may be offered but when the salesman comes to the home a more expensive model is urged.

• Offers to service TV receivers for a year on a stipulated fee basis. Company then fails to live up to the agreement.

Subject of horse racing was brought up by a member of the House group. Mr. Cottone said the Senate Commerce Committee had considered a bill in the past which was designed to prohibit transmittal of gambling information by radio and that it also had been studied by the Attorney General's office and by the Conference on Organized Crime.

FCC recognizes that this subject must be dealt with, Mr. Cottone went on, and the "Commission has dealt with it in one case involving a station in Delaware" (WTUX Wilmington). He said the renewal request of WTUX was denied by the Commission when it found the transmission of information "clearly designed to facilitate gambling."

Mr. Cottone said he didn't mean to leave the impression that further inquiries may be required from stations in other parts of the country. "We do get cases of stations broadcasting these results fairly close to the end of the races but as far as we presently know, there is no extensive practice of doing that."

'Dandruff to Fallen Arches'

The subject of Hadacol was suddenly injected into the stream of discussion, giving a somewhat amusing tonic to the hearing. Here is a part of the by-play:

Chairman Joseph R. Bryson (D-S. C.): ". . . This bill if enacted into law would have some effect on Hadacol."

Mr. Cottone: "I am not familiar with what claims are made for that product."

Rep. Bryson: "I am surprised." Rep. Robert L. Ramsay (D-W. Va.): "It will cure everything..."

Another Congressman interposed: "From dandruff to fallen arches."

Chairman Bryson said he had noticed also that "they had deleted Carter's Little Liver Pills. In my country that has been the family remedy relied upon for generations. Carter's Little Liver Pills would cure every ailment."

Mr. Cottone said that FCC's experience has been that radio stations have been careful in types of advertising it has received in medicine and drugs. Greatest problem is in other fields, he continued.

Mr. Cottone produced samples of Christmas tree ornaments, the mail-order deals which have created such a rumpus in broadcast circles and which figure in the federal indictment rendered against Harold Cowan and Ralph Whitmore, of Los Angeles.

Congressmen questioned what standard or yardstick the broadcaster could apply to the type of advertising, that is, whether fraudulent or reputable.

At this point, an article entitled, "P. I. Offers Mount," printed last January in BROADCASTING • TELE-CASTING was introduced in the record.

Judge Miller entered the broad field of political broadcasts by showing FCC as asserting broadcasters must carry controversial discussions, although, he said, the Communications Act contains no provision setting out this requirement.

Can't Censor or Change

But, the Judge said, FCC asserts broadcasters can't censor or change or prevent the broadcasting of this type program.

If the broadcasters are required to obey FCC in these matters and at the same time, are forced to decide whether they will censor or change or interfere with proposed statements to be made over their stations, Judge Miller expounded, "they are in a dilemma.

"I have advised them to go ahead and pay attention to the state libel laws as more apt to catch them than to FCC regulations as to statements over their radios," he told the Congressmen.

This FCC attitude, he said, shows "a keen desire for power to punish and discipline broadcasters even beyond the punishment or discipline now used."

In its position on the McFarland Bill, he said, FCC wants power to:

• Assess fines, in addition to power to issue cease and desist orders.

• "Determine guilt of broadcasters for violation of anti-trust laws by use of administrative techniques of prosecution and conviction so far unknown to our system of law, and in violation of most of the Constitutional guarantees of fair trial and due process."

These requests Judge Miller branded as devices "to whittle down freedom of speech."

Justice Urges Caution

Ellis J. Arenson, criminal division, Justice Dept., said his agency found the proposed legislation "unobjectionable." He indicated the cautious approach.

However, Michael L. Keefe, director, division of mail fraud investigation, Chief Inspector's Bureau, Post Office Dept., found little enthusiasm for the law.

Mr. Keefe warned if the bill becomes law it would create within the FCC "an investigative body, which, to a substantial degree, would overlap functions and jurisdiction of the Postal Inspection Service."

It would be more practicable for the FCC to refer all complaints to the Service, he said.

The committee adjourned and took the bill under advisement.

Comments

(Continued from page 40)

the key O & O outlets. The network does have a responsibility to its affiliates, he said, "but I think it a fallacy to believe that advertising will increase if rates are lowered. I am very pleased with network ratings and what our local shows are doing. Locally, KMOX is billing more than ever before, and the station is carrying 45 minutes more of network time per day this year than last. Local ratings are all up. We, however, don't happen to be caught by a nation-wide rating service, and are doing all right in our area."

* * *

One station manager of a leading CBS affiliate said the network "had no guts" in making its decision to cut radio rates. "This is no time to go running into the bushes. Radio is still a great mass medium giving dollar for dollar value."

* *

Les Atlass, CBS Central Division vice president and manager of WBBM Chicago, said the move "is in line with overall conditions," referring to television.

* * *

Gene Wilkey, general manager, WCCO Minneapolis: "I don't know the circumstances of the decision, and the company apparently has its reasons and own methods. WCCO, however, has never delivered a greater audience in the history of the station, for local as well as network shows."

* * *

R. H. Swintz, general manager, WSBT South Bend, Ind.: "The news which I received Friday morning was an unwelcome surprise and not at all expected. I have had no chance to think it over yet, and will wait for a full report from the affiliates board."

* * *

Merrill Lindsay, WSOY Decatur, Ill.: "The larger stations, most of which are in TV markets, suffer most. It looks like the network is attempting to get the right answer for agencies by a blanket reduction rather than specific cuts."

New Emerson Program

PROMOTION by Emerson Radio and Phonograph Corp. of a new dealer participation radio show, *Robbins' Nest*, an open-end, transcribed program for five days a week, was announced in New York by Gerald Light, sales promotion manager. Distributors have been furnished with sample audition transcriptions of a complete program, courtesy announcement copy and publicity tie-in newspaper mats, as part of the promotion, he said.



Newly elected MBA officers are (seated, l to r) Mr. Jones, C. J. Wright Jr., Mr. Evans, and Mr. Hinman; standing, Mr. Bahakel, Mr. Tibbett, and Mr. Walters.

MBA ELECTIONS Hinman Named President

P. B. HINMAN Jr., manager of WROX Clarksdale, Miss., was elected president of the Mississippi Broadcasters Assn. at its annual meeting in West Point, Miss. Others elected at the March 17-18 meeting include L. M. Sepaugh, WSLI Jackson, vice president, and Bob Evans, manager, WELO Tupelo, secretary-treasurer.

Members of the executive committee named were Granville Walters, WAML Laurel, retiring president; Gene Tibbett, WLOX Biloxi; C. J. Wright Jr., WFOR Hatties-

AD ALLOWANCES OPS Defines Regulations

RETAILERS failing to resist any manufacturer's withdrawal of advertising allowance subsequent to Dec. 19, 1950, may themselves become liable for penalities under price regulations, according to the April issue of *Promotion Exchange*, released by the National Retail Dry Goods Assn. last week.

Retailers, it said, are forbidden to purchase at prices which exceed the manufacturer's authorized ceiling. Section 9 of GCPR, applicable to most manufacturers and wholesalers, provides that their ceiling prices "shall reflect customary price differentials, including discounts, allowances, premiums and extras, based upon differences in classes or location of purchases, or in terms and conditions of sale or delivery."

Inquiry of OPS by NRDGA resulted in the following interpretation from its enforcement arm:

"If a manufacturer customarily offered allowances for advertising and if these allowances had not been withdrawn prior to Dec. 19, 1950, withdrawal of the allowances subsequent to Dec. 19, 1950, constitutes a violation of pricing regulations."

Retailers buying merchandise at a price unadjusted to such a withdrawal of advertising allowance would, accordingly, be buying at a price in excess of that authorized, it said. burg; Hugh Jones, WGCM Gulfport; Cy N. Bahakel, WABG Greenwood and WKOZ Kosciusko, and Bob Wright, WTOK Meridian.

The broadcasters also discussed the handling of details for statewide hookups for upcoming elections, state-wide broadcasting of football for the '51 season, radio's part in national defense, employment and local problems of radio.

NEW OFFICERS

AP Group Elects Slate EDWARD DARLINGTON, WCNR Bloomsburg, has been elected president of the Pennsylvania-Delaware Associated Press Radio Assn., succeeding J. E. Baudino, KDKA Pittsburgh.

Other officers elected at the groups annual meeting held April 7 in Gettysburg, were: John Foster, WJAC Johnstown, and William Banks, WHAT Philadelphia, vice presidents; and Joseph Snyder, Associated Press chief of bureau in Philadelphia, secretary. J. M. Cleary, WESB Brandford, headed the nominating committee.

Speakers at the meeting included Jack Weldon, WWID Lynchburg, Va.; Oliver Gramling, AP assistant general manager for radio; Theodore A. Koop, director of news and public affairs, CBS Washington; William F. Achatz, AP photos.

CBS Cuts Rates

(Continued from page 40) terms of "constant-value dollars" CBS is now "32% cheaper than in 1944."

The full Columbia Affiliates Advisory Board was on hand for the Thursday meeting. It consists of I. R. Lounsberry, WGR Buffalo; C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WMBR Jacksonville, Fla.; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, O.; William Quarton, WMT Cedar Rapids; Clyde Rembert, KRLD Dallas, and Clyde Coombs, KROX Sacramento.

WU, AT&T SHIFT FCC Approves Changes

SALE of certain telephone and program transmission circuits of Western Union to American Telephone & Telegraph Co. for \$2.4 million, and relinquishment by two Bell System firms of certain telegraph service in the West to WU, were approved by FCC last Monday. Both groups have been operating the supplemental services at a loss, FCC found, and the exchange would result in better service to the public.

The program transmission circuits, part of the services taken over by WU in its merger with Postal Telegraph about a decade ago, include the intrastate circuits between Westinghouse stations WBZ Boston and WBZA Springfield, Mass., and an interstate circuit between Little Rock, Ark., and Memphis, Tenn. The Westinghouse monthly charge is \$345.75 and the Little Rock-Memphis charge \$45.04. Both are "substantially lower" than will be fixed by AT&T, FCC said, but the Bell System lines will be of better quality "wherein the musical notes are more faithfully reproduced."

SPECIAL recognition has been given WSTC-AM-FM Stamford, Conn., by the 58th State Conference of the Connecticut Daughters of the American Revolution. A resolution was adopted expressing thanks and appreciation to the stations for cooperation on the air during the past year.



AM Spot in 1950

AGRICULTURE Armour Fertilixer	J :3 10 40 20	F 8 14 10 40 20	M 14 .9 55 30	A 14 55	M .4 .9 55	J 4 55	J 5 55	A 11 55	S 11 55	0 11 55	N 10 54	D 17 14 54	A PRSSST
AUTOMOTIVE Attantic Gas & Oil. Austin Motor Cars. Bay Area Pontiac Dealers. Chavrolet Dealers. Chryster Dealers. Concoc Gas & Oil. Deap Rock Oil Corp. Dedge Cars. Edison, Thomes A., Inc. Esso Gas & Oil. Ford Dealers. "Henry J" Kaiser Car. Kaiser-Fraret Sales Corp. Keystone Auto Club. Lea Tires. Mobiloil & Mobilgas. Nah Motor Div. No-Nox Gatoline.	7 	7	8 · · · · 67 · · · · · · · · · · · · · ·	58 1 4 67 49 154 9 6 16	58 3 67 43 180 9 9	21 500 42 123 9 6	59 .6 .28 .5 .21 .500 .49 .5 	99	59 32 21 115 5 5 5 1	86 21 21 54 51 188 262 9 5 5	86 ··· · · · · · · · · · · · · · · · · ·	57	
Oldsmobile Motor Cars. Pack and Motor Cars. Philigas. Philips 66 Ges & Oil. Philips 66 Products. Pontiac Cars.	177 14 21 1	180 267 14 22 1 11	158 266 14 29 1	151 '7 20	155 6 18	159 6 18	158 6 20	155 6 21	156 6 29 114	170 6 24 114	170 6 24	169 6 24 153	SS TIU V

(Accounts, with number of stations used each month, based on the Rorabaugh Report on Spot Radio Advertising which includes only those agencies cooperating in the analysis.

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		-							-	~		~
AUTOMOTIVE—Continued	,	F	M	A	м	1	1	A	5	0	М	D
	1	1	1	1	••	1	1	- 1 -	1	1	1	1
Rootes Motors	- 9	9	12	13	9	9	-14	13	11	11	13	13
Shell Gas & Oil	- 44	- 44	48	89	49	49	51	53	53	52	52	52
Stendard Gas & Oil (Indiana)	28	28	28	27	28	28	28	28	28	27	27	27
Super Pyro Anti Freeze				••	••	••	••	• •	39	45	58	10
Техая Со	-11	20	20	17	17	17	17	17	17	17	17	17
8EVERAGES-ALCOHOLIC												
	40	40		~~								
Beverwyck Beer & Ale	19	19	20	20	-14	11	11	11	11	••	••	
Brewing Corp. of America	12	•;	ii.	1	10	13	12			· ź	17	17
Budweiser Beer	1	- 4	11	11	13	13	1	.2	2			
Carlings Black Label Beer	• • •	•••	•:	14	••		11	-14	20	19	79	72
Carlings Red Cap Ale	- 4	- 4	3	3	2	11	-14	14	10	•:	•••	•••
Colombo Wine	2	2	2	2	2	2	2	2	2	2	2	2
Dare, Virginia, Wine	::			106	••			•=		32	32	32
Dawson's Ale & Beer	12	10	10	10	.2	.9	.9	5	6	6	6	6
Gluek's Beer	- 19	12	12	12	-12	12	12	8	8	8	8	•
Hyde Perk Beer		_1		.1	1	11	:-	::	::	::		••
Krueger Beer & Ale	16	15	28	28	41	62	67	66	66	48	- 34	• •
Lenson Champagne	1	1	1	1	1	1	::	21	::	• •	••	• •
Old English Brend Ale	21	22	22	31	29	27	22	21	18	••	••	••
Pickwick Beer & Ale			::		•••	17	17	16	16	• •	• •	••
Prior Beer	16	16	16	17	17	13	• :	• •		••	• • •	•••
R & H Beer	2	1	- 4	- 4	- 4	3	2	2	2	2	2	2
Reinier Beer					3	5	6	6	- 6	3	1	1
Rems Head Ale	16	16	16	17	17	13		۰.	••		••	
Schmidt Brewing Co		10	47	64	64	72	72	72	64	8	10	10
Stag Beer	2	2	26	28	28	28	29	28	33	33	33	33
Sunshine Beer	13	13	13	-14	- 14	-14	-14	-14	10	••	• •	••
Trommer's Beer	28	27	28	28	28	25	25	25	25	25	• •	• •
Utica Club Beer	21	22	22	31	29	27	22	21	18	20	22	24
Valley Forge Beer	16	16	16	17	17	13			••	• •	• •	
(Continu	led.	07	na	ne i	1521							
(O VICULIU	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	016	~w.w.5	10 1								



Everybody Loves

Louise!

New York

Los Angeles

Chicago

The Listeners (in this super-charged income area) love her The Sponsors (Fourteen in Four months) love her

Send your message home on NORTHERN NEW JERSEY'S first big WOMAN'S PROGRAM "Listen to Louise" with LOUISE POWERS 10:30 to 11:00 A.M.

Newark's 5,000 watt station serving 3,500,000 people in wealthy Northern New Jersey

For rates and information, write, wire or phone



Page 68 • April 16, 1951

Education Channels

(Continued from page 45) institutions and other non-profit organizations.

• "Character of legislation necessary to insure maximum development of the educational and public service potentialities of television."

This is the first time that Sen. Benton, who has been active in government and world-wide radio as contained in the Voice of America coverage, has spread his interests to domestic communications.

In a speech slated for delivery Friday, Sen. Benton recalled his years in the advertising business. He said that the advertising firm he founded (Benton & Bowles), "became the largest customer of NBC and subsequently CBS."

When he retired from the business in 1936, Sen. Benton went on, he "switched to educational broadcasting through *The University of Chicago Round Table* and other university programs, for which I took responsibility for nine years."

". . I know something of the power of radio," he said, recalling also his service as Assistant Secretary of State during which time he organized Voice of America. "But," the Senator continued, "I confess I am staggered by the promise some call it a threat—of television."

FCC's "Third Notice of Further Proposed Rule Making," making tentative allocations of TV frequencies when once confirmed, he said, will give rise to the "licensees pouring out capital investments."

He challenged FCC's proposed reservation of 10% of TV channels to educators. "The Congress will recall that in the middle of the 30's a bill almost passed the Senate allocating 25% of radio to education. Television offers far greater promise. I do not believe Congress should now let such an urgent question of public policy be decided by its own default . . ." BREAKDOWN and analysis of the product groups will be found on the following pages: Video breakdown starts on page 159.

. . 80

. . 90

. . 94

78

84

84

94

Insurance

Household Furnishings

Industrial Materials

Jewelry, etc.

Miscellaneous 116

Office Equip. & Stationery ... 100 Publishing & Media 102

. **. .** . .

96

98

98

99

Retailers

Apparel Automotive Aviation Geer, Wine & Liquor Guilding Materials, Etc.	70 71 71 71 71 73	Consumer Services Drugs & Remedies Entertainment & Amusements Food & Food Products Gas, Lubricants, etc. Horticulture Household Equip. & Supplies
--	----------------------------------	---

'50 radio ad volume

RADIO advertising volume reached a record high in 1950 and seems destined at least to hold its own and perhaps to rise a little in 1951, judging by general business forecasts of recent weeks.

Not every segment of the broadcasting industry is assured of naintaining or surpassing 1950 evels. Network volume, which has been declining over the past two years, is still slightly on the downgrade, according to the latest staistics. But spot advertising, rising teadily in recent years, appears o be healthy.

Spot net time sales reached an ill-time high of \$120 million in .950, nearly \$12 million more than :he year before.

Network Time Off

Network net time sales for 1950 were \$121.6 million, more than \$7 million below the level of 1949.

Total net time sales for network, spot and local radio advertising in 1950 added up to a whopping \$453.6 million, a \$28 million gain over 1949.

At the beginning of 1951 some forecasters expressed doubt that these high levels would obtain throughout a year they thought would be beset with problems induced by the transition to a semiwar economy. By last week many of these forecasts had been revised.

The rapid increase of defense production has not exerted the profound effect on the economy that was feared originally. A survey of 207 national advertisers showed that seven out of every 10 now believe 1951 sales volumes will exceed the volumes of 1950, and two others out of every 10 believe they will equal them.

Half of the same advertisers said their 1951 advertising budgets would be bigger than those of 1950. Thirty-five percent said their budgets would remain about the same, and only 12% reported they would spend less for advertising this year than they did last.

These soundings of leading advertisers, as reported at the Assn. of National Advertisers convention three weeks ago [BROADCASTING • TELECASTING, April 2] indicated that 1951 augured well for radio, a medium that has figured importantly in ANA members' budgets through the years.

The general outlook for radio was bright, but it could not be ex-

BROADCASTING	. 🖝	Telecasting

SPOT RADIO REVENU	E BY PRODUC	T GROUPS		
		% Total		% Total
Product Groups	1950	1950	1949	1949
Agriculture & Farming	\$ 2,764,263	2.3	\$ 4,368,000	3.9
Apparel, Footwaar & Accessories	3,504,634	2.9	3.136.000	2.8
Automotive, Auto Accessories	8,292,789	6.9	7,392,000	6.6
Aviation, Aviation Accessories	120,185	0.1		• •
Beer, Wine & Liquor	6,013,901	5.1	3,696,000	3.3
Building Materials, Equipment & Fixtures	1,201,853	1.0	448,000	0.4
Confectionery & Soft Drinks	3,245,004	2.7	2,800,000	2.5
Consumer Services	2,644,077	2.2	1,344,000	1.2
Drugs & Remedies	11,557,052	9.6	12,096,000	10.8
Entertainment & Amusements	2,043,151	1.7	2,352,000	2.1
Food & Food Praducts	19,849,841	16.5	23,632,000	21.1
Gasoline, Lubricants & Fuels	6,850,565	5.7	5,600,000	5.0
Horticulture	240,371	0.2	224,000	0.2
Household Equipment, Appliances & Supplies	4,826,673	4.0	3,584,000	3.2
Household Furnishings	1,562,410	1.3	1,232,000	1.1
Industrial Materials	240,371	0.2	112,000	0.1
Insurance & Banks	3,124,819	2.6	1,344,000	1.2
Jewelry, Optical Goods & Cameras	3,365,190	2.8	4,592,000	4.1
Office Equipment, Stationery & Writing Suppli	es 360,556	0.3		
Political	2,062,410	1.7		
Publishing & Media	1,081,668	0.9	2,016,000	1.8
Radios, TV Sets, Phonographs, Musical				
Instruments & Acces.	3,365,190	2.8	560,000	0.5
Retail Stores & Shops	3,605,560	3.0	4,144,000	3.7
Smoking Materials	4,326,673	3.6	3,360,000	3.0
Soaps, Cleansers & Polishes	10.956.125	9.1	9,520,000	B.5
Sporting Goods & Toys	360,556	0.3	336,000	0.3
Toiletries	4,927,599	4.1	3,920,000	3.5
Transportation, Travel, Resorts 🛛 🖉	1,682,595	1.4	1,680,000	1.5
All Others	6.009.267	5.0	7,168,000	6.4
Figures here represent net time sales,		ints and		nd are
based on a BROADCASTING • TELEC	ASTING su	rVey.		

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS Product Group 1950 Agriculture & Farming \$ 972,781 \$ Apparel, Footwear & Accessories 1,508,237	1949 1,160,172 1,292,367 6,718,766
Agriculture & Farming \$ 972,781 \$	1,160,172 1,292,367 6,718,766
	1,292,367 6,718,766
Apparel, Footwaar & Accessories 1,508,237	6,718,766
Automotive, Automotive Accessories & Equipment 5,009,076	
Aviation, Aviation Equipment & Accessories	
Beer, Wine & Liguor 2,774,866	1,344,746
Building Material, Equipment & Fixtures 1,322,279	1,281,775
Confectionary & Soft Drinks 6,147,725	6,253,333
Consumer Services 1,896,271	1, 9 38,031
Drugs & Remedies 24,433,274	21,054,786
Entertainment & Amusements 5,619	9,246
Food & Food Products 44,861,425	45,312,432
Gasoline, Lubricants & Other Fuels 5,508,767	5,641,227
Horriculture 105,696	97,642
Household Equipment & Supplies 3,085,968	6,118,005
Household Furnishings 600,557	903,648
Industrial Anterials 2,146,246	2,174,673
Insurance 2,852,728	3,737,682
Jewelry, Optical Goods & Cameras 1,167,309	2,789,721
Office Equipment, Writing Supplies & Stationery 1,282,246	1,413,696
Political 281,513	56,574
Publishing & Media 663,147	911,814
Radios, TV Sets, Phonographs, Musical Instruments & Accessories 1,232,294	749,257
Retail Stores 46,136	40,632
Smoking Materials 22,488,587	23,667,403
Soaps, Polishes & Cleaners 20,700,173	19,334,813
Sporting Goods & Toys 29,614	106,623
Toiletries & Toilet Goods 25,783,015	29,370,134
Transportation, Travel & Resorts 870,332	1,075,169
Miscellaneous 5,293,156	3,245,962

TOTALS Figures here are compiled by Publishers Information Bureau and rep gross billings, before deductions for frequency discounts and allowances. \$187,800,329

	COMPARATIVE EXPE	ND	TURES IN	RA	DiO	BY	PRO	DUCT	GROUF	'S		
		pot (% st)	Network (% Gross)						,	Spot (% Net)	Network (% Gross)	
1.	Agriculture & Forming	2.3	0.5	16.	Indu	ustric	il M	aterial	5	0.2	1.2	
2.	Apparel, Footwear & Acces.	2.9	0.8	17.		ranc	e &	Banks		2.6	1.6	
3.	Automotive, Auto Acces. & Equip.	6.9	2.7		G	bood	s & '	Camer		2.8	0.6	
4.	Aviation Acces. &	0.1		19.				., Stat Supp		0.3	0.7	
	Equip. Beer, Wine & Liquor	5.1	1.5	20.	Poli					1.7	0.2	
	Building Materials &	3.1	1.0					Medi	0	0.9	0.4	
•	Fixtures 1.0 0.7				22. Radios. TV Sets, Phonographs,							
7.		2.7	3.4		N	Ausic	al li	nst. &	Acces.	2.8	0.7	
	Consumer Services	2.2	1.0	23.	Reto	ail S	tores	& Sh	iops	3.0		
	Drugs & Remedies	9.6	13.3	24.	Smo	king	Ma	terials		3.6	12.3	
	Entertainment & Amusements	1.7	5	25.	Soaj	ps, Č	lean	sers &	Polishe		11.3	
11.	Food & Food Products	6.5	24.5	26.	Spo	rting	Goo	ods &	Toys	0.3		
12.	Gas, Lubricants & Fuels	5.7	3.0	27.	Toil	etrie	5			4.1	14.1	
	Horticulture	0.2	0.1	28.	Tran	spo	rtatio	on, Tra	vel,			
14.	Household Equipment	4.0	1.7		R	esor	ts 👘			1.4	0.5	
	Household Furnishings	1.3	0.3	29.	All	Oth	ers			5.0	2.9	

Record High; Rise Seen in '51

pected that the year would pass without strains in some quarters.

Radios, TV Sets, Phonos, etc. 102

Smoking Materials 108

Soap and Cleansers 110

Sporting Goods 112

Travel & Resorts 115

.

103

The same organization that reported such general optimism among its members was in the midst of a vigorous campaign that might conceivably lead to alterations of radio rate structures, and some of those companies that reported budget increases at the same time were reducing their expenditures in network radio.

On this page are shown tables of spot radio revenue by product group and comparative expenditures in spot and network by the same product groups.

PIB Network Figures

The spot figures were assembled by the research department of BROADCASTING • TELECASTING which obtained data from all classes of stations within the U.S. Product figures for network expenditures are based on information supplied by Publishers Information Bureau.

Leading product advertisers in spot radio are Food & Food Products, Drugs & Remedies, Soaps, Cleansers & Polishes, Beer, Wine & Liquor (actually beer and wine only), and Automotive, Auto Accessories & Equipment.

Among these the beer and wine accounts contributed the biggest increase in expenditures in 1950 over 1949. Brewers and vintners spent some \$3.6 million in spot radio in 1949 and better than \$6 million in 1950.

The biggest product spender remained Food & Food Products, although the total contribution from this category of \$19.8 million in 1950 was considerably less than its total of \$23.6 million in 1949.

Product groups that increased their spot billings in 1950 over 1949 were Automotive, Auto Accessories & Equipment; Beer, Wine & Liquor; Confectionary & Soft Drinks; Consumer Services; Gasoline, Lubricants & Fuel; Household Equipment & Supplies; Household Furnishings; Insurance & Banks; Smoking Materials; Soaps, Cleansers & Polishes; Toiletries; and Transportation, Travel & Resorts.

Those that spent less in spot in 1950 than in 1949 were Agriculture & Farming; Apparel, Footwear & Accessories; Drugs & Remedies; Entertainment & Amuse-(Continued on page 70)

Class 1:

THE job of pin-pointing sponsors who cater to the farm market is a difficult one. This prosperous market attracts all types of advertisers appealing to the farm dollar, but Class 1 covers only radio advertising of seeds, livestock, machinery and other products sold to keep farms operating.

A slight drop was noted last year in the amount of money spent for network advertising in this category, but it is believed the total network-local-spot radio fund did not fall off during the year.

Some 75 national and regional advertisers buy radio time to reach the rural audience, according to Kenneth H. Gapen, who heads the radio-TV service of the Dept. of Agriculture's Office of Information. In many cases these advertisers buy special audiences conforming to market conditions and the potential demand for their products.

Rural America is a good market, according to Mr. Gapen. The farmer is still relatively prosperous though the cost of things the farmer buys has been rising faster than the prices he gets for his products.

Over half of the special farm programs broadcast around the nation are sponsored, Mr. Gapen said, some being of a participation nature and others by time segments.

Many commodity groups sell to farmers but come within other product categories. One steel company, for example, sells quonset huts to the rural market.

A potential source of listeners for city stations is believed to exist among farm dwellers. Cited as an example is Kansas City, where programming is said to be directed mainly at the urban audience though half the listeners are described as rural and they may comprise over half the buying power of the area.

CLASS 1. AGRICULTURE & FARMING

LEADING NETWORK ADVERTISERS

Advertiser, program and agency						
AllIS-CHALMERS MFG. CO. "National Farm & Home Hour"						
Bert 5. Gittins Adv. RALSTON-PURINA CO.						
"Checkerboard Jamboree" Brown Radio Productions						
QUAKER OATS CO. "Man on the Farm" Sherman & Marquette						
Source: Publishers Information Bureau						

Class 2:

APPAREL and shoe companies are lagging in their use of the broadcast medium to promote the sale of their products. In the shoe field radio has been described as "the forgotten medium" though such major units as Brown, General and International Shoe have enjoyed notable success on the air.

Several large city chains have been smart buyers of time yet many local shoe retailers think of newspapers and direct mail before they think of radio. Out-of-season radio advertising, for example, could help overcome the annoying seasonal fluctuations in the industry.

National Shoe Institute supplies independent retailers with promotion and publicity material which could be effectively tied into radio time. Nettleton, Acrobat and all International Shoe divisions support dealer cooperative advertising.

LEADING NETWORK ADVERTISERS

Advertiser, program and agency

ADAM HAT STORES INC.

"Drew Pearson" William H, Weintraub Co.

BROWN SHOE CO. "Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett Co.

"Stop the Music" William H. Weintraub & Co.

BOTANY MILLS INC. "The Botany Song Shop" Alfred J. Silberstein, Bert Goldsmith Inc.

Grey Adv. Inc.

FRANK H. LEE CO. "Robert Montgomery Speaking"

TRIMOUNT CLOTHING CO. INC.

Source: Publishers Information Burgau

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

Contraction and the second second

Women's programs are an effective means of selling shoes to women. Some independent shoe chains find news programs an excellent medium for reaching a cross-section of the public.

Menswear Field

In the menswear field, use of broadcasting has fallen off since 1948 while newspaper expenditures have increased, according to Broadcast Advertising Bureau. Curiously, success stories abound on use of radio by men's apparel stores, according to BAB. Cited are such chains as Robert Hall, Crawford Clotkes and Bond's. All put a large share of their budget into radio with outstanding success.

BAB says Hart, Schaffner & Marx, large clothing manufacturer, has started recommending radio for its dealer promotions following discussions with BAB. Hat Research Foundation recommended radio

1950

1949

1940

Network No. of Stations Hours per Week

ABC-277-1/4

ABC-153-1/4

(Jan.-Jun.; Aug.-Dec.)

NBC-162-1/2

(Jan.-May; Aug.-Dec.)

ABC-204-1/4

(Mar.-Jun.; Sept.-Nov.)

ABC-65-1/4

(Sept.-Dec.)

\$1,508,237

1,292,367

558,613

NETWORK

(Gross)

Product

Adam Hats

Men's Hats

Buster Brown Shoes

Men's Clothing

Botany 500 Men's

Suits and Ties

commercials for National Hat Wee' yet made this statement, "Radi advertising is not usually a favore medium for retail promotion o special events."

Apparel

Igriculture

SPOT

(Net)

1950

\$ 432,200

\$ 276,292

\$ 264,289

1950

1949

1949

\$ 439,264

\$ 360.568

\$ 136.999

*BROADCASTING

TELECASTING estimate

\$2,764,26 4,368,00

1940

\$ 319.004

\$ 11,908

1950 \$ 972,781 1949 1,160,172

Network No. of Stations Hours per Week

NBC-166-1/2

MBS-2C9-1/4 (Jan.-Sept.)

MBS-422-1/2

NETWORK

(Gross)

Product

Farm Equipment

Chow Products

Full-O-Pep Feeds

Largest network time user in the apparel field was Adam Hat Stores with its Drew Pearson commentary on the ABC network. This account totaled \$440,927 last year. Another hat manufacturer, Frank H. Lee Co., spent nearly as much on its ABC Robert Montgomery Speaking series.

Trimount Clothing was the largest men's clothing account on the networks, sponsoring Stop the Music on ABC over a split sevenmonth period.

Consumer demand is expected to increase in the apparel field, with shortages predicted in more expensive lines. Higher wages are being reflected in retail price boosts.

SPOT 1950

1050

\$ 440,927

\$ 412,504

\$ 320,203

\$ 265,912

\$ 68,691

1949

1940

\$ 140,685 (Sept.-Dec.)

\$ 428,324

\$ 442,198 437,680

\$ 179.099

\$3,504,634*

3,136,000*

1940

\$ 217,772

'50 Ad Volume (Continued from page 69)

ments; Food & Food Products; Jewelry, Optical Goods & Cameras; Publishing & Media; and Retail Stores & Shops.

Three product groups that did not spend enough in 1949 to be listed in BROADCASTING • TELECAST-ING'S summary of April 17, 1950, invested substantially in the medium in 1950. They were Building Materials, Equipment & Fixtures; Political; and Radios, TV Sets, Phonographs, Musical Instruments & Accessories.

To some extent the proportions of expenditures by products are similar in spot and network radio.

Food & Food Products, the biggest spender in spot, is also far and away the biggest advertising category in network radio. Drugs & Remedies buys heavily in both. So does Soaps, Cleaners & Polishes.

* BROADCASTING . TELECASTING estimate

.............................

BROADCASTING • Telecasting

AND WHAT DOES ...

SALES MANPOWER



TOP RESEARCH & PROMOTION SEVEN specialists in producing the best in research and sales monotional data. sales promotional data.







MEAN ?

It means Headley - Reed increased the national spot business for its stations 37.2 percent for 1950 when the national average was only 10 %.

HEADLEY-REED COMPANY Radio and Television Station Representatives. NEW YORK · PHILADELPHIA · CHICAGO · DETROIT · ATLANTA · NEW OREEANS · SAN FRANCISCO · HOLLYWOOD



MAINTAINS

New York

Philadelphia

Detroit

Atlanta

Orleans

San Francisco

Hollywood

SEPARATE OFFICES

All offices company owned and operated. Strategically located to give advertisers and their agencies quick and personal service throughout the United States
Class 3:

AUTOMOTIVE advertisers continued to be good customers for radio in 1950, but not nearly good enough in the opinion of network and station executives.

Introduction of new models late in the year brought a boost in time purchases. The trend continued in 1951 as some firms delayed introduction of new models. Oldsmobile, for example, did not complete introduction of its 1951 line until mid-March.

Production held up well in late 1950 despite shortages. Fear of all-out mobilization spurred public demand for cars. Production stayed near record levels in the first quarter of this year though manufacturers were starting to use substitutes in rising amounts.

Other Network Users

Many automotive concerns in addition to those in the adjoining table have been using network radio. These include Champion Spark Plug Co., Champion Roll Call on ABC (\$265,860); Fruehauf Trailer Co., Detroit, This Changing World on NBC, Jan., Feb., (\$24,606); Goodyear Tire & Rubber Co., Greatest Story Ever Told on ABC (\$245,-624); Perfect Circle Co. (piston rings), Indianapolis Speedway race on MBS (\$14,765); Studebaker Corp., Sam Hayes on NBC (\$70,-940).

Considerable regional and local time was bought, of course, by automotive advertisers. Newest trend in the industry's use of radio time was the "bullet campaign," with auto manufacturers buying several network shows for a two-week period coinciding with introduction of new models. The auto sponsors using the method-among them Chrysler, Pontiac and Plymouthconsidered it an economical technique though its cost approached \$200,000 in each case. Ford and General Motors had tried the bullet technique a year before.

Equally intensive was the use of spot in connection with introduction of new models. Then, too, there were special events under automotive sponsorship, such as Georgia

Class 4: Aviation

There were no network advertisers in this classification in 1950 or 1949. Spot used was estimated by BROADCAST-ING • TELECASTING at \$120,-185. The percentage was so small in 1949 that no estimate was made. In 1948 the estimate was \$109,000. Most of the airlines used radio. Figures on their programs are included in the Transportation and Travel category.

BROADCASTING • Telecasting

... Automotive

CLASS 3. AUTOMOTIVE & ACCE	SSORIES				
LEADING NETWORK ADVERTIS	NETWORK ERS (Gross)	1950 \$ 5,009,076 1949 6,718,766 1940 2,983,978	SPOT (Net)		,292,789* ,392,000*
Advertiser, program and agency CHRYSLER CORP ''You Bet Your Life'' & (ER. July) ''It Pays to be ignorant'' BBDO	Product DeSoto & Plymouth Cars	Network No. of Stations Hours per Week CBS-173-1/2 (JanSept.)	1950 \$ 904,908 685,404	1949 \$ 898,326	1940 \$986,049
"You Bet Your Life"	Automobiles	NBC-169-1/2 (OctDec.)	219,504		
ELECTRIC AUTO-LITE CO. "Suspense" Cecij & Presbrey Inc.	Auto Accessories	CBS-177-1/2 (Jan,-Jun.; AugDec.)	\$837,612	\$814,365	
FIRESTONE TIRE & RUBBER CO. "The Voice of Firestone" Sweeney & James Co.	Tires & Tubes	NBC-141-1/2	\$792,540	\$791,700	\$492,842
FORD MOTOR CO. "Annual Sports Award Dinner, Lum 'N' Abner, Philip Marlowe, Pursuit, A Date With Judy, Blondie, The Big Show, Duffy's Tavern, Man Called X, NBC Symphony, Screen Directors Playhouse, Dangerous Assignment, Escape, Paul Neighbor's Or- chestra, Stan Dougherty Presents, Young Love, Adventures of the Falcon, Can You Top This, Crime Fighters, Guy Lombardo, Hawaii Calls, I Love a Mystery, Mu- fual Newsreel, Mysterious Traveler, Of- ficial Detective, Peter Salem, The Saint" J. Waiter Thompson Co.	Short Term tracts Promo Ford Cars, 1 & Servicing 1950 Ford o ABC, MBS a	ting Trucks & the n NBC,	\$712,742	\$1,251,459	\$944,638
GENERAL MOTORS CORP. "Mid-Century" Campbell-Ewald Co.	Chevrolet Cars	CBS-170-3⁄4 (One Time)	\$660,888 15,600	\$635,664	
''Soap Box Derby'' Campbell-Ewald Co.	Chevrolet Cars	CBS-172-1/4 (One Time)	7,700	7,850	
"World in Transition" Campbell-Ewald Co.	Chevrolet Cars	CBS-187-1 (One Time)	16,800		
"Henry J. Taylor"	Institutional	ABC-283-1/4	616,510	603,292	
Kudner Agency Inc. ''Fisher Body Craftsman's Guild'' Kudner Agency Inc.	Institutional	ABC-43-1/4 (One Time)	4,278	4,022	
INTERNATIONAL HARVESTER CO. "Harvest of Stars"	Trucks & Farm Machinery	NBC+167-1/2	\$478,591	\$223,341	

Source: Publishers Information Bureau

Ford dealer sponsorship of a football game on 34 Georgia stations.

Total automotive advertising on networks in 1950 was somewhat under the 1949 figure but this was accounted for in part by a tripling of the money spent in network television.

One of the outstanding spot campaigns was that of Chevrolet, General Motors division, which carried a total of about 1,500 three-minute spots on nearly 300 stations. This autumn series featured top singers and was based on the theme, "See the U. S. A. in Your Chevrolet." Approach of winter brought a

considerable amount of spot and local advertising of antifreeze products for automobiles. U. S. Industrial Chemicals Inc. featured a "talking automobile horn" on about 100 stations. In the cold northwestern region, Five Star Mfg. Co. used about 20 stations to promote its Freeman headbolt engine heaters. In some areas local tire re-capping firms used radio and other local firms promoted tires with winter treads. A version of the bullet or saturation technique was used by Buick division of General Motors in introducing its 1951 models. The company spent about \$150,000 in a short-term ABC series supplemented by daytime spot announcements.

*BROADCASTING

TELECASTING estimate

Oldsmobile used diversified radio and TV schedules to introduce its new 98 series in January, and then intensively promoted the Super 88 models introduced in late March.

Class 5:

NETWORK ADVERTISING in the Beer, Wine & Liquor classification more than doubled in 1950. At the same time spot radio was used to an increasing extent.

In a statement, made for BROAD-CASTING • TELECASTING by the United States Brewers Foundation, it is predicted radio advertising by the industry will reach a new peak in 1951. It was estimated that these firms spent more than \$10 million in 1950.

"Based on beer sales for the first month of the year," the statement said, "which were 297,542 barrels, or 5.3% higher than for the same month in 1950, brewing industry observers see encouraging signs for 1951 if nothing interferes with the normal processes of marketing.

"The big 'if' presently is represented by a double-barrelled government program—to increase the federal excise tax on beer, now at \$8 per barrel, and to reduce substantially the quantity of cans available for packaging malt beverages. With canned beer gaining in popularity and bottles also being in limited supply, any substantial reduction in the availability of cans could have an adverse effect on the industry's 1951 sales prospects....

Beer & Wine

"While no accurate figures are available, brewer expenditures for radio and television are likely to reach a new peak in 1951. In 1950, it was estimated, they exceeded \$10 million...

"While becoming more involved than ever in television, brewers have not forsaken radio. It is a (Continued on page 72)

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Beer & Wine

(Continued from page 71)

fair guess that at least half of the nation's 400 breweries use radio as an important advertising medium."

Beside the six leading users, listed in the accompanying table, the following firms used network radio during 1950:

Lucky Lager Brewing Co. sponsored several important races on 15 CBS stations at a cost of \$4,813.

Petri Wine Co. sponsored Adventures of Sherlock Holmes, ABC, January through June, 63 stations, 8:30-8:55 p.m., Wednesday, \$161,-191.

Regal Amber Show

Regal Amber Brewing Co. sponsored Regal Amber Sports Show, ABC, for Regal beer on 12 stations, January through June, 5 min. between 7:30 and 8 p.m., Friday, for \$7,744. Beginning in June the firm sponsored Take It Easy Time, CBS, on nine stations, 2:15-2:30 p.m., Mon.-Fri., for \$38,220. Total spent by the firm was \$45,964.

As pointed out in the statement above, there were a great many sponsors of spot radio, especially in connection with sports events. Nearly every major brewer was included in this list.

Notable among these sponsors was the Christian Heurich Brewing Co., Washington (Old Georgetown beer), which sponsored the Wash-

LEADING NETWORK ADVE	NE I WOR (Gross) RTISERS	1949 1,3	74,866 SPOT 44,746 (Net) 26,275	1950 1949	\$ 6,013,901* 3,696,000*
		Network No. of Stations			
Advertiser, program and agency	Product	Hours per Week	1950	1949	1940
PAB\$T BREWING CO. "I.B.C. Boxing Bouts" Warwick & Legler	Blue Ribbon Beer	CBS-162-1/2 (OctDec.)	\$ 885,765 164,679	\$ 766,092	
"Joe Louis vs. Ezzard Charles" Warwick & Legler		CBS-187-1/2 (One Time)	17,983		• • • • • • • •
"The Life of Riley" Warwick & Legler		NBC-160-1/2	703,103		• • • • • • •
JOSEPH SCHLITZ BREWING CO. "Halls of Ivy" Young & Rubicam)nc.	Beer	NBC-171-1/2	\$ 701,367		• • • • • • •
SCHENLEY INDUSTRIES INC. "Dufffy's Tavern" Kaston, Farrell, Chesley & Clifford Inc.	Blatz Beer	NBC-159-½ (JanSept.)	\$ 596,934	\$ 221,124	• • • • • • • • • • • • • • • • • • •
MILLER BREWING CO. "High Life Revue" Mathissan & Assoc. Inc.	Miller High Life Beer	ABC-183-1/2 (OctDec.)	\$ 261,543 162,480	\$ 137,931	•••••
"The Lawrence Welk Show" PETRI WINE CO.	Miller High Life Beer	ABC-36-1/2 (JanMay)	99,063	137,931	• • • • • • •
"Adventures of Sherlack Holmes" Young & Rubicam Inc.	Petri Wine	ABC-61-25 min. (JanJun.)	\$ 156,191	\$ 101,943	• • • • • • •
THEODORE HAMM BREWING CO. "Edward R. Murrow" Campbell-Mithun Inc.	Hamm's Beer	CB\$-33-11/4 (SeptDec.)	\$ 122,289	•••••	• • • • • • •

* BROADCASTING . TELECASTING estimate

ington Senators over WWDC Washington and on Jan. 20, 1951, signed a contract with the baseball club covering broadcast and telecast rights for a two-year term.

Source: Publishers Information Bureau

CLASS 5. BEER, WINE & LIQUOR

Gunther Brewing Co., Baltimore, Md., bought radio rights to the Washington Caps and Baltimore Bullets professional basketball games. Agency is Ruthrauff & Ryan, New York. Atlas Prager Brewing Co., Chicago, sponsored the complete Chicago Cardinals, professional basketball team schedule on WCFL Chicago.

Stroh Brewing Co., Detroit, sponsored hockey broadcasts of Detroit Red Wings over a number of Michigan stations. Agency was Zimmer-Keller, Detroit. Acme Breweries, San Francisco, used an intensive campaign to introduce a new beer through Foote, Cone & Belding, San Francisco. Manischewitz Wine, New York, used radio in a spot campaign through Donahue & Coe New York.

Falstaff Beer, St. Louis, spon-

sored baseball schedules through Dancer - Fitzgerald - Sample, New York. West End Brewing Co., Utica, appointed Harry B. Cohen as advertising agency to place radio spots for 1951.

Brewers were heavy users of transcribed programs for radio. Frederic W. Ziv Co. reported heavy sales of Bold Venture, featuring Lauren Bacall and Humphrey Bogart, for 1951. Other leading transcribers reported brewers as among their top sponsors.



Serving America's fastest growing farm community, population 74,500 . . . a controllable, profitable test market!

Yes, the nation's richest farmers . . . \$25,250 yearly income per family . . . are covered like a blanket with KXO, with its 71.2% Crossley share of audience, (El Centro), leading other network stations by wide margins. Influence of given newspapers are sectional only.

YES, YOU EAT YOUR CAKE AND HAVE IT, TOO ... BY COVERING THE RICH IMPERIAL VALLEY WITH JUST ONE STATION . . .



El Centro, California

Paul H. Raymer Co., Nat'l Rep.

Class 6: Building

WITH the preservation and conservation lessons of World War II still fresh in the minds of home and building owners, it would appear that advertisers in Building Material category are finding radio increasingly effective. That the 1950 spot and network gross in this classification ascended to the twomillion dollar peak tends to bear this out.

Johns-Manville, with a network gross of \$1,238,573 during last year, accounted for more than half the total and continued its No. 1 ranking in this category. Firm, through J. Walter Thompson Co., placed Bill Henry, News on 435 Mutual stations.

The necessity for manufacturers, distributors and retailers to continue aggressive selling is underscored by Joseph F. Battley, president of the National Paint. Varnish and Lacquer Assn., who stated to BROADCASTING • TELECASTING:

"There is a growing realization of the importance of product advertising in the present emergency. The paint and other industries that have a continuous upward trend in sales figures must hold their markets. The true saying 'it is better to be oversold than to risk losing valuable ground' was well proven

during the last war and especially during the depression of the 30's.

"1950 saw all industries reach new highs in sales. Paints, varnishes and lacquers exceeded one billion dollars of sales for the fourth consecutive year. Advertising and promotion played an important part in this. There should be no reduction on advertising expenditures. The cooperative advertising campaign of this industry is continuing at the same pace as during 1949 and 1950.

Trend to Radio

"The marked trend toward radio and television is indicated by increasing budgets for these media to reach users of products. Many products that were taken out of sight and hearing due to curtailed advertising budgets during World War II have never regained their competitive advantages. That memory should still be fresh and I am sure that progressive business executives will not make the same mistake."

In the home building field, credit and materials control are expected to hold down unit production 40% less than the 1950 record of 1.4 (Continued on page 74)

Page 72 • April 16, 1951

joins more sales

... on your distribution map -- gives you coverage and penetration where coverage and penetration count most -- in one of the nation's richest agricultural regions.

K F Y R, BISMARCK, N. D.

In 1950, gross income for the average North Dakota farm family was \$9,000 -- new wealth to add to the tremendous buying power of a state which already shows the nation's second highest retail sales increase for a ten year period.



NORTH DAKOTA -- First in flax production -- first in spring wheat production -second in total wheat output.

NORTH DAKOTA -- Total gross farm income in 1950 -- \$609,840,000.00. Here's wealth that's responsive -- wealth that's being spent daily to buy KFYR advertised products.

NORTH DAKOTA -- Everyone works... everyone buys. More than 99% of the state's employable population is working. KFYR is a radio "pioneer". More than 25 years of programming for our particular audience has built a seasoned listener loyalty that pays off in increased sales for KFYR advertisers. KFYR listeners believe what they hear -- and buy what they believe in. And remember -- where coverage counts -- KFYR is heard in a larger area than any other station in the nation.

KFYR, BISMARCK NORTH 550 KC 5000 WATTS N B C A F FILIATE REP. JOHN BLAIR

Building Materials (Continued from page 72)

million new homes and apartments. Frank W. Cortright, executive vice president of the National Assn. of Home Builders, states that this reduction will have a direct influence on advertising budgets of home building firms. While conceding that "we are definitely in a sellers market for housing," Mr. Cortright nevertheless points out that the more stringent payment requirements of Regulation X may narrow the field of prospective home buyers. This situation may prompt a need for advertising, according to the NAHB official.

Emphasis on Publicity

Mr. Cortright declared that the home building industry is placing more emphasis than ever on the value of publicity, promotion and advertising, adding:

"For example, the public relations department of the NAHB is

Class 7:

CONFECTIONARY & Soft Drinks during 1950 maintained its \$6 million gross billings for network time with a total of \$6,147,725, less than one percent under 1949. Leading advertiser was William Wrigley Jr. Co., which expended \$2.2 million for six CBS network shows, while the \$1.7 million gross of Coca-Cola Co. ranked second.

Varied dramatic shows were used by Wrigley, while Coca-Cola's shows were in the musical and variety category. Pepsi-Cola Co. and General Candy Corp., the two next highest sponsors, put their budgets into detective mystery programming. Peter Paul Inc. concentrated its budget on network news shows.

Purchases Not Listed

Not listed in the accompanying table are purchases of Wm. Wrigley Jr. Co. Ltd., Toronto, sponsoring the transcribed half-hour *Cisco Kid* on 30 Canadian stations, and the placement of *Life With Luigi* on an additional 23 Trans-Canada Network stations.

Pepsi-Cola's 1951 totals will be swelled by its new Phil Regan show, 7-7:25 p.m. (EST), which got underway last month on NBC for 39 weeks.

At the end of 1950 Mars Inc. had initiated its campaign to stress AM by buying what is estimated as a \$1.5 million package of shows on ABC.¹ These include the Sunday 8:30-8:45 p.m. (EST) segment of Stop The Music; Inner Sanctum, Monday, 8-8:30 p.m. (EST); Can

(Continued on page 78)

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CLASS 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES

LEADING NETWORK ADVERTISE	NETW((Gros RS		1,322,279 SPOT 1,281,775 (Net) 240,632	1950 1949	\$1,201,853* 448,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950	: 1949	1940
JOHNS-MANVILLE CORP. "Bill Henry, News" J. Walter Thompson Co.	Building & Industrial Products	MBS-435-25 min.	\$ 1,238,573	\$1,211,695	••••
BENJAMIN MOORE & CO. "Your Home Beautiful" St. Georges & Keyes Inc.	Paints & Varnishes	MBS-396-1/4 (MarMay)	\$ 68,243	\$ 70,080	\$35,280
A. O. SMITH CORP. "Christmas Carol"	Hot Water Heaters	MBS-508-1/2 (One Time)	\$ 10,919	•••••	
REYNOLDS METALS CO. "Futurity Trotting Race" Buchanan & Co. Inc.	Building Materials	ABC-62-1/4 (One Time)	\$ 4,544		•••••
Saurce: Publishers Information Bureau			*BROADCASTI	NG • TELEC	CASTING estimate

launching a transcribed radio program for use by local builders on local radio stations. The format will be of the news commentary type and subject matter will consist mainly of "Fifteen Minutes of the Latest News About Housing." The record will be open on both ends so that the local sponsor can provide his own message locally. Tentative plans call for the record to be cut at the studios of NBC in Washington once a week, with copies to be air mailed to participating sponsors.

The Fred Eldean Organization,

New York, will originate publicity material which the NAHB's Washington headquarters will distribute through national channels and the 166 affiliated local home builders associations which maintain the National Assn. of Home Builders.

... Confectionary

CLASS 7. CONFECTIONARY & SOFT DRINKS

	LEADING NETWORK ADVERTIS	NETWO (Gros ERS .		\$ 6,147,725 6,253,333 2,910,415	SPOT (Net)	1950 1949	\$ 3,245,004* 2,800,000*
	Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950		1949	1940
: :	WILLIAM WRIGLEY JR. CO. "Gene Autry Show" Ruthrauff & Ryan inc.& (Eff. Jul. 1-22) "Pursuit" Arthur Meyerhoff & Ca.	Chewing Gum	CBS-172-1/2	\$ 2,248, 925,		903,333 903,333	\$1,368,224
	"Life With Luigi"& (Eff. Jun. 20-Aug. 15) "Romance" Arthur Meyerhoff & Co.		CBS-174-1/2	, 901,	806	•••••	******
;	"Broadway is My Beat"	Spearmint Chewing Gum	CBS-169-1/2	B2,	270	•••••	******
	Arthur Meyerhoff & Co. "Cloud Nine" Arthur Meyerhoff & Co.		(July Only) CBS-168-1/2 (July Only)	52,	497	••••••	• • • • • • • •
•	"Adventures of Philip Marlowe" Arthur Meyerhoff & Co.		CBS-169-1/2 (JunAug.)	140,	952	••••	******
6	"Yours Truly, Johnny Dollar" Arthur Meyerhoff & Co.		CBS-169-1⁄2 (JunAug.)	139,	992	•••••	******
•	COCA-COLA CO. "Charlie McCarthy Program" & (Eff. JuneSept.) "Pause That Refrestes on the Air" D'Arcy Adv. Co. Inc.	Coca-Cola	CBS-189/CBC-1/2	.\$ 1,738, 1,055,		1,549,542 251,667	\$ 44,510
	"Refreshment Time with Morton Downey" D'Arcy Adv. Co. Inc. "Songs by Morton Downey"		CBS-180-1/2 (OctDec.) NBC-147-3/4	115, 566,		 762,598	•••••
	D'Arcy Adv. Co. Inc.		(JanJul.)				
, ,	PEPSI-COLA CO. "David Harding—Counterspy" The Biow Co.	Pepsi-Cola & Everess	ABC-283-1 (JanJun.)	\$ 928,	,164 Ş	1,438,870	\$ 165,212
•	GENERAL CANDY CORP. (Williamson Candy Co. of 111.) "True Detective Mysteries" Aubrey, Moore & Wallace Inc.	Oh Henry Candy Bars	MB\$-512-1/2	· \$ 550,	484 \$	402,016	
L L	MARS INC. "Curtain Time" Grant Adv. Inc.	Candy	NBC-144-1/2	\$ 389, 205,		1,541,411 813,501	\$ 544,714
	"Stop the Music"		ABC-172-1/4 (One Time)		509	••••	•••••
	"Faistaff's Fables"	Milky Way Candy Bars	ABC-221-25 min.	178,	740	•••••	• • • • • • •
	Leo Burnett Inc. PETER PAUL INC. "Edward R. Murrow, News" Maxon Inc.	Candy	CBS-17-34 (AugDec.)	\$ 109, 31,	1 96 878	\$ 114,256	\$ 42,542
	"Bob Garred, News" Maxon Inc.		ABC-18-11/4 (FebAug.)		898	•••••	•••••
	"Bob Garred, News" Brisacher, Wheeler & Staff Inc.		CBS-12-11/4 (JanFeb.)	13,	420	••••	•••••
	Source: Publishers Information Bureau			*BRO	DCASTING	• TELEC	CASTING estimate



NINETY PER CENT of the people who make their homes there, never leave WCAU's coverage area when they go on summer vacation. Why? Because all of the convenient seashore, lake and mountain resorts are located within the 53 counties which comprise WCAUSA*. Naturally, when they go on vacation, people take WCAU along with them.

If there's any doubt, take a look at WCAU daytime ratings. They're just as high during the summer as they are throughout the rest of the year. And *this* summer you can look to WCAU for even bigger audiences, because a full-scale, 13week summer promotion with *the 13 big* resort areas within WCAUSA will make your vacation listeners more WCAU conscious than ever.

It's not good business to lose contact with your customers —right when they're in that summer buying mood. Experienced advertisers join them on their vacation—via WCAU. This summer, you can do it, too, because . . .

"AT HOME OR AWAY, THEY NEVER LEAVE WCAUSA"

*10-100% BMB Coverage. Other supporting facts available on request.



The Philadelphia Bulletin Stations CBS affiliate Represented by Radio Sales

ANOTHER SMASHING

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"STEAMBOAT JAMBOREE" Starring Cap'n Lanny Ross WDSU New Orleans, Lä. L. Read, Com'l. Mgr.

	KOLN	Lincoln, Neb: J. R. Joynt, Gen. Mgr.
0	WCVS	Springfield, IIE G. W. Neeld, Mgr.
9	KOH	Reno Nev. Hewitt Kees, Mgr.
•	WIOC	Savannah, Ga. D. J. Bruce, Brog. Dir.
6	KBRO	Brementon, Wash. Bob Gleason, Prog. Dir.
"	WFBR	
D.		and many more WORLD-Affiliates

SOLD!

KCRA	Sacramento, Cal. John Dunell, Com ¹ , Mgr.
KENM	Portales, N.M. James Deveny, Mgr.
KMYR	Denver, Col Gene Amole, Prog Dir.
WAZE	Yazoo City, Miss. Guy Corley, Mgr.
WBML	Macon, Ga. Walter Graham, Comil: Mgr.
WCHV	Charlottesville, Vo: R. Sketchley, Prog. Dir.
WCAX	Burlington, Vt. John D. Swan, Mgt.
g C	nd many more WORLD-Affiliates

FOR

WORLD-Affiliates!

SOLD!

TIME SIGNAL JINGLES

KBKR Baker Ore. Kenneth Holden, Prog. Dir. KIXL Dillas, Tex. Charles Payne, Prog. Di., KOTA, Rapid (17, S. U. Robert, J. Dean, Pres. WAGF Dothan, Ala. Fred C. Moseley, Comb. Mgr. WBUD Morrisville, Po. Frederick Walker, <u>Brod.</u> Dir. WCOM Parkersburg, W. Vo. R. Cotterman, Gen. Mgr. WCTW New Castle, Ind. Edwin Oaborne, Sto. Mgr. and many mare W.O.R. D-Affiliates |

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WENS Burlington, N. C. John C. Hanner, Gen. Mgr.
 KNPT New Port, Ore: Joc Kortman, Com'l. Mgr.
 WCTC New Brunswick N. J. Robert Bell, Com'k. Mgr.
 WBNU FM Aurora, III. Robert Diller, Fen. Mgr.
 WOSH Ostikosii, Wise George Greatey, Mgr.
 WJEJ Hagerstown, Md. W. H. Paulsgrove, Sta. Mgr.
 WCIU Columbia, Miss. C. Newman, Jr., Assit. Mgr.
 and many mare WORLD-Affiliates.

SOLO!

KRRV Sherman Tex. Kom E. Spellman, Prog. Dir. Diream, N. C. Tom Mitchel, Comli Mgr. Livingston; Mont. P. B. McAdam, Gen. Mgr. WVJS Owensboro, Ky. J. Rutledge, Assit. Gen. Mgr. Yakimo Wash. Gordon Allen, (coml), Mgr. WTXL W. Springfield, Mass. L. A. Reilly, Gen. Mgr. WKJG Fort Wayne, Ind. Calo Muhlock, Brog. Dir. and many more WORED-Affiliates I

ment 1

WORLD brings you anot

Starring in a brilliant new series

"FREEDOM IS OUR BUSINESS"

Dramatizing great moments for freedom throughout the ages and throughout the world . . . expressed in the lives and writings of great men of government, literature and science!

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ROBERT MONTGOMERY, outstanding American, is one of the most successful personalities in the entertainment world. Star of over 42 tap-rated movies, he is also one of radio and TV's greatest actors and commentators. Director and producer of cutstanding merit, Robert Montgomery is indeed a great addition to the WORLD parade of stars

TIME-BUYERS! ACCOUNT EXECUTIVES!

You WORLD: Affiliate station is your best bet for tor quarky shows locally. I heck your WORLD station for the new i oben Montgomery show, "Steamboat Jambores," the "Dick Havms Show," "Torward America" and the "Lyn Murray Show," WOR D Commercial Jingles, an other WBS special feature, include time and weather a tention-getters) and all mare ner of arcesting sponsor-identifications for jewelers functers, automobile dealers. furniture stort, appared stops and many mole.

WORLD STATIONS HAVE THE SHOWS THE RATINGS, THE KNOW-HOWS



"FORWARD AMERICA" Starring Walter Houston

KTTS	Springfield, Mo. G. Pearson Ward, Mgr.	R
NDBJ	Roanoke, Ja. John Hartrader, Com'L. Mgr.	
MADW	Mic i, Fla, Harry Camp, Prom. Dir.	
NKPT	Kingsport, Tenn. Paul L. Overbay, Prog. Dir.	1
WROW	Albany, N. Y. Leo Rosen, Com'l. Mgr.	
KGHL	Billings, Mont. Edward Yocum, Comil, Mgr.	
KTOW	Oklahoma City, Okla. Rex Lester, Gen. Mgr.	
	and many more WORID America	-



KGLU Safford, Ariz. Lester McBride, Prog. Dir. MIRE Indianapolis, Ind. D. C. Park, Comil. Mgr. KFBN Wichita, Kan. Hale Bondurant, Gen. Mgr. KRMD Shreveport, La. Glenn Wilson, Mgr. WSIC Statesville, N. C. C. D. Melton, Comil. Mgr. WSSS Amsterdam N. T. Ray Cheney, Prog. Dir.



"HOMEMAKER HARMONIES"

.

ner great new star...

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You'll be pleased! You'll be proud! You'll be rarin to go!

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C

* ARTISTS * MUSIC * DRAMA * VARIETY Musical direction DAVID ROSE

Audition this great show at the N. A. B. Convention Room 501, Hotel Stevens!



COMMERCIAL JINGLES

 WOCB
 W. Yarmouth; Mass. D. J. Shurtleff, Sta. Mgr.

 KABC
 San Antonio, Tex. Bill Michaels, Sta. Mgr.

 WASK
 Latayette, Ind. A. E. Morehouse, Prod. Dir.

 WREN
 Topeka, Kans. Max Falkenstein, Prog. Mgr.

 WIBX
 Utica, N. Y. N. W. Cook, Comil: Mgr.

 VHBX
 Utica, N. Y. N. W. Cook, Comil: Mgr.

 Portland, Cre. S. M. Goard, Pres.

 Mable, Ala. Dewey H., Long, Gen. Mgr.

 and many more
 WORLD-Affiliates!



TV Chitago, H. H. Dennewick, Com'l. Mgr. Pittsburgh, Pa: John Leban, Prod. Dir. Nashua, N. H. Paul Keefe, Prog. Dir. Charleston, S: C. Roland Weeks; Com'l. Mgr. Montgomery, Ala. F. Monteleone, Prog. Dir. Olympia, Wash. E. J. Holmberg, Prog. Dir. Frederick, Okla. J. D. Jones, Jr., Com'l. Mgr.

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WORLD BROADCASTING SYSTEM, INC. 488 Madison Avenue, New York 22, New York

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Confectionary

(Continued from page 74)

You Top This?, Tuesday, 8-8:30 p.m. (EST), and Bob Barkley, American Agent, Wednesday, 8-8:30 p.m. (EST).

Spot plans for 1951 are being set by several firms including Duke Chewing Gum, Bradford, Pa., which through Gregory & House, Cleveland, plans an introductory radio spot schedule; and Foremost Dairies, Jacksonville, Fla., which March 12 started a spot announcement campaign in about 30 markets through Fletcher D. Richards, New York.

Grapette Budget

Though type of placement has not been specified Grapette Co., Camden, Ark., this past winter named Henri, Hurst & McDonald, Chicago, to handle advertising for its soft drink during 1951, with an estimated yearly budget of \$1.5 million.

In addition to the leading advertisers in the accompanying table, PIB lists other network expenditures as follows:

Brock Candy Co., Chattanooga, \$43,875 (CBS); Green Spot Inc., Los Angeles, \$103,226 (ABC); M&M Ltd., Newark, \$23,900 (CBS), and Planters Nut & Chocolate Co., Wilkes-Barre, Pa., \$13,156 (CBS).

Class 8: . . . Consumer Services

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS	NETWORK (Gross)	1950 \$1,896,271 1949 1,938,031		SPOT (Net)	1950 1949	\$2,644.077* 1,344,000*
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1950		1949	1940
AMERICAN TELEPHONE & TELEGRAPH CO. "The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-155-1/2	\$ 851,466	\$	845,556	•••••
ELECTRIC COMPANIES ADVERTISING PROGRAM "Meet Corliss Archer" N. W. Ayer & Son	Institutional	CBS-167-1/2	\$ 765,225	\$	734,538	•••••
U. S. GOVERNMENT "Game of the Week" Grant Adv. Inc. "Mindy Carson Sings" Grant Adv. Inc.	U. S. Air Force ROTC Training Course (Dept. of Army)	ABC-72-var. times (SeptNov.) NBC-16J-34 (AugSept.)	\$ 113,583 15,375 98,208		194,121 67,021	•••••
HOUSEHOLD FINANCE CORP. "Chet Huntley, News" LeVally Inc.	Loans	CB5-12-34	\$ 69,744	Ş	66,324	•••••
BEKINS VAN & STORAGE CO. "Bekins Hollywood Music Hall" Brooks Adv. Agency	All Products	CB5-13-1/2	\$ 67,800	\$	66,750	•••••
NATIONAL ASSN. of MANUFACTURERS "Industry Mobilizes" Benton & Bowles Inc.	Institutional	ABC-280-1/2 (One Time)	\$ 17,850	\$	17,482	•••••
Source: Publishers Information Bureau		1	* BROA	DCASTIN	G • TELE	CASTING estimate

INSOFAR as network gross billings in the consumer services category were concerned, 1950 saw the American Tel. & Tel. Co., sponsor of *The Telephone Hour* on 155 NBC stations, repeat its 1949 leadership with expenditure of \$851,- 466. Again holding second place with a total of \$765,225 during last year was Electric Companies Advertising program, which presented *Meet Corliss Archer* on 167 CBS outlets. this classification, the U. S. Government, can well be expected to at least hold its position judging from the recruiting, bond and like radio programs that have been on the air during the first quarter of this year.

Third ranking 1950 advertiser in



Class 9: ... Dr

DRUGS and remedies radio to all appearances took some of its vitamin announcements to heart during 1950. For this category, which suffered a \$1.5 million relapse in network gross billings during 1949 as compared to 1948, not only made up the lost ground in 1950 but jumped \$3.4 million to a new record gross of \$24,433,274.

Dominating the drug and remedies category was Miles Labs Inc. with a \$7,892,701 expenditure for nine network shows, and Sterling Drug Co. which hiked its figure to \$7,591,040 for 11 shows.

Network Shows

Other network users in this group not shown in the accompanying table include:

Dolcin Corp., New York, sponsored The Human Side of the News on 87 ABC stations (\$84,-957). Luden's Inc., Reading, Pa., bought a quarter-hour of the Frank Sinatra Show on 149 CBS stations (\$42,888), as well as quarter-hour participations in the CBS Sing It Again on 140 outlets (\$167,-448). Mennen Co., Newark, used Bob Garred, News on 16 CBS stations (\$73,476). Pyridium Corp., Yonkers, N. Y., bought The Falcon on 322 Mutual stations (\$123,058), along with True or False on 361 Mutual outlets (\$89,729). Both Pyridium shows were between January and April. Rhodes Pharmacal Co., Cleveland, sponsored Gabriel Heatter, News on 33 Mutual stations in the Sunday 9:30 p.m. slot (\$69,172), and Mr. Heatter again on Tuesday night, 7:30 p.m. on 222 Mutual outlets (\$463,928). Smith Bros., Poughkeepsie, in early 1950 used a quarter-hour of ABC's Stop The Music on 194 stations (\$111,768).

Additionally, Mr. Heatter's Thursday MBS quarter-hour at 7:30 p.m. last month was sold to Vitamin Corp. of America for Rybutol.

Spot activity of the past winter and spring has been highlighted by Block Drug Co., New York, which used one-minute spots in 13 mar-(Continued on page 80)



YOU MIGHT CAST A TROUT FLY 183 FEET*-

YOU NEED THE FETZER STATIONS TO LAND KALAMAZOO-GRAND RAPIDS!

BUT...

Whether you use radio or television—or both here's proof that the Fetzer stations are Western Michigan's best advertising value.

WKZO-WJEF are a topnotch CBS combination. Month after month, each gets top Hoopers in its home city, and BMB figures prove outstanding coverage of adjacent rural areas. (WKZO-WJEF's unduplicated BMB Audience is up 46.7% over 1946 in the daytime—up 52.8% at night!) Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids! WKZO-TV is Channel 3, official Basic CBS Outlet for Kalamazoo-Grand Rapids. The WKZO-TV picture comes in bright and clear on more than 100,000 receivers within the .1 MV line. This multiple-market area includes *five* Western Michigan and Northern Indiana cities, representing *a buying income of more than one and a half billion dollars!*

Write direct or ask Avery-Knodel, Inc., for all the facts today!

* Dick Miller of Huntington Beach, California, holds this world's record.



Drugs

(Continued from page 78)

kets; Chattanooga Medicine Co., Chattanooga, announcements in selected markets; Grove Labs, St. Louis, "blanketing the nation" during the cold season with commercials for Four-Way cold tablets; Pharmaco Inc., Newark, use of a 32-week spot drive; Bristol-Myers, New York, scattered spots for Resistab; The SSS Co. Inc., Atlanta, expanded spot coverage in 50 markets in the South for SSS Tonic; Lydia Pinkham, Lynn, Mass., early spring placements; Norwich Pharmacal Co., for Pepto-Bismol, starting participations in women's show in 45 markets.

Hadacol Uses Radio

LeBlanc Corp., Lafayette, La. (Hadacol), currently is writing one of the more fabulous success stories in radio with placements of an estimated \$200,000 monthly on 900 stations in 24 states, mostly in spots. The company hopes to be using 2,100 stations eventually [BROADCASTING • TELECASTING, March 5].

Other sizeable business not shown is the placement of Rhodes Pharmacal Co. (see network gross above) of the transcribed Story of of Dr. Kildare on 150 stations, commencing last fall, at an estimated cost of \$1 million; and purchase by Peoples Drug' Stores, Washington, D. C., and surrounding states, of 24 daily newscasts, Monday through Saturday, and five broadcasts Sunday on WWDC Washington.

DENVER'S ROLE Radio Joins Civil Defense

RADIO NEWS editors and engineers are cooperating fully with civil defense officials in Denver, to chart radio's role in the event of emergency, working through two groups comprising membership of the city's six commercial stations.

Heading the editors' and engineers' groups are Dick Leonard, KMYR, and Harvey E. Wehrman, KLZ, respectively, who are mapping plans along with George B. Berger, civil defense director, and Charles J. McCallister, communications chief. Representatives of these and other stations—KFEL KTLN KOA and KVOD—met last month to discuss radio emergency operation.

Mr. Berger told station representatives that the industry's main role will be to disseminate public information now, maintain a warning and information service prior to any bombing attack, and air emergency information in the event of air attack. Engineers will survey present emergency equipment and draw up specific recommendations for its use in connection with the air raid warning system.

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CLASS 9. DRUGS & REMEDIES

Dancer-Fitzgerald-3 "Young Widder Br Dancer-Fitzgerald-3 "American Album Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "My True Story" Dancer-Fitzgerald-5 "Backstage Wife" Dancer-Fitzgerald-5 "Sing it Again" Dancer-Fitzgerald-5 "John B. Kennedy" Dancer-Fitzgerald-5 "John B. Kennedy" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Da	Y, y, y y y y y Sample of Familiar Music'' Sample of Familiar Music'' Sample Sample Sample	Phillips Milk of	Network No. of Station Hours per We CBS-137-11/4 M8S-438-11/4 (JanOct.) CBS-141-11/4 (JanJun.) NBC-161-1/2 NBC-161-1/2 NBC-149-11/2 (JanJun.) NBC-152-11/4 (JanJun.) MBC-42-3/4 (JanJun.) MBC-149-11/4 (FebSept.) NBC-149-11/4 (FebSept.) NBC-153-1/2 NBC-154-1/2 (JanJun.; AugNov.) NBC-147-11/4	nek 1950 \$ 7,892,701 1,018,620 874,331 1,096,925 53,880 413,580 776,927 488,383 1,018,090 312,385 476,253 1,363,327 \$ 7,591,040 713,249	1949 \$ 6,540,431 970,279 1,315,709 1,103,251 113,644 497,792 1,555,032 984,724 497,792 \$ 7,117,035 669,979	1940 \$ 1,393,382 \$ 5,875,826
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Wade Adv. Ägency "Ladies Fair" Wade Adv. Agency "One Man's Family Wade Adv. Agency STERLING DRUG C "Mr. Chameleon" Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "Young Widder Br Dancer-Fitzgerald-1 "Young Widder Br Dancer-Fitzgerald-1 "Young Widder Br Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "My Tue Story" Dancer-Fitzgerald-1 "Sing it Agein" Dancer-Fitzgerald-1 "John B. Kennedy" Dancer-Fitzgerald-1 "John B. Kennedy" Dancer-Fitzgerald-1 "Stella Dallas" Dancer-Fitzgerald-1 "Stella Dallas" Dancer-Fitzgerald-1 "John B. Murray Add" "John F. Murray Add" "Duffy's Taven"	y, y'' y CO. Sample of Familiar Music'' Sample of Familiar Music'' Sample	Day Vitaminis, Anti- histamine Products Tabcin, Others Tabcin, Alka-Seltzer, Others Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	(JulDec.) ABC-71-3/4 (JanJun.) MBS-442-3/4 (FebSept.) NBC-149-1/4 (FebDec.) CBS-153-1/2 NBC-154-1/2 (JanJun.; AugNov.)	312,385 476,253 1,363,327 \$ 7,591,040 713,249	\$ 7,117,035	\$ 5,875,826
Wade Adv. Agenc; "One Man's Family Wade Adv. Agenc; "One Man's Family Wade Adv. Agenc; STERLING DRUG C "Mr. Chameleon" Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Sing it Again" Dancer-Fitzgerald-1 "Sing it Again" Dancer-Fitzgerald-1 "Sing it Again" Dancer-Fitzgerald-1 "Stella Dallas" Dancer-Fitzgerald-1 "Stella Dallas" Dancer-Fitzgerald-2 "Stella Dallas" Dancer-Fitzgerald-2 "Stella Dallas" Dancer-Fitzgerald-3 "Stella Dallas" Stella Dallas" Stella Dallas " Stella Dallas" Stella Da	y" Y CO. Sample of Familiar Music" Sample of Familiar Music" Sample	Tabcin, Others Tabcin, Alka-Seltzer, Others Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	(FebSept.) NBC-149-11/4 (FebDec.) CBS-153-1/2 NBC-154-1/2 (JanJun.; AugNov.)	1,363,327 \$ 7,591,040 713,249		\$ 5,875,826
"One Men's Family Wade Adv. Agency STERLING DRUG C "Mr. Chameleon" Dancer-Fitzgerald-3 "American Album Dancer-Fitzgerald-3 "Young Widder Br Dancer-Fitzgerald-3 "Young Widder Br Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "Backstage Wife" Dancer-Fitzgerald-3 "Sing it Agein" Dancer-Fitzgerald-3 "John B. Kennedy" Dancer-Fitzgerald-3 "John B. Kennedy" Dancer-Fitzgerald-3 "Stella Dallas" Dancer-Fitzgerald-5 "Stella	y" Y CO. Sample of Familiar Music" Sample of Familiar Music" Sample	Others Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	NBC-149-11/4 (FebDec.) CBS-153-1/2 NBC-154-1/2 (JanJun.; AugNov.)	\$ 7,591,040 713,249		\$ 5,875,826
"Mr. Chameleon" Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "Young Widder Br Dancer-Fitzgerald-1 "American Album Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "My True Story" Dancer-Fitzgerald-1 "Mortue Story" Dancer-Fitzgerald-1 "Bride & Groom" Dancer-Fitzgerald-1 "Sing it Agoin" Dancer-Fitzgerald-1 "John B. Kennedy" Dancer-Fitzgerald-1 "Stella Dallas" Dancer-Fitzgerald-1 "Stella Dallas"	Sample of Familiar Music'' Sample wwn'' Sample of Familiar Music'' Sample	Phillips Milk of Magnesia Bayer Aspirin Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	NBC-154-1/2 (JanJun.; AugNov.)	713,249		\$ 5,875,826
Dancer-Fitzgerald-: "American Album Dancer-Fitzgerald-: "Young Widder Br Dancer-Fitzgerald-: "American Album Dancer-Fitzgerald-: "Bride & Groom" Dancer-Fitzgerald-: "Bride & Groom" Dancer-Fitzgerald-: "My True Story" Dancer-Fitzgerald-: "Sing it Again" Dancer-Fitzgerald-: "John & Kennedy" Dancer-Fitzgerald-: "John & Kennedy" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas"	of Familiar Music'' Sample own'' Sample of Familiar Music'' Sample	Phillips Milk of Magnesia Bayer Aspirin Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	NBC-154-1/2 (JanJun.; AugNov.)	1	669,979	
Dancer-Fitzgerald-3 "Young Widder Br Dancer-Fitzgerald-3 "American Album Dancer-Fitzgerald-3 "Bride & Groom" Dancer-Fitzgerald-3 "My True Story" Dancer-Fitzgerald-3 "Mortue Story" Dancer-Fitzgerald-3 "Sackstage Wife" Dancer-Fitzgerald-3 "John B. Kennedy" Dancer-Fitzgerald-3 "John B. Kennedy" Dancer-Fitzgerald-3 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 AMERICAN HOME (Whitehall Pharma: "Just Plain Bill" John F. Murray Ad "Duffy's Tavern"	Sample own" Sample Saffamiliar Music" Sample Sample	Bayer Aspirin Bayer Aspirin, Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of	(JanJun.; AugNov.)			
Dancer-Fitzgerald-: "American Album Dancer-Fitzgerald-: "Bride & Groom" Dancer-Fitzgerald-: "My True Story" Dancer-Fitzgerald-: "Backstage Wife" Dancer-Fitzgerald-: "John B. Kennedy" Dancer-Fitzgerald-: "John B. Kennedy" Dancer-Fitzgerald-: "John B. Kennedy" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas" AMERICAN HOME (Whitehall Pharman "Just Plain Bill" John F. Murray Ad "Duffy: Tavern"	Samplø 1 of Familiar Music" Samplø Samplø	Phillips Milk of Magnesia Bayer Aspirin, Phillips Milk of		644,757	732,677	
Dancer-Fitzgerald-: "Bride & Groom" Dancer-Fitzgerald-: "My True Story" Dancer-Fitzgerald-: "Backstage Wife" Dancer-Fitzgerald-: "Sing it Again" Dancer-Fitzgerald-: "John B. Kennedy" Dancer-Fitzgerald-: "Mystery Theatre" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: "Stella Dallas" Dancer-Fitzgerald-: AMERICAN HOME (Whitehall Pharman "Just Plain Bill" John F. Murray Ad "Duffy's Taven"	Sample	Bayer Aspirin, Phillips Milk of		924,529	B68,884	
Dancer-Fitzgerald-5 "My True Story" Dancer-Fitzgerald-5 "Backstage Wife" Dancer-Fitzgerald-5 "Sing it Again" Dancer-Fitzgerald-5 "John B. Kennedy" Dancer-Fitzgerald-5 "Mystery Theatre" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 AMERICAN HOME (Whitehall Pharma "Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad	•	Magnesia, Dr. Lyon's Toothpowder.	ABC-213-1/2 (NovDec.)	94,692		
"My True Story" Dancer-Fitzgerald-5 "Backstage Wife" Dancer-Fitzgerald-5 "Sing it Again" Dancer-Fitzgerald-5 "John B. Kennedy" Dancer-Fitzgerald-5 "Mystery Theatre" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 "Daffy's Tavern"	•	Drug Products	ABC-230-2 hr	s. 5 min. 820,364	2,050,382	
"Backstage Wife" Dancer-Fitzgerald-5 "Sing it Again" Dancer-Fitzgerald-5 "John B. Kennedy" Dancer-Fitzgerald-5 "Mystery Theatre" Dancer-Fitzgerald-5 "Stella Dallas" Dancer-Fitzgerald-5 AMERICAN HOME (Whitehall Pharma "Just Plain Bill" John F. Murray Ad "Duffy's Tavern"			(JanJun.) ABC-213-2 hr	s. 5 min. 1,336,199	242,528	
Dancer-Fitzgerald-S "John B. Kennedy" Dancer-Fitzgerald-S "Mystery Theatre" Dancer-Fitzgerald-S "Stella Dallas" Dancer-Fitzgerald-S AMERICAN HOME (Whitehall Pharman "Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad	-	Haley's M-O, Energine, Dr. Lyon's Tooth-	NBC-147-11/4	\$ 24,52 9		
Dancer-Fitzgerald- "Mystery Theatre" Dancer-Fitzgerald-S "Stella Dallas" Dancer-Fitzgerald-S AMERICAN HOME (Whitehall Pharmac "Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad	Sample	powder, Others Ironized Yeast, Double Danderine, Others	CBS-141-1/2 (MarJul.;	362,821		
"Mystery Theatre" Dancer-Fitzgerold-S "Stella Dallas" Dancer-Fitzgerold-S AMERICAN HOME (Whitehall Pharma "Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad		Molle Shave Cream	OctDec.) ABC-212-25 n	nin. 67,475		
Dancer-Fitzgerold-S AMERICAN HOME (Whitehall Pharman "Just Plain Bill" John F. Murray Adu "The Big Show" John F. Murray Adu "Duffy's Tavern"	-	Phillips Milk of Magnesia, Bayer	(SeptDec.) CBS-152/CBC	-1/2 777,896	764,945	
(Whitehall Pharma "Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad "Duffy's Tavern"	Sãmple	Aspirin Phillips Milk of Magnesia & Tablets, Ironized Yeast, Astring-O-Sol, Othors	NBC-147-1¼	924,529	872,226	
"Just Plain Bill" John F. Murray Ad "The Big Show" John F. Murray Ad "Duffy's Tavern"				\$ 3,197,388	\$ 2,267,857	\$ 2,821,739
"The Big Show" John F. Murray Ad "Duffy's Tavern"		Anacin	NBC-118-11/4	846.319	776.270	
John F. Murray Ad "Duffy's Tavern"	v		NBC-166-1/2	41,686	-	
	v.		(NovDec.)			
John F. Murray Adv	v.		NBC-166-1⁄2 (NovDec.)	37,054		
"Man Called X" John F. Murray Adv			NBC-166-1/2 (NovDec.)	37,054		
"NBC Symphony"			NBC-166-1/2	37,054		
John F. Murray Ad "Screen Directors P	'layhouse''		(Nov. Dec.) NBC-166-1/2	37,054		
John F. Murray Adv "Our Gal Sunday"			(NovDec.) CBS-160-11/4	1,081,855	856,480	
	& John F. Murray Adv.	Anacin, Kolynos,	NBC-129-1/2	200,733	616,509	
	Colwell & Bayles Inc. of Lost Persons''	Anacin, Kolynos, Kriptin	(JanApr.) CBS-157-1/2	864,231		
Jones Co. Inc. "Harry Babbitt Sho	w"	All Products	CBS-10-½ (SeptDec.)	14,348		
Duone Jones Co. In	.		(sobrumger)	6 1 616 601		
"John B. Kennedy"		Serutan, Nutrex, Others	ABC-148-11/4	\$ 1,018,001 733,059		
Roy S. Durstine Inc. "Edwin C. Hill" Roy S. Durstine Inc.			ABC-153-25 m (SeptDec.)			
"John B. Kennedy" Roy S. Durstine Inc.	•		ABC-158-11/4 (SeptDec.)	213,803		
EMERSON DRUG CO "Inner Sanctum" BBDO	0.	Bromo-Seltzer	CBS-160-1⁄2	\$ 883,584	\$ 873,033	\$ 104,982
LEWIS-HOWE CO.				\$ 839,025	\$ 810,600	\$ 957,354
"Fanny Brice-Baby May-Oct.) "Starligh	Canaball & /FM	Tums	NBC-167/CBC			
Source: Publishers	nooks α (Eπ. ht Concert"			a		CASTING estimate







Class 10: . Entertainment



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



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



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



Tell Kalz to put WOOD to work for you!

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

•WOOD appeals to

Greater Grand Rapids'

ence
Covers Michigan's larg- est inland market
Gives you lowest cost per thousand
• Gives you best local programming and pro- motion
 Is Greater Grand Rap- ids' only 5000 watt station
For the best earful in Greater Grand Rapids

GRAND RAPIDS, MICHIGA 5000 WATTS . NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansvill Ind. WFBM — Indianapalis, Ind. National Representatives Katz Agency, 488 Madison Ave., New York, N.

CLASS 10. ENTERTAINMENT &	AMUSEMENTS					
	NETWORK (Gross)	1950 1949	\$5,619 9,246	SPOT (Net)	1950 1949	\$2,043,151* 2,352,000*
LEADING NETWORK ADVERTISERS						
		Network No. of Stations				
Advertiser, program and agency	Product	Hours per Wee		1950	1949	1940
SHIPSTAD AND JOHNSON "Ice Follies of 1951"	Institutional	MB5-47-1/2 (One Time)		\$ 5,619	\$ 5,340	
Source: Publishers Information Bureau				* BROADCASTIN	IG • TELE	CASTING estimate

DUE to the nature of the potential advertisers within the Entertainment & Amusements category. national network gross billings have been negligible. Ice shows, carnivals, circuses and other traveling attractions have always confined their use of radio to local, short-term placements in the towns and areas wherein they are scheduled to appear.

Shipstad & Johnston, producer of "Ice Follies of 1951," is the lone network user as in past years. However, in addition to network, this producer has worked out an interesting cooperative formula with local arenas and local sponsors for radio and television participations on local scale [BROAD-CASTING • TELECASTING, Feb. 26]. Limited amounts of local spot business has been placed by motion picture producers to herald coming attractions. Among those reported are Columbia Pictures Corp., Sam Goldwyn Productions, Loews Inc., Paramount Pictures Corp., RKO Radio Pictures Inc., Republic Pictures Corp., Twentieth Century-Fox Film Corp.,; United Artists Corp., Warner Bros. Pictures Inc. All are New York.

Class 11:

FOOD is the greatest item in the average family budget. It is also the biggest item in radio budgets, wherein the advertiser pays the least to get his sales message across to the most homes.

In the joust for first place in the network food classification, General Foods Corp., which had top spot the year before, traded places with General Mills Inc., which had been second.

The Big Four food advertisers, topping above all other sponsors in the category, were General Mills, General Foods, Campbell Soup Co. and Swift & Co. Their increased spending in 1950, except for Swift, over the previous year helped push total billings in the year to \$44,-861.425.

Of the leading foursome, two advertisers, General Mills and General Foods, each placed in radio's till over \$7 million. General Mills expended \$7,820,752 as compared to \$6,742,004 of the previous year; General Foods, \$7,277,960 as compared to \$7,213,336.

Also running high in the first six

network placements, as shown in the accompanying table, were Pillsbury Mills Inc. and Quaker Oats Co.

Food

Pillsbury Mills, which had begun its expansion of radio use in 1949, hit high gear in 1950, continuing sponsorship of Fun To Be Young, half-hour broadcast January through May at a \$11,676 cost on 12 CBS stations; placing Grand Central Station (Pillsbury Best) on 154 CBS stations (\$423,735); 15minutes daily of Arthur Godfrey (Continued on page 88)

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CLASS 11. FOOD & FOOD PRODUCTS

| most diversified audi-                                                  | CLASS 11. FOOD & FOOD PROD                                                              | DUCTS                                                 |                                         |                        |             |               |  |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------|------------------------|-------------|---------------|--|
| ence                                                                    |                                                                                         | NETWORK                                               | 1950 \$44,86                            | 1,425 SPC              | T 1950      | \$19,849,841* |  |
| Covers Michigan's Igra-                                                 |                                                                                         | (Gross)                                               |                                         | 2,432 (Ne              | t) 1949     | 23,632,000*   |  |
| est inland market                                                       |                                                                                         |                                                       | 1940 \$25,7,1                           |                        |             |               |  |
| Gives you lowest cost<br>per thousand                                   | LEADING NETWORK ADVERT                                                                  | ISERS                                                 | Network<br>No. of Stations              |                        |             |               |  |
| Gives you best local                                                    | Advertiser, program and agency                                                          | Product                                               | Hours per Week                          | 1950                   | 1949        | 1940          |  |
| programming and pro-                                                    | GENERAL MILLS INC.<br>"All Star Football Game"                                          | All Products                                          | MBS-460-var. time<br>(One Time)         | \$ 7,820,752<br>29,614 | \$6,742,004 | \$ 3,139,652  |  |
| Is Greater Grand Rap-                                                   | Knox-Reeves Inc.<br>"Today's Children"<br>Knox-Reeves Inc.                              | Bisquick, Crustquick                                  | N8C-74-11/4<br>(JanJun.)                | 308,268                | 246,056     |               |  |
| ids' only 5000 watt<br>station                                          | "Live Like a Millionaire"<br>Knox-Reeves Inc.<br>(Cot Standard Ort)                     | Bisquick, Crustquick,<br>Wheaties<br>Gold Medal Flour | NBC-78-21/2<br>(JulDec.)<br>ABC-41-11/4 | 753,030<br>30,431      |             |               |  |
| best earful in                                                          | "Cal Tinney's On"<br>Dancer-Fitzgerald-Sample                                           | Others                                                | (SeptDec.)                              | 30/431                 |             |               |  |
|                                                                         | "Breakfast Club"                                                                        | Cereals, Flour, Cake                                  | ABC-258-11/4                            | 1,060,986              | 1,036,808   |               |  |
| Grand Rapids                                                            | Tatham-Laird Inc<br>"Lone Ranger"<br>Dancer-Fitzgerald-Sample                           | Mixes<br>Cheerios, Kix,<br>Others                     | ABC-139-11/2                            | 1,791,734              | 1,790,586   |               |  |
|                                                                         | "Betty Crocker Magazine of the Air"<br>& (Eff. Mar., Fri. Only) "Meet Your<br>Neighbor" | Flours & Cereals                                      | ABC-201-1<br>40 min.                    | 1,252,285              | 1,197,989   |               |  |
|                                                                         | Dancer-Fitzgerald-Sample<br>"Live Like a Millionaire"<br>Knox-Reeves Inc.               | General Mills<br>Products                             | NBC-74-21/2<br>(June Only)              | 113,460                |             |               |  |
| PIDS, MICHIGAN                                                          | "Light of the World"<br>Dancer-Fitzgerald-Sample                                        | Gold Medal Flour,<br>Others                           | NBC-74-1¼<br>(JanJun.)                  | 308,268                | 724,206     |               |  |
| • NBC AFFILIATE                                                         | "Today in Hollywood"                                                                    | Kix                                                   | Å8C-23-25 min.<br>(JunDec.)             | 20,781                 |             |               |  |
|                                                                         | "Cal Tinney"                                                                            | <b>Red Band Flour</b>                                 | NBC-11-11/4<br>(SeptDec.)               | 17,700                 |             |               |  |
| Mich., WEOA — Evansville,<br>— Indianapolis, Ind.<br>Il Representatives | Knox-Reeves Inc.<br>"Sam Hayes"<br>Knox-Reeves Inc.                                     | Sperry Pancake &<br>Waffle Flour,<br>Wheathearts      | NBC-8-11/4                              | 60,630                 | 11,872      |               |  |
| odison Ave., New York, N.Y.                                             | "Sam Hayes"                                                                             | Sperry Pancake &<br>Waffle Flour,<br>Wheaties         | NBC-8-1<br>(JanFeb.)                    | 28,560                 |             |               |  |
|                                                                         |                                                                                         | *********                                             |                                         | 10 .                   |             |               |  |

(Continued on page 88)

# indeed,

Yes,

# you certainly

# were

# right!

Right, that is, if you predicted, as so many radio, TV, and advertising people in New York did predict, that TV would not affect the growth of WQXR.

You were right because you know that nothing takes the place of good music.

That's why, in 1950, WQXR ratings went up:

Daytime (7 AM to 6 PM) 18% Nighttime (6 PM to midnight) 12%

Good music sells New York. Good music to New Yorkers means WQXR. That's why, in 1950, WQXR's business grew with its audience to reach an all-time peak. Right now, the smartest thing you can do to boost your business in New York is to buy WQXR.



AM and FM

The Radio Stations of The New York Times 229 West 43rd Street, New York 18, N. Y.

#### Here's proof that "nothing takes the place of good music"

In 1950, WQXR's consistent programming of "the best in music" brought it more listeners than it had ever had. Look at this record. We took the 68 quarter-hours between 7 AM and midnight and compared their 1950 average ratings Monday through Friday with their 1949 ratings. Of these 68 quarter-hour periods:\* 16 periods went up 25% to 100% 21 periods went up 15% to 24% 26 periods went up 8% to 14%

5 periods were unchanged

No periods went down.

\*Source: Pulse, Monday through Friday averages, 12 months, 1950 and 1949.

AP sells... AP sells... AP s



"We were the first station to apply for AP membership, and proudly acknowledge the importance of AP service in the preparing of KSD newscasts." George M. Burbach

George M. Burbaci Gen'l Mg'r KSD St. Lauis, Ma.



"AP newscasts bring cantinuing income to WFIL." Roger W. Clipp Gen'l Mg'r WFIL Philadelphia, Pa.



"Associated Press newscasts not only ore easy to sell; they sell for our adyertisers."

Curtis O. Lifes Gen'l Mg'r WMLS Sylacaugo, Ala.



SR

"AP news has mean! extra business for us. It is the finest news service I have ever known." Galen O. Gilbert Gen'I Mg'r KGER Long Beach, Calif.



"Associated Press news gives us easy-to-sell programming — programming that helps listener-wise and dollar-wise." Marshall Rosene Gen'l Mg'r WSAZ Huntington, W. Vo.

A'P sells...A



"AP news provides steady income for KOCY. The Associated Press means the best possible service."

Matt Bonebrake Gen'l Mg'r KOCY Oklahoma City, Oklo.

A

"With a high Hooper, Associated Press news is a major factor in our advertising and selling progrom."

Gene L. Cagle President KFJZ Fort Worth, Texas



"AP news means listeners. Our 10 o'clock AP news has a Shore-of-Audience (Hooper report) of 68% ... others 45% or greater... in a city with five radio stations." Broaks Watson News Director WMSD Peoria, III.



"AP gives us everything, including 14 periods of regional news daily." Hugh O. Jones Gen'l Mg'r WGCM Gulfport, Miss.

"Ou ind ope

"Our AP reports ore an indispensable part of our operation." Daniel W. Kops Vice President WAVZ New Haven, Conn.



"The sale of AP newscasts has been consistently successful for WWDC."

> Bén Strause Gen'l Mg'r WWDC Washington, D. C,



"Twenty-eight out of 30 daytime newscats are sold ... spot adjacencies all sold ... due to the immediate saleability of AP news."

Paul R. Fry Gen'l Mg'r KBON Omaha, Neb.

"THIS STATION IS

A

Hundreds of the country's finest stations announce with pride . . .



#### Food

#### (Continued from page 84)

(Best Flour and others) on 175 CBS stations (\$629,079); and its House, Party on 152 CBS stations (\$1,550,351).

Other top network advertisers in the food classification were:

Ámerican Bakeries Co. (Merita Bread, other products), Lone Ranger, ABC, (\$202,098); Armour & Co. (canned meats), Stars Over Hollywood, CBS (\$385,284); Borden Co., County Fair, CBS, (\$110,-129); Bowey's Inc. (Dari-Rich, other products), Radie Harris, MBS (\$39,147); California Packing Corp. (Del Monte), Rocky Jordan, CBS (\$65,658); Carnation Co. (Albers Flapjack Mix & Peacock Mix), Aunt Mary, NBC (\$160,490), (all products) The Carnation Family Party, CBS (\$213,340), (evaporated milk) Contented Hour, CBS, (\$981,330), total-\$1,355,160.

Continental Baking Co. (Wonder Bread, Hostess Cake), Grand Slam, CBS (\$771,534); Cream of Wheat Corp., Let's Pretend, CBS (\$362,-516); Dennison Food Co., Bob Garred News, CBS (\$5,752) and ABC, (\$31,947); Fisher Flouring Mills Co., Fisher 7 O'Clock News, beginning December, NBC (\$6,-272); Green Giant Co. (canned vegetables), The Fred Waring Show, NBC (\$217,526); J. H. Heinz Co. (all products), Adventures of Ozzie & Harriet and The Thin Man (June 23 to Sept. 8), ABC (\$947,-178).

#### Hormel Network Shows

George A. Hormel & Co. (canned meats and Dairy Brand meats). Music With the Hormel Girls, ABC (\$543,550) and (all products), CBS (\$221,055), and (Hormel meat products), NBC (\$23,490), total-\$779,095; Kellogg Co. (all products), Mark Trail, MBS (\$438,363); Langendorf United Bakeries Inc., Zeke Manners, ABC (\$23,760); Lever Bros. Co. (Lipton's tea, soup mixes), Arthur Godfrey's Talent Scouts, CBS (\$680,007), Arthur Godfrey for Spry, CBS (\$173,280), Aunt Jenny for Spry, CBS (\$1,195,-636), total-\$2,048,923.

Libby, McNeill & Libby (all products), My True Story, ABC (\$283,449); National Biscuit Co. (all products), Arthur Godfrey (\$1,529,-442), NABISCO shredded wheat, Straight Arrow, MBS (\$63,090) and (\$502,915), total-\$2,095,447; Minute Maid Corp. (all products), This Is Bing Crosby (March-Sept.), CBS (\$42,300).

National Dairy Products (Kraft Foods-cheese), The Falcon (Oct.-Dec.), NBC (\$113,635), for Sealtest Inc. (dairy products), Dorothy Dix At Home (Jan.-March), NBC (\$169,325), Kraft's Miracle Whip (June-Sept.), The Falcon, NBC (\$211,503), for Parkay, Kraft Mustard (Mar.-June) and Parkay (Continued on page 90)

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#### Class 11. Food & Food Products (Continued from page 84)

LEADING NETWORK ADVERTISERS

| · · · · · · · · · · · · · · · · · · ·                                        |                                               | Network<br>No. of Stations               |                           |                           |              |
|------------------------------------------------------------------------------|-----------------------------------------------|------------------------------------------|---------------------------|---------------------------|--------------|
| Advertiser, program and agency                                               | Product                                       | Hours per Week                           | 1950                      | 1949                      | 1940         |
| "This Woman's Secret"<br>Knox-Reeves Inc.<br>"Jack Armstrong" & (Eff. Sept.) | Wheathearts,<br>Drifted Snow Flour            | NBC-11-11/4                              | 120,640                   | 120,640                   |              |
| "Armstrong of the SBI"                                                       | Wheaties, Cheerias,<br>Kix                    | ABC-155-1<br>(JanJun.;                   | 767,060                   | 651,113                   |              |
| Knox-Reeves Inc.<br>"Welcome Back Baseball"                                  | Wheaties                                      | SeptDec.)<br>CBS-175-1⁄2                 | 17,350                    | 29,000                    |              |
| Knox-Reeves inc.<br>"Welcome Back Basebail"                                  | Wheaties                                      | (One Time)<br>MBS-508-1⁄2                | 18,510                    |                           |              |
| Knox-Reeves Inc.<br>"Dangerous Assignment"                                   | Wheaties                                      | (One Time)<br>NBC-136-1⁄2                | 300,105                   |                           |              |
| Knox-Reeves Inc.<br>"Dimension X"                                            | Wheaties                                      | (May-Sept.)<br>NBC-136-1⁄2               | 126,360                   |                           |              |
| Knox-Reeves Inc.<br>"Night Beat"                                             | Wheaties                                      | (JulAug.)<br>NBC-136-1/2                 | 221,130                   |                           |              |
| Knox-Reeves Inc.<br>''Sara's Private Caper''                                 | Wheaties                                      | (May-Jul.)<br>NBC-136-1/2                | 157,950                   |                           |              |
| "Tales of the Texas Rangers"                                                 | Wheaties                                      | (JunAug.)<br>NBC-136-1/2                 | 126,360                   |                           |              |
| Knox-Reeves Inc.<br>"Penny Singletan Story"                                  | Wheaties                                      | (JulAug.)<br>NBC-136-1/2                 | 189,540                   |                           |              |
| GENERAL FOODS CORP.                                                          | THE CITES                                     | (May-Aug.)                               |                           | £ 7 010 004               | t c 007 040  |
| "When A Girl Marries"<br>Benton & Bowles & Young & Rubicam                   | Baker's Coconut,<br>Minute Rice,<br>Sure-Jell | NBC-81/CBC-1¼<br>(JulSept.)              | \$ 7,277,960<br>234,749   | \$ 7,213,336<br>B34,080   | \$ 5,887,349 |
|                                                                              | Calumet, Swans-<br>down                       | NBC-81/CBC-1¼<br>(JanJun.;<br>OctDec.)   | 503,903                   |                           |              |
| "The Second Mrs. Burton"<br>Young & Rubicam                                  | Certo                                         | CBS-68-1/2<br>(May-Aug.)                 | 67,886                    | 710,204                   |              |
| "Frank Goss, News"<br>Benton & Bowles                                        | Certo, Sure-Jell                              | CBS-13-20 min.<br>(May-Aug.)             | 12,448                    |                           |              |
| "My Favorite Husband"                                                        | Corn Starch Pud-                              | CBS-154/CBC-1/2                          | 91,989                    | 623,268                   |              |
| Young & Rubicam<br>"Gangbusters"<br>Young # Bubicam                          | dings<br>Grapenuts                            | (JanJun.)<br>CB5-151-1/2                 | 666,492                   | 468,255                   |              |
| Young & Rubicam                                                              |                                               | .(JanJun.;<br>AugDec.)                   |                           |                           |              |
| "Hopalong Cassidy"<br>Young & Rubicam                                        | Grapenuts, Grapenuts<br>Flakes                | (JanSept.)                               | 390,664                   |                           |              |
| "Second Mrs. Burton"<br>Young & Rubicam                                      | Instant Swansdown,<br>Jell-O, La France       | CBS-68-11/4<br>(JanMay)                  | 271,544                   |                           |              |
| "My Favarite Husband"<br>Young & Rubicam                                     | All Products                                  | CBS-154/CBC-1/2<br>(JanJun.;             | 502,383                   |                           |              |
| "The Aldrich Family"<br>Yaung & Rubicam                                      | Jell-O, Tapioca,<br>Corn Starch               | ŠeptDec.)<br>NBC-150/CBC-½<br>(JanJun.;  | 643,528                   | 626,263                   |              |
| "Portia Faces Life"                                                          | Puddings<br>Jell-O, Rice                      | AugDec.)<br>Mac-93/CBC-11/4              | 315,664                   | 862,940                   |              |
| Benton & Bowles & (Eff. July)<br>Young & Rubicam                             | Pudding, Tapioca                              | (SeptDec.)                               |                           |                           |              |
| "Wendy Warren and the News"<br>Benton & Bowles                               | Maxweli House<br>Coffee                       | CBS-150-11/4                             | 1,213,060                 | 1,186,854                 |              |
| "Father Knows Best"<br>Benton & Bowles                                       |                                               | NBC-160-½<br>(JanJvl.;                   | 601,177                   |                           |              |
| "Brooklyn Dodgers Game"                                                      | Post Cereal                                   | SeptDec.)<br>CBS-77-21/2                 | 75,800                    |                           |              |
| "Young & Rubicam<br>"Hopalong Cassidy"                                       | ,                                             | (AprSept.)<br>CBS-151-1/2                | 231,042                   |                           |              |
| Young & Rubicam<br>"Portia Faces Life"                                       | Post's 40% Bran                               | (OctDec.)<br>NBC-90/CBC-11/4             | 591,803                   | 862,940                   |              |
| Benton & Bowles &                                                            | Flakes, Instant                               | (JanAug.)                                | 571,005                   | 661,740                   |              |
| Young & Rubicam<br>"The Goldbergs"                                           | Postum, Jeil-O<br>Sanka Coffee,               | CBS-139-1/2                              | 324,333                   |                           |              |
| Young & Rubicam<br>"Second Mrs. Burton"                                      | Instant Sanka<br>Swansdown Cake               | (JanAug.)<br>CBS-68-1 1/4                | 234,990                   |                           |              |
| Young & Rubicam<br>"My Favorite Husband"                                     | Mixes<br>Tapioca                              | (AugDec.)<br>CBS-154/CBC-1/2             | 59,210                    |                           |              |
| Young & Rubicam                                                              |                                               | (Feb.; AprMay)                           |                           | •                         |              |
| CAMPBELL SOUP CO.<br>"Double or Nothing"                                     | Canned Soups and                              | NBC-132-21/2                             | \$ 5,733,819<br>1,860,659 | \$ 5,671,548<br>1,975,525 | \$ 4,044,389 |
| Ward Wheelock Co.<br>"Double or Nothing"                                     | Pork & Beans                                  | NBC-33-21/2                              | 598,130                   |                           |              |
| Ward Wheelock Co.<br>"Edward R. Murrow"                                      | Franco-American                               | (AprDec.)<br>CBS-153-1 <sup>1</sup> /4   | 1,033,910                 | 1,859,452                 |              |
| Dancer-Fitzgerald-Sample     "Club 15"                                       | Products, Soups<br>Soups                      | (JanJun.)<br>CBS-155/CBC-11/4            | 2,241,120                 | 1,836,571                 |              |
| Ward Wheelock Co.                                                            | •                                             | (JanJun.;<br>AugDec.)                    |                           |                           |              |
| SWIFT & CO.<br>"Breakfast Club"                                              | All Products                                  | ABC-282/CBC-21/2                         | \$ 2,959,653<br>2,327,267 | 3,021,444<br>2,232,657    | \$ 4,788     |
| J, Walter Thompson Co.<br>"Red Foley"                                        | Jewel Shortening,                             | NBC-48-11/4                              | 30,550                    |                           |              |
| J. Walter Thompson Co.<br>"5ky King"                                         | Salad Oil, Others<br>Peter Pan Peanut         | (NovDec.)<br>ABC-218-11/2                | 379,912                   | 636,198                   |              |
| Needham, Louis & Brorby<br>''Sky King''                                      | Butter, Derby<br>Canned Meats                 | (JanJun.)<br>MBS-517-50 min.             | 221,924                   | 000,170                   |              |
| PILLSBURY MILLS INC.                                                         |                                               | (SeptDec.)                               | \$ 2,614,841              | \$2,541,111               | \$ 230,424   |
| "Fun To Be Young"<br>Leo Burnett Co. Inc.                                    | All Products                                  | CBS-12-1/2<br>(JanMay)                   | 11,676                    | <i>44,441,111</i>         | \$ 130,414   |
| "Grand Central Station"                                                      | Pillsbury Best                                | CBS-154-1/2                              | 423,735                   | 412,875                   |              |
| Leo Burnett Co. Inc.<br>"Arthur Godfrey"                                     | Flour, Sno-Sheen<br>Best Flour, Others        | CBS-175-11/4<br>(AprDec.)                | 629,079                   |                           |              |
| Leo Burnett Co. Inc.<br>"House Party"<br>Leo Burnett Co. Inc.                | *                                             | CBS-152-21/2<br>(JanMay;                 | 1,550,351                 | 453,736                   |              |
| QUAKER OATS CO.                                                              |                                               | AugDec.)                                 | * * *** ***               |                           |              |
| "Lou Childre"                                                                | Aunt Jemima Com                               | CBS-18-1/2                               | \$ 2,273,660<br>60,080    | \$ 2,453,523              | \$ 955,756   |
| Needham, Louis & Brorby<br>"Quick as a Flash"<br>C. J. J. Bache & C.         | Meal & Grits<br>Aunt Jemima Pan-              | ABC-218-11/2                             | 480,209                   |                           |              |
| C. J. La Roche & Co.                                                         | cake Flour, Cereals,<br>Others                | (JanJun.)                                |                           |                           |              |
| "Man on the Farm"<br>Sherman & Marquette Inc.                                | Mother's Premium<br>Oats                      | MBS-295-1/2<br>(JanApr.;                 | 94,155                    | 50,954                    |              |
| "Roy Rogers Show"<br>Sherman & Marquette                                     | Oatmeal                                       | OctDec.)<br>MBS-514/CBC-1/2<br>(JanJun.; | 48,762                    | 770,856                   |              |
| "Challenge of the Yukon"                                                     | Puffed Grain                                  | AugDec.)<br>MBS-386-11/2                 | 258,995                   |                           |              |
| Sherman & Marquette<br>"Challenge of the Yukon"                              | Products<br>Quaker Puffed                     | (SeptDec.)<br>ABC-221-11/2               | 477,119                   | 813,275                   |              |
| Sherman & Marquette                                                          | Wheat, Puffed Rice<br>Sparkies                | (JanJvn.)                                |                           | 0.0/2/0                   |              |
| ''Grady Cole`& The Johnson Family''<br>Needham, Louis & Brorby               | Quaker Corn Meal<br>& Grits                   | CBS-35-34                                | 154,340                   |                           | 1.           |
| Source: Publishers Information Bureau                                        | ar At119                                      | •                                        | *880 A PC                 | ASTING • TELEC            | ASTING       |
|                                                                              |                                               |                                          | BRUADU                    | ATTING & TELEC            |              |



#### Food

(Continued from page 88)

Cheese beginning September, The Great Gildersleeve, NBC (\$563,-391), and for Velveeta Cheese, January and February (\$138,288), Marriage for Two (Jan.-Mar.), NBC, (\$291,590), total—\$1,487,732.

Pan American Coffee Bureau, The Human Side of the News (June-Dec.), ABC (\$310,834); Pet Milk Co., The Bob Crosby Show (ending September), NBC (\$594,-150), Mary Lee Taylor, NBC (\$416,327), Fibber McGee & Molly, beginning in September, NBC (\$238,383), total—\$1,248,860; Pictsweet Foods (canned vegetables and frozen foods), Bob Garred News (Feb.-August), ABC (\$31,-947); Procter & Gamble Co. (Crisco), Young Dr. Malone, CBS (\$776,108), and Road of Life, NBC (\$957,349), total-\$1,733,457; Ralston-Purina Co., Tom Mix, MBS, Jan.-June (\$512,442); Reddi-Wip Inc., Godfrey Digest, beginning October, CBS (\$162,218); P. J. Ritter Co. (varied food products), Betty Clark Sings (January), ABC (\$2,403); Roman Meal Co. (all products), Night Editor (Jan.-June), CBS (\$23,533); Rosefield Packing Co. (Skippy peanut butter), Skippy Hollywood Theatre, ending in September, CBS (\$345,-441).

S. & W. Fine Foods (canned

Class 12:

MOTOR FUEL is literally the product that oils the wheels of the American economy. And radio, the medium which reaches nearly every user of the product, is still being used extensively by the advertiser on both network and local levels.

Production of motor vehicles reached new highs in 1950. Some 8 million units came off the assembly lines, surpassing by more than 25% the previous year's output. Passenger cars alone were estimated to be 30% past the 1949 peak. At the year's end, defense cutbacks had not yet reached production lines.

In 1950, the big gasoline-oil firms

foods and coffee), Harry Babbitt Show, beginning August, CBS (\$27,422); Safeway Stores (milk and all products), Boston Blackie and starting Sept. 10, Memo from Molly, CBS (\$37,220); Scudder Food Products, Bob Garred News (Sept.-Nov.), ABC (\$15,130); Tex-O-Kan Flour Mills (Light Crust flour), Light Crust Doughboys, MBS (\$118,875); Washington Cooperative Farmers Assn. (Lynden Chicken), for December, Chet Huntley, News (\$1,688).

An example of traditional ball

CLEVELAND'S Chief STATION . WJW . CLEVELAND'S Stanger SIGNAL . WJW . CLEVELAND'S Chief STA



REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

BASIC ABC

CLEVELAND 15, OHIO

were deep in network scheduling with individual billings equalling or exceeding placements of the preceding year.

For the most part, the leading petroleum advertisers followed a three-way pattern of news, classical music or sports sponsorship.

#### Sun Oil Show

On the network side of the ledger, Sun Oil Co.'s news program series, Sunoco Three Star Extra, on 34 NBC stations, rolled up an expenditure of \$1,043,736, to lead other fuel films in the field. Another news sponsor, Standard Oil of Indiana, payed \$709,831 for its quarter-hour, five-day-weekly, news

passing, food advertiser to radio to consumer, with the odds favoring a touchdown, was National Bakers' spot campaign to promote Hollywood Bread. For this campaign, 150 AM stations were used along with 17 video outlets [BROADCAST-ING • TELECASTING, Sept. 25, 1950].

Charles Byron McDaniel, vice president and director of advertising of the Chicago firm, told BROAD-CASTING • TELECASTING that "we are increasing our spot schedules all the time." National Bakers Service buys all advertising, using agencies when the local bakery has one. It owns the formula for the low-calorie bread and issues franchises to leading bakeries in each market. Formula-owner gets a specific price for each loaf baked and of this sum, 50% is returned to the area for local advertising.

In the citrus belt, the notches were unloosened for radio spots last year. The Florida Citrus Commission was going ahead at a pace that foreshadowed a tripling of its radio TV placements. Its 1950-51 advertising budget stood at \$1.5 million. Spot radio got approximately \$235,000; television announcements came in for New York, Chicago and Baltimore, with an expenditure pegged at about half the radio spending.

Transcribed radio packages were used extensively by food advertisers in major markets and in the smaller market as well. Playbacks of programs already aired also were placed.

Starting in December, a "milk education" drive in Washington, D. C., by Maryland & Virginia Milk Producers Assn. placed radio spots to clarify its position to the public in the D. C. area over a hotly-contested local issue.

From coast-to-coast the spot lineup in the food category poured additional income into radio. This category, as it has since radio made its bow in the electronic age, had no difficulty. Whether inflation or deflation, defense or peace economy, food, an essential in everybody's sustenance and enjoyment, is here to stay in radio billings. commentary on CBS stations delivered by Edward R. Murrow and Larry Lesuer, who pinch-hitted while Mr. Murrow covered the Korean War.

Gasoline

In the news category, Pure Oil Co. aired Kalterborn Edits the News and Harkness of Washington on 35 NBC stations at a cost of \$610,096. Richfield Oil Corp. on 21 NBC stations, paid \$181,582 for Richfield Reporter. The program also was placed on 19 ABC stations for a \$150,061 outlay, a total expenditure for both networks of \$331,643.

Standard Oil of Indiana also chalked up a \$197,335 expenditure for *Carnegie Hall*, weekly halfhour broadcast (for Amoco) on 114 ABC stations from January through June. In the good music class, another fuel firm, Cities Service Co., spent \$640,026 for its half-hour weekly *Band of America* on 92 NBC stations. Displaying its faith in radio, Cities Service renewed the program for its 25th year last January.

Standard Oil of Indiana, Chicago, which distributes gasoline and petroleum products and accessories from Michigan to the Rockies and from Missouri to Canada, has used radio many years to build customer relations, dealer satisfaction, good will, to establish its name and—in recognizing radio's great appeal to the public—to increase sales.

#### Added TV in 1950

This is the company that in 1950 had achieved a singular success with the addition of television to its use of mass media (see gasoline-TV).

One of radio's most popular programs, We, the People, that was carried for a half-hour weekly on 116 NBC stations at a cost of \$611,-556, had Gulf Oil Corp. for the sponsor on behalf of the firm's varied products: Gasoline, oil, lubricants, tires and insecticides.

Other ranking network advertisers in this classification included: Delaware & Hudson Co., New York, with an expenditure of \$50,266; Glen Alden Coal Co. (blue coal), \$44,192; Pacific Western Oil Corp. (Skelly Oil Co.) \$193,032; Phillips Petroleum, \$302,682; Quaker State Oil Refining Co., \$13,156 (summer sponsor of Edward R. Murrow and the News on CBS); Sinclair Oil Corp., \$158,819; Standard Oil of California, \$278,676; Texas Co., \$293,771 (Metropolitan Opera broadcasts on ABC, January, February, March, November and December).

Extensive use of radio was in the sports world where once again such companies as Atlantic Refining, Tidewater-Associated Oil, Standard Oil of Indiana, Esso Standard Oil, Sun Oil and others were leading sponsors of mainly (Continued on page 92)

(Continued on page 32)

5000 W.

WW BUILDING

year of service

L he old know-how still is the final factor of success in this era of tight competition. After almost 30 years of broadcasting, there's plenty of savvy around Station WMAQ on what makes radio succeed as an entertainment and sales medium. If you want to get your product before one-tenth of the nation's population, earning and spending onetenth of the nation's wealth, WMAQ belongs in your advertising plans.

GU

#### Gasoline

#### CLASS 12. GASOLINE, LUBRICANTS & FUELS

(Continued from page 90)

, football and baseball broadcasts.

Many of the firms-Atlantic was an outstanding example-increased radio budgets to cover more markets and thus more auto owners.

These varied sponsorships dovetailed into regional and local sports coverage. Atlantic again sponsored broadcasts of all 12 games played by the Pittsburgh Steelers, National League professional football team. A network of stations in Western Pennsylvania was used for this coverage. It sponsored broadcasts of Easton High School in Pennsylvania over a local station.

Complete home schedules of a number of Ivy League teams and other well-known football powers in the North and Southeast were sponsored by Atlantic. A staff of about 50 announcers handled the firm's expanded schedule. Atlantic also made its debut in the sports TV big-time in 1950 (see gasoline-TV).

In baseball, Atlantic Refining Co. co-sponsored broadcast coverage of Philadelphia big league contests and played a dual role in Boston major league play.

Another football sponsor, American Oil Co., picked up the tab on purely local coverage taking 48 gridiron games over WORD and WDXY (FM) Spartanburg, S. C. Fletcher Oil Co., Boise (Veltex

LEADING NETWORK ADVERTISERS Network No. of Stations Hours per week 1949 1940 1950 Advertiser, program and agency Product Advertiser, program and agency SUN Oll CO. "Sunca Three Star Extra" Hewitt, Ogilvy, Benson & Mather STANDARD Oll CO. OF INDIANA "Carnegie Hall" Joseph Kaiz Co. "Edward R. Murrow" & Joseph Kaiz Co. "Edward R. Murrow" NBC-34-11/4 \$ 1,049,984 676,712 Oil, Fuel Oil & \$ 1.043.736 Sunaco Gas (American Oil Co.) Amoco Gas & Oil 907,166 393,686 s . . . . . . . ABC-114-1/2 197,335 (Jan.-Jun.) CBS-77-1¼ . . . . . . . ..... . . . . . . . . (Jul.-Dec.) C85-15-11/4 1 ubricants 52 140 . . . . . . . . . . . . . . (Oct.-Dec.) CITIES SERVICE CO. "Band of America" Ellington & Co. Inc. \$ 626,104 Gas & Oil N8C-92-1/2 \$ 640.026 S 613.410 GULF OIL CORP. "We, the People" Young & Rubicam 459,113 Gasoline, Oil, 611.556 646,806 NBC-116-1/2 2 \$ Lubricants, Tires Insecticides PURE OIL CO. "Kaltenbarn Edits the News" & "Harkness of Washington" 357,703 Petroleum Products NBC-35-11/4 2 610.096 609.832 Leo Burnett Co 398,525 331.643 324.724 RICHFIELD OIL CORP. 2 2 Gasoline, Motor Oil, Automotive Products Petroleum Products "Richfield Reporter" Hixson-Jorgenson Inc. "Richfield Reporter" NBC-21-11/2 181,582 150,061 . . . . . . . ABC-19-11/2 

NETWORK

(Gross)

1950

1949

1940

\$ 5,508,767

5,641.227

4,948,876

SPOT

(Net)

1950

1949

Source: Publishers Information Bureau

service stations), started a sevenweek Football Game of the Week sponsorship on five ABC stations on Sept. 30. Esso Standard Oil Co. was using special commercials on Red Barber's football telecasts and on its Esso Reporter newscasts.

Various other advertisers were clocked on the local-regional run. They included:

Flinco Inc., Salt Lake City (motor oils, gasoline and tires), appointed Ross Jurney & Assoc. last October to direct its advertising which took in purchases of quarter-hour trips on Intermountain Network stations.

Standard Oil Co. of California. San Francisco, renewed for 52 weeks its Let George Do It on the full Don Lee network of 48 outlets and 10 MBS Intermountain Network stations.

Sinclair Refining Co. (Super Power Sinclair gasoline), which started a radio program buy in 17 markets with 3,575 spot announcements in 19 cities last fall as a supplement for its fall campaign, had plans for future expansion in radio. This blueprint materialized only recently with a campaign to promote its "Anti-Rust" gasoline which was introduced in 1950.

This campaign calls for expenditures covering newscasts of varied lengths over local stations in 25 cities, for sports programs on the

Tobacco Network and in Philadelphia and Cleveland as well as co-sponsoring baseball games. Major theme of this campaign is built about a new chemical, RD-119, a rust inhibitor added to gasoline.

\$ 6,850,565\*

5,641,227

Further signposts of wide coverage for 1951 in the motor fuel category, thus ensuring fatter budgets despite more fuel consumption slated for the defense effort, are:

Bardahl Oil Co., St. Louis, purchaser of Bold Venture, new halfhour Ziv production for Chicago, Decatur, Ill.; Anderson, Ind.; Springfield and Moberly, Mo., with additions of other markets expected.

Bar-dol Products Corp. of Montreal (lubricants) which March 15 started a spot announcement campaign on 26 eastern Canadian stations.

### **NOW!** an Adapter for your 9-A Equipment!

- No Need to Buy Costly Additional Arms and Equalizers
- Operates through your present 9-A Switch & Filter
- Replace Diamond or Sapphire Points yourself in a few minutes

Better Fidelity—Less Needle Scratch—Higher Output

This G. E. RELUC-TANCE HEAD and ADAPTER is interchangeable with any standard 9-A, which can continue to be used for Vertical or Lateral transcriptions. Impedances are matched. Available also in MICRO-GROOVE type if desired.



only \$7 Sapphire point \$2.10 add'l

Diamond also available

**BROADCAST SERVICE CO.** 494 Arcade Bldg. St. Louis, Mo. POPULATION SHIFTS Market Study Compiled by J. Walter Thompson

ANALYSIS of population AN shifts during the past 10 years as they apply to the 162 major U.S. markets has been prepared by the market research department of J. Walter Thompson Co., New York, under the title "The Cream of Your Market."

The study is part of a complete compilation of marketing facts, based on 1950 census findings, which is now under way within the agency and slated for publication this fall, after final figures become available from the Census Bureau. The complete book will be the seventh edition of Population and Its Distribution, a 400-page encyclopedia covering all U.S. markets.

The report finds U.S. population during the 1940-50 decade has "undergone the greatest shift of any decade in the past half-century." While many markets have greatly

increased in population, it is pointed out, others have fallen off with the result that "your market may have moved, too."

The study reports that "in less than 4% of America's 3,075 counties are the 43 markets where almost half the nation's sales are made-and two-thirds of all sales are made in 162 markets."

The 162 markets are broken down into four groups: The "A" markets, or those having more than 2 million population; "B" markets, with population between 450,000 and 2 million; "C" markets, with 150,000 to 450,000 population, and "D" markets, with 50,000 to 150,000 population.

For each market the report shows the counties included, total population, percent of change since 1940, total dwelling units, total retail establishments, and total retail sales.

Write on Wire...



### Still another survey shows **WOWO IS YOUR BEST BET** in this rich Midwestern market The odds are 31 to 5

In this brand-new listenership survey made by Edward G. Doody & Company in a 13-county area surrounding Fort Wayne, WOWO ratings led a field of 20 stations by a wide margin! Out of 36 time segments tested.. 28 on weekdays and 8 on Sundays.. WOWO programs took first place in 31, leaving only 5 for all other stations combined. What's more, this survey covers only 13 of WOWO's 49 BMB counties! And previous surveys prove that WOWO's leadership is just as pronounced at the edges of its widespread circle as at the center. For economical, extensive coverage of this huge market-area, tell your story on WOWO. Get fullest details from WOWO or Free & Peters!



NBC AFFILIATE

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

#### Excerpts from

13-COUNTY COINCIDENTAL TELEPHONE SURVEY

made by Edward G. Doody & Company in the Fort Wayne trading area

> Monday through Friday (5-day average)

|         |       |     |            | WOWO | Next<br>Best |
|---------|-------|-----|------------|------|--------------|
| 7:00 -  | 7:15  | AM  |            | 10.6 | 2.6          |
| 7:15 -  | 7:30  | AM  |            | 9.9  | 2.7          |
| 7:30 -  | 7:45  | AM  |            | 11.3 | 2.4          |
| 7:45    | 8:00  | AM  |            | 7.0  | 1.9          |
| 8:00 -  | 8:15  | AM  |            | 13.1 | 2.5          |
| 8:15 -  | 8:30  | AM  |            | 9.8  | 2.6          |
| 8:30    | 8:45  | AM  | - <u>-</u> | 7.8  | 2.9          |
| 8:45    | 9:00  | AM  |            | 8.2  | 5.2          |
| 9:00 -  | 9:15  | AM  |            | 7.8  | 6.7          |
| 9:15 -  | 9:30  | AM  |            | 7.8  | 4.7          |
| 9:30 -  | 9:45  | AM  |            | 7.7  | 5.7          |
| 9:45 -  | 10:00 | AM  |            | 7.8  | 5.6          |
| 11:45 - | 12:00 | м   |            | 13.1 | 6.4          |
| 12:00   | 12:15 | PM  |            | 14.0 | 5.6          |
| 12:15 - | 12:30 | PM  |            | 10.8 | 5.0          |
| 12:30 - | 12:45 | PM  |            | 15.8 | 4.7          |
| 12:45   | 1:00  | PM  |            | 16.6 | 2.8          |
| 5:30 -  | 5:45  | PM  |            | 10.2 | 4.5          |
| 5:45    | 6:00  | PM  |            | 12.6 | 6.1          |
| 6:00 ·  | 6:15  | PM  |            | 18.8 | 5.3          |
| 6:15 -  | 6:30  | PM  |            | 17.5 | 3.2          |
| 10:00   | 10:15 | PM  |            | 9.6  | 5.8          |
| 10:15 - | 10:30 | PM  |            | 9.3  | 4.9          |
|         |       | Sun | days       | Đ    |              |
| 12:00   | 12:15 | PM  |            | 11.4 | 5.7          |
| 12:15   | 12:30 | PM  |            | 13.7 | 3.4          |
| 12:30 - | 12:45 | PM  |            | 17.0 | 4.3          |
| 12:45 - | 1:00  | PM  |            | 17.0 | 5.4          |
| 1:00    | 1:15  | РМ  |            | 22.0 | 6.3          |
| 1:15    | 1:30  | PM  |            | 12.4 | 4.9          |
| 1:30    | 1:45  | РМ  |            | 15.1 | 4.3          |
| 1:45    | 2:00  | РМ  |            | 6.9  | 5.4          |

## Class 13: ... Horticulture

| CLASS 13. HORTICULTURE                                                  |               | *********          |                                 |                     |               | *****        | *******                |
|-------------------------------------------------------------------------|---------------|--------------------|---------------------------------|---------------------|---------------|--------------|------------------------|
| LEADING NETWORK ADVER                                                   | <b>FISERS</b> | NETWORK<br>(Gross) | 1950<br>1949                    | \$105,696<br>97,642 | 5POT<br>(Net) | 1950<br>1949 | \$240,371*<br>224,000* |
| Advantage and second                                                    | Product       |                    | ork<br>f Stations<br>; per Week |                     | 1950          | 1949         | 1940                   |
| Advertiser, program and agency<br>FERRY MORSE SEED CO.<br>"Garden Gate" | Seeds         |                    | 72-1/4                          |                     | 1950          | \$ 97,642    |                        |
| MacManus, John & Adams<br>Source: Publishers Information Bureau         |               | (Jan               | May)                            | * BROA              |               | TELECAS      | TING estimate          |
| ********************                                                    |               |                    |                                 |                     |               |              | *******                |

RADIO sales appeal to the gardener remained soft and light in 1950 tabulations of national network advertisers.

Lone niche on the table was preserved by Ferry Morse Seed Co., which resumed its *Garden Gate* on CBS for 18 weeks, the segment starting Jan. 21.

Most activity in the flowers,

seeds and plants category was spurred on the local level. Michigan Bulb Co., Grand Rapids, Mich.; launched in November a spot campaign on 45 Canadian stations. Its agency was O'Neil, Larson & McMahon, Toronto.

Other local business placed pointed to 1951. Armand S. Weill Co. of Buffalo transacted for two to three quarter-hour farm programs in seven radio markets for its fertilizer product, with starting date set for January 1951.

In Baltimore, the 27th National Flower & Garden Show, which was to display its natural wonders March 31 to April 7 this year, appointed Kal, Ehrlich & Merrick, Washington, D. C., to direct its advertising that includes radio and TV spot.

### Class 14: ... Household Equipment

AN APPLIANCE industry, torn betwixt its peace-time and defense production for 1950, reflected its uncertainty in declined radio network billing. Total gross expenditure for advertisers in the Household field was nearly halved from the 1949 outlay.

Although the industry set new all-time peaks for civilian production during the year, George B. Cumming, general secretary of the National Electric Mfrs. Assn., acknowledged that its 1950 theme— "Back to Selling"—had to be converted to "Back to Mobilization."

#### Defense Program

In 1950, the full effect of the defense program had not yet struck. Sales of electric appliances were over the 1949 mark by one-third. Electrical products going into building construction were on the upswing. Illuminating equipment sales climbed. Insulated wire and cable had a sharp rise in sales (30%).

Only sales drop reported by Mr. Cumming was in the "generation, transmission and distribution equipment" field where the drop was 10%.

For the future, the outlook is dim, Mr. Cumming says. Nub of the appliance problem is the defense buildup. He warns of an expected slump in output as high as 30-40% in 1950.

In the heavy equipment field, where the drop was great in 1950, a reversal of the trend can be expected because of increased demands of the war economy. Thus, Mr. Cumming notes the strength in the great productive capacity that is coupled with the versatility

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of the electrical manufacturing industry.

Increased radio budget, however, was marked by the leading advertiser in the classification. Philco Corp., sponsor of *Breakfast Club*, 15-minute segment Mon.-Fri., over 287 ABC stations, had a \$1,618,266 radio allocation, on behalf of its 1950 line of refrigerators, freezers and air-conditioning units.

Seeman Bros. Inc. (Air-Wick) paid \$537,801 to place Monday Morning Headlines on 264 ABC stations and \$147,787 for Allan Jackson and the News, carried by 171 CBS stations.

Another of the top six, Gulf Oil Corp. (Gulf Spray and other products) put out \$402,704 for its May through September billing of the Lanny Ross Show on 384 MBS stations. Westinghouse Electric Corp. dropped \$152,895 in the radio till by sponsoring Ted Malone over 228 ABC outlets (January and February) for its Laundromats, refrigerators, ranges and irons.

#### 'Club Time' on ABC

Club Aluminum Products Co. (aluminum household utensils) expended \$118,587 for *Club Time* on 20 ABC stations. Perennial sponsor General Electric Co. chalked up \$39,650 for two of its programs fed twice on 177 CBS stations,

#### Dinner at Eight and Philadelphia Story.

The latter company reported last February that it would have to cut back its refrigerator production at its Erie, Pa., plant some 4,500 units weekly by April 1 and 7,500 by May 1. Robert C. Reed, assistant works manager of the Erie plant, said growing shortages of essential materials would probably force the reductions. GE is generally regarded as the bellweather of the appliance industry.

#### Local Spot Activity

Local and spot activity was marked by such companies as Blackstone Washing Machine Corp. which renewed its *Blackstone*, *Magic Detective*, quarter-hour, transcribed program, produced by Charles Michelson Inc. Rexal Products of Canada (Speedix cellulose tape) began five-minute programs on a number of Canadian major market stations last November.

Crossland Mfg. Co. (moth-proofing products) named Dorrance-Waddell to handle its advertising drive for a new mothproof product to be introduced in 1951. The campaign envisioned spot radio.

Spelling out continued spot activity for radio were these plans reported in 1951:

Igoe Bros. Inc., Newark (appliance distributor), appointed in February United Advertising, same city, to handle its placement which includes radio. Another naming that month was W. W. Garrison & Chicago by Automatic Washer Co. of Newton, Iowa, to handle its radio and other advertising.

Norge Div. of Borg-Warner Corp. started a concentrated radio spot campaign in 47 non-TV markets Jan. 15. Its initial 21-week drive called for about 150 spots weekly, with the schedule to be dropped during the summer and resumed in September. Benjamin Moore Co. of Toronto kicked off a February campaign by sponsoring Betty Moore Decoration Talks on 11 Dominion network stations.

| CLASS 14. HOUSEHOLD EQUIPM                                          | NETWORK<br>(Gross)                                 | 1940 1,03                                    | 5,968<br>8,005<br>9,919† | SPOT 195<br>(Net) 194 |                    |
|---------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------|--------------------------|-----------------------|--------------------|
| Advertiser, program and agency                                      | Product                                            | Network<br>No. of Stations<br>Hours per Week | 1950                     | 1949                  | 1940               |
| PHILCO CORP.                                                        |                                                    |                                              | 1700                     | 1747                  | 1940               |
| 'Breakfast Club''<br>lutchins Adv. Co.                              | Refrigerators, Freezers,<br>Air-Conditioning Units | ABC-287-11/4                                 | \$ 1,618,266             | \$ 1,592,8            | 7.5 \$15,00        |
| EEMAN BROTHERS INC.                                                 |                                                    |                                              | \$ 685,588               | \$ 675,1              | 95                 |
| 'Monday Morning Headlines''<br>Villiam H. Weintraub & Co.           | Air-Wick                                           | ABC-264-1/4                                  | \$ 537,801               | \$ 523,4              |                    |
| 'Allan Jackson and the News''<br>Villiam H. Weintraub & Co.         | Air-Wick                                           | CBS-171-5 min.                               | \$ 147,787               | \$ 138,0              | 35                 |
| ULF OIL CORP.                                                       |                                                    |                                              |                          |                       |                    |
| Lanny Ross Show"<br>oung & Rubicam Inc.                             | Gulf Spray & Other<br>Products                     | MBS-284 11/4<br>(May-Sept.)                  | \$ 402,704               | • • • • • • •         | \$459,11           |
| VESTINGHOUSE ELECTRIC CORP.                                         |                                                    |                                              |                          |                       |                    |
| Ted Malone''<br>IcCann-Erickson                                     | Laundromats, Refrig-<br>erators, Ranges, Irons     | ABC-228-25 min.<br>(JanFeb.)                 | \$ 152,895               | \$ 903,9              | 97 \$503,59        |
| UB ALUMINUM PRODUCTS CO.                                            |                                                    |                                              |                          |                       |                    |
| Club Time"<br>o Burnett Co. Inc.                                    | Alumnium Household<br>Utensils                     | ABC-20-1/4                                   | \$ 118,587               | • • • • • • •         | •• •••••           |
| ENERAL ELECTRIC CO.                                                 |                                                    |                                              |                          |                       |                    |
| Dinner at Eight'' &<br>Philadelphia Story''                         | Any or All Products                                | CBS-177-1<br>(Two Times)                     | \$ 39,650                | •••••                 | . \$525,79         |
| urce: Publishers Information Bureau<br>Includes Household Equipment |                                                    |                                              | * BROAI                  |                       | ELECASTING estimat |



#### your choice...in music too!

That's right. From Capitol's sparkling catalog of over 5,000 selections you choose approximately 2,000 tunes as your basic Capitol Custom Library. Then, starting with the first month your Custom Library expands and rotates with new and exchange transcriptions, selected also by you. Whether your need is for specified types of music, musical shows featuring name artists (with voice tracks and all the trimmings), short tunes, instrumental tunes, or general utility program aid material...

a Capitol Custom Library is readily adaptable to your requirements.

And, more good news. This new modern Capitol Custom Library plan saves your programming dollars. You pay only \$75.00 per month the first

year and just \$50.00 per month thereafter.

We'll gladly furnish complete details and a Capitol Transcription catalog at no obligation. Investigate the Capitol Custom Library today.

#### It's the library you want at the price you want to pay



Sunset at Vine · Hollywood 28, Calif.

### Class 15:

NETWORK advertisers in the Household Furnishings category started off 1951 by greeting the year with a nearly double expenditure for January in comparison with the same month in 1950.

They spent \$68,334 for the month, in comparison with the total for the previous January, \$38,-494.

This advance in 1951, if continued, may dispel the decline noticed in last year's radio revenue for the furnishings' category. Total for 1950 was \$600,557, some \$300,000 below the 1949 level.

Leading the first six network advertisers in 1950, as shown in the accompanying table, was Armstrong Cork Co., which spent \$458,-416 for *Theatre of Today* over 177 CBS stations.

Also in the top six was Sealy Inc. (mattresses) with a \$43,992 expenditure for a CBS news program over eight stations. Mailing house sponsorship of varied network programs on short-term bases accounted for another \$42,254. Burton-Dixie Corp. (mattresses, pillows, comforters, etc.) entered \$36,394 in the network column for

| ٠ | ٠ | <b>\$</b> | Household | Furnishings |
|---|---|-----------|-----------|-------------|
|   |   |           |           |             |

| LEADING NETWORK ADVE                                                                                        | NETWORK<br>(Gross)<br>RTISERS                     | 1950 \$ 600,557<br>1949 903,648<br>1940 1,039,919†                                     | •                   | SPOT \$<br>(Net) | 1,562,410*<br>1,232,000* |
|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------------|---------------------|------------------|--------------------------|
| ~                                                                                                           |                                                   | Network<br>No. of Stations                                                             |                     |                  |                          |
| Advertiser, program and agency                                                                              | Product                                           | Hours per Week                                                                         | 1950                | 1949             | 1940                     |
| ARMSTRONG CORK CO.<br>"Theatre of Today"<br>BBDO                                                            | All Products                                      | CBS-177-1⁄2                                                                            | \$ 458,416          | \$ 455,638       | •••••                    |
| SEALY INC.<br>"Chet Huntley, News"<br>Alvin Wilder                                                          | Mattresses                                        | CB\$-8-3/4                                                                             | \$ 43,992           | \$ 25,602        | ••••••                   |
| SAVE-BY MAIL<br>"Under Arrest"                                                                              | Christmas Tree Decorations &                      | MBS-64-1/2                                                                             | 42,254<br>\$ 14,118 |                  | • • • • • • •            |
| "True or False"                                                                                             | Balloons & Smoking Pipes                          | (NovDec.)<br>MBS-46-1/2                                                                | 6,577               |                  | • • • • • • •            |
| "Bill Lang, Inside News,<br>Bill Lang & Arthur Van<br>Horn, Queen for a Day,<br>Sidney Walton, Inside News" | Christmas Tree Ornaments<br>& Smoking Pipes       | (Two Times)<br>MBS-131 Short term<br>contracts in Dec.<br>for various MBS<br>stations. | 21,559              |                  | •••••                    |
| BURTON-DIXIE CORP.                                                                                          |                                                   |                                                                                        | \$ 36.394           |                  |                          |
| "Paul Harvey, News"                                                                                         | Mattresses, Pillows<br>Comforters, Others         | ABC-119-1/4<br>(Dec. Only)                                                             | • • • • • • •       |                  |                          |
| STATCO CORP.                                                                                                |                                                   | •                                                                                      | \$ 13,422           |                  |                          |
| "World News Roundup"<br>Arthur Rosenberg Co.                                                                | Glowing Christmas Tree<br>Ornaments               | CBS-74-1/4<br>(NovDec.)                                                                | 7,884               | ••••••           | •••••                    |
| "Meet Frank Sinatra"<br>Arthur Rosenberg Co.                                                                |                                                   | CBS-25-1/4<br>(Two Times)                                                              | 5,538               | •••••            |                          |
| WHITEHOUSE CO.                                                                                              |                                                   |                                                                                        | \$ 6,079            |                  |                          |
| "Sidney Walton, News"                                                                                       | Christmas Tree Ornaments                          | MBS-59-1/4                                                                             | 1,933               |                  | •••••                    |
| "Bobby Benson" &<br>"Sidney Walton"                                                                         | Christmas Tree Ornaments &<br>Wild West Novelties | (One Time)<br>MBS-59-1/2<br>(One Time)                                                 | 4,146               |                  | • • • • • • •            |
| Source: Publishers Information Bureau<br>† Includes Household Equipment                                     |                                                   |                                                                                        | * BROADCASTIN       | G • TELECAS      | TING estimate            |

a one-month news show on 119 ABC outlets.

CLASS 15. HOUSEHOLD FURNISHINGS

Statco Corp. (Christmas tree



ornaments) added \$13,422 for short-term sponsorships of news broadcasts and *Meet Frank Sinatra*, over 74 and 25 CBS stations, respectively. Another Yuletide ornament order house, Whitehouse Co., chalked up \$6,079 for one-time broadcasts on 59 MBS outlets. Mohawk Carpets Inc. was an

example of a firm using extensive

#### CAB CODE Rules Regarding Practices

CIVIL Aeronautics Board has adopted a set of "principles of practice" designed to prohibit relations between a member of the board and CAB's staff by a private industry party where "influence" is being sought in connection with a pending case.

CAB is a regulatory agency with quasi-judicial powers similar to those of the FCC. The code adopted by CAB follows the pattern being proposed for all regulatory agencies by Sen. Paul Douglas (D-III.). He is currently working out such a canon.

Various proposals for a "code of ethics" for government agencies have been forwarded by Congressmen as an aftermath of the sensational disclosures of Congress' probe of the Reconstruction Finance Corporation [BROADCASTING • TELECASTING, April 2]. CAB, itself, has been alleged with coming under "influence" from outside sources. These charges are understood to be under surveillance by Senate probers. spot radio. It started a spring campaign by buying three quarter-hours per week on radio stations in 26 non-television markets.

Other companies, such as Thor Corp., O. A. Sutton Corp. (air circulators and heaters), Thayer Inc., Gardner, Mass. (baby furniture), based their plans on the use of both radio and TV spot.

#### CALIF. INSTITUTE Sold to Wood, Bishop

CALIFORNIA Institute of Radio and Television, Hollywood, has been purchased by Lee Wood-Jim Bishop Enterprises Inc., Los Angeles, from Chloe Owings effective April 1. The school, founded in 1943, is located at 5910 Sunset Blvd.

Mr. Wood, a radio writer and actor currently is featured on CBS Lee Wood Reports and KTSL (TV) Hollywood Lee's Lair, and writes Don Lee Frank Hemingway Show. Mr. Bishop is president of Bishop & Assoc. Inc., Los Angeles advertising and public relations firm.

Faculty members, made up exclusively of working professionals now employed in either radio or television, include Rollo Hunter, ABC Western Division Program Manager, Reed Browning, announcer, ABC Welcome to Hollywood; Dick Cutting, CBS Hollywood announcer and newscaster; Lee Wood. School currently has 21 students enrolled.



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Class 16: .                                                                      | That                                      | IT OF TOT                         | 1 1                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------|----------------------|
| RADIO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                  |                                           | USUIId                            |                      |
| and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                  | •                                         |                                   |                      |
| 0.000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                  |                                           |                                   |                      |
| TELEVISION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CLASS 16. INDUSTRIAL MATERIA                                                     |                                           |                                   |                      |
| ENGINEERS-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                  | NETWORK<br>(Gross)                        |                                   | 146,246<br>174,673   |
| You can                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | LEADING NETWORK ADVERTISER                                                       | (5                                        | Network                           |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Advertiser, program and agency                                                   | Product                                   | No. of Stations<br>Hours per Week |                      |
| NOW BUY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | U. S. STEEL CORP.<br>"Theatre Guild on the Air" &<br>(Eff. JunSept.) "NBC Summer | Institutional                             | NBC-168-1                         | \$ 1                 |
| TOWER LIGHTING EQUIPMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Symphony"<br>BBDO                                                                |                                           |                                   |                      |
| COMPLETE KITS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | E. I. DU PONT DE NEMOURS & CO. INC.<br>"Cavalcade of America"<br>BBDO            | Institutional                             | NBC-152-1/2                       | \$                   |
| EVERYTHING NEEDED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                  |                                           | (JanJun.;<br>AugDec.)             |                      |
| for ANY Tower                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Source: Publishers Information Bureau                                            |                                           |                                   | *BROADCA             |
| 150 to 900 Feet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                  |                                           |                                   |                      |
| Exposed or Conduit Wired                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | INSTITUTIONAL campaigns by U. S. Steel Corp. and duPont again                    |                                           | widely commend-                   |                      |
| Den's last and a firmer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | proved to hold a virtual monopoly                                                | ed for its prese<br>junction with RC      |                                   |                      |
| Don't let lack of some<br>critical fitting hold-up                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | on radio advertising in the In-<br>dustrial Materials category. U. S.            | hour-and-a-half p                         | roduction of Ham-                 | Out                  |
| completion of<br>YOUR JOB!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Steel maintained a one-hour show<br>during the entire year and du-               | let on March 4 of<br>Among those          | this year.<br>firms signing up    | no shi<br>the bi     |
| H & P Lighting equipment,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Pont's Cavalcade of America was                                                  | for spot radio ti                         | ime in 1950: Ca-                  | Pont-                |
| consistently specified by<br>outstanding electronic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | off the air for only one month.                                                  | nadian Industrial                         | Alconol Co. Ltd.,                 | stitut               |
| engineers, is furnish-<br>ed os stondord                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                  |                                           |                                   |                      |
| equipment by most-<br>leading tower monu-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                  |                                           | Т                                 | _                    |
| focturers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Class 17:                                                                        | <u>A</u> A                                | . In                              | S11                  |
| COMPLETE 300 MM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                  | v v                                       | V                                 |                      |
| SAVE BEACON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                  |                                           | *********                         |                      |
| Purchosing Time! Potented<br>Erection Time! Potented                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CLASS 17. INSURANCE AND BANK                                                     |                                           |                                   |                      |
| Completion<br>Time! dome circulates<br>the air, assures<br>cooler operation,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                  | NETWORK<br>(Gross)                        |                                   | ,852,728<br>,737,682 |
| Index | LEADING NETWORK ADVERTISER                                                       | S                                         | 1940 _ 1                          | ,004,378             |
| port at low                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                  |                                           | Network<br>No. of Stations        |                      |
| est point.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Advertiser, program and agency<br>PRUDENTIAL INSURANCE CO. OF AMERICA            | Product                                   | Hours per Week                    | \$_I,                |
| SINGLE and DOUBLE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | "Jack Berch Show"<br>Bentan & Bowles Inc.                                        | Insurance                                 | NBC-139-11/4                      | 1,                   |
| Designed<br>for standard                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | "Prudential Family Hour of Stars"<br>Benton & Bowles Inc.                        |                                           | CBS-149-1/2<br>(JanFeb.)          |                      |
| A-21 traffic<br>signal lamps,<br>Prismatic globes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | EQUITABLE LIFE ASSURANCE SOCIETY<br>OF THE U. S.<br>"This Is Your F.B.I."        | Insurance                                 | ABC-904 14                        | \$                   |
| SHE WAR CAA spe-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Warwick & Legler Inc.<br>MetroPolitan Life Insurance Co.                         | Insviance                                 | ABC-284-1/2                       | s                    |
| CODE FLASHER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | "Eric Severeid, News"<br>"Dave Vaile" (West Coast)                               | Institutional                             | CB\$-22-11/4                      | •                    |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (Eff. April) "Alan Jackson, News"<br>Young & Rubicam Inc.                        |                                           |                                   |                      |
| No contact points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.<br>"Mutual Calling"                       | Insurance                                 | MBS-504-1<br>(One Time)           | , \$                 |
| d, floshes per minute.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Source: Publishers Information Bureau                                            |                                           | (                                 | BROADCAS             |
| "PECA" SERIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                  |                                           |                                   |                      |
| PHOTO-ELECTRIC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | THE important and sizeable con-                                                  |                                           | s that no special                 |                      |
| CONTROL<br>Lights automatically, if                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | tribution of banks and like finan-<br>cial institutions is shown in the          | survey was made<br>radio, but, judgin     | g from previous                   |                      |
| any part fails.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | accompanying chart for this cate-<br>gory.                                       | analyses, "several<br>will make regula    | thousand banks                    | 2                    |
| PROMPT SERVICE and DELIVERY<br>Order through your jobber or Tower Manufac-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | According to the American                                                        | employing partic                          |                                   |                      |
| turer. We will send his name on request.<br>Send for FREE Catalog                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Bankers Assn., the 14,000 commer-<br>cial banks in the United States             | nouncements."<br>In its national s        | survey conducted                  |                      |
| Gives complete bill of material for each of our<br>7 kits, with itemized costs,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | can be expected to spend approx-                                                 | last January, to v                        | which more than                   |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | imately \$43 million for advertising<br>during 1951—and radio will get a         | one-third of the h<br>the association fou | nd that checking                  | JUST                 |
| HUGHEY & PHILLIPS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | sizeable share along with other media.                                           | accounts would red<br>in advertising, fo  |                                   | Buys                 |
| TOWER LIGHTING DIVISION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Further elaboration on bank ad-                                                  | by savings account                        | nts, auto loans,                  | Gets                 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | vertising during this year is of-<br>fered by the American Bankers               | farm production<br>loans, mortgage        |                                   | _                    |
| 4075 BEVERLY BOULEVARD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Assn., which points out that its                                                 | mail and business                         |                                   | NC                   |

Assn., which points out that its

messages probably will put heav-

iest emphasis on deposit services.

LOS ANGELES 4, CALIFORNIA

#### M 11 16 Τ 1 1 Iateria S

27

\$ 370.524 709,161 S 710,820 ASTING • TELECASTING estimate ................... tic Adhesive Products Ltd., tibi Power & Paper Co., A. O. th Co. and Chemicals Inc. utlook for 1951 is steady, with harp changes anticipated, since big two-U. S. Steel and du--will be continuing their intional programs on NBC. Irance ---8 SPOT 1950 2 (Net) 1949 8 \$ 3,124,819\* 1,344,000\* 1950 1949 1940 724,655 1,956,359 1,378,695 1,479,862 1,379,989 \$ S 99,873 577,664 . . . . . . . 929,460 909,193 S . . . . . . . 429,894 S 47B,140 . . . . . . . 13.512 S 373,394 . . . . . . .

ASTING • TELECASTING estimate

SPOT

(Net)

1950

1,437,085

1950

1949

1949

\$ 1,452,089

\$ 240,371\* 112,000\*

1940

. . . . . . .

......................

The banking association reports (Continued on page 99)



#### Insurance

(Continued from page 98) this media appraisal:

The trend is more and more to bank services that appeal to the masses. To reach prospects in substantial numbers it becomes increasingly necessary for banks to turn to mass media, of which radio and television are outstanding examples. It is a logical and inevitable conclusion that banks in the future will rely more and more heavily on these two avenues of communication to tell their story to the public.

Another favorable indicator is the fact that in 1950 the nation's mutual savings banks' deposit exceeded \$20 billion for the first time. Further, the banks expect an even greater expansion as the mobilization program advances.

A record year for life insurance, 1950 saw purchase of \$29.5 billion, boosting total life insurance in force to \$228 billion. In spite of this success, radio network purchases by insurance companies declined by about 25% from 1949 to a total of \$2,852,728 for 1950.

#### **Prudential Insurance**

Prudential Insurance Co.'s Jack Berch Show accounted for nearly half of the network total. Equitable's This Is Your FBI and Metropolitan's news programs made up most of the rest.

Farmers Insurance Group, Los Angeles, signed a 52-week contract in September 1950 for a half-hour weekly show on the full Don Lee network of 45 stations through Bishop & Assoc. Adv., Los Angeles.

State Farm Insurance Co., Bloomington, Ill., began sponsor-ing a weekly five-minute news commentary program on MBS in February this year, through Needham, Louis & Brorby, Chicago.

The Institute of Life Insurance in New York expects 1951 to be a "year of continued progress and expansion" for insurance companies. It feels there will be more demand than ever for personal life insurance as well as group em-ploye benefit plans and pension programs. Expansion of all busi-ness and industry will mean greater need for capital funds, assuring strong demand for life insurance financial reserves.

#### WFGN ROBBED Stolen Equipment Listed

MORTON E. GREEN, general manager, WFGN Gaffney, S. C., has furnished details of the burglary which occurred at the station March 24 [BROADCASTING • TELECASTING, April 2]. Of necessity, Mr. Green reported, WFGN was off the air March 25 but with the assistance of WGCD Chester, S. C., returned to the air March 26.

Among the items reported as stolen are, a console, Raytheon, Model RC-11, serial No. 336; two Presto 62-A turntables and motors, serials 4605, 4609; two reproducer arms, GE-FA21A with cartridges (RPX-046); a Sylvania Tube Tester, Model 140, and two RCA Jr. Velocity (74-B) microphones.

| -        | T          | 1   |
|----------|------------|-----|
| \$<br>\$ | \$<br>Jewe | lry |

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

| LEADING NETWORK ADVERTIS                                                                  | NETWORK<br>(Gross)<br>ERS                 | 1950 \$1,167<br>1949 2,789<br>1940 305 | •                        | • •                   | 365,190*<br>592,000* |
|-------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------|--------------------------|-----------------------|----------------------|
|                                                                                           |                                           | Network<br>No. of Stations             |                          |                       |                      |
| Advertiser, program and sponsor                                                           | Product                                   | Hours per Week                         | 1950                     | 1949                  | 1940                 |
| LONGINES-WITTNAUER WATCH CO. INC.<br>"Longines Symphonette"<br>Victor A. Bennett Co. Inc. | Watches                                   | ABC-140-1 H 40 min                     | \$ 893,354<br>n. 228,807 | \$ 985,248<br>480,247 |                      |
| "Choraliers" &<br>(Eff. Oct.) "Symphonette"<br>Victor A. Bennett Co. Inc.                 | Longines Watches                          | CBS-149-1/2<br>(AprJun.;<br>SeptDec.)  | 267,899                  | 490,276               | • • • • • •          |
| "Symphonette" &<br>(Eff. Oct.) "Choraliers"<br>Victor A. Bennett Co. Inc.                 | Wittnauer Watches                         | CBS-151-1/2<br>(AprJun.;<br>SeptDec.)  | 396,648                  |                       |                      |
| BRUNER-RITTER INC.<br>"Chance of a Lifetime"<br>Raymond Spector Co. Inc.                  | Bretton Watch Bands,<br>Bracelets, Others | ABC-205-1/2<br>(JanMay)                | \$ 347,382               | \$ 266,760            | •••••                |
| SPEIDEL CO.<br>"Stop the Music"<br>Cecil & Presbrey                                       | Wristwatch Bands and<br>other products    | ABC-204-1/4<br>(JanJul.)               | \$ 317,328               | \$ 519,469            | ••••••               |
| REVERE CAMERA CO.<br>"A Date With Judy"<br>Roche, Williams & Cleary Inc.                  | Movie Cameras, Projector<br>Accessories   | s ABC-77-1/2<br>(JanFeb.)              | \$ 50,370                | \$ 355,238            |                      |
| WALTHAM WATCH CO.<br>"Share the Wealth"<br>Hershon-Garfield Inc.                          | Waltham Watches                           | ABC-22-25 min.<br>(Two Times)          | \$ 8,875                 |                       |                      |
| Source: Publishers Information Bureau                                                     |                                           |                                        | *BROADCASTING • T        | ELECASTING es         | timate               |

ALTHOUGH the network expenditures of jewelry firms fell off in 1950, the industry as a whole, especially watch manufacturers, continued to spend liberally in radio. Most of radio's revenue in this category comes from spot announcements at station-break time signals. Watchmakers such as Benrus, Hamilton, Helbros, Bulova, Gruen etc. do not show up on the network roster, but they are among radio's most enthusiastic supporters.

Benrus Watch Co. used \$20,000 worth of radio-TV spots before and after the World Series games. The

#### RADIO CANADA BLDG. **CBC Sets May 18 Opening**

CANADIAN BROADCASTING Corp. plans to officially open its new Radio Canada Bldg., at Montreal, May 18. A special events radio program and leading personalities in Canadian and United States broadcasting will be featured. The building is the former 12-story Ford Hotel on Dorchester St. in the heart of downtown Montreal.

It was bought by CBC for the Canadian government at over \$2 million in July 1948, and has been refitted as the center of CBC French-language programs; CBC International Service done for the Canadian Dept. of External Affairs in 14 languages, and all programming for Quebec. It also houses the CBC engineering division, Quebec commercial operations and has a board room for the CBC board of governors meetings. Control room in Radio Canada Bldg. can handle up to 50 programs simultaneously, and with shortwave foreign language broadcasts included, is estimated to originate more programs than Radio City, New York.

firm's total radio budget for 1950 totaled approximately \$1 million.

A whopping \$4 million was appropriated by Bulova for radio-TV in 1950, \$500,000 more than in 1949.

Helbros Watch Co., a network sponsor in 1949, was considering both network and spot campaigns

for 1951.

Leading network advertiser, Longines-Wittnauer Watch Co., accounted for more than three-fourths of the total network expenditures. That firm's Longines Symphonette was the only year-round network program in the jewelry category for 1950.



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HOWARD LONG

### LOAN CO. EXEC. INCREASES RADIO BUDGET BY 40%

Standard Loan Company Chester, Penna., is one of 12 branch offices. Howard Long. manager of this office, upped his budget on WPWA by a cool 40% because we produced new applications at \$4.25 each, whereas his newspaper space required \$7.50 per new application.

Mr. Long's branch office was in seventh position when the commercials were first aired on WPWA. His branch is now in the number two slot.

"Success stories" such as this are fairly common among users of time on WPWA. What more can we tell you to persuade your clients that the Delaware County, Penna. audience cannot be effectively reached without WPWA? We invite your consideration of our up-and-coming 1,000 watter. Check up on us TODAY.



#### DELAWARE COUNTY'S FIRST STATION

1590 on the dial, FIRST in the hearts of listeners

#### CHESTER, PENNA.

Represented By NATIONAL TIME SALES 17 E. 42nd Street, New York City

## Class 19:... Office Equipment

| CLASS 19. OFFICE EQUIPMENT, S                 | STATIONERY & V        | VRITING SUPPLIES                           |           |                               |                                         |
|-----------------------------------------------|-----------------------|--------------------------------------------|-----------|-------------------------------|-----------------------------------------|
| LEADING NETWORK ADVERTISERS                   | NETWORK<br>(Gross)    | 1950 \$1,282,246<br>1949 1,413,696<br>1940 |           | SPOT 1950<br>(Net) 1949<br>0. | \$360,556*<br>Less than<br>1 % of total |
|                                               |                       | Network<br>No. of Stations                 |           |                               |                                         |
| Advertiser, program and agency                | Product               | Hours per Week                             | 1950      | 1949                          | 1940                                    |
| HALL BROTHERS INC.                            |                       | •                                          | \$682,954 | \$649,530                     | \$ 63,328                               |
| "Hallmark Playhouse"<br>Foote, Cone & Belding | Greeting Cards        | CBS-176-1/2<br>(JanJun.:                   |           |                               |                                         |
| roome, Come a beiding                         |                       | SeptDec.)                                  |           |                               |                                         |
| EVERSHARP INC.                                |                       |                                            | \$599,292 | \$764,166                     | \$231,403                               |
| "Take It or Leave It"                         | Pens, Pencils, Razors | NBC-165-1/2                                |           |                               |                                         |
| Biow Co.                                      | & Blades              | (Jan.–Sept.)                               |           |                               |                                         |
| Source: Publishers Information Bureau         |                       |                                            | * BROAD   | CASTING . TELECA              | STING estimate                          |

FOR THE third year, network time sales in the Office Equipment, Stationery and Writing Supplies classification have declined. From a 1947 high of \$4,230,989, they fell to \$2,317,072 in 1948, to \$1,413,696 in 1949, and slightly over the \$1 million mark in 1950. Only two network advertisers were reported in this category, and neither of those had year-round schedules.

The two advertisers, Hall Brothers Inc. and Eversharp Inc., reversed their order in total expenditures in 1950 as compared with 1949. Eversharp, which led Hall Brothers in 1949, dropped Take it or Leave It in September, 1950, while Hallmark Playhouse continues into this year.

#### Added to Roster

In 1951, Dictograph Corp., San Francisco, was added to the network advertising roster, purchasing a 14 program series on MBS, including *True or False*, *Major George Fielding Eliot*, *Lanny Ross* and *Mutual Newsreel*.

Spot radio accounts in this category included All-Steel Equipment Inc., Aurora, Ill. (A-S-E steel office equipment); Evans Pen Corp., Hollywood, Calif. (Evans and Evanette ball point pens); Fieldston Ball Pen Co., New York; Norma Pencil Corp., New York; Norma multicolor pencils); Remington Rand Inc., New York; Scripto Inc., Atlanta, Ga.; W. A. Sheaffer Pen Co., Madison, Iowa; Silhouette Corp., St. Louis, Mo. (Personality Girl stationery); Stratford Pen Corp., New York; Ward Paper Co., Merrill, Wis. (Lustre Duster); Western Stationery Co., Topeka, Kan.

#### J. H. Mackey

JOSEPH H. MACKEY, 52, division manager, public relations department, WRVA Richmond, Va., died suddenly April 3 at his home. A native of Richmond, and a World War I veteran, Mr. Mackey had been associated with WRVA since its beginning in 1925. He was an announcer and did a blackface skit on the old Corn Cob Pipe Club when it was on NBC originating from Richmond.

#### SUMMER RADIO-TV INSTITUTE NBC-Northwestern U. Project Starts June 25

TENTH ANNUAL NBC-Northwestern U. Summer Radio and Television Institute will open in Chicago June 25 for specialized students of the broadcast fields. The six-week session will offer 13 advanced courses in programming, production, writing, sales, management, public service, news and announcing. A special series outlining the "Chicago school" of TV production will be offered this year for the first time.

The new series, available to "a limited group of students with unusual talents and promise," includes Television Directing for Local Stations, with Arthur Jacobson, NBC Chicago TV program manager; Creative Television Production, with Ted Mills, NBC Chicago executive TV producer, and Ben Park, TV producer-director; and Television Station Operations, with George Heinemann, NBC Chicago TV operations manager.

Other institute courses and instructors:

Radio and Television Announcing, Louis Roen, NBC Chicago announcer; Music for Radio and Television, Don Marcotte, director of the NBC Chicago Music Dept.; Sales and Management, Donley E. Fedderson, chairman of the department of radio and television at the School of Speech, Northwestern U. and co-director of the institute; Howard B. Meyers, WMAQ (NBC) Chicago sales manager, and guest lecturers; Dramatic Writing, Martin Maloney, assistant professor of radio, N. U.; Continuity Writing, Lyle D. Barnhart, assistant professor of radio, N. U.

Program Planning and Building, Charles Hunter, assistant professor of radio, N. U.; Radio Directing Techniques, Ralph Knowles, NBC Chicago radio production-director; Radio Production Procedures, Homer Heck, NBC Chicago radio program - production manager; News and Special Events Broadcasting, Baskett Mosse, assistant professor of radio, N. U. Journalism School, and Public Service Broadcasting, Judith Waller, NBC Chicago director of public affairs and education and co-director of the institute.

Enrollment, as in the past, is

limited to persons with experience in broadcasting or related fields, including agencies, educational or religious institutions and "talented newcomers," Miss Waller said. Classes will be conducted at NBC Chicago studios and at the N. U. campus in Evanston. Additional information can be obtained from the director of the institute, N. U., Evanston.

#### PROGRAM POLICY WCOP Plans More Music

WCOP Boston, which becomes an independent outlet June 15, terminating its ABC affiliation, will devote an "important part" of its evening schedule to serious music, Craig Lawrence, general manager, has informed more than 700 agencies and advertiers in a letter outlining the station's future program and commercial policy.

"Our basic program structure will be built upon music for everyone, plus news, special events, and public service keyed to the Greater Boston area," Mr. Lawrence wrote. "News will be broadcast every hour on the hour," he continued, with the news staff concentrating upon local news and special events in addition to wire service stories.

WCOP, a 5 kw Cowles station on 1150 kc, will terminate its network connection at the same time that two other Cowles outlets, WNAX Sioux City-Yankton, and KRNT Des Moines, switch from ABC to CBS. WLAW Lawrence, Mass., 50 kw ABC affiliate on 680 kc, will become ABC's exclusive outlet for the Boston area [BROAD-CASTING • TELECASTING, March 12].

Commercial policies, Mr. Lawrence stated, would continue as at present, both as to standards of practice and rates, with the only basic rate change probably in Class A time.





The WWJ market is the fabulous DETROIT market, where one million families spend 3 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities ... with factory workers averaging over \$75 weekly! It's a busy market that is currently at capacity production of new cars and trucks ... a long-range market with well over a billion dollars in defense orders placed for completion in this area.

12 Million

radios

in the

market!

This is the market-place that WWJ has been selling so effectively for the past thirty years ... and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! Get a list of availabilities ... today on WWJ!

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

BROADCASTING . Telecesting



AM - 950 KILOCYCLES - 5000 WATTS FM-CHANNEL 246-97.1 MEGACYCLES

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### Class 20:

BOOK publishers bought most of the network radio time in this category, but only in parts—most of the contracts running for three or four months. The Christian Science Publishing Society's quarterhour news program on ABC was again the only year-round network program in this class.

Competing media, such as magazines and newspapers, have never been inclined to buy heavily into network time. In the spot field, however, Ladies Home Journal and Saturday Evening Post, among others, have sponsored fairly largescale campaigns. Other radio spot buyers in this category include Bantam Books, Book House for Children, Capper Publications, Chicago Daily News, Chicago Tribune, Des Moines Register and Tribune, Detroit News, Esquire, Fiction Detroit News, Esquire, Fiction Book Club, Book of Knowledge, Houghton Mifflin Co., Alfred A. Knopf, Liveright Pub. Co., Mac-Fadden Publications, McGraw-Hill Book Co., Milwaukee Journal Co., Milwaukee Sentinel, Nelson-Hall Co., Thomas Nelson & Sons, New York Herald Tribune, New York Journal American, New York Times, New Yorker, Oregon Journal, Philadelphia Daily News, Philadelphia Inquirer, Popular Science Monthly, Prentice-Hall Inc. and the Readers Digest.

### I'M WORTH \$100 TO YOU! I'M WORTH \$100 TO YOU! MEMO Look for me at the M.A.B. Convention in Chicago. J'm the "Lucky S.S. Numbers" Mystery Girl. J have a crisp \$100 bill for some one man who shows me his Social Security Card. Look for me-because Sill be looking for you! S.S. P.S. YOU MIGHT FIND ME IN ROOM 553-A AT THE STEVENS!

... Publishing, Media

| 5                            | 1949<br>1940                     | 911,814<br>575,871‡                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (Net)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1950<br>1949                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | \$1,081,668<br>2,016,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | Network                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Product                      |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1949                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1940                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 11000001                     | noora per e                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | e e                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Books                        | ABC-60-1/4<br>(JanMar.)          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 4,085                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | * * * * • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              | CBS-56-1/4<br>(JanMar.)          | 30,87                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                              | CBS-57-1/4<br>(JanMar.)          | 31,3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ••••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                              | MBS-59-1/2<br>(Jan,-Feb.)        | 28,11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | •••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | * • * • • * •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                              | MBS-60-11/2<br>(JanFeb.)         | 56,66                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              | NBC-42-½<br>(JanApr.)            | 83,88                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                              |                                  | \$ 246,43                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 7 \$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 256,947                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              |                                  | 64,49                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 1                            |                                  | 77 76                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              |                                  | //,/3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ¢                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                              | CBS-53-1/4                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                              |                                  | 24,90                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | U                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | •••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | *****                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                              | MBS-49-1/4<br>(JanFeb.;          | 11,65                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | •••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                              | Sept.)<br>ABC-61-1/4<br>(JanMay) | 64,23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ••••                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                              |                                  | \$ 151,08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | B \$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 324,448                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Christian Science<br>Monitor | ABC-17-1/4                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Magazines                    | ABC-65-1/4                       | 3,93                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | • • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | • • • • • • •                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                              | Christian Science<br>Monitor     | Product         Hours per V           Books         ABC-60-1/4<br>(JanMar.)<br>CBS-56-1/4<br>(JanMar.)<br>CBS-57-1/4<br>(JanMar.)           CBS-57-1/4<br>(JanFeb.)         MBS-59-1/2<br>(JanFeb.)           MBS-59-1/2<br>(JanFeb.)         MBS-60-11/2<br>(JanFeb.)           NBC-42-1/2<br>(JanApr.)         CBS-48-1/2<br>(JanApr.)           CBS-48-1/2<br>(JanMay)         CBS-48-1/2<br>(JanMay)           CBS-49-1/4<br>(JanFeb.;<br>Sept.)<br>ABC-61-1/4<br>(JanMay)           Christian Science<br>Monitor         ABC-17-1/4 | Books         ABC-60-1/4<br>(JanMar.)<br>CBS-56-1/4<br>(JanMar.)         \$ 261,88<br>30,78<br>(JanMar.)           CBS-55-1/4<br>(JanMar.)         30,87<br>(JanMar.)         31,35<br>(JanMar.)           MBS-59-1/2<br>(JanFeb.)         28,11<br>(JanFeb.)         31,35           MBS-60-11/2<br>(JanFeb.)         56,66<br>(JanFeb.)         83,88<br>(JanApr.)           NBC-42-1/2<br>(JanApr.)         83,88<br>(JanApr.)         83,88<br>(JanApr.)           CBS-48-1/2<br>(JanApr.)         77,79<br>(JanMary)         64,49<br>(JanMary)           CBS-48-1/2<br>(JanFeb.)         77,79<br>(JanFeb.)         83,88<br>(JanMary)           CBS-48-1/2<br>(JanFeb.)         77,79<br>(JanMary)         64,49<br>(JanFeb.)           CBS-48-1/2<br>(JanFeb.)         77,79<br>(JanFeb.)         83,88<br>(JanMary)           CBS-48-1/2<br>(JanFeb.)         77,79<br>(JanMary)         64,23<br>(JanFeb.)           CBS-61-1/4<br>(JanMary)         64,23<br>(JanMary)         8151,08           Christian Science<br>Monitor         ABC-65-1/4<br>(One Time)         3,937 | Product         Hours per Week         1950           Books         ABC-60-1/4<br>(JanMar.)         \$ 261,685<br>30,783         \$           CBS-56-1/4<br>(JanMar.)         30,872<br>(JanMar.)         30,872           CBS-55-1/4<br>(JanMar.)         31,356         \$           MBS-69-1/2<br>(JanFeb.)         28,116         \$           MBS-60-11/2<br>(JanFeb.)         56,669         \$           MBS-60-11/2<br>(JanFeb.)         \$         246,437         \$           NBC-42-1/2<br>(JanApr.)         \$         246,437         \$           CBS-48-1/2<br>(JanApr.)         \$         4,496         \$           CBS-53-1/4<br>(JanFeb.;<br>Sept.)         \$         3,359         \$           ABC-61-1/4<br>(JanFeb.;<br>Sept.)         \$         44,232         \$           Christian Science<br>Monitor         ABC-65-1/4<br>(One Time)         \$         3,937 | Product         Hours per Week         1950         1949           Books         ABC-60-1/4<br>(JanMar.)         \$ 261,685         \$ 217,924           Books         ABC-60-1/4<br>(JanMar.)         30,783         \$ 4,085           CBS-56-1/4<br>(JanMar.)         30,872            CBS-57-1/4<br>(JanMar.)         31,356            MBS-59-1/2<br>(JanFeb.)         28,116            MBS-60-11/2<br>(JanFeb.)         56,669            NBC-42-1/2<br>(JanFeb.)         83,889            CBS-48-1/2<br>(JanApr.)         \$ 246,437         \$ 256,947           CBS-48-1/2<br>(JanApr.)         \$ 77,796            CBS-48-1/2<br>(JanApr.)         \$ 246,437         \$ 256,947           CBS-48-1/2<br>(JanApr.)         \$ 77,796            CBS-48-1/2<br>(JanApr.)         \$ 77,796            CBS-48-1/2<br>(JanMay)         \$ 77,796            Sept. Dec.)<br>MBS-23-1/4         \$ 3,359            MBS-26-1-1/4<br>(JanFeb.;<br>Sept.)         \$ 151,088         \$ 324,448           Christian Science<br>Monitor         ABC-65-1/4         \$ 3,937 |

### Class 21:... Radios, Phonographs

CLASS 21. RADIOS. PHONOGRAPHS. MUSICAL INSTRUMENTS & ACCESSORIES

| LEADING NETWORK ADVERTISERS                                                                  | NETWO<br>(Gros                                                        |                                         | 9    | 1,232,294<br>749,257<br>68,227 | SPOT<br>(Net) | 1950<br>1949    | \$3,365,190<br>560,000 |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|------|--------------------------------|---------------|-----------------|------------------------|
|                                                                                              |                                                                       | Network<br>No. of Stati                 | 0.05 |                                |               |                 |                        |
| Advertiser, program and agency                                                               | Product                                                               | Hours Per V                             |      | 1950                           |               | 1949            | 1940                   |
| RADIO CORP. OF AMERICA                                                                       |                                                                       |                                         |      | \$ 906,155                     | i \$          | 277,209         | •••••                  |
| "Screen Directors Playhouse" & (Eff. Sepf.)<br>"The \$64 Question"<br>1. Walter Thompson Co. | Radio & TV Sets                                                       | NBC-166-1/2<br>(JanJun.;<br>SeptDec.)   |      | 716,253                        | 1             | ••••            | *****                  |
| / The Big Show"<br>I. Walter Thompson Co.                                                    | Radios, TV Sets,<br>Phonographs, Records                              | NBC-166-1/2<br>(NovDec.)                |      | 41,686                         |               | •••••           |                        |
| "Duffy's Tavem"<br>I. Walter Thompson Co.                                                    | · · · · · · · · · · · · · · · · · · ·                                 | NBC-166-1/2<br>(NovDec.)                |      | 37,054                         |               | ••••            | •••••                  |
| 'Man Called X''<br>I, Walter Thompson Co.                                                    |                                                                       | NBC-166-1/2<br>(NovDec.)                |      | 37,054                         |               | •••••           | ••••                   |
| 'NBC Symphony''<br>, Walter Thompson Co.                                                     |                                                                       | NBC-166-1/2<br>(NovDec.)<br>NBC-166-1/2 |      | 37,054<br>37,054               |               | •••••           | •••••                  |
| 'Screen Directors Playhouse''<br>I, Walter Thompson Co.                                      |                                                                       | (NovDec.)                               |      | •                              |               | •••••           | •••••                  |
| COLUMBIA BROADCASTING SYSTEM INC.                                                            |                                                                       |                                         |      | \$ 136,619                     |               | •••••           | \$32,95                |
| 'Columbia Long Playing Record Parade''<br>AcCann-Erickson Inc.                               | Long Playing Records                                                  | CBS-58-1/2<br>(FebJun.)                 |      |                                |               |                 |                        |
| SYLVANIA ELECTRIC PRODUCTS INC.                                                              |                                                                       |                                         |      | \$ 109,563                     |               |                 |                        |
| 'Game of the Week''<br>Kenyon & Eckhardt                                                     | Sylvania TV & Radio<br>Receivers                                      | ABC-94-var<br>time<br>(SeptNov.         |      |                                |               |                 |                        |
| ADMIRAL CORP.                                                                                |                                                                       |                                         |      | \$ 34,347                      | ,             | ••••            | •.•••                  |
| 'National Professionol Championship Gome''                                                   | Radios, TV Sets, Radio<br>Phonographs, Electric<br>Ranges, Appliances |                                         | 2    |                                |               |                 |                        |
| MUNTZ-TV INC.                                                                                |                                                                       |                                         |      | \$ 25,586                      |               | • • • • • • • · |                        |
| 'Rebuttal''<br>Michael Shore Adv.                                                            | <b>Television Sets</b>                                                | MBS-42-1/4<br>(JanFeb.)                 |      |                                |               |                 |                        |
| ALLICRAFTERS CO.                                                                             |                                                                       |                                         |      | \$20,024                       | \$            | 6,600           | • • • • •              |
| 'Hollywaad Quiz"<br>iaransen & Co.                                                           | <b>Television Sets</b>                                                | MBS-57-1/4<br>(JanMar.)                 |      |                                |               |                 |                        |
| iource: Publishers Information Bureau                                                        |                                                                       |                                         |      | * BROA                         | DCASTIN       | G 🔹 TELE        | CASTING estima         |
|                                                                                              | ***********                                                           | ******                                  | ***  |                                |               | 1               | age 103)               |

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#### Radios, Phonographs (Continued from page 102)

PRODUCTION spurts in both radio and television sets in 1950 over 1949 were reflected in heavy advertising increases for those instruments. There is reason to believe that, barring severe influence from the defense program, both production and advertising in the radio-television category will hold up in 1951.

In a statement to BROADCASTING • TELECASTING, James D. Secrest, general manager, Radio-Television Mfrs. Assn., said:

"The radio set business, whose death at the hands of television was confidently predicted by many persons in and out of the industry a few years ago, seems to have made a remarkable recovery from its sick bed.

"Radio receiver production which dropped to 11,400,000 units in 1949 bounced back to 14,600,000 in 1950 and during the early part of 1951 was still going strong. In fact, the reduction of radio receiver output in January was only 9% under the last quarter average in 1950, whereas TV set production was down 21%. Television receiver output in 1950 totalled 7,463,800 units, more than double that of 1949.

#### Materials Scarcity

"It's too early to predict with any accuracy how many radio sets will be made in 1951. There is some likelihood that, as materials become more scarce, manufacturers will channel a larger proportion of them into TV sets rather than radios because of the wide difference in sales price. However, there is no indication that radios will disappear from the market short of an all-out war.

"Set manufacturers during the past few years have greatly increased their use of both television and radio in advertising, and it is expected this trend will continue this year. Despite prospects for a declining production of both TV and radio sets in 1951, most manufacturers at present plan to continue their intensive advertising programs, and some have indicated advertising expenditures will be higher in 1951 than in 1950."

Among manufacturers of radio-TV sets using network radio in 1951 but not the year before was Philco Corp., which sponsors Breakfast Club on ABC, Mon.-Fri., 9:45-10 a.m. and Admiral Corp. sponsored MBS broadcasts of the Golden Gloves boxing matches March 9 and 29.

A number of set makers engaged in spot radio campaigns, some of them in cooperation with dealers and distributors. Among those buying spot radio in 1950 were Crosley Div. of Avco Mfg. Corp., Allen B. DuMont Labs., Emerson Radio & Phonograph Corp., General Electric Co., Motorola Inc., Olympic Radio & Television Inc., Pilot Radio Corp., RCA-Victor, Raytheon Mfg. Co., Starrett Television Corp., Stewart-Warner Corp. and Zenith Radio Corp.

## Class 22: ... Retail Stores

| LEADING NETWORK ADVER                                        | NETWORK<br>TISERS (Gross)                          | 1950 \$ 46,13<br>1949 40,63                  |                | 1950<br>1949 | \$3,605,560*   |
|--------------------------------------------------------------|----------------------------------------------------|----------------------------------------------|----------------|--------------|----------------|
| LEADING NEIWORK ADVEN                                        | (IISEKS (Gross)                                    |                                              |                | 1747         | 4,144,000      |
| Advertiser, program and agency                               | Product                                            | Network<br>No, of Stations<br>Hours per Week | 1950           | 1949         | 1940           |
| SAVE-BY-MAIL INC.                                            |                                                    | •                                            | \$ 16,048      |              |                |
| "Modern Romances"                                            | Mail Order—Toy Circus,<br>Christmas Tree Ornaments | ABC-59-1/2<br>(NovDec.)                      |                |              |                |
| DR. HISS SHOES INC.<br>"Flying Feet"<br>Honig-Cooper Co.     | Dr. Hiss Shoe Stores                               | ABC-4-1/2<br>(JanNov.)                       | \$ 15,930      | \$ 2,16      | 0              |
| GIFTS BY MAIL INC.<br>"Modern Romances"<br>Huber Hoge & Sons | Mail Offer of Bulbs &<br>Plant Scedlings           | ABC-57-1/2<br>(April Only)                   | \$ 11,196      |              |                |
| RADIO OFFER CO.<br>''B-Bar-B Riders''<br>Huber Hoge & Sons   | Novelty Gifts                                      | MBS-56-1/2<br>(One Time)                     | \$ 2,962       |              |                |
| Source: Publishers Information Bureau                        |                                                    |                                              | * BROADCASTING | • TELECA     | STING estimate |

CURRENT trend to put more "sell" in all advertising will continue, in the opinion of Howard P. Abrahams, manager of the Sales Promotion Division and Visual Merchandising Group, National Retail Dry Goods Assn., in a statement to BROADCASTING • TELECAST-ING.

Should space rationing return, radio stations are likely to get a larger share of the retail dollar. Biggest piece of this dollar goes to newspapers. Mr. Abrahams said that in 1938, 64 cents of the department stores' publicity dollar went to newspapers. In 1946 it was down to 50 cents but in 1949 it came back slightly to 54 cents.

This gives radio "a tremendous opportunity" to anchor the medium as "a big-league department in the retailers' promotion program," according to Mr. Abrahams, if stations direct their energies toward retail sales-producing programs. He added they should use retailtrained people who know the problems of stores.

"Retailers are traditional optomists," Mr. Abrahams said. "They regularly plan their business to exceed the volume of the previous year. Increasing retail business in the period ahead does not appear to be a problem. Almost every retail authority agrees that this is easily possible. The amount of increase for any store appears to be a matter of degree depending upon the type of store, the location and merchandise available. Of course, in these uncertain times, anything can happen to upset all thinking.

#### **Retail Promotion Problem**

"The retail promotion problem, instead, is centered upon the items to promote and the cost to promote.

"The soaring market, defense production and increased tempo of selling has eliminated much merchandise from the promotion scene. Some merchandise is unavailable or stores feel that it doesn't need promotion. This identical situation will be upon retailers for a considerable time ahead.

"Promotion costs are and will be a serious problem for all sales promotion executives. Media, generally, has reached new cost heights and coupled with advertising and production costs, the expense to produce each line of newspaper advertising, each radio and TV program has jumped skyward.

"Greater results which pay-off in retail advertising will be achieved through such methods as:

"1—More careful examination of items to be promoted and the elimination of 'weak sister' merchandise.

"2—Economizing on the amount of air time taken for each promotion. Using just the amount required to accomplish a specific objective and no more.

"3-Careful timing of advertising to peaks of demand.

"4—More efficient use of radio, TV, window and interior displays to compensate possible rationing and reduce newspaper space.

#### **Additional Demand**

"Immediately ahead there will be an additional demand upon retailers' promotion budgets. Government activities will require institutional advertising and window displays. This will eat into stores' budgets but they will accept this problem as in the past and gladly cooperate with government defense requests.

"Total promotion expenditures by retailers are bound to climb this year. While this means more dollars it does not necessarily mean a greater percentage of the store's business because the same percentage of the increased volume of business means more advertising dollars."

This summary of the retail advertising situation by an executive who knows it from all angles points to a major opportunity for radio to strengthen one of its weakest spots. Broadcast Advertising Bureau is taking the lead in attacking the problem.

Some of the nation's largest department stores have had outstanding success with radio. Others have bought little time. Traditionally department and specialty stores use newspapers as their basic medium. Gradually radio is cutting into this historic habit and the retailer is becoming a major air advertiser.

In tabulating network advertising by retail stores and direct mail, Publishers Information Bureau lists Dr. Hiss Shoes Inc. under retail but Adam Hats under the Apparel category. Thus, the figures show only a trifle of the amount retailers spend on network, regional and local radio. The local radio advertising bill, mostly retail, totals over \$205 million alone.

ENJOY LIVING, heard over KSTP Minneapolis-St. Paul, was voted "... best health education program in state." Poll was conducted by Minnesota Radio Council.





# sets new ceilings of popularity

Both country-wide and regional surveys for years have been showing that news is the most listened-to kind of program in radio. It consistently has held the top spot in popularity.

Last year newscasts set higher marks than ever.

United Press recently canvassed more than 1250 client stations. It found that for every hundred minutes of news they broadcast a year ago, they now broadcast 128 minutes... that for every hundred news programs they put on the air a year ago, they now put on 136.

Figured either way, it's a striking gain. News-long the strongest draw in radio—is today from a quarter to a third stronger than it was 12 months ago.

Well-written and well-reported news-by United Press-is the best buy in radio programming.





#### Exit: NAB; Enter: NARTB

THE NEW all-inclusive radio-television trade association formally debuts with the NARTB convention in Chicago this week. It represents the welding of TV and aural radio under one banner—a confederation of the entities that live under radio by the American plan.

A new association, but mainly old faces. It was created in the crucible of conflict that has animated the broadcast arts almost from the beginning. To say that it's all sunshine and flowers even now would be unrealistic. Two major networks are still outside the NARTB fold. Many important stations, which seceded because of lack of confidence in NAB's leadership, remain on the side-lines. They will be enticed back only when they are satisfied that this isn't the same old commodity, wrapped up in a new, rakish package.

There's an elaborate agenda for the NARTB sessions. Whether your dish is AM, TV or FM, commercial or technical, manpower or economics, you'll find it on the schedule.

A year ago, the question was whether there would be an NAB at all. There emerged from that convention a new format. President Justin Miller was to have a general manager, and rid himself of day-to-day operating burdens. William B. Ryan was selected. Before his first year was out, he was inveigled into the presidency of the Broadcast Advertising Bureau, the new business-getting branch of NAB.

The order changed swiftly. The NAB board, at a meeting last January in Clearwater, created the NARTB—a stem-to-stern reorganization—embracing an autonomous and separate TV unit, replete with its own board of directors. President Miller, at his own behest, was to move into the newly created post of chairman of the board.

On the eve of the new convention, the NAB selection committee announced the appointment of Harold Fellows as the new NARTB president—a choice generally applauded. The TV group shortly will select its general manager as Harold Fellows' opposite number. The NARTB organization, then will be complete.

NARTB has one—and only one—broad objective. That is preservation of the American Plan of broadcasting. Everything else is collateral. If there were no American Plan, there would be no rate issue. There would be no "radio silence" problem, because the government would be running everything.

So commendable progress has been made toward fusion of all those who live by the American Plan. The set manufacturers, at the other end of the line, have emerged from years of indolence and disregard of their obligations. Radio-Television Mfrs. Assn. has acquired new and, what we believe will be, highly effective leadership in the person of President Glen McDaniel, an able, affable and resolute young man who knows the Washington whirligig, law, manufacturing and the arts.

Some day, we predict, there will be complete fusion—a merging of all those identified with the broadcast arts and industries.

Today, the situation is vastly better than it was a year ago or two years ago. NARTB knows that its task, at top level, is one of public relations, embracing the legislative and regulatory, and the correlation of that activity with the segments in its fold.

Indeed, like government itself, a trade association is as strong as its leadership.

#### In FCC We Anti-Trust

IN THE FURORE raised by the FCC's shrewish upbraiding of the movie industry for withholding films and talent from television, the major points of the Commission's recent policy statement have been overlooked.

All the criticism has been directed toward a single passage in a report that comprehensively describes the Commission's intention to consider violations of federal laws, notably antitrust, in determining the eligibility of applicants for broadcasting stations.

The disputed passage implies that the FCC, intemperately and perhaps illegally, will be reluctant to grant a station license to any movie producer who has not released his best pictures and players to TV. As such, it deserves all the criticism it gets. The spectacle of an FCC holding up the movie business at the point of a gun is frightening.

It is unfortunate that this declaration sneaked in to mar what seems to us is an otherwise sound policy. We think the Commission has a right, indeed an obligation, to scrutinize an applicant's history of law violations in deciding whether his character justifies the issuance of a license.

In the case of motion pictures companies, which have been held by the Supreme Court to have violated anti-trust laws by controlling both production and exhibition facilities, the FCC is obliged to decide whether such a concern would not be in violation of the same laws if it operated a TV station. As an exhibition medium, a TV station is worth a thousand neighborhood movie houses, in terms of the total audience reached.

The FCC was wise in stating that its attitudes on these questions had not been fixed into a blanket policy against motion picture producers as a class and that its report was designed only as a guide in approaching caseby-case review of applications.

It was extremely unwise, however, to include in its report a warning aimed at forcing movie producers to release their properties to TV. The warning was irrelevant and indefensible—and perhaps academic too, in view of the fact that TV is expanding its own film production, independent of the movies.

#### It Could Happen Again

AT THE NARTB Convention in Chicago this week, delegates will see the most extensive exhibit of broadcast and TV equipment and services ever displayed—a multi-million dollar showing of the latest and the best.

As broadcasters and their engineers view these exhibits and make their plans to buy, they should also be mindful that another exhibit may not be possible next year. Their memories should hark back to World War II, when equipment and tubes couldn't be purchased and when transmitters were kept perking only through voluntary pooling. Well-timed is the RCA Victor campaign en-

Well-timed is the RCA Victor campaign enlisting employes in a drive to conserve critical materials. It is a campaign that could well be emulated by all broadcasters and manufacturers. It's common sense in unpredictable times to nurse equipment and materials. A minor shortage today could become a severe one overnight.

As Frank Folsom, RCA president, points out:

Only by doing everything possible to help itself can industry feel morally justified in asking the help of government agencies in supplying sufficient critical materials to permit continued production of peacetime products.

So when you browse and buy, keep uppermost that by avoiding waste now you may avert a breakdown tomorrow.

### respects to:



GEORGE BUTLER STORER

IKE many of radio's leading figures, George B. Storer got the feel of electronics by way of a homemade "ham" outfit.

Though only 51 years of age, he is a true radio veteran—24 years in broadcasting and operator of the largest independent station business in the radio-TV field.

That tinkering with a primitive bread-board transmitter at his Toledo home back in 1912 didn't interrupt his public school career. His college course, however, came to an abrupt end when his father died. In a brief period the youth made the transition from Cornell's campus to the presidency of Standard Steel Tube Co., Toledo, as successor to the elder Storer.

In 1926 the tube company was merged into Elyria Iron & Steel Co., which in turn became the Steel & Tube Division of Republic Steel Corp., Cleveland, with Mr. Storer as vice president in charge of the division.

After six months in Cleveland he decided to go back to Toledo where he, and others in the family, had started Fort Industry Oil Co. This business had grown out of a well-nursed dream. From his Standard Steel Tube office in Toledo he often had watched trucks unloading gasoline at a service station just across the railroad tracks.

How easy, he figured, to run a short siding into the station, unload directly and save the customer money. That's how Fort Industry Oil Co. was conceived in July 1927. The original station sold gas at 3 cents off regular prices, later two cents. Motorists liked the idea. They liked it so well that within a few months there were six Toledo stations selling Speedene that's the name he picked—and seven more in Cleveland, all with their own sidings.

Looking around for ways to keep the business growing, Mr. Storer started to wonder about the relatively new broadcast medium. He started negotiating for some spots on WTAL Toledo and wound up by buying the 50-watter. Call letters were changed to WSPD, symbolic of Speedene. By March 1928 WSPD was putting out 250 w and became the eighth member of the young CBS network. Studios were moved to the Commodore Perry Hotel.

That pioneer in CBS development, Maj. J. Andrew White, inspired the transfer of WGHP Detroit to Fort Industry and American Broadcasting Corp. of Ohio was formed, leasing the station for \$200 a month. That year Mr. Storer moved to Detroit. He found himself in the oil business; the steel business (having bought American Metal Products, Detroit, which became Tubeweld and finally Standard

(Continued on page 128)


### Smoking Materia lass 23:

TOBACCO sponsors, always one of the top buyers of radio time, continued to use the medium heavily as consumer demand mounted at the end of 1951.

Fall placements in 1950 again set a record high level, keyed by the statement of William S. Cutchins, vice president and advertising director of Brown & Williamson. Mr. Cutchins said radio was "still the best buy in the advertising media field." He said that his company would "spend every dollar-with one or two minor exceptions-of our 1950-51 advertising budget for Raleigh cigarettes in AM radio.

#### Believe in Radio

"You know there is a great deal of talk nowadays about TV pushing AM radio right off the front porch," Mr. Cutchins continued. "Well I want each and every one of you to know that we at Brown & Williamson do not subscribe to that theory. We have the greatest admiration for TV and consider it a strong and important new medium but it doesn't take a Prof. Einstein or a comptometer operator to figure out that AM radio is still the best buy in the advertising media field."

At the same time Dept. of Agriculture officials in Washington have estimated that Americans will use more tobacco in 1951 than ever before. "Cigarette consumption in the United States in 1951 will probably exceed the record number estimated for 1950," a spokesman for the department said.

The leading network users in this classification, in addition to the six top money spenders listed in the accompanying table, include:

#### Leading Network Users

Bloch Brothers Tobacco Co., for Kentucky Club smoking tobacco, Fishing and Hunting Club of the Air, MBS, 140 stations January to March, 72 stations April to June, 8:30-8:55 p.m., Thursday, \$125,181. Ronson Art Metal Works, for Ronson lighters and accessories, Johnny Desmond, ABC January through March, 271 stations, 9:25-9:30 p.m. Wednesday, \$59,112. The

same firm, for its lighters and accessories, used the Johnny Desmond Show once on Mutual, 434 stations, for \$5,068. Ronson sponsored Twenty Questions, MBS, on an average of 475 stations, 8-8:30 p.m. Saturday, \$841,895. Total spent for network radio by the

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Ronson firm was \$906,075.

U. S. Tobacco Co., for its products, used Martin Kane, Private Eye, MBS, on an average of 400 stations 4:30-5 p.m. Sunday, \$554,-208. The same manufacturer used

The Man Next Door, MBS, on an average of 125 stations, 8:30-9 p.m. Saturday, \$89,601. Total expenditures for network radio were \$643,809.

In addition to network place-

ments, tobacco manufacturers were heavy users of spot. Five of the six leaders used more spot radio than ever before. A number of smaller manufacturers relied almost entirely on spot radio.

#### CLASS 23. SMOKING MATERIALS

| GLASS 23. SMORING MATERIAL                                         | NE<br>(†                     | TWORK<br>Gross)    | 1950<br>1949<br>1940 | \$22,488,587<br>23,667,403<br>14,703,521 | SPOT 1950<br>(Net) 1949                 | \$ 4,326,673*<br>3,360,000* |
|--------------------------------------------------------------------|------------------------------|--------------------|----------------------|------------------------------------------|-----------------------------------------|-----------------------------|
| LEADING NETWORK ADVERTISE                                          | RS                           |                    |                      | (4,703,321                               |                                         |                             |
| Advertices management and a second                                 | Burkert                      |                    | f Stations           |                                          |                                         |                             |
| Advertiser, program and agency<br>LIGGETT & MYERS TOBACCO CO.      | Product                      | Houri              | i per Week           | 1950                                     | 1949                                    | 1940                        |
| "Arthur Godfrey"                                                   | Chesterfields                | CRS-1              | 92-21/2              | \$5,217,56<br>2,466,22                   |                                         | \$3,356,713                 |
| Cunningham & Walsh<br>"Bing Crosby Program" & (Eff. JunOct.)       |                              |                    |                      |                                          |                                         | •••••                       |
| "ABC's of Music"                                                   |                              | C03-1              | 92-1/2               | 925,16                                   | 2 269,094                               | •••••                       |
| Cunningham & Walsh<br>"The Godfrey Digest"                         |                              | CBS-1              | 68-1/2               | 432,47                                   | 1                                       |                             |
| Cunningham & Walsh<br>"Bob Hope Show"                              |                              | (Jan<br>NBC-1      | Jul.)<br>  69-1/2    | 219,12                                   | •                                       | ******                      |
| Cunningham & Walsh<br>"Chesterfield Supper Club"                   |                              | (Oct               | Dec.)                |                                          |                                         | ******                      |
| Cunningham & Walsh                                                 |                              | (Jan,-             | 164-1/2<br>Jun.)     | 305,97                                   | • • • • • • • • • • • • • • • • • • • • | ******                      |
| "The Big Show"<br>Cunningham & Walsh                               |                              | NBC-1<br>(Dec.     |                      | 27,78                                    | 2                                       |                             |
| "Duffy's Tavern"<br>Cunningham & Walsh                             |                              | N8C-1              | 66-1                 | 27,28                                    | 2                                       |                             |
| "Man Called X"                                                     |                              | (Dec.<br>NBC-1     | 166-1                | 18,52                                    |                                         |                             |
| Cunningham & Walsh<br>"Screen Directors Playhouse"                 |                              | (Dec.<br>NBC-1     | 66-1                 | 27,78                                    | 2                                       |                             |
| Cunningham & Walsh<br>" "Dragnet"                                  | Fatimas                      | (Dec.<br>NBC-1     | Only)<br>  66-1/2    | 766,73                                   | -                                       |                             |
| Cunningham & Walsh                                                 |                              | NBC                | 00-72                | /00,/0                                   | 4 169,618                               | • • • • • • • •             |
| PHILIP MORRIS & CO. LTD. INC.<br>"Crime Photographer"              | Philip Morris Cig-           | CBS-1              | FA 14                | \$4,629,10                               |                                         | \$1,608,211                 |
| Biow Co.                                                           | arettes                      | (Jan               | Oct.)                | 694,13                                   |                                         | ••••••                      |
| "Horace Heidt Show"<br>Biow Co.                                    |                              | CBS-1              | 75-1/2               | 932,52                                   | 6 297,684                               | •••••                       |
| "This Is Your Life"<br>Biow Co.                                    |                              | CBS-1<br>(May-     |                      | 552,68                                   | 3 822,804                               | •••••                       |
| "This Is Your Life"                                                |                              | NBC-1              | 46-1/2               | 285,17                                   | 4                                       |                             |
| Biow Co.<br>"Ladies Be Seated"                                     |                              | (Jan.~<br>ABC-2    | May)<br>132-2H 5 mir | n. 1,812,54                              | 0 340,851                               |                             |
| Cecil & Presbrey Inc. "One Man's Opinion"                          |                              | •                  | 19-25 min.           | 352,04                                   |                                         | • • • • • • •               |
| Cecil & Presbrey Inc.                                              |                              | ADC-4              | 17-23 min.           | 332,04                                   | 8 66,574                                | • • • • • •                 |
| AMERICAN TOBACCO CO.                                               | Luda salla sta               | 69.6 M             |                      | \$4,091,78                               |                                         | \$2,192,321                 |
| "Jack Benny Program" & (Eff. JunSept.)<br>"Guy Lombardo Orchestra" | Lucky Strike Cig-<br>arettes | CBS-1              | 68-1/2               | 992,89                                   | 7 960,080                               | * • • • • • •               |
| BBDO<br>"Light Up Time"                                            |                              | NBC-1              | 64-11/4              | 1,196,334                                | 4 932,150                               |                             |
| BBDO<br>"Your Hit Parade"                                          |                              | (Jan<br>NBC-1      | Jun.)                |                                          |                                         |                             |
| B8DO                                                               |                              |                    |                      | 868,42                                   |                                         | * • • • • • •               |
| "The Big Story"<br>Sullivan Stauffer, Colwell & Bayles             | Pall Mall Cigarette          | s NBC-1            | 73-1/2               | . 875,044                                | 5 862,290                               | ••••••                      |
| "Leave It To Joan"<br>Lawrence C. Gumbinner Adv.                   | Roi-Tan Cigars               | CBS-17<br>(JanJ    |                      | 159,084                                  | 299,850                                 | •••••                       |
| R. J. REYNOLDS TOBACCO CO.                                         |                              | /# 6011-13         |                      | \$3,872,050                              | \$3,777,544                             | \$2,127,609                 |
| "Bob Hawk Show"                                                    | Camel Cigarettes             | CBS-10             |                      | 743,79                                   |                                         | ••••••                      |
| Wm. Esty Co. Inc.                                                  |                              | (Jan<br>Avgl       | Dec.)                |                                          |                                         |                             |
| "Frank Goss, News"<br>Wm. Esty Co. Inc.                            |                              | CBS-14<br>(Sept    |                      | 16,065                                   | · · · · · · · ·                         |                             |
| "Vaughn Monroe Show"                                               |                              | CBS-16             |                      | 898,203                                  | 818,124                                 |                             |
| Wm. Esty Co. Inc.<br>"Camel Football Roundup"                      |                              | CBS-13             | 80-var.              | 215,000                                  |                                         |                             |
| Wm. Esty Co. Inc.                                                  |                              | time<br>(OctP      |                      |                                          |                                         |                             |
| "Camel Scoreboard" & (Eff. Oct.) "Camel<br>Football Scareboard"    |                              | MBS-2<br>(May-I    | 63-10 min.           | 88,702                                   | 2                                       |                             |
| Cotton Bowl Foatball Game"                                         |                              | NBC-1              | 60-3 H               | 39,428                                   | 32,860                                  |                             |
| "Jimmy Durante Show"                                               |                              | NBC-1              | 62-1/2               | 430,170                                  | )                                       |                             |
| Wm. Esty Co. Inc.<br>"Screen Guild Players" & (Eff. Mar.)          |                              | (JanJ<br>NBC-16    |                      | 430,458                                  | 628,476                                 |                             |
| "Screen Guild Theatre"<br>Wm. Esty Co. Inc.                        |                              | (JanJ              |                      |                                          | •=•,•• •                                | * * * * * * * *             |
| "The Fat Man",                                                     | Camels, Prince Albe          | ABC-2              |                      | 212,780                                  | ••••••                                  | • • • • • • • •             |
| Wm. Esty Co. Inc.<br>"Grand Ole Opry"                              | Prince Albert Tobac          | (OctE<br>co NBC-16 |                      | 797,448                                  | 842,541                                 |                             |
| Wm. Esty Co. Inc.                                                  |                              |                    |                      |                                          |                                         | ••••••                      |
| P. LORILLARD & CO.<br>"Dr. I. Q."                                  | Embassy Cigarettes           | ABC-56             | -14                  | \$1,945,390<br>294,447                   |                                         | \$ 545,738                  |
| Geyer, Newell & Ganger Inc.                                        | Empussy organienes           | (JanJ              | vn.;                 | £79,777                                  | • • • • • • • •                         | ••••••                      |
| "Original Amateur Hour"                                            | Old Gold Cigaretter          | AugN<br>ABC-23     | 0-3/4                | 1,121,006                                | 1,203,476                               |                             |
| Lennen & Mitchell<br>"Stop the Music"                              |                              | ABC-19             |                      | 529,937                                  |                                         |                             |
| Lennen & Mitchell                                                  |                              | - 204-13           |                      |                                          | ,                                       | •••••                       |
| BROWN & WILLIAMSON TOBACCO CORP.                                   | Balaiah Ciasant a            | NBC 1/             | 0.14                 | \$1,057,626                              | \$ 899,910                              | \$2,972,755                 |
| "People Are Funny" & (Eff. JunSept.) "A<br>Life in Your Hands"     | Raleigh Cigarettes           | NBC-16             |                      | 869,130                                  | ******                                  | •••••                       |
| Russel M. Seeds Co.<br>"People Are Funny" & (Eff. Jun.) "A Life    |                              | NBC-17             | -1/2                 | 64,476                                   | • • • • • • • • • • • • • • • • • • • • |                             |
| in Your Hands"<br>"People Are Funny"                               |                              | (JanJu<br>NBC-72   | əl.)                 |                                          |                                         | ******                      |
| Russel M.Seeds Co.                                                 |                              | (SeptD             |                      | 124,020                                  | • • • • • • • •                         | • • • • • •                 |
| Source: Publishers Information Bureau                              |                              |                    |                      | * BROA                                   | DCASTING . TELEC                        | ASTING estimate             |
| ********************                                               | *********                    | *****              |                      |                                          |                                         |                             |

# ORE BOATS S-T-R-E-T-C-H-E-D

in race to make more steel

On this page are three examples of the things America's steel industry is doing to grow *much* bigger *much* faster.

THERE are more than 200 companies in the steel industry. Steel production is increasing faster than new ore boats can be built. Several companies are slicing old boats in two, adding long center sections to be ready to haul more ore down the Great Lakes this summer.



**3** MANY steel companies are finding new ways to get more steel per day out of existing furnaces, many are building new mills, too. Result: 3.7 million added tons of steel capacity since the first shot was fired in Korea, 13.3 million more tons by '52. Total per year by that time, more than 117 million tons.



RICH iron ore reserves in the U.S. need to be supplemented. Some steel companies are developing mines in Labrador, another is rushing a railroad to reach ore in Liberia, others have found and are developing mines in Venezuela.

THE STEEL INDUSTRY wants to help Americans stay free and independent. That's why more than 200 steel companies and more than 600,000 men and women who work in "steel" are eager to do their share in the defense program by pushing up steel production. To know more about the struggle for more steel, write for reprint from Steelways magazine "Steel Rolls up its Sleeves." This gives interesting, factual information on the greatest industrial effort in history. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.



### Class 24:

. Soaps, Cleansers

**INCREASE** in use of network radio during 1950 was reported for the Soaps, Cleansers and Polishes classification of advertisers.

Beside the six major advertisers reported in the accompanying table, the following firms used network radio to promote their products:

Armour & Co., for its Chiffon Flakes, used Stars Over Hollywood, CBS, for two weeks during April on 168 stations, 1-1:30 p.m. Saturday, \$17,448.

#### Bu-Tay Show

Bu-Tay Products Ltd., for its Raindrops water softener, used CBS News Room-Sunday Desk from September through December, 12 stations, 5:30-6 p.m., Sunday, \$11,370.

Chemicals Inc., for all products, used Frank Goss, News, CBS, April through December, over 12 stations, 5-5:10 p.m. Mon., Wed., Fri., \$37,730.

Colgate-Palmolive-Peet, for Vel & Colgate Dental Cream, backed

#### TAPE LIBRARY Undertaken by N. Y. Firm

MASS duplication of taped programs to form a complete tape library has been undertaken for a new and as yet unidentified library service, Russell O. Hudson, vice president in charge of sales for Audio & Video Products Corp., New York, has announced. A "complete library of pre-

recorded magnetic tapes-for the home and commercial broadcast markets" is planned, Mr. Hudson said, with single and dual-track reels at 7.5 and 3.75 inches per second available.

A tentive sign-on, sign-off show, 41/2 minutes open-end, called Thought for the Day, will be demonstrated at the NARTB convention in Chicago this week, he said.

#### PETRY SEPARATES S. F. AM, TV Operations

SEPARATION of AM and TV operations of the San Francisco office of Edward Petry & Co., station representative firm, was completed last week with appointment of Edward L. Smith as a television sales executive in that office. Mr. Smith, who has been with the KJBS San Francisco sales staff, is a Californian and a former Air Force major.

Mr. Petry, head of the representative organization, noted that the San Francisco office now has an all-Smith staff, with E. H. Smith concentrating on radio and the new appointee, E. L. Smith, concentrating on TV. Mr. Petry suggested their middle initials might be used to limit the confusion, with "L" standing for "Looking" Smith and "H" for "Hearing" Smith.

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Strike It Rich, CBS, in November and December, on 38 stations, 4-4:30 p.m. Mon.-Fri., \$149,124. Faultless Starch Co., for its

starch, used Faultless Starch Time, NBC, on about 50 stations. 11-11:15 a.m. Sunday, \$70,735.

General Foods Corp., for its La France, used The Second Mrs. Burton, CBS, May through August, over 68 stations, 2-2:15 p.m., Mon., Wed., Fri., \$101,829.

S. C. Johnson & Son, for its wax and allied products, sponsored Fibber McGee and Molly on NBC, January through May, over 165 U. S. stations plus CBC, 9:30-10 p.m. Tuesday, \$371,322.

Beside the wide use of network radio, advertisers in this classification were heavy spot users.

Procter & Gamble used an extensive spot campaign in connection with establishing its detergent, Joy, through its agency, Biow Co., New York. The same firm also used spot radio in advertising Tide. Agency for this account was Benton & Bowles, New York. Biow handled still another campaign for the manufacturer on the product Spic & Span.

#### Lever Used Spot

Lever Bros. used spot extensively to promote Silver Dust, Surf and other products through its agency: Sullivan, Stauffer, Col-well & Bales, New York. Their Canadian affiliate used an audience participation show, Let's Start An Argument, on a number of Canadian stations. Agency was J. Walter Thompson, Toronto.

Colgate-Palmolive-Peet used a spot announcement campaign for its Octagon granulated soap through its agency, Ted Bates, New York. A daytime spot campaign

was used by the same company for its Cashmere Bouquet soap through Sherman & Marquette, New York.

Other users of spot included: Zippy Products Co. for its liquid starch, wall cleaner and detergent, agency W. B. Geissinger & Co., Los Angeles; Dif Corp., for its household and hand cleaner, agency Castleman & Pierce Inc., New York; Manhattan Soap Co. for its products through Duane Jones Inc., New York; O'Cedar Corp., for its new polish, Dri-Glo, agency Young & Rubicam, New York; Canada Packers Ltd.. for its Bye soap, agency Grant Adv. of Canada, Toronto; SOS Magic Scouring pads, agency McCann-Erickson, San Francisco; Re-Clean Co., Detroit, used transcribed shows in some 70 markets, mostly bought direct.

CLASS 24. SOAPS, CLEANSERS & POLISHES

#### LEADING NETWORK ADVERTISERS

Source: Publishers Information Bureau

NETWORK 1950 \$20,700,173 (Gross) 1949 19,334,813

SPOT 1950 \$10,956,125\* 1949 9,520,000\* (Net)

|                                                                             |                                                       | 1940                                   | 11,214,456 | (INCI/   | 1747        | ,         | 20,000          |
|-----------------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------|------------|----------|-------------|-----------|-----------------|
|                                                                             |                                                       | Network<br>No. of Station              | 5          |          |             |           |                 |
| Advertiser, program and agency                                              | Product                                               | Hours per Wee                          | sk 19      | 50       | 1949        |           | 1940            |
| PROCTER & GAMBLE CO.                                                        |                                                       |                                        | \$12,088   |          | 511,042,947 | <b>\$</b> | 5,469,204       |
| "Bovlah"<br>Dancez-Fitzgerald-Sample                                        | Dreft                                                 | CBS-110/CBC-<br>(JonJun.;<br>AugDec.)  | 1¼ 1,471   | 1,747    | 1,327,492   |           | •••••           |
| "Lorenzo Jones"<br>Dancer-Fitzgerald-Sample                                 |                                                       | NBC-144-114                            | 871        | 1.844    | 50,213      |           | •••••           |
| "The Guiding Light"                                                         | Duz                                                   | CB5-144-11/4                           | 798        | 8,107    | 616,355     |           | •••••           |
| Compton Adv.<br>"Truth or Consequences"                                     |                                                       | NBC-143-1/2                            | 393        | 3,975    | 714,015     |           |                 |
| Compton Adv.<br>"Brighter Day"                                              | Ivory Flakes                                          | (JanJun.)<br>CBS-107-11/4              | 742        | 2,231    | 460,839     |           |                 |
| Compton Adv.<br>"Rosemary"                                                  | Ivory Snow, Prell                                     | CBS-135-11/4                           | 794        | 1,306    | 555,164     |           |                 |
| Benton & Bowles<br>"Jack Smith Show" & (Eff. Apr.) "Oxydol                  | Oxydol                                                | CB5-106/C8C-                           | 11/4 1,497 | 7.122    | 1,459,588   |           | • • • • • • • • |
| Show"<br>Dancer-Fitzgerald-Sample                                           | ·                                                     | (JanJun.;<br>AugDec.)                  |            | •        |             |           |                 |
| "Ma Perkins"<br>Dancer-Fitzgerald-Sample                                    |                                                       | CBS-145/CBC-                           | 11/4 928   | 3,014    | 1,185,338   |           | • • • • • •     |
| "Welcome Travelers"<br>Biow Co.                                             | Spic & Span                                           | NBC-143-21/2<br>(Jan. Only)            | 1,46       | 5,482    | 942,637     |           | •••••           |
| "Welcome Travelers"<br>Biow Co.                                             | Tide, Lava, Spic &<br>Span                            | NBC-143-21/2<br>(FebApr.)              | 418        | 3,871    | ••••        |           | ••••••          |
| "Welcome Travelers"<br>Biow Co.                                             | Spic & Span, Crisco,                                  | NBC-143-21/2                           | 1,164      | l,358    |             |           | ••••            |
| "Perry Mason"                                                               | Lava, Tide, Prell<br>Tide                             | (Moy-Dec.)<br>CBS-147-11⁄4             | 850        | ),313    | 725,588     |           | ••••            |
| Benton & Bowles<br>"Red Skelton" & (Eff. Aug. Oct.) "Dave<br>Rose Show"     | Tide                                                  | CBS-152-1/2<br>(JanJun.;               | 765        | 5,788    | 230,735     |           | • • • • • • • • |
| Benton & Bowles<br>"Edward R. Murrow"                                       |                                                       | AugDec.)<br>CB5-30-11/4                | 232        | 2,240    |             |           | • • • • • • • • |
| Benton & Bowles<br>"F.B.I. in Peace and War"                                |                                                       | (AugDec.)<br>CBS-154-1/2               |            | 5,904    |             |           | •••••           |
| Biow Co.<br>"Life Can Be Beoutiful"                                         |                                                       | (OctNov.)<br>NBC-153/CBC-              |            | 5.989    |             |           |                 |
| Benton & Bowles<br>B. T. BABBITT INC.                                       |                                                       |                                        | \$ 2,306   |          | 2,224,022   | \$        | 618,964         |
| "Dovid Horum" & (Eff. Jan. 9) "Nono<br>From Nowhere"                        | Bab-O                                                 | CB5-144-11/4                           | 1,352      |          | 874,781     | *         |                 |
| Duone Jones Co.<br>"Lora Lawton" & (Eff. Jan. 9) "David<br>Harum"           |                                                       | NBC-58-11/4                            | 953        | 3,713    | 1,349,241   |           | • • • • • • • • |
| Duane Jones Co.<br>AMERICAN HOME PRODUCTS CORP.                             |                                                       |                                        | \$ 1,953   | 496      | 768,990     | s         | 185,164         |
| "Romance of Helen Trent"<br>John F. Murray Adv. & Duone Jones Co.           | Aerowox, Kolynos,,<br>Wizard Wick, Kriptin,<br>Others | CB5-166-11/4                           | 1,114      |          |             | •         | ,               |
| "Front Page Farrell"<br>John F. Murray Adv.                                 | Omora                                                 | NBC-117-11/4                           | 839        | 9,039 \$ | 768,990     |           | ••••            |
| GOLD SEAL CO.                                                               |                                                       |                                        | \$ 1,324   | ,854 \$  | 1,521,304   |           | • • • • • • • • |
| "Arthur Godfrey"<br>Campbell-Minthun                                        | Gold Seal Glass Wax<br>& Wood Cream                   | CBS-178-1¼<br>(JanNov.)                |            |          | 1,506,436   |           | • • • • • • •   |
| LEVER BROTHERS CO.                                                          |                                                       |                                        | \$ 1,166   | .415 \$  | 859,380     | \$        | 3,048,200       |
| "Amos 'n' Andy" & (Eff. May-Sept.)<br>"Hit the Jackpot"<br>Ruthrauff & Ryan | Rin <del>so</del>                                     | CB5-173/CBC-1<br>(JanJul.;<br>OctDec.) | 1/2 783    | 8,104    |             |           |                 |
| "Arthur Godfrey"<br>Ruthrauff & Ryan                                        |                                                       | CBS-171/CBC-<br>(NovDec.)              | 11/4 194   | 1,749    |             |           | ••••            |
| "Bob Hope"<br>BBDO                                                          |                                                       | NBC-153/CBC-<br>(AprJun.)              | 1⁄2 188    | ,562     | ••••••      |           | •••••           |
| CUDAHY PACKING CO.                                                          |                                                       |                                        | \$ 618,    | ,116     |             | . \$      | 95,740          |
| "Nick Carter"<br>Grant Adv. Co.                                             | Old Dutch Cleanser                                    | MB5-332-1/2                            |            |          |             |           |                 |
|                                                                             |                                                       |                                        |            |          |             |           |                 |

#### BROADCASTING . TELECASTING estimate

Jhanks, Fellow Broadcasters: It was a great fight—the race for NAB Directorat-Large, Medium Stations! It was close, too, and your votes were not only greatly appreciated, they evidenced exceptional care in selecting a worthy leader in NAB affairs. Far more important, those votes represented a very healthy sign of "awakening" in the ranks of the broadcasting industry. The 90 PER CENT "turn-out" of member votes in the NAB election was a FORTHRIGHT MANIFES-TATION that the Broadcasters of America still cherish their RIGHT OF SELF EXPRESSION. The enthusiasm exhibited in this record vote is an example of the stuff that makes America great. It's the thing that will keep the Broadcasting Industry of America great! Congratulations to the winner, Hugh Terry and to you all for a wonderful response in the balloting of NA(RT)B. Let's keep it that way! Sincerely yours sau c. John Esau Vice president KTUL, Tulsa, Okla. KFPW, Forth Smith, Ark.

Class 25:

SINCE FEW sporting goods and toy manufacturers use network, advertising money spent in this classification goes almost entirely into spot radio.

Some of the sporting goods manufacturers which fall into this category are: Aladdin Industries (lamps), agency William Hart Ad-ler, Chicago; Brunswick-Balke Collender Co., Chicago (billiard & bowling equipment), agency Al Paul Lefton Co., Chicago; Max Cook Sporting Goods Co., Denver (sporting goods), agency Ted Levy, Denver; Crosman Arms Co., Rochester (air rifles), agency Scrivener, Lewis & Co., Rochester; Cycloid Corp., Chicago (sporting goods),

agency Bennett, Petesch & O'Connor, Chicago; Dot Line Co., Marion, Mass. (fishing line), agency Hoag & Provandie, Boston; Eastman Kodak Co., Rochester (photographic equipment), agency J. Walter Thompson Co., New York; Florida Fishing Tackle Mfg. Co.,

St. Petersburg (fishing tackle), agency Griffith Adv., St. Petersburg; Hollywood Film Studios, Hollywood (photo enlargements), agency Harold S. Schwartz & Assoc., Chicago; Revere Camera Co., Chicago (photographic equipment), agency Roche, Williams &

Cleary, Chicago.

... Toiletries

. Sporting Goods

Among toy manufacturers using spot radio are: Ideal Novelty & Toy Co., New York (toys), agency Atlantic Adv. Co., New York; Tacoma Metal Products Co., Tacoma (toy ranges), agency Condon Co., Tacoma.

. . . . . .

\$1,927,427

\$1,051,645

CLASS 25. SPORTING GOODS & TOYS NETWORK 1950 \$ 29,614 SPOT 1950 \$ 360,556\* 106,623 LEADING NETWORK ADVERTISERS 1949 (Net) 1949 336,000\* (Gross) 1940 Network No. of Stations Hours per Week 1950 1949 1940 Advertiser, program and agency WILSON & CO INC. "All-Star Football Game" Ewel:Fihurber Assoc. Source: Publishers Information Bureau Product 29,614 90,581 62.774 . . . . . . . MBS-460-var. time Sporting Goods . . . . . . . \* BROADCASTING @ TELECASTING estimate

### 21ass 26:

TREND TOWARD greater use of spot radio and decline in network time sales continued in the Toiletries & Toilet Goods classification of advertisers during 1950.

In 1948 this group of manufacturers spent \$32,145,225 on network radio. By 1949 the total had dropped to \$29,370,134 while 1950's total was further reduced to \$25,-783.015.

Sales volume of toiletries during 1950 set a new record, according to a statement by S. L. Mayham, executive vice president of the Toilet Goods Assn., who estimated that gross sales for the year would run over \$800 million.

Mr. Mayham's statement follows: "The perfume, cosmetic and other toilet preparations business during 1950, from preliminary reports, again broke all records for volume. It is expected it will run well over

\$800 million at retail. The principal problem of the industry during 1951 will not be selling goods but securing sufficient supplies of raw materials and packaging materials to place an adequate volume on the market. This would seem to indicate that advertising schedules might be curtailed somewhat but there are other factors which are likely to work directly to the contrary-notably the excess profits tax and possible increase in rates of other taxes.

"Radio has continued to be a medium of somewhat lesser importance than magazines and newspapers and magazine copy has been curtailed in favor of cooperative advertising placed locally in conjunction with retail outlets. The new medium of television is being experimented with by many large houses. If a proper formula can be developed this medium (Continued on page 114)

| LEADING NETWORK ADVE                                                                                | DTICEDC                                               | ETWORK<br>(Gross) | 1 <b>950</b><br>1949<br>1 <b>940</b> | \$25,783,0<br>29,370,1<br>26,368,8 | 34 (Net)                   | 1950 \$<br>1949         | 4,927,599 <sup>.</sup><br>3,920,000 <sup>.</sup> |
|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------------------|--------------------------------------|------------------------------------|----------------------------|-------------------------|--------------------------------------------------|
| Advertiser, program and agency                                                                      | Product                                               |                   | Network<br>No. of Sta<br>Hours per   |                                    | 1950                       | 1949                    | 1940                                             |
| PROCTER & GAMBLE<br>"Pepper Young's Family"                                                         | Camay Soap                                            |                   | NBC-156/                             | CBC-11/4                           | \$ 4,536,161<br>9\$8,854   | \$ 3,729,369<br>945,884 |                                                  |
| Pediar & Ryan Inc.<br>'Lowell Thomas''<br>Comptan Adv. Inc.                                         | lvory Soap                                            |                   | CBS-103-1<br>(JanJun.;<br>AugDec.)   |                                    | 1,102,723                  | 1,073,635               | <b>i</b>                                         |
| 'Right to Happiness''<br>Compton Adv.                                                               |                                                       |                   | NBC-153/<br>(May-Sept                | CBC-11/4                           | 402,338                    | 940,684                 | l I                                              |
| Right to Happiness"<br>compton Adv.                                                                 | lvory Soap, Duz                                       |                   |                                      | ; OctDec.)                         | 545,682                    |                         |                                                  |
| Big Sister"<br>compton Adv.                                                                         | lvory Soap, Spic & S                                  | Span, Crisco      | •                                    |                                    | 867,614<br>658,950         | 705,776<br>720,228      |                                                  |
| F.B.I. in Peace and War"<br>iow Co.                                                                 | Lava Soap                                             |                   | CBS-149-1/<br>(JanJun.;              | 2<br>AugDec.)                      |                            | -                       | •                                                |
| HLLETTE SAFETY RAZOR CO.<br>Sports Events''<br>baseball, racing, football games etc.)<br>Jaxon Inc. | Razors, Blades,<br>Shaving Cream                      | -                 | MBS, CBS,<br>NBC                     | ABC,                               | \$ 3,982,570<br>382,772    | \$ 3,858,294<br>435,722 | \$ 427,87                                        |
| 'Friday Night Fights"<br>Aaxon Inc.                                                                 | Safety Razo <i>rs,</i><br>Blades, Shaving C <b>re</b> | am                | ABC-242/<br>(JanMay<br>SeptDec.)     |                                    | 634,245                    | 652,735                 |                                                  |
| oni Division:<br>'Carol Douglas''<br>oote, Cone & Belding<br>'Chance of a Lifetime''                | Toni Home Permane<br>Shampoo, Creme Ri                |                   | ABC-168-2<br>(MarSep<br>ABC-157-1    | i.)                                | 231,2 <b>33</b><br>260,077 |                         |                                                  |
| Foote, Cone/& Belding                                                                               |                                                       |                   | (May-Sept                            | .)                                 | 200,077                    |                         |                                                  |

|                                                               | 5.0200, 5.001.03 5.500.0        | SeptDec.)                     |                 |                  |        |
|---------------------------------------------------------------|---------------------------------|-------------------------------|-----------------|------------------|--------|
| Toni Division:                                                | - · · · ·                       |                               |                 |                  |        |
| "Carol Douglas"                                               | Toni Home Permanent,            | ABC-168-25 min.               | 231,2 <b>33</b> |                  |        |
| Foote, Cone & Belding<br>"Chance of a Lifetime"               | Shampoo, Creme Rinse            | (MarSept.)<br>ABC-157-11/4    | 260,077         |                  |        |
| Foote, Cone/& Belding                                         |                                 | (May-Sept.)                   | 200,077         |                  |        |
| "Modern Romances"                                             |                                 | ABC-132-34                    | 16,626          |                  |        |
| Foote, Cone & Belding                                         |                                 | (May-Jun.)                    |                 |                  |        |
| "Quick as a Flash"                                            |                                 | ABC-163-11/4                  | 246,476         |                  |        |
| Foote, Cone & Belding                                         |                                 | (May-Sept.)<br>CBS-178-11/4   | 348,435         | 153,900          |        |
| "Arthur Godfrey"<br>Foote, Cone & Belding                     |                                 | (JanApr.;                     | 340,433         | 133,900          |        |
| Toole, cone a belang                                          |                                 | OctDec.)                      |                 |                  |        |
| "Give & Take"                                                 |                                 | CBS-150-1/2                   | 433,420         | 439,518          |        |
| Foote, Cone & Belding                                         |                                 |                               |                 |                  |        |
| "This is Nora Drake"                                          | Home Permanent Wave,            | C85-158-11/4                  | 1,429,286       | 1,478,893        |        |
| Foote, Cone & Belding                                         | Cream Shampoo                   |                               |                 |                  |        |
| COLGATE-PALMOLIVE-PEET CO.                                    | - 11 B                          | CBS-38-21/2                   | \$ 3,776,634    | \$ 3,499,560     | \$1,92 |
| "Strike it Rich"                                              | All Products                    | (AprOct.)                     | 511,716         |                  |        |
| Wm. Esty Co.<br>"A Day in the Life of Dennis Day"             | Colgate Dental Cream            | NBC-145/CBC-1/2               | 260,516         | 520,702          |        |
| Ted Bates & Co.                                               | coldare betrigt arean           | (JunJul.;                     | 200,010         | 424// 42         |        |
|                                                               |                                 | ÖctDec.)                      |                 |                  |        |
| "A Day in the Life of Dennis Day"                             | Halo Shampoo, Colgate           | NBC-144-1/2                   | 273,368         |                  |        |
| Ted Bates & Co.                                               | Dental Cream, Palmolive<br>Soap | (JanMay)                      |                 |                  |        |
| "Sports Newsreel of the Alr"                                  | Colgate Shave Cream             | NBC-76-1/4                    | 489,492         | 548,184          |        |
| Sherman & Marquette                                           |                                 |                               | •               | •                |        |
| "Your Stand In"                                               | Halo Shampoo                    | CB5-8-11/4                    | 21,150          | 57,810           |        |
| Sherman & Marquette                                           |                                 | (JonApr.)                     | 007 410         | 200 1/7          |        |
| "The Judy Canova Show"<br>Ted Bates & Co.                     |                                 | NBC-145/CBC-1/2<br>(May-Jul.: | 297,419         | <b>599</b> ,167  |        |
| rea pares & Co.                                               |                                 | OctDec.)                      |                 |                  |        |
| "Mr. & Mrs. North"                                            | Halo Shampoo, Palmolive         | CBS-152-1/2                   | 881,579         | 873,297          |        |
| Sherman & Marquette                                           | Shave Cream                     | . –                           |                 | •                |        |
| "Our Miss Brooks" & "Steve Allen Show"                        | Lustre Cream Shampoo,           | CBS-152/CBC-1/2               | 820,096         | 831, <b>39</b> 2 |        |
| (Eff. JunAug.)                                                | Colgate Dental Cream            |                               |                 |                  |        |
| LEVER BROTHERS CO.                                            |                                 |                               | \$3,610,811     | \$ 4,580,221     | \$1,05 |
| "Big Town"                                                    | Lifebuoy Soap                   | NBC-134-1/2                   | 821,196         | 833,808          |        |
| Sullivan, Stouffer, Colwell & Bayles<br>''Lux Radio Theatre'' | Lux Toilet Soap, Flakes         | CBS-176/CBC-1                 | 1,408,960       | 1,348.679        |        |
| J. Walter Thompson Co.                                        | cox toner soup, rickes          | (JanJun.;                     | 1,400,900       | 1,340,073        |        |
| e. tranet monpeen 60.                                         |                                 | AugDec.)                      |                 |                  |        |
| "Bob Hope"                                                    | Swan, (Eff. Feb.) Lux           | NBC-153/CBC-1/2               | 222,846         | 667,251          |        |
|                                                               |                                 |                               | (Contins        | ied on page      | 114)   |
|                                                               |                                 |                               | 1.00100100      | wa on page       |        |
|                                                               |                                 |                               |                 |                  |        |

### TRUSCON...a name you can build on



KAA-284, Owstonns, Minne sota, Northern Natural Gas Co, Truscon Self-Supporting Tower, 260 feet high.



WOW, Omaha, Nebr., Tru Seif-Supporting Radio To 500 feet high overall.



WHDH, Boston, Mass. Three Truscon Guyed Towers; 565 feet, 605 feet, and 645 feet high.







### Truscon has the Towers it takes

rrusco MARK OF MERIT

PRODUCTS



Ohio. Truscon Self-

Supporting Tower, 437 feet high.



consin. Truscon Self-Supporting Tower,

240 feet high





WEMP-FM, Milwaukee. Wisconsin, Truscon Self-Snnt orting To 456 feet high

## ... for better broadcasting

No matter where you are located in the United States, there are Truscon Steel Radio Towers near to prove their strength and operating efficiency under your particular topographical and meteorological conditions.

Truscon engineering has a world-wide reputation for the breadth of its experience ... for its ability to analyze individual problems ... and for its precise tower design, manufacture and erection abilities. The world's tallest radio towers have been produced by Truscon.

> Truscon can supply many different tower types: guyed or self-supporting ... tapered or uniform in cross-section ... for AM, FM, TV and microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON® STEEL COMPANY YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

#### Toiletries (Continued from page 112)

should be of great value to the manufacturers of cosmetics since it permits definite demonstration of the product in use to a steadily

Network advertisers, in addition to the first six listed in the table, included: Armour & Co. (Dial soap) Stars over Hollywood, CBS, 1-1:30 p.m. Saturday, 181 stations, April through Sept.; from Sept. through Dec. Armour sponsored Dave Garaway for Dial soap on NBC, 12:15-12:30 p.m. Mon-Fri.,

Beltone Hearing Aid Co. (hearing aids) sponsored Gabriel Heater, MBS, 7:30-7:45 p.m. Wednesday, Sept. through Dec., \$86,932.

Block Drug Co. Inc. (Amm-i-dent

toothpaste) sponsored Burns and

Allen, CBS, 179 stations, 10-10:30

p.m. Wednesday, \$359,265. From

Sept. through Dec. Block sponsored

Quick as a Flash, ABC, 159 sta-

tions, 11:30 a.m.-12:30 p.m., Tues.

Bymart Inc. (Tintair) bought the

Campana Corp. sponsored Soli-

tair Time for all products, NBC,

11:45-12 noon Sunday on 20 sta-

tions from March through Dec. at

Frank Sinatra show, CBS, 5-5:15

and Thurs., \$182,000.

p.m. Sunday, \$61,708.

increasing audience."

\$438,631.

### Class 26. Toiletries & Toilet Goods (Continued from page 112)

LEADING NETWORK ADVERTISERS (Continued)

| Advertiser, program and agency                            | Product                  | Network<br>No. of Stations<br>Hours per Week | 1950          | 1949         | 1940         |
|-----------------------------------------------------------|--------------------------|----------------------------------------------|---------------|--------------|--------------|
| BBDO                                                      |                          | (JanMar.)                                    |               |              |              |
| "My Friend Irma"                                          | Pepsodent Tooth-Powder   | CB5-176/CBC-1/2                              | 696.627       | 665,482      |              |
| Foote, Cone & Belding                                     | & Toothpaste             | (JanJun.:                                    | 0/0/02/       | 444/442      |              |
| • • • •                                                   |                          | AugDec.)                                     |               |              |              |
| "Junior Miss"                                             | Rayve Home Permanent     | CBS-173-1/2                                  | 461,182       | 268,297      |              |
| J. Walter Thompson Co.                                    | •                        |                                              |               | 200,277      |              |
| BRISTOL-MYERS CO.                                         |                          |                                              | 6 1 (00 110   | CA 000 4FA   | A1 ATT 174   |
| "Mr. District Attorney"                                   | Ipana, Sal Hepatica,     |                                              | \$ 1,620,110  | \$2,023,458  | \$1,077,176  |
| Young & Rubicam Inc.                                      | Vitalis                  | NBC-167-1/2                                  | 761,379       | 707,982      |              |
|                                                           |                          |                                              |               |              |              |
| "Break the Bank"                                          | ipana, Trushay,          | NBC-165-11/2                                 | 348,317       | 607,494      |              |
| Doherty, Clifford & Shenfield                             | Sal Hepatica             | (SeptDec.),                                  |               |              |              |
| "Break the Bank"                                          | Vitalis, Trushay, Mum    | NBC-166-1/2                                  | 510,414       |              |              |
| Doherty, Clifford & Shenfield                             |                          | (JanSept.)                                   | -             |              |              |
| WILDROOT CO. INC.                                         |                          |                                              | \$ 1,466,827  |              |              |
| "Arthur Godfrey"                                          | Liquid Cream Shampoo,    | C85-177-11/4                                 | 738,749       |              |              |
| BBDO                                                      | All Products             | C03-177-174                                  | / 30// 47     |              |              |
| "Adventures of Sam Spade"                                 | Wildroot Cream Oil       | NBC-166-1/2                                  | (10.055       |              |              |
| BBDO                                                      |                          |                                              | 619,355       |              |              |
| BBUQ                                                      | Hair Tonic, Liquid Cream | (JanSept.)                                   |               |              |              |
| Web-alf- Will B. C. J. Data Music                         | Shampoo                  |                                              |               |              |              |
| "Charlie Wild, Private Detective"                         | Wildroot Cream Oil       | NBC-166-1/2                                  | 108,723       |              |              |
| BBDO                                                      | Hair Tonic               | (SeptDec.)                                   |               |              |              |
| Source: Publishers Information Bureau<br>† Includes Drugs | *                        | • • •                                        | * BROADCASTIN | G • TELECAST | ING estimate |
|                                                           |                          |                                              |               |              |              |

a gross cost of \$89,408. Firm also sponsored the same show at the same time for Solitair Makeup during Jan. and Feb. at a cost of \$18.288.

Carter Products sponsored Sing it Again for Arrid and Rise Shave Cream, CBS, 10:30-10:45 p.m. Saturday, \$491,110; the Jimmie Fidler Show for Carter's Little Liver Pills and Arrid, Jan. through May, ABC, 10-10:45 p.m. Sunday, \$134,484. Gross total spent by Carter for network shows was \$625,594.

Chamberlain Labs, for Chamberlain lotion, sponsored John B. Kennedy and the News, MBS, 7:55-8 p.m. Saturday on 485 stations and the same show Sept. through Dec. on 496 stations. Total \$126,764.

Chesebrough Mfg. Co. sponsored Dr. Christian for its Vaseline products, CBS, 8:30-9 p.m., Wednesday, 157 stations, \$887,994.

Grove Labs sponsored The Shadow for Fitch hair tonic and shampoo and 4-Way Cold Tablets, MBS, about 450 stations, 5-5:30 p.m. Sunday, \$443,700.

Andrew Jergens Co. sponsored The Jergens-Woodbury Journal for Jergens lotion, toilet soaps, perfumes etc., ABC, about 275 stations, 9:15-9:30 p.m. Sunday, \$680,-108.

Los Angeles Soap Co. sponsored Elmer Peterson for its soap products Jan. through Sept., NBC, 12 stations, 5:45-6 p.m., Saturday, \$18,770.

Manhattan Soap Co. sponsored Frank Goss and the News for Sweetheart Soap, March through Dec. on CBS, 15 stations, 7:30-7:45 a.m., Tues., Thurs. and Sat., \$60,-759. Firm also sponsored We Love and Learn for the same product



on about 160 stations, NBC, 6:45-7 p.m., Mon.-Fri., \$1,402,059.

Murine Co. sponsored Gabriel Heater for Murine Eye Wash, MBS, about 495 stations, 7:30-8 p.m., Friday, Sept. through Nov., \$137,139.

Norwich Pharmacal Co. sponsored The Fat Man for Pepto-Bismol, Unguentine, on about 225 ABC stations, 8-8:30 p.m. Friday, Jan. through Aug., \$499,320. Beginning in Aug. the firm switched to Modern Romances, ABC, 11-11:30 a.m., Tues. and Thurs., \$346,-954. Total billings were \$846,247.

Noxzema Chemical Co. sponsored Gabriel Heatter, MBS, on about 80 stations 7:30-7:45 p.m. Monday, \$271,516.

#### Pal Blades on MBS

Pal Blade Co. sponsored Rod and Gun Club of the Air for its razor blades, MBS, Sept. through Nov. on about 135 stations, 8:30-8:55 p.m., Thursday, \$40,560.

R. B. Semler Inc., for Kreml and Kreml Kreme hair tonic and shampoo, sponsored Gabriel Heatter on about 228 stations, MBS, Jan. through June, 7:30-7:45 p.m., Wednesday, \$197,704.

Shulton Inc. sponsored High Adventure for Old Spice men's after shave lotion, brushless and lather shaving cream and Shulton shampoo, NBC, 4:30-5 p.m., Sunday, Jan. through June, \$68,310.

Wm. R. Warner & Co. sponsored Walter Winchell, ABC, for home



|                                                                             |                    | <b>~</b> ~                 | <b>•</b> -                        |               |                        |                             |
|-----------------------------------------------------------------------------|--------------------|----------------------------|-----------------------------------|---------------|------------------------|-----------------------------|
| CLASS 27. TRANSPORTATION,                                                   | TRAVEL & RESORTS   |                            | ******                            | ******        |                        |                             |
|                                                                             | NETWORK<br>(Gross) | 1950<br>1949<br>1940       | \$870,332<br>1,075,169<br>341,401 | SPOT<br>(Net) | 1950 \$1,6<br>1949 1,6 | 82,595*<br>80,00 <b>0</b> * |
| LEADING NETWORK ADVERT                                                      | ISERS              | Network<br>No. of Stations |                                   |               |                        |                             |
| Advertiser, program and agency                                              | Product            | Hours per Weel             | c                                 | 1950          | 1949                   | 1940                        |
| ASSOCIATION OF AMERICAN RAILROADS<br>"The Railroad Hour"<br>Benton & Bowles | Institutional      | NBC-170-1/2                |                                   | \$ 863,804    | \$ 990,961             |                             |
| GREYHOUND CORP.<br>"Romance of the Highways"<br>Beaumont & Hohman           | Bus Transportation | ABC-11-1/4<br>(JanApr.)    |                                   | \$ 6,528      | \$ 21,160              | \$ 168,028                  |

\* BROADCASTING . TELECASTING estimate

TPATRI

permanent and shampoo on about 275 stations, 4:15-5 p.m. Mon.-Fri., \$628,624.

Source: Publishers Information Bureau

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Wildroot Co. sponsored Arthur Godfrey for Liquid Cream Shampoo and all other products on about 175 stations, CBS, 10:15-10:30 a.m., Sunday, \$738,749. Same firm sponsored Adventures of Sam Spade for Wildroot Cream Oil hair tonic and other products on 166 stations, NBC, 8-8:30 p.m. Sunday, Jan. through Sept., \$619,355. Beginning in Sept. for the same products Wildroot switched to Charlie Wild, Private Detective, NBC, 5:30-6 p.m., \$108,723.

Among the major users of spot are: American Safety Razor Co. for its Silver Star Blades, Blue Star Blades and Treet, agency Ruthrauff & Ryan; Joan Nyola Inc., for its Nailfilm nail coloring, Dorrance-Waddell, New agency York; J. W. Williams Co., in Canada, spot announcement campaign for its shave cream, agency J. Walter Thompson, Montreal.

Parx Products successfully tested radio for its vinyl plastic finger-nail cover and is expanding to major markets. Agency is Henry J. Kaufman & Assoc., Washington. Personal Products advertised its Yes tissues with radio campaign in many markets. Agency is Compton Adv., New York. Lee Pharmacal bought radio for its Shadow Wave through McCann-Erickson, New York.

TRANS WORLD AIRLINES became the first major company in its field to sponsor a coast-to-coast network radio show when broadcast of Mr. and Mrs. Blandings, with Cary Grant. and his wife, Betsy Drake, began Jan. 21, 1951, over NBC.

The show, budgeted at \$500,000, is scheduled each Sunday at 5:30 p.m. Agency is BBDO, New York.

TWA decision to sponsor a network program was a continuation of interest in radio advertising which has characterized this company and been evident among other airlines for years. Until this year many have used spot radio.

Network users in the Transpor-(Continued on page 116)



The craftsmen using Reeves Soundcraft products know In Quality they are the best, we can give them nothing less. The

leader cannot compromise on quality.



In Development Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities-and always will be so long as we choose to lead.



Reeves Soundcraft recognizes it cannot command a pre-In Pricing mium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

#### REEVES-TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS

**Filter tubes** 

**Recording tape and discs** ٠ Styli **Electronic** accessories .

#### **Transportation**

#### (Continued from page 115)

tation. Travel and Resorts classification in 1950 included the Assn. of American Railroads, which spent \$834,804 for The Railroad Hour over 170 stations on NBC and Greyhound Corp., which used Romance of the Highways over 11 ABC stations from January to April at a cost of \$6,528.

Use of spot radio showed a marked increase during 1950 among airlines. TWA continued to use spots throughout the year at about the same rate as in 1949 when it spent approximately \$250,000 on radio and television. The airline used over 30 stations in 17 major markets from coast to coast.

Other airlines using spot included: Capital Airlines, Washington, D. C., agency Lewis Edwin Ryan, Washington; Northeast Airlines, Boston, agency Dowd, Redfield & Johnstone Inc., New York and Washington; All American Airways Inc., agency Buchanan & Co., New York; Eastern Air Lines, New York, agency Fletcher D. Richards Inc., New York; National Airlines, Miami, agency Grant Adv., Miami; Nationwide Airlines, Detroit, agency Mullane Adv., Detroit; Pan American-Grace Airways, New York, agency J. Walter Thompson, New York; Southwest Airways, San Francisco, placed direct; Trans-Canada Air Lines, Quebec, agency Cockfield Brown & Co., Montreal; Transcontinental and Western Air, Kansas City, agency BBDO, New York; United Airlines, Chicago, agency N. W. Ayer & Son, Chicago; Western Air Lines, Los Angeles, agency Buchanan & Co., Beverly Hills.

#### Railroads Using Spot

Railroads using spot included: Wabash Railroad, St. Louis, agency Gardner Adv., St. Louis; Union Pacific, Omaha, agency Caples Co., Omaha; Southern Pacific, San Francisco, agency Foote, Cone & Belding, San Francisco; St. Louis-San Francisco Railway Co., St. Louis, agency Gardner Adv. Co., St. Louis; Pennsylvania Railroad, Philadelphia, agency Al Paul Lefton, Philadelphia; Norfolk & Western, Roanoke, agency Houck & Co., Roanoke; New York Central, New York, agency Foote, Cone & Belding, New York; Missouri-Kansas-Texas Lines, St. Louis, agency Winius-Brandon Co., St. Louis; Louisville & Nashville Railroad, Louisville, agency Griswold-Eshleman Co., Cleveland; Denver & Rio Grande Western Railroad, Denver, agency Axelson Adv., Denver; Chicago & Northwestern Railway, Chicago, agency Caples Co., Chicago; Chesapeake & Ohio Railway, Cleveland, agency Robert Conahay & Assoc., New York.

Travel agencies in nearly every major market used some radio spot in the vacation season. American Railway Express used radio to promote its travelers cheques and CLASS 28. MISCELLANEOUS LEADING NETWORK ADVERTISERS

| LEADING NETWORK ADVERT                                                                            | ISERS                  | NET WORK<br>(Gross) | 1950<br>1949<br>1940         | \$5,293,156<br>3,245,962<br>3,014,779 | SPOT 1950<br>(Net) 1949 | \$6,009,267*<br>7,168,000* |  |
|---------------------------------------------------------------------------------------------------|------------------------|---------------------|------------------------------|---------------------------------------|-------------------------|----------------------------|--|
| Advertiser, program and agency                                                                    | Product                |                     | rk<br>f Stations<br>per week | 1950                                  | 1949                    | 1940                       |  |
| AMERICAN FEDERATION OF LABOR<br>"Frank Edwards, News"<br>Furman, Feiner & Co.                     | Institutional          | MBS-1               | 81-11/4                      | \$1,346,774                           |                         | •••••                      |  |
| LUTHERAN CHURCH-MISSOURI SYNOD<br>"The Lutheran Hour"<br>Gatham Adv.                              | Institutional          | ABC-1               |                              | \$880,020<br>439,922                  | \$534,074<br>105,692    | • • • • • • •              |  |
| "The Lutheron Hour"<br>Gotham Adv.                                                                | Religious Talks        | MBS-3               | 90-1/2                       | 440,098                               | 428,382                 | ••••••                     |  |
| GOSPEL BROADCASTING ASSN.<br>"Old Fashioned Revival Hour"<br>R. H. Alber Co.                      | Institutional          | ABC-2               | 50-1                         | \$800,084                             | \$344,384               | \$402,232                  |  |
| GENERAL CONFERENCE OF<br>SEVENTH DAY ADVENTISTS<br>"The Voice of Prophecy"<br>Western Adv. Agency | Institutional          | ABC-1               | 09-1⁄2                       | \$564,631<br>250,826                  | \$424,454<br>125,389    | • • • • • • • •            |  |
| "The Voice of Prophecy"<br>Western Adv. Agency                                                    | / Religious Talks      | MBS-3               | 19-1/2                       | 313,805                               | 299,065                 | • • • • • • •              |  |
| RADIO BIBLE CLASS<br>"Radio Bible Class"<br>Stanley G. Boynton Co.                                | <b>Religious</b> Talks | MBS-3               | 06-1/2                       | \$343,343                             | \$322,441               | • • • • • • •              |  |
| CHRISTIAN REFORMED CHURCH<br>"Back to God Hour"                                                   | Religion               | MBS-2               | 97-1⁄2                       | \$260,136                             | \$255,197               | ******                     |  |
| Source: Publishers Information Bureau                                                             |                        |                     |                              | * BROADCASTING • TELECASTING •        |                         |                            |  |

NETWORK 1050

... Miscellaneous

#E 103 1E4

..................

ADVERTISERS who are not included in the other 27 categories are lumped in the miscellaneous section, including religious organizations, pet foods, labor unions and other organizations.

Besides the six principal accounts shown in the table, the miscellaneous department included these 1950 network advertisers: American Bird Products (bird food), American Radio Warblers, on MBS Jan.-April, Oct.-Dec. (\$25,416); American Federation of Labor's League for Political Education,

travel services through its agencies, Benton & Bowles and Kelly-Nason in New York. Several steamship lines used spring and summer spots.

Resorts using radio included: City of Atlantic City, agency A. A. Dorland, Atlantic City; Colorado State Adv. & Publicity Committee, Denver, agency Galen E. Broyles Co., Denver; Dept. of Commerce, Pennsylvania, Harrisburg, agency Gray & Rogers, Philadelphia; Dept. of Trade & Commerce, Ottawa, Canada, agency Walsh Adv., Toronto; Florida State Adv. Commission, Tallahassee, agency August Dorr, Miami; Hawaii Visitors Bureau, Honolulu, agency Holst & Cummings, Honolulu; Louisiana Dept. of Commerce & Industry, Baton Rouge, agency Bauerlein, New Orleans; Massachusetts Development & Industrial Commission, Boston, agency Bernard F. Ostreicher Adv., Boston; Minnesota Div. of Publicity, Dept. of Business Research & Development, St. Paul, agency David Inc., St. Paul; Michigan Tourist Council, Lansing, agency Beaumont & Hohman, Detroit; New York State Dept. of Commerce, Albany, agency BBDO. New York.

Many individual hotels also used spot regionally.

•

November rally urging voters to go to the polls, on MBS, \$6,680; American Medical Assn. speech and inaugural ceremonies (\$15,-576); Animal Foundation, Sherbourne, N. Y., Allan Jackson and Bill Shadel news programs, on CBS, Jan.-March and Sept.-Dec. as well as Confidential Closeups on NBC Jan.-June (total of \$90,-984); Carnation Go. (Albers Bros. Milling Co., Friskies dog food), Elmer Peterson on NBC, Jan.-Dec. (\$78,936); Congress of Industrial Organization, speeches on ABC (\$20,846); Dawn Bible Students Assn., Frank & Ernest on ABC (\$183,460), on MBS \$57,388; First Church of Christ, Scientist, Boston, on MBS (\$48,912).

........................

#### General Foods

General Foods (Gaines dog food), Juvenile Jury on MBS, except summer, (\$216,427); Dr. Billy Graham, on ABC in December, (\$63,130); Institute of Religious Science, *This Thing Called Life* on ABC (\$26,912); John Morrell & Co., Lassie on NBC Jan.-May (\$116,067); National Council of the Protestant Episcopal Church, One World in Christ, on MBS in March (\$2,053); Shriners East-West Football Committee, annual December game on MBS (\$31,863); Southern Baptist Convention, The Baptist Hour on ABC, Jan.-June (\$98,816); United Electrical, Radio & Machine Workers of America, Arthur Gaeth on ABC, Jan. (\$13,-990).

American Medical Assn. conducted an intensive two-week spot drive in October on the theme, "The voluntary way is the American way." This was in addition to the speech-inaugural network programs. AMA used around 1,600 stations in its spot series as state medical societies recommended wide employment of the broadcast medium.

The analysis of miscellaneous

advertising finds religious organizations increasing their use of the broadcast medium though they were at the same time starting to use television time.

................

SPOT 1050 \$4 000 247

Time placements by political candidates on a spot and regional basis were heavy during the Congressional campaign year. Heat of the campaigns induced many local party organizations to use radio as a means of acquainting voters with the issues involved and personalities of the candidates themselves.

#### COUNCIL AD May Campaigns Announced

TENTATIVE radio and TV allocations of public interest cam-paigns for emphasis during May were released by the Radio Div. of The Advertising Council last week in New York.

For the week of April 30, on network radio, Better Schools and Civil Defense; regional spot, Prevention Forest Fires; and on network co-operatives. Student Nurse Recruiting.

For the week of May 7, on network radio, Student Nurse Recruiting and Fight Inflation; regional spot, U. S. Defense Bonds; network co-ops, Better Schools. For the week of May 14, on television, Armed Forces Volunteers; network radio, Armed Forces Volunteers and Defense Bonds; on regional spot, Armed Forces Volunteers; network co-ops, Home Safety and American Economic System.

For the week of May 21; network radio, Home Safety and American Economic System; regional spot, Civil Defense; net-work co-ops, Fight Inflation. For the week of May 28; on network radio, "Prevent Forest Fires" and "Fight Inflation"; on regional spot, Home Safety; and on network co-ops, Civil Defense.

a symbol of

# ENGINEERING INTEGRITY

The Association of

# FEDERAL COMMUNICATIONS

Consulting Engineers

Members George P. Adair George P. Adair Stuart L. Bailey Jansky & Bailey Clyde H. Bond Clyde H. Bond Lester H. Carr Weldon & Carr T. A. M. Craven Craven, Lohnes & Culver John Creutz John Creutz Ronald H. Culver Craven, Lohnes & Culver George C. Davis George C. Davis Everett L. Dillard Commercial Radio Equip. Co. Millard M. Garrison **Chambers & Garrison** Glenn D. Gillett Glenn D. Gillett & Assoc. Paul F. Godley Paul Godley Co. C. M. Jansky, Jr. Jansky & Bailey Frank G. Kear Kear & Kennedy Robert E. L. Kennedy Kear & Kennedy Worthington C. Lent Worthington C. Lent George M. Lohnes Craven, Lohnes & Culver Frank H. McIntosh McIntosh & Inalis James C. McNary McNary & Wrathall Russell P. May Russell P. May E. C. Page E. C. Page William E. Plummer Glenn D. Gillett & Assoc. A. D. Ring A. D. Ring & Co. James O. Weldon Weldon & Carr Raymond M. Wilmotte Raymond M. Wilmotte Grant R. Wrathall McNary & Wrathall Associate 'Members William S. Duttera National Broadcasting Company J. B. Edderson Scripps-Howard Radio, Inc. Raymond F. Guy National Broadcasting Company Earl M. Johnson **Mutual Broadcasting System** L. E. Littlejohn Triangle Publishing Co. William B. Lodge **Columbia Broadcasting System** Frank L. Marx American Broadcasting Company John G. Preston American Broadcasting Company Philip F. Siling Radio Corporation of America Carl E. Smith United Broadcasting Company Jay W. Wright Columbia Broadcasting System



**THE BIGGEST NEWS OF ALL IS THIS:** THESAURUS is your key to time charges plus talent fees! You will profit from this library service innovation, newly developed by the "new era" in THESAURUS.

#### **SELL TO SPONSORS with**

- ... YOUR big-name show
- ... YOUR hard-hitting, sponsor-selling brochure
- ... YOUR complete audience-building promotion kit
- ... YOUR convincing sales-clinching audition disc

#### **SELL FOR SPONSORS**

... YOUR SPONSOR gets product identification at beginning and end of every program: voice tracks open and close each show and introduce featured artists.

... YOUR SPONSOR's three full-length commercials are more effective because featured artists introduce the local announcer on each broadcast.

... YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by the stars of THE HOUR OF CHARM.



RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION 630 Fifth Avenue, New York 20, N. Y. JUdson 2-5011 Chicago Hollywood Atlanta Dallas

# to time charges *plus* talent fees...

### The JOH PHIL SPITALNY'S All-Girl Orchestra and Choir featuring Evelyn and her magic violin

#### A time-tested half-hour prestige show!

...with

That's right... one of America's top-notch radio shows is now available for immediate sponsorship. Another big-name feature of the audience-building, money-making "new era" in THESAURUS. THE HOUR OF CHARM is an all-time musical favorite, because its brand of entertainment appeals to every member of the family. You and your sponsors can each cash in on this salesproducing program today!

#### See you in Room 512!

C'mon up and hear THE HOUR OF GARM, and get your charter membership card for the "THESAURUS 512 Key Club"—and maybe you'll leave with a complete set of matched golf clubs! You'll certainly go home with the answer to increased sales for you... and your sponsor. Use your key! It really fits!





#### New Business

#### (Continued from page 24)

Jamboree, from Nashville, over MBS, 9-9:30 p.m., Sat., beginning May 5. Agency: BBDO, N. Y.

CARNATION Co. Ltd., Toronto (milk products), April 3 renewed to end of 1951, quarter-hour transcribed show *Riders of the Purple Sage* on 4 CBC Newfondland stations. Agency: Baker Adv. Agency Ltd., Toronto.

#### Adpeople • • •

Advertisement

L. F. DESMOND, sales supervisor Dodge Div. Chrysler Corp., Detroit, appointed director of advertising and merchandising for division.

JULIAN J. NUGENT appointed advertising manager Baltimore & Ohio Railroad. He succeeds R. CHARLES MacLELLAN, resigned.

LOUIS V. ARONSON 2nd, Ronson Art Metal Works, Newark, elected vice president in charge of material procurement.

CHARLES F. BENNETT, McCann-Erickson, N. Y., to Lever Bros. Co., N. Y., as assistant merchandising manager. He will handle merchandising activities on Rinso and Spry.

HARRY B. WASSERMAN, director of New England division sales Tintair, Bymart Corp., appointed New York division sales manager for Tintair.

#### Exhibits-Exposition Hall

#### (Continued from page 43)

and W. C. O'Brien, sales engineers; and F. Newman, advertising and promotion.

#### \* \* \*

#### Federal Telecommunications Laboratories Inc.

FIVE Federal Telecommunications products of interest to television broadcasters are on display at the convention. The Federal Television Flying Spot Scanners, FTL-35A (Single) and FTL-82A (Dual), are described as a new method to convert slide information to a video signal suitable for TV broadcasting. They produce "composite picture signals in accordance with RTMA standards from subject material on 2" by 2" slides."

The Federal Television Picture Monitor, FTL-84A, is designed to permit a TV station "to monitor video signals with full assurance that the monitor is not 'cutting into' the picture signal resolution." This convention is the FTL-84A's first public unveiling. A synchronizing generator, FTL-63A, is on display, incorporating "basically new design features contributing to exceedingly stable operation and providing valuable aids to station operation and maintenance." Also on view are sound channel equipment, FTL-38A, and a TV UHF radio relay link, FTL-27A, eliminating need for leased high-quality telephone circuits.

Attending Federal's booth at the convention are T. H. Clark, in charge of engineering services; M. Silver and S. Metzger, department heads; A. J. Baracket and N. Gottfried, project engineers, and J. H. Hickerson, public relations chief.

#### \* \* \*

#### Gates Radio Co.

MAIN exhibit of Gates Radio Co. this year is the BC-10B standard AM 10 kw broadcast transmitter, complete with heavy duty external power and modulation components featuring "a new type of sealed construction." Announced at the 1950 convention, this transmitter has since been purchased by several stations and adopted as standard by some foreign governments, including South Africa, El Salvador, Siam and others, according to the firm.

A matching cabinet of phasing equipment, built as an integral part of the equipment, is also on exhibit. Gates claims its transmitter is "of high efficiency construction and features both highest technical performance and minimum tube and power costs."

Manning the Gates exhibit are Francis W. Wentura, chief engineer; Owen J. McReynolds, manager of Washington, D. C., office; Kenneth Neubrecht, sales engineer for Ohio-Michigan area; Stanley Whitman, sales engineer for Iowa-Nebraska area; Robert M. Ware, sales engineer for mid-southern area; and, on certain days, President P. S. Gates and Vice President Fred O. Grimwood will attend.

#### \* \* \*

#### General Electric Co.

THE commercial equipment division of GE's Electronics Dept. is displaying an operating 5 kw television transmitter and associated control equipment. The display will include a studio television camera channel, a new monoscope, stabilizing amplifier, synchronizing generator incorporating binary scalers, sync-lock unit and special-effects devices.

GE is announcing full details of its program to provide high power for UHF television. The display includes a large photographic panel of the 5 kw UHF TV transmitter and actual display of one bay of the new fourbay GE helical antenna providing an effective power gain of 20-to-1 for UHF. Reprints of papers to be given at the technical sessions on the UHF transmitter and UHF antenna will be distributed.

Representatives at the booth include G. F. Metcalf, manager, commercial equipment division; W. J. Morlock, assistant manager; P. L. Chamberlain, manager of sales; F. P. Barnes, sales manager of broadcast equipment section; R. S. Yeandle, and W. C. Jaeger, of this section; and these district sales representatives: A. F. Wild, C. J. Simon, J. W. I. Cody, J. M. Comer Jr., T. F. Bost, John Wall,

(Continued from page 122)



### You've Got To Hand It To Sandy

Sandy Johnson's wife "Tiny" suddenly asks him at breakfast the other morning "Why don't you build me some bluebird houses?"

"What for?" asks Sandy. "Why for bluebirds, of course," says Tiny. "We always had 'em at home when I was a girl. May sound silly—but I sorta miss 'em."

Well, I know how busy Sandy's been lately and the thought of taking time out to build birdhouses could have made a lot of men blow their top. But not Sandy. He says, "No, Tiny. It doesn't sound silly. I think it's a wonderful idea—we're going to have bluebirds—and I'm starting on some birdhouses tonight."

From where I sit, we could do with more understanding people like Sandy —and Tiny, too. He respects her likings, and she respects his. He likes a temperate glass of beer now and then —and although Tiny sticks to coffee, whatever Sandy likes is O.K. with her. They live and let live—and that's why they live so happily.

Joe Marsh

Copyright, 1951, United States Brewers Foundation



For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup... Should your plans call for a similar project avail yourself of Blaw-Knox experience.

> BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY 2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.



#### **Strictly Business**

(Continued from page 26)

early '20s when he attended the U. of Illinois, he got a reputation for being a campus wheelhorse. He probably held down more "thankless" committee jobs during his four years at Champaign than any other member of his Class of '24. He helped run the sophomore and junior "mixers," senior "smoker," the Illinois Union dances. He was a member of the five-man Illinois Union cabinet, served on the Senior Memorial Committee, was secre-tary of his fraternity, Alpha Chi Rho.

His most rewarding campus job was as a member of the Stadium Drive Committee --- that valiant band of students in the era of the Illini's alltime All-American "Red" Grange-who first beat the drums, and passed the hat, for the university's great Memorial Stadium. To top off all of this intra-mural activity, Burt Sears found time to indulge in student opera, and was elected to Pierrot, the school's dra-matic fraternity. He recalls one opera in particular, "Tea Time in Tibet."

His early habit of taking incidental chores in stride with major duties has conditioned Mr. Sears for one of the best personal performances in the Chicago representative field. His servicing of agencies leaves little to be desired, often resulting in more national business for his stations than competing operations can capture, due to more frequent contacts with timebuyers.

#### Wide Coverage

Mr. Sears represents stations in .11 states. In five states, he has five or more stations. In these states he finds he can sell statewide coverage because the outlets are spread out geographically. He aims to add more stations to his list in the six states where he has "only a foothold." With 11 Illinois stations, he feels he can cover his home state for an advertiser more completely and more economically" than any other representative.

Born in Chicago 47 years ago, Burt Sears graduated from suburban Oak Park High School in 1920. At the U. of Illinois, he took Liberal Arts & Sciences, but majored in economics. Each summer during his college days he sold classified advertising for the Chicago Herald & Examiner, and made some additional "pin money" during school-time selling advertising for students' "king-sized" desk blotters. He dabbled in Illinois politics briefly during his senior year, delivering several campaign speeches and lining up student votes for a gubernatorial candidate.

Mr. Sears worked for the Herald & Examiner advertising department a short time after his graduation from Illinois in 1924. He later was a freelance newspaper and magazine representative. In 1935 he formed his first firm, the Sears Co. A year later, Sears &



ARRY MATHER, account execu-tive KSON San Diego, Calif., appointed field representative for Nationwide Features Syndicate, L. A.

WALLACE STONE, manager KILO Grand Forks, N. D., appointed field representative Standard Radio Transcription Co. He will cover southeastern section making his head-quarters in Atlanta.

V. J. P. SERVICES Inc., N. Y. announces that endorsements and testi-monial tie-in of "very important clients" are currently available to agencies and companies. RICHARD POERTER will head new department to handle such requests.

JOHN G. GARAMONI appointed special sales representative United Broadcasting Co., Chicago. He was with Jim Ameche Productions & Recording Studios.

ARTHUR B. HOGAN, board chairman Universal Recorders, Hollywood, and Helen Sandra Wallace were to be married in Beverly Hills April 14.

#### Equipment . . .

JOHN KUNEAU, director of public relations and member of management operations committee Philco Corp., Phila., appointed vice president on executive staff.

R. V. BONTECOU, staff assistant to J. M. LANG, manager of tube division General Electric, Syracuse, appointed to new position of product manager of tube division.

C. J. WARD, Cincinnati regional manager Crosley Div., Avco Manufacturing Corp., appointed regional manager of New York region. F. D. O'SULLIVAN, regional. manager of Atlanta region will succeed Mr. Ward. L. R. WALKER, business management representative in Atlanta region, succeeds Mr. O'Sullivan.

WILLIAM F. OSWALT, manager of manufacturing for specialty trans-former and ballast division, and FRANK T. GAMEC, assistant production manager for fractional horsepower motor division General Elec-tric, appointed assistant manager of manufacturing and production man-ager, respectively, General Electric's control division, Schenectady, N. Y.

**AMPLIFIER Corp of AMERICA, N. Y.** releasing new 12-page catalog, featur-ing series of long-playing reference tape recording-playback instruments, designed for government and commercial use in telephone monitoring, training programs, investigations, etc. CREST TRANSFORMER Corp., Chi-cago, has issued its new 1951 "Cres-tran" catalog. Complete data on entire

Ayer was organized when a New Yorker, Hibbard Ayer, bought into the company. Mr. Ayer sold his interest to the founder three years later.

Mr. Sears, his wife, Virginia, and their daughter, Barbara Ann, 15, live in a pretty, eight-room home in Oak Park, on the western outskirts of Chicago.

company line of radio. TV and electronic transformers can be found in 16 page illustrated booklet.

#### Technical . . .

P. C. SCHAFER, manager WGRY Gary, Ind., appointed to AM engineering staff NBC Hollywood.

EDWARD MILLER, RICHARD SCHLIEFFER, LEO PIOTROWSKI and WILLIAM LEE to engineering staff NBC Chicago.

THOMAS GHIDIU, engineer WJMO Cleveland, appointed acting chief engineer, succeeding LARRY SHIP-LEY, resigned.

#### **Exhibits**—Exposition

(Continued from page 120)

L. H. Naum, J. H. Douglas, H. W. Granberry, C. T. Haist and F. R. Walker. . .

#### General Precision Lab

NEW type of television camera equipment, with flexibility meeting studio and field requirements, is on display. Outstanding features are described by General Precision Lab as: Remote control of iris (lens change, focus, pan and tilt also available); smallest, lightest camera (80 pounds); finest mechanical design for maintenance accessibility.

Other characteristics of the camera equipment include: Chain in just three pieces: completely coordinated family of lenses from 2 to 24 inches; new functional controls; brighter, sharper and higher resolution view finder; 81/2-inch monitor tube.

Field type synchronizing generator is complete in one portable package, yet mounted in standard relay rack panels for permanent installation if desired. Binary counting circuit and pulse width set by delay lines are provided. Video switcher has complete flexibility of modern studio switching featuring independent monitor switching, previewing of effects, feeding "on the air" while maintaining rehearsal facilities.

Personnel at the Exposition Hall: H. Barnett, R. L. Garman, Blair Foulds, E. A. Hungerford Jr., F. S. Dellenbaugh, T. P. Dewhirst, L. Garbowitz, F. N. Gillette, A. C. Haemer Jr., E. H. Lombardi, N. M. Marshall, A. Mayer, L. L. Pourciau, J. M. Sims, H. A. Stearns.

#### \* \* \*

#### Kliegl Bros.-Universal Electric Stage Lighting Co.

FEATURING a complete TV lighting unit, the Kliegl exhibit enables TV engineers to inspect various types of flood and spotlights, accessories, wiring systems and a dimmer control board. A complete TV camera chain will provide a means for visitors to check various lighting arrangements.

The Kliegl Bros. exhibit will be a part of General Electric's exhibit. Literature available includes Kliegl Bulletin TV-5, Television Lighting, frequently used as a guide in TV schools; data sheets on recent developments providing increased flexi-bility of lighting control, and pictures of the newest network studios and their complete facilities for observation and discussion.

George Gill will be in attendance at Kliegl's exhibit. He has helped plan lighting facilities for all sizes of studios.

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#### . RCA Engineering Products Dept.

STRONG accent on AM and TV transmitters marks the RCA exhibit, with a complete line of new equipment designed to meet the needs of a mobi-lization economy. The exhibit concentrates on new transmitters for economy operation, improved consoles and studio audio equipment, and new type of transmission line. Models of studio and transmitter room lavouts are included.

An entirely new line of AM transmitters is presented. It includes 5 kw transmitter and console; 250 w AM transmitter and rack of measuring and monitoring equipment; Empire State antenna model; STL equipment, including transmitter, receiver and two dishes; transmission line and antennas; 20 kw amplifier (if available).

TV display includes special effects and flying spot and genlock equip-ment; new utility monitor display (rack mounted and cabinet); TC-5 program monitor with utility monitors; video relay switching display; TV map; TV station layouts (models), and new modified FG-400 projector.

Audio display includes RT-11a tape recorder; new BC-2B consolette; new BCS-11A master switching console; first showing of BA-6A limiting amplifier in rack; four 70-D turntables; LC1A speakers; microphones, including Starmaker; new NBC custom au-dio studio console; new AM frequency and modulation monitors.

Tube display will be similar to that shown at the IRE convention.

Here is the list of personnel at the exhibit:

SALES DEPT: T. A. Smith, assistant general manager; A. R. Hopkins, general sales manager; B. Kreuzer, general product manager; H. C.-Elwes, manager of field sales coordination section; M. A. Keller, manager of sales administration section; J. P. Taylor, manager of advertising and sales promotion section; C. M. Lewis, sales manager of broadcast and communications sales section; E. C. Tracy, manager of broadcast sales group; M. L. Gaskill and W. O. Hadlock, of ad-vertising staff; L. W. Haessler, J. E. Hill, A. Josephsen, J. F. Palmquist, W. D. Wenger, W. B. Varnum, J. L. Nichols, F. D. Meadows, E. Frost, J. H. Keachie, D. S. Newborg, P. G. Walters, J. W. Hillegas, all broadcast field sales representatives, and E. T. Griffith, manager of commercial services group.

PRODUCT DEPT.: M. A. Trainer. product manager of broadcast product section; D. Bain, manager of audio product group; H. Duszak, manager of video product group; R. J. Newman, manager of transmitter product group; J. P. McGrenra, G. W. Tunnell, H. J. Lavery, H. W. Rhoades, N. Luddy, E. S. Clammer, and A. H. Super, all of broadcast product section. ENGINEERING: V. E. Trouant, W. E. Stewart, J. E. Young, H. E. Gihring, W. J. Poch, J. H. Roe, W. J. Newman, and H. L. Hobson.

10

SESAC Inc. (See article on fifth floor exhibits.)

# THE NEW TURNER

MODEL 50D DYNAMIC FOR TV - AM - FM Recording • Broadcast Public Address

The crown jewel of dynamic microphones. See it, handle it \_ use it on highest quality recording, public address or broadcast work. New beauty, new styling, new utility and new performance make the Turner Aristocrat the finest of the fine. Use it anywhere, indoors or out \_ in hand, on stand, suspended, or concealed in stage settings. The Aristocrat is quickly and easily detached from ball swivel coupler for hand use. Non-directional polar pattern picks up sound from any direction. Equally effective for individual or group pickups with wide range, high fidelity reproduction of voice or music. Its high output dynamic generator requires no closely associated auxiliary equipment for outstanding results. Built of finest materials with flawless workmanship, each unit is laboratory calibrated to insure specification standards. . . . Write for complete details.

#### SPECIFICATIONS:

FREQUENCY RESPONSE: 50 to 15,000 c.p.s. flat within ± 2½db.
OUTPUT LEVEL: 56 db below 1 volt/dyne/sq. cm.
IMPEDANCE: 15, 200, 500 ohms or high impedance.
POLAR PATTERN: Essentially non-directional in any position.
MOUNTING: Ball ond swivel type, tilts in any direction. Standard 5%" - 27 thread.

CABLE: 20 ft., high quality rubber covered, two conductor shielded cable with Cannon quick-disconnect plug.

#### THE TURNER COMPANY

936 17th Street N.E. • Cedar Rapids, Iowa IN CANADA: Canadian Marconi Co., Montreal, P.Q., and Branches EXPORT: Ad. Auriema, Inc., 89 Broad Street, New York 4, N.Y.



Microphones by TURNER

BROADCASTING • Telecasting

April 16, 1951 • Page 123

(Continued from page 43)

ence plan. Clinics have been started, and will be conducted all over the nation this year.

Regular pre-produced program service and promotion kits are shown in detail. Representatives at the convention are Mr. Mitchell; Bert Lown, vice president, station relations; Walter Bates, Clifford Greenland and Edward Hochhauser, field representatives.

#### Azrael Advertising Agency

NEW type of show, described as unique and designed for sponsorship, is shown by the Baltimore agency along with the Lucky Social Security Numbers and Block Party.

۰.

Display material indicates that the social security feature is being broadcast from Maine to California in large cities and small communities. Evidence of mail pull will be shown.

The Azrael agency also features display material on *Block Party*, now being telecast and broadcast on the Eastern Seaboard. It is now being made available to all sections.

At the exhibit are Maurice Azrael, president; Altie Azrael, vice president; Alton Whitehouse, assistant to the president; Albert Bank, sales manager; Marvin Ellin, TV director.

#### \* \* \* Broadcast Music Inc.

(See Exposition Hall article)

#### . .

Capitol Records Inc. WINE, Women and Song from California is the theme of Capitol Records' display this year. In line with this theme, each visitor to the Capitol suite will be given a miniature bottle of California wine with a souvenir tag.

The new Capitol Custom Library service will be featured at the exhibit. This plan is an arrangement allowing a subscriber to the service to select a comparatively smaller basic library, consisting only of what he wants, from the entire Capitol Transcription Cata-Then the subscriber is allowed 100. additional disc selections and replacements which build and rotate his library. Capitol believes that this new service will fit the requirements of any AM, FM or TV stations, helping to reduce costs proportionately by eliminating material the station will not use.

#### \* \* \*

Collins Radio Co.

THE NEW Collins Model 300J 250 w AM transmitter is being unveiled at the Collins exhibit. It incorporates many of the latest design features of the larger Model 20V 1 kw transmitter introduced at last year's convention. Simplified circuits, high gain tetrode tubes, new crystal and oscillator design, ready accessibility to all components, and low initial and maintenance costs are some of the features available in the 300J.

In addition, Collins is displaying its latest models of studio consoles, speech amplifiers, remote equipment and broadcasting accessories.

Collins representatives from the Cedar Rapids headquarters and the field offices include M. W. Burrell, general sales manager; R. H. Hollister, broadcast sales manager; H. O. Olson, broadcast sales; J. L. Singleton, broadcast sales; L. K. Findley, James Hollis, and Verne Mattison, broadcast engineering; John F. Stanbery, broadcast sales, Knoxville, Tenn.; Harold L. Arment, Burbank, Calif.; T. W. Sharpe, Dallas, Tex. THE transcribed library exhibit, with its 4,000 quarter-hours of dramatic programs, features the fifth floor display. This library grew out of a cooperative project in which nearly 300 broadcasters participated.

A wall panel framed in red Chinese lacquer is devoted to each of 40-odd program series now made available on a pressing-cost-plus basis. Theme will be the plan to equip stations with a semi-permanent dramatic program library. Audition discs will be available.

Results of a poll of broadcasters are revealed by Mr. Eells. The poll asks station views on proposal to resume the Broadcaster Program Syndicate cooperative project. Under this plan stations would contribute to a fund, with each receiving about 10 hours per week.

With Mr. Eells at the exhibit are David A. Christianson, director of sales, and E. Lloyd Jones, vice president and business manager.

#### \* \* \*

Federal Telephone & Radio Corp. (See also Exposition Hall) \* \* \*

#### General Precision Lab. (See Exposition Hall article)

#### \* \* \* Harry S. Goodman Productions

NEW spot library is being displayed at the Harry S. Goodman Productions exhibit. Including 2,500 spot announcements that will "fit practically any line of business" to be sold exclusively to one station in each city on a yearly lease basis.

The spot library includes "Weather Forecast Jingles," "Helpful Harry Spots," "Whats In A Name Spots," "Safety Spots," "Musical Time Signals" and others. Television spot announcements which have been specially prepared for banks, breweries, fur storage and fur sales firms are being shown. Two new surprise packages featuring two "big name personalities" are promised for the exhibit. Novelties are to be distributed by several shapely gals. Representatives of the firm attend-

Representatives of the firm attending the convention are President Harry S. Goodman, Everett F. Goodman, William Whitlock, Irving Kempner, Hal Willis, and Jack Slatter of Canada.

#### . \_ . .

Keystone Broadcasting System SPECIAL coverage afforded by Keystone's transcription network is the

#### BAB SUITE Convention Site Set Up

HEADQUARTERS for Broadcast Advertising Bureau Inc., radio sales promotion agency now operated outside NARTB, will be in Suite 560-561, among fifth floor exhibit rooms.

Heading the BAB delegation will be William B. Ryan, president. With him will be Hugh M. P. Higgins, director; Lee Hart and Meg Zahrt, assistant directors, and William Dignam, assistant to the president.

The BAB headquarters will include displays of all BAB sales promotion pieces produced during the last two years. All of the staff will be available for consultation. BAB will program the Tuesday morning session of the convention. theme of this year's convention exhibit. A series of coverage maps emphasizes the "importance of Keystone coverage in those areas which have no service from TV stations."

The network is developing a new concept of using Keystone as a supplement to TV in rural areas. Keystone contends that TV is and will be confined to metropolitan areas throughout 1951 and urges time buyers and advertising managers to reach the rural audience through its 395 affiliates.

Keystone representatives at the convention include Sidney J. Wolf, president; Naylor Rogers, executive vice president; Joseph Bayer, vice president; Noel Rhys, vice president; Arthur Wolf, secretary-treasurer; Edwin R. Peterson, special representative; Emma Rogers, station relations director; Ethel Harris, accountant; Jim Yergin, research director, and Wyn Spangenberg.

#### (\* \* \*

#### Lang-Worth Feature Programs Inc.

THEME of Lang-Worth's exhibit in Suite 512A-513A is "increased revenue for local stations." Since completion of the 8-inch library program service Lang-Worth has developed new selling helps, program-building aids and new talent to assure increased commercial income. Several new production programs are available for audition.

New features include thrice-weekly 15-minute with Patti Page and Ray Anthony orchestra; Allan Jones Show, weekly half-hour with Sidney Torch 40-piece concert orchestra and 60-voice Luton Girls Choir; An American Rhapsody, 30-minute weekly program of favorite songs; Sunshine Boys, five-weekly quarter-hour of gospel songs.

Representing Lang-Worth are C. O. Langlois Sr., president; John D. Langlois, secretary; C. O. Langlois Jr., treasurer; Pierre Weis, vice president in charge of sales; W. O'Keefe, vice president, artists and repertoire; Walter B. Davison, manager of West Coast operations; William E. Young, station relations; Hugh Allen, development engineer.

#### \* \* \*

#### Magnecord Inc.

COMPLETE line of professional highfidelity tape recorders comprises Magnecord's exhibit. Three series of recording equipment—PT6, PT63 and PT7--make up the Magnecord line.

According to the firm, the PT6 series provides light-weight portable equipment which can be easily installed for semi-permanent studio operation. The PT63 series varies from the PT6 in that it incorporates three separate heads (erase-recordplayback) so that the tape output can be monitored as the recording is being made. The new PT7 series offers unit construction and flexibility found in other models and also features a "revolutionary positive timing device" which eliminates any program timing errors, the three-head tape monitoring set-up, push-button control for remote operation, and a two-speed motor for either 7½" or 15" tape per second.

Attending the convention for Magnecord are John S. Boyers, president and chief engineer; C. G. Barker; vice president in charge of sales; Del Hornbogen, sales service manager; R. L. Landon, director of production; P. J. McCauley, electronic engineer, and R. S. McQueen, advertising manager.

#### NARTB SHOWING Full Delegation Slated

NARTB headquarters has full representation at the Stevens Hotel during the NARTB convention, headed by President Justin Miller.

Harold E. Fellows, NARTB president-elect who takes office June 4, will participate in convention events on an unofficial basis. At the Monday afternoon formal opening he will be introduced to the delegates by Judge Miller. When Mr. Fellows becomes president, Judge Miller will move to his new post as chairman of the board and general counsel.

Others at the convention for NARTB include:

C. E. Arney Jr., secretary-treasurer, and Ella Nelson, his assistant; Arthur C. Stringer, exposition consultant; William Walker, auditor; Robert K. Richards, director of public affairs, and Oscar Elder, assistant director; Cleo Kathas, editorial assistant; Dr. Kenneth H. Baker, research director; Frederica Clough, research assistant; Richard P. Doherty, employe-employer relations director; Ralph W. Hardy, government relations director; Edward A. Sellers, FM director; Thad Brown, TV counsel; Vincent Wasilewski, attorney; Helen Fruth, secretary to Judge Miller; Charles A. Bat-son, head of TV unit; Bette Doolittle, TV department; John F. Hardesty and William K. Treynor, director and assistant director of station relations, respectively; Neal McNaughten, engineering director, and Jessie Daniel, assistant.

#### Musicolor Inc.

NEW models of "The Light That Dances" are shown in Room 509 of the Stevens, titled "Electric Wonderland." Full color and monochrome units are included.

Musicolor creates mobile light abstractions, synchronized with music, speech or any sound. A self-contained projector, framing a 20x16-inch translucent screen, can be placed on a table or floor mounted on a pedestal. The TV camera is focused on the screen and sound is supplied by a standard microphone connector.

In some of the new units the sponsor's name, trade mark, product or signature can be integrated into the rhythmic program patterns on the screen, permitting participation periods, fringe time novelties, station breaks, etc. An exhibit will show rear projection use of Musicolor in TV studios as well as many other applications of decorative lighting.

In the exhibit room are Maurice Wetzel, consultant; Edwin S. Pierce, IATSE; Fred Lichtgarn, engineer; Charles E. Singletary, promotion, and Walter F. Schwank, film.

#### \* \* \* Presto Recording Corp.

PROMINENT feature of the Presto exhibit on the fifth floor is the new TL-10 tape transport playback mechanism which is attached to and operated from any standard 16-inch transcription turntable.

The unit is quickly installed or removed from the turntable so normal (Continued from page 126)





SPECIFY Jenuine WINCHARGER TOWERS for POSITIVE RESULTS

### INCHARGER

#### **Engineering Service**

Just consult with our tower engineers. You'll get expert advice on every phase of design, requirements, installation and maintenance. Experience, training and skill make Wincharger Tower Engineers a most dependable source of information. Write for free booklet describing every new type of Wincharger Towers in detail. It's yours for the asking.

WRITE WIRE PHONE In all kinds of weather in all variations of terrain — in the normal and most unusual Radio, FM, TV and Short Wave situations — Wincharger Towers have proven their worth from coast to coast for almost 15 years.

Thead of them

Now — even stronger, sturdier and more efficient designing assure each Wincharger installation to be the very best tower available for that particular job!

TELEPHONE 8-6513 Dept. 3

rotation sourcementer

BROADCASTING • Telecasting

HARCER



GROUCHO MARX, "You Bet Your Life," NBC

### RCA's "STARMAKER"

Favorite of Show Business

... a ribbon-pressure microphone that is so slim ... so skillfully styled ... so unobtrusive ... you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is nondirectional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand ... can be used in place of any RCA microphone. No extra attachments needed.

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PC-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)



#### RADIO CORPORATION of AMERICA

#### Exhibits—5th Floor (Continued from page 124)

use is not interfered with, the company explains. TL-10 is described as relatively inexpensive and able to provide economically tape reproducing equipment for broadcast stations. Thus they can increase tape reproducing facilities without the need of procuring complete tape recorders or tying up for playback the tape recorders they now have.

Presto officials slated to be at the display are Thomas B. Aldrich, John Strampfer, Austin Sholes and Irvin Rosenblatt.

RCA Engineering Products Dept. (See Exposition Hall article)

#### **RCA Recorded Program Services**

THE two RCA services—Thesaurus and Syndicated Sales—will feature the fifth floor exhibit, which carries this theme, "Thesaurus . . . your key to time charges plus talent fees."

Exhibit will feature new commercial program, The Hour of Charm, with Phil Spitalny's All-Girl Orchestra and Choir, and the Thesaurus "512" key club. Hour of Charm heads the catalog of program series in Thesaurus library. Details and addition discs on Thesaurus programs will be available.

The "512 Key Club" is an extension of the gimmick Thesaurus used at the 1950 convention—personal keys have been mailed out, and "membership" cards (plus chance of winning matched gold clubs) will be waiting in room 512.

Attending on behalf of Thesaurus and RCA custom record sales: Al Sambrook, manager of Recorded Program Services sales; Jim Davis, manager of RCA Victor custom record sales division and head of Thesaurus operation; Bert Wood, program manager; Ben Rosner, advertising and promotion manager; Bill Reilly, midpromotion manager; Bill Reilly, midwestern sales manager; Bill Gartland, western sales manager; Al Hindle, Chicago manager of custom record sales; Henry Gillespie, Bill Davies, George Field and Bob Fender, Thesaurus sales representatives.

#### **On All Accounts**

(Continued from page \$4)

years ago, he sought out what he calls "the world's finest climate" by accepting a job as trainee at the MacGruder - Bakewell - Kosta agency. Since then he has worked up to radio director.

Mr. Palmer handles six figure radio billings for the Adolph Coors Co. (brewer and porcelain maker), Empire Savings Bldg. & Loan Assn. and the First National Bank. He is executive on three other accounts, though not radio.

Catering to the practical approach, Mr. Palmer will suggest sports programming more often than any other type of radio program. In this way, he keeps in step with Denver's reputation as the basketball capital of the world and also a city that keeps the attendance records at a peak in minor league baseball play.

His familiarity with sports programming will be to the good when television comes to Denver. Mr. Palmer, in the Wellington manner, is avidly reading every bit he can find on the visual medium, ready for new strategy, new campaigns.

#### SESAC Inc.

DISPLAY exhibit of SESAC is located in Exposition Hall, with main quarters in Suite 557 on the fifth floor. SESAC will show its enlarged transcribed library, now totaling 4,000 selections. Theme of the exhibit is, "Hearing is believing; listen and judge for yourself."

New series of jazz classics by "the great Maltby" is being unveiled. SESAC also features such library supplements as continuity script service.

The transcribed program service includes 1,200 bridges, moods and themes, representing over 200 categories. The program guide will be shown. It includes program notes along with classified and alphabetical indexes. Mister Muggins Rabbit, a hit at the 1950 convention, will be an encore.

Representing SESAC are Alice J. Heinecke, Kurt A. Jadassohn, Robert Stone, Louis E. Tappe, John W. Casey, Ralph M. Baruch, Kenneth Parker, Harold Fitzgerald and David R. Milsten, western counsel.

#### \* \* \*

#### Snader Telescriptions

THIS year's Snader exhibit features the TV film producer's latest telescription releases. Among those on display are Burl Ives, The Pied Pipers, Hoosier Hot Shots, and Allan Jones.

Two pilot reels produced in Chicago show how to make a production of the films with live studio shots. Single units will be demonstrated.

Snader representatives are E. Jonny Graff, Lou Snader, Reuben R. Kaufman and Monroe Mendelsohn.

#### Standard Radio Transcription Services

DUAL purpose exhibit is shown convention delegates in Standard's threeroom suites on the fifth floor of the Stevens. The exhibit is designed to acquaint delegates with new features in the Standard Program Library, including new talent and a new timesaving cataloguing system.

Secondly, Standard is announcing its entry into the television program field as exclusive local representative of the newly formed United Television Programs Inc.

For the TV exhibit, Standard has a fully equipped projection room in which United's film programs are shown. These include "Royal Playhouse," feature films and other products now available. In addition there are prevues of upcoming products such as a musical shorts library, Christmas series for department stores, and several projected western, novelty and children's packages.

Following its custom, Standard has a surprise "gimmick" souvenir to amuse delegates.

The enlarged staff at the convention includes Jerry King and Milt Blink, owners of Standard; Alex Sherwood, eastern vice president; Gus Hagenah, midwestern vice president; Lewis Tee-Garden, western officer; John Devine, Dave Williams, and two recent additions, Wally Stone and Frank Evans. In the suite are executive of film producing companies, including Charles Brown, TV director of Bing Crosby Enterprises, and Ed Gray, of Mutual Television.

#### \* \* \* Standard Rate & Data Service

RADIO-TV publications and sales helps for stations comprise the SRDS exhibit. Publications include Radio Advertising Rates and Data, Television Advertising Rates and Data, National

#### Official TV Inc.

OFFICIAL TELEVISION Inc., New York television film program package firm, will be located at the Congress Hotel and will have representative samples of its musical variety films, cartoon, news, sports and feature films for showing. Representative will be Thomas Kelleher, eastern sales representative.

Network Radio and Television Service and Consumer Markets. Sales helps include Spot Radio Promotion Handbook, A Survey of Spot Radio Buying Practices, CM Analyst, and research bulletins on "How Spot Radio Time Is Bought."

Wall posters and samples of the publications, as well as examples of use of market data from Consumer Markets, highlight the display. SRDS will distribute large open-end envelopes to conventioneers for their literature.

Personnel at the convention include C. L. Botthof, W. E. Botthof, R. A. Trenkmann, H. A. Harkaway, W. C. Parrington, E. F. Pierce, L. M. Forbed, H. E. Rogers and J. G. Williams.

#### Wincharger Corp.

A RADIO tower exhibit made up of photographs of various Wincharger radio tower installations, a model Wincharger tower, and tower lighting equipment, is the manufacturer's presentation at this convention.

Wincharger representatives attending the convention are D. L. Moline, manager of radio tower department; V. V. Holmes, assistant sales manager of radio tower department; Henry J. Geist, William B. Taylor, and Warren Cozzens.

#### World Broadcasting System Inc.

MAIN feature of World's convention exhibit is a display piece announcing the new Robert Montgomery show, *Freedom Is Our Business*, "a program of words and music designed to remind us all that freedom is everybody's business." Promotion kits, presentations, flash sheets, mailing pieces and other advertising material are available.

Displays concerning World's other shows are banked on each side of the main display, accompanied by proofs of sponsorship showing advertisers which have bought these shows from World-affiliated stations. A heavy preconvention campaign of trade journal advertising and direct mail pieces has prepared most delegates for the Robert Montgomery exhibit.

Representatives at World's exhibit include John Sinn, president; Robert (Continued on page 129)

#### **Feature of Week**

(Continued from page 26)

pany were interested in helping the city of San Francisco reach its quota.

The whole set-up swings into action when a KYA listener calls the blood bank to offer blood. The operator on duty at the bank takes down the information (name and address) and determines if the person is qualified to give a donation. The information is then passed on to a cab company representative who notifies the dispatcher to send a taxi to the caller's home.

# Major markets to be

#### n war in New York was and date with taken and a non-

# featured in Printers' Ink!

If your market is one of the top 168 metropolitan areas recently established by the Bureau of the Census, then the spotlight will be on it in the May 25 issue of Printers' Ink!

That's the issue in which we will publish our "Major American Markets" feature. This will give — for the first time anywhere — the official Census information for every one of the 168 major markets.

Nothing like this feature will be available anywhere else!

In one issue of Printers' Ink, advertisers and their agencies will get the official Census figures for every important business category in your market — complete data on retail, wholesale and manufacturing activity in 39 different categories, as well as population, sale and income per capita for your market.

To get the same information independently would mean buying — and analyzing — 144 separate Census Bureau publications. Printers' Ink invested more than \$20,000 to research, assemble and bring this vital marketing information to you and your customers and prospects.

The "Major American Markets" feature points directly to the heart of the national market. It will help advertisers and agencies match markets and media give them the basic information they need to make effective use of your market. When these official Census figures come out, marketing executives will scrutinize their entire advertising program carefully.

Your market will get favorable consideration because it has been identified as one of the major 168.

This gives you an excellent opportunity to tell your best customers and prospects — our readers — how you cover your market and how you can help them sell in your market.

1.) If you're now a Printers' Ink advertiser, you can relate these new market facts to your current campaign ...

2.) If you're not yet a Printers' Ink advertiser, this is the place to begin a campaign to make sure that *all* of your customers and prospects know your entire story. Spearhead your promotion program with advertising in the May 25 Printers' Ink...

3.) In either case, plan *definitely* to be in this big issue in a big way!

Your advertising in the May 25 issue of Printers' Ink will reach the largest audience of advertisers and agencies — more than 23,000 — at a time when they are specifically thinking about selecting markets and media.

Closing date is May 15, so reserve your space now. (Note: Much of the data for your market is now ready. This information will be available to each advertiser before closing date.)



THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES 205 EAST 42nd STREET, NEW YORK 17, N. Y. • MURRAY HILL 3-6500

CHICAGO 4, ILL. 208 So. La Salle Street Gove Compton, Mgr. Phone: Andover 3-1750 BOSTON 16, MASS. A Statler Office Bldg. 1722 E. P. Meade Phone: Liberty 2-9677

ATLANTA 3, GA. 1722 Rhodes-Haverty Bldg. H. F. Cogül Phone: Walnut 8113 PASADENA 6, CALIF. 1175 Woodbury Road Jos. W. Conrow Phone: Sycamore 7-5365



#### Open Mike

(Continued from page 30) the prospective announcer, actor, singer does, and what happens? Two weeks pass, a nice letter is received, thanking you for your interest, but regretting another applicant was better qualified for the position.

Sometimes the photo is enclosed, but never the record . . . It's simple logic that one record could be used again, perhaps profitably, if the artist had it to use . . . Couldn't the station men . . . return such records?

> E. J. J. Chicago

#### Who's Got The Ball? EDITOR

. . KGLO is probably the first radio station in America that ever tried to cover three basketball games at the same time—a situation from which we hardly had any escape because of the great public interest in all three games.

Compliments by phone, letter and postcard have been pouring in ever since.

. . . Of course, you would have to appreciate what a hot bed of basketball this part of the country is during basketball tournament time in order to get the full impact of such a coverage attempt. . . . H. B. (Hank) Hook

ManagerKGLO Mason City, Iowa



Announcers Ken Kew, Chuck Hilton and Sports Director Bud Suter (standing, l to r) and Engineers Lynn Cole, Glenn Wright and Carl Olson (kneeling) handled three-game broadcast of basketball tournament for KGLO Mason City, Iowa.

#### We're Hanging EDITOR:

BROADCASTING • TELECASTING may not be exactly a journal of highbrow art, but an ad that appeared in BROADCASTING is hanging in the famous Corcoran Gallery of Art in Washington, D. C., this month.

It is a WTOP two-color page, designed by George Wilt of the Washington Post promotion de-

partment, and the only radio station ad in the 2d Annual Advertising Club of Washington Advertising Art and Photography Exhibit at the famous gallery. Cody Pfanstiehl

Director of Promotion and Press Information WTOP-AM-FM-TV

#### Respects

(Continued from page 106)

Tube Co.), and the radio business. Mr. Storer ran the tube business. His brother-in-law, J. Harold Ryan, now senior vice president of Fort Industry, ran WSPD, a 1 kw station by that time, and brother Douglas Storer operated WGPH.

The competitive niceties of the gas business left a bad taste with George Storer, especially when Mr. Ryan, keeper of the records, took a trip to California. Confronted with a stack of federal, state and sundry other record blanks, he threw up his hands and announced, "I'm out of the oil business. You go and bother Harold with it." By 1931 the oil business had been sold to Standard Oil Co. of Ohio and "oil" dropped out of the name.

In 1930, on doctor's advice, he sold WGHP to the Kunsky-Trendle theatre interests. It later became WXYZ.

A group of Canadians asked Fort Industry to build a station in adjacent Windsor, Ontario. The station was built, using the call letters CKLW, and then sold later to Canadian interests. Meantime, Fort Industry had bought WWVA Wheeling, W. Va.

Lessees of WMCA New York called on Mr. Storer to take over management of the station in 1933. He operated WMCA a year-and-ahalf, developing an East Coast network called American Broadcasting System. The network finally became a victim of the deepening depression. WMMN Fairmont, W. Va., was bought in 1935; WLOK Lima, Ohio, in 1938; WHIZ Zanesville, Ohio, in 1939, and sold in

1947; WAGA Atlanta in 1940; WGBS Miami in 1944; WJBK Detroit in 1947.

Application to buy WSAI Cincinnati from the Marshall Field interests was approved March 28. WLOK was sold to the Pixley interests in Columbus to make room for WSAI under the multiple ownership rules of the FCC. The Storer TV block includes

WJBK-TV, WSPD-TV and WAGA-TV Atlanta. The last-named outlet is operated by his son, George Jr. TV applications are on file for Miami, Wheeling and Minneapolis. A fourth TV application was in-herited from WSAI. The Storer group includes six FM outlets and a newspaper property, the Florida Sun, at Miami Beach.

This quick recap of high spots in George Storer's business career sheds considerable light on the man himself. Obviously he is-and always has been-a commercial dynamo. Things have happened, constantly, wherever he has focused his attention. Most of his enterprises have prospered. If the odds were too tough, he quickly conceded it was time to do something and very quickly something was done.

George Storer loves his properties, and keeps on intimate terms with their operating details. His station managers are all vice presidents and directors of Fort Industry, and they have autonomy in their operations.

#### Industry Service

Many times the broadcasting industry has called him to service. In 1941 he was named assistant chairman of the Broadcasters Victory Council, which drew up the policies for station operation on behalf of the war effort. He joined the Navy in 1943 as a lieutenant commander, going to Chicago as a businessman in uniform to handle material and metallurgy. Later he was sent to the West Coast, then back to Washington, and returned to inactive duty status in 1945.

Right now he is active in developing NARTB's new TV department and was named chairman of the committee that will pick a video head for the association. He was asked to help redraft NAB's by-laws to give TV a strong place in the structure. Some of the preparatory work was done aboard his yacht Verlane, harbored near his Miami Beach home.

Mr. Storer maintains a permanent residence at Bloomfield Hills. Detroit suburb. Clubs include Detroit Athletic Club, Bloomfield Hills Country Club and Indian Creek Country Club, Miami. The Storers have four sons and a grandson born a fortnight ago.

A pet hobby of this largest independent broadcaster is Camp Storer, a YMCA recreation center.

That's the Storer story, in headline style. (Merely to list his corporate connections would require several more paragraphs.) It's the story of a man who has used imagination, energy and daring ability to build up a business empire in the best American tradition.



BROADCASTING • Telecasting



AM H. BENNETT, vice president in charge of sales Midland Broad-



casting Co., Kansas City, Mo., named director of sales Rowley-Brown Broadcasting Co. (KWFT Wichita Falls, Texas, and KEPO El Paso), and the Western Network. He will handle sales operation of KBYE Oklahoma City, KLYN Amarillo, and KGLC Miami, Okla. He will make his headquarters in Wichita Falls.

> WESTERN RADIO SALES, S. F., and TRACEY-MOORE & ASSOC., L. A., appointed Pacific Coast sales representatives for KIKI Honolulu. Western Radio Sales will handle accounts in San Francisco area. Tracey-Moore & Assoc. will handle accounts in Southern California market.

Mr. Bennett

RUSS LAMB, general manager KXOL Fort Worth, resigns to open new food brokerage and manufacturing representative service to be known as Russ Lamb Co., with headquarters in Texas City. He will retain his stock holdings in station but will not be active in KXOL operations.

JOSEPH WEED & Co., N. Y., named national representative for WLAW Lawrence, Mass., effective May 1.

THOMAS KNODE, television station relations department NBC, to WSTA St. Thomas, Virgin Islands, as commercial manager.

JAMES CARLSON, chief engineer KWEI Weiser, Ida., appointed station manager. WALTER LAKE appointed assistant and commercial manager.

THE WALKER Co., N. Y., appointed exclusive national representative for WTXL Springfield, Mass.

WILLIAM J. VERSCHOOR, B. Franklin Dills & Assoc., Chicago sales counsellor, to ABC Chicago, as network radio account executive.

INCORPORATION of Independent Metropolitan Sales Radio Station Representatives, New York, under a new name, INDIE SALES Inc., was announced last week by JACK KOSTE, president-treasurer. Stations represented by the firm remain the same, except for recently announced addition of WTAO Cambridge, Mass., effective April 1, he said.

JOSEPH McSHANE, advertising executive KTSA San Antonio, recalled to active duty with Air Force, as colonel. He will command the XXIst Air Material Area headquartered at Kelly Air Force Base.



Col. McShane

JOHN F. SCREEN appointed to sales staff WDSU New Orleans. He was with WABB Mobile, Ala., and WAFB Baton Rouge, La.

DON MOTTER has purchased the John Keating Regional Radio Station Representative firm for Oregon, Washington and Idaho. Mr. Motter will manage the Portland office. JAMES A. McLOUGHLIN will remain manager of Seattle office. JOHN D. KEATING, former

owner, will devote full time to KPOA Honolulu and KYA San Francisco, which he owns in partnership with J. ELROY McCAW, president KELA Centralia, Wash.

WILLIAM RICH, Muzak, N. Y., to O. L. Taylor Co., N. Y., as member of New York Sales Staff, succeeding ROBERT FEIHEL, transferred to Chicago sales staff. [BROADCASTING • TELECASTING, April 9.]

MORT BRANDES, advertising staff Philadelphia Daily News, to sales staff WDAS Philadelphia.

WAYNE PARKINSON, U. of California graduate, to KPIX San Francisco in sales department.

KEN McCLURE, sales staff WINN Louisville, to WAYS Charlotte, N. C., on sales staff.

ALLAN GILMAN, KCBS San Francisco, to KGO-TV San Francisco sales department replacing JACK GREGORY, who has returned to duty with Air Corps.

**BROADCASTING** • Telecasting

BEN F. CONWAY, Dancer-Fitzgerald-Sample, N. Y., to New York sales staff of Robert Meeker Assoc., radio-TV station representative.

JAMES A. WETHINGTON, WICC Bridgeport, Conn., to William G. Rambeau Co., N. Y., on sales staff.

#### Personals . . .

J. LEONARD REINSCH, managing director Cox Radio & Television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed the Religious Workshop, Emory U., Atlanta, Ga. . . W. ELDON GARNER, general manager WBBC Flint, Mich., re-elected for six-year term on Flint Board of Education. ... DANIEL T. O'SHEA, vice president and general executive, CBS Hollywood, in New York for month's conferences. . . . ARTHUR Mc-CRACKEN, station manager WGPA Bethlehem, Pa., received award from Northampton County Medical Society for his work in raising funds last summer during polio outbreak. . . . HUGH B. TERRY, vice president and general manager KLZ Denver, elected president of Denver Gyro Club.

#### Exhibits----5th Floor

(Continued from page 126)

Friedheim, sales manager; Michael Sillerman, assistant sales manager; Maynard Marquardt, West Coast office manager; Hugh Gravel, Sam Carter, Dick Lawrence and Seymour Kaplan.

#### Frederic W. Ziv Productions

SPECIAL theme of "Stop! Look! and Listen!" runs through all exhibits displayed by the Frederic W. Ziv Productions. Material on such Ziv programs as Bold Venture, Cisco Kid, Boston Blackis, Guy Lombardo and Meet the Menjous is highlighted by white panels, set off by black and

white diagonal stripes, carrying that familiar railroad crossing message in red.

All Ziv representatives are wearing special "Stop! Look! and Listen!" neckties, and there are to be 100° extra ties for the first 100 delegates requesting them. Brochures, mailing pieces and promotion kits for all Ziv productions are available at the exhibit. Trade journal advertising and direct mail invitations to all radio personnel have featured the same motif.

In attendance at the Ziv exhibit are Alvin E. Unger, vice president in charge of sales; W. B. Philley, sales promotion manager, and William Mertz, Chicago district account executive.

Hearing Is Believing!

When you listen to the incomparable music in the SESAC Transcribed Library you'll know that you've found THE BEST (dollar for dollar-disc for disc) BUY IN BROAD-CASTING!

A COMPLETE TRANSCRIPTION PRO-GRAM SERVICE FOR AS LITTLE AS \$40 A MONTH! (based on your advertising rate card)-4000 Sponsor-Selling Selections so far with many more to come!

Just lend an ear and then decide for yourself!

WELCOME! to \*SESAC\* **HEADOUARTERS** NAB CONVENTION Suite-557 and Exposition Hall The Stevens Hotel Chicago April 15-19th



April 16, 1951 • Page 129





◆THE KLYSTRON TUBE—Designed and built to G-E specifications, this tube power gain. Effective power amplification of 75 for television operation is used with no evidence of instability. Consequently a simplified (ow power television driver may be employed to obtain high power output. Illustration at left shows the klystron mounted for operating test.



WORLD'S MOST POWERFUL UHF TELEVISION TRANSMITTER. For the proposed UHF band this 5 kw transmitter offers a unique frequency control system. One crystal oscillator is used to control both the visual and aural carriers, locking these two carriers together with a fixed separation of 4.5 megacycles. Slot-type diplexer permits feeding the antenna with a single transmission line. Front panel view of unit shows clean-cut design and control simplicity.



# EFFECTIVE RADIATED POWER... For UHF television!

## General Electric announces revolutionary new transmitter and antenna development

Here is the world's most powerful ultra-high-frequency television transmitter. Born in the General Electric laboratories at Electronics Park and tested in actual operation, it delivers the highest effective TV power ever radiated in the UHF band. The transmitter's radically new helical antenna provides more than 20 to 1 effective power gain.

The secret of this system is the klystron tube, developed especially for G.E. and built for long life at low per hour cost. Because so much of the circuitry is incorporated in the tube itself, the transmitter is simple in construction, extremely easy to service.

Every television station owner, manager, and engineer is invited to inspect this development at Electronics Park\* and to place orders on a contingent basis. Before you purchase or commit yourself to *any television transmitter* be sure you get the full story from General Electric.

\*Subject to the usual plant security clearances

**Q20 TO 1 POWER GAIN!** A fundamentally new development of General Electric engineering, this helical antenna is a 4 bay radiator of side fire design (one bay shown). The tubular mast forms the outer conductor of the incoming coaxial line. Only 4 feed points are required along the mast, one for each complete radiating bay. Simplified de-icing system is provided. Over-all size of antenna decreases for higher frequencies. **COMPLETE INFORMA-TION HERE**—Two new brochures tell the story of this UHF transmitter and its high gain antenna. Wire or write for your copies today: *General Electric Company, Section 241-16, Electronics Park, Syracuse, New York.* 



You can put your confidence in \_\_\_\_\_ GENERAL BEBECT ELECTRIC

#### KID COWBOY QUIZ

WTIC Hartford, Juvenile Ranch, 12-12:30 p.m., started April 8, sponsored by Bernard Kofsky, local show dealer. Show features George Bowe acting as emcee on quiz using cowboy format. Short stories from American legends are told, six boys and girls will participate weekly for prizes and a special prize going weekly to champion "cowboy or cowgirl of the week." During the summer months show will be broadcast from children's camps throughout the state.

#### STAR STUDDED FOLDER

RADIO SALES, Radio and Television Stations Representative, CBS New York distributing to trade an accordion - pleated folder with phone-booth pictures of 26 film stars featured on its transcribed program, Hollywood Calling. Introductory copy explains, "If your TV sales problem has been locating high-quality, low-cost program-ming, this folder will show you where it can be found . . . ready made." ----

#### THE FISHIN' SHOW

WHOP Hopkinsville, Ky., Let's Go Fishin', Fri. 7 p.m., sponsored by Dowdy Motor Co. Emcee "Dutch" Lackey gives information on condition of water, what fish are bit-ing, who caught fish and other data supplied by boat docks at Kentucky Lake. 35 miles from Hopkinsville. Program also gives data on weather



and prediction on fishing. Noted fisherman is interviewed on the program weekly. --

#### HIGHWAY POSTERS

KVOO Tulsa using 24-sheet billboard posters on highway 66 leading into Tulsa. Posters are printed in "cold fire," which can be seen brightly at night. Billboards have large number "one" next to station's call letters. Under this it reads "Oklahoma's greatest station." Miniature reproductions of posters are being displayed by many local merchants, tying in with their merchandise.

#### ----INDUSTRY SERIES

WDTV (TV) Pittsburgh, in cooperation with Chamber of Commerce, The Pittsburgh Story, Sunday, 1-1:30 p.m., eight weeks, started April 15. Public service program devoted to city's leading industries is informative with key industrial figures featured. It fits in with Pittsburgh's elaborate Welcome Week, ending June 3, date when WDTV's final program of series will be telecast and also when Ed Sullivan's Toast of the Town will emanate from Syria Mosque.



Let him show you how Allied's faster, dependable, complete processing and pressing service will flawlessly reproduce your transcriptions - and on time.

At the convention - look for Mr Neely at the Stevens Hotel.

#### ALLIED RECO

MANUFACTURING COMPANY 18 years of record service

Hollywood, California New York City, New York 1041 N. Las Palmas 619 West 54th Street



#### THE COME ON GIMMICK

KGVL Greenville, Texas, drummed up unique way to get advertisers to inspect station's new building. General Manager Leo Hackney sent invitations to 250 local, regional and national advertisers and enclosed top half of mechanical pencil. This half of pencil contained ladies legs and three garters floating in clear fluid. The object was to put the garters on the legs. The only way to get other part of pencil was to visit KGVL's new building. Station reports that the response was great.

#### THE WINNING TICKET

WINN Louisville has equipped all sales representatives with their new business

\_\_\_\_

MUSIC, NEWS SPORTS ٤ • W | N N • Ξ ž Nº 1240 CHARLE SCHACTT, JR. 😫 3 CALL WA 5148

are similar to a pari-mutuel ticket issued at race tracks. They were designed by Charles A. Schacht Jr., commercial manager of station. In the

cards. The cards

city where the "Sport of Kings" is the main subject this seems to be an appropriate type of calling card. The ticket number carries the station's frequency and the number of the horse is represented by station's telephone number.

#### -----MATINEE MUSICAL

KFMB-TV San Diego, The Show Called X, Mon. through Fri., 1:30 p.m., musical revue featuring Virginia Weidler, film actress, as vocalist. Show also uses films featuring noted musical artists including the King Cole Trio, Mel Torme and Dennis Clark. Station reports this is first live musical show in area. .....

#### DAILY PRAYER

WESTINGHOUSE Radio Stations (WBZ Boston, WBZA Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Ft. Wayne and KEX Portland) are now using "Credo and Prayer for Americans" daily. The prayer was transcribed by Edward Arnold, noted radio and film star for WRS. Printed copies are being offered to listeners on request. Musical background "To Thee, Oh Country" is played as Mr. Arnold reads the prayer. 

#### EDUCATION AT HOME

WKRC-TV Cincinnati, U.C. at Home, 12:30-1 p.m., started April 8, show consists of course offered at U. of Cincinnati. First show called "Psychology 501." Dr. Herbert Weaver, professor at university conducts show. Program presented as public interest show. .......

#### TIP-TOP AD

KPIX (TV) San Francisco uses reproduction of full-page ad in BROADCASTING • TELECASTING as direct mail promotion piece to trade. Note attached to ad page informs receiver "We know you'll be interested in the content of our most recent ad." Text states: "In San Francisco 1 station received 5 out of 12 station awards from the Academy of Television Arts and Sciences." Layout plugs five winning shows and commercials.

#### LOCAL RADIO CONTEST

.....

KGAR Garden City, Kan., held local contest inviting listeners to enter by finishing sentence in 100 words or less, "I like to trade with my hometown merchant because ... " Station reports that entries were received from 24 counties in state and three neighboring states. Winner was awarded deluxe model portable radio.

#### WOULD-BE PRODUCERS

WAAM (TV) Baltimore, You're The Producer, Fri. 7-7:30 p.m., invites viewers to try their hand at producing a TV show. Program operated as variety show with viewers submitting format, script and cast suggestions for each production number during program. -----

#### FROM DOWN UNDER

KOA Denver, C.F.& I. Mile High Farmer, participated in transoceanic broadcast to Australia. Special lines running in both directions from San Francisco were used. Program arranged by Australian Broadcasting Commission so young farmers of down under could discuss farming and ranching problems and compare notes with local 4-H champion. This was all part of the current Sidney Livestock Show. -----

#### PRIZE DISTRIBUTOR

WAMS Wilmington, Del., is proud of fact that Carling's Red Cap Ale and Black Label Beer distributor in Wilmington-Reeves Parvin & Co.-topped 12 other distributors on East Coast for first prize in exceeding-monthly-quota contest held in connection with MBS broadcasting of weekly feature race from Hialeah and Gulfstream Tracks in Florida.

#### -----

LIVING LIKE A KING

KGO-AM-TV San Francisco, Live Like A King, Tues. 6:30 p.m., Raycraft Co., Oakland (Air King TV distributor), is San Francisco's first commercial simulcast. Features Stage Star Dan O'Brien as emcee of variety and audience participation show on which contestants vie for chance to live like a king for weekend at popular western resorts.

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



a de deterio

BMI takes pride in the SPECIAL AWARD for OUTSTANDING SERVICE and PROGRESSIVE MUSIC ACHIEVEMENT During 1950 presented by THE CASH BOX

Remember to Visit the BMI DISPLAY at the NARTB CONVENTION EXHIBITION HALL THE STEVENS

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 19, N.Y.

CHICAGO · HOLLYWOOD · TORONTO · MONTREAL



here's watt\* you've been looking for

NILK has it!

# 5000 Watts of Selling POWER in Wilkes-Barre

PENNSYLVANIA'S THIRD RICHEST MARKET

In WILKES-BARRE . . . It's



ABC AFFILIATE AM-FM 5000W (d) 1000W (n) Wilkes-Barre, Pa. \*

AVERY-KNODEL, Inc., Nat'l Rep. 608 Fifth Ave., New York 20, N.Y.

# air-casters

JACK KUNEY, producer-director, NBC, appointed production man-ager WNEW New York, succeeding JOHN GROGAN, who is leaving for Europe. Other WNEW staff changes include promotion of STEVE KRANTZ to continuity director and appointment of LEN WEINLES, publicity director WSTC Stamford, to writing staff.

NEAL VAN ELLS, production man-ager WLWD Day-

ton, appointed program director, succeeding A. DONA-VAN FAUST, who is now with WDTV (TV) Pittsburgh.

tor



Mr. Van Ells

manager. BUCK LEVERTON, WBAY Green Bay, Wis., appointed chief announcer. STEVE MARK-STROM appointed staff announcer and remote engineer. He was with WHA and WFOW Madison.

M. NORTON, freelance HENRY writer, to KGW Portland, Ore., as continuity writer.

HOWIE LEONARD, chief announcer WALE Fall River, Mass., to announc-ing staff WLAW Lawrence, Mass.

**ROLLAND REICHERT**, assistant to radio program-production manager NBC Chicago, elected president of employee's social and athletic organization.

SAM PARNAS, publicity director and merchandising manager KMOX St. Louis, to WBBM Chicago, as special writer.

**ROLAND TWIGG**, graduate Columbia Institute, Phila., to WTUX Wilmington, Del., as staff man. BILL KEIF-FER, graduate Columbia, to WCNR Bloomsburg, Pa.

LEO ELLSWORTH, continuity di-rector KWEI Weiser, Ida., assums additional duties of program director. LEONARD BROWN, KCID Caldwell, Ida., to KWEI as announcer-engineer.

GINNY SIMMS, singer, emcee new hour weekly Front and Center on KTTV (TV) Los Angeles. Entertainment program to originate as remote telecast on rotating schedule from four service bases in Southern California area, Terminal Island, Fort McArthur, Camp Pendleton, March Field.

LOIS FREDERICK, women's director WOHI East Liverpool, Ohio, to WONE Dayton.

PIERCE GRANT, photographer CBS Hollywood, named junior director KTSL (TV) same city. J. WINSTON PENNOCK succeeds him as CBS photographer.

CLIVE BASSETT named assistant film editor KTSL (TV) Hollywood.

LOUISE MORGAN, director of women's programs Yankee Network, named "leading broadcasting per-sonality" in New England area by Who's Who in Radio and TV.



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CAROL DOOSE to traffic department WIND Chicago, replacing DONNA REANEY, resigned. JEAN KUEHN, promotion-publicity department, to HOLIFIELD to promotion-publicity department, replacing Mrs. Kuehn. ELAINE BRADT appointed secretary to station account executives.

LURENE TUTTLE, Hollywood radio actress, having completed featured parts in film Goodbye, My Fancy and Tomorrow Is Another Day, signed to term contract by Warner Bros.

HERB CLARK, former sports editor WLOE Leaksville, N. C., now in U. S. Navy, featured on nightly disc jockey show on WCAV Norfolk, Va.

ARTHUR GILMORE, freelance Hollywood announcer, assigned by Warner Bros. to narrate Technicolor film short 'Winter Wonders.'

WILLARD WATERMAN, star of NBC The Great Gildersleeve, has received citation from executive committee for Invest in America Week for contribu-tion to "public understanding of the role of the individual in building America at the community level."

JIM HAWTHORNE, comedian-disc emcee, released from KLAC-TV Hollywood exclusive contract, has started twice weekly midnight record-chatter program on KNX same city. New half hour program is being built around comedian by DON FEDDER-SON, general manager KLAC-TV, for syndicated film release on TV stations.

LAWRENCE E. SPIVAK, publisher and permanent panel member of Meet The Press on NBC-TV, was presented Youth United Award at organization's annual Inspirational Dinner, April 1, at Waldorf-Astoria, New York.

MARVIN SLAY, continuity writer KOIN Portland, Ore., father of boy, Marvin Slav Jr.

CHARLES HAMILTON, public serv-ice director KFI-AM-TV Los Angeles, named broadcast chairman of World Trade Week publicity committee.

JACK CALDWELL, Educational Pictures, N. Y., to KTTV (TV) Los An-geles, as staff director. Prior to his film affiliation he was NBC producer-director. DAVID HARVEY, station cameraman, named associate director.

NORWOOD SMITH, vocalist on American Rhapsody KNX Hollywood, father of girl, Sandra Bernice, born Anril 2.

CLARENCE CASSELL, announcer, KCBS San Francisco, to KNX Hollywood, in same capacity.

JOHN HARLAN, KECA-AM-TV, and LYLE BOND, KFI-TV, both Los Angeles, to KTSL (TV) Hollywood, on announcing staff.

SYBIL CHISM (Mrs. Harold J. Bock), named organist on weekly NBC One Man's Family, sponsored by Miles Labs.

ARTHUR J. FREEMAN, trade paper columnist, named publicity director KLAC-AM-TV Hollywood, effective April 30. He succeeds A. DOFF, resigned to devote entire time to independent clients.

RED BLANDCHARD to KCBS San with KPRO Riverside, Calif.

- -----

JACKIE KELK, "Homer" in NBC-AM-TV The Aldrich Family, appointed junior chairman of National Safety Council, for which he will direct safety campaign aimed at American teenagers.

JEANNE GRAY has started five weekly, half-hour The Jeanne Gray Show on KTSL (TV) Los Angeles. April 2 Show, to be produced, written and emceed by Miss Gray, will feature her singing, interviews and discussion of various subjects.

HALE SPARKS, CBS (Pacific Network) The University Explorer, starts 15 minute, weekly Science Editor on ABC West Coast and Mountain stations, Sat., 10:15-10:30 p.m. (PST). Program, presented in cooperation with U. of California, offers comprehensive digest of week's science news.

MADELYN PUGH and BOB CAR-ROLL Jr., co-writers CBS My Favorite Husband, left New York April 4 for two month vacation in Europe.

#### News...

RON MILLER, staff announcer WSAZ Huntington, W. Va., appointed news editor WSAZ-AM-TV.

ARTHUR J. BURKS appointed farm editor WLAN Lancaster, Pa.

JOHN TILLMA, chief announcer and news reporter WPIX (TV) New York will be guest of honor and principal speaker, April 27, at the 1951 graduation exercises of the Feagin School of Drama & Radio, New York. Mr. Till-man will discuss "TV—The Land of Opportunity."

JOHN BARRY, WJOY Burlington, Vt., to WTTM Trenton, N. J., as announcer.

JAMES HAYDEN, KLO Ogden, Utah, appointed sports director KWEI Weiser, Ida. He will also manage Pavette studios.

GEORGE E. HOOVER, announcer WBUD Morrisville, Pa., appointed head of newly formed local news department.

KEN BOYDEN, Massachusetts Extension Service, appointed farm direc-WTAG Worcester, succeeding tor SID VAUGHAN, resigned to head Extension Service agents.

TOM HARMON, former Michigan All-American, starts twice weekly quar-ter-hour sports program The Tom Har-mon Show on KTSL (TV) Los An-geles. Also featured on program are RUBE SAMUELSEN, syndicated sports columnist, and VICKI DRAVES, low board diving champion.

CARL RANDALL, newswriter KCBS San Francisco, to KNX Los Angeles in same capacity.

#### **Talent Directory**

ADVICE from Arthur Godfrey and a friendly warning from Sen. Edwin C. Johnson (D-Col.) as well as the photographs and addresses of 125 Washington, D. C., area radio-TV entertainers are listed in the 1951 Washington Radio and Television Directory published last week. The directory was put out for the Washington AFRA local by McIver Publications, 3109 Circle Hill Road, Alexandria, Va.



APRIL 16, 1951

TELEÇASTING

### A Service of BROADCASTING Newsweekly

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Through the magic medium of film, Associated Artists brings to TELEVISION millions of dollars of top Hollywood talent and production.

The aims and objectives of Associated are to supply the best in television films thereby creating audience loyalty, phenomenally high ratings, highly productive time periods, and more revenue for the advertiser.

ASSOCIATED is THE EXPERT IN FILM PROGRAMMING. To television films, Associated has brought STABILITY, QUALITY and SERVICE.

If you have a film problem, let's talk about it. If you have a time period that you would like to make more productive, let Associated tell you how it has done the job in other cities.

It's a simple formula, . . . . easily put to work for you.

ASSOCIATED ARTISTS means GOOD FILM. GOOD FILM means MORE AUDIENCE. MORE AUDIENCE means MORE ADVERTISERS and MORE ADVERTISERS mean MORE REVENUE.

Let's reel off our story for you.





Production and Distribution of Motion Pictures

444 MADISON AVENUE \* NEW YORK 22, N.Y.

TELEPHONE MURRAY HILL 8-4754



T-1-51



FIRST in Radio, Too!

Texas is BIG .... Houston is BIG .... and the BIGGEST thing in HOUSTON is KPRC-TV's afternoon program schedule!

#### TOP LOCAL STARS

- DICK GOTTLIEB • JANE CHRISTOPHER
- PAICE THOMPSON
- BOB DUNDAS, JR.
- JANE CREY
- MARY BETH MCDONALD

#### PLUS .... TOP NETWORK FEATURES

KATE SMITH . GARY MOORE FIRST HUNDRED YEARS

#### PLUS ... TOP NEWS COVERAGE

All Add Up to BIG-TIME DAY-TIME TV in Houston

.... FIRST in everything that counts!



# ALLOCATION DELAY

#### By LARRY CHRISTOPHER

**RECOGNIZING** the mammoth job facing industry engineers and attorneys to prepare comments upon FCC's newly revised TV allocation plan, the Commission last Wednesday postponed until June 11 its final hearing on city-by-city allocation proposals and also delayed for two weeks the deadlines for filing of initial comments, and replies thereto, respecting the cityby-city proposals [BROADCASTING • TELECASTING, April 9, 2; March 26].

May 7 is new deadline for initial comment supporting or objecting to provisions of FCC's new proposed table of city-by-city channel assignments in the U.S. and the "tentative" table of such assignments for the border areas of Canada and Mexico, termed Appendices C and D, respectively, of the Commission's "third notice" on TV allocations issued March 22. The revised plan originally had set April 23 as deadline for initial comment.

April 23, however, still is deadline for comment on that part of the new proposal dealing with general allocation principles and procedures, as well as that part presenting engineering specifications, termed Appendices A and B, respectively, FCC said.

Comments regarding such general issues as the proposed policy to reserve about 10% of the VHF-UHF channels for noncommercial, educational stations must be filed by April 23, it was explained, but approval or opposition to the educational reservation of a specific channel in a specific city must be filed by May 7.

Deadline for replies and counterproposals to the initial comments was postponed from May 8 to May 22. These delays in turn required re-scheduling of the hearing on the city-by-city channel proposals on June 11 in lieu of the previously designated date of May 23.

Meanwhile, quandary of VHF vs. UHF developed desire in some quarters last week that FCC clarify past indications VHF is only temporary TV home while UHF is permanent. Question they want answered: "How temporary?"

FCC's action in slowing down the final phase of its nearly threeyear-old reallocation proceeding to a walking pace stemmed from the

petition filed a fortnight ago by the TV board of NARTB, which asked postponement of all dates for 10 days.

The current NARTB Convention in Chicago, which demands the attention of key industry people, in part was indicated as reason for granting the additional time.

Further, it was pointed out, FCC itself has been revising its TV allocation and engineering thinking for several years, including the hearings. By its delay order, the Commission has shown it couldn't expect industry to whip together in comparatively less time the equally well-considered comments (and full engineering support) which FCC has requested and also indicated it will demand.

The problem is magnified by the fact FCC's new plan nullified the hundreds of comments and appearances previously filed respecting specific city allocation proposals, and provided that any party which wishes to have a voice in the final hearing must file anew before the comment deadline. The doors are thrown wide open, in effect, to potentially hundreds more new interests not previously on record.

FCC's "third report" involves vastly revised engineering standards and allocation tables. The plan proposes to open up the full UHF band. With these 65 or 70 UHF channels added to the 12 existing VHF channels the Commission would provide for a nationwide distribution of nearly 2,000 stations in some 1,200 communities.

#### Further Proposals

Further, FCC's plan proposes to: (1) reserve "indefinitely" about 10% of both VHF and UHF channels for educational stations; (2) switch 31 of the 107 operating VHF stations to new VHF channels; (3) promptly unfreeze VHF-UHF channels in U. S. territories; (4)

where possible grant existing VHF stations substantial power increases, and (5) generally lift the UHF freeze in the U.S.

Hearing June 11; Deadlines Altered

All aspects of the partial freeze lift are contingent upon the nature of comments FCC receives from the industry. None have been received to date on this issue. Thus to date FCC stands ready to carry out this partial lifting-unless it changes its own mind.

The city-by-city allocation proposal hearing is expected to take about two months to complete, according to present optimistic guesses. Thereafter, no one will speculate how long FCC will require to digest the record and all comments and produce a final allocation.

The overall freeze lift on new station construction cannot take place until this final ruling. How defense mobilization could affect the situation then is presently un-

(Continued on page 146)

## **CROSLEY UHF TUNER**

A UHF TELEVISION tuner to enable existing TV sets to receive both the present VHF and all UHF transmissions was disclosed last week by the Crosley Division of Avco Mfg. Co., maker of Crosley television sets.

The new tuner can be attached simply by the set owners-a newsman did it in three minutes at the initial demonstration-to any set which employs continuous tuning. John W. Craig, vice president of Avco and general manager of the Crosley Division, estimated these number from 2 to 21/2 million of the 12 million sets now in use. With varying degrees of modification (ranging up to very difficult) the non-continuous, or "click" tuning sets also may utilize the device, spokesmen said.

Companies making continuoustuning sets, in addition to Crosley. include DuMont and Stromberg-Carlson.

The tuner-about the size of a small table-model radio and called the Crosley Ultratuner-was unveiled Wednesday at a special showing for newsmen at the Barnum Hotel, Bridgeport, Conn. Transmissions were from RCA-NBC's Bridgeport experimental UHF satellite station, which picks up broadcasts from NBC's WNBT (TV) New York.

Receivers set up on the 10th floor, 3.8 miles from the UHF transmitter, brought in clear, distinct pictures. Observers noted little difference between the picture on the set relying upon an antenna built into the tuner, and that on the set with an outside antenna.

Mr. Craig estimated the tuners would sell for "less than \$50." He also disclosed that Crosley has a combination VHF-UHF set "far along" in development but not ready for demonstration yet. He predicted it would retail at about \$20 to \$30 more than comparable VHF-only receivers.

#### **Ready** for Production

Estimating that volume telecasting in UHF would not arrive before late 1952 or early 1953, Mr. Craig said Crosley is revealing its converter now in order to reas-sure the public that UHF service will be available when the time comes. Crosley is ready to go into production on the tuner whenever the need arises, he asserted.

Mr. Craig's estimates on the ef-

#### Shown at Bridgeport

fects of materials shortages upon the production of converters coincided generally with those which have been expressed by other manufacturers---that is, that the necessary parts and materials will have to come out of the manufacturing industry's overall allotment.

The Avco-Crosley executive said FCC's recent VHF-UHF channel allocations proposal is "reasonably fair," and that he felt FCC had done a good job. But, he said, there have been "misleading advertisements" and "half-statements" about adaptation of present sets for UHF reception.

Crosley engineers explained that in one type of "turret tuner" employed in non-continuous tuning receivers there is a "strip" which may be used for one UHF channel, but that the VHF range would have to be robbed of one VHF channel for each additional UHF channel put into set. In the other type, they said, there is no provision for adding even one UHF channel without taking away a VHF channel.

In the case of the Crosley tuner, they continued, tuning is possible (Continued on page 147)

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# BRIDGEPORT STORY UHF TV Progress Report

#### By RICHARD W. DAVIS GENERAL MANAGER WELI NEW HAVEN, CONN

YEAR AGO, we at WELI New Haven expressed our confidence in ultra high frequency television [BROADCASTING • TELECASTING, Feb. 6, 1950], giving an on-the-spot and on-thescreen opinion of the band from a practical radio broadcaster's viewpoint. This month, we feel that the FCC's proposed allocations, spreading the UHF band over the nation, have shown that our confidence was justified.

We believe other radio broadcasters in markets the size of New Haven, and smaller, will accept UHF television as a good investment especially if they, like ourselves, are already sufficiently well staffed with competent, qualified personnel which can be counted upon to plan, construct, direct, and with only a few new people added, operate such stations in addition to their radio duties; at least until sufficient audiences for UHF programs have been built up to warrant separate operating personnel.

#### **Doubts About UHF**

One year ago, the comments and inquiries on our article showed us that most broadcasters had doubts and reservations about UHF. For broadcasters unable to investigate UHF on the scene, such doubts were natural. The fact that we have been the only station to publicly urge and promote UHF television has, we feel, been due solely to our proximity to the RCA-NBC experimental UHF station KC2-XAK in Bridgeport, Conn., and our opportunity to inspect and test its operation.

Those inspections and tests have been carried on since Jan. 4, 1950, when KC2XAK opened. Since then, many man-hours have been spent by this station's personnel in evaluating how WELI could make UHF work in New Haven. Our 14 monitoring locations in and around Bridgeport have been under constant survey during the past year.

Research engineers have worked at WELI's monitoring points for development of UHF receivers and converters. Among these have been representatives of Crosley, Philco, RCA, Zenith and General Electric.

We also have demonstrated com-

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., is a veteran of 19 years in radio. He relates here reassurance of faith in practicability of the UHF, first expressed through this journal a year ago. Mr. Davis joined WMAS Springfield, Mass., in 1932 as program director. In 1935 he was named general manager of WONS Hartford, becoming general manager of WELI in 1944.



LOOKING, listening and learning about UHF at the RCA-NBC experimental UHF station KC2XAK Bridgeport, are (1 to r) WELI General Manager Richard W. Davis, Directors John B. Grant and George Willis; NBC Engineer William McAllister and Directors William J. Falsey and Lewis D. Kennedy.

parative pictures of UHF vs. VHF in the Bridgeport area to a number of radio broadcasters within the state of Connecticut and from other states as well.

Our engineers like the new limitations on UHF assignments and station spacing considering image interference, IF beat, intermodulation and oscillator radiation. They think that these limitations coupled with the fact that UHF reception is practically free from diathermy, ignition noise and other man-made disturbances will ultimately prove UHF to be the most desirable portion of the spectrum for TV. Of course, stations will have to be built and operated for a while before these advantages will pay off for UHF. Careful planning and know-how will be the watchwords in all such operations, especially when competing with VHF stations. It will be a hard, and probably long, road in any case.

#### Wide Coverage

As for coverage, even the higher UHF channels will give a larger market than expected. We know all UHF can cover an average metropolitan market, and cover it with a strong, clear, service-carrying signal.

Your reaction may well be: That's fine to talk about it, and to make a few measurements, but after all, we have large investments to worry about. So have we. some of which have already been made. We haven't been simply talking UHF, we've been preparing, and paying for it as we have watched it and planned for it. Prior to the start of the Korean war, WELI contracted with the General Electric Co. for all necessary transmitting equipment for the operation of a UHF television station. Much of this equipment was placed on a firm basis and deliveries of such scarce materials as coaxial line have already been made.

For the past year, negotiations have been carried on for the purchase of a transmitting site, negotiations climaxed several months ago by the acquisition of what our Washington engineers call, "the best possible antenna location." Informal approval for the site has been given by the CAA in opinions issued in May 1950. All of this preparedness program, mind you, was carried on with only UHF in prospect for us. We have known for some time that we had no chance for any additional VHF channels in New Haven.

Since the FCC release on March 22 of its proposed new allocations, we have let the public in on some of our plans for UHF, telling them, through on-the-air publicity and by means of the local and state-wide press, of the develop-ments that have taken place. Contrary to some expectations of local TV set dealers we haven't hurt the market for present-day television set sales in our area by pushing UHF. Rather, we have helped to increase it. A majority of TV set manufacturers have plans for UHF adapters or converters, some now issuing sets easily changed to UHF reception by means of tuner strips. That information has been

#### Top Reception

GOOD TV reception begins right at home—at the head-quarters of WCAU-TV Philadelphia, which has installed a Jerrold Mul-TV System to insure picture quality on a number of sets in its building. The single-antenna system also is being used to bring in signals from other Philadelphia TV stations, enabling WCAU-TV executives to keep an eye on their competition. Pictures and sound on all receivers is reported by the Jerrold Electronics Corp. to be "excellent" on the basis of comments from station officials.

part of our publicity. Dealers have been glad to tell customers about UHF adaptability: Goodwill and VHF sales have increased as a result. We have stressed the simplicity of UHF receiving antennas, with dipoles less than one foot long.

All this has been done because we believe in UHF television, believe in it enough not only to have embarked over a year ago on plans for a station in a supposedly "unknown" band, but also to plan for it in a market that has, and will continue to have, one local VHF station in operation and is a New York City "fringe" area.

Our faith in UHF is based on investigation and experience, and we are glad to share our conclusions with other prospective UHF applicants. In the future, we're confident success will be another thing to share.

# VHF BID

#### **KOOL Applies For Channel**

PLANS of KOOL Phoenix to apply for VHF Channel 7 (174-180 mc) as the key outlet for a proposed Arizona network of satellite stations, and of KOTV (TV) Tulsa to seek increased power have been announced. The KOOL outlet also would include "color transmitting equipment."

Gene Autry, cowboy radio and screen star and president of Maricopa Broadcasters, KOOL licensee, announced the station already has tentatively ordered \$400,000 worth of equipment for the proposed TV outlet. Additional space would be leased in Hotel Adams, KOOL's headquarters, with new construction and remodeling of the present plant to top \$600,000, it was stated. This includes the color TV equipment.

Network plans, it was said, provide for a series of booster stations fanning out from Phoenix. First of these would be at Tucson, location of KOPO, a member of KOOL's Arizona Network. Other sites planned include Wickenburg, Douglas, Bisbee, Flagstaff, Yuma, Prescott, Globe-Miami, Coolidge-Casa Grande and Clifton-Morenci.

Only TV outlet now operating in Arizona is KPHO-TV Phoenix, on Channel 5 (76-82 mc).

KOTV, Tulsa's sole TV outlet, operating on Channel 6 (82-88 mc) and owned by George E. Cameron Jr., is to file an application with FCC for boost in effective radiated power from 16.5 kw to 100 kw, full amount proposed by FCC in its new allocation plan. Cost of the technical expansion is estimated at \$150,000 and expansion of office and studio facilities is to begin immediately, it was stated.

FCC's new allocation proposal among other things would permit prompt increases of power to operating VHF stations where overall allocation policy would not be affected [BROADCASTING • TELE-CASTING, March 26 et seq.]

# HILL COVERAGE

TELEVISION's right to cover public Congressional hearings on a comparable basis with all other news gathering media emerged in sharper focus last week as the House Un-American Activities Committee resumed its entertainment probe—amid exploding flashbulbs but without radio, television or newsreel equipment.

The issue arose when Chairman John Wood (D-Ga.) restated a flat ban against television, radio and motion picture coverage "pending further study" and limited physical coverage to still photographers and news reporters.

The action drew fire from Kenneth H. Berkeley, vice president and general manager of WMAL-AM-FM-TV Washington (The Evening Star stations), which had sought permission to install two TV cameras in the hearing room, it was learned.

Mr. Berkeley labeled the policy as "discriminatory" and urged the committee to "take up the question of whether any medium of communicating information . . . [on] . . . proceedings direct from the committee room should be allowed" or whether such meetings shall be held in closed session. His statements were contained in a letter sent to Rep. Wood last Wednesday, and cited a series of conversations with committee members, including the chairman.

#### 'Unanimous' Opinion

Earlier, Chairman Wood told BROADCASTING • TELECASTING that the action represented the "unanimous" opinion of the committee at this time and that "pending further study," all cameras and microphones would be barred from current hearings. Only still photographers and news reporters would be permitted entrance with their eouipment. he added.

equipment, he added. "As for tape recordings, you can put your own interpretation on that," he asserted. "I don't know until the question actually arises. This is not my action, but was decided by the committee."

The freshly-announced ban came as individual members of Congress continued to mull the whole question of Congressional committee conduct of public hearings, particularly in the light of the sensational Kefauver crime committee telecasts and amid new legislation by Rep. Arthur Klein (D-N. Y.) to permit TV coverage of Senate-House floor and committee proceedings (see story this issue).

House Group Bans TV, Radio

Permission extended to still photographers raised the question among authorities of whether the House Un - American Activities Committee had not overstepped its bounds, in view of ill-founded complaints that television cameras function with blinding lights and other distractions to which some witnesses have objected [BROAD-CASTING • TELECASTING, April 2].

The committee's action also was being weighed against unofficial reports that a majority of committee members had no objections to telecasts of proceedings and that the committee itself had been deluged with requests for TV coverage.

The issue broke out anew last Tuesday when Chairman Wood consulted with members in executive session and set a policy whereby 16mm newsreel cameras would be permitted to cover the hearings. Cameramen for Telenews, an INS subsidiary, and NBC-TV were allowed to "record" them. Chairman Wood announced that a motion to telecast the sessions had been tabled on the premise "by some members" that coverage would turn the proceedings into a "threering circus."

On Wednesday, newsreel cameramen for both Telenews and NBC-TV were barred from the committee room. This action reportedly stemmed from complaints that 35mm cameras should enjoy similar privileges. Chairman Wood then prohibited all movie cameras at the hearing.

Referring to Tuesday's sessions, Chairman Wood explained that "we admitted all cameras that could be carried in the hands of the newsreel people."

NBC-TV's newsreel coverage comprises both 16mm and 35mm cameras, both silent and sound. Portions of Tuesday's hearings were used that evening on the *Camel News Caravan*. Telenews

(Continued on page 152)

# The Congress and TV . . . . . . . AN EDITORIAL

THE ROAR of congressional and editorial comment aroused by the telecasts of the Kefauver committee hearings has, thank heavens, diminished.

We take advantage of what may be only a temporary calm to make a few comments of our own. Such considered opinions, carefully expressed, as were projected in recent weeks were, we fear, drowned out by the greater din of those who joined in an argument that was without articulation and pretty much without thought.

The general hubbub over the Kefauver telecasts did not add up to an enlightening record. So many people rushed to print or rostrum with a frantic contribution, lest the popularity of the question expire before their names and quotes were noticed, that the main issues were utterly deserted. A man anxious to get into an act as big as the Kefauver critical chorus is apt to cast about for a unique angle not theretofore covered by the others. This sort of thing, multiplied by a majority of all those in the act, does not guarantee coherent discussion.

Looking back over the main currents of the argument, one cannot avoid concluding that the debate did not rage over television at all. The thing that was really worrying most of the arguers—although they may not have recognized it themselves—was the conduct of Congress.

Judge Samuel S. Leibowitz, the noted New York jurist, told Yale law students that TV could become a "sinister weapon of slander ... if safeguards are not set up to control its use."

Sen. Alexander Wiley (R-Wis.) introduced a resolution calling for a senatorial study of the intricate problems raised by telecasts of congressional proceedings.

Walter Lippmann strayed from global conundrums long enough to recommend that telecasts of congressional hearings be prohibited until a policy on the subject can be defined.

What worried all three of these distinguished commentators was that somehow the dignity of congressional procedures and the rights of witnesses were jeopardized by television. That is rather fuzzy thinking, coming from such usually sensible minds.

Visualize a telecast session of a congressional committee at which an intemperate interrogator makes an accusatory and unanswerable statement against a witness. It is true that this would be an offense against the dignity of the proceedings and the witness' rights. But we wish to point out that television would only *report* the offense. It would not commit it.

Indeed TV would report the incident more accurately than any other news instrument or agent in the room.

The newspaper reporter writes his version of the offense. His story is edited by a copy reader and may be further altered by an editor operating under a policy that either favors or opposes the parties involved. A headline is written, intended not only to summarize the story but also to do its bit in avoiding a decline in the newspaper's sales.

The chances for error, exaggeration or distortion in the newspaper system of covering news are appalling and constitute an omnipresent problem for the conscientious newspaperman.

What similar chances are run by television? None.

Television is essentially an electronic transmission of a news event as it happens. The system is virtually incapable of error or distortion.

Now what Judge Leibowitz and Sen. Wiley and Mr. Lippmann are really talking about, it seems to us, is that they fear a danger in exposing congressional proceedings to public observation. That is to say, exposing them just as they happen, without editing, without interpretation or-more to the point-protection of any kind.

In one way or another all three of them have participated in, and certainly observed, many congressional sessions. It may be that because of their first-hand experience in these matters their fears are not without ground.

It is conceivable that the political fortunes of some members of the Congress would not be enhanced if their behavior were projected, undisguised and unvarnished, directly to the citizens. Indeed it is quite possible that the regular and comprehensive telecasting of proceedings would exert a profound change in the personnel and deportment of the Congress.

Such a change would be forced because television, being totally unbiased, shows up a man exactly as he is, whether a phony, a bumbler or a sensible statesman.

Since Messrs. Leibowitz, Wiley and Lippmann are learned men and conspicuous champions of democratic government, it is difficult to understand how all of them have fallen into inconsistency in commenting on the subject of congressional television. If any one of them were individually refused admission to a public hearing of Congress or any of its committees, we are sure his protests would be heard from coast to coast.

How possibly, then, can they object to the admission of a larger audience? What the Congress can do in the presence of Messrs. Leibowitz, Wiley and Lippmann it should not hide from the other citizens of the U.S. The question of television's place in the

The question of television's place in the family of newsgathering media is destined to be argued in the courts and in the Congress. We fervently hope that its place will be defined for what it is—the most impeccable reporter ever to witness and report a news story—and that it will be given free access to all those occasions that the electorate is guaranteed a right to scrutinize under our parliamentary democracy.

# NCAA FIVE-POINT PLAN Networks Study

TV NETWORK representatives late last week were still pondering the five points proposed Wednesday by the TV Steering Committee of the National Collegiate Athletic Assn. looking toward limited telecasting of college football next fall.

Proposals as outlined to BROAD-CASTING • TELECASTING by Tom Hamilton, TV Steering Committee chairman and head coach of the U. of Pittsburgh were:

i. There will be one game in each area, each Saturday, with provisions, however, for some individual area or regional blackout during that time, to measure the effect of TV.

2. The test period will "extend from Sept. 22 to Nov. 24, with post season games and games of public interest excluded" (i.e. the Army-Navy game).

3. There will be increased use of "theatre television, Phonevision, Skiatron and post game films."

4. Provision for the use of color television where practical and possible.

5. Sponsors will have rights to select the game or games to be telecast. Mr. Hamilton said: "There's one

thing I want to make clear. We're trying to provide football. We're not trying to ban it.

#### ROSS REPORT

**Fourth Issued Last Week** SEVENTY-SEVEN TV film producers and 450 TV film advertisers, as compared with 55 producers and 324 advertisers in June 1950, were listed in the fourth Ross Report on TV film commercials released last week in New York.

Based on a study of 3,250 representative film commercials, and featuring itemized check lists by product, agency and producer, the report includes listings of production facilities, shooting stages, recording studios, and other information pertaining to the New York area.

"Analysis of commercials produced since September 1950 for national advertisers reveals that one minute live action commercial (demonstration or sequence using actors) is preferred by 45% of the total. Other popular lengths are the 20 second (30%), the 8 second spot, the 55 second, the 30 second, 90 second and 10 second lengths. Second most popular type is the combined live action with animation (20%), followed by straight animation (15%) and combinations with stop motion, opticals, etc., in smaller number," it was announced.

#### National TV Awards

ACADEMY of Television Arts & Sciences, Los Angeles, will become national this year with its annual awards to be presented on a national level, it was decided by a vote taken by the membership at its last meeting. Organization, now going into its fourth year, also has a chapter in San Francisco. Mike Stokey, new president, presided at the meeting. "From a sponsor's viewpoint, he will have more advertising benefits than last year, since there would be only one game per city," Mr. Hamilton said, pointing out that the element of advertising competition within one market would be eliminated for each Saturday a game was sponsored.

"We will have to receive proposals and we're open to all networks and sponsors who wish to give us their ideas," he said.

One network representative however, lamented the mathematical

#### RCA VICTOR ADS Continue Through April

RCA VICTOR'S intensive factory television advertising campaign, begun March 5, will continue during April, it was announced last week in New York. Some 22 commercials on five radio network programs, plus Kukla, Fran and Ollie TV program announcements, are scheduled along with major newspaper and consumer magazine advertising.

vertising. J. M. Williams, advertising and sales promotion manager of RCA Victor Home Instrument Dept., said continuation of the campaign was based on its success to date.

Commercials spotlighting merchandise are scheduled for April broadcast on The Big Show, Boston Pops Orchestra, Screen Director's Playhouse, Duffy's Tavern, and The Man Called X, he said. impracticality of the one game per city-per Saturday proposal. He pointed out that with only 28 interconnected TV markets available for universities and colleges, and with four networks, each team would be limited to one home game telecast and one away from home.

The networks remained firm in their belief that NCAA's right to represent the colleges as a bargaining agent is dubious and might be considered in restraint of trade.

An advertiser of one of last year's network football schedules, when queried by BROADCASTING • TELECASTING reminded all concerned that football sponsors are not always "growing on trees" and warned that football schedule packages will have to be extremely attractive.

The TV Steering Committee has scheduled a series of meetings, April 17, 18, and 19 in Washington.

#### AT&T STOCK Debentures Offered

OFFERING of \$7,515,700 unsubscribed portion of AT & T 12-year, % % convertible debentures, due March 19, 1963, for public sale will be made on or after April 12, it was announced last week.

The debentures, which represent the remainder of an original \$415,-414,000 offering to stockholders, will be sold through member firms of stock exchanges across the country.

#### COY CLARIFIES FCC Licensing Report In Talk With TOA

IN an informal conference last Wednesday with representatives of Theatre Owners of America, FCC further clarified its recently-announced plan for licensing procedure which, in part, was concerned with status of applications by movie interests [BROADCASTING • TELECASTING, April 9, 2].

Following this, TOA revealed that they had been advised by Commission Chairman Wayne Coy:

I. The FCC Report was not intended to, and did not in any way, have any connection whatsoever with theatre television and the hearings to be held on allocation of a portion of the spectrum for theatre TV.

2. Practices of motion picture companies referred to in paragraph 20 of the Report were not intended to, and did not in fact, have any reference to practices of exhibitors. Also, that Paragraph 20 has no relationship to TV applications pending or which may be filed by exhibitors.

3. That the Commission, as stated on several occasions, will judge on a case-to-case basis, the qualifications of applicants for TV who have been involved in violation of anti-trust laws or practices which tend toward violation of such laws.

TOA also said that Mr. Coy expressed hope producers would make more films specially for television, and that he (Mr. Coy) recognized that TV film requirements were for a special film product to fit advertising time segments rather than film features designed specifically for theatres.

In connection with the latter, TOA Executive Secretary Gael Sullivan pointed out that these distinct film requirements have prompted TOA to frequently urge producers interested in TV to make special television films, while production of fine feature films be maintained for theatre exhibition.

The Commission March 29 had said it would consider violations of law other than those concerned with the Communications Act in considering station applications, and where applicants with movie interests were concerned it would look into alleged withholding of films from TV and restriction of television performances by talent under contract to them.

Mr. Sullivan also said that TOA had taken no position on the Commission's action.

At the Wednesday conference, in addition to Mr. Sullivan, were Marcus Cohn and Nathan Halpern, general counsel and TV consultant, respectively, of TOA.



Radio-TV Director Walsh demonstrates TV growth at the Van Sant, Dugdale & Co. panel discussion.

\* \* \*

### AGENCY PANEL 'Advertising At Work' Theme

A SERIES of panel discussions on "Advertising At Work" was presented to a group of business executives last week by Van Sant, Dugdale & Co. Inc., Baltimore, Md.

Robert V. Walsh, radio-TV director for the agency, said that the growing stature achieved by television through public service programs like the Kefauver Committee hearings is increasing its value as an advertising medium. He said that TV's acceptance as a mature medium of communication is being hastened by the telecasting of public hearings and meetings.

The framework of acceptance, trust and popularity thus established, Mr. Walsh maintained, increases its value to the advertiser. He compared this with the growth of older media such as magazines and newspapers, whose advertising columns are valuable only when the editorial columns have won the readers' trust.

In another address to the group, Wilbur Van Sant, president of the agency, declared that "greater productivity rather than austerity" should be American business' program in a warm-war economy.

Mr. Van Sant pointed out that by "greater productivity we can strengthen our defense, we can pay for the military, we can check secular inflation and avoid the need for further restrictive legislation."

#### **Headley-Reed Additions**

ADDITION of Richard P. Hogue to the sales staff of Headley-Reed Co., radio and TV station representative, was announced last week by Sterling Beeson, vice president in charge of sales. A graduate of Georgetown U., Mr. Hogue has spent.12 years in radio. His experiences includes that of an announcer and a manager, as well as a salesman. It also was announced that Marilyn Doxsee has been added as a research assistant.

ARMOUR & Co., Chicago, reported higher first quarter sales and earnings last Thursday. The 13 weeks ending Jan. 27 found net earnings of over \$7,668,512 sales were up 36.43%. illa

An exhibit of manuscripts and other musical rarities from its archives and other famous collections

AMERICAN MUSICANA

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BMI has brought to this year's NARTB Convention a rare collection of *American Musicana*. It is the first time these valuable original manuscripts, holographs, rare documents and antique American-built musical instruments have been gathered together to be shown in a group.

Many of the manuscript rarities, including an original of "Dixie," are from the archives of BMI. Others such as "Home Sweet Home," "Ben Bolt," and Stephen Foster originals have been loaned to BMI for this exhibit by noted collectors and libraries.

An important outgrowth of BMI's American Musicana is the publication of a new series of limited editions. Known as the BMI "Autograph Series of Our Country's Favorite Songs," each printing will contain a facsimile of an original manuscript, signed by the author, suitable for framing.

First of the "Autograph Series," which will be introduced at the Convention, is a special printing of "America" containing a facsimile of the autograph poem written by the author, Samuel F. Smith.

Visit **BMI's** "American Musicana" in the Exhibition Hall The Stevens



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If you are not attending the NARTB Convention write to BMI for your souvenir copy.

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a complete motion picture studio...devoted to the filming of packaged TV Entertainment! CONSOLIDATED TELEVISION PRODUCTIONS, INC.

**Hollywood,** entertainment center of the world, is the home of Consolidated's six-acre studio. Here are four complete sound stages, comprising 37,200 square feet, six editing rooms, five cutting rooms, wardrobe and makeup departments, a complete mill and carpenter shop, scenery docks, dressing rooms, film laboratories and recording studios... all comparable to a major motion picture studio.

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For full details phone or wire Consolidated Television Productions, Inc., Hollywood, California, or consult your local CTP representative listed on the adjoining page.

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One of the world's few really great comedians starring in a new comedy show.

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The famous cowboy marionette who is a super-salesman. A quarterhour strip show.

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A combination puppet, marionette and live character program with story-line complete within each episode. A quarter-hour strip show.

#### THE WHITE AVENGERS '

Legendary tales of the Old West, featuring two magnificent white German Shepherd dogs and a pair of white stallions.

#### GEORGE FISHER'S HOLLYWOOD CLOSE-UPS

Exciting behind-the-scenes closeups of favorite screen personalities interviewed by the popular motion picture commentator.

#### LIGHTS, CAMERA, ACTION !

Screen testing the movie capitol's finest young, professional dramatic talent. A search for the star of tomorrow.

### PILOTS' CLUB

Dramatizes the story of flight, through model planes, flight films and interviews with famous air personalities.

### HAWAIIAN PARADISE

The songs and romance of the Islands authentically photographed in Hawaii.

# MOVIE DISCS

Television's own disc jockey format. Film vignettes tailored to popular records.

# COMMERCIALS V INDUSTRIAL FILMS V NON-TELEVISION FILMS V

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#### San Francisco

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#### Seattle

KING TV SALES DEPARTMENT 2111 Smith Tower Seattle 4, Washington Mutual 1090

New York State and East Coast THE SCHEPP-REINER COMPANY S. Jay Reiner 16 East 43rd Street New York 17, New York Murray Hill 2-8540

Mid-West ENGLEHART & ASSOCIATES Cleveland Office: Playhouse Square Building 1720 Euclid Avenue Cleveland, Ohio Cherry 14450 William I. Englehart **Burdette Phillips** G. C. McKelvey Chicago Office 612 North Michigan Avenue Chicago, Illinois Michigan.25231 Stuart Dawson Lowell Jackson Detroit Office: 1323 Penobscot Building Detroit 26, Michigan Woodward 23080 Chas. J. Sheppard

# YESTERDAY and TODAY

in

# Central Indiana at

"First in Indiana"

WFBM-TV

# Yesterday . . . .

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

# Today .... there are 140,000 Sets in use

# in WFBM-TV's coverage area

City

Albu Ame Atla Balti Bing Birm Bloo Boste Buffe

Char Chic Cinci Clev Colu Dalla Ft. Dave

Dayt Detro Erie Ft. W Da Gran Ka Grae Havs Hunt Ch India Jacks Johns Kalas Gran

Kans Lance Lansi Los A

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

Represented nationally by The Katz Agency Inc.



# telestatus

ADVANTAGES of spot TV as an advertising medium are vigorously set forth in a brochure, "Straight Thinking on Television Costs," issued by The Katz Agency, national sales representative of 15 TV stations.

Noting that of the 63 markets with TV service today, four have four stations, seven have three stations, 12 have two stations and 40 have one station only, the booklet declares: "As a result, many stations, particularly in one- and twostation markets, have no exclusive network affiliation. They carry the programs of several networks on a first-come, first-served basis; or on whatever basis they choose to operate."

The Katz Agency also issued a TV spot advertising cost summary which will be found at the end of this story.

Time clearance problems, the Katz argument runs, limit the simultaneous "live" network telecast to a handful of stations, frequently less than half the number used. "To cover the remaining interconnected stations as well as the non-interconnected stations, the advertiser is forced to use kinescope recordings on delayed broadcasts in these markets." Long delays, plus "the fact that the quality of kinescope recordings is generally unsatisfactory," influence the advertiser to put his show on film. "It's at this point," the brochure states, "that the advertiser, reviewing his television activity, suddenly comes to the great realization that he is buying, through the network, a spot campaign . . . [and] he appreciates . . . that spot advertising is not a program type; it's not a time segment. Spot advertising is a distinct advertising medium with many important and exclusive advantages.

# 'Unmatched Versatility'

"It's a medium of unmatched versatility. Certainly minute announcements are spot. So are 20second station breaks and eightsecond 'identifications.' But spot is also station-produced studio programs, sports broadcasts and special events. And spot is film-packages and specially-produced films.

"And spot is still more. Spot is the medium which gives you complete freedom of selection among 107 television stations, regardless of network affiliation; which permits free market choice without restrictive 'group' requirements. Spot makes possible the utmost flexibility in adapting your TV campaign to time zone variations, seasonal variations—to all the specal requirements of your own product and merchandising plans, including localized commercials within the program format. And spot is a medium which delivers other advantages, too."

High among those "other ad-vantages" Katz lists lower time costs. "For the same time, on the same stations, you pay up to 19% less when you buy the period on spot than when you buy it on a network," the brochure avers. To support that statement, a table of comparative station costs, spot versus network, shows that for NBC's 35-station interconnected group the spot advertiser saves \$2,500 for a one-time, half-hour telecast. \$55.-956 for 26 half-hours and \$108,274 for 52 such programs. Using the CBS basic interconnected group of 20 stations, the half-hour telecast sponsor buying them on a spot basis would save \$1,639 for one program, \$41,389 for 26 and \$56,-293 for 52. Comparable tabulations for quarter-hour programs show similar savings there for the spot advertiser over the network sponsor.

**Katz Project Outlines** 

Spot Advantages

Furthermore, the booklet states that because the station owner derives more income from a spot program than from a network show, "he clears choice time periods more readily for spot. He does more promotion and merchandising for spot."

Admitting that today's problem of time clearances is only temporary, resulting from the freeze on new station construction and the present lack of adequate connect-(Continued on page 149)

Weekly Television Summary— April 16, 1951 Telecasting Survey

| Y           | Outlets On Air                             | Sets in Area | City           | Outlets On Air                        | Sets in Area |
|-------------|--------------------------------------------|--------------|----------------|---------------------------------------|--------------|
| vqverque    | KOB-TV                                     | 7,400        | Louisville     | WAVE-TV, WHAS-TV                      | B2,858       |
| 85          | WOI-TV                                     | 50,590       | Memphis        | WMCT                                  | 83.018       |
| anta        | WAGA-TV, WSB-TV                            | 115,000      | Miami          | WTVJ                                  | 60,000       |
| timore      | WAAM, WBAL-TV, WMAR-TV                     | 284,985      | Milwaukee      | WTMJ-TV                               | 224,721      |
| ahamtoa     | WNBF-TV                                    | 36,230       |                | KSTP-TV, WTCN-TV                      | 251,100      |
| mingham     | WAFM-TV, WBRC-TV                           | 36,000       |                | WSM-TV                                | 26,712       |
| omington    | WITY                                       | 14,900       | New Haven      | WNHC-TV                               | 149,700      |
| ton         | WBZ-TV, WNAC-TV                            | 700,510      | New Orleans    | WDSU-TV                               | 62,150       |
| falo        | WBEN-TV                                    | 197.592      |                | WABD, WCBS-TV, WJZ-TV, WNBT           | QA,100       |
| riotte      | WBTV                                       | 68,633       | HUN TOTA       | WOR-TV, WPIX                          | 2,250,000    |
| cago        | WBKB, WENR-TV, KGN-TV, WNBQ                | 888.034      | Newark         | WATV                                  | 1,230,000    |
| cinnati     | WCPO-TV, WKRC-TV, WLWT                     | 275,000      |                | WTAR-TV                               |              |
| veland      | WEWS, WNBK, WXEL                           | 453,575      | Oklahoma City  | WKY-TV                                | 65,377       |
| umbus       | WBNS-TV, WLWC, WTVN                        | 176.541      |                | KMTV, WOW-TV                          | 79,495       |
| las,        |                                            |              | Philadelphia   | WCAU-TV, WFIL-TV, WPTZ                | 74,936       |
| t. Worth    | KRLD-TV, WFAA-TV, WBAP-TV                  | 109,264      | Phoenix        | KPHO-TV                               | 834,000      |
| venport     | WOC-TV                                     | 49,581       |                | WDTV                                  | 37,400       |
| Oned Cit    | lies Include Davenport, Moline, Rock Ise., | E. Moline    | Providence     | WJAR-TV                               | 260,000      |
| /ton        | WHIO-TV, WLWD                              | 190.000      | Richmond       | WTVR                                  | 105,355      |
| roit        | WJBK-TV, WWJ-TV, WXYZ-TV                   | 445,679      |                | WHAM-TV                               | 68,754       |
| roir        | WICU                                       | 50,000       | Rock Island    | WHBF-TV                               | 79,210       |
| ,<br>Worth- | HICO                                       | 30,000       |                |                                       | 49,581       |
| allas       | WBAP-TV, KRLD-TV, WFAA-TV                  | 109,264      | Salt Lake City | Include Davenport, Maline, Rock Ise., |              |
| ind Ropids  | WLAV-TV                                    | 107,204      |                | KDYL-TV, KSL-TV                       | 42,600       |
| alamazoo    | WLAV-IV                                    | 111.000      | San Antonio    | KEYL, WOAI-TV                         | 43,873       |
|             | WFMY-TV                                    | 111,929      |                | KFMB-TV                               | 91,000       |
| ensboro     |                                            | 63,949       | San Francisco  | KGO-TV, KPIX, KRON-TV                 | 168,215      |
| ston        | KPRC-TV                                    | 73,710       |                |                                       |              |
| tington-    |                                            | 47.000       | Albany-Troy    | WRGB                                  | 147,000      |
| harleston   | WSAZ-TV                                    | 41,300       |                | KING-TV                               | 75,800       |
| ianapolis   | WFBM-TV                                    | 140,000      |                | KSD-TV                                | 282,000      |
| ksonville   | WMBR-TV                                    | 30,000       |                | WHEN, WSYR-TV                         | 113,792      |
| nstown      | WJAC-TV                                    | 75,100       | Toledo         | WSPD-TV                               | 125,000      |
| amazoo-     |                                            |              | Tulsa          | KOTV                                  | 71,235       |
| ind Rapids  | WKZO-TV                                    |              | Utica-Rome     | WKTV                                  | 40,700       |
| sas City    | WDAF-TV                                    | 114,600      | Washington     | WMAL-TV, WNBW, WTOP-TV, WTTG          | 253,760      |
| caster      | WGAL-TV                                    | 88,347       | Wilmington     | WDEL-TV                               | 59,901       |
| sing        | WJIM-TV                                    | 46,000       |                |                                       |              |
| Angeles     | KECA-TV, KFI-TV, KLAC-TV, KNBH,            |              |                |                                       |              |
| -           | KTLA, KTSL, KTTV                           | 877,421      |                |                                       |              |

Total markets on air 63 Stations on Air 107 Estimated Sets in Use 11,760,000 Editor's Note: Totals for each market represent estimated sets within televisian 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 is necessarily approximate.

# batter

up!

**WMAR-TV** takes great pride in presenting for the fourth successive season the Thursday night and Sunday afternoon at-home games of the Orioles. This is only one of the many fine sports shows that are always to be found on Channel two. Tuesday nights bring wrestling from the Coliseum and on Wednesday, it's top-flight boxing bouts from all over the country via CBS. April and May mean the racing season and expert television coverage of Laurel and Pimlico. On the docket for summer viewing are such diversified sporting events as yachting regattas on the Chesapeake and sandlot baseball in the Baltimore parks.

Our two big remote units (over 1,000 remotes successfully completed to date) are an integral part of the Maryland sporting scene. Small wonder WMAR-TV and "your Sports Station" have come to be synonymous in Baltimore.



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

# Ride

Ride the TV trail with WAFM-TV's "Western Theatre," and you'll have one of the best-known brands in Birmingham. Because "Western Theatre" is the most-watched children's daytime TV show in town.\*



High ratings are as certain as the triumph of the hero over the bad guy on "Western Theatre." Ratings quarter-hour by quarter-hour have been running consistently better than 10...as high as 12.1.\*

# with the

With the best cowboy movies available on TV-and with one of the best juvenile viewing hours to boot (Mon.-Fri., 4:30 to 5:30 p.m.)-"Western Theatre" is headed for an even bigger rating roundup.



Small wonder more national advertisers than ever before are setting their sights on Birmingham: industry is booming here, and workers are bringing home record paychecks, ringing up record sales.



Fry from four to fourteen who watch "Western Theatre" (and the tall fry, too) are hot prospects for any product the younger set uses. For rates and availabilities, call the nearest Radio Sales office or ... \*Telepulse of Birmingham, March 1951.



# Allocation Delay

(Continued from page 137) known. The freeze was imposed Sept. 30, 1948.

Other proposals contained in FCC's new plan include:

b) ther proposals contained in FCC's new plan include:
(1) Designation of 13 or 18 "flexibility" channels at top of UHF for such future use as experimentation in Stratovision or Polycasting, neither of which would be accepted now.
(2) Intermixture of VHF and UHF channels in the same area.
(3) Reduction of station classes from previously proposed three (metropolitan, community and rural) to one; reduction of grades of service from previous three (A, B and C) to two (A and B); minimum and maximum powers to depend on population of principal city with 1 million or more persons, 10 kw for city of 250,000.
(4) Minimum ERP of 50 kw for station separations of 120 miles VHF and 155 miles UHF, with minimum transmitter separations of 120 miles VHF and 155 miles UHF (former proposed co-channel station separations were 220 miles VHF and 155 miles UHF; prevent VHF separation is 150 miles).

and 200 inless OHP, present vHF separation is 150 miles).
(7) Reduction of previously proposed adjacent channel separation of 110 miles in VHF and 100 miles in UHF to 70 and 65 miles, respectively.
(8) All stations to employ offset carrier type of operation, with UHF stations to be offset from each other by plus or minus 10 kc (1 kc tolerance), but specific UHF values to be set later.
(9) Technical limitations on UHF assignments and station spacing because of oscillator radiation, intermodulation, image interference and intermediate frequency (IF) beat.
(10) Directional antennas may be employed to improve service but may not

(10) Directional antennas may be employed to improve service but may not be used to reduce minimum station separation.
(11) Prediction of service areas and interference to be based on lower atmosphere propagation only. No protection to be provided from long distance skywave interference (sporadic E and F2 layers) which may occur particularly on VHF Channels 2 to 6.

#### **Favorable Comments**

Majority of comment on FCC's plan has been favorable engineering-wise although considerable differences have been expressed as to the practicality and even legality of the allocation provisions. Some engineers feel the technical proposals do not allow fullest use of the VHF (through directional antennas, closer spacing etc.). Many observers consider the allocation by rule-making too rigid and inflexible.

Many Washington attorneys and engineers have been hard-pressed how to advise clients on the UHF question particularly. Is UHF another FM debacle, some query? Or will bright hopes envisioned in many engineering quarters for UHF, because of certain technical advantages considered far superior to VHF, actually become reality?

WELI New Haven's General Manager Richard W. Davis has plans already UHF underway (story page 138).

Set manufacturers more and more are unwrapping plans for UHF converters and other equipment (story this page).

Color television, considered in some quarters as making UHF a sure thing even in competition with local VHF, could be taken out of its litigation stalemate any moment by action of the U.S. Supreme Court on RCA's appeal of the FCC ruling favoring the CBS system. CBS, meanwhile, has bought a plant to make color sets (story page 39).

These problems concerning the fate of the UHF-and the fate of those who may risk millions of dollars in UHF-are being balanced off in some industry minds by the possibly darkhorse question: "Just how long will we have the VHF channels?"

Thus, some thought is that prospective UHF operators may be better off in the long run. This thinking also notes the longdistance interference problem of the lower VHF channels.

According to informed quarters, the Commission itself is split on the subject of VHF's life prospects.

The majority view, indicated in the 1945 general reallocation report and other policy statements, is that VHF is the "temporary" home of TV and UHF is the "permanent" home. There seems to be no disagreement that only the UHF will provide a truly national, competitive system.

Then there are the 13 or 18 "flexibility" channels reserved at the top of the UHF band. Are they held for VHF operators when moving day comes, some ask?

Further, the increasing swell in public safety and special services radio may create demand for new channels for these services, and it is pointed out that about the only place they can go is to splash over into adjoining TV channels in the VHF.

Yet increased equipment efficiency for these special services, permitting more channels in the same space, may well relieve what pressure might develop. These services in the 150 mc band now get about only 5 kc of intelligence in a 60 kc channel, or less than 10% efficiency. TV channel efficiency by contrast is 75%.

Some Washington attorneys indicated last week they would like to have the VHF "life" issue openly commented upon by industry and FCC alike during the coming discussion on the new FCC TV plan. They want a policy statement to clear the air.

There appear to be few doubts that FCC would allow fullest amortization of present VHF investment if and when it possibly decided to move existing stations "upstairs." Public policy could hardly permit exploitation of the pioneers whose millions have made TV possible at all, most say. Hypothetical "transitions" and

amortization have been discussed during past hearings in Commission questioning. Chairman Wayne Coy, in queries to industry witnesses in more recent hearings, posed dates as early as 1956 or 1960 in hypothetical cases.

Industry pressure has arisen in some instances for expansion of present VHF TV channels into unused portions of the FM band or into blocks of channels reserved for unknown government use. FM is a first love of FCC, some explain, and to get these channels would be a hard row to hoe.

Again, should channels be ob-

# CONVERTERS For UHF Underway

THE PROBLEM of adapting VHF television sets for UHF reception, in line with FCC proposed allocations, continues to receive top attention of set manufacturers who are eager to reassure the public that present sets will not become obsolete.

Crosley Division of Avco Mfg. Co. last Wednesday unveiled a tuner for the reception of UHF transmission (see story page 137). RCA also has stated its belief that converters will prove to be the best solution to the problem [BROAD-CASTING • TELECASTING, April 9]. Admiral Corp. last week announced its views on the controversy with a statement from Joe Marty Jr., television manager.

Commenting on his concern's "pioneering" in the development of the turret-top tuner, Mr. Marty said TV sets with such tuners can receive UHF telecasts.

In a bulletin to 30,000 distributors and dealers, he stated the tuner provides adaptation to UHF transmission by use of "easily replaced snap-in coil inserts" without the use of converters or adapters.

The tuner consists of a fourinch oblong drum divided into 12 segments, each wider than a lead pencil, which correspond to numbers on the tuning dial. Each segment contains four tuned coils which adjust automatically to a specific channel, Mr. Marty said. For UHF reception, a VHF seg-ment held by a spring clip is removed with a screwdriver and a UHF segment snapped into place.

Zenith Radio Corp., which claims its sets have built-in provisions for adaption to UHF reception, has spotted full-page advertisements in 81 newspapers plugging the provision. The ads asserted: "Zenith - and Zenith alone - guarantees that every TV set it has ever built and sold to the public has built-in provision to receive these new stations without the use of any converter or adapter."

tainable in either place, it was pointed out, TV would have to match its merits with those of other services.

FCC has indicated it will demand full compliance with procedures specified for filing of comments on its new plan. This means comments filed without adequate engineering support would be rejected, and replies filed merely to support somone else's initial comment also would be rejected.

Approval or opposition to specific educational reservations need not be accompanied by engineering data, however, but FCC stated this would be at the risk of later possibly not finding a channel there to reserve or not reserve.

FCC also emphasized any opposition to general proposals in Ap-pendices A and B must specifically cite exhibits and transcript pages showing where FCC has erred.

# Crosley UHF Tuner

(Continued from page 137)

throughout all of the VHF band and all of the UHF.

The 122-132 mc range is used to link the UHF tuner to the VHF set. Spokesmen said this has been proven by research to be best suited to the purpose. They said the tuner can be used easily with continuous-tuning sets which do not "skip" the band between channels 6 and 7 (which includes the 122-132 mc range).

Mr. Craig hailed the use of UHF as "an important and necessary development," and said "it is obvious that provision for at least 1,500 stations is necessary to care for the ultimate growth" of TV in the U. S.

He said he was confident the TV industry "is in full accord" with FCC's objectives of providing at least one TV station in every telecasting area and at least two in all parts of the country. He continued:

While we are anxious to move toward these goals with all possible speed, the public must not be misled to believe that UHF telecasting is just around the corner. Rather, of prime importance now is reassurance to the public that UHF, as it develops, will not obsolete the millions of receivers in American homes; that, in fact, UHF will enlarge the service of these receivers wherever UHF stations go on the air. This is Crosley's primary purpose in presenting this demonstration at this time.

The industry and the FCC are making steady progress toward solution of the major problems. The FCC hopes to clear away the problems of channel allocation, which have been severe, with hearings on its allocation proposal which begin in Washington May 23 (see story on postponement page 137).

The peculiar difficulties of UHF transmission also are approaching solution. There are currently eight experimental UHF stations operating. . . . Five additional construction permits for experimental stations have been issued.

UHF reception is well in hand, at least as far as our own company is concerned. . .

# **Previous Preparation**

Mr. Craig pointed out that Crosley began three years ago to prepare for the addition of UHF, both through construction of continuoustuning VHF sets and through developmental work in the converter field. He said Crosley is "confident that an orderly and stable establishment of UHF telecasting will take place, and we will continue to take a pioneering role in this program."

Crosley officials on hand for the demonstration, in addition to Mr. Craig, included:

V. C. Havens, assistant general sales manager; Harry T. McCullough, radio and television manager; Don Nason, chief engineer; Paul Holst, television project engineer, and W. S. Brussard, chief experimental engineer in charge of electronic research, who has been working on the UHF tuner for several years.

# SNADER TELE SCRIPTIONS

... now franchised to these leading TV stations on an EXCLUSIVE, UNLIMITED-USE basis in their respective markets:

- WSB-TV WBZ-TV WGN-TV WCPO-TV WEWS-TV WBNS-TV WBAP-TV WBAP-TV KNBH KPRC-TV
  - Atlanta Boston Chicago Cincinnati Cleveland Columbus Detroit Fort Worth Hollywood Houston
- WMBR-TV WTCN-TV WFIL-TV WDTV WHAM-TV KEYL KFMB-TV KRON-TV WSYR-TV WNBW
- Jacksonville Minneapolis Philadelphia Pittsburgh Rochester San Antonio San Diego San Francisco Syracuse Washington, D. C. '

# Also programmed over:

WTMJ-TV Milwaukee WDSU-TV New Orlean

Milwaukee WKZO New Orleans WFBM-TV

Kalamazoo Indianapolis

# See SNADER TELESCRIPTIONS in action at the NARTB

SNADER TELESCRIPTIONS offer a complete program library of 400 musical-variety acts, filmed expressly for TV, and featuring such top stars as PEGGY LEE, MEL TORME, KING SISTERS, LANNY ROSS, PATRICIA MORISON, KING COLE TRIO, CHARLIE BARNET'S ORCHESTRA and dozens of others!



# SNADER TELESCRIPTIONS SALES, INC.

Reub Kaufman, President

New York — Chicago 59 E. Van Buren — Beverly Hills

Snader Telescriptions are produced in Hollywood by Snader Telescriptions Corp., LOUIS D. SNADER, president



# **Full Coverage of** SOUTH FLORIDA

Includes

S. Palm Beach County Ft. Lauderdale Hollywood and Greater Miami



# BY A **FULL TIME** TELEVISION **STATION**

9 A.M. 'TIL 1 A.M.



# AWRT MEET Edythe Meserand Is Elected

EDYTHE J. MESERAND, assistant director of news and special features, WOR-AM-TV New York, was elected first president of the American Women in Radio and Television at the initial convention in New York April 8 [BROADCASTING • TELECASTING, April 9].

Four vice presidents were elected. according to geographical regions, as follows: East, Doris Corwith, NBC; Central, Edythe Fern Mel-rose, WXYZ Detroit; West, Izetta Jewel, KCB San Diego; South, Marjorie Christopher, WQAM Mi-Dorothy Fuller, WBET ami. Brockton, Mass., is secretarytreasurer.

The convention at the Astor Hotel was attended by more than 250 radio and TV women.

Following a trip to the United Nations on Friday, April 6, the women broadcasters attended a sales workshop headed by Lee Hart. BAB, and Duncan MacDonald, Du-Mont network, where the problem, "How Do You Plan Result Getting Commercials?" was pondered by four well-known women broadcasters.

Stressing the need to register an advertising impression, Helen Wirt, WIBX Utica, N. Y., described her method of linking all commercials with subject matter of her commentary. Louise Wilson, WHAM Rochester, director of one of radio's oldest retail store programs, cited her two objectives in planning commercials for the store's programs as "creating store good will and selling merchandise."

Susan Adams, DuMont network and WABD (TV) New York, praised TV as a commercial medium, pointing out that as food editor of a national magazine (McCall's) she had two pages a month with which to display wares, but that television presents a daily 30 minutes of sales opportunity. Illustrating the values of "seeing is believing,"

# Dalton Answer

"You've gotta love your product" was the answer Jane Dalton, WSPA Spartanburg, gave to the problem, and "you've got to look forward to your commercials," She listed her sponsors and told her listeners that she felt a vital interest in all of her products, and really enjoyed describing their assets to her audience.

The Saturday evening session was devoted to a panel composed of Frieda Hennock, FCC Commissioner; Clem Randau, executive director, Federal Office of Civil Defense [BROADCASTING • TELECAST-ING, April 9]; Ralph Hardy, director of government relations, NARTB, and Jack Gould, radio and TV editor of the New York Times.

Following the four speeches, a spirited discussion from the floor revolved around the subject of management cooperation with its broadcasters, during which broadcasters described their varied programming difficulties.

Other activities during the con-vention included: Friday evening



NEWLY elected officers of AWRT are (1 to r): Edythe Meserand, president; Doris Corwith, eastern vice president, and Edythe Fern Melrose central vice president. 水

meeting devoted to discussion of international affairs, with speak-ers, Edward W. Barrett, Assistant Secretary of State for Public Affairs; Madame Vijaya Lakshmi Pandit, Indian Ambassador to the U. S., and a panel moderated by Mary Margaret McBride, on "How Can We Make World Affairs Our Listeners' Affairs ?"

Referring to action by the House Appropriations Committee cutting proposed Voice of America funds 90%, Secretary Barrett said he was "sorry to see this, but it is unde-

niably Congress' right to do so." A Saturday afternoon fashion show; two buffet suppers and a Sunday morning breakfast also were part of the convention schedule.

Final passage of the constitution, by-laws and code of ethics took place Sunday morning, at which time the elections were held.



April 15-19: NARTB 29th Annual Con-vention, Hotel Stevens, Chicago.

- April 16: Mobilization Conference, Eighth Street Theatre, Chicago.
- April 16-18: Engineering Conference, Hotel Stevens, Chicago.
- April 16-19: Management Conference, Hotel Stevens, Chicago. (Complete NARTB Convention agenda on page 206)
- April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.
   April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on An-tennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.
   April 19-21: AAAA 33d Annual Meet-ing, Greenbrier, White Sulphur Springs, W. Va.

- Springs, w. va, April 19-21: Armed Forces Communica-tions Assn. Convention, Drake Hotel, Chicago. April 20: American Society of News-paper Editors Radio-TV Forum, ASNE Convention, 3:30 p.m., Hotel Statler, Washington, D. C.
- April 20-21: Southwestern IRE Con-ference, Southern Methodist U., Dallas.





# Telestatus

# (Continued from page 144)

ing facilities, the booklet comments that "when a 'temporary' condition has persisted for years and may last one or two or three years more—advertisers have to develop immediate, practical solutions.

"Many advertisers," the brochure concludes, "are finding a morethan-temporary solution in spot television. For their experience with this medium has earned spot a high and assured place in their television thinking. In spot, they have a medium which costs them less, gives them the markets they

want, gets them better time periods and stronger station cooperation. No other form of television advertising gives them as much. It's not practical to settle for less."

The TV cost summary, reproduced below, gives the one-time rate based on Class A time for various time periods as of last Feb. 1. The basic film rate is used, and on those stations requiring minimum rehearsal charge for films, this charge has been incorporated in the rate shown. The Katz agency pointed out that some stations may have changed rates since compilation of this schedule.

#### First Ten Markets

| MARKET                                | TV SETS                               | STATION                           | 1 MINUTE 5                               | MINUTES                                   | 15 MINUTES                                    | 30 MINUTES                                     |
|---------------------------------------|---------------------------------------|-----------------------------------|------------------------------------------|-------------------------------------------|-----------------------------------------------|------------------------------------------------|
| New York                              | 2,000,000                             | WABD<br>WCBS-TV<br>WJZ-TV<br>WNBT | \$500.00<br>675.00 N<br>650.00<br>500.00 | \$600.00<br>lot Shown<br>930.00<br>687.50 | \$ 930.00<br>1,337.50<br>1,240.00<br>1.062.50 | \$1,382.50<br>2,025.00<br>1,860.00<br>1.562.50 |
|                                       |                                       | WOR-TV                            | 300.00 N                                 |                                           | 600.00                                        | 900.00                                         |
|                                       |                                       | WPIX                              | 225.00                                   | 270.00                                    | 360.00                                        | 540.00                                         |
| Los Angeles                           | Newark<br>900,000                     | WATV                              | 165.00                                   | 290.00                                    | 370.00                                        | 530.00                                         |
| ros Augeles                           | 900,000                               | KFI-TV<br>KLAC-TV                 | 135.00<br>125.00                         | 187.50<br>125.00                          | 300.00<br>200.00                              | 450.00<br>300.00                               |
|                                       |                                       | KNBH                              | 165.00                                   | 312.50                                    | 462.50                                        | 662.50                                         |
|                                       |                                       | KTLA                              | 175.00                                   | 190.00                                    | 300.00                                        | 450.00                                         |
|                                       |                                       | KTŠL                              | 120.00                                   | 150.00                                    | 240.00                                        | 360.00                                         |
|                                       |                                       | KTTV                              | 200.00                                   | 280.00                                    | 400.00                                        | 600.00                                         |
|                                       |                                       | KECA-TV                           | 150.00                                   | 240.00                                    | 360.00                                        | 540.00                                         |
| Chicago                               | 830,000                               | WBKB                              | 160.00                                   | 188.00                                    | 300.00                                        | 450.00                                         |
|                                       |                                       | WENR-TV                           | 200.00                                   | 300.00                                    | 450.00                                        | 650.00                                         |
|                                       |                                       | WGN-TV                            | 150.00                                   | 187.50                                    | 300.00                                        | 450.00                                         |
|                                       |                                       | WNBQ                              | 200.00                                   | 312.50                                    | 462.50                                        | 662.50                                         |
| Philadelphio                          | 750,000                               | WCAU-TV                           | 150.00                                   | 225.00                                    | 360.00                                        | 540.00                                         |
|                                       |                                       | WFIL-TV<br>WPTZ                   | 200.00<br>200.00                         | 250.00<br>250.00                          | 400.00                                        | 600.00                                         |
| · · · · · · · · · · · · · · · · · · · | · · · · · · · · · · · · · · · · · · · |                                   |                                          |                                           | 400.00                                        | 600.00                                         |
| Boston                                | 650,000                               | WBZ-TV<br>WNAC-TV                 | 125.00<br>150.00                         | 150.00<br>175.00                          | 240.00                                        | 360.00                                         |
|                                       |                                       |                                   |                                          |                                           | 300.00                                        | 450.00                                         |
| Detroit                               | 405,000                               | WJ8K-TV                           | 190.00                                   | 250.00<br>275.00                          | 400.00                                        | 600.00                                         |
|                                       |                                       | WWJ-TV<br>WXYZ-TV                 | 200.00<br>200.00                         | 325.00                                    | 440.00                                        | 660.00<br>710.00                               |
| <b>.</b>                              | 396,000                               | WEWS                              | 140.00                                   | 170.00                                    | 255.00                                        | 382.50                                         |
| Cleveland                             | 376,000                               | WN8K                              | 150.00                                   | 233.00                                    | 255.00                                        | 382.50<br>495.00                               |
|                                       |                                       | WXEL                              | 125.00                                   | 160.00                                    | 240.00                                        | 360.00                                         |
| Baltimore                             | 265,000                               | WAAM                              | 95.00                                    | 110.00                                    | 220.00                                        | 330.00                                         |
| Banimore                              | 200,000                               | WBAL-TV                           | 100.00                                   | 125.00                                    | 220.00                                        | 330.00                                         |
|                                       |                                       | WMAR-TV                           | 100.00                                   | 130.00                                    | 220.00                                        | 330.00                                         |
| St. Louis                             | 239,000                               | KSD-TV                            | 130.00                                   | 183.00                                    | 270.00                                        | 405.00                                         |
| Cincinnati                            | 234,000                               | WLWT                              | 100.00+                                  | 175.00                                    | 280.00                                        | 429.00                                         |
| Gineman                               | 104,000                               | WKRC-TV                           | 130.00                                   | 175.00                                    | 280.00                                        | 420.00                                         |
|                                       |                                       | WCPO-TV                           | 110.00                                   | 210.00                                    | 280.00                                        | 420.00                                         |
| Total Cost 39 St                      | ations                                |                                   | 7,390.00                                 | 8,821.50#                                 | 15,315.00                                     | 22,787.50                                      |
| Total Cost for 1s                     | it 10 Markets                         | Based on One                      | Station in Eac                           | h Market                                  |                                               |                                                |
| Using Highest                         |                                       |                                   | 2,135.00                                 | 3,061.00#                                 | 4,567.50                                      | 6,760.00                                       |
|                                       |                                       |                                   |                                          |                                           |                                               |                                                |

# Based only on stations that show five-minute rate. + Normal one-minute rate for Class A Time. Certain premium announcements in this time classification take higher rate.

213.50

306.10#

456.68

676.00



Average Cost Per Market

WESTINGHOUSE ELECTRIC Corp., Electric Appliance Div., Mansfield, Ohio, is urging all distributors and retail dealers in TV areas to make use of its free film commercials. One-minute spots allow 10 seconds for dealer identification and 20-second films permit five seconds. The film spot series includes six commercials for refrigerators, six on laundry equipment, four on electric ranges, four on roasters, 10 on vacuum cleaners and four on electric fans. The films feature Betty Furness of Westinghouse's national TV show, Studio One, demonstrating the various

appliances. \* \* \* CONSOLIDATED TELEVISION Productions Inc., Los Angeles, announces release of nine TV film programs, available to agencies, sponsors and stations. New releases include Cyclone Malone and Jump Jump of Holiday House, two established children's shows now being filmed at CTP. Others are the Buster Keaton Show, George Fisher's Hollywood Close-Ups, The White Avengers, Lights, Camera, Action!, Pilot's Club, Hawaiian Paradise, and Movie Discs. Programs are available on national, regional or local basis, Sales Manager John R. Markey amounced.

MARCH OF TIME, New York, is preparing a series of ballet films in France especially for television. Musical scoring and choreography are now under way and Producer Jean Benoit-Levy plans to produce 26 films altogether, 13 to be ready in August and 13 in December. Each program is to be divided into two eleven-minute dance episodes, with narrator's introduction and explanation at beginning and during intermission.



GVERY DAY An Average of 150 FAMILIES Is Added to the WOW-TV AUDIENCE



# **DUMONT** First with the Finest in Television

# NOW AVAILABLE... 5 KW OAK TRANSMITT

...

----

Backed by five years of thorough field experience in air-cooled transmitters, serving both high or low band broadcast operation at maximum operating efficiency.

ER

the leader

Illustrated is a model of the 5 KW Oak Transmitter for high band operation in commercial use over eighteen months. THERE HAS BEEN NO FINAL AMPLI-FIER TUBE REPLACEMENT EXPENSE DURING THIS PERIOD.

START SMALL . . . GROW BIGGER



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ACORN

Telecasting • BROADCASTING

100/200 KW ERP

# in low-cost television broadcast operation:

With a reasonable financial investment you can now get on the air and retain the option of increasing power at any time in the future without sacrificing your original investment.

and the state of the

LOW INITIAL COST LOW INSTALLATION COST LOW COST TUBE COMPLEMENTS LOW OPERATING COSTS

- Built-in Band-Pass Indicator.
- Built-in Wobbulator.
- Air-Cooled throughout.
- No external side-band systems required.

For efficiency as well as economy, and backed by five years of proven field use, DUMONT has available the 5 KW Oak Transmitter. Representing an achievement in the field of transmitter design and quality manufacturing, the Oak Series has been engineered to produce the finest transmitting operation at the lowest overall cost. It is completely air-cooled and designed for high or low band operation. The units comprising the series have been especially packaged to adequately equip the majority of television stations across the nation.

With a limited investment you can get your start on the air NOW! You will have full assurance of being able to increase your power in the future, as desired, by the addition of power amplifiers. 5 KW amplifiers are presently available. High power amplifiers to be made available upon the adoption of FCC rules allowing for their use.

Many new stations are currently investing in the DU MONT ACORN TRANSMITTER. Containing the most advanced thinking in television transmitters, the ACORN is geared to equip you at the very start of your television career. It is designed to grow with you! It can readily be expanded to 5 kilowatts comprising the OAK. SERIES, or to maximum power required at a later date. For further information on the 5 KW QAK TRANSMIT-TER contact your DU MONE representative or write to:

DUMDNT

ALLEN B. DU MONT LABORATORIES, INC. TELEVISION TRANSMITTER DIVISION Clifton • New Jersey

A wise buyer knows when to act., the informed buyer knows where to buy



In 1925 the first motion picture film was successfully transmitted by a television signal.

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.



#### REPRESENTING

| BirminghamWBRC-TV     |
|-----------------------|
| ColumbusWBNS-TV       |
| HoliywoodKTTV         |
| New Orleans           |
| Omaha                 |
| RichmondWTVR          |
| Salt Lake CityKDYL-TV |
| Seattle               |
|                       |

# Hill Coverage

(Continued from page 139) services television station clients

throughout the country. Reporting on the sessions, United Press observed: "The committee's small, smoke-filled hearing room was minus the big television and newsreel lights that have marked other recent Congressional hearings." Gamblers appearing before the Kefauver crime committee also had protested bright "TV" lights and "grinding cameras."

In his letter to Chairman Wood, Mr. Berkeley explained that "television does not require objectionable lighting nor is the equipment noisy in any respect." He held that if proceedings are to be reported directly through any medium, TV should be included "to serve all television stations in the nation wishing to carry your proceedings."

With respect to committee sentiment, Mr. Berkeley told BROAD-CASTING • TELECASTING that he had informally polled the membership and found no strong objections to telecasts of the hearings. He said he felt that members do not oppose television coverage "as such," but the atmosphere which is posed largely by newsreel cameras. The committee may find itself faced with a greater issue on the ban than over criticism of the "circus" atmosphere attributed to such hearings, he declared.

In any event, members of the House Un-American Activities Committee were impressed with the public service rendered by the television industry during the Kefauver hearings and some of them reportedly feel the public is entitled to hear and watch this probe. Additionally, a Hollywood witness reportedly said he would "cooperate" with the committee if TV were allowed.

#### Vail's View

A former committee member, Rep. Richard B. Vail (R-III.), who sat in on the 1947 hearings, looking into Communist influences in Hollywood, told BROADCASTING • TELECASTING that television "vindicated" the committee's proceedings in the public eye amid a popular conception that members had "badgered" witnesses.

Rules against TV and radio broadcasting were adopted by the committee over two years ago to forestall criticism that its members were seeking publicity and on grounds that cameras interfered with the committee's work. The ban was retained at the opening of hearings last month although it was agreed that tape recordings or use of a sound track under a pool arrangement would be permitted. [BROADCASTING • TELECASTING, March 26].

Committee Counsel Frank Tavenner had indicated earlier that the committee may lift the ban under "special circumstances." At week's end there still was speculation that TV coverage may be allowed sometime before the hearings end around May 1.

# AM Spot in '50

# (Continued from page 68)

| (Continue                                                                  | ed f       | ron            | ı p         | age       | 68          | )            |              |               |         |           |                |               |
|----------------------------------------------------------------------------|------------|----------------|-------------|-----------|-------------|--------------|--------------|---------------|---------|-----------|----------------|---------------|
| BEVERAGES-NON-ALCOHOLIC                                                    | J          | F              | м           | A         | м           | J            | J            | A             | S       | ο         | N              | D             |
| A & P iced Tee<br>Bireley's Fruit Flevor Drink                             | 'i         |                | 'i          | 'i        | 'i          | ï            | 84<br>1      | ï             | ï       |           | ï              | ï             |
| Bliss Coffee.<br>Can ad a Dry Beverage (All Products)                      | 13         | 1              | 15          | 15        | 1           | 1            | 17           | 17            | 15      | 1         | 14             | i<br>14       |
| Cliquot Club Co                                                            |            | 4              |             | 39        | 6<br>       | 16<br>39     |              |               | 1       | 1         |                | 39            |
| Coca-Cola.<br>Coca-Cola Bottling Co. of Minnesota                          | 39<br>1    | 39<br>1        | 39<br>1     | 1         | 39<br>1     | 1            | 39<br>1      | 39<br>1       | 39<br>1 | 39<br>1   | 39<br>1        | 1             |
| Coce-Cole Export Corp                                                      | 1          | 1              | 1           | 1         | 1           | 1            | 1            | 1             | 1       | 1         | 1              | 1             |
| Hires, Charles E., Co<br>Kroger Hot-Dated Coffee<br>Instant Maxwell Coffee | 28<br>2    | 28<br>2        | 28<br>2     | 28        | 28<br>2     | 28           | 28<br>2      | 28<br>2       | 'ż      | ï         | ·;             | ·;            |
| Maxwell House Coffee<br>Medaglia D'Oro Coffee                              | 34         | 54             |             | 10<br>4   | 12          | 9<br>7<br>4  | 6<br>4       | - 6<br>- 4    | 6       | 8         | - <b>5</b>     | 12            |
| Miller-Becker.<br>Sanka & Instant Sanka Coffee                             | 2<br>1     | 4              | 4<br>3<br>1 | 3         | 431         | 3            |              | 1             | 3       | ï         | ••             | ••            |
| Saverin Coffee                                                             | 4<br>20    | 4<br>20        | 14          | 4<br>14   | 14          | 4            | 3            | 3             | 3       | 3         | 3              | <b>'4</b>     |
| White Rock Beverages                                                       | 1 2        | 1              | 3           | ÷         |             |              |              | ż             |         |           |                |               |
| Yuban Coffee                                                               | Ŧ          | I              | 3           | '         | 0           | 0            | ×            | ×             | *       | '         | ,              | 3             |
| CIGARETTES & TOBACCO                                                       |            |                |             |           |             |              |              |               |         |           |                |               |
| Dutch Master Cigars<br>Embassy Cigarettes                                  | 1 2        | 1              | 1           | 1         | 1           | 1            | 1            | 1             | 1       | 1         | 4              | 4             |
| Old Gold Cigarettes                                                        | 18         | 18             | 18          | 17        | 17          | 17           | 17           | 17            | Ŷ7      | 27        | 27             | 27            |
| CONFECTIONS                                                                |            |                |             |           |             |              |              |               |         |           |                |               |
| Brock Candy Bars                                                           |            | .,             |             | ••        | ••          |              |              |               | 160     |           |                |               |
| Fanny Farmer Candles                                                       | 16<br>26   | 16<br>26       | 16<br>26    | 16<br>26  | 16<br>18    | 1            | i            | 1             | 19      | 18        | 17             | 17            |
| Loft Candles.<br>Nestle's Semi-Sweet Chocolates.                           | 16         | 1              | 1           | 1         | 1           | i            | i            | 1             | 1       | 1         | ••             | ••            |
| Peter Paul Candles                                                         | ••         | •••            | ••          | ••        | ••          | ••           | ••           | ••            | BÓ      | 86        | 86             | 84            |
| DRUGS                                                                      |            |                |             |           |             |              |              |               |         |           |                |               |
| An ahist                                                                   | ġ.         | 11             |             | ::        | 22          | 22           | 24           | 22            | 14      | 14        | 24             | 197           |
| Bell-Ans.<br>Black Draught & Syrup of Black Draught                        |            | 10             | 10<br>48    | 15<br>48  | 15<br>48    | 15<br>48     | 17<br>48     | 17<br>39      | 17      | 17<br>40  | 17<br>40       | 17            |
| Curity Surgical Dressings<br>Dr. Edwards Olive Tablets                     | ÷3         | Ξ.             | 3           | · ż       | ` <u>\$</u> | ż            | 1            | 1             |         | 12        |                | 1             |
| Dr. Pierce's Golden Medical<br>Fletcher's Castoria                         | 1 5        | 15             | 15          | 15        | 5           | • 5          | •:           |               |         | •••       | •••            | ••            |
| Kyron<br>Lane Drug Co                                                      | 10         | 10             | 10          | 10        | 10          | 10           | ï            | ï             | ÷.      | ï         | i              | •••           |
| Luden's Cough Drops<br>Lydia E. Pinkham Vegetable Compound                 | 97<br>87   | 92<br>87       | 96          | 16        | 12          | • •          | 50           | 51            | 51      | 51        | 45             | <b>45</b>     |
| Medrex.<br>Musterole                                                       | 1 69       | 1<br>69        | 1           | 1         | Ĩ           | ï            | 1            | 1             | 1       | 1         | 1              | 100           |
| Nervine                                                                    | 48         | - 44           | 45          | 45<br>100 | <b>46</b>   | ::           | ::           |               | <br>79  | <br>97    | 97             |               |
| R. D. X.<br>Serutan                                                        | 1          | 1              | 1           | 1         | ï           | 1            | ï            | i             | 1       | 1         | 1              | 1             |
| 3414640                                                                    | '          | '              | '           | '         | '           |              |              |               | '       | '         | '              |               |
| FOODS                                                                      | _          | _              | _           | _         |             |              |              |               |         |           |                | _             |
| A-1 Sauce & A-1 Mustard<br>Abbotts DeLuxe "A" Milk                         | 1          | -7             | 1           | 7         | 8<br>1      | 8<br>1       | 13<br>1      | 12            | 12      | 12<br>1   | 12             | 1             |
| Abbotts Ice Cream.<br>Albers Milling Co.                                   |            |                |             | 11        | 11          | 11           | 11           | 11            | 11      | 11        | 11             | 11            |
| Amold Bakers.<br>Atlantic Commission Co                                    | 13         | 6              | 5           | 2         | 1           | 1<br>35      | 2            | 2             | 42      | 42        |                | ••            |
| A unt Hannah's Bread<br>Baker's Chocolate Products                         | <br>7<br>9 | 7              | 7           | <br>40    | 7<br>40     | 7            | ΪŻ           | 8             | 8       | .7<br>10  |                |               |
| Berio Olive Oli & Francesconi<br>Best Foods Bread & Butter Pickles         | 19         | 18             | 18          | 18        | 18          | 18           | 18           | 18            | 18      | 18        | 20<br>45       | 20<br>45      |
| Best Food Meyonnaise<br>Best Food French Dressing                          |            | •••            | ::          | •••       | 19          | 19           | 15           | 20            | 19      | •••       | 45             | 45            |
| Best Foods Sandwich Spread                                                 |            |                |             |           |             |              |              | •••           | •••     |           | 45             | 45            |
| Birds Eye Frozen Foods                                                     | 101        |                | 101         | 101       | ••          |              | 5            | ·<br>5        | ġ       | 8         | . 8            | 50            |
| Bisquick and/or Wheaties<br>Blue Label Ketchup & Chili                     | 49<br>7    | 49             | 16<br>7     | 7         | 9<br>7      | - 27         | 0            | 6             | 2<br>'i | 2         | 1<br>1         | 1<br>1        |
| Bordens Cheese<br>Bordens Dog Foods                                        | •••        | ï              | ï           | i         | ï           | ï            | 1            | 1<br>11       | 1<br>13 | 1         | • •            | ••            |
| Bordens Evaporated Milk<br>Bordens Products                                | 5          | 5              | 5           | 5         | 75          | 75           | 8<br>74      | 75            | 75      | 13<br>104 | 13             | 13<br>105     |
| Breakstone Dairy                                                           | 20<br>2    | 20<br>2        | 19<br>2     | 6<br>9    | 5           | 4            | 5<br>2       | 5             | 10      | 18        | 18<br>1<br>3   | 18            |
| Br'er Rabbit Molasses<br>Brever's Ice Cream<br>Broadcast Corned Beef Hash  | 21         | <u>\$1</u>     | <u>21</u>   | 21        | 21          | <u>21</u>    | źi           | 21            | 1<br>21 | 3<br>21   | 3<br>21        | 3<br>21       |
| Broadcast Corned Beef Hash<br>Brown 'n Serve Rolls                         | 5          | 5              | 5           | 5         | 5           | 5            | ::           | • •           | ::      | 64        | 64             | 64<br>9       |
| Celumet Baking Powder<br>Capital Bread & Cake<br>Carnation Evaporated Milk | 19         | 19             | 19          | 19        | 19          | 19           |              | •••           |         | 9<br>17   | 17             | 9<br>17<br>74 |
| Carnation Evaporated Milk                                                  | 1          | 76             | 76          | 79        | 9           | 9            | .;<br>9      | 3             | 7       | 74        | 74             | 74            |
| Certified Bread                                                            | 1          | 1              | 1           | 1         | i           | Í            | i            | 1             | í       | 1         | 518            | 518           |
| Certo<br>Chin & Lee Co. Inc<br>Converted Rice, Inc                         | ••         | <u>,</u>       | 1           | ï         | i           | ï            | 1            | 1             |         |           |                |               |
| Crosse & Blackwell.                                                        | ••         |                | 1 2         | 1         |             |              |              |               |         |           |                | ï             |
| Dean Milk Co<br>Diamond Crystal Shaker Salt                                | 1 2        | 1              |             |           | i           | ·i           | Ť            | 1             | ·       | ·;        | .;<br>;        |               |
| Diplomat Products, Inc                                                     | • •        |                | 1           | 1         | 1           | 1            | ÷            | :             |         | .;<br>1   | ï              | i             |
| Dugan Bros. Bakery Products<br>Dulaney Frozen Foods                        | 40         | 10             | 1           | 1         | 1           | 1            |              | 1             | • •     | 16        | 38<br>3        | 49<br>3       |
| Durr's Pork Products<br>Forty Fathom Clam Chowder                          | 8          | 26             | 8           | 26        | 8           | 26           | 6            | 36            | 3<br>6  | 3         | 3              | ••            |
| Freihofer's Perfect Bread<br>French's Instant Potato                       | 1          | 1              | 1           | 1         | 1 2         | 1            | 1            | 1             | 1       | 1         |                |               |
| Friskies (Canned)<br>Friskies (Cubes & Meal)                               |            | 5              | 5           | 10        | 10<br>4     | 10<br>4      | 9<br>4<br>13 | '9<br>4<br>13 | <br>4   |           |                | 9<br>4<br>13  |
| Gemma Cooking Oil                                                          | 11         | 13             | 13          | 14        | 14          | 14<br>1      |              |               | 13      | 13        | 13             | 13            |
| Grennen Cakes                                                              | 13         | 13             | 13          | 13        | 13          | 1            | 1 2          | 1             | 1 2     |           | 1              | <u>9</u>      |
| H-O Oats.<br>Happy Family Baking Powder                                    | 11<br>20   | 11<br>20       | 11<br>19    | 11<br>19  | 11<br>20    | 3<br>3<br>20 | 2<br>20      | 2<br>20       | 9<br>20 | 25<br>20  | 70<br>20       | 70<br>20      |
| Hawaiian Pineapple Co                                                      | 1          | 1              | 1           | 1         | 1           | 1<br>.1      | 1            | 1             | Ĩ       | 1         | 1              | 1             |
| Hellmann's Mayonnaise<br>Herb-Ox Bouillion Cubes                           | - 4        | 4              | 31          | 31        | 49          | 60<br>1      | 36           | 34<br>1       | 33<br>1 | 9<br>1    | 8              | 12            |
| Holsum Bread & Doughnuts                                                   | 7          | 7              | 3           | 1 3       | 3           | 4            | 4            | - 4           | - 4     |           | - 4            | 4             |
| Horlick's Corp.<br>Hostess Cakes                                           | 64         | 64<br>64       | 1<br>64     | 1<br>64   | 64          | 64           | 64           | 1<br>64       | 1<br>64 | 1<br>64   | 1<br>64        | 64            |
| Hunt Club Dog Meal.<br>Jane Logan Deluxe Ice Cream.                        |            | 9              |             | ij        | ij          | ij           | ij           | ij            | ij      | 59<br>11  | 64<br>64<br>11 | 64<br>11      |
| Jell-O.<br>Jell-O Rice Pudding.                                            | 4          | 1              | 1           | 1         | 1           | 1            | 1            | 1             | 1       | 14        | 14<br>22       |               |
| King Mides Feeds                                                           |            | -              | 5           | 5         | 5           | 5            |              |               | 5       |           | 11<br>T.N.     | 11            |
| Tel                                                                        | e C 2      | 1 <b>5 T</b> : | t n g       | r •       | · E         | ) K (        | лΑ           | L) (          | CA.     | зĽ        | IN             | U             |

| Foods cont.:<br>King Midas Flour.<br>Kroger Bread.<br>Lay, H. W. & Co.<br>Lemel.<br>Lettuce Leaf Salad Oil.<br>Libby Precooked Frosted Foods.<br>Milec.<br>Mueller's Macaroni.<br>Mueller's Macaroni.<br>Mueller's Macaroni.<br>NBC Sugar Honey Graham Crackers.<br>NBC Vanilla Wafers.<br>NBC Vanilla Wafers.<br>Nu-Maid Margarine.<br>Philibury Mills, Inc.<br>Post's Cereal Products.<br>Presto Cake A Frosting Mix.<br>Presto Cake & Frosting Mix.<br>Purasnow Flour.<br>Purity Oats. | 1 1 21<br>21 1 1 1 1 2<br>1 1 1 1 1 1 2<br>1 1 1 1                                                                                                                                                                                                                                                                                                        | 13<br>1<br>21<br>1<br>1<br>7<br>7<br><br>17<br>1<br>2<br>2<br>1<br>7<br>7<br><br>17<br>1<br>2<br>2<br>1<br>1<br>7<br>7<br><br>17<br>1<br>2<br>1<br>1<br>7<br>7<br><br>17<br>1<br>1<br>2<br>1<br>1<br>7<br>7<br><br>17<br>1<br>1<br>2<br>1<br>1<br>7<br>7<br><br>17<br>1<br>1<br>2<br>1<br>1<br>1<br>7<br>7<br><br>17<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>1<br>1<br>7<br>7<br>7<br>1<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7<br>7 | 7 1 17 17<br>17 17 17<br>9 9 9 17<br>1 15<br>1 50 0<br>20 0<br>1 1                                                                                                                                                                                                                                                                                                                                                                                      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| Red Star Flow<br>Ritz Creckers<br>Rochester Dairy Evaporated Milk<br>Ronzoni Spaghetti Products<br>Seaftest<br>Sheffeld Milk<br>Silvercup Bread<br>Smith Split Peat<br>Snow Crop Frozen Foods<br>Sperry Drifted Home-Perfected Flow<br>Sperry Placake & Waffe Mix<br>Sperry Pancake & Waffe Mix<br>Sperry Poducts<br>Sug ar Glen Syrup.<br>Supple-Wills-Jones Milk Co.                                                                                                                                                                                                                                                                                                            | 1 1<br>1 1<br>1 1<br>1 1<br>1 1<br>1 1<br>1 1<br>1 1                                                                                                                                                                                                                                                                                                      | 9<br>11<br>18<br>18<br>18<br>18<br>8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 11 11<br>18 18<br>18 18<br>18 18<br>18 18<br>18 18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 11<br>11<br>18<br>18<br>18<br>18<br>18                                                                                                | 1<br>11<br>18<br>18<br>18<br>18                                                                        | 18 1<br>18 1<br>18 1<br>18 1                                                                                          | 4<br>1<br>7<br>.1<br>17<br>18<br>18<br>18<br>18               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 9<br>4<br>10<br>11<br>11<br>11<br>11<br>11<br>11<br>11<br>11<br>11<br>11<br>11<br>11 | 9410.19.1.8888                         | WNC<br>UNDIVIDED<br>AUDIENCE<br>WINC<br>UNDIVIDED<br>AUDIENCE<br>WINC<br>UNDIVIDED<br>AUDIENCE<br>Winc<br>AUDIENCE<br>Winc<br>AUDIENCE<br>Winc<br>AUDIENCE<br>Winc<br>AUDIENCE                                                                                                                                       |
| Supplee-Wills-Jones Milk Co.<br>Surrise Meets.<br>Suras-Jones Milk Co.<br>Swansdown Davi Food Mix.<br>Swansdown Instant Cake Mix.<br>Swansdown Instant Cake Mix.<br>Swansdown Instant Mix & Devil's Food Mix.<br>Swift's Loc.<br>Swift's Ice Cream.<br>Table Syrup.<br>Tavol.<br>Tenderay Beef.<br>Tip-Top Bread & Cakes.<br>Van Camp's New England Style Beans.<br>Vermont Maid Syrup.<br>Westchester Brand Deviled Chicken.<br>Weston Maryland Dairy Products.<br>Weston Biscuit Co.<br>Whe atles and/or Bisquick.<br>Wonder Bread.                                                                                                                                             | 1 1<br>19 15<br>14 14<br>3 55<br>10 11<br>71 71<br>10 13<br>24 24<br>114 113<br>13 13<br>13 13<br>4 4<br>49 45                                                                                                                                                                                                                                     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            | 11 1<br>1 .<br>05 10<br>1<br>8<br>4<br>1                                             | 1<br><br><br><br><br><br><br><br><br>  | TELEVISION SETS NOW IN THE MEMPHIS AREA<br>ACCORDING TO DISTRIBUTORS' FIGURES<br>WMCT gets live cabl<br>shows direct from New<br>York, Chicago, and othe<br>metropolitan centers-<br>the cream of the network<br>crop. NBC, CBS, ABC an<br>Dumont's top shows. In<br>addition, local featured<br>like the "Homemaker |
| LAUNDRY SOAPS & CLEANERS<br>Bab-O Cleaner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6 6<br>4 3<br>6 6                                                                                                                                                                                                                                                                                                                                         | 18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 6 6<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 0                                                                                                                                     | · · · · · · · · · · · · · · · · · · ·                                                                  | ······································                                                                                | 54 5<br>91                                                    | 4 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                      | 2                                      | FEATURES<br>Show", participatin<br>kitchen demonstration<br>and other film and liv<br>shows, make WMCT<br>schedule one of fines<br>quality.<br>TELEVISION SETS NOW IN THE MEMPHIS AREA<br>ACCORDING TO DISTRIBUTORS' FIGURES                                                                                         |
| Air France                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1 1<br>95 95<br>1 1<br>1 6 6<br>                                                                                                                                                                                                                                                                                                                          | 20<br>95<br>1<br>6<br>.4<br>.99<br>3<br>.7<br>.1<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 8       8       95       95       95       95       95       95       95       1       6       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1< | 395<br>1613<br>199<br>29329<br>                                                                                                       | 1<br>5<br>1<br>29<br>2<br>2<br>8<br>3                                                                  | 1<br>5<br>1<br>3<br>29<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3<br>1<br>3 | 97 9<br>1<br>5<br>1<br>3<br>29 9                              | · 7 · 5<br>1 · | 1<br>5<br>1<br>3<br>29<br>29<br>3                                                    | ······································ | The findings of an independent market research<br>firm reveal that approximately one-half of the<br>more than 82,000 television sets in the Memphi<br>area are tuned in day<br>time.3840 interviews were<br>conducted between 12:00<br>noon and 6:00 p.m. Here'<br>an assured audience of<br>tremendous proportion.  |
| Fort Sumter Sheets.<br>Freeman, The.<br>Glen Burn Coal.<br>Goodyear Rubber Shoe Prod.<br>Hudson Paper Napkins.<br>Hutton, E. F., & Co<br>Illinois Bell Telephone Co<br>Iowa Retail Hardware Assoc.<br>Kelvin ator Appliances.<br>La France<br>Marshall-Wells Paints & Appliance.<br>Marshall-Wells Paints & Appliance.<br>Martin Rosenberger Wallpaper.<br>Metropolitan Life Insurance Co<br>Milk Bone<br>Milk Boundation, Inc<br>Milk Boundation, Inc<br>Modern Industrial Bank<br>Motorola R adio Receivers.                                                                                                                                                                    | Y            10         10           76         76           37         36            9           17         17           20         20           1         1           1         1           1         1           10         12           30         30           17         17           13         13           1         1               1         1 | 10<br>76<br>37<br>20<br>1<br>1<br>41<br><br>21<br>30<br>17<br>13<br>1<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10         10           77         77           39         2           18         17           20         20           1         1           79            1         1           20         20           1         1           27            1         1           22         33           33         18           19         19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                       | 20 1<br>1<br>79 1<br>1                                                                                 | 20 5<br>1<br>79 10<br>1<br>1<br>11 1<br>33 3<br>18 1<br>40 4                                                          | 20 20<br>1                                                    | 0 5 10<br>5 10<br>9 5 10                                                                                                                                                          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             | National Representatives<br>The Branham Company<br>Owned and operated by<br>The Commercial Appeal<br>CHANNEL 4 • MEMPHIS<br>Affiliated with<br>CBS, ABC and DUMONT<br>Memphis ONLY<br>TV Station<br>WMC WMCF WMCT                                                                                                    |

(Continued on page 154)



William Winter, K P I X's world renowned news analyst and recent TV Academy Award winner, left San Francisco last week for a two month tour of Europe.

Equipped with film cameras and sound apparatus, Winter will film, for KPIX screening, living conditions in



E u r o p e a n countries, with special emphasis on the economic, social and political phases. KPIX's n e w s commentator h a s also scheduled i n t e r views with heads of

the various

European

governments.

WILLIAM WINTER

All films will he flown back to KPIX for use on Winter's news programs, which will he handled, in his absence, by Lee Giroux.

# **KSFO AIRINGS**

"Dude Ranch Breakfast" marks its fifth year on KSFO this Sunday at 9:30 AM, when Wally King and his gal Friday inaugurate the season's first broadcast from the terrace of the Old Hearst Ranch. Each week, Wally and his assistant, who don their Dude costumes for the show, interview members of the audience, exchanging conversation and gags, that make for an entertaining half hour.

Marjorie Trumbull's Celebrity Sessions from the Top of the Mark, aired on KSFO Mondays at 1:00 PM, continue to attract the top-flight personalities-about-town for informative and entertaining interviews.



# Summary of Papers

(Continued from page 42)

information the writer believes necessary and proposes methods for obtaining same. The paper suggests a practical application of remote controlled operation affording a high degree of uninterrupted performance.

#### TRANSMITTER MAINTENANCE IN AN EMERGENCY PERIOD

by Turner Griffin. manager, communications service section, RCA Service Co.

This discussion will cover the maintenance problems involved in providing efficient and economical operation of equipment used in the three major fields of broadcasting —AM, FM and TV. The factors will be covered as they apply to transmitters, audio studio equipment, video studio equipment and antennas. Special attention will be given to new problems associated with equipment used in television only due to its recent entry into the broadcasting scene.

# TRENDS IN AUDIO EQUIPMENT

by W. Earl Stewart, manager, broadcast audio engineering, RCA Victor, Camden.

The trends in audio equipment for the broadcast studio are discussed. This includes the standardization of components, plug-in amplifiers and use of miniature tubes. The effect of TV is noted in microphones, in studio controls and in master control switching. The addition of magnetic recording to the broadcast operation is also discussed.

### RECORDING CO-CHANNEL SKY-WAVE INTERFERENCE

by Mal P. Mobley Jr., field supervisor, KMPC Los Angeles.

Interference between standard broadcast stations using the same channel can be only approximately determined by calculation. Even after all pertinent parameters such as power, distance separation and antenna characteristics are taken into account, the predicted interference may differ considerably from that actually experienced. Hence measurements are necessary if actual interference is to be determined. As the number of standard broadcast stations has grown, both nationally and internationally, it has become desirable in many cases to measure an interfering signal in the presence of several other signals on the same channel. A method similar to that developed by Glenn D. Gillett (Patent #2,079,205 granted to Mr. Gillett May 4, 1937) was described in a paper by R. A. Fox entitled "A System for Continuous Recording Co-Channel Interference" which was presented at the NAB convention in Los Angeles in 1948. Field experience with the equipment then described has shown the need for a different approach to the problem. This paper describes a system utilizing the new method and gives some of the field results expected.

GROUNDWAVE FIELD STRENGTH VARIATIONS WITH TEMPERA-TURE

by Stuart L. Bailey, partner, Jansky & Bailey, Washington.

The field strength of the groundwave both close to and at a large distance from broadcast stations

# AM Spot in '50

### (Continued from page 153)

|    | ( Continue                                    | այ         | 1011         | i pu | uge - | 100     | /    |      |      |       |     |      |       |
|----|-----------------------------------------------|------------|--------------|------|-------|---------|------|------|------|-------|-----|------|-------|
|    | MISCELLANEOUS CONT.:                          | J          | F            | M    | Α     | Μ       | J    | J.   | A    | S     | 0   | N    | D     |
| •  | Motorole TV Receivers.                        |            |              |      |       |         | 15   |      |      | 004   | 224 | 004  |       |
|    | Murrey, Arthur, School of Dencing             |            |              | ''i  |       |         |      | ••   | ••   |       |     | 1    | •••   |
|    | Netional Board of Fire Underwriters           |            |              |      |       |         | •••  |      | ••   | ••    | ••  | 13   | ••    |
|    | National Shoes                                | Ť          |              | 11   | 10    | 10      | 10   | · ;; | ġ    | ġ     | · ò | 'ş   | .9    |
|    | New York Central Railroad                     | 13         | 12           | 12   | 12    | 12      | 12   | 12   | 12   | 12    | 12  | 12   | 12    |
|    | Northeast Airlines                            | - ĝ        | - ' <u>9</u> | 10   | 11    | 11      | 11   | 11   | 11   | - iī  | 11  | 12   | 12    |
|    | Outlaw, The (R. K. O.)                        |            | 38           | 114  | 49    | 17      | 3    |      |      |       |     |      |       |
|    | Pan American Grace Airways                    | ••         | ••           | ••   | ••    |         | 1    | 1    | 1    | 1     | 1   | 1    | 1     |
|    | Prudential Insurance Co. of America           | 1          | 1            | 1    | 1     |         | ••   | ••   | ••   |       | ••  |      | ••    |
|    | RCA Victor Division                           | 14         | ••           | ••   | ••    | 12      | ••   |      | ••   |       | ••  | ••   |       |
|    | R. K. O. Radio Pictures<br>Regal Shoes Co     | 7          | ••           | ••   | ••    | ••      | ••   | ••   | ••   |       | 18  | 65   | 197   |
|    | Rigo Chemicel Co                              | ••         | ••           | ••   | 5     | - 2     | • :  | ••   | ••   |       | 1   | - 1° | 1     |
|    | Reading Anthrecite                            | ·          | ġ            | ġ    | 1     | 5       | 5    | ï    | - 12 | - 12  |     |      | • • • |
|    | Sage Air Refresher                            | 1          | 1            | - i  | 1     | - 1     | ł    | - 1  | 1    | 1     | - 1 | 1    | - 1   |
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|    | Savings Bank of State of New York             | - <b>Å</b> | 2            |      |       | 2       | 3    | - i  | - i  | 3     | . 5 | •••  |       |
|    | Stevens Patricia Model School                 | 10         | 10           | -11  | -11   | 11      | -1Ť  |      |      |       |     |      |       |
|    | Stromboli (R. K. O.)                          |            | 170          | 3    |       |         |      |      |      |       |     |      |       |
|    | 2-in-1 Shoe Polish                            | 1          | 1            | 1    | 1     | 1       | 1    | 1    | 1    | 1     |     |      |       |
|    | True Story                                    | ۰.         | • •          | ••   | ۰.    | • •     | • •  |      | ••   |       | 2   |      |       |
|    | Union Carbide & Carbon Corp                   | ••         | 1            | 1    | 1     | 1       | ••   | ••   | ••   |       | ••  | ••   | ••    |
|    | United Airlines.                              | - 4        | - 4          | • •  | • •   | - 4     | - 4  | - 4  | - 5  | 12    | - 9 | - 8  | 11    |
|    | United Florists Trade Assoc.                  | ••         | 1            | ••   | ••    | •:      | ••   |      | ••   | ••    | • • | ••   | ••    |
|    | World Publishing Co                           | ••         | ••           |      | ••    | 6       | • •  | •:   | ••   | - 12  | ••  | ••   | ••    |
|    |                                               | ••         | ••           | ••   | ••    | ••      | ••   | 1    | ••   | 3     | - 4 | ••   | ••    |
| 2  | RETAIL                                        |            |              |      |       |         |      |      |      |       |     |      |       |
| ŀ. | Great Atlantic & Pacific Co                   | ••         |              | ••   |       |         |      |      |      | 3     | 4   | 11   |       |
|    | Schrafft's                                    | 2          | Ż            | 2    | 2     | 2       | · i  | 1    | Ξi.  | 1     | - 7 | - '4 | - 7   |
|    | Sears Roebuck & Co                            | 8          |              |      | - 5   | - 5     | 8    |      |      | - 4   | •   |      |       |
|    | Sears Roebuck & Co<br>White Tower Resteurants | 3          | 3            | - 4  | 12    | 5<br>13 | 16   | 16   | ġ    | ġ     |     | 6    | 6     |
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|    | TOILET REQUISITES                             |            |              |      |       |         |      |      |      | * -   | -8  |      |       |
|    | Atkinsons Colognes                            | ••         | ••           | 1    | 1     | 1       | 1    | ۰.   | • •  | ••    | ••  | • •  |       |
|    | Barbasol.                                     | ••         | ••           | 1    | 1     | 1       | 1    | 1    | ••   |       |     | ••   | ••    |
|    | Blue Star Blades<br>Chap Stick                | 28         | **           | 14   | ••    | ••      | ••   | ••   | ••   |       | 104 | 11   |       |
|    | Doeskin Products                              | 16         | 28<br>15     | 18   | 14    | 14      |      |      |      |       | 32  | 32   | 32    |
|    | Durhem-Enders Razors                          | 10         |              | 14   | 17    | 14      | -14- | -14- | -14  | -14   | -14 | -14  | - 14  |
|    | Gillette Safety Razor Co                      | ••         | ••           |      | -     |         | 1    | 1    | 1    | 1     | 1   | 1    | 1     |
|    | Odo-Ro-No.                                    | ••         | ••           | ••   | ï     | Ξi.     | 1    | 1    | • •  |       | -   | 1    |       |
|    | Pears Soep                                    | · i        | - H          | ï    | - i   | 1       | - i  |      | ••   | ••    | ••  | 3    |       |
|    | Rolls Razor                                   |            |              |      |       | 2       |      | •••  | ••   |       | ••  |      | 3     |
|    | Silver Star Duridium Blades                   |            |              | 79   | 4     |         |      |      |      |       | ••  | ••   | -     |
| ε. | Snow Creme Shampoo                            |            |              |      |       |         |      |      |      |       | ż   | ż    | ż     |
|    | Treat Blades                                  |            |              |      |       |         |      |      |      | 29    | 29  |      |       |
|    | Trol Heir Tonic                               | 1          | 1            | 1    | 1     | - ï     |      |      |      | - 7.1 |     |      |       |
|    | Woodbury Facial Soap                          | 1          | 1            | 1    | 1     | 1       | 1    | 1    | 1    | 1     | 1   | 1    |       |
| 1  | Zemo                                          | 3          | 3            | 3    | ••    | ••      | ••   | ••   |      | ••    | ••  | ••   |       |
| 2  |                                               |            | _            |      |       |         |      |      |      |       |     |      |       |

has been found to vary considerably with weather. Attempts to correlate the variations with precipitation, humidity, barometric pressure, or the state of vegetation have proved fruitless. A definite correlation has been found to exist, however, with the temperature of the air above the earth's surface and is present not only when comparing long term running averages but in the fine grain variations as well. An example, based upon five years of measurements, shows winter field strengths 30% to 40% greater than summer values at distances of two to five miles. Controlled measurements at higher frequencies indicate that both the ground conductivity and dielectric constant may be affected.

### RADIO PIONEERS ANNUAL DINNER

Tuesday Evening, 7 p.m., Grand Ballroom featuring as speakers

Sen. Estes Kefauver of Tennessee, and Brig. Gen. David Sarnoff, RCA board chairman.

TECHNICAL SESSIONS

Wednesday, April 18 9:30 a.m.-12:30 p.m.

Hotel Stevens, South Ball Room

A. James Ebel, WMBD Peoria, Presiding.

NEW EQUIPMENT DESIGNS FOR AM STATIONS

by J. E. Young, manager, Broadcast







#### Mr. Bailey

Mr. Young

Transmitter Engineering Section, RCA Victor, Camden.

New AM transmitting and monitoring equipment, including 250w, 1 kw, and 5/10 kw transmitters, frequency and modulation monitors, and other accessory equipment for AM transmitter installations, will be described. Emphasis will be placed on the trend of design in the AM transmitter field with special attention to ease of installation and economy of operation.

IMPROVED SINGLE SYSTEM PHO-TOGRAPHY FOR TELEVISION

by John H. Battison, associate editor, *Tele-Tech* Magazine, New York

This paper deals with a method of economical movie photography in which the advantages of continuous action production are retained while using single-system sound recording. Two electrically controlled cameras are used, one of which records sound and action throughout the filming session, while the other is used for closeups, angle shots and during lens changes on the master sound picture camera. By operating in this manner film costs are kept down to those of sequence shooting, while retaining the ease of double sound system recording. This type of operation is envisioned as being especially advantageous for the small producer, or small TV station operator who has a number of filmed remote pickups, etc., to cover with minimum editing and cost.

#### RESULTS OF THE RCA-NBC ULTRA HIGH FREQUENCY PROJECTS IN THE BRIDGEPORT, CONN., AREA

by Raymond F. Guy, manager, Radio & Allocations Engineering, NBC, New York

At the 1950 NAB broadcast engineering conference, Mr. Guy described the Bridgeport UHF station and outlined the program of measurements about to be undertaken. The data obtained and analyzed subsequently will be described. The paper covers the studies of all phases of UHF performance in the Bridgeport area including a comparison of reception of UHF and Channel 4 transmissions from the Bridgeport station. Comparisons will be shown of the Bridgeport results and other UHF studies made independently in other areas.

#### TELEVISION AND TELEVISION NETWORKS

by Dr. M. E. Strieby, staff executive, Long Lines Dept., AT&T, New York

How television works will be demonstrated, by means of a model patterned after the first known

television patent, and explained in popular terms. Why coaxial cable and radio relay are used for intercity networks, and how microwaves behave, will be discussed. There will be a demonstration of transmission by light waves and microwaves on the stage, and lantern slides will be used to illustrate facilities and networks in use today. Plans for the future will be outlined.

WEDNESDAY LUNCHEON-12:30 p.m.-2:30 p.m.

GRAND BALLROOM

Address: Wayne Coy, Chairman, FCC

# TECHNICAL SESSIONS

Wednesday, April 18

- 2:30 p.m.-5:30 p.m. Hotel Stevens, South Ball Room
- John H. DeWitt Jr., WSM Nashville, Presiding
- A NEW HIGH GAIN UHF-TV AN-TENNA
- by Lloyd **O.** Krause, broadcast engineering section, Commercial Equipment Div., GE, Syracuse.

A 4-bay antenna having a power gain of 20 is described. The high gain required per bay is achieved by using a radiation-attenuated, travelling-wave helical current. The helical conductor is supported by a coaxial metallic mast. The vertical aperture is about 20 wavelengths; each turn of the helix is two wavelengths in circumference. The helix sidefires, producing a beam of narrow angle in the vertical plane, horizontally polarized and of uniform azimuth pattern. The outstanding advantages are simplicity of construction and feed. There are only four feed points, one for each bay. Before describing the antenna, the article considers some of the factors of importance in operation of the helix.

#### FLYING-SPOT-SCANNER SIGNAL-TO-NOISE RATIO

by A. J. Baracket, project engineer, FTL, Nutley, N. J.

Noise in a flying-spot-scanner television signal arises from shot effect in the photocathode current or electron multiplier, from thermal emission in the phototube, and from thermal agitation and shot effect in the video-frequency amplifier. It is shown that only shot noise in the high lights and shot noise as well as thermal emission in the low lights are important in the photomultiplier type of pickup. Taking into consideration the spectral characteristics of the light source and the spectral response of the phototube, relations between the luminance at the flying-spot light source and the necessary optical efficiency are derived for a certain minimum standard signalto-noise ratio. The optical efficiency is a function of the transmission factor, the effective aperture, and the magnification. Evidence based on subjective tests points to (Continued on page 158)



# WXEL is the TV BASEBALL STATION in CLEVELAND!

Get set for another season of top entertainment . . . and top ratings . . . on WXEL, the TV baseball station in Cleveland. While the Indians are delivering the home runs, WXEL delivers the audience . . . assures you of "the best buy in town". It's another Pennant Winner in getting the most for your television advertising dollar.



April 16, 1951 • Page 155



# Ten million?... Forty million?

Take your cue from the advertisers who cleaned up last summer with an average rating of 24.5 on NBC summer television.

This year the opportunity is even greater:

**40,000,000 individual viewers** — and their predominant summer pastime will be television (research proves it) . . .

a record fourteen million TV sets — double last summer's total and almost three times the circulation of the nation's largest magazine . . .

**lusty ratings** — in television, sets in use stay just about as high during summer as in other seasons. (Straw hat advertisers on NBC-TV reached *seven* households in the summer months for every *six* they had reached in the previous quarter of 1950).

Where else in advertising can you find a mass medium that delivers more in summer? And for less money.

These are facts. Just off the press is an NBC presentation which shows in a dozen different ways why you stand to clean up with an NBC straw hat program. Send for it today — start covering two-thirds of the national market by the Fourth of July!

# NBC Summer Television

# SUMMER SALE

Here's just a sample of the wonderful summer buys from which you can take your pick—shows that will be second to none in audience and dollar-for-dollar economy: Ben Blue's Barn Theatre The Doodles Weaver Show The Clock Cameo Theatre Dorothy Kilgallen and Dick Kollmar John Cameron Swayze's Scrapbook Bill Stern's Sport Show Vacation Wonderlands NBC Summer Theatre

# Stadium Concerts The Ernie Kovacs Show

An NBC Television salesman will give you a complete list, with program descriptions, prices and details of the brand new Straw Hat Incentive Plan. Call NBC-TV sales offices in New York, Chicago, Detroit and Hollywood.

# this summer?



In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

★ Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.



### REPRESENTING

| BirminghamWBRC-TV     |
|-----------------------|
| ColumbusWBNS-TV       |
| HollywoodKTTV         |
| New OrleansWDSU-TV    |
| OmahaWOW-TV           |
| RichmondWTVR          |
| Sait Lake CityKDYL-TV |
| SeattleKING-TV        |

# Summary of Papers (Continued from page 155)

a minimum standard S/N of 40 decibels in the high lights. It is shown that for a P-15 phosphor and a photo multiplier having an S-4 response, the effective aperture of the optical system need be no better than f:11. Substantiating data are presented from measurements taken on the Federal 35A flying-spot-scanner.

### BASIC LABOR RELATIONS PROB-LEMS FOR ENGINEERS

by Richard P. Doherty, NARTB director of employe-employer relations

The "X" quantity in the formula for high engineering standards in every radio and TV station is good labor relations among the engi-neering staff. What are some of the basic principles of sound employer-employe relations? How can we improve the efficiency of engineering manpower, reduce turnover and settle grievances? Can management-and should management-discuss issues with unionized employes? What concepts motivate union demands? What is the secret of union-management harmony? The management effectiveness of chief engineers and engineering supervisors depends, - in large measure, upon their understanding and applying the answers to these personnel questions.

### ANCILLARY SERVICES OF FM

by John V. L. Hogan, president, Hogan Labs Inc., New York

The author will explain how the influence of an FM station may be increased by rendering additional broadcast services to supplement its regular aural programs. Among these extra services he will discuss simplex and multiplex store casting, transit casting, network relaying of FM sound programs, direct and network facsimile, and special services to aid in national defense.



Mr. Hobbs

# A MODERN 55 KW SHORTWAVE BROADCAST TRANSMITTER

Mr. Hogan

by James L. Hollis, project englaneer, Collins Radio Co., Cedar Rapids, Iowa

This paper will describe a recently developed 35 kw AM transmitter for operation in the international broadcast channels between 4 and 26 mc. It features continuously variable servo positioned tuning, parallel medium power tubes, and complete air cooling. This talk will emphasize the modulator, a new design utilizing low mu triodes and a direct coupled driver, and point out the circuit features which assure a distortion figure of 1% or less.

ANNUAL BANQUET WEDNESDAY, 7:00 p.m. GRAND BALLROOM

# FCC DENIES Experimental TV Requests

APPLICATIONS by broadcasting interests for experimental TV stations in the VHF band at Allentown-Easton, Pa., and the Pacific Northwest have been denied by FCC because of its policy to limit VHF tests to equipment makers and research labs.

Easton Pub. Co., operator of WEEX (FM) Easton, Pa., and Lehigh Valley Television Inc., Channel 8 applicant at Allentown, Pa., were the unsuccessful applicants for share-time experimental outlets on Channel 8 in that area. No programs were to be aired, FCC was told, with emphasis to be placed on testing the feasibility of directional antenna transmission in such a locality.

The Commission pointed out its newly revised TV allocation proposal [BROADCASTING • TELECAST-ING, March 26 et seq.] rejected use of directional arrays as part of its allocation principles, hence rendering moot the purpose of the experimentation.

Northwest Television Broadcasting Co., Portland, Ore., headed by J. Elroy McCaw and John Keating, owners of KYA San Francisco and KPOA Honolulu, was denied its bid for an experimental station to be operated in the area of Southwest Washington and Northeast Oregon on VHF channels 3, 6 and 10, to study wave propagation in the mountain area. Programs of KING-TV Seattle were to be rebroadcast.

FCC said this proposal would be "contrary to the express purposes" of its TV freeze "and the Commission's policy of not authorizing, directly or indirectly, even on a temporary or experimental basis, the construction of new television broadcast facilities in the VHF band." FCC continued:

band." FCC continued: In addition, your proposed research program would result in bringing VHF television service on a temporary basis and for a limited period to areas in which such television service is not presently available and where VHF service might not be received under the Commission's proposed new Table of Assignments. Such an effect may well be misleading and confusing to the public which might be induced to purchase VHF television receivers under the mistaken impression that VHF television service had commenced or would soon commence in these areas.

# Sylvania Promotion

INTENSIVE promotional activities at the local level are being launched by the radio and television division of Sylvania Electric Products (television sets) for the month of April. Television and radio spot announcements and minute movies are being supplied to dealers in a promotional kit which also includes black-and-white advertising assists.



PERSONNEL at four radio and TV stations have been cited by Sigma Delta Chi, national journalism fraternity, for distinguished service in American journalism during 1950. [BROADCASTING • TELECASTING, April 9].

They are Leo O'Brien and Howard Maschmeier of WPTR Albany, N. Y., for radio newswriting; WAVZ New Haven, Conn., for public service in radio journalism;





Mr. Maschmeier Mr. O'Brien

Jack E. Krueger, WTMJ-AM-TV Milwaukee, for radio reporting. Leonard Bartholomew, WGN-TV Chicago, earned a special award in radio-television reporting. The three distinguished service awards will be presented May 24 at a banquet in New York's Waldorf Astoria.

The most distinguished radiotelevision reporting of 1950 was voted unanimously to Mr. Kreuger at WTMJ-AM-TV for coverage of a Lake Michigan airplane disaster in June. The judging committee, including radio-TV Executives, cited the news show of Mr. O'Brien and Mr. Maschmeier on WPTR as "an outstanding example of an interpretative report of the day's news, in qualities of fairness and balance, clarity of style, soundness of reasoning, accuracy and maintenance of interest."

WAVZ was chosen for its public service in radio journalism, fillustrating that a relatively small, independent station operating in an atmosphere of direct competition, can perform an outstanding service to its community of listeners through establishment of a local news staff. WAVZ has shown courage in exercising its right to editorialize on the air, and in this fashion, too, has contributed to a better informed public. . . . Mr. Bartholomew, a cameraman for WGN-TV, earned the radio-TV reporting citation for his exclusive filming of a Chicago streetcar accident in which 33 persons died.

The Radio Committee which judged the 1950 radio-TV entries included: Robert K. Richards, NARTB director of public affairs, chairman; Theodore Koop, director of news and public affairs, CBS Washington office; William R. Mc-Andrew, general manager, WRC-AM-FM-WNBW(TV)-NBC Washington; Howard Kany, Associated Press radio, and Al Harrison, United Press radio.

| REAKDOWN | and | analysis of | the  | television  | product | groups | will   | be | found | OD  | the  | following  | Dages: |
|----------|-----|-------------|------|-------------|---------|--------|--------|----|-------|-----|------|------------|--------|
|          |     | anar or     | 0.10 | LCICTIOIOII | produce | Storbo | AA WEE | NC | round | 011 | CT C | TOTTO WIND | pageo. |

|   | BREAKDOWN and analysis of  | the | television product groups will be fou | 11 |
|---|----------------------------|-----|---------------------------------------|----|
|   | Agriculture & Farming      | 160 | Consumer Services 168                 |    |
|   | Apparel                    | 161 | Drugs & Remedies 168                  |    |
|   | Automotive                 | 161 | Entertainment & Amusements 168        |    |
|   | Aviation                   |     | Food & Food Products 168              |    |
| • | Beer, Wine & Liquor        | 164 | Gas, Lubricants, etc 170              |    |
|   | Building Materials, Etc.   | 166 | Horticulture 172                      |    |
|   | Confectionary, Soft Drinks | 166 | Household Equip. & Supplies 172       |    |
|   |                            |     |                                       |    |

# '50 TV TIME SALES

IN 1950 the television industry sprouted 10 new stations (attaining the maximum of 107 assigned before the FCC freeze) and tripled its total times sales.

In 1951 the sales curve is still rising but not at the spectacular rate of 1950. What has happened is that many a station has its desirable time sold out. The next big jump in sales volume awaits the lifting of the freeze and the installation of more stations.

An FCC report of three weeks ago [BROADCASTING • TELECASTING, April 2] placed total television revenue, including sale of time, talent, programs and studio rentals, at \$105.8 million for 1950, three times the \$34.3 million of 1949.

Of these total revenues, BROAD-CASTING • TELECASTING's research department estimates that net time sales for television networks contributed \$35,908.000 and net spot time sales, \$18,109,000. Local advertising is estimated at \$29,755,-000. Total net time sales for 1950: \$83,772,000.

### Queries Stations

To determine the types of products placing spot business, BROAD-CASTING • TELECASTING queried TV stations. The survey disclosed that the biggest spot advertisers on TV in 1950 were, in order of the size of their expenditures: Beer & Wine; Food & Food Products; Smoking Materials; Jewelry, Optical Goods & Cameras; Soaps, Cleansers & Polishes; Gasoline, Lubricants & Fuel; and Automotive, Auto Accessories & Equipmentall of which spent more than \$1 million each.

According to Publishers Information Bureau figures, the biggest spending product groups in network television for 1950 were: Food & Food Products; Smoking Materials; Automotive, Auto Ac-cessories & Equipment; Toiletries & Toilet Goods; and Radios, TV Sets, Phonographs, Musical Instruments & Accessories.

One measurement of the growth of TV in 1950 can be taken from a comparison between the total number of spot advertisers at the end of 1950 and the end of the previous year.

According to an analysis of the Rorabaugh Reports on Teleivsion Advertising, there were 427 users of spot TV in a sample week of December 1949. The number had

| STOT TELEVISION REVENUE                          | DI TRODUCI        | 940013  |                   |         |
|--------------------------------------------------|-------------------|---------|-------------------|---------|
|                                                  |                   | % Totol |                   | % Total |
|                                                  | \$ 1950           | 1950    | \$ 1949           | 1949    |
| 1. Agriculture & Farming                         |                   |         | 25,800            | 0.3     |
| Appendi Features & Asses                         | 100 684           |         |                   |         |
| 2. Apparel, Footwear & Acces.                    | 108,654           | 0.6     | 387,000           | 4.5     |
| 3. Automotive, Auto Acces. & Equip.              | 1,231,412         | 6.8     | 1,204,000         | 14.0    |
| 4. Aviation Acces. & Equip.                      |                   |         | • • • • • • • • • |         |
| 5. Beer, Wine & Liquar                           | 3,440,710         | 19.0    | 774,000           | 9.0     |
| 6. Building Materials & Fixtures                 | 18,109            | 0.1     | 34,400            | 0.4     |
| 7. Confectionery & Soft Drinks                   | 724,360           | 4.0     | 395,600           | 4.6     |
| 8. Consumer Services                             | 72,436            | 0.4     | 249,400           | 2.9     |
| 9. Drugs & Remedies                              | 452,725           | 2.5     | 60,200            | 0.7     |
| 10. Entertainment & Amusements                   |                   | *       | 34,400            | 0.4     |
| 11. Food & Food Products                         | 2,263,625         | 12.5    | 1,066,400         | 12.4    |
| 12. Gas, Lubricants & Fuels                      | 1,448,720         | 8.0     | 86,000            | 1.0     |
| 13. Horticulture                                 | 18,109            | 0.1     | 17,200            | 0.2     |
| 14. Household Equipment                          | 434,616           | 2.4     | 473,000           | 5.5     |
| 15. Household Furnishings                        | 561,379           | 3.1     | 86,000            | 1.0     |
| 16. Industrial Materials                         | -                 | *       | 43,000            | 0.5     |
| 17. Insurance & Banks                            | 90,545            | 0.5     | 34,400            | 0.4     |
|                                                  |                   | 10.6    | 1,315,800         | 15.3    |
| 18. Jewelry, Optical Goods & Cameras             | 1,919,554         | 10.0    |                   |         |
| 19. Office Equip., Stationery & Writing Supplies | • • • • • • • • • |         | • • • • • • • • • | • • • • |
| 20. Political                                    |                   |         |                   |         |
| 21. Publishing & Media                           | 162,981           | 0.9     | 68,800            | 0.8     |
| 22. Radios, TV Sets, Phonographs, Musical        |                   |         |                   |         |
| Inst. & Acces.                                   | 525,161           | 2.9     | 232,200           | 2.7     |
| 23. Retail Stores & Shops                        | 72,436            | 0.4     | 438,600           | 5.1     |
| 24. Smoking Materials                            | 2,154,971         | 11.9    | 937,400           | 10.9    |
| 25. Soaps, Cleansers & Polishes                  | 1,448,720         | 8.0     | 86,000            | 1.0     |
| 26. Sporting Goods & Toys                        | 90,545            | 0.5     | 34,400            | 0.4     |
| 27. Toiletries                                   | 507,052           | 2.8     | 68,800            | 0.8     |
| 28. Transportation, Travel & Resorts             |                   | *       | 34,400            | 0.4     |
| 29. All Others                                   | 362,180           | 2.0     | 412,800           | 4.8     |
|                                                  |                   |         |                   |         |

SPOT TELEVISION REVENUE BY PRODUCT GROUPS

\* Less than 0.1% of total. Figures here represent net time sales, after discounts and allowances, and are based on a BROADCASTING • TELECASTING survey.

| GROSS TV NETWORK TIME SALES BY PRO                                            | DUCTS GROUPS                            |           |
|-------------------------------------------------------------------------------|-----------------------------------------|-----------|
|                                                                               | 1950*                                   | 1949      |
| 1. Agriculture                                                                | 9,908                                   | 4.275     |
| 2. Apparel, Footwear & Access.                                                | 900,925                                 | 284,801   |
| 3. Automotive, Automotive Access. & Equip.                                    | 5,325,447                               | 1,546,287 |
| 4. Aviation, Aviation Equip. & Access.                                        |                                         |           |
| 5. Beer, Wine & Liquor                                                        | 1,600,960                               | 291,429   |
| 6. Building Materials                                                         | 91,290                                  |           |
| 7. Confectionery & Soft Drinks                                                | 1,838,838                               | 188,309   |
| 8. Consumer Services                                                          | 248,735                                 | 66,890    |
| 9. Drugs & Remedies                                                           | 391,815                                 | 242,718   |
| 10. Entertainment & Amusements                                                | 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 |           |
| 11. Food & Food Products                                                      | 6,602,029                               | 1,331,987 |
| 12. Gasoline, Lubricants & Other Fuels                                        | 1,515,666                               | 670,544   |
| 13. Horticulture                                                              | 1,140                                   | 427 010   |
| 14. Household Equipment                                                       | 2,652,697                               | 457,218   |
| 15. Household Furnishings                                                     | 2,090,020                               | 627,848   |
| 16. Industrial Moterials<br>17. Insurance                                     | 1,248,810<br>79,450                     | 11,643    |
|                                                                               | 492.689                                 | 105,057   |
| 18. Jewelry, Optical Goods & Cameras                                          | 62,825                                  | 21,700    |
| 19. Office Equipment, Stationery & Writing Supplies<br>20. Publishing & Media | 152,401                                 | 131,063   |
| 21. Radios, TV Sets, Phonographs, Musical Instruments & Acco                  |                                         | 1,254,977 |
| 22. Retail Stores                                                             | 83,575                                  | 19,575    |
| 23. Smoking Materials                                                         | 6,250,180                               | 2,290,408 |
| 24. Soaps, Cleansers & Polishes                                               | 863,395                                 | 107,310   |
| 25. Sporting Goods & Toys                                                     | 108,340                                 | 88,535    |
| 26. Toiletries & Toilet Goods                                                 | 4,183,194                               | 914,750   |
| 27. Transportation, Travel & Resorts                                          |                                         |           |
| 28. Miscellaneous                                                             | 435,217                                 | 40,851    |
| Source: Publishers Information Bureau                                         | ~                                       |           |

\*A8C, CBS, NBC only, DuMont not reporting. Figures here are compiled by Publishers Information Bureau and represent gross billings, before deductions for frequency discounts and allowances.

|     | COMPARATIVE                            |      |         | IN TV BY PRODUCTS GROUPS        |      |         |
|-----|----------------------------------------|------|---------|---------------------------------|------|---------|
|     |                                        |      | Network |                                 |      | Network |
|     |                                        | (%   | (%      |                                 | . (% | _(%     |
|     |                                        | Net) | Gross)  |                                 | Net) | Gröss)  |
| 1.  | Agriculture & Farming .                |      | *       | 17. Insurance & Banks           | 0.5  | 0.3     |
| 2.  | Apparel, Footwear & Access,            | 0.6  | 2.2     | 18. Jewelry, Optical Goods      |      |         |
| 3.  | Automotive, Auto Access                |      |         | & Cameras                       | 10.6 | 1.2     |
|     | & Equip.                               | 6.8  | 13.1    | 19. Office Equip., Stationery   |      |         |
| 4.  | Aviation Access. & Equip               |      | *       | & Writing Supplies              | *    | 0.2     |
|     | Beer, Wine & Liquor                    | 19.0 | 3.9     | 20. Political                   | ٠    | *       |
|     | Building Materials &                   |      |         | 21. Publishing & Media          | 0.9  | 0.4     |
| ••• | Fixtures                               | 0.1  | 0.2     | 22. Radios, TV Sets, Phonograph | 15,  |         |
| 7.  | <b>Confectionery &amp; Soft Drinks</b> | 4.0  | 4.5     | Musical Inst. & Acces.          | 2.9  | 8.3     |
|     | Consumer Services                      | 0.4  | 0.6     | 23. Retail Stores & Shops       | 0.4  | 0.2     |
|     | Drugs & Remedies                       | 2.5  | 1.0     | 24. Smoking Materials           | 11.9 | 15.4    |
|     | Entertainment & Amusement              |      | *       | 25. Soaps, Cleansers & Polishes | 8.0  | 2.1     |
|     | Food & Food Products                   | 12.5 | 16.3    | 26. Sporting Goods & Toys       | 0.5  | 0.3     |
|     | Gas, Lubricants & Fuels                | 8.0  | 3.7     | 27. Toiletries                  | 2.8  | 10.3    |
|     | Horticulture                           | 0.1  | *       | 28. Transportation, Travel &    |      |         |
|     | Household Equipment                    | 2.4  | 6.5     | Resorts                         | .*   |         |
|     | Household Furnishings                  | 3.1  | 5.1     | 29. All Others                  | 2.0  | 1.1     |
|     | Industrial Materials                   | *    | 3.1     | * Less than 0.1% of total.      |      |         |
|     |                                        |      |         |                                 |      |         |

# Triple '49; Still Going Up in '51

Household Furnishings ..... 173 Industrial Materials ..... 173

Insurance ..... 173 Jewelry, etc. ..... 174

Miscellaneous ..... 180

Office Equip. & Stationery ... 174

Publishing & Media ..... 174

risen to 880 a year later.

With increasing .numbers of sponsors endeavoring to buy greater quantities of time, television in 1950 was obliged to open daytime schedules, which were almost a novelty in 1949.

Radios, TV Sets, Phonos, etc. 176

Retailers ..... 176 Smoking Materials ..... 177

Soap and Cleansers ..... 178

Sporting Goods ..... 178

Toiletries ..... 179

Travel & Resorts ..... 179

Indeed the increase in daytime TV advertising outstripped the volume increase of the medium as a whole.

Daytime spot users increased from 128 in an average week in January 1950, to 589 during the average week of December, according to Rorabaugh figures.

### **Daytime Increase**

Network daytime schedules developed rapidly too.

Ten of the 72 (13.9%) TV netpork advertisers in January 1950 bought davtime periods or participations. In December the total number of network clients had increased to 165, and 39 of them (23.6%) were using daytime schedules.

The rapid increase in the quantity of daytime television advertising was in contradiction of forecasts of several years ago, when it was believed that housewives could not spare the time from household chores to watch television. How wrong that prediction was received emphatic acknowledgement by James E. Hanna, vice president in charge of radio-television, N. W. Ayer & Son, speaking before the spring meeting of the Assn. of National Advertisers [BROADCASTING • TELECASTING, April 2].

"Gentlemen, I have news for you," said Mr. Hanna. "It appears that the American housewife has time to do just about anything she wants to do."

So far, 1951 has shown a continuation of the trends of 1950, including the increase in daytime operations. Generally, this year promises to be good.

Despite earlier fears that TV set production-the most important factor in the present stage of expanding television service-would be severely arrested by the conversion of plant facilities to military work, the volume of sets rolling off the lines remains high.

As of last week there were nearly 12 million television sets in operation. Estimates of the total that will be distributed by the end of (Continued on page 160)

# Class 1:

**TELEVISION** has not yet become a major factor in reaching the prosperous rural market. Only network advertiser listed is Allis-Chalmers Mfg. Co., for a special farm show.

Spread of TV to all 48 states when the FCC video freeze is ended will bring renewed interest in this neglected field. Relativ farmers have TV sets in number of states. On t hand there are some state a primary or marginal s available to most of the far lation.

# **Beamed Shows**

Some video stations hav mented with programs be the farm audience. While

Star-Studded Setting

For Your TV Spot

| vely few<br>a large<br>he other<br>es where<br>signal is<br>em popu-<br>e experi-<br>amed at<br>a num- |                                                                                                                                                                                           | ******                                    |  |  |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|--|--|
|                                                                                                        | ber of advertisers featuring prod-<br>ucts bought by farmers have been<br>using TV, they do not come under<br>the Class 1 category. Question<br>arises whether TV will occupy as          | influence<br>whereas<br>its domin<br>Soon |  |  |
|                                                                                                        | prominent a place as radio in the<br>daily life of the farmer, who is<br>accustomed to listening while he<br>works in the barn or other location.<br>TV is expected to exert its greatest | TV I                                      |  |  |
|                                                                                                        |                                                                                                                                                                                           | RECOM                                     |  |  |

CLASS 1. AGRICULTURE & FARMING

Advertiser, program and agency

"National Farm & Home Hour" Bert S. Gittins Adv.

Source: Publishers Information Bur

ALLIS-CHALMERS MFG. CO.

LEADING TV NETWORK ADVERTISERS

Product

SNADER TELEscription OTLIGH

Lionei

Hamptor

# WBNS-TV Columbus

REV

Mel

Participation program 6:00 to 6:30 p.m.

Here's top show talent . . . a variety half-hour of big name acts from the Snader Telescription Library. Patricia Morison, Peggy Lee, King Cole Trio, Lionel Hampton and dozens of other stars are featured in 31/4 minute movies of singing, dancing, musical novelty acts for TV production.

Put the spotlight on your sales message with this outstanding WBNS-TV participation program. Or, let us custom build your own show from the Snader Telescription Library of top-quality acts offered exclusively in Columbus over WBNS-TV.



|   |   |   | Λ              | <b>o</b> . | 1     |
|---|---|---|----------------|------------|-------|
| • | • | • | AOT            | PICII      | lture |
| Ŷ | • | Ŷ | <b>^ ^ S *</b> |            |       |

NETWORK 1950 \$ 9,908 SPOT 1950 1949 4.275 (Net) 1949 (Gross) Network No. of Stations Hours per Week 1950 \$ 9,908 Farm Machinery NBC-43-1 (One Time)

25,800\*

1949

S 4,275

on the farmer at night, radio will fight to maintain nance in the davtime. o appear will be results

# MPAĽI Cited by Press Firm

MENDING television and Sunday comic strips as the strongest team for reaching the greatest audience, Metropolitan Sunday Newspaper Inc., which services 43 newspapers throughout the country, ran full-page ads in the New York Times and the New York Herald Tribune. The advertisement said:

To advertisers, in a time of changing values, television and Sunday comics make the soundest investment combination. Each, in its way, not only reaches but captures the customer's mind. And between the two, you get the broadest possible coverage of America's markets.

Citing the "bombardment" of the public through increasing advertising media, and that "the human could not absorb "every mind"

# **TV Time Sales**

(Continued from page 159) the year run to better than 16 million.

Network and station time charges naturally increased with the growth of the TV audience in 1950. The majority of stations hiked their rates, some by large margins.

Television costs, although rising, still were economical in terms of advertising pay-off, a fact to which the growing number of advertisers using the medium attests.

Such grumbling as there was over television cost was directed more at the high costs of talent and production than at the price of time.

#### No Quick Thawing

Although the FCC has taken the first steps to lift the freeze on TV station building, the probability is that the process of thawing cannot be completed soon enough to add any stations this year to the 107 now on the air.

Judging by the record of 1950, and the indications to date of 1951, this year ought to be a good one for most, if not all, the 107 stations and the networks which serve most of them.

of a federal survey showing that TV is an exceedingly efficient means of instructing rural people in new ways to do things.

course of this intellectual feast," it went on to say that "with this glut of media, advertising values have begun to change." Magazines, it said, are "read more swiftly"; radio "is listened to with a progressively deafened ear."

"But advertising values are not necessarily declining. Out of air not so thin as we had imagined has come the remarkable, new medium of television," it said.

Television and comics, the advertisement concluded, "make America's strongest advertising team."

Although Fred Reinhart, company promotion director, declined to say in how many newspapers the ad would be run, he said it would "certainly reach the attention of everyone throughout the country even remotely connected with placing advertising.'

# **KEYL ADDITIONS** New Studio, Office Space

ADDITIONAL space for offices and studios has been acquired by KEYL (TV) San Antonio, W. D. Rogers Jr., vice president and general manager, has announced. New offices are located in the mezzanine floor of the Transit Tower Bldg. directly above the first floor offices, which, in addition to the 28th floor, have housed the station.

The 3,250 ft. of new space was planned and decorated by Dixie Shelton O'Leary, KEYL staff artist and interior decorator. Design is modern and coordinated in the style of the original station.

Located in the new area are departmental offices for program, film and engineering with separate space for heads of these departments as well as traffic, continuity, art and publicity. Also included are a studio, dressing rooms for performers, photo lab and duplicating workroom. New studio is located above and facing into the original studio and will be used for rehearsal and for smaller productions.

The facilities were needed because of the increase in personnel and programming time, according to Mr. Rogers, who added that the space will greatly expedite and simplify KEYL's operation.

| Advertiser, program and agencyProductNetwork<br>No. of StationsINTERNATIONAL SHOE CO.Hours per WeekINTERNATIONAL SHOE CO.''Iutky Doddy''''Howdy Doddy''ShoesHenri, Hurst & McDonald''Iutky Pup''<br>AugDec.)''Iutky Pup''CBS-8-1/2<br>CBS-8-1/2Hong & Provandie Inc.''Iutky Pup''<br>AugDec.)Hong & Provandie Inc.''Iutky Pup''<br>AugDec.)Best FOOD's INC.Shinola Shoe Polish,<br>AugDec.)Best FOOD's INC.Shinola Shoe Polish,<br>(AprJun.)Best FOOD's INC.Shinola Shoe Polish,<br>(MarJun.)Best FOOD's INC.Shinola Shoe Polish,<br>(MarJun.)GENERAL SHOE CORP.Shoes''Acrobat Ranch''<br>Ruthrauff & RyanShoesGRIFFIN MFG. CO. INC.Shoe Polish<br>(MarJun.)Pierce Inc.<br>BROWN SHOE CO, INC.Shoes''Paul Whiteman TV Teen Club''<br>Bermingham, Castleman &<br>(MarJun.)Pierce Inc.<br>''ShoesNBC-13-1/2<br>(MarJun.)BROWN SHOE CO, INC.Shoes''ShoesNBC-13-1/2<br>(MarJun.) | POT 1950<br>let) 1949 | \$108,654*<br>387,000* |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------------------------|
| Advertiser, program and agency     Product     Hours per Week       INTERNATIONAL SHOE CO.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       |                        |
| "Howdy Doody"     Shoes     NBC-49-1/4<br>(Jan-May;<br>Aug_Dec.)       Wenri, Hurst & McDonald     Aug_Dec.)       "Uucky Pup"     CB5-8-1/2       Hoog & Provandie Inc.     CB5-8-1/2       "Super Circus"     Weather-Bird Shoes     ABC-35-1/2       Nenri, Hurst & McDonald     (AprJun.;<br>Aug_Dec.)       BEST FOODS INC.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1950                  | 1949                   |
| Henri, Hurst & McDonald       (JanMay;<br>AugDec.)         'Lucky Pup"       CB3-8-1/2         Hoag & Provandie Inc.       'Super Circus"         'Super Circus"       Weather-Bird Shoes       ABC-35-1/2         Hunri, Hurst & McDonald       (AprJun.;<br>AugDec.)       AugDec.)         BEST FOODS INC.       'AugDec.)         'Penthouse Party"       Shinola Shoe Polish,<br>Barle Ludgin & Co.       ABC-23-1/2         KNOMARK MFG. CO.       ''       ''         ''Bind Date"       Esquire Boot Polish       ABC-27-1/2         ''Bind Date"       Esquire Boot Polish       ABC-27-1/2         ''Acrobat Ranch"       Shoes       ABC-36-1/2         Yathrauff & Ryan       Shoes       ABC-36-1/2         GRIFFIN MFG. CO. INC.       ''       ''         ''Barningham, Castleman & Prisce Inc.       Shoe Polish       ABC-11-1/2         Bermingham, Castleman & Prisce Inc.       Shoes       ABC-11-1/2         BROWN SHOE CO. INC.       ''       Shoes       NBC-13-1/2                                                                                                                       | \$ 381,205            | \$ 46,440              |
| Lucky Pup"       AugDec.)         Hoag & Provandie Inc.       CB5-8-1/2         "Super Circus"       Weather-Bird Shoes       ABC-35-1/2         Hunri, Hurst & McDonald       AugDec.)       AugDec.)         BEST FOODS INC.       Yeanhouse Party"       Shinola Shoe Polish, ABC-28-1/2         Yeanhouse Party"       Shinola Shoe Polish, ABC-28-1/2       AUgDec.)         Earle Ludgin & Co.       Rit Tints & Dyes       (SeptDec.)         KNOMARK MFG. CO.       Esquire Boot Polish       ABC-27-1/2         Emil Magul Co.       (MarJun.)       (MarJun.)         GENERAL SHOE CORP.       Khowas ABC-36-1/2       (MarJun.)         GENERAL SHOE CORP.       Shoes       ABC-36-1/2         "Acrobat Ranch"       Shoes       ABC-11-1/2         Germingham, Castleman & (MarJun.)       Firere Inc.       Shoe Polish         "Paul Whiteman TV Teen Club"       Shoe Polish       ABC-11-1/2         Bermingham, Castleman & (MarJun.)       Pierce Inc.       BROWN SHOE CO. INC.         "Smilin' Ed McConnell"       Shoes       NBC-13-1/2                                                    | 165,728               | 46,440                 |
| toag & Provandie Inc.     Yuger Circus"     ABC-35-1/2       'Super Circus"     (AprJun.;<br>AugDec.)       BEST FOODS INC.     Yenthouse Party"       'Senthouse Party"     Shinola Shoe Polish,<br>arfe Ludgin & Co.     ABC-28-1/2       'Sind Date"     Esquire Boot Polish,<br>'MarJun.;<br>AugDec.)     ABC-27-1/2       'Sind Date"     Esquire Boot Polish     ABC-27-1/2       'Sind Magul Co.     (MarJun.)     GENERAL SHOE CORP.       'Acrobat Ranch"     Shoes     ABC-36-1/2       Ruthrauff & Ryan     Shoes     ABC-11-1/2       Germingham, Castleman &<br>Brown Shoe Polish     ABC-11-1/2       Bermingham, Castleman &<br>BROWN SHOE CO. INC.     Shoes     NBC-13-1/2                                                                                                                                                                                    | 110.0/0               |                        |
| 'Super Circus''     Weather-Bird Shoes     ABC-35-1/2       Honri, Hurst & McDonald     (AprJun.;<br>AugDec.)       BEST FOODS INC.     ************************************                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 110,260               |                        |
| AugDec.)     AugDec.)       BEST FOODS INC.     ************************************                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 105,217               |                        |
| BEST FOODS INC.<br>'Penthouse Party'' Shinola Shoe Polish, ABC-28-1/2<br>iarle Ludgin & Co. Rit Tints & Dyes (SeptDec.)<br>(NOMARK MFG. CO.<br>'Blind Date'' Esquire Boot Polish ABC-27-1/2<br>mil Magul Co.<br>GENERAL SMOE CORP.<br>'Acrobat Ranch'' A gran<br>GRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club'' Shoe Polish ABC-36-1/2<br>(AugDec.)<br>GRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club'' Shoe Polish ABC-11-1/2<br>Bermingham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |                        |
| tarle Ludgin & Čo. Rit Tints & Dyes (SeptDec.)<br>(NOMARK MFG. CO.<br>Blind Date" Esquire Boot Polish ABC-27-1/2<br>imil Magul Co. (MarJun.)<br>SENERAL SHOE CORP.<br>'Acrobat Ranch" Shoes ABC-36-1/2<br>Uthrauff & Ryan (AugDec.)<br>SRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club" Shoe Polish ABC-11-1/2<br>Sermingham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.<br>'Smilin' Ed McConnell" Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | \$ 112,020            |                        |
| KNOMARK MFG. CO.       Esquire Boot Polish       ABC-27-1/2         'Blind Date"       Esquire Boot Polish       ABC-27-1/2         'Blind Date"       (MarJun.)         GENERAL SMOE CORP.       (MarJun.)         'Acrobat Ranch"       Shoes       ABC-36-1/2         'Acrobat Ranch"       (AugDec.)         GRIFFIN MFG. CO. INC.       (AugDec.)         'Paul Whiteman TV Teen Club"       Shoe Polish       ABC-11-1/2         Perce Inc.       (MarJun.)         'BROWN SHOE CO. INC.       'Shoes       NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |                        |
| 'Blind Date''     Esquire Boot Polish     ABC-27-V2<br>(MarJun.)       SENERAL SMOE CORP.     (MarJun.)       'Acrobat Ranch''     Shoes     ABC-36-V2<br>(AugDec.)       SRIFFIN MFG. CO. INC.     (AugDec.)       'Paul Whireman TV Teen Club''     Shoe Polish     ABC-11-V2<br>(MarJun.)       Bermingham, Castleman &<br>Pierce Inc.     (MarJun.)       'BROWN SHOE CO. INC.     ''       'SmOWN SHOE CO. INC.     ''                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                       |                        |
| Emil Magul Co. (MarJun.)<br>GENERAL SHOE CORP.<br>'Acrobat Ranch" Shoes ABC-36-1/2<br>Ruthrauff & Ryan (AvgDec.)<br>GRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club" Shoe Polish ABC-11-1/2<br>Bermingham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.<br>'Smilin' Ed McConnell" Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | \$ 97,737             |                        |
| GENERAL SHOE CORP.<br>'Acrobat Ranch'' Shoes ABC-36-1/2<br>(AugDec.)<br>GRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club'' Shoe Polish ABC-11-1/2<br>Berningham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.<br>'Smilin' Ed McConnel('' Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |                        |
| Ruthrauff & Ryan (AugDec.)<br>SRIFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club'' Shoe Polish ABC-11-1/2<br>iermingham, Castleman & (MarJun.)<br>Pierce Inc.<br>SROWN SHOE CO. INC.<br>'Smilin' Ed McConnell'' Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | \$ 84,090             |                        |
| GRIFFIN MFG. CO. INC.<br>'Paul Whiteman TV Teen Club'' Shoe Polish ABC-11-1/2<br>Berningham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.<br>'Smilin' Ed McConnel('' Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                       |                        |
| 'Paul Whiteman TV Teen Club''     Shoe Polish     ABC-11-1/2       Jermingham, Castleman &     (MarJun.)       Pierce Inc.     .       SROWN SHOE CO. INC.     .       'Smilin' Ed McConnell''     Shoes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |                        |
| Bermingham, Castleman & (MarJun.)<br>Pierce Inc.<br>BROWN SHOE CO. INC.<br>'Smilin' Ed McConnell'' Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | \$ 77,280             |                        |
| 'Smilin' Ed McConnell'' Shoes NBC-13-1/2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | \$ 59,850             |                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                        |
| Leo Burnett Co. Inc. (AugDec.)<br>Source: Publishers Information Bureau * BROADCASTIN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       | [ING estimate          |

lass 2:

VAST expansion of TV time purchases in this category kept pace with other commodity groups that turned to the visual medium in 1950.

Though material shortages and military purchases posed a prob-lem for these items, their TV time purchases continued heavy this year and continued the rate of expansion that characterized 1950.

Not all the TV buyers in the category are shown in the above table, which simply represents the six leading network video advertisers. One of the major shoe companies, Florsheim Shoe Co., sponsored quarter-hour football predictions during the autumn on the ABC network, its bill for time totaling \$25,160.

Gotham Hosiery Co. sponsored a one-timer, the Easter Parade on ABC, with a time charge of \$3,100. Griffin Mfg. Co. carried the Paul Whiteman TV Teen Club on ABC March through June, spending \$77,280. Maiden Form Brassiere

ass

Co., another feminine apparel advertiser, sponsored Vanity Fair on CBS January through July at a cost of \$16,800.

Celanese Corp., maker of rayon fabrics, sponsored autumn TV spots on 25 stations in 14 markets for a 13-week period. The film spots allowed time and space for local insertions by a retail store in each city. Cluett, Peabody & Co. became interested in TV spots for its Arrow menswear. Canadian Fur Corp. sponsored TV films and participations in the New York area.

### **Production Increase**

The \$3 billion-a-year shoe business was active in television as well as radio. A sharp upturn was indicated in shoe production early this year though fears of rationing were heard from time to time. Traditionally the shoe industry uses newspapers as the leading medium but TV is catching on rapidly. Growth of TV as a home entertainment medium has helped the sale of slippers and casual shoes.

In the menswear field TV presents a rather spotty situation. Retailer interest bordered on curiosity in some cases. On the other hand TV was widely used during National Hat Week, and a major New York retailer decided after a survey that "television is tremendous."

Larger stores are using TV more than smaller ones for promotion of women's apparel and accessories, with about half the major department stores (over \$50 million sales) buying telecasts. Every area with a TV signal is teeming with retailers who are using the medium, planning to use it, or wishing they were on the visual air. TV is the hottest advertising article in the women's apparel field. Its possibilities have been realized to a relatively small degree in view of the combined voice-eye appeal. Interest in daytime telecasting has been increasing in the last few months and it is deemed a natural for department stores.



In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television. \*

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.



#### REPRESENTING

| BirminghamWBRC-TV     |
|-----------------------|
| ColumbusWBNS-TV       |
| HollywoodKTTV         |
| New OrleansWDSU-TV    |
| Omaha                 |
| RichmondWTVR          |
| Salt Lake CityKDYL-TV |
| SeattleKING-TV        |

| spoken appeal with pictorial power. |
|-------------------------------------|
| Considerable stress was placed late |
| in the year on style aspects of new |
| models, which had been designed     |
| before danger of shortages in ma-   |
| terials developed. This, naturally, |
| enhanced the desirability of TV.    |

STYLE-CONSCIOUS auto manu-

facturers turned to television in a

big way last year to augment

### Ford Tops

Ford completely dominated the field of TV network advertisers in this classification with its \$2,037,-057 expenditure on a half-dozen or so different programs. Even Ford trucks came in for TV promotion. Automotive firms also bought TV spots in large quantities. Most intensive use of TV coincided with introduction of new models late in the year, visual and radio campaigns being combined in many cases to produce the greatest possible impact on the entire population.

In addition to the six top TV advertisers in the automotive field, the list of network video sponsors included Electric Auto-Lite Co., Suspense on ABC (\$264,666); Hudson Motor Car Co., Billy Rose Show on ABC. in the autumn (\$153,465); Nash-Kelvinator Corp., Nash Airflyte Theatre on CBS in the autumn (\$188,250).

Network TV schedule of the automotive group totaled \$5,325,447 during the year compared to \$1,-546,287 in 1949. A similar in-crease in use of spot television probably brought the total use of video by auto firms close to the \$10 million mark.

ultom

#### Shortage Factor

As was the case in the radio field, shortage of materials and price problems led to postponement or cancellation of some campaigns. Early fear that production would be cut to a fraction of expectation was not realized and production lines were running at unexpectedly

(Continued on page 164)



# NEW LINE

for Studio and Field that Increases TV Efficiency



Introduced only last year, this GPL equipment has already received wide industry acceptance for its flexibility, convenience and advanced design features. Developed for easy, attention-free operation, built with watchmaker's precision, the GPL line will do more, do it better, for years of dependable service. Write now for full details . . . act now for early deliveries.

# Compact Camera Chain Gives Improved Picture Control

Camera, control unit, power unit make up world's smallest, lightest broadcast chain. Improved picture quality with remote control iris, uniform focus adjustment for all lenses. Remote lens change, focus, pan and tilt also available. Simplified adjustments. Better accessibility. 8½" monitor tube.

TV CAMERA CHAINS-TV FILM CHAINS TV FIELD AND STUDIO EQUIPMENT THEATRE TV EQUIPMENT





# Single-Unit Sync Generator Requires No Adjustment

This unit, complete with power supply, is packaged for field use, may be removed from case for rack mounting. With binary counting circuits and pulse width controlled by delay lines, it provides circuit reliability better than present studio equipment and eliminates operator adjustments.



# Video Recordings of Live-Program Quality

Precision electronic shutter provides steady interlace and eliminates shutter bar. High-fidelity sound recorded on the film simultaneously. New vacuum gate camera runs continuously without emulsion pile-up. Telecast recording looks and sounds like a live show.



# Film Permanently Processed in 40 Seconds

The GPL Rapid Processor develops, rinses, fixes, washes, dries and waxes 16-mm film synchronously as it comes from the Recorder, or its own feed magazine. This facilitates rebroadcasts to other time zones. Operation is fully automatic, gives uniform, highest quality results.



studio or field cameras without special phasing, it makes transmission of motion pictures as simple as stills. Handles film features with results comparable to specialized iconoscope chains. Projects rear-screen effects. Projects commercials to cameras in the field, eliminating expensive studio stand-by facilities. For preview work, its synchronous motor simplifies sound scoring.-



sional 35-mm equipment.

Sharper, steadier pictures, finer

sound. Uniform illumination, ample light, with 100

foot-candles delivered to camera tube. May be used with any full-storage type film pick-up. Fully enclosed,

4,000 foot film magazine provides for 110 minutes of

continuous operation - an entire feature.



PLEASANTVILLE

# NEW YORK

# Automotive

# (Continued from page 161)

high levels during early 1951. Regional dealer groups in the auto field bought considerable time. This included such independents as Kaiser-Frazer dealers.

# CLASS 4. AVIATION, AVIATION ACCESSORIES & EQUIPMENT

There were no TV network or spot advertisers in this class in 1950.

# Low-Rent Units

PUBLIC housing tenants who would buy TV sets found a sturdy champion last week in John Ihlder, executive director, National Capital Housing Authority. He noted: "Only a few years ago there was an outcry against wage-earners owning automobiles. Later it was radios. Now it is television." Mr. Ihlder said a survey by his staff indicated that "not a very large number" of NCHA occupants owned TV Study was launched sets. after the Washington Home Builders Assn. had complained over the extent of television in low-rent units, he added.



SPOT5 your budget demands! \$50. With Audio We produce quality spots at prices nobody else can touch! 20 SECOND U We Give America's Fastest Service Tool We can deliver in 36 hours, S80. if need be. Through 32 years of specialized movie-making we have learned to deliver 1 MINUTE SPOTS high quality inexpensively \$150. and to pass the savings on to you. With Audio Write today for the File MACK story that tells you SLIDES how, why and what we can WITH deliver faster and for far LETTERING less money. \$5.



# CLASS 3. AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

| LEADING TV NETWORK ADV                             |                                | 950 \$ 5,325,447<br>949    1,546,287 | SPOT 1950<br>(Net) 1949 | \$1,231,412<br>1,204,000 |
|----------------------------------------------------|--------------------------------|--------------------------------------|-------------------------|--------------------------|
|                                                    |                                | Network                              |                         |                          |
| tration warmen and annear                          | Product                        | No. of Stations                      | 1950                    | 1949                     |
| dvertiser, program and agency                      | r roduct                       | Hours per Week                       | \$2.037.057             | \$ 443.7                 |
| DRD MOTOR CO.<br>Togst of the Town"                | Automobiles                    | CBS-40-1                             | \$2,037,057<br>688,810  | \$ 443,7<br>167,1        |
| enyon & Eckhardt                                   | Automobiles                    | CB3-40-1                             | 000,010                 | 107,1                    |
| Ford Theatre"                                      |                                | CBS-25-1                             | 169,500                 | 47,7                     |
| anyon & Eckhardt                                   |                                | (JanJun.;                            | •                       | •                        |
|                                                    |                                | SeptDec.)                            |                         |                          |
| Kukla, Fran & Ollie''                              | Autos & Trucks                 | NBC-46-1/2                           | 370,577                 |                          |
| Walter Thompson Ca.                                |                                | (FebJun.;                            |                         |                          |
| Kay Kyser's College of Musical Knowl-              |                                | AugDec.)<br>NBC-48-1                 | 783.330                 | 47.0                     |
| dge" & (Eff. JulSept.) "Ford Star<br>evue"         |                                |                                      | / 03,330                |                          |
| Walter Thompson Co.                                |                                |                                      |                         |                          |
| Actor's Studio''                                   |                                | CBS-14-1/2                           | 9,840                   |                          |
| Walter Thompson Co.                                |                                | (Two times)                          |                         |                          |
| Front Page"                                        |                                | CBS-9-1/2<br>(One time)              | 3,950                   |                          |
| Walter Thompson Co.<br>Super Circus''              |                                | ABC-15-1/2                           | 11,040                  |                          |
| soper circos                                       |                                | (Two times)                          | 11,040                  |                          |
| ENERAL MOTORS CORP.                                |                                | ((                                   | \$888,501               | \$664,5                  |
| Inside U.S.A."                                     | Automobiles                    | CBS-30-1/2                           | 36,690                  | 48,0                     |
| ampbell-Ewald Co.                                  |                                | (JanMar.)                            |                         |                          |
| Roller Derby"                                      | Chevrolet Motor Cars & Trucks  |                                      | 22,313                  | 24,1                     |
| ampbell-Ewald Co.                                  |                                | (JanApr.)                            | A14 744                 |                          |
| Chevrolet Television Theatre"<br>ampbell-Ewald Co. | Chevrolet Cars                 | NBC-42-1/2<br>(JanJun.)              | 210,708                 | 182,3                    |
| CBS News"                                          | Automobiles                    | CBS-11-11/4                          | 488,830                 | 170.:                    |
| P. Brother Co. Inc.                                | A diomobiles                   | (¾ weekly JanAug.)                   | 400,000                 | 170,                     |
| All American Game of the Week"                     | Pontiac Cars                   | ABC-38-1/2                           | 129,960                 |                          |
| icManus, John & Adams Inc.                         |                                | (SeptDec.)                           |                         |                          |
| HRYSLER CORP.                                      |                                |                                      | \$495,532               |                          |
| Treasury Men in Action"                            | Automobiles                    | ABC-36-1/2                           | 116,883                 |                          |
| IcCann-Erickson                                    |                                | (SeptDec.)                           |                         |                          |
| You Bet Your Life"                                 |                                | NBC-60-1/2                           | 204,810                 |                          |
| BDO                                                | Dodge Passenger Cars & Trucks  | (OctDec.)                            |                         |                          |
| Raller Derby World Series"<br>uthrauff & Ryan      | Dodde Lossender Cars & Hock    | (Jun. Only)                          | . 11,600                |                          |
| Showtime U.S.A."                                   |                                | ABC-44-1/2                           | 162,239                 |                          |
| uthrauff & Ryan                                    |                                | (OctDec.)                            | 104,437                 |                          |
| OODYEAR TIRE & RUBBER CO. INC.                     |                                |                                      | \$350,248               | \$56,8                   |
| Paul Whiteman Goodyear Revue"                      | Passenger Car Tires, Lifeguard | ABC-41-1/2                           | *****                   |                          |
| oung & Rubicem                                     | Tubes, Vinyfilm Products,      | (JanJul.;                            |                         |                          |
|                                                    | Others                         | OctDec.)                             |                         |                          |
| F. GOODRICH CO                                     |                                |                                      |                         |                          |
| B. F. Goodrich Celebrity Time"                     | Tires, Tubes, Other Rubber     | ABC-25-1/2                           | \$339,262               | \$132,                   |
| BDO                                                | Products                       | (JanMar.)                            | 67,377                  | 132,                     |
| Celebrity Time''<br>BDO                            | Tires                          | CBS-45-1/2<br>(AprJun.;              | 246,285                 |                          |
|                                                    |                                | OctDec.)                             |                         |                          |
| John Daly, News"                                   |                                | CBS-27-1/4                           | 25,600                  |                          |
| BDO                                                |                                | (AugSept.)                           |                         |                          |
| RESTONE TIRE & RUBBER CO.                          |                                |                                      | \$327,615               | \$144,8                  |
| Voice of Firestone"<br>weeney & James Co.          | Tires & Tubes                  | NBC-34-1/2                           | 4                       |                          |
| ource: Publishers Information Bureau               |                                | *0                                   | ROADCASTING • TELEC     | ASTING ANI               |

# Class 5: . . . Beer, Wine & Liquor

TELEVISION advertising in the Beer, Wine & Liquor category will likely reach a "new peak in 1951" according to a statement issued to BROADCASTING • TELECASTING by the United States Brewers Foundation.

In 1950 it is estimated expenditures for radio and television totalled more than \$10 million. A year-end count of known television users in 1949, including spot announcements, totalled 99 brewer sponsors. By the end of 1950 the list had grown to 160. Breweries during 1950 were among prime television sponsors of sports telecasts, with emphasis on baseball and boxing.

### **Cite Restrictions**

Breweries were naturally concerned with government restrictions due to the defense effort and made their prediction of increased business with the provision that interference with the normal processes of marketing not be too great. They watched with concern both the increase in federal excise tax on beer and proposed reduction in the availability of cans for the beverage. -

In addition to the users of television, listed in the attached network table, the following were among the many users of spot TV to promote their products:

Gunther Brewing Co., Baltimore, Md., sponsored basketball in its (Continued on page 166)



DINNER in Miami Beach launching the Florida branch of the DuMont distribution organization was held at the Shelburne Hotel March 27. Among those attending were (I to r) Dilton M. Chapman, Shelburne managing director; Col. Mitchell Wolfson, president, WTVJ (TV) Miami; Dr. Allen B. DuMont, head of Allen B. DuMont Labs; Lee Ruwitch, WTVJ president, and Mayor William Wolfarth of Miami.

# **TELEVISION SPOT ADVERTISERS IN 1950**

(Compiled from Rorabaugh Reports on Television Advertising)

|                                           |                                      |        | _      |               |                 |                 |                |          |                |                |                |         | -  |                                 |            |
|-------------------------------------------|--------------------------------------|--------|--------|---------------|-----------------|-----------------|----------------|----------|----------------|----------------|----------------|---------|----|---------------------------------|------------|
| Advertiser                                | Product                              | J      | N<br>F | Iun<br>D<br>M | ibe<br>uri<br>A | r o<br>ng<br>M  | f S<br>Ea<br>J | ich<br>J | tior<br>M<br>A | is<br>Ion<br>S | Use<br>th<br>O | ed<br>N | D  | Agency                          |            |
| Abbotts Dairy                             | Ice Cream                            |        | 3      |               | 3               | 3               | 3              | 3        | 3              | 3              | 3              | 4       |    | Richard A.<br>Foley             | A          |
| Acme Brewing<br>Co.                       | Beer                                 |        |        |               | 1               | 1               | 1              | 1        | 2              | 2              | 2              | 4       | 2  | Foote, Cone &<br>Belding        | A          |
| Action Toys<br>Adler,                     | Men's Shoes                          |        |        |               |                 |                 |                |          |                | 1              | 1              | 2       |    | Huber Hoge<br>Frederick-        |            |
| Herbert M.<br>Admiral Corp.               | Radios, TV<br>Sets                   | 6      | 1      | 1             | 1               | 3               | 4              | 4        | 3              | 2              | 3              | 3       |    | Clinton<br>Kudner               | A          |
| Adolph's Food<br>Products                 | Meat<br>Tenderizer                   |        |        |               |                 |                 |                | 1        | 1              | 1              | 1              | 3       | 3  | Mayers                          | A          |
| Aeolain- Ameri-<br>can Corp.              | Pianos                               |        |        |               |                 |                 |                | 1        |                |                |                |         |    | Hutchins                        | A          |
| Aero Aluminum<br>Products                 |                                      |        |        |               |                 |                 |                |          |                |                |                |         |    | Huber Hoge                      | Aı<br>Aı   |
| Air Aids<br>Air France                    | TV Album<br>Transporta-              |        |        |               |                 | - <b>-</b><br>1 | 1<br>1         | 1        | 1              |                |                | 1       |    | Don Heinrich<br>J. M. Mathes    | A          |
| Air Maid Hosi-<br>ery Mills               | tion<br>Hosiery                      |        |        | 1             |                 |                 |                |          | 1              | 1              | 1              | 1       | 1  | Simonds &<br>Simonds            | A          |
| Air Way Sales<br>Ajax Tide-               | Irving Bread                         |        |        |               |                 |                 |                |          |                |                |                |         |    | Adv. Inc.                       | Aı         |
| water Co.<br>Alabama Power                |                                      |        |        |               |                 |                 |                |          |                |                | 1              |         | 1  | Sparrow                         | A          |
| Co.<br>Albers Milling<br>Co.              | Carnation                            |        |        |               |                 |                 |                |          |                |                |                | 3       | 4  | Erwin Wasey                     | A          |
| Albert Inc.                               | Friskies<br>Deena Slips              |        |        |               |                 |                 |                |          |                |                | 1              | 1       |    | Edward<br>Grossfeld             | נA<br>A    |
| Alden's Inc.                              | General<br>M'dise                    |        |        | 1             | 1               | 1               |                |          |                |                |                |         |    | George<br>Koehnke               | A          |
| Alden Wonder-<br>all Co.                  |                                      |        |        |               |                 |                 |                |          |                |                |                |         |    |                                 | A          |
| Alles & Fisher<br>Alliance Mfg.           | Cigars<br>Tenna-Rotor                | <br>42 |        |               | 1<br>55         |                 |                |          | 1<br>41        |                |                |         |    | L. B. Hawes<br>Foster &         | <b>A</b> 1 |
| Co.<br>Allied Chem. &<br>Dye Corp.        | Airex                                |        |        |               |                 |                 |                | 1        | 1              | 1              |                |         |    | Davies<br>Cunningham<br>& Walsh | A          |
| Alsco Inc.                                | Windows,<br>Doors                    |        |        |               |                 |                 |                |          | 1              | 2              | 2              | 1       | 2  | Dublin                          | Aı<br>Aı   |
| Alves, John M.<br>Inc.                    | Xmas Car <b>ds</b>                   |        |        |               |                 |                 |                |          |                |                | 4              |         |    | Bresnick &<br>Solomont          | A          |
| Altes Brewing<br>Co.                      | Beer                                 |        |        |               | 3               | 4               | 4              | 4        | 4              | 4              | 4              | 4       | -  | McCann-<br>Erickson             |            |
| Aluminum<br>Cooking Uten-<br>sil Co.      | Wearever<br>Aluminum                 | 1      | 1      | 1             | 1               | 2               | 4              | 4        | 4              | 3              | 5              | 4       |    | Fuller & Smith<br>& Ross        |            |
| Ambrosia<br>Brewing Co.                   | Beer                                 | 2      | 4      | 4             | 4               | 4               | 4              | 4        | 4              | 4              | 4              | 4       | 1  | Malcolm-<br>Howard              | A          |
| Amend, Fred W.<br>Co.                     | Candy                                |        |        |               |                 |                 | 2              | 4        | 5              | 5              | 5              | -       |    | Henri, Hurst<br>& McDonald      | A          |
| American<br>Bakeries Co.<br>American      | Bread                                |        |        | 1             | 1               | 2               | 3              | 3        | 3              | 2              | 2              | 2       |    | Tucker Wayne<br>Dan B. Miner    | A:<br>A:   |
| Beauty<br>Macaroni Co.                    | Macaroni                             | 1      | 1      | T             | 1               | I               |                |          |                |                | 1              | 1       | 1  | Dan D. Miller                   |            |
| American Bis-<br>cuit & Crack-            |                                      |        |        |               |                 |                 | 1              | 1        | 1              | 1              | 1              | 1       | 1  | Strang &<br>Prosser             |            |
| er Co.<br>American<br>Brewery             | Beer & Ale                           | 3      | 3      | 3             | 3               | 3               | 3              | 2        | 3              | 3              | 3              | 3       | 1  | Elmer D. Free                   | A<br>A     |
| American<br>Brewing Co,                   | Beer                                 | 2      | 2      | 2             | 2               | 2               | 3              | 2        | 2              | 3              | 2              | 2       | 2  | Walker Saussy                   |            |
| American<br>Brewing Co.<br>of Rochester   | Beer                                 | 1      | 1      | 1             | 1               | 1               | 1              |          |                |                |                |         |    | Hutchins                        | A          |
| American<br>Chicle Co.                    | Gum                                  | 2      | 2      | 3             | 3               | 3               | 3              | 2        | 5              | 5              | 14             | 11      | 8  | Badger &<br>Browning &          | A          |
| American                                  | Pall Mall                            | 30     | 29     | 32            | 32              | 31              | 31             | 31       | 30             | 31             | 30             | 32      | 10 | Hersey<br>SSC&B                 | A          |
| Cigarette &<br>Cigar Co.<br>American Cone | Pretzels                             |        |        |               | 1               |                 |                |          |                |                |                |         |    | Al Daul Lofton                  | A          |
| & Pretzel Co.<br>American Cyan-           | Superset                             |        |        |               |                 |                 |                |          |                |                |                |         |    | Al Paul Lefton<br>Roy S.        | A1         |
| amid Co.<br>American                      | Foods                                |        |        |               |                 |                 |                |          |                |                |                |         |    | Durstine<br>Mogge-Privett       | A          |
| Fruit Growers<br>American<br>Home Foods   | Burnett                              |        |        |               |                 |                 | 1              | 1        | 1              | 2              | 3              | 3       | 2  | W. Earl                         |            |
| Home Foods                                | Pudding<br>Chef Boy-Ar-<br>Dee Foods | ·      |        |               |                 | 1               | 1              | 1        | 2              | 1              | 1              | 2       | 2  | Bothwell<br>Young &<br>Rubicam  | A1         |
|                                           | Clapps Baby<br>Food<br>G. Washington |        |        |               |                 |                 |                |          |                |                |                |         |    | Rubicam                         |            |
|                                           | Coffee<br>Duff's Cake                |        |        |               |                 |                 |                |          |                |                |                |         |    | Ted Bates                       | A          |
| American                                  | Mix<br>Wizard Glass<br>Wax           | 1      | 1      | 1             |                 |                 |                |          |                |                |                |         |    | W. Earl<br>Bothwell             | A          |
| Home Pro-<br>ducts Corp.<br>American      | China                                | _      |        |               | 2               | 2               | 4              | 2        | 1              | 2              | 2              | 1       |    | Scheck                          | A          |
| Limoges<br>American Maize                 |                                      |        |        | <br>+         |                 |                 |                |          |                |                |                |         |    | Kenyon &                        | A          |
| Products<br>American Oil                  | Gas, Oil                             |        |        |               |                 | 1               | 1              |          |                | 1              | 3              | 2       | 2  | Eckhardt<br>Joseph Katz         |            |
| Co.<br>American Pack-                     | Meat                                 | 1      | 1      | 1             | 1               | 1               | 1              |          |                |                |                |         |    | Winius-<br>Brandon              |            |
| ing Co.                                   |                                      |        |        |               |                 |                 |                |          |                |                |                |         |    |                                 |            |

| Advertiser       Product       Number of Stations Used<br>J F M A M J J A SO N D       Agency         American<br>Photocopy<br>Equipment Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| American                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| American "Q" Amusement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Pa.       American       Books       2       1       1       2       1       1       1       3       2       1       Direct         Radio       Publications       Correspond-       1       1       2       4       1       1       3       2       1       Direct         Schools       merican       Magic Wand       -       2       2       1       1       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -       -                                                                                                                                                                                                                                                                                                                                           |
| cationsCorrespond-<br>ence Course124Reincke, FAmerican<br>Specialty Co.Magic Wand<br>Wishers-2211Reincke, FAmerican<br>Specialty Co.Mashers<br>WineSoap Pads2222Needham A<br>GrohmanAmerican<br>Dacco Co.Banking2222Needham A<br>GrohmanAmerican<br>Trust Co.Banking11FC&BAmurol Pro-<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| American<br>Specialty Co.       Magic Wand<br>Washers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| American Steel Soap Pads                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| American To-<br>bacco Co.       Lucky Strike       40       43       47       48       49       48       49       50       31       BBDO         American<br>Trust Co.       Banking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| American<br>Trust Co.       Banking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| American<br>WineWine11111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Amurol Pro-<br>ducts Co.Dentifrice44101722842121Jones Frar<br>JugdaleAnchor Post<br>ProductsFences, Oil<br>Burner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Anchor Post<br>Products       Fences, Oil<br>Burner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Anderson-<br>Little Co.       Men's Wear       1       1       1       1       1       1       2       2       1       Bo Bernster         Antell, Charles       Hair Tonic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Antell, Charles Hair Tonic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| dustriesThompsoApex Electrical Appliances                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Mfg. Co.FewsmithArakelian, K.,<br>Inc.WineInc.1 2 3 Young &<br>RubicamAr-Ex Cos-<br>metics Inc.CosmeticsInc.1 1 1 IInc.Argyle-Doug-<br>las Corp.Sales Promo-<br>tionInc.Industrial A<br>Assoc.Argyle-Doug-<br>las Corp.Sales Promo-<br>tionInc.Inc.Arizona Brew-<br>ing Co.BeerInc.Inc.Armour & Co.SteelInc.Inc.Inc.Armour & Co.Dial Soap<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Inc.       Rubicam         Ar-Ex Cosmetics Inc.       Cosmetics       Industrial Assoc.         Argyle-Doug-<br>las Corp.       Sales Promo-<br>tion       Industrial Assoc.         Arizona Brew-<br>ing Co.       Beer       Industrial Assoc.         Arrnco Steel<br>Corp.       Steel       Industrial Assoc.         Armour & Co.       Dial Soap<br>Meats       Industrial Assoc.         Margarine<br>Cloverbloom<br>Turkeys       Inc.       Inc.         Armold Bakers<br>Inc.       Bread       4       Inc.         Arrno Petro-<br>leum Co.       Oil       Fread       4       Inc.         Inc.       Int                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Ar-Ex CosmeticsCosmeticsImage: cosmeticsImage: cosme |
| las Corp.tionArizona Brew-<br>ing Co.Beer $-1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ $1$ <                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Arizona Brew-<br>ing Co.       Beer       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1 </td                                                                                                                                                                                                                                                                                                                                             |
| Armco Steel<br>Corp.       Steel        1       1        Direct         Armour & Co.       Dial Soap<br>Meats<br>Cloverbloom<br>Turkeys        3       4       3        FC&B<br>Peter Hilto<br>Cloverbloom         Armstrong<br>Cork Co.        1       1       1       1        FC&B         Armstrong<br>Cork Co.         1       1       1       1        Peter Hilto<br>Diver Hilto         Arnold Bakers<br>Inc.       Bread       4       2        1       1       1       1       2       1       Benton &<br>Bowles         Arnold Bakers<br>Inc.       Bread       4       2        1       1       1       1       1       2       1       Benton &<br>Bowles         Arrow Petro-<br>leum Co.       Oil<br>Mark       I       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1                                                                                                                                                                                                                                                                                                                   |
| Armour & Co.       Dial Soap<br>Meats                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Cloverbloom<br>Margarine<br>Cloverbloom<br>Turkeys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Cloverbloom<br>Turkeys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Cork Co.         Arnold Bakers       Bread       4 2 1 1 1 1 1 1 2 1 Benton & Bowles         Inc.       Arny Chemical Protocel Wax       2 2 3 3 2 1 3 3 Lee-Murrator         Arrow Petro-       Oil       1 1 1 1 1 1 1 1 1 1 1 Gasler. He stead & Hamford         Artbeck       Kitchen wear       2 2 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Arnold Bakers       Bread       4       2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Arny Chemical Protocel Wax       2       2       2       3       2       1       3       Lee-Murration         Arrow Petro-<br>leum Co.       Oil       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1                                                                                                                                                                                                                                                                                                                                            |
| Arrow Petro-<br>leum Co.       Oil       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1                                                                                                                                                                                                                                                                                                                                                   |
| Products         Art Instruction Home Study<br>Inc.         Courses         Artisan Novelty Dolls                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Inc.       Courses         Artisan Novelty Dolls       2         Artistic Founda- Foundations       1         2       1         Sternfield-Godley                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Godley Artistic Founda- Foundations 1 2 1 Delehanty                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| tions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Associated Bulb I I Flagler<br>Growers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Associated Towels 7 5 2 1 American<br>Enterprises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Associated Food 1 2 Moeller<br>Brokers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Astatic Corp.         TV Booster         -         5         6         7         7         8         6         5         4         1         Weartstler           Atchison, Tope- Railroad           10         11         4         1           Leo         Burne           ka & Santa           10         11         4         1           Leo         Burne                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Fe RR<br>Atlanta Baking Betsy Ross I W. E. Long                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Co.         Bread           Atlantic Brew- Beer         1 1 1 1 1 1 1 1 1 1 1 1 W. B. Don                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| ing Co.<br>Atlantic Co. Beer 1 1 1 2 2 2 2 2 2 2 2 2 2 Donahue &                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Coe<br>Atlantic Re- Gas, Oil I 1 1 4 4 4 5 4 2 1 N. W. Aye                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| fining Co.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Atlantic Syrup Chocolate, 2 2 5 3 4 5 4 3 4 4 3 1 J. Robert                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Refining Co. Syrup Mendte                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Refining Co.       Syrup       Mendte         Atlantis Sales Foods      3 3 4 9 11 12 12 11 12 12 9 J. Walter Corp.       J. Walter Thompso                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Refining Co.       Syrup       Mendte         Atlantis Sales Foods       3 3 4 9 11 12 12 11 12 12 9 J. Walter Thompso         Corp.       Atlas Brewing Beer       1 1 1 1 1 1 1 1 0 01an         Co.       2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Refining Co.       Syrup       Mendte         Atlantis Sales Foods       3 3 4 9 11 12 12 11 12 12 9 J. Walter Thompso         Corp.       1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Refining Co.       Syrup       Mendte         Atlantis Sales Foods       3 3 4 9 11 12 12 11 12 12 9 J. Walter Thompso         Atlas Brewing Beer       1 1 1 1 1 1 1 1 1 0 0 0 0 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Refining Co.       Syrup       Mendte         Atlantis Sales Foods       3 3 4 9 11 12 12 11 12 12 9 J. Walter Thompso         Corp.       3 3 4 9 11 12 12 11 12 12 9 J. Walter Thompso         Atlas Brewing Beer       1 1 1 1 1 1 1 1 1 0 0 0 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

Telecasting • BROADCASTING

SPOT

(Net)

1950

1949

\$ 3,440,710\*

774,000\*

1,600,960

291.429

### CLASS 5. BEER, WINE & LIQUOR

# LEADING TY NETWORK ADVERTISERS

|                                       |                   | Network<br>No. of Stations |                         |               |
|---------------------------------------|-------------------|----------------------------|-------------------------|---------------|
| Advertiser, program and agency        | Product           | Hours per Week             | 1950                    | 1949          |
| ABST BREWING CO.                      |                   | meete per meet             | \$484,486               | \$ 96.951     |
| "Bowling Championships"               | Beer              | ABC-20-1/2                 | 5.770                   | 5,871         |
| powing circuipionships                | 2461              | (Two Times)                | -,                      |               |
| "International Boxing Club" &         | Beer & Ale        | CBS-50-var. time           | 385,176                 |               |
| Eff. Sept.) "Blue Ribbon Bouts"       |                   | (MarMay;                   |                         |               |
| Varwick & Legler                      |                   | SeptDec.)                  |                         |               |
| 'Life of Riley"                       | Pobst Beer        | NBC-41-1/2                 | 93,540                  | 91,080        |
| Warwick & Legler                      |                   | (JonMar.)                  |                         |               |
| ANHEUSER BUSCH INC.                   |                   |                            | \$337,025               |               |
| 'Ken Murray Show''                    | Budweiser Beer    | CB\$-47-1                  |                         |               |
| D'Arcy Adv.                           |                   | (JonJun.;                  |                         |               |
|                                       |                   | OctDec.)                   |                         |               |
| SCHENLEY INDUSTRIES INC.              |                   |                            | \$249,954               | \$ 34,770     |
| Roller Derby"                         | Blatz Beer        | ABC-12-vor. time           | 194,810                 | 34,770        |
| Costor, Farrell, Chesley              |                   |                            | 4                       |               |
| & Clifford<br>'Della & Andy Russell'' | Cook's Champagne, | ABC-3-25 min.              |                         |               |
| Delia & Andy Kussell                  | DuSonnet Wines    | ABC-3-25 min.              | 8,906                   |               |
| Party Time of Club Romo"              | Wines             | NBC-17-1/2                 | 46,238                  |               |
| ogte, Cone & Belding                  | ******            | (OctDec.)                  |                         |               |
| OSEPH E. SCHLITZ BREWING CO.          | Schlitz Beer      | (0000 - 000)               |                         |               |
| "Pulitzer Prize Playhouse"            | SCUILT Real       | ABC-41-1                   | \$229.237               |               |
|                                       |                   | (OctDec.)                  | +==-;==-                | •••••         |
| P. BALLANTINE & SONS                  |                   | (,                         | \$215,538               | \$152.878     |
| "International Boxing Club"           | Beer & Ale        | CBS-11-1                   | 45,600                  | 74,100        |
| J. Walter Thompson Co.                | Deel a Ale        | (JanFeb.)                  | 10,000                  | 1 4/100       |
| "Believe If or Not"                   |                   | NBC-19-1/2                 | 169,938                 |               |
| J. Walter Thompson Co.                |                   | (JanSept.)                 |                         |               |
| WINE CORP. OF AMERICA                 |                   | •                          | \$ 84.720               |               |
| "Can You Top This"                    | Wine              | ABC-21-1/2                 | + + +,-==               |               |
| Source: Publishers Information Bureau |                   |                            | *BROADCASTING . TELECAS | TING estimate |
|                                       |                   |                            |                         |               |

NETWORK

(Gross)

1950

1949

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Beer, Wine & Liquor

(Continued from page 164)

area through Ruthrauff & Ryan, Baltimore; Stroh Brewing Co., Detroit, sponsored hockey games in its home market through Zimmer-Keller, Detroit; Roma Wine Co., San Francisco, has signed for a half-hour TV variety program which is being filmed and distributed through NBC-TV. Agency is Foote, Cone & Belding.

#### **Sponsors Senators**

Christian Heurich Brewing Co., Washington, has signed an exclusive contract with the Washington Senators baseball team for television as well as radio for a two-year period through Henry J. Kaufman & Assoc., Washington.

Acme Breweries, San Francisco, is using television to introduce and promote a new beer through Foote, Cone & Belding, San Francisco. Manischewitz Wine, New York, is using spots through its agency, Donahue & Coe, New York.

lass 6:

COMPARED to other product classifications, the Building Materials category's entrance into television has been slow. National spot in 1949 netted an estimated \$34,400 while there was no network gross figure for that year. However,



WLBH FILLS THE GAP between your metropolitan station coverage W L B H WLBH-FM 1170 KC 250 W. 96.9 mc 23,000 W. J. R. Livesay, Pres. & Mgr. HAL HOLMAN, Nat'l Rep. Alsco Inc., manufacturer of storm doors and windows, started the ball rolling with a quarter hour Wendy Barrie Show on NBC during late summer and fall of 1950 at a billing of \$91,290.

With television's expansion into fuller afternoon and morning programming, it appears that advertisers in this class will turn in greater force to participations in those network and local shows aimed at the housewife.

Frank W. Cortright, executive vice president of the National Assn. of Home Builders, in an exclusive statement to BROADCASTING • TELE-CASTING (see Class 6 in product breakdown for radio) took cognizance of television's possible use for NAHB member associations. Encouraging is his report that a few builders over the nation have used television with "limited success."

Building

# Spots Popular

Mr. Cortright said that one minute spots on TV seemed to be the most popular method. "Cost, however," he declared "when compared with newspaper rates and results, have not been too favorable. Reaction has ranged from very good to very bad in the radio-television field, when used for home sales. All of us, however, are keeping an eye on this field."

The NAHB official went on to

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say that "we think it (TV) shows promise." But he admonished that "radio and television rates and results must be competitive with newspapers if they are to win a place in the builders' 1951 advertising and publicity budgets."

lateria

Another trade association in this category, the National Paint, Varnish and Lacquer Assn., underscored the need for aggressive selling and promotion by its membership to maintain the pace of its cooperative campaign during the past two years. Joseph F. Battley, president of the association, took note of a "marked trend toward radio and television" as indicated by increased budgets for these media.

| CLASS 6. BUILDING MATERIALS                                                       |                                     |                                                            |             |               |                  |                       |
|-----------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------|-------------|---------------|------------------|-----------------------|
| LEADING TV NETWORK ADVE                                                           | NETWORK<br>RTISERS (Gross)          | 1950<br>1949                                               | \$91,290    | SPOT<br>(Net) | 1950<br>1949     | \$ 18,109*<br>34,400* |
| Advertiser, program and ogency<br>ALSCO INC.<br>"Wendy Barrie Show"<br>Dubin Adv. | Product<br>Storm Doors &<br>Windows | Network<br>No. of St<br>Hours pe<br>NBC-32-1/<br>(Aug.•Nor | r Week<br>4 |               | 1 950<br>;91,290 | 1949                  |
| Source: Publishers Information Bureau                                             |                                     |                                                            | *BRO/       |               | · TELEC          | ASTING estimate       |
| Class 7:.                                                                         |                                     | nf                                                         | ect         | 10            | n                | erv                   |

THOSE loyal legions of entranced youngsters before the television set have been readily recognized by the confectionery and soft drink manufacturers which unhesitatingly swelled the networks' gross billing by nearly \$2 million last wear. The 1950 total of \$1,838,838 in this classification proved to be nearly a 1,000% increase over 1949's \$188,309.

Among the leaders' programs

only Pepsi Cola's Faye Emerson Show, CBS, was not slanted for the small fry. Largest single network expenditure in this category was the perennial favorite Howdy Doody, NBC, under sponsorship of Mars Inc.

In addition to the six leaders in this product classification, Coca-Cola expended \$7,620 for Edgar Bergen & Charlie McCarthy's onetime appearance on 60 CBS stations last Thanksgiving Day, as well as \$20,288 for an hour-long Christmas Day program on 61 CBS stations.

Joe Lowe Inc., New York (Popsicles), spent \$77,060 for a weekly quarter hour show on 58 CBS stations in a May-August drive; and Mason Au & Magenheimer Confectionery Mfg. Co., Brooklyn, expended a total of \$57,700 for Kuda Bux on CBS, March through June, and Chester The Pup, ABC series

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| EADING TV NETWORK ADVERTISERS                                     |                                    | 1950 \$<br>1949 | 51,838,838<br>                               | SPOT<br>(Net) | 1950<br>1949          |       | 4,360*<br>5,600* |
|-------------------------------------------------------------------|------------------------------------|-----------------|----------------------------------------------|---------------|-----------------------|-------|------------------|
| Advertiser, program and agency                                    | Product                            |                 | Network<br>No. of Stations<br>Hours per Weel | c.            | 1950                  |       | 1949             |
| MARS INC.<br>'Howdy Doody''<br>Grant Adv. & Leo Burnett Inc.      | Candy                              |                 | NBC-49-1/4<br>(3/4 from Jun1<br>1/2 in Dec.) | Nov.;         | \$ 431,183            |       | \$ 37,350        |
| CANADA DRY GINGER ALE INC.<br>"Super Circus"<br>J. M. Mathes Jnc. | Ginger A<br>Sparkling<br>Flavor Be | Water,          | ABC-37-1/2<br>(JanJul.<br>SeptDec.)          |               | \$ 323,543            | 2 5   | 5 86,082         |
| PEPSI-COLA CO.<br>'Faye Emerson Show''<br>Biow Co. Inc.           | Pepsi-Col                          | a               | CBS-41-1/2<br>(SeptDec.)                     |               | \$ 287,95             | 0     |                  |
| PETER PAUL INC.<br>Buck Rogers"<br>Maxon Inc.                     | Candy                              |                 | ABC-33-1/2<br>(AprJul).                      |               | \$ 243,945<br>108,090 | 0     |                  |
| "The Hank McCune Show"<br>Maxon Inc.                              | Peter Pau                          | ul Candy        | NBC-34-1/2<br>(SeptDec.)                     |               | 135,855               |       |                  |
| M & M LTD.<br>"Super Circus"<br>Wm. Esty Co.                      | M & M's<br>Chocolate               | Candy Coo       | (AprDec.)                                    |               | \$ 115,51             |       |                  |
| WILLIAM WRIGLEY JR. CO.<br>"Gene Autry"<br>Ruthrauff & Ryan Inc.  | Chewing                            | Gum             | CBS-8-1/2<br>(JulDec.)                       |               | \$ 95,01              | 0     |                  |
| Source: Publishers Information Bureau                             |                                    |                 | *BROAD                                       | ASTING 0      | TELECA                | STING | estimate         |

which commenced in October.

Three other candy firms buying network TV time during 1950 were: Quaker City Chocolate & Confectionary Co., Philadelphia, \$79,210 (CBS); Stephen Whitman & Son Inc., Philadelphia, \$54,830 (NBC); Wilbur-Suchard Chocolate Co. Inc., Lititz, Pa., \$44,985 (CBS).

More expansive use of TV during 1951 by advertisers in this category is indicated by such contracts as Hollywood Candy Co., Centralia, Ill., through Ruthrauff & Ryan, St. Louis, which Jan. 27 started Hollywood Midway on CBS-TV as a half-hour weekly show; Paul F. Beich Co., Bloomington, Ill.

# TV COSTS

Cresswell Discusses

TELEVISION costs and related problems were discussed by NBC TV Controller Charles J. Cresswell with members of the Advertising Agency Financial Management Group at a round-table luncheon conference in New York a fortnight ago.

Financial executives of some 34 agencies sat down with Mr. Cresswell to discuss mutual problems and practices regarding rate structures, billing methods, and the like.

Admitting that the television industry is growing so fast that much cost method and procedure remains to be ironed out, Mr. Cresswell told the group that NBC is rushing every step to adopt upto-the minute financial practices.

Problems considered included TV network relations with affiliates, particularly in one- and two-station markets; network spot announcement billing practices; basis for determining network program interruption credits; network facilities for storing and protecting TV props; network TV production cost billing basis; preempted program credits; commission policy for network - produced - and - sold package programs; efforts to reduce number of network rate increases per year; billing time costs for live versus kinescoped programs.

Barron Proctor, of Lennen & Mitchell, treasurer, and Management Group president, presided. (Whiz candy bar), testing TV spots in 17 markets, through the Biddle Co., Bloomington, and Bunte Bros., Chicago, through Huber & Green, Chicago, placing pre-holiday spots in selected markets.



A. E. (Shorty) EVANS, chief engineer of KGO-TV San Francisco, and Movie Starlet Elaine Doyle test a new elevator installed in KGO-TV's tower atop Mt. Sutro. The elevator will be used to carry workmen repairing the antenna and to lift the microwave disc to first-tower level during remote programs.

Lowell Thomas Says: "Out of This World"\* About ... Minitape The ONLY miniature self-contained mag-netic tape recorder ... "IN THIS WORLD" MINITAPE . . . credited by Mr. Lowell Thomos and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET. MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The During December and January of this year the "BEST SELLER" size of a shoe box with a total weight of less than 15 pounds. "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO Write for Brochure FORBIDDEN TIBET" by Lowell Thomas, Jr., outsold every-thing in its field . . . non-fiction and novels as well. STANCI **1016 NORTH HIGHLAND AVENUE** HOLLYWOOD 38, CALIFORNIA

April 16, 1951 • Page 167

# lass 8:

| CLASS 8. CONSUMER SERVICES                                                       | NETWORK<br>(Gross)             | 1950 \$248,735<br>1949 66,890       | SPOT 1950 \$ 72,4<br>(Net) 1949 249,4 |                                                                                  |
|----------------------------------------------------------------------------------|--------------------------------|-------------------------------------|---------------------------------------|----------------------------------------------------------------------------------|
| LEADING TV NETWORK ADVER                                                         | TIJEKJ                         | Network                             |                                       | its network gross over 1949.<br>In the breakdown of consumer                     |
| Advertiser, program and agency<br>HOUSEHOLD FINANCE CORP.                        | Product                        | No. of Stations<br>Hours per Week   | 1950 19<br>\$ 168,855 \$ 61           | •                                                                                |
| 'Peoples' Platform"<br>LeVally Inc.                                              | Institutional                  | CBS-9-1⁄2<br>(JanJun.;<br>SeptDec.) | 1/0 055                               | <ul> <li>Platform, lead the network users<br/>with a \$168,855 gross.</li> </ul> |
| ARTHUR MURRAY SCHOOL OF DANCING<br>"The Arthur Murray Show"<br>Huber Hoge & Sons | Arthur Murray<br>Dance Studios | ABC-15-1/2<br>(JulSept.)            | 53,730                                | Interesting newcomer is Arthur<br>Murray School of Dancing, which                |
| "Arthur Murray Show"<br>Huber Hoge & Sons                                        | Dancing Lessons                | CBS-19-1/4<br>(AugSept.)            | 13,050                                | found television uniquely adaptable<br>to promoting their type of service.       |
| GEORGE S. MAY CO.<br>"World Championship of Golf"<br>M. M. Fisher Assoc.         | Institutional                  | ABC-29-1                            | \$ 13,100 \$ 5<br>13,100              |                                                                                  |
| Source: Publishers Information Bureau                                            |                                | *************                       | BROADCASTING   TELECASTING estin      | note to the medium. One outstanding<br>example is the Baltimore and              |

# Drugs & Remedies lass 9:

NETWORK gross billings for sponsors in the Drug and Remedies classification during 1950 showed better than a 50% increase over the previous year. Miles Labs Inc., with its Quiz Kids on 30 NBC-TV stations for top billing of \$261,-165, made a clean sweep of the AM and television leaderships for this type of sponsor.

The other two network users shown, Sterling Drug and Luden's Inc., on the basis of their television participation in CBS' Sing It Again during the first quarter of this year, appear well on the way to exceeding their last year's total during 1951. Also, Sterling is cur-rently sponsoring Dennis James' Okay Mother on the eastern leg of the DuMont Television Network. Indicative of increased concen-

| LEADING TY NETWORK ADVI                               | NETWORK<br>(Gross)<br>ERTISERS                 | 1950<br>1949    | \$391,815<br>242,718       | SPOT<br>(Net) | 1950<br>1949 | \$452,725*<br>249,400* |
|-------------------------------------------------------|------------------------------------------------|-----------------|----------------------------|---------------|--------------|------------------------|
| Advertiser, program and agency                        | Product                                        |                 | rk<br>Stations<br>per Week | 1950          |              | 1949                   |
| MILES LABS INC.<br>"Quiz Kids"<br>Wade Adv.           | Alka-Seltzer &<br>Vitamins,<br>Bactine, Tabcin | NBC-3           | 0-1/2                      | \$ 261,165    | <b>۽</b> ۽   | 70,170                 |
| STERLING DRUG INC.                                    |                                                |                 |                            | \$ 78,390     | ) \$         | 6,748                  |
| "Sing It Again"<br>Dancer-Fitzgerald-Sample           | All Products                                   | CBS-12<br>(OctD |                            |               |              | •••••                  |
| LUDEN'S INC.<br>'Sing It Again''<br>J. M. Mathes Inc. | All Products                                   | CBS-12<br>(OctD |                            | \$ 52,260     | -            | ••••                   |
| Source: Publishers Information Bureau                 |                                                |                 | * BR                       |               | TELECAS      | TING estimate          |

tration on television by drug and remedies sponsors is the Norwich Pharmacal Co., Norwich, N. Y., start Jan. 11 of Sunday News Special with Don Hollenbeck on CBS-TV, 11-11:15 a.m.; and Harrison Product Co., San Francisco, consideration of television for new Shut-Eye product.

Entertainment

USE of television by Entertainment and Amusement promoters continues at a rather slow pace, exactly the same situation that prevails for radio.

ass

But, while not too much is expected, it is felt that television's pictorial qualities will lend itself for selling in this category. Already, several of the motion picture firms have ventured cautiously into the spot field to herald forthcoming attractions.

There also are scattered reports of ice shows, rodeos, race tracks and amusement parks trying the media.

One example is Shipstad & Johnston, producers of "Ice Follies for 1951.' as well as previous years, who announced they planned fur-

CLASS 10. ENTERTAINMENT & AMUSEMENTS

ther expansion into television to augment the success already attained with radio network and spot [BROADCASTING • TELECAST-ING, Feb. 26].

money is not taken from the radio budget of Shipstad & Johnston. Another example, that could be

TV saleman, is the experience of Riverview Park, Chicago. Riverview with a series of film spots increased its amusement park attendance by 331/3 with a TV spot budget of \$15,000, along with regular use of radio announcements • TELECASTING, [BROADCASTING Sept. 4, 1950].

# lass

FOOD dispensers were established advertisers on television in 1950. That was the significant network factor in television billings.

An habitual leader in radio network placements, Food and Food Products advertisers made a bid for video during the year, recognizing that the surest way to follow up a brand familiarity (via radio)

\* BROADCASTING • TELECASTING estimate

was to show the product itself on the living room screen.

Figures told the story. Nearly five times more spending was chalked up during the year. Total for 1950 by network advertisers was \$6,602,029, compared to \$1,-331,987 for the year before. And 1951 can be expected to overshadow this high-mark.

### **Total Spending**

This boost in TV billings was accomplished by food advertisers even though their total 1950 spending in radio was not quite as high as it was in 1949 (see food-radio).



Running in front was National Dairy Products Corp., the sponsor of Kukla, Fran & Ollie on 37 NBC-TV stations, January through June and August through December, at a cost of \$691,002; of Kraft Television Theatre (Kraft cheese), on 41 NBC stations, January through May and September through December, at a \$459,950 billing, and the same program for Kraft Mayonnaise, June through September, on 37 NBC stations, at \$205,700. Gross TV expenditure by this advertiser was \$1,356,652, a sum topping the combined expenditures of

# Telecasting · BROADCASTING

There were no TV network advertisers in this category during 1950 Less than 0.1% of total 1950 Spot (Net) 1949 .....\$34,400\*

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It should be noted that the TV

an eye-opener for the enterprising

onsumer Services

Interesting newcomer is Arthur Murray School of Dancing, which found television uniquely adaptable to promoting their type of service. Further evidence of this is the fact that local studios have since turned to the medium. One outstanding example is the Baltimore and Washington studios of Arthur Murray which banded together to present a Sunday night program on two stations in those cities.



Looking in at Rich's TV studio, Dwight Horton (1), store employe, is showing tilting a box of chocolates toward the camera.

# •★ ★ ★• STORE VIDEO STUD Rich's Believes TV Is Here to Stay

RICH'S Department Store of Atlanta has announced completion of a specially-built television studio inside the store.

The firm reportedly had such consistently good results with the daily, hour-long Rich's In Your Home over WSB-TV Atlanta that store officials decided it would be worth while having their own permanent studio.

Designed with the aid of WSB-TV engineers and Elmo Ellis, station show producer, the new studio contains all necessary features. These include the production space,

all food advertisers in 1949.

In second place was General Foods Corp., with a gross \$1,128,-606 tab, more than three times its 1949 spending. On NBC, General Foods placed The Bert Parks Show (\$93,165); Hopalong Cassidy (\$266,850); The Aldrich Family (\$255,720); on CBS, Mama (\$280,635) and The Goldbergs (\$232,236).

### General Mills Third

General Mills Inc. climbed into the third notch, from its 1949 fifth place showing, with a \$520,853 expenditure. Its network shows: On CBS, Betty Crocker (\$28,622); Live Like a Millionaire, December only, (\$6,960); on ABC, Golden Gloves Finals, one-time, (\$15,510); The Lone Ranger (\$332,437); The Stu Irwin Show (\$137,324).

Kellogg Co. spent \$490,625, some three times its 1949 expenditure, for three network programs: Tom Corbett-Space Cadet, CBS (\$123,-000); Howdy Doody, NBC (\$236,-321); Irene Wicker-The Singing Lady (\$131,304). Another of the first six, Stokely-Van Camp Inc. (Van Camp's Pork & Beans) spent \$378,820 for its sponsorship of The Little Show over 58 NBC-TV stations June through December. Clinton Foods Inc. (frozen foods, coffee, orange juice) spent a total \$335,000. Breakdown was \$82,340 for The Faye Emerson Show on 37 NBC-TV stations, June through

control room, dressing room and customers viewing window.

Sound-proof wall were built for the 241/2 x451/2-foot studio, and WSB-TV remote equipment was installed in the control room.

Rich's officials, who pushed video shopping from the start, consider their television program as the "feature page" of their ad schedule. More than 300 employes have thus far appeared on the program, Rich's In Your Home, usually handling articles they sell. Professional actors and actresses take the part of customers.

September, and Saturday Night Revue (later titled Show of Shows), April through May and September through December, 54 NBC outlets, \$252,660.

Among many of the fall buys by food advertisers, signaling a prosperous 1951:

Arnold Bakers began Life Begins at 80 on ABC Oct. 4. Kroger Co. (grocery and meat products) started Alan Young Show on CBS in September. Quaker Oats Co. purchased Zoo Parade on 34 NBC outlets in October, and a 15-minute segment of Gabby Hayes Show for 41 NBC stations, starting in December. Hunt Foods Inc. and Procter & Gamble announced in December plans to sponsor segments of the hour-long Kate Smith Show on 49 NBC stations, beginning the first of the year. The program later was sold out with a total of 12 sponsors. Swift & Co. bought participation in the Jack Carter Show on NBC.

# 'Tremendous Job'

Early in 1951, Snow Crop Marketers, division of Clinton Foods Inc., which had introduced itself to television during 1950, took stock of its accomplishments in a state-ment to BROADCASTING • TELECAST-ING. H. T. (Tom) Hamilton, advertising manager of the frozen food products firm, labeled TV as doing a tremendous job.

In only a few months of late (Continued on page 170

# Two Veterans

RCA-5820 and RCA-5826 image orthicons ... for outside and studio use, respectively ... are seasoned veterans. Both tubes feature the same spectral response—approaching that of the eye . . . exceptionally high sensitivity and better than 500-line resolution

5820

5

capability.

The standard

of comparison

Your RCA Tube Distributor is an old campaigner, too, who grew up with the field. He talks your language ... understands your problems ... and is anxious to give you the best possible service on all of your tube requirements. You can count on his co-operation ... and he's as close as the phone

on your desk.

# RADIO CORPORATION of AMERICA ELECTRON TUBES HARRISON, N.J.

Telecasting BROADCASTING



# Foods

(Continued from page 169) 1950, he said, the trend in sales on frozen coffee alone, introduced solely through TV, rose steadily. A marketable factor caused the firm to cancel out its Your Show of Shows NBC placement and purchase a film, dramatic, half-hour show twice a week on afternoon station option time in 30 or 40 markets at about a \$30,000 weekly cost, equalling the rate of spending by Snow Crop in the Show of Shows program. In the spot field, the lid was off for advertisers in this wide category. Some buying of announcements fitted into combined radio-TV purchases, others were ventures into TV pointing to continued or stepped up spot budgets.

# CLASS 11. FOOD & FOOD PRODUCTS

|                                                                        | NETWORK<br>(Gross)                               | 1950<br>1949 | \$6,602,029<br>1,331,987       | SPOT<br>(Net) | 1950<br>1949        |    | 3,625*<br>6,400* |
|------------------------------------------------------------------------|--------------------------------------------------|--------------|--------------------------------|---------------|---------------------|----|------------------|
| LEADING TV NETWORK ADV                                                 |                                                  |              |                                |               |                     | ., | -,               |
|                                                                        |                                                  |              | twork<br>. of Stations         |               |                     |    |                  |
| Advertiser, program and agency<br>NATIONAL DAIRY PRODUCTS CORP.        | Product                                          |              | urs per Week                   |               | 1950                | s  | 1949<br>453,990  |
| "Kukla, Fran & Ollie Show"<br>N. W. Ayer & Son                         | Dairy Products                                   |              | C-37-1<br>nJun.;               | <b>\$</b> 1   | ,356,652<br>691,002 | *  | 168,990          |
|                                                                        | -                                                |              | gDec.)                         |               |                     |    |                  |
| "Kraft Television Theatre"<br>J. Walter Thompson Co.                   | Cheese                                           | (Jo          | C-41-1<br>inMay;<br>otDec.)    |               | 459,950             |    | 285,000          |
| "Kraft Television Theatre"<br>J. Walter Thompson Co,                   | Mayonnaise                                       | NB           | C-37-1<br>nSept.)              |               | 205,700             |    | • • • • • • •    |
| GENERAL FOODS CORP.                                                    |                                                  | •            | • •                            | \$ 1          | ,128,606            | 5  | 365,696          |
| "The Bert Porks Show"                                                  | General Foods                                    |              | C-35-1                         |               | 93,165              | -  |                  |
| Young & Rubicam Inc.                                                   | Products                                         |              | ovDec.)                        |               |                     |    |                  |
| "Hopalong Cassidy"<br>Young & Rubicam Inc.                             | Grapenut Flokes<br>Post Toasties, Sugar<br>Crisp |              | C-28-1<br>prDec.)              |               | 266,850             |    | •••••            |
| "The Aldrich Family"                                                   | Jell-O, Cornstarch                               | NB           | C-27-1/2                       |               | 255,720             |    | 51,480           |
| Young & Rubicam Inc.                                                   | Puddings, Tapioca                                |              | nJun.;                         |               |                     |    |                  |
|                                                                        |                                                  |              | gDec.)                         |               |                     |    | - 4 / 20         |
| "Mama"<br>Benton & Bowles                                              | Maxwell House Coffee                             | (Ja          | Š-22-1/2<br>inJun.;<br>ugDec.) |               | 280,635             |    | 84,690           |
| "The Goldbergs"                                                        | Sanka Coffee                                     |              | 5-20-1/2                       |               | 232.236             |    | 95,286           |
| Young & Rubicam Inc.                                                   | 2011110 001100                                   |              | ovDec.)                        |               |                     |    | ,                |
| GENERAL MILLS INC.                                                     |                                                  |              | ·                              | S             | 520,853             | 5  | 75,027           |
| "Betty Crocker"                                                        | All Products                                     | CB           | 5-19-1/2                       | •             | 28,622              |    |                  |
| BBDO                                                                   |                                                  |              | nJun.                          |               |                     |    |                  |
|                                                                        |                                                  |              | otDec.)                        |               | 15 510              |    |                  |
| "Golden Gloves Finals"<br>Dancer-Fitzgerald-Sample                     | All Products                                     | tim          | C-31-var.<br>He<br>ne Time)    |               | 15,510              |    |                  |
| "The Lone Ranger"                                                      | <b>Bisquick &amp; Cheerios</b>                   |              | C-30-1/2                       |               | 32.833              |    | 75,027           |
| Dancer-Fitzgerald-Sample                                               |                                                  |              | nSept.)                        |               |                     |    | •                |
| "The Lone Ranger"                                                      | Cereals                                          | ÅB           | C-36-1/2                       |               | 299,604             |    |                  |
| Dancer-Fitzgerald-Sample                                               |                                                  |              |                                |               | 1 0/0               |    |                  |
| "Live Like A Millionaire"                                              | Wheaties & Others                                |              | 5-17-1/2<br>t. wks.)           |               | 6,960               |    | • • • • • • •    |
|                                                                        |                                                  |              | c. only)                       |               |                     |    |                  |
| "The Stu Irwin Show"                                                   | Wheaties, Gold Medal                             |              | C-53-1/2                       |               | 137,324             |    |                  |
| Dancer-Fitzgerald-Sample                                               | <b>Kitchen-Tested</b> Flour                      | (0)          | rtDec.)                        |               |                     |    |                  |
| KELLOGG CO.                                                            |                                                  |              |                                | \$            | 490,625             | \$ | 128,712          |
| "Tom Corbett—Space Cadet"                                              | All Products                                     |              | S-8-3/4                        |               | 123,000             |    |                  |
| Kenyon & Eckhardt                                                      |                                                  |              | ctDec.)                        |               | 236.321             |    |                  |
| "Howdy Doody"<br>Konven & Falker de & Lee Burnath Ca                   | Kellogg's Cereals,<br>Rice Krispies              |              | C-40-1⁄2<br>nDec.)             |               | ¥30,3¥1             |    | ••••             |
| Kenyon & Eckhardt & Leo Burnett Co.<br>"Irene Wicker—The Singing Lady" | Shredded Wheat &                                 |              | C-13-1/2                       |               | 131,304             | 5  | 128,712          |
| Kenyon & Eckhardt                                                      | Corn Sova                                        |              | nAvg.)                         |               |                     | •  |                  |
| STOKELY-VAN CAMP INC.                                                  |                                                  |              |                                |               |                     |    |                  |
| "The Little Show"                                                      | Van Comp's Pork                                  | NB           | C-58-1/2                       | \$            | 378,820             |    |                  |
| Calkins & Holden, Carlock, McClinton<br>& Smith Inc.                   | & Beans                                          | (Ju          | nDec.)                         |               |                     |    |                  |
| CLINTON FOODS INC.                                                     |                                                  |              |                                | \$            | 335,000             |    | ••••             |
| "The Faye Emerson Show"                                                | Frozen Foods, Coffee,                            |              | C-37-1/4                       |               | 82,340              |    | • • • • • • • •  |
| "Enternance Minha Davera" P (CE Cant )                                 | Orange Juice                                     |              | nSept.)<br>C-54-1⁄2            |               | 252,660             |    |                  |
| "Show of Shows"                                                        |                                                  |              | c-34-92<br>prMay:              |               | 232,000             |    |                  |
| 2110 W 01 2110 W 8                                                     |                                                  |              | ptDec.)                        |               |                     |    |                  |

Source: Publishers Information Bureau

Gasoline, lass

LUBRICATED budgets of advertisers in the gasoline and petroleum classification sparked a sensational rise of television network expenditures.

The budgets shot up more than 100% in 1950 over the preceding year. Total expenditure for 1950 was \$1,515,666 in comparsion to the \$670,544 gross in 1949.

Underscoring this increase in television spending was the factor of a continued swelled radio budget, nearly comparable in size in 1950 to that of the previous year (see gasoline-Radio).

Leading the field was Texas Co., the sponsor of *Texaco Star Theatre* (Milton Berle) on NBC, and the one-time television pickup of the Metropolitan Opera's opening night, Nov. 6, on ABC. Total expenditure was \$576,875, nearly double its outlay of the previous year.

Running in second place was Gulf Oil Corp., which expended \$365,580 for its television version of We, the People, carried on 34 NBC-TV stations.

Standard Oil Co. of New Jersey (Esso) combined football with the *Alan Young Show* to hit the cash register for a total \$236,970. The latter program was placed April through June on 23 CBS-TV stations at a cost of \$114,570. Football was billed on 12 CBS stations September through November with a \$92,400 tab.

#### **Duplicates Success**

Duplicating its radio success on television was Standard Oil of Indiana in its sponsorship of *The Wayne King Show* on 10 NBC stations at an expenditure of \$84,360. This show, started two years ago, reached a "selling" peak in 1950 [BROADCASTING • TELECASTING, Sept. 18, 1950].

For this program, Standard added three stations to its string last fall. Approval of a renewal contract was granted by the firm despite an estimated 50% increase in the show's budget.

The show earned two first place awards as a musical TV program in the spring of 1950, one in the Chicago Federated Advertising Club's annual awards competition and the other from a local video fan magazine.

Last September, in a feature on The Wayne King Show, BROADCAST-ING • TELECASTING quoted Standard Oil Advertising Manager Wesley I. Nunn as calling TV "captivating and dynamic." He found once you get in it there's no capacity at all... We all need to watch out for abuse of it as an entertainment medium, though, and one of the greatest abuses is to fill with too many or too long commercials. That's why ours are brief and integrated."

As the company put it, Standard sells its name and service first, and then its products—gas, oil, lubrication and heating oil, tires, batteries and other accessories.

Other companies placing in the first six as network advertisers brought football contests to America's living rooms. They included Sun Oil Co., which expended a total \$199,416 for National Football League coverage on 19 ABC-TV stations and professional football "highlights" on 12 ABC outlets.

Atlantic Refining Co. spent \$45,-025 to give football fans a glimpse of their favorite collegiate pigskin handlers. These games were placed on 13 NBC stations (see gasoline-Radio for Atlantic's boost in AM football coverage).

Standard Oil Co. of New Jersey's football billings are listed above.

A rash of activity in TV by motor fuel companies fell on the spot or regional level. Among these was a Sinclair Refining Co.'s (Super-Power Sinclair gasoline) supplementary spot campaign last fall in Washington, Philadelphia, Chicago and Detroit. Another was Esso Standard Oil Co. which used special commercials on Red Barber's football telecasts.

Pointing up future local activity, Sinclair Refining Co. is expanding an already fattened 1950 spot budget. Its 1951 plans, to boost its "Anti-Rust" gasoline introduced in 1950, include programs in four markets and a spot announcement campaign in Columbus and Dayton.

# MILITARY AIDS

# **Communications System**

TELEVISION and film equipment, which can be used to telecast or to record and project actual military actions on theatre screens, has been demonstrated in Washington by General Precision Labs Inc. before military and other government officials.

The equipment, comprising a video recorder, rapid film processor and professional 16mm projector (compared to the standard 35mm size used for theatre television), is designed as a communications aid between military authorities in field activities and for use as a recreational medium on military posts and in veterans' hospitals. It also could be used for plane-to-ground communication, it was explained.

"654"

Response 50-14,000

c.p.s., substantially

flot. Power roting

-55. Swivel head.

List .... \$90

Government officials indicated interest in the system, which claims high-speed, top-quality film reproduction. Certain parts of the firm's system already are being used commercially by networks. CLASS 12. GASOLINE, LUBRICANTS & OTHER FUELS NETWORK 1950 \$ 1,515,666 SPOT 1950 \$ 1,448,720\* 1949 670,544 1949 86,000\* (Gross) (Net) LEADING TV NETWORK ADVERTISERS Network No. of Stations Advertiser, program and agency 1950 1949 Product Hours per Week \$ 297,640 TEXAS CO. "Metropolitan Opera Opening Night" \$ 576,875 ABC-9-var. time Institutional (One Time) NBC-61-1 Kudner Agency "Texaco Star Theatre" Kudner Agency 290,150 Texaco Gas, Oil, Grease (Jan.-Jun.; Sept.-Dec.) 558.975 Kudner Agency GULF OIL CORP. "We, the People" Yaung & Rubicam STANDARD OIL CO. OF NEW JERSEY (ESSO) "Alan Yaung Show" Marschalk & Pratt Co. "Football Games" McCann-Erickson SUM OIL CO. \$ 214,770 146,460 \$ 365,580 Gasoline, Oil, Lubricants, Tires, Insecticides NBC-34-1/2 (Jan.-Dec.) \$ 39,016 \$ 236,970 Gasoline, Oil CBS-23-1/2 144.570 (Apr.-Jun.; Sept.-Dec.) CBS-12-approx.2 (Sept.-Nov.) 92,400 SUN OLL CO. "National Football League Games" Hewitt, Ogilvy, Benson & \$ 72,958 72,958 \$ 199,416 131,166 ABC-19-var. time (Sept.-Dec.) Gasoline, Oil, Services, Accessories mainer Inc. "Professional Football Highlights" Hewitt, Ogilvy, Benson & Mather Inc. 68,250 ABC-12-1/2 (Sept.-Dec.) .... STANDARD OIL CO. OF INDIANA "The Wayne King Show" McCann-Erickson \$ 84,360 \$ 42,585 20,910 NBC-10-1/2 Gasoline, Oil (Jan.-Jun.; Aug.-Dec.) ATLANTIC REFINING CO. \$ 45.025 ..... "College Football N. W. Ayer & Son NBC-13-1 Gasoline, Oil (Sept.-Nov.) \* BROADCASTING . TELECASTING estimate Source: Publishers Information Bureau

They do everything you want!

# **DYNAMICS** For wide range high fidelity response For fixed position or man-in-motion

m-Jrum

For fixed position or man-in-motion For ruggedness and versatility For exclusive Acoustalloy diaphragm For pop-proof pick-up indoors and out

You see ... and hear ... the E-V Slim-Trim on network and local telecasts and broadcasts. You find it in the studios and on remote hook-ups. And you know it's there because it has met the most exacting tests ... because it serves so superbly in every way for voice and music. First in dynamic, it has features only Electro-Voice can provide. Get full facts now!



402 CARROLL ST. • BUCHANAN, MICHIGAN Export: 13 E. 40th St., N.Y. 16, U.S.A. Cables: Arlab

#### \*\*655\*\* Response 40-15,000 c.p.s., ± 2.5 db. Power rating -53. Removable swivel. List.....\$200

They make tough jobs easy!

April 16, 1951 . Page 171

# Class 13:

FLOWERING of at least one network advertiser in the usual placid horticultural category was evidenced in 1950 listings.

#### J&P Show

Jackson & Perkins Co. placed a quarter-hour program, Paul De Fur, on two ABC stations, April 5, offering rose bushes through the mail. The firm also sponsored the program May 3 on five NBC outlets, offering roses, fruit trees and perennials.

Never large users of radio time,

# ... Horticulture

| CLASS 13. HORTICULTURE                                  | NETWORK                                     | 1950 \$ 1,140                                | SPOT 1950          | \$ 18,109*     |
|---------------------------------------------------------|---------------------------------------------|----------------------------------------------|--------------------|----------------|
| LEADING TY NETWORK ADVER                                |                                             | 1949                                         | (Net) 1949         | 17,200*        |
| Advertiser, program and agency<br>JACKSON & PERKINS CO. | Product                                     | Network<br>No. of Stations<br>Hours per Week | 1950<br>\$ 1,140   | 1949           |
| "Paul De Fur"                                           | Mail Offer of Rose                          | ABC-2-1/4<br>(One Time)                      | 520                |                |
| 'Paul De Fur'                                           | Bushes<br>Roses, Fruit Trees,<br>Perennials | NBC-5-1/4<br>(One Time)                      | 620                |                |
| Source: Publishers Informatian Bureau                   |                                             | * BRO                                        | ADCASTING • TELECA | STING estimate |

this group apparently has been leaving a similar vacancy in its use of television. Spot activity, which filled all of the category in 1949, again appeared. Flurries were reported

in mid-summer and into early fall, while spring schedules were heaviest.

Class 14: ... Household Equipment

SWING to television was unfolded in 1950 by household equipment advertisers. The appliance industry found a haven in the attractive demonstrations of products it could show the potential buyer on his living room screen.

As if to lay emphasis to this general conclusion, the category compiled a total expenditure of \$2,652,-697, some five times the sum expended by the appliance advertisers of the previous year.

Leading this five-score increase was General Electric Co., itself spending more than three times as much. Its compilation in 1950 was \$694,933 as against \$192,928 in 1949.

GE sponsored The Fred Waring Show, except for hiatus months,

CLASS 14. HOUSEHOLD EQUIPMENT

on 48 CBS stations at an expense of \$588,535. It spent \$100,100 for *Homemakers Exchange* in a threemonth period (Oct.-Dec.) on 25 CBS-TV stations. For a single program, *Chicago Daily News Relays*, it spent \$2,900 on two ABC outlets. Another one-timer was *Hotpoint Choral Group*, placed on 17 CBS stations at a \$3,398 cost.

Another electric appliance manufacturer, Westinghouse Electric Corp., scored second-place with a \$673,920 expenditure for sponsorship of *Studio One* on 50 CBS stations.

### Buys on CBS

NETWORK

(Gross)

Nash-Kelvinator Corp., for its refrigerators and electric ranges, also joined in *Homemakers Ex*-

1950

1949

\$2,652,697

457,218

change at \$174,225 on 18 CBS stations and spent \$200,985 in sponsorship of Star of the Family, with Morton Downey, on 54 CBS stations, September through December, to advertise its kitchen appliances.

#### Philco Budget

Philco Corp. laid out \$223,173 for Don McNeil TV Club, placed on 37 ABC outlets for its refrigerators, freezers and air-conditioning units. General Motors Corp. (Frigidaire) spent a total of \$174,-823 for two network programs, Star Spangled Revue (\$76,523), carried three times on 61 NBC-TV stations, and The Comedy Hour (\$98,300), placed on the same network October through December.

1950

1949

\*BROADCASTING . TELECASTING estimate

\$434,616\*

473,000\*

SPOT

(Net)

Bendix Home Appliances Inc. for its various home products expended \$165,143 in a September through December billing of *Chance* of a Lifetime over 42 ABC stations.

In other network billing, Norge, Div. of Borg Warner Corp., signed as a third sponsor of *Four Star Revue* over NBC. Other advertisers were Motorola and Pet Milk. S. C. Johnson & Son last January introduced Pride, a new furniture wax, by planning sponsorship of CBS' Starlight Theatre to add to radio billings.

Spot activity following the pattern set by the sister AM medium was reported for TV. Pointing up continued placement for the future were such items as:

#### **Kitchen Drive**

Silex Co. after testing TV locally in several markets set plans last February for an extensive TV spot campaign for its kitchen products; during same month, Cooledge Paint Stores named Freitag Agency of Atlanta to handle merchandising and advertising that included use of TV.

# NEW VIDEO TUBE

# Unit Designed for Color

OUTPUT of a powerful new TV transmitting tube designed especially for colorcasting has been disclosed by Varian Assoc., San Carlos, Calif., a firm headed by brother scientists.

The new tube, which weighs 200 pounds or more, makes it possible to operate with adequate power in the UHF range with non-directional telecasting, said Dr. Sigurd Varian, one of the partners. Production of the tubes on a commercial basis is underway for General Electric. Rated at least five times more powerful than conventional transmitting tubes now operating in the frequency range for which the new tube was designed, the tube will be produced in greater numbers later for the industry generally, the firm added.

| LEADING TV NETWORK ADVE                                                    | RTISERS                                                                                  |                                                   |               |               |
|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------|---------------|---------------|
|                                                                            |                                                                                          | Network<br>No. of Stations                        |               |               |
| Advertiser, program and agency                                             | Product                                                                                  | Hours per Week                                    | 1950          | 1949          |
| GENERAL ELECTRIC CO.                                                       |                                                                                          | -                                                 | \$<br>694,933 | \$ 192.928    |
| "The Fred Waring Show"<br>Young & Rubicam                                  | All GE Products                                                                          | CBS-48-1<br>(JanJun.;<br>SeptDec.)                | 588,535       | 177,350       |
| "Homemakers Exchange"<br>Maxon Inc.                                        |                                                                                          | CBS-25-21/2<br>(OctDec.)                          | 100,100       |               |
| "Chicago Daily News Relays"                                                | Hotpoint Electric<br>Ranges, Refrigerators,<br>Dishwashers, Ironers,<br>Washing Machines | ABC-2-var. time<br>(One Time)                     | 2,900         | •••••         |
| "Hotpoint Choral Group"                                                    |                                                                                          | CBS-17-1/2<br>(One Time)                          | 3,398         |               |
| WESTINGHOUSE ELECTRIC CORP.                                                |                                                                                          |                                                   | \$<br>673,920 | \$ 181,390    |
| "Studio One"                                                               | All Products                                                                             | CBS-50-1                                          |               |               |
| McCann-Erickson                                                            |                                                                                          | (JanJun.;<br>AugDec.)                             |               |               |
| NASH-KELVINATOR CORP.                                                      |                                                                                          |                                                   | \$<br>375,210 | \$ 32,400     |
| "Homemakers Exchange"<br>Geyer, Newell & Ganger Inc.                       | Refrigerators, Elec-<br>tric Ranges                                                      | CBS-18-2 <sup>1</sup> /2<br>(JanJun.;<br>AugOct.) | 174,225       | 32,400        |
| "Star of the Family with<br>Morton Downey"                                 | Kelvinator Kitchen<br>Appliances                                                         | CBS-54-V2<br>(SeptDec.)                           | 200,985       | •••••         |
| Geyer, Newell & Ganger Inc.                                                |                                                                                          | /                                                 |               |               |
| PHILCO CORP.                                                               |                                                                                          |                                                   | \$<br>223,173 | • • • • • • • |
| "Don McNeil TV Club"<br>Hutchins Adv.                                      | Refrigerators, Freezers,<br>Air-Conditioning Units                                       | ABC-37-1                                          |               |               |
| GENERAL MOTORS CORP. (FRIGIDAIRE)                                          |                                                                                          |                                                   | \$<br>174,823 | • • • • • • • |
| "Star Spangled Revue"<br>Foote, Cone & Belding                             | Refrigerators                                                                            | NBC-61-1½<br>(Three Times)                        | 76,523        |               |
| "The Comedy Hour"<br>Foote, Cone & Belding                                 |                                                                                          | NBC-57-1<br>(OctDec.)                             | 98,300        |               |
| BENDIX HOME APPLIANCES INC.<br>"Chance of a Lifetime"<br>Tatham-Laird Inc. | Bendix Automatic Washers,<br>Clothes Dryers, Ranges,<br>Refrigerators                    | ABC-42-1/2<br>(SeptDec.)                          | \$<br>165,143 | •••••         |
|                                                                            |                                                                                          |                                                   | <br>          |               |

Source: Publishers Information Bureau

Page 172 • April 16, 1951

Telecasting • BROADCASTING

# Class 15:. Household Furnishings

FURNITURE retailers turned to television with gusto in 1950 to soar total network billings in this category to \$2,090,020, thus multiplying the 1949 figure some three times over.

Mohawk Carpet Mills Inc., as leader in the field, paved the way by more than doubling its own budget, from \$307,770, to \$760,208. Its program was Mohawk Showroom on behalf of its rugs and carpets over 50 NBC-TV stations.

#### Garroway's Sponsor

Congoleum-Nairn Inc. (linoleum products) sponsored Garroway at Large on 55 NBC stations at a cost of \$357,510. Close to this figure was the \$346,095 outlay of Bonafide Mills Inc. (linoleum) for 35 NBC station coverage of Bonny Maid Versatile Varieties. Another floor covering firm, Armstrong Cork Co., chalked up \$248,730 for Armstrong Circle Theatre on 43 NBC-TV outlets. The latter program started in June. Rug and carpet products of C. H. Masland & Sons were displayed during its At Home Party (\$149,150), seen on 32 CBS stations.

Traditional International Sterling 1847 Rogers Bros. Silverware adorned the January through June telecasts of Silver Theatre, sponsored by the maker, International

# CLASS 15. HOUSEHOLD FURNISHINGS

|  | NETWORI | ĸ |
|--|---------|---|
|  | (Gross) |   |

# LEADING TV NETWORK ADVERTISERS

| Advertiser, program and agency        | Product                      | Network<br>No. of Stations<br>Hours per Week | 1950          | 0           | 1949      |
|---------------------------------------|------------------------------|----------------------------------------------|---------------|-------------|-----------|
| MOHAWK CARPET MILLS INC.              |                              | •                                            | \$760,        | 909         | \$307,770 |
| "Mohawk Showroom"                     | . Rugs & Carpets             | NBC-50-3/4                                   | 4700,         | 200         | 4307,770  |
| George R. Nelson Inc.                 |                              | (Jan Jun.;                                   |               |             |           |
| ecolge at itereen inter               |                              | AugDec.)                                     | •             |             |           |
|                                       |                              | AugDec./                                     |               |             |           |
| CONGOLEUM-NAIRN INC.                  |                              |                                              | ¥ \$357,      | 510         |           |
| "Garroway at Large"                   | Linoleum Products            | NBC-55-1/2                                   |               |             |           |
| McCann-Erickson                       |                              | (FebJun.;                                    |               |             |           |
|                                       |                              | AugDec.)                                     |               |             |           |
| BONAFIDE MILLS INC.                   |                              |                                              | \$346,        | - 200       | \$191,850 |
| "Bonny Maid Versatile Varieties"      | Linoleum                     | NBC-35-1/2                                   | 40-107        | 475         | 4121,000  |
| Gibraltar Adv.                        |                              | (JanJun.;                                    | •             | • •         | -         |
|                                       |                              | SeptDec.)                                    |               |             |           |
| ARMSTRONG CORK CO.                    | 5                            | 50p11-50017                                  |               |             |           |
|                                       | Floor Countings              | NDC 40 1/                                    | \$248,        | 730         |           |
| "Armstrong Circle Theatre"            | Floor Coverings              | NBC-43-1/2                                   |               |             |           |
| BBDO                                  |                              | (JunDec.)                                    |               |             |           |
| C. H. MASLAND & SONS                  |                              |                                              | \$149,        | 150         | \$46,320  |
| "At Home Party"                       | Rugs & Carpets               | CBS-32-1/4                                   | ****          |             |           |
| Anderson, Davis & Platte Inc.         |                              | (JanJun.:                                    |               |             |           |
|                                       |                              | SeptDec.)                                    |               |             | -         |
| INTERNATIONAL SILVER CO.              |                              | topic bool)                                  | 61-F          | -/-         | ena / 17  |
| "Silver Theatre"                      | International Sterling       | CDC 14 1/                                    | \$115,        | 200         | \$80,647  |
|                                       |                              | CBS-14-1/2                                   |               |             |           |
| Young & Rubicam                       | 1847 Rogers Bros. Silverware | (JanJun.)                                    |               |             |           |
| Source: Publishers Information Bureau |                              |                                              | *BROADCASTING | TELECASTING | estimate  |

1949

1950 \$ 2.090.020

627,848

......

Silver Co., at a cost of \$115.560, a nearly double expenditure over 1949 for its product.

Sales effectiveness of television for the interior furnishing company is great because of the value of quickly displaying its wares for televiewers' inspection. Many firms by use of clever camera and staging techniques are able to demonstrate style and design in a matter of seconds.

-----

In the local field, such advertisers as Kalamazoo Stove & Furnace Co., on behalf of its electric and gas ranges, released TV spots to dealers and distributors for coop sponsorship on a national scale.

Bigelow-Sanford Carpet Co. last December began a half-hour TV series, entitled Bigelow Theatre, a Jerry Fairbanks film show, on 27 stations.

SPOT 1950 (Net) 1949

\$ 561.379\*

86,000\*

Still other firms began adding television to radio campaigns on the local, spot level (see Household Furnishings-Radio).

# Industrial Material Class 16:

#### CLASS 16. INDUSTRIAL MATERIALS Less than 0.1% NETWORK \$ 1,248,810 SPOT 1950 1949 \$ 43,000\* 1949 11,643 (Net) (Grass) LEADING TV NETWORK ADVERTISERS Network No. of Stations Hours per Week 1950 1949 Advertiser, program and agency Product ANCHOR-HOCKING GLASS CORP. 1,057,913 . . . . . . . "Broadway Open House" William H. Weintraub & Co. NBC-44-5 (May-Dec.) **Beer Bottles** REVERE COPPER & BRASS INC. 157,635 Copper, Brass & Steel Products NBC-41-1/2 (Oct.-Dec.) "Meet the Press" St. Georges & Keyes EX-CELL-O CORP. "Homemakers Exchange" Fred M. Randall Co. 25.867 . . . . . . . **Pure-Pak Containers** CBS-23-1/2 (Aug.-Dec.) ALLEGHANY LUDLUM STEEL CORP. "The Fifth Freedam" Walker & Downing 7.395 s . . . . . . . ABC-26-1/2 (One Time) Institutional \*BROADCASTING . TELECASTING estimate Source: Publishers Information Bureau

FORMERLY considered a not-toolikely market for TV exploitation, the industrial materials category increased its network total more than 10 times in 1950 over 1949, rising to \$1,248,810.

Anchor-Hocking Glass Corp. accounted for more than \$1 million alone with its Broadway Open House on NBC-TV Revere Copper & Brass Inc. accounted for most of the rest with its Meet the Press, also on NBC-TV.

Spot advertisers in this category included Felt & Tarrant Mfg. Co., Chicago and National Paint & Varnish Co., Los Angeles. The Felt & Tarrant TV spots were placed in several cities where the company's comptometer - calculating-machine schools were located.

Class 17:

AMERICAN BANKERS ASSN. predicted to BROADCASTING • TELE-CASTING that, in this year alone, 14,000 commercial banks in the United States can be expected to spend about \$43 million for advertising, with a sizable share of this money earmarked for television.

"Banks have been one of the pioneers in television," reports ABA. "The most recent study of bank use of television made by the American Bankers Assn. in 1950 revealed that there were then 61 sponsors of television programs. It is known, however, that quite a few more banks have joined the ranks of television users in the past several months."

Bank services are more and

more being aimed at the masses, says ABA, and "to reach prospects in substantial numbers it becomes increasingly necessary for banks to turn to mass media," of which radio and television are the "outstanding examples."

# **Rely on Radio-TV**

The association declares it is

"logical and inevitable" that in the future banks will rely on TV and radio to tell their story to the public.

Insurance

Network TV was invaded by one insurance company last year, Prudential, which bought alternate weeks on CBS-TV for its hour long Prudential Family Playhouse. (Continued on page 174)

Telecasting • BROADCASTING

| Insurance                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                 |                                                  |                                                                                                                                             |                                                                                     | *******                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------|
| (Continued from page 178)<br>starting in October.                                                                                                                                                                                                                                                                                                                                                                          | CLASS 17. INSURANCE AND BAN                                                                                                                                                                                                                                                                                     | KS<br>NETWORK<br>(Gross)                         | 1950 <b>\$</b> 79<br>1949                                                                                                                   | · />I -> 10440                                                                      |                                           |
| More companies seem inclined to<br>take the step this year. Mutual<br>Benefit Health & Accident Assn.,<br>Omaha, started a TV version of<br>its radio show, On the Line With<br>Bob Considine, Jan. 20 through<br>Bozell & Jacobs Inc., Omaha.<br>National Board of Fire Under-<br>writers produced three TV spot<br>announcements to be used by in-<br>surance agents on a local basis.<br>Spot TV was well over the 1949 | LEADING TV NETWORK ADVERT<br>Advertiser, program and agency<br>PRUDENTIAL INSURANCE CO. OF AMERICA<br>"Prudential Family Playhouse"<br>Calkins & Holden, Carlock, McClinton<br>& Smith Inc.<br>Source: Publishers Information Bureau<br>total, estimated at \$3,124,819 in<br>the insurance and banks category. | ISERS<br>Product<br>Insurance<br>Bank of Americ  | Network<br>No. of Stations<br>Hours per Week<br>(BS-12-1 (alt. weeks)<br>(OctDec.)<br>*BRO.<br>a, San Francisco, K<br><i>Playhouse</i> on F | 1950<br>5 79,450<br>ADCASTING • TELECASTIN<br>ECA-TV Los Ange<br>ebruary this year. | 1949<br><br>NG estimate<br>eles, starting |
| Class 18:                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                 |                                                  | * * * J                                                                                                                                     | lewe!                                                                               | lry                                       |
| AS IN radio, most of the jewelry<br>firms put more money into spot<br>TV than network TV. Even so, the<br>network figure for 1950 jumped to<br>more than four times the 1949                                                                                                                                                                                                                                               | CLASS 18. JEWELRY, OPTICAL GO                                                                                                                                                                                                                                                                                   | NETWORK<br>(Gross)                               | ( 1950 \$492,689<br>1949 105,053                                                                                                            |                                                                                     | \$1,919,554*<br>1,315,800*                |
| total—a healthy \$492,689.<br>Nearly half of the network ad-<br>vertising was purchased by Speidel                                                                                                                                                                                                                                                                                                                         | LEADING TV NETWORK ADVERTI<br>Advertiser, program and agency<br>SPEIDEL CORP.                                                                                                                                                                                                                                   | Product                                          | Network<br>No. of Stations<br>Hours per Week                                                                                                | 1950<br>S 210,685                                                                   | 1949<br>\$ 68,380                         |
| on NBC-TV to promote sale of its wrist watch bracelets.                                                                                                                                                                                                                                                                                                                                                                    | "The Speidel Show"<br>Sullivan, Stauffer, Colwell & Bayles<br>"Saturday Night Revue"                                                                                                                                                                                                                            | Watch Bands                                      | NBC-45-1/2<br>(SeptDec.)<br>NBC-18-1                                                                                                        | 40,600                                                                              |                                           |
| Benrus Watch Co. spent approxi-<br>mately \$500,000 on spot TV in 1950,<br>more than all network jewelry ad-                                                                                                                                                                                                                                                                                                               | Sullivan, Stauffer, Colwell & Bayles<br>GRUEN WATCH CO.<br>"Blind Date"                                                                                                                                                                                                                                         | Wrist & Packet Watches                           | (May-Jun.)<br>ABC-24-1/2                                                                                                                    | \$ 116,925                                                                          |                                           |
| vertising combined.<br>Using five-minute films on the                                                                                                                                                                                                                                                                                                                                                                      | Stockton-West-Burkhart<br>BULOVA WATCH CO.<br>"Frank Sinatra Show"                                                                                                                                                                                                                                              | Watches                                          | (SeptDec.)<br>CBS-55-1/2                                                                                                                    | \$ 70,260                                                                           |                                           |
| same theme as its famous "To<br>Peggy" and "To Jim" magazine<br>ads, Hamilton Watch Co. is plan-                                                                                                                                                                                                                                                                                                                           | The Biow Co.<br>BENRUS WATCH CO. INC.<br>"Show of Shows"                                                                                                                                                                                                                                                        | Watches                                          | (NovDec.)<br>NBC-41-1/2                                                                                                                     | \$ 62,385                                                                           |                                           |
| ning to increase its TV budget<br>considerably. The Christmas cam-<br>paign, starting last November,<br>covered approximately 53 markets.                                                                                                                                                                                                                                                                                  | J. D. Tarcher Co. Inc.<br>LONGINES-WITTNAUER WATCH CO. INC.<br>"Christmas Day Festival";<br>"Election Returns" &<br>"Thanksgiving Day Festival"<br>Victor A. Bennet Co.                                                                                                                                         | Watches                                          | (SeptDec.)<br>One Time Shows of<br>var. lengths on CBS                                                                                      | \$    29,738                                                                        | \$ 6,925                                  |
| B-R Plans<br>Bruner-Ritter Co. is planning                                                                                                                                                                                                                                                                                                                                                                                 | BELL & HOWELL CO.<br>"Action Autographs"<br>Henri, Hurst & McDanald                                                                                                                                                                                                                                             | Motion Picture Cameras<br>Projectors & Equipment | ABC-5-1/4<br>(Two Times)                                                                                                                    | \$ 2,696                                                                            | \$ 29,752                                 |
| TV appropriations for the current                                                                                                                                                                                                                                                                                                                                                                                          | Source: Publishers Information Bureau                                                                                                                                                                                                                                                                           |                                                  |                                                                                                                                             | *BROADCASTING • TELEC                                                               | CASTING estimate                          |
| year.<br>Longines-Wittnauer, a heavy                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                 |                                                  |                                                                                                                                             |                                                                                     |                                           |

L ongines-Wittnauer, radio advertiser, invaded network TV three times last year to sponsor special events on CBS-TV.

Independent jewelry stores have

19: lass MAKER of Scotch Tape, the Minnesota Mining & Mfg. Co. was the only TV network sponsor in 1950 in this category, buying participating time on NBC's Show of Shows (now Saturday Night Revue) in September. This firm is not new to television, having purchased some TV spots in 1949. A newcomer to network TV this year is Hudson Pulp & Paper Co., signed for a quarter-hour segment weekly on CBS-TV's Bride & Groom.

#### Spot Advertisers

Spot TV advertisers included such firms as Royal Typewriter Co., New York; Parker Pen Co., Janesville, Wis.; Norma Pencil Corp., New York; Master Rule Mfg. Co., White Plains, N. Y.; Holt Pen Co., Compton, R.I.; B. B. Pen Co., Hollywood. In addition, Merit Greeting Card Co., Newark, N. J., used TV spots in several markets.



All signs point to a bigger TV

total in 1951. Among others, In-

ternational Silver Co., maker of

1847 Rogers Brothers, has signed

SLIGHT rise in TV network billings was noted in this category for 1950, but no year-round sponsor has yet appeared. Doubleday & Co. heads the list with its You Are An Artist series and Warren Hull

lass

indicated their enthusiasm for spot

TV on a local basis. Higher in-

come brackets of many TV viewers

may be reason.



Show. Last year's lone sponsor in this category, Time Inc., accounted for the whole 1949 total of \$131,-063. Although not appearing on the 1950 TV roster, Time Inc. returned last month with a weekly one-half

hour of Kukla, Fran & Ollie on NBC-TV. Publishers are still likely prospects for TV promotions-to boost sales of new books, special issues and the like, which demand

up for a regular TV show. International is now sponsoring Success

Story twice weekly on WJZ-TV New York.

# **TV Cuts Delinquency**

TELEVISION is keeping youngsters off the street at night and thus reduced juvenile delinquency by 50% during 1950. Inspector Robert Bowling of the Los Angeles Police Dept. has so informed a County Youth Committee. The 50% figure is based on the number of curfew violation arrests, he said.

immediate mass media campaigns. Users of spot TV include Curtis Publishing Co. for Ladies Home Journal and Saturday Evening Post and several other magazines and newspapers.

|                                                           | NETWORK<br>(Gross) | 1950<br>1949        | \$152,401<br>131,063  | SPQT<br>(Net)                                | 1950<br>1949 | \$162,981*<br>68,800* |
|-----------------------------------------------------------|--------------------|---------------------|-----------------------|----------------------------------------------|--------------|-----------------------|
| LEADING TV NETWORK ADVEI                                  | RTISERS            |                     |                       |                                              |              |                       |
|                                                           |                    | Network             |                       |                                              |              |                       |
| Advertiser, program and agency                            | Product            | No. of S            | er Week               | 1950                                         |              | 1949                  |
| OUBLEDAY & CO. INC.                                       | riodoci            | noore p             | UT TTUUK              | \$145.08                                     | 12           |                       |
| "You Are An Artist"                                       | Books              | ABC-4-1             | h                     | 1.9                                          |              |                       |
|                                                           |                    | (One Tir            | me)                   |                                              |              |                       |
| "You Are An Artist"                                       |                    | ABC-8-1             |                       | 3,42                                         | 10           |                       |
| "You Are An Artist" £                                     |                    | (One Tir<br>CBS-17- |                       | 71,16                                        |              |                       |
| (Eff. Feb. 27) "Warren Hull Show" &                       |                    | (FebJu              |                       | <i>,</i> , , , , , , , , , , , , , , , , , , | ~            |                       |
| (Eff. Jun.) "Doubleday"                                   |                    | •                   | ,                     |                                              |              |                       |
| Huber Hoge & Sons                                         |                    |                     |                       |                                              |              |                       |
| "Warren Hull Show" &                                      |                    | NBC-20-             |                       | 61,83                                        | 5            | •••••                 |
| (Eff. Mar.) ''Ben Grauer Show''<br>Huber Hoge & Sons      |                    | (JanJu              | n.)                   |                                              |              |                       |
| "Your Home Repair Man" &                                  |                    | NBC-31-             | .1/4                  | 6,74                                         | 13           |                       |
| (Eff. Aug.) "Howdy Doody"                                 |                    | (Two Tir            | mes)                  |                                              |              |                       |
| Huber Hoge & Sons                                         |                    |                     |                       |                                              |              | •                     |
| HOMECRAFTS                                                |                    |                     | <b>.</b> .            | \$ 7,3                                       | 8            |                       |
| "Wrestling Interviews from Ringside"<br>Huber Hoge & Sons | Book               | ABC-12-<br>(May-Ju  | -5 min.<br>in.; Aug.) |                                              |              |                       |
| Source: Publishers Information Bureau                     |                    |                     | * B.R.C               | DADCASTING                                   | TELEC        | ASTING estimate       |

# See the finest in TAPE RECORDING



MODEL 302 to 40,000 cps at 30 ips tape speed

# at the NAB convention

April 15, 16, 17, 18 · Hotel Stevens,

Chicago · BOOTH 550-A

AMPEX ELECTRIC CORPORATION San Carlos, California



\*Award for Product Development, Design and Engineering



# lass 21:

RADIO-TV manufacturers set demonstrated faith in their own medium's advertising value last year, spending nearly three times as much for network TV as in 1949. The total for network TV was \$3,357,714. Spot TV in this category more than doubled between 1949 and 1950.

RCA led the network list with a total of \$912,152, most of that sum being spent for a pioneer children's program, Kukla, Fran & Ollie.

Philco Corp. continued its dramatic mainstay, Philco Television Playhouse, on an 11-month basis for \$788,255. Admiral Corp. was third in the network list, spending a total of \$759,533, nearly half of that going for Stop the Music, a year round program.

#### Motorola 'Review'

Motorola's Four Star Review, started in October, cost \$286,350. Avco Corp. (Crosley Div.) spent \$270,795 for Show of Shows, begun in September, and This Is Show Business, discontinued in March 1950.

Emerson Radio & Phonograph Corp. started a new alternate-week series in April, The Clock, for a total of \$130,944 in 1950.

Other network advertisers in





unduplicated CBS service to the KSWM audience. Now in its fifth year of service

KSWM is an integral part of all community affairs and activities.



# CLASS 21. RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

| x                                                | NETWORK<br>(Gross)                         | 1950<br>1949              | \$ 3,357,714<br>1,254,977 |          | 1950<br>1949 | \$ 525,161*<br>232,200* |
|--------------------------------------------------|--------------------------------------------|---------------------------|---------------------------|----------|--------------|-------------------------|
| LEADING TV NETWORK ADVERT                        | ISERS                                      |                           |                           |          |              |                         |
|                                                  |                                            | Network<br>No. of Stati   |                           |          |              |                         |
| Advertiser, program and agency                   | Product                                    | Hours per \               | Neek                      |          | 1950         | 1949                    |
| RADIO CORP. OF AMERICA                           |                                            |                           | •                         | \$       | 912,152      | \$ 900,405              |
| "Saturday Night Revue"<br>J. Walter Thompson Co. | 45 RPM Record Player                       | NBC-18-1/2<br>(MarMay)    |                           |          | 21,210       | • • • • • • •           |
| "Kukla, Fran & Ollie"<br>J. Walter Thompson Co.  | Various RCA Products,<br>Radios, TV Sets   | NBC-56-1<br>(JanJun.:     |                           |          | 890,942      | 900,405                 |
| · · · · · · · · · · · · · · · · · · ·            |                                            | AugDec.)                  |                           |          |              |                         |
| PHILCO CORP.                                     |                                            |                           |                           | 2        | 788,255      | \$ 327,150              |
| "Philco Television Playhouse"                    | Radios, TV Sets,                           | NBC-58-1                  |                           | •        | ,            | +,                      |
| Hutchins Adv. Co.                                | Refrigerators                              | (JanJul.;                 |                           |          |              |                         |
|                                                  |                                            | SeptDec.)                 |                           |          |              |                         |
| ADMIRAL CORP.                                    |                                            |                           |                           | \$       | 759,533      | \$ 471,816              |
| "Stop the Music"                                 | Rodios, Radio-Phonographs,                 | ABC-34-1/2                |                           |          | 353,413      | 123,169                 |
| Kudner Agency                                    | TV Sets, Refrigerators,<br>Electric Ranges |                           |                           |          |              |                         |
| "National Pro Football Championship Game"        |                                            | ABC-39-var.<br>(One Time) | time                      |          | 36,862       | •••••                   |
| Kudner Agency<br>"Lights Out"                    |                                            | NBC-45-V2                 |                           |          | 369.258      | 48.510                  |
| Kudner Agency                                    |                                            | (JanJun.;                 |                           |          | 007,200      | 40,510                  |
| Kenter vigeney                                   | 1                                          | AugDec.)                  |                           |          |              |                         |
| MOTOROLA INC.                                    |                                            |                           |                           | \$       | 286.350      | • • • • • • •           |
| "Four Star Review"<br>Ruthrauff & Ryan           | TV and Radio Sets                          | NBC-50-1<br>(OctDec.)     |                           | *        | ,            |                         |
| AVCO MEG. CORP. (CROSLEY DIV.)                   |                                            | . ,                       |                           | \$       | 270,795      | \$ 259,735              |
| "This Is Show Business"                          | Radios, TV Sets, Home                      | CBS-52-1/2 (              | alt, weeks)               | •        | 54,450       | 58,465                  |
| Benton & Bowles                                  | Appliances                                 | (JanMar.)                 | •                         |          |              | -                       |
| "Show of Shows"                                  |                                            | NBC-57-1/2                |                           |          | 216,345      |                         |
| Benton & Bowles                                  |                                            | (SeptDec.)                |                           |          |              |                         |
| EMERSON RADIO & PHONOGRAPH CORP.                 |                                            |                           |                           | \$       | 130,944      | \$ 44,000               |
| "The Clock"<br>Foote, Cone & Belding Inc.        | Radios, TV Sets                            | NBC-20-1/2 (<br>(AprDec.) | (alt. Weeks)              |          | 130,944      |                         |
| Source: Publishers Information Bureau            |                                            |                           | *BRC                      | ADCASTIN | 3 • TELECA   | STING estimate          |
|                                                  |                                            | +                         |                           |          |              |                         |

this category were Columbia Records Inc., The Show Goes On, \$85,-335; and Magnavox Co., Saturday Night Revue, \$124,350.

Admiral Spots

Among spot advertisers in 1950 were Admiral Corp. and its Southern California distributor, Herbert

# lass 22:

**TELEVISION** is the most exciting medium that has hit the vast distribution industry, combining the power of the spoken word with simultaneous pictures. Already there are hundreds of success stories centering around use of the new visual medium by retailers.

In the early stages, TV is attracting larger units in the retailing field. While its cost is high in many cases, results per dollar spent are impressive.

Howard P. Abrahams, manager, Sales Promotion Division and

CLASS 22. RETAIL STORES & SHOPS

Source: Publishers Information Bureau

Visual Merchandising Group, National Retail Dry Goods Assn., warns that TV, like radio, must produce more results per program as costs increase.

H. Horn Inc., Los Angeles, which

telecast eight Los Angeles Rams

professional football games on

Receiver Sales Div. of Allen B.

DuMont Labs, Clifton, N. J., sent

sample TV spot announcements to

dealers for local cooperative spon-

KNBH (TV) Hollywood.

sorship.

Television stations, like their fellow radio outlets, have a fine chance to attract retail stores to their facilities, he said, but cautioned that programs must have the benefit of persons trained in retailing.

The retail category (Class 22) used by Publishers Information Bureau, includes the Bond Stores

and Kroger chains but a true picture of retailer use of TV would show large sums that appear in other categories such as apparel. Many appliance and specialty stores are heavy buyers of TV

time. Walt H. Dennis, radio-television director of Allied Stores, contends TV won't work many miracles but will provide excellent results if proper preparation goes into the project. Even so, he argues, it probably won't produce any better than other media where the same

| CLASS 22. KEIAIL SIUKES & S                                       | nurs                    |                             |       |           |            |
|-------------------------------------------------------------------|-------------------------|-----------------------------|-------|-----------|------------|
|                                                                   | NETWORK                 | 1950 \$ 83,575              | SPOT  | 1950      | \$ 72,436* |
| LEADING TV NETWORK AD                                             | /ERTISERS (Gross)       | 1949 19,575                 | (Net) | 1949      | 438,000*   |
|                                                                   |                         | Network<br>No. of Stations  |       |           |            |
| Advertiser, program and agency                                    | Product                 | Hours per Week              |       | 1950      | 1949       |
| KROGER CO.<br>"Alan Young Show"                                   | Chain Stores, Groceries | CBS-18-1/2                  |       | \$ 72,240 |            |
| Ralph H. Jones Co.                                                |                         | (SeptDec.)                  |       |           |            |
| RADIO OFFER CO.                                                   |                         |                             |       | \$ 5,184  |            |
| "Wrestling Scene Interviews"                                      | Wally Frank Pipes       | ABC-11-5 min.               |       |           |            |
| Huber Hoge & Sons                                                 |                         | (OctNov.)                   |       |           |            |
| C & W ENTERPRISES<br>"The Roller Derby Scene"                     | Instant Foto Maii Offer | ABC-5-1/4                   |       | \$ 4,520  | •••••      |
| Mail Order Network                                                |                         | (AugSept.)                  |       |           |            |
| BOND STORES INC.<br>"Sport Highlights of the Week"<br>Cayton Inc. | Wearing Apparel         | NBC-16-5 min.<br>(One Time) |       | \$ 1,631  | \$19,575   |
|                                                                   |                         | ·/                          |       |           |            |

\* BROADCASTING 

TELECASTING estimate

**BROADCASTING** • Telecasting

an even bigger year for TV revenue from the manufacturers. With possibility of the freeze's lifting, set makers will want to keep their names before the public even if the emergency precludes heavy production of TV sets for the immediate future.

Ketai

By all indications, 1951 will be

Radio & TV

attention is devoted to the campaign. He says TV results, as in radio, should be assessed on a longterm basis.

### **Price Problem**

Some signs that TV is pricing itself out of the range of smaller stores are noted already but the new medium is developing techniques to attract smaller advertisers. Moreover, telecasts point to excellent results per dollar spent.



USE OF television by smoking materials manufacturers increased sharply during 1950 with the total spent in the network classification nearly tripled that of 1949.

Leading network users of television, their products and programs are listed in the accompanying table. Others include:

NETWORK 1950 \$ 6,250,180

(Jan.-Jun.; Aug.-Dec.)

National Assn. of Tobacco Distributors, for cigars, wrestling interviews from ringside, ABC, August and September, 5 minutes following wrestling matches, four stations, \$4,866.

Riggio Tobacco Corp., for Regent cigarettes, Leave It to the Girls, NBC, August through De-

-----

SPOT 1950 \$2,154,971\*

cember, nine stations, 7-7:30 Sunday, \$76,980.

Smoking

Ronson Art Metal Works, Ronson lighters, Twenty Questions, ABC, March through June, September through December, 11 stations, 8-8:30 p.m. Friday, \$109,725.

Most of the important sponsors in this division were experimenting with television spot and nearly all of the smaller manufacturers tried test campaigns by this method.

Some of these spot users include: Philip Morris through Biow Co., New York; Zippo Lighters through Geyer, Newell & Ganger, New York; Wiscon Products Inc., for its pipes, through Hamilton Adv., Chicago.

### **B&H** Spots

Benson & Hedges, through Kudner Agency, New York; Brown & Williamson, through Russel M. Seeds, Chicago; Wally Frank Ltd., through Huber Hoge & Sons, New York; Larus & Brother through Warwick & Legler, New York; Pipes by Lee, through Donahue & Coe, New York; Regina Cigar Co., through Gresh & Kramer, Philadelphia; United States Tobacco Co., through Kudner, New York.





# CLASS 23. SMOKING MATERIALS

|                                                         | (Gross)              | 1950 \$ 6,250,180          | (Net) 1949  | 154,971                                |
|---------------------------------------------------------|----------------------|----------------------------|-------------|----------------------------------------|
| LEADING TV NETWORK ADVERTI                              | SERS                 | Network                    |             |                                        |
|                                                         |                      | Nerwork<br>No. of Stations |             |                                        |
| Advertiser, program and agency                          | Product              | Haurs per Week             | 1950        | 1949                                   |
| R. J. REYNOLDS TOBACCO CO.                              |                      |                            | \$1,642,425 | 726,400                                |
| "Ed Wynn Show" & (Eff. Oct. 10)<br>"Vaughn Monroe Show" | Camei Cigarettes     | CBS-33-1/2                 | 286,845     |                                        |
| "Vaughn Monroe Show"                                    |                      | (JanJul.)                  |             |                                        |
| Wm. Esty Co.                                            |                      | OctDec.)                   | 228.270     | 43,095                                 |
| "Man Against Crime"<br>Wm. Esty Co.                     |                      | CBS-36-1/2<br>JanJun.;     | 228,270     | ······································ |
| TTM. LSIY CO.                                           |                      | OctDec.)                   |             |                                        |
| "Camel News Caravan"                                    |                      | NBC-37-11/4                | 1,127,310   | 558,580                                |
| Wm. Esty Co.                                            |                      |                            |             |                                        |
| P. LORILLARD CO.                                        |                      |                            | \$1,458,125 | \$ 397,781                             |
| "The Web"                                               | Embassy Cigarettes   | CBS-21-1/2                 | 182,595     |                                        |
| Geyer, Newell & Ganger<br>"Stop the Music"              |                      | (JulDec.)                  |             |                                        |
| "Stop the Music"                                        | Old Gold Cigarettes  | ABC-54-1/2                 | 466,090     | 114,941                                |
| Lennen & Mitcheil<br>"Original Amateur Hour"            |                      | NBC-55-1                   | 809,440     | 282,840                                |
| Lennen & Mitchell                                       |                      | NBC-33-1                   | ~~~~~       | 101,010                                |
| LIGGETT & MYERS TOBACCO CO.                             |                      |                            | \$1,074,141 | \$ 594,440                             |
| "Arthur Godfrey & His Friends"                          | Chesterfield Cig-    | CBS-49-1/2                 | 611.511     | 473,650                                |
| Cunningham & Walsh                                      | arettes              | (JanJul.;                  |             |                                        |
| • · · · · · · · · · · · · · · · · · · ·                 |                      | SeptDec.)                  |             |                                        |
| "Perry Coma"                                            |                      | CBS-41-34                  | 282,960     |                                        |
| Cunningham & Waish                                      |                      | (OctDec.)<br>NBC-44-V2     | 170 (70     | 100 700                                |
| "Chesterfield Supper Club"<br>Cunningham & Walsh        |                      | (JanJun.)                  | 179,670     | 120,790                                |
| •                                                       |                      | (adm-aom)                  | \$ 951,715  | 6 071 0/0                              |
| AMERICAN TOBACCO CO.<br>"Roller Derby"                  | Lucky Strike Cig-    | ABC-5-var.                 | 37,080      | \$ 271,260                             |
| BBDO                                                    | arettes              | time                       | 07,000      |                                        |
|                                                         |                      | (SeptDec.)                 |             |                                        |
| "Jack Benny"                                            |                      | CB5-49-1/4                 | 18,828      |                                        |
| D'Arcy Adv.                                             |                      | (One Time)<br>CBS-\$1-1⁄2  |             |                                        |
| "This Is Show Business"<br>BBDO                         |                      | (AprJun.;                  | 353,838     | • • • • • • •                          |
|                                                         |                      | AugDec.)                   |             |                                        |
| "Hit Parade"                                            |                      | NBC-17-1/2                 | 25,095      |                                        |
| BBDO                                                    |                      | (JulAug.)                  | -           |                                        |
| "Robert Montgomery Presents Your Lucky                  |                      | NBC-30-1                   | 211,750     |                                        |
| Strike Theatre"                                         |                      | (JanJon.                   |             |                                        |
| BBDO<br>"The Big Story"                                 | Pall Mall Cigarettes | AugDec.)<br>NBC-35-1⁄2     | 216,798     | 47,880                                 |
| the big story                                           | Full Mult eightenes  | (alt, weeks)               | 210,750     | 47,000                                 |
| Sullivan, Stauffer, Colwell & Bayles                    |                      |                            |             |                                        |
| "Your Hit Parade"                                       | Tobacco Products     | NBC-26-1/2                 | 88,326      |                                        |
| BBDO                                                    |                      | (OctDec.)                  |             |                                        |
| PHILIP MORRIS & CO. LTD.                                | -                    |                            | \$ 537,328  | \$ 241,127                             |
| "Candid Comera" & (Eff. Oct.) "Horace                   | Cigarettes           | CBS-36-1/2                 | 322,725     | 97,500                                 |
| Heidt"<br>Biow Co.                                      |                      |                            |             |                                        |
| "Herb Shriner"                                          |                      | CBS-9-25 min.              | 33,938      |                                        |
| Biow Co.                                                |                      | (JanFeb.)                  | -           |                                        |
| "Sports Interview"                                      | Philip Morris Cig-   | CBS-30-1/4                 | 29,510      | ••••                                   |
| Cecil & Presbrey                                        | arettes              | (SeptOct.)                 | 101 100     |                                        |
| "Truth or Consequences"                                 |                      | CBS-25-1/2<br>(SeptDec.)   | 151,155     | • • • • • •                            |
| Biow Co.                                                |                      | (saht'snac')               | ¢           |                                        |
| U. S. TÓBACCO CO.<br>"Martin Kane, Private Eye"         | Model, Old Briar,    | NBC-60-1/2                 | \$ 394,875  | \$ 96,960                              |
| "Martin Kane, Private Eye"<br>Kudner Agency             | Dill's Best, Tweed   | (JanJun.;                  |             |                                        |
| LARINEL WRanch                                          | Tobacco              | AugDec.)                   |             |                                        |

Source: Publishers Information Bureau

\*\*\*\*\*\*\*\*



Tobacco Cigarettes 60

\* BROADCASTING . TELECASTING estimate

# **Tube Sales Increase**

FEBRUARY SALES of receiving tubes were 36,821,794, 48% bigger volume than in the same month last year, Radio-Television Mfrs. Assn. has reported. Breakdown showed 24,578,991 tubes sold for new radio and TV sets, 2,355,356 for non-radio or TV equipment, 8,237,372 for replacements, 1,429,-783 for export and 220,292 for government agencies.

NEW YORK Journal of Commerce publishing a new weekly "Controls Service," indexing and digesting the welter of new price, production and distribution regulations.

# Class 24:

INCREASING interest in network television among soap, polish and cleanser manufacturers indicated that this will become one of the major sources of TV revenue. The top six advertisers in this classification are listed in the accompanying table.

Manufacturers not yet interested in network shows were experimenting in spot to a considerable extent as 1950 ended.

Among the users of spot television in this classification were:

Procter & Gamble, through its agency Dancer-Fitzgerald-Sample, New York, tested spot and found it effective for its product, Oxydol. It also tested television in several markets during a 1950 campaign for Tide. Agency for this product was Benton & Bowles, New York.

### New Polish

O'Cedar Corp. used television spots in its campaign to introduce a new furniture polish, Dri-Glo, in a large number of markets. Young & Rubicam, Chicago, was the agency.

J. A. Wright, Keene, N. H., used television spots for its silver cream. The agency is Lambert & Feasley, New York.

|   | - | -   |    |  | - | _ | - | -  | - | - | - | -  | -  |    |   |    |   |    | _ | - | _ | -  | _ | - |   | - | -  | - | - | - | - | - | - | - | - | 1 |
|---|---|-----|----|--|---|---|---|----|---|---|---|----|----|----|---|----|---|----|---|---|---|----|---|---|---|---|----|---|---|---|---|---|---|---|---|---|
| - |   | . < | :c |  | • |   | s | n. |   | Þ | c | -1 | PC | 51 | ſ | sı | H | FS |   | 2 | 6 | -1 | F |   | N | S | FI | • |   |   |   |   |   |   |   |   |

| LEADING TV NETWORK ADVE        |                         |                       | 395 SPOT 1950<br>310 (Net) 1949 | \$ 1,448,720*<br>86,000* |
|--------------------------------|-------------------------|-----------------------|---------------------------------|--------------------------|
| LEADING IT HEIWORK ADTE        | RIJERS                  |                       |                                 |                          |
|                                |                         | Network               |                                 |                          |
|                                |                         | No. of Stations       |                                 | _                        |
| Advertiser, program and agency | Product                 | Hours per Week        | 1950                            | 1949                     |
| PROCTER & GAMBLE CO.           |                         |                       | \$ 570,295                      | \$ 107,31                |
| 'First 100 Years"              | All Products            | CBS-43-11/4           | 85,300                          |                          |
| Senton & Bowles                |                         | (Dec. Only)           |                                 |                          |
| 'Musical Comedy Time"          | Camay & Tide            | NBC-31-1              | 113,900                         |                          |
| Pedlar & Ryan                  |                         | (alt. weeks)          |                                 |                          |
|                                |                         | (OctDec.)             |                                 |                          |
| 'Bevlah''                      | Dreft & Oxydol          | ABC-26-1/2            | 82,165                          |                          |
| ancer-Fitzgerald-Sample        |                         | (OctDec.)             |                                 |                          |
| 'Fireside Theatre"             | lvory, Crisco, Duz      | NBC-28-1/2            | 271,170                         | 107,31                   |
| Compton Adv. 🧹                 |                         | (JanJun.;<br>AugDec.) |                                 |                          |
| 'Saturday Night Revue''        | Spic & Span             | NSC-10-1/2            | 17,760                          |                          |
| sulerout Highl Keree           | shie of shan            | (AprMay)              | 17,700                          | • • • • • •              |
| . O. S. CO.                    |                         | (                     | 5 10/ 450                       |                          |
| 'Homemakers Exchange''         | Scouring Pads           | CB5-24-1/2            | \$ 126,450<br>64,065            | *****                    |
| AcCann-Erickson                | scooling rous           | CB3-24-72             |                                 | • • • • •                |
| Show of Shows"                 | S.O.S. Cleaner          | NBC-41-1/2            | 62.385                          |                          |
| AcCann-Erickson                |                         | (SeptDec.)            | 02,000                          | •••••                    |
| EVER BROTHERS CO.              |                         |                       | \$ 105,885                      |                          |
| "Big Town"                     | Rinso                   | CBS-24-1/2            | \$ 103,003                      |                          |
| Ruthrauff & Ryan               |                         | (OctDec.)             |                                 |                          |
| . C. JOHNSON & SON INC.        |                         | (                     | \$ 82,250                       |                          |
| 'Starlight Theatre'            | Johnson's Wax           | CBS-30-1/2            | ¥ 82,250<br>40,860              | *****                    |
| leedham, Louis & Brorby        | Source of MAX           | (alt. weeks)          | 40,600                          | •••••                    |
|                                |                         | (NovDec.)             |                                 |                          |
| 'Jack Carter Show''            | Wax and Allied Products | NBC-31-10 min.        | 41.390                          |                          |
| leedham, Louis & Brorby        | Products                | (SeptDec.)            |                                 |                          |
| MERICAN HOME PRODUCTS CORP.    |                         |                       | \$ 59,470                       |                          |
| 'Kate Smith Show''             | Aerowax, Duff's Mixes,  | NBC-52-1/4            | + -:/···                        |                          |
| N. Earl Bothwell               | Others                  | (SeptDec.)            |                                 |                          |
| RENUZIT HOME PRODUCTS CO.      |                         |                       | \$ 32,945                       | •••••                    |
| 'Homemakers Exchange"          | Renuzit Cleaner         | CBS-25-1/2            | 4 G2/743                        | ••••                     |
| McKee & Albright               |                         | (MarJyn.:             |                                 |                          |
| -                              |                         | SeptNov.)             |                                 |                          |
|                                |                         |                       |                                 |                          |

Source: Publishers Information Bureau

... Soaps

| Class 25:                                                                       |                   | $\diamond \diamond \diamond \downarrow$      | port                       | ing                |
|---------------------------------------------------------------------------------|-------------------|----------------------------------------------|----------------------------|--------------------|
| CLASS 25. SPORTING GOODS &                                                      | NETWORK           | 1950 \$ 108,340<br>1949 88,535               | SPOT 1950 \$<br>(Net) 1949 | 90,545*<br>34,400* |
| Advertiser, program and agency                                                  | Product           | Network<br>No. of Stations<br>Hours per Week | 1950                       | 1949               |
| IONEL CORP.<br>'Joe DiMaggio Show''<br>Juchanan & Co.                           | Trains            | NBC-39-1/4<br>(SeptDec.)                     | \$ 102,570                 | \$ 1 <b>,560</b>   |
| BRUNSWICK-BALKE-COLLENDER CO.<br>'Bowling Championships''<br>Al Paul Lefton Co. | Bowling Equipment | ABC-20-1/2<br>(Dec. Only)                    | \$ 5,770                   | \$ 5,870           |
| Source: Publishers Information Bureau                                           |                   | *!                                           | ROADCASTING • TELECAST     | ING estimate       |



# **BBC-TV** Dieting

A DIETING program on BBC-TV has drawn 50,000 requests for the slenderizing formula, but British medical men are vigorously protesting that indiscriminate dieting is dangerous. BBC agrees with the doctors and now has denied the requests. To combat future medical criticism, BBC has had Lord Horder, King George's physician, appear to warn that sylph-like figure is not as important as one's health. ELEVISION promises to be a nore interesting field for sporting boods and toy manufacturers than adio has been in the past. Already number of manufacturers are xperimenting with the medium on

limited advertising budgets. In addition to the network advertising, shown in the accompanying table, spot was used by manufacturers in this category in a number of cases. The A. C. Gilbert Co. made a bid for the Christmas trade for its toy trains by sponsoring a series of educational TV films The American Flyer Boys Railroad Clubs, produced by Transfilm Inc., New York. The films were shown on 60 stations. Agency was Charles W. Hoyt Co., New York.

#### **Other Advertisers**

Other sporting goods manufacturers using television during the year included: Cycloid Corp., Chicago (sporting goods), agency Bennett, Petesch & O'Connor, Chicago; Federal Mfg. & Engineering Corp., Brooklyn (cameras & projectors), agency A. W. Lewin Co., Newark; Ideal Film & Supply Co., New York (film), agency Richard & Gunther Inc., New York, and Revere Camera Co., Chicago (photographic equipment), agency y Roche, Williams & Cleary, Chicago.

Page 178 • April 16, 1951
## Llass 26:

GOODS manufacturers promise to become leading television advertisers, just as they have always been principal radio advertisers.

S. L. Mayham, executive vice president of the Toilet Goods Assn., predicts that when all reports are in they will show a record volume for the industry in 1950 and says that "television is being experimented with by many large houses."

The accompanying table of network television leaders bears out this statement. Besides the six leading advertisers, listed in the table, the following firms used network television during 1950:

American Safety Razor Corp. sponsored The College Bowl for its razor blades and lighters over ABC. The program was carried from Oct. through Dec. on two stations, 9-9:30 p.m. alternate weeks at a cost of \$37,695. The same firm sponsored The Show Goes On, CBS, one station in Sept., four in Oct., five in Nov. and four in Dec., 8:30-9 p.m. Thursday, \$144,990. Total expenditures for American Safety Razor in network TV were \$182,685.

Block Drug Co. sponsored

Sept., five Oct., four Nov. and four Dec., 10-10:30 p.m. Tuesday, \$118,050.

Toiletries

Campana Corp. sponsored First Nighter for Italian Balm, Solitair Cake Make-Up, Ayds and other products over ABC, two stations in Oct., five Nov., four Dec., 8-9 p.m. Wednesday, \$99,000.

Carter Products backed Sing It Again for Arrid, CBS, over four stations, 10-10:15 p.m. Saturday, Oct. through Dec., \$52,260. Distillers Corp.-Seagrams Ltd.

sponsored The College Bowl for Heed deodorant, ABC, two stations, 9-9:30 p.m. Monday, Oct.

Danger, CBS, over two stations in 

### CLASS 26. TOILETRIES & TOILET GOODS

| LEADING TV METHODY AD                      | NETWORK                 | 1950 \$4,183,194<br>1949 914,750      | SPOT 1950<br>(Net) 1949 | \$507,052*<br>68,800* |
|--------------------------------------------|-------------------------|---------------------------------------|-------------------------|-----------------------|
| LEADING TV NETWORK AD                      | VERTISERS (Gross)       |                                       | (Net) 1949              | 00,000                |
|                                            |                         | Network<br>No. of Stations            |                         |                       |
| dvertiser, program and agency              | Product                 | Hours per Week                        | 1950                    | 1949                  |
| ILLETTE SAFETY RAZOR CO.                   |                         |                                       | \$ 886.364              | \$ 174.990            |
| Final Playoff Basketball Games";           | Gillette Safety Razors, | Short-term con-                       | 279.291                 | 43,530                |
| NCAA Tournament Finals";                   | Blades, Shaving Cream   | tracts on ABC,                        |                         | ,                     |
| Kentucky Derby''; "Preakness Race";        |                         | CBS & NBC for                         |                         |                       |
| World Series";                             |                         | various lengths                       |                         |                       |
| Army-Navy Football Game";                  |                         | of time.                              |                         |                       |
| Belmont Stakes" & "Gillette                |                         |                                       |                         |                       |
| Ail-Star Basebail Game"<br>axon Inc.       |                         |                                       |                         |                       |
| Boxing Bouts—Cavalcade of Sports"          |                         | NBC-39-1/2                            | 402,015                 | 131,460               |
| axon Inc.                                  |                         | ······                                |                         |                       |
| Arthur Godfrey & His Friends"              | Toni Home Permanent     | CB\$-46-1/2 (alt. weeks)              | 98,360                  |                       |
| pote, Cone & Belding                       | Wave                    | (SeptDec.)                            | 106,698                 |                       |
| foni Twin Time"                            |                         | CBS-37-1/2 (alt. weeks)<br>(AprSept.) | 100,670                 |                       |
| oote, Cone & Belding                       |                         | (AprSept.)                            | \$ 847.674              | \$ 289,535            |
| OLGATE-PALMOLIVE-PEET CO.                  |                         | NBC-43-1/2                            | 355,379                 | 125,435               |
| lowdy Deody"                               | Colgate Dental Cream    | NBC-43- 72                            | 033/2/ /                | 120,10                |
| d Bates & Co.<br>Iowdy Doody"              |                         | NBC-43-1/4                            | 69,425                  |                       |
| erman & Marquette                          |                         | (SeptDec.)                            |                         |                       |
| The Colgate Comedy Hour"                   | Halo Shampoo, Palmolive | NBC-56-1                              | 294,725                 |                       |
| ierman & Marquette                         | Shave Cream, Ajax,      | (SeptDec.)                            |                         |                       |
|                                            | Colgate Dental Cream    |                                       | 128,145                 | 164,100               |
| The Colgate Theatre"                       | Vel & Lustre Creme      | NBC-22-1/2<br>(JanJun.)               | 120,145                 | 104,100               |
| filliam Esty Co.                           |                         | (300300.)                             | \$ \$34.875             | \$ 170.946            |
| RISTOL-MYERS CO.                           | Income Wards Durate     | CBS-10-1/4                            | 131,645                 | 58,730                |
| Lucky Pup"<br>pherty, Clifford & Shenfield | ipana Tooth Paste       | CD3-10-74                             |                         |                       |
| Break the Bank"                            | Vitalis, Mum, Others    | NBC-49-1/2                            | 403,230                 | 112,216               |
| oherty, Clifford & Shenfield               |                         |                                       |                         |                       |
| VER BROTHERS CO.                           |                         |                                       | \$ 326,180              | \$ 96,810             |
| he Clock"                                  | All Lever Products      | NBC-49-1/2                            |                         |                       |
| Walter Thompson Co.                        | ••••                    | (JanMar.)                             | 102,960                 | 96,810                |
| Hamour Go-Round with 11kg Chase"           | Cosmetics               | CBS-20-14                             | 113,750                 |                       |
| derai Adv. Agency                          |                         | (FebAug.)<br>CBS-25-1/2               | 109,470                 |                       |
| ux Videa Theatre"                          | Lux Soap & Flakes       | (OctDec.)                             | 107,470                 |                       |
| Walter Thompson Co.                        |                         | (001-000)                             | \$ 303,195              |                       |
| ANHATTAN SOAP CO.                          | Sweetheart Soap,        | NBC-59-1/2                            | + 203,193               |                       |
| One Man's Family''<br>Jane Jones Co.       | Blue-White Flakes       | (JulDec.)                             |                         |                       |
|                                            |                         | ,                                     | \$ 252,617              | \$ 93,165             |
| HESEBROUGH MFG. CO.<br>Roller Derby"       | Vaseline Products       | ABC-10-1/2                            | 64,467                  | 33,297                |
| cCann-Erickson                             |                         | (JanMay)                              |                         | ,                     |
| Greatest Fights of the Century"            |                         | NBC-30-1/4                            | 188,150                 | 59,868                |
| ayton inc.                                 |                         | (JanJun.;                             |                         |                       |
|                                            |                         | SeptDec.)                             | BROADCASTING . TELECAST | ING astimute          |
| ource: Publishers Information Bureau       |                         |                                       | BRUADCASTING & IELECAST | THAT ASTURDIA         |

lass 27.

AIR LINES, railroads, steamship lines and resorts dabbled in television advertising during 1950 but there were no major appropriations for the medium in this product classification.

Trans-World Airlines continued

an experiment started in 1949 by using TV in major markets from coast to coast. Other air lines using some television included: Air America, Burbank; British Com-monwealth Pacific Airlines, New York, agency Cecil & Presbrey,

\* BROADCASTING . TELECASTING estimate

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1950 SPOT (NET) ..... Less than 0.1%\*

1949 SPOT (Net) .....\$34,400\*

Travel

New York; Capital Airlines, Washington, agency Lewis Edwin Ryan, Washington; Delta Air Lines, Atlanta, agency Burke Dowling Adams, Montclair, N. J.; and Eastern Air Lines, New York, agency Fletcher D. Richards, New York.

Railroads and steamship lines using television included: Atcheson, Topeka & Santa Fe Railway, Chicago, agency Leo Burnett Co., Chicago; Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago, agency Roche, Williams & Cleary, Chicago; Isbrandtsen & Sons, New York, agency Cowan & Dengler, New

(Continued on page 180)

through Dec., \$52,845.

Procter & Gamble sponsored Musical Comedy Time for Camay and Tide over NBC, 9:30-10:30 p.m. alternate weeks, Oct. through Dec., \$113,900. It also sponsored television programs in other product groups.

Wildroot Co. sponsored the Sam Levenson Show for its hair tonic, CBS, 8:45-9 p.m. Oct. 28, one station. \$8.580; the Jack Carter show for Cream Oil hair tonic, NBC, four stations, 10 min. between 8:30 and 9 p.m., Sept. through Dec., \$54,650; Charlie Wild, Private Detective, CBS for hair tonic and shampoo, one station alternate weeks in Dec., 9-9:30 p.m. Friday, \$8,970. The sponsor spent \$72,200 for network television during 1950.

#### Heavy Spot Users

Many spot television campaigns were underway, or being planned, by manufacturers in this category. As 1951 got underway Parx Products Corp., New York, had started a test campaign in several markets through Henry J. Kaufman, Washington.

Other spot users in this category included Ritepoint Co. (lighters), through Olian Adv., St. Louis; Personal Products, Yes tissues, through Compton Adv., New York; Lee Pharmacal, Shadow wave, through McCann-Erickson, New York; Richard Hudnut, hair color product, Dancer-Fitzgerald-Sample.



CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

There were no TV network advertisers in this class during 1950

## ass 28

**TENFOLD** expansion occurred last year in miscellaneous network advertisers using the new visual medium. The classification includes advertisers not specifically covered by the 27 main categories. Religious, labor and pet foods dominate the miscellaneous group.

### **Interest Grows**

Interest in television has grown steadily among religious advertisers. Largest buyer of TV time is Young People's Church of the Air, on ABC. This sponsor started out with a \$31,271 schedule in 1949. It proved so successful that the organization expanded its schedule six-fold in 1950, buying

### Travel

#### (Continued from page 179)

York; New York Central, New York, agency Foote, Cone & Belding, New York; and Union Pacific Railroad, Omaha, agency Caples Co., Omaha.

Resorts using television: City of Atlantic City, Atlantic City, agency A. A. Dorland, Atlantic City; Hawaii Visitors Bureau, Honolulu, agency Holst & Cummings, Honolulu; New York State Dept. of Commerce, Albany, agency BBDO, New York.



\$190,444 in ABC time and continuing into 1951. The series is telecast Sunday night.

Gospel Broadcasting Assn. turned to TV last year, supplementing its \$800,000 radio schedule with an expenditure of \$70,747 on the visual medium. Another large religious timebuyer, General Conference of Seventh-Day Adventists, carried a series of religious talks on ABC last December for an expenditure \$11,212. The denomination's of

radio budget exceeded a half-million dollars last year.

Missouri Synod of the Lutheran Church carried Thanksgiving and Christmas telecasts on ABC, spending \$10,249 for time. The Church's Lutheran Hour on ABC and MBS totaled nearly \$900,000 in radio time last year. Special telecasts were arranged for New Year's Day and Easter Sunday, 1951.

This religious use of television was starting to attract other denominations to the medium. Lay Church Group, under Methodist Church guidance, started an ABC-TV dramatic series for 13 weeks.

liscellaneous

A number of special events were telecast during the year by other sponsors. Allis-Chalmers Mfg. Co., for example, broadcast a special version of the International Livestock Exposition over NBC last Nov. 28. Eversharp Inc. used TV spots before Christmas for its gift items.

CLASS 28. MISCELLANEOUS NETWORK 1950 \$435.217 SPOT 1950

|                                                         | (Gross)               | 1949 40,8                         | 51 (Net)     | 1949      | 412,800*         |
|---------------------------------------------------------|-----------------------|-----------------------------------|--------------|-----------|------------------|
| LEADING TV NETWORK ADVER                                | TISERS                | Network                           |              |           |                  |
| Advertiser, program and agency                          | Product               | No. of Stations<br>Hours per Week |              | 1950      | 1949             |
| YOUNG PEOPLES CHURCH OF THE AIR<br>"Youth on the Morch" | Institutional         | ABC-21-1/2                        |              | \$190,444 | \$31,271         |
| J. M. Camp                                              |                       | (JanJuly-<br>OctDec.)             |              |           |                  |
| QUAKER OATS CO.                                         |                       | -                                 |              | \$152,565 | \$ 4,000         |
| "Zoo Parade"<br>Ruthrauff & Ryan                        | Ken-L Ration Dog Food | NBC-37-1/2<br>(OctDec.)           |              |           | 4                |
| GOSPEL BROADCASTING ASSN.                               | - • •                 |                                   |              | \$70,747  |                  |
| "The Old Fashioned Meeting"<br>R. H. Alber Co.          | Religion              | ABC-14-1/2<br>(OctDec.)           |              |           |                  |
| GENERAL CONFERENCE OF                                   |                       |                                   |              |           |                  |
| SEVENTH-DAY ADVENTISTS<br>"Faith for Today"             | Religious Talks       | ABC-9-1/2                         |              | \$11,212  |                  |
|                                                         |                       | (Dec. Only)                       |              |           |                  |
| LUTHERAN CHURCH-MISSOURI SYNOD                          | B. 17. 1              |                                   |              | \$10,249  |                  |
| "Thanksgiving Day Program" &<br>"Christmas Program"     | Religion              | ABC-40-½<br>(NovDec.)             |              |           |                  |
| Source: Publishers Information Bureau                   |                       |                                   | * BROADCASTI | NG 🔹 TELE | CASTING estimate |

### PORTER NAMED

### **To Mobilization Board**

PAUL A. PORTER, Washington practicing attorney and former FCC Chairman, has been named to serve on President Truman's new four-ply Mobilization Policy Advisory Board under the chairmanship of Defense Mobilizer Charles E. Wilson.

Mr. Porter is one of 16 members selected to represent four different fields in the mobilization program-management, labor, public and agriculture, serving on the public panel. The board was established to help resolve differences which prompted labor to boycott

the mobilization program. A member of the law firm of Arnold, Fortas & Porter, Washington, Mr. Porter served as chairman of the FCC from December 1944 to February 1946. He also was formerly Federal Price Administrator.

### AFRA Payments

WITH Larry Finley, president of the suspended Progressive Broadcasting System, having given assurance that satisfactory payment will be made to AFRA members if he is given sufficient time and opportunity, the union is taking no action at this time to collect. A total of \$29,390.52 is due AFRA members, according to the union. Of this amount, \$16,950.42 is for programs actually broadcast by PBS. The remaining \$12,449 is for programs recorded, but not broadcast, it was said.

### **Television Spot Advertisers**

(Continued from page 165)

| Advertiser                           | Product                   | Number of Stations Used<br>During Each Month Agency<br>JFMAMJJASOND |
|--------------------------------------|---------------------------|---------------------------------------------------------------------|
| Aunt Mid Co.                         | Mixed                     |                                                                     |
| Austin,<br>Nichols Co.               | Vegetables<br>Moquin Wine | 1 1 1 1 1 1 Alfred Lilly                                            |
| Automatic Ra-<br>dio Mfg. Co.        | Radios,<br>Phonograph     | 1 1 1 1 Hare Adv.                                                   |
| Awful Fresh<br>MacFarlane            | Candy                     | 10 7 3 3 1 1 1 Dan B. Miner                                         |
| B-1 Beverage<br>Co.                  | Soft Drink                | Wesley K.<br>Nash                                                   |
| B-C Remedy                           | Headache<br>Remedy        | 2 3 3 1 Charles W.<br>Hoyt                                          |
| B-Slim Labs.                         | Reducing Aid              | Barton A.<br>Stebbins                                               |
| B.V.D. Corp.                         | Clothing                  | 1 1 1 1 Doyle Dane<br>Bernback                                      |
| B.W.B. Food<br>B.C.L. Popcorn<br>Co. | Beans                     | 4 5 4 4 2 4 4 3 Fellows                                             |
| Bachman<br>Bakeries                  | Pretzels                  | 1 Aiken-Kynett                                                      |
| Baconette Prod-<br>ucts Co.          | Skittles                  | 2 1 1 1 1 1 1 Jordan Co.                                            |
| Ballentine, P.,<br>& Sons            | Beer                      | 2 3 3 9 11 12 12 12 6 3 1 J. Walter<br>Thompson                     |
| Ballard &<br>Ballard Co.             | Biscuits                  | 1 1 1 1 1 2 1 1 1 3 2 Henri, Hurst<br>& McDonald                    |
| Bank of<br>America                   | Banking                   | 1 1 3 1 Charles Stuar                                               |
| Banquet Can-<br>ning Co.             | Canned<br>Chicken         | 1 2 1 Gardner                                                       |
| Barbey's Inc                         | Beer                      | Gray & Rogers                                                       |
| Bardahl Oil<br>Co.                   | Oil                       | 1 1 3 3 3 3 3 5 4 5 Harold Kirsch                                   |
| Barnes, A. S.,<br>& Co.              | Books                     | 1 John Shrager                                                      |
| Barteldes Seed                       |                           | 1 Potts. Calkins<br>& Holden                                        |
| Bavarian Brew-<br>ing Co.            | Beer                      | 2 1 1 1 Ralph H.<br>Jones                                           |
| Bayuk Cigars<br>Inc.                 | Cigars                    | 2 7 8 3 Neal D. Ivey                                                |
| Beacon Co.                           | Floor Wax                 | 1 1 Allied                                                          |
| Bear Brand<br>Hose Co.               | Hosiery                   | Tatham-Laird                                                        |
|                                      | I                         | BROADCASTING • Telecasting                                          |

| Advertiser                                    | Product                    | J  | N<br>F : | un<br>D<br>M | ibe<br>uri<br>A | ro<br>ng<br>M | fS<br>Ea<br>J | itat<br>ich<br>J | ior<br>M<br>A | ion<br>S | Use<br>th<br>O | d<br>N | D      | Agency                            |
|-----------------------------------------------|----------------------------|----|----------|--------------|-----------------|---------------|---------------|------------------|---------------|----------|----------------|--------|--------|-----------------------------------|
| Beatrice Foods                                | Dairy Prod.                | 1  | 1        | 1            | 1               | 1             | 2             | 2                | 2             | 2        | 2              | 2      | 1      | FC&B                              |
| Co.<br>Beauty Coun-<br>selors                 | Beauty                     |    |          |              |                 |               | 1             |                  |               |          |                |        |        | Campbell-<br>Ewald                |
| Beauty Sales                                  | Products<br>Shampoo        |    |          |              |                 |               |               |                  | 1             | 1        | 3              | 5      | _4     | Barton A.<br>Stebbins             |
| Beck, Arthur,<br>Co.                          | Housewares                 | 1  | 1        | 1            | 1               | 3             | 3.            | 2                | 1             | 1        | 1              | 1      | 1      | Moss Assoc.                       |
| Beck, A. S.<br>Shoe Co.                       | Shoes                      |    |          |              | 1               |               |               |                  |               |          |                |        |        | Dorland                           |
| Beck, Magnus,<br>Brewing Co.                  | Beer                       | 1  | 1        | 1            | 1               | 1             | 1             | 1                |               |          |                |        |        | Moss-Chase                        |
| Becyn                                         | 1                          |    |          |              |                 |               |               |                  |               |          |                |        |        | Direct.                           |
| Beechnut Pack-<br>ing Co.                     | Gum, Food                  | 2  | 8        |              |                 | _             | 23            |                  | -             |          |                |        |        | Kenyon &<br>Eckhardt              |
| Beich, Paul F.,<br>Co.                        | Candy<br>Botato China      |    |          | 1            | 1               |               |               |                  |               |          |                |        | 5      | Biddle Co.                        |
| Bell Brand<br>Foods                           | Potato Chips               |    |          |              | 2               |               |               |                  |               |          |                |        | 1      | McCann-<br>Erickson<br>Beaumont & |
| Belmont Radio<br>Corp.<br>Beltone Hear-       | TV Sets                    |    | 1        | 2            | 2               | 2             |               | <br>2            | 1             | 1        |                |        |        | Hohman<br>R&R                     |
| ing Aid Co.                                   | Hearing Aids               |    |          | 1            | 2               | 1             |               |                  |               |          |                | -      | 3<br>1 | Rock<br>Tatham-Laird              |
| Bendix Corp.<br>Bendiksen,                    | Appliances<br>Oysters      |    |          | 1            | 1               |               |               |                  |               |          |                |        | 3      | BC&G                              |
| E. H., Co.<br>Ben Hur Pro-                    | Dog Food                   |    |          | 1            | 1               | 1             | 1             |                  |               |          |                |        |        | Mogge-Privett                     |
| ducts Inc.<br>Bennett, Rich-                  | Clothes                    |    |          | 1            | 1               |               | 1             |                  | 1             |          |                |        |        | Hirshon-<br>Garfield              |
| ard Inc.<br>Benrus Watch                      | Watches                    | 40 | 38       | 39           | <b>4</b> 0      | 46            | 47            | 48               | 58            | 51       | 53             | 50     | 41     | J. D. Tarcher                     |
| Co.<br>Benson &                               | Parliaments                | 1  | 1        | 2            | 3               | 4             | 4             | 4                | 4             | 4        | 3              | 3      | 1      | Kudner                            |
| Hedges<br>Bentzen's, Mrs.,                    | Cookies                    |    |          |              |                 |               |               |                  |               | 1        | 1              | 1      | 1      | Elliott-Daly &                    |
| Cookies<br>Berghoff Brew-                     | Beer                       |    |          |              |                 | 1             | 2             | 2                | 3             | 3        | 2              | 2      | 2      | Schnitzer<br>George               |
| ing Co.<br>Berke Bros.                        | Wine                       | 2  | 1        | 1            | 1               | 1             | 1             | 1                |               |          |                |        |        | Hartman<br>Reingold               |
| Dist.<br>Berks-Lehigh                         | Fruit Growers              |    |          |              |                 |               |               |                  |               |          |                | 2      | 1      | St. Georges                       |
| Corp.<br>Best Foods Inc.                      | Rit                        |    |          |              |                 |               |               |                  |               |          | 1              |        |        | & Keyes<br>Erle Ludgin            |
|                                               | Various<br>Foods           | 1  | 4        | 4            | 3               | 3             | 4             | 4                | 4             | 3        | 3              | 1      | 1      | Benton &<br>Bowles                |
| Better Home<br>For Living                     |                            |    |          |              |                 |               |               |                  |               |          |                |        | 1      | Direct                            |
| Better Ice<br>Cream Co.                       | Ice Cream<br>Syrup,        |    |          |              |                 |               | 1             |                  |               |          |                |        |        | Newhoff                           |
| Beverwyck                                     | Powder<br>Beer & Ale       | 3  | 4        | 4            | 2               | 3             | 2             | 1                | 2             | 2        | 1              | 1      | 1      | McCann-<br>Érickson               |
| Breweries Inc.<br>Bigelow-San-<br>ford Carpet |                            |    |          |              |                 |               |               |                  |               |          |                |        | 12     | Young &<br>Rubicam                |
| Co.<br>Bilt-Rite Baby                         |                            |    |          |              |                 |               |               |                  |               | 1        | 1              | 1      | 1      | Posner-Zabin                      |
| Carriage Co.<br>Bird & Son                    | Durde                      |    |          |              | 1               | 1             | 1             | 1                |               | -        | -              |        | -      | H. B. Hum-                        |
| Bisceglia Bros.                               | Rugs<br>Wine               |    |          |              | -               | 1             | 1             | 1                | 1             | 1        | 4              | 3      | 2      | phrey<br>St. Georges &            |
| Wine Corp.<br>Bishop & Co.                    | Candy Bars                 |    |          |              | 1               |               |               |                  | 1             |          | 1              | 1      | _      | Keys<br>Franklin                  |
| Inc.<br>Bishop, Hazel,                        | Lipstick                   | Î  |          | _            | Î               |               |               |                  |               |          | 2              |        |        | Bruck<br>Raymond                  |
| Blackstone                                    | Washers                    |    |          |              |                 |               | 1             |                  |               |          |                |        |        | Spector<br>Warman                 |
| Corp.<br>Blair Milling                        | Cake Mix                   |    |          |              |                 |               |               |                  |               | 2        | 2              | 2      | 3      | Jerome Galvin                     |
| Blanton Co.                                   | Cremo<br>Margarine         |    | 1        | 1            |                 | 1             | 1             | 1                | 1             |          | 1              | 1      | 1      | Wesley K.<br>Nash                 |
| Blatz Brewing<br>Co.                          | Beer                       | 2  | 2        | 2            | 1               | 1             | . 1           | 1                | 1             | 3        | 3              | 2      | 1      | KFC&C                             |
| Blue Anchor<br>Beverage Co.                   | Ginger Ale                 |    |          |              |                 |               | 1             | 1                | 1             | 1        |                |        |        | Clements                          |
| Blue Boy<br>Dairies                           | Potatoes                   |    |          |              |                 |               | 1             |                  |               |          |                |        |        | Hart-Conway                       |
| Blue Dew Corp.                                | Blueing                    |    |          | 1            | 1               | 1             |               |                  |               |          |                |        |        | Bowman &<br>Block                 |
| Blumenthal<br>Candy Co.                       | Candy                      |    | 1        | 2            | 2               | 2             |               |                  |               |          | 2              | 3      | 4      | Lavenson Bur.<br>of Adv.          |
| Bohemian Dist.                                | Beer                       |    |          |              |                 | 6             | 6             | 6                | 6             | 6        | 6              | 6      | 1      | FC&B                              |
| Bolta Co.                                     | Material                   |    |          |              |                 |               |               | 2                |               |          |                |        |        | H. B. Hum-<br>phrey               |
| Bond Stores                                   | Clothes                    | 7  | 1        |              |                 |               |               |                  |               |          |                |        |        | Cayton                            |
| Bonne Bell Inc.<br>Bonomo Cul-                | Cosmetics<br>Exercises     |    |          |              |                 |               |               |                  |               |          |                |        |        | Direct<br>Scheck                  |
| ture Institute<br>Bon Ton Wall-               | Wallpaper                  | _  |          |              |                 |               |               |                  |               |          |                |        |        | Ralph A. Hart                     |
| paper Co.                                     | Olive Oil                  |    |          |              |                 |               | 1             | 1                |               |          |                |        |        | Peter Hilton                      |
| Bonvil Packing<br>Corp.                       | Soft Drinks                |    |          |              |                 |               |               |                  |               |          |                |        |        |                                   |
| Booth Bottling<br>Co.                         | Bakery                     |    |          |              | 1               | 1             | 1             | 1                | 1             | 1        |                |        |        | Harry Feigen-<br>baum<br>Young &  |
| Borden Co.                                    | Products<br>Dairy          | 49 | 45       | 47           | 40              | 51            |               | 50               | 54            | 52       |                |        |        | Rubicam<br>Young &                |
| Portuen Obj                                   | Products<br>Fresh Milk     |    |          |              |                 |               |               |                  |               |          |                |        |        | Rubicam                           |
|                                               | Products<br>Instant Coffee |    |          |              |                 |               |               |                  |               |          |                |        | 1      | T.F. Conroy<br>Kenyon &           |
|                                               | Instant Hot                |    |          |              |                 |               |               |                  |               |          |                | _      |        | Eckhardt                          |
|                                               | Chocolate                  |    |          |              | _               | _             | _             | _                | _             |          | 2              | _      | -      |                                   |

Number of Stations Used During Each Month J F M A M J J A S O N D Advertiser Product Agency Div. Reid's Ice Cream Bosco Co. Syrup 1 1 3 5 4 4 4 Robert W. Orr -- -- --Boston Stove & Foundry Co. Bourjois Inc. 3 4 3 3 3 3 3 3 Miller Ranges Perfume -- -- 3 -- -- -- --FC&B Bovril Co. of America Bouillon Cubes 1 -- -----Victor Bennett -- -- -- -- --Bowers Battery & Spark Plug Co. -- -- -- -- 1 1 1 1 Beaumont Heller Sperling Bowey's Inc. Dari-Rich 1 Sorenson. & Co Bowman Dairy Co. Dairy Products 3 1 3 2 1 1 J. Walter Thompson Bowman Gum Co. Chewing Gum 4 4 3 3 3 3 4 6 3 3 2 1 Frank Bruck Boyle-Midway Inc. Wizard-Wick \_\_ 1 2 3 2 2 10 25 1 9 2 \_\_ W. Earl Bothwell Aerowax Boy-O-Boy Chocolate Syrup Co. Syrup -- -- -- -- 1 1 1 1 1 -- --Market Researchers Boysen, Walter, Paints Co. Emil Rein-\_\_\_\_\_ 2 \_\_\_ 2 \_\_\_ \_\_ \_\_ \_\_ \_\_ \_\_ 3 3 4 2 2 1 ... ... 13 12 10 J. Walter Thompson Brach, E. J., & Sons Candy Bradley, Milton Games 1 \_\_\_ H. B. Hum-phrey Co Braver, Arthur Kitchen Aids ----- 3 2 1 2 2 Malcolm-Howard Brecht & Richter Co. **Beverages** 1 .... Olmsted Richter Co. Breck, John H. Hair Preparations \_\_ 1 1 1 Charles Sheldon Breck, Jos. & Son, Corp. Car Wash 1 -- -- -- -- --Bresnick Bredenberg Dist. Co. Labatt's Ale -- 1 1 1 1 1 1 Ellis -- -- --Brewing Corp. of America **Carlings** Ale 1 2 2 6 6 7 Benton & 1 Bowles Carlings Beer -- 11 3 4 6 8 Lang, Fisher & Stashower Breyer Ice Cream Co. Ice Cream 12 12 12 14 14 13 14 14 14 14 14 9 McKee & Albright Bridgeport Aer-A-Sol 1 ... Wm. Esty Co. Brass Co. Briggs, C. A. & H-B Cough -- -- 1 Chambers & Wiswell Co. Drops (Continued on page 182)

### IRE CONFERENCE Southwestern Agenda Set

A REVISED agenda for the 1951 Southwestern Conference of the Institute of Radio Engineers, slated to be held on the campus of Southern Methodist U. in Dallas, April 20-21, was announced last Monday by John A. Green, publicity committee chairman. The meeting is sponsored by the Dallas-Fort Worth section of IRE.

Opening day sessions (Friday) will be keynoted with an address by Donald G. Fink, *Electronics Magazine*, on "New Frontiers in Electronics." Topics include antenna radiation, instrumentation of radiation, the "time domain concept of communication," trends in design of navigational systems and electronic miniaturization technique. FCC Comr. George E. Sterling is slated to address the banquet session that evening.

### Saturday Subjects

Following day subjects will comprise seismometer design, radio astronomy, microwave refractometer and its applications, and a correlation computer and its applications to radio propagation. Scheduled speakers are Dr. C. R. Burrows, School of Engineering, Cornell U., and C. Crain, Dr. F. E. Brooks and H. W. Smith, U. of Texas. Inspection trips to radio and electronic installations will round out the two-day activities.



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(Continued from page 181)

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|------------------------------------------------|------------------------------------|----------------------------------------------------------------------|----------------------------------|-------------------------------------------------|-------------------------------|----|-------|-------------|--------|------------------|-----------------|-----------|-----------------------------------|
| Advertiser<br>Brill, H. C., Co.                | Product<br>Canned Foods            | During Each Month<br>JFMAMJJASON                                     |                                  | Advertiser<br>Calif. Fruit                      | Product Sunkist Fruit:        |    | FM    | <b>A</b> 1  | мJ     |                  | SON             |           | AgenCy<br>FC&B                    |
| Bristol-Myers<br>Co.                           | Vitalis                            | 2 2 7 9 17 17                                                        | 13 DC&S                          | Growers Ex-<br>change<br>Calif. Packing         |                               |    |       |             |        |                  |                 |           |                                   |
| British-Ameri-                                 | Ipaná<br>Gas, Oil                  | 1 9 34 50 56                                                         |                                  | . Co.                                           | Del Monte<br>Foods            |    | ,     |             | ÷.,    |                  |                 |           | McCann-<br>Erickson               |
| can Oil Co.<br>British Cera-<br>mics &         | China                              | 1 1 1                                                                | F. H. Hay-<br>hurst              | Calif. Prune &<br>Apricot Grow-<br>ers Assn.    | Prunes                        |    |       | 1 1         |        |                  |                 |           | Long Adv.                         |
| Crystal<br>Brock Candy                         | Candy                              | 2 3 3 1 1 4 10 4                                                     | 1 LN&B                           | Calif. Sea<br>Food Co.                          | Cat Food                      |    |       |             |        |                  |                 |           | Weinberg<br>Cosby &               |
| Co.<br>Bromley Sales                           | Curtains                           | 3 1 3 3 3                                                            | 3 John Cairns                    | Calif. Spray<br>Chemical Co.<br>Calo Dog Food   | Calspray                      |    |       |             |        |                  |                 |           | Cooper<br>Frank Wright            |
| Inc.<br>Brooke Co.<br>Brown, Arthur,           | Scarfanet<br>Art Supplies          | 5 5 3 4 6 2 2<br>                                                    |                                  | Co. Inc.<br>Calso Water                         | Dog Food                      |    |       | ·           |        |                  |                 |           | Honig-Cooper                      |
| & Bros.<br>Brown &                             | Kools                              | 49 48 50 50 57 59 58 62 64 64 61                                     | 48 Ted Bates                     | Co.<br>Cambridge                                | Cigars                        |    |       |             | 2      | 31               | 1               |           | Kelly & Lamb                      |
| Williamson<br>Brown Shoe Co.                   | Viceroys<br>Shoes                  | 3 3 4 6 5 4 7 14 17 19 39<br>1 14 18 19 5 1 1                        |                                  | Cigar Co.<br>Cameo Curtains<br>Inc.             | Curtains                      | 15 | 20 2: | 2 25 :      | 15 4   | 43               | 5 13 1          | 32        | Philbin,<br>Brandon &<br>Sargent  |
| Brownell &<br>Field                            | Coffee                             |                                                                      |                                  | Camfield Mfg.<br>Co.                            | Toasters                      |    |       |             |        | 1 <sup>°</sup> 1 |                 |           | -                                 |
| Bruce, E. L.,<br>Co.                           | Cleanser                           | 1 3 4 5 5 4 1 5 6 8 8                                                |                                  | Campana Sales<br>Co.                            | Ayds                          | ~- | 3     | 12          | 1 1    | 1 1              | 1 1 1           | l 1       | H. W. Kastor                      |
| Bryant Heater<br>Co.<br>Buckeye Brew-          |                                    | s 1 1 1 1 1                                                          | & Ross                           |                                                 | Solitair<br>Makeup            |    |       |             |        |                  |                 |           |                                   |
| ing Co.                                        |                                    |                                                                      | Porter &<br>Hicks                | Campbell Ce-<br>real Co.<br>Campbell,           | Malt-O-Meal<br>Concrete       |    |       |             |        |                  |                 |           | Campbell-<br>Mithun<br>Hoffman    |
| Budget Pack<br>Inc.<br>Buitoni Prod-           | Foods<br>Macaroni                  | 3 3 3 3 4 3 2<br>1 1 1 1 1 1 1 1                                     |                                  | Harry T., Sons<br>Corp.                         |                               |    |       |             |        |                  |                 | ,         |                                   |
| ucts Inc.<br>Bulova Watch                      | Watches                            | 60 63 66 65 67 64 65 70 74 72 78                                     | Siesel                           | Campbell Soup                                   | Franco-American Prods.        |    |       |             |        |                  |                 |           | D-F-S                             |
| Co.<br>Bunte Bros.                             | Candy                              |                                                                      |                                  | Canada Dry,<br>Ginger Ale                       | Soft Drinks                   | _  |       |             |        |                  |                 |           | J. M. Mathes                      |
| Burger_Brew-                                   | Beer                               | 1 1 1 1 3 1                                                          | & Presba<br>Midland              | Canadian Ace<br>Brewing Co.<br>Canadian         | Beer<br>Beer                  | 3  | 3 :   |             |        |                  |                 |           | Louis Weitz-<br>man<br>McKim      |
| ing Co.<br>Burger, C. F.,<br>Creamery          | Dairy<br>Prods.                    | 2                                                                    | Casler, Hemp-<br>stead &         | Breweries<br>Ltd.                               |                               |    |       |             |        |                  |                 |           |                                   |
| Buring Natl.                                   | Sausage                            | 1 1 1 1 1 1 1 1 1                                                    |                                  | Canandaigua In-<br>dustries Co.<br>Canepa, John |                               |    |       |             | •      |                  | · · · · ·       |           | Ed Wolff<br>J. E. Long            |
| Packing Co.<br>Burleson, T. W.,<br>& Son       | Honey                              | 1 1 1 2 4                                                            | Steinke<br>4 Rogers &<br>Smith   | B., Co.<br>Cannon Mills                         | Macaroni<br>Sheets            |    |       |             |        |                  |                 |           | Young &                           |
| Burlington<br>Brewing                          | Beer                               | 1                                                                    | 1 Goodkind,<br>Joice &           | Canton Provi-                                   | Frozen                        |    |       |             |        |                  |                 |           | Rubicam<br>Direct                 |
| Burpee Can<br>Sealer Co.                       | Fryer                              |                                                                      | Morgan<br>1 J. H. Hick-<br>erson | sion Co.<br>Capehart-<br>Farnsworth             | Produce<br>Radios,<br>TV Sets |    |       |             |        |                  |                 |           | J. M. Mathes                      |
| Burry Biscuit<br>Corp.<br>Burton-Dixie         | Cookies<br>Mattresses              | 1 1 2 2 2 2 2 1 1<br>3 3 1 2 2                                       | 1 Clements                       | Corp.<br>Capital Airlines                       | Air Travel                    |    |       |             |        |                  | 1 1             | . <u></u> | Lewis E. Ryan                     |
| Corp.<br>Bu Tay Prod-                          | Rain Drops                         |                                                                      |                                  | Capital Bakers<br>Capital City                  | Dixie                         |    |       |             |        |                  |                 |           | Gray & Rogers<br>R. W. Knopf      |
| ucts Ltd.<br>Bymart Inc.                       | Tintair                            |                                                                      | 1 Cecil &                        | Products Co.<br>Cargill Inc.                    | Margarine<br>Feeds            | 2  | 2 2   | 22          | 33     | 4 4              | 5 5 3           | 2         | Bruce B.                          |
| C & W Enter-<br>prises                         | Various<br>Products                | 1                                                                    | Presbrey<br>1 Harold Kaye        | Carnation Co.                                   | Evaporated                    |    |       |             | 1 3    | 32               | 5 12 14         | 13        | Brewer<br>Erwin, Wasey            |
| Cabany Pro-<br>ducts Inc.<br>Cadbury-Fry       | Chanalata                          | 1 1 1                                                                |                                  | Carolene<br>Prods.                              | Milk<br>Milk<br>Compound      |    |       | - <b></b> - |        | 1                | 477             | 7         | Direct                            |
| - America<br>Cain, John Co.                    | Chocolate<br>Mayonnaise            |                                                                      | 5                                | Carpenter-<br>Morton Co.                        | Paints                        |    |       | . 7         | 77     | 1                | 1 1 1           |           | John C. Dowd                      |
| Calavo Growers<br>of Calif.                    | -                                  | 2 1                                                                  | Wiswell                          | Carr-Consoli-<br>dated Biscuit<br>Co.           | Crackers                      |    | 2 3   | 3           | 2      |                  |                 |           | Lynn-Field-<br>house              |
| Caleb Corp.                                    | Formula 40<br>Metal                | 1 1                                                                  |                                  | Carrier Corp.                                   | Air Con-<br>ditioners         |    |       |             | 22     | 1                |                 |           | N. W. Ayer                        |
| Calif. Dairy In-<br>dustry Ad-<br>visory Board |                                    | 1 7 7 1                                                              | Brisacher,<br>Wheeler &<br>Staff | Carter Products<br>Cary Maple<br>Sugar Co.      | Arrid<br>Syrup                |    |       |             |        |                  | 16 7 4<br>2 2 3 |           | SSC&B<br>Hays                     |
| DDATE                                          | T VAIDAN                           |                                                                      | OT ITALES                        | Casco Products                                  | Appliances                    |    |       |             |        |                  |                 |           | Norman D.<br>Waters               |
| <b>PROTEC</b>                                  | I IVUKSE                           | LF, your STAFF, your                                                 | CLIENTS                          | Cassite Corp.<br>Catalina Co.                   | Lubricants<br>Swim Suits      |    |       |             |        |                  |                 |           | Keeling & Co.<br>D. S. Hillman    |
|                                                | from                               | the daily hazard of                                                  |                                  | Cat's Paw<br>Rubber Co.                         | Heels & Soles                 |    | 38    | 14 1        | 8 24 3 | 21 25            | 29 32 33        | 33        | S. A. Levyne                      |
|                                                |                                    | DER, INFRINGEMENT                                                    |                                  | of America                                      | Fabrics                       |    |       |             |        |                  |                 |           | Ellington & Co.                   |
|                                                |                                    | , INVASION OF PRIV                                                   |                                  | Celotex Corp.<br>Cemi-Curl                      | Building<br>Material          |    |       |             |        |                  |                 |           | MacFarland<br>Aveyard<br>Thatcher |
| Arising fr.<br>Comment,<br>Interviews.         | om Editorializin<br>Mystery Plots, | ng, Speeches, Newscasts, Ad li<br>, Gossipy Announcements, Man       | bs, Financial<br>on-the-street   | Central Calif.<br>Artichoke                     | Foods                         |    |       |             |        |                  |                 |           | Ralph G. Cahn                     |
| Hundre<br>ous ha                               | eds of Broadcas<br>azard with our  | sters and NewsDapers guard this<br>r special, tailored-to-the-risk I | continu-<br>nsurance.            | Growers<br>Central Grey-<br>hound Lines         | Bus Travel                    |    |       |             | • ·    |                  | 1               |           | Beaumont &<br>Hohman              |
|                                                |                                    | LADY LUCK IS A DESER                                                 |                                  | Ceribelli, G.,<br>& Co.                         | Brioschi                      |    | 1 1   | 1           | 1      |                  | 1               | 1         | Pettinella                        |
|                                                |                                    | E TO BE SURE WITH IN                                                 |                                  | Chadburn Hos-<br>iery Mills Inc.                |                               | 1. |       |             |        |                  |                 |           | Direct                            |
|                                                |                                    | rite to the Pioneer in this l<br>INSURANCE CORPO                     |                                  | Chambers<br>Distr. Co.                          | Gas Ranges                    |    |       |             |        |                  |                 | 1         | A. W. Lewin                       |
|                                                | e Exchange                         |                                                                      | City, Mo.                        | Champion Im-<br>plement Co.                     |                               |    |       |             |        |                  | 1               |           | Huber Hoge                        |

BROADCASTING • Telecasting.

-- I -- -- -- -- Dean Simmons:

Outdoor Cooker

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Charkook

I

| Advertiser                                   | Product                                    |               |    | D   | nbe   | ng | E  | ach    | M           | Ion    | th     |            |        | Agency                                 |
|----------------------------------------------|--------------------------------------------|---------------|----|-----|-------|----|----|--------|-------------|--------|--------|------------|--------|----------------------------------------|
| Charles, John C.<br>Charms Co.               | Metal Polish<br>Candy                      |               |    |     | A<br> |    |    |        |             |        |        | 3          | 1      | John Freiberg<br>Scheck                |
| Chase Candy Co.                              | Candy                                      |               |    |     |       |    |    |        |             |        |        |            |        | D-F-S                                  |
| Chemicals Inc.                               | Cleanser                                   |               |    |     |       | 1  | 1  | 1      | 1           |        |        |            |        | Garfield &<br>Guild                    |
| Chesapeake &<br>Potomac Tel.<br>Co.          |                                            |               |    |     |       |    | 3  | 1      |             |        | 3      | 3          | 1      | N. W. Ayer                             |
| Chesebrough<br>Mfg. Co.                      | Vaseline<br>Prod.                          | 4             | 4  | 5   | 4     | 5  | 4  | 1      | 1           | 7      | 6      |            | 4      | Cayton                                 |
| Chicago &<br>Northwestern<br>RR              | Trans-<br>portation                        |               |    |     |       |    |    |        | 1           | 1      | 1      | 1          | 1      |                                        |
| Chicago &<br>Southern Air-<br>lines.         | Þ                                          |               |    |     |       |    |    |        |             |        |        | _          |        | Wilhelm,<br>Laughlin &<br>Wilson       |
| Chicago Electric<br>Mfg. Co.                 |                                            |               |    |     |       |    |    |        |             |        | 1      |            |        | LeVally                                |
| Chicago, Rock<br>Island & Pa-<br>cific Lines | Trans-<br>portation                        |               |    |     |       |    |    |        | 1           | 1      | 1      | 1          | 1      | Caples                                 |
| Chicago Show<br>Printing Co.                 | Mystic Tape                                |               |    |     |       |    |    |        | 1           |        |        |            |        | Hartman                                |
| Chicago West-<br>ern Corp.                   | Pinafore<br>Chickens                       | 2             | 2  | 4   | 3     | 5  | 8  | 9      | 8           | 7      | 7      | 6          |        | Phil Gordon                            |
| Childs Dist. Co.                             | Razor Blades                               |               |    |     |       |    |    |        |             |        | 1      |            |        | Lake-Spiro-<br>Shurman                 |
| Chocolate Prod-<br>ucts                      | Stillicious<br>Drink                       |               |    |     |       |    |    |        |             |        |        | 1          | 1      | Melamed-<br>Hobbs                      |
| Chrysler Corp.                               | Dodge Div.<br>DeSoto Div.<br>Chrysler Div. | 52<br>10<br>2 |    |     | 2     |    | 1  | 2      | 1<br>2<br>1 | 3<br>1 | 4      | <br>5<br>1 |        | R & R<br>BBDO<br>McCann-<br>Erickson   |
|                                              | Plymouth Div                               |               |    |     |       |    |    |        |             |        |        |            | 1      | N. W. Ayer                             |
| Christmas Club<br>A Corp.                    |                                            |               |    |     |       |    |    |        |             |        |        | 1          | 10     | Brooke, Smith,<br>French<br>& Dorrance |
| Chun King<br>Sales                           | Foods                                      | 1             |    |     |       |    |    |        |             |        |        |            |        | Campbell-<br>Mithun                    |
| Churchill<br>Wafer Steaks                    | Steaks                                     |               |    |     |       |    |    |        |             |        |        |            |        | Wasser, Kay<br>& Phillips              |
| Cinch Products                               | Cake Mix                                   |               |    |     |       |    |    |        | 5           |        |        |            |        | Edward J.<br>Robinson                  |
| Cities Service<br>Corp.                      | Gas, Oil                                   |               | 1  |     | 1     |    |    |        |             |        |        |            |        | Ellington                              |
| City Sewing<br>Center                        | <b>TT</b>                                  |               |    |     |       |    |    |        |             |        |        |            |        | Eastburn &<br>Siegel                   |
| Claridge Food<br>Co.                         | Hamburgers                                 |               | 1  |     |       |    |    |        |             |        |        |            |        | Al Paul Lefton                         |
| Clark Bros.<br>Chewing Gum<br>Co.            | Gum                                        |               |    |     |       |    |    |        | 4           | 9      | 10     | 12         | 10     | McCann-<br>Erickson                    |
| Clark-Cleve-<br>land                         | Dental<br>Cleanser                         | 2             | 1  |     |       |    |    |        |             |        |        |            |        | Hanley-Hicks<br>& Mont-<br>gomery      |
| Clark, D. L.,<br>Co.                         | Candy                                      | 14            | 15 | 21  | 22    | 28 | 27 | 27     | 28          | 32     | 41     | 12         | 28     | BBDO                                   |
| Clark's Super<br>Gas Co.                     | Petroleum<br>Products                      |               |    | 1   | 2     | 1  | 1  | 1      | 2           | 2      | 2      | 1          | 1      | Arthur Meyer-<br>hoff                  |
| Clayton, S. C.,<br>Co.                       | Zavex                                      |               |    |     |       |    | 2  | 1      | 3           | 1      |        |            |        | Chambers &<br>Wiswell                  |
| Co.                                          | Wallpaper<br>Cleanser                      |               |    |     | 4     | 2  | 1  |        |             |        |        | '          |        | Byer & Bow-<br>man                     |
| Cleaning Cloth<br>Co.                        | Sana-Cloth                                 |               |    |     |       |    |    |        |             |        | 1      |            |        | Malcolm-<br>Howard                     |
| Cleveland &<br>Buffalo<br>Steamship Co.      | Cruises                                    |               |    |     |       |    | 1  | 1      | 1           |        |        |            |        | Walter L.<br>Rubens                    |
| Cleveland-<br>Sandusky<br>Brewing Co.        | Beer                                       | 1             | 1  | 1   | 1     | 1  | 1  | 1      | 1           | 1      | 2      | 2          | 1      | Carpenter                              |
| Clicquot Club<br>Co.                         | Ginger Ale                                 |               |    |     |       |    | 1  | 3      | 3           | 3      | 2      |            |        | N. W. Ayer                             |
| Climalene Co.<br>Clinton Foods<br>Co.        | Cleansers<br>Orange Juice                  |               |    |     | 1<br> |    |    | 2<br>2 | 2<br>2      | 2<br>2 | 2<br>2 | 2<br>2     | 2<br>1 | W. S. Hill Co.<br>L. W. Ramsey         |
|                                              | (Cont                                      | tini          | ue | d o | m     | pa | ge | 1      | 84)         | )      |        |            |        |                                        |



### BROADCASTING • Telecasting

### FM OUTLET BID Filed by Lowell Institute

APPLICATION of Lowell Institute for a new high power noncommercial, educational FM station at Boston has been accepted for filing by FCC. Facilities sought are Channel 209 (89.7 mc) with effective radiated power of 14.72 kw. The transmitter is to be donated by Prof. Edwin H. Armstrong of Columbia U., inventor of FM.

The Boston Symphony Orchestra will join with the six greater Boston colleges and universities now members of the Lowell Institute Cooperative Broadcasting Council to inaugurate the new station, it was announced by Ralph Lowell, trustee of the institute. These colleges are Boston College, Boston U., Harvard U., Massachusetts Institute of Technology, Northeastern U. and Tufts College.

Besides the full symphony programs, the station plans extensive live "adult education" features. Some BBC shows also are scheduled.

ed. "Our plans to add an unique cooperative and noncommercial FM station to Boston's listening opportunities," Mr. Lowell said, "have grown out of the encouraging response which the members of the Council have received during the past four years to the presentation of adult educational programs over Boston's AM, FM and TV stations." He complimented the commercial stations for this "generous cooperation." Boston II. plans to continue its

Boston U. plans to continue its noncommercial FM station, WBUR. Studios of the new FM outlet are to be located in Symphony Hall with transmitter site atop Great Blue Hill, Milton, Mass. Station is to be managed by Parker Wheatley, director of the Cooperative Broadcasting Council and during World War II chief of radio programs section of Armed Forces Radio Service.

The Pulse Inc. for January reported more than 102,000 families in the five eastern Massachusetts counties have FM receivers, a more than 50% increase over a year ago. Nearly 5 million persons were reported living in the proposed station's service area.

Construction plans were made in consultation with Prof. E. L. Chaffee, Harvard, and Prof. W. H. Radford, MIT, who will supervise construction. Annual operating cost is estimated at \$60,000.

### OAB MEETING Gathering Slated May 2-3

OHIO Assn. of Broadcasters will hold its annual meeting in Columbus May 2-3 at the Deshler-Wallcik Hotel.

Speakers scheduled include William Ryan, BAB president; Oliver Gramling, assistant general manager of Associated Press; Ralph Hardy, government relations director, NARTB; Carlton Dargusch, former state tax commissioner, and Fred Smith, vice president of the William Powell Co.

At a banquet May 2 the entire membership of both the State House and the State Senate will be present as guests.



ST MONDAY-FRIDAY 6 A. M. - 6 P. M. WITH 21.7% OF TOTAL AUDIENCE

ST SATURDAY 6 A. M. - 6 P. M. WITH 20.6% OF TOTAL AUDIENCE

ST SUNDAY 6 A. M. - 6 P. M. WITH 18.2% OF TOTAL AUDIENCE

> \*Pulse of Chicago, Out-of-Home Study, January-February, 1951.

"The Most Homes Per Dollar Station"

560 Kc • 5000 Watts CHICAGO, ILLINOI5 24 HOURS A DAY

**KATZ AGENCY**, Representative

(Continued from page 183)

|   |                                             |                             |     | N  | um       | beı       | . 01    | t S     | tat     | ion    | s l      | Jse    | d      |        |                                         |
|---|---------------------------------------------|-----------------------------|-----|----|----------|-----------|---------|---------|---------|--------|----------|--------|--------|--------|-----------------------------------------|
|   | Advertiser                                  | Product                     | JI  | FI | Du<br>M  | irir<br>A | ng<br>M | Ea<br>J | ch<br>J | M<br>A | ont<br>S | h<br>O | N      | D      | Agency                                  |
|   | Clipper Oil Co.<br>Cloverdale<br>Spring Co. | Gas, Oil<br>Soft Drinks     | 1   | 1  | 1        | 1         | 1       | 1       | 1       | 1<br>1 | 1<br>1   | 1<br>1 | 1<br>1 | 1<br>1 | Western<br>Richard Foley                |
|   | Club Razor &<br>Blade Mfg. Co               |                             |     |    |          |           |         |         | 1       | 1      | 1        |        |        | 1      | Raymond                                 |
| ÷ | Coastal Lem-<br>onade                       | Fresh Frozen<br>Lemonade    |     |    |          |           |         |         | 1       |        |          |        |        |        | R. Smith                                |
|   | Colgate-Palm-<br>olive-Peet                 | Ajax                        |     |    |          |           |         |         |         | 3      | 4        | 1      |        |        | Sherman &<br>Marquette                  |
|   | 01170-1 000                                 | Shave Cream                 |     |    | <u> </u> |           |         |         |         |        | 2        | 16     | 32     | 39     | Sherman &<br>Marquette                  |
|   | Colonial Baking<br>Co.                      | Baking<br>Products          |     |    |          | 1         | 1       | 1       | 2       | 2      | 1        | 1      | 1      | 1      | Merrill-<br>Kremer                      |
|   | Colonial Candy<br>Corp.                     | Candy                       |     |    |          | 1         | 1       | 3       | 1       |        |          |        |        |        | Susman &<br>Adler                       |
|   | Colonial Dames<br>Inc.                      | Cosmetics                   |     |    |          |           |         |         |         | -      |          |        |        |        | David S.<br>Hillman                     |
|   | Colonial Stores                             | Markets                     |     |    |          |           |         |         |         | 3      | 3        | 3      | 3      |        | Liller, Neal &<br>Battle                |
|   | Columbia Bak-<br>ing Co.                    |                             |     |    |          |           |         |         |         |        |          |        | 1      | 5      | Freitag                                 |
|   | Columbia<br>Breweries                       | Beer                        |     |    |          |           |         | 1       | 1       | 1      | 1        | 1      | 1      | 1      | H. J. Ryan                              |
|   | Columbia River<br>Packers Assn.             | Canned Fish                 |     |    |          |           |         | 1       | 2       | 2      | 2        | 2      |        |        | Botsford, Con-<br>stantine &<br>Gardner |
|   | Comal Hosiery<br>Mills                      | Hosiery                     |     | 4  | 5        | ຸ 5       | 4       | 2       |         |        |          |        |        |        | T. F. Conroy                            |
|   | Comet Rice<br>Mills                         | Rice                        |     |    |          |           |         | e       |         |        |          |        | 1      | 2      | Leche & Leche                           |
|   | Congress Cigar<br>Co.                       | La Palina<br>Cigars         | 1   | 2  | 2        | 3         | 3       | 3       | 4       | 4      | 4        | 5      | 5      | 4      | Schwimmer<br>& Scott                    |
|   | Conmar Prod-<br>ucts Co.                    | Zippers                     |     |    |          | 1         | 7       | 6       |         | **     |          |        |        |        | Weintraub                               |
|   | Consolidated<br>Edison Co.                  | Institutional               | 1   |    |          |           |         |         |         |        |          |        |        |        | BBDO                                    |
|   | Consolidated<br>Industries                  | Buck Rogers<br>Toys         |     |    |          |           |         |         |         |        |          |        |        | 16     | Herbert<br>Laufman                      |
|   | Consolidated<br>Royal Chemi-<br>cal Co.     | Krank's Shave<br>Cream      | e 1 | .1 | 1        | 1         | 1       | 1       | 1       | 3      | 3        | 2      | 3      | 2      | R&R                                     |
|   | Continental<br>Baking Co.                   | Bread,<br>Cakes             | 6   | 6  | 7        | 7         | 7       | 7       | 6       | 5      | 6        | 5      | 8      | 6      | Ted Bates                               |
|   | Continental<br>Oil Co.                      | Gas, Oil                    |     | 2  | 13       | 15        | 15      | 15      | 14      | 16     | 18       | 18     | 17     | 16     | Geyer, Newell<br>& Ganger               |
|   | Continental<br>Pharmaceu-<br>tical          | Kyron Tablet                | s 1 |    |          |           |         |         |         |        |          |        |        |        | Arthur<br>Meyerhoff                     |
|   | Converted Rice<br>Inc.                      | Uncle Ben's<br>Rice         |     |    |          |           |         |         |         |        | 1        | 4      | 6      | 2      | Leo Burnett                             |
|   | Cook Chemical<br>Co.                        | Cook-Kill<br>Insecticide    |     |    | 1        |           |         |         | 1       | 2      | 1        | 1      | 1      |        | Gardner                                 |
|   | Coolerator Co.                              | Refrigerators               |     |    | 1        | 1         | 6       | 11      | 7       | 1      | 1        | 1      |        |        | Campbell-<br>Mithun                     |
|   | Cope, Martin<br>H., Co.                     | Canned Corn                 |     |    |          |           |         |         |         |        | 1        | 1      | 1      | 1      | Direct                                  |
|   | Corcoran Co.                                | Presto-Dri<br>Mop           | =   |    |          |           |         |         |         |        | 1        | 1      | 1      | 1      | Rutledge &<br>Schideler                 |
| • | Corn Products<br>Refining Co.               | Niagra Starch               |     |    |          |           |         |         |         |        |          | 3      | 1      | 1      | C. L. Miller                            |
|   | Corning Glass<br>Works                      | Pyrex Ware                  |     |    |          |           |         |         |         |        |          |        |        | 19     | Rubicam                                 |
|   | Cortley Frosted<br>Foods                    |                             |     |    |          |           |         |         |         |        |          |        |        | 1      | H. W. Fairfax                           |
|   | Cory Corp.                                  | Class Coffee<br>Maker       |     |    |          | 3         | 3       | 3       | 1       | 1      |          | 1      | 1      | 5      | D-F-S                                   |
|   | Cossman Co.<br>Cott Beverages               | Plastic Toys<br>Soft Drinks |     | 2  |          | 3         | 3       | 3       | 2       | 3      | 3        |        |        |        | Hunter<br>John C. Dowd                  |
|   | Inc.<br>Coughlan, G.N.,<br>Co.              | Pantastic                   |     |    |          |           |         | 2       | 1       |        |          |        |        |        | A. W. Lewin                             |
|   |                                             |                             |     |    |          |           |         |         |         |        |          |        |        |        |                                         |

### DON'T SAY WE DIDN'T TELL YOU!

(about this NAB Convention Special)

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Available on an exclusive basis to one station in each town.

### Get It For Your Market!

### HARRY S. GOODMAN PRODUCTIONS Suite 556A-557A HOTEL STEVENS

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| page 18 <b>3</b> )                             | rs                         |            |        |          |     |      |          |                                  |
|------------------------------------------------|----------------------------|------------|--------|----------|-----|------|----------|----------------------------------|
|                                                | ŧ                          | Numb       | er of  |          | ons | Used |          |                                  |
| Advertiser                                     | Product                    | Dur<br>FMA | ting E | lach     | Mon | th   |          | Agency                           |
| ounty Per-                                     | Brylcreem                  | :          | 1 1    |          |     |      |          | Atherton &<br>Currier            |
| fumery Ltd.<br>owles Pub.                      | Look                       |            | 222    | 2        |     | 3    | 33       | McCann-<br>Erickson              |
| Co.<br>razy Water                              | Crazy Water                |            |        |          |     | 1    | 1 1      | David<br>Rutledge                |
| Co.<br>ream of Wheat                           | Crystals<br>Cereal         |            |        |          | 1   | 3    | 41       | BBDO                             |
| Corp.<br>reamette Co.                          | Noodle                     |            | _ 1 _  |          |     |      |          | Martin<br>Williams               |
| resta Blanca                                   | Products                   |            |        | ·        |     |      | 1 1      | McCann-<br>Erickson              |
| Wine<br>ribben &                               | Gas Ranges                 | 1 1 1      | 5 5    | 66       | 66  | 6    | 77       | Bozell &                         |
| Sexton Co.<br>rispie Potato                    |                            |            |        |          |     |      | 1 1      | Jacobs<br>Botsford, Con          |
| Chip Co.                                       | / 1                        |            |        |          |     | •    |          | stantine &<br>Gardner            |
| roton Watch<br>Co.                             | Watches                    |            |        | ·        | 1   |      |          | B. D. Iola                       |
| udahy Pack-<br>ing Co.                         | Old Dutch<br>Cleanser      |            |        | 4 4      | 6 6 |      | 52       | Grant                            |
| ulligan<br>Zeolite Co.                         | Soft Water<br>Service      |            |        | 22       | 2 1 | 1    | 2        | Frederic,<br>Franz &             |
| urtice                                         | Blue Label                 |            |        |          |     |      | _ 1      | McCowan<br>Chambers &            |
| Brothers<br>urtis Pub. Co.                     | Ketchup<br>Magazines       | 7          | _ 1    | 71       | 8 6 | ; 4  | 21       | Wiswell<br>BBDO                  |
| urtiss Candy<br>Co.                            | Candy                      |            |        |          | 1 1 | 1_   |          | C. L. Miller                     |
| .M.S. Co.                                      | Knives                     | 133        |        | 62<br>32 | 4 8 |      | 21<br>23 | Huber Hoge<br>Malcolm-           |
| ad's Root<br>Beer                              | Root Beer                  |            |        |          | _   |      |          | Howard<br>A. A. Barlow           |
| airymen's<br>League Coop.                      |                            |            | _ 1    | 2 1      | 1 1 | 1    | 1 1      | A. A. Darlow                     |
| Assn.<br>ale, Barbara                          | Hats                       |            |        |          |     | 1    |          | H. J. Weil                       |
| 'Arrigo Bros.<br>Co.                           | Brocoli &<br>Celery        |            | 1      |          |     |      |          | James Thoma<br>Chirurg           |
| avis, H. B.,<br>Co.                            | Paints                     |            | 33_    |          |     |      |          | Buddemeier                       |
| avis, R. B.,<br>Co.                            | Cocomalt &<br>Swel         |            |        | _ 2      | 2 2 | 23   | 56       | Samuel Croo                      |
| avison Chemi-<br>cal Corp.                     |                            |            |        | 1        |     |      |          | Emery                            |
| awson Brew-<br>ing Co.                         | Beer                       | 3 3        | 3 3    | 33       | 3 3 | 32   | 32       | Bresnick &<br>Solomont           |
| ay & Night<br>Mfg. Co.                         | Water Heaters              | 1 9 10     | 99     | 88       | 7 ' | 76   | 55       | Hixon &<br>Jorgensen             |
| ean Milk Co.                                   | Chocolate<br>Drink         | 312        | 22     | 22       | 2 3 | 2 1  | 1 1      | Leo Burnett                      |
| earborn Stove<br>Co.                           | Coolers                    |            | *-     | 33       | 2   | 1    |          | Rogers &<br>Smith                |
| eepfreeze Ap-<br>pliance Co.                   | Home Freezer:              |            |        |          | 1   |      | •        | LeVally                          |
| elby's Foods<br>Delta Airlines                 | Canned Cream<br>Air Travel | 222        |        |          |     | 11   | 1        | Copley<br>Burke, Dawl            |
| Delta Packing                                  | Relish                     |            |        |          |     |      |          | ing & Adan<br>Lee-Murray         |
| Co.                                            |                            |            |        |          |     |      |          | Malcolm-                         |
| emonstration<br>Service Corp.                  |                            | 2          |        |          |     |      |          | Howard                           |
| e Mert &<br>Dougherty Co.                      |                            |            |        |          |     |      |          | R&R                              |
| Dennison Food<br>Co.                           | Foods                      | 5 7        | 911.   | 11 11    | 11  | 8 8  | 00       | Brisacher,<br>Wheeler &<br>Staff |
| e Nobili                                       |                            |            |        |          |     |      | 1 1      | Viola                            |
| Italian Cigars<br>Denver & Rio<br>Grande West- |                            |            |        |          |     | _ 1  | 1        | Atelson                          |
| ern RR<br>De Pree Corp.                        |                            |            |        |          | 1   | 6 20 | 1        | Casler, Hem                      |
| -                                              | ant Tablets                |            |        |          | •   | 0 20 | *        | sted &<br>Hanford                |
| Deran Confec-<br>tionery Co.                   | Candy                      | 1          | 1 1.   |          |     |      |          |                                  |
| Derby Foods<br>Inc.                            | Peter Pan<br>Peanut        |            |        |          | 12  | 929  | 7        | Needham,<br>Louis &              |
| Detergents                                     | Butter<br>Washing          |            |        | 1        |     |      |          | Brorby                           |
| Inc.                                           | Compound                   |            | -      |          |     |      |          |                                  |
| Devoe & Ray-<br>nolds Co.                      | Paint                      |            |        |          |     |      |          | Thompson                         |
| Dexter Co.                                     | Washing<br>Machines        |            |        |          |     |      |          | Burnett                          |
| Diamond State<br>Brewery                       | Beer                       |            |        |          |     |      |          | Dorville                         |
| Diavalo Inc.                                   | Toys                       |            |        |          |     |      |          | Frank                            |
| Dick, J. R.                                    |                            | 1          |        |          |     |      |          | French &                         |
| Dictaphone                                     | Dictaphone                 | 1 1        | 1 1    |          |     |      |          | Dorrance<br>Young &<br>Rubicam   |
| Corp.<br>Dictograph                            | Hearing Aids               |            | 1      | 1        |     |      |          | Maxwell                          |
| Products<br>Diet Foods Inc.                    | Jelly & Salad              |            |        |          |     | _ 1  | 2 1      | Sackheim<br>Brisacher,           |
|                                                | Dressing                   |            |        |          |     |      |          | Wheeler &<br>Staff               |

| Advertiser                                  | Product                         | _       |     | Dι     | ıriı  | r o:<br>ng | $\mathbf{E}\mathbf{a}$ | ch    | M     | ont | h  |    | _ | Agency                         |
|---------------------------------------------|---------------------------------|---------|-----|--------|-------|------------|------------------------|-------|-------|-----|----|----|---|--------------------------------|
| Dif Corp.<br>Dior, Christian,               | Cleanser                        | J 1<br> | F 1 |        | A<br> | M.         | J                      | J<br> | A<br> |     |    |    |   | Norman Mack<br>Albert          |
| Perfumes<br>Corp.                           | _                               |         |     |        |       |            |                        |       |       |     |    |    |   | Woodley                        |
| Diplomat<br>Products<br>Dishmaster          | Soup<br>Dishwasher              |         |     |        |       |            |                        | 1     |       |     |    |    |   | Tracy, Kent<br>Don Wagnitz     |
| Corp.<br>Dixle Brewing                      | Beer                            |         |     | 1      |       |            |                        |       |       |     |    | 1  |   | Fitzgerald                     |
| Co.<br>Dobler Brew-                         | Beer                            |         |     |        |       |            | 1                      |       |       |     | I  | 1  | 1 | Woodard                        |
| ing Co.<br>Doeskin Prod-                    | Tissues                         | 1       | 1   | 1      | 1     | 1          | 1                      | 1     | 1     | 1   | 5  | 5  | 3 | & Fris<br>Federal              |
| ucts Co.<br>Dolcin Corp.                    | Proprietary                     |         |     |        |       |            |                        |       | 1     | 1   | 1  | 2  | 2 | Victor Van<br>Der Linde        |
| Domestic Sew-<br>ing Machine<br>Co.         | Sewing<br>Machin <b>es</b>      |         |     | 12     | 17    | 17         | 9                      | 2     |       |     |    |    |   | Fuller & Smith<br>& Ross       |
| Donnelly, Reu-<br>ben H., Co.               | Redbook                         |         |     | 4      | 3     | 3          | 3                      |       |       | 3   | 3  | 3  | 1 | N. W. Ayer<br>& Son            |
| Donnelly, R. R.,<br>& Sons                  | ÷                               |         |     |        |       |            |                        |       |       |     |    |    |   | Fulton,<br>Morrissey           |
| Dormeyer<br>Corp.<br>Doubleday &            | Electric<br>Mixers<br>Book Club | <br>3   |     | 1<br>3 |       | 1          |                        |       |       |     |    |    | 1 | John W. Shaw<br>Huber Hoge     |
| Co.<br>Douglass Air-                        | BOOK CIUD                       |         |     |        |       |            |                        |       |       |     |    |    | _ | J. Walter                      |
| craft Co.<br>Doyle Packing<br>Co.           | Dog Food                        |         |     |        |       |            |                        |       |       |     |    |    |   | Thompson<br>Fairbanks          |
| Drackett Co.                                | Windex                          |         |     |        |       |            |                        |       |       | 1   | 3  | 3  | 2 | Young &<br>Rubicam             |
| Drenk's Foods.<br>Mgrs. Inc.                | Food<br>Products                | 1       | 1   | 1      | 1     | 1          | 1                      |       |       |     |    |    |   | Stone-<br>O'Halloran           |
| Dress-of-the<br>Month Club                  |                                 |         |     |        |       | 1          |                        |       |       |     |    |    |   |                                |
| Drewrys, The,<br>Ltd.                       | Beer, Ale                       |         |     |        |       |            |                        |       |       |     |    | 1  |   | Maxon<br>Honig-Cooper          |
| Duart Mfg. Co.<br>Du Boiss Brew-<br>ing Co. | Hair Rinse<br>Beer & Ale        |         |     |        |       |            |                        |       |       |     | 1  |    | 1 | Direct                         |
| Dudenhoefar,<br>Joseph Co.                  | Wine                            |         |     | 1      | 1     | 1          | 1                      | 1     | 1     |     |    |    |   | Dayton,<br>Johnson &<br>Hacker |
| Duffy-Mott<br>Corp.                         | Apple<br>Products               | 14      | 26  |        |       | 29         |                        |       |       |     |    |    |   | Young &<br>Rubicam             |
| Dulane, Inc.                                | Appliances                      |         |     |        |       |            |                        |       |       |     |    |    |   | Lavensen &<br>Solomon          |
| Dulany, John<br>H., & Son<br>DuMont,        | Frozen Foods<br>TV Sets         | _       |     |        | <br>8 | <br>9      | <br>9                  |       |       |     | 1  | 2  |   | F, C & B<br>Campbell-          |
| Allen B.<br>Duncan Coffee                   | Coffee                          | 10      | '   | 3      | 0     | 3          | 9                      | 3     | 0     |     | 5  |    |   | Ewald                          |
| Co.<br>Du Pont, E. I.<br>Nemours &          | Paints                          |         |     |        |       | 4          | 4                      | 2     |       |     | 1  |    |   | BBDO                           |
| Co.<br>Duquesne<br>Brewing Co.              | Beer                            | 5       | 3   | 3      | 3     | 3          | 3                      | 3     | 5     | 5   | 6  | 6  | 6 | Walker &<br>Downing            |
| Durkee Famous<br>Foods Div. of              | Food                            | 2       | 2   | 2      | 4     | 6          | 6                      | 10    | 9     | 10  | 12 | 17 | 9 | Meldrum &<br>Fewsmith          |
| Glidden Co.<br>Durkee-Mower                 | Marshmallow                     | 1       | 2   | 2      | 2     | 1          | 1                      | 1     | 1     | 2   | 4  | 5  | 6 | Harry Frost                    |
| Co.<br>Durr, C. A.<br>Packing Co.           | Fluff<br>Pork Product           | s       |     |        |       |            | 1                      |       | 1     | 1   | 1  | 2  | 2 | Moser & Cotins                 |
| Dwarfles Corp.                              | Food                            |         |     |        |       |            |                        |       |       |     |    |    |   | Buchanan-<br>Thomas            |
| Dutchess May<br>E. & B. Brew-               | Beer                            |         | 2   | <br>3  | <br>3 | 2          | 6                      | 5     |       |     | 3  |    | 2 | Direct<br>W. B. Doner          |
| ing Co.<br>Eagle-Pitcher                    | Storm                           |         |     |        |       |            |                        |       |       | 1   |    |    |   | Flint                          |
| Co.<br>Eastern Air-                         |                                 | - 1     | 1   | 1      | 1     | 1          | 1                      | 1     | 1     | 1   | 1  | 1  | 1 | F. D. Richards                 |
| lines<br>Eastern Chip                       | tation<br>Meat                  |         |     |        |       |            |                        | 1     |       |     |    |    |   | Doner .                        |
| Steak<br>Eastern Wine                       | Chateau Wine                    | :       |     |        |       |            |                        |       |       |     |    |    | 1 | H. C. Morris                   |
| Co.<br>Easy Washing<br>Machine              | Washers                         |         |     |        | 2     | 3          | 3                      |       |       |     |    | 2  | 2 | BBDO                           |
| Corp.<br>Eaton, Chas. A.                    | Shoes                           |         |     |        |       |            |                        |       |       |     |    |    |   | Fort, Nichols<br>& Todd        |
| Eckrich, Peter<br>& Sons                    | Frankfurters                    | 1       | 1   | 1      | 1     | 1          | 1                      | 1     | 2     | 2   | 3  | 3  | 4 | Westheimer                     |
| Eclipse Food<br>Products                    | Coffee Syrup                    |         |     | 1      | 1     | 2          | 2                      | 1     | 2     | 3   | 3  | 3  | 3 | Joseph<br>Maxfield             |
| Economics<br>Laboratory                     | Soilax                          |         |     |        |       |            | 1                      | 1     | 1     | 1   |    |    |   | Cunningham &<br>Walsh          |
| Edison, Thomas<br>A., Inc.                  | Batteries                       |         |     |        |       |            |                        |       |       | 1   | 1  | 1  | 1 | Gray & Rogers                  |
| Edlund Co.                                  | Can Openers                     |         |     |        |       |            |                        |       |       |     |    |    |   | Hays Adv.                      |
| Edwards Coffee<br>Ehlers, Albert            | Coffee<br>Coffee                |         |     | 1      |       | 1          |                        |       |       |     | 1  |    |   | T. W. Schwam<br>Weiss &        |
| Inc.<br>Ekco Prod. Co.                      | Cutlery                         | 1       | 1   |        |       |            | 4                      | 2     | 1     | 2   | 1  | 1  | 1 | Geller<br>Al Paul Lefton       |
| Elan Mills                                  | Sheets                          |         |     |        |       |            |                        |       |       |     | 2  |    |   | Charles A.<br>Silver           |
| Electro Tool<br>Co.                         | Electric Razor                  | 'S      |     |        |       |            |                        |       | -     |     |    | 1  | 1 | Western                        |

| Advertiser                                          | Product            | Number of Stations Used<br>During Each Month Agency<br>JFMAMJJASOND |
|-----------------------------------------------------|--------------------|---------------------------------------------------------------------|
| Elgin American<br>Div. of Ill.<br>Watch Case<br>Co. | Compacts           | 2 2 John W. Shaw                                                    |
| Elgin Nat'l<br>Watch Co.                            | Watches            | 1 2 15 50 43 J. Walter<br>Thompson                                  |
| Elmer Candy<br>Co.                                  | Candy              | 1 1 1 1 2 3 4 2 Walker-<br>Saussy                                   |
| Emerson Drug                                        | Bromo-<br>Seltzer  | 14 15 19 23 25 25 25 27 28 27 29 19 BBDO                            |
| Embree Mfg.<br>Co.                                  | Plastic<br>Finish  | I I Metropolitan                                                    |
| Enamel Prod-<br>ucts Co.                            | Korak<br>Table Top | 1 1 1 1 1 1 2 1 1 Gibbons-<br>O'Neill                               |
| Encyclopedia<br>Britannica<br>Inc.                  | •                  | 1 1 1 1 Williams J.<br>O'Brien                                      |
| Eno Scott &<br>Bowne                                | Brylcreem          | 2 4 3 3 3 3 Atherton &<br>Currier                                   |
| Enterprise<br>Brewing Co.                           | Beer               | A. J. Kearns                                                        |
| Erie Brewing<br>Co.                                 | Beer               | 1 1 1 1 1 1 1 1 1 1 1 Yount Co.                                     |
|                                                     | (Con               | tinued on page 186)                                                 |

### MANPOWER GUIDE Lists Essential Services

COMMUNICATION equipment production and services are among "essential activities" listed April 8 by Secretary of Commerce Charles W. Sawyer as a guide for the Dept. of Defense in obtaining manpower for the military branches.

The compilation is a revision of standard industrial classifications, issued last summer, which labeled radio and television broadcasting, including AM-FM-TV and facsimile, as "essential" along with manufacturers of communications-electronics equipment [BROADCASTING • TELECASTING, Aug. 7]. It placed the industry on the same footing as during World War II.

The new listing, which is not designed for use in connection with allocations, priorities and other similar purposes, is divided into 25 main categories, among them "Production of Communication Equipment" and "Communication Services."

#### **Essential Products**

Products falling under essential equipment include "military radios, radar and related electronic equipment and component parts," as well as switchboard, printing telegraph and coaxial cable equipment. Services apply to telephone, telegraph, radio-telephone and radio-telegraph; cable (land or submarine) and protective signal systems.

At the same time Secretary Sawyer revealed that a Joint Commerce-Labor Dept. committee is preparing a revision of a list of "Critical Occupations" designed as a guide "for considering requests for delay in call to active duty of reservists and the National Guard." It was stressed that persons in essential activities or occupations will not thereby necessarily be granted deferments.

Determining criteria in the activities listings, according to Secretary Sawyer, are that products or services "be essential to the defense program or to the minimum civilian health, safety or interests" and "be inadequate to meet defense and minimum civilian requirements, or for which a seriously short supply is indicated."

Under the listing issued by the Labor Dept. last August, electrical engineers were adjudged to be in "critical occupations" if they "plan and supervise construction and installation of . . . wire communications; design and develop radio, television, electronic and allied equipment. . . ."

PHILCO Corp., Philadelphia, has purchased three new manufacturing plants in Bedford, Ind., about 65 miles southwest of Indianapolis, President William Balderson has `announced.

## WSR5 CLEVELAND

.... "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A.... covering 336 sq. miles.

Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up ... WSRS cost per thousand lowest in town, thus the best buy in



BROADCASTING • Telecasting

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(Continued from page 185)

| Advertiser                                       | Product               | Number of Sta<br>During Each<br>J F M A M J J                                               | Month          | Agency                        | Advertiser                                | Product                    | Number of Stations Used<br>During Each Month<br>J F M A M J J A S O N                                                                              | D Agency                                |
|--------------------------------------------------|-----------------------|---------------------------------------------------------------------------------------------|----------------|-------------------------------|-------------------------------------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Erlanger, Otto                                   | Beer                  | 1111111                                                                                     |                |                               |                                           | Hollingsworth              |                                                                                                                                                    |                                         |
| Co.<br>Eskimo Pie<br>Corp.                       | Ice Cream             | 1 1                                                                                         | 2 2            | Buchanan                      | Finger Lakes                              | Candy<br>Honey             | 2 2 2                                                                                                                                              | 2 Flack                                 |
| Esquire Beer                                     |                       |                                                                                             |                | -                             |                                           | Bread, Cakes               | 111111111111                                                                                                                                       | 1 Scheck                                |
| Esquire Inc.                                     | Coronet<br>Magazine   | 1 2 1                                                                                       |                | Mitchell                      | Co.<br>Fisher Flouring<br>Mills           | Flour, Cereal              | s 1 1 1 1 1 1 1                                                                                                                                    | 1 Pacific<br>National                   |
| Esslinger's Inc.<br>Esso Standard                | Oil & Gas             | 1 <u>1</u> |                | Cox                           | Fitch, F. W.,<br>Co.                      | Hair Tonic                 |                                                                                                                                                    |                                         |
| Oil Co.<br>Estate Stove Co.                      |                       |                                                                                             |                | Pratt                         | Fitzgerald Bros.<br>Brewing Co.           | Beer & Ale                 | 11111111111                                                                                                                                        |                                         |
| Eureka-Wil-<br>liams Corp.                       | Oil Heaters           | 1 1 1                                                                                       |                |                               | Fitzpatrick<br>Bros.                      | Kitchen<br>Klenzer         |                                                                                                                                                    | 6 Russell Seeds                         |
| Evans Case Co.                                   | Lighters              | 1 1 1 3 4                                                                                   | 1              | -                             | Flag Pet Dog<br>Food Corp.                | Pet Food                   | 1 1 1                                                                                                                                              | son & De-                               |
| Eversharp Inc.<br>Excelsior Quick<br>Frozen Meat | Razors<br>Steaks      | 2 2 2 3 6 8 12<br>1 1 1                                                                     |                | Biow                          | Flagstaff Foods<br>Flavour Candy<br>Co.   | Foods<br>Mints             | 1 1 1 1 1 1 1 1                                                                                                                                    |                                         |
| Products<br>Ex-Lax Inc.<br>Fairmont Can-         | Laxative<br>Saladette | 1 1 1                                                                                       |                |                               |                                           | Chewing Gun                | n 6 5 5 6 6 6 6 6 6 3<br>1                                                                                                                         | 1 Lewis &<br>Gilman<br>1 Liller, Neal & |
| ning Co.<br>Fairmont Foods                       | Frozen Food           |                                                                                             |                |                               | Coffee Co.<br>Fletcher Oil                |                            | 1                                                                                                                                                  | Battle                                  |
| Falls City<br>Brewing Co.                        | Beer                  | 3 3 3 3 2 2 2                                                                               | 2 2 3 3 3      | Thomas<br>George L.<br>Prater | Co.<br>Flex-Let Corp.                     | Watch Bands                | 4 1 6 10 9 16 2 12 18 23                                                                                                                           | Bair<br>22 Edwin L.                     |
| Falstaff Brew-<br>ing Corp.                      | Beer                  | 3 2 2 8 7 8 7                                                                               | 10 13 13 15 12 |                               | Florida Citrus<br>Comm.                   | Fruits                     | 4                                                                                                                                                  |                                         |
| Fancy Food                                       | Jacks                 | 1 1 1                                                                                       |                | Sample<br>MacDonald           | Florida Fashions<br>Inc.                  | Dresses                    |                                                                                                                                                    | Thompson<br>Harold J.<br>Siesel         |
| Products<br>Fan Tan Gum                          | Gum                   | 1 2                                                                                         | 2 2 1 1 2      |                               | Florshiem Shoe<br>Co.                     |                            | 1                                                                                                                                                  |                                         |
| Corp.<br>Fant Milling<br>Co.                     | Flour                 | 1 1 2 3 2                                                                                   | 2 2 2 1        | Downing<br>Couchman           | Flying Irishman<br>Ford Motor Co.         |                            | <u></u> <u></u> <u></u> <u></u> <u>-</u> <u>2</u> <u>2</u> <u>1</u><br>11 14 <u>5</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u> <u>9</u> 11 16 <u>21</u> | 1 Direct<br>34 J. Walter                |
| Farber, S. W.,<br>Inc.                           | Farberware            | · · · · · · · · · · · ·                                                                     | 1 1 1          | Victor Van<br>Der Linde       | Foremost                                  | Dealers<br>Dairy Prod.     | 454432                                                                                                                                             | Thompson                                |
| Fashion Frocks<br>Inc.                           | Dresses               | 1 3 2 2                                                                                     | 2 2 1          |                               | Dairies<br>Forman, L. C.,                 | Piccalilli                 |                                                                                                                                                    | Richards<br>C. W. Muench                |
| Fastner Corp.                                    | Zippers               | 1                                                                                           | 1              | Michael A.<br>Mannion         | Sons<br>Forst Packing                     | Foods                      |                                                                                                                                                    |                                         |
| Father John's<br>Medicine Co.                    |                       |                                                                                             |                |                               | Co.<br>Forstner Chain<br>Corp.            | Jewelry                    | 13 13 13 1 2                                                                                                                                       | Bruck<br>A. W. Lewin                    |
| Fauntleroy<br>Starch                             | Aid Condi-            |                                                                                             |                | Erickson                      | Fort Pitt<br>Brewing Co.                  | Beer                       | 6 6 6 6 5 5 5 8 5 5 5                                                                                                                              | 5 BBDO                                  |
| Fedders-Quigan<br>Corp.<br>Feemster, W.R.,       | tioning               | 1 4                                                                                         |                |                               | 4 Seasons, Inc.<br>42 Products,           | Salad Dressing<br>Hair Oil | 1 6 7 8 9 7 4 4 8 7                                                                                                                                |                                         |
| Co.<br>Fehr Baking Co.                           | Slicer                |                                                                                             |                | & McMahon<br>Pitluk           | Ltd.<br>Forum Cafe-                       | Cafeteria                  | 4                                                                                                                                                  | McCleery                                |
| Fehr, Frank,<br>Brewing Co.                      | Beer                  | 3 3 3 3 4 4 4                                                                               |                |                               | terias of<br>America                      | -                          |                                                                                                                                                    | Calkins &<br>Holden                     |
| Felber Biscuit<br>Co.                            | Crackers              | 1 1 1 1                                                                                     | 1 1 1          | H. M. Miller                  | Co.                                       | Doan's Pills               |                                                                                                                                                    | 2 Street &<br>Finney                    |
| Felin, John H.<br>& Co.                          | Meat Products         | 3                                                                                           | 1 1            | Lewis &<br>Gilman             | Foster Products<br>Fox Brewing            | Beer                       |                                                                                                                                                    | - Sackheim<br>- Ralph Sharp             |
| Fell, Frederick<br>Inc.                          |                       | 1                                                                                           |                | Carter                        | Co.<br>Fox Head                           | Beer                       |                                                                                                                                                    |                                         |
| Fels & Co.                                       | Fels Naptha<br>Soap   |                                                                                             |                |                               | Brewing Co.<br>Fox, Peter                 | Beer                       |                                                                                                                                                    | Geller                                  |
| Felt & Tarrant<br>Felton-Sibley                  | School                | $\begin{array}{c} - & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 & 1 \end{array}$                           |                | Miller                        | Brewing Co.<br>Foy Paint Co.              | Paints                     | 1 1 1                                                                                                                                              | Murphy<br>S. C. Baer                    |
| & Co.<br>Fesenmeier                              | Beer                  | 1 1 1 1 1 1                                                                                 |                |                               | Frank Tea &<br>Spice Co.                  | Foods                      |                                                                                                                                                    | 1 Ruthrauff &<br>Ryan                   |
| Brewing Co.<br>Filbert, J. H.,                   | Margarine             |                                                                                             | 1 1            | SSC&B                         | Frank, Wally,<br>Ltd.                     | _                          |                                                                                                                                                    | •                                       |
| Inc.<br>Fine Products<br>Corp.                   | Candy                 |                                                                                             | 1 1 2 1        | Harvey-<br>Massengale         | Frankenmuth<br>Brewing Co.                | Beer                       |                                                                                                                                                    | Ryan                                    |
|                                                  |                       |                                                                                             |                |                               | Franklin Brew-<br>ing Co.<br>Franklin In- |                            | 1 1 1 1 1 1 1 1 1 1                                                                                                                                | Bowman                                  |
| (現象)                                             |                       |                                                                                             |                |                               | stitute                                   | ence Courses               |                                                                                                                                                    |                                         |
| 15- 6                                            | 1 Car                 | - MARKE                                                                                     |                | 2                             | Freeman Certi-<br>Fresh Foods             |                            | 1                                                                                                                                                  | •                                       |
|                                                  | 1 1 1                 | N 14                                                                                        |                |                               | French, R. T.,<br>Co.                     | Silver Polish              |                                                                                                                                                    | Foley                                   |
| - 1 - C                                          | 040                   | 1 Stores                                                                                    |                | to the state                  | French Sardine<br>Co.                     | runa                       | 2 5 14 13 14 10 11 16 25 26 27                                                                                                                     | 19 Rhoades &<br>Davis                   |

of GM Frigidinner

Freezer

Frito Co.

tries

Co.

VISITING WNBH-WFMR (FM) New Bedford, Mass., are Boston agency timebuyers and New York representatives. The stations have just moved into a new home called Radio Center. Present were (I to r) Ruth Simonds, Doremus & Co.; Jan Gilbert, Harold Cabot Agency; Gertrude Saxe, WNBH-WFMR Boston representative; Paul J. Perreault, WNBH manager; Carol Connell, Hoag & Provandie agency; Otis Rawalt, WNBH-WFMR New York representative (Walker Co.); Bertha Bannan, WNBH-WFMR Boston representative, and David Shurtleff, WNBH sales director.

DO ert Smith Neil & Cleery J. Potts. alkins & olden e<mark>et &</mark> inney well ckheim ph Sharp iss & eller roll Dean urphy C. Baer hrauff & yan er Hoge hrauff & 7an r & owman S. Weil Bogert's hard A. hoades & Davis 1 1 1 1 2 2 3 2 1 1 2 1 Ingalls-Miniter Friend Bros. Beans Frigidaire Div. Refrigerators 111F,C&B 1 1 2 2 1 1 1 1 1 1 Rothman & Gibbons Frozen 3 1 Corp. Foods 2 2 2 1 6 8 9 13 15 17 17 10 Glenn Agency Fritos Frontier Trad-ing Post Hopalong Cassidy Outfits 1 ... -- -- -- E. H. Brown Frosty Creame Products Thatcher 8 2 \_\_\_\_\_ Fruit Indus--- -- 1 5 4 Merchandising Factors Wines Funny Bunny ----- Dick Donald Baloons 1 \_\_\_ Funsten, R. E., Pecans & Co. -- 2 4 4 -- -- Oakleigh R. French BROADCASTING • Telecasting

| <i>f</i><br>Advertiser                                  | Product                            | J  |    | D      | uri      | ng     | fS<br>Ea<br>J | ch     | M      | on     | th     |         | D       | Agency                              |
|---------------------------------------------------------|------------------------------------|----|----|--------|----------|--------|---------------|--------|--------|--------|--------|---------|---------|-------------------------------------|
| G. H. P. Cigar<br>Co.                                   | Cigars                             |    |    |        |          |        |               | 1      | 1      |        |        |         |         | Aitken-Kynett                       |
| G-M Labora-<br>tories                                   | Photo                              |    |    |        |          |        |               |        |        |        | 1      |         |         | Geo. Hartman                        |
| Galey & Lord<br>Inc.                                    | Supplies<br>Fabrics                | 2  | 2  | 1      | 1        | 1      | 1             | 1      |        |        |        |         |         | Hirshon-<br>Garfield<br>Carlo Vinti |
| Gallo, E. & J.,<br>Winery<br>Gardiner <sup>*</sup> Mfg. | Wine<br>Washing                    | 1  | 1  | 1<br>2 | 1<br>2   | 1<br>2 | 1<br>2        | 1<br>2 | _      |        | 1      | 2       | 2       | Ray E. Coller                       |
| Co.<br>Garfield-Wil-                                    | Solution<br>Seeds &                |    |    | 1      | 1        | 1      |               |        |        |        |        |         |         | VanDiver &<br>Crowe                 |
| liamson Inc.<br>Gastonia Co.<br>Gator Blade             | Fertilizers<br>Slicer<br>Blades    |    |    |        |          |        |               |        |        |        | <br>1  |         | 3       | Ayer & Gillett<br>Direct            |
| Co.<br>Gaylord Prod-                                    | Notions                            |    |    |        |          |        |               |        |        |        | 1      | 1       |         | Dorland                             |
| ucts<br>Gem Packing                                     | Oil                                |    |    |        |          |        |               |        |        |        |        | 3       | 1       | Emil Mogul                          |
| Corp.<br>General Aniline<br>& Film Corp.                | Films                              |    |    |        |          |        |               | 2      | 3      | 2      |        |         |         | Biow Co.                            |
| General Baking<br>Co.                                   | Bond Bread                         | 6  | 8  | 11     | 11       | 4      | 3             | 1      | 1      | 2      | 12     | 18      | 13      | BBDO                                |
| General Band-<br>ages Inc.                              | Gauztex                            |    |    | 1      | 1        |        |               |        |        |        |        |         |         | Earle Ludgin                        |
| General Cigar<br>Co.                                    | Cigars                             |    |    |        |          |        |               | 1      | 2      | 2      | 2      | 2       | 2       | Federal                             |
| General Con-<br>trols Co.<br>General Elec-              | Thermostats                        | -  | 11 |        |          | _      | 11            |        |        |        |        | 15      | 19      | Hixson-<br>Jorgensen<br>Young &     |
| General Foods                                           | Appliances<br>Birdseye             | 10 |    |        | 1        |        | 1<br>24       |        | <br>23 |        |        | <br>24  |         | Rubicam<br>Young &                  |
| General Foods                                           | Frosted<br>Foods                   | 10 | -  | 20     |          | -      |               |        | 20     | 20     |        |         |         | Rubicam                             |
|                                                         | Bireley's<br>Soft Drinks           | 1  | 1  | 2      | 1        |        | 1             | 1      | 4      | 5      | 3      | 3       | 2       | Young &<br>Rubicam                  |
| *                                                       | Cereals                            |    |    |        |          | -      |               | 1      | 3      | 5      | 5      | 4       | 2<br>1  | Young &<br>Rubicam<br>Young &       |
|                                                         | Minute Rice<br>Post's Sugar        |    |    |        |          |        |               |        | 2      | 2      | 2      |         | 3       | Rubicam<br>Benton &                 |
|                                                         | Crisps<br>Ridgeway Tea             |    |    | 3      | _        |        | 3             |        |        |        |        |         |         | Bowles<br>Benton &                  |
| General Ice                                             | Dairy Prod.                        | _  |    |        |          |        |               |        |        |        |        |         | 1       | Bowles<br>McKee &                   |
| Cream Corp.<br>General Mills                            | Cherios &                          | 2  | 2  | 3      | 4        | 5      | 5             | 8      | 7      | 6      | 5      | 5       | 2       | Albright<br>D-F-S                   |
| Inc.                                                    | Bisquick<br>Wheaties               | 1  | 1  | 1      |          |        |               |        |        |        |        |         |         | Knox-Reeves                         |
| General Motors<br>Chevrolet Div.                        | Institutional<br>Chevrolet<br>Cars | 26 |    |        |          |        |               |        |        |        |        | 9       | 54      | Campbell-<br>Ewald                  |
| Buick Div.<br>Oldsmobile Div.                           | Buick Cars<br>Oldsmobile           |    |    |        | 30<br>38 |        | 22            | 4      | _      | _      | <br>29 |         | <br>32  | Kudner<br>D. P. Brother             |
| Pontiac Div.                                            | Pontiac Cars                       |    |    |        |          |        |               |        |        |        |        | 22      |         | MacManus,<br>John &                 |
| General Petro-<br>leum Corp. of                         |                                    |    |    |        |          |        |               |        |        |        | 1      |         |         | Adams<br>West-<br>Marquis           |
| Cal.<br>General Shoe                                    | Acrobat Shoes                      |    |    |        |          |        |               |        |        | 1      | 3      | 1       | 2       | Ruthrauff &<br>Ryan                 |
| Co.                                                     | Flagg Bros                         |    |    |        |          |        |               |        |        |        |        |         |         | L. W. Roush<br>Noble-Dury           |
| General Time<br>Instrument                              | Jarman Shoes<br>Clocks             | 3  | 5  | 4      |          | 6      | 6             | 7      | 8      | 8      | 1      | 8       | 8       | BBDO                                |
| Corp.<br>General Tire &<br>Rubber Co.                   | Tires & Tubes                      | 1  | 1  | 1      | 1        | 4      | 1             | 1      | 1      | 1      | 1      | 1       | 1       | D'Arcy                              |
| Genesee Brew-<br>ing Co.                                | Beer & Ale                         |    |    |        |          |        |               |        |        |        |        | 1       | 2       | Rogers &<br>Porter                  |
| Geneva Modern<br>Kitchens                               | Cabinets                           |    |    |        |          |        |               |        | 1      | 1      | 1      | 1       | 1       | O'Grady.<br>Anderson                |
| Georgie Peorgie<br>Gerber, R., &<br>Co.                 | Food<br>Foods                      | 6  | 6  | <br>10 | <br>11   | 9      | 9             | 10     | <br>14 | <br>24 | <br>33 | 1<br>27 | 1<br>12 | Direct<br>Newby &                   |
| Gerity-Michi-<br>gan Corp.                              | Dishmasters                        | 1  | 1  |        |          | 1      | 1             |        |        |        |        |         |         | Peron<br>Clark &<br>Rickerd         |
| Gettleman, A.,<br>Brewing Co.                           | Beer                               | 1  | 1  | 1      | 1        |        | 1             | 1      | 1      | 1      | 1      | 1       | 1       | Hoffman &<br>York                   |
| Chiradelli D.,<br>Co.                                   | Chocolate                          |    |    | 1      | 1        | 2      | 1             | 1      | 1      | 1      | 1      |         |         | Hixson &<br>Jorgensen               |
| Gibbs & Co.                                             | Foods                              |    |    |        |          |        |               |        |        |        |        |         |         | Van Sant<br>Dugdale                 |
| Gilbert, A. C.,<br>Co.                                  | Toys                               |    |    |        |          |        |               |        |        |        |        |         |         | Charles Hoyt                        |
| Gill, James G.<br>Gillette Safety<br>Razor Co.          | Coffee & Tea<br>Razors             | 2  |    |        | 1        | 2      |               |        |        |        |        | 2       | 1<br>   | Ferguson<br>Maxon                   |
| Gioia Macaroni<br>Co.                                   | Macaroni                           | 1  |    | 4      | 1        | 2      | 2             | 2      | 1      | 1      | 1      | 1       | 3       | Storm Adv.                          |
| Girard's                                                | French<br>Dressing                 |    |    |        | 1        | 3      | 3             | 2      | 3      | 2      | 2      | 2       | 2       | Lockwood-<br>Shackelford            |
| Given Mfg. Co.<br>Glade Candy<br>Co.                    | Pulverators<br>Candy               |    |    |        |          |        |               |        |        |        | <br>2  | 1<br>1  | 1<br>1  | H. M. Gardner<br>Ad-Craftsmen       |
| Glamour Pro-<br>ducts Co.                               | Reducing Aids                      |    |    | 6      | 5        | 5      | 5             | 6      | 5      | 5      | 6      | 4       | 1       | Barton A.<br>Stebbins               |
| Glasgow Brew-<br>ing Co.                                | Beer                               |    |    |        |          |        |               |        |        | 1      | 1      | 1       | 1       | Lindsey-<br>Richmond                |
| Glass Container<br>Mfg.                                 | Bottles                            |    |    |        |          |        |               |        |        | 2      | 2      |         |         | FC&B                                |
| Glenwear Inc.<br>Glenwood Beer<br>Co.                   | Sportswear<br>Beer                 |    |    |        |          |        | 1<br>         |        |        |        | -ī     |         | -1      | Sterling                            |
|                                                         |                                    | _  |    |        |          |        |               |        |        |        |        |         |         |                                     |

Number of Stations Used During Each Month J F M A M J J A S O N D Advertiser Product Agency Glenwood Range Co. ----- 4 3 3 -- Alley & Richards Ranges \_\_ 4 2 1 \_\_ 2 8 2 2 Meldrum & Fewsmith Glidden Co. Paints Globe Brewing Beer Co. 4 4 4 4 4 4 5 4 4 2 Joseph Katz Globe Mills of Flour Pillsbury ----- 1 1 1 Leo Burnett Gluek Brewing Beer Co. Vance Pidgeon 1 1 .... Godchaux Sugars Inc. -- -- 8 8 8 8 6 Fitzgerald Goebel Brewing Beer Co. \_\_ \_\_ 2 5 5 6 6 5 8 8 4 Brooke, Smith, French & Dorrance Goenner Brew- Beer ing Co. Direct Goetz, M. K., Brewing Co. Beer \_\_\_\_ 2 13 13 8 2 2 1 \_\_\_\_ Potts-Turnbull 1 2 2 3 3 3 3 2 2 2 2 1 Donahue & Coe Gold Medal Candy Co. Candy ----- 1 --- 1 3 4 7 6 5 6 3 Campbell-Mithun Gold Seal Co. Glass Wax Golden State Dairy Products \_\_ 2 3 1 1 \_\_ \_\_ \_\_ \_\_ BBDO Goldenberg, D., Inc. Candy 3 3 -- -- -- Clements Good Humor Co. Ice Cream -- -- I I Lockwood-Shackelford Goodman, A., & Son Noodles 1 1 1 ... -- -- -- -- Al Paul Lefton Tires & Tubes Goodrich, B.F. 1 1 1 3 6 7 2 ... 3 7 1 BBDO - \_\_ \_\_ 2 l Conner-Jackson-Walker & MCClure Sportswear Goodrin Bros. Goodyear Tire & Rubber Co. Neolite 1 1 5 5 6 12 12 17 18 18 18 9 Compton Gordon Baking Bread 4 4 4 4 4 4 5 6 3 N. W. Ayer & Son 3 Gordon Chemi- Kobar Soap cal Co. 2 Hilton & Riggio \_\_ 1 2 4 5 5 3 Kirkland, White Gordon Foods Potato Chips Gottfried Co. Blouses 1 Lustig 1 1 1 1 1 ..... Harry Feigen-baum Grabowsky Bros. Grace Bros. Brewing Cigars G-B Beer -- -- -- -- -- -- --(Continued on page 188)

### MEXICO CHANGES Are Reported to FCC

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New 1950 NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEFH Cordoba, Veracruz, new Class II station, 1 kw day on 680 kc (Aug. 15). XEAG Cordoba changes from 500 w to 1 kw, on 1280 kc fulltime, Class III-B (July 1).

XETX Nuevo Casas Grandes, Chihuahua, changes from 1400 kc to 1010 kc, 250 w night, 1 kw day, Class II (Aug. 15). XEBN Agua Priesta, Sonora, deleted from latter assignment.

XEDF Nuevo Laredo, Tamaulipas, increases day power from 1 kw to 5 kw, operating 790 kc, 500 w night, Class III-B (May 1). XEMG Gomez Palacio, Durango, 250 w on 1310 kc, deleted. XEE Durango changes from 1280 kc to 1260 kc, increasing day power from 250 w to 1 kw, operating 250 w night, Class IV (April 1).

XEMJ Piedras Negras, Coahuila, increases day power from 500 w to 1 kw, operating 250 w night on 920 kc, Class IV (June 1). XEMR Monterrey, Nuevo Leon, increases day power from 500 w to 5 kw, operating 500 w night on 1370 kc, Class III-B (June 1). XETU Tampico, Tamaulipas, 1 kw on 1460 kc, changes call to XES. XES Tampico, 250 w on 1240 kc, changes call to XECA. XECA Tampico changes call to XETU and increases day power from 1 kw to 5 kw, operating 1 kw night on 980 kc, Class III-B (June 1).



Transcribed and ready to broadcast: RIDERS OF THE PURPLE SAGE 136 15-minute top western musical programs

- DANGER, DOCTOR DANFIELD 26 half-hour exciting mysteries JOHN CHARLES THOMAS
- 156 15-minute shows with the King's Men singing hymns of all faiths MOON DREAMS
- 158 15-minute romantic musical programs
- BARNYARD JAMBOREE 52 half-hours of good hill billy music STRANGE ADVENTURE
- STRANGE ADVENTURE 260 S-minute stories of Interesting adventure
- THE FRANK PARKER SHOW 132 delightful 15-minute musical programs with the Modernaires, Bea Waln, Kay Lorraine, Delores Gray, and Andre Baruch as M.C.

OR

### Custom-Built Transcribed Shows For Free Auditions and Prices Write TELEWAYS PRODUCTIONS, INC. 8949 SUNSET BLVD., HOLLYWOOD 46, CALIF. CRestview 67238 BRadshaw 21447

(Continued from page 187)

| Advertiser                                                | Product               | Number of Stations Used<br>During Each Month Agency<br>J F M A M J J A S O N D | Adver                        |
|-----------------------------------------------------------|-----------------------|--------------------------------------------------------------------------------|------------------------------|
| Graf, John Co.                                            | Soft Drinks           | 1 1 1 1 1 1 1 1 1 1 1 Al Herr                                                  | Guitare                      |
| Grand Union<br>Co.                                        | Groceries             | 1 1 1 French &<br>Preston                                                      | Gulf Bre                     |
| Granny Goose<br>Foods Co.                                 |                       | 1 1 1 1 1 1 1 Russell, Harris & Wood                                           | Gunther                      |
| Grass, I. J.,<br>Noodle Co.                               | Soup                  | 1 1 19 20 16 Charles Silver                                                    | ing Co<br>Guthrie            |
| Graveymaster<br>Co., Inc.                                 | Food                  | 3 4 4 2 1 3 2 Samuel Croot                                                     | Co.<br>Haas, Bar             |
| Graybar Electric<br>Co.                                   | TV Sets               | G. M. Basford                                                                  | & Co.                        |
| Great A. & P.<br>Tea Co.                                  | Foods                 | 1 1 17 20 32 29 Direct                                                         | Haas Br<br>Haberle           |
| Greater N. Y.<br>Conference of<br>7th Day Ad-<br>ventists |                       | 1 1 1 2 2 3 Western                                                            | gress I<br>Habitant<br>Co.   |
| Green Spot                                                | Orangeade             | 1 1 P. J. Meany                                                                | Hackers<br>ing Co            |
| Greenway's<br>Inc.                                        | Beer                  | 1 1 2 2 Direct                                                                 | Haffenref<br>Co.             |
| Gretz, Wm.<br>Brewing                                     | Beer                  | 2 2 1 2 1 1 1 1 1 1 1 1 Seberhagen                                             | Hairvac<br>Co.               |
| Griesedieck<br>Bros. Brewery                              | Beer                  | 1 1 1 1 1 2 1 1 1 1 1 1 Ruthrauff<br>& Ryan                                    | Hall, Rol<br>Clothes         |
| Griesedieck<br>Western<br>Brewery                         | Beer                  | 1 1 2 2 2 2 2 2 3 3 3 3 Maxon                                                  | Hall, Ma<br>Co.<br>Halliburt |
| Griggs, Cooper<br>& Co.                                   | Foods                 | 1 1 1 1 1 1 1 1 2 1 Melamed-<br>Hobbs                                          | Hamilton                     |
| Grolier Society<br>Inc.                                   | Books                 | 1 Thwing & Altman                                                              | Div.<br>Hamilton             |
| Grove Lab. Inc.                                           | Bromo<br>Quinine      | 1 6 8 Gardner                                                                  | Co.<br>Hamm, I               |
| Grove Lab. Inc.                                           |                       | 2 2 2 10 16 9 Harry B.<br>Cohen                                                | dore, I<br>ing Co.           |
| Groveton Pa-                                              | Tissues               | 1 2 3 3 2 3 3 3 3 3 John C. Dowd                                               | Hammern<br>J. M.,            |
| per Co.<br>Grow-Rite Dog                                  |                       | 1 1 Brown, Rob-                                                                | Hancock<br>Co.               |
| Food                                                      |                       | erts & Bangert                                                                 | Hand Kn<br>Hosiery           |
| Gruen Watch<br>Co.                                        | Watches               | 5 10 17 19 18 18 14 14 Grey                                                    | Hand, Pe<br>Brewing          |
| Guardian To-<br>bacco Co.                                 | Cigars,<br>Cigarettes | 3 1 Global Adv.                                                                | Handy C<br>Kitchen           |
| Guild Wineries                                            | Wine                  | 1 1 Hoenig-<br>Cooper                                                          | Hanley,                      |
| Guinness, Ar-<br>thur & Son                               | Stout                 | 1 1 1 1 Hewitt, Ogil-<br>vy, Benson<br>& Mather                                | Co.<br>Happiness<br>Tours    |
| 1                                                         |                       |                                                                                | Harbert (                    |
|                                                           |                       |                                                                                |                              |



With specialized programming\* to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida, WMRY is effec-tively directing the buying habits of this vast, faithful audience.



### **GIBBS NEWS SERIES** Advertisers Negotiating

SEVERAL advertisers are negotiating with the John E. Gibbs Co., New York (package firm), for a new half-hour, weekly news feature television series to be produced, filmed and directed by Alfred Wagg, veteran news photographer, author and director-producer.

The program will consist in the main of interviews with prominent personalities in the news from overseas, supplemented with onthe-spot film background material to be shot in the field and delivered to New York within 72 hours after recording. The Gibbs office is in discussion with a number of advertisers for sponsorship.

### ESA Aide Resigns

JOSEPH MILLER, assistant director for public information, Economic Stabilization Agency, has resigned his post to re-enter private business. He will be succeeded by Max Hall, Washington correspondent for AP. Mr. Miller, formerly labor relations director for NAB before World War II, will reopen an office in the Standard Oil Bldg., Washington, as labor and public relations consultant.

| Advertiser                                            | Product                      | J  | r<br>F | _ I   |    | ing   | E      | acl | itio<br>h 1<br>A | /loi | ìth |     | D       | Agency                             |
|-------------------------------------------------------|------------------------------|----|--------|-------|----|-------|--------|-----|------------------|------|-----|-----|---------|------------------------------------|
| Guitare Co.<br>Gulf Brewing<br>Co.                    | Lipstick<br>Beer             | 2  | 1      | 2     | 3  | 2     | : 3    | 2   | 2                | 2    | 2   | : 3 | 2       | Bogerts<br>Wilhelm-<br>Laughlin-   |
| Gunther Brew-                                         | Beer                         | 6  | 6      | 6     | 6  | 5     | 5      | 4   | 4                | 4    | 5   | 5   | 2       | Wilson<br>Ruthrauff &<br>Ryan      |
| ing Co.<br>Guthrie Biscuit<br>Co.                     | Crackers                     | 2  | 1      | 1     | 2  | 2     | 3      | 3   | 2                | 2    | 1   | •   |         | Ruthrauff &<br>Ryan                |
| Haas, Baruch<br>& Co.                                 | Foods                        |    |        |       |    |       |        |     |                  | 4    | 6   | 6   | 3       | Robert Smith                       |
| Haas Brothers                                         | Foods<br>Beer                |    | 2      | <br>3 |    | <br>2 | 2      |     |                  | 1    |     |     |         | Mayers<br>Coe                      |
| Haberle Con-<br>gress Brewing<br>Habitant Soup<br>Co. | Soup                         | 1  |        |       |    |       |        |     |                  |      |     |     |         | Sheldon,<br>Quick &                |
| Hackers Brew-                                         | Beer                         |    |        |       |    | 1     | 1      | 1   | 1                | 1    | 1   |     |         | McElroy<br>Louis M.                |
| ing Co.<br>Haffenreffer &<br>Co.                      | Ale                          | 2  | 2      | 2     | 2  | 2     | 2      | 2   | 2                | 2    |     |     |         | Frank<br>Alley C.<br>Richards      |
| Hairvac Sales<br>Co.                                  |                              |    |        |       |    |       |        |     |                  |      |     | 1   |         | Brandell &<br>Powell               |
| Hall, Robert,<br>Clothes Inc.                         | Clothes                      |    |        | 1     |    |       |        |     |                  |      |     | 2   | 1       | Sawdon                             |
| Hall, Martin L.,<br>Co.                               | Coffee                       | 3  | 3      | 4     | 4  | 3     | 3      | 3   | 4                | 4    | 4   | 4   | 2       | John C. Dowd                       |
| Halliburton Co.                                       | Luggage                      | 1  | 1      | 1     |    |       |        |     |                  |      |     |     |         | McNeill &<br>McCleery              |
| Hamilton St.<br>Div.                                  | United<br>Aircraft           |    |        |       |    |       |        |     |                  |      |     |     |         | Platt-Forbes                       |
| Hamilton Watch<br>Co.<br>Hamm, Theo-                  | Beer                         |    | 1      | 1     |    |       | 2<br>2 | 1 2 | 1                |      |     |     | 40<br>2 | BBDO<br>Campbell-                  |
| dore, Brew-<br>ing Co.                                |                              | -  | -      | -     | -  | -     | -      | -   | -                | -    | -   | -   | -       | Mithun                             |
| Hammerman,<br>J. M., Co.                              | Nylon Hose                   |    |        |       |    |       |        |     |                  |      |     |     |         | Wm. W.<br>Harvey                   |
| Hancock Oil<br>Co.<br>Hand Knit                       | Gas, Oil                     |    | 1      | I     | I  | 1     | 1      |     |                  |      |     |     | 1       | Ruthrauff &<br>Ryan<br>Scott       |
| Hosiery Co.<br>Hand, Peter                            | Beer                         |    | 2      |       | 1  | 2     | 2      |     | <br>3            |      |     |     | <br>2   | BBDO                               |
| Brewing<br>Handy Chef<br>Kitchen Slicer               |                              | -  |        |       |    |       |        |     |                  |      |     |     |         | Direct                             |
| Hanley, James<br>Co.                                  | Beer                         |    |        |       | 2  | 3     | 3      | 3   | 3                | 3    | 3   | 2   | 1       | Julian Gross                       |
| Happiness<br>Tours                                    | Travel<br>Service            |    | 1      | 1     | 1  |       |        |     |                  |      |     |     |         | Engel Adv.                         |
| Harbert Co.<br>Harris, Lee, Co.                       | Socks                        |    |        | 3     |    |       |        |     |                  |      |     |     |         | Scheck<br>Ohio                     |
| Harrison, A. S.<br>Harrison Prod.                     |                              |    |        |       |    | 1     |        |     |                  | 2    | 2   | 3   | 3       | J. M. Mathes<br>Garfield &         |
| Hartman, Rob-                                         | Fruit                        |    |        |       |    |       |        |     | <br>             | -    | 4   |     |         | Guild<br>Furman,                   |
|                                                       | Knife<br>Ale                 |    |        |       |    |       |        |     |                  | 1    |     |     |         | Feiner<br>John C. Dowd             |
| ing Co.<br>Hathaway                                   | Bread                        |    | 1      | 2     | 3  | 3     | 3      | 3   | 3                | 2    |     |     |         | Bresnick &                         |
| Bakeries<br>Hathaway Mfg.<br>Co.                      | Fabrics                      |    |        |       |    |       |        |     |                  | 2    | 4   | 2   |         | Solomont<br>Abbott<br>Kimball      |
| Hawaiian<br>Pineapple Co.<br>Health-More              | Pineapple                    |    |        |       |    |       |        |     |                  |      |     |     |         | Kimball<br>N. W. Ayer<br>& Son     |
| Inc.<br>Hedstrom-                                     | Storm<br>Windows<br>Bicycles |    |        |       |    |       |        |     |                  |      |     |     |         | Lawrence<br>O'Leary                |
| Union Co.<br>Heeman Mfg.                              | Lawn Builders                |    |        |       |    |       |        |     |                  |      |     |     |         | Meermans                           |
| Co.<br>Heide, Henry,                                  | Candies                      |    |        |       |    |       |        |     |                  |      |     |     |         | Kelly, Nason                       |
| Inc.<br>Heinz, H. J.,                                 | Foods                        |    |        |       |    | 1     | 1      | 1   | 1                | 1    | 1   |     |         | Maxon                              |
| Co.<br>Heiss Hotels                                   | St. Louis<br>Hotels          |    |        |       |    |       |        |     |                  |      |     |     | 1       | Gardner                            |
| Helbros Watch<br>Co.                                  | 1101010                      |    |        |       |    |       |        |     |                  |      |     | 3   | 5       | Ray-Hirsch                         |
| Helmco-Lacy,<br>Inc.                                  | Coffee-Maker                 | 1  | 1      |       |    |       |        |     | Q1.44            |      |     |     |         | Strout Assoc.                      |
| Henri's Food<br>Prod.<br>Hensler, Joseph              | French<br>Dressing           |    |        |       |    |       |        |     |                  |      |     | 1   | 2<br>1  | Cramer-<br>Krasselt<br>C. D. Reach |
| Brewing Co.<br>Herbold Lab.<br>Inc.                   | Cosmetics                    |    |        |       |    |       |        |     |                  |      |     |     |         | General                            |
| Herrschner,<br>Fred                                   | Needlecraft<br>Catalog       |    |        |       |    |       |        |     |                  |      | 2   | 1   | 1       | Agency<br>Phil Gordon              |
| Heublein, G. F.<br>& Bros.                            | -                            |    |        |       |    |       |        |     |                  |      | 1   | 1   | 1       | Gumbinner                          |
| Heurich, Chris.                                       | Beer                         | ** |        |       |    |       |        |     |                  |      | 1   |     |         | H. Kaufman                         |
| Hill Shoe Co.                                         | Shoes                        | 1  | 1      | 1     | 1  | 1     | 1      | 1   | 1                | 1    | 1   | 1   | 1       | Ernest<br>Greenfield               |
| Hickok Co.                                            | Belts                        |    |        |       |    |       |        |     |                  |      |     | 1   | 1       | Kastor, Far-<br>rell, Chesley      |
| Hills Brothers<br>Co.                                 | Foods                        | 2  | 2      | 3     | 3  | 3     | 2      |     | 1                | 1    | 1   | 1   | 1       | Biow                               |
|                                                       | B                            | R  | 0.     | A 1   | DO | : A   | s      | T   | IN               | I G  |     | •   | т       | elecasting                         |

| Advertiser                                                            | Product                       | Number of Stations Used<br>During Each Month Agency<br>JFMAMJJASOND         |
|-----------------------------------------------------------------------|-------------------------------|-----------------------------------------------------------------------------|
| Hi-V Corp.                                                            | Orange Juice                  | JFMAMJJASOND<br>                                                            |
| Hoben Candy<br>Co.                                                    | -                             | Bruck                                                                       |
| Hoffman Co.<br>Hoffman                                                | Overalis<br>Beverages         | Alfred Black<br>1 1 2 2 2 3 4 5 4 3 3 1 Warwick &                           |
| Beverage Co.<br>Hoffman Ent.<br>Hoffman Radio                         | Sauces<br>TV Sets             | Legler<br>R. Timmons<br>4 5 6 7 8 8 9 7 8 9 7 6 Walter                      |
| Corp.<br>Hohenadel                                                    | Beer                          | 4 5 6 7 8 8 9 7 8 9 7 6 Walter<br>McCreery<br>2 2 2 2 2 Martin              |
| Brewery<br>Holiday Hop                                                |                               | 1 1 Hartman                                                                 |
| Corn<br>Holiday Mfg.<br>Co.                                           | Sportswear                    | 2 2 2 Potts, Calkins<br>& Holden                                            |
| Holland<br>Furnace Co.                                                | Furnace<br>Cleaning           | 1 1 1 1 5 4 5 4 3 1 Leech                                                   |
| Hollander, A. &<br>Son<br>Hollywood                                   | Hollan-<br>derizing           | Grey                                                                        |
| Bread Co.<br>Hollywood                                                | Candy Bars                    | 1 Cary-Hill                                                                 |
| Candy Co,<br>Holsum Prod-<br>ucts Co.,<br>Div. of Jewett<br>& Sherman | Foods                         | 1 1 1 1 1 1 1 1 1 Klau-Van<br>Pieterson<br>Dunlap                           |
| Home Brewing<br>Co.                                                   | Beer                          | 1 1 1 1 1 1 1 1 1 1 Direct                                                  |
| Home Contain-<br>er Corp.                                             | Fresherator                   | 4 3 4 5 4 3 2 3 7 8 6 7 Guild, Bascom<br>& Bonfigli                         |
| Home Needs<br>Co.<br>Home Style                                       | Fauntleroy<br>Starch<br>Foods | 3 1 McCann-<br>Erickson<br>1 1 2 1 5 4 3 Solis Cantor                       |
| Frozen Foods<br>Home Test                                             | Knives                        | 2 5 4 2 5 5 8 6 4 Huber Hoge                                                |
| Corp.<br>Homecrafts                                                   | Books                         | 1 1 1 1 Klores &                                                            |
| Hood Chemical                                                         | Cleaner                       | Carter<br>1 1 3 5 Gray &                                                    |
| Hood, H. P. &<br>Sons                                                 | Milk                          | Rogers                                                                      |
| Hood Rubber<br>Co.                                                    | Footwear                      | 4 7 36 35 5 2 McCann-<br>Erickson                                           |
| Hopkins &<br>Hopkins<br>Pharmaceuti-<br>cal Co.                       | Cold Tablets                  | 1 Lee Ransdell                                                              |
| Hornung<br>Brewing Co.                                                | Beer                          | 2 1 1 1 1 1 1 1 1 Clements                                                  |
| Hosid Prod-<br>ucts                                                   | Rug Cleaner                   | 1 2 L. H. Hart-<br>man                                                      |
| Houbigant<br>Sales Corp.<br>House of Myers                            | Perfume                       | 2 J. M. Mathes                                                              |
| House of Myers                                                        | -                             | 1 2 1 3 2 3 1 2 Franklin-Ber-<br>tin-Trager-<br>man                         |
| House of Old                                                          | Various<br>Products<br>Wine   | 1 Huber Hoge                                                                |
| House of Old<br>Molineaux<br>Household Fi-                            | Loan Service                  | 1 1 1 1 1 1 1 1 1 1 Hirshon-<br>Garfield<br>1 1 2 2 6 5 4 4 5 3 4 3 LeVally |
| nance Corp.<br>Household                                              | Knife Set                     | 1                                                                           |
| Guild<br>Howard Clothes                                               |                               | 1 1 5 4 4 2 1 3 3 4 Peck                                                    |
| Hubinger Co.<br>Hudepohl<br>Brewing Co.                               | Starch<br>Beer                |                                                                             |
|                                                                       |                               | West, Burk-<br>hart                                                         |
| Hudson Coal<br>Co.<br>Hudson Motor                                    | Coal                          | 2 2 2 2 2 Clements                                                          |
| Car Co.                                                               | Hudson Cars                   | 3 43 5 3 4 4 7 2 1 1 1 1 Brooke, Smith,<br>French &<br>Dorrance             |
| Hull Brewing<br>Co.<br>Humble Oil &                                   | Beer                          | 1 1 1 1 1 1 1 1 1 1 1 1 Direct                                              |
| Refining Co.<br>Humko Co.                                             | Shortening                    | Wilkinson, etc.                                                             |
| Hunt Foods                                                            | Foods                         | Gwynn<br>1 1 1 1 1 1 1 1 1 <u>1</u> Young &                                 |
| Co.<br>Hunter Packing<br>Co.                                          | Meats                         | Rubicam 1 1 1 1 1 1 1 1 1 1 Jim Baker                                       |
| Hygienic Tele-<br>phone Service                                       | Phone<br>Cleaning             | 1 1 Direct                                                                  |
| Hygrade<br>Bakery Co.                                                 | Foods                         | 1 1 Harry<br>Feigenbaum                                                     |
| Hygrade Food<br>Products                                              | Soap                          | 1 1 2 3 4 5 2 1 1 1 1 2 Doyle Dane<br>Bernbach                              |
| Idaho Adv.<br>Comm.                                                   | Potatoes                      | 1 1 Botsford,<br>Constantine                                                |
| I.D.E.A. Co.                                                          | Signal<br>Booster             | 1 3 3 4 1 1 1 1 1 1 Burton<br>Browne                                        |
| Ideal Novelty<br>& Toy Co.                                            | Toni Dolls                    | 6 10 9 Atlantic                                                             |
| Illinois Bell<br>Telephone                                            |                               | 1 2 1 1 1 1 N. W. Ayer<br>& Son                                             |
| Illinois Meat                                                         | Canned Meats                  | 1 1 1 Arthur<br>Meyerhoff                                                   |
| Inclinator Co.<br>of America                                          | Home Elev.                    | 1 1 1 1 Foltz-<br>Wessinger                                                 |
| RROADCAS                                                              | mana .                        |                                                                             |

| Advertiser                                      | Product                  | Number of Stations Used<br>During Each Month<br>J F M A M J J A S O N D | Agency                                                    |
|-------------------------------------------------|--------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------|
| Independent<br>Milwaukee<br>Brewery             | Beer                     | 1 2 2 2 2 3 1 1 1 1 1 1                                                 | Rieselbach                                                |
| Inkograph Co.<br>In-Sink-<br>Erator Mfg.<br>Co. | Pens<br>Disposal<br>Unit | 1 1 1 2 2 1                                                             | S. R. Leon<br>Cummings,<br>Brand &<br>McPherson           |
| Int'l Harvester<br>Co.                          | Machines                 |                                                                         | Aubrey,<br>Moore &<br>Wallace                             |
| Int'l Milling<br>Co.                            | Flour                    | 1 3 3 2 2                                                               | H. W. Kastor                                              |
| Int'l Minerals<br>Chemical<br>Corp.             | Accent                   | <b>2 2 2 2 1 1 2 1</b>                                                  | J. Walter<br>Thompson                                     |
| Int'l Shoe Co.                                  | Conformal                | 1 1 <sup>.</sup> 1                                                      | Guilford                                                  |
|                                                 | Poll Parrot<br>Shoes     | 8 10 10 10 7 4 1 2 5 6 6 5                                              | Henri, Hurst<br>& Mc Don-<br>ald                          |
|                                                 | Rand Shoes               |                                                                         | Henri, Hurst<br>& Mc Don-<br>ald                          |
|                                                 | Red Goose<br>Shoes       | 1 1 1 1 1 3 3 3 5                                                       | Henri, Hurst<br>& Mc Don-<br>ald                          |
|                                                 | Sundial Shoes            | 1 1 1 1                                                                 | Hoag &<br>Provandie                                       |
|                                                 | Weatherbird<br>Shoes     | 1 1 1 2 2 1 2                                                           | Henri, Hurst<br>& Mc Don-<br>ald                          |
| Interstate<br>Bakeries                          | Bread                    | 8 9 9 10 10 9 10 10 10 10 10 5                                          | Potts, Calkins<br>& Holden                                |
| Inter-State<br>Brewery                          | Beer                     | 1 1 1                                                                   | Direct                                                    |
| Iowa Soap Co.                                   | Soap Powder              | 7 8 10 7 1                                                              | Weston-<br>Barnett                                        |
| Ireland's Chile<br>Co.                          |                          | 2                                                                       |                                                           |
| Iris Foods<br>Ironrite Ironer<br>Co.            | Foods<br>Ironers         | 356432221                                                               | Robert Smith<br>Brooke,<br>Smith,<br>French &<br>Dorrance |
| Iroquois<br>Brewery                             | Beer                     | 1 1 1 1 1 1 1 1 1 1 1 1 1                                               | BBDO                                                      |
| Irwin-Willert                                   |                          | 1                                                                       | C. M. Said                                                |
| Isbrandtsen-<br>Moller Co.                      | Coffee                   | 2 1                                                                     | Cowan &<br>Dengler                                        |
|                                                 | (Cont                    | inued on page 190)                                                      | •                                                         |

### WORLD SHOW Features Robert Montgomery

NEW transcribed series, Freedom Is Our Business, featuring Robert Montgomery in recitations from writings of historic statesmen, poets and philosophers, is under production by World Broadcasting System, New York transcription firm, John L. Sinn, president, has announced.

Mr. Montgomery, with whom World has signed a two-year exclusive contract for library transcription programs, will follow the series basic theme of man's struggle through the ages for freedom. The program will be released soon.

### NEW WKY STUDIOS Station Gains More Space

PROMPTED by a need for larger facilities, WKY Oklahoma City has moved to new studios at its transmitter site in the north outskirts of that city. P. A. Sugg, manager, WKY-AM-TV, said that only AM facilities have been moved thus far but that TV operations will follow shortly.

The transfer was made between sign-off at midnight, March 25, and sign-on at 5 a.m., March 26. Former address was the Skirvin Tower Hotel. New location is 1300 E. Britton Ave. Mail should be sent to Box 8668, Britton Station, Oklahoma City 14, Mr. Sugg said.



New 1951 catalog of internationally famous Clebar stop watches. Most complete line of stop watches in America ... for every timing purpose.

In use by the foremost industrial firms, laboratories, colleges and athletic competitions.

| MAIL COUPON<br>TODAY!                     | Clebar Stop Watches<br>meet and exceed the<br>rigid specifications of<br>the National Bureau<br>of Standards! |  |  |  |  |  |  |  |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|
| CLEBAR W                                  | 0 /                                                                                                           |  |  |  |  |  |  |  |
| Please rush me a F<br>new 1951 catalog of | Please rush me a FREE copy of the<br>new 1931 catalog of the internationally<br>known Clebar Stop Watches.    |  |  |  |  |  |  |  |
| Name                                      |                                                                                                               |  |  |  |  |  |  |  |
| Address                                   |                                                                                                               |  |  |  |  |  |  |  |
| City                                      | State                                                                                                         |  |  |  |  |  |  |  |

## Television Spot Advertisers (Continued from page 189)

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BROADCASTING • Telecasting

| Advertiser                                      | Product                   | Number of Stations Used<br>During Each Month                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Agency                                  | Advertiser                                           | Product                    |                                                                | gency             |
|-------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------------------------------|----------------------------|----------------------------------------------------------------|-------------------|
| Island Specialty                                | Tapioca                   | JFMAMJJASOND                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Samuel Croot                            | Kendall Mfg.<br>Co.                                  | Soapine                    | JFMAM'JJASOND<br>432222222221<br>ther                          |                   |
| Co.<br>Italian &<br>French Wine<br>Co.          | Wines                     | 1 1 1 1 1 1 1 1 1 1 1 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Ellis                                   | Kenny Div. of<br>Cons. Gro-                          | Coffee                     |                                                                | adier             |
| Ivanhoe Foods<br>Inc.                           | Potato Salad              | 2 3 3 3 3 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         | cers Corp.<br>Kiami, James,                          | Polish                     |                                                                |                   |
| Jackson Brew-<br>ing Co.                        | Beer                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Fitzgerald                              | Co.<br>Kidde, Walter<br>Co.                          | Fire Ex-<br>tinguishers    | Serv                                                           |                   |
| Jack's Tasty<br>Snack                           | Corn Crisps               | 2 1 1 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | & Phillips                              | Kidder, Pea-<br>body & Co.                           | Investments                | 1 1 Harry<br>Fros                                              | М.                |
| Jackson & Per-<br>kins<br>Jantzen Knitt-        | Rose Plants<br>Swim Suits | 7 16 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                         | King Candy Co.<br>Kingsbury                          | Beer                       |                                                                | -Locke            |
| ing Mills<br>Jarrell Dry                        | bull bulb                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | stantine &<br>Gardner<br>South          | Breweries<br>Co.<br>Kingsley Furs                    | Furs                       | Agen                                                           | ncy               |
| Milk<br>Jayhawk Pop-                            |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | Kirsch's<br>Beverages                                | Soft Drinks                |                                                                |                   |
| corn Co.<br>Jefferson Stand-                    |                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Freitag                                 | Kitchen Art<br>Foods                                 | Foods                      | 2 2 2 2 1 1 2 2 Earle                                          |                   |
| ard Life In-<br>surance Co.<br>Jekyll Island    | Shrimp                    | 1 1 1 2 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lewis Edwin                             | Kleen Tongs<br>Klein Choco-                          | Venetian<br>Blinds         | 1 O'Neil<br>& N<br>1 1 1 1 1 1 1 1 1 1 1 1 1 Direct            | <b>AcMahan</b>    |
| Packing Co.<br>Jelke, John F.,                  |                           | 1 8 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ryan                                    | late Co.<br>Klein's, Mrs.                            | Candy<br>Potato Chips      |                                                                |                   |
| Co.<br>Jelsert Co.                              | Flavor-Aid                | 1 1 1 1 2 1 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Goodkind,<br>Joice &                    | Klever Kook                                          | Flour                      | Serv<br>1 Lockw                                                | vood-             |
| Jenny Mfg. Co.                                  | Gas & Oil                 | 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Morgan                                  | Food Co.<br>Klix Chemical                            | Liquid Soap                | Shae<br>1 R. L.                                                | ckelford<br>Sines |
| Jersey Farms                                    | Burners<br>Butter         | 1111111111                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Eshleman<br>Walker &                    | Co.<br>Knapp-Mon-<br>arch Co.                        | Cleaner                    | 5 5 1 1 1 1 Gardn<br>Co.                                       | ier Adv.          |
| Jiffy Rice Co.                                  | Rice                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Downing<br>Smalley, Lev-<br>itt & Smith | Knoke, A. C.,<br>Co.                                 | E-Z Cooker<br>Foods        | 1 Direct                                                       | £                 |
| Johnson &<br>Johnson                            | Surgical<br>Dressings     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | Knomark Mfg.<br>Co.                                  | Shoe Polish                | 1 1 1 1 1 1 1 Emil 3                                           | -                 |
| Johnson, S. C.<br>& Son                         | Cleaner,<br>Polish        | 1 2 1 1 1 1 2 23 24 23 15 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Louis &                                 | Knot Mfg. Co.<br>Knox Co.                            | Disinfectant<br>Mendaco    | 1 1 Cox 8<br>1 5 7 7 2 1 1 2 1 1 Allen<br>Smit                 |                   |
| <br>8                                           | Glo-Coat                  | 4 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Brorby<br>Needham,<br>Louis &           | Knox Gelatine<br>Co.                                 | Dessert                    | 1 1 1 Charle<br>Hoy                                            | es W.<br>rt       |
| Johnson, Walter<br>H. Candy Co.                 | Candy                     | 1 1 1 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Bruck                                   | Kolar Labs.<br>Kool-Vent<br>Metal Awn-<br>ing Co. of | Awnings                    | 1 Direct                                                       |                   |
| Josely Co.<br>Juice Industries<br>Kaier's Brew- | Fruit Juices<br>Beer      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | L. W. Ramsey                            | America<br>Kordite Corp.                             | Mopking,<br>Clothesline    | Feldm                                                          |                   |
| ing Co.<br>Kaiser Alumin-<br>um & Chem.         | Foil                      | 3 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Young &<br>Rubicam                      | Kosto Co.<br>Kraft Foods                             | Desserts<br>Foods          | 1 1 1 1 1 L. W.<br>1 1 1 16 18 22 9 5 J. Wa                    | Ramsey            |
| Kaiser-Frazer<br>Co.                            | Cars                      | 5 2 2 1 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                         | Co.<br>Krantz Brew-                                  | Beer                       | Tho:<br>                                                       | mpson             |
| Kalamazoo<br>Stove & Fur-                       |                           | 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Fulton,<br>Morrissey                    | ing Co.<br>Kretschmer<br>Corp.                       | Wheat Germ                 | 1 Gleaso                                                       | on                |
| nace Co.<br>Kalart Co.                          | Camera<br>Equip.          | 7 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Charles W<br>Hoyt                       | Krey Packing<br>Co.                                  | Foods                      | 1 3 3 4 Ruthra<br>Ryai                                         |                   |
| Kalmus, Na-<br>talie                            | TV                        | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Edward Scof-<br>field                   | Kroger Co.                                           | Foods                      | 2 1 1 2 1 3 2 2 2 3 3 2 Ralph<br>Jone                          | es                |
| Karseal Corp.<br>Kasco Mills                    | Polish<br>Dog Food        | 5 3 1 6 6 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Clark &                                 | Krueger, G.,<br>Brewing Co.                          | Beer                       |                                                                | Reach             |
| Keeley Brew-<br>ing Co.                         | Beer                      | 2 3 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Rickerd<br>C. R. Miller                 | Kwik-Thread<br>Co.<br>Kyron Founda-                  | Needle Kit<br>Reducing     | 1 H.S.G                                                        |                   |
| Kellogg Co.<br>Kellogg Co.                      | Corn Pops<br>Various Prod | 1 1 1 2 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                         | tion Inc.<br>Lally's                                 | Tablets<br>Rislone         | Mey<br>2 Hurley                                                | verhoff<br>y      |
| Kendall Foods<br>Inc.                           | Dog Food                  | 1 1 1 1 1 1 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Eckhardt                                | Lamont, Corliss<br>& Co.                             | Cocoa                      |                                                                | sbrey             |
|                                                 |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | Lane, Clara<br>Landers, Frary                        | Friendship<br>Club<br>Iron | 2 Wm. V                                                        |                   |
| -51510                                          | a diata                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | & Clark<br>Langendorf                                | Bread                      | Tier<br>7 6 7 6 6 6 6 7 7 7 7 4 Biow                           | ney               |
|                                                 |                           | revenue produced<br>promotion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ×                                       | United<br>Bakeries<br>Langrall, J.                   | Foods                      | 1 1 1 Moses                                                    |                   |
| A REPORT OF A CARDON A                          | npaigns                   | A REAL PROPERTY AND A REAL | R                                       | & Bro.<br>Lan-O-Sheen,                               | Cleaner &                  | 2 3 3 3 2 2 2 2 2 <b>2 2 1 M</b> elam                          | ned-              |
| THE REAL OF                                     |                           | Sent in standard and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -                                       | Inc.<br>La Pointe                                    | Soap                       | Hob                                                            |                   |
| 23 yea                                          |                           | experienced sales<br>personnel will sell comm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | unity                                   | Plascomold<br>Corp.<br>La Primadora                  | Cigars                     | 1 Pedlar                                                       | : &:              |
| service to                                      |                           | programs throughout                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         | Clear Havana<br>Cigars, Ltd.                         | -                          | Ryan                                                           |                   |
| 1 - 19-5-1 H                                    | ting indust               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | Larsen Co.                                           | Food                       | 2 4 5 5 5 6 4 1 Warnet                                         | nun               |
| HOW                                             |                           | AcCOLLISTER Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                         | Larus & Broth-<br>er Co.<br>LaTouranie               | Coffee                     | 2 4 5 5 5 6 4 1 Warwi<br>Legi<br>1 1 1 1 1 1 1 2 2 2 1 Ingails | er                |
| 44.464                                          |                           | MEMBER N. A. B.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                         | Coffee Co.<br>Latrobe Brew-                          | Beer                       | Mini                                                           | iter              |
|                                                 | CIA DRIVE                 | DAVENPORT 3-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 2061                                    | ing Co.<br>Laurence Labs.                            |                            | Calla                                                          | ahan              |
|                                                 |                           | DAVENPORT 3-3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         | Lawrence, Fred-                                      | _                          |                                                                | Ceyes             |
|                                                 |                           | ISTER, General Manage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | r                                       | erick Syrup<br>Co.                                   |                            |                                                                | - 1 000           |
| Page 190 • A                                    | 105 16 105                | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                         |                                                      |                            | PROADCASTINC A T.L.                                            |                   |

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| Advertiser                     | Product               | _     |     |        | nbe<br>Juri | ing | E      | ach    | ı N    | Ion      | th |    | •       | Agency                      |
|--------------------------------|-----------------------|-------|-----|--------|-------------|-----|--------|--------|--------|----------|----|----|---------|-----------------------------|
| Lawry's Prod-                  | Dressing              | J     | F   |        |             |     |        |        |        |          | 0  |    | D       | California                  |
| ucts Inc.<br>Lay, H. W., &     | Potato Chips          |       |     |        |             |     |        |        |        |          |    |    |         | Adv.                        |
| Co.<br>Lazarus, F & R          | Plastic Covers        |       |     |        |             | •   | Ū      | •      | Ĭ      |          | 1  | -  | •       | & Battle<br>Direct          |
| L. B. Labora-<br>tories        | Hair<br>Preparation   |       |     |        |             |     | 1      | 1      | 1      | 4        |    |    | 1       |                             |
| L'Chayim Kos-<br>her Wine Co.  | Wine                  |       |     |        |             |     |        |        | 1      | 1        |    |    |         | Foote, Cone                 |
| Leavitt, John<br>W.            | Peanut Butter         |       |     |        |             |     |        |        |        |          |    |    | 1       | & Belding<br>Chambers &     |
| Lebanon Valley<br>Brewing Co.  | Beer                  |       |     | 1      | 1           | 1   | 1      | 1      | 1      | 1        | 1  | 1  | I       | Wiswell<br>Adrian Bauer     |
| Le Blanc Corp.                 | Hadacol               |       |     |        |             |     |        |        | 1      | 1        | 1  |    |         | Hendrich &                  |
| Lee & Cady                     | Coffee                |       |     |        |             |     |        |        |        | 2        | 5  | 5  | 3       | Towner<br>Direct            |
| Lee Hat Co.<br>Lee, W. W., Co. | Hats<br>Cold Remedy   |       |     | 2<br>2 | 3<br>2      | 1 2 |        |        |        |          | 1  | 2  | 2       | Grey Adv.<br>George R.      |
| Leggett, Fran-                 | Foods                 | 1     | 1   | 1      | 1           | 1   |        |        | 1      | 1        | 1  | 1  |         | Nelson<br>Peck Adv.         |
| cis H., & Co.<br>Lehn & Fink   | Lysol                 | 3     | 2   |        | _           | _   | -      | -      | -      | -        | Ē  |    |         | Lennen &                    |
| Prod. Corp.<br>Leisy Brewing   | Beer                  |       |     |        | 1           | 3   | 2      | 4      | 4      | 4        | 4  |    |         | Mitchell<br>McCann-         |
| Co.<br>LePage, S., Inc.        | Glue                  | -     | 2   |        | 2           | 2   |        |        |        |          |    |    |         | Erickson                    |
| Lever Bros.                    | Lipton Tea            |       | _   | _      |             |     |        |        |        |          |    |    |         | Harry M.<br>Frost           |
| 2000 2000                      | Pears Soap            |       |     | 1      |             |     |        | 1.4    | . 19   |          |    |    | _       | Young &<br>Rubicam          |
|                                | Surf                  |       |     |        |             |     |        |        |        |          |    |    | I       | Cowen &<br>Dengler          |
| Lewis Food Co.                 |                       |       | 9   | 11     | 10          | 9   |        | 10     |        | 10<br>10 |    |    | 13<br>4 | N. W. Ayer<br>Rockett-      |
| Lewis, I., Cigar               | Cigars                | 2     | 2   | 2      | 2           | 2   | 2      | 1      | 1      | 1        | 1  | 1  |         | Lauritzen<br>Lewis Adv.     |
| Mfg. Co.<br>Lewis-Howe         | Tums                  |       |     |        |             |     |        |        |        | 2        | 7  |    | .7      | D-F-S                       |
| Co.<br>Lewyt Corp.             | Vacuum                |       |     |        |             |     |        |        |        | 1        |    |    |         |                             |
| Libby Appli-                   | Cleaners<br>Slice-    |       |     |        |             |     |        |        |        |          |    |    |         | Hicks & Greist              |
| ance Co.<br>Libby, McNeill     | A-Way<br>Frozen Foods |       |     |        |             |     |        |        | ų      | 1        | 1  |    |         | Irving Rocklin              |
| & Libby<br>Liebmann            | Beer                  |       |     |        |             |     |        |        |        |          |    | 6  |         | J. Walter<br>Thompson       |
| Breweries<br>Life Shampoo      | Deer                  | 6 and |     |        |             |     |        |        |        | 2        | z  |    |         | FC&B                        |
|                                |                       |       |     |        |             |     |        |        |        |          |    |    | 1       | Abbott<br>Kimball           |
| Liggett &<br>Myers             | Chesterfields         | 1     |     |        | ~ <b>-</b>  | 2   | 2      | 2      | 2      | 1        | 1  | 1  |         | Cunningham<br>& Walsh       |
| Lillenfield<br>Bros.           | Cigars                |       | 1   | 1      | 1           | 1   | 1      | 1      | 1      | 1        | 2  | 2  | 2       | Gunther-<br>Bradford        |
| Lincoln-Mer-<br>cury Dealers   | Autos                 | 6     | 5   | 5      | 6           | 6   | 6      | 6      | 7      | 8        | 8  | 6  | 3       | Kenyon &<br>Eckhardt        |
| Lincoln Metal<br>Prod.         | Kitchen<br>Equip.     |       |     |        |             |     |        |        |        |          | 1  | 1  |         | Ray-Hirsch                  |
| Lincoln Oil Co.                | Calso                 |       |     |        |             |     | 1      | 1      | 2      | 2        | 2  |    |         | Bresnick &<br>Solomont      |
| Lipton, Thomas                 | Tea                   |       |     |        |             |     |        |        |        |          | 2  | 1  |         | Young &<br>Rubicam          |
| Lite Co.                       | Soap                  |       |     | -      | 1           |     | 1      | 1      | 1      |          |    |    |         | L. W. Ramsey<br>Rogers &    |
| Little Crow<br>Milling Co.     | Cocoa Wheats          |       |     | 1      |             |     |        |        |        |          | 1  | 3  | *       | Smith                       |
| Lo-Calory<br>Foods Co.         | Reducing Pills        |       |     | 1      | 2           | 5   | 5      | 5      | 5      | 1        | 1  | 1  | 1       | Direct                      |
| London Spe-<br>cialties Co.    | Paint Sprayer         |       |     |        |             | 1   |        |        |        |          |    |    |         | O'Neil, Larson<br>& McMahon |
| Lone Star                      | Beer                  | 1     | 1   | 1      | 3           | 3   | 3      | 2      | 3      | 3        | 3  | 3  | 2       | Thomas F.<br>Conroy         |
| Brewing Co.<br>Longine-Witt-   | Watches               | 1     |     |        |             |     | 1      | 1      | 1      |          |    | 2  |         | Victor A.                   |
| nauer<br>Watch Co.             |                       |       |     |        |             |     |        |        |        |          |    |    |         | Bennett                     |
| Lorenze Broom<br>& Mop Co.     |                       |       | ÷   |        | 2           | 2   |        |        |        |          |    |    |         | Elwood J.<br>Robinson       |
| Lorrillard, P., &<br>Co.       | Old Golds             | 2     | 1   | 1      | 1           | 1   | 1      | 1      | 3      | 8        | 45 | 48 | 28      | Lennen &<br>Mitchell        |
|                                | Muriel Cigars         |       |     |        |             |     |        |        | 5      | 10       | 27 | 31 | 18      | Lennen &<br>Mitchell        |
| Los Angeles<br>Brewing Co.     | Beer                  |       |     |        | 1           | 1   | 1      | 1      | 1      | 1        | 1  |    | 1       | Lockwood-<br>Shackelford    |
| Los Angeles                    | White King            |       |     |        |             |     |        |        |        |          |    |    | 1       | Raymond                     |
| Soap<br>Louve Ray              | Soap<br>Broilers      |       |     | _      |             |     |        | 1      | 1      |          |    |    |         | Morgan<br>J. O'Leary        |
| Corp.                          | Salad Dressing        |       |     | ,      |             |     |        |        |        |          |    |    |         | -                           |
| Lowry's Prod-<br>ucts          | Salad Dressing        |       |     |        |             |     |        |        |        |          |    |    |         |                             |
| Lucien LeLong<br>Inc.          | Deodorant             |       |     |        |             |     |        | 1      | 2      | 1        |    |    |         | Robert F.<br>Branch         |
| Lucky Tiger<br>Mfg. Co.        | Hair Tonic            |       |     |        |             |     |        | 7      | 15     | 21       | 19 | 11 | 9       | Grant Adv.                  |
| Ludens Inc.                    | Cough Drops,          | 1     | 1   |        |             | 2   | 2      |        |        |          |    |    |         | J. M. Mathes                |
| Lustrous Prod.                 | Candy                 |       |     |        |             |     |        |        |        |          |    |    | 2       | Direct                      |
| Inc.<br>M. & N. Cigar          | Cigars                |       |     |        |             |     |        |        |        | _        |    |    |         | Ohio Adv.                   |
| Co.                            | -                     |       |     |        |             |     |        | _      |        | _        |    |    |         |                             |
| M & R Mfg. Co.                 | Cleaner               |       |     |        |             |     |        | 1      | 1      | 1        |    | 1  |         | Clark &<br>Rickerd          |
| M.J.B. Co.<br>MacLevy Slen-    | Coffee                | _     | 4   | -      | -           | 4   | 5<br>1 | 5<br>1 | 5<br>1 | 5<br>1   | 4  | 4  |         | BBDO<br>Murray              |
| derizing<br>Salons             |                       |       | ~-  |        |             | -   | -      | -      | -      | -        | -  | Ĵ  | -       | Director                    |
| BROADCAS                       | TING .                | т     | 1 م |        |             | :   |        | ~      |        |          |    |    |         |                             |

| Advertiser                              | Product           | Number of Stations Used<br>During Each Month<br>JFMAMJJASOND | Agency                    |
|-----------------------------------------|-------------------|--------------------------------------------------------------|---------------------------|
| Madera<br>Bonded Wine<br>& Liquor Co.   | Wine              |                                                              | Joseph Katz               |
| Magna Engi-<br>neering Corp.            | Tools             | 1 1                                                          | N. W. Ayer                |
| Magnavox Co.                            | TV Sets           |                                                              | Maxon                     |
| Maier Brew-<br>ing Co.                  | Beer              | 2 2 3 5 3                                                    | Biow Co.                  |
| Mall Tool Co.                           | Tools             | 2 1                                                          | Geo. Hartman              |
| Maillard Corp.                          | Confections       | I I                                                          | Byrde Rich-<br>ard, Pound |
| Maltex Co.                              | Cereals           | 21                                                           | S. Croot                  |
| Manchester<br>Hosiery Mills             | Hosiery           | 1 2 2 1                                                      | Dorland Co.               |
| Mangels,<br>Herold Co.                  | Syrup             | 3 3 3 3 4 4 4 3 3 3 4 2                                      | H. W. Budde-<br>meier     |
| Manhattan<br>Soap Co.                   | Soap              | 1 1 6 15 14 14 11 15 4 3                                     | Duane Jones               |
| Manischewitz,<br>B., Co.                | Matzo Prod.       | 1 1                                                          | H. B. Landau              |
| Manufacturers<br>Trust Bank-<br>ing Co. | Banking           | 1 2                                                          | McCann-<br>Erickson       |
| Marcalus Mfg.<br>Co.                    | Paper Napkin      | s 1 1 1 1 1 1                                                | Calkins &<br>Holden       |
| Margo Wine<br>Co.                       | Wine              | 1 1 1                                                        | J. M. Korn                |
| Marlboro<br>Beverage Co.                | Vival Cola        | 1                                                            | McCann-<br>Erickson       |
| Marlin Fire-<br>arms Co.                | Razor Blades      | 1 1 1                                                        | Duane Jones               |
| Marshall Can-<br>ning Co.               | Foods             |                                                              | L. W. Ramsey              |
| Martin-Parry<br>Corp.                   | Vacuum<br>Cleaner | 1                                                            | Direct                    |
| Martin-Senour<br>Co.                    | Paints            |                                                              | McFarland,<br>Avery & Co. |
| Marvel Lens<br>Inc.                     | TV Lens           | 4 3 3 6 2                                                    | Philip Klein              |
| Maryland Coop.                          | Milk Prod.        | 1 1 1                                                        | Campbell-<br>Mithun       |
| Mason, Au &<br>Magen-Nei-<br>mer        | Candy             | 8 1 1 1 1 1 1 1 1 1 1 1                                      | Moore &<br>Hamm           |
| Mastic Tile<br>Corp.                    | Tile              | 3 6 8                                                        | S. R. Leon                |
| -                                       | Salad Dressing    | g I I I                                                      | Victor Van<br>Der Linde   |
|                                         | (Con              | tinued on page 192)                                          |                           |

### Y & R TOUR WRVA Fetes Timebuyers

THE SOUTHLAND was "invaded" a fortnight ago by nine timebuyers from Young & Rubicam, according to WRVA Richmond. The station feted the group so they could see the station first hand, the market it serves and the people who operate it.

The Y & R representtives attended a two-hour cooking school, 30-minutes of which is broadcast under participating sponsorship. Later, they had lunch, meeting the production staff of the program and other station personnel. In the afternoon, the visitors toured Richmond, had dinner at the Commonwealth Club and wound up with a look at WRVA's Old Dominion Barn Dance, presented twice Saturday night at the WRVA Theatre. Attending were: Russell Young, Tom Lynch, Bill Dollard, Lorraine Ruggiero, Adelaide Hatton, Ester Petterson, William Mac-Walker, Marie Mooney, Frank Coulter Jr., all Y & R, and Emmett Heerdt, Radio Sales.

SYLVANIA ELECTRIC PRODUCTS, N. Y., preparing to build new factory in Burlington, Iowa. Plant will cost \$1.5 million and employ more than 800 workers. This will be second plant company has built west of the Mississippi, other being located in Shawnee, Okla. SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE Are An IDEAL, LOW COST Sales Promotion For Radiomen



### An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses----and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

| Please send free samples and full informa-<br>tion about "window-back" Sight Savers.<br>Name<br>Company |
|---------------------------------------------------------------------------------------------------------|
| Сотралу                                                                                                 |
| • •                                                                                                     |
| Address                                                                                                 |
|                                                                                                         |
| City State                                                                                              |

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(Continued from page 191)

| 4                                       |                        |    |    | -             |     |        |    |            |        |    |        |         |    |                                      |
|-----------------------------------------|------------------------|----|----|---------------|-----|--------|----|------------|--------|----|--------|---------|----|--------------------------------------|
| Advertiser                              | Product                | J  |    | Iun<br>D<br>M | uri | ng     | Ea | <b>ich</b> | M<br>A | on | th     |         | D  | Agency                               |
| Maxilume Co.<br>Mayer, Oscar,<br>& Co.  | Lights<br>Meats        |    |    |               |     |        | 3  | 1<br>3     | 2      | 3  | 3      | 2       | -7 | Paul Grant<br>Sherman &<br>Marquette |
| McCann, Thom<br>McCorrmick &<br>Co.     | Shoes<br>Tea, Spices   |    |    | 1             |     | 2<br>1 |    | -ī         | <br>3  | 3  | 5      | 5       | 5  | Neff-Rogow<br>SSC&B                  |
| McGough<br>Bakeries                     |                        |    |    |               |     |        |    |            |        |    | -      |         | 1  | W. E. Long                           |
| McKesson &<br>Robbins Inc.              | Tartan<br>Albolene     | 1  | _  |               |     |        | 8  | 7          | 2      | 2  | 1<br>1 | 11      | 1  | J. D. Tarcher<br>Ellington           |
| McLaughlin,<br>W. F., & Co.             | Coffee                 |    |    |               |     | 1      | 1  | 1          | 1      | 2  | 7      | 8       | 7  | Earle Ludgin                         |
| Mechhling Bros.<br>Chemical Co.         | Insecticides           |    |    |               |     |        |    | 1          |        |    |        |         |    | Atherton &<br>Currier                |
| Megowan Edu-<br>cator Food<br>Co.       | Crax Crackers          | 3  |    | 2             | 2   |        |    |            |        | 2  | 3      | 3       | 3  | John C. Dowd                         |
| Meletic Sea<br>Food Co.                 | Dressing               |    | 1  | 1             | 1   |        |    |            |        |    | - *    | <u></u> | -~ | Oakleigh R.<br>French                |
| Mellinger Co.                           | World Trade<br>Course  |    |    |               |     |        |    |            |        |    |        | 2       | 1  |                                      |
| Melville Shoe<br>Co.                    | Shoes                  |    |    |               |     |        |    |            |        | 1  | 1      | 1       | 1  |                                      |
| Menner Pack-<br>ing Co.                 | Foods                  |    |    |               |     |        | 1  | 1          | 1      |    |        |         |    | Samuel Croot                         |
| Mentholatum<br>Co.                      | Shave Cream            |    |    |               |     | _      |    |            |        |    |        |         | 1  | Comstock<br>Duffes<br>Allen &        |
| Merchants Bis-<br>cuit Co.              | Wafers                 |    |    |               |     |        |    |            |        |    |        |         |    | Reynolds                             |
| Mercury Tele-<br>vision Inc.            | TV Sets                |    |    | 1             | 1   |        | 1  |            |        |    |        |         |    | Byron H.<br>Browne                   |
| Merit Greeting<br>Cards                 | Cards                  |    |    |               |     |        |    |            |        |    | 3      |         |    | Direct                               |
| Merit Mfg. Co.                          | Belt Buckles           |    |    |               |     |        |    |            |        |    |        |         |    | Herbert S.<br>Laufman                |
| Metal Textile<br>Corp.                  | Metal Knitted<br>Prod. | l  |    |               | 1   | 1      |    |            |        |    |        |         |    | Gotham Adv.                          |
| Metro-Gold-<br>wyn-Mayer                | Movies                 |    |    |               |     |        |    | 1          |        |    |        |         | 2  | Donahue &<br>Coe                     |
| Meyercord Co.                           | Fabricals              |    |    |               |     |        | ~- |            |        | 1  | 1      | 1       |    | J. M. Hicker-<br>son                 |
| Miami Mar-<br>garine Co.                | Margarine              |    | 1  | 5             | 5   | 5      | 1  |            |        |    |        | 2       | 2  | Ralph H.<br>Jones                    |
| Michigan Beet<br>Sugar Assn.            | Sugar                  | 1  |    | 1             | 1   | 1      | 1  | 1          | 1      | 1  | 1      | 1       | 1  | Zimmer-<br>Keller                    |
| Michigan Bell<br>Tel. Co.               | Telephone<br>Service   | 3  | 2  | 3             | 3   | 3      | 3  | 3          | 3      | 3  | 3      | 3       | 2  | N. W. Ayer                           |
| Michigan Bulb<br>Co.                    | Shrubs                 |    |    |               |     | 1      |    |            |        |    |        |         |    | O'Neil, Larson<br>McMahon            |
| Michigan Mush-<br>room Co.              | Foods                  |    |    |               |     | 1      | 1  | 1          | 1      | 1  | 1      | 1       | 1  | L. W. Ramsey                         |
| Mid-Continen-<br>tal Petroleum<br>Corp. |                        |    |    |               |     |        |    |            |        |    | 1      | 1       | 1  | Potts, Calkins<br>& Holden           |
| Middleton,<br>John, Inc.                | Tobacco                |    |    |               | 2   | 1      | 1  |            |        |    |        |         |    | Anderson,<br>Davis &                 |
| Mighton, S. E.,<br>Co.                  | Dog Food               |    |    |               |     |        |    |            |        |    |        | 1       | 1  | Platt<br>Gregory &<br>House          |
| Mikesell, D. W.,<br>Inc.                | Potato Chips           |    |    |               |     |        |    | 1          | 1      | 1  | 1      |         |    |                                      |
| Milani, Louis,<br>Foods                 | Salad Oil              | 12 | 13 | 14            | 15  | 17     | 19 | 18         | 21     | 21 | 20     | 21      | 11 | Marketers                            |
| Miles Labs.                             | Alka-Seltzer           |    |    |               |     |        |    |            |        |    |        |         |    | Wade                                 |
| Miller & Hollis<br>Miller &             | Candy<br>Beverages     | 2  |    | 2             | 1 2 | 1 2    |    |            | 2      |    |        |         |    | Sampson<br>Lang, Fisher              |
| Becker Co.<br>Miller Brewing            | Beer                   |    |    |               |     |        |    |            |        |    |        |         |    | & Stashower<br>Mathiesson            |
| Co.<br>Miller, I. &                     | Shoes                  |    |    |               |     |        |    |            |        |    |        |         |    |                                      |
| Sons<br>Miller, Russell,<br>Milling Co. | Cake Mix               |    |    | 1             | 1   | 1      |    |            |        |    |        |         |    | Campbell-                            |
| Milrose Prod.<br>Co.                    | Cleaner                |    |    |               |     |        |    |            |        |    | 1      | 4       | 1  | Mithun<br>Frederick-<br>Clinton      |
| Milwaukee File<br>Co.                   | File                   |    |    |               |     |        |    |            |        | 1  | 2      | 1       | 1  | Loise Marks                          |
| Minneapolis<br>Brewing Co.              | Beer                   | 1  | 1  | 1             | 1   | .1     | 3  | 3          | 1      | 1  | 1      | 1       |    | BBDO                                 |
|                                         |                        |    |    |               |     |        |    |            |        |    |        |         |    |                                      |

### SERVICE DIRECTORY

COMMERCIAL RADIO

MONITORING COMPANY PRECISION FREQUENCY MEASUREMENTS "A reliable service for over 18 years" For immediate service phone JACKSON 5302 P. O. Box 7037 Kansas City, Me.

Kansas City, Me.

Custom-Built Equipment U. S. RECORDING CO. 1121 Vermont Ave., Wash. 5, D. C. STerling 3626

| A . A                                           | Duadaat                     |        | N    | [um | ıbe      | ΓO | fS | tat | ion | s T    | Jse | d  |    | A 80001                             |
|-------------------------------------------------|-----------------------------|--------|------|-----|----------|----|----|-----|-----|--------|-----|----|----|-------------------------------------|
| Advertiser                                      | Product                     | J      | F    |     | uri<br>A |    |    |     |     |        |     | N  | D  | Agency                              |
| Minneapolis-<br>Honeywell<br>Regulator<br>Corp. | Thermostat                  |        |      |     |          | 2  | 2  | 1   | 2   | 2      | 1   |    |    | Lewis, Addi-<br>son & Assoc.        |
| Minnesota Con-<br>solidated<br>Canneries        | Corn                        |        |      |     |          |    | 1  | 1   | 2   | 2      | 4   | 4  | 2  | Campbell-<br>Mithun                 |
| Minnesota Min-<br>ing & Mfg.<br>Co.             | Scotch Tape                 | 11     | 12   | 13  | 13       | 11 | 17 | 18  | 19  | 12     | 5   | 4  | 2  | BBDO                                |
| Minnesota Val-<br>ley Canning                   | Food                        |        |      |     |          |    |    |     |     |        | 1   | 1  | 1  | Leo Burnett                         |
| Minute Maid<br>Corp.                            | Orange Juice                |        | 1    |     | 1        | 1  | 1  | 1   | 1   | 2      | 1   | 2  | 1  | Doherty,<br>Clifford &<br>Shenfield |
| Minute Mop<br>Co.<br>Minwax Co.                 | Mops<br>Wax                 | 2<br>1 | _    | 2   | _        |    |    |     |     | 1      | 1   |    |    | H. S. Laufman<br>R. T. O'Con-       |
| Miracloth                                       | Cleaning                    | _      |      |     |          |    | 2  |     |     |        |     | _  |    | nell<br>Campbell-                   |
| Corp.<br>Mishawaka Rub-<br>ber & Woolen         | Cloth<br>Shoes              |        |      |     |          |    |    |     | 2   | 3      | 1   | 1  | 1  | Mithun<br>Fletcher D.<br>Richards   |
| Mfg.<br>Mission Bottling<br>Co.                 | Mission<br>Orange           |        |      |     |          |    |    |     |     |        |     | 1  |    | Hal Stebbins                        |
| Mission Pak<br>Mitchell-                        | Fruits<br>Dentifrice        |        | <br> |     |          |    |    | 1   |     |        |     |    |    | FC&B<br>BBDO                        |
| Stewart Co.<br>Modern S <b>ales</b><br>Co.      | Various<br>Products         |        |      |     | <u> </u> |    |    |     |     | 1      |     |    |    | Furman-<br>Feiner                   |
| Moeller Mfg.<br>Co.                             | Stoppers                    |        | 3    | 3   | 3        | 1  | 1  |     |     |        |     |    |    | Cramer-<br>Krasselt                 |
| Mogen, David,<br>Wine Co.                       | Wine                        |        |      |     |          |    |    |     |     |        | 2   |    |    | Weiss &<br>Geller                   |
| Monarch Liquor<br>Co.<br>Monarch Wine           | Wine                        |        |      |     | 1        |    |    |     |     | 60-000 |     |    |    | Barlow Adv.<br>Donahue &            |
| Co.<br>Monroe Auto                              | Equipment                   |        | 1    |     |          |    |    |     |     |        |     |    |    | Coe<br>Ewell &                      |
| Equip. Co.<br>Monsanto<br>Chem. Co.             | Anti-Freeze                 |        |      |     |          |    |    |     |     |        |     | 1  | 2  | Thurber<br>Gardner                  |
| Montag Bros.<br>Inc.                            | School<br>Supplies          |        |      |     |          |    |    |     |     |        |     | 2  |    | Liller, Neal                        |
| Montana Mills<br>Montenier,<br>Jules Inc.       | Flour<br>Deodorant          |        |      |     |          |    |    |     |     |        |     |    |    | Hubbell<br>Earle Ludgin             |
| oules me.                                       | Stopette                    |        |      |     |          |    |    |     |     |        |     | 3  |    | Ludgin                              |
| Montgomery,<br>Wm.                              | Montco Coffee               |        |      |     |          |    |    |     |     |        |     | 1  |    | N. D. Ivey                          |
| Monticello<br>Drug                              | Drugs                       |        |      |     |          |    |    |     |     |        | 1   | 1  | 1  | Charles W.<br>Hoyt                  |
| Moore &<br>Quinn                                | Ale                         |        |      |     | 2        | 1  | 1  |     |     |        |     |    |    | Fellows                             |
| Morgan-Jones<br>Inc.                            | Towels<br>Dog Food          |        |      |     |          |    |    | 1   | 1   | 1      | 1   | 1  |    | Van Der Linde                       |
| Morrell, John<br>& Sons<br>Morris, Philip       | Cigarettes                  | 17     | 17   | 10  |          |    |    |     | _   |        |     |    |    | N. W. Ayer<br>& Son<br>Biow Co.     |
| & Co.<br>Morton Dog                             | Dog Food                    |        |      |     |          |    |    |     |     |        |     |    |    | Mackenzie                           |
| Food Co.<br>Morton Mfg.                         | Cabinets                    |        |      |     |          |    |    |     |     |        |     |    | ~  | Inc.<br>Hamilton Adv.               |
| Co.<br>Mother's Cake<br>& Cookies               |                             |        |      |     |          |    |    |     |     | 1      | 1   | 1  | 1  | Jewell                              |
| Co.<br>Motorola, Inc.                           | Radios.<br>TV Sets          |        |      |     |          | 1  | 1  | 1   | 1   | 2      | 2   | 1  | 1  | Gourfain-<br>Cobb                   |
| Mouli Mfg. Co.                                  | Kitchen<br>Alds             |        |      |     |          |    |    | 1   | 1   | 1      | 1   | 2  | 1  | George Felt                         |
| Moxie Co.                                       | Soft Drinks                 |        |      |     |          |    |    | 2   | 2   | 1      | _   |    |    | Bresnick &<br>Solomont              |
| Mueller. C. F.,<br>Co.<br>Munsingwear           | Macaroni<br>Clothing        |        |      |     |          |    |    |     | 2   | 6      |     | 10 | 10 | Duane Jones<br>Campbell-            |
| Inc.<br>Murine Co.                              | Eye Drops                   |        |      |     | 4        |    |    |     |     |        |     |    |    | Mithun<br>BBDO                      |
| Murphy Labs<br>Murphy &                         | Oil<br>Air Condition-       |        |      |     |          |    |    |     |     | 1      | 1   |    |    | Direct<br>Arthur                    |
| Miller Inc.<br>Murray, Arthur                   | ing Equip.<br>Dance Studios |        |      |     |          |    |    |     |     |        | 6   | 6  | 6  | Meyerhoff<br>Dorland Inc.           |
| Inc.<br>Musselman,<br>C. M., Co.                | Jellies                     |        |      |     |          |    |    | 1   | 1   | 1      | 3   | 4  | 3  | Clements Co.                        |
| Musterole Co.<br>Mutual of<br>Omaha             | Medication<br>Insurance     |        |      |     |          |    |    |     |     |        |     | 1  |    | Erwin, Wasey<br>Gregory &           |
| My Sketch<br>Book Kit                           |                             |        |      |     |          | 1  |    |     |     |        |     |    |    | House<br>B.E.C. Inc.                |
| Mystick Ad-<br>hesive Prod.                     | Tape                        |        |      |     |          |    |    |     |     |        |     |    | 9  | Hartman                             |
| Mystic Foam<br>Corp.                            | Cleaner                     |        |      |     | 1        |    |    |     |     |        |     |    |    | Carpenter<br>Adv.                   |
| Narragansett<br>Brewing Co.                     | Ale & Beer                  | 4      |      | 4   | 4        | 4  | 4  | 4   | 4   | 4      | 4   | 4  |    | Standish Inc.                       |
| Nash Coffee<br>Co.                              | Coffee                      |        | 1    | 1   | 1        | 1  |    | 1   |     |        |     | 1  | 1  | Erwin, Wasey                        |

| × 1                                               |                                  | Number of Stations Used                                            |
|---------------------------------------------------|----------------------------------|--------------------------------------------------------------------|
| Advertiser                                        | Product                          | JFMAMJJASOND Agency                                                |
| Nash-Kelvi-<br>nator Corp.                        | Elect. Appl.<br>Cars             | 2 2 1 3 4 2 1 Geyer, Newell<br>3 15 55 13 8 4 1 16 12 8 & Ganger   |
| Nassau Co.<br>National Baker-<br>ies Service      | Watches<br>Bread                 | 1 1 Dorland Inc.<br>1 4 5 6 4 3 2 J. M. Korn                       |
| National Biscuit<br>Co.                           | Crackers                         | 2 2 McCann-<br>Erickson                                            |
| National Brew-<br>ing Co.<br>National Car-        | Beer                             | 6 5 6 8 10 12 11 12 13 13 13 9 Owen &<br>Chappell                  |
| bon Co.                                           | Batteries<br>Anti-Freeze         | 11 13 13 13 13 13 1 3 1 25 William Esty<br>Co.<br>                 |
| National Chem-<br>ical & Mfg.                     | Wax                              | Co.<br>1 I 1 1 1 Petesch,<br>Hecht &                               |
| National Cran-<br>berry Assn.                     | Cranberries                      | O'Connor                                                           |
| National Dairy<br>Prod.                           | Sealtest Ice<br>Cream            | 1 N. W. Ayer                                                       |
| National Distil-<br>lers Products<br>Corp.        | Wine                             | 2 1 1 1 1 Platt-Forbes                                             |
| National Enam-<br>eling & Stamp                   | Roasters                         | Roche,<br>Williams<br>& Cleary                                     |
| National Food<br>Stores                           | Food                             | 1 1 2 1 1 1 1 1 1 Schwimmer<br>& Scott                             |
| National Fruit<br>National Latex<br>National Lead | Apple Prod.<br>Balloons<br>Paint | 2 2 Ryan<br>2 3 J. Gapstur                                         |
| Co.<br>Nat'l Paper                                | Towels                           | 1 I I Marschalk<br>& Pratt                                         |
| Prod.<br>Nat'l Oats Co.                           | Cereals                          | & Wilcox                                                           |
| National Select-<br>ed Products<br>National Tea   | Pie Mix<br>Foods                 | 2 2 3 2 Geare-<br>Marston<br>2 2 2 2 2 2 1 1 1 1 1 1 Nelson-Willis |
| Co.<br>National Tex-<br>tile & Chem-              | Starch                           |                                                                    |
| ical Labs.<br>National Win-                       | Windows                          | Mark,                                                              |
| dow Co.<br>Natone Co.                             | Lip Life                         | Mautner<br>1 1 2 David S.                                          |
| Natural Foods<br>Institute                        | Vitamix                          | Hillman<br>5 9 6 6 5 9 7 5 3 Allied Adv.                           |
| Natural Health<br>Natural Rubber                  | Juicer<br>Institutional          |                                                                    |
| Bureau<br>Nedick's                                | Foods                            | Felt<br>III2 Weiss &<br>Geller                                     |
| Nehi Corp.<br>Neo Sales                           | Cola<br>Modernfold               | 3 3 7 6 7 9 7 9 9 6 BBDO<br>1 Fred Bock                            |
| Corp.<br>Nesbitt Fruit<br>Products Co.            | Doors<br>Fruit Juice             | 2 4 4 4 3 2 1 M. H. Kelso                                          |
| Nesco, Inc.                                       | Electric<br>Roaste <b>rs</b>     | 1 2 Roche.<br>Williams                                             |
| Neuhoff Pack-<br>ing Co.                          | Meats                            | 1 2 2 3 1 1 Doyne Adv.                                             |
| Neustadtl,<br>Victor<br>New England               | Sweetop<br>Wafers                | 1 Paris & Peart                                                    |
| Confectionary<br>Newell-                          | Shampoo                          |                                                                    |
| Gutradt Co.<br>Newlyweds<br>Baking Co.            | Cake                             | & Bonfigli                                                         |
| Newport                                           | Soap                             | Joice &<br>Morgan<br>3 3 1 1 Brisacher,                            |
| Soap Co.<br>Newsweek                              |                                  | Wheeler<br>& Staff                                                 |
| Magazine<br>New York                              | Travel                           | Lennen &<br>Mitchell<br>4 4 4 4 2 1 1 1                            |
| Central RR                                        | Vacations                        | 9 2 1 1 1 1 1 1 BBDO                                               |
| merce<br>New York Tele-<br>phone Co.              |                                  | 4 10 11 10 10 10 11 11 12 6 BBDO                                   |
| Nicolay-Dancey<br>Inc.                            | Potato Chips                     | 2 2 2 2 2 2 1 Schwimmer & Scott                                    |
| No. Calif. Elec.<br>Wonderland                    | Appliances                       | J. S. Frick-<br>elton                                              |
| North Amer-<br>ican Airlines                      | Travel                           | Berman, Bet-<br>ten, Bender                                        |
| North Am.<br>Dye                                  | Cleanser                         | & Taylor<br>1 1 Atherton &<br>Currier                              |
| North Amer-<br>ican Philips<br>Co.                | Nuralco                          | 2 2 Erwin, Wasey                                                   |
| North Amer-<br>ican Sweet<br>Corp.                | Icing                            | 1 1 1 1 1 1 1 1 H. B. LeQuatte                                     |
| Northeast<br>Airlines                             | Travel                           |                                                                    |
| Northland Grey-<br>hound Lines                    | Bus Travel                       | Beaumont & Hohman                                                  |
| Northwestern<br>Bell Tel. Co.                     | Phone Service                    | 2 2 2 BBDO                                                         |

| Norwich<br>Kutting         Clothing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Advertiser         | Product      | Number of Stations Used<br>During Each Month Age<br>JFMAMJJASOND | ncy     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|------------------------------------------------------------------|---------|
| Norvich Phar-<br>macal Co.         Pepto Bismol                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    | Clothing     |                                                                  |         |
| Novelt Mfg. Co.         Toys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Norwich Phar-      | Pepto Bismol |                                                                  |         |
| Nu-Age Products Co.         Rug Kleen Lets Co.         Direct Corp.         Schwimmer & Scott           Nu-Better Textule Prod.         Towels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Novelty Mfg.       | •            |                                                                  | Toge    |
| Nu-Enamel<br>Corp.       Paint                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Nu-Age Prod-       |              |                                                                  |         |
| NunBetter<br>Textile Prod.         Towels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Nu-Enamel          | -            |                                                                  | mer &   |
| Shoe Co.Marke and a field and |                    | Towels       |                                                                  | Allison |
| Nu Trishus<br>Products Inc.       Meatballs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                    | Shoes        | Holde                                                            | n       |
| uets Inc.         Mops         4 9 38 40 40 41 46 72 79 79 76 56         Young &<br>Rubleam           O'Celo Inc.         Cellulose<br>Products                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    | Meatballs    |                                                                  |         |
| O'Cedar Corp.       Mops       4 9 38 40 40 41 46 72 79 78 76 56 Young & Rubleam         O'Celo Inc.       Cellulose       Froducts      2 5 3 5 9 17 13 2       Comstock Duffes         Ortel Brew-       Beer       2 2 2 2 3 3 3 3 3 3 3 3 3 2       M.B. Kop-         Ing Co.       Phone        Mops       M.E. Kop-         Doito Beil Tele-       Phone        McCann-         Drists       Services        McCann-         O'Keerl's Inc.       Beer       5 5 5 3       Armand S.         Weill       O'Keerl's Inc.       Beer       5 5 5 3       Arrmand S.         O'Lahoma                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                    | Cleanser     | Holder                                                           | n,      |
| Oertel Brew-<br>ing Co.       Beer       2 2 2 2 3 3 3 3 3 3 3 3 2 M. B. Kop-<br>ing were meyer         Ohio Bell Tele-<br>phone Co.       Phone Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | O'Cedar Corp.      | Mops         | 4 9 38 40 40 41 46 72 79 79 76 56 Young 8                        | 3       |
| ing Co.meyerOhio Beil Tele-<br>prisesPhone<br>Services 3 McCann-<br>EricksonO.K. Enter-<br>prisesKnife Sets 32MarcusO'Keer's Inc.Beer5553 32O'Keer's Inc.Beer5553 32MarcusO'Keer's Inc.Beer5553 111PeckOld Judge<br>CoffeeCoffee 1144Gardner Adv.Coffee Co.Coffee 1144Gardner Adv.Coffee Co.Old Monastery<br>Wine13311                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | O'Celo Inc.        |              |                                                                  |         |
| phone Co.ServicesEricksonO.K. Enter-<br>prisesKnife Sets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                    | Beer         |                                                                  |         |
| prises       OKeete's Inc.       Beer       5       5       5       3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |              |                                                                  |         |
| WeillOklahoma<br>Fub. Co.Image: Constant of the second s                    |                    | Knife Sets   | 3 2 Marcus                                                       |         |
| Pub. Co.Coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                    | Beer         | Weill                                                            |         |
| Old Judge<br>Coffee       Coffee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pub. Co.           |              | *                                                                | unkle   |
| Old Monastery<br>Wine Co.       Wine       1       3       3       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1<                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Old Judge          |              |                                                                  | Adv.    |
| Old Reading<br>Brewery       Beer       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1 <td>Old Monastery</td> <td>Wine</td> <td>1 3 3 3 1 1 2 2 2 2 Arnold</td> <td>&amp; Co.</td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Old Monastery      | Wine         | 1 3 3 3 1 1 2 2 2 2 Arnold                                       | & Co.   |
| Olney &<br>CarpenterPotato<br>Sticks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Old Reading        | Beer         | 1 1 1 1 1 1 1 2 Aitken-                                          | Kynett  |
| Olympia<br>BrewingBeer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Olney &            |              |                                                                  |         |
| BrewingStantine &<br>GardnerOmar Inc.Bakeries                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Olson Rug Co.      | Rugs         |                                                                  |         |
| Omnibook<br>MagazinePublication1 3 5<br>s<br>s<br>co.MillerOnnario Biscuit<br>Co.Cookies<br>or ange-Crush<br>Co. of ChicagoCookies<br>s<br>s<br>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    | Beer         | stantin                                                          | ie &    |
| MagazineOntario Biscuit<br>Co.Cookies1122111Moss-ChaseOrange-Crush<br>Co. of ChicagoBeverage222211211Campbell-<br>EwaldOriental Foods<br>Inc.Foods11Coleman-<br>JonesOrkin Exter-<br>minating Co1111Samuel<br>TaubmanOrtlieb Brew-<br>ing Co.Beer111111111Samuel<br>TaubmanOster, John,<br>Mfg. Co.Appliances1112221R. C. ComerOtoe Food<br>ProductsBeef33Joseph KatzOwens-Corning<br>Fiberglas<br>Corp.Curtains1414169692119131Fuller & Smith<br>& RossOwens-Krass<br>Inc.Games331112Owens-Krass<br>P. & S. LabsAspirin331112Oxo, Ltd.Beef331 <td>Omar Inc.</td> <td>Bakeries</td> <td></td> <td>ris &amp;</td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Omar Inc.          | Bakeries     |                                                                  | ris &   |
| Co.Deverage2222112111Campbell-<br>EwaldCo. of ChicagoFoods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    | Publication  | 1 3 5 Huber H                                                    | oge     |
| Co. of ChicagoEwaldOriental FoodsFoods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                    | Cookies      | 1 1 2 2 2 1 1 1 1 Moss-Ch                                        | ase     |
| Inc.JonesOrkin Exter-<br>minating Co                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    | Beverage     | Ewald                                                            |         |
| minating Co.SeigelOrtlieb Brew-<br>ing Co.Beer11111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111 <t< td=""><td>Inc.</td><td>Foods</td><td>Jones</td><td></td></t<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Inc.               | Foods        | Jones                                                            |         |
| ing Co.       Taubman         Oster, John,       Appliances       Image: Co.         Otoe Food       Beef       Image: Co.       Image: Co.         Otoe Food       Beef       Image: Co.       Image: Co.         Overbrook Egg       Image: Co.       Image: Co.       Image: Co.         Overbrook Egg       Image: Co.       Image: Co.       Image: Co.         Owens-Corning       Curtains       Image: Co.       Image: Co.       Image: Co.         Owens-Corning       Curtains       Image: Co.       Image: Co.       Image: Co.       Image: Co.         Owens-Krass       Games       Image: Co.       Image: Co.       Image: Co.       Image: Co.       Image: Co.         Owens-Krass       Games       Image: Co.       Image: Co.       Image: Co.       Image: Co.       Image: Co.         Owens-Krass       Games       Image: Co.       Image: Co.       Image: Co.       Image: Co.       Image: Co.         Oxo, Ltd.       Beef Cubes       Image: Co.       Image: Co.       Image: Co.       Image: Co.       Image: Co.         P. & S. Labs       Aspirin       Image: Co.       Image: Co.       Image: Co.       Image: Co.       Image: Co.         Oxo, Ltd.       Beef Cubes <td< td=""><td>minating Co.</td><td></td><td>Seigel</td><td>i őc</td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | minating Co.       |              | Seigel                                                           | i őc    |
| Mig. Co.       Mig. Co.         Otoe Food       Beef         Products       Beef         Overbrook Egg       Beef         Nog Corp.       Nog Corp.         Owens-Corning       Curtains         Fiberglas       Corp.         Owens-Krass       Games         Inc.       Oxo, Ltd.         Beef Cubes       Substantian         Products       Products         Oxo, Ltd.       Beef Cubes         P. & S. Labs       Aspirin         Owenstring       Curtains         Products       Products                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ing Co.            |              | Taubm                                                            |         |
| Products         Overbrook Egg<br>Nog Corp.         Owens-Corning<br>Fiberglas<br>Corp.         Owens-Krass<br>Owens-Krass         Games                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Mfg. Co.           |              |                                                                  |         |
| Nog Corp.         Owens-Corning<br>Fiberglas<br>Corp.         Owens-Krass<br>Inc.         Owens-Krass<br>No.         Def Cubes         Inc.         Oxo, Ltd.         Beef Cubes         P. & S. Labs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Products           |              | *                                                                |         |
| Fiberglas       & Ross         Corp.       Owens-Krass       Games                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Nog Corp.          |              | _                                                                |         |
| Inc.<br>Oxo, Ltd. Beef Cubes 1 Platt-Forbes<br>P. & S. Labs Aspirin W. C. Jeffries                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Fiberglas<br>Corp. | _            | & Ross                                                           | ł       |
| P. & S. Labs Aspirin 1 1 2 W. C. Jeffries                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Inc.               |              |                                                                  |         |
| (Continued on page 194)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                    | Aspirin      | 1 1 2 W. C. Jei                                                  | fries   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    | (Contr       | inued on page 194)                                               |         |

### WAER BOOST Power Increased to 1 kw

MILESTONE for WAER-FM, Syracuse U.'s station, was passed last week as it went on the air with 1 kw in contrast to more than three years operation limited to campus coverage and 2½ w.

Edward Jones, faculty manager of the student-operated outlet, said the increased power will greatly expand the station's coverage area to include the city of Syracuse and Onondaga County, with primary area extended to nearly 40 miles. FCC granted WAER's CP for increased power last September. Station will be on a test basis until the Commission officially licenses it, probably in 30 days, Mr. Jones said.



MAKING it official, Irving E. Rogers (1), president of WLAW Lawrence, Mass., sets a contract with Joe Weed, president of Weed & Co., station representative firm, which will represent WLAW starting May 1 (See Front Office page 129. WLAW last month signed as Boston outlet for ABC, effective June 15.

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(Continued from page 193)

| 4                                     |                       |          |    |        |            |         |         |         |         |         |         |        |        |                                       |
|---------------------------------------|-----------------------|----------|----|--------|------------|---------|---------|---------|---------|---------|---------|--------|--------|---------------------------------------|
|                                       |                       |          | N  | um     | ıbe        | r o     | fS      | Stat    | ior     | us I    | Use     | d      |        |                                       |
| Advertiser                            | Product               | <b>.</b> |    | D      | uri        | ng      | Ea      | ch      | M       | on      | th      |        | -      | Agency                                |
| Pabst Brewing                         | Beer                  | J :      |    | м<br>1 |            | м<br>3  |         | J<br>22 |         |         | 8       | N<br>5 | D<br>5 | Warwick &                             |
| Co.<br>Pacific Citrus<br>Products Co. | Punch                 |          |    |        |            |         |         |         | 3       | 1       | 1       | 1      | 1      | Legler<br>Atherton Adv.               |
| Pacific Grey-<br>hound Lines          | Bus Travel            |          |    |        |            |         |         |         |         |         | 8       |        |        | Beaumont &<br>Hohman                  |
| Packard-Bell<br>Co.                   | Radios,<br>TV Sets    |          | 1  |        |            | 2       | 2       | 2       | 2       | 1       | 1       | 2      | 1      | Elwood J.<br>Robinson                 |
| Padre Vineyard<br>Co.                 | Wines                 | 1        |    | 1      | 1          | 1       | 1       | 1       | 1       | 1       |         |        |        | Smalley-Lev-<br>itt & Smith           |
| Pan American<br>World Air-<br>Ways    | Travel                |          |    |        |            | 1       | 1       |         |         | 1       | 5       | 6      |        | J. Walter<br>Thompson                 |
| Pan American<br>Petroleum<br>Corp,    | Petroleum<br>Products |          |    |        |            |         |         |         | 3       | 2       |         |        |        | Fitzgerald<br>Adv.                    |
| Panther Panco<br>Rubber Co.           | Rubber Heels          |          |    |        |            |         | 1       | 2       | 1       |         | 1       | 4      | 4      | Hirshon-<br>Garfield                  |
| Parker Pen Co.                        | Pens                  | 3        | 4  | 1      |            |         |         |         |         |         |         |        |        | J. Walter<br>Thompson                 |
| Parkway<br>Baking Co,                 | Bread                 |          |    |        |            |         |         | 1       |         |         |         |        |        | J. M. Korn                            |
| Parodi Cigars                         | Cigars                |          |    |        |            |         |         |         | 1       | 2       | 2       | 2      | 2      | Pettinella                            |
| Parsons<br>Ammonia Co.                | Ammonia               |          |    |        | 1          | 2       | 2       |         |         |         |         | 4      |        | Brisacher,<br>Wheeler &<br>Staff      |
| Paulk-Hugh<br>Clay                    | Dress Ezy<br>Hair Vac |          |    |        |            |         | 1       |         |         |         |         |        |        | Phillips, Reick<br>& Fardon           |
| Paxton &<br>Gallagher                 | Coffee                | ľ        | 1  | 5      | 6          | 6       | 2       | 2       | 2       | 3       | 7       | 7      | 6      | Buchanan-<br>Thomas                   |
| Payne Furnace<br>Co.                  |                       |          |    |        | _ <u>_</u> |         |         | 1       | 1       | 1       | 1       | 2      | 2      | Hixson &<br>Jorgenson                 |
| Penick & Ford<br>Ltd.                 | Desserts              | 1        | 2  | 7      | 8          | 8       | 5       | 4       | 1       | 4       | 16      | 19     | 15     | BBDO                                  |
| Pennsylvania<br>Gas Co.               | Ranges                |          |    |        | 1          | 1       | 1       | 1       |         |         |         |        |        | Beaumont,<br>Heller                   |
| Pennsylvania<br>Refining Co.          | Gas, Oil              |          |    |        | 1          | 1       | 1       |         |         |         |         |        |        | Walker &<br>Downing                   |
| Pennsylvania<br>Sugar Co.             | Quaker Suga           | r        |    |        |            |         |         |         |         |         | 1       | 1      | 1      | Fletcher D.<br>Richards               |
| Pennzoil Co.                          | Gas, Oil              |          |    |        | 2          | 3       | 3       | 3       | - 4     | 3       |         |        |        | Mayers Co.                            |
| Penrod Co.                            | Fishing Rods          |          |    |        |            |         | 1       | 1       | 1       | 1       | 1       |        |        | Philip Ritter                         |
| Peper, Chris-<br>tian, Tobacco<br>Co. |                       |          |    |        |            |         |         |         |         |         |         | 2      | 1      | Oakleigh R.<br>French                 |
| Pepperell Mfg.<br>Co.                 | Sheets                |          |    |        | 2          | 6       | 1       | 1       | 1       |         |         |        |        | Benton &<br>Bowles                    |
| Pepsi-Cola Co.<br>Pequot Mills        | Soft Drinks<br>Sheets | 4<br>13  | 5  | _      | 5          | 8<br>13 | 17<br>2 | 20<br>3 | 24<br>3 | 23<br>1 | 18<br>1 |        | 12<br> | Biow Co.<br>J. D. Tarcher             |
| Inc.<br>Perfection                    | Kitchen               |          |    |        |            |         |         |         | 3       | 1       | 1       | 1      |        | McCann-                               |
| Stove Co.                             | Ranges                | 1        |    | 1      | 1          |         |         |         |         |         |         |        |        | Erickson<br>Buchanan-                 |
| Perfex Mfg. Co.                       | Dexol<br>Cleaner      |          |    |        |            |         |         |         |         |         | 5       | 6      | 4      | Thomas                                |
| Perk Foods Co.                        | Dog Foods             |          |    | 5      | 6          | 6       | 7       | 6       | 5       |         | 1       | 2      | 2      | O'Neil, Larson<br>& McMahon           |
| Permutit Co.                          | Water<br>Softener     |          |    |        |            |         |         |         |         |         |         | 1      | 1      | Cunningham<br>& Walsh                 |
| Personal<br>Finance Corp.             | Loans                 |          |    |        |            | 5       | 5       | 7       | 4       | 1       | 4       |        |        | Bermingham<br>& Castleman<br>& Pierce |
| Personal Prod-<br>ucts Corp.          | Tissues               | 1        | 2  | 2      | 2          | 2       | 2       |         |         |         |         |        |        | N. W. Ayer                            |
| -                                     | Co-Ets Cotton         |          |    |        |            |         |         |         |         |         |         | 5      | 1      | Young &<br>Rubicam                    |
| Pet Milk Sales<br>Corp.               | Canned Milk           |          |    |        | 1          | 2       | 2       | 2       | 2       | 2       | 2       | 2      | 2      | Gardner Adv.                          |
| Peter Paul Inc.                       | Candy                 |          |    |        |            |         |         |         |         |         |         |        |        | Maxon                                 |
| Petri Wine Co.                        | Wine                  | 7        | 14 | 16     | 16         | 11      | 9       | 9       | 9       | 15      | 16      | 20     | 9      | Young &<br>Rubicam                    |

KUOA SILOAM SPRINGS, ARK. ONE OF THIS WEEK'S ADVERTISERS 5000 WATTS M.B.S. AFFILIATE Serving 4-State Area Mo. Ark. Kan. Okla. Associated With KGER Long Beach, Calif.

### CANCER PROGRAMS Three Network Shows Set

FIRST of three network shows to be aired by American Cancer Society, during its April cancer fund drive, was launched last Wednesday on NBC, 10:30-11 p.m. Program featured Jimmy Durante, Garry Moore, Judy Holliday, and Mindy Carson in a half-hour guest variety program.

On April 19 the society will present a modified documentary program in tribute to the tremendous strides made by cancer research scientists, 10:35-11 p.m. on CBS. The society also has planned a 30minute forum including three laymen and three cancer specialists over MBS, April 23, 10:30-11 p.m.

| 1                                 |                         |    | N | lun | nb    | er ( | of i | Sta   | tio | ns       | Use | eđ      |    |                                  |
|-----------------------------------|-------------------------|----|---|-----|-------|------|------|-------|-----|----------|-----|---------|----|----------------------------------|
| Advertiser                        | Product                 | J  | F |     |       |      |      |       |     | lon<br>S |     | N       |    | Agency                           |
| Pfeiffer Food<br>Prod.            | Salad Dressing          | [  |   |     |       |      |      |       |     |          |     |         | 1  | Roizen                           |
| Pfeiffer Brew-<br>ing Co.         | Beer                    |    |   |     |       |      |      | . 1   | 1   |          |     |         | -  | Maxon                            |
| Pharmaco, Inc.<br>Phenix Pabst-   | Gum<br>Cheese           |    |   |     |       |      |      |       |     |          |     | 13      |    | Duane Jones<br>Needham,          |
| ett Co.                           |                         |    |   |     |       |      |      |       |     |          |     |         |    | Louis &<br>Brorby                |
| Philadelphia<br>Chewing Gum       | Gum                     | a  |   |     | 2     |      |      |       |     |          |     |         |    | Vinlaw                           |
| Philadelphia<br>Dairy Prod-       |                         |    |   |     |       | 1    | 1    | 1     | 1   | 1        | 1   | 1       | 1  | Adrian Bauer                     |
| ucts Co.<br>Philadelphia &        | Coal & Iron             |    |   |     |       |      |      |       |     |          |     | 1       | 6  | McKee &                          |
| Reading Coal<br>& Iron            |                         |    |   |     |       |      |      |       |     |          |     |         |    | Albright                         |
| Philco Corp.                      | Radios,<br>TV Sets      |    |   | 1   |       |      | 1 3  | 3     |     |          |     |         |    | Hutchins Adv.                    |
| Phillips<br>Packing Co,           | Foods                   | 1  |   |     |       |      |      |       |     |          |     |         |    | Aitkin-Kynett                    |
| Phoenix Brew-<br>ing Corp.        | Beer                    | -  |   | 1   | . 1   | 1    |      | . 1   |     |          |     |         |    | Ellis Adv.                       |
| Pictsweet<br>Foods                | Foods                   |    |   |     |       |      | 1    | 12    | 3   | 1        | 2   | 6       | 5  | Brisacher.<br>Wheeler &<br>Staff |
| Piedmont Air-<br>lines            | Travel                  |    |   |     |       | . 2  | 2    | 2     | 2   | 2        | 2   | 2       | 2  | Hugh A.<br>Deadwyler             |
| Piel's Bros.<br>Brewing Co.       | Beer                    | 3  | 3 | 3   | 3     | 4    | . 3  | 3     | 3   | 3        | 3   | 3       | 1  | Wm. Esty                         |
| Piknik Sales                      | Potato Chips            |    |   |     |       |      |      |       |     |          |     |         | 1  | Brisacher,<br>Wheeler &          |
| Corp.                             | Transverse              |    |   |     |       |      |      | . 1   | 1   |          |     | 2       | 2  | Staff<br>Walter J. Klein         |
| Pilot Life Ins.<br>Co.            | Insurance               |    | 2 |     |       | _    |      |       |     |          |     |         |    |                                  |
| Pilsener Brew-<br>ing Co.         | Beer                    | 1  | - |     |       |      |      |       |     |          |     |         |    | Gregory &<br>House               |
| Pincus, B. S.,<br>Co.             | Meat Prod.              | 1  |   |     |       |      |      |       |     | _        |     |         |    | Feigenbaum                       |
| Pioneer Rubber<br>Co.             | Gloves                  |    |   | 1   |       |      |      |       |     |          |     |         |    | Carr-Liggett                     |
| Pioneer Scien-<br>tific Corp.     | Polaroid<br>TV Lens     | 21 |   |     |       |      |      |       |     |          |     |         |    | Cayton Inc.<br>Donahue & Co.     |
| Pipes By Mail,<br>Inc.            | Pipes                   |    |   |     |       |      |      |       |     |          |     |         |    | Smith, Taylor                    |
| Pittsburgh<br>Brewing Co.         | Beer                    | 2  |   |     |       |      |      |       |     |          |     |         |    | & Jenkins<br>Cramer &            |
| Plankinton<br>Packing Co.         | Meats                   | 1  | 1 | 1   | . 1   | 1    | . 1  | . 1   | 1   | 1        | 1   | 1       |    | Krasselt                         |
| Plantabbs Corp.<br>Plantation     | Tablets                 |    | 1 | 2   | 2     | 2    |      |       |     |          |     | 1       | 1  | Jos. Katz<br>Martin Agency       |
| Chocolate Co.<br>Planters Nut &   |                         |    |   |     |       |      | . 2  | : 1   | 1   | 1        | 1   | 1       | 1  | Goodkind.<br>Joice &             |
| Chocolate Co.                     |                         |    |   |     |       |      |      |       |     |          |     |         |    | Morgan                           |
| Plaracot Corp.<br>Pleasant Valley | Towels<br>Wine          |    |   |     |       |      |      |       | 1   | 1        | 3   |         | 2  | Direct<br>Charles L.             |
| Wine Co.<br>Polaroid Corp.        | Cameras                 |    | 1 | 2   | : 2   | 2 21 | . 19 | 17    | 19  | 22       | 21  | 19      | 20 | Rumrill<br>BBDO                  |
| Pomatex                           | Hair Dressing           |    |   |     |       |      | . 2  | 2     |     |          |     |         |    | Moore &<br>Hamm                  |
| Pompeian Olive<br>Oil Corp.       | Olive Oil               | 1  | 1 | 1   | 2     | 2    | 2    | 2     | 2   | 1        | 1   |         | 1  | Joseph Katz                      |
| Pond, A. H., Co.                  | Diamond<br>Rings        |    |   |     |       |      |      |       |     |          |     |         |    | Flack                            |
| Pond's Extract<br>Co.             | Toiletries              | 6  | 9 | 9   | 1     | ) 2  | 1    |       |     |          |     |         | 1  | J. Walter<br>Thompson            |
| Pony Boy                          | Pistol Sets             |    |   |     | . 1   | L    | • •  |       |     |          |     |         |    | Wortman.<br>Wilcox               |
| Posner, Dr. A.,<br>Shoes          | Shoes                   |    |   | 1   | 1     | 1    | 1    |       |     | 1        | 1   | 1       | 1  | Posner-Zabien                    |
| Potter Drug &<br>Chemical         | Cuticura                | 1  | 2 | 2   | 3     | 3 3  | 4    | 6     | 8   | 8        | 7   | 7       | 6  | Atherton &<br>Currier            |
| Poust, Jack & Co.                 | Julep                   |    |   |     | . 1   | 1    | 1    | 2     |     |          |     |         |    | M. H. Hackett                    |
| Pratt & Whit-<br>ney Div.         | United<br>Aircraft      |    |   |     |       |      |      |       |     |          |     | 1       | 1  | Platt-Forbes                     |
| Prentis Clothes                   | Clothing                |    |   |     |       | ·    |      |       |     |          | 1   |         |    | Hirshon-<br>Garfield             |
| Price Flavoring<br>Extract Co.    |                         |    |   |     |       |      |      | 1     | 1   | 1        | 1   | 1       | 1  | Price, Robin-<br>son & Frank     |
| Prince Macaroni<br>Mfg. Co.       | Spaghetti               | 1  | 1 | 1   | . 1   | 1    | 1    | 1     | 2   | 1        | 1   | 1       | 1  | H. C. Rossi                      |
| Princeton Farms                   | Popcorn                 |    |   |     |       |      |      |       |     |          | 1   | 2       | 2  | Russel M.<br>Seeds               |
| Procter &<br>Gamble               | American<br>Family S0ap |    |   |     |       | . 1  | 1    | 2     | 1   | 2        | 2   | 2       | 2  | Kastor, Far-<br>rell, Chesley    |
| *                                 | Flakes                  |    | _ |     | _     |      |      | 1     | 9   | 8        | 7   | 7       | 3  | & Clifford<br>Pedlar & Ryan      |
|                                   | Cheer                   |    |   |     |       |      |      |       |     | -        | 3   |         | -  | Young &<br>Rubicam               |
| ·                                 | Crisco, Duz             |    |   |     |       |      |      |       |     |          |     |         |    | Compton Adv.                     |
|                                   | Drene<br>Ivory Flakes   |    |   |     |       |      |      | 8     |     | 15<br>1  | 1   | 10      | 7  | Compton Adv.<br>Compton Adv.     |
|                                   | Joy Detergent<br>Oxydol |    |   |     |       |      |      | <br>4 |     |          |     | 11<br>5 |    | Biow<br>Dancer,                  |
|                                   | -                       |    |   |     |       |      |      |       |     |          |     |         |    | Fitzgerald,<br>Sample            |
|                                   | Tide                    | 3  | 3 |     |       |      |      |       |     |          |     |         |    | Benton &<br>Bowles               |
|                                   | Ivory Snow              |    |   |     | • ••• |      |      | . 2   | 8   | 11       | 12  | 17      | 9  | Benton &<br>Bowles               |
|                                   | B                       | R  | 0 | A   | D     | C /  | ۱s   | Т     | 11  | N G      | ł   | •       | Т  | elecasting                       |

| Advertiser                                  | Product                                    | Number of Stations Used<br>During Each Month<br>F M A M J J A S O N D | Agency                         |
|---------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------|--------------------------------|
| Producers<br>Creamery Co.                   | Milk                                       |                                                                       | ssell Comer                    |
| Progress Brew-<br>ing Co.                   | Beer                                       | 1 1 2 2 2 2 2 2 2 2 2 Ge                                              | orge Knox                      |
| Progresso Brand<br>Prospects Spe-           | Foods                                      | 1 1 1 Vir                                                             |                                |
| cial Co.<br>Protex Prod.                    | Protostor                                  |                                                                       | senberg                        |
| Co.<br>Provident Life                       | Protector                                  |                                                                       | o. Kahn                        |
| & Accident<br>Ins. Co.                      | Insurance                                  | I I Irv                                                               | ing Rahn                       |
| Pure Oil Co.<br>Pure-Pak<br>Council         | Gas & Oil<br>Containers                    | 1 1 2 Fre                                                             | o Burnett<br>ed M.<br>landall  |
| Puritan Co. of<br>America                   | Lemon Juice                                |                                                                       | nwimmer &                      |
| Purity Baking<br>Co.                        | Bread                                      |                                                                       | ung &<br>lubicam               |
| Purity Biscuit                              | Cookies                                    | 1 Gil                                                                 |                                |
| Purity Mills<br>Purolator                   | Popcorn<br>Oil Filters                     | 1 2 2 1 J. V.                                                         | Direct<br>Walter               |
| Products<br>Pyrene Mfg. Co.                 | Fire Ex-                                   |                                                                       | 'hompson<br>ay & Rogers        |
| Quaker Oats Co.                             | tinguishers<br>Aunt Jemima<br>Mixers       |                                                                       | ce, Robin-                     |
|                                             | Cereals                                    | 55411144543 She                                                       | on & Frank<br>erman &          |
|                                             | Ken-L Ration                               | 6 7 7 5 1 Rut                                                         | larquette<br>thrauff &<br>lyan |
| Quaker City<br>Chocolate &<br>Confectionery | Candy                                      |                                                                       | rian Bauer                     |
| Quaker State<br>Oil Refining                |                                            | 1 Ke                                                                  | nyon &<br>Ickhardt             |
| Quality Bakers<br>of America                | Bread                                      | 5 5 6 9 5 Dir                                                         | ect                            |
| Quinn, K. J.,<br>Co.                        | Shoe Polish                                | ľ                                                                     | alls-<br>Ainiter               |
| RCA                                         | Radio,<br>TV Sets,<br>Records &<br>Players |                                                                       | Walter<br>'hompson             |
| R&F Co. Inc.<br>R & S Tasty                 | Toys<br>Jacks                              | 2 Ma                                                                  | rfree<br>ect                   |
| Foods Co.<br>Radio Offer Co.                | Towels                                     |                                                                       | ber Hoge                       |
| Radio Station<br>CHUM<br>Toronto            | Station                                    |                                                                       |                                |
| Radio & TV<br>Sales                         | Towels                                     |                                                                       |                                |
| Rainier Brewing<br>Co.<br>Ralston Purina    | Beer<br>Cereals                            | C                                                                     | chanan &<br>o.<br>rdner Adv.   |
| Co.<br>Ranger Joe,                          | Cereals                                    | 2 9 12 16 15 17 17 16 17 18 15 Nea                                    |                                |
| Inc.<br>RayCo Mfg. Co.                      | Seat Covers                                |                                                                       | wrence                         |
| Readers Digest                              | Publication                                |                                                                       | lossman                        |
| Assn.<br>Real Gold Citrus                   | Orange Juice                               |                                                                       | Walter                         |
| Products<br>Recipe Foods                    | Chili Sauce                                |                                                                       | hompson<br>A. Levyne           |
| Re-Clean Corp.                              | Home Dry<br>Cleaner                        |                                                                       | yton                           |
| Reddi Whip<br>Mfg. Co.                      | Whipped<br>Cream                           | R                                                                     | thrauff &                      |
| Red Star Fer-<br>tilizer Co.                | Red Star<br>Prod.                          |                                                                       | L. Randall                     |
| Red Top Brew-<br>ing Co.<br>Refrigeration   | Beer                                       | 3 3 3 2 2 1 1 1 1 1 Jos                                               | epn Adv.                       |
| Sales Corp.<br>Regal Amber                  | Norge Distr.<br>Beer                       |                                                                       | bott                           |
| Brewing Co.<br>Regina Cigar                 | Cigars                                     |                                                                       | limball                        |
| Co.<br>Reid Murdoch                         | Foods                                      | ŀ                                                                     | tramer<br>iss & Geller         |
| Reliable Pack-<br>ing Co.                   | Realite                                    |                                                                       | ney Clayton                    |
| Renner & Co.                                | Storm<br>Windows                           |                                                                       | lcolm<br>Ioward                |
| Remington-<br>Rand                          | Electric<br>Shavers                        |                                                                       | eford                          |
| Renuzit Home<br>Prod. Corp.                 | Cleaning<br>Fluid                          |                                                                       | lbright                        |
| Republic<br>Pictures                        | Movies                                     | A                                                                     | del<br>dv. Co.                 |
| Research Mod.<br>Corp.                      | Drugs                                      |                                                                       | limmons                        |
| Reves Mar-<br>keteers<br>Bevall Drug Co     | Chocolate<br>Drink<br>Various              |                                                                       | DO                             |
| Rexall Drug Co.                             | Products<br>Sip 'n See                     |                                                                       | anklin                         |
| Rexor Corp.                                 | Sip n See<br>Straws                        | E                                                                     | tchum.                         |
| Reymer & Bros.<br>Reynolds, R. J.           | Camel Cig.                                 | Ŋ                                                                     | facLeod & Grove                |
| Tob. Co.                                    | Cavalier Cig.                              | 16 57 72 54 Wr                                                        |                                |
| BROADCAS                                    | STING •                                    | elecasting                                                            |                                |

| Advertiser                                                | Product                            | Number of Stations Used<br>During Each Month                                                                                                                               | Agency                                       |
|-----------------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Rhodes Pharm-<br>acal Co.                                 | Imdrin                             | JFMAMJJASOND<br>                                                                                                                                                           |                                              |
| Rice, R. B.                                               |                                    | 2 2                                                                                                                                                                        | & McMahon<br>Potts-Turnbull                  |
| Sausage Co.<br>Rich Products<br>Corp.                     | Ice Cream                          | 1 2 2 2                                                                                                                                                                    | Comstock                                     |
| Richfield Oil<br>Corp.                                    | Oil Prod.                          | 1 1 1 4 3 4 1 1                                                                                                                                                            | Duffes<br>Hixon &<br>Jorgensen               |
| Richter F., Ad.,<br>Co.                                   | Drugs                              | 1 1 1 1 1 1 1 1 2 2                                                                                                                                                        | Chas. W. Hoyt                                |
| Ridd Labs.                                                | Lotion                             | 22                                                                                                                                                                         | Adv. Coun-<br>selors                         |
| Riggio Tobacco<br>Co.                                     | Regent Cig.                        | 1 4 4 3 2 2 3 4 4 4                                                                                                                                                        | Brooke,<br>Smith,<br>French &<br>Dorrance    |
| Riis, Jacob<br>Bottling Co.                               | Beverages                          | 2 2 2 1 1                                                                                                                                                                  | Erwin Wasey                                  |
| Ripley Clothes<br>Ritepoint Co.<br>Ritter, P. J.<br>& Co. | Apparel<br>Lighters<br>Chili Sauce | 2       2       2       2       2       -       -       1       2       2       1            2       13       2       1       1       1       7       32         2       2 | Bobley Co.<br>Olian Adv. Co.<br>Clements Co. |
| Rival Mfg. Co.                                            | Pie Mix<br>Irons                   | 2 2<br>1 2 2 1 1                                                                                                                                                           | Lamb & Keen<br>Potts-Calkins-<br>Holden      |
| Rival Packing<br>Co.                                      | Dog Food                           | 18 21 22 21 21 25 29 36 40 43 42 34                                                                                                                                        | Charles Silver                               |
| River Brand<br>Rice Mills                                 | Rice                               |                                                                                                                                                                            | Donahue &<br>Coe                             |
| Roberts Dairy<br>Co.                                      | Dairy<br>Products                  | 1 1                                                                                                                                                                        | Stuart Potter                                |
| Robertson<br>Factories                                    | Curtains                           | 2 1 1                                                                                                                                                                      | Badger,<br>Browning &<br>Hershey             |
| Rochester<br>Brewing Co.                                  | Beer                               | <u> </u>                                                                                                                                                                   | Ed Wolff                                     |
| Rockmore Co.                                              | Kid Lids                           | 1 1                                                                                                                                                                        | Hirshon-Gar-<br>field                        |
| Roddis Plywood<br>Corp.                                   | Textolite                          | 1 3 2 4 1                                                                                                                                                                  | Klau-Van<br>Pieterson<br>Dunlap              |
| Roerig, J. B.<br>& Co.                                    | Dentifrice                         | 1 1 1 1 1                                                                                                                                                                  | Dana Jones                                   |
| Rolfs, Inc.                                               | Billfolds                          | 4 40                                                                                                                                                                       | Cramer Kras-<br>selt                         |
| Rolscreen Co.<br>Roma Wine Co.                            | Screens<br>Wine                    | 1 1                                                                                                                                                                        | L. W. Ramsey<br>Biow                         |
| Roman Meal Co.                                            | Meal                               | 1 2 2 2 2 2                                                                                                                                                                | Guild, Bascom<br>& Bonfigli                  |
| Ronson Art<br>Metal Wks.                                  | Lighters                           | 37 41 39 30 28 26 25 26 26 31 35 28                                                                                                                                        | Grey Adv.                                    |
| Ronzoni Maca-<br>roni Co.                                 |                                    |                                                                                                                                                                            | Emil Mogul                                   |
| Rootes Motors<br>Inc.                                     | Minx Cars                          | 1 1                                                                                                                                                                        | Anderson<br>Davis &<br>Platte                |
| Rosefield Pack-<br>ing Co.                                | Skippy Pea-<br>nut Butter          | 2 2 8 8 4 6 5 7 7 15 16 9                                                                                                                                                  | Guild, Bascom<br>& Bonfigli                  |
| Rosenberger<br>Wallpaper Co.                              |                                    |                                                                                                                                                                            | Ralph H. Jones                               |
| Roszell, J. D.<br>Co.                                     | Ice Cream                          | 1 1 1 1 1 1 1 1 1 1                                                                                                                                                        | Arbingast,<br>Becht &<br>Assoc.              |
| Rothmund,<br>Eugene & Co.                                 | Sausages                           | 11111111111                                                                                                                                                                | J. C. Dowd                                   |
| Roto Rooter<br>Co.                                        | Plumbing<br>Tools                  | 1                                                                                                                                                                          | Cole's                                       |
| Rowe Tool Co.<br>Rubberset Co.<br>Rubsam &                | Edgers<br>Paint Roller<br>Beer     |                                                                                                                                                                            | Sorg & Assoc.<br>D, C & S<br>Paris & Peart   |
| Horrman<br>Brewing<br>Rudiger-Lang<br>Co.                 | Screens                            | 1 1 1                                                                                                                                                                      | Conley, Balt-<br>zer. Pettler<br>& Steward   |
|                                                           | (Con                               | tinued on page 196)                                                                                                                                                        |                                              |

### SHOW COSTS Hollywood-Video Compared

WORTHINGTON C. MINER, New York television producer, April 4 told the Detroit Television Council that Hollywood movie-makers now have "more to learn from TV than TV has to learn from the movies." Mr. Miner pointed to low-cost TV productions.

Among guests of honor at the monthly meeting were Joseph Spadea, manager, Detroit office, CBS; Richard E. Jones, vice president and managing director of WJBK-TV Detroit, and Professor Garnet Garrison, head, radio-TV department, U. of Michigan.



### April 6 Decisions . . .

### BY COMMISSION EN BANC

### Designated for Hearing

WAPX Montgomery, Ala. — Desig-nated for hearing at Washington on June 4 re application for CP to increase power on 1600 kc from 1 kw unl. DA-N to 5 kw-D 1 kw-N DA-N.

**KROY** Sacramento, Calif. — Designated for hearing at Washington on June 7 re application for CP to install new vertical ant. and change type of trans.; made KWG Stockton, Calif. party to proceeding.

#### Modification of CP

WAWZ Zarephath, N. J.-Granted mod. CP to change DA; engineering cond.

### Designated for Hearing

cond. Designated for Hearing WVOW Logan, W. Va. and WIKC Bo-galusa, La. and KJEF Jennings, La.— Designated for consolidated hearing at Washington on June 4 re applications of WIKC to change from 1490 kc to 1290 kc, increase power etc. and KJEF to change hours operation on 1290 kc from D to unl., using DA-N, with that of WVOW to increase night power on 1290 kc from 1 kw to 5 kw, etc.; made KOIL Omaha. Neb. and KTRN Wichita Falls, Tex., parties to proceeding with respect to WVOW and WIKC; further ordered WKNE Keene, N. H., WNBF Binghamton, N. Y., KRGV Weslaco, Tex., and WHIO Dayton, parties with respect to WVOW only. KIRO Seattle, Wash. and Western Bostg. Associates, Modesto, Calif. and West Side Radio, Tracy, Calif.—On pe-tition of KIRO, removed application of Western from pending file, and desig-pated it for consolidated hearing with that of West Side at Modesto and Tracy on May 14 and 16, respectively; made KIRO party to proceeding with refer-ence to West Side are mutually exclusive applicants for new AM sta-tions on 710 kc. Leonard R. Lyon, El Reno, Okla.— Designated for hearing at Washington

Leonard R. Lyon, El Reno, Okla.— Designated for hearing at Washington on June 8, re application for new AM station on 1490 kc 100 w D; made KBIG Guthrie, Okla., party to proceeding.

Authority Granted Church of Universal Triumph The Dominion of God, Inc., Detroit, Mich.--Granted application for authority to transmit religious programs by wire from church in Detroit to CKLW Wind-sor. Ont.

#### Petition Denied

Central Ohio Bcstg. Co., Galion, Ohio —Denied petition requesting condition-al grant of application for CP new AM station on 1250 kc 1 kw-LS, 500 w-N DA-2.

#### **Request Denied**

WTTT Coral Gables, Fla.—Denied re-quest for authority to remain silent for 60 days.

#### **Petition Denied**

Gulf Beaches Bestg. Co., Inc., St. Petersburg Beach, Fla.—Denied petition requesting reconsideration and grant without hearing of application for new AM station on 1300 kc 1 kw D; sched-uled hearing at Washington on June 8; amended order of March 13, 1950 desig-



nating same for hearing, to delete that part making WSMF Dade City, Fla., party to proceeding.

Designated for Hearing WGBA Columbus, Ga.—Upon peti-tion of WRBL Columbus, Ga., desig-nated for hearing in Columbus on June 12 re application of WGBA to increase power from 1 kw unl. to 5 kw-D, 1 kw-N on 1460 kc and change from DA to DA-N; made WRBL party to pro-ceeding. ceeding.

### April 6 Applications . . . ACCEPTED FOR FILING

### Modification of CP

WPAZ Pottstown, Pa.—Mod. CP new AM station for approval ant. and trans. location, specify main studio location, change type trans. KSOX Harlingen, Tex.—Mod. CP new AM station, to change type trans.

Liccnse for CP KSCJ-FM Sioux City, Iowa—License for CP new FM station. **Renewal of License** 

# Following stations request renewal of license: WIMS-FM Michigan City, Ind.; WTNC-FM Thomasville, N. C.; WISR-FM Butler, Pa.; WOUI (FM) Athens, Ohio; WMUB (FM) Oxford,

Ohio.

### APPLICATIONS RETURNED

Authority to Transmit Maryland Bestg. Co., Baltimore, Md.— RETURNED application for authority to transmit programs to CFRA Ottawa, Can. from 7 E. Lexington St., Baltimore.

### License Renewal wwwF Fayette, Ala.—RETURNED application for renewal of license. (Continued on page 204)

### **Television Spot Advertisers**

(Continued from page 195)

|                                               | (0000         |                                                         |
|-----------------------------------------------|---------------|---------------------------------------------------------|
| Advertiser                                    | Product       | Number of Stations Used<br>During Each Month Agency     |
| Auvertiser                                    | Trouber       | During Each Month Agency<br>JFMAMJJASOND                |
| Rum & Maple<br>Tobacco Corp.                  |               | 1 1 2 Gelles                                            |
| Ruppert, Jacob,<br>Brewing Co.                | Beer          | 1 5 6 6 6 7 3 2 2 1 1 1 Biow Co.                        |
| Rushmore<br>Paper Mills                       | Paper Prod.   | 2 2 2 1 Paris & Peart                                   |
| Rutherford<br>Food Corp.                      | Food          | 1 1 1 2 3 4 4 2 2 2 2 1 Frank E.<br>Whalen              |
| Ryan Candy Co.                                | Candy         | 1 11 8 3 2 1 1 1 1 Dowd, Red-<br>field, & John<br>stone |
| Ryser Bros.                                   | Cheese        | Direct                                                  |
| S.O.S. Co.                                    | Cleanser      | 2 2 2 3 3 3 2 2 2 7 9 27 McCann-<br>Erickson            |
| S & S Indus-<br>trial Prod.                   | Slicer        | 5 5 Roy S. Dur-<br>stine                                |
| S & W Fine<br>Foods Inc.                      | Coffee        | 1 1 1 1 1 Foote, Cone &<br>Belding                      |
| Safe-T Smokers                                |               | 1 Ruthrauff &<br>Ryan                                   |
| Safety Stand-<br>ards for Sun<br>Glasses Inc. |               | T. B. Marsh                                             |
| Glasses Inc.<br>Safeway Stores                | Food          | 2 1 1 1 2 4 3 3 1 2 2 2 Ruthrauff &                     |
|                                               | Lucerne Milk  | Ryan<br>1 2 4 1 J. Walter<br>Thompson                   |
| Sage Labora-<br>tories                        | Air Refresher | 1 1 1 1 1 1 Paris & Peart                               |
| Sagner's, A.,<br>Son                          | Suits         | 1 3 3 2 I. A. Goldman                                   |
| St. Louis Inde-<br>pendent                    | Meat          | 1 1 1 1 1 1 1 1 1 1 1 1 Gardner Adv.                    |
| Packing Co.<br>Salem Potato                   |               | 1 Jessop                                                |
| Chip Co.<br>Sales Builders                    | Cosmetics     | 1 18 8 T. H. Factor                                     |
| Sales Research<br>Co.                         | Cameras       | 2 5 2 2 Arthur Rosenberg                                |
| San Antonio<br>Brewing Assn.                  | Beer          | 1 1 1 1 1 1 1 Pitluk Adv.<br>Co.                        |
| Sanford Prod.                                 | Lighters      | 1 Irving Weiss                                          |
| San Francisco<br>Brewing<br>Corp.             | Beer          | 2 3 3 5 2 Emil Reinhardt                                |
| Santa Clara<br>Packing Co.                    | Tomato Juice  | 1 1 Glasser-Gaile                                       |
| Sanson Hosiery<br>Mills                       | Hosiery       | 1 Dorland                                               |
| Santa Fe<br>Vintage Co.                       | Wines         | 1 1 1 Lockwood-<br>Shackelford                          |
| Sapolin Paint<br>& Color Co.                  |               |                                                         |
| Sapolio Prod-<br>ucts Co.                     | Cleanser      | 1 1 Colonial                                            |
| 4003 00.                                      | (Con          | tinued on page 198)                                     |



New Grants, Transfers, Changes, Applications

Box Score SUMMARY TO APRIL 11

Summary of Authorizations, Stations On the Air, Applications Cond'l Appls. In

| Class       | On Air | Licensed     | CPS        | Grants |           | · · · · - |  |
|-------------|--------|--------------|------------|--------|-----------|-----------|--|
| AM Stations |        | 2,233<br>519 | 133<br>154 | *1     | 263<br>12 | 133       |  |
| FM Stations |        | 67           | 42         | •      | 397       | 171       |  |
|             |        |              |            |        |           |           |  |

#### Docket Actions . . .

#### FINAL DECISIONS

KTMS Santa Barbara, Calif.—An-nounced final decision denying applica-tion of News-Press Publishing Co., licensee, for construction permit to change KTMS transmitter site. De-

AM GRANTS

auto dealer; Vice President S. A. Cisler Jr., 334%, owner ½ interest in WWSO Springfield, Ohio, ½ in WKYO Louis-ville, ¼ WXGI Richmond and ¼ WXLW Indianapolis; Secretary-Treas-urer Lee L. Cheatwood, 334%, presi-dent Seventh Street Garage Corp. Granted Apr. 5. Granted Apr. 5. KUSD Vermillion, S. D.—U. of South Dakota. Granted switch in facilities from 920 kc, 500 w, day, sharing time with KFNF Shenandoah, Iowa, to 690 kc, 1 kw, day, directional, with change in transmitter location; engineering conditions. Granted Apr. 5. WSEA Montement Ala — Monte

conditions. Granted Apr. 5. WSFA Montgomery, Ala. — Mont-gomery Bcstg. Co. Inc. Granted switch in facilities on 1440 kc from I kw, un-limited, night directional to 5 kw, day, I kw, night, night directional, with in-stallation of new transmitter. Granted Apr. 5.

FM GRANTS FM GRANTS Springfield, Mass.—School Committee of Springfield, Mass. Granted construc-tion permit for new non-commercial educational FM station on Ch. 201 (88.1 mc), 10 w. Estimated construction cost \$3,000. Part of former WBZA-FM Springfield transmitter donated by Westinghouse. Granted Apr. 9.

#### TV GRANT

TV GRANT WTMJ-TV Milwaukee, Wis. — The Journal Co. Granted construction per-mit for switch in facilities from an ERP of 16 kw visual, 10 kw aural to .225 kw visual, .578 kw aural with changes in antenna and other equip-ment. Granted Apr. 6.

#### TRANSFER GRANTS

TRANSFER GRANTS KCMJ Palm Springs, Calif.—Granted transfer of control Palm Springs Bcstg. Co., licensee, from Richard W. Joy et al. to Joseph E. and Theodore R. Gam-ble through purchase of 51% and 49% interest respectively for \$61,500. Granted Apr. 6. WIBV Belleville, III.—Granted assign-ment of license from Belleville Bcstg. Co. to Belleville Bcstg. Co. Inc. for \$3,250. Granted Apr. 6. WLBK DeKalb, III.—Granted re-linguishment of control by Theodore A. Lanes through sale of 40 shares to seven other stockholders for \$3,000. Mr. Lanes retains minority interest. Granted Apr. 5.

retains minority interest. Granted Apr. 5. KSNY Snyder, Tex. and KSTV Stephenville, Tex.—Granted assignment of licenses from John Blake to John Blake, individually and as adminis-trator of estate of Pauline Buckner Blake, deceased. Granted Apr. 4. KLVC Leadville, Col.—Granted as-signment of license from Vir N. James to Leadville's Top of the Nation Sta-tion Inc., a new corporation. No money involved. Granted Apr. 2. KCOH Houston, Tex.—Granted trans-fer of control Call of Houston Inc., li-censee, from W. A. Smith, E. C. Hughes and E. F. Hoffman to W. A. Smith through sale of 33.2% of stock for \$21,900. Mr. Smith is present owner of 32.8% interest. Granted Apr. 2. WLPO La Salle, III.—Granted trans-fer of control from Ruth E. Miller to Peter Miller pursuant to divorce de-cree. Granted Apr. 6.

### New Applications . . .

Cincinnati, Ohio-New York Techni-cal Institute of Cincinnati Inc., 1480 kc. 1 kw, day; estimated construction cost \$65,947.30. Applicant is technical school giving instruction in fields of radio, television, refrigeration, air condition-ing and tailoring. Principals include President Cedric Adams Jr.; Secretary (Mrs.) Agnes P. Dougherty, owner of record and trustee for 100% stock, beneficially owned by her son, William Dougherty; Vice President Raleigh G. Dougherty, husband of Mrs. Dougherty. Filed Apr. 10. Filed Apr. 10. Oneonta, Ala.—Pat M. Courington,

\* On the air.

cision Apr. 6.

### Non-Docket Actions . . .

AM GRANTS Williamsburg, Va.—Williamsburg Ra-dio Co. Inc. Granted 500 w, day, on 740 kc; engineering conditions including provision that applicant prevent second harmonic interference to share-time stations WBBL Richmond and WLEE Richmond. Estimated construction cost \$14,990. Principals include President W. R. Richardson, 33½%, salesman for

## CONSULTING RADIO ENGINEERS

| JANSKY & BAILEY<br>Executive Offices<br>National Press Building<br>Offices and Laboratories<br>1339 Wisconsin Ave., N. W.<br>Weshington, D. C. ADams 2414<br>Member AFCCE* | McNARY & WRATHALL<br>RADIO ENGINEERS<br>906 National Press Building<br>Washington 4, D. C. District 1205<br>Aptos, California Aptos 5532<br>Member AFCCE* | A 43-year background<br>Established 1926<br>PAUL GODLEY CO.<br>Upper Montclair, N. J.<br>MOntclair 3-3000<br>Labaratories Great Notch, N. J.             | GEORGE C. DAVIS<br>501-514 Munsey Bldg.—Sterling 0111<br>Washington 4, D. C.<br>Member AFCCE*                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Commercial Radio Equip. Co.<br>Everett L. Dillard, Gen. Mgr.<br>INTERNATIONAL BLDG. Dl. 1319<br>WASHINGTON, D. C.<br>P. O. BOX 7037 JACKSON 5302<br>KANSAS CITY, MO.       | A. D. RING & CO.<br>26 Years' Experience in Radio<br>Engineering<br>MUNSEY BLDG. REPUBLIC 2347<br>WASHINGTON 4, D. C.<br>Member AFCCE*                    | There is no substitute for experience<br>GLENN D. GILLETT<br>AND ASSOCIATES<br>982 NATL PRESS BLDG. NA. 3373<br>WASHINGTON, D. C.<br>Member AFCCE*       | GAUTNEY & RAY<br>CONSULTING RADIO ENGINEERS<br>1052 Warner Bldg.<br>Washington 4, D. C.<br>National 7757                                               |
| Craven, Lohnes & Culver<br>MUNSEY BUILDING DISTRICT 8215<br>WASHINGTON 4, D. C.<br>Member AFCCE*                                                                           | McIntosh & Inglis<br>710 14th St., N.W.—Metropolitan 4477<br>WASHINGTON, D. C.<br>Member AFCCE*                                                           | RUSSELL P. MAY<br>1422 F St., N. W. Kellogg Bldg.<br>Washington, D. C. REpublic 3984<br>Member AFCCE*                                                    | WELDON & CARR<br>WASHINGTON, D. C.<br>1605 Connecticut Ave.<br>Dallas, Texas Secttle, Wash.<br>4212 S. Buckner Blvd. 4742 W. Ruffner<br>Member AFCCE*  |
| E. C. PAGE<br>CONSULTING RADIO<br>ENGINEERS<br>BOND BLDG. EXECUTIVE 5670<br>WASHINGTON 5, D. C.<br>Member AFCCE*                                                           | MILLARD M. GARRISON<br>1519 Connecticut Avenue<br>WASHINGTON 6, D. C.<br>MICHIGAN 2261<br>Member AFCCE*                                                   | KEAR & KENNEDY<br>1302 18th st., n. w. Hudson 9000<br>Washington 6, d. c.<br>Member AFCCE*                                                               | A. EARL CULLUM, JR.<br>CONSULTING RADIO ENGINEERS<br>HIGHLAND PARK VILLAGE<br>DALLAS 5, TEXAS<br>JUSTIN 6108                                           |
| WILLIAM L. FOSS, Inc.<br>Formerly Colton & Foss, Inc.<br>927 15th St., N. W. REpublic 3883<br>WASHINGTON, D. C.                                                            | JOHN CREUTZ<br>319 BOND BLDG. REPUBLIC 2151<br>WASHINGTON, D. C.<br>Member AFCCE*                                                                         | GUY C. HUTCHESON<br>1100 W. ABRAM ST. AR 4-8721<br>ARLINGTON, TEXAS                                                                                      | SILLIMAN & BARCLAY<br>1011 New Hampshire Ave.<br>Republic 6646<br>Washington, D. C.                                                                    |
| LYNNE C. SMEBY<br>"Registered Professional Engineer"<br>820 13th St., N. W. EX. 8073<br>Washington 5, D. C.                                                                | GEORGE P. ADAIR<br>Radio Engineering Consultant<br>EXecutive 5851 1833 M STREET, N. W.<br>EXecutive 1230 WASHINGTON 6, D. C.                              | WALTER F. KEAN<br>AM-TV BROADCAST ALLOCATION,<br>FCC & FIELD ENGINEERING<br>I Riverside Road — Riverside 7-2153<br>Riverside, III.<br>(A Chicago suburb) | ADLER ENGINEERING CO.<br>TELEVISION AND BROADCAST FACILITIES<br>DESIGN AND CONSTRUCTION<br>1 Le Fevre Lane, New Rochelle, N. Y.<br>New Rochelle 6-1620 |
| THE WES TURNER CO.<br>11 years TV Eng. Experience<br>Construction & Operation                                                                                              |                                                                                                                                                           | TRANSFER REQUESTS<br>WGOV-AM-FM Valdosta, Ga.— As-<br>signment of construction permit from<br>E. D. Rivers Sr. to WGOV Inc. for                          | for new AM station in Mobile, Ala.<br>Filed Apr. 4.<br>WGNC-AM-FM Gastonia, N. C.—In-<br>voluntary assignment of license from                          |

Construction & Operation Supervision 9918 E. Camino Real DO 7-6335 ARCADIA, CALIF. (A Los Angeles suburb)

1570 kc, 250 w, day; estimated construc-tion cost \$17,600. Applicant also owns WCRI Scottsboro, Ala. and 51% of WAVU-AM-FM Albertville, Ala. Filed Apr. 10.

#### **FM APPLICATIONS**

Orlando, Fla.-Central Florida Bestg. Co., Ch. 262 (100.3 mc), ERP 18.7 kw, antenna 300 ft.; estimated construction cost \$7,270. Applicant is licensee WORZ Orlando. Filed Apr. 5.

New Castle, Ind .- New Castle-Henry New Castle, Ind.—New Castle-Henry Twp. Schools, non-commercial educa-tional FM station on Ch. 207 (39.3 mc), 10 w maximum power. Estimated construction cost \$3,095. Filed Apr. 5. Seattle, Wash.—Board of Regents, U. of Washington, non-commercial educational FM station on Ch. 215 (90.9 mc), 1 kw power output. Esti-



mated construction cost \$3,675. Filed Apr. 5. Boston, Mass.-Lowell Institute, non-

commercial educational FM station on Ch. 209 (89.7 mc), ERP 14.72 kw, an-tenna 142 ft. Estimated construction cost \$29,652. Filed Apr. 6.

#### TV APPLICATION

Lawton, Okla. --Oklahoma Quality Television, a co-partnership composed of R. H. Drewry, T. R. Warkentin, J. R. Montgomery, R. P. Scott and G. G. Downing; Ch. 11 (198-204 mc), ERP 2.97 kw visual, .85 kw aural, antenna 285 fast Fastimated costruction cost 2.97 kW visual, 35 kW alrai, antenna 285 feet. Estimated costruction cost \$150,000; first year operating cost \$42,-000; first year revenue \$45,000. Ap-plicant also owns KSWO Lawton and 90% of KRHD Duncan, Okla. Filed Apr. 10.

E. D. Rivers Sr. to WGOV Inc. for \$125,000. Principals in WGOV Inc. are President E. D. Rivers Jr., 99.98%, li-censee WEAS Decatur, Ga. and WJIV Savannah, Ga.; Vice President W. C. Banks Jr., .01%, attorney; and Secre-tary-Treasurer H. E. Ulmer, .01%, Certificd Public Accountant. Filed Apr. 10.

10. KDAN Oroville, Calif. — RESUB-MITTED application for assignment of license from Oroville Mercury Co. to J. Stevenson tr/as Oroville Bestrs., as-signee agreeing to lease for six months after grant, with option to buy tech-nical equipment for \$10,202.18. (See FCC ROUNDUP, Feb. 19.) Resub-mitted Apr. 4. mitted Apr. 4.

mitted Apr. 4. WHSY Hattiesburg, Miss.—Transfer of control Hub City Bestg. Co. Inc., li-censee, from Vernon J. Cheek, Thomas R. Donovan and Dewcy H. Lane to Charles W. Holt, Mrs. Connie Holt and D. A. Matison Jr. through sale of  $\frac{2}{3}$  in-terest to Mrs. Holt and Mr. Matison for \$30,000. Mrs. Holt, 16%%, is wife of  $\frac{1}{3}$  owner Charles Holt and an employe of WHSY. Mr. Matison, 50%, is 25% owner WAML Laurel, Miss. and 25% partner in Azalea Bestg. Co., applicant

F. C. Todd, deceased, to Citizens Na-tional Bank, executor of Mr. Todd's estate. Filed Apr. 4.

estate. Filed Apr. 4. KCSU Provo, Utah—Assignment of license from Frank A. Van Wagenen and Harold E. Van Wagenen, a part-nership d/b as Central Utah Bestg. Co. to Central Utah Bestg. Co. Inc., a new corporation retaining same shares of interest: F. A. Van Wagenen, 60% and H. E. Van Wagenen, 40%. Filed Apr. 5.

Apr. 5. WSVS-AM-FM Crewe, Va.—Transfer of control Southern Virginia Bcstg. Corp. from Maxey E. Stone, W. W. Borum, J. B. Wall and W. J. Sydnor through sale of 51% interest to other stockholders in corporation for \$20,440. Filed Apr. 5.

KMLW Marlin, Tex.--RESUBMITTED application for assignment of construc-tion permit from W. L. Pennington and Virgil H. Gage, a partnership d/b and virgin A. Gage, a partnership u/b as Falls County Public Service to W. L. Pennington d/b as Falls County Public Service through purchase of Mr. Gage's interest by Mr. Pennington for \$650. Resumbitted Apr. 5.

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## Television Spot Advertisers (Continued from page 196)

|                                          |                                    | Number of Stations Used                              |                            | 1                                             |                                    | Number of Stations Used                                                                                                                                                                                      |                              |
|------------------------------------------|------------------------------------|------------------------------------------------------|----------------------------|-----------------------------------------------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Advertiser                               | Product                            | During Each Month<br>JFMAMJJASONE                    | Agency                     | Advertiser                                    | Product                            | During Each Month<br>JFMAMJJASOND                                                                                                                                                                            | Agency                       |
| Saratoga Vichy<br>Spring Co.             | Water, Soda                        | 1 1 1 2 2 2 1 1 1 1 1                                | Barlow Adv.                | Sick's Seattle<br>Brewing &                   |                                    |                                                                                                                                                                                                              | Western Adv.                 |
| Sarnay Prod-<br>ucts                     | Korium                             | 2 2 1                                                | Lee-Murray                 | Malting Co.<br>Sierra Candy                   | Candy                              | 1 1 1 1                                                                                                                                                                                                      | Robert B.                    |
| Save-by-Mail .                           | Various<br>products                | 5 4 2                                                | Huber Hoge                 | Co.<br>Sigma Prod.                            | Breath-O-                          | 1 1 1                                                                                                                                                                                                        | Young                        |
| Sawyer Biscuit<br>Co.                    | Crackers                           | 1                                                    | Geo. H. Hart-<br>man       | Corp.<br>Signal Oil Co.                       | Lator<br>Gasoline                  | 1 1 1 1 1 1 1                                                                                                                                                                                                | Barton A.                    |
| Schaefer, F. &<br>M. Brewing             | Beer                               | 1 2 2 3 5 5 3                                        | BBDO                       | Silex Co.                                     | Appliances                         |                                                                                                                                                                                                              | Alley &                      |
| Co.<br>Schalk Chemi-                     | Patch Paste                        | 2 2 2                                                | Hal Stebbins               | Siller's Paint                                | Paints                             | 2 2 3 4 4 3 3 2 2                                                                                                                                                                                            | Richards<br>McNeill &        |
| cal Co.<br>Scheidt, Adam                 | Beer                               | 1 4 4 4 4 4 2 3 3 2                                  |                            | & Varnish Co.<br>Sill's Products              | French                             | 1 1                                                                                                                                                                                                          | McCleery<br>J. O'Leary       |
| Brewing<br>Schenley                      | Wine                               | 3                                                    | Everling<br>F, C & B       | Simmons Co.                                   | Dressing<br>Mattresses             | 10 10 10 10 10 10 10 10 10 10 3                                                                                                                                                                              | Young &                      |
| Industries<br>Schindler                  | Peanut Butter                      | 5 5 5 5 5 5 5 5 5 5 5 2                              | C. D. Ferguson             | Simon &                                       | Yearbook                           | 2 1                                                                                                                                                                                                          | Rubicam<br>Schwab &          |
| Peanut Prod,<br>Schlitz Brewing          | Beer                               | 1 1 1 1 1 1 1 1 1 1 1                                |                            | Schuster<br>Simon, William,                   | Beer                               | 1 1                                                                                                                                                                                                          | Beatty<br>Baldwin,           |
| Co.<br>Schlorer's,                       | Mayonaise                          | 1 1 1 1 1 1 1 1 1 1 1 1                              | Rubicam<br>Cox & Tanz      | Brewery                                       | C 8 08                             |                                                                                                                                                                                                              | Bowers &<br>Strachan         |
| Mrs., Inc.<br>Schluderberg,<br>Wm.—T. J. | Meats                              |                                                      | Van Sant &<br>Dugdale      | Sinclair Refin-<br>ing Co.<br>Singer Sewing   | Gas & Oil                          | 2 3 3 4 5 4 3 3 4 5 4 3                                                                                                                                                                                      | & Johnstone<br>Young &       |
| Kurde Co.<br>Schmidt                     | Beer                               | 1 1 2 2 2 2 2 2 2 1                                  | -                          | Machine<br>Sioux Honey                        | Vacuum<br>Cleaner<br>Sioux Bee     |                                                                                                                                                                                                              | Rubicam                      |
| Brewing Co.<br>Schmidt, Jacob            | Beer                               | 2 2 2 2 2 1 1 1 1 1 1                                |                            | Assn.<br>Sitroux Inc.                         | Honey                              |                                                                                                                                                                                                              | , .                          |
| Brewing Co.<br>Schoenhofen               | Beer                               |                                                      | Foley                      | Skillerns Drug                                | Drug Chain                         |                                                                                                                                                                                                              | Bruck                        |
| Edelweiss<br>Brewing Co.                 |                                    |                                                      |                            | Co.<br>Skinner &                              | Ear Phones                         |                                                                                                                                                                                                              |                              |
| Schoenling<br>Brewing Co.                | Beer                               | 1 1                                                  | Ritt                       | Pelton<br>Skinner Mfg.                        | Foods                              |                                                                                                                                                                                                              | Cobb<br>Bozell &             |
| Schonbrunn,<br>S. A. & Co.               | Coffee                             |                                                      | Gumbinner                  | Co.<br>Slumberland                            | Mattresses                         |                                                                                                                                                                                                              | Jacobs                       |
|                                          | Madaglia<br>D'Oro                  |                                                      | -                          | Products Co.<br>Smith, A. O.,                 | Gas Conver-                        |                                                                                                                                                                                                              | Garfield<br>Cramer-          |
| Schreiber<br>Brewery Co.                 | Beer                               | 1 1 1 1 1 1 4                                        | Mengle                     | Corp.<br>Smith                                | sion Unit                          | 2 2                                                                                                                                                                                                          | Krasselt<br>Mumm,            |
| Schuler Foods,<br>Inc.                   | Potato Chips                       |                                                      | Hutchins Adv.<br>Co.       | Agricultural<br>Chemicals                     |                                    |                                                                                                                                                                                                              | Mullay &<br>Nichols          |
| Schulz & Burch<br>Biscuit Co.            | Cookles                            | 1 1 1                                                |                            | Smith, Alex-<br>ander & Sons,                 | Carpets                            | 2 1                                                                                                                                                                                                          | Davis &                      |
| Schutter Candy<br>Co.<br>Schwartz Bros.  | Cigars                             | 1 1                                                  | Block                      | Carpet Co.<br>Smith, Gilman                   | Iron-on                            | 1 1                                                                                                                                                                                                          | Platte<br>J. Hayden<br>Twiss |
| Cigar Corp.<br>Schwinn, Arnold           |                                    | 2 31 6 2 37                                          |                            | B., Co.<br>Smith, Sam, &                      | Binding<br>Shoes                   | 1 1 2 1                                                                                                                                                                                                      |                              |
| & Co.<br>Scott & Fetzer                  | Vacuum                             |                                                      | Thompson                   | Co.<br>Smith Seymour.                         | Pruning Tools                      | · 1                                                                                                                                                                                                          | Sample<br>Wilson, Haight     |
| Co.<br>Scudder Food                      | Foods                              | 1 2 2 1 1                                            | Davis & Co.                | & Son<br>Snedaker & Co.                       |                                    | 1 1 1 1                                                                                                                                                                                                      | Gray & Rogers                |
| Products<br>Sea Breeze                   | Lotion                             |                                                      | BBDO                       | Snow Crop<br>Marketers                        |                                    |                                                                                                                                                                                                              |                              |
| Labs.<br>Seaboard                        |                                    | 1 2 3 3 3 3                                          | Smith & Bull               | Soil-Off Co.                                  | Cleaner                            |                                                                                                                                                                                                              | McCann-<br>Erickson          |
| Finance Co.<br>Seabrook Farms            | Frozen Foods                       | 1 1 2 2 1 1 1 2 2 2 2 1                              | Peter Hilton               | Solarine Corp.<br>So-Lo Marx                  | Wax<br>Totes Rubbers               | 1 1 2 2 2 2 1 1 1 1 1<br>                                                                                                                                                                                    | C. D. Ferguson<br>Dowd, Red- |
| Co.<br>Sealtest Div. of<br>Nat'l Dairy   |                                    | 1 1                                                  | N. W. Ayer                 | Rubber                                        |                                    |                                                                                                                                                                                                              | Johnstone                    |
| Sealy, Inc.                              | Mattresses                         |                                                      |                            | Sonotone Corp.                                | Hearing Aids                       | 1.1                                                                                                                                                                                                          | Lloyd, Chester<br>& Dilling- |
| Seamprufe, Inc.<br>Sears, Roebuck        | Ladies Wear<br>Various<br>Products |                                                      |                            | South Carolina<br>Mills                       | Fabrics                            | 1                                                                                                                                                                                                            | ham<br>Huber Hoge            |
| Co.<br>Second Army                       |                                    | 2 1                                                  |                            | South Kaukauna<br>Dairy Co.                   | Cheese                             | 1                                                                                                                                                                                                            | Cramer-<br>Krasselt          |
| Seeck & Kade<br>Seeman Bros.             | Pertussin<br>Tea                   | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | J. D. Tarcher              | Southern<br>Airways                           | Air Travel                         | 2 2 2 2 3 3 3 2 1 1 1                                                                                                                                                                                        | Hugh<br>Deadwyler            |
| · Seeman Bros.                           | Air-Wick                           | 3 7 9 8 3 1 1                                        | Wm. H. Wein-<br>traub      | Southern<br>Biscuit Co.                       | Cookies                            |                                                                                                                                                                                                              | Lindsey & Co.                |
| Seiberling<br>Rubber                     | Tires                              | 1 2 1                                                | Fewsmith                   | Southern Calif.<br>Fish Corp.                 | Tuna                               |                                                                                                                                                                                                              | Jorgensen                    |
| Semca Watch<br>Corp.                     | Watches<br>Clocks                  | 1 1 1 1                                              |                            | Southern<br>Dairies                           | Milk                               |                                                                                                                                                                                                              | Tucker Wayne                 |
| Serutan Co.                              | Laxative<br>Sedagel                | 1 1 1 1 2 2 2 1 1 2 1 1<br>1 1 1                     | Direct                     | Southern N. E.<br>Tel. Co.                    | Telephone<br>Service               | 1 1 1 1                                                                                                                                                                                                      |                              |
| Seven-Up Co.                             | Soft Drink                         | 1                                                    | French &<br>Assoc.         | Southern Pacific<br>Co.                       |                                    |                                                                                                                                                                                                              |                              |
| Shedd-Bartush<br>Foods                   | Foods                              | 1 1 1 2 1 1 1 1 1 2 1                                |                            | Southern Spring<br>Bed Co.                    | Beading                            | 47651                                                                                                                                                                                                        | -                            |
| Sheffield Farms<br>Corp.                 | Dairy<br>Products                  | 11111111111                                          |                            | Southwest<br>Airways Co.                      | Tolophono                          |                                                                                                                                                                                                              | Thompson                     |
| Shell Oil Co.<br>Sherwin-Wil-            | Gas & Oil<br>Boint                 | 1 1 2 2<br>2 2 1                                     | Thompson                   | Southwestern<br>Bell Tel. Co.<br>Southwestern | Telephone<br>Service<br>Bus Travel | 1 1 3 4<br>6 6 6                                                                                                                                                                                             |                              |
| liams Co.                                | Paint                              |                                                      | Smith &<br>Ross            | Greyhound<br>Lines                            | Dus Tlavel                         |                                                                                                                                                                                                              | Hohman                       |
| Shirriff's Ltd.                          | Foods                              | 1                                                    |                            | Soy Food Mills<br>Sparklettes                 | Golden Mix<br>Beverages            | <u></u> <u></u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>6</u> <u>6</u> <u>5</u><br><u></u> <u></u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>1</u> <u>-</u> <u></u> <u>-</u> |                              |
| Shontex Co.<br>Shop-By-Mail              | Shampoo<br>Stockings               | 1 3 2                                                | Associated                 | Drinking<br>Water Corp.                       | _                                  |                                                                                                                                                                                                              | Dennis                       |
| Shop-by-                                 | Merchandise                        |                                                      | Scheck Adv.<br>Scheck Adv. | Spark-O-Liner<br>Corp.                        | Auto Acces-<br>sories              |                                                                                                                                                                                                              | Erwin. Wasey                 |
| Television<br>Shop-O-Vision              |                                    | 2                                                    | Rockmore Co.               | Special Foods<br>Co.                          | Potato Chips                       | 1 1 1 1 1 1 1                                                                                                                                                                                                | Assoc.                       |
| Shriver, B. F.,<br>Co.                   | Food                               |                                                      | VanSant.<br>Dugdale        | Speedway<br>Petroleum<br>Corp.                | Gas & Oil                          | 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2                                                                                                                                                                              | W. B. Doner                  |
| Page 198 • A                             | lpril 16, 1951                     |                                                      |                            | **                                            | · · B                              | ROADCASTING • T                                                                                                                                                                                              | lecasting                    |

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| Advertiser                                       | Product                      | J | N<br>F | Jun<br>D<br>M | nbe<br>uri<br>A | er o<br>ing<br>M | of S<br>Ea<br>J | Stai<br>ich<br>J | tioı<br>M<br>A | ns<br>lon<br>S | Us<br>th<br>O | ed<br>N | D      | Agency                                           |
|--------------------------------------------------|------------------------------|---|--------|---------------|-----------------|------------------|-----------------|------------------|----------------|----------------|---------------|---------|--------|--------------------------------------------------|
| Sperry Candy<br>Co.                              | Candy                        |   |        |               | 1               |                  |                 |                  |                |                |               |         |        | Keck-Franke                                      |
| Spiegel & Co.                                    | Mail Orders                  |   |        |               |                 |                  |                 |                  |                |                | 2             |         |        | Schwimmer<br>& Scott                             |
| Sportswear<br>Hosiery                            | Socks                        |   |        | 1             | 1               | 8                | 3               |                  |                |                |               |         |        | Harry<br>Feigenbaum                              |
| Spratts Patent,<br>Ltd.                          | Dog Food                     |   | 1      | 1             | 1               | 1                | 1               |                  |                |                |               |         |        | Paris & Peart                                    |
| Squeeze<br>Deodorant<br>Squires, J. P.,          | Meats                        |   |        |               |                 |                  |                 |                  | 1              | 1              | <br>1         |         |        | Kaufman &<br>Assoc.<br>Goulston Co.              |
| Co.<br>Squirt Bottling                           | Beverages                    |   |        |               |                 |                  | 1               | 2                | 2              | 2              | 2             | 2       | 2      | Harrington-                                      |
| Corp.<br>Stahl-Meyer,<br>Inc.                    | Meat<br>Spreads              |   |        | 1             | 2               | 1                | 1               | 1                | 1              | 5              | 4             | 4       | 1      | Richardson<br>Dowd, Red-<br>field &              |
| Staley, A. E.,<br>Mfg. Co.                       | Starch                       |   |        |               |                 |                  |                 |                  | 1              | 4              | 4             | 5       | 1      | Johnstone<br>Ruthrauff &                         |
| Staley Milling<br>Co.                            | Foods                        | 1 | 1      | 1             |                 |                  | 1               | 1                | 1              | 2              | 1             | 1       | 1      | Ryan<br>Bozell &<br>Jacobs                       |
| Standard<br>Brands                               | Blue Bonnet<br>Margarine     |   |        |               |                 |                  |                 |                  |                |                | 1             | 1       | 1      | Bates                                            |
|                                                  | Chase & San-<br>born Coffee  |   |        |               | 2               | 5                | 9               | 16               | 16             | 15             | 15            | 16      | 9      | Compton Adv.                                     |
|                                                  | Instant Coffee<br>Tenderleaf |   |        | <br>1         |                 | <br>11           | 2<br>12         | 2<br>13          | 3<br>14        | 4<br>15        | 4<br>14       | 6<br>11 | 3<br>6 | Compton Adv.<br>Compton Adv.                     |
|                                                  | Tea<br>Instant Tea           |   |        |               |                 |                  | 1               | 2                | 4              | 5              | 5             | 2       | 1      | Compton Adv.                                     |
| Standard<br>Brewing Co.                          | Beer                         | 1 | 1      | 2             | 2               | 2                | 2               | 2                | 2              | 2              | 3             | 3       | 1      | Gerst Adv.                                       |
| Standard Indus-<br>trial Prod.                   | Paints                       |   |        |               |                 |                  |                 |                  |                |                |               |         | 1      | Malcolm                                          |
| Standard<br>Milling Co.                          | Flour                        | 1 | 1      | 1             | 1               | 1                | 1               | 1.               | 1              | 1              | 1             | 1       | 1      | John W. Shaw                                     |
| Standard Oil of<br>Ohio                          | Gas, Oil                     |   |        | 2             | 4               | 1                | 1               | 5                | 5              | 4              | 2             | 4       | 2      | McCann-<br>Erickson                              |
| Stark & Wetzel<br>Co.                            | Meat                         |   |        | 1             | 1               | 1                | 1               | 1                | 1              | 1              | 1             | 1       | 1      | Jim Baker                                        |
| State of Maine<br>Publicity                      |                              |   |        |               | 1               |                  |                 | •                |                |                |               |         |        | Alley &<br>Richards                              |
| Statler Tissue<br>Co.                            | Tissues                      | 4 | 4      | 4             | 4               | 4                | 4               | 4                | 4              | 4              | 4             | 4       | 4      | J. Leonard<br>Michelson                          |
| Stegmaier<br>Brewing Co.                         | Beer                         |   |        |               |                 |                  |                 |                  |                | 1              | 1             | 1       | 1      | Crolly Adv.                                      |
| Stein, A., & Co.<br>Stein, George<br>F., Brewery | Foundations<br>Beer          | 2 | 2      | 2             | 2               | 1                | 1               | 1                | 1              | 1              | 1<br>1        | 1       | 1      | Walter Rubens<br>H. J. Weil                      |
| Stelle D'Oro<br>Sterling                         | Foods<br>Beer                | 2 | 2      | 2             | 2               | 2                | 2               | <br>3            | <br>3          |                | 1             | 1 4     | 1<br>5 | Landi<br>Smith, Benson                           |
| Brewers<br>Stetson, John                         | Hats                         | 3 | 3      | 2             | 2               | -                | ~               | J                | J              | 7              | -             |         | J      | & McClure<br>Kenyon &                            |
| B., Co.<br>Stevens, Patricia                     | Modeling                     |   | Ŭ      | _             | -               |                  |                 |                  | 1              |                | 2             | 6       | 3      | Eckhardt                                         |
| Stewart's, Inc.                                  | School                       | 1 | 1      | 1             | 1               | 2                | 1               | 1                | 1              | 1              | 1             | 1       | 1      | Meyerhoff<br>Rosengarten &                       |
| Stiffel Lamp                                     | Lamps                        |   |        |               | 1               |                  | 5               | 1                |                | 4              | 6             |         | 2      | Steinke<br>Malcolm-                              |
| Co.<br>Stokely-Van                               | Frozen Foods                 | 4 | 4      | 6             |                 |                  |                 |                  | 8              |                |               |         | 16     | Howard<br>Kelso Norman                           |
| Camp<br>Stoppers, Inc.                           | Deodorant                    |   |        |               |                 |                  |                 |                  |                |                | 1             | 1       |        | Walter Weir                                      |
| Strauss, S. & L                                  | Tablet<br>Beer               |   |        | 1             | 1               | 1                | 1               | 1                | 1              | 1              |               |         |        | Direct                                           |
| Beverage Co.<br>Strietmann<br>Biaguit Co         | Crackers                     | 1 | 1      |               |                 |                  |                 |                  |                |                |               |         |        | Harry M.                                         |
| Biscuit Co.<br>Stroh Brewery<br>Co.              | Beer                         | 2 | 2      | 1             | 1               |                  |                 |                  |                |                |               | 1       | 1      | Miller<br>Zimmer-<br>Keller                      |
| Strohmeyer &<br>Arpe Co.                         | Olive Oil                    |   |        |               |                 |                  |                 |                  | 1              | 1              | 1             | 1       | 1      | Charles W.<br>Hoyt                               |
| Stromberg-<br>Carlson Co.                        | Radio, TV<br>Sets            | 1 | 1      | 1             | 1               |                  |                 |                  |                |                |               | •       | -      | Direct                                           |
| Studebaker<br>Corp.                              | Automobiles                  |   |        |               |                 |                  |                 |                  |                | 2              | 3             | 3       | 3      | Roche,<br>Williams &<br>Cleary                   |
| Suds-n-Rinse<br>Sullivan, R. G.,                 | Dishwasher<br>Cigars         |   |        |               |                 | 1                |                 |                  |                | 2              | 2             | 2       | 1      | Grey Adv.<br>J. P. Cox                           |
| Inc.<br>Summers<br>Packing Co                    | Lima Beans                   |   |        |               |                 |                  |                 | (                |                |                |               | 6       | 6      | Kal, Ehrlich &                                   |
| Packing Co.<br>Sun Oil Co.                       | Gas, Oil                     |   |        | 1             | 6               | 2                | 1               | 2                |                |                | 1             | 1       |        | Merrick<br>Hewitt, Oglivy,<br>Benson &<br>Mather |
| Sun Photo Mfg.<br>Co.                            | Magic Photo                  |   |        |               | 2               | 2                | 2               | 1                | 2              | 1,             | 1             |         |        | American<br>Adv.                                 |
| Sunbeam Corp.<br>Sundial Shoe                    | Appliances<br>Shoes          |   |        |               | <br>9           |                  |                 |                  |                |                |               | 40 :    |        | Perrin-Paus                                      |
| Co.                                              |                              |   |        |               |                 |                  | -               |                  |                |                |               |         |        | Hoag &<br>Provandie                              |

| Advertiser                        | Product                            | J | F   | 1 | D | ur       | ing<br>M | Ê  | ach        | M | lor<br>S | i th |     |    | D  | Agency                            |
|-----------------------------------|------------------------------------|---|-----|---|---|----------|----------|----|------------|---|----------|------|-----|----|----|-----------------------------------|
| Sunlight                          | Starch                             |   |     |   |   |          |          |    |            |   |          |      |     |    |    | Frank E.                          |
| Chemical Co.<br>Sunnyvale         | Soup                               | ; | 3   | 5 |   |          | 2        |    |            |   |          |      |     |    | 3  | Dodge<br>Long Adv.                |
| Packing Co.                       | Fruits                             |   |     |   |   |          |          |    |            |   |          |      |     |    |    | Russell Harris                    |
| Sunset Line &<br>Twine Co.        |                                    |   |     | - | - |          | 1        | 1  | 1          | 1 | 1        | 1    | 2.  |    |    | & Wood<br>Brisacher,<br>Wheeler & |
| Sunshine Bis-<br>cuit Inc.        | Saltines                           |   |     |   |   |          |          |    | 2          | 3 | 2        | 3 1  | 0   | 13 | 5  | Staff<br>Cunningham<br>& Walsh    |
| Supak & Sons<br>Mfg. Co.          | Snowsuits                          |   |     |   |   |          |          |    |            |   | 7        |      | 9   |    |    | Friend-Sloane                     |
| Suppiger, G. E.                   | Brooks<br>Catsup                   |   |     |   |   |          |          | ,  |            |   |          | -    | -   | 1  | 1  | Olian                             |
| Supplee-Wills-<br>Jones Milk Co.  | Ice Cream                          |   | . 1 | l | 1 | 1        | 1        | 1  | 1          | 1 | 1        |      | 1   | 1  | 1  | N. W. Ayer                        |
| Supreme Wine<br>Co.               | Wine                               |   | . 1 | L | 1 | 1        |          | 1  | _          | 2 | 1        | •    | 1   | 1  | 1  | Harry Frost                       |
| Susquehanna<br>Mills              | Rugs                               |   |     |   |   |          |          |    |            |   |          |      | -   |    |    | McMann, John<br>& Adams           |
| Sutherland<br>Paper Co.           | Serviset                           | 1 | [ 1 | t | 1 | 1        |          |    |            |   |          |      | -   |    |    |                                   |
| Swaner Farms<br>Dairy             |                                    |   |     |   | - |          |          |    |            |   |          |      |     |    |    | Ruthrauff &<br>Ryan               |
| Swanson, C. A.<br>& Sons          | Poultry<br>Processers              |   | 15  |   |   |          |          |    |            |   |          |      | 3   | 1  |    | Tatham-Laird                      |
| Swift & Co.                       | Table Ready<br>Meats               |   |     |   |   |          |          |    |            | 1 |          |      |     |    |    | J. Walter<br>Thompson             |
|                                   | Peanut Butter                      |   |     |   |   |          | 1        |    | 2          | 3 | 3        |      |     | 2  | 1  | J. Walter<br>Thompson             |
|                                   | Canned Meats                       |   |     |   |   | 1        | 1        | 1  |            |   |          |      |     |    |    | McCann-<br>Erickson               |
|                                   | All-Sweet<br>Margarine<br>Cleanser |   |     |   |   |          |          |    |            |   |          |      |     |    |    | J. Walter<br>Thompson<br>Needham, |
|                                   | Cleansei                           |   |     | - | 1 | 1        | 1        |    |            |   |          |      |     |    |    | Louis &<br>Brorby                 |
|                                   | Pard Dog<br>Food                   |   |     |   |   |          |          |    |            | 1 | 19       | 2    | 1 : | 21 | 9  | J. Walter<br>Thompson             |
| Sylmar Packing                    | Vigoro<br>Sylmar Sauce             |   |     | - | - |          | 1        | 1  | 1          | 1 |          |      |     |    | 3  | Direct<br>Mogge-                  |
| Sylvan Seal<br>Milk Co.           | Milk                               |   | 1   |   | 1 | 1        | 1        | 1  | 1          | 1 | 1        | 1    | ι   | 1  | 1  | Privett<br>Al Paul Lefton         |
| Sylvania<br>Electric Co.          | Lamps                              |   |     | _ | _ |          | 1        | 1  | 1          |   |          |      |     | 1  | 28 | Cecil &<br>Presbrey               |
| Syncro Saw<br>Corp.               | Electric Tools                     |   |     |   |   |          |          |    |            |   |          |      |     |    | 11 | Ramsey                            |
| TV Forecast                       | Publication                        |   | 4   |   | 3 | 2        | 3        | 3  | 5          | 3 | 1        | 1    | 3   | 3  | 2  | Wright &<br>Assoc.                |
| TV Premium<br>Plan                | Auctions                           |   |     | _ |   |          |          |    |            |   | 2        | 2    | 2   | 2  | 2  | Vinlaw                            |
| Table Products<br>Co.             | Foods                              |   | ~-  | - | - |          |          |    | 1          |   |          |      |     |    |    | FC&B                              |
| Tara Inc.                         | Cans                               |   |     | _ | - |          |          | 1  |            |   |          |      |     |    |    | Philbin,<br>Brandon               |
| Tasty Tooth<br>Paste              |                                    |   |     | - |   |          |          |    |            |   |          |      |     | 2  | 1  | Victor Van<br>Der Linde           |
| Taylor Bedding<br>Mfg. Co.        | Mattresses                         |   |     | - |   |          |          |    | 2          | 2 | 4        | 4    | ł   | 4  | 3  | Rogers &<br>Smith                 |
| Taylor-Reed<br>Corp.              | Cocoa Marsh                        |   |     | - | - | 1        | 1        | 2  | 3          | 3 | 3        | 4    | ł   | 5  | 2  |                                   |
| Tea Garden<br>Products            | Tea, Coffee                        |   |     | - |   |          |          | 1  | 2          | 2 | 2        | 2    | 2   | 2  | 1  | BBDO                              |
| Technical<br>Appliance<br>Antenna | Antenna                            |   | 1   |   | 1 | 1        | 1        | 1  |            |   |          |      |     |    |    | Sherburne                         |
| Corp.<br>Teletone Radio<br>Corp.  | TV Sets                            |   |     |   | 1 | 2        | 2        | 1  |            |   |          |      |     |    |    | Moore &<br>Hamm                   |
| Televisor<br>Magazine             |                                    |   |     | - |   |          |          |    |            |   | 1        |      |     |    |    | Direct                            |
| Telex Inc.<br>Ten-B-Low Co.       | Hearing Aids<br>Ice Cream Mix      |   |     |   |   |          |          |    |            |   | 1<br>1   |      |     | 1  |    | Direct<br>Balah H                 |
| Tennessee                         | Beer                               |   |     |   |   |          | 1        |    |            |   |          |      |     |    |    | Ralph H.<br>Jones<br>Merrill-     |
| Brewing Co.<br>Terre Haute        | Beer                               | 1 |     |   |   |          |          |    |            |   |          |      |     |    |    | Kremer<br>Pollyea Inc.            |
| Brewing Co.                       | (Cont                              | _ |     | _ |   |          |          |    |            |   |          | 1    |     | J  | 2  | ronyea inc.                       |
|                                   | (Cont                              |   | ue  | u | 0 | <i>n</i> | pa       | ye | <i>z</i> ( |   |          |      | -   |    |    |                                   |

Number of Stations Used

Agonov

Advertiser

Product

type records, as well as the conventional 78 rpm's by the end of 1950."

In his annual report to stockholders April 4, Mr. Wallichs disclosed that net profit for 1950 amounted to \$201,060, equal (after payment of dividends on the convertible preferred stock) to 26 cents a share on the 476,230 shares of common stock outstanding. This compares with net earnings of \$60,477 reported for 1949.

Sales for 1950 totaled \$12,316,-319, as against those of \$11,496,-399 in 1949.



April 16, 1951 • Page 199

| Why buy 2         | 2 or more    |
|-------------------|--------------|
| do 1 b            | ig sales job |
|                   | BALTIMORE"   |
| OWARD<br>ETRY CO. | WBAL         |

### CAPITOL NET Income Gain Explained

GLENN E. WALLICHS, president, Capitol Records Inc., explaining Capitol's increased net profits, said that "public sentiment has crystallized with respect to the merits of the 45 rpm and 33<sup>1</sup>/<sub>3</sub> rpm records.

"All major record manufacturers were making both of the new-

### CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—\$1.00 minimum • Help Wanted, 20¢ per word—\$2.00 minimum All other classifications 25¢ per word—\$4.00 minimum • Display ads. \$12.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

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

Manager. In 90 days, an independent in a two station 100,000 population midwest market will need a manager. Must have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 422J, BROADCASTING.

#### Salesmen

Radio library salesmen or transcription salesmen. Materially increase your weekly income! Sell the radio program that is a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 1833, BROADCASTING.

Salesman: Excellent opportunity for the right man or woman with sales experience for one of New England's major markets. Salary, commission and expense account. Write Box 234J, BROADCASTING.

Wanted: Experienced radio salesmen with proven productivity in one call special feature selling. Capable of earning ten to fifteen thousand per year. Box 248J, BROADCASTING.

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 330J, BROAD-CASTING.

Established network station excellent southern market needs man who can sell. Commission basis. Good income to start. No floaters. Desire family man with car who will enjoy living in community 50,000. Send photo and full details to Box 352J, BROADCASTING. Salesman for west coast metropolitan market. Major network. Good salary. Liberal .commission. Strong producer can earn in five figure bracket. Give experience record, references, complete data. Our manager in east now for interviews. Get application in by wire to Box 372J, BROADCASTING.

Experienced salesman, as assistant to commercial manager, Connecticut network station. Excellent market. Write stating complete background, present status and compensation preferred. Box 410J, BROADCASTING.

#### Announcers

Topnotch announcers (2). No "has beens" or "almost theres." These men must be good. News and DJ on hot eastern indie. Box 338J, BROADCAST-ING.

Announcer, some experience, pleasant voice, willing, able to sell over air. No hot-shots or floaters. Graduating wage scale, excellent opportunity for right man. Disc, photo to Box 385J, BROAD-CASTING.

Combination, 2nd class ticket OK, 250 watter near N. Y. Box 391J, BROAD-CASTING.

Southwestern Mutual affiliate has immediate opening for combo man. Ideal all year climate. Offer variety announcing with young, congenial staff. Prefer young, married man who will be permanent. Address disc. photo and details to Box 411J, BROADCASTING. Immediate opening, staff and sports, send audition, Army status, vital statistics. Will accept good man fresh from school. \$50.00 start. Box 429J, BROAD-CASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Combination man for network station. \$60 weekly. KCFH. Cuero, Texas. Fully experienced all-round announcers, including sports. Good salary and permanent job to qualified men. Phone for personal interview and audition. Manager, WDBC, Escanaba, Michigan.

Help Wanted (Cont'd)

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Experienced announcer who can "sell" as well as report news. Good job for the "right" man. WEAU, Eau Claire, Wisconsin.

Announcer-engineer, you can earn \$5.00 to \$10.00 per week more with us if you have first phone and some announcing ability. Excellent working and living conditions. WKUL, Cullman, Alabama.

Wanted, announcer, news men, sportscasters and salesman, immediately. Must be experienced. Growing station, good market, 40 hour week, salary depending upon experience. Send photo, letter and audition disc. WOHI, East Liverpool, Ohio.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

Announcer-engineer for fulltime independent. Send audition, photo, complete data. WRCO, Richland Center, Wisconsin.

Announcer-engineer, emphasis on announcing. Network affiliate. \$65.00 weekly starting, raise according to ability. 36 hour week. Ideal working conditions, excellent community. Send background, disc, photo to Lee S. Bullis, WULA, Eufaula, Alabama.

#### Technical

Wanted—Engineer, prefer combination engineer-announcer. Experience not essential. 250 watt middle east network affiliate. Box 348J, BROADCASTING.

Wanted: Combination engineer-announcer and salesman. Future for hard workers. Box 351J, BROADCASTING.

Engineer, \$55 starting salary. Reasonable living conditions. No announcing or experience necessary. Box 396J, BROADCASTING.

We have immediate opening for engineer-announcer. Opportunity to develop announcing technique. Southwestern network affiliate in city 300,000. Must be young, married man for permanent job. Reply Box 412J, BROAD-CAST.

Chief engineer for 250 watter near New York. immediate opening. Box 413J. BROADCASTING.

Experienced combo man, 1st class license, \$270 month, 48 hours. Send disc KANA, Anaconda, Montana.

Transmitter engineer, 45 hours, \$50.00. Write Chief Engineer, KLMO Longmont, Colorado.

Progressive 250 watt station, waiting for 5000 watt C. P. needs a qualified engineer. Experience helpful but not necessary. Write Chief Engineer, KNOX, Grand Forks. No. Dak.

Transmitter engineer familiar with tape recorders and remote installations. Car necessary. Contact Ed Cooney, KOPR, Butte, Montana.

KREI, Farmington, Missouri needs engineer-announcer. Also permanent jobs open at two affiliated stations. Good hours and working conditions in growing organization. Willing to train inexperienced men. Contact Cecil W. Roberts, General Manager.

#### Help Wanted (Cont'd)

Immediate opening. Engineer. First phone. Experience not necessary. Prefer combination or man wishing to learn announcing. Five day week. WBOB, Galax, Virginia.

Engineer-announcer for evening work, start \$1.25 hourly. Contact Manager, WIEL, Elizabethtown, Ky.

Transmitter engineer with 1st class license. State salary, experience. Needed immediately. WLBK, De Kalb, Illinois.

Radio control operator urgently needed by station WMBI, owned and operated by Moody Bible Institute of Chicago. Desirable for candidates to have first class radio telephone license and some experience.

Position open now for operator with first class radiotelephone license. Permanent employment for right man. References required. Forty hour salary basis. WPAY, Portsmouth, Ohio,

Engineer, network station. Announcing experience helpful, not necessary. WSOY, Decatur, Illinois.

Production-Programming, others

Continuity: 1000 watt independent near Chicago wants experienced advertising copywriter. Personal interview required. Box 369J, BROADCASTING.

WOWO, Fort Wayne, needs two good men; newsman who rewrites and a staff man. Talent possibilities. Rush disc or come for audition. Mail vital statistics, stations worked, education background.

Experienced news man, rewrite, reporting ability desirable. Top voice essential. Submit background, audition, tape or disc, photo first letter. Income commensurate with ability. All inquiries confidential. Reply 411 Board of Trade Building, Indianapolis, Indiana.

Experienced woman radio script writer to help write the new successful "Continuous Script Shows" for National Research Bureau, Inc., Chicago, Illinois. You will work in the NRB Production Building in Burlington, Iowa, on-the-Mississippi. Congenial associates; opportunity to grow: 40 hour week. Address Mrs. G. B. Smith, Continuity and Scripts Director, NRB Building, Burlington, Iowa.

#### Situations Wanted

#### Managerial

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

Manager, 26 years actively in field. Engineering, programming, sales and administration. Presently radio station consultant, but now desire permanent association. Full details on request. Contact me during convention at Walbrook 5-3286 Chicago or through Box 343J, BROADCASTING.

Manager-sales manager, now employed. Will produce more sales and profits in competitive market. Would like city in south or southwest needing three or more salesmen. Have the knowhow if you have anything to offer. Box 347J, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each departments, sales, programming. production, public and employee relations, both new and going stations. Presently employed. Your interest held strict confidence. Box 360J, BROADCASTING. General manager, 12 years experience; mature, sober, highly successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 364J, BROADCASTING.

#### Situations Wanted (Cont'd)

Twelve years experience announcing, programming, selling. A qualified executive. Seeks job as commercial manager or salesman-announcer, with small midwest or southwest station. Best of references. 38 years old, married, non drinker. Box 382J, BROADCASTING.

Manager and/or chief engineer. Presently employed chief engineer-assistant manager, regional. Experienced station operation, planning, design, construction, maintenance, FCC procedure. Excellent references including present employer. Want permanent position station planning TV, decent salary, chance to advance. Family man, draft exempt. Prefer midwest. Box 393J, BROADCASTING.

Manager: Many profit making ideas developed. Do or supervise all talent, copy and formats, selling. Actor, producer. Knowhow implemented by reporting and editing, freelance ad work (including transcriptions). Amateur musician; speech, English major. Not redraftable. Recently PD of network 250. Box 427J, BROADCASTING.

General manager, young man, experienced successful, alert, in twelth year of broadcasting, draft exempt, disposing of interest in present place of employment. Desires managerial post with station in progressive market, could be available immediately. Excellent references, including present station owners. Phone, wire, or write Wallace Robinson, WFKY, Frankfort, Kentucky.

#### Salesmen

Salesman-sportscaster, 5 years, large and small market, married, all sports. West, southwest. Box 227J, BROAD-CASTING.

Commercial salesman now working radio, looking for better opportunity. 40 years old, married, non drinker, college graduate, reliable. Address replies to Box 317J, BROADCASTING.

Salesman-announcer. Recent graduate nationally known radio school. Extensive successful sales experience. References. Prefer western states, but will go anywhere. Box 395J, BROAD-CASTING.

#### Announcers

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Nationally known sports broadcaster available immediately. Married, veteran, draft free. Best of references. Personal interview, audition at my expense. Box 251J, BROADCASTING.

Sportscaster, deejay. 13 years radio; TV experience. Past five years with one of New York City's top indies. Presently free lancing in New York with own shows. If you want a thoroughly schooled man with a complete radio background including major league play-by-play baseball, I'm your guy. Excellent top level references. Veteran, age 33, married, family, draft exempt. \$150 minimum plus fees. Box 306J, BROADCASTING.

Combo, three years experience. Now chief engineer 250 watter. 28, draft exempt. Prefer west coast. What have you? Box 313J, BROADCASTING.

Four years experience offered to California, Oregon, Washington or other western stations who wants a solid disc jockey and/or announcer-newsman, or program director. Presently employed west coast. Box 346J, BROADCAST-ING.

Announcer-salesman, limited experience. College, draft exempt. All phases radio. Control board. Box 350J, BROADCASTING.

Announcing-newscasting, disc jockey shows, control board operation. Sales, writer. Married, negro. veteran. Audition available. Box 370J, BROADCAST-ING.

Announcer-newscaster, graduate Radio City course. Previously newspaperman, platform lecturer. Married, veteran. Prefer New York commuting. Disc available. Box 371J, BROADCASTING. Veteran (non reserve) with family wants combination job west or southwest. Will graduate radio school May I. All replies considered. Box 386J, BROADCASTING.

Announcer seeks experience. Draft exempt, college grad. Travel north-east. Box 389J BROADCASTING. Shot in the arm, comic DJ, 8 successful years in major market. Audience getter, combination, married, employed, exempt. \$100. Box 398J, BROAD-CASTING.

Ambitious sportscaster with first phone. Experienced play-by-play, authorative news. Married, veteran. 26, draft ex-empt. Prefer location in sports minded college town in Rocky Mountain area. Photo and disc on request. Box 400J, BROADCASTING.

Radio school graduate. Experienced. Will go anywhere. Single. Good ref-erences. Box 402J, BROADCASTING.

Announcer available, limited experi-ence. Experienced remote shows and copywrite. Play guitar. 24, veteran. Will travel. Box 404J, BROADCAST-ING.

Experienced announcer presently em-ployed, ambitious, desires permanent position with possibilities for the fu-ture, experience covers all phases, mar-ried, draft exempt. Box 414J, BROADried, draft CASTING.

Experienced staff announcer-control operator available, veteran. Non draft, not reserve, not National Guard, sober, reliable. Handle sports, remotes, disc jockey, news. Box 418J, BROADCAST-ING.

Experienced announcer seeking posi-tion with a paying station. Young, ambitious, 2 years news, DJ, commer-cial announcing. Favorable draft. Box 419J, BROADCASTING.

419J, BROADCASTING.
Announcer desiring good location, brand new sports program free with services. Box 424J, BROADCASTING.
Announcer and/or program director. Six years experience all phases includ-ing play-by-play baseball and news editing and newscasting. Married, Must be permanent. Member Kiwanis Inter-national. Box 426J, BROADCASTING.
Topfight baseball announcer. Four years experience. Year-round play-by-play. Married. Veteran. Draft ex-empt. Box 432J, BROADCASTING.
Announcer, age 24, veteran, married.

Announcer, age 24, veteran, married, one child. Nine years experience, ca-pable of any position in your announc-ing staff. Desire to settle in midwest. Box 433J, BROADCASTING.

\$60.00 for experienced announcer all phases. Young, favorable draft. Box 420J, BROADCASTING.

4203, BROADCASTING. You're a progressive, disc jockey minded station in or near metropolitan area, and need a mikeman with ideas who considers radio more than a job. Emphasis on producing audience get-ting, entertaining afternoon and nite personality platter shows, plus original kidish program. Presently employed. Draft exempt. College. Box 434J, BROADCASTING BROADCASTING.

Sportscaster, three years baseball, foot-ball, basketball. Also news, staff, disc shows, special events. Single, veteran, with car. Will travel. Box 435J. BROADCASTING.

Announcer, good voice. Can write copy. Limited experience. B. S. Degree in Speech. 26, vet. draft exempt, control board. Steven Gray. c/o Graff, 725 F. D. R. Drive, New York 9, N. Y.

Ace announcer-DJ. Exceptional promo-tional reputation, good followings. Seven years experience, A.B. radio, veteran, exempt. Seek larger market. Al Laguire, WDBC, Escanaba, Mich. tional Seven years veteran, exem Al Laguire, Phone 3190.

Announcer, first phone ticket, experi-enced, vet, 29, would like position northeast U. S. Bob Peters, 8 Upland Road, Brookline 46, Mass., Bea 21855. Announcer-professional quality, per-sonable voice. Strong on commercials. Knowledge of control board operation. Some experience. Age 29, married, draft exempt. Rai Tasco, 103-06 29th Avenue, East Elmhurst, L. I., New York, ILlinois 7-9819.

#### Technical

Chief engineer, twenty years experience including construction three stations. Box 332J, BROADCASTING.

Phone first, permanent. Salary, hours first contact. Box 361J, BROADCAST-ING.

First phone, three years experience transmitter operation, maintenance. Studio controls, remotes, tapes. Car. Box 388J, BROADCASTING.

Graduate electrical engineer with five years experience at 5 kw stations is seeking a responsible job. 25 years old, single, 4-F. Box 394J, BROADCAST-ING.

Situation Wanted (Cont'd)

Chief engineer: Over twelve years in broadcasting. New construction and lots of directional experience. Excellent re-ferences. Draft exempt. Available now. Box 397J, BROADCASTING.

Engineer, first phone, experienced, some announcing, single, veteran, east pre-ferred. Box 401J, BROADCASTING.

Chief engineer, experienced all phases. Box 409J, BROADCASTING.

1st phone operator. Announcing school grad. No experience, married, vet, 30 years old. Would like to settle in west. Car. Box 423J, BROADCASTING.

lst phone, telegraph, amateur licenses. Eight years maritime, airways, servic-ing experience. Age 24. Radar and loran training. Desire studio or trans-mitter. Box 425J, BROADCASTING.

Engineer, 3 years transmitter, remotes, tape recordings. Box 436J, BROAD-CASTING.

Single veteran, 27, desires employment Arizona or New Mexico. Preferably transmitter. Available May 1. All replies considered. Howard Smith, 3617 Farnam, Omaha, Nebraska.

Technical troubles? Chief engineer. Any equipment. Directional arrays. Some announcing. Family man. De-sire position as chief of regional or local. Presently employed. Nicholas Yalowey, 119 East Norwegian Street, Pottsville, Penna.

 $\label{eq:production-Programming, others$ 

Save this frustrated news editor from neurosis! Desperately need chance to advance. Idea man thoroughly experi-enced getting and writing local news show. Want chance at mike or large station. Draft exempt vet. Write Box 387J, BROADCASTING.

Wanted, program director position. Have background in all phases of broad-casting. Pleasing personality, ideas, hard worker, presently employed as-sistant. PD-announcer. Married. vet, 29, exempt. Box 390J, BROADCAST-ING.

New station captured 30% audience in six months. First in local sales, too. Same PD can help your station by supervising any or all broadcasting operations. For information or inter-view, write Box 405J, BROADCAST-ING.

Girl copywriter, single. university graduate, two years experience, desires position with southestern station. Write Box 406J, BROADCASTING.

Producer-director available June. Solid legit, musical, radio, theatre back-ground. Box 416J, BROADCASTING. Four men, key personnel, in top level TV station are in accord in definite desire for a change. In these four are creative talents that have placed them on top in strongly competitive market. They include two director-producers experienced in full scope of TV and film production and programming. One sportscaster who has done play-by-play all sports on TV and AM plus top sports program. One writer-newscaster, rated tops in his field. Both AM-TV. Excellent documentary. All have more than three years commercial TV ex-perience at same station plus extensive AM experience. All draft exempt. Box 417J, BROADCASTING.

4173, BROADCASTING. Experienced woman wants copy chief or programming position in west or northwest station. Background includes music, traffic, women's news, program-ming, radio and retail writing, director retail radio. Present position adver-tising manager retail. Box 428J. BROADCASTING.

Female continuity writer, six years ra-dio experience writing punchy, im-aginative copy. Experienced program-ming and continuity. Seek position in Texas station. Box 430J, BROADCAST-INC. ING.

News director, 50 kw major market in-dependent, seeks challenging oppor-tunity requiring creative vision, sound planning, top grade executive ability. Sales minded, promotion wise. Box Sales minded, promotion wise. Box 431J, BROADCASTING.

For Sale

Stations

For sale: 1000 watt, fulltime, AM sta-tion. Network affiliate, in industrial New England city. Box 226J, BROAD-CASTING.

#### For Sale (Cont'd)

For sale—Thoroughly established 500 w midwest daytime independent covering 600,000 people. Exclusive market. Com-bined operation. Owned modern build-ing and land showing substantial in-come. Priced for quick cash sale due to ill health. Box 415J, BROADCAST-ING.

### Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM trans-mitters, two GE BM-1A station moni-tors, 2 bay GE antenna. Reasonable. Box 166J, BROADCASTING.

For sale: Model 6N Presto instantane-ous recorder with microscope. Like new. \$500.00. Box 327J, BROADCAST-ING.

Recently replaced water-cooled 5 kw Western Electric transmitters, one mod-ified completely for AC rectifiers, 1st class condition \$10,000.00. Other partly modified for AC rectifiers some meters lost \$6,000.00. KGVO, Missoula, Montana.

#### Wanted to Buy

#### Stations

Experienced manager desires to pur-chase or invest in to personally man-age a radio station in midwest area. Write Box 184J, BROADCASTING. Will buy a radio station within a 250 mile radius of Chicago if it is prieed right. All replies will be kept con-fidential. Box 403J, BROADCASTING.

### Equipment etc.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliampere re-cording meter, preferably with Tele-chron motor. Box 296J, BROADCAST-ING.

Wanted to buy. One 500 watt AM transmitter and dual channel console, advise make. condition and price. Box 407J, BROADCASTING.

Used recording equipment, tape and disc ready for using. Send specifica-tions and price. Box 408J, BROAD-CASTING.

Tape recorder—Magnecorder, Presto, Concertone or other professional type. State model, number, condition, age, price. Box 421J, BROADCASTING. age, Wanted: Good used single studio con-solette and 16" turntable. State type, turntable. State type, price. WRFC, Athens, solette and 16" turntal condition, and price. Georgia.

#### Miscellaneous

Wanted: Stations interested in quality mail order deals that do not backfire. Quality guarantees repeat business. Box 887H, BROADCASTING.

Help Wanted

Managerial

#### WANTED

small market station manager Must have sales background.

#### Contact

MR. ALLEN EMBURY Sherman Hotel

during the NARTB Convention

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

(Continued on next page)

### **NO SHORTAGES HERE!**

The complete inventory of new broadcast speech, antenna, and transmitter units and components from Raytheon Manufacturing Company, Waltham, Massachusetts, has purchased by ELECTRONIC been SERVICE CORPORATION of Louisville, Kentucky.

Immediate delivery is offered on these standard Raytheon finished products, all brand new, in original pack, and FOB Louisville.

### AUDIO EQUIPMENT

PRICE EACH QUANTITY

- 6 RR-30 three channel remote amplifiers \$350.00
- RR-10 single channel remote amplifiers 24 121.00
- RZ-10 four-channel pre-am-plifier assembly 32 365.00 15 RM-10 10-watt monitoring
- amplifiers 190.00 190.00 47 RP-10 program amplifiers
- **RPL-10 line amplifiers** 210.00 10
- 21 RFP-10 switch and fuse panel assembly 50.00

### ANTENNA EQUIPMENT

- RT-1000 1 kw antenna tun-21 310.50 ing units RLC-10H housed tower lighting chokes 145.00
- 12 RLC-10 tower lighting chokes, unhoused 60.00
- 42 RCM-10 vacuum tube cur-rentmeter kit, less meter 27.00

Components and complete units for the Raytheon 250-1 kw-5 kw-10 kw AM-FM transmitters and phasing equipment will be available in limited numbers after removal from Raytheon warehouse to ELEC-TRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raytheon, RCA, Western Electric, Collins, Gates material on hand.

ELECTRONIC SERVICE CORPO-RATION, owned by Steve Cisler (WKYW) and Howard Shuman (KLMS) specializes in new and used broadcasting equipment of all makes.

Stations consolidating operations, changing power, deleting equipment will find this firm interested in bidding on all material on cash or trade basis.

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### ELECTRONIC SERVICE CORPORATION

Steve Cisler 431 W. Jefferson St. Louisville, Kentucky Clay 4811

Howard Shuman 130 N. 16th St. Lincoln, Nebraska 2-7579

### EXPERIENCED BROADCASTERS NOW AVAILABLE



JEREMIAH Mc-JEREMIAH Mc-GRUDDY: Com-mentator-Announc-er - Newscaster. Strong on: Interna-tional Affairs and Travel – Book and Travel—Book and Entertainment— Reviews—Personal Commentaries— Music and Dramat-ic Shows—Continu-ity and Script and Board Work.

NORMAN NATH-AN: Radio and TV Announcer - News-caster-Disc Jockeycaster-Disc Jockey-Film Narrator. Thoroughly experi-enced console oper-ation and TV Cam-era. For Interly Armed Forces Ra-dio Service and WMGY. Strong on: Newsrasting. Newscasting

JOHN STEWART: Announcer-News-caster-Sportscast-er. Creator of: Backstage with the Stars-Our Guide to Freedom (religious program). Strong on: D.J.-All Sports -News-Promotion and Sales and Board Work ... B.S. in Business B.S. in Busin Administration. Business

J. REGINALD THOMPSON: An-nouncer-Newscast-er-Sportscaster. Strong on: Farm news features — Public Discussion Forums—Religious Programming — Time Sales and Board Work. Time Sales Board Work.



ELI SHABOTT: Announcer-Newscaster - Time Salesman -Continuity Writer. Continuity Writer. Creator of: Senti-mental Swing Time — Latin American Matinee — Local Sports. Strong on: D.J.—Sports—Sales and Board Work.



### Write or Wire

SRT SCHOOL OF RADIO TECHNIQUE R.K.O. Bldg. Radio City, N.Y. 20, N.Y. Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

# YANKEE-LEE MERGER General Tire Files Bid

MERGER of Yankee Network Inc. into Thomas S. Lee Enterprises Inc., with transfer of Yankee-owned stations to the latter, was submitted to FCC last week for approval. Both firms are wholly owned by General Tire and Rubber Co., which acquired certain Don Lee properties in late December 1950 [BROADCASTING • TELECASTING, Jan. 1].

Merger would simplify administration of the multiple radio and TV properties and effect operating economies, FCC

was told. Thomas S. Lee Enterprises, to be composed of a Yankee Division and a Don Lee Division, will continue as the operating firm with Vankee Network Inc. to be dissolved, it was indicated.



Wm. O'Neil

William O'Neil, president and treasurer of Yankee, becomes president and treasurer of Lee Enterprises and the Yankee Division. Willet H. Brown, president of Lee Enterprises, becomes president of the Don Lee Division and continues his supervision of the Don Lee Network and O&O outlets, it was reported. Linus Travers, executive vice president of Yankee, becomes executive vice president and general manager of the Yankee Division.

Yankee Network stations to be transferred include WNAC-AM-FM-TV Boston, WICC Bridgeport, WONS Hartford, WEAN Providence and WGTR (FM) Paxton, Mass. General Tire acquired KHJ-AM-FM Hollywood, KFRC San Francisco and KGB San Diego under the Thomas S. Lee estate purchase. Don Lee's KTSL (TV) Los

### Help Wanted (Cont'd)

Will pay up to \$100.00 weekly for good early morning man. Personal interview only.

WAIM

Anderson, South Carolina

## JAMES LEONARD O'N EILL: An-nouncer-Newscaster -Continuity Writer. Strong on: Special Events-Baseball play-by-play and all sports—Man in the Street—Public Discussion Forums —Station Promotion and Publicity — Time Sales—D.J. and Board Work. For Sale Equipment etc. Available-for immediate shipment-new and used Wincharger guyed tow-ers-will sell erected-can supply ground wire. Contact one of the fol-lowing. Look us up at the NAB: Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: Davis 8-4800. Henry Geist, 60 East 42nd St., New York 17. Phone: Murray Hill 7-1550. W. B. Taylor, Signal Mountain Chattanooga, Tenn. Phone: 88-2487 Wanted to Buy Equipment etc. WANTED-Old Sons of the Pioneers

records or transcriptions WPIC,

P. O. Box 541, Sharon, Pa.

Angeles and KDB Santa Barbara also were involved in the \$12,320,-000 transaction settling the Lee estate, but these outlets were immediately re-sold to CBS and Lincoln Dellar respectively.

Also included in the merger proposal filed with FCC last week were

### SET OUTPUT **RTMA Shows Feb. Increase**

PRODUCTION of radio and TV receivers increased in February over January as well as February 1950, despite increasing shortages of strategic materials, according to the monthly statistical report of Radio - Television Mfrs. Assn. Figures cover the entire manufacturing industry.

Output of radio sets in February total 1,313,015 receivers, compared to 1,202,503 in January and 1,059,-200 in February 1950. This maintains a two-year upward trend in production of radio sets.

TV set production in February totaled 679,319 compared to 645,716 in January and 479,900 in February 1950.

FM reception facilities were contained in 143,645 radio sets and 66,108 TV sets, a total of 209,753 FM circuits turned out during the month.

Analyzing TV output, RTMA found that 641,086 or 94% of TV production represented picture screens of 16 inches in size or larger. A total of 2,499 sets had screens of 22 inches or larger.

Table showing radio-TV output for first two months of 1951 follows:

|           |                         | Television          | <b>Home Radios</b>   |
|-----------|-------------------------|---------------------|----------------------|
| January   | • • • • • • • • • • • • | 645,716<br>679,319  | 780,410<br>795,377   |
| rebrudity |                         |                     |                      |
| January   |                         | Portables<br>75,294 | Auto Sets<br>346,799 |
| February  |                         | 79,859              | 437,779              |





Mr. Brown

Mr. Travers

Yankee's applications for new TV stations at Bridgeport and Springfield, Mass., and Don Lee's TV bid at San Francisco, plus certain associated relay facilities. FCC's reservation of Channel 2 at San Francisco for Don Lee, which it had ordered pending decision in the former Don Lee renewal case, was opposed by Edwin W. Pauley's Television California, another San Francisco TV applicant. In granting the Don Lee sale to General Tire, FCC denied the Pauley petition for return of the channel to the long-pending San Francisco competitive hearing on grounds it was premature.

Changes in officers of Lee Enterprises were disclosed last week in an ownership report filed with the Commission following a stockholders' meeting in Hollywood March 29. Besides the new posts for Messrs. O'Neil, Brown and Travers, the following changes also were given. Most in effect constitute only changes in title upon the merger.

### O'Neil, Steffy Posts

Thomas F. O'Neil and George W. Steffy, Yankee vice presidents, become vice presidents and directors of Lee Enterprises. F. W. Knowlton, Yankee secretary, becomes secretary and director of Lee Enterprises and Yankee Division secretary. A. M. Quinn, secretarytreasurer of Lee Enterprises, assumes those posts for the Don Lee Division. M. G. O'Neil becomes Lee Enterprises director.

Don Lee headquarters are at 1313 N. Vine St., Hollywood; Yankee headquarters, 21 Brookline Ave., Boston.

### **Our Three Offices** Will Be Represented At The NARTB Convention – Chicago Suite 1300-1301-1301A Hotel Stevens will be headquarters for our three offices during the NARTB Convention in Chicago April 15-19. There is increased activity at this time so be sure and see us next week if you are interested in expanding or selling your radio interests. CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY RADIO STATION AND NEWSPAPER BROKERS WASHINGTON, D. C. CHICAGO SAN FBANCISCO

James W. Blackburn Washington Bldg. Sterling 4341-2

Harold R. Murphy 360 N. Mich. Ave. Randolph 6-4550

Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672 

(Continued from page 199)

|                                |                                |                                                              |                         |                                   |                         |           |                                         |        |   | 4                          |
|--------------------------------|--------------------------------|--------------------------------------------------------------|-------------------------|-----------------------------------|-------------------------|-----------|-----------------------------------------|--------|---|----------------------------|
| Advertiser                     | Product                        | Number of Stations Used<br>During Each Month<br>JFMAMJJASOND | Agency                  | Advertiser                        | Product                 | Du        | oer of Statio<br>ring Each M<br>M J J A | lonth  | D | Agency                     |
| Textize<br>Chemicals           | Cleaner                        | 1 1                                                          | Jim Henderson           | United States                     | Beer                    |           |                                         |        |   | Smith, Benson              |
| Thayer,<br>Henry W.            | Airtone                        | 1                                                            | Ingalls-Minter          | Brewing Co.<br>United States      | Rubber                  | 5 3       | 3 36 33 4 1                             |        |   | etc.<br>Fletcher D.        |
| Thor Corp.                     | Washers &                      | 1                                                            | Earle Ludgin            | Rubber Co.<br>Universal Mills     | Products                | 1 1 1     | 1 1                                     |        |   | Richards<br>Simmonds &     |
| Thornsen Ray-                  | Ironer <b>s</b><br>Ladies Wear |                                                              | Turner, Leach           | Utica Brewing                     | Beer                    | 1 1 1     | 1 1 1 1 1                               | 121    | 1 | Simmonds<br>Farquhar &     |
| mer Corp.<br>Three Little      | Cat Food                       |                                                              | Harry Frost             | Co.<br>Utica Knitting             | Pajamas                 |           |                                         |        |   | Bair<br>Hirshon-           |
| Kittens<br>Tilbest Foods       | Cake Mix                       |                                                              | Kecke-Franke            | Co.<br>Vaisey Bristol             | Shoes                   |           |                                         |        |   | Garfield                   |
| Time, Inc.                     | Life Magazine                  | 2 6 12 22 9                                                  | Young &<br>Rubicam      | Shoe Co.<br>Valley Forge          | Beer                    | 1 1 1     |                                         |        |   | Alvin Epstein              |
| Timerson<br>Canning Co.        | Dog Food                       | 1 1 1 1                                                      | Flack Adv.              | Distr. Co.                        |                         |           |                                         |        |   | -                          |
| Timken Detroit<br>Axle Co.     | Axles                          |                                                              | McManus-<br>Jonn &      | Valley, Ind.                      | Deodorant               |           | 1 1 1                                   |        |   | Presba-Fel-<br>lers-Presba |
| Timmons                        | Cake Mix                       | 1 1 1 1 1 1 1 1                                              | Adams                   | Value Fashions<br>Van Camp Sea    | Coats<br>Tuna           |           |                                         |        |   | Flint<br>Brisacher-        |
| Sheehan<br>Brokerage Co.       | Cake MIX                       |                                                              | Scott Inc.              | Food Co.                          |                         |           |                                         |        |   | Wheeler<br>& Staff         |
| Toastmaster<br>Prod. Div. of   | Appliances                     | 1 7 7 7 2 1 1 1 1                                            | Erwin, Wasey            | Vandegrifts<br>Van Hoesen &       | Kites<br>Paints         |           | 2                                       |        |   | Ross Sawyer<br>Adam Eby    |
| McGraw<br>Electric Co.         |                                |                                                              |                         | Co.<br>Van Holten,                | Pickles                 |           | 2 2 2 2 2                               |        |   | Jim Baker                  |
| Tobin Packing<br>Co.           | Meats                          |                                                              | Milton Seager           | J. G.<br>Velvet Peanut            | Peanut Butte            |           |                                         |        |   |                            |
| Tobin, R. R.                   | Tobacco                        | 2 3 1                                                        | Ohio Adv.               | Products<br>Venice Maid Co.       |                         |           |                                         |        |   | Michelson<br>Schoenfeld,   |
| Tobacco<br>Tomat-O-Pep         | Juice                          |                                                              | Long Adv.               | Venice Main co.                   | roous                   | 1         | 2 3 3 3 3                               | 505    | T | Huber &<br>Green           |
| Co.<br>Toni Co., Div.          | Home                           | 222222                                                       | Service<br>FC&B         | Vess Beverage<br>Co.              | Soft Drinks             | 1         | 1 1 1 1 1                               | 1 1    |   |                            |
| of Gillette<br>Topps Chewing   | Permanent                      |                                                              |                         | Vick Chemical<br>Co.              | Medication              |           |                                         | 1 7 16 | 7 | Morse Inter-               |
| Gum<br>Towne Talk Co.          | Dessert                        | 1 3 3 3 3                                                    |                         | Victory Packing                   | Dog Food                | 555       | 54565                                   | 664    | 2 | national<br>McNeill &      |
| Tradewind, Inc.                | Frozen Shrimt                  | p 3 1                                                        | Privett<br>Liller, Neal | Co.<br>Vienna Sausage             |                         |           |                                         | 1      | 1 | McCleery<br>Direct         |
| Trans American                 |                                |                                                              | & Battle<br>Direct      | Co.<br>Vimco Macaroni             |                         |           |                                         | 1      |   | J. A. Stewart              |
| Airlines<br>Transconti-        | Air Travel                     | 5 7 6 4 7 10 10 4 4 4 1                                      |                         | Visking Corp.<br>Visual Sales     | Frankfurters<br>Various |           |                                         |        |   | Weiss & Geller             |
| nental &<br>Western Air        | An Havei                       | 0 1 0 4 1 10 10 4 1 A A A                                    | 2220                    | Vita Food Prod.                   | Products                |           |                                         |        |   | Ben Sackheim               |
| Transvision,<br>Inc.           | TV Sets                        | 1                                                            | H. J. Gold              | Vitamin Corp of                   |                         |           |                                         | 1      |   |                            |
| Trico Products                 | Windshield<br>Wipers           | 1 5 24 28 30 30 28 29 32 33 35 36                            | Baldwin.<br>Bowers &    | America<br>Viviano, V., &         | Macaroni                |           |                                         | 1 1 2  | 1 |                            |
| Corp.                          |                                |                                                              | Strachan<br>Rogers &    | Bros. Mfg. Co.<br>Vo-Jul Textiles | Hosiery                 |           | 1                                       |        |   | Hirsch<br>Direct           |
| Trippe Mfg. Co.                | _                              | 1                                                            | Smith<br>Adv. Assoc.    | Volker, Wm<br>& Co.               | Window Brush<br>Blinds  | h 1.      |                                         | 55     |   | Bruce B.<br>Brewer         |
| Tri-Zol<br>Tru-Ade, Inc.       | Lubricant<br>Beverages         |                                                              | Beaumont &              | Voit Rubber Co.                   | Rubber Prod.            |           |                                         | 1      | 6 | Hixson &<br>Jorgensen      |
| Tube Top                       | Sweaters                       | 1                                                            | Hohman<br>Product       | Von Schrader<br>Mfg. Co.          | Cleaner                 | 144       | 4 2                                     | 9      | 9 | Reincke,<br>Meyer &        |
| Tupman, Thur-                  | Meat                           |                                                              | Services<br>Charles W.  | Wagner, August                    | Beer                    | 222       | 2 3 2 2 2                               | 2 2    |   | Finn<br>Kircher.           |
| low Sales Co.<br>Turino Brand  |                                | 1 1                                                          | Hoyt<br>Carl Vinti      | Breweries                         | Deer                    |           | - •                                     |        |   | Helton &<br>Collett        |
| Foods<br>Tuvache, Inc.         | Perfume                        |                                                              |                         | Waldes<br>Kohinoor                | Zippers                 |           |                                         | 2 2    |   |                            |
| Tyler's Coffee                 |                                | 1 1 1 1                                                      | Jonnstone               | Walker's Austex<br>Chili Co.      | Tamales                 | 1         |                                         | 122    | 1 | Wilson Crook               |
| Syrup                          | Peopultin-                     |                                                              | Service                 | Wander Co.                        | Ovaltine                |           | 9                                       |        |   |                            |
| U. S. Army &<br>Air Force      | Recruiting                     | 1 10 10 3 5                                                  |                         | Ward Baking<br>Co.                | Bread                   |           | 16 15 18 16 17                          |        |   | Thompson                   |
| U. S. Envelope<br>Co.          | Self-Sealing<br>Envelopes      |                                                              |                         | Ward Products<br>Co.              | Antennas                | 2         | 4 3 1 1                                 |        |   | Burton<br>Browne           |
| U. S. School of<br>Music       |                                |                                                              | & Ryan                  | Warner Electric<br>Co.            | Electro-<br>plating     |           |                                         | 1 9 5  | 1 | Paul Grant                 |
| U. S. Tobacco<br>Co.           | Pipe Tobacco                   |                                                              | Agency                  | Warner Co.                        | Wall Paper              | 2 2       | 1 1 1                                   |        |   | Jackson<br>& Co.           |
| U. S. Treasury<br>Ulmann, Ber- | Bonds<br>Yarns                 | 1 1<br>1 2 1                                                 | Grey                    | Warp Bros.                        | Flex-O-Glass            |           |                                         | 1      | 1 | Presba-Fellers-<br>Presba  |
| nard<br>Union Oil Co.          | Oil                            | 5 6 6 12 14 13 9 7                                           | . F,C&B                 | Warren Soap<br>Mfg. Co.           | Soap                    |           | 1 1 1                                   | 1 1    |   |                            |
| of Calif.<br>Union Pacific     | Travel                         | 4 4 4 3 3 3 3 3 3 2 4 3 3                                    |                         | Washburn,<br>F. B., Candy         | Candy                   | 334       | 44423                                   | 223    | 3 | J. O'Leary                 |
| Railroad<br>United Air         |                                | n 4 6 7 5 4 3 4 6 6 8 6 4                                    |                         | Corp.                             | Beer                    | 1 1 1     | 1 1 1 1 1                               | 1 1    |   | Direct                     |
| Lines                          |                                | 1 1 1                                                        |                         | Washington<br>Breweries           | Beer                    |           |                                         |        |   | -                          |
| United Artists<br>United Fruit | Movies<br>Bananas              | 8 9 9 9 10 3 1 1 21 27                                       | BBDO                    | Washington<br>Coop. Farmers       | Chicken                 |           |                                         | 1      | 1 | Pacific<br>National        |
| United Shirt<br>Distrib.       | Shirts                         | 2                                                            | stantine &              |                                   | (Con                    | tinued or | n page 204                              | )      |   |                            |
|                                |                                |                                                              | Gardner                 | 1                                 |                         |           |                                         |        | _ |                            |



### ARMY Signal Corps announced from Fort Monmouth, N. J., that it is developing new facsimile equipment designed to provide newspaper-quality pictures any-

where in the world within five minutes after the photograph is taken.

Both graphic material and text also may be reproduced automatically on a mimeograph stencil, making hundreds of copies available in a matter of moments, the announcement said.



(Continued from page 203)

|                                                | · · · · ·                             |       | _  |    |            |     |   |            |     |     |    | _      |       |                                     |
|------------------------------------------------|---------------------------------------|-------|----|----|------------|-----|---|------------|-----|-----|----|--------|-------|-------------------------------------|
| Advertiser                                     | Product                               | т     |    | D  | uri        | ing | E | Sta<br>ach | I M | Ion | th |        | D     | Agency                              |
| Washington<br>State Apple                      | Apples                                | 3     |    |    |            |     |   | J          |     |     |    |        |       | J. Walter<br>Thompson               |
| Commission<br>Weaver                           | Hair Curlers                          |       |    |    |            |     |   |            | 1   |     |    | . 1    |       |                                     |
| Products Co.<br>Webster                        |                                       |       |    |    |            |     |   |            |     |     |    | 1      | 1     | N. W. Ayer                          |
| Tobacco<br>Webster-                            | Foods                                 |       |    |    | 1          | 1   | 1 |            |     |     |    |        |       | Chambers                            |
| Thomas Co.<br>Weil & Co.                       | Coffee                                |       | 1  | 1  |            |     |   |            |     |     |    |        |       | & Wiswell<br>Gordon Best            |
| Weingartner<br>Mfg. Co.                        | Xmas Tree<br>Stands                   |       |    |    |            |     |   |            |     |     |    |        |       |                                     |
| Welch, James<br>O., Co.<br>Wella Corp.         | Candy                                 |       |    |    |            |     | 1 |            |     |     |    |        |       | Bennett,<br>Walther                 |
| Wembly Inc.                                    | Kolestral<br>Cream<br>Ties            |       |    |    |            | 1   |   |            |     |     |    |        |       | Wortman &<br>Wilcox                 |
| West Bend                                      | House Ware                            |       |    |    |            |     | 1 | 1          | 1   |     |    |        |       | John. A.<br>Cairns<br>Hoffman B     |
| Aluminum Co.<br>West Coast                     | Tuna                                  | 1     |    |    | 1          |     |   |            |     | 2   | 2  | 2      | 1     | Hoffman &<br>York<br>Coleman-       |
| Packing Co.<br>West Coast Soap                 | Soap                                  | 1     | 1  | 1  | 1          | 1   | 1 |            |     |     |    |        |       | Jones<br>Ad Fried                   |
| Co.<br>West End                                | Beer                                  |       |    | _  | 1          | 3   | 4 |            | _   | 4   |    |        | 6     | Moser &                             |
| Brewing Co.<br>Westchester                     |                                       |       |    |    |            |     | 1 |            |     |     |    |        |       | Cotins<br>Warren, Jack-             |
| Acquarium<br>Supply Co.                        |                                       |       |    |    |            |     |   |            |     |     |    |        | _     | son                                 |
| Western Air-<br>Lines                          | Electric                              |       |    |    |            |     | 3 | -          |     | 2   |    | -      |       |                                     |
| Western Auto<br>Supply Co.<br>Western Auto     | Washers                               |       |    |    |            |     | 6 | 5          |     |     |    |        | 2     | BBDO<br>Bruco B                     |
| Supply of Mo.<br>Western Stove                 | Gas Ranges                            | 2     | 3  | 2  | 2          | 1   | 1 | 1          |     | _   |    |        |       | Bruce B.<br>Brewer<br>Agency Assoc. |
| Co.<br>Westgate-Sun                            | Tuna                                  |       |    | 2  | 2          | 2   | 2 | 2          | _   |     |    |        | 12    | Barnes-Chase                        |
| Harbor Co.<br>Westinghouse                     | Electric                              |       |    |    |            | 2   | 2 | 2          |     | 1   |    |        |       | Fuller & Smith                      |
| Electric Corp.<br>Weston Biscuit               | Products<br>Cookies                   |       | 16 | 15 |            |     | 1 | 1          | 2   | 1   | 1  | 2      |       | & Ross<br>Calkins &                 |
| Co.<br>Westport                                | Soap                                  |       |    |    | <b>*</b> - | 1   |   |            |     |     |    |        |       | Holden<br>R. T. O'Connell           |
| Laboratories<br>Wheatena Corp.                 | Cereals                               |       |    |    |            |     |   |            |     |     |    | 16     | 11    | Brisacher,<br>Wheeler &             |
| Whipple Co.                                    | Mincemeat                             |       |    |    |            |     |   |            |     |     |    | 1      | 1     | Staff<br>H. M. Frost                |
| White Ermine<br>Whitehall<br>Pharmacal         | Perfume<br>Hoppers White<br>Clay Pack | <br>e |    |    |            |     |   |            |     |     |    |        | 1<br> | American<br>Lynn Baker              |
| Co.                                            | Heet Linimen                          | t     |    |    |            |     |   |            |     |     |    |        | 1     | Murray                              |
| Wiedemann,<br>Geo., Brewing                    | Beer                                  | 6     | 6  | 5  | 4          | 4   | 4 | 4          | 11  | 4   | 4  | 2      | 2     | Strauchen &<br>McKim                |
| Co.<br>White Motor Co.                         | Trucks                                |       |    |    |            |     |   |            |     |     |    |        | 1     |                                     |
| White Rock<br>Corp.                            | Soft Drinks<br>Beer                   |       |    |    |            |     |   |            |     |     |    |        | 1     | Kenyon &<br>Eckhardt                |
| Wiessner<br>Brewery<br>Wilbur-                 | beer                                  |       |    |    |            |     |   | 2          |     |     | 3  | 3<br>9 |       | Dundon &<br>Rosenbush<br>Foltz-Wes- |
| Suchard<br>Chocolate Co.                       |                                       |       |    |    |            |     |   |            |     |     | U  | ş      | 2     | singer                              |
| Wildroot Co.                                   | . Hair<br>Preparation                 |       | 3  | 3  | 3          | 3   | 3 | 3          | 5   | 11  | 31 | 37     | 29    | BBDO                                |
| Wilkening Mfg.                                 | Piston Ring                           |       |    |    |            |     |   |            | 4   |     |    | 1      | 1     | Gray & Rogers                       |
| Wilkes-Barre<br>Lace Mfg. Co.                  | Curtains                              |       |    |    |            |     |   |            |     |     |    |        |       | Wortman, Wil-                       |
| Wilkins, John<br>H., Co.<br>Wilkins-Rogers     | Coffee<br>Flour                       |       |    |    | 4          | 5   | 5 |            |     |     |    |        |       | L. E. Ryan                          |
| Wilkins-Rogers<br>Milling Co.<br>Willett, Con- | Flour                                 |       |    |    |            |     |   |            |     |     |    |        |       | Lewis<br>Griswold-                  |
| Willett, Con-<br>sider H., Inc.<br>Williamson  | Oh Henry                              |       |    |    |            |     |   |            |     |     |    |        |       | Eshleman<br>Aubrey, Moore           |
| Candy Co.<br>Williamson                        | Work Clothes                          |       |    |    |            |     |   |            |     |     |    |        |       | Albert Evans                        |
| Dickie Mfg.<br>Williams,                       | Shave Cream                           | 1     | 1  | 1  | 1          | 4   | 2 |            |     |     |    |        |       | J. Walter                           |
| J. B., Ćo.<br>Williams, R. C.                  | Foods                                 |       |    |    |            | 1   | 1 |            |     |     |    |        |       | Thompson<br>Alley & Rich-           |
| & Co.<br>Wilson & Co.                          | Food                                  | 1     | 1  | 1  | 1          | 1   | 1 | 1          | 1   | 1   | 2  | 3      | 1     | ards<br>Davis & Co.                 |
| Wilson & Co.                                   | Products<br>Meat Prod.                |       |    | (  |            |     |   |            |     |     | 1  | 6      | 1     | Ewell & Thur-                       |
| 1904.                                          | Ideal Dog<br>Food                     |       |    |    |            |     |   |            |     |     |    | 21     | 26    | ber<br>Ewell & Thur-<br>ber         |
| Wilson Line                                    | Steamships                            |       |    |    |            |     |   | 1          | 1   |     |    |        |       | J. Robert<br>Mandte                 |
| Wilson Milk<br>Wilson Plastics,                | Evap. Milk<br>Wall Tiles              |       |    |    |            |     |   |            |     |     |    |        |       | Keeling<br>Gregory &                |
| Inc.<br>Wine Advisory                          | Wines                                 |       |    |    |            |     |   |            |     |     |    | 2      |       | House<br>J. W. Thomp-               |
| Board<br>Wine Corp. of                         | Manual David                          |       |    |    |            |     |   |            |     |     |    | 3      |       | son<br>Weiss & Geller               |
| America<br>Wine Growers                        | Wine                                  | 1     |    |    |            |     |   |            |     |     |    |        |       | Honig-Cooper                        |
| Guild                                          |                                       |       |    |    |            |     |   |            |     |     |    |        |       |                                     |

### FCC Actions

(Continued from page 196)

#### April 9 Decisions . . .

#### BY THE SECRETARY

KPQ Wenatchee, Wash.—Granted li-cense for increase in power, changes DA-N and install new trans. WDEL-FM Wilmington, Del.—Granted license new FM station on Ch. 229 (93.7 mc) 20 kw, ant. 460 ft.

KPAS Banning, Calif.—Granted mod. license to change name of licensee to Byron-Wood Motors d/b as Pass Bestg. Ξő

WKLJ Sparta, Wis.—Granted mod. CP for approval of ant., trans. and main studio locations and change type of trans.

Following were granted mod. CP's for extension of completion dates as shown:

shown: WGAF Valdosta, Ga. to 7-1-51; WLCS-FM Baton Rouge, La. to 6-19-51, cond.: KUTE Glendale, Calif. to 11-1-51; KTSA-FM San Antonio, Tex. to 11-1-51. WSAZ, Inc., Near Mt. Joy, Ohio and Macon, Ohio-Granted licenses for new television inter-city relay stations KQB-81, KQB-82, KQB-83, 84. WCBS-TV New York-Granted mod. CP for extension of completion date to 10-10-51. KG2XAZ Easton, Pa.-Granted mod.

KG2XAZ Easton, Pa.—Granted mod. CP for extension of completion date to 10-2-51.

CP for extension of completion date to 10-2-51. KAGH Crossett, Ark.—Granted li-cense for new AM station on 1240 kc 100 w unl. WJKO Springfield, Mass.—Granted Li-cense covering changes in trans.; cond. KFRB Fairbanks, Alaska — Granted CP to install old main trans. as aux. trans. at present location of main trans. on 1290 kc with 1 kw, for aux. pur-poses only. WSM Nashville, Tenn.—Granted CP to change aux. trans. location to pres-ent location of main trans. and install new trans. KONO San Antonio, Tex.—Granted

International and the second se

station. KAKC-FM Tulsa, Okla. — Granted mod. CP for extension of completion date to 10-1-51.

WLOK-FM Lima, Ohio — Granted mod. CP for extension of completion date to 10-18-51.

#### ACTION ON MOTIONS By Comr. Rosel H. Hyde

By Comr. Rosel H. Hyde Madison Bestg. Co., Inc., Richmond, Ky.—Granted petition for dismissal without prejudice of application. KJAY Topeka, Kan.—Granted peti-tion for continuance of hearing in pro-ceeding re application from Apr. 7, to May 17 in Washington. FCC General Counsel—Granted peti-tion requesting extension of time to May 1 to file exceptions to initial deci-sion issued in proceeding for assign-ment of CP of WMIE Miami, Fla. WQXI Atlanta, Ga.—Granted petition requesting conimission to accept late appearance in proceeding upon appli-cation.

cation.

#### By Examiner Jack P. Blume

Commonwealth Bestg. Corp., Norfolk, Va.— Granted petition for continuance of hearing in proceeding re application for mod. license to change main studio location from Apr. 12 to June 11. By Examiner J. D. Cunningham

Central Ohio Bestg. Co., Galion, Ohio —Denied petition for continuance of hearing, previously scheduled for Apr. 9, in proceeding re application and that of The Court House Bestg. Co., Wash-ington Court House, Ohio.

### By Examiner Elizabeth C. Smith

By Examiner Elizabeth C. Smith Radio California, Sacramento, Calif.— Granted petition requesting acceptance by Commission of untimely filed writ-ten appearance attached to said peti-tion in proceeding re application and that of Capitol Radio Enterprises, Sac-ramento, Calif.; said appearance of Radio California is accepted.

By Examiner Fanney N. Litvin

By Examiner Fainty N. Litvin Lawton-Ft. Sill Bostg. Co., Lawton, Okla.—Granted petition for additional ten days within which to file proposed findings of fact in proceeding re appli-cation and that of Caddo Bostg. Co., Anadarko, Okla.; said findings shall be filed on or before April 12.

By Examiner H. B. Hutchison Greater New Castle Bcstg. Corp., New Castle, Pa.—Granted in part petition for sixty-day continuance of hearing, now scheduled on Apr. 11 in proceed-ing upon application and that of San-ford A. Schafitz, Farrell, Pa.; hearing continued until Apr. 25 in Washington.

### April 10 Applications . . .

#### ACCEPTED FOR FILING TV-Ch. 7

South Central Bestg. Corp., Evans-ville, Ind.-CP for new TV station AMENDED to operate on Ch. 7 (174-180 mc) ERP 23.2 kw vis. 11.6 kw aur., ant. 432 ft.

|                                                | •                   | Number of Stations Used                              |
|------------------------------------------------|---------------------|------------------------------------------------------|
|                                                |                     | During Each Month                                    |
| Advertiser                                     | Product             | JFMAMJJASOND Agency                                  |
| Winslow Chip<br>Co.                            | Potato<br>Chips     | 1 1 1 1 1 Harry M.<br>Frost                          |
| Wiscon<br>Products                             | Pipes               | 1 1 12 15 7 Hamilton Adv.                            |
| Wisconsin &<br>Michigan<br>Steamship           | Steamships          | 1 2 1 Arthur Meyer-<br>hoff                          |
| Wise Potato<br>Chip                            |                     | 1 2 Lynn-Field-<br>bouse                             |
| Women's World                                  | Pastry Cloth        | 1 3 2 Huber Hoge                                     |
| Wooster Rubber                                 | Rubbermaid<br>Prod. | 2 1 Ketchum. Mc-<br>Leod                             |
| Wrestling Scene                                | Book                | Klores & Carter                                      |
| Wrisley, Allen<br>B., Co.                      | Soup                | 1 2 Earle Ludgin                                     |
| Wynn Oil Co.                                   | Lubricants          | 2 2 9 13 14 14 14 15 16 16 17 15 BBDO                |
| Xint Spanish<br>Foods Co.                      |                     | 1 1 Honig-Cooper                                     |
| Yardley Created<br>Products                    | Plastic Prod.       | T. R. Bauerle                                        |
| York Broad-<br>casters Ltd.                    | Vacation<br>Folders | Direct                                               |
| Youngstown<br>Kitchens-<br>Mullins Mfg.<br>Co. |                     | Brooke, Smith,<br>French &<br>Dorrance               |
| Zausner Cheese<br>Co.                          | Cheese<br>Products  | 1 2 3 3 4 2 2 1 1 1 Brisacher,<br>Wheeler &<br>Staff |
| Zenith Radio                                   | Radios &<br>TV Sets | 1 1 1 MacFarland,<br>Aveyard                         |
| Ziegler, Geo.,<br>Co.                          | Candy               | 1 1 Hoffman &<br>York                                |
| Zion Industries                                | Fig Bar             | 1 1 BBDO                                             |
| Zippo Mfg. Co.                                 | Lighters            | 1 10 12 7 Geyer, Newell & Ganger                     |
| Zippy Products<br>Co.                          | Starch              | 4 4 4 3 2 2 2 3 2 3 3 4 Martin &<br>Andrews          |
| Zonite Prod-<br>ucts Corp.                     | Larvex              | 1 1 Erwin, Wasey                                     |
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# **Official NARTB Convention Agenda** Participants—Sarkes Tarzian, president, WTTS and WTTV Bloomington, Ind.; Lee B. Walles, vice president in charge of operations, Fort Industry Co. stations. 3:00—Talk:

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- MONDAY MORNING, April 16, in the 8th St. Theater. DEFENSE MOBILIZATION (Non-Members of the association will be admitted to this session). Section 1 9 a.m. FCC-MILITARY ROUNDTABLE DISCUSSION.
- Plans for coordination between govern-ment agencies and broadcasters dur-ing emergency; station operation in wartime; vital information to all broadcasters

- Ing chargency, status, presented in the second se mand.
- mand. NARTB Staff Representative—Neal Mc-Naughten, director of engineering. Section II—10:30 a.m. MANPOWER IN THE EMERGENCY. Chairman—Thad Holt, president, WAPI

- Section II-10:30 a.m. MANPOWER IN THE EMERGENCY.
  Chairman—Thad Holt, president, WAPI Birmingham.
  NARTB Board Monitors—Leonard Kap-ner, president, WCAE Pittsburgh; H. W. Linder, president, KWLM Will-mar, Minn.
  Participants—Robert C. Goodwin, exec-utive director, U. S. Defense Man-power Commission, Dept. of Labor; Lee W. Jacobs, president, KBKR Baker, Ore.; Dwight W. Martin, vice president, WLW Cincinnati.
  NARTB Staff Representative—Richard P. Doherty, director of employe-employer relations.
  Section III 11:30 a.m. MOBILIZA-TION BROADCASTING.
  Chairman—William Fay, vice president-general manager, WHAM Rechester, N. Y.
  NARTB Board Monitors—H. Quenton

- N. Y. NARTB Board Monitors—H. Quenton Cox, general manager, KGW Portland, Ore.; Jack Todd, general manager, KAKE Wichita, Kans. Participants—George P. Ludlam, vice president, Advertising Council Inc.; Clem Randau, executive director, Federal Civil Defense Administration. NARTB Staff Representative—Ralph W. Hardy, director of government rela-tions.

### **Management** Conference

- MONDAY AFTERNOON, April 16, in the Grand Ballroom.
- OPENING CEREMONIES OF THE CONVENTION.
- CUNVENTION. 2 p.m. Call to Order-Eugene Thomas, director of television operations, WOR-TV New York-chairman, 1951 Convention Committee. "The New NARTB"-A slide film pres-entation by Mr. Thomas. Address: Judge Justin Miller, presi-dent, NARTB. Remarks: Harold F. Fallows, president

- cent, NARTB. Remarks: Harold E. Fellows, president-elect, NARTB. Greetings: Frieda Hennock, Rosel Hyde, Paul A. Walker-Commissioners of the FCC. 5 p.m. RECEPTION in the Exposition Hall.
- TUESDAY MORNING, April 17, BAB Inc. Session, North Ballroom.
- 9:30 a.m. THE NEW BROADCAST AD-VERTISING BUREAU INC. Presiding—Edgar Kobak, WTWA Thom-son. Ga.—chairman of the board,
- Address—William B. Ryan, BAB president, "Radio's Responsibilities and Opportunities."
  Address—"Don't Short Change Radio," by A. C. Nielsen, A. C. Nielsen Co.

### **Our Headquarters**

OFFICIAL headquarters of BROADCASTING • TELECASTING during the NARTB (NAB) Convention are in Suite 1206 of the Stevens Hotel. Representing the publication are Sol Taishoff, Maury Long, S. J. Paul, Winfield R. Levi, William H. Shaw, Art King, Ed James, J. Frank Beatty, Jane Pinkerton, Gladys Hall, John Cosgrove.

Panel-What BAB Means to the Broadcaster.

- Participants-Maurice B. Mitchell, As-Participants—Maurice B. Mitchell, Associated Program Service; Frank Pellegrin, H-R Representatives Inc.; Lewis Avery, Avery-Knodel; Robert M. Gray, Esso Standard oil Co.; Jerry Stolzoff, Foote, Cone & Belding; representative from networks.
   12:30 p.m. LUNCHEON, Grand Ball-room.
- room. 1:30 p.m. THE VOICE OF DEMOC-RACY featuring one of the four 1950-51 winners: Robert Burnett, St. Louis, Mo. 1:45 p.m. Address—"Korea Today"— Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Dept. of De-fense.

- Joint Chiefs of Staff, Dept. of De-fense. TUESDAY AFTERNOON, April 17, "Shoptalk" Panels, North Ballroom. 3-5 p.m.—SPORTS BROADCASTING. Chairman Merrill Lindsay, general manager, WSOY Decatur, Ill. NARTB Board Monitors—Patt McDon-ald, general manager, WHHM Mem-phis, Tenn.; Glenn Shaw, general manager, KLX Oakland. Participants—Matt Brescia, radio-tele-vision coordinator, National Assn. of Professional Baseball Leagues; Bar-ton R. McLendon, chairman of the board, Liberty Broadcasting System, Dallas; C. L. Jordan, executive vice president, N. W. Ayer & Son; L. C. McEvoy, director, radio and televi-sion, American League; George Trautman, president, National Assn. of Professional Baseball Leagues; Frank Slocum, National League; Dan Halpin, RCA, representing RTMA. NARTB Staff Representative—Robert K. Richards, director of public af-fairs 3-5 p.m.—LABOR MANAGEMENT RE-

- K. Richards, director of public alfairs
  3-5 p.m.—LABOR MANAGEMENT RE-LATIONS, Private DR No. 2.
  Chairman—Harold Essex, vice president, WSJS Winston-Salem, N.C.
  NARTB Board Monitors Kenyon Brown, president, KWFT Wichita Falls, Tex.; George D. Coleman, WGBI Scranton, Pa.
  Participants—Phil Lasky, vice president, KSFO San Francisco; Ernest de la Ossa, director of personnel, NBC; A. Frank Reel, executive secretary, American Federation of Radio Artists; Lawson Wimberly, assistant to the international president, International Brotherhood of Electrical Workers.
- Workers ARTB Staff Representative Mr. NARTB
- WORKETS
  WARTER Staff Representative Mr. Doherty
  7 p.m. RADIO PIONEERS ANNUAL DINNER—Grand Ballroom
  Featuring as speakers: Sen. Estes Ke-fauver of Tennessee; Brig. Gen. David Sarnoff, chairman of the board, RCA
  Toastmaster—H. V. Kaltenborn, found-er, Radio Pioneers.
  Honoring—The memory of Guglielmo Marconi, named by the Pioneers to the Radio Hall of Fame
  Chairman of the Dinner—William S. Hedges; president of the Pioneers— Frank E. Mullen. presiding.
  (Dinner open to all delegates; obtain tickets from C. E. Arney Jr., Third Floor)

- tickets from C. E. Arney Jr., Third Floor)
  WEDNESDAY MORNING, April 18 FM Session 10 a.m., North Ballroom.
  1. "How to Sell FM"—Chairman, Mer-rill Lindsay, WSOY Decatur, Ill.
  The Value of Research in Selling FM— Raymond Green, WFLN Philadelphia Selling FM to the Networks Josh Horne, WFMA Rocky Mount, N. C.
  FM Networking—Don deNeuf, Rural Radio Network, Ithaca, N. Y.
  How to Build and Sell an FM Audi-ence—Robert J. Dean, KOTA Rapid City. S. D.
  "FM's Specialized Services"—Chair-man, Frank E. Pellegrin, H-R Rep-resentatives Inc., New York.
  Stanley Joseloff, president, Storecast Corp. of America, New York; How-ard Lane, director of broadcasting, Field Enterprises Inc., Chicago. (For Functional Music)
  Hulbert Taft Jr., president, Radio Cin-cinnati Inc., Cincinnati (For Transit Radio)
  "Pogress Report on FM and Its

- cinnati Inc., Cincinnati (a. Radio) 3. "Progress Report on FM and Its Prospects for the Future" Chairman-Everett L. Dillard, WASY Washington; Leonard Marks, attor-ney, Washington; M. S. Novik, radio consultant, New York; an RTMA rep-resentative; H. W. Slavick, WMCF Memphis, Tenn. 12:30 p.m. Luncheon-Grand Ballro<sup>c</sup>m Address: Wayne Coy, Chairman, FCC WEDNESDAY AFTERNOON, April 18
- WEDNESDAY AFTERNOON, April 18
- 2:30 p.m. RADIO RESEARCH "Shop-talk" Panels, North Ballroom. Chairman—Clyde W. Rembert, manag-ing director, KRLD Dallas.

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SUCCESSFUL ŠELLING
John M. Outler Jr., general manager, WSB-AM-TV Atlanta.
Sui5-Business Session
Chairman-Eugene S. Thomas, chair-man, Television Board, NARTB.
4:15-Panel Discussion: The Big Thaw
Facts, opinions, and predictions about the future of television once the FCC freeze is lifted with special atten-tion to UHF vs. VHF comparisons.
Chairman-E. K. Jett, vice president and director, WMAR-TV, Baltimore Sunpapers, Baltimore, Md.
Participants-Dr. T. T. Goldsmith, re-search director, Allen B. DuMont Labs; Raymond F. Guy, manager, ra-dio and allocations engineering, NBC; Glen McDaniel, president, Radio-Television Mfrs. Assn.
5:00-ADJOURNMENT

**Engineering** Conference

Stevens Hotel TUESDAY, APRIL 17th — Technical Sessions

MORNING TECHNICAL SESSION:

Louisville Maximum-Economy Television Broad-casting-by Carl Lee, WKZO, Kala-mazoo, Mich., and Martin Silver, Fed-eral Telecommunication Labs. A 5 kw UHF Television Transmitter-by Howard M. Crosby, General Elec-tric Co. Video Switching for Television Stations -by John Brush, DuMont Labs. A Discussion on the FCC Television Al-location Priorities-by Bernard C. O'Brien, WHEC Rochester.

AFTERNOON TECHNICAL SESSION:

representative. Remote Operation of Broadcast Trans-mitters-by George Chandler, CJOR Vancouver, B. C. Trends in Audio Equipment—by W. Earl Stewart, RCA. Groundwave Field Strength Variations With Temperature — by Stuart L. Bailey, Jansky & Bailey. Recording Co-Channel Skywave Inter-ference—by Mal P. Mobley, Field Supervisor, KMPC Hollywood.

WEDNESDAY, APRIL 18th-Technical

TECHNICAL

MORNING TECHNICAL SESSION: Presiding, A. James Ebel, WMBD Peoria, Ill.
Improved Single System Photography for Television—by John Battison, TELE-TECH.
Results of the RCA-NBC Ultra High Frequency Projects in the Bridge-port, Conn., area—by Raymond F. Guy, NBC.
Television and Television Networks— by Dr. M. E. Strieby, American Tele-phone & Telegraph Co.
New Equipment Designs for AM Sta-tions—by Jack Young, RCA.
AFTERNOON TECHNICAL SESSION:

AFTERNOON TECHNICAL SESSION:

AFTERNOON TECHNICAL SESSION: Presiding, John H. DeWitt Jr., WSM Nashville. A New High Gain UHF Television An-tenna—by Lloyd O. Krause, General Electric Co. Flying-Spot-Scanner Signal-to-Noise Ratio—by A. J. Baracket, Federal Telecommunications Labs. Basic Labor Relations Problems for

Basic Labor Relations Problems for Engineers-by Richard P. Doherty. NAB.

Ancillary Services of FM—by John V. L. Hogan, Hogan Labs. A Modern 35 kw Shortwave Broadcast Transmitter—by J. L. Hollis, Collins

LIST of official exhibitors

who have displays in the

Stevens Hotel Exposition

Hall, Fifth Floor and Re-

ception Rooms is shown on

**Official Exhibitors** 

BROADCASTING • .Telecasting

Session

MORNING

Radio.

page 43.

Emer-Co.

SESSION:

Presiding, E. M. Johnson, MBS. Transmitter Maintenance in an En gency Period—by RCA Service representative.

Presiding, Orrin W. Towner, WHAS Louisville

SUCCESSFUL SELLING

5:00-ADJOURNMENT

- NARTB Board Monitors-Robert T. Mason, president, WMRN Marion, Ohio; Craig Lawrence, general man-ager, WCOP Boston
  Participants-Henry P. Johnston, di-rector, WSGN Birmingham, Ala.; president, BAM Inc.; C. E. Hooper, C. E. Hooper Inc.; A. C. Nielsen, A. C. Nielsen Co.; Sydney Roslow, The Pulse Inc.; James W. Seiler, Ameri-can Research Bureau
  NARTB Staff Representative-Dr. Ken-neth H. Baker, director of research.
  2:30 p.m. LEGISLATION, Private DR No. 2.
  Chairman Paul W. Morency, vice

- No. 2.
  Chairman Paul W. Morency, vice president-general manager, WTIC Hartford, Conn.
  NARTB Board Monitors—William B. Quarton, general manager, WMT Cedar Rapids, Iowa; Frank U. Fletcher, co-owner, WARL Arlington, Va. Participants—Frank Russell, vice president, NBC Washington; Carl George, general manager, WLAC Nashville, Tenn.; Victor C. Diehm, WAZL Hazleton, Pa.; Leon Sipes, KELD Eldorado, Ark.
  NARTB Staff Representative Mr. Hardy
- Hardy 4:30 p.m
- Hardy :30 p.m. Grand Ballroom BUSINESS SESSION (Accredited active mem-bers ONLY may vote) :00 p.m. Grand Ballroom ANNUAL BANQUET 7.00

### Television Day

Thursday, April 19 General Theme: Television in— THE YEAR AHEAD

- Morning

- lorning —Registration (All of the morning sessions will be held in the North Ballroom). 0—Call to order—Eugene S. Thomas, manager of television operations, WOR-TV New York, and chairman, Television Board, NARTB.
- Announcements
- 10:05-BUILDING AND KEEPING AU-DIENCE

- 10:03-BUILDING AND KEEPING AU-DIENCE
  Chairman Harold Hough, director, WBAP-AM-TV Fort Worth.
  10:10-Panel Discussion
  SPORTS & TELEVISION-THEIR FU-TURE RELATIONSHIPS
  Participants-Rear Admiral T. J. Ham-ilton, USN-Ret, director of athletics, U. of Pittsburgh, and chairman, Tele-vision Committee, NCAA.
  Davidson Taylor, general production executive, NBC.
  L. C. McEvoy, director of radio and television, American League.
  Arch Ward, sports editor, Chicago Tribune.

- Tribune. 11—Panel Discussion:
- **MORNING PROGRAMMING-DOES IT** PAY?
- MORNING PROGRAMMING-DOES IT PAY?
  A case history: Cincinnati
  Chairman-C. J. Witting, general man-ager, DuMont Television Network.
  Participants-John T. Murphy, TV di-rector, Crosley Broadcasting Corp.; U.
  A. Latham, general and commercial manager, WKRC-TV Cincinnati; M. C. Watters, vice president and gen-eral manager, Scripps-Howard Radio Inc., Cincinnati.
  11:30-Panel Discussion:
  MAKING BETTER USE OF FILM Chairman-George T. Shupert, vice president, Paramount Television Pro-ductions Inc.
  Participant-Charles B. Brown, direc-tor of TV sales, Bing Crosby Enter-prises Inc.
  John H. Mitchell, director of TV, United Artists Corp.
  Sy Weintraub, executive vice president, Flamingo Films Inc.
  12-Adjournment for Lunch
  AFTERNOON

- AFTERNOON

COSTS

- AFTEKNOON
  Chairman-Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans.
  12:30-Lunch Grand Ballroom
  Speaker: Charles E. Wilson, Director, Office of Defense Mobilization, by closed circuit television from WTTG (TV) Washington.
  2-"Profitable Program Ideas for TV-1951"
  Presentation of awards to stations with

Presentation of awards to stations with

winning entries in this contest. (All of the following sessions will be held in the North Ballroom). 2:30—Panel Discussion

HOLDING THE LINE ON OPERATING

Chairman—Clair R. McCollough, presi-dent, WGAL-AM-TV Lancaster, Pa., and vice president, WDEL-AM-TV Wilmington, Del.

### THE RIGHT COMBINATION TO





# THE NATION'S STATION

With a population of 13,658,505 and 3,611,767 radio families—nearly 1/10th of the
U. S. total—the 330 counties of the
WLW Merchandise-able Area present a
worth-while market for any advertiser.
Using class "A" time, WLW obtains advertising impressions in this market at an average cost per thousand of only \$1.18.
And this does not take into account the large bonus audience beyond this area accredited to WLW by BMB.

Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families, half of which are TV set owners. In this second largest TV market of the Midwest, more local and national spot advertisers buy more time on WLW-Television to sell more products to more people than on any competing stations.

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Crosley Broadcasting Corporation

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Music's immortals play again, sing again, in RCA Victor's "Treasury of Immortal Performances."

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Now artists whose names are musical legend live again for the modern listener. You can hear them, at their finest, in RCA Victor's "Treasury of Immortal Performances."

In re-creating these performances on both 33 and 45 rpm, acoustical engineers drew on a vault of master records guarded for posterity by RCA Victor. But new electronic techniques, developed through RCA research, give the new records a richness and quality of sound far surpassing that of the originals. Because RCA Victor could draw on so vast a storehouse, there is something in the "Treasury of Immortal Performances" for every listener. Caruso sings light and serious music — as do Schumann-Heink, Mary Garden, and others . . . Paderewski is here . . . and, if your taste is for popular music, such greats as Berigan, Armstrong, Waller, in rare early records.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.



The magic of RCA Victor's "45" system —as an independent unit, or combined with radio or television—has led 55 record-makers to adopt it.

