Load-pullers

There's one station in Baltimore that works like an ox for you. That's W·I·T·H, the BIG independent that covers America's sixth largest city like a tent.

W·I·T·H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W·I·T·H delivers more listeners-per-dollar than any other station in town. It's the real bargain buy.

W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W·I·T·H story.
BACK IN 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies “home” to hear the WLS National Barn Dance. As Mrs. Johnson recalls, "Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.'”

This happy Saturday night tradition continued as long as Mrs. Johnson's parents lived. Uncle Ezra, Lulubelle and Scotty, Ralph Waldo Emerson and other Barn Dance favorites had become like members of the family. Even the canary was named after WLS-singer Chubby Parker.

Now, a quarter century later, the Johnsons enjoy WLS in their own home in Hobart, Indiana—and their married son and daughter often bring their families in on a Saturday night for coffee, talk and Barn Dance entertainment.

All over the Middlewest—city, town, farm—you find these family traditions built around the Barn Dance and WLS. And so you find the kind of deep loyalty that brings such quick response to our Christmas Neighbors Club, our annual flower seed offer, our Family Albums—and an equally amazing response to the sound advertisers who share in this listener-confidence we have been building for twenty-five years.
Hail KCBS...Hail Columbia!

On April 3rd the call letters of KQW, San Francisco, were changed to KCBS. And that dotted the last “i” and crossed the last “t” to the fact that KCBS is now a Columbia-Owned Station.

Making our San Francisco outlet a Columbia-Owned Station and switching its call letters to KCBS means a lot of good things to a lot of good people. Including you.

FOR THE LISTENER — KCBS now becomes unmistakably associated with CBS — today carrying the greatest schedule of entertainment ever concentrated on one network in the history of radio. And this star-studded CBS schedule is backed and blended with KCBS local origina-

ADVERTISERS, TOO — local, national spot, and network — share new advantages from this reinforced identity between the network and its San Francisco outlet. For instance, more than 900 advertise-

ments promoting the full KCBS-CBS program schedule are now appearing in every newspaper throughout the entire KCBS 50-100% BFM Audience Area.

A SIGNIFICANT “EXTRA” — KCBS is now represented nationally by Radio Sales...Radio and Television Stations Representative — CBS. Which means you now can get penetrating and resourceful data about the KCBS market and Northern California listening habits, plus complete and accurate information on how to get KCBS listeners to buy more of your product — faster.

Ask us or Radio Sales how KCBS — “Columbia’s Key to the Golden Gate” — can be your key to greater profit.

"COLUMBIA’S KEY TO THE GOLDEN GATE"  
KCBS

5,000 watts, 740 kilocycles. Columbia Owned - Represented by Radio Sales
Closed Circuit

RARE PROCEDURE on FCC's reply to Sen. Ed Johnson's demand for monopoly and TV data [BROADCASTING, March 14]. After 29 days of pencil-chewing, FCC answered Thursday. Sen. Johnson refused to release them, though he had released both sides of earlier exchange and his questions in this one. FCC is mum, chiefly because of policy and also because parcel includes worksheets and memoranda. They may not see light till Sen. Johnson springs hearings.

UPSHOT of NAB Convention activities this week may be reorganization in headquarters staff and ultimate departure of one or more department heads. Board action, however, will pave way for new appointments also in different specialized spheres—TV and legislative contact, for example.

FOR FIRST TIME in several years NAB has budget worries. While increases in membership have more than offset station resignations, number of those which have resigned were in higher dues brackets whereas majority of newcomers are secondaries.

HEAVY ADVERTISING campaign, including radio, scheduled for new and as yet unidentified development of Mennen Co., baby product manufacturer. Grey Adv., N. Y., planning campaign.

WHAT will Ed Craney's new anti-clear channel group do at Chicago during NAB Convention week? His Independent Broadcasters Protective League slated to appoint Washington director and action may occur in Chicago with naming of well-known New England manager who recently resigned his post.

MOST LIKELY appointee to highly important post of Director of Division of Mass Communications of UNESCO is Stanley P. Richardson, widely-known journalist and broadcaster whose last assignment was with NBC's international division. NAB President Justin Miller and Michael R. Hanna, WHCU Ithaca, both on UNESCO radio council, support him.

GOLDEN RULE, big St. Paul department store, planning intensified regional radio campaign with results to determine whether or not even larger campaign be undertaken. Agency, Cramer-Krasselt Co., Milwaukee.

WITH DOROTHY Schiff Thackrey returning to helm of New York Post Home News, replacing her husband, Theodore O. Thackrey, there's speculation whether her WLIR Brooklyn will he leased or sold.

ABC and CBS seeking to lure Carnation Co. Contended Hour away from NBC with offers of better time. Agency: Erwin, Wasey & Co.

April 11-13: NAB Management Sessions, Stevens Hotel, Chicago.

(Other Upcomings on page 193)

SLOAN AWARDS WINNERS


White New MBS Head; Kobak Consultant

FRANK K. WHITE, president of Columbia Records Inc., was elected president of Mutual Friday at MBS board meeting in Chicago [CLOSED CIRCUIT, April 4]. He will assume his duties May 1, after a brief vacation.

He succeeds Edgar Kobak, MBS head since 1944. Mr. Kobak, who will set up business consulting office, was retained by Mutual as consultant. Mr. White succeeds Mr. Kobak on board.

Mutual board was understood to have given Mr. White three-year guarantee with salary and bonus provisions approaching $100,000 annually.

While network presidency was center of attention, board also named Theodore C. Streibert, president of WOR New York, to succeed Lewis Allen Weiss, Don Lee president, as MBS board chairman. Mr. Weiss' term had expired.

Thomas O'Neil, Yankee Network president, succeeded Mr. Streibert in board vice chairmanship.

Mr. White said:

Presidency of MBS carries with it responsibilities and challenges which must be met by performance rather than prediction. I can say, however, that I appreciate the sincere assurances of cooperation and support which his board of directors has expressed to me and I am confident that both the Mutual network and the stations affiliated with it will continue to improve the fine broadcasting service which they have been making available to their nation-wide radio audience.

Mr. Kobak asserted:

I am delighted that my good friend Frank White has agreed to succeed me and I pledge him and the network my fullest cooperation. I believe that Mutual's solid foundation will be the base upon which it will grow to a dominant position. I plan to open an office as a business consultant and am delighted to have Mutual as my first client.

All network officers below presidency were re-elected: E. M. Antrim, Chicago, secretary; James E. Wallen, New York, treasurer, controller and assistant secretary; Vice Presidents Z. C. Barnes, New York, and Robert A. Schmaltz, New York, in charge of operations; William T. Travers, Yankee Network chairman, Washington, in charge of program sales; A. A. Schechter, New York, in charge of news, special events and publicity; E. V. H. James, New York, in charge of advertising, promotion, and research, and A. N. Hilt, Chicago, in charge of Midwest operations; Engineering Director E. M. Johnson.

Board committee was named a few weeks ago to nominate successor for consideration at Friday's meeting [BROADCASTING, March 28]. Committee was composed of Messrs. Weiss, Streibert, and O'Neil, and Benedict Gimbel Jr., president of WIP Philadelphia.

Other directors are Mr. Antrim and Chesser Campbell of WGN Chicago; Willet H. Brown of Don Lee; J. E. Campeau of KCLW Windsor-Detroit; H. K. Carpenter of WHK Cleveland; J. R. Poppele of WOR New York, and Linus Travers of Yankee. Frank Schreiber of WGN was named to succeed Mr. Campbell. Others re-elected.

New Mutual president had been head of Columbia Records since January, 1948, and was member of board of CBS, which he formerly served as treasurer and vice president.

In innumerable labor-management dealings he has acquired reputation as one of industry's foremost negotiators.

BROADCASTING • Telecasting
The World's BEST Customer...

...1948
CASH INCOME
(Average)
$8,200.00

The "WOW-LAND" FARMER!

For ANY product you have to sell—the WOW-Land farmer is the best customer in the world! His cash farm income in 1948 was $8,200 (average). In the aggregate this makes WOW-land...

A $2.6 BILLION DOLLAR FARM MARKET...
OR . . . nearly 10 per cent of ALL the 1948 cash farm income in the U.S.A.

This is not a new situation. The past ten years have been the biggest farm income years in WOW-land history. And there are 317,000 farms in the area served by WOW—32% of all farms in Iowa, Nebraska, Minnesota, Kansas, Missouri and South Dakota. The $8,200 average cash income figure is conservative, because WOW-land includes the better-than-average farm areas in the states it serves.

A recent rural survey gives WOW a 34% share of audience at points 65 to 100 miles from Omaha. It is the ONLY advertising medium that covers ALL this area.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

TWENTY-SIX YEARS OF SERVICE IN THE RICH MISSOURI VALLEY
Goodbye Sprayer!

Mr. Elmer Knopf
Radio Station WFDF
Flint, Michigan

Dear Sir:

If you will recall, last Thursday, January 21st, I requested that you advertise a sprayer for sale on your Farm Exchange Program. This announcement came over the air at 6:10 A.M., and the sprayer was sold, at exactly the price advertised, at 8:00 A.M. the same day.

I certainly wish to thank you for this service and to be more than pleased to take advantage of it, and have something else for sale and want to move it quickly.

Yours very truly,

G. A. Clark

P.S. . . . and we'd like to add, the buyer drove 30 miles on this winter's iciest day to pay $150.00 for Farmer Clark's sprayer! We're proud of the confidence rural buyers show in the sales messages they hear on their favorite station . . . WFDF, of course!

910 Kilocycles
WFDF
FLINT
MICH.

A M E R I C A N  B R O A D C A S T I N G  C O M P A N Y

Represented by the Katz Agency

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 6 • April 11, 1949
It's a great new WORLD LIBRARY!

MAKE "WATCH WORLD" YOUR "WATCH WORD!"
WORLD's Spectacular
pays off
AT THE CASH

SPECTACULAR NEW SHOWMANSHIP
THAT MEANS INCREASED SPONSORSHIP!
We're showing WORLD subscribers the better way to increased sales and sponsor satisfaction. New stars... new shows... new scripts... new promotions... new ideas... that mean NEW sponsors and MORE sponsors for WORLD stations! New, bigger, better shows like "The Dick Haymes Show," "The David Rose Show," "The Lyn Murray Show," "The Carmen Cavallaro Show," "Eddy Howard" and many more—all planned for COMMERCIAL SPONSORSHIP!

THE DICK HAYMES SHOW!

Terrific, power-packed brochures—on "The DICK HAYMES SHOW"—have already been sent to WORLD stations. These brochures tell your prospective national, local or regional sponsor how he can put this great, tailor-made, selling program to work immediately!

This DICK HAYMES SHOW Promotional Portfolio shows your sponsor how he can make this program ring his cash register! It contains ad mats, star photos, newspaper articles, "teasers"—ready to go!
New Commercial Plan for you

REGISTER!

COMMERCIAL...on 8 Great Counts!

1. COMMERCIAL TALENT . . . Stars your sponsors like because they sell . . . Sell . . . SELL!

2. COMMERCIAL TIMING . . . Each show timed "commercially." Each number timed to fit into its proper place.

3. COMMERCIAL SCRIPTS . . . Written like custom-built shows: Commercial lead-ins; open and closing sponsor identification against theme; provision for two full-length commercials inside the show.

4. COMMERCIAL PRODUCTION AIDS . . . As In The DICK HAYMES SHOW: Opening and closing themes by Dick Haymes; special voice tracks wherein Dick Haymes ties in with sponsor, introduces Helen Forrest, etc.

5. COMMERCIAL BROCHURES . . . Specifically designed to convince sponsors.

6. COMMERCIAL PROMOTION AIDS . . . Three sizes of ad-mats, photos, newspaper articles; "teasers"—ready to go.

7. COMMERCIAL AUDITION DISCS . . . So your sponsor can hear his show as it will sound on the air.

8. SPECIAL COMMERCIAL DEPARTMENT . . . To tell you where WORLD programs are sold—types of sponsors—Mooper ratings—success stories—to make it easier to sell your sponsor and keep him sold.

"The Sponsored Library"

WORLD PROGRAM SERVICE LIBRARY

WORLD BROADCASTING SYSTEM, INC.
An Affilite of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

400-501, HOTEL STEVENS, CHICAGO
BROADCASTING • Telecasting

April 11, 1949 • Page 9
WHAT CAN $5 BUY IN RADIO?

Thousands of women in the Milwaukee area will, this afternoon, be sitting at home, listening to their radios. Their dial will be set at 1290. They will be tuned to their favorite programs over WMLO.

If you were a WMLO advertiser, you would be telling this story to all of these women. It would have cost you exactly 5 cents per 127 listening homemakers.

Inexpensive? Of course. Good radio is always inexpensive. And effective. Which explains why so many of Milwaukee's leading retailers, so large a percentage of the nation's leading national advertisers, now use the facilities of WMLO to tell their story to the rich Milwaukee market.

The growth of WMLO has been phenomenal. Hooper reports that in all the United States their studies indicate only 15 of the 172 independent stations surveyed equal or exceed WMLO's audience.

Here in Milwaukee, Hooper says that the average audience tuned to WMLO every weekday afternoon is 46 per cent greater than the average for three of the four network stations serving this market. And, as for the three other independent outlets, WMLO's audience is 104 per cent greater than their average.

Brother, can you spare a nickel?

Advance Registration, NAB Management Conference

ADVANCE registrations for the NAB Management Conference to be held April 11-13 at the Hotel Stevens, Chicago, follow (symbols are: ST: Stevens; PH: Palmer House; R: Bismark; BI: Blackstone; CO, Congress; D: Drake):

A

Adams, Rolland L., WGPA, Bethlehem, Pa., ST.
Akerberg, Herbert V., Columbia Broadcasting System, New York, ST.
Albright, Fred W., Dow, Lohnes & Albionton, Washington, ST.
Aldinger, Albert H., WCOL, Columbus, ST.
Aldridge, Mahlon R., Jr., KFRL, Columbus, Mo., ST.
Albright, G. F., WKBV, Richmond, Ind., ST.
Alexander, John, KODY, North Platte, Neb., ST.
Allen, J. V., Canadian Assn. of Broadcasters, Ind., ST.
Allen, W. H., KALJ, Alexandria, La., ST.
Allison, Addison, NBC, New York, N. Y., ST.
Ammons, John H., WMBU, Anderson, Ind., ST.
Amstel, Leslie, WERN, Chicago, ST.
Auretiens, Josiah W., Jr., WKAM, Mesa, Ariz., ST.
Avery, Lewis H., Avery-Knodel, Inc., Ind., ST.
Axton, Bailey C., WREN, Topeka, Kans., ST.

B

Bacus, Roy, WHAP, Fort Worth, Texas, ST.
Baker, Philip M., Baker and Thompson, Washington, D. C., ST.
Baker, Roger M., WKBW, Buffalo, N. Y., ST.
Baker, William, WERK, Ind., ST.
Ballard, John, WLAP, Lexington, Ky., ST.
Banks, Dolly, WYAT, Philadelphia, ST.
Banks, William A., WTNB, Norfolk, Va., ST.
Barker, Harry, WRAD, Atlanta, Ga., ST.
Bare, John D., WHUR, Houston, Texas, ST.
Barnes, Maurice R., Barnes & Nelson, Washington, D. C., ST.
Barnes, Wally, NBC, New York, ST.
Barnhart, Charles, WMMI, Peoria, Ill., ST.
Baskerville, James, WFLN, Tampa, Fla., ST.
Beach, Thomas N., WNET, New York, ST.
Beatty, J. Frank, Broadcasters, Washington, D. C., ST.
Beaver, C. K., KTBS, Shreveport, La., ST.
Becker, Aurelia S., WHTO, Burlington, Md., ST.
Bell, O. H., "Jim," WPGH, Pittsburgh, Pa., ST.
Bellamy, Sam H., KMBC, Kansas City, Mo., ST.
Bender, Roger G., WAKR, Akron, Ohio, ST.
Bernard, Joe, KOMA, Oklahoma City, Okla., ST.
Bernstein, Fred L., WTTM, Trenton, Beverly, N. J., ST.
Biddle, Richard B., WLW, Cincinnati, Ohio, ST.
Bill, Edgar L., WMER, Peoria, Ill., ST.
Bird, R. D.,WLW, Mattoon, Ill., ST.
Bingham, George W., WPKG, Peoria, Ill., ST.
Bixby, Tams, Jr., KEKX, Muskegon, Mich., ST.
Blackman, E. G., WLAC, Nashville, Tenn., ST.
Blair, John F., John Blair and Co., Chicago, Ill., ST.
Bloomquist, Carl, WSDM, Superior, Wis., ST.
Boiling, George W., The Boiling Co., New York, N. Y., ST.
Boiling, Robert H., The Boiling Co., Laurence, N. Y., ST.
Bondurant, Hale, WJBC, Bloomington, Ill., ST.
Bonebrake, Matthew H., KOCY, Oklahoma City, Okla., ST.
Booth, John S., WCHS Chambersburg, Pa., ST.
Borland, R. D., WHK Cleveland, ST.
Bosswell, N., WKVX, Tex., ST.
Bowden, J. L., WKBK Youngstown, Ohio, ST.
Boyd, Gerald F., WPAY Portsmouth, Ohio, ST.
Brandt, Otto P., ABC, New York, N. Y., ST.
Breitner, Joseph L., Silver Spring, Md., ST.
Breeden, Edward, KFYD, Fort Dodge, Iowa, ST.
Brennan, H. K., WKBV Pittsburgh, ST.
Brehtorn, Thomas S., WTOL Toledo, Ohio, ST.
Brezen, Leslie R., Jr., WTJS Jackson, Tenn., ST.
Brooks, W. Emmett, WRBJ, Breton, Ala., ST.
Brown, Carleton D., WTVL, Water- ville, Mo., ST.
Brown, Julia, Compton Advertising, New York, N. Y., ST.
Brown, Kenneth, KWTG, Wichita Falls, Tex., ST.
Buchheit, John H., WKLD, Pittsburgh, Pa., ST.
Buckalew, E. W., KNX Los Angeles, ST.
Buckley, Richard S., John Blair and Co., New York, N. Y., ST.
Buder, Pat, KOY Colorado City, Colo., ST.
Buning, John, WHIO, Columbus, Ohio, ST.
Bunker, Harry S., ST.
Burgan, George L., WHDF, Houghton, Mich., ST.
Burr, Sam A., KIRX Kirkville, Mo., ST.
Burke, Charles G., KFGO Fargo, N. D., ST.
Burke, Harry, WHOM, Yakima, Wash., ST.
Burkland, Carl, CBS, New York, N. Y., ST.
Busrow, Robert J., WDAN, Danville, Ill., ST.
Burns, R. W., WABC, New York, ST.
Cabling, Paul, WJZ, New York, N. Y., ST.
Butler, Edward W., KBRN Bemidji, Minn., ST.
Byrne, Louis K., KVMA Magnolia, Ark., ST.

C

Cagle, Gene L., KFJZ Fort Worth, Tex., ST.
Caldwell, Louis, WLDR, Fleming, Green, Martin & Ellis, Washington, D. C., ST.
Caley, Charles C., KLCI, Indianapolis, Ind., ST.
Campbell, Dick, KOMO, Seattle, Wash., ST.
Campbell, Martin B., WFAA Dallas, Texas, ST.
Campbell, Wendell, KMID St. Louis, Mo., ST.
Carpenter, James D., WKBB, Dubuque, Iowa, ST.
Carpenter, K. H., WHK Cleveland, ST.
Carr, Murray, WPOR Portland, Me., ST.
Carr, Robert H., WLW, New York, ST.
Carr, Eugene, WHBC Canonsburg, Ohio, ST.
Carr, W. M., WMUR Manchester, N. H., ST.
Cash, Norman E., NBC, New York, N. Y., ST.
Cheang, George, CHOF, Van- couver, B. C., ST.
Chase, Ted, WHJR Jacksonvile, Fla., ST.
Chapman, Jack B., KTSF El Paso, Tex., ST.
Chappell, Edward A., WKPW, Cape- keepale, N. Y., ST.
Church, Arthur, AMBTC Kansas City, Mo., ST.
Churchill, Clifton H., Jr., WKHY, Buffalo, N. Y., ST.
Clymer, Robert J., Columbia Trans- actions, New York, N. Y., ST.
Clay, Henry B., WKBK, Shreveport, La., ST.
Clayberg, John W., WBIC Jackson, Miss., ST.
Cline, Neil, KTBS, Shreveport, La., ST.
Clohessy, Henry, Compton Advertising, Inc., New York, N. Y., ST.
Clother, Howard, WBRR Buffalo, N. Y., ST.
Cobb, Greer C., KVGB Great Bend, Kan., ST.
Cohn, Marcus, Cohn and Marks, Washington, D. C., ST.
Coleman, George D., WGBR Scratchen, Pa., ST.
Cole, James W., WAKS, Alexandria, Va., ST.
Collins, J. M., American Society of Composers, Authors and Publishers, New York, N. Y., ST.
Conrad, Francis H., ABC, Hollywood, ST.
Coogan, Helen T., KVGB Great Bend, Kan., ST.
Cook, James A., KVGB Great Bend, Kan., ST.
Cook, Charles R., WDFW Herrin, Ill., ST.
Cook, George R., WCW Chicago, ST.
Cook, Nathan W., WIBX Utica, N. Y., ST.
Coombs, Clyde F., KARM Fresno, Calif., ST.
Covington, G. W., WCOV Montgomery, Ala., ST.
Cowx, James L., Broadcast Music Inc., New York, N. Y., ST.
Craig, W. E., WLBC Muscle, Ind.
Creast, George, WBAP, Fort Worth, Tex., ST.
Crecculisi, Guy R., WGBF Evansville, Ind., ST.
Cribb, Wayne W., KJMJ Hannibal, Mo., ST.
Crisler, Richard C., Transit Radio, Cin- cinnati, ST.
Crocker, William R., KDFC San Fran- cisco, ST.
Crocker, William J., Jr., KEDC Decatur, Ind.
Crooks, Elliott, Radio Inventions Inc., New York, N. Y., ST.

(Continued on page 14)

BROADCASTING & Telecasting
WJW to broadcast
CLEVELAND INDIANS
BASEBALL GAMES
AM/FM At Home and Away

A smash hit last year, with more firsts than ever before in the history of Cleveland radio, Cleveland's Chief Station is ready for another top-notch performance in '49. For advertisers who wish to reach and sell the great Ohio market, WJW is a "natural".

STATION RATINGS
during the 1948 Baseball Season

<table>
<thead>
<tr>
<th></th>
<th>WJW</th>
<th>Network 2</th>
<th>Network 3</th>
<th>Network 4</th>
<th>5</th>
<th>6</th>
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<tr>
<td>WEEKDAY MORNINGS</td>
<td>34.3</td>
<td>20.9</td>
<td>24.3</td>
<td>7.9</td>
<td>10.5</td>
<td>1.3</td>
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<tr>
<td>WEEKDAY AFTERNOONS</td>
<td>25.1</td>
<td>23.7</td>
<td>19.5</td>
<td>12.3</td>
<td>13.2</td>
<td>2.1</td>
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<tr>
<td>EVENINGS</td>
<td>42.5</td>
<td>17.7</td>
<td>18.3</td>
<td>12.9</td>
<td>(9.3+)</td>
<td>1.9</td>
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<tr>
<td>SUNDAY AFTERNOON</td>
<td>70.1</td>
<td>9.1</td>
<td>5.9</td>
<td>9.5</td>
<td>3.9</td>
<td>0.2</td>
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<tr>
<td>SATURDAY DAYTIME</td>
<td>48.0</td>
<td>14.0</td>
<td>11.8</td>
<td>10.5</td>
<td>9.5</td>
<td>3.8</td>
</tr>
<tr>
<td>TOTAL RATINGS</td>
<td>40.9</td>
<td>18.2</td>
<td>17.3</td>
<td>11.6</td>
<td>(9.9+)</td>
<td>1.9</td>
</tr>
</tbody>
</table>

BILL O'NEIL, President

BASIC
ABC Network
CLEVELAND
850 KC
5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
When WMC was born to the Commercial Appeal back in 1923, the Memphis NBC outlet fell heir to all the prestige and dignity that comes with one hundred and nine years of loyal and faithful service to the people of Memphis and the Mid-South. What a blessed event! – for you – the advertiser, and the 499,379 radio families who await your message!

**Advance Registration, NAB Management Conference**

(Continued from page 10)

Crowther, Frank, WMJZ Macon, Ga., ST.
Crumrinefield, Charles H., WBT Charlotte, N. C., Mo., ST.
Curtis, James R., KFRO Longview, Tex., ST.

D
Debade, Roy, WFWB Baton Rouge, La., Dahl, Howard, WKBH La Cross, Wis., ST.
Darcottar, Harold P., WDBO Orlando, Fla., ST.
Davis, Donald D., WHB Kansas City, Mo.,
Dean, Robert J., KOTA Rapid City, S.D.,
Dennis, Walter L., Allied Stores Corp., DelRusay, John S., NBC, New York, Dewing, Harold L., WCVS Springfield, Ill.,
Dettl, John H. Jr., WSM Nashville, Tenn., ST.
Dibble, Olivel, Compton Advertising Inc., New York, ST.
Dien, Victor C., WAZL Hamilton, Pa., Dillon, Robert, KRNT Des Moines, B.L., Dirksen, KFRI Sioux City, Iowa,
Dolberg, Glenn, Broadcast Music Inc., New York, ST.
Doenst, Nat V., C. P., MacGregor, Hollywood,
Doree, W. Ward, C. E., Hooper, Inc., New York,
Draughon, Jack M., WIX Nashville, Draughon, Louis K., WHX Nashville,
Duchin, Robert W., KNOE Monroe, La.,
Duell, Wallace R., KGLC Miami, Okla., Dunington, Richard C., KHQ Spokane,
Duvall, Charles B., KGIN Kansas City, Mo.,
Dwight & Southmayd, Washington,
Dziegielewski, T. W., KGMB Springfield, Mo., ST.

E
Egan, R. Russell, Kirkland, Fleming, Green, Martin, and Ellis, Washington,
Edwards, Wm. Doty, Badger and Browning & Hersey, Inc., New York,
Edwards, Wilbur, WEZI Boston, ST.
Eggleson, J. C., WMC Memphis, Elias, Don S., WWCA Asheville, N. C.,
Eliss, Don S., WWNC Asheville, N. C.,
Ellis, Paul, KRNT Des Moines, Ellis, Girard D., Columbia Transcriptions Chicago,
Engelbrecht, John A., WIKY Evansville, Ind.,
Enoch, Robert D., KTOK Oklahoma City, ST.,
Eppel, Ray, KMRK Mitchell, S. D., ST.,
Evans, John, KFIL Tulsa, Okla.,
Evelson, Lester, WLB, LEB, Pennsylvania, Pa.,
Evans, Charles, Transcription Sales, Books, Westfield, Ohio,
Evans, Ralph, WHO Des Moines,
Evans, Richard, KGHL Salt Lake City, ST.,
Evans, T. L., KCMO Kansas City, Mo.,
Evans, Carl M., WHKJ Columbus, Ohio, ST.

F
Fairbanks, R. M., WIBC Indianapolis, Fautel, S. Jr., KFLO Sioux Falls, S. D.,
Fasi, R. E., WRC Cincinnati, Faught, Dr. Willard C., The Fault Co., Inc., New York, BL,
Faulkner, Frank, WBBN Chicago, Fax, William, WHAM Rochester, N. Y., ST.,
Fehlmon, Robert, WHBC Canton, Ohio,
Folks, Harold, WEIR Boston, Mass.,
Fellus, Hugh M., Broadcast Measurement Bureau, New York,
Ferguson, Robert W., WTRF Bellaire, Ohio,
Fetzer, John E., WAZL-WEJF Kalama, Wash.,
Fisher, Ben S., Fisher Wayland, Duvall & Southmayd, Washington, PH,
Fitzsimmons, E. A., Weeds & Company, New York,
Fitzgerald, Edward R., J. Walter Thompson Co., D.C.,
Fitzsimmons, F. E., EFTR Bismarck, N.D.,
Flanagan, T. F., Natl. Assn. of Radio Station Representatives, New York,
Flanagan, James M., WCAU, Philadelphia,
Fleischer, Earl, KGVL Greenville, Tex.,
Stevens Hotel; PH-3.
B-Bismarck; D-Drake; AE-Assistant East; Co-Congress; Bt.-Blackstone.

Fletcher, Frank U., WART Washington, Fletcher, Henry H., KSEI Pocatello, Idaho,
Flinn, W. F., KJRF Miles City, Mont.,
Florence, Herbert C., KDRC San Francisco,
Fly, Art Lawrence, Fly, Fitts and Duvall, New York, PA.,
Ford, Les, KFRO El Paso, Tex., ST.,
Foster, Ralph D., KWTO Springfield, Mo., ST.,
Frazier, Howard S., Frazier & Peter, Washington, ST.,
Freed, J. C., KFRE Fresno, Calif.,
Friedman, A. F. P., WABJ Associated Men of Broadcasters, Toronto, Ont.,
Frisbee, Charles, WOC, Davenport, Iowa, ST.,
Fry, Ed J., KKBX Fresno, Calif.,
Freyer, Robert, Frederic W. Ziv Co., New York, ST.,
Frueher, Robert W., WCOL Galesburg, Ill., ST.,
Fry, Paul R., KBON Omaha, CO.,
Fujita, Charles A., WBTJ Brockton, Mass.,
Fulton, Harold W., WHO Des Moines, ST.,
Fry, James W., Jr., WIZY Tuscaloosa, Ill., ST.

G
Gamble, Edmund R., WTBA Batavia, N. Y.,
Gannom, Earl, WTOP Washington, ST.,
Gannom, John H., Western Electric Co., New York, ST.,
Genting, G. B., KROC Roch.,
George, Abner, W. R. I., KFRA Rapid City, S. D.,
George, Carl E., KGAR Cleveland,
Gibbs, J. Alan, KGLK-KOME Long Beach, Calif.,
Gilbert, Miss Jan, Harold Cabot & Co., Inc., Boston, ST.,
Gillett, Glenn D., Glenn D. Gillett & Assoc. Washington,
Gillin, John J. Jr., WOW Omaha,
Girard, Paul, KEPX El Paso, Tex., ST.,
Gitterman, W. C., Broadcast System, New York,
Gluck, E. J., WHJIC Charlotte, N. C.,
Gordon, Walter H., WAYS, Charlotte, N. C.,
Gould, Fred G., KKFR Aberdeen, Wash.,
Goldman, Harry L., WROW Albany, N. Y.,
Goldman, Paul H., KSYL Alexandria, La.,
Goldman, Simon, WTFI Jamestown, N. Y.,
Goldstein, C. Leslie, WEPN Martinsburg, W. Va., ST.,
Goodrich, Lloyd A., KRUS Ruston, La.,
Gorden, James E., WNOX New Orleans, LA.,
Gordon, K. S., KDFW Dubuque, Iowa,
Graham, A. W., WJCU Rochester, N. Y.,
Gray, Gordon, WIP Philadelphia,
Green, J. A., Collins Radio Co., Co.,
Greenbaum, Arthur N., WSAW Sellin, Mich., ST.,
Griffin, John A., KGUL Audubon, Minn.,
Griffith, Lloyd, Free & Peters, Inc., Chicago,
Grove, Wm. C., KFPC Cheyenne, Wyo.,
H.
Hickerson, Charles H., WDBT Chattanooga, Tenn.,
Gust, C. H., Katz Agency, Chicago,
Gutendorf, Willson, KROW Oakland, Calif.,
Guyer, R. Sanford, WBTB Danville, Va., ST.,

H
Hass, Julian, KARK Little Rock, Ark.,
Hackethorn, K. K., WBK Cleveland, ST.,
Hagan, J. A., WWNO Asheville, N. C.,
Hager, A. W., WBEA New York,
Hahn, George E., KSSO Sioux Falls,
Halber, Andrew G., Haley, McKenna & Wilkinson, Washington,
Hall, Edward E., Columbia Broadcasting System, New York,
Hankok, Ul, National Broadcast Company, New York,
Hanna, Melville, WHCU Ithaca, N. Y.,
Hannan, William A., Employers Insurance Corp., Kansas City, Mo.,
Hansen, John, KOMN Neenah, Wis.,
Hardy, Ralph W., KQSL Salt Lake City, ST.,
Hawley, Joseph F., London Library Service, New York, ST.,
Heffron, Ralph, Broadcast Music, Inc., New York, ST.,

(Continued on page 16)
Our Mr. Jamison sums it up...

Mr. Jamison (always a fine orator) was recently asked to make a short speech at a sales convention. Naturally the subject he chose was Spot Broadcasting and the function of the station representative in it.

"Gentlemen," said Jamison in part, "Spot Broadcasting is the form of advertising which should probably interest you the most. For it approaches the great American consumer in much the same way that you do... on a market-by-market basis, with the object of producing local sales. Because of this selectivity, Spot is surely one of the most profitable, flexible and economical media ever developed.

"I must tell you also that the correct use of Spot is a very complex proposition... with hundreds of markets throughout the country and thousands of stations that reach them. That is why firms of station representatives are in business.

"One of the most distinguished of these firms—I might add—is my own employer, Weed and Company. Today, through diligence, application and expert ability, we are doing more business for all of our clients... and helping them make more money... than ever before."

Mr. Jamison's remarks were so well received we thought we'd pass them along from one convention to another.
Advance Registration, NAB Management Conference
(Continued from page 14)

LINNEA NELSON
Chief Time Buyer,
J. WALTER THOMPSON COMPANY
New York

In her twenty years with
JWTV "Lin" has earned a
nation-wide reputation as
an authority on radio
research, a booster for radio
in all its forms, an
interesting lecturer, and a
member of the BMB Board
and NAB and AAA
Committees. Today the
William G. Rambeau rep
tells us he is making a
member ship in the Patrons and a
tract of land in the heart of
Patronland.

The Fact of the week

Soon no station in the nation
more powerful than WPTR!
Buy choice availabilities NOW
and enjoy pleasant low rates
for 52 weeks.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY
PATRON BROADCASTING CO., ALBANY, N. Y.

Page 16 • April 11, 1949

Harkrader, John W., WDJB Roanoke, Va.
Harpole, W. J., KVOP Plainview, Tex.
Harr, Arthur F., WJJD, Chicago, Ill.
Harris, Jack, KODC M., Kan. City, Mo.
Harris, John P., KFIM-FM Hutchinson, Kans.
Harris, R. Paul, WLWH Maitown, Ill.
Harvey, W. E., WJDX Jackson, Miss.
Harwood, Gerald, WMAS Cambridge, Mass., ST.
Hastings, E. K., KCMO Kansas City, Mo.
Hatch, R. L., Communications Products
Co., Inc., Keyport, N. J., ST.
Hathaway, Neal, Columbus Broadcast-
ning System, New York, ST.
Haverin, Carl, Broadcast Music, Inc.,
New York.
Hawkins, Ewing B., WILM Wilmington,
Del., ST.
Hays, Arthur Hall, KGW, San
Francisco.
Hays, John S., WTWP Washington, ST.
Haywood, Carl E., KKO Waco, Tex.
Haywood, Dexter, KUNO Topeka, Kan.
Heard, W. J., WABM Mobile, Ala.
Hock, R. H., WNBC New York
Holler, C. B., WIMA Lima, Ohio
Hollin, Morton H., KSIO Sioux Falls,
S. D., ST.
Hendes, Harry D., WVOX New York,
ST.
Henderson, E. W., WBAP Dallas, Tex.
Henderson, G. B., Jr., National Broadcast-
ing Company, New York.
Hick, Mrs. Evelyn Stafford, WTN
Birmingham, Ala.
Hickox, George J., WISI Indianapolis.
Higgins, Hugh N. P., WMOA Marietta,
Ohio. PH.
Hill, H. M., WTHI Terre Haute, Ind.
Hirsch, Norman P., Robert Kahn &
Assoc., Chicago.
Hirsch, Oscar C., KPVs Cape Gir-
ardau, Mo., ST.
Hohman, Ben, WDET-FM, Detroit,
Mich.
Hoffman, E. J., Machtel Laboratories,
Springdale, Conn.
Hoffman, Karl B., WGR Buffalo, ST.
Hoffman, Phil, WOL Washington, D. C.
Hoffs, John L., KOX Phoenix, Ariz.
Hollingsworth, Charles S., WMDU Ber-
lin, Penn.
Hollister, R. H., Collins Radio Co.,
Cedar Rapids, Iowa, ST.
Holt, W. A. T., WBAJ Birmingham, Ala.
Holmdahl, G. R., WJPG Green Bay,
Wis., ST.
Honea, B. N., WBAP Fort Worth,
Texas.
Hookey, B. H., "Hank", KGLO Mason
City, Iowa.
Hooper, C. E., C. E. Hooper, Inc., New
York.
Hoyns, James, WHRV Detroit
Hoskins, Cecil B., WWNC Asheville,
N. C.
Hough, Harold, WBAP Fort Worth
Howard, Rex G., American Radio
Howe, J. W., WCTC New Bruns-
wick, N. J., ST.
Howard, B. M., KFJX Grand Forks,
N. D., ST.
Howard, W. C., KTVI Sioux City,
Iowa.
Houghton, Bill, KVMA Magnolia, Ark.
Hulst, Paul, Froster & Gamble & Co.
Hylie, John F., Transportation Sales,
Inc., Springfield, Ohio.
Hynes, William D., WLAND Lancaster, Pa.
Hynes, Edward G., Jr., C. E. Hooper,

J
Jackson, Aubrey, KGNC Amarillo,
Tex. ST.
Jansen, A. H., Blaek-Connex Company,
Pittsburgh, PA.
Jacobs, O. W., WKBR Baker, Ore.
Jadusohn, K. A., SESAC, Inc., New
York, ST.
Jahnke, Ernest, Jr., American Broad-
casting Co., New York.
Jameson, Guilford, Federal Communi-
Jameson, J., Frank, WDNC Durham,
N. C., ST.
Jasper, Bernard, W C S I Columbus,
Ohio.
Jayne, Dan E., W KIL Battle Creek,
Mich.
Jeffrey, John Carl, WIOI Kokomo,
Ind. ST.
Jeffrey, Mrs. Mildred, WDET-FM
Detroit, Mich.
Jensen, Ray V., KSAT San ANtonio, San.
Antonio.
Johnson, Albert D., KVO Phoenix,
Ariz.
Johnson, Ed, WISR Columbus, Ohio.
ST.
Stevens Hotel; PH-Palmer House;
B-Bismarck; D-Dekalb; AT-Ambas-
da, Tex.; CO-Congress; Bl-Black-
ston.

Johnson, E. M., Mutual Broadcasting
System, New York, ST.
Johnson, Howard A., WBIA Madison,
Wis.
Johnson, Les, WDBD Rock Island, IL.
Johnson, Frederick H., WAGT Wichita
Falls, Tex.
Johnston, George W., SESAC, Inc.,
New York, ST.
Johnston, H. P., WSGN Bing-
hamton, Ala., ST.
Johnston, G. W., Natl. Assn. of Man-
facturers, New York.
Jones, Merle, WIMM Minneapolis, ST.
Jones, Ruth, Benton & Bowles, Inc.
Jordain, Charles B., KFJZ Fort Worth
Joyce, Wm. W., Katz Agency, Chicago.

K
Kanev, A. W., National Broadcasting
Co., Chicago.
Kapner, Leonard, WCAE Pittsburgh,
Pa.
Katz, Adam, Transmission Sales, Inc.,
Springfield, Ohio.
Keller, John, Columbia Broadcasting
System, New York.
Katz, Oscar, Columbia Broadcasting
System, New York.
Kennedy, Sydney, Broadcast Music,
Keefe, Jerry, WJTL Chicago
Kelchner, C. G., WBC Saginaw, Mich.,
ST.
Keller, Bob, Robert S., Keller, Inc.,
New York, ST.
Kelley, Boyd, KTRN Wichita Falls, Tex.
Kelley, Gaines, WPMY (FM) Greens-
boro, N. C., ST.
Kernick, Don, WBAM Chicago
Kelly, Frank W., WBBN Buffalo, ST.
Kemper, Frank, T. Compton Advertising,
New York, B L.
Kempkes, David J., KIHI Sioux Falls,
S. D., ST.
Kendal, John, KWWB Walla Walla,
Wash., ST.
Kenkel, Fred H., C. E. Hooper,
Kennon, Leslie L., KWTO Springfield,
Mo., ST.
Kercher, George A., Edward Petry &
Co., Inc., ST.
Kern, George, Benton & Bowles, Inc.,
New York, B L.
Kerrigan, John F., WHO Des Moines,
Iowa, ST.
Kerrypor, J. Gordon, WMNB North
Adams, Mass.
Kibler, Milton J., Milton J. Kibler
(office), Washington, ST.
Killenore, B., WEBR Buffalo, ST.
Kline, Frank, WMBR Jacksonville, Fla.,
ST.
King, Peter J., SESAC, Inc., New
York, ST.
Kline, Rex, KJZY Huron, S. D.
Kline, Gorden C., Advertising Council,
Inc., New York, ST.
Kirby, Joseph E., Mutual Broadcasting
System, New York.
Koch, John W., Avery, Inc., Chicago.
Koehler, Bill, WJEF-AM Chicago
Kobak, Edgar, Mutual Broadcasting
System, New York.
Kosel, Frank E., WROV Roanoke, Va.
Koos, A. J., American Broadcasting
Co., Chicago.
Koenig, Albert S., KOL-KFOP Lin-
coln, Neb., B L.
Kornitzer, E. J., WLDJ Jacksonville,
Fla., ST.
Kreiseland, Harold R., WMPM Memphis
Krueter, Herbert L., WTAG Wor-
cester, Mass.
Kutscher, W. J., WMJJ Peoria, Ill.
Kyrkonis, Don D., WBDM Peoria, Ill.,
ST.
Lahr, Robert T., WSBF Fall River,
Mass.
Laird, Ben A., WDUZ Green Bay, Wis.
LaLaguen, James W., Graybar Elec-
tric Company, New York.
Lancaster, W. H., WJHL Johnson City,
Tenn., ST.
Land, Thomas S., WBOY Carmi, Ill.
Landis, DeWitt, KFYO Lubbock, Tex.,
ST.
Landreth, Ellis, WBBW Welch, W. Va.,
ST.
Lane, C. Howard, WJJD Chicago
Langston, S. B., South Worth Feature
Programs, Inc., New York, ST.
(Continued on page 20)

BROADCASTING • Telecasting
KRNT
OUT-HOOPERS
all
DES MOINES STATIONS

FOR OBVIOUS REASONS,
BUY KRNT . . .

That Very Highly Hooperated,
Sales Results Premeditated,
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency
INSIDE
In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio...strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:
—by *inventing* great package programs like "Suspense" and "My Friend Irma";
—by "*showcasing*" great programs like the Philharmonic;
—by *developing* great personalities like Godfrey;
—by *securing* them, like Benny and Amos 'n' Andy.

Invention...showmanship...initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.

If you need a radio program, you can be sure that CBS has it for you—for the best new programs will continue to come from the Columbia Broadcasting System.
ALL OF OKLAHOMA
WITH DOUBLE-DUTY IMPACT!

KOMA
Oklahoma City's only
50,000 Watt Station offers you 60% of all the rich Oklahoma Market.

JOE BERNARD, Gen. Manager

KLXK
Tulsa's only exclusive
radio center, blankets Northeastern Oklahoma's booming trade area — with an increase of 48,870 radio homes since 1946.

JOHN ESAG, Vice Pres., Gen. Mgr.

REPRESENTED BY Avery-Knodel, INC.

Advance Registration, NAB Management Conference
(Continued from page 16)

Laskey, Phillip G., KSFO-KPIX San Francisco, Calif.
Lauten, Roy R., KSDL-Salt Lake City, Utah
Layton, Sharon P., University of Colorado, Boulder, Colo.
Leslie, James C., KTUL Tulsa, Okla.
Lewin, Harry R., WBTY Racine, Wis.
Lerner, Miss Erna, KGNC Amarillo, Tex.
Linder, H. W., KWWL Willmar, Minn.
Lindlow, Lester W., WFDF Flint, Mich.
Lindsey, Mort, WSGV Decatur, Ill.
Little, Lee, KTUG Tucson, Ariz.
Livey, J. R., WLSH Mattoon, Ill.
Lodder, William B., Columbia Broadcasting System, New York
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington, D.C.
Lown, Bert, Associated Program Service, New York
Loyd, Paul A., WHO Des Moines, Ia.
Lucas, James C., J. J. Walter Thompson Co., New York, N.Y.
Lucy, Calvert, WVEA Richmond, Va.

M
MacLeod, E. F., WCGA, Gaineville, Ga.
McAllister, Bert, K R P L Moscow, Idaho, St.
McAlister, H. B., KICA Clowis, N. M., N.M.
McAndrew, William R., WBC Washington, D.C.
McCabe, Kenneth N., WTYC New York, N.Y.
McCullough, Tom, W W B Miami Beach, Fla.
McCurin, L. L., KAUS Austin, Minn.
McDonald, G. B., KBUR Burlington, Iowa.
McDonald, Joseph A., American Broadcasting Co., New York
McDonald, Hatt, WHGM Memphis, Miss.
McGovern, S. H., KSO Des Moines, Iowa
McIntosh, Robert J., WJWS Evansville, Ind.
McKay, Robert Martin, Jr., WKNM Columbus, Tenn.
Mckellar, Jill, KXO Moorhead, Minn.
McKenna, Mary, Benton & Bowie, N.Y.
McMurry, Emmett H., WJIP Greenville, Miss.
McNally, W. J., WTVN Minneapolis
McPeary, Bob, WBCI Columbus, Miss.
McGuire, Harry, WNNM Louisville, Ky.
McIntosh, Douglas L., WJBO Baton Rouge, La.
McGrath, J., G. KVOX Shreveport, La.
Marget, Manuel, WJW Cincinatti, Ohio
Marger, Gustav B., National Broadcasting, New York, N.Y.
Mark, S. Carl, WTMK Trenton, N.J.
Markham, L. D., WZCT and WZG, Washington, D.C.
Marlin, Al, Broadcast Music Inc., New York, N.Y.
Mayer, John S., WRIN Topeka, Kans.
Mazel, Samuel M., KVOX Moorhead, Minn.
Margraf, Gustav B., National Broadcasting, New York, N.Y.
Mark, S. Carl, WTMK Trenton, N.J.
Markham, L. D., WZCT and WZG, Washington, D.C.
Marlin, Al, Broadcast Music Inc., New York, N.Y.

N
Nahas, Fred, KXYZ Houston, Tex.
Nelson, Len, WFMJ Youngstown, Ohio
Neary, John F., Lefrith Structural Steel Co., New York, N.Y.
Nelson, Herbert E., KSUM Fairmont, W. Va.
Nelson, Miss Linnie, J. Walter Thompson Co., New York, N.Y.
Newman, William J., KOIL Omaha, Neb.
Newman, Cy, Storaro Advertising Co., Des Moines, Iowa
Newton, R. B., BBDO New York, N.Y.
Nolte, Vernon A., WHZ Zanesville, Ohio
North, Frank A., KCNC Texarkana, Texas
North, Robert P., National Broadcasting Co., New York

O
Olson, R. L., WJYS Canton, Ohio
Ogren, Clifford, Capitol Records, Hollywood, Calif.
O'Hara, J. N., WMAN Mansfield, Ohio
Ohs, B. J., WJNR-Cleveland, Ohio
Ogilby, Herbert K., KGLO Mason City, Iowa
Olson, William, WJQF Chattanooga, Tenn
Olsen, B. K., WFMJ Youngstown, Ohio
Ottoboy, Paul, WLAC Nashville, Tenn.
Oswalt, John M., Jr., WLAB Atlanta, Ga.
Oxley, Jack, WJZQ Frederick, Md.
Oxley, John, WPBC Broadcast Music Inc., New York, N.Y.

P
Pagliara, Nicholas, WSBW Wst. Palm Beach, Fla.
Parker, A., WPAL Palm Beach, Fla.
Parker, Jack, WSM Saginaw, Mich.
Parker, Parsons, Edgar, WBFD Washington, D.C.
Patt, James M., WNNH New Bedford, Mass.
Patt, John F., WGBR Cleveland, Ohio
Patt, L., WIZX New York
Payne, Albert, WJUP Waco, Tex.
Peabody, Patric H., KSL San Jose, Calif.
Peck, Marshall L., WJBS Evansville, Ind.

Broadcasting • Telecasting

(Continued on page 24)
A GREAT NEW

ZIV

PRODUCTION

O. Henry's Famous Robin Hood of the Range

RED-BLOODED ADVENTURE!
NOW! ZIV PRESENTS AN EXCITING NEW DRAMATIC PROGRAM WITH A

A TERRIFIC HIGH-HOOPER HALF-HOUR SHOW THAT YOUR SPONSORS WILL LOVE!

O. Henry has created one of the most loved and most feared heroes of American literature—famous on the screen—in books—on the air!

IN MOVIES! The only Western ever to win the Motion Picture Academy Award! Six big-budget pictures released each year by United Artists.

ON THE AIR! Cisco has everything: Adventure—humor—drama—romance—heart appeal. Every member of the family loves CISCO!

MOST SENSATIONAL SUCCESS STORY EVER OFFERED FOR LOCAL SPONSORSHIP!

Interstate Bakeries (1948 gross: $58,724,649) say: “The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for six additional years.”


SENSATIONAL PROMOTIONS! Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, store displays, letters, post cards—complete localized campaigns.

LONG-RUN GUARANTEED!

Three years of CISCO KID half-hours have already been produced on a 3-per-week basis.

Duncan Renaldo plays the "Cisco Kid" in movies that are regularly released by United Artists Pictures.

SEE ZIV'S GREAT EXHIBIT - N.A.B. CONVENTION - SUITE
SATIONAL RECORD OF SALES!

"THE CISCO KID"

O. Henry's Famous Robin Hood of the Range

"WHAT IS HAPPENING TO KID SHOWS?"
Write for this sensational analysis. It's an eye-opener!

FREDERIC W. ZIV COMPANY
Radio Productions

501-501A, HOTEL STEVENS, CHICAGO
COMING • • very soon!

A

GREATER VOICE

AND

A

GREATER BUY!

in the DETROIT area

★

5,000

WATTS

at 800 Kc.

JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts in the middle of the dial . . . at the lowest rate of any major station in the Detroit region!

CKLW

Guardian Building, Detroit 26 • J. E. Campeau, President
Adam J. Young, Jr., Inc., National Representative
H. N. Stovin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM

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Advance Registration, NAB Management Conference
(Continued from page 20)

Rowan, B. J., WGY Schenectady, N. Y.
Rudolph, Rudy, C. P. MacGregor Electrical Transcriptions, Hollywood, ST.
Runnstrom, Robert O., WCOL Columbus, Ohio
Russell, Frank M., WRC Washington, D. C.
Russell, Percy H., Jr., Kirksland, Fla.
Ryan, William B., KFI Los Angeles, ST.
Ryder, J. Maxim, WBYR Waterbury, Conn.

S
Saddler, Owen, KMA Shenandoah, Iowa
Sadleir, Harold A., WLS Chicago
Sambrook, Al, Frederic W., Ziv Co., New York
Sampson, Albert, WMAM McPherson, Kan.
Sanders, Ernie, WOC Davenport, Iowa
Sanger, Elliott M., WQXR New York
Saunemin, J. Dudley, WIS Columbia, S. C.
Scanlan, Eleanor, BBDO, New York
Scher, Jacob F., WZIB Benton Harbor, Mich.
Schilling, F. T., WBB Kansas City, Mo.
Schiffman, Frederick C., KFAM-FM
Schmitt, Mark, III, WBBM Chicago, Ill.
Schoeder, Arthur H., Miller & Schoeder, Washington, D. C.
Schroy, Frank E., WKBV Indianapolis, Ind.
Schultz, William A., Jr., Columbia Broadcasting System, New York
Schwartz, Julius, WPTF, Stamford, Conn.
Schwartz, L. S., The Advertising Council, Inc
Segal, David M., KTBS Texarkana, Tex.
Seel, Leo J., KSUM Farmington, Minn.
Seppal, L. M., WJLI Jackson, Miss.
Sevart, A. G., WGR Buffalo, N. Y.
Seidler, Roger A., WSPA Spartanburg, S. C.
Shefto, Richard, WISC Madison, Wis.
Sheffer, T., Using, Inc., Chicago
Shein, Alice, WBT Williamson, W. Va.
Shields, Arthur T., WLYD Ladysmith, Wis.
Sheo, Victor A., WHAS Louisville
Shum, Ernest, WBWM Chicago
Shults, James, KLYC Cleveland
Silverman, Frank, BBDO, New York
Silverna, Lincoln P., WGR Rochester, N. Y.
Silverman, Fred, Weezer, Inc., Kansas City, Mo.
Slew, John, American Radio Publications Inc.
Smiley, David, WDAE Tampa, Fla.
Smith, Calvin J., KPAC Los Angeles
Smith, Clyde H., KSEL Lubbock, Tex.
Smith, Earl H., WLS Baton Rouge
Smith, Frank R., WBVP Beaver Falls, Pa.
Smith, J. E., WKJL Baltimore
Smith, John, MBI, Knoxville, Tenn.
Smith, R. A., RCA, Camden, N. J.
Snyder, John M., WFBG Altoona, Pa.
Snyder, Robert E., Jr., KXIC Iowa City
Snyder, Glenn, WLS Chicago
Soul, Frank W., KYW Syracuse, N. Y.
Soule, O. P., KFTH Twin Falls, Idaho
Sowell, F. C., WLBQ Nashville, Tenn.
Sparano, John E., Northern Manufacturing Co., Waltham, Mass.
Sparrow, Ken, Broadcast Music Inc., New York
Speck, J. H., KCNC Ft. Worth, Tex.

(Continued on page 30)
With more and still more telecasters it's Du Mont TV camera equipment because of outstanding DEPENDABILITY

DU MONT
Type TA-124-B
Image Orthicon Chains

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pickups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment: by in-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.

ALLEN B. DU MONT LABORATORIES, INC.  TELEVHISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J.  DU MONT NETWORK, 535 MADISON AVE., NEW YORK 22, N. Y.  GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J.  PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATerson, N. J.
"Have a wonderful time"

TAKE 13 WEEKS WITH PAY... ON WCCO

Stay on WCCO all year 'round — without a Summer hiatus — to have a wonderful time! Summertime in the Northwest is just what the doctor ordered.

BIG SALES! Throughout the 6-state WCCO territory, retail sales are just about as high ($699,000,000) in June, July and August as they are in any other season. Northwest farmers harvest cash crops of $865,927,000 in these three months, and more than two million vacationists bring in (and gleefully spend) an additional $212,000,000.

BIG LISTENING! WCCO delivers an average daytime Twin Cities Hooper of 6.0 in the Summer — 58% better than any competing station. (Throughout the 6-state area surveyed by the CBS-WCCO Listener Diary, WCCO averages 200% more listeners than any other Twin Cities station.)

BIG PRECEDENT! Last year, 48 blue-chip local and national spot advertisers (30% more than the year before) stayed "on the job" all year 'round on 50,000-watt WCCO. As they'll do again this year... having a wonderful time, making sales while the sun shines.

You'll find, as they have found, that the 13 Summer weeks on WCCO are 13 weeks with pay. For reservations, see us or Radio Sales.

WCCO
50,000 watts
Minneapolis-St. Paul • CBS
Represented by RADIO SALES

*May 1948. All source material available on request.
"I WANT a pair of Bill Slater's pants," said the customer. A strange request? No. The imper- turbable clerk calmly witheld a $7.95 pair of slacks, made the fitting and rang up a sale as the customer departed, content that he had received what he asked for.

Actually they weren't Bill Slater's pants at all, but the clerk and customer had understood each other perfectly. Ever since Mr. Slater had begun identifying himself with the troupers on his Share The Wealth program for Prentis Clothes (Tuesdays on WOR New York), listeners had been identifying themselves with Mr. Slater and the pants. Several thousand pairs had crossed the counter within two days of the first announcement.

In the past, Prentis Clothes, consisting of eight clothing stores in New York City, had used their tin occasional spot announcement campaign or participation on record programs. In September 1948, however, the store allocated 60% of its approximate $300,000 yearly advertising budget to radio. The spearhead of that campaign was the Share The Wealth program

Sharing honors for the success of the Prentis Clothes program are Mr. Slater (r) and Mr. Taplinger.

* * *

originally scheduled for only 13 weeks. The program paid off so successfully, however, that the sponsor has renewed it for another 52.

The Pulse rating of the show has mirrored accurately its sales success. Starting with a 3.3 rating, it has climbed to a 5.7, making it one of the highest rated local shows.

As a direct result of its radio
(Continued on page 32)

**On All Accounts**

BUTTONS, bows and a businesslike attitude are blended tastefully by Carol Joay Parel into her work as timebuyer for the Arthur Meyerhoff agency, Chicago. A complete feminist, she nevertheless operates as efficiently as her industrial brethren.

This happy balance is attained in her social life, too. Carol's enthusiasms include rumbaing ("weekly, with a fascinating Spaniard who teaches in my hotel"), "living" jazz music ("After half an hour ofbebop, it all sounds alike"), and attending hockey, football and Chicago Cubs games. On lunch hours she shops along Michigan Blvd. for suits and hats.

A native Chicagoan, Carol spent six of her early years in Oakland, Calif., where she was impressed by two things—the smoothness of her tan and of Singer Tony Martini, a family friend. Returning to Chi- go, she was enrolled in elementary school and a ballet course. The latter continued spasmodically for nine years.

At Hyde Park High School she was recruited as a vocalist in a school band heard by Mel Torme. "He was good even then," says Carol. Her voice failed her but music didn't, and she developed a major passion for opera which led her backstage at the Chicago Opera House to appear as an eager spear-carrier or silent chorus girl.

Carol, on her dates, reserved front-and-center seats for all ballet and dance recitals that hit town. She was tutored by Merriel Abbott, director of show productions for the Hilton Hotel, until she entered the U. of Wisconsin. No longer dancing, she kept her toes in, however, by catering to visiting stars of the Ballet Russe de Monte Carlo and Ballet Theatre. Services included applying makeup and running errands backstage at the Wisconsin Union Theatre, owned by the university and famed as the birthplace of Alfred Lunt and Lynn Fontanne plays. The Lunts always premiere each production in the theater they helped build.

Apart from relating her interpretation of "Swan Lake" and reminiscing a bit, Carol majored in speech, minored in psychology and learned how to skate and ski at northern Wisconsin resorts.

"Undoubtedly the most soul-satisfying" of her many projects was the formation of a small, creative act.

(Continued on page 32)

**WSAM**

WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE
HEADLEY-REED CO.

RADIO BUILDING
SAGINAW, MICH.
Are you one of the folks who've been buying Pacific Coast Network coverage on the basis of a plus market that— in reality— doesn’t exist at all? Isn’t it a little like paying for the hole in the doughnut... and isn’t it time you asked yourself how much that hole is costing you?

ABC Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the entire market (ABC has 95%)... whether it’s little Lemoncove in the Sequoias’ shadow, or big Long Beach.

On the coast you can’t get away from ABC

For coverage... ABC’s booming Pacific network delivers 227,500 watts of power—53,500 more than the second-place network. This power spells coverage—ABC reaches 95.4% of all Pacific Coast radio families in counties where BMB penetration is 50% or better. And ABC’s Coast Hooper for 1948’s first 11 months is up 10% or more both day and night.

For cost... a half hour on ABC’s full 21-station Pacific network costs only $1,275. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you’re on a coast network or intend to be— talk to ABC

ABC Pacific Network

New York: 30 Rockefeller Plaza Circle 7-5700
Detroit: 1700 Stroh Building Cherry 8321
Chicago: 20 North Wacker Drive Delaware 1900
Los Angeles: 6363 Sunset Boulevard Hudson 2-3321
San Francisco: 15 Montgomery Street EXbrook 2-6544

April 11, 1949 • Page 29
There's no place like WRNL's new home.
Yes! After many long months our great "RADIO CENTER" of the South is open and in operation.

We just can't help singing! The contractors are through and we're all settled in our magnificent new home. It's a dream come true—a dream of modern architectural design and radio engineering. Functional, as well as beautiful, it encompasses all that is the very last word in technical equipment and construction, planned for the highest quality of broadcasting.

Everything, from WRNL's new 250-seat theater, to its staff of competent, trained personnel has been planned to give both listener and advertiser the finest in quality of broadcast, plus simultaneous programming on WRNL-FM. Thus WRNL dedicates its continued efforts and modern facilities to better serve a greater Richmond.

WRNL is a steady, growing station centered in this rich Richmond, Virginia, marketing area. For over ten years it has served its listeners with the topmost local and network entertainment. And, WRNL has served advertisers with the market from which they could gain the full effectiveness of their radio advertising budget. Is YOUR product on WRNL?

Represented by
EDWARD PETRY & CO., INC.

5,000 Watt ABC Affiliate

P. S. Be sure to visit us on your next trip south.

Advance Registration, NAB Management Conference
(Continued from page 24)

Spence, Edwin M., Radio Advertising Clock, Miami Beach, Fla., ST.
Spence, Harry H., KGAR Aberdeen, Wash., ST.
Spokes, Alfred E., WJOY Burlington, Vt., ST.
Springate, V. N., KXOK St. Louis, Mo., ST.
Staley, Max F., KLJF Huron, S. D., ST.
Staplin, Weldon, KSSO Durant, Okla., ST.
Stanton, Frank, Columbus Broadcasting System, New York.
Staub, E. B. J., Blaw-Knox Co., Blaw-Knox, Pittsburgh, Pa., ST.
Stefan, Harry, WVEJ Pittsburgh, Steine, David, K B U R, 1 R, Burlington, Iowa, ST.
Stevenson, Fred J., KGKH Fayetteville, Ark.
Stetson, New, WBIX Utica, N. Y., ST.
Stisle, Maxey E., WSVS Crewe, Va.
Stone, Wilford, KWOA Worthington, Minn., ST.
Stoughton, Milton W., WSPR Springfield, Mass., ST.
Strickert, Theodore C., WOR New York, ST.
Strouse, Ben, WDWC Washington, Steffens, Ralph L., KTLK St. Louis, Mo., ST.
Sullivan, Donald D., WNAV Yankton, S. D., ST.
Sweeney, Robert D., WDSU New Orleans, LA, ST.
Swenson, O. G., WBCS New York, ST.
Swisher, Arden E., WOL Washington, D. C., ARX.
Sylvester, Albert J., WPEN Philadelphia, PA, ARX.

T
Taft, David G., WCOS Cincinnati, C. Tahlt, John J., WKRC Cincinnati, OH.
Tanner, E. S., WSBX Nashville, TN.
Tate, George L., KRCB Emid, Okla., ST.
Taylor, Dale, WEEX New Orleans, LA.
Taylor, O. L, TED, KGNC Amarillo, Tex.
Taylor, S. P., Western Electric Co., New York, ST.
Teedle, Pete, WRB Dallas, Tex.
Terry, Hugh B., KLZ Denver, ST.
Thompson, C. L., WWAP Louis, MO.
Thomas, Eugene S., WOC Washington, DC.
Thompson, Charles E., KMYC Marysville, Calif., ST.
Thompson, James L., Edward Petry & Co., CHIC.
Thompson, William, BROADCASTING, Chicago.
Thompson, Roy F., WATL Atlanta, GA, ST.
Thorndale, D. W., WKNX Los Angeles, ST.
Tullies, E. N., KPUN Los Angeles, N. M., ST.
Twight, Gene, WLOX Biloxi, Miss. Tichenor, Dudley, WNAO Raleigh, N. C.
Timpin, J. F., The Branchor Am, New York, ST.
Timberty, B. P., Avery-Knudell Inc., Timcher, Robert R., WNAV Yankton, S. D., ST.
Tomkins, W., Merrick Broadcast Music, New York, ARX.
Tucker, Merle H., KOAT Albuquerque, N. M., ST.
Tulby, Stephen J., Washington, D. C., ST.

U
Ulmer, James C., KGBB Tyler, Tex.
Urrugne, Owen F., WQAM Miami, Fl., ST.

V
Vadoncourage, E. R., WSYR Syracuse, N. Y, ST.
Valerius, Walter, WELM Elmira, N. Y.
Vanee, Fred L., KTSN San Antonio, Tex., ST.
Van Konynenburg, F., WTCN Minneapolis, MN.
Vickers, Marjorie R., KPAC Port Arthur, Tex., ST.
Vickrey, M. K., SESSAC Inc., New York, ST.
Voykow, Edward E., Edward Petry & Co., Chicago, IL.

ST-Kielven Hotel; PM-Palmer House; B-Bismarck; D-Draite; AE-Ambassador East.

BROADCASTING & Telecasting

Wagner, William D., WHO Des Moines, Iowa.
Waller, John M., WJPG Green Bay, Wis., ST.
Wlent, Mary P., WJPJ Green Bay, Wis., ST.
Ward, J. Gordon, KGKB Springfield, Mo., ST.
Warden, Leslie P., KWRE Warren, Mo., ST.
Ward, William E., KSBE Council Bluffs, Iowa, ST.
Warren, Charles C., WCMR Ashland, KY.
Warr, W. W., RCA, Camden, N. J., ST.
Wats, Frank V., KFPH Wabash, Ind., ST.
Weil, F. Granger, WTHH Port Huron, Mich.
Wheeler, Ralph N., WOY New York, ST.
Whiles, Lewis Allen, KJH Hollywood, Fla.
Whitlock, Ralph, Broadcast Music Inc., New York, ST.
Werner, A. Matt, WHIL Sheeboygan, Wis., ST.
Whaley, Storm, KUOA Solom Springs, Alaska.
Wheelahan, H., WSMB New Orleans, LA.
Wheeler, Bob, KOXO Harrison, Ark.
Whieler, Edward K., WEAW (FM) Evansston, III., ST.
Whitener, Edward K., WDIX Detroit, Mich.
Wheeler, Lemoine C., WHEC Rochester, N. Y., ST.
Whiting, Lee L., KEYD Minneapolis, Minn.
Whitlock, E. S., WRNL Richmond, Va.
Wille, Gunnar O., WHRC Rochester, N. Y., ST.
Wilcox, H. C., WSYR Syracuse, N. Y., ST.
Wilkens, J. P., KFPP Great Falls, Mont., ST.
Williams, Joe V., Jr., WDBX Chatanooga, Tenn., ST.
Williams, W. F., Jr., WKBK Youngstown, Ohio, ST.
Williams, J. E., WLPX Lexington, Ky., ST.
Wilson, William M., William C. Rambeau Co., New York, ST.
Windsor, Waltet M., WQBA Columbus, Ga., ST.
Winget, Carl, WDDO Chatanooga, Tenn., ST.
Winosor, Harold B., WBYS Canton, Ill.
Wittner, Harold A., KEYD Minneapolis.
Wollenhaupt, Arthur F., Wood, Phil., WKKW Madison, Wis., ST.
Woodall, Allen M., WDKA Columbus, Ga., ST.
Woodhouse, C. J., WDKC Durham, N. C., ST.
Woodruff, J. W., Jr., WRHL Columbus, Ga., ST.
Wood, James, WMRF, Lewiston, Pa.
Woods, Wilfred W., WHO Des Moines, Iowa, ST.
Woodward, F., KDHT Dubuque, Iowa.
Woolen, Hoyt B., WREX Memphis, Tenn.
Wyr, Karl O., KTSU, El Paso, Tex., ST.

Y
Yocum, Ed, KCHL Billings, Mont.
Young, Adam J., Jr., Adam J. Young Jr., New York.

Z
Zimmer, Grasene, WCSU Columbus, Ind., ST.
Zimmerman, G. R., KARK Little Rock, Ark., ST.
We Pay Our Respects to all you station men whose confidence in us and an idea made the Syndicate success story possible.

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BRUCE EELLS & ASSOCIATES
2217 Maravilla Drive Hollywood 28, California
Hollywood 9-5869

For membership information — and "Pat O'Brien", "Frontier Town", and "Adventures of Frank Race" audition records — write, wire or phone. A total weekly fee equal to your one-time national class-A quarter-hour rate entitles you to all these and future Syndicate programs.
Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Need for Statistics
EDITOR, BROADCASTING:
There is a current rumor going the rounds that BMB is having tough sledding because of indifference on the part of radio stations.

This is difficult for an advertiser to understand.

Radio stations should provide every possible tool for intelligent buying of radio time. Mail counts, Hoopers, and BMB reports are three good tools. And, in the case of radio, it is only by correlating all available statistics that good time buying can be done.

Newspapers and magazines not only provide circulation figures (and certainly radio has no proofs of performance so accurate), but they also provide survey results in large quantities.

We feel that radio stations should try to match the buying help provided by competitive media.

We further feel that BMB is one of the most important of these "buying helps," and we would like to see the day come when no advertiser would consider buying time on any station that did not have a BMB rating. That goes for 50,000 watters, as well as 250 watt outlets.

Marshall Pickett
Kasco Mills Inc., Toledo

Praises Exactness
EDITOR, BROADCASTING:
I would like to compliment you on the St. Louis article in the March 14 issue of BROADCASTING. It certainly gave the reader the exact details... The writer, Bill Thompson, is indeed to be given due credit for his excellent handling of copy. I enjoyed the entire picture presented; i.e., employment, other important aspects of market and of course the very complete coverage of station information and personalities impartially...

Miss Audrey Ross
KOKX Keokuk, Iowa

Inexperience a Sin?
EDITOR, BROADCASTING:
Your magazine is far the best Feature
(Continued from page 28)

advertising, and although the clothing industry sales figures for the past few months revealed a 20% loss, the Prentis firm reported a 3% increase in sales for the same period.

The Share The Wealth show is handled by Rockhill Radio, the radio department for Hirschen-Garfield, New York, the agency handling Prettis Clothes. Sylvan Taplinger produces the program.

industry publication I have ever read. The "Open Mike" department is partly responsible...

In a city fortunate enough to have 25 AM stations, some 15 FM stations, and 6 television stations, an engineer with a first phone ticket and a diversified electronic background should be able to get on the staff of one of these stations after trying at each one...

...what's wrong with me... I have no actual broadcast experience. That's a terrible sin, punishable by malnutrition. How in the world can you get experience if no one is willing to hire you?...

...I can't be very bad if I became chief instructor of an Army Airways Communications school in 10 months...

Stanley Leon
1855 Cretone Ave.
Bronx, N. Y.

[Editor's Note: Anyone interested in more interesting or Mr. Leon may get in touch with him at the address indicated.]

On All Accounts
(Continued from page 28)

ing unit which appeared almost weekly at Mendota State Hospital across the lake.

In both junior and senior years at the university she spent most of her hours in studios of WHA Madison, where she acted and wrote continuity. Ben Park, producer of the award-winning documentaries Report Uncensored and It's Your Life, then was WHA production manager.

After she graduated summa cum laude, Carol taught several university interpretative speech courses and bus-hopped around the city giving readings and book reviews.

Rejoining her parents in Chicago, where her father is an attorney, Carol went to work at the Meyerhoff agency as producer of Tommy Bartlett's Date With Daddy, aired locally on WIBB. Although she was hired as a writer and producer, she spent the next six months burrowing into research for Gabriel Heatter. When the agency decided to expand its publicity office, she was transferred there to handle press releases for all the clients. Carol continued this, produced Bob Elson's On The Century and originated show ideas until a little more than a year ago when she became timebuyer.

As TV timebuyer also, Carol is bracing herself for the "big push"—the time when clients realize "TV is the cheapest buy!" To keep her own arguments for the medium up-to-date, she is having a video set built into the wall of her living room.

WCFL
The Voice of Labor
666 Lake Shore Drive, Chicago, III.
Represented by the Bolling Company, Inc.
Every so often the United Press asks stations using its news programs how many kinds of businesses sponsor them. And every time it does it learns that sponsorship has jumped up. » » The last three surveys show how far up: from 77 to 115, and now to 178 — more than double the first total. » » It's obvious why more and more businesses are sponsoring United Press programs. They're getting stations more and more listeners. **UNITED PRESS**
This new 5-kw FM Transmitter

The new RCA 5-kw FM Broadcast Transmitter Type BTF-5A

BROADCAST EQUIPMENT

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

In Canada: RCA VICTOR Company Limited, Montreal
-and a 4-section Pylon

plus
gives you 20 kw ERP

... Economically

For the broadcaster with an FM grant for 20 kilowatts, effective radiated power, this new transmitter... in combination with an RCA 4-section Pylon... solves the problem economically.

Here is the reason: a 4-section Pylon with a power gain of 6, steps-up the 5 kw to 30 kw (ERP) ... allowing plenty of reserve power. This eliminates the costly choice of using either an expensive high-gain antenna structure with a low-power transmitter—or a higher power and more expensive transmitter with a conventional low-gain antenna.

Like all RCA's well-known FM transmitters, the BTF-5A uses RCA "Direct FM"—inherently capable of holding distortion and noise to extremely low levels. RCA power-saving Grounded-Grid circuits in the driver and final are designed to use the new RCA-5762 heavy-duty triodes. Both amplifiers require no neutralizing, are simple to tune, and are more stable than older and more conventional types. Type BTF-5A uses only 37 tubes and only 14 tube types. Of these 37 tubes, only 21 tubes are required for emergency operation.

All air-cooled, this transmitter includes every proved feature needed for efficient operation. It uses no trick circuits or gadgets—and it is simple to handle (inexperienced personnel can learn to run it in minutes). Unit construction makes the 5-kw FM transmitter easy to install. And if you now have an RCA 3-kw FM transmitter you can easily increase power to 5 kw by adding a simple conversion kit—now available.

For complete data on how this transmitter can radiate from 20 to 60 kilowatts of effective radiated power—and for information on the 5-kw conversion kit—see your RCA Broadcast Sales Engineer. Or write Dept. 19-DB, RCA Engineering Products, Camden, N. J.

Quick-Selection Chart for RCA Pylon Antennas
(Choose the type for power gain needed)

<table>
<thead>
<tr>
<th>STANDARD PYLONS</th>
<th>Pylon Antenna</th>
<th>Maximum Effective Radiated Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA 5-kW FM Transmitter</td>
<td>Type</td>
<td>Gain</td>
</tr>
<tr>
<td>BTF-3A</td>
<td>BF-11 A/B</td>
<td>1</td>
</tr>
<tr>
<td>BTF-5A</td>
<td>BF-12 A/B</td>
<td>3</td>
</tr>
<tr>
<td>BTF-7A</td>
<td>BF-14 A/B</td>
<td>6</td>
</tr>
<tr>
<td>BTF-1A</td>
<td>BF-18 A/B</td>
<td>12</td>
</tr>
</tbody>
</table>

HEAVY-DUTY PYLONS

| RCA 4-section Pylon delivers up to 30 kw (E.R.P.) with the BTF-5A transmitter! |
There Never Was Such a Market...

Naturally, it's the Piedmont-WSPA area. From the time the first cock crows in the morning, 'til we're resting comfortably on our heaven-sent mattresses at night, we can thank our lucky stars for the many blessings of this rich land.

And looking at it commercially—we are twice blessed. Luckily, (we say modestly) we have the brain and the brawn to turn nature's gifts into nice, shiny gold dollars. Farmers diligently realize a $226 million dollar gross income every year. Industrialists are making a rich horde from textiles, timber products, cotton staples.

Here's a market tip worth jotting down—when Piedmont people go shopping, they have a neat $1,054,811.00 to spend.

And for the past 19 years, they've taken WSPA's advice on where to spend it. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Cummings, Southern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

Milestones

AT PARTY marking first anniversary of ABC's Stop the Music (l to r): Harry Solter and Mark Goodson, co-owners (with Louis G. Cowan and Howard Connell) of show; Mrs. Nicholas E. Keesely and Mr. Keesely, of the Lennen & Mitchell agency; Lewis Gruber, sales manager. F. Lorillard Co. (Old Gold cigarettes); Bert Parks, m.c. of program, and Thomas F. Doughten, Lennen & Mitchell.

** **

Herman Maxwell, account executive at WOR New York, has marked his 20th year with the station.

Floyd Young of KFI Los Angeles has been honored "for his 13 years of unselfish duty to Southern California Agriculture Industry." Two hundred and twenty-five farm leaders, civic officials and KFI staffers were present at a testimonial luncheon. Mr. Young has been broadcasting nightly frost warnings to the fruit growers.

John Harrington, WBBM Chicago news, sports and special events broadcaster, is celebrating his 14th year with the station.

Larry Smith is observing his 24th year as a newscaster. Mr. Smith began his career at KYA San Francisco, and is now director of news and special events for KMPC Hollywood.

ABC Romance of the Highways is celebrating its 14th year on the air.

Helen Neville marked her second year of Helen Neville's Kitchen Parties on WKBW Buffalo with a gala open house kitchen party for her audience.

William F. Malo, commercial manager of WDRB Hartford, Conn., is observing his 19th anniversary with the station this month.

Cam Ritchie, program and production director of CKLW Windsor-Detroit, has marked 18 years with that station.

BUD BALDWIN (l), m.c. of five-weekly The Song Shop on WHIO Dayton, and W. E. Wolaver, advertising manager of Gallacher Drug Co., sponsor, count some of 13,000 teams representing number of programs broadcast during past ten years under Gallacher sponsorship. Drug firm has five shows on WHIO and one on WONE Dayton. Gallacher agency is Hugo Wagenseil & Assoc., Dayton.

CHICAGO AURERFACTS

Saturday
2:00 to 6:00 PM

WIND .......... 1st
Network A .......... 2nd
Network B .......... 3rd
Network C .......... 4th
Network D .......... 5th

PULSE
Jan-Feb '49

BROADCASTING * Telecasting
any Hour any Month any Year

THIS YEAR send your master acetates to ALLIED.

Silver nitrate processing of superior quality. Genuine "Vinylite" Brand Plastic pressings.

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: HOLlywood 5107
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC
NATIONAL AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
MANAGEMENT

Lively Session Expected as NAB Convention Opens

FUNDAMENTAL industry problems featuring sales, cost control, TV and public relations confront NAB's 27th annual convention opening at noon today (Monday) in the Stevens Hotel, Chicago.

The four-ply agenda (see page 40) gives these matters top billing at the second annual Management Conference. But several speakers may stir up the proceedings if pre-convention promises of some delegates are fulfilled on the floor.

Sleepers are: NAB realignment, BMB, industry-wide sales promotion and top-level management problems centered around international relations, legislation and lobbying, and perhaps the Standards of Practice.

There arose also the possibility that the two guest speakers--FCC Chairman Wayne Coy and Attorney General Tom C. Clark--might inject unscheduled topics into the floor discussions.

Chairman Coy, who doesn't pull his punches when he gets together with broadcasters, said last week he did not plan to discuss any special subject but would finish his speech over the weekend.

At Opening Luncheon

The FCC chairman will talk at the opening luncheon this noon. He will be introduced by NAB President Justin Miller, who, with Executive Vice President A. D. Willard Jr., will preside at management sessions.

Delegates were eagerly awaiting from Chairman Coy official light on some of the long-pending FCC matters affecting the whole future of broadcasting. Such subjects as the TV freeze, clear channels, FM's future and the mixed-up NARBA situation await clarification.

Attorney General Clark will address the Tuesday luncheon. His topic had not been announced last week but it was understood he would discuss the place of small business in the American scene, with emphasis on the part broadcasters take in community, state and national life.

One of the convention features that drew close attention at the Engineering Conference last week was the annual equipment exhibit in Exhibit Hall, beneath the Stevens lobby, and in sample rooms on the fifth floor. The exhibit opened last Thursday and will be closed at 5 p.m. Tuesday. Newest developments in electronic equipment and services are on display. Registrations for the Management Conference will pass the 1,500 mark, Secretary-Treasurer C. E. Arney Jr. predicted last week. The 1,000 point was reached over a week ago.

Six members of the NAB Board concluded their terms Saturday, with six new members taking their seats Wednesday afternoon when the new board convenes (see separate story).

While NAB realignment proposals have thus far been discussed at the board level, the special board committee headed by Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, may bring up the subject at the Tuesday afternoon business session of the Management Conference.

The realignment group is to report to the board at its Wednesday-Thursday meeting, with chance that a final decision might be taken on some phases of the reorganization. However, sentiment has been heard for a sounding of convention opinion on the plan, which is built around the idea of setting up a new level of staff executives between the administrative offices and the department heads.

The executives, serving AM, FM and TV membership classes, would supervise NAB's operations on behalf of the three types of stations. This would put the association on a functional basis. Its proponents argue that the industry's present division into the three types requires such an organization.

The subject touches the vital of NAB operation and could explode into a lively floor discussion at Tuesday afternoon's business meeting.

(Continued on page 189)

TECHNICAL STRIDES

Over 500 at NAB Meet

By J. FRANK BEATTY

FUTURE course of technical progress in all forms of broadcasting was charted last week at the Wednesday-Saturday meeting of NAB engineers at the Stevens Hotel, Chicago.

Attendance was well over the expected 500 as technical leaders declared NAB's Engineering Conference has become the industry's outstanding technical meeting. As paper after paper was read, bringing out new techniques in broadcast operation, delegates termed the sessions both practical and interesting.

All types of transmission were covered in detail by industry leaders. Latest tricks in television operation, along with FM and AM developments, were reviewed and a high-speed facsimile service was demonstrated.

Besides the papers and the exhibits of equipment and services, delegates discussed such industry problems as recording standards, status of 540 kc and latest developments in the NARBA situation. These problems also came up at the Wednesday meeting of the NAB Engineering Executive Committee (see story page 45).

The committee met Wednesday morning first event on the four-day agenda, with all delegates who had arrived for the opening day's proceedings taking a tour through the Hallcrafters' plant. The Wednesday evening program was built around a reception and cocktail party.

Actual conference business got (Continued on page 44)
Beyond the Agenda

SCAN the agenda for the 27th annual convention of the NAB on this page. A formidable line-up. At first blush it seems nothing has been overlooked; that it is all-inclusive.

Yet the agenda does not—probably could not—convey the two salient thoughts in the minds of the registrants: (1) leadership; (2) business outlook. Steaming from them are myriad propositions that instill uncertainty if not fear in the hearts and the minds of ownership and management.

What will TV do to sound broadcasting? Where is FM headed? What about allocations? The legislative picture? How can radio maintain security and stability in this helterskelter electronic era?

Let's pause a moment. Let broadcasters ask themselves: “What art or pursuit has a more glorious past or a more promising future than the mass radio medium? What field of service has greater prestige, nationally or internationally? With a world gridling itself for an emergency, is there any medium extant upon which the public, at home and abroad, places greater reliance than the objective, fact-as-the-speed-of-light reporting by radio?

Are newspapers confronted with a more promising future? Or the magazines? The movies?

The answer is evident. Radio—and that embraces sound radio, plus TV—has momentum spurred by public acceptance. Other media, wiser by dint of greater experience, perform are being swept into the radio tide.

So to paraphrase the greatest phrase-maker of our times on another momentous occasion, all that radio has to fear is itself.

On proposition No. 1 (leadership) we would be deluding our readers and ourselves if no mention were made of the status of Justin Miller, now rounding out his fourth year as NAB president and radio's spokesman. All is not serene in NAB high councils. Radio's prestige is high with the public. But it falls down abysmally with the elected representatives of the people—Congress. The NAB has not done an adequate job on Capitol Hill. Some board members themselves complain the board has become a debating society, and the NAB a bureaucracy. They recognize that Judge Miller, a distinguished jurist, has imbued radio with sorely needed dignity. But they now say that dignity isn't enough, that they want aggressive leadership that stems from legislative contact and an affirmative approach, rather than judicial determinations and flying-squad rescues after the fact.

The NAB resignation committee meets in Chicago this week. It favors a functional realignment. It is aware of the inadequacy of NAB's legislative approach. It knows that in some high quarters the NAB is regarded as a “stuffed shirt” operation.

Judge Miller, with some justification, can state he has followed the mandate of the board and of the broadcasters. He has indicated he will undertake the high level legislative task, if his board so instructs him. The board should, in our judgment.

On proposition No. 2 (business) there's a different equation. Judge Miller neither by training nor inclination is a sales executive. He was not retained as such. He must draw upon the sales, promotion and exploitation brains of radio. He must have such brains on his staff. He has the nucleus now, but he needs guidance in setting up a cohesive organization that will work as a team with its own budget, free from industry schisms and able to compete with the heavily financed promotion of the printed media.

Whether networks should again be accorded “House of Lords” or automatic membership on the board we are not prepared to say. But there is ample space in the minds of many for the aid of executives of the networks, of the station representatives and of the transcribers in moulding the national policy of radio. Their stakes in radio are significant to the orderly development of the art. Mere representation on advisory committees is not enough in these times.

Radio has the brains, the momentum, and the opportunity to do the job, with sound radio and TV companion media. Together they swung an election last fall, when pollsters and pundits said it could not be done. Together they can swing American industry from the path of destruction toward the world from approaching conflict, for the radio media sell goods and philosophies with equal effectiveness.

All that's needed is the inspiration and the leadership. Both are present in Chicago this week, awaiting discovery.

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Agenda for NAB Management Conference at Chicago April 10—13

NAB will utilize for its management conference in Chicago thirteen private dining rooms at Hotel Stevens, in addition to the hotel's larger rooms—Exposition Hall, Grand Ball Room, Normandie Lobby and West Ball Room—and the nearby 8th Street Theatre.

The convention office will be in private dining room 8 on the third floor, the exhibit office and registration desk in Exposition Hall; on the lower level, the information desk and banquet exchange desk (for those wishing to obtain seats at any of the meetings) on the main floor, radio and press headquarters in private dining rooms 9 and 10 on the third floor and the news room (open to all representatives of stations and general and trade publications) in the West Ball Room, also on the third floor.

NAB staff headquarters will be in private dining room 12 on the fourth floor. Staff members attending the convention in addition to President Justin Miller will include A. D. Willard, executive vice president; Kenneth Baker, director, and C. Meryl Sullivan, assistant director, Research Dept.; Richard P. Doherty, director, and David Farber, assistant to the director, Engineering Dept.—Employ Employees Relations Dept.; Harold Fair, assistant director, and Benjamin Miller, assistant director, Program Dept.; Royal V. Howard, director, and Neal McNaughton, assistant director, Engineering Dept.; Maurice Mitchell, director, and Miss Lee Hart, assistant director, Broadcast Advertising Dept.; Henry Petty, general counsel; Forney Rankin, assistant to the president, domestic and international allocations; Robert K. Richards, director, Public Relations and Publications Dept., James Dawson, assistant; Arthur Stringer, director, FM Dept., Charles Batson, editor, NAB Television Reports; C. E. Arney Jr., secretary-treasurer; Ella Nelson, administrative assistant; Everett Revercomb, assistant treasurer; Don Farver, auditor; Katherine Holland, Jayne Arnold, Jesse Bosnight, Edith Filion and Lucile Griffin.

Manufacturers of heavy equipment, transmitters, etc., will occupy the entire Exposition Hall. NAB associate members, including transcription companies, program services and some new manufacturers, will be in rooms on the fifth floor of the hotel.

A list of those who have registered at the convention, with available information at the general registration desk on Monday and Tuesday morning, April 11 and 12.

An official directory, provided each registrant, will give accurate information as to room numbers and location of all exhibits in both the Exposition Hall and on the fifth floor.

Following is the official convention agenda, including location of meetings and other events (PDR indicates private dining room):

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Broadcasting Telecasing
“ADVERTISING was made for a buyers’ market—for a time when goods need to be sold.”

With this confident keynote from Clarence B. Goshorn, president of Benton & Bowles and newly-elected chairman of the board of the American Assn. of Advertising Agencies, the AAAA opened its three-day session at the Greenbrier, White Sulphur Springs, W. Va., Wednesday. It was the 31st annual meeting of the association.

Mr. Goshorn said “the shift from a sellers’ market to a buyers’ market will come, and in some fields it has already come, with the shock of the fall of Notre Dame backfield.”

Because advertising is a flexible selling force, he told his audience that its “quick-moving versatility” will meet this challenge of the buyers’ market. “It has been a long time, ten long years, since advertising has been called upon to do all it can do. Only the need for its strength brings out the fullness of its strength.”

He said advertising has matured with the American people in the past ten years. “You will notice a greater confidence and willingness to talk to our readers and listeners on a level of intellectual and emotional equality with them. There is less talking down and less buttering up—and more across-the-table or, better, across-the-counter discussion of the merits to the buyer in the goods and services we sell.”

He cautioned the 350 members of AAAA in his audience against any lowering of advertising standards. “Let’s not, under the temptation of these new pressures, permit competition to become a drug to conscience. We have earned confidence by good performance when we didn’t have much chance to be bad. Let’s not lose it by reckless behavior when we have everything to gain by being good.”

Mr. Goshorn succeeds Thomas D’A. Brophy of Kenyon & Eckhardt as AAAA chairman of the board. Fairfax Cone, chairman of the board of Foose, Cone & Belding, was elected vice chairman, and Warren E. Kraft, Honig-Cooper, Seattle, was named secretary-treasurer. Fred Gamble, AAAA president, is in office for the final year of his present two-year term.

Elected directors-at-large were: Robert D. Holbrook, president of Compton Advertising Inc.; Winthrop Hoyt, chairman of the board of Charles W. Hoyt Co.; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield; Stuart Sherman, partner in Sherman & Marquette, Chicago.

Theme of Meeting

The annual meeting was geared to the problems of the approaching buyers’ market. Topics discussed by panels include: “The Public Relations of Advertising,” “Personnel Problems in Advertising,” a subject which included a review of the progress of the AAAA Examinations for Advertising; and a session on the ethics of advertising.

Striking at the core of modern advertising, the final session was devoted to the social sciences of research, social psychology, economics and sociology and their bearing on the advertising agency. Marion Harper Jr., youthful president of McCann-Erickson Inc., acknowledged advertising’s debt to the pioneers in audience research, market analysis, consumer preference and the measurement of consumer reaction to advertising.

But, he warned: “Let’s dig deeper into the bases of media selection. You have determined—with the aid of the psychologist—what you can best say or show to touch the activating springs of purchase motivation for your product. You have calculated nicely, with your economists, just what weight of dollars to put behind your effort.

Now do you now select the wheels and wings which will take you to the most worthwhile prospects for your product! . . . You can count the eyes of readers, the heads of listeners, the bodies of viewers for almost any medium in any geographical area. You can break them down by income and by sex and age.

But can you break them down in terms of the most essential measurement of usefulness to you as purchase prospects for your goods?”

This he declared, was a job for advertising agencies in cooperation with the social scientists. “We should continue planning programs of cooperative work—in which advertising practitioners and academic social scientists participate,” Mr. Harper declared. He also called for a limited pooling of research, asking the agency executives present to join with him and “contribute to . . . to the development of the social sciences in advertising practice.”

Dr. Samuel A. Stouffer, social scientist of Harvard University, who preceded Mr. Harper in this session, outlined the progress of the social sciences, discussing the limitations and the potentialities of psychology, testing, measurement of human reactions, for advertising agency use.

His aim, and that of social scientists, he said, was “to build a science of marketing.”

Radio was instrumental in the Advertising Council’s campaigns for 1948, T. S. Reppier, president of the Advertising Council, said in his report to AAAA members.

“Radio listener impressions on Council campaigns totalled 14,750,000—a loss of 336,000 over 1947,” he said. The campaigns included: Stop Accidents, Forest Fires, U. S. Savings Bonds, CARE food packages, Red Cross, Nurse Recruiting, Fight Tuberculosis and Improve Our Schools.

“Radio, the support is consistently heavy,” Mr. Reppier said. “As of March 31, messages on the American Economic System Campaign have been carried by 133 commercial and 48 sustaining network programs, resulting in more than one billion listener impressions. The dollar value of the radio support on the campaign thus far is $865,580.”

Henry E. Abs, president of the Brand Names Foundation said that more than 200 daytime radio commentators “provide an aggregate of around $6,000,000 worth of radio time per year for the weekly Radio Flashes scripts,” which are prepared by the Foundation.

Elon Borton, president, Advertising Federation of America; Charles E. Collier, executive vice president, Advertising Association of the West; Dr. Kenneth Dam- eron, director, Committee on Consumer Relations In Advertising Inc., and Edward L. Greene, general manager of Better Business Bureau, each reported to the AAAA on the work of their organizations during the Thursday session, “The Public Relations of Advertising.”

Report on TV

Dr. Peter Langhoff’s “Television Progress Report” was greeted with a barrage of questions in a closed discussion session following his talk.

Dr. Langhoff was director of research, Young & Rubicam, N. Y. For TV he predicted a “continuation of the bold drive forward” which he described as a “mana-

(Continued on page 190)

ELECTED vice chairman of AAAA for 1949, Fairfax M. Cone, chairman of the board of Cone & Belding, addresses the convention.

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STERLING BLAST

U.S. May Not Sign Pact

PROMPTED by belief that Russia and some other nations would get too much and the U.S. too little, doubts loomed late last week as to whether this country would sign the world shortwave broadcasting plan worked out a few days earlier in the Mexico City International High-

erask instructions from the State Dept. A decision would have to be reached promptly, in view of conference plans to vote by Sat-

urday (April 9), the contemplated adjournment date.

There was no immediate indication which way the decision would go. Opposing those most vehemently protesting the inequi-
ties of the plan were some author-

ities who felt the picture was not as bad as it appeared—that the U.S. would have the use of as-
signments in the Philippines, Puer-
to Rico, etc., while Russia, for example, would have to use some of its assignments for its own purposes.

Delegates from the 55 countries represented at the conference were worried about the U.S. reaction, since it is generally felt that there

can be no effective plan without this country.

The proposal charts the use of 235 channels in eight bands be-
tween 6 and 26 mc. Authorities said around 5,000 channel hours would be available under the plan through the use of two to five stations on some channels. The size of a country and the number of languages there were among the factors considered in working out allocations.

Meanwhile, with the past weekend fixed as likely adjournment time, the U.S. delegation at the opening of the Fourth Inter-American Radio Conference in Washington was scheduled for April 26.

NARBA

SIGNIFYING U.S. plans to go ahead as though the North American Regional Broadcasting Agreement were still in effect [BROAD-

CASTING, April 4], authorities last week asked a second Government- Industry committee meeting for April 21 to consider recommended changes in U.S. NARBA pro-

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Mr. GAMBLE

Government-Industry Committee To Meet

Statement to NAB Convention by Frederic R. Gamble

AAA President

"HOW will advertising meet the challenge of the shift from a sellers' to a buyers' market?" This question is the theme of our AAAA annual

meetings, and I am sure that the same question is on the minds of many in radio too.

Advertising WILL meet the challenge of the buyers' market, mainly if it is skillfully planned toward sound objectives. But skillful planning requires facts—accurate, usable facts. A major need of today, then, in radio advertising, is the kind of facts developed by the Broadcast Measurement Bureau Inc.

Speaking on behalf of advertising agencies, we believe firmly that in order to make the most effective use of radio and television facilities for our clients, the advertisers, and in so doing to make the medium profitable for broadcasters, we need standardized, authenti-
cated, comparable and continuing measurements of the broadcasting medium. We believe this information becomes more useful and ac-
ceptable when it is valid. That is, it represents the three segments of the radio-advertising indus-

try.

That is why we favor, and continue to favor and participate in, the BMB. We strongly believe that radio advertisers would suffer if such an organization did not continue.

We believe that Study Number One was a good first step in BMB's service to the industry. We believe that Study Number Two will be even more comprehensive and useful.

And we regret strongly that a larger number of stations have not yet subscribed to the service.

To our friends in radio convened at Chicago, our timeliest message is this: Continue to help GIVE US THE FACTS, so that radio advertising can be better placed, with more confidence by us and our clients and with greater effectiveness. Then the public will benefit. When the advertisers' advertising succeeds, we all win—advertiser, broadcaster and agency.

Give BMB your widest support!

Page 42 * April 11, 1949
THOUGH prospects of early action seemed nebulous, a new bill to break down the clear channels and maintain the power ceiling at 50 kw was in conference in Congress last week—this time in the House.

The 13-line measure (HR 4004) is virtually identical to the so-called Johnson Bill (S 491) introduced in the Senate by Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, shortly after the opening of the present session [BROADCASTING, Jan. 17].

The House bill was introduced by Rep. Robert L. Ramsay (D-W. Va.), who said it was prompted by suggestions of some colleagues in the Senate and by some constituents who thought there should be a House companion bill to the Johnson measure.

He indicated no desire to press for early action, and said he expected none until after action on its Senate counterpart.

Chairman Robert Crosser (D-Ohio) of the House Interstate & Foreign Commerce Committee, to which the bill was referred, said he contemplated no hearings in the near future.

Rep. Crosser said there certainly would be none until after the Easter recess, which has been tentatively scheduled to start April 14 and continue until May 11.

His committee has slated hearings April 12-13 on bills to amend the Food, Drug & Cosmetic Act and has lined up subsequent sessions on bills to exempt organized professional sports from the anti-trust laws (see story page 175) and on proposed amendments of the Securities & Exchange Commission Act. Committee spokesmen said they had no plans to consider communications matters in the immediate future.

Meanwhile there appears to be little pressure for early action on the Johnson Bill. At the time of its introduction Sen. Johnson said hearings would be held if found to be necessary. Extensive hearings were held by the Senate committee a year ago on another Johnson measure it was intended to accomplish the same purpose.

Like the Johnson Bill, the measure introduced by Rep. Ramsay would forbid FCC to license stations for use of power above 50 kw, except in cases where the furthering that only one station may use a 1-A channel.

Whether the new measure would be a deterrent to FCC action on its own long-pending clear-channel case appeared doubtful.

This continued investigation of clear-channel forces is seeking to retain the unduplicated status of their frequencies and also to get authority to operate with 500 to 750 kw power—was delayed last year on orders of the Senate Commerce Committee.

No such orders have been forthcoming this session, although the committee adopted a subcommittee report which recommended that no clear-channel decision be reached until after next fall's conference to negotiate a new North American Regional Broadcasting Agreement. In recent weeks, however, the Commission has indicated its intention to decide the case before May 1 if possible.

Rep. Ramsay, author of the House anti-clear channel measure, did not dedicate his bill as he said suggested the bill. Now in his fifth term in Congress, he has not heretofore shown any major interest in communications legislation. He is from the First West Virginia, where he adopted a Virginia province that only one station may use a 1-A channel.

WALTER BENIOIT Rejoins WRS Inc.

WALTER E. BENIOIT today resumes executive duties with Westinghouse Radio Stations Inc., according to an announcement by Walter Evans, president of WRS. Mr. Benioit had been on a prolonged leave of absence to serve as treasurer of Industria Electrica de Mexico, Mexico City.

A vice president of WRS since 1944 and a member of the board of directors since 1947, Mr. Benioit will be located in Philadelphia, national headquarters of WRS.

Mr. Benioit's radio experience dates from 1922 when he rejoined Westinghouse as a radio cost accountant, after serving two years in the Army Air Corps in World War I.

JOHN J. CARSON Nominated to FTC

NOMINATION of John J. Carson, director of research and information of the Cooperative League of the United States, to membership on the Federal Trade Commission was sent to the Senate last Thursday by President Truman. Mr. Carson was a former Robert Frey, who resigned on New Year's to re-enter private law practice.

Mr. Carson, 60, who is a former Indiana and Washington newspaperman, was identified in Congress with the early days of radio legislation. He was secretary to Senator James Costens of Michigan from 1924 to 1935 and was clerk of the Senate Interstate Commerce Committee, which Sen. Costens headed, when what became the Communications Act of 1934 was under consideration. It was with that act which created the present FCC.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. Mr. Carson worked at the Van Camp Packing Co. from 1908 to 1910 and was a reporter and city editor on Indianapolis newspapers from 1911 to 1918. Afterward he moved on to Washington as staffs of the St. Louis Globe Democrat, St. Louis Republic, the Baltimore Sunpapers, and the Scripps-Howard Newspaper Association.

The nomination now goes to the Senate Interstate & Foreign Commerce Committee, where a favorable report and Senate confirmation is confidently expected.

BROADCASTING • Telecasting

KWK ST. LOUIS 'Globe-Democrat' Gets Minority

ACQUISITION of a minority interest in KWK St. Louis by the St. Louis Globe-Democrat was announced last week, coupled with plans by the station to lease the Globe-Democrat's new $1,500,000 radio-television building.

Although announcement of details awaited filing of the formal agreement, when the Globe-Democrat, which owns the newspaper is buying about 15% interest for around $125,000, may acquire additional stock for further purchases when and if KWK's television application is granted. The Robert T. Convery family will retain control of the station to be operated.

The Globe-Democrat closed down its four-month-old KWGD (FM) at 10 p.m. last Monday, coincident with announcement of the merger. KWK, Mutual outlet operating on 1380 kc with 5 kw, and KWK-FM will move from their present Chase Hotel headquarters into the KWGD buildings about May 15.

Withdrawal of the Globe-Democrat's television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

No change in management of KWK is contemplated. Robert T. Convery is president and general manager; Ray E. Dady, vice president and station director; V. E. Carmichael, vice president and commercial manager, and John W. Tinnes, assistant station director.

The KWK-Globe-Democrat agreement was announced by Mr. Convery and E. Lansing Ray, publisher of the newspaper.

"The merger," Mr. Convery said, "will facilitate the development of all phases of radio by bringing a well-coordinated and thoroughly trained broadcasting staff to one of the finest radio buildings in the U.S.

Mr. Ray promised that "the cooperative support that the Globe-Democrat can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The KWK licensee name will be changed from Thomas Patrick Inc. to KWK Inc. But the merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convery, founder of KWK and father of the station's present president, were stockholders in KMOX St. Louis when that station went on the air in 1925. Mr. Convery organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWDG's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWDG, operating on 98.1 mc, is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 991.1 mc.

Some 35 employes of KWDG reportedly were given dismissal notices with severance pay. They included Wells Chapin, who designed the Globe-Democrat radio plant and who will remain there until May 15; Robert W. Nickles, who assisted him; Roger Fox, program director, and Robert Brockmann, sales manager. Charles W. Nax, station manager, remains with the newspaper as executive assistant.

The merger apparently halted the hopes of CBS, owner of KMOX, that it would be able to work out an arrangement giving the network a minority interest in the Globe-Democrat's television station in event of a grant. Discussions toward that end reportedly were in progress before FCC imposed its television freeze last fall [BROADCASTING, Sept. 15, 1948].

House Bill Introduced

Whether the new measure would be a deterrent to FCC action on its own long-pending clear-channel case appeared doubtful.

This continued investigation of clear-channel forces is seeking to retain the unduplicated status of their frequencies and also to get authority to operate with 500 to 750 kw power—was delayed last year on orders of the Senate Commerce Committee.

No such orders have been forthcoming this session, although the committee adopted a subcommittee report which recommended that no clear-channel decision be reached until after next fall's conference to negotiate a new North American Regional Broadcasting Agreement. In recent weeks, however, the Commission has indicated its intention to decide the case before May 1 if possible.

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Power Ceiling

Broadcasting's Rooms

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in rooms 560A, 561A and 562A.

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Technical Strides
(Continued from page 39)
under way Thursday morning with A. James Elbel, WMWD Poirio, Ill., chair-
man of the Continuing Education Executive Committee, presiding. Six papers
were read during the morning, followed by the luncheon and a full afternoon.
The Thursday afternoon session opened Thursday in Exposition Hall, under
the main Stevens lobbies, with the equipment and serv-
ices displayed on the fifth floor. The exhibition, largest in industry
history, was arranged by Arthur C. Steiger, NAB staff director.
Assisting Robert V. Howard, NAB engineering director, in han-
dling arrangements for NAB were Neal McNaughten, assistant
engineering director, Jessie Basnight and Edith Fillon.
While interest in the papers and exhibits ran high through the first
portion of the morning, engineers were looking forward to the Sat-

day morning roundtable on FCC industry roundtable for answers to some
questions that have been perplexing them. Saturday's program was to
be opened with three papers, including a
toln report on ultra-high frequency TV, winding up with the roundtable at which Mr. Howard
was to serve as moderator. (The
final day's proceedings will be
reported in the April 18 BROADCAST-
ING.)
Roundtable Participants
Participants in the roundtable a
were to be:
For the FCC—John A. Willoughby,
acting chief, engineering; Edward
W. Allen Jr., chief, Technical In-
formation Div.; James E. Barr,
chief, Standard Broadcast Div.;
Cyril M. Braun, chief, FM Broad-
cast Div.; Edward W. Chapin,
chief, Federal Communications
Lab; Hart Cowperthwaite, acting
TV Broadcast Div.
For the industry—Mr. Elbel; E.
K. Met, WAPA Chicago; James E.
Johnson, MBS; Frank Marx, ABC;
K. W. Yele, KPBI Wichita; Orrin
W. Towne, WHAS Louisville; Mr.
Morris, WXYZ Detroit.
Dr. Thomas T. Goldsmith Jr.,
director of research, Allen B. Du-
Mont Labs, Passaic, N. J., was to
discuss the use of UHF channels from 475 to 890 mc at
the Saturday morning meeting, covering propagation problems, allo-
locations, status of transmitting and receiving equipment and ex-
plaining performance, time sched-
ules and cost. He was to show
progress of TV color experiments.
Also on the Saturday program
were Whitney M. Bastow, technical
training director, NBC, New York;
reading a paper on "Training of
AM and FM Engineering Person-
nel" with Mr. Met; John V. L. Hogan,
president, Radio In-
ventions Inc., "Recent Advances in
Broadcast Facsimile," with actual
demonstrations scheduled during the
LAN conference.
Saturday afternoon's program in-
cluded a tour of ABC and NBC
Chicago television stations and an
open meeting of the NAB Record-
ning & Reproducing Standards Com-
mittee. This committee was expect-
ed to report on new NAB record-
ing standards [BROADCASTING, March 28].
Oscar C. Hirsch, KFVS Cape
Girardeau, Mo., was to preside at
the Saturday morning conference
meeting. Mr. Howard, as chair-
man of the recording committee,
and Robert M. Morris, ABC, as
executive committee chairman, were
to preside at the open meet-
ning on standards.
Mr. Elbel opened the Thursday
morning meeting with a survey of
S. Claney Engineering Products
Dept., RCA Victor, who described a
method of selecting FM and TV
transmitting sites through use of
capillary balloon. This technique
is said to give data on field strength
and ghosts within proposed service
areas. A balloon-mounted antenna radiates pulses of
short duration, high peak power and
low recurrence rate, and has receiv-
ing equipment which shows strength of received pulses and
amplitude of delayed echoes.
Willis McCord, manager of Tele-
networks director, Allen B. Du-
Mont Labs, described the luxury
TV mobile unit which was on dis-
play throughout the conference
outside the Stevens. It represents
an investment of some $200,000,
and was given its first trial in
Pittsburgh Jan. 11, when the mid-
west-eastern TV networks were
linked.
Using a standard bus chassis,
DuMont equipped the vehicle with all modern TV trans-
mission devices as well as air-
conditioning and living quarters.
Robin D. Compton, technical
manager of WOIC (TV) Washing-
ton, reviewed problems facing
the engineer who installs a TV station for the first time. He covered an-
tenna installation, transmission line, housing, design of transmit-
ter building, power requirements,
tube requirements, personnel, main-
tenance procedures, operating
costs, studio design, switching and
TV pickup methods.
George P. Adair, consultant, de-
scribed three ways of making and
analyzing FM and TV field in-
tensity measurements. Of the
three—airplane, spot or cluster,
and running measurements—he
covered the running type. He said
the television industry, and gave an account of measure-
ments on a 600 mc television sta-

tion, WEXJD, operated in San
Francisco, Calif. Preliminary results of the ultra-
high tests are encouraging, he said.
John H. Roe, supervisor, TV
Systems Engineering Group, RCA
of New York, described operation of the image orthicon camera
to obtain the best picture. Beam alignment, choice of lens and stop,
and adjustment of beam current were dis-

cussed in detail. Mr. Roe described a
new type television camera said to have color characteristics sim-
ilar to panchromatic film and
requiring less light than the image orthicon, which is described as cap-
able of operating by the light of a
match.
Martin Silver, senior project en-
gineer for Federal Telecommunica-

tions Labs, outlined a 2,000 mc TV relay link using a 15 w klystron.
The system permits long lengths of antenna, permitted initial fixed antenna installations at
many service points.
NAB President Justin Miller
greeted delegates at the Thursday luncheon, presiding. Principal
speaker was Dr. William L. Everitt, head of the Dept. of Electrical Engineering,
College of Engineering, U. of Illi-
nois. His subject was "Engineer-
ing Education and the Broadcast
Industry." Dr. Everitt has been a
leader in training personnel for broadcasting, and urged the indus-
try to take steps to insure an ade-
quate supply of trained persons as
industry progress brings a demand for new and diversified skills.
McIntosh Discussion
Frank H. McIntosh, consultant now
operating a research and de-
velopment laboratory in addition to
his engineering practice, de-
scribed FCC audio requirements and the types of measuring these
requirements to assure acceptance. He discussed different types of transmitters and
illustrated his talk with a series of slides.
Mr. Morris gave a history of the
NAB campaign to standardize re-
cording, including magnetic tape.
Dr. S. J. Begun, vice president of
Brush & Son Co., told of that
compamy's work in magnetic
recording and described new ap-
lications.
Reynolds Marchand, development
engineer of Minnesota Mining &
Mfg. Co., St. Paul, described properties of the tape itself and the
relation between tape recorder
and recorder design, with suggestions on tape storage.
William W. Dean, Broadcasting Engineer-
ning Section, General Electric Co.,
read a paper on a new portable remote amplifier for AM, FM and
TV, designed for either AC or bat-
tery operation and weighing only
35 pounds.
William B. Lodge, CBS engi-
neering vice president, presided Friday morning. First paper dealt with a long-range study for TV. It was submitted by A. G. Kandoian and R. A. Felsenfeld, of Federal Telecommunication Labs. The paper described a very-broadband triangular stack loop antenna. M. W. Scheldorf and Lawrence R. Krahe, Andrew Corp., jointly presented a paper and demonstration covering new and low-cost TV transmitting antenna in which elements consisting of multiple rods with a wide variation in lengths are assembled in a cone.

It was declared especially suitable for small stations where economy is important.

Dr. Howard Doull, Machlett Labs, contended that ultra-high frequency tubes can be developed whenever a demand arises and described different ways of utilizing triode and tetrode tubes for power generation in the 100-1,000 mc range.

E. Young, manager of the RCA Victor Broadcast Transmission Engineering Section, described operation of 50 kw FM transmitters in combination with high-gain antennas giving radiated power between 300 and 600 kw. Record of operations at WTMJ-FM Milwaukee, WBRG-FM Birmingham and WMCL Memphis, where 50 kw transmitters are in use, was presented.

A new device called the Auto-positioner was described by John A. Green, AEC, Collins Radio Corp., with a specific application by which 50 program circuits and 50 order-wire loops are switched without control from a point several miles distant.

Application of high-voltage metallic rectifiers to broadcast transmitters was explained by Charles R. Hooper and Nelson B. Terry, Westinghouse Electric Corp. They showed efficiency of selenium rectifiers as well as regulation, aging effects and other factors.

McNaughten Presides

A. D. Wirth Jr., NAB executive vice president, presided on behalf of the association at the Friday luncheon. Mr. McNaughten presided. Principal address was delivered by Dr. Howard J. Thiemeyer, executive assistant to the director, Brookhaven National Lab., Upton, L. I. N. Y. His subject was "Atomic Energy Is Here for Good," illustrated with slides showing industrial and medical applications of nuclear energy. Dr. Norman Hillberry, from the Argonne Atomic Project, in his address, prepared for delivery Friday, Dr. Thiemeyer asked broadcasters to help keep the public informed "not only more accurately about the vast destructive capacity of the atom but more particularly about its limitless possibilities for relieving the suffering, lighten the burdens and lifting the spirit of mankind."

"We who discover the facts in nuclear science and who you who have created the most powerful medium for mass education yet conceived, share a tremendous responsibility to see that, without jeopardizing the national interests in a military sense, the people are well informed," he said.

"It is a natural though distressing consequence that nuclear energy and nuclear research are still too commonly identified in the public mind with the terrifying forces of the bomb. Atomic energy is here for good, the title for my remarks today, is a flat denial of that unhappy identity. We have as yet not had a spectacular, world-stirring demonstration of it, but that will unquestionably appear in time."

Science does not seek the stage and few scientists are extroverts; but there is a growing number of them who recognize the tremendous importance of a wider understanding of what they are about and who will cooperate in a really carefully-planned, uncommercialized and accurate portrayal of their work."

Dr. Thiemeyer has been executive assistant to the director of Brookhaven since the laboratory's inception in 1946. He received his A. B. from Wesleyan U. and his doctorate in dynamic and structural geology from Harvard U.

For some years Dr. Thiemeyer was engaged in teaching and research at such institutions as Harvard, Dartmouth and Lawrence College.

During the war he was head technical aide, Office of Field Services of the Office of Scientific Research and Development, Washington, D. C. At the end of the war he co-authored, with Dr. John E. Hunchak, dean of humanities at the Massachusetts Institute of Technology, a history of that office entitled, Combat Scientists.

Jack R. Poppele, WOR New York, presided at the Friday afternoon meeting. First speaker was Harry R. Smith of the Allen B. DuMont Labs TV Transmitting Equipment Division who described iconoscope film pickup systems, starting with the optical image and finishing with the video output signal sent to master control equipment.

H. B. Fanecher, TV Engineering Section, General Electric Co., explained the new Synchroline 16mm shutterless projector designed for TV. It uses pulsed light from a krypton flash lamp controlled by the synch generator. Ralph V. Little Jr., supervisor of RCA's Theatre TV Engineering Section, was to read a paper on kinescope recording, said to be used by some 60 TV stations and consuming four times as much film footage as the entire motion picture industry produces.

A cathode ray tube video scanner was outlined by Roger D. Thompson, Allen B. DuMont Labs, Transmitter Div. The device was declared to allow the smallest TV station to telecast slides and other illustrations without the use of expensive TV cameras.

Richard Blount, GE Lamp Dept., offered a series of calculations designed to aid in selection of proper lighting for studio TV pickups. Lewis Winner, editor of Communications magazine, closed the Friday program with a report on home receiving antennas bringing maximum reception.
CO-AX TIME ALLOCATED

TIME allocations for television on the four coaxial cable circuits between New York and Chicago, which will be in service beginning May 1, have been worked out after several weeks of discussion between representatives of the TV networks and of AT&T. As of May 1, the present one-circuit service in each direction will be augmented by two additional westbound circuits, making three westbound and one eastbound. Two of the westbound circuits will be available for video program transmission 24 hours a day. The third westbound circuit and the single eastbound circuit will be available for television service only after 6 p.m., except on weekends when they may be obtained earlier by special arrangement.

Statement to NAB Convention by J. R. Poppele

TELEVISION is growing so rapidly that even we who are close to it everyday find it difficult to keep pace with its rise. At this writing there are 61 stations radiating programs in 33 key market areas of the nation. By the time this reaches print, my figures are likely to be dated—a mere span of five or six days.

About two years ago, in an open letter to radio broadcasters, which I sent to BROADCASTING, I pointed out that very few radio station operators had, up to that time, filled applications for TV stations. As a matter of fact, less than 100 applications for stations were then pending, and there was considerable doubt about how quickly the industry would grow.

I was not among the doubters, of course, and I advised radio broadcasters to get into video as soon as possible. In retrospect, I might say that while some took my advice, there were many, many others who now wish they had.

Television is already national in scope—and that needs an explanation. While it is true only 33 U. S. market areas have television stations today (and that takes in well over 40% of the population of the country), people everywhere are television-conscious. National magazines with massive circulations are loaded with TV ads; advertisements and everywhere, everyone talks about television. We could blind ourselves and say: Yes, but there are still mostly radio listeners. For how long though?

Television's future will not be along a primrose path. There are problems which the industry must still face: Questions relating to more channels, higher frequencies, greater receiver production, color, three-dimensional television and the like.

The National Association of Broadcasters from the outset has recognized these problems and today is in a far better position to wrestle with them than ever before, by virtue of its dominance in television. By cooperative action with other groups interested in the welfare of the industry, NAB will do the job.

As a matter of fact, it is presently pleading the case of broadcasters for lower common carrier rates for network TV facilities; developing ethical standards in the industry; negotiating for fair and equitable fees for music in TV; keeping its growing membership advised on Washington activities, program exchange services, status of the industry reports and other data.

The television industry is destined to become one of the most important forces on the American scene. All TV broadcasters can hasten that day by putting their shoulders to the wheel and joining in the big push.

COAXIAL CABLE ALLOCATIONS

May 1-Aug. 31

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Key: A-ABC; C-CBS; D-DuMont; N-NBC
X-ABC; Philadelphia to Washington; NBC, New York to Philadelphia to Chicago.

-Open Time. O-Not available before 6 p.m.


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BROWN TO WPIK

JOINS ALAXANDRIA DAYtimer

J. ALLEN BROWN, former NAB executive director of broadcast advertising, has joined WPIK Alexandria, Va., as advertising and sales manager.

He was with NAB for three years prior to his resignation last Jan. 1, and formerly had spent 13 years in station management, sales, programming, and overall operation at both network affiliates and independents. At NAB he served as a sales and management consultant for the industry, handling problems affecting all types of station operation. He is the author of numerous sales and advertising works.

WBT ELECTIONS

Price, Bryan Are Re-Named

RALPH C. PRICE was re-elected chairman of the board of directors of the Jefferson Standard Broadcasting Co., owner of WBT Charlotte, N. C., at the annual meeting of the directors held at WBT April 1. Joseph M. Bryan also was re-elected president of the company.

Other officers re-elected were Charles H. Crutchfield, vice president, and Larry Walker, secretary and treasurer. Mr. Walker also was elected a member of the board of directors at a stockholders' meeting held prior to the directors' meeting.

At First "spot radio clinic," discussion group sponsored by the National Assn. of Radio Station Representatives, two major users of spot time talk with NARS-R members. Discussing problems are (l to r): Fred F. Hegem, George P. Hollingbery Co.; Seymour Ellis, Philip Morris Co.; Wallace T. Drew, Bristol-Meyers Co., and Frank M. Headley, president of Headley-Seed and NARS-R president. The clinics, at which advertiser and agency men will discuss spot problems with a NARS-R committee, will be held monthly.

Page 46 • April 11, 1949
ET BUSINESS

Firms Report General Increase Over Last Year

By HERMAN BRANDSCHAIN

TRANSCRIPTION companies generally are reporting increased business now over a year ago. They believe their present success has been achieved in the face of adverse conditions and that their own progress contains important lessons for station operators.

Advertising agencies and sponsors might also profit from their lessons, the transcription company believe. The broadcasters, however, is the one they hope will be most impressed by the lessons implicit in ET operations. So far, ET firms have considerable misgivings about the progress of the latter.

In their estimate, the broadcaster doesn't do enough selling, doesn't sell properly, therefore doesn't make the money he should and consequently doesn't buy as much transcription service as he should, which in turn would make him more money. They feel all this is proved by the fact, station operators are complaining about business conditions and are becoming slow pay.

These opinions were revealed to Broadcasting in a rundown of leading ET package and syndicators, producers or marketers of ET libraries and ET facilities companies.

The rundown also revealed that most companies have elaborate new packages in various stages of production, most to be backed with elaborate selling, promotional and tie-in material.

Business Good

Many transcription companies reported that business was better than just good. Frederic W. Ziv Co., for example, said January sales were 61% higher than the same month in 1948 while February sales were 63% over 1948's same month.

Charles Michelson Inc. reported 65% increase in the last six months. Similar ET prosperity was achieved in Canada, too, where Guild Radio Features Ltd., Toronto, reported business up almost 11%.

Increased business was achieved despite almost overwhelming problems in the past year, ET executives pointed out. The American Federation of Musicians ban was on. Production costs rose. Many elements of confusion entered the radio picture: Uncertainty about the general economy and television. In addition, television began playing the disc jockey horse (which, incidentally, ET companies claim is a long shot, more often not just leading to sloppy programming and poor economy).

Oddly enough, many conditions which transcription companies feared would hurt business are being interpreted now as aiding it.

Foremost among the fears that have been partially dispelled is television. Desire to save money for video operations has caused many big advertisers to shop around for high quality waxed shows to economize on AM programs. Some of the transcription companies, too, are themselves going into the TV package business.

Tougher selling days are another minus quantity transformed into an asset by transcription companies. They claim sponsors have begun to realize they must drive for business. This realization has caused them to explore sales avenues, including ET's, to which they formerly were biased by complacency. Many ET companies are now directing a considerable pitch to sponsors.

Station competition also is cited as having aided disc companies. It is claimed station desire to pack a better program wallow than a rival has caused transcription buys. Further, competition has squeezed out of ET company ledgers some marginal stations—thus wiping out a dubious profit possibility at best and permitting the ET company to concentrate on better prospects, it is claimed.

Transcription companies revealed, however, that they are far from complacent about present success. In fact, they feel like a star performer on a high wire—the pay is fine but you've got to be careful.

Exercising Vigilance

So they are exercising vigilance. This takes the form of pushing harder for business. Companies report more salesmen in the field; more sales promotion; more sales visits to all kinds including audition.

Statement to NAB Convention by William E. Ware

FM ASSN. President

FM ASSN. extends greetings to NAB's 27th annual convention, coming at a time when radio growth has reached a postwar peak.

America is characterized throughout the world for its day-in-and-day-out performance of "Miracles in Mass Production."

But this miracle of mass production would be impossible without mass selling. And mass selling calls for mass advertising.

Because of this relationship, the radio industry is one of the most vital parts in the nation's economic structure.

The most important single advertising medium today is radio. Its second-to-none effectiveness as a medium to create mass demand and generate mass consumption is an established fact.

Despite this, however, radio has but skimmed the top—nicked the surface—of what it can do potentially as an advertising medium. It has been reported that less than 1% of all the country's enterprises are radio advertisers in a direct sense. But the stubborn fact remains that almost every one of the nation's 4,000,000 enterprises is a potential advertiser.

At a recent meeting of the FM Assn. in New York, it was brought out that less than 1/100 of all the country's businesses are themselves radio clients and less than one out of every 20,000 enterprises are network sponsors.

This means that radio—despite its gigantic economic proportions and potentialities—has still not developed fully as a community communications service and as a local advertising medium.

FM's recognition of this undeveloped field for radio advertising among the mainstreet and neighborhood enterprises which have made possible the growth of 10,000 local newspapers is certainly recommended—particularly at this time when FM is rounding the corner on the pioneer stages of its development.

With approximately 725 FM stations now covering 451 cities in which more than 100,000,000 of the nation's goods-buying public live; and with FM receiver production on the increase to supply the demands of the growing listening audience—many of whom have never before been able toget good radio reception—FM has set the stage to widen the use of radio advertising among the millions of local sellers of America's goods and services.

Mr. WARE

BROADCASTING * Telecasting

April 11, 1949 * Page 47
AS THE RECORD industry entered a trial of strength this month with first sales to the public of RCA's 45-rpm record system to oppose the Columbia 33 1/3 rpm records, radio appeared destined to play an important role in the fight, whether it wanted to or not.

Radio was expected to take a part in the struggle via the disc jockey. The spinner of music and tales has become an enormously important adjunct to platter sales, it is conceded by most segments of the record industry.

He will continue to be a heavy influence in record sales, it is thought, because his popularity is strong and his numbers likely to increase. Even more disc jockeys are envisioned in some quarters as the result of television, which will cause AM stations constantly to be seeking more economical programming in their bid against video.

At the moment, opinion is divided as to whom the disc jockey will help in the fight—the RCA 45 rpm or Columbia 33 1/3.

Some proponents for RCA's products are certain the disc jockey will help it, whatever his intentions or own feelings in the controversy may be.

They reason that the disc jockey plays short numbers. He does this because he likes to talk often—to build himself up and to trot out commercials. Since he'll be playing short numbers, he will not be creating popularity for LP records and to that extent he'll be aiding in the fight against LP records.

Proponents of the Columbia records, however, do not believe this reasoning tells the whole story. They point out that Columbia will have just as many short records as RCA, for this Columbia is producing much the same size as the RCA product. The disc jockey, the Columbia proponents claim, thus is just as apt to plug Columbia as RCA records. In addition, it is further argued by pro-Columbia segments, LP records will get a plug from disc jockeys, particularly in the early morning and late evening spots, where commercials may be fewer.

Picciani's Viewpoint

Sam Picciani, executive secretary of the American Society of Disk Jockeys, New York, takes the disc jockey viewpoint that playing of long records will be inversely proportional to the time sold. He feels LP records will have a good chance to get on the air in the "less commercial" hours. He concedes the average platter spinner likes short selections "so he can push himself into the show, too." Mr. Picciani believes the public will determine what the disc jockeys play. He emphasizes that conductors of such programs are extremely sensitive to the requests of their public.

As for the record companies themselves, they too believe it will be the public and not manufacturers who will decide which speed wins the battle of the rpm's.

Edward Wallerstein, chairman of the board of Columbia Records Inc., takes that viewpoint and claims he is happy to do what "we think can safely leave the issue up to the people themselves," he said.

In the RCA camp, there is some feeling that W. Murray, vice president of the record department of RCA Victor Division, believes the public will be the final arbiters. In addition, it is said that RCA has been selling records, the disc jockey will play no decisive role. His own prediction is that the public's changeover from standard 78 rpm records will be evolutionary—with his own product for the ultimate winner.

Mr. Murray also told Broadcast that RCA would not manufacture a long playing record because it cannot be done on a 45-rpm disc without impairing quality. It is RCA's philosophy, he said, that the public wants the highest quality reproduction and that this can best be achieved via the 45-rpm disc.

Several weeks ago, Mr. Wallerstein, who believes his product has as high quality as any, told Broadcast that Columbia would not manufacture a long playing record because of the long battle lines for a finish fight that appeared to be drawn between the two record giants.

He is general manager of MGM Records, which as yet is in the 78-rpm field only, also says that it now is up to the public to decide the issue of standardization of rpm's and record grooves. This was the opinion of the late Jack Kapp, president of Decca Records Inc., expressed to Broadcast.

(Continued on page 198)

WASTE'

MORE than half the effort put into broadcasting is waste, and in this the managers of promotion advertisers will insist on improvement, Horace Schwerin, president of Schwerin Research Corp., New York, said last week.

Addressing a luncheon meeting of the New York Radio Executives Club, Mr. Schwerin, whose company has measured audience reactions for major networks and advertisers, cited examples of what he said were wasteful practices in radio.

Commercial announcements, he stated, were "probably the worst cause of waste." He said that his firm's studies had discovered that 90% of the commercials on the air are "just a signal for most people to become psychologically dead."

Another form of waste is the program that costs too much, he said. "There are shows with 12 and 13 Hypoeratistics which coat as little as $5,000," he said, "and those with triple rating range which cost $25,000."

Additionally, a comparison of radio logs at the beginning of a fall season and those at the end will show that many programs at first in the program's "profile" of programs among the 1,000 tests of 300,000 individual listeners conducted by Schwerin in the past two and a half years, Mr. Schwerin demonstrated his techniques of examination.

The major "sources of error in presenting radio programs, he said, are five: familiarity, approach, method, emphasis and direction.

Familiarity: It is axiomatic that those familiar with a program like it more than those who have heard it seldom or not at all. But although familiarity is in general an asset to a program, it can, if misunderstood, be a liability as well.

The familiarity factor can be missed, he said, as for example in the instance of a motion picture star who has become identified with sexy roles and who was cast in a dramatic role. At points in the tested program in which she played her usual type, the audience liked her, but at points when she attempted straight dramatic interpretation, audience reaction was appreciably less favorable.

Similarly, familiarity cannot be relied upon alone to sustain popularity. Unless programs introduce some element of change, listeners will lose interest.

Approach: Mr. Schwerin's definition of this aspect is the tech- (Continued on page 190)

NAB INCOME

NAB had total income of $761,332 for the period April 1, 1949, to Feb. 28, 1949, with expenses of $654,492 in the same period, according to a statement submitted to the membership by C. E. Arney Jr., secretary-treasurer. This leaves $106,840 excess of income over expenses for the period by broadcast companies.

Expenses for the 11-month period were as follows: Office of President, $100,387; Office of Secretary-Treasurer, $46,716; Broadcast Advertising Dept., $48,851; Employee-Employer Relations Dept., $40,641; Engineering Dept., $57,325; FM-Special Services Dept., $17,383; Legal Dept., $38,052; Program Dept., $27,923; Public Relations Dept., $74,762; Research Dept., $40,275; Television study, $1,267; general administration, $140,851; special budget, $41,945.

The figures cover the period just prior to the 1948 convention in Los Angeles up to the latest month for which figures were available in time for the 1949 Chicago meeting.

Breaking down the membership, Mr. Arney showed that of 1,832 active members, 783 are network affiliates, with 444 nonaffiliates. Seventy-one percent of affiliates belong to the association as against 43% of nonaffiliates holding FCC licenses, CPs and CGs. Of 122 television stations only four belong to NAB. In addition to the above there are 73 associate memberships.

Among the network affiliates, 320 of 518 MBS stations or 62% belong to NAB. Of ABC's 297 stations, 211 or 70% belong; CBS, 134 of 176 affiliates belong, or 77%; and 132 of 166 NBC affiliates belong, or 80%.

The total membership is down nearly 300 from the peak a year ago. Many of these resignations, it is understood, occurred when NAB dues classifications were revised.

Largest NAB district in terms of member stations is District 4, with 224 members, compared to District 11 with 60 stations.

Scherwin Cites Radio's Needs

Disc Jockey Plays Important Role in Sales Fight

'WASTE'
PERON BAN

THE PERON regime's plans for shortwave government programs on a wholesale basis were revealed by the decision to forbid foreign radio correspondents from broadcasting in the future.

Efforts to learn the reason for that restriction on freedom of information unearthed the fact that Radio Belgrano, one of the government's holdings, has leased "The Round Table of Buenos Aires"' loudest old favorite dance-and-sports spots in fashionable Alvear Palace Hotel, and is converting it into studios for an international broadcast center.

It is understood the station hopes to get two large studios and a dozen smaller ones operating in the space where up to a thousand Buenos Aires socialites once gathered for nightlife and diversion.

The station will go on the air from the new headquarters after May 1 with 10 hours daily of entertainment, music, official bulletins, etc., as "Voice of Argentina."

Project came to light when Dante Aloe, program director of Radio El Mundo, told the press: "We've our own international radio information service; hence the versions of foreign reporters is unnecessary."

The American Embassy, which occasionally expresses "concern" at apparent censorship to Argentine authorities, is taking up the new development, which entails sharp restriction so far imposed on freedom of information by Peron's regime since it is the first outright severance of any communication channel.

Cables are occasionally mutilated and were involved in the leakage of publication in Peron papers, that mail is opened, but dispatches sent by those means normally reach their destinations eventually.

A notable example occurred last summer when a personal letter from Broadcasting's Buenos Aires correspondent to the publisher in Washington, together with a story on the Inter-American Broadcasting Association's meeting, were intercepted and emblazoned on the front page of the Peron-controlled Democracia.

The letter and dispatch were dated July 11. They reached Broadcasting on July 19.

In the past Argentine stations have loaned or rented studios on request to foreign correspondents wishing to voicecast reports. Correspondents were free to broadcast from scripts "authorized for transmission" by the government, which contended the requirement that texts be submitted in duplicate and translated in advance was impracticable.

Nothing is available in writing on this latest decision: Stations, all either owned or controlled by the Peron administration, refuse even to mention the matter in correspondence, though each is willing verbally to admit receipt of "orders from above" to discontinuance of the practice.

The government doesn't appear in the picture but the fact that implementation is in the hands of people such as Antonio Nicolitti, manager of the "Mundo" station and simultaneously one of Peron's secretaries, and Raúl Nicolini, director of Mundo's network and the minister of communications, Oscar Nicolini, suggest the decision was taken at topmost levels and has its best possible blessing.

Considered significant that the Mundo program director's brother is Major Vicente Aloe, who is at Peron's right hand as head of the executive secretariat at Casa Rosada presidential offices.

Decision constitutes object lesson in how to smother all versions but the official one while protecting Peron's contention that freedom of the press still exists in his land. The government explains the inability of political foes to obtain radio time to match that which officials command as bad luck and add that the fact that La Prensa and La Naclon, Buenos Aires leading papers, oppose him is unconcerned with propagation of their newspaper and its retribution among government papers.

AFFILIATES

THREE of the four major networks were to hold meetings of their stations or stations' advisory committees yesterday (April 10) in Chicago.

Only network which scheduled an assembly for all its affiliates was Mutual. Mutual executives, led to address the meeting which was scheduled to start at 4 p.m. at the Stevens Hotel. Following dinner, affiliates were invited to an evening at the WGN television studios of WGN-TV, Mutual stockholder station. The seminar, conducted by Frank P. Schreiber, manager of WGN, was to brief affiliated television operations.

ABC scheduled a luncheon meeting of its Stations Advisory Committee at the Ambassador East Hotel. Edward J. Noble, ABC chairman of the board, and Mark Woods, ABC president, led the group of ABC executives attending the meeting.

Members of the ABC Stations Advisory Committee planning to attend the luncheon were Roger Clipp, WFIL Philadelphia; Mrs. John J. O'Hara, WLW Cincinnati; J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City; Henry P. Johnston, WSGN Birmingham; Harold Hough, WSBAP Ft. Worth; Frank Carman KUTA Salt Lake City; Archie Morton, KJRC Seattle, and Owen Uridge, WQAM Miami.

Frank Stanton, CBS president, headed the CBS executives who were to be present at a dinner meeting of the CBS Affiliates Advisory Committee at the Ambassador East Hotel. A new chairman and secretary of the board were to be elected at a board meeting following lunch.

Members of the CBS stations board are I. L. Lounsbury, WGR Buffalo, present chairman; E. E. Hill, WTAG Worcester, present secretary; E. E. Atwood, WYBC Richmond; Glenn Marshall Jr., WBNS Columbus, Ohio; William Quatron, WMT Cedar Rapids, Iowa; Kenyon Brown, KFWT Wichita Falls, Texas; Charles Coombs, KROY Sacramento, Calif.

Forbids Foreign Radio Men

Networks to Meet In Chicago

ABC MEETING

Stockholders in N. Y. April 12

HIGH executives of ABC, including Edward J. Noble, chairman of the board, will return to New York before the end of the NAB Convention to be present at the network's annual stockholders meeting April 12.

The meeting is scheduled for the ABC board room, RCA Bldg., New York, at 2 p.m.

RESOLUTIONS GROUP

NAB Committee Meets Today

RESOLUTIONS Committee for the NAB Management Conference was scheduled to meet this (Monday) morning at 10 a.m. in Private Dining Room 22.

Members of the committee are: Wiley P. Harris, WJDX Jackson, Miss., chairman; Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert N. Dederer, WOR New York; Bill Maloney, WENV Baltimore; William McGrath, WHDH Boston; Edward Wheeler, WEAW (FM) Evanston, Ill.; Phil Hoffman, WOL Washington.

\'VOICE\' BUDGET

A BUDGET increase for State Dept.'s "Voice of America" and other informational activities appropriated this year by the House passed and sent to the Senate its major appropriations bill for the fiscal year beginning July 1.

The bill (HR4016) provides funds for State, Justice and Commerce departments for 1960, and was passed after the Appropriations Committee had reported its budgetary recommendations last Tuesday. A sub-committee report on independent agencies, including FCC, FTC and others, will be released shortly.

State Dept.'s information and education branch would receive $34 million, an increase of $2,900,000 over that year's budget. Actually, the amount is substantially greater since 1949 appropriations contained $4 million for establishment of radio facilities, a figure which was not included in this budget. Increase is estimated at $5,500,000 overall. The total falls short of the $36 million asked by President Truman last January.

The "Voice" appropriation would approximate the $3 million originally contemplated, or about $1 million more than the present $11 millions, allowing for non-recurring items. The increase is only a guess, however, according to Lloyd Lehbars, director of International Office of Information. He pointed out that original budget estimates included overall information and education activities, and did not specify the "Voice" by name.

Allotments will be made on a priority basis among these activities after the Senate has concurred. Any increase would be utilized for expanded language programs, in the form of on-the-spot, Mr. Lehbars said.

Sum of $271,405,656 was recommended for the State Dept. Activities budget in the House, a $13,538,434 in cash compared to the current budget, and $13,908,100 under 1956 budget estimates. Current overall sum if $282,344,090. Principal boosts were for State Dept. salaries and expenses and Institute of Inter-American Affairs, as well as for information activities. Salary and expense increases would cost $76,652,000, an increase of $3,783,100 over present allowances.

A proposal by Rep. John Taber (R., Vt.) to cut State's domestic payroll by $1,200,000 was rejected in the House. Drop in overall funds would keep the payroll total at its present 4,726. State is authorized to carry 5,129 employees.

For Commerce, an allotment of $3,100,000 was urged for the National Bureau of Standards on behalf of its radio propagation and standards work. Total represented an increase of $100,000 over the current amount.

The Commerce allotments (Continued on page 192)
Reorganization Bill Approved

by the President to reorganize the government, subject to either Senate or House approval but devoid of special consideration for any one of the agencies, according to a report submitted last Wednesday by the Senate Executive Expenditures Committee. The measure (S 528), covering such agencies as FCC, FTC and others, probably will not be placed before the Senate for another two or three weeks, it is believed. However, pressing business is expected to engage the Senate at this time.

Amendments asking "special treatment" for FCC and other quasi-judicial and legislative organizations were proposed last Monday by Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee and Sen. Burnet R. Burbank (D-S. C.). They were unanimously rejected.

The House already has passed the bill, requiring by amendments that FCC and FTC be reorganized only in plans affecting them specifically. Bill would require veto by both houses to kill any reorganization.

Sentiment appeared strong, however, for the "package treatment"

proposed by Sen. Johnson, should the Senate reject the "single-house veto." If that happens, according to Sen. John McClellan (D-Ark.), chairman of Expenditures Committee, committee members would be prepared to support any exemptions.

Purpose behind the Johnson amendment would be to preserve the President's power to reorganize, but to withhold any possibility of transferring agencies or their functions to any other agency not named in the bill. Those specified are-BCC, SEC, FCC, Maritime Commission, Tariff Commission, and Civil Aeronautics Board. The Senate group also imposed a time limit of April 1, 1953, for submitting reorganization plans.

Meanwhile, it appeared likely last week that the House would recess for 11 days beginning this Thursday if it could dispose of appropriations measures by week's end. A bill for reorganization of the State, Commerce and Justice, one of the financial measures before the House, was passed Thursday (see story, page 48).

A bill (HR 3844-3846) introduced by Rep. Daniel A. Reed (R-N. Y.) and Rep. Charles V. Farrell (R-III.). Another bill (HR 4048), by Rep. Gary L. Clemente (D-N. Y.), would amend Sec. 605 of the Communications Act to prohibit wire-tapping. Measure was referred to Interstate & Foreign Commerce Committee.

Measures providing $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards (HR 3180), and to set up in Dept. of Commerce a clearing house for technical, scientific and business information in industry and business (HR 1711) were referred to the Public Health, Science and Commerce Subcommittee. Chairman is Rep. J. Percy Priest (D-Tenn.).

March Box Score

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<th>STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:</th>
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<tr>
<td>AM</td>
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<td>Total authorized</td>
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<td>Total on the air</td>
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<td>Licensed (All on air)</td>
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<td>Construction permits</td>
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<td>Conditional grants</td>
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<td>Total applications pending</td>
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<td>Requests for new stations</td>
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<td>Requests to change existing facilities</td>
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<tr>
<td>Deletion of licensed stations in March</td>
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<tr>
<td>Deletion of construction permits</td>
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<tr>
<td>Deletion of conditional grants</td>
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</tbody>
</table>

*Includes 11 conditional grants and 468 construction permits.

Following television stations commenced operations during the month: March 5—WLWD Dayton, Ohio; March 8—WICU Erie, Pa.; March 30—WKRC-TV Cincinnati; March 30—WLWC Columbus, Ohio.

SAVINGS TIME

Annual Scramble Prepared

DAYLIGHT savings time starts Sunday, April 24, with the usual round of schedule juggling by the networks, and repeat transmitted broadcasts, due to the fact that some localities remain on standard time.

All four networks will broadcast live, on the daylight savings time schedule, with repeat broadcasts via recordings beamed one hour earlier. RCA’s ABC programs recorded in Hollywood and Chicago on Ampex Tape Recorders, will be fed from those points to sections on standard time.

CBS, using disc recordings, will follow a similar pattern.

Magnetic tape recorders, manufactured by Magerneograph Corp., will transcribe MBS shows, which will be fed to delayed schedule stations out of WOR New York to all standard time zones except those covered by the Don Lenox network, which will handle its own schedule.

RCA Victor magnetic recorders, installed by NBC in its Chicago Merchandise Mart studios, will repeat some of NBC’s evening broadcasts, feeding them on special lines one hour after the live broadcast.

No system of delayed telecasts to overcome time differentials will be instituted, owing to the fact that most interconnected video stations are located within daylight savings time areas.

RCA SALARIES

DAVID SARNOFF, chairman of the board of RCA, received $175,560 in salary and fees during 1948, from the company and its affiliates, including NBC, of which he is a director.

This was disclosed in a proxy statement sent out by management to stockholders in advance of the annual stockholders meeting to be held May 3 at the RCA Bldg. in New York.

Also listed for Mr. Sarnoff were $10,401 in retirement payments for future service benefits under the RCA retirement plan. Under the plan, Mr. Sarnoff contributes a like amount and the sum is used to purchase benefits from an insurance company, it was said. Taxes payable by Mr. Sarnoff were $102,430, leaving him $73,506 of his salary.

Trammell Third

The proxy statement also revealed that Niles Trammell, president of NBC, stands third in the salary structure of the RCA domain. Only Mr. Sarnoff and Frank M. Folsom, now president of RCA, received more compensation in 1948. Mr. Sarnoff, then executive vice president of RCA Victor, was paid $20,000 more than Mr. Trammell.

Mr. Trammell received $100,320 in fees or salary as NBC president and as a director of both NBC and RCA. In addition, he received $20,000 "incentive compensation." His retirement payments were $5,901. He paid $65,920 in taxes and had $59,400 remaining.

Compensation to Mr. Folsom was $100,360 in fees and salary as executive vice president of RCA Victor Div. and as director of RCA, NBC and Radio Marine Corp. of America. His incentive compensation was $25,000. He too had retirement payments made for him of $5,901, which he has $61,700 left after $53,610 in taxes.

Other directors’ salaries and main positions held in 1948 were:

- John G. Wilson, vice president and general manager, RCA Victor Div., $65,000 in salary and fees, $20,000 in incentive compensation.
- Charles J. Jolliffe, executive vice president, RCA Labs and an NBC director, $50,540 salary and $15,000 incentive compensation.
- Edward F. McGrady, vice president of RCA and an NBC director, $30,480.
- Harry C. Ingles, president, RCA Communications Inc., and an NBC director, $29,153.
- Gano Dunn, consulting engineer and an NBC director, $26,000.
- Edward J. Nally, advisor to RCA and director of NBC, $8,860.
- John T. Cahill, director of NBC, $1,160.
- Arthur E. Braun, director of NBC, $710.
- George L. Harrison, director of NBC, $450.

Figures Released in Proxy

Bertram Cutler, director of NBC, $306.

The law firm of Director Cahill received $275,000 in 1948 from RCA for legal services. The firm is Cahill, Gordon, Zachry & Reinell. Edward J. Nally, by which name he is known, is vice president of RCA, and its president, is received $66,000 for services, rights and maintenance of a research laboratory. These companies are Ham- mond, Lounsbury and Engineering Co. of New York Inc.

Matters to come before the annual meeting include election of four directors and a proposal by three stockholders that the RCA charter be amended to permit cumulative voting for directors.

The proxy, solicited on behalf of management, will be elected for three years of Messrs. Dunn, McGrady, Cahill and Nally.

The proposal to permit cumulative voting for directors was made by Lewis D. Gilbert, John C. Zane and John Campbell, all of New York. The Messrs. Gilbert are well known as minority stockholders representatives. The management is not opposing the proposal, but asks shareholders to base their resolution on the ground that a director who gains a place on the board through cumulative voting will represent a special interest, which may be against the best interests of the corporation. It believes the directors should be elected by the stockholders of the majority of the shares.
The Institute for Democratic Education announces the "Least We Forget" transcribed dramatic radio programs which deal forthrightly with problems of prejudice and discrimination and are designed to promote better intergroup relations.

As program director of the IDE and producer of the programs, I have insisted upon top quality production and have achieved it, I think, with the assistance of Earle McGill as director, the best writing talent available, and such stellar performers as Helen Hayes, Geraldine Fitzgerald, Paul Lukas, Raymon Massey, Frederic March and others of similar stature. Incidentally, while we pay AFRA scale, the same talent appearing on the programs invariably turn the checks for their services as an additional contribution to our work.

In view of charges sometimes leveled at the industry for its delinquencies in the area of programming, it is interesting to note that broadcasters have proved most cooperative where the IDE's radio programs are concerned. Despite the fact that the "Least We Forget" programs are non-commercial and, in addition, deal with what is sometimes termed "controversial" subject matter, our programs have been broadcast by more than 900 independent and network affiliate stations in the United States and have been heard as well in Alaska, the Canal Zone, Hawaii, Puerto Rico; in Canada over CBC as well as on networks in New Zealand and Australia.

Give 6,500 Hours

Radio stations in all 48 states have already given the IDE, without charge, more than 6,500 hours of broadcast time valued at more than $960,000 for the airing of the 18 15-minute dramatic programs in each of the three series. These Great Americans, The American Dream and Stories To Remember, produced by our organization since 1945. Better than 82% of this time has been Class "A.

Especially noteworthy, I think, has been the willingness of many stations to cooperate with state and civic organizations in presenting our 15-minute programs as part of half-hour shows, the final 15 minutes of which is devoted to live panel discussion by prominent local citizens of the problems dramatized in our transcriptions. This type of programming, I think, shows the kind of cooperation that can be secured in radio during the period of the "least we forget." The transcriptions are available to schools, communities and civic organizations for purposes of education and enlightenment.

By LARRY CHRISTOPHER

Despite some technical overlap of primary services both day and night between WHAS Louisville and WLW Cincinnati, the two stations serve distinctive separate markets and do not overlap programming and otherwise.

So Crosley Broadcasting Corp., WLW licensee, told the FCC last week at the final phase of the Commission's hearing on Crosley's request to purchase the WHAS properties from the Louisville Courier Journal and Times Co. for $1,925,000 (BROADCASTING, March 7, 14).

A series of elaborate and detailed presentations were made by Crosley at the hearing, which concluded Tuesday. Crosley sought to show that FCC's decision to consideration of which was made an issue in the inquiry— is not applicable to its acquisition of WHAS.

Both WLW and WHAS are clear channel stations. WLW is assigned 50 kw on 700 kc and WHAS is assigned 50 kw on 840 kc. The sale also includes WHAS-FM and WHAS-TV. Crosley, a subsidiary of Aveo Mfg. Corp., already has multiplex AM, FM and TV interests.

At last week's hearing before FCC Examiner Leo Resnick, Crosley introduced new engineering studies of WLW coverage and also gave considerable data on other broadcast services available to residents in the day and night overlap areas of the two stations. The initial hearing on the transfer had been recessed in early March to enable Crosley to compile the new technical data.

The new engineering evidence was presented by William S. Alberts, Crosley's chief propagation engineer.

According to the Crosley data, the combined 0.5 mv/m contours of WLW and WHAS cover a total area of 98,021 sq. mi. with the 0.8 mv/m overlap area totaling 37,947 sq. mi. This combined WLW-WHAS area contains a population of 6,525,287. In the 0.5 mv/m overlap area there is a population of 2,048,987, the Crosley exhibit showed.

Within the night fading limit of both stations there is an area of 668,860 sq. mi. with the overlap 18,120 sq. mi. Populations within these are 4,588,060 and 1,114,212 respectively, the Commission was informed.

Regarding the 1 mv/m contours, cited as the coverage necessary for primary service to large metropolitan districts, the Crosley exhibit showed that the combined WLW-WHAS area thus served is 1,453,495 sq. mi. and the overlap only 34 sq. mi. Total population of 2,398,576 reside in the combined area with only 1,275 persons in the overlap area. The overlapping 5 mv/m contours cover an area of 2,243.

(Continued on page 189)

April 11, 1949 - Page 51
By BRUCE ROBERTSON

COMPETITION is the broadcasters' keynote for 1949. Competition between the makers and retailers of all kinds of products for the dollars of the public is back in full force, pressing increased advertising expenditures. Competition between radio and television and between these broadcast media and all other types of advertising is also intense, calling for hard hitting sales tactics to keep radio's billings at their 1948 level.

For most businesses 1948 was a banner year with top sales and earnings. But the final months of the year saw a falling off in sales that continued into the early months of 1949. Alarmed by heavy inventories, retailers slashed prices of many items in gigantic post-Christmas sales, displayed extreme caution in placing orders for new goods. Some manufacturers caught up with their back orders for the first time since the war and cut prices, particularly on their older models, and curtailed production of new goods pending a resumption of orders from retailers. Curtailed production meant curtailed payrolls, mounting numbers of unem-

This state of affairs is nothing to cheer about, but neither does it contain any omens of a serious depression. Even with increased layoffs more people are employed than at this time last year and seasonal upturns are expected to lift employment figures back above the 60 million mark. Purchasing power has held well above the level of a year ago. Prices are falling slowly but not crashing precipitously; when they reach the level the public considers right, buying picks up again.

What is lacking in most lines seems to be confidence in prices. Many families are in the market for new refrigerators, washing machines, automobiles and radios. They'd like to buy now, but hesitate for lack of certainty that the price tag will not show a lower figure next week or next month. The retailer who values their continued business dare not urge them to buy now because he, too, is not at all sure that the present price will hold.

The confidence that will bring buying back to normal must come from the manufacturer, who must convince both the trade and the public that his merchandise is good and his price is right. The best tool for that job is advertising, and the survey made by Assn. of National Advertisers proves that manufacturers know it. Approximately half of all ANA members plan to increase their advertising expenditures this year; only 10% of the smaller companies, doing less than $50 million worth of business a year, and only 3% of the larger companies plan advertising curtailment during 1949.

How these advertising dollars will be apportioned between broadcasting, aural and visual, and other media will vary among industries and among individual companies. The series of articles appearing on following pages of this issue attempts to review the use of radio and television during the past year by the various advertiser groups and to forecast their probable use of these broadcast media in the months ahead.

Makers of packaged products, such as foods, cigarettes, toiletries and drugs, have found radio a notable sales booster in years past and will continue to use it heavily. Many companies in these groups are currently experimenting with television, and manufacturers of automobiles, radio and TV sets, watches and other types of products are also using TV in increas-

(Continued on page 54)

SPOT & NETWORK ADVERTISING BY PRODUCT GROUPS

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<thead>
<tr>
<th>Product Group</th>
<th>Total 1948 Net Sales</th>
<th>Spot 1948 Net Sales</th>
<th>Network 1948 Net Sales</th>
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BROADCASTING • Telecasting
**SPOT BUYING IN ’48**

**By ROBERT B. LUCE**

PROBING DEEP into the complex anatomy of national spot radio in 1948, Broadcasting has found it to be a highly diversified and vastly different creature than its worthy companion, network advertising.

Of the estimated $99,431,000 net revenue from spot business in 1948, $22,114,000 was spent by food and food product advertisers; $13,240-000 by drug and remedies account; $21,570,000 by shops, cleaners and polishes, and $6,851,000 by automotive accounts.

Together, these top four advertisers accounted for 52.1% of all national and regional spot advertising.

These estimates of spot business by product groups were made by the Research Department of Broadcasting from data obtained from all classes of stations throughout the United States.

**Principal Similarity**

The principal similarity in network and spot advertising revenue is in the fact that the leading use of time in both categories is food and food product advertising. In each case, about 23% of all time is purchased by this class of advertising.

From that point, down the list of product groups, divergencies appear. Toletries, second ranking advertiser on the networks, is far down the list of national spot advertisers. Drugs and remedies, which account for 13.4% of spot revenues, placed only 11.3% of network business in 1948.

Automotive advertising, which totalled about $6,800,000 in spot in 1948, or 6.9% of all spot time, represented only 3.8% of network time sales.

Beer and wine advertising, heavy in regional spot, accounted for 4.9% of all spot business, and less than 1% of network business.

Retail stores and shops, who rarely buy any network time for obvious reasons, have proven to be a $4,500,000 customer in the regional spot field.

On the other hand, tobacco advertisers, who spend 10.2% of all the money invested in network advertising, use only 3.4% of the spot revenues.

Apparel advertising is concentrated in the spot field, with a total of about $3,458,000 spent in 1948 on spot radio. This is 5.5% of all spot time; networks, apparel advertisers spend less than 1% of the total.

Spot radio’s biggest customers are a different group, in part, than network radio’s number one purchasers of time.

It is apparent from the estimates of spot placements by product groups that spot advertising is a more diversified field than network radio. On the networks, more than 70% of all time bought is concentrated in the top five product groups. In spot, about 67% is in the top five categories, and the other 33% is spread among the remaining product groups.

In many cases product groups that account for less than 1% of network revenue are highly buyers of spot radio time. Jewelry Manufacturers and dealers who place more than $2,500,000 in spot advertising, or 2.5%, accounted for less than $900,000 in net revenues on networks.

With this in mind, it is reasonable to conclude that spot radio’s economic base is a wide one. Instead of being a one- or two-industry town, it is a diversified town, with many industries pouring dollars into its till. As such, spot radio many be better able to hold its head above water if and when recession becomes widespread.

**Average Station Revenues**

Breakdowns of spot business by local, regional and clear channel stations appear in the table below. Station managers, and others vitally concerned with spot radio business can judge, within limits, how they stand in contrast with the average station in their class by looking carefully at these figures.

It should be clear, however, that these are averages and that a local station in a big market will be at one end of the spectrum, while another station in a small market may be at the other end.

The big buyers of spot time appear to concentrate their buying in the clear channel and regional stations. Food advertising, the top spot buyer, accounts for 25.5% of the spot revenue of the average clear channel station, and only 10.3% of the revenue of a local station.

Drug advertisers, who place 13.4% of all spot business nationally, account for 4.9% of the local station’s revenue from spot; 8.9% of the spot revenue of the hypothetical “average” regional station; and 17.3% of a clear channel station’s revenues from spot.

In dollar terms, the clear channel stations are head and shoulders above the other stations in spot revenues. Average revenue from spot business on clear channel stations is $483,138 in 1948; on regional stations it is $79,737 and on local stations the average works out to about $14,433.

Using these as base figures, the table shows that auto advertising

(Continued on page 54)

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**AVERAGE PER-STATION SPOT REVENUES BY PRODUCT GROUPS**

(1948)

<table>
<thead>
<tr>
<th>Product Group</th>
<th>% of total National spot business</th>
<th>Dollar Revenue</th>
<th>% of total spot business</th>
<th>Dollar Revenue</th>
<th>% of total spot business</th>
<th>Dollar Revenue</th>
<th>% of total spot business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>2.6</td>
<td>$330</td>
<td>2.3</td>
<td>$3,860</td>
<td>4.9</td>
<td>$7,250</td>
<td>1.6</td>
</tr>
<tr>
<td>Apparel, Footwear, accessories</td>
<td>3.5</td>
<td>1,180</td>
<td>8.2</td>
<td>3,300</td>
<td>4.2</td>
<td>12,255</td>
<td>2.7</td>
</tr>
<tr>
<td>Automotive, Auto Accessories</td>
<td>6.9</td>
<td>1,280</td>
<td>8.9</td>
<td>6,290</td>
<td>8.9</td>
<td>10,360</td>
<td>6.7</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>4.9</td>
<td>1,160</td>
<td>8.1</td>
<td>1,890</td>
<td>2.4</td>
<td>25,273</td>
<td>5.6</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>5.1</td>
<td>460</td>
<td>3.2</td>
<td>3,780</td>
<td>4.8</td>
<td>25,273</td>
<td>5.6</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>13.4</td>
<td>760</td>
<td>5.6</td>
<td>5,420</td>
<td>6.9</td>
<td>78,390</td>
<td>17.3</td>
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<tr>
<td>Entertainment &amp; Amusements</td>
<td>2.5</td>
<td>230</td>
<td>1.6</td>
<td>1,120</td>
<td>1.5</td>
<td>13,140</td>
<td>2.9</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>23.2</td>
<td>1,490</td>
<td>10.2</td>
<td>14,770</td>
<td>18.0</td>
<td>114,190</td>
<td>25.2</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Fuels</td>
<td>2.7</td>
<td>500</td>
<td>3.5</td>
<td>4,240</td>
<td>6.0</td>
<td>5,890</td>
<td>1.3</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>2.0</td>
<td>950</td>
<td>6.6</td>
<td>1,210</td>
<td>1.5</td>
<td>6,800</td>
<td>1.5</td>
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<tr>
<td>Household Furnishings</td>
<td>1.0</td>
<td>590</td>
<td>4.1</td>
<td>2,200</td>
<td>2.8</td>
<td>3,170</td>
<td>0.7</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>2.5</td>
<td>330</td>
<td>2.3</td>
<td>2,750</td>
<td>3.5</td>
<td>9,510</td>
<td>2.1</td>
</tr>
<tr>
<td>Radios, Phonographs &amp; Musical Instruments</td>
<td>1.4</td>
<td>970</td>
<td>6.7</td>
<td>1,260</td>
<td>1.9</td>
<td>4,000</td>
<td>0.9</td>
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<tr>
<td>Retail Stores &amp; Shops</td>
<td>4.5</td>
<td>750</td>
<td>5.2</td>
<td>5,040</td>
<td>5.4</td>
<td>18,120</td>
<td>4.0</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>3.4</td>
<td>170</td>
<td>1.2</td>
<td>2,200</td>
<td>2.8</td>
<td>17,200</td>
<td>3.8</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>9.6</td>
<td>700</td>
<td>4.9</td>
<td>8,660</td>
<td>11.0</td>
<td>42,590</td>
<td>9.4</td>
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<tr>
<td>Toletries</td>
<td>1.9</td>
<td>170</td>
<td>1.2</td>
<td>1,650</td>
<td>2.1</td>
<td>8,160</td>
<td>1.8</td>
</tr>
</tbody>
</table>

*Product groups representing less than 1% of all spot business are omitted in this table.

Note: Estimates based on BROADCASTING Research Department Survey of National & Regional Spot Business for 1948.

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**Food, Drugs Top List**

The other columns show, first, average dollar revenues in each product group for each class of station.

The percent columns under each class of station show the percent of spot revenue received from each type of advertiser by the average station in that class.

*April 11, 1949* • Page 53
Network Gross in '48
(Continued from page 58)

Spot Accounts Active in 1948
(Accounts, by product names, with average number of stations used in each quarter of the year, based upon the monthly tabulation of the Rora-baugh Report on Spot Advertising for 1948.)

AVERAGE NUMBER OF STATIONS

AGRICULTURAL

<table>
<thead>
<tr>
<th>1st QUARTER</th>
<th>2nd QUARTER</th>
<th>3rd QUARTER</th>
<th>4th QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochnut Meal</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Duopol Challenge Feeders</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Grist &amp; Thomas Hybrid Corn</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Ker Baby Chicks</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>King's Crest Hybrid Seed Corn</td>
<td>10</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Lulu-A-Brick</td>
<td>14</td>
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</tr>
<tr>
<td>Mennon Prod.</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Murphy Seeds</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Northrup Seeds</td>
<td>20</td>
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<td>3</td>
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<tr>
<td>Pubby Seeds</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Pilot Boat Oyster Shells</td>
<td>25</td>
<td>36</td>
<td>37</td>
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<tr>
<td>Pioneer My-Rared Corn</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Stirling Feeds</td>
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<tr>
<td>Stein Nurseries</td>
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</tr>
<tr>
<td>Swift &amp; Co. (Agril. Research)</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Swift Plant Food</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Vetrel Green Plant Food</td>
<td>---</td>
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<tr>
<td>Weetone</td>
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AVERAGE NUMBER OF STATIONS

AUTOMOTIVE

<table>
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<tr>
<th>1st QUARTER</th>
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<th>3rd QUARTER</th>
<th>4th QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Gas &amp; Oil</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Chrysler Corp. (Inst.)</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Chrysler Dealers</td>
<td>---</td>
<td>---</td>
<td>63</td>
</tr>
<tr>
<td>Corico Gas &amp; Oil</td>
<td>---</td>
<td>---</td>
<td>2</td>
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<tr>
<td>Esso Gas &amp; Oil</td>
<td>42</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Ford Dealers</td>
<td>7</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>General Motors Inst.</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Gray's</td>
<td>12</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Hollingshead Motor Rhythm &amp; Zorbit</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Johnson's Cars</td>
<td>14</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Keystone Auto Club</td>
<td>7</td>
<td>7</td>
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</tr>
<tr>
<td>Lee Tires</td>
<td>29</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>Mobil Oil &amp; Mobilgas</td>
<td>10</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Noah Motors</td>
<td>---</td>
<td>---</td>
<td>102</td>
</tr>
<tr>
<td>Oldsmobile Motor Cars</td>
<td>---</td>
<td>183</td>
<td>188</td>
</tr>
<tr>
<td>Phillips '66 Gas &amp; Oil</td>
<td>---</td>
<td>29</td>
<td>32</td>
</tr>
<tr>
<td>Pontiac Cars</td>
<td>---</td>
<td>1</td>
<td>---</td>
</tr>
<tr>
<td>Prest-O-Brite Batteries</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Pure Gas &amp; Oil</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Shell Gas &amp; Oil</td>
<td>32</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>Slick Petroleum Solvent</td>
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<tr>
<td>Standard Gas &amp; Oil (Ind.)</td>
<td>21</td>
<td>21</td>
<td>21</td>
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<tr>
<td>Tavern Products</td>
<td>10</td>
<td>8</td>
<td>---</td>
</tr>
<tr>
<td>Texaco Gas &amp; Oil</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Tydol and Veedol</td>
<td>2</td>
<td>1</td>
<td>1</td>
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BEVERAGES—ALCOHOLIC

<table>
<thead>
<tr>
<th>1st QUARTER</th>
<th>2nd QUARTER</th>
<th>3rd QUARTER</th>
<th>4th QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berghoff Beer</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Beverwycx Beer &amp; Ale</td>
<td>1</td>
<td>1</td>
<td>---</td>
</tr>
<tr>
<td>Buckhardt Beer</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Carling's Wines &amp; Liquors</td>
<td>---</td>
<td>1</td>
<td>---</td>
</tr>
<tr>
<td>Corlins Black Label Beer</td>
<td>---</td>
<td>---</td>
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</tr>
<tr>
<td>Corlings Red Cap Ale</td>
<td>4</td>
<td>72</td>
<td>126</td>
</tr>
<tr>
<td>Cuba's Velvet Beer</td>
<td>---</td>
<td>46</td>
<td>37</td>
</tr>
<tr>
<td>Cuba's Velvet Wine</td>
<td>---</td>
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<td>2</td>
</tr>
<tr>
<td>Dawson's Beer &amp; Ale</td>
<td>36</td>
<td>42</td>
<td>27</td>
</tr>
<tr>
<td>G &amp; B Beer</td>
<td>---</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Garrett Wines</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Gibson's Golden Pheasant Wine</td>
<td>---</td>
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<tr>
<td>Gilb's Beer</td>
<td>---</td>
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</tr>
<tr>
<td>Greisendeck Beer</td>
<td>---</td>
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<tr>
<td>Hensler's Beer &amp; Ale</td>
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<tr>
<td>Hyde Park Beer</td>
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<tr>
<td>Jox Beer</td>
<td>23</td>
<td>24</td>
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<tr>
<td>Krueger Beer &amp; Ale</td>
<td>30</td>
<td>51</td>
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<tr>
<td>Nally &amp; Pratt Vermouth</td>
<td>---</td>
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</tr>
<tr>
<td>Old Crown Beer &amp; Ale</td>
<td>---</td>
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</tr>
<tr>
<td>Old English Brand Ale</td>
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<tr>
<td>Old Reading Beer</td>
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<tr>
<td>Prier Beer</td>
<td>7</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>R &amp; H Beer</td>
<td>2</td>
<td>2</td>
<td>12</td>
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<tr>
<td>Rainier Beer &amp; Ale</td>
<td>16</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Rom's Head Ale</td>
<td>7</td>
<td>8</td>
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<tr>
<td>Support Beer &amp; Ale</td>
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<td>4</td>
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<tr>
<td>Sunshine Beer</td>
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</tr>
<tr>
<td>Trimmer's Beer</td>
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<td>10</td>
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<tr>
<td>Ultsa Club Beer</td>
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<tr>
<td>Valley Forge Beer</td>
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<td>8</td>
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</tr>
<tr>
<td>Virginia Dare Wine</td>
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<td>11</td>
<td>159</td>
</tr>
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BEVERAGES—NON-ALCOHOLIC

<table>
<thead>
<tr>
<th>1st QUARTER</th>
<th>2nd QUARTER</th>
<th>3rd QUARTER</th>
<th>4th QUARTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aborn's Coffee</td>
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<td>---</td>
<td>---</td>
</tr>
<tr>
<td>American Dry</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Birds-Eye Orange Juice</td>
<td>6</td>
<td>26</td>
<td>40</td>
</tr>
<tr>
<td>Bixley's Chukker</td>
<td>1</td>
<td>9</td>
<td>---</td>
</tr>
<tr>
<td>Bixley's Fruit &amp; Flavor Drink</td>
<td>---</td>
<td>---</td>
<td>21</td>
</tr>
<tr>
<td>Bliss Coffee</td>
<td>---</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Borden's Instant Coffee</td>
<td>6</td>
<td>5</td>
<td>---</td>
</tr>
<tr>
<td>Bubble Up</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Canada Dry Beverages (all prod.)</td>
<td>13</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Canada Dry Sparkling Water</td>
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</tr>
<tr>
<td>Clicquet Club Ginger Ale</td>
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<td>3</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>269</td>
<td>273</td>
<td>248</td>
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<tr>
<td>Coca Cola Bottling Co. of Minnesota</td>
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</tr>
<tr>
<td>Coca Cola Export Co.</td>
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</tr>
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<td>Cocob-Marsch</td>
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<td>---</td>
</tr>
<tr>
<td>Dr. Pepper Bottling Co. of Glendale &amp; Los Angeles</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Gurns Ginger Ale</td>
<td>---</td>
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<td>Hires Root Beer</td>
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<tr>
<td>Koffee Hug</td>
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<td>3</td>
<td>---</td>
</tr>
<tr>
<td>Kold Cream</td>
<td>---</td>
<td>10</td>
<td>9</td>
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<tr>
<td>Kroger Hot-Date Coffee</td>
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<td>28</td>
</tr>
<tr>
<td>Liquid Apple</td>
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<tr>
<td>Martinson's Coffee</td>
<td>2</td>
<td>2</td>
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</tr>
</tbody>
</table>

* Account not recorded in this quarter.

Spot Buying in '48
(Continued from page 55)

These estimates were prepared from financial data obtained from a cross section sampling of all AM stations in the United States. The sample is correctly representative by city size, class of station, and geographical area.

Returns were totalled by an accounting firm, and results were analyzed and projected to the product groups estimated by the Research Department of Broadcast-
ing.

BROADCASTING • Telecasting
Class 1: Agriculture

"THE FARM market is a twin market," writes Dr. Vergil Reed, associate director of research for J. Walter Thompson Co., in an analysis of that market published by the agency in February.

"The twins," he continues, "are by no means identical, yet they are Siamese, and inseparable. One is a consumer market. The other is an industrial market."

Only the latter market is depicted in this section of our report of the various types of advertising that support the American system of broadcasting. That farmers comprise a good market for all types of consumer goods is amply proved by the successful record of the many broadcasting stations serving rural America, but in a study of this nature it is not feasible to attempt to break down a broadcast campaign for candy bars, for example, among urban and rural appeals.

It is enough to state that the radio accounts here noted are those concerned with the farmer's professional or, to use Dr. Reed's term, "industrial" market.

This is a relatively small part of the broadcasting business, including only three network advertisers, as the accompanying table shows, and not many more spot advertisers reported either in recent issues of Broadcasting or the Rorabaugh Reports on Selective (spot) Advertising. The current spot advertisers include Nicoll-Talcott Corp., New England distributor for Ford Tractors, sponsoring Maine Farm Topics, three-weekly, 30-minute program, on four stations in that State, and North Eastern Supply Co. (farm equipment), using farm programs in New York and New England. International Harvester Co. on April 3 moved Your Harvest of Starch back to Sunday afternoon and NBC after a week of Wednesday nights on CBS.

Armour Fertilizer Works uses daily announcements on four Carolina stations; Cargill Inc. (feeds) sponsors Nutrema Hi Flyers on Texas State Network; Ranch-Way Feeds sponsors Mike High Farmer on KOA Denver; El Dorado Oil Works uses spots on three California stations for Coconut Meal; Murphy Products Co. promotes its feed with 5, 15- and 30-minute programs on 18 midwestern stations; Oyster Shell Products advertises Pilot Brand Oyster Shells with announcements on 37 stations.

In February Swift & Co. started a spot campaign on WHO Des Moines for its hatcheries and Una- dine Silo Co. began using spots on four New York State stations. Two makers of weed and insect sprays, Speedy Mfg. Co. and Sodak Mfg. Co., have announced plans to use radio, as has Woodard-Srooges (feed concentrate). National advertising for Ford tractors and Dearborn farm equipment will be increased 20% this year, with dealer advertising under a cooperative plan to be doubled, according to M. D. Hill, general sales manager of Dearborn Motors Corp. The total promotion of this company's products, which will exceed $2 million in 1949, was not broken down by media.

Television's small circulation among rural residents as yet is reflected in the use of TV advertising in this field, only two local accounts being reported in February. The total promotion of the use of sound broadcasting by local dealers in farm supplies is unknown, but it may be indicated by the fact that they account for only nine of the more than 1500 local sponsors of network co-op programs.

Leading farm equipment manufacturers reported 1948 as their best peacetime year, far ahead of 1947 both in gross sales and net profits. For the first time since the war a normal supply of these goods is on hand and farmers may buy them without delay, a situation that should produce increased competition and increased advertising.

The February drop in prices paid for farm produce, which stood at 25% on the Agriculture Department index, 10 points below January and compared with 279 in February 1948 and the record 307 in January 1948, may not seriously curtail the national farm purchasing power during 1949. The possibility that this may be the last year when unrestricted planting of cotton, wool and corn and also the last year of Government support at wartime levels is expected to lead to bumper crops even surpassing the 1948 production. Then, crop increases offset price drops to keep the aggregate farm income at the 1947 level, and the same may well happen in 1949.

Class 2: Apparel

KEENER COMPETITION among clothing manufacturers and retailers and more aggressive advertising is almost the only certainty in this uncertain industry.

While department store sales were up 5% for the year 1948 over 1947 and dry goods sales up 3%, according to Census Bureau figures, the same source reported decreases of 5% for men's and boy's clothing, 1% for family clothing, 5% for shoes, 5% for women's accessories, 8% for custom tailors and 7% for furriers. In the entire apparel list, only women's ready-to-wear had increased sales in 1948 over 1947, a 3% gain. March sales in 1948 are behind those of a year ago, but the fact that Easter is April 17 this year in contrast to a March 28 date in 1948 probably explains most of the lag.

However, retailers are being extremely cautious about buying any more merchandise than enough for their immediate needs, and this in turn is affecting manufacturers. Where prices are down, retailers are waiting for further cuts. Shirt production has dropped 30% below last year's level; rayon companies have cut production sharply, laying off workers or shortening the work week.

In both cases retailer unwillingness to buy is blamed. Buying of woolens is almost at a standstill, with retailers and tailoring firms apparently waiting for a price break, despite a certain reduction in the new wool crop as a result of the loss of sheep in last winter's severe storms, which woolen manufacturers say will make any price reduction impossible.

Only seven apparel advertisers used time on the major networks during 1948: those which show in the table and Clear Weave Stores. This company advertised its apparel products with The Storyteller, weekly 15-minute show, on 14 ABC stations, starting in November, spending $2,304 for time in 1948. On Jan. 19, Brown Shoe Co. sponsored the presentation of the Sport Magazine awards as a one-time broadcast on MBS. Jan. 15, Dr. A. Posner Shoes Inc. started Big 'n' Little Club on three ABC stations, and plans to expand the network to at least 30 stations shortly.

Spot campaigns currently sponsored by clothing include: Canadian Fur Trapping Co., using 95 announcements, 61 ten-minute and 16 quarter-hour programs a week on five stations in the New York metropolitan area; Cooper's Inc. (shorts), with six 15-minute and three 10-minute periods a week on WEER Boston; Crosby Clothes (men's clothing chain), spots on eight stations; Goodyear Tire & Rubber Co. (Rubber shoe products), chain breaks on 87 stations; Robert Hall Clothes (men's clothing chain), programs and spots in cities where Hall stores are located; National Shoe Stores, programs (Continued on page 59).
what makes WOR the great
station that it is?

being a more or less non-statistical interpretation

of the varied qualities that make WOR a formidable force

in the lives of the majority of 36,000,000 people

Let us, to dispel any accusations of self-styled grandeur, open this piece by stating —WOR's use of the term "great" in the headline above is like an old vet's reference to a medal won. It's an inherent American characteristic to shrug off honors, social, athletic or otherwise, and the term "great" has long acquired the fine white beard of most superlatives. So, WOR uses the word "great" with caution, but also with a justified swelling of the chest. For these reasons . . .

Technically—WOR is a showpiece of advanced and intricate design. Year in and year out, hundreds of engineers and students of electronics from Switzerland to Batavia to Great Britain visit the station's vast 50,000 watt transmitter in Carteret, New Jersey, and do "post graduate work" at its shops in New York. There they talk to men such as Charlie Singer and Paul Reveal and Dick Davis and . . . oh, a score more of talented technicians. They're quiet men, these WOR engineers; very calm and very sure. Yet, they deal with a veritable Oak Ridge of giant tubes and hissing coils and the low, lion-like purr of multi-metered boards.

That's one reason why WOR is "great"; i. e., a superb technical plant, guarded and geared by skilled engineers; built with the accuracy of a Swiss watch to deliver any message to the greatest concentration of all kinds of people in the United States—36,000,000 people, in 18 states, from Canada to Georgia.

Programming—Since its founding in 1922, there has been a "gypsy" flair to WOR's programming. While sound sampling of public opinion—through such organizations as Hooper, Crossley, Nielsen, etc.—governs a great deal of its moves, WOR has not lost a grain of respect for "instinctive showmanship." WOR has long believed that talent cannot be slideruled, whether program, artist or idea. Like a good chef, one must take chances, and for every soufflé that deflates, there's one that dazzles. That's why WOR has men on its staff like Robert Simon, Don Hamilton, Norman Livingston, Roger Bower, Bob Brewster and a dozen more. They're products of and advocates of "show business." They audition new talent ceaselessly; come up with radio rockets like "Nick Carter," "Juvenile Jury," "Tello-Test," "Barbara Welles" and a string of other hits. You're right, some of their
finds are not Bennys or Crosbys, but you'd be amazed at the hundreds of thousands who follow these artists and the results they achieve for people who want to sell.

That's another reason why WOR is "great"; i.e., the staff and the talent, to unearth talent and build shows that warm the heart and inform the mind; shows that produce maximum results at the second lowest cost per thousand homes reached of any station in the United States. Yes, that's it, shows that hold and mold the hearts and minds of millions of listeners and build businesses for advertisers.

Executive—Like any business, WOR has an executive staff, but don't think of high beaver hats and cutaways when you think of WOR's "brass." WOR's executive staff is as integral a part of engineering and programming and promotion and research as the men who handle the tools. In fact, a majority of the men who handle the "tools" are top executives. They're showmen, too, and they come from varied fields—marketing, university staffs, book and magazine publishers, newspapers and even—even—hold on—a papier-mâché plant. There's a rare vitality of mind about these men; a sense of anticipating—a world to be made rather than a world that's been achieved. In case this might sound too altruistic, let's qualify it—they work and live with mediums that are mercurial, radio and television; you can't stand still on those things.

BUT—let's not forget the other 300 people who make WOR. They are the stenographers and secretaries and script writers; they are the sound effects men and the draftsmen and the receptionists and the porters. Yes, they're the salesmen, and the mailboys, and the messengers who speed errands from all points of greater New York. They're the music library and the people who record voices and the announcers, producers, news writers and telephone operators.

They're a vital reason why WOR is "great," for WOR—like any business—is people, and it's extremely aware of its people, for the word "great" dissolves like heated wax if it isn't supported by the people who make it—just that, "great."

NOTE—WOR has run this advertisement in the interest of its millions of listeners, its staff, and the hundreds of advertisers who use this great American station's power from day to day and week to week. It endeavors to interpret WOR as a personality, a tapestry of people, a place of varied and sometimes unduplicated talents. And, most sincerely, a description of one symbol that personifies everything that a great country is and will continue to be.

---

WOR—key station of the world's largest network, MUTUAL
and announcements on seven stations in metropolitan New York.

Outstanding among the many local apparel advertisers on the air is Rice's Fashion Corner, Norfolk women's store, sponsoring all the weekday evening hours on WLOW, FM Norfolk, 5-11 p.m., Monday through Saturday, 36 hours a week.

Television, even without color, is heavily used by apparel advertisers, the February TV Barbrauah Report listing four network, 20 spot and 54 local sponsors in this class. Current network advertisers include: Bates Fabrics (women's wear), using a weekly 20-minute musical show on NBC; A. S. Beck Co. (shoes), weekly half-hour on NBC; Cluett, Peabody & Co. (Ar-
row shirts, ties), weekly half-hour on NBC; Disney Inc. (hats), 10- minute weekly news review on NBC; and agency Product (26-1/4 pages)

Leading video spot advertisers in the apparel group include B.V.D. Corp. (men's wear), using cartoon jingles on 11 TV stations; Botany Mills (Ties), half-minute film spots on seven stations; Handmacher-Vogel (women's suits), three spots a week on 26 stations; Celanese Corp. (fabrics), two spots a week, on 26 stations. Goodall Co. (sum-
mer suits) is sponsoring a five-

measured the new cars. Chrysler Corp. used 26 announcements on each of about 350 stations in 24 markets in a one-week Mid-March drive for the new Plymouth. It promoted Dodge sales in a four-week cam-
paign starting late in February and comprising 14 announcements weekly on nearly 300 stations and put on a two-week intensive spot drive for De Soto cars the first part of March. Meanwhile, the continuing campaign for Chrysler cars, using the five-minute-five-

meetings in the new cars. Chrysler Corp. used 26 announcements on each of about 350 stations in 24 markets in a one-week Mid-March drive for the new Plymouth. It promoted Dodge sales in a four-week cam-
paign starting late in February and comprising 14 announcements weekly on nearly 300 stations and put on a two-week intensive spot drive for De Soto cars the first part of March. Meanwhile, the continuing campaign for Chrysler cars, using the five-minute-five-

week Animal World Court was expanded to include the use of more than 140 stations.

Ford Motor Co. on Feb. 21 started a four-week spot campaign using 12 announcements a week on stations in selected markets. Also in February, General Motors Corp.'s Pontiac Division began using announcements on 73 stations, while GM's Oldsmobile Division continued its announcements on 138 stations. Networkwise, the major automo-
tive addition came on Jan. 2, when Kaiser-Frazer Sales Corp. assumed sponsorship of Walter Winchell's Sunday evening news commentaries on ABC under a two-year contract reportedly exceeding $2.5 million for time and talent. This was largely responsible for boosting the network gross time sales in the automotive class to $782,347 in January, compared with the gross of $637,000 for January 1948, ac-
cording to PIB.

Network automotive advertisers during 1948, in addition to those listed in the table, included: Champion Spark Plug Co., sponsoring Champion Roll Call, 6-minute weekly sports show, on ABC, with time charges of ($252,619); Frue-
haufl Trailer Co., This Changing World, 15-minutes a week, ABC, starting in June ($125,497); Good-
year Tire & Rubber Co., Greatest Story Ever Told, half-hour Sunday program, ABC ($541,560); Stude-
backer Corp., a four-quarter-hour a week on a CBS western hookup ($66,756); West-
ern Auto Supply Co. (accessories), Circle Arrow Show, weekly half-
hour, NBC ($201,868).

S. C. Johnson & Son (Carnu), sponsored Dixie Dean for 15 minutes a week on NBC (July-Sept. ($85,580); Tucker Corp. (cars), had Speak Up America, weekly quarter-hour, on ABC (Apr-June ($66,618); U. S. Rubber Co. (tires)

** BROADCASTING estimate

(Continued on page 60)

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** BROADCASTING estimate

(Continued on page 60)
## Class 3 (Continued)

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Week</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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<tr>
<td>KAISER-FRAZIER CORP.</td>
<td>Automob.</td>
<td>ABC-256</td>
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<td>$957,698</td>
<td>$244,114</td>
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<td>&quot;Electron Returns&quot;</td>
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<td>MBS-477</td>
<td>1½</td>
<td>172,182</td>
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<td>&quot;Adventure of the Thin Man&quot;</td>
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<td>MBS-484</td>
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<td>171,715</td>
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<td>William Weintroub</td>
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<td>MBS-73</td>
<td>1½</td>
<td>185,788</td>
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<td>&quot;Meet the Boss&quot;</td>
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<td>MBS-655</td>
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<td>Newcomb</td>
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<td>MBS-73</td>
<td>1½</td>
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<td>ELECTRIC AUTO-LITE</td>
<td>All Products</td>
<td>CBS-165/CBC-1½</td>
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<td>$904,412</td>
<td>$891,974</td>
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<td>&quot;The Dick Haymes Show&quot;</td>
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<td>CBS-166</td>
<td>½</td>
<td>$819,297</td>
<td>$231,717</td>
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<td>&quot;Separates&quot; (eff. July)</td>
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<td>CBS-75</td>
<td>½</td>
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<td>Chrysler Corp.</td>
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<td>&quot;Christopher Wallis&quot;, eff. June 29</td>
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<tr>
<td>&quot;Hit the Jackpot&quot;</td>
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<tr>
<td>FIRESTONE TIRE &amp; RUBBER CO.</td>
<td>Tires &amp; Tubes</td>
<td>NBC-160</td>
<td></td>
<td>$776,163</td>
<td>$786,177</td>
<td>$635,206</td>
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Source: Publishers Information Bureau

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### IN BUFFALO

#### COLUMBIA and WGR

-- have the sky-high Hoopers for '49

With Columbia's new galaxy of stars ... and with more to come ... WGR in Buffalo has sky-rocketed to new highs in Hooper ratings ... climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length ... 550 kc ... gives advertisers the best reception in Western New York's rich market.

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**TV ADVERTISERS**

<table>
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<tr>
<th>Class 3: Automotive, Accessories, Equip.</th>
<th>Month</th>
<th>Net Spot</th>
<th>Local</th>
<th>Total</th>
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<td>Oct.</td>
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<tr>
<td></td>
<td>Feb.</td>
<td>4</td>
<td>10</td>
<td>89</td>
</tr>
</tbody>
</table>

Source: Rorabaugh Report on Television Advertising

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*B. J. ("Fitz") Fitzpatrick and L. R. ("Ike") Lauwberry

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**Class 3 (Continued from page 59)**

sponsored a one-time 15-minute broadcast the Winter Olympics on Mutual ($10,250); Nash-Kelvinator Corp. (Nash cars) sponsored the election returns on CBS ($86,250); Perfect Circle Co. (piston rings) sponsored the Memorial Day Indianapolis Speedway Race on MBS ($17,335), which it will do again this year for the fourth consecutive time.

Fram Corp. (automotive filters) in March began Sports Thrills of the Week, 5-minute Saturday series, on MBS, as the second new automotive network sponsor of 1949.

Automotive accessory firms currently using spot radio include: Glostex Products (Gaylark auto seat covers) expanding its Midwest campaign to both coasts; Pep Boys (auto accessories chain), announcements in West Coast cities where stores are located; Keystone Automobile Club, spots and programs on seven East Coast stations.

The use of radio by local automotive and accessory dealers is not a matter of record but its extent can be gauged by the sponsorship of network co-op programs by 282 such companies, according to the latest figures. This group has also gone enthusiastically into television, accounting for 89 local TV advertisers in February.

Video spot campaigns on the air that month advertised De Soto, Ford, General Motors, Lincoln, Mercury, Packard and Pontiac automobiles, Trubilt trailers and Wettlauffer Mfg. Corp. (automobile designer). Since then United States Rubber Co. has begun an announcement campaign on 26 TV stations for Royal Air Ride Tires. Nuffield Organization, English manufacturer of Morris cars, is planning to use television to advertise them to the American public.

The major automotive companies are also making extensive use of network television. General Motors, already sponsoring 30-minute Chevrolet Tele-Theater Monday on NBC and the quarter-hour CBS-TV News twice weekly for Oldsmobile, is adding a Wednesday evening 60-minute program for Buick on CBS. Ford televises Ford Theater for a Monday evening hour a month on CBS, using half-hour Magic Crystal programs (Continued on page 62)
Make A Name For That Product with the NO NAME SHOW

Bill Gordon's Morning Sales Maker

Monday through Fridays
9:30 to 9:45 a.m. segment CST

<table>
<thead>
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<td>2.1</td>
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</table>

Source: Latest Hooper Continuing Measurement

Patt McDonald,
Manager

WHHM
Independent—but not Aloof
MEMPHIS, TENNESSEE

Member
Association of
Independent
Metropolitan Stations

Ask For Joe & Co. for this and other segments
THE BRANHAM COMPANY

AMERICAN brewers are expected to spend at least $10 million for advertising by radio and TV this year, just about double their expenditures for these media in 1947 and 1948.

That estimate is based on information received by the United States Brewers Foundation, which credits the increased appropriations chiefly to the increased interest in television. In February, certainly not the height of the beer-drinking season, the Rorabough TV Report showed 57 brewery sponsors of video programs and spots.

"Sporting events are the major type of television programs sponsored by breweries," the Foundation statement to Broadcasting continues. "An idea of the video potential as a brewery advertising medium may be gained from the fact that New York breweries alone will jointly spend more than $1 million in 1949 in telecasting Brooklyn Dodgers and New York Yankee baseball games. As additional television stations are set up in the US, the list of brewery sponsors is expected to be increased accordingly."

In addition to the New York breweries referred to: F & M Schaefer Brewing Co., sponsoring the Dodgers home games on WCBS-TV New York and P. Ballantine & Sons the Yankees home games on WABD(TV) New York, four other breweries had signed for baseball telecasts in five cities by mid-March. They are: Burger Brewing Co., Cincinnati Reds on WLWT(TV) Cincinnati at the beginning of the season, switching to WCPO-TV Cincinnati later on; Geobel Brewing Co., Detroit Tigers on WWJ-TV Detroit and Chicago Cubs on WENR-TV Chicago; Griesedieck-Western Brewing Co., St. Louis Cardinals on KSDB-TV; Galveston - Houston Brewers, local team on KLGE-TV Houston.

Ballantine also sponsors weekly Tournament of Champions boxing matches on a 5-station CBS-TV East Coast hookup. Edelbreit Brewery sponsors a quarter-hour of ABC's hour-long weekly Bowling Headliners on four eastern stations. Other brewery TV sports sponsors include: Atlantic Brewing Co., wrestling; Barbery's Inc., Sportsman's Show; Magnus Beck Brewing Co., sports films; Berghoff Brewing Corp., boxing; Brewing Co. of America, sports films; Galveston-Houston Breweries, wrestling; Gettleman Brewing Co., wrestling; Globe Brewing Co., boxing, basketball; Wm. Gretz Brewing Co., Sports Scrapbook; Griesedieck-Western Brewing Co., hockey, basketball, boxing; Gunther Brewing Co., basketball; Home Brewing Co., sports programs; Hudepohl Brewing Co., various sports pick-up from Cincinnati Gardens; Hull Brewing Co., boxing; Jackson Brewing Co., Outdoors in Louisiana; G. Kreuger Brewing Co., boxing; National Brewing Co., wrestling, basketball; Pabst Sales Co., hockey; Pittsburgh Brewing Co., Sports Album; F. & M. Schaefer Brewing Co., hockey; George Stein Brewery, wrestling; George Wie demann Brewing Co., wrestling, boxing, Sports Eye.

"While the emphasis is on competitive sports as a natural attraction for the average beer and ale drinker, the other Mondays on that network, Lincoln-Mercury Dealers also sponsor Toast of the Town for an hour each Sunday.

Firestone Tire & Rubber Co. continues Americana, half-hour Monday evening historical quiz, on NBC. Electric Auto-Lite Co. is now televising Suspense for a Tuesday night half-hour on CBS in addition to its sound broadcast of the program. B. F. Goodrich Co. this month started Celebrity Time as a Sunday evening half-hour series on ABC's video network.

THE BRANHAM COMPANY

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

Page 61 * April 11, 1949

Class 3

(Continued from page 60)

Class 4: Aviation

STINSON DIVISION: Consolidated Vultee Aircraft Corp., has been buying weekly participations in the Thrills in Sports program on KTLA(TV) Los Angeles, first use of any form of broadcast advertising by any airplane company in recent years. No use of AM or FM broadcasting for airplanes was reported during the opening months of 1949 nor all of 1948. Airline advertising is included in Class 29, Travel, Transportation & Resorts.

The trend of increasing advertisers for TV programs continues. In September, the National Broadcasting Co. (NBC) announced that it would open a fourth television station on the West Coast. The station will be located in Los Angeles, and will be called KTLA(TV). The station is scheduled to go on the air in early 1949.

NBC has signed agreements with several West Coast stations to carry the Thrills in Sports program, which features exciting sports events from around the country. The program is hosted by sportswriter and commentator Red Smith.

Class 5: Beer, Wines

RADIO

WMOB Mobile, Ala.
WLK Military Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWWK Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WJJS Jackson, Tenn.
WNXO Knoxville, Tenn.
KRIC Memphis, Tenn.
KWBU Beaumont, Texas
KAND Corpus Christi, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAT Huntington, W. Va.
WPAR Parkersburg, W. Va.
WEWS Cleveland, Ohio
WMCT Memphis, Tenn.

BROADCASTING * Telecasting


CLEAR-CHANNEL PUBLIC SERVICE IS
A WORLD INFLUENCE FOR
PEACE AND HUMANITY

IN its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a continuing service we have now been rendering for over three consecutive years:

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, “The Billboard.” WHO listeners in 39 states responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has continued. To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now (480 programs later!) the response is still strong and steady!

This remarkable record is proof of WHO’s listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Class 5 (Continued from page 68)

A few breweries also have turned to variety and other types of programs, the Brewers Foundations point out. These include: Bavarian Brewing Co., sponsoring Midwestern Hayride for an hour a week; Dixie Brewing Co., 10-minute news shows five a week; Fort Pitt Brewing Co., two 5-minute newsmagazines weekly; Frankenmuth Brewing Co., BarberShop Quartette, weekly quarter-hour; Christian Heurich Brewing Co., Senate Get Together, weekly half-hour; Hudepohl Brewing Co., weekly 20-minute newsmagazine; Hornung Brewing Co., Beauty and Fare, weekly quarter-hour; George Stein Brewery, 20-minute weekly dramatic and variety programs in addition to wrestling.


"Brewers are concerned with many problems of producing and presenting effective TV commercials that are in good taste and yet are striking," the Foundation states. "Many a trade mark, they have found, needs redesigning for TV effectiveness, since some patterns, such as checks and stripes, mote on the video screen. Some brewers have had to rework their labels in order to have a sharply defined logo that would telecast clearly."

"Although television has taken the glamour spot for many beer brands, it is not expected that there will be any serious departure from radio sponsorships in the near future," the Foundation continues. For example, of the brewery TV baseball sponsors, Burger is also sponsoring AM broadcasts of the Red games on WCPO Cincinnati; Ballantine has the Yankees on WMCN New York; Schaefer is co-

sponsoring the Dodgers with General Foods on WMGM New York; Goebel will sponsor the Tigers on a 28-station hookup; Griessdeck is lining up more than 50 stations to carry the Cardinals broadcasts.

In addition, Narragansett Brewing Co. is co-sponsoring broadcasts of the Boston Braves and Red Sox games on a New England hookup with Atlantic Refining Corp.

Miller Brewing Co. will join Fostab and Falstaff as AM network sponsors June 6, when it starts Lawrence Welk's orchestra in a 13-week, half-hour series on an ABC midwestern network of at least 20 stations.

Spot advertisers, other than the baseball sponsors, include: Aults Brewing Co., using California stations in a $50,000 campaign starting March 1; Beverwyck Breweries, announcements and quarter-hours on 19 stations in New York and New England; Broth of America, announcements and programs on 23 stations; General Brewing Corp., widespread spot campaign throughout western states; Glueck Brewing Co., quarter-hours and announcements on 11 stations; Jackson Brewing Co., programs on 21 stations; Rainier Brewing Co., announcements on 17 West Coast stations; Terre Haute Brewing Co., programs and announcements on 20 stations; John F. Trommer Inc., spots and programs in 15 East Coast stations; West End Brewing Co., spots and programs on 15 northeastern stations.

Scores of brewers sponsor campaigns on five stations or less, including more than 40 who use network co-op shows in their communities. All the preceding figures are based on February broadcasts and can be expected to expand as the temperature rises.

Noting that "brewers are wary of forecasts" about business prospects, the United States Brewers Foundation points out that "sales for 1948 totaled 84,410,419 barrels, which was 2.6% less than the record total of 87,076,141 compiled in 1947.

"Future beer sales, however, will depend as in the past more on individual income than on any other factor," according to government analysts, approximately 2% of the nation's disposable income (after tax payments) was spent on beer and ale purchases in 1946, last year supplied 7.

American consumption of wines is a very small percentage of the beer and ale volume and the amount of wine advertising is proportionately small. The Wine Growers Guild dropped its ABC network series last spring, accounting for the drop in newspaper and gross wine time billings from $4,116,394 in January-February 1948 to $705,476 in the first month of this year. The only major spot radio campaign for wines is that of Garrett & Co., which in February resumed spots for Virginia Dare Wine on 105 stations.

Napa Valley Grape Products uses numerous spots on two New York stations for Columbia wines with Italian audiences (WHOM, WOV). Gibson Wine Co. has 12 spots a week on WJOM Cleveland. Biscigilia Brothers Wine Corp. last fall embarked on an introductory campaign for its "Junior Jug" bottles of wine, planning to spend about $150,000 in a year in eastern markets, and Fruit Industries at that time embarked on a campaign in Louisiana for the "Tiger" bottle, by 1948. In January-February 1948 was $705,476 in the first month of this year. The only major spot radio campaign for wines is that of Garrett & Co., which in February resumed spots for Virginia Dare Wine on 105 stations.

Like brewers, vintners have begun to use television, albeit on a smaller scale. Only network radio sponsor is Wine Advisory Board, for California Wine Growers, which co-sponsors the Dione Lucas cooking demonstrations with Scott Paper Co. on CBS-TV. Wine Growers Guild uses announcements on two TV stations and WJMN, in addition to the network series.

In this program...

Class 6: Building Materials

Output of building materials hit an all-time high in 1948, approximately 5% above 1947, according to the Department of Commerce's composite index. The Department also reported the nation's construction bill at a peak of $17.8 billion for 1948, estimating in December that 1949 would exceed this dollar volume by some 5%.

Construction in the opening months of 1949 has borne out the Commerce Department's prediction, January being the best January construction-wise since 1939 and February topping by 14% the building record of the same month last year. Builders, however, are less optimistic. Noting that many homes built in 1948 are still unsold, they anticipate a construction drop of 10% or more during 1949, and plan to concentrate on low-cost

(Continued on page 68)
Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302 1/2 days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK’s consistent share-of-audience gains reported by Hooper month after month...they value KXOK’s BMB “plus” coverage in 115 counties daytime, 98 counties night time...they are gratified by KXOK’s low-in-St. Louis rates which means more coverage...more Hooper...per dollar of advertising money! KXOK’s list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market...economically!

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service...a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard’s award for News Commentary and Variety’s award for “Responsibility to the Community” are evidences of KXOK’s progressive ideas on programming!

KXOK FM is affiliated with Transit Radio

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1000 buses and 300 street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio offices in New York, Chicago, or Cincinnati...or KXOK-FM direct.

St. Louis’ ABC Affiliate
Owned and operated by the
St. Louis Star-Times
Represented by John Blair & Co.
**Class 6. BUILDING MATERIALS & SUPPLIES**

**NETWORK (Gross)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>$988,686</td>
</tr>
<tr>
<td>1947</td>
<td>2,504,972</td>
</tr>
<tr>
<td>1938</td>
<td>130,204</td>
</tr>
</tbody>
</table>

**SPOT 1948** $776,000 **

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Days</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paint</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Benjamin Moore Co.</strong></td>
<td>ABC</td>
<td>100</td>
<td>45,872</td>
<td>$69,566</td>
<td>$60,735</td>
<td>$61,965</td>
</tr>
<tr>
<td><strong>ABC</strong></td>
<td>100</td>
<td>45,872</td>
<td>$69,566</td>
<td>$60,735</td>
<td>$61,965</td>
<td></td>
</tr>
<tr>
<td><strong>W. P. Fuller &amp; Co.</strong></td>
<td>CBS</td>
<td>100</td>
<td>38,044</td>
<td>$67,047</td>
<td>$60,735</td>
<td>$61,965</td>
</tr>
<tr>
<td><strong>General Pencils, Inc.</strong></td>
<td>CBS</td>
<td>100</td>
<td>51,120</td>
<td>$69,566</td>
<td>$60,735</td>
<td>$61,965</td>
</tr>
</tbody>
</table>

**Plain Text Representation:**

**Class 6 (Continued from page 64)**

Housing Aiding this plan are recently announced cuts in the price of air conditioners, furnaces, electric wiring and other building materials. Lumber prices, which had dropped during the latter part of 1946, were up somewhat early this year due to the closing of sawmills by hard winter weather, but the trade estimated that the downward trend would be resumed this spring. The hardware firm, Yale & Towne in January reported its backlog of orders as about "normal," only half the size of the backlog in January 1948. Paint and roofing materials are needed by old houses as well as new ones and Devoe & Reynolds, paint company, expects its 1949 sales to run some 8% ahead of last year's record volume. Roofers look for a reduction in physical volume commissions with the decline in new building, but they think higher prices for roofing material will offset this dollarwise.

Recognizing the return to a buyer's market, the National Paint, Varnish & Lacquer Assn. in March launched a three-year national advertising campaign to try to keep sales at the record level of better than $1 billion achieved last year. This industry campaign calls for a minimum expenditure of $500,000 each year, to be spent exclusively in national magazines. The association plans to use radio and other media in a publicity drive to back up the paid advertising in magazines.

Radio has never fared too well with building materials advertising, and the national network gross billings in this field were less than $1 million last year, according to Publishers Information Bureau. January 1946, however, showed network time sales of $96,175 in this class, roughly 10% ahead of the gross billings of $88,380 for January 1948, PIB reports: due to increased time expenditures by Johns-Manville Corp., which last August moved its five-minute news program from 68 CBS stations to a Mutual network of nearly 400 outlets. In March Benjamin Moore Co. (paints) began its annual spring campaign, *Your House Beautiful.* Moore is using MBS this year, giving this network a monopoly on all network advertising in this class.

The volume of building materials advertising in the national spot field is similarly small. Marshall-Wells Co. has been using announcements on more than 40 midwestern stations for its paints. Martin Rosenberger Wallpaper Co. has spots on 14 southern and southwestern stations.

**Marine Electrolysis Eliminator Co. (Red Devil stool remover) last fall started a test campaign of announcements on 15 stations in the Northwest.**

**All sales for the class for 1948 have been budgeted to include the following:**

- **Network advertising in Billboard campaign:**
  - ABC
  - CBS
  - NBC

- **Spot advertising in Billboard campaign:**
  - ABC
  - NBC

Increased Competition for the small change of a more money-conscious public indicates increased advertising for candy bars, soft drinks and chewing gum in the months ahead. Perhaps the trend for radio, always a favorite medium with this group of advertisers, is shown by their gross time purchases in January, which totaled $785,233, according to Publishers Information Bureau tabulations. This is nearly 20% ahead of the gross of $639,942 for January 1948.

Peanut prices of raw materials, notably cocoa which dropped from 40 cents a pound in November to less than 19 cents in February, have already resulted in decreased prices to jobbers to 6% to 10%. One manufacturer, Curtiss Candy Co., has passed the saving along to the public by increasing the size of Baby Ruth bars—48% for the nickel bar, 60% for the dime bar. Curtiss also has brought back the penny bar in some areas and will do so nationally in the near future.

**Class 7: Confectionary**

Such more-for-your-money developments will doubtless be widely advertised.

In the annual report of William Wrigley Jr. Co., whose 1948 sales and earnings both topped those of 1947 by about 20%, J. C. Cox, president, pointed out that sales promotion expenditures had been below the prewar level. "There are increasing signs," he said, "indicating that before long it will be necessary to further expand our selling program in order to maintain the sales trend of the past several years."

In addition to the network advertisers listed in the table, the 1948 list includes: Paul F. Belch Co. (candy bars), which in September started *Wish Quiz* for a weekly-half-hour on ABC, with gross time expenditures of $79,617 for the remainder of the year; E. J. Brach & Sons (candy), Superman, five-quarter-hours weekly (Aug.-Nov.), MBS ($37,917); Bunte Brothers (candy), *World Front,* weekly-half-hour (Jan.-May), NBC ($60,211); Cardinet Candy Co, *Dixie Street Show,* weekly-quarter-hour (Jan.), NBC ($61,410); Curtiss Candy Co., *Warren Sweney, News,* two 5-minute periods a week, CBS ($72,865), discontinued in Aug.; MBS ($64,217); Chas. E. Hires Co. (Root Beer), *Here's to You,* weekly-quarter-hour (Jan.-July), CBS ($151,857); Universal Match Co. (Schutter Candies), *Counter-Click,* weekly-half-hour (Oct.-Dec.), ABC ($421,851), *Padded Cell,* weekly-half-hour (Feb.-May), CBS ($71,047).

In the opening months of 1949, Pepsi-Cola Co. has begun sponsoring *Counterspy* on ABC; Mars Inc. has resumed *I. Q. Jr.* on NBC; Ludens Inc. has discontinued *Strike It Rich* and *Coca-Cola* has discontinued *Praise That Refreshes.* In the fall *Coca-Cola* will begin sponsoring *Eugene Bergen* in a new series on CBS.

In addition to its network show, *Pepsi-Cola* in April starts a 39-week spot campaign in cities in which it owns bottling plants. *Coca-Cola* sponsors a daily quarter-hour show on about 30 stations. *Brook Candy Co.* spots its jingles on more than 60 stations. *Canada Dry Ginger Ale Inc.* uses spots on a dozen outlets. New England uses a weekly market announcement for *Bolster Bar* on 29 eastern stations. *Sweeta Corp. of America* is starting a major market announcement campaign for *Tootsie Roll* and *Tootsie Fudge Mix* in *Rockwood* & *Crayola* *Appliances* (Continued on page 70).
For these reasons, WFAA can offer you recordings of unsurpassed quality: Acoustically perfect studio design... perfectly matched electrical equipment—from microphone to cutting head... the best custom-built recording instruments available... a staff that knows the recording business. And the most precise man in the entire organization is Mac Weldon Jeffus (left), one of the few recording engineers who is also a member of the Acoustical Society of America.
THIS IS WHERE PAYS

1. Powder Your Face With Sunshine*

2. Cruising Down The River*

3. Far Away Places*

4. I Love You So Much It Hurts*

5. Lavender Blue (Dilly, Dilly)*

6. Red Roses For A Blue Lady*

7. Sunflower*

8. It's A Big Wide Wonderful World*

* AMONG THE NATION'S TOP TUNES IN THESAURUS

Watch for these comers in the April release:
Bali Ha'i, Some Enchanted Evening, and
Younger Than Springtime... from "South Pacific"... the new Rodgers and Hammerstein musical play

Put your dollar into a really SOLID Pyramid—
musical programming especially molded to your specifications with
happy listening and saleability its foundation.

Terri Stevens with the NOVATIME TRIO

Vincent Lopez and his music

Tony Mattola with the JUMPIN' JACKS

Johnny Guarnieri with the NIGHTHAWKS
OFF....

Jack Kilty with THE MUSIC OF MANHATTAN

Allen Roth and his Symphony of Melody

Sammy Kaye and his "Swing and Sway" Orchestra

Charlie Jordan with the SWEETWOOD SERENADERS

Louise Carlyle with THE MUSIC OF MANHATTAN

Paul Winter and the WALTZ FESTIVAL ORCHESTRA

Max Hollander and the SALON CONCERT PLAYERS

Irving Kaufman with MUSIC HALL VARIETIES

Slim Bryant and his WILDCATS

Richard Leibert at the console

 Norman Cloutier,
 THESAURUS Program Director

here's your chance to reap the profits

FOR A ROOM WITH A VIEW...
on complete NBC THESAURUS program details...
try "516" at the Stevens Hotel.
We'll be happy to provide descriptive brochures, rates and audition records.

Radio-Recording Division

RCA Building, Radio City, New York - Chicago - Hollywood
Co. (Chocolate Bits) uses announcements on 16 stations.

Beach-Nut Packing Co. (gum) launched an announcement campaign on more than 250 stations in February. Spot campaigns using fewer than 10 stations are sponsored by Chase Candy Co., Fanny Farmer Candy Shops, Lamont, Corlies & Co., Loft Candy Shops, White Rock Corp. and Wilbur-Schard Chocolate Co. In June, Pacific Citrus Products Co. will start a 1-week drive in 14 cities for Hawaiian Punch.

Au Mason & Magenheimer Confectionery Mfg. Co., only member of this group to use network TV in January began sponsoring a quarter-hour of Howdy Doody each week on NBC's video network. Stephen F. Whitman & Sons uses spots on seven TV stations in New York and Philadelphia; Peter Paul has announcements on five TV stations in four cities; Brock Candy Co. uses TV spots in three cities. One-city TV campaigns are sponsored by American Chicle Co., Atlanta Coca-Cola Bottling Co., Canada Dry, Coca Beverages, Dad's Root Beer, Robert Johnson Co., Loft, M & M Ltd., Reed Candy Co., Seven-Up Co., Howard B. Stark Co.

Class 8: Consumer Services

Class 7 (Continued from page 66)

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Class 8: Consumer Services

EXCEPT FOR SUCH long-range institutional programs as the Telephone Hour, little use of radio was made until recently by this class of advertisers. The banks, schools, public utilities, government agencies, and other professional and business services lumped together under the Consumer Service heading tend to lean to the conservative side and it took a lot of selling to bring them into the ranks of radio's clients.

John B. Mack Jr., associate director, American Bankers Assn., reports that when a survey made shortly after the war found over 2,000 banks using radio "this was viewed as an almost sensational development because traditionally banks had devoted almost all of their advertising expenditures to newspapers and direct mail. In the past few years radio has taken its place side by side with these other media and is fast growing in acceptance and popularity among bank advertisers everywhere. A special survey just completed by the ABA among its 2,000 member banks that have trust departments reveals that radio is also making considerable advances in

This group," Mr. Mack continues. "'Not long ago there was considerable doubt in the minds of many bankers as to whether trust services, which cover the settling and management of estates, could be advertised effectively over the air. Apparently this hurdle has been surmounted in the minds of a great many trust bankers because the use of radio advertising is growing rapidly in this category'.

ABA estimates that the 1949 volume of bank advertising in all media will total some $40 million, 25% above its estimate of $32 million for last year's total. Mr. Mack adds that "while no specific information has been gathered by ABA this year on bank use of radio, it is known that interest in this medium continues to grow." As most bank advertising is placed locally there is no measurement of its present volume, but it can be gauged by the fact that about 100 banks sponsor network co-op shows in their localities. Television, too, is beginning to profit by bank advertising. Bank of America, West Coast chain, sponsors 10-minute Family Quiz telecasts in Los Angeles and San Francisco and more than a dozen other banks use video facilities in their home cities.

In addition to their combined nationwide network programs, district electric and telephone companies also make individual use of radio in their own territories. Michigan Bell Telephone Co., Chesapeake & Potomac Telephone Co., and Bell Telephone Co. of Pennsylvania all use radio on a continuing basis, the last company using twice-weekly announcements on 88 stations in its state. Union Electric Co. of Missouri, using four stations for its announcements, is probably a more typical example.

Institutions of this type are also logical sponsors for special event broadcasts of particular community interest. When the Duluth Junior College football team played in the Little Rose Bowl inter-regional classic last winter, KDAL Duluth did a direct-wire play-by-play broadcast whose five sponsors included the Duluth Clearing House Assn., Minnesota Power & Light Co. and the Duluth, Mesabi & Iron Range.

(Continued on page 79)
Announcing the appointment of...

JOHN BLAIR & COMPANY
OFFICES IN CHICAGO • DETROIT • NEW YORK
ST. LOUIS • LOS ANGELES • SAN FRANCISCO

as Exclusive National Representative for
KWFT • Wichita Falls, Texas
KEPO • El Paso, Texas

KENYON BROWN, President

KWFT (CBS) WICHITA FALLS, TEXAS
620 KC • 5000 WATTS • FULL TIME

KEPO (ABC) EL PASO, TEXAS
690 KC • 5000 WATTS • FULL TIME
DRUG ADVERTISING has always been one of radio's major sources of revenue and it seems destined to continue that role in the foreseeable future. The slackening in the use of network radio by drug companies, who spent 9% less for network time in 1948 than in 1947, continued through January, when the network gross time billings for this group totaled $1,126,000 compared with $1,250,661 for January 1948. But there are no signs of the decline becoming a landslide.

Spotwise, drug advertising is maintaining a level as high or higher than in recent years. During the past winter Beacon Co. used more than 100 stations for 4-Way Cold Tablets; Chattanooga Medicines Co. had advertised 12 programs on 127 stations in February for its proprietary; Grove Labs has been advertising its cold tablets and Bromo-Seltzer with programs on the full Don Lee Network; Musterole Co. used announcements on 64 stations. Seek & Fade (Pertussin) used Rise & Shine on Don Lee plus spots on more than 120 additional stations. In addition to these seasonal campaigns, Mills Labs augments its national network advertising for Alka-Seltzer with Newspaper of the Air, 12 quarter-hours a week on the full Don Lee Network plus four Arizona stations. Lydia E. Pinkham Medicine Co. has stepped its spot campaign for its vegetable compound from nine stations last fall to 96 this year. Dolcin Corp., last fall started sponsorship of four programs—Passing Parades, Gospel Singer, Fulton Lewis jr. and Breakfast Time on the full Don Lee Network, plus other programs on KJH Los Angeles.

Block Drug Co., which last July started sponsoring Rise and Shine for three-quarter-hours a week on Don Lee and in February started a twice-weekly news show on WGN Chicago, is planning a 26-week test campaign for Alkaids in Little Rock and Indianapolis. Grove Labs' spring campaign for Groves Tasteless Chill Tonic will get under way in southern cities in mid-April.

Dandrug Corp. in February started a test campaign for Sulfo-Dandrug in several markets and the same month Korvo Co. began a spot test for its germicidal hair preparation on two California stations. Other drug campaigns on ten stations or fewer included: Intra-Appliance Corp. (Theraplate); Bell Co. (Belane); Harrison Products (No-Noz Awakeners);

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**“SALLY BAKER” NAMED NEW KMBC-KFRM HOME ECONOMIST**

Sally Baker, new director for KMBC’s nationally famous “Happy Kitchen” program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A & M College, Stillwater, Oklahoma, joined The Team after serving as director of Women’s Programs for WRFD, Worthington, Ohio.

Miss Baker’s first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women’s club activities.

Miss Baker conducts Kansas City’s “Food Scout” program, a daily fresh fruit and vegetable news service direct from the market. “Food Scout” is sponsored by Taystee Bread. “Happy Kitchen” is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women’s program is “Happy Home,” conducted by KMBC’s nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese. A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women’s homemakers programs. Especially prominent among the station’s “alumi-

**10th Federal Reserve District Report Shows Tremendous Business Volume**

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the “Bread Basket” of America. Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February. The KMBC-KFRM Team, serving Kansas City’s Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity. Approximately 600 million bushels of corn were produced in the area last year. And, wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,900,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City...the highest price ever paid for such market cattle. The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices. The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached $7 billion, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That’s why we say The KMBC-KFRM Team serves one of the richest areas in America...including 3,900,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,735,817,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete coverage throughout the great Kansas City Primary Trade area!

**KMBC-KFRM Sports Head Has Busy Schedule**

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sports casts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIA Basketball tournament, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Outstanding Sports Broadcaster in the Middle West.


Class 10: Amusements

ENTERTAINMENT business has never amounted to very much as a purchaser of radio time and 1948 was no exception. The Polities of 1948 won the only enterprise to use network television during the year and the Borahbaum summary of spot business for 1948 reveals only two entries in this category—Paramount Pictures and Selznick Releasing Corp. Skirnich has been out of radio since August; Paramount used some 35 stations in October and November and this January conducted a short announcement campaign in New York, Baltimore and Detroit.

Nor is the outlook for movie advertising, which a few years back was considered a standard part of the exploitation for any major picture, any brighter for the year ahead. Hollywood is having its own private depression, due to a combination of higher production costs, loss of foreign revenue and a decline in movie attendance by the American public, for which television is blamed in some quarters. Paramount's acceptance of a Government consent decree separating its production and theater operations into individual and separate corporations is seen as the beginning of such a division for the entire industry, a view that

(Continued on page 76)
KFH IS TOPS

STATIONS WITH BEST LIKED
WICHITA FARM SERVICE PROGRAMS

HAS BEST FARM NEWS

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HAS BEST GRAIN AND LIVESTOCK MARKET REPORTS

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— Named by less than 1% of regular customers

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The figures given here are based on number who usually listen to the type of program indicated.

KFH is TOPS in Wichita's farm market—the figures quoted here are a striking indication of the farm audience that is available to KFH advertisers. The KFH area is tops in "per farm income," in "retail sales per family" and by other indicia that determine the value of a market for sales development. Consider KFH for your radio program—it's TOPS by every standard.

5000 Watts - ALL the time

WICHITA, KANSAS
Class 11: Foods

America, predicts in a special statement to Broadcasting.

Food advertising for the year got off to a slow start on the nationwide networks, however. Publishers Information Bureau reports that gross time billings to food advertisers in January totaled $3,970,566, down slightly less than 9% of the January 1948 billings of $4,360,135.

Mr. Willis' prediction backs up earlier statements of advertising executives of such major radio advertisers as Campbell Soup Co., Kraft Foods Co., Ralston Purina Co. and General Mills that their 1948 radio budgets will continue on the same level this year (Broadcasting, Dec. 27, 1948). At that time, Pillsbury Mills announced plans for doubling its radio expenditures this year to a total of about $2 million. General Foods Corp. has also revealed plans for increasing advertising this year, with radio maintaining about the same percentage of the company's total as before.

Food prices, which on March 15 were 7% below the mid-March 1948 level for the nation according to the Bureau of Labor Statistics, are expected to continue downward throughout the year, but with no sharp breaks, by both industry and government authorities. They look for increased volume of food purchases to offset the lower prices, keeping the total dollar food sales up to last year's level. The Commerce Department, however, reported January sales of retail grocers as falling 3% below the total for January 1948.

Greater competition from other industries for the consumer dollar will call for greater sales and advertising efforts by food producers and retailers during the year ahead. Further advertising impetus will also be provided by intra-industry competition: The major tea growers of the world have raised more than $1 million for a U.S. advertising campaign to start late this year in an attempt to win over a nation of coffee drinkers, a move which the coffee producers are certain to combat with their own advertising. Frozen foods, which had their best year in 1948 and have started out even better this year, are heavily advertised by their individual producers and an overall industry campaign was urged at the industry convention in March. Any appreciable inroads of frozen foods on canned food products will call for counter advertising by the canners.

The outlook is not completely rosy, however, as the PIB figures indicate. Inventory losses, increased labor costs and other factors left many food companies at the end of 1948 with decreased profits to show for their record sales, a situation which inevitably led to curtailment of advertising budgets. Standard Brands, which found it necessary to cut its dividend for the first quarter of 1949 from 50 to 30 cents, has not replaced Edgar Bergen following his retirement from NBC last December.

American Meat Institute has dropped its institutional sponsorship of the Thursday morning Fred Waring Program. General Foods in the fall will replace Burns and Allen with Father Knows Best for (Continued on page 80)
YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE

10,000 WATTS NIGHT AND DAY - 710 K.C.

GOING! GOING! GONE!

16,443 HEAD OF CATTLE SOLD for over 2 MILLION dollars in 7 days!

KGNC CONTROLS TRAFFIC OF COUNTRY'S LARGEST* CATTLE AUCTION DURING RECORD-BREAKER!

THE PROGRAM THAT PUT IT OVER!
"THE TRADING POST"
WITH UNCLE JAY
SPONSORED BY THE AMARILLO LIVESTOCK AUCTION COMPANY

HERE'S THE STORY:

On Sunday morning, March 13, it looked as though all the Panhandle cattlemen had decided to truck in stock to Amarillo for auction. The pens of the Amarillo Livestock Auction Company were filling up fast... allowing for trucks currently on the road, all pens were taken.

At 12:30 Sunday, KGNC flashed the news that the auction pens were filled, and that Uncle Jay would keep them posted on the regular Monday and Tuesday programs of THE TRADING POST.

At 2:00 P.M. Sunday, the cattle trucks stopped coming.

On the following Tuesday, Uncle Jay announced that pen space would be available after 3:00 P.M. that day. Promptly at that hour, the cattle trucks began to roll in again.

KGNC's control performance is now recognized as an essential part of the Amarillo Livestock Auction Company's operation. Over two million dollars business (March 14, 15, 16, 21, 22, 23, 24) is powerful evidence that it is paying off for both client and cattleman.

* LEADS IN HEAD SALES ACCORDING TO THE U.S. DEPT. OF AGRICULTURE

AFILIATED WITH NBC   MEMBER OF LONE STAR CHAIN NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.

HERE'S WHAT THE SPONSORS SAY:

"I wouldn't attempt to run this business without the support of our program, THE TRADING POST on KGNC." - Jay Taylor

"If you don't think the people in this whole country listen to KGNC, you're plumb crazy. We KNOW they listen." - Eddy Johnson

Joy Taylor and Eddy Johnson are co-owners of the Amarillo Livestock Auction Company.

KGNC AMARILLO, TEXAS

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.
ARE YOU POURING IT ON IN THE RIGHT PLACES ON THE PACIFIC COAST?

In the hottest sales territory in the country (the Pacific Coast), be sure you’re pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts from within the buying markets, where people listen to their own local network station rather than to out-of-town or distant ones.

Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee

LEWIS ALLEN WEISS, President  WILLET H. BROWN, Exec. Vice-Pres.  WARD D. INGRIM, Director of Advertising
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA  Represented Nationally by JOHN BLAIR & COMPANY

<table>
<thead>
<tr>
<th>Of the 45 Major Pacific Coast Cities</th>
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<tr>
<td><strong>ONLY 10</strong> have stations of all 4 networks</td>
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<tr>
<td><strong>3</strong> have Don Lee and 2 other network stations</td>
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<tr>
<td><strong>6</strong> have Don Lee and 1 other network station</td>
</tr>
<tr>
<td><strong>26</strong> have Don Lee and NO other network station</td>
</tr>
</tbody>
</table>
Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

Don Lee Stations On Parade: KIEM—EUREKA, CALIFORNIA
Located on the shore of Humboldt Bay in Humboldt County is KIEM with 1,000 watts to give localized network service to the wealthy Northern California lumbering area. Recent listener surveys show KIEM to have 60.1% of the average daytime audience and 51.8% of the average evening audience. One of 45 mighty good reasons why your Pacific Coast advertising should be on Don Lee.

The Nation’s Greatest Regional Network
There's a market in Haiti, but—

what's the percentage when right in your own yard WSIX can hand you the stable Nashville market where 1,321,400 people spend $654,888,000 yearly in retail stores. WSIX's 60 BMB counties mean coverage plus in this 51-county retail trade area. So plan for more sales now via WSIX!

Class 11
(Continued from page 78)

Maxwell House Coffee, at a reported saving of some $6,000 a week. Armour & Co., which in 1948 sustained a net loss of nearly $2 million from record sales of nearly $2 billion, will drop Hunt at the end of its present contract, May 13.

Television is getting an increasing share of the food advertising budget. In February, according to the Rorabaugh TV Report, three advertisers were sponsoring video network programs, 50 using TV spot campaigns and 58 local TV advertisers. None of the spot TV food promotions is of major proportions and none of the network users—General Foods with three programs, Kellogg and Kraft with one each—appears to have cut into his AM budget to finance the TV advertising.

The overall food industry picture is summarized by Mr. Willis as follows:

"Food and grocery manufacturers established new sales records during 1948 and reports covering the first two months of 1949 indicate that this record will be maintained or, perhaps, beaten this year."

"Some members of GMA reported January sales up as much as 40% over January, 1948, and February volume maintained this same pace. These increases are attributed to the continued high consumer demand for nationally advertised brands—further evidence of the fact that when the American people have purchasing power, they will spend more of their income for food and, particularly, for the best known brands.

"Inventory stocks in distributors' hands at the end of the year were particularly low, as the result of a special drive during 1948 by distributors generally to reduce their stocks. Evidently these inventory stocks were reduced beyond the point of expectations, for many of the distributors found that their stocks were so low at the end of December, that the manufacturers received many orders for "RUSH" shipment in the new year.

"With disposable income remaining at high levels and grocery prices down from last year's high, there is reason to believe that consumer purchases of grocery store items will spell out good business for the balance of the year. The grocery industry is well aware, however, that competition has returned in its fullest force and that the industry can get its fair share of the consumer's dollar only through aggressive merchandising and advertising efforts."

"This indicates that the use of radio advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948. All"
The phrase *In the Public Interest* has known wide use ever since American broadcasting began but no exact definition has been made of it for this basic requirement can be defined only through action.

We are proud and grateful, therefore, that our efforts to serve *In the Public Interest* have been recognized by Billboard Magazine and its distinguished panel of judges. Our thanks to them for First Place Award among clear channel stations for our Public Service Promotion of our Public Interest programs.

Of all competitive honors in broadcasting we prize most one such as this, for broadcasting *In the Public Interest* is our fundamental and most valued policy.

In accepting this award we recognize that this honor requires increased responsibility on our part to zealously continue and expand our public interest broadcasting and the necessary attendant promotion of these programs which insures their success. This is an obligation which we gladly accept, for we are convinced that such a policy brings greater rewards for listeners, advertisers and station, alike.

**Radio Station KVOO**

Owned and operated by Southwestern Sales Corporation

BROADCASTING * Telecasting

April 11, 1949 * Page 81
media representatives should be aware, however, that modern merchandising demands that advertising be placed where the most sales are produced. Total circulation and size of audience can not be the sole determining factor; the manufacturer must also take into consideration the merchandising cooperation extended by a medium in helping to bring about the final sale at the grocery store.”

The following details of food advertising currently on the air came chiefly from PIB (network), Rorabaugh Reports on Selective Radio (spot) and our own files.

Network advertisers of canned and packaged foods during 1948, in addition to the companies listed in the accompanying table, include: Carnation Co., (evaporated milk), Contented Hour, NBC ($531,288); Albers Milling Co. a Carnation subsidiary (Albers Quick Oats, Carnation Corn Flakes), Aunt Mary, NBC, Oct.-Dec., ($40,986); Cream of Wheat Corp. (cereal), Let’s Pretend, CBS ($355,624); George A. Hormel & Co. (canned meats), Girls Corps, MBS ($58,820) started in June, moved to ABC March 8, 1948; Kellog Co. (cereals), Breakfast in Hollywood, ABC, Jan.-July ($521,889), Galen Drake, ABC, Jan.-July ($526,801); Minnesota Valley Canning Co. (canned vegetables), Fred Waring, NBC ($434,281); Pet Milk Sales Corp. (evaporated milk), Mary Lee Taylor, CBS, Jan.-Oct. ($313,592); NBC, Oct.-Dec. ($78,033); Saturday Night Serenade, CBS, Jan.-Sept. ($437,317); Pet Milk Show, NBC, Oct.-Dec. ($502,941); Ralston Purina Co. (cereals), Tom Mitz, MBS, ($1,084,051).

National Biscuit Co. (Nabisco Shredded Wheat) now sponsors The Straight Arrow three half-hours weekly on MBS, expanding in February from regional Don Lee Network. General Foods Corp. (Grape Nuts) on Jan. 8 started sponsorship of Gangbusters, Saturday night half-hour on CBS. (Continued on page 84)

<table>
<thead>
<tr>
<th>Class 11 (Continued)</th>
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<tbody>
<tr>
<td>Advertiser, program, and agency</td>
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<tr>
<td>&quot;Famous Jury Trials&quot;</td>
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<td>&quot;Knoxe-Reeves&quot;</td>
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<tr>
<td>&quot;The Woman's Secret&quot;</td>
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<td>&quot;Sons of May&quot;</td>
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<td>&quot;Knoxe-Reeves&quot;</td>
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<tr>
<td>&quot;On the Air&quot;</td>
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<td>&quot;Knoxe-Reeves&quot;</td>
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<th>GENERAL FOODS CORP.</th>
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<tr>
<td>Advertiser</td>
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<tr>
<td>&quot;The Second Mrs. Burton&quot;</td>
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<tr>
<td>Young &amp; Rubicam</td>
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<tr>
<td>&quot;The Second Mrs. Burton&quot;</td>
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<tr>
<td>Young &amp; Rubicam</td>
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<tr>
<td>&quot;Star Girdr&quot;</td>
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<td>&quot;Wanda Warren and the News&quot;</td>
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<tr>
<td>Young &amp; Rubicam</td>
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<tr>
<td>&quot;The Adventures of Archie Andrews&quot;</td>
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<tr>
<td>J. Walter Thompson</td>
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<td>&quot;Meet the Meeks&quot;</td>
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<td>J. Walter Thompson</td>
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<th>QUAKER OATS CO.</th>
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<td>&quot;Our Gang&quot;</td>
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<td>&quot;Sons of May&quot;</td>
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<td>&quot;Our Gang&quot;</td>
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<td>&quot;Meet the Meeks&quot;</td>
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<td>Advertiser</td>
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<td>&quot;Kraft Macaroni&quot;</td>
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<td>&quot;Kraft Macaroni&quot;</td>
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* Expenditures in other product groups

Page 82 • April 11, 1949
few

except Westerners brought up on the Coast have mastered the Saturday sport of surf-riding. Required are a beach which slopes gently into shallow Pacific waters. The swimmer starts as far as 800 feet out, springs into a breaker at just the right second, lies flat on the crest, and skims back to shore, balanced perfectly, face over the roll of the wave, heels in its flying spindrift.

many

have mastered the ten-State Western Saturday sport of gathering around their radios—28% more than on other weekdays, specifically. The average number of listeners per set, Monday through Friday, is 1.68—but on Saturday, it’s 2.12 persons. Other points: the sets are blanketed by the 33 stations of the NBC Western Network . . . and there are a few available Saturday periods on the No. 1 Network in that West.

The conclusion is obvious to an advertiser who wants his message heard most by most of the people as it rides the airwaves.

listening’s first on a western saturday over

NBC WESTERN NETWORK

HOLLYWOOD • SAN FRANCISCO  a service of Radio Corporation of America
Mills boosted its spot campaign for Wheateys to more than 80 stations, and is continuing into 1949 at that level. Nestlé Co. used spots on some 40 stations for its evaporated milk throughout 1948.

C. F. Mueller Co. (macaroni) has 5 to 15-minute programs on about 20 stations. Ronzoni Macaroni Co. uses programs on eight East Coast stations for its spaghetti. V. La Rosa & Co. broadcasts its Italian-language Red Rose Radio Theater six half-hours a week on an eight-station eastern hookup and uses a syndicated weekly 30-minute transcribed series, Hollywood Theater (in English), on 7 East Coast stations. Louis Milani Foods in November began announcements for its products on some 20 stations in a campaign that has continued into 1949. Stokely-Van Camp uses spots on 12 Yankee Network stations for its canned foods, and Allen V. Smith, Inc. (split peas), sponsors announcements on 13 eastern stations, both campaigns continuing from last year.

River Brand Rice Mills is using 10 New York Metropolitan stations seven days a week in an intensive 13-week campaign started in February. Borden Co. announcements for Starlac are now on 17 stations, including a 14-station Yankee Network hook-up. Other canned and packaged food advertisers, who began the year with more modest spot schedules, include: Albers Milling Co. (cereals), J. W. Beardsey's Sons (codfish cakes), Minnesota Valley Canning Co. (Kounty Kist Peas), Phillips Packing Co. (soaps and vegetables), Pure Food Co. (Herb-Ox Bouillon Cubes), Rochester Dairy Cooperative (evaporated milk).

National network advertising of food beverages in 1948, aside from the leaders listed in the table, comprised: Borden Co. (Instant Coffee), County Fair, CBS, ($357,694); Bosco Co. (Mill Amplifier), Land of the Lost, ABC, Jan.-July, ($94,681); Bowery's Inc. (Dari-Rich products), Minute Rice, CBS, ($52,598); W. F. McLaughlin & Co. (Manor House Coffee), Menor House Party (Jan.-Feb.), NBC ($11,242); Nestle Co. (Nescafe), Whitman Record Club, ABC (Jan.-July), ($686,941); Standard Brands (CHASE & SANBORN COFFEE, Tenderleaf Tea, Royal Pudding), Charlie McCarthy Show, NBC (Shaw Chorale in Summer), ($851,195), off at end of year, (Tenderleaf Tea), Old Manor House (Oct.-Dec.), NBC ($156,364); Wunder & Co. (Ovaltine), Capt. Midnight, MBS, ($491,475).


Eight millers spent some $4 million for time on the major networks to advertise their flours and mixes last year. In addition to General Foods Corp., General Mills and Quaker Oats Co., whose network activities are itemized in the accompanying table, they were: Ballard & Ballard (Obelisk Flour), sponsoring Renfro Valley Folks on CBS ($168,262) gross time charges; H. C. Cole Milling Co. (Omega Flour), Ernie Lee, MBS ($46,591); Fisher Flouring Mills (Basket Mix, Bouras), James Abbe, ABC ($5,130), Afternoon Final, ABC ($2,185); International Milling Co. (Robin Hood Flour), Queen for a Day, MBS ($118,437); Galen Drake, ABC ($260,187), Grand Central Station, CBS, ($968,841); Meet the Muses, CBS ($147,000); Safeway Stores (Kitchen Kraft Flour), Aunt Mary, NBC ($18,211).

On March 28, 1949, Globe Mills

(Continued on page 86)
**a good market**

*DESERVES A GOOD SALESMAN*

Put WHAS to work for you in steadily growing Kentuckiana*

<table>
<thead>
<tr>
<th>RADIO FAMILIES</th>
<th>1946</th>
<th>558,740</th>
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<tr>
<td></td>
<td>1948</td>
<td>659,470</td>
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<tr>
<td>NET EFFECTIVE BUYING INCOME</td>
<td>1947</td>
<td>$2,350,296,000</td>
</tr>
<tr>
<td></td>
<td>1948</td>
<td>$2,430,737,000</td>
</tr>
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The only radio station serving and selling all of the rich Kentuckiana Market

*Figures given for Kentuckiana include all counties in which WHAS gives 50%-or-better BMB daytime coverage. "Radio Families" from BMB 1946 and 1948 statistics. "Net Effective Buying Income" from Sales Management Survey of Buying Power.

**WHAS**

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director  J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
Class 11
(Continued from page 81)
Division of Pillsbury Mills (Globe A1 Flours) started Surprise Party on ABC Pacific Network. In February of this year, General Foods used two to nine spots a week on 20 West Coast stations in a three-week campaign for Swansdown Instant Cake Mix.

Other flour advertisers on the air include: Bewley Mills (Bewley's Best Flour), sponsoring Chick Wagon Gang on Lone Star Chain for the tenth consecutive year; Burruss Mill & Elevator Co. (Light Crust Flour), three 15-minute shows a week on 11 Southern Stations. General Mills (Sperry Flour Products), daily programs on 17 western stations, (Red Star, Purasnow Flours), spots in South; King Midas Flour Mills, announcements on 11 stations; Modern Foods (X-pert Cake Mix), participations on 13 stations; Pillsbury Mills (Pillsbury Best Flour), announcements on programs on 14 stations. Smaller schedules are used by Kitchen Art Foods (Py-O-My Mix); H. C. Cole Milling Co. (Omegna and White Ring Flour); Pillsbury Mills (Pancake Mix).

Shortening advertising accounted for better than $3 million worth of national network time during 1948: Armour & Co. (Star Shortening), using Queen for a Day on MBS, Jan.-Aug. ($99,380); Lever Bros. Co. (Sproy) with Aunt Jenny, CBS ($993,281); Procter & Gamble Co. (Criscite), Welcome Travelers, ABC ($887,360), Perry Mason, CBS, starting in November ($209,901), Young Doctor Malone, CBS ($74,239); Southern Cotton Oil Co. (Wesson Oil, Snowdrift), Paul Whiteman, ABC Jan.-June ($956,940), Noah Webster Says, NBC ($96,624). Only spot advertising reported for shortening was Southern Texas Oil Co. (Crustene Shortening), sponsoring Red River Dave McEmery on southern stations starting last September.

Network advertisers of fresh meat and dairy products in 1948, in addition to National Dairy Products Corp. and Swift & Co., listed in the table adjoining, were: American Meat Institute, sponsoring Fred Waring, NBC, with gross time charges of $851,032 for the year; Armour & Co. (meats) Hint Hunt, CBS ($1,080,500), program to move to MBS in May; Borden Co. (All Gold Pasture, Your Song and Mine, April-July; County Fair, July-Sept.; Your Song and Mine, Sept.-Dec., CBS ($848,814); Luer Packing Co. (meats), Checkempson, CBS, Sept. ($42,212); Tillamook County Creamery Assn. (cheese), Tillamook Kitchen, NBC ($21,216), program moved to Don Lee at year's end; Washington Cooperative Farmers Assn. (Lynden poultry products) Jack Gregson Show, NBC, Jan.-July ($28,793).


In the dairy products group of spot accounts, Swift & Co. used announcements for its ice cream all through the year, hitting a peak of 97 stations last summer and remaining on 45 during the winter. Eskimo Pies Corp. and National Dairy Products Corp., in spring-to-fall campaigns, each used announcements on up to 19 stations. Eskimo Pies in March kicked off its 1949 campaign with spots in three markets. A year-round ice cream advertiser, Breyer's Ice Cream Co., was using spots on 17 East Coast stations early in 1949. Other current dairy advertisers, all using fewer than ten stations, are: Abbott Arden Dairies Farms Co., Italian Ice Cream Co., Breakstone Bros., Foremost Dairies, Golden Bear Dairy, Irvingdale Farms, Marigus Ice Cream Co., Milk Foundation, Oak Dell Milk Co., Southern Dairies, Sheffield Dairies, Western Maryland Dairy Co., Yami Yogurt Products.

Since Jan. 1, 1949, National Dairy Products Corp. has sponsored five-quarter-hours a week Dorothy Diz on ABC. Spot campaigns are planned by Brick O' Gold Corp. (dairy products) and Mickleberry Foods Co. (farm sausage).

California Prune and Apricot Growers Assn. (Sunswift Tenderized Fruit), Surprise Theater, Knox Manning (Jan.-June), CBS ($10,458), and Washington State Apple Commission (apples), Knox Manning, Front Page Features, (Jan.-March), CBS ($15,256), were the only network advertisers of fresh fruits in 1948. Florida Citrus Commission, a heavy spot advertiser during the first nine months of last year when it sponsored announcements on some 70 stations, dropped out of radio in the final quarter but returned in January with five spots a week on 14 stations. Texas Citrus Exchange started heavy spot drive for Surf.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way...effective way...to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.
sweet fresh grapefruit and grapefruit juice throughout the Midwest around Jan. 1, 1948. United Fruit Co. is using spots in the Midwest.

Ragan, Fickett & Co., has used participations on New York radio and TV programs for Hurdy Gurdy citrus fruits, new brand of Florida fruits, in addition to radio announcements for Nevisian Indiana River oranges and grapefruit.

General Foods Corp. is using more than 100 stations in an announcement campaign for Bird's Eye Frosted Foods. Deerfield Packing Corp. conducted a 17 week winter campaign for Seabrook Farms frozen food products, using one-minute spots on 24 stations in the Northeast, following a similar campaign in September. Snow Crop Marketers Inc. uses programs and announcements for its frozen foods in New York, St. Louis and Los Angeles. Zero House (frozen foods) is one of four Urbania Ill., firms co-sponsoring basketball broadcasts locally.

Network advertisers of bakery goods and miscellaneous foods, in addition to National Dairy Products (in table) were: Continental Baking Co. (Wonder Bread, Hostess Cake), Grand Slam, CBS ($756,889); First National Stores (institutional), Guy Lombardo, ABC ($71,445); Libby, McNeill & Libby (all products), My True Story, ABC ($1,779,550); National Biscuit Co. (crackers, etc.) Whitman Record Club (Jan.-June), ABC ($686,382); Planters Nut & Chocolates Co. (peanuts, oil), Elmer Peterson, NBC ($85,320); Safeway Stores (Sunnybank Margarine), Dr. Paul (Jan.-Feb.), NBC, ($13,850); Standard Brands (Blue Bonnet Margarine, yeast, cheese, coffee), One Man's Family (Jan.-Sept.), NBC ($468,282); Sunnyvale Packing Co. (Rancho Soaps), Meet the Missus (Jan.-Feb.), CBS ($13,661); Welch Grape Juice Co. (fruit preserves), Meet the Missus (April-Sept.), CBS ($31,893). Spotwise, Continental Baking Co. uses announcements on 116 stations for Wonder Bread, on 66 stations for Hostess Cakes. Ward Baking Co. uses announcements and programs on 116 stations for Tip Top Bread and cakes, on seven stations for Aunt Hannah's Bread. Kroger Co. sponsors five-a-week quarter-hours on 21 midwestern stations for its bread. National Biscuit Co. has Premium Cracker announcements and programs on 15 stations, weekly half-hours for NBC Bread on 23. Capital Bakers advertise Capital Bread with announcements on 7 East Coast stations. Regan Brothers Bakery uses spots and programs on nine midwestern stations for Holsum Bread.

Lemenegard United Bakers promote bread sales with Red Ryder on 10 Don Lee stations. Interstate Bakeries Corp. (Butter nut Bread) in March started Caco Kid, three half-hours a week on 11 midwestern stations. Company has used this program for some time for Weber's Bread on a Don Lee California hook-up. Other bakery spot advertisers include: Arnold Bakers, Du gan Brothers of New Jersey, Freihofer's Baking Co., Purity Bakeries Corp., Old Homestead Baking Co. and Powers Bakery. More than 30 bakeries also sponsor network co-op shows in their communities.

Miami Margarine Co. (Nu-Maid Margarine) on January 4 began sponsoring quarter hour portions of Queen for A Day twice weekly on 245 MBS southern stations, augmenting an extensive spot campaign. Standard Brands in November expanded in the South and Southwest the announce campaign for Blue Bonnet Yellow Quilk begun in August on some 65 stations. John J. Jelke Co. uses five minute programs in Kansas City for Good Luck Margarine.


Network advertisers using their programs for a variety of food products included: Butler Packing Co. (Dennison's Foods), Newsweek Looks Ahead (started August), ABC ($19,616); National Biscuit Co. (All Products), Arthur Godfrey (started Sept.), CBS ($890, 275); Seeman Brothers (White Rose Food Products) Buddy Wead Trio (July-Oct.), ABC ($6,026); Nailey's Inc. (Mayonnaise, soups, pickles etc.) on March 2 began sponsoring Meet the Missus on CBS.

Other food advertisers currently using spot radio include: General Foods, (Bakers Coconut, Bakers 4-In-1 Sweet Cocoa Milk, Bakers Cocoa, Calumet Baking Powder, certo, Diamond Crystal Salt, Sni--
QUESTION: In Northeast Iowa, Do Your RADIO DOLLARS end up in SALES or just Atmosphere?

CLUE: Here is the COST

Graphically shown below are the comparative costs of one hour of radio time from 7:00 A.M. to 8:00 A.M. on Radio Stations KXEL, WHO, WMT.

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<th>KXEL</th>
<th>WMT</th>
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<td>$110</td>
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Here are the LISTENERS

Shown below is the distribution of listening homes among the stations throughout the 14 county area studied by Conlan. The particular time shown below is Monday through Friday 7:00 A.M. to 12:00 A.M.

This Comprehensive Area Study was made in the fringe of counties surrounding KXEL extending as far as 100 miles from transmitter and did not include KXEL's home county or the five adjacent counties.

<table>
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<th>KXEL</th>
<th>WHO</th>
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<td>30.9%</td>
<td>18.4%</td>
<td>15.6%</td>
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ANSWER: Make no mistake. Your radio dollars end up in more sales when you use KXEL's 50,000 watt coverage to blanket Northeast Iowa.

★ KXEL has more listeners.
★ KXEL costs less.
★ KXEL national champion programs are tailored with a comprehensive selling know-how that's unbeatable in this Northeast Iowa market of agricultural and industrial wealth.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY, WATERLOO, IOWA

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

April 11, 1949 • Page 89
Class 12:

**Gasoline**

INCREASED DEMAND for petroleum products, which had a record sale in 1948, and increased competition among individual companies to meet this demand, should mean increased radio and TV billings for gas and oil advertising during 1949, according to William R. Boyd Jr., president, American Petroleum Institute.

During 1948, Mr. Boyd reports in a statement to *Broadcasting*, petroleum production hit an all-time peak, totaling 2,016,282,000 barrels for the year; exploration and drilling also set new records, with a total of 40,063 new wells in 1948, an increase of 18.4% over 1947. Refined products and dollar volume sales also went up.

Citing estimates of "competent authorities that total demand for the current 12-month period will range from 3 to 5% higher than in 1948," Mr. Boyd states: "As in other industries, supplies are more nearly approaching normal than they have for some years, and competition among the many units in the industry, always at a high peak of intensity, will doubtless receive added impetus during the current year. This situation probably will reflect itself in increased advertising activity, both in the printed press, on the radio and in no doubt on television. It is difficult to even attempt to estimate the amount of money thus involved but it is logical to assume that as companies compete more intensively with each other for the available market, advertising expenditures will mount in direct proportion."

"Radio has been used extensively in the past as an advertising medium and television probably will be used increasingly in petroleum advertising as it grows and reaches into more homes and offices of consumers."

Substantiating Mr. Boyd's prediction of increased advertising of gasoline and oil during 1949, Publishers Information Bureau tabulation on nationwide network gross billings for January gave this group a total of $605,636, up 8.6% over the gross of $558,508 for January 1948. Network billings for this group should go farther with the addition of National Barn Dance, now sponsored by Phillips Petroleum Co. each Saturday for a half-hour on ABC. Other network advertisers in this class, in addition to the leading advertisers listed in the table, include American Oil Co., which started Carnegie Hall, weekly half-hour, on ABC last September, spending $104,011 for time during the remainder of last year. This program replaced this sponsor's

About 125 food products are advertised on network cooperative shows. Some 21 crockers also sponsor these network co-op programs in their localities, with other food stores sponsoring other programs or announcements. Restaurants apparently are less likely radio advertisers, only eight being reported among sponsors of network co-ops.
This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest, audience loyalty, audience promotion!

Proof? As we go to press, word has just been received that WFBR has won 3rd prize nationally in the annual BILLBOARD audience promotion competition! No other Baltimore station won any award!

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ—modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total has to be:

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
WSM delivers the highest impact...

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY &
NIGHTTIME RADIO FAMILIES—19¢ per 1,000!
This is the lowest cost for any 50 KW station in the nation. The figures are obtained by applying 1946 BMB coverage data against WSM's current hourly rate.

WSM daytime coverage costs 20¢ per thousand radio families. That's the nation's fifth lowest 50 KW cost, bettered only by New York and Chicago stations. We'll be glad to send you one of our coverage maps showing where these families live.

These BMB based figures are the only yardstick of this nature that radio has. For further evidence of what WSM can do with its low cost coverage and its talent staff of more than 200, let us build you a show for spot coverage of the rich mid-South market.
Class 12
(Continued from page 90)
year round ($157,290).

Coal advertisers who used the networks during 1948 included: Appalachian Coals Inc., sponsoring Alvin Halife's 5-minute newscasts five times a week on MBS from January to August ($203,349); Delaware, Lackawanna & Western Coal Co., with The Shadow on Mutual for a Sunday half-hour ($86,246), and Hudson Coal Co., with a 15-minute Sunday morning series, D & H Miners, on NBC ($49,988).

Oil companies for years have been among the leading sponsors of sports broadcasts and are adding video sports coverage to their promotional schedules as this field develops. Heading the sports sponsor list is Atlantic Refining Co., which this summer will sponsor its 14th consecutive season of professional baseball broadcasts. Atlantic 1949 line-up includes all home games of the Philadelphia Athletics and Phillies, broadcast on a regional hookup fed by WIBC Philadelphia; all home games of the Boston Braves and Red Sox, with WHDH Boston originating the broadcasts for a New England sports network; all games of the Pittsburgh Pirates, fed by WWSW Pittsburgh to a Western Pennsylvania network; all games of the Baltimore Orioles, on WITH Balti-

more. In each area Atlantic will have a co-sponsor for the games, which total 616 for the season.

Atlantic will also sponsor video coverage of the Philadelphia games, using all three Philadelphia TV stations on a rotating basis. Each fall Atlantic continues its sports broadcasts by covering college and high school gridiron contests throughout the east. Overseas the company sponsors numerous football broadcasts last fall.

Phillips Petroleum Co. last year sponsored football telecasts on KLAC-TV Los Angeles and Tidewater Associated Oil Co. used KTLA (TV) of that city for its video football coverage. Tidewater also sponsored west coast gridiron broadcasts on five Alaskan stations. General Petroleum Co. last summer broadcast Olympic Games on KTLS (TV) Los Angeles and Petrol Corp. sponsored five interstate telecasts on KTLA. During the winter, Astina Oil sponsored hockey telecasts on WAVE-TV Louisiana; Sinclair Refining Co., wrestling on WMAL-TV Washington, plus 28 time signals a week on the same TV station; Clark's Super-Gas Co., hockey on WTMJ-TV Milwaukee.

Esso Standard Oil Co. is a perennial sponsor of newscasts, with five, 10 or 15-minute programs broadcast one, two or three times a day on 32 stations in the Essex service area, year around. Shell Oil Co. uses news and other masculine appeal programs five to 15 minutes long, currently aired three to four times a week by 39 stations, with plans for expansion in the works. Socony-Vacuum Oil Co. maintains a similar broadcast schedule on nine stations. Texas Co. on eight. Petroleum Solvents Corp. (Silos) uses announcements on 13 stations.

Phillips Petroleum Co. uses 10 and 15-minute programs three to six times a week on 26 stations, half-hourly shows on six. In March, Sinclair Refining Co. started a four-month campaign for a new anti-rust gasoline that called for the use of some 1,500 announcements on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, plus three daily newscasts on WEMP Milwaukee.

Two major oil companies are in the forefront of TV network sponsors. Texas Co.'s Tuesday night 60-minute Texaco Star Theatre on NBC's video network was the top ranking television program throughout the winter, achieving not only the largest viewing audience week after week but also a sponsor identification index running well over 90%. Texas Co. also last fall sponsored the first experimental video broadcast of a full

(Continued on page 98)
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.
Class 12
(Continued from page 94)

Gulf Oil Co. sponsors two TV network series, We the People on CBS, first sponsored program to be simultaneously broadcast and televized on a regular basis, and Gulf Road Show on NBC. American Oil Co. in February sponsored NBC's televise of the Army championship boxing match as a one-time program and early in April Socony-Vacuum Oil Co. sponsored the same network's TV pickup of Julius Caesar from the Little Theater in the Folger Shakespeare Library in Washington.

Oil company spot, but not sport, TV users include Pate Oil Co., Standard Oil Co. of New Jersey, Fleetwing Corp. and Southern California Gas & Oil Co., all using announcements; MacMillan Petroleum Corp., sponsoring Roving Camera, 15-minute weekly program, on KTLA (TV) Los Angeles; Sun Oil Co., sponsoring Curious Camera, also a quarter-hour a week, on WMAH-TV Baltimore.

The extent of local radio sponsorship by oil and coal companies may be estimated from their use of network co-op programs, which are currently sponsored by 24 gas and oil firms, three service stations and eight coal companies. The class counts six sponsors of TV at the local level.

Class 13: Horticulture

FERRY-MORSE Seed Co. did not begin its annual campaign for its seeds until Feb. 5 this year, so the Horticulture column of network business shows a blank for January, compared with a gross of $27,195 for that month of last year. For the fifth year, Ferry-Morse is sponsoring Garden Gate, Saturday morning quarter-hour program, on CBS, in the pre-planting season. This year's campaign is to run 16 weeks.

Spot advertisers in this category include Stern Nurseries, using one to 12 quarter-hours a week on seven Southern stations; Northrup, King & Co., with spots and programs on 16 midwestern stations in February for its seeds, feeds and seed corn; Garst & Thomas Hybred Corn Co. and Pioneer Hybred Corn Co., using spots and quarter-hours for their seed corn; California Spray Chemical Co., advertising Ortho Garden Spray in a 26-week Garden Guide campaign on eight MBS California stations. Mountain View Nurseries tested two 15-minute periods on WENR Chicago in January, may be back with regular schedule.

Allied Florists Assns. of Greater Baltimore and Greater Philadelphia use announcements on stations in those cities; Retail Florists Assn. of Colorado sponsors the Singin' Sam transcription series on KPEL Denver.

Breakdown by Business Categories Continues on page 102

EXPANDED COVERAGE FOR A GROWING MARKET

KANS ½ MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family: over $6,000 for Wichita; over $4,000 average for entire coverage area. Population—705,000. Radio families—177,936.
because sales are our business. Through NBC network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by

Robert Meeker Associates
Chicago  San Francisco  New York  Los Angeles
two are always better than one...

Two instead of one can make all the difference in the world... in a wedding... or in an important retail market. Take Baltimore, Maryland, for example.

Baltimore, as you know, is a rich market with plenty of radio and television stations... but only one broadcasting organization that offers both. That one is WBAL.

You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL and WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising... just because the name WBAL, and much of the talent appearing on WBAL, is associated
in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market... let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

in Baltimore, WBAL—
and only WBAL, offers both...

**WBAL**
1090 KC  50 KW
NBC Affiliate

**WBAL-TV**
Channel 11  36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 28, Md.

WBAL and WBAL-TV
Mean Business in Baltimore!
What Price Sports?

IS RADIO "as free as the press"?

On most counts yes, because radio newsmen are insulated on this basis from in Federal, state and local newsgathering. Strides forward are being made, notably through the work of the National Assn. of News Directors, in procuring for radio the same freedom that is accorded newspapers.

It is in the field of sports that radio falls down hardest in its freedom fight. There's the danger that radio is being taken for the kind of ride that could prejudice irreparably its claim to news freedom.

A warrior in the cause of sports freedom is Jogan Jones, owner of KYOS Bellingham, Washington. As a first little braided grant from a big corporate executive, Jones waged an uncompromising battle against newspaper in his area. Every time radio pays to cover a sports event, Jones lucidly proclaims, the cost of doing business is raised. And every time radio pays, particularly at the local level, the station defaults on its claim of freedom to access of news.

Radio doesn't pay for "rights," maintains Mr. Jones. It pays for exclusive rights—to keep other stations out. Rather than compete among themselves, he suggests sports rights funds be spent competing with other media.

The sport freedom strike last month in South Carolina where the legislature considered a "Privilege Fee" bill which would allow state-supported schools and colleges to sell exclusive rights for the sports section. The South Carolina Broadcasters Assn., headed by Bev Whitmire, of WFBC Greenville, killed the measure, on the ground that radio has as much right on a state athletic field as a newspaper.

The advent of TV has underlined the importance of sports freedom. Despite the fact that television has imbued new life in many sports which were decanted, stations and sponsors are paying for exclusive rights. Newspapers, too, are paying for newspaper coverage rights, gratis, are taken for granted. Radio was the salvation of baseball and perhaps football in other years, by promoting the sports and the attendance. TV is doing the same thing. Yet we have ham-and-egg fighters, and grunt-and-groan wrestlers demanding a "cut."

Last Fall the British Columbia Assn. of Broadcasters took cognizance of this problem. They adopted this resolution:

Whereas the actuality broadcasting of sports events is a developed and established policy therefore be it resolved (a) that members of the RRC not refuse to pay any fee for the rights to any actuality broadcast of any sports event and (b) that the NAB mediate or assist in any way in the payment for rights for sponsor or agency.

We commend that language to the NAB Convention meeting this week in Chicago.

WRC Helps Itself

THIS is the year radio will have to get out and sell itself—station managers agree on this, but they also agree that radio must have the facts. Advertisers no longer buy time by asking, "How much?", they ask, "What listeners, and how many, will I get for my dollar?"

The station that can show its advertisers these facts is that much ahead.

WRC Washington has a new and different audience survey—conducted by Research Director James Seiler. It takes nothing from existing audience measurements to say WRC has opened up new fields for radio research. It is this kind of hard work for radio and by radio that will keep it growing as it has in the past. Complacency has no place in the business of radio. There's always a new way, a way that hasn't been tried. It's radio's obligation to do as WRC has done, go out and get facts that prove radio is what it is—a successful and productive advertising medium.


dating TV Hysteria

WITHIN the next few weeks—no one appears to know precisely when—the FCC will thaw the TV freeze and set TV standards for the near-ultra-violet frequency range, as well as for the present VHF spectrum.

If normal methods are used, the public will be thrown into confusion. TV is technical. No matter how carefully the FCC may handle its public relations, there will be garbled reports. The grapevine will spread the story that present receivers are obsolete or obsolete; that color will supersede black-and-white before you can say tropospheric, and that the public, therefore, should lay off buying sets, any sets—AM, FM or TV.

The Radio Mfrs. Assn. has appointed a committee to give the public, trade and government accurate TV information, apparently in anticipation of the thaw and the new allocations.

And there lies vividly on the RMA memory the Zenith foray and the subsequent garbled version of all the horrendous things that were happening to TV.

We suggest the radio manufacturers, for their own salvation, contribute a war chest of at least $100,000. Let them use it to buy space, announce set prices, and tell where they put up newspaper space, too. Let them, just this once, get the drop on the saboteurs and tell the simple, factual story that present-day TV is not dying, nor will there be "obsolescence" for some years from now. If they don't, there will be fewer manufacturers to contribute to the next war chest, just as there are fewer now than there were two years ago.

Page 100 • April 11, 1949

Our Respects To—

THOMAS CAMPBELL CLARK

A S TRUST-BUSTER, champion of the people and firm supporter of American ideals and civil rights, Tom Clark is as vigorous in protecting the innocent as he is in prosecuting the guilty. The tall, easy-going, unpretentious Texan, who came to the Dept. of Justice in 1927, has reached his present post of Attorney General of the United States a step at a time.

The descendant of a long line of lawyers, Mr. Clark is the second Texan in modern times to serve in this high position. The other was the late Thomas Wight Gregory, appointed during Woodrow Wilson's administration.

The man who will make the keynote speech at NAB's Management Conference in Chicago this week is not new to broadcasters and those in radio's allied fields. The Attorney General has had occasion to play an important role in many legal decisions which have affected the FCC, radio manufacturers, and broadcasters.

Born Sept. 23, 1899, in Dallas, Thomas Campbell Clark is the son of William H. and Jennie (Falls) Clark. His early home was a huge Victorian house surrounded by great lawns and clusters of trees. It was located on what was then Dallas' most exclusive residence street.

After he finished high school in 1917, Tom was sent to Virginia Military Institute because his father wanted him to be an officer. As it turned out, the youth joined the National Guard for the following year. During World War I he served as first sergeant with Company I of the 153d Infantry Div., remaining in the continental U. S.

And when the war ended Tom entered the U. of Texas, securing his AB in 1921 and LL.D in 1922.

While at the U. of Texas he managed the university's publications, selling advertising on the side. Mr. Clark still recalls how he worked for $35 per month, assisting the faculty in grading papers. At that time, his monthly budget never exceeded $75.

From 1922 to 1927 he was an associate in Clark and Clark, the family law firm, having entered the office with his father after being admitted to the Bar of the State of Texas and the Texas Supreme Court.

In 1927 Mr. Clark became assistant district attorney, taking charge of civil suits involving Dallas County. According to records, he never lost a case. He became a law partner of his boss, William McCraw, after the latter had served two terms as attorney general of Texas. He was admitted to practice before the U. S. (Continued on page 174)
FAMOUS BRANDS

...of products in ALL classifications owe much of their fame in South Texas to campaigns over -

WOAI
SAN ANTONIO
- Another FAMOUS WESTERN BRAND!

ROUNDUP TIME in 65 South Texas counties alone recently showed WOA leading the herd both day and night by more than 2 to 1.

© C. C. DABNEY, Fredericksburg, Texas

WOAI
San Antonio
 NBC - 50,000 WATTS • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. • NEW YORK, CHICAGO, LOS ANGELES, DETROIT, ST. LOUIS, DALLAS, SAN FRANCISCO, ATLANTA, BOSTON
SALES OF HOME APPLIANCES hit an all-time high in 1948, despite a year-end slump which continued into the opening months of 1949, leading many companies to cut prices and curtail production of refrigerators, ranges and some smaller appliances. A mid-March pick-up, which, however, did not bring sales back to the level of a year ago, was hailed by some retailers as the end of the slump, while others saw it as only a momentary response to bargain prices.

Avo's Cresley Division, which has tripled its advertising budget to $6 million for 1949, in March was contemplating no cuts in either prices or production. Admiral Corp., which had reduced refrigerator prices 15% and range prices 20-25% when its new line came out in January, stated that no additional price cuts for these products would be made.

But Westinghouse Electric Corp., on April 1 began a gradual curtailment of appliance production, while General Motors' Frigidaire Division planned to lay off some workers in the next few months, "probably not more than 1,200 out of 20,000," according to Servel Inc. February. cut its refrigerator production back 25% Bendix Home Appliances Inc., omitted the dividend on its common stock for the first quarter of 1949, as did Apex Electrical Mfg. Co. April 1, which has laid off 1,000 of its 3,000 employees, anticipates losses for the first half of 1949 just about matching the $945,170 profits made in the like period of last year. Easy Washing Machine Corp. deferred dividend action until June. And most refrigerators and ranges were priced at five to 10% below last year's level.

The sales decline of appliances in recent months has not been matched by any curtailment of radio appropriations. The network advertising of household equipment, which last year came close to doubling the 1947 volume, amounted to gross time purchases of $738,918 in January, not quite 1% ahead of the $970,920 gross for January 1948. In February, Homemakers Institute and Servel Gas Refrigerator Dealers started what's My Name as a Tuesday morning series on ABC.

Cresley Division of Avo Corp., was planning a network television program and a spot radio campaign on about 100 stations for its refrigerators this spring. General Motors is offering Frigidaire dealers their choice of five syndicated radio programs for local use on a cooperative basis with the company sharing time and talent costs equally with the dealer. General Electric Co. has increased its Sunday night period on CBS-TV from 30 minutes to a full hour, featuring Fred Waring and His Pennsylvanians. Scott Paper Co. now sponsors Diane Lucas' Cooking School, Thursday evening half-hour on CBS-TV, and Rockwell Mfg. Co. (Homecraft power tools) in March started That's O'Toole as a Sunday afternoon 15-minute program on ABC's video network.

Admiral Corp.'s Broadway Revue, a full Friday evening hour on both the NBC and DuMont television networks, continues as the major item in this company's appliance advertising, whose 1949 budget has allocated $876,000 for television alone.

General Electric appliances are advertised by both sound broadcast and television in many local campaigns, sponsored by GE Supply Co., city-wide GE dealer organization or individual distributors. Nash-Kelvinator Co. has been using video spots and programs in four cities for its refrigerator line. More than 40 appliance dealers also sponsor individual TV campaigns in their localities, the most ambitious being that of Pierce-Phepls of Philadelphia, sponsoring Homemakers' Matinees for a full hour five afternoons a week on WCAU-TV. In the same city, Trilling & Montague, Norge dealers, have sponsored basketball on WIP-TV in cooperation with the refrigerator company.


KHMO offers
Nat'l Advertisers
intense coverage of
this rich 42-county market
in Missouri-Illinois-Iowa

KHMO is the only station in Hannibal...120 miles from St. Louis..on INDEPENDENT area..sales-wise...bouncing 255,140 radio families (DMS) and Retail Sales in 43 of $617,263,000 (Sales Management). Call John Pearson Company for details.

Wayne W. Cribb, General Manager
Nat'l. Rep. - John Pearson Company
WCAU-TV offers 150,000 showrooms in Philadelphia for a gigantic demonstration of the new models. Philadelphia, the nation’s third largest city, is second in number of TV sets. Use the combination of eye and ear appeal in this very important concentration of buying power. WCAU-TV is a CBS affiliate.
Class 15: House Furnishings

FURNISHINGS are advertised primarily at the local level, with more than 130 retailers reported as sponsoring network co-op programs alone, in contrast to only four network sponsors and a small list of advertisers in this group using national and regional spot radio. Television similarly counts more than 30 local furnishings advertisers to two network clients.

**CLASS 15. HOUSEHOLD FURNISHINGS**

**NETWORK**  
1948 $1,331,640  
1947 $797,641  
1938 $1,532,000

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>156/CBS-1/2</td>
<td>600</td>
<td>$913,345</td>
<td>$585,675</td>
<td>$85,095</td>
</tr>
<tr>
<td>NBC</td>
<td>156/CBC-1/2</td>
<td>600</td>
<td>$913,345</td>
<td>$585,675</td>
<td>$85,095</td>
</tr>
</tbody>
</table>

**TV ADVERTISERS**

<table>
<thead>
<tr>
<th>Month</th>
<th>Household Equipment &amp; Supplies</th>
<th>Local Total</th>
<th>Spot</th>
<th>Net</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>6 10 15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug.</td>
<td>6 10 17</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept.</td>
<td>6 10 13</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct.</td>
<td>6 9 19</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov.</td>
<td>3 11 23</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec.</td>
<td>3 16 31</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan.</td>
<td>3 16 31</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>2 42 46</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Rorabough Report on Television Advertising

(Continued from page 102)

(Continued on page 109)

KTRH THE SOUTHWEST'S BEST BUY

Representative John Blair & Co.
## HOOPER STATION LISTENING INDEX

**City Zone**  | OCTOBER, 1948, FEBRUARY, 1949
---|---
Total Coincidental Calls—This Period | 36,446

### SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS-IN-USE</th>
<th>WKBN</th>
<th>Network Station B</th>
<th>Station C</th>
<th>Network Station D</th>
<th>Network Station E</th>
<th>Network Station F</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MON. THRU FRI.</td>
<td>21.1</td>
<td>40.3</td>
<td>35.1</td>
<td>9.6</td>
<td>7.3</td>
<td>2.8</td>
<td>1.2</td>
<td>3.7</td>
<td>6,353</td>
</tr>
<tr>
<td>8:00 A.M.—12:00 NOON</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON</td>
<td>28.4</td>
<td>41.7</td>
<td>29.0</td>
<td>(13.21)</td>
<td>9.7</td>
<td>2.3</td>
<td>1.4</td>
<td>3.9</td>
<td>9,482</td>
</tr>
<tr>
<td>MON. THRU FRI.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 NOON—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td>41.2</td>
<td>50.1</td>
<td>27.1</td>
<td>14.2</td>
<td>4.6</td>
<td>0.8</td>
<td></td>
<td>3.2</td>
<td>17,170</td>
</tr>
<tr>
<td>SUN. THRU SAT.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 P.M.—10:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUNDAY AFTERNOON</td>
<td>30.2</td>
<td>24.0</td>
<td>30.6</td>
<td>(14.71)</td>
<td>14.1</td>
<td>4.8</td>
<td>4.7</td>
<td>8.7</td>
<td>3,441</td>
</tr>
<tr>
<td>12:00 NOON—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY DAYTIME</td>
<td>NOT RATED</td>
<td>IN YOUNGSTOWN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 A.M.—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>31.0</td>
<td>43.9</td>
<td>29.3</td>
<td>(12.31)</td>
<td>11.6</td>
<td>3.6</td>
<td>1.4</td>
<td>3.8</td>
<td>36,446</td>
</tr>
</tbody>
</table>

**NOTES:**

- No interviewing was conducted during the World Series broadcasts.
- The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

*Every rated hour gives equal weight. For this reason the Total Index is not an arithmetic average of the Day-Part Indexes.*

† The above measurements are adjusted to compensate for the fact that Radio Station C signs off at 5:45 P.M. in October and at 5:00 P.M. in November.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

---

**Broadcasting**

- Telecasting

**WKBN delivers the audience!**

**The Youngstown Story...**

---

**Represented by Raymer - 5000 Watts on 570 - CBS**
started a two-month campaign on 24 West Coast stations. Pepperell Mfg. Co. had announcements on 18 New England stations for its Peerless sheets. Comfort Bedding Co. was starring Stars Are Bright on KTTV (TV) Los Angeles. Finger Furniture Co. in March made its first use of radio by starting Favorite Story on KTHT Houston. Lester Piano Mfg. Co. uses Piano Playhouse and Keys to Happiness on WFIL Philadelphia. Bonafide Mills Co. (linoleum) and Bigelow-Sanford Carpet Co. both have programs on NBC’s TV network. Bonafide sponsors Stop Me If You’ve Heard This One for a half-hour each Friday; the Bigelow Show is a Thursday half-hour. Armstrong Cork Co. continues its Saturday noon dramatic series on CBS but Alexander Smith & Sons Carpet Co., which last spring used 80 stations, last fall 24, in spot campaigns, was not using radio in the early months of 1949. Current TV spot accounts include Baldwin Piano Co., sponsoring Baldwin by Request on WLWT (TV) Cincinnati; Slumber Products Corp. (Restonic Mattresses), Restonic line on WMCT (TV) Memphis; and Eclipse Sleep Products Co., Morris Furniture Mfg.

**Class 15:** Industrial Materials

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U. S. STEEL CORPORATION</td>
<td>$1,747,826</td>
<td>$1,067,675</td>
<td>$250,465</td>
</tr>
<tr>
<td>I. E. DU PONT DE NEMOURS CO.</td>
<td>$693,276</td>
<td>$693,276</td>
<td>$250,455</td>
</tr>
</tbody>
</table>

**Class 16:** Industrial Materials

**BROADCASTING • Telecasting**

**1240 Kc 250 Watts in Youngstown, Ohio SERVING OHIO’S THIRD MARKET**

The Only Full-Time Independent Serving the more than 500,000 listeners in the metropolitan Youngstown area

ON THE AIR — 5:30 A.M. TO 1:05 A.M.

Represented Nationally by FORJOE & Company
EVERY SIXTY-SIX MINUTES (YEARLY AVERAGE) WE ISSUE A REPORT FOR A CITY, DISTRICT OR AREA IN ONE OF THE FORTY-EIGHT STATES.

EACH YEAR OVER FIVE HUNDRED COMPLETE GENERAL REPORTS ARE PUBLISHED FOR DISTRIBUTION AMONG OUR ADVERTISER AND AGENCY SUBSCRIBERS.

AND IN ADDITION, WE CONDUCT TWELVE HUNDRED OR MORE SPECIAL SURVEYS YEARLY FOR ADVERTISERS, AGENCIES, REGIONAL NETWORKS AND RADIO STATIONS.
Mirroring the sales level of life insurance policies, which in 1948 was within 1% of the 1947 total, gross network advertising expenditures of insurance companies in 1948 were almost on a par with those of the preceding year. And in January 1949, when life insurance purchases were 2% below those of January 1948, gross network billings for this group also dipped slightly, totalling $341,859, this January against $344,977 the first month of last year, according to Publishers Information Bureau.

Mutual Benefit Health & Accident Assn. of Omaha in January replaced Gabriel Heatter's Behind the Front Page program on MBS with Mayor of the Town, a weekly dramatic series, on the same network. Otherwise, the network lineup for this group entered 1949 as shown in the table. Metropolitan Life augments its Coast network program with five, ten and fifteen-minute programs and announcements aired three to six times a week on some 30 stations. Prudential, in addition to its Family Hour on CBS, sponsors a weekly quarter-hour on WNJR Newark. The volume of radio billings in this field at the local level is indicated by the fact that more than 30 insurance brokers are included among the sponsors of network co-op shows.

Only two insurance organizations were reported as using TV advertising in the Rorabaugh February compilation of video advertisers: Associated Hospital Service (hospitalization insurance), sponsoring two five-minute news programs a week on WGN-TV Chicago, and Federal Old Line Insurance Co. using announcements on KRSC-TV Seattle.

The outlook for the life insurance field in the months ahead is good, according to Holgar J. Johnson, president, Institute of Life Insurance, who told Broadcasting:

"Life insurance in the U.S. reached a new peak of ownership in 1948, with an increase of three million in the number of people having policies. A total of 78 million Americans now own $201 billion of life insurance distributed by 584 competing companies. The year's purchases of new insurance were slightly less than in the previous year, but were only one-half of 1% under the record established in that year. It was the third successive pace-setting year of life insurance purchases; in these three years policies bought have nearly equaled those of the previous six years."

"In spite of this sharp rise in life insurance ownership since the end of the war, the coming year will undoubtedly see a very high level of buying sustained, with a new peak in total ownership achieved. This year this ownership of life insurance protection for American families went over the $20 billion mark for the first time."

"The American people have demonstrated their desire to save and to enhance their security through life insurance. While today's $6,000 average life insurance per insured family is well above past years, it is still far short of adequate for the kind of family security our people have established as their goal."

---

**WAMS**

**WILMINGTON, DELAWARE**

1000 WATTS-1380 KC—DAY AND NIGHT

**Delivering the "All-Year Round Audience"**

**Market Data**

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>RADIO HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 MV/M - 1,214,048</td>
<td>301,162</td>
</tr>
<tr>
<td>2.0 MV/M - 908,762</td>
<td>225,136</td>
</tr>
<tr>
<td>*4.75 MV/M - 926,338</td>
<td>135,635</td>
</tr>
</tbody>
</table>

*(F.C.C. night-time protected interference free area)*

WILMINGTON IS THE 35TH LARGEST WHOLESALE MARKET IN THE U.S.

WILMINGTON RANKS 40th in U.S. cities in net effective buying income, per family.

WILMINGTON RANKS 72nd in U.S. cities in food store sales.

THE WILMINGTON METROPOLITAN AREA RANKS 4th in the U.S. in per capita income.

THE WILMINGTON METROPOLITAN AREA RANKS 53rd in retail market sales.

THE STATE OF DELAWARE RANKS 22nd ON THE LIST OF RETAIL SALES PER FAMILY, surpassing Pennsylvania, New York, Maryland and Massachusetts.

THE STATE OF DELAWARE RANKS 18th in net cash income per farm.

THE STATE OF DELAWARE RANKS 11th in density of population, showing the 4th greatest population gain on the Atlantic seaboard since the 1940 census.

MUTUAL FOR DELAWARE. WOOD & CO. Nat. Reps.

---

**CLASS 17: INSURANCE**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>SPOT 1948</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEADING NETWORK ADVERTISERS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertiser, program, and agency</td>
<td>Product</td>
<td>Network</td>
<td>No. of Stations</td>
</tr>
<tr>
<td>PRUDENTIAL INSURANCE CO.</td>
<td>&quot;American Family Hour&quot;</td>
<td>Insurance</td>
<td>CBS-131-VHF</td>
</tr>
<tr>
<td>&quot;Jack Ranne Show&quot;</td>
<td>Bennett &amp; Bowles</td>
<td></td>
<td>NBC-136-VHF</td>
</tr>
<tr>
<td>EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.</td>
<td>&quot;This Is Your FBI&quot;</td>
<td>Insurance</td>
<td>ABC-357-VHF</td>
</tr>
<tr>
<td>MUNICIPAL BENCHEAL &amp; ACCIDENT ASSN. OF OHIO</td>
<td>&quot;Gabriel Heatter&quot;</td>
<td>Insurance</td>
<td>MBS-455-VHF</td>
</tr>
<tr>
<td>METROPOLITAN LIFE INSURANCE CO.</td>
<td>&quot;Eric Savenord,&quot; &quot;Dave Valle&quot;</td>
<td>Institutional</td>
<td>CBS-23-15W (West Coast)</td>
</tr>
<tr>
<td>&quot;Point Sublime&quot;</td>
<td>Tarkoff &amp; Ryan</td>
<td></td>
<td>ABC-37-VHF (Jan.-March)</td>
</tr>
<tr>
<td>CALIFORNIA MEDICAL ASSN.</td>
<td>&quot;California Corban&quot;</td>
<td>Hospitalization</td>
<td>Broadcasting</td>
</tr>
</tbody>
</table>
"Manufacturing" chicks is a BIG business in the BIG KFAB area. Millions of chicks are sold every year over the BIG station KFAB. Among the hatcheries who profit by KFAB's BIG coverage in the BIG Middlewest are Gage County Hatchery, Hill Hatchery, Lincoln Hatchery, and others.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. General Manager, HARRY BURKE
KGW's magnificent new studio facilities now matched by all new transmitter equipment

LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest.

THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years. Arthur H. Bean, left, came with the station August 1, 1931; Clyde Bruyn, September 3, 1933; and Clarence M. Conquist December 26, 1925.

EASY DOES IT! This shot shows one of the units of the new KGW transmitter being derricked through a second story window of the transmitter house. The new installation will give KGW the most efficient transmitting equipment yet developed by the radio industry.
OREGON'S GOVERNOR DOUGLAS MCKAY (at right) receives final instructions from KGW Manager H. O. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a $1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.

THESE "Healthy" Kilowatts WILL CARRY YOUR ADVERTISING MESSAGE TO HOMES THROUGHOUT THE NORTHWEST

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

step ahead for

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
BULOVA WATCH Co., pioneer sponsor of time signals, has not only stepped up its sound broadcasting budget to a new high of approximately $3 million for 1949, but has appropriated a total of $500,000 for visual time broadcasts by television. Some 200 radio stations are now giving the correct Bulova time 365 days a year. In February, 32 TV stations in 24 markets were showing the time and the Bulova name to their viewing audiences, with more to be added as more TV stations go on the air.

Benuus Watch Co. has increased its radio and television schedule, adding $500,000 to bring this year's budget for aural and visual broadcasting to a $1,600,000 total. Early this year, Benrus was sponsoring time signals on 103 radio and 39 video stations, with expansion planned. Elgin National Watch Co., General Time Instrument Corp. (Westclox Watches) and Gruen Watch Co. were also experimenting with TV spots on a limited scale.

Longines-Wittnauer Watch Co., whose half-hour musical Symphonette transcriptions have been broadcast one or more times a week on more than 100 stations, started a CBS series, Festival of Song, for Longines Watches in September, and added a second program on the same network for Wittnauer Watches at the end of the year.

Revere Camera Co., which last summer expanded its network time with Revere All Star Review from 15 to 20 minutes weekly, experimented with television last December by sponsoring a two-hour program on WBBK Chicago and in planning regular use of this medium on an expanding scale during 1949. Bell & Howell (Filmo home movie equipment) in March started a spot campaign in major markets.

New Haven Clock & Watch Co. last fall began Memo for Tomorrow, three-week weekly newspaper advertisement, on Rural Radio Network, New York State F.M. group.

Abelson's, jewelry chain in New York and New Jersey, has been sponsoring 24 programs and more than 100 announcements a week on five stations in the group's market area. Kay Jewelry Co., West Coast organization, uses a daily hour on KOFK San Francisco and two spots a day on KFSD San Diego. Bin-

yon Optical Co. sponsors Favorite Story on KIRO Seattle. About 50 local jewelers sponsor network cop programs.

Croton Watch Co. in March began co-sponsoring (with Odell Co.) WABD (TV) New York's weekly fight telecasts from Westchester County Center, Ross Jewelry Co. sponsors wrestling telecasts on WTTG (TV) Washington. During December, Swank Inc., promoted the pre-Christmas sale of its cuff links and other men's jewelry with one-minute films on nine TV stations in the East.

Retail jewelry sales mounted from $360 million in 1939 to $1,275 million in 1945 and $1,540 million in 1946, when many other industries were not competing for consumer dollars; dropped to $1,447 million with returned competition in 1947 and to an estimated $1,379 million in 1948, according to A. E. Haase, executive director, Jewelry Industry Council.

In the peak war years, industry leaders "began to study ways and means of making the entire jewelry industry more promotion minded than it had been in time past, as insurance against rapid sales declines in postwar years," Mr. Haase reports. They realized that following the traditional jewelry method of determining advertising expenditures on a fixed percentage of sales, meant a shrinking amount of promotion in times of sales recession and that this would automatically occur unless "some organization became the evangelist of promotion—by work as well as words—for the entire industry. This planning and thinking resulted late in 1946 in the creation of the Jewelry Industry Council."

Mr. Haase notes that advertising of watches, silverware and diamonds alone in 1948 amounted to $18.2 million, compared with expenditures of $2,291,282 in newspapers, magazines and network radio in 1939. Because of this increased promotion and because most jewelry items today compare favorably with the price of similar products in 1939, the jewelry industry thus far has done an excellent "hold-the-line" job and has not slipped rapidly back toward its pre-war sales volume, Mr. Haase states.
WBMS salutes WQXR a great station

for pioneering with complete devotion to the best in music . . .

for building an audience of over ½ million New York families . . .

for setting the pattern that now succeeds so notably in Boston . . . Bravo, and Encore!

nothing succeeds in building audience-loyalty like music at its best!

We followed the WQXR pattern from the start.

And now — thanks to a consistent policy of good music — WBMS proudly controls the most loyal listening audience in Boston!

WBMS

1000 WATTS — 1090 ON YOUR DIAL BOSTON, MASS.

Owned and operated by the FRIENDLY GROUP

WBMS BOSTON MASS. • WPIT PITTSBURG PA. • WSTV STEUBENVILLE OHIO • WFPG ATLANTIC CITY N. J. • WKNY KINGSTON N. Y.
It takes a lot
to cost so little!

A spot announcement on 50,000-watt WBBM delivers many more listeners than an announcement on any other major station in Chicago. And at far less cost!

**A LOT:** WBBM commands an average daytime Pulse rating of 6.7 ... a 52% higher average rating than any competitor.*

**FOR LESS:** Because it reaches so many more of your customers, the average WBBM daytime announcement delivers a bigger share of Chicago’s radio homes at 37% less cost per thousand than such a spot on any other major Chicago station.

If you’re looking for a much better Chicago buy, use WBBM—Chicago’s most sponsored station for 23 consecutive years.

*Pulse of Chicago, Jan.-Feb. 1949, 6:00 a.m.-6:00 p.m., Monday thru Friday.

**WBBM** Columbia Owned—50,000 watts
Chicago’s Showmanship Station
ADVERTISING of office equipment, stationery and writing supplies on the nationwide networks shrank from $4,230,989 in 1947 to $2,817,172 in 1948 and continued downward in January of this year, when the network gross time sales in this class amounted to only $162,973 in contrast to the gross of $275,838 for the same month a year ago, according to PIB records.

Spot billings for this type of product are estimated at less than $1 million. These may pick up this year, with Jos. Dixon Crucible Co. using 15 stations for Ticonderoga Pencil spots this year as against only eight stations a year ago, and with Parker Pen Co. and Ritepoint Co. planning spot campaigns this spring.

Locally there seems to be little advertising for stationery, office supplies, greeting cards and the like, with only three stationers or office supply firms included in the more than 1000 local sponsors of network co-op shows. The television picture is no better, three companies using local TV announcements, according to the latest list.

Speaking at the winter convention of the Wholesale Stationers' Assn., Henry E. Abt, president, Brand Names Foundation, urged this group to increase its advertising and pointed out that almost no attempt had been made to develop the potentially vast home market.

**CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES**

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1948</th>
<th>$2,317,072</th>
<th>SPOT 1948</th>
<th>$992,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>4,230,989</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Network (Gross)</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVERSHARP INC.*</td>
<td>NBC-144-5</td>
<td>$849,424</td>
<td>$1,194,729</td>
<td></td>
</tr>
<tr>
<td>&quot;Take It or Leave It&quot; Book Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HALL BROS.</td>
<td>CBS-517-1/2</td>
<td>$843,801</td>
<td>$832,215</td>
<td></td>
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<tr>
<td>&quot;Readers Digest-Radio Edition&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(Jan.-Mar.) &quot;Hallmark Playhouse&quot;</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Foote, Cone &amp; Belding</td>
<td></td>
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<tr>
<td>SHAEFFER PEN CO.</td>
<td>ABC-302-1/2</td>
<td>$146,656</td>
<td>$586,713</td>
<td></td>
</tr>
<tr>
<td>&quot;The Sheaffer Pen&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russell M. Seeds Co.</td>
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<td></td>
</tr>
<tr>
<td>&quot;Adventure Club&quot;</td>
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<tr>
<td>Russell M. Seeds Co.</td>
<td></td>
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<tr>
<td>WATERMAN, L. E. CO.</td>
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<tr>
<td>&quot;Gangbusters&quot;</td>
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<tr>
<td>Charles Della Roch Co.</td>
<td></td>
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<tr>
<td>CLARY MULTIPLIER CORP.</td>
<td>ABC-141-4</td>
<td>$11,596</td>
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<tr>
<td>&quot;Newweek Looks Ahead&quot;</td>
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<tr>
<td>Briscoe, Von Noorden &amp; Staff</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Business Machines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pens</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVANS PEN CORP.</td>
<td>CBS-27-1/4</td>
<td>$8,989</td>
<td></td>
<td></td>
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<tr>
<td>&quot;Meet the Misses&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Copko &amp; Kennedy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

*Additional expenditures in other product groups
†"Stationery & Publishers" in 1938 totaled $470,671

**BROADCASTING estimate**

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**CLASS 20. PUBLISHING & MEDIA**

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1948</th>
<th>$1,450,097</th>
<th>SPOT 1948</th>
<th>$595,000</th>
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<tbody>
<tr>
<td>1947</td>
<td>2,161,313</td>
<td></td>
<td></td>
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<tr>
<td>1938</td>
<td></td>
<td></td>
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</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Network (Gross)</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURTIS PUBLISHING CO. &amp; CURTIS CIRCULATION CO.</td>
<td>ABC-170-1/4</td>
<td>$718,374</td>
<td>$922,706</td>
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<tr>
<td>&quot;The Listening Post&quot; Magazines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B&amp;O</td>
<td></td>
<td>$666,687</td>
<td>$8,989</td>
<td></td>
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<tr>
<td>&quot;Election Returns&quot;</td>
<td></td>
<td>$1,717</td>
<td></td>
<td></td>
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<tr>
<td>B&amp;O</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>CHRISTIAN SCIENCE PUBLISHING CO.</td>
<td>ABC-73-4</td>
<td>$309,938</td>
<td>$315,874</td>
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<tr>
<td>&quot;The Christian Science Monitor&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H. R. Humphreys Co.</td>
<td></td>
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<tr>
<td>AMERICA'S FUTURE INC.</td>
<td>ABC-259-1/4</td>
<td>$294,913</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Sun Pattingill&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Andrew Gahagan Co.</td>
<td></td>
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<td></td>
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<tr>
<td>REICHOLD CHEMICALS INC.</td>
<td>ABC-116-1</td>
<td>$73,050</td>
<td></td>
<td></td>
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<tr>
<td>&quot;Sunday Evening Hour&quot; Musical Digest Magazine, Vox or Records</td>
<td>(Jan.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kopy &amp; Edsward</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>DOUGLAS &amp; CO.</td>
<td>MBS-56-1/4</td>
<td>$36,022</td>
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</tr>
<tr>
<td>Books</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huber Hage &amp; Sons</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>WILLIAM H. WISE CO.</td>
<td>MBS-56-1/4</td>
<td>$71,800</td>
<td></td>
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<tr>
<td>&quot;Sydney Walton&quot;</td>
<td>ABC-37-1/4</td>
<td>$7,804</td>
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<tr>
<td>&quot;How to Get More Out of Life&quot;</td>
<td>(Jan.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huber Hage &amp; Sons</td>
<td>ABC-38-1/4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS-55-1/4</td>
<td>(Nov.-Dec.)</td>
<td>10,116</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

*Additional expenditures in other product groups
†"Stationery & Publishers" in 1938 totaled $470,671

**BROADCASTING estimate**

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Class 20: Publishing & Media

NEVER one of radio's major sources of revenue, the publishing business showed few signs of becoming one this year. Network billings for this group in January grossed only $78,790, compared with $193,653 for January 1948, according to Publishers Information Bureau, which also recorded a 30% drop in publishers' use of network time for the year 1948 as compared with 1947.

In the book publishing field, William H. Wise & Co. started Get More Out of Life as three quarter-hours a week on ABC in January, its CBS program having ended in December. Doubleday & Co. began the year as the most active book publisher in spot radio, using programs of five to 15 minutes on 81 stations for "High School Self Taught," programs on 15 stations for "Business Encyclopedia," programs and spots on 17 stations for "Modern Home Medical Advisor," programs on six stations for "Opera Book," programs also on six stations for "Family Reading Club" and programs on two stations each for "Book League of America," "Etiquette Book" and "Live a New Life."

Among magazine spot users, (Continued on page 116)
Sells for you
...with Music!

WFBL's Musical Clock
MON. thru SAT.
7:30 to 9:30 a.m.

The Musical Clock this month celebrates its 10th anniversary on the air. 3120 consecutive broadcasts prove that the Musical Clock is doing a sounding selling job for participating sponsors.

One sponsor has been selling with The Clock for over seven years. Another sponsor has used over 2200 consecutive broadcasts to sell his merchandise.

The Musical Clock Can Sell for You!

From hams to greeting cards to house-trailers, the Musical Clock has shown outstanding sales results for every kind of merchandise.

Ask FREE & PETERS for the WFBL Musical Clock Booklet and Availability

WFBL Basic CBS
In Syracuse... The No. 1 Station with the Top Share of Audience Morning, Afternoon or Evening

Class 20

(Continued on page 115)

Crowell-Collier Publishing Co. last fall began an announcement campaign for Collier's on some 140 stations, to which have been added two 15-minute weekly programs on Mutual's Meet the Press series. Ten newspapers are using video announcements and programs in their communities, as are four video fan magazines: Television Forecast, Television Guide, Tele-View and Tele-Week. Curtis Publishing Co. last June used an intensive two-day TV spot campaign in 10 cities to advertise an article on the then pending March 31, 1949, anniversary of Fatima last December. Few other book publishers have tried this new medium, despite the urging of J. Raymond Tiffany, general manager, Book Mfrs. Institute. Noting that television families read less after the set is installed, Mr. Tiffany proposed that publishers use television to sell their books, rather than let it become a "devastating competitor."

Chief worry of magazine publishers at the moment is the possibility that Congress may increase second class postal rates as a means of balancing the Post Office budget, a move that would increase mailing costs of the Saturday Evening Post, for example, about $4 a year per subscriber, under the terms of the telecast change. Opponents of the move have pointed out the difficulty of passing along such an increase to subscribers. Until this question is settled it seems likely that any use of radio by magazines will be to promote news stand sales, not subscriptions.

Radio stations rarely advertise by radio, except through promotion of their own programs on their own stations. The exception that proves the rule is WIRL Peoria, III., which has bought the sign-off spot on WSVI Peoria, Ill., all daytime station, to advertise WIRL's evening program schedule.

Class 21:

"USE TELEVISION to Sell Television" is obviously the working slogan of video set manufacturers and retailers. This group, at both the national and the local level, makes this year on CBS'TV use of TV advertising of all types of advertisers, with seven TV network programs plus dozens of spot and local campaigns currently on the air.

Admiral Corp. now sponsoring the Broadway Revue for a full hour each Friday evening on the combined NBC and DuMont television networks, has allocated to television $750,000 of its $8 million 1949 advertising budget. Crosley Division of Aveo sponsors Who Said That?, 30-minute Saturday night show on NBC-TV, and Roll Call of Sports, 10-minute series, on WDSU-TV New Orleans.

Allen B. DuMont Labs. promotes the sale of its TV receiver line with two half-hour programs on the DuMont Network: School House on Tuesday and Window on the World on Thursday. DuMont also sponsors Window on the World in KFRC (TV) San Francisco and four hours of news a week on

WFIL-TV Philadelphia, plus announcements in seven markets.

Emerson Radio & Phonograph Co. relinquished its sponsorship of Toast of the Town, Sunday evening hour in March, but plans to resume video advertising soon. Motorola Inc. last month stepped up its time on NBC-TV from 15 to 30 minutes a week, replacing The Nature of Things with Ripley's Believe It or Not each Thursday. Motorola in February sponsored horse race telecasts on WDSU-TV New Orleans and will continue to telecast special events in addition to its TV network activities.

Philo Corp. backs up its NBC-TV series, Television Playhouse, 60 minutes each Sunday, with two AM network programs—Burl Ives on MBS and Bing Crosby on ABC—that also advertise Philo's TV and sound broadcast receivers and phonographs. RCA sponsors the five-a-half-hour Kukla, Fran & Ollie early evening program on the NBC-TV network with stations not yet connected by cable or relay getting time comprised record.
Now Building...

BIGGER 10,000 Watts, ample power to reach and sell one of the nation's richest and best marketing areas.

BETTER 680 Kilocycles, a "preferred address" on the radio dial.

WCBM MUTUAL BROADCASTING SYSTEM

John Elmer
President and Commercial Manager

George H. Roeder
General Manager

Baltimore 13, Md.

WEED & COMPANY
Exclusive National Representatives

New York • Chicago • Boston • Detroit • Atlanta • Hollywood • San Francisco
CLASS 21. RADIOS, PHONOGRAHS, MUSICAL INSTRUMENTS & ACCESSORIES

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1948</th>
<th>$1,560,098</th>
<th>1947</th>
<th>$1,421,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>$1,193,580</td>
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</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHILCO CORP.*</td>
<td>Philco Radios</td>
<td>MBS-300-1/4</td>
<td>106,747</td>
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</tr>
<tr>
<td><em>Burl Ives</em></td>
<td>Hufnagel Adv.</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td><em>Bing Crosby</em></td>
<td>Refrigerators</td>
<td>ABC-241-1/2</td>
<td>601,866</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>MANNING ADVISORS</td>
<td>Institutional</td>
<td>NBC-162-1/2</td>
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<td></td>
<td></td>
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<tr>
<td>RADIO CORPORATION OF AMERICA</td>
<td>Tele-Vision</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><em>The RCA-Victor Show</em></td>
<td>Collared Radios &amp; Phonos</td>
<td>ABC-160-1/2</td>
<td>179,570</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><em>Metropolitan Opera Auditions of the Air</em></td>
<td>Farnsworth Radios, Phonographs, TV Sets, Receiver, Telephone, Pharmacy, Equipment</td>
<td>ABC-22-1/2 (10 mos.)</td>
<td>33,792</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>PILOT RADIO CORP.</td>
<td>FM Speaker &amp; Phonos</td>
<td>MBS-22-1/2</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

*Additional expenditures in other product groups

**BROADCASTING estimate

Radio Repreperatives, inc.

NEW YORK ................. Peggy Stone
480 Lexington Ave.

CHICAGO .................... John North
737 N. Michigan Ave.

LOS ANGELES ............... Harlow Oakes
672 S. Lafayette Park Place

SAN FRANCISCO ............. Lowell Oakes
1085 Monadnock Building

In Attendance at NAB Convention

Peggy Stone
John North

STEVENS HOTEL — CHICAGO

Page 118 • April 11, 1949
In the fourth annual "Best Teachers Contest," Quiz Kids piled up another mountain of mail. Our thanks to the N.B.C. affiliates for helping make this another great Quiz Kids' milestone in their nine-year record for the Miles Laboratories through Wade Advertising Agency.
two types of radios—the auto and the portable—continued to expand the radio audience.

Approximately 8,400,000 auto radios and 2,600,000 portables were produced last year. Since the war, 7,750,000 auto sets and 6,000,000 portables have added to the listening hours of 17,750,000 families.

"FM-AM and FM radio sets also are on the increase. Last year the output of 1,500,000 such receivers represented an increase of 35% over production in 1947, the all-time high peak in radio set manufacturing.

"While television will attract a greater share of manufacturing facilities this year than in 1948 and probably will account for more than half of the industry's income, radio will maintain its dominance in unit production. Even with a return to a prewar level of between 10 and 20 million sets, radio production in units will be about four times that of television."

The battle over the standards for phonograph records between Columbia Recording Corp., which last year introduced its long-playing records, operating at 33 1/2 rpm in place of the conventional 78 rpm, and RCA, which is just putting its new 45 rpm records on the market, will be accompanied by heavy advertising on both sides. Extensive use of radio is contemplated.
"The Long Island Story"

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

<table>
<thead>
<tr>
<th></th>
<th>8:00 to 10:00 AM</th>
<th>10:00 to 12 Noon</th>
<th>12:00 to 2:00 PM</th>
<th>2:00 to 4:00 PM</th>
<th>4:00 to 4:30 PM</th>
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<tbody>
<tr>
<td>WHLI</td>
<td>25.4</td>
<td>22.9</td>
<td>23.2</td>
<td>24.8</td>
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<tr>
<td>NETWORK A</td>
<td>23.7</td>
<td>28.9</td>
<td>29.5</td>
<td>22.0</td>
<td>21.7</td>
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<td>NETWORK B</td>
<td>16.2</td>
<td>18.1</td>
<td>18.5</td>
<td>21.0</td>
<td>18.3</td>
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<td>NETWORK C</td>
<td>12.3</td>
<td>10.4</td>
<td>7.5</td>
<td>9.3</td>
<td>8.3</td>
</tr>
<tr>
<td>NETWORK D</td>
<td>9.7</td>
<td>9.6</td>
<td>9.9</td>
<td>12.6</td>
<td>16.7</td>
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<tr>
<td>ALL OTHERS</td>
<td>12.7</td>
<td>10.1</td>
<td>11.4</td>
<td>10.3</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Source: Conlon Survey  Periods: Sunday through Saturday—January 23-29, 1949 8:00 AM to 4:30 PM—Hempstead, New York

"THE VOICE OF LONG ISLAND"

FM 98.3 MC  AM 1100 kc.

HEMPSTEAD, LONG ISLAND, NEW YORK

Joseph A. Lenn  Elias I. Godofsky  Paul Godofsky
Vice-President, Sales  President  Executive Vice President
Class 22
(Continued from page 120)
dealers, 55 food stores, 54 clothing stores, 45 department stores, 42
dealers in household appliances, 41
public service companies and other
"consumer service" organizations,
36 furniture stores, 23 insurance
companies and banks, 18 jewellery
and optical goods stores, 15 newspa-
ders and magazines, a dozen lo-
cal soft drink and candy companies,
with no other class including 10
local TV advertisers.

Class 23: Smoking Materials

CIGARETTE SALES hit an all-
time high last year and promise to
do even better in 1949. Cigar sales
are also up over recent years, al-
though far from their all-time rec-
ord set in 1939. That's good news
for broadcasters because the to-
bacco companies are among their
best customers for radio time.

Last year gross network time charges for tobacco and allied pro-
ducts exceeded $200 million, a 12 3/4% gain over 1947. In January of
this year the network gross for this group was $2,085,661, an 15.9%
from the gross of $1,978,380 for the same month the year before.

Spot radio time purchases for
smokers' supplies are estimated at
$3,396,000 during 1948, about one-
sixth of the network volume.

This spot-to-network ratio may
improve this year. American
Cigarette & Cigar Co. is spending
about $250,000 this spring for its
first spot campaign in eight years
for Pall Malls. Brown & William-
son Tobacco Co. (Raleigh, Kool,
Life) has announced a 20% in-
crease in its spot budget for 1949.
R. J. Reynolds Tobacco Co. will
use spot radio to introduce its new
king-size cigarette, Cavaliere, as
Liggett & Myers Tobacco Co. has
done to re-introduce its old-time
favorite brand, Fatima.

P. Lorillard Co. maintains a
year-round campaign for Old Golds
on the Yankee and Don Lee re-
geval networks plus individual
stations. Benson & Hedges con-
sistently uses a weekly half-hour
on WBEC New York for Parlia-
ment cigarettes and Consolidated
Cigar Corp. regularly advertises
Dutch Master cigars on three 15-
minute programs a week on WOR
New York.

The Cigarette Institute of America
has prepared a comprehensive
campaign of advertising and pro-
motion calling for use of radio and
other media to remove cigars from
their "poor relation" position in
the tobacco family. Howard S.
Cullman, CIA president, announced
last month that he accused the cigar
makers of sleeping while the haber-
dashers cashed in on Father's Day
and pointed out that poor pro-
motion of this year may add an
extra 5% to the year's cigar sales.

Liggett & Myers is again using
baseball broadcasts, both sur-
real and visual, to promote Chest-
fielders, with sponsorship of the
Washington Senators on WWDC
Washington, WPLK Alexandria,
Va., and WTTG (TV) Washington,
and of the New York Giants on
WMCA New York and WPIX (TV)
New York. P. Lorillard for Old
Golds has signed up video cover-
age of the Chicago Cubs and
White Sox on WGN-TV Chicago.
R. J. Reynolds has added weekly
boxing bouts on the DuMont TV
Network to its Camel Sports Car-
avan of sports telecasts which has
included basketball, track and box-
ning on CBS-TV. American Tobacco
Co. last season spent between $300,
000 and $400,000 for telecasts of
eastern and midwestern college
football games on regional TV
networks for lucky Strike fans for
the second consecutive year of a series which will probably be continued
this fall. Brown & Williamson
(Kools) sponsored basketball tele-
casts on WJZ-TV New York dur-
ing the season just ended.

Lucky Strike are also video-adver-
tised on the Friday night half-
hour Your Show Time dramas on
NBC-TV. Larus & Brother Co.
(Edgeworth Tobacco) sponsors the
weekly five-minute Cigarette
Quiz on CBS-TV. Godfrey and His
Friends, Wednesday evening hour

TV ADVERTISERS
Class 23. Smoking Materials
Month Nat Spot Local Total
July---------- 6
Aug.---------- 6
Sept.--------- 6
Oct.---------- 6
Nov.--------- 6
Dec.---------- 6
Jan.---------- 6
Feb.---------- 6

Source: Rorbaugh Report on Television Advertising

Mr. Time Buyer-
Only ONE Station
in every market
DRAWS THE AUDIENCE
in TOPEKA
it's WREN

CONLON 1949
4 HOURS 6 HOURS 4 HOURS
NOV. 14 THRU NOV. 20, 1949 8 A.M. TO 12 NOON 12 NOON TO 6 P.M. 6 P.M. TO 10 P.M.

WREN 34.6 29.5 22.4
STATION A 30.5 27.0 32.3
STATION B 19.8 21.5 15.2
STATION C 12.3 16.2 21.5

MORE PEOPLE LISTEN MORE HOURS TO WREN
THAN TO ANY OTHER STATION IN TOPEKA

HAVE YOU SEEN WREN'S NEW AND DIFFERENT MARKET PIECE?

Page 122 * April 11, 1949
MOVE OVER,
I've had listeners in there for YEARS!

Could be, but the war's over, bub. Listeners don't "fish" for out of towners now a days. They listen to their home stations.

Timebuyers, like Frigidaire, who are abreast of the times, are realizing this change in the trend of the post war listening habits—and Frigidaire is doing something about it.

KVOB
CENTRAL LOUISIANA'S FASTEST GROWING STATION
Mutual Broadcasting System
NEXT MONTH 1000 w—970 kc
All programs duplicated over KVOB-FM at no extra cost
National Representative—Continental Radio Sales
**Class 23**

**Continued from page 122**

income of $80,000 for the year; F. Lazard Co. (Old Golds) had the 30-minute weekly Old Gold Show on CBS until July ($465,920), in May started a quarter-hour of ABC's Stop the Music ($836,906) to which it is adding another quarter-hour this month (April 1949) by taking over the period used in Smith Brothers' winter campaign for cough drops, in September began Original Amateur Hour for a weekly hour on ABC ($685,906); Mail Pouch Tobacco Co., Fishing & Hunting Club of the Air, 80 minutes a week on MBS ($187,047); U. S. Tobacco Co., Take a Number, weekly half-hour on MBS starting in June ($245,006); Ronson Art Metal Works (lighters), 80 Questions, half-hour a week on MBS ($951,275).

So far this year, American Tobacco Co. (Lucky Strikes) has moved Jack Benny from NBC to CBS in the 7-7:30 p.m. Sunday spot, has cancelled its half-hour, five-day-a-week show, Your Lucky Strike, after 16 weeks on CBS. Phillip Morris in January moved Horace, Holdout into the NBC period vacated by Benny and in April moved him back to his former 10:30-11 p.m. Sunday period, cancelled Kate Smith Sings as of mid-April with a replacement sought but not announced as this was written.

R. J. Reynolds Tobacco Co. kicked off the New Year for Camel by sponsoring Mutual's broadcast of the Cotton Bowl Game on Jan. 1. Later that month Ronson Art Metal started its second MBS series, Johnny Desmond's five-minute Sunday spot, and Liggett & Myers lauched Tales of Fatima for that brand of cigarette as a half-hour Saturday series on CBS.

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**Class 24: Soaps**

**CLASS 23. SMOKING MATERIALS NETWORK**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$20,323,300</td>
<td>$18,243,906</td>
<td>8,780,469</td>
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**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Network No. of Stations</th>
<th>Product</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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</thead>
<tbody>
<tr>
<td><strong>LUGGETT &amp; MYERS</strong></td>
<td></td>
<td>Cigarettes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The Chesterfield Supper Club&quot;</td>
<td>NBC-164-114</td>
<td>Chesterfield</td>
<td>2,835,956</td>
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<tr>
<td><strong>R. J. REYNOLDS TOBACCO CO.</strong></td>
<td></td>
<td>Cigarettes</td>
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</tr>
<tr>
<td>&quot;The Bob Hawk Show&quot;</td>
<td>NBC-141-16</td>
<td>Camel</td>
<td>849,828</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The Jiminy Durans Show&quot;</td>
<td>NBC-141-15</td>
<td>William Esty Co.</td>
<td>229,446</td>
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<tr>
<td>&quot;The Vaughn Monroe Show&quot;</td>
<td>NBC-164-15</td>
<td>William Esty Co.</td>
<td>646,832</td>
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<tr>
<td>&quot;Screen Guild Players&quot;</td>
<td>CBS-165-10</td>
<td>Benyon &amp; Monave Show (Sept 5-Oct. 4); &quot;Harry Hopley&quot; Show (Oct. 4); William Esty Co.</td>
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<tr>
<td>&quot;Four Bobs Game&quot; (Jan. 1)</td>
<td>MBS-227-16</td>
<td>Camel &amp; Prince Albert Tobacco</td>
<td>29,586</td>
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<tr>
<td>&quot;Paul Whiteman Record Club&quot;</td>
<td>ABC-245-116</td>
<td>William Esty Co.</td>
<td>673,318</td>
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<tr>
<td>&quot;Grand Ole Opry&quot;</td>
<td>ABC-138-15</td>
<td>William Esty Co.</td>
<td>814,492</td>
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<tr>
<td><strong>PHILIP MORRIS CO.</strong></td>
<td></td>
<td>Cigarettes</td>
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<tr>
<td>&quot;Horace Holdout&quot;</td>
<td>NBC-143-1/2</td>
<td>Blow Co.</td>
<td>847,746</td>
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<tr>
<td>&quot;The Milton Berle Show&quot;</td>
<td>NBC-144-1/2</td>
<td>&quot;Call for Music&quot; (Apr. 20)</td>
<td>782,915</td>
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<tr>
<td>&quot;Mal TERMS!&quot; (July 4)</td>
<td>NBC-143-1/2</td>
<td>&quot;Mal TERMS!&quot; (July 4)</td>
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<tr>
<td>&quot;This Is Your Life&quot; (Nov. 9)</td>
<td>CBS-149-1/2</td>
<td>&quot;This Is Your Life&quot; (Nov. 9)</td>
<td>811,833</td>
<td></td>
<td></td>
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<tr>
<td>&quot;Parlisons Playhouse&quot; (Oct. 29)</td>
<td>CBS-149-1/2</td>
<td>&quot;Parlisons Playhouse&quot; (Oct. 29)</td>
<td></td>
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<tr>
<td>&quot;Hearts Desire&quot;; &quot;Kate Smith&quot; (Sept 20)</td>
<td>MBS-217-1/4</td>
<td>Cecil &amp; Preble</td>
<td>695,463</td>
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<tr>
<td>&quot;Queen for a Day&quot;</td>
<td>MBS-228-1/4</td>
<td>Cecil &amp; Preble</td>
<td>704,405</td>
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<tr>
<td><strong>AMERICAN TOBACCO CO.</strong></td>
<td></td>
<td>Cigarettes</td>
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<tr>
<td>&quot;Jack Benny&quot;; &quot;Let's Talk Hollywood&quot; (July 6-Sept. 30)</td>
<td>NBC-143-1/2</td>
<td>Lucky Strike</td>
<td>823,144</td>
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<tr>
<td>&quot;Your Hit Parade&quot;</td>
<td>NBC-142-15</td>
<td>Foote, Cone &amp; Belding; BBDO</td>
<td>808,584</td>
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<tr>
<td>&quot;Your Lucky Strike&quot;</td>
<td>CBS-147-15</td>
<td>Foote, Cone &amp; Belding; BBDO</td>
<td>146,013</td>
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<tr>
<td><strong>AMERICAN CIGARETTE &amp; CIGAR CO.</strong></td>
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<td>Cigarettes</td>
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<tr>
<td>&quot;The Big Story&quot;</td>
<td>NBC-143-16</td>
<td>Phillips Cigars</td>
<td>820,830</td>
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<tr>
<td><strong>BAYUK CIGAR CO.</strong></td>
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<td>Cigarettes</td>
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<tr>
<td>&quot;Inside of Sports&quot;</td>
<td>NBC-104-15</td>
<td>Phillip Cigarettes</td>
<td>1,351,759</td>
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<tr>
<td>&quot;Heat the Other Side&quot;</td>
<td>NBC-104-15</td>
<td>Phillip Cigarettes</td>
<td>1,262,966</td>
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<tr>
<td><strong>BROWN &amp; WILLIAMSON TOBACCO CORP.</strong></td>
<td></td>
<td>Cigarettes</td>
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<tr>
<td>&quot;Red Skelton&quot;; &quot;Evelyn With Romberg&quot;</td>
<td>NBC-141-15</td>
<td>Raleigh &amp; Koel</td>
<td>521,598</td>
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<tr>
<td>&quot;People Are Funny&quot;</td>
<td>NBC-154-15</td>
<td>Russell M. Seeds Co.</td>
<td>653,790</td>
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</tbody>
</table>

**Source:** Publishers Information Bureau

**COMPETITION IS BACK in the soap industry, along with ample supplies of ingredients at lower prices and the rising use of detergents, accompanied with a falling off in the sales of non-liquid soaps. At the end of March, tallow, a major soap ingredient, was priced as high as 25 cents a pound, lowest it had been since 1940. This indicates further decreases in the price of soap, following cuts of six cents for household soaps made last December by major producers, who lopped off another six cents in February.

Speaking at the convention of the Asn. of American Soap & Glycerine Producers last January, George A. Wrisley, retiring president, foresaw "competition for better products, competition for lower prices, competition for more effective selling methods." Logically this will lead to more advertising, to increase use of radio which has proved to be one of the most effective means of selling soap.

Advertising of laundry soaps and cleaning products on the networks during 1948 entailed gross time charges of more than $20 million, 6.3% above the 1947 total. In January of this year the gross for network time was $1,968,866, up 10% from the gross of $1,844,412 in January 1948. Spot time sales to this group for 1948 were estimated at $9,570,000, not quite half of the network total.

In addition to the companies listed in the table, soap and cleaner advertisers on the nationwide networks last year included: Allied Chemical & Dye Corp. (Swert), sponsoring a 15-minute period of Stop the Music on ABC last summer, with gross time costs of $68,629; American Home Products (Continued on page 180).
RADIO
America's greatest western act, The Texas Rangers, has starred in more coast-to-coast network programs longer than any other similar group. You probably remember some of them—such as "Under Western Skies", "Circle G. Ranch", and "Nighttime on the Trail".
Since early in 1949 they have starred in their own new half-hour program each Saturday afternoon over the CBS coast-to-coast network, from Hollywood.

RECORD ALBUM
The Texas Rangers not long ago made America's first album of Cowboy Hymns, released by Bibletone. Hear The Texas Rangers at their best in these selections: The Touch of God's Hand; Jubilation; Cowboy Camp Meetin'; Gallopin' to Glory; Golden Wings & Silver Spurs; and Trail to Our Salvation. Watch for release dates by M-G-M of new Texas Rangers records. The Texas Rangers Song Book, with 48 pages of original western songs and pictures of The Texas Rangers, is sold by music stores everywhere.

TELEVISION
Every Monday evening since the CBS-Los Angeles Times station KTTV went on the air, The Texas Rangers have starred in their own half-hour Television show, featuring such guest stars as Curt Massey, Ernest Tubb, Merle Travis and Eddie Dean. Television isn't new to this group. The male quartet of The Texas Rangers, then billed as the Midwesterners, appeared regularly on television 16 years ago in Kansas City on W9XAL, experimental television station programmed by KMBC.

STAGE & SCREEN
Pre-war movies in which The Texas Rangers were featured included "Colorado Sunset", "Chip of The Flying U", and "Oklahoma Frontier". The group was reformed after military service, and recently has made numerous stage appearances on the West Coast and in the Midwest. Their post-war movie appearances for Columbia have included "The Last Roundup", with Gene Autry, and "Arkansas Swing", with the Hoosier Hot Shots.

NOW AVAILABLE FOR COAST-TO-COAST NETWORK, TELEVISION OR TRANSCRIPTION SPONSORSHIP!
The Texas Rangers transcriptions have been broadcast throughout the United States, Canada and Hawaii—the greatest number as well as the finest selections recorded by any western act. The Texas Rangers transcriptions have enjoyed Hooperratings as high as 27.4! Their selections have been transcribed vertically for highest fidelity, as well as laterally. Take your choice! Advertisers find that The Texas Rangers are an addition to their sales force! They are available to YOU, priced right for your station and your market!

For Complete Details Write, Phone or Wire
Arthur B. Church Productions
Kansas City 6, Missouri

BROADCASTING • Telecasting April 11, 1949 • Page 125
### Class 24. Soaps, Cleansers & Polishes

**Network** | 1948 | $20,767,870 | 1947 | $19,528,721 | 1938 | 7,624,188
---|---|---|---|---|---|---

<table>
<thead>
<tr>
<th>Leading Network Advertisers</th>
<th>Network Gross</th>
<th>(Net)</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$11,414,637</td>
<td>$10,121,343</td>
<td>$3,666,063</td>
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</tr>
<tr>
<td>&quot;Perry Mason&quot; Pedlar &amp; Ryan</td>
<td>CBS-7-11</td>
<td>4,499</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>CBS-27-14</td>
<td>13,368</td>
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<tr>
<td>Compton Adv.</td>
<td>Ivory Flakes, Spic &amp; Span, Creamy</td>
<td>253,444</td>
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<tr>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>Oxydol</td>
<td>29,071</td>
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<tr>
<td>&quot;Barnabas&quot; Druet</td>
<td>NBC-154-14</td>
<td>876,441</td>
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<tr>
<td>&quot;Joyce Jordan, M. D.&quot;</td>
<td>Druet</td>
<td>NBC-143-14</td>
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<tr>
<td>&quot;The New Day&quot; (Jan.-Aug.)</td>
<td>Druet</td>
<td>NBC-103-14</td>
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<tr>
<td>&quot;Tom Brennan's Breakfast in Hollywood&quot;</td>
<td>Ivory Flakes</td>
<td>536,293</td>
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<tr>
<td>&quot;Breakfast in Hollywood&quot; (Apr. 1948)</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>611,862</td>
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<tr>
<td>&quot;Welcome Travelers&quot; Benton &amp; Bowles</td>
<td>Ivory Snow, Soap, Shampoo</td>
<td>887,359</td>
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<tr>
<td>&quot;Rosemary&quot; Benton &amp; Bowles</td>
<td>Ivory Snow &amp; Tide</td>
<td>509,744</td>
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<td>&quot;Jack Smith&quot;</td>
<td>Oxydol</td>
<td>1,367,619</td>
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<tr>
<td>&quot;Mr. Perkins&quot; Dancer, Fitzgerald &amp; Sample</td>
<td>Oxydol, Ivory Flakes</td>
<td>611,862</td>
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<tr>
<td>&quot;Life Can Be Beautiful!&quot; Dancer, Fitzgerald &amp; Sample</td>
<td>Spic &amp; Span</td>
<td>919,259</td>
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<tr>
<td>&quot;Gang Busters&quot; Benton &amp; Bowles</td>
<td>Tide</td>
<td>335,892</td>
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<tr>
<td>&quot;Red Skelton Show&quot; Benton &amp; Bowles</td>
<td>Tide</td>
<td>235,954</td>
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<tr>
<td>B. T. Babbitt Inc.</td>
<td>Bob-O</td>
<td>1,172,352</td>
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<tr>
<td>&quot;David Harum&quot;</td>
<td>CBS-55-14</td>
<td>859,831</td>
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<tr>
<td>&quot;Lora Lewton&quot; Duane Jones</td>
<td>Bob-O</td>
<td>1,172,352</td>
<td></td>
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<tr>
<td>&quot;S. C. Johnson &amp; Son&quot;</td>
<td>NBC-144/CBC-1</td>
<td>1,172,352</td>
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<tr>
<td>&quot;Father McGee &amp; Molly&quot; Needham, Lewis &amp; Brophy</td>
<td>Johnson's Wax</td>
<td>582,262 (May-June)</td>
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<tr>
<td>&quot;Fred Waring Show&quot; Needham, Lewis &amp; Brophy</td>
<td>NBC-144/CBC-1 (June-Sept.)</td>
<td>532,510</td>
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<tr>
<td>Manhattan Soap Co.*</td>
<td>Blue-White Flakes</td>
<td>946,703</td>
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<tr>
<td>&quot;Rose of My Dreams&quot;</td>
<td>CBS-162-14 (May-Nov.)</td>
<td>1,257,067</td>
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<tr>
<td>&quot;Strange Romance of Evelyn Winter's &amp; Sweetheart Soap&quot; (May-June)</td>
<td>Duane Jones</td>
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<tr>
<td>Lever Bros.*</td>
<td>Rinse</td>
<td>806,546</td>
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<tr>
<td>&quot;Junior Miss&quot; Needham, Lewis &amp; Brophy</td>
<td>CBS-155-15</td>
<td>109,236</td>
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<tr>
<td>&quot;Amos 'n Andy&quot; Rutherfurd &amp; Ryan</td>
<td>Rinse</td>
<td>198,600 (Oct.-Nov.)</td>
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<tr>
<td>&quot;Amos 'n Andy&quot; (May-June)</td>
<td>NBC-151-5</td>
<td>498,710</td>
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<td>Armbrour &amp; Co.*</td>
<td>Chiffon Flakes</td>
<td>681,961</td>
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<td>&quot;Hill Hunt&quot; Foote, Cone &amp; Belding</td>
<td>CBS-157-14</td>
<td>388,543</td>
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</tbody>
</table>

* Additional expenditures in other product groups

**Broadcasting** estimate

Source: Publishers Information Bureau

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**Additional Notes:**
- Class 24 focuses on soaps, cleansers, and polishes.
- Network figures are provided for 1948, 1947, and 1938.
- Leading advertisers and their respective products are listed.
- Advertisers include Procter & Gamble, "Perry Mason," and "Barnabas."
Mr. Ray Simms  
Manager of Radio & Television Time Buying  
Erwin, Wasey & Co., Inc.  
Graybar Building  
420 Lexington Ave.  
New York 17, N. Y.

Dear Ray:

Henry Solomon, who is as astute as his name suggests, turned up in the office the other day, complete with our BMB report, some census figures and a report from the New York State Department of Commerce. "I have," said Henry, "been engaged in 'Project Pencil'."

"To begin with," Solomon went on, "WGY covers 38 cities in 63 counties located in five states.....that's 970,610 radio families all together, truly a rich rural and industrial population. The folks in WGY-Land purchased $2,614,123,000. worth of goods in 1948. In the WGY primary area alone, retail sales amounted to $1,390,290,000. How's that for a sales potential?"

Of course, no one knows better than you, Ray, that getting around is only half the story a radio station has to tell. Besides circulation, there is listener-ship. WGY has that, too. We are proud of our network programs from NBC, and we are programming locally in a manner which compels friendly attention. And we have a low cost for the coverage provided second to none. Your clients will appreciate that.

We told Solomon to continue his "Project Pencil". As for our "Project National Sales", Jim McConnell is still in charge. His NBC Spot organization is always ready to provide the WGY kind of service.

Most cordially,

G. Emerson Markham  
STATIONS MANAGER
AUNT MARY—One of radio's most successful daytime serial programs... sponsored "live" by a national advertiser over NBC Western Network... here's a heart-warming story of a woman's fight for human dignity and understanding—with listening appeal for young and old alike.

605 quarter-hours
for 5-a-week broadcast

THE HAUNTING HOUR—Original psychological mysteries, "whodunit" thrillers, crime crusade themes and eerie tales by ace radio writers... enacted by radio-stage-screen stars, including Betty Furness, Jed Prouty and Berry Kroeger.

52 half-hours for 1-a-week broadcast

THE PLAYHOUSE OF FAVORITES—The world's best-known and loved novels and plays in brilliantly dramatized editions... expertly adapted for radio—with all-star casts, including Wendy Barrie, Les Tremayne, John Carradine and Signe Hasso. Some of these prestige programs are "A Tale Of Two Cities," "Rip Van Winkle," "Little Women," "The House Of The Seven Gables," "Adventures Of Tom Sawyer," "Camille" and "Robin Hood."

52 half-hours for 1-a-week broadcast

FOR A ROOM WITH A VIEW...
on complete NBC SYNDICATED PROGRAM details
try "516" at the Stevens Hotel.
We'll be happy to provide descriptive brochures, rates and audition records.
for the P-r-r-ractical PURSE

A HOUSE IN THE COUNTRY—Roof-raising, hilarious situation-comedy and a closet full of fun ... laced on the trials of a young city-bred couple in their search for peaceful living in the country. A well-constructed program, featuring top network talent and family-styled for country-wide appeal.

52 half-hours for 1-week broadcast

THE THREE SUNS AND A STARLET—Sun-bright rhythm stylized of sunlight and star-dust by America's shining exponents of whole improvisation... further enhanced by the glowing warmth of guest vocalists Nan Wynn, Kay Armes, Irene Daye and Dorothy Claire.

78 quarter-hours for 3-week broadcast


52 half-hours for 4-week broadcast

REFLECTIONS—The brilliant color of music woven with the golden thread of words ... supplying a long-standing demand for a program designed for relaxed meditative listening... featuring Canada's finest radio talent... NBC-produced for maximum commercial effect and entertainment value.

104 quarter-hours for 2-week broadcast

ALLEN PRESCOTT... THE WIFE-SAVER—Household hints and mirth-spattered patter that attract fan mail by the carload and put the program on the "Missus" must list... mirthful nonsense that has placed Allen Prescott among network favorites and made sense to... dollars for many sponsors.

156 quarter-hours for 3-week broadcast

OTHER NBC LOW-BUDGET RECORDED PROGRAMS...

Advice:
STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast

Romance:
MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast

Hair-risers:
THE WEIRD CIRCLE—78 half-hours for 1-or-more weekly broadcast

Human Interest:
BEΕΥ AND BOB—390 quarter-hours for 5-a-week broadcast

Sports:
THROUGH THE SPORT GLASS WITH SAM HAYES—52 quarter-hours for 1-or-2-a-week broadcast

Juvenile:
HAPPY THE HUMBER—54 quarter-hours (15 pre-Christmas—29 post-Christmas) for 2-or-3-a-week broadcast

Birthday:
BIRTHDAY TRAILS—156 quarter-hours for 3-a-week broadcast

Musical:
TIME TO SING—158 five-minute programs for 3-a-week broadcast

Principal Specialty programs...

3-MINUTE DISCOGRAPHY HIGHLIGHTS—78 quarter-hours for 3-a-week broadcast

15-MINUTE NEWS HIGHLIGHTS—156 quarter-hours for 3-a-week broadcast

15-MINUTE SQUARE DANCE HIGHLIGHTS—78 quarter-hours for 3-a-week broadcast

15-MINUTE TOWN CRIER HIGHLIGHTS—156 quarter-hours for 3-a-week broadcast

15-MINUTE VAUDEVILLE HIGHLIGHTS—78 quarter-hours for 3-a-week broadcast

All programs paid for and contributed by NBC Program Syndicate, Inc., at your request.

And to make the package complete

With each program series, NBC Radio-Recording supplies a complete audience promotion kit—glossy photos, mass publicity release and on-the-air announcements—designed to build a large following for your NBC Syndicated Programs.

This extra service—cheered by station men throughout the nation—is offered to Syndicated Program users at no extra cost.
(Aerowax, Kolynos), started Front Page Farrell in May on ABC ($558,212), (Aerowax, Wizard Glass Wax), November only on CBS ($65,967); Chemicals Inc. (Vanp), Meet the Muses, CBS western stations ($21,172); Colgate-Palmolive-Perot Co. (Super Suds, Palmolive), Blondie (Jan.-Sept.), CBS ($641,244); Cadbury Packing Co. (Old Dutch Cleanser), Nick Carter, MBS ($626,881).

Also: Drackett Co. (Drano, Win- dex), Star Time, ABC ($248,578); Faultless Starch Co., Faultless Starch Time (Oct.-Dec.), NBC ($13,576); General Foods Corp. (La France), Second Mrs. Burton (Jan.-May, July-Aug.), ABC ($507,509); Gold Seal Co. (Glass Wax), started Meet the Muses on a CBS West Coast hookup in May ($427,323), started Arthur Godfrey on CBS in August ($505,216); Pacific Coast Borax Co. (20-Mile Team Borax, Boraxo), The Sheriff, ABC ($615,225); S.O.S. Co. (kitchenware cleaner), Knox Manning (Jan.-March, Aug.-Dec.), CBS West Coast ($57,941), Mr. Information (Aug.-Dec.), CBS ($17,160); Soil-Off Mfg. Co. (paint cleaner), Knox Manning (March-Sept.), CBS western stations ($222,798).

WFBG
25th Anniversary

Due to the prestige and goodwill built by twenty-five years of fine programming and public service

ANY TIME IS THE RIGHT TIME TO BUY TIME

— on —

WFBG: WFBG-FM National Broadcasting Company Affiliate
In Altoona, Pennsylvania

JACK SNYDER, Man'g Dir.
HEADLEY REED, Nat. Rep.

CLASS 25:
SPORTING EQUIPMENT

As a class, the makers of sporting goods and toys are among the least frequent users of broadcast advertising. Last year, one company, Wilson Sporting Goods Co., sponsored two football broadcasts — the All-Star game in August on MBS, the National Professional Football Championship game in December on ABC — to provide this group's only listing in the network table.

A. G. Spalding & Bros. advertised its sporting equipment by sponsoring broadcasts of the Davis Cup tennis matches on eight stations and of the National Tennis Championship matches on 18 stations, the only spot advertiser reported from this class during 1948.

Unique Art Mfg. Co. uses video advertising for its mechanical toys by sponsoring a 15-minute segment of the Friday Howdy Doody broadcast on NBC's TV network. Lionel Corp. used a 15-week-quarter-hour series, Tales of the Red Caboose, on ABC-TV last fall in a pre-Christmas campaign for its model railroad apparatus. Harper Boat Building Co. used video spots in Los Angeles last summer, and Cycloid Corp. at the same time advertised its sports equipment with TV announcements in Chicago.

Some 15 local sporting goods stores are included among the sponsors of network co-op programs, chiefly Mutual's Fishing and Hunting Club of the Air in markets where it is not used by Mail Pouch Tobacco Co. Most toy advertising is also done at the local level, usually by department stores in the month between Thanksgiving and Christmas.

CLASS 25. SPORTING EQUIPMENT & TOYS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Advertiser, program, and agency</th>
<th>Network No. of Stations</th>
<th>Net Spot</th>
<th>Local Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Football Games&quot;</td>
<td>Wilson Sporting Goods Co., Ewell &amp; Thurer Assoc.</td>
<td>1948</td>
<td>$81,469</td>
<td>$19,315</td>
</tr>
<tr>
<td>&quot;Sports Equipment&quot;</td>
<td>MBS-tv</td>
<td>1947</td>
<td>$81,469</td>
<td>$19,315</td>
</tr>
<tr>
<td></td>
<td>ABC-tv</td>
<td>1938</td>
<td>$22,380</td>
<td>$22,380</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

Wright Equipment

February started sponsoring three quarter-hours of Ladies First each week on the full Don Lee Network. Oakite Products Inc. uses two announcements a week on 12 Yankee Network stations, plus programs and spots on 13 others. S. C. Johnson & Son (Glocraft) in February started using three announcements a week on New England Radio Network.

Bon Ami is planning a national campaign for Glass Gloss to start this spring, following a winter test on the Pacific Coast. Lever Brothers Co. is adding about 25 markets to stations already carrying Surf announcements, which began last summer on 58 stations in 11 midwestern markets. This company will also conduct a three-month spring campaign for Silver Dust on the East Coast. Chemicals Inc. (Vanp) sponsors 25 Western Coast CBS show, Meet the Muses, with programs and spots on seven stations in that area.

Haley & Raskob Enterprises is planning a spot campaign for its glass cleaner. Procter & Gamble Co. is using eastern stations for Bonus (granulated soap with a dishcloth included in the package). Dit Corp. uses announcements on three stations. Perfex Co. (cleaners and starch) sponsors Kitchen Klub five days a week on 17 midwestern stations. Swift & Co. is using five quarter-hours a week on seven eastern stations.

Colgate-Palmolive-Perot Co. (Val, Lustre-Creme) sponsors Colgate Theatre on NBC's TV network for a Monday half-hour; Procter & Gamble Co. (Duz, Ivory, Crisco) uses the same network for a half-hour on Tuesday for Fireside Theatre, which replaced I'd Like To See on April 5. Jiffy Products Co. (Zippy starch) uses announcements on five TV stations; Dit Corp. John Hansen Soap Co., Wooloomoomoo Corp., E. L. Bruce Co. (cleaner) and B. T. Babbitt Inc. (Bab-O) have programs or announcements on single TV stations.

At the local level, laundries and cleaning services account for more than 50 of the sponsors of network co-op programs. Nine such concerns also use television in their localities.

TV ADVERTISERS
Class 25. Sporting Goods & Toys

<table>
<thead>
<tr>
<th>Month</th>
<th>Net Spot Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>4</td>
</tr>
<tr>
<td>Aug.</td>
<td>4</td>
</tr>
<tr>
<td>Sept.</td>
<td>3</td>
</tr>
<tr>
<td>Oct.</td>
<td>4</td>
</tr>
<tr>
<td>Nov.</td>
<td>4</td>
</tr>
<tr>
<td>Dec.</td>
<td>3</td>
</tr>
<tr>
<td>Jan.</td>
<td>3</td>
</tr>
<tr>
<td>Feb.</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Arbitron Report on Television Advertising

TV ADVERTISERS
Class 24. Soaps, Cleansers & Polishes

<table>
<thead>
<tr>
<th>Month</th>
<th>Net Spot Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>4</td>
</tr>
<tr>
<td>Aug.</td>
<td>3</td>
</tr>
<tr>
<td>Sept.</td>
<td>3</td>
</tr>
<tr>
<td>Oct.</td>
<td>4</td>
</tr>
<tr>
<td>Nov.</td>
<td>4</td>
</tr>
<tr>
<td>Dec.</td>
<td>4</td>
</tr>
<tr>
<td>Jan.</td>
<td>3</td>
</tr>
<tr>
<td>Feb.</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Arbitron Report on Television Advertising
Arizona's San Francisco Peaks - 12,794 ft.

Arizona's 1948 Market Peaks -
- $1,200,000,000 spent for goods, services and taxes.
- $735,837,000 in retail sales ($815,000,000 in 1940)
- $424,712,559 in bank deposits ($499,000,000 in 1940)

Per capita sales, $1,108.00
(National average, $888.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market... the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.
### Class 26: Toiletries

#### CLASS 26. TOILETRIES & TOILET GOODS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$32,145,225</td>
<td>$28,831,204</td>
<td>$1,878,000</td>
<td></td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network No. of Sections</th>
<th>Meters per wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>Toni Wave &amp; Shampoo</td>
<td><strong>CBS-161-1/2</strong></td>
<td>649,914</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(April-Dec.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Give &amp; Take”</td>
<td>Foote, Cone &amp; Belding</td>
<td><strong>CBS-160-1/2</strong></td>
<td>421,632</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“This is Nora Drake”</td>
<td>Foote, Cone &amp; Belding</td>
<td><strong>CBS-125-1/2</strong></td>
<td>907,794</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“This is Nora Drake”</td>
<td>Foote, Cone &amp; Belding</td>
<td><strong>NBC-157-1/2</strong></td>
<td>1,319,472</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Ladies Be Seated”</td>
<td>Foote, Cone &amp; Belding</td>
<td><strong>ABC-230-1/2</strong></td>
<td>1,176,916</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Breakfast Club”</td>
<td>Foote, Cone &amp; Belding</td>
<td><strong>ABC-229-1/2</strong></td>
<td>537,124</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 134)

**USE OF radio for toiletries advertising is predominantly at the national level and chiefly on the national networks, where it is second only to foods in the volume of time used. Last year the gross network time purchases of this class exceeded $2 million, compared to less than $2 million spent for spot, according to our estimate. Local advertising of toilet goods is very slight, judging from the inclusion of only one advertiser of this type among the more than 1,500 sponsors of network co-op programs locally.

The 1948 expenditures of toiletries advertisers for network time were up 11.5% from the 1947 volume, but this upward trend was interrupted in January when, according to Publishers Information Bureau records, gross network time sales to this group were $2,912,057, a drop of 3% below the $3,000,748 gross in January of last year.

Whether this is a temporary setback or the beginning of a diversion of some advertising funds from networks to other media cannot be predicted at this time. Only one company, Sterling Drug, has announced its intention to curtail its network expenditures and Sterling had concentrated its advertising in the past almost exclusively on network programs. With the announced plan to take $1 million from its network budget for publication and video advertising, Sterling has cancelled NBC's Manhattan Merry-Go-Round which for years has promoted the sale of Dr. Lyon's dentifrices. The company now sponsors a daily afternoon half-hour program on WABD(TV) New York.

Toni Division of Gillette Safety Razor Co. has dropped two daytime programs—Nora Drake on NBC and Ladies Be Seated on ABC—from its network schedule which now includes three CBS shows, has increased its newspaper advertising and in May will start a weekly 30-minute TV series, also on CBS. Conversely, Lever Brothers Co. has started Winner Take All five quarters a week on CBS, Chees- brough Mfg. Co. has added a weekly half-hour drama, Little Herman, on ABC, and Colgate-Palmolive-Peet Co. has doubled the size of the NBC network carrying its weekly Sports Newsreel.

Network toilet goods advertisers during 1948, in addition to those listed in the table, included: American Home Products (Kolyhos); Anacin; Mr. Keen, CBS ($742,607 gross time charges), (Kolyhos and other products); Romance of Helen Trent, CBS ($690,079), (Kolyhos), Front Page Farrell, two months on NBC ($132,435); E. O. Anderson & Co. (Shontex), Surprise Package, two months on ABC ($6,388); Barbasol Co., Gilley Rose, on ABC April-July ($151,111); Beauty Factors (Insta- Curl), in December started Meet the Stars on ABC ($7,248); Camp- pans Sales Corp. (all products), First Nighter, CBS ($600,755), (Solair Makeup), Solitaire Time, NBC ($69,164); Cheesbrough Mfg. Co. (Vaseline, hair tonic, lip ice), Dr. Christian, CBS ($574,924), Consolidated Royal Chemical Co. (Kolynos Shave Kreen, Mar-O-Oil Shampoo), Bob Elson on the Century started in September on ABC ($20,677); Conti Products Inc. (Castile Shampoo), Yours for a Song, started November on MBS ($24,710); Eversharp Inc. (razors, blades, writing instruments), Stop the Music (Sept.-Dec.), ABC ($147,000).**

(Continued on page 134)
Operation "Log"

How BMI Diagnoses Your Music Logs Scientifically

Every 14 months your station supplies BMI with a log of the music you've performed each day for one month. This log, properly analyzed, determines the payment to composers and publishers, who are compensated by BMI on the basis of actual use of their music.

And, as important to you, your daily music log is the pulse of your station's musical programming. It is vital to you, for it charts the exact strength of the heart of your broadcasting. A study of your log helps you appraise the quality and selectivity of your music.

BMI will gladly send you a FEVER CHART, or analysis, of your station's log if you will simply ask for it.

In 1941 BMI instituted the first scientific and automatic system of checking actual broadcast use of music. Employing the very latest IBM electronic accounting and tabulating machines, BMI's "Operation Log" turns out a wealth of interesting facts and figures.

With more than 32,400 daily logs to be examined each year, the physical task of processing them is staggering. Every BMI licensee has been most cooperative in supplying its logs when asked to do so. This co-operation has resulted in standards of efficiency which amaze everyone who has seen BMI's logging system in operation.

You'll have an opportunity to see a typical BMI logging job at this year's NAB Convention when you visit the main exhibit hall at the Stevens for a look at BMI's "Operation Log" in action.

If unable to attend the NAB Convention, write to Station Relations Department at BMI for your copy of "Operation Log" in pamphlet form, illustrated.

AN INVITATION
You are cordially invited to visit the BMI Exhibit in the Main Exposition Hall and BMI Headquarters Room 535A—536A—537A at the Stevens During the NAB Convention

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N.Y.
New York • Chicago • Hollywood
Class 26 (Continued from page 132)

839; F. W. Fitch Co. (shampoo, hair tonic, shave cream), Fitch Bandwagon, NBC, ending in May ($75,500); “42” Products (toiletries), Bob Garver—News, CBS ($54,700); Don’t You Believe It (Jan.-June), ABC ($21,950); Illinois Watch Case Co. (compacts, cigarette cases, etc.), Groschke Marx Show, ABC ($376,942); Interstate Labs (Occlusal Eye Pads), Meet the Missus (Jan.-Aug.), CBS ($18,920),

Andrew Jergens Co. (lotions, soap, perfume), Walter Winchell, ABC ($406,455); Louella Parsons, ABC ($404,407); L. B. Laboratories (hair oil, shampoo), George Fisher in Hollywood, started in June on CBS ($8,693); Lambert Pharmacal Co. (Listerine products, Abe Burrows (Jan.-June), CBS ($286,766); Los Angeles Soap Co. (all products), Knox Manning (Jan.-Aug.), CBS ($46,383), (White King products), Elmer Peterson (March-Dec.), NBC ($19,600); Manhattan Soap Co. (all products), Knox Manning (July-Dec.), CBS ($30,259), stepped up in February 1949 from three to five broadcasts a week; (Sweetheart Soap) Katie’s Daughter, NBC ($12,764), Rose of My Dreams (Jan.-May), CBS ($189,924), Evelyn Winters (Jan.-Nov.),

CBS ($79,925); McKesson & Robbins (Tartan Suntan Oil), Surprise Package (May-Sept.), ABC ($81,118); Menkin Co. (men’s toiletries), Sam Hayes (Sept.-Dec.), NBC ($77,488), replaced in January 1949 by Bob Garver on CBS.

Noxema Chemical Co. (NoXema and shave cream), Mayor of the Town (Jan.-June), ABC ($388,002), Gabriel Heatter, MBS ($358,476); R. C. Bessmer (Kreml), Billy Rose (Jan.-Oct.), MBS ($662,425), Martin Block Show (Jan.-April), MBS ($211,018), Gabriel Heatter (Oct.-Dec.), MBS ($476,012), Volupte (compacts, cigarette cases, etc.), The Better Half (Sept.-Dec.), MBS ($52,115); Wil. R. Warner & Co. (Rayve and Shampoo, Hedy Home Permanent Wave), Henry Morgan (Jan.-June), ABC ($292,707); Wildroot Co. (all products), Sam Spade, CBS ($868,875), (hair tonic, cream oil, Robert Cole), Joe Ford (Jan.-April), NBC ($86,970), (shampoo, Meet the Missus (Dec.), CBS ($4,383).

Los Angeles Soap Co. (White King Soap), sponsors Chandu the Magician on full Don Lee Network plus two Arizona stations, Breakfast News on full Don Lee and MBS. Intermedium in networks. Colgate-Palmolive-Peet Co. uses participation in Yankee Network News Service. Andrew Jergens Co. in January started transcribed reports of Louella Parsons on full Don Lee Network. Wildroot Co. sponsors What’s the Name of That Song? on full Don Lee Network. Donlan Co. sponsors Fulton Lewis, jr. on eight Don Lee stations for its dental plate cleanser.

American Safety Razor Co. uses spots for Gem blades on four stations, for Star blades on three. Barbasi in February increased its spot list to 11 stations in New York, Pittsburgh and Detroit. Bristol-Myers Co. uses announcements for Ipana in selected markets. Consolidated Royal Chemical Co. uses transcriptions of its network show on 10 additional stations.

A. & F. Peers Ltd. English soap maker, is using the Barbara Welles Program on WOR New York, Fri., 4-4:30 p.m. as the sole advertising accompanying the return of Pears Soap to the American market. Peadson Division of Lever Brothers Co. has placed spots on 90 stations for Rayve Home Perma Wave, which it acquired from Wm. Warner & Co. Procter & Gamble Co. will also use (Continued on page 168)

Class 26 (Continued from page 132)

<table>
<thead>
<tr>
<th>Network</th>
<th>Class 26 Spot Local Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>($79,925)</td>
</tr>
<tr>
<td>ABC</td>
<td>($81,118)</td>
</tr>
<tr>
<td>MBS</td>
<td>($358,476)</td>
</tr>
<tr>
<td>Kreml</td>
<td>($662,425)</td>
</tr>
<tr>
<td>Martin Block Show</td>
<td>($211,018)</td>
</tr>
<tr>
<td>Gabriel Heatter (Oct-Dec)</td>
<td>($476,012)</td>
</tr>
<tr>
<td>Volupte</td>
<td>(compacts, cigarette cases, etc.)</td>
</tr>
<tr>
<td>Wil. R. Warner &amp; Co. (Rayve and Shampoo, Hedy Home Permanent Wave)</td>
<td>Henry Morgan (Jan-June)</td>
</tr>
<tr>
<td>Wildroot Co. (all products)</td>
<td>Sam Spade, CBS ($868,875)</td>
</tr>
<tr>
<td>What’s the Name of That Song?</td>
<td>on full Don Lee Network</td>
</tr>
<tr>
<td>American Safety Razor Co. uses spots for Gem blades on four stations, for Star blades on three. Barbasi in February increased its spot list to 11 stations in New York, Pittsburgh and Detroit. Bristol-Myers Co. uses announcements for Ipana in selected markets. Consolidated Royal Chemical Co. uses transcriptions of its network show on 10 additional stations.</td>
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<td></td>
</tr>
</tbody>
</table>
Now! A Top Quality Tape Recorder at a Reasonable Price

New PRESTO
Magnetic Tape Recorder

At last, a magnetic tape recorder that fully measures up to the most exacting requirements of broadcast network operations, independent stations and transcription producers, yet priced to have wide appeal.

Compare these specifications:
- Frequency response: 30 to 15,000 cps ± 1 db.
- Signal to noise ratio: Over 60 dB below max. signal.
- Fast speed, 240 ft. per second forward and rewind, instantly reversible.
- Recording speeds 7½" or 15" per second (15" or 30" per second provided on request). Speed selection by special 2-speed motor.
- Reels direct mounted on motor shafts. Uses any type and size of reel up to 14".
- Erasing, recording and playback heads all mounted in separate housing—entire unit connected by plug-in for immediate replacement.
- Full-size illuminated scale V. U. meter on top panel.

Now! Greater Accessibility
Illustration shows how everything mechanical and electrical can be serviced from the front and top. Amplifiers and power supply are in swinging door behind removable panels. Mechanical units are mounted on top panel, hinged at rear so it can be opened upwards.

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs
the Henry Morgan Show
... proving there's no better way to die than laughing at happy Henry Morgan, back on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

MORGAN'S CREW

... GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What is this? Give me a stick so I can beat'it to death!"

... LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

... PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything —everything but a full-time sponsor who won't flinch when his sales go up like a jack-in-the-box.

an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of the many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.
FAIRCHILD STUDIO RECORDER, UNIT 523

- Continuous variation of pitch from 80 to over 500 lines per inch.
- Instant variation of pitch with only one feed screw and the Fairchild precision selector.
- Ability to change pitch while in operation increases dynamic range.
- Visible armature in the Fairchild cutterhead permits easy and accurate alignment for high recording level—without distortion.
- Absolute synchronism for use with sound on film dubbing.
- Velvet smooth direct to center turntable gear drive—eliminates slippage, musical pitch change and insures positive timing of program material.
- Laboratory quality microscope with adjustable light for visual examination of the groove side walls.
- Vernier control of depth and angle of cut—adjustable during recording.
- Precision recording—simplified operation.

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICRO-GROOVE pitch instantaneous transcriptions and masters. One jede, one feed screw, one drive, one unit—FAIRCHILD.

The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.
GALLAGHER—O’BRIEN

ELECTRIC COMPANY INC.

712 N. State St. DELaware 7-0460

CHICAGO 10, ILL.

ELECTRICAL CONTRACTING ENGINEERS

Electrical Contractors

for

WENR-TV

AVAILABLE THROUGHOUT MIDDLEWEST
HENRY SEAY has returned to WOL Washington's commercial department after 21/2 years absence from radio. Mr. Seay first joined station in 1931 when it was under management of WILLIAM B. DOLPH. He was with station for 15 years, leaving in 1947 to enter real estate business; his return renews an affiliation with the Cowles organization, owner of WOL.

BILL SINOR, former assistant manager and commercial manager of KOFF Ogden, Utah, has joined KGVO Missoula, Mont., as commercial manager.

NOEL C. BREAULT, formerly with WFCI Providence, R. I., has joined WNOC Norwich, Conn., as sales manager. JACK FURRINGTON, program director, has been promoted to sales post.

WSNY Schenectady, N. Y., has appointed Adam J. Young Jr. Inc., New York, as its representative. Appointment is effective April 15.

CHARLES M. SCHOOF, former president of his own publicity firm, has joined sales staff of WMFL Chicago Federation of Labor station.

Response ±2.5 dB, 40 cps to 15 kc; Output -46 dB

Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant. Has E-V Acoustoiloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios. Write for full facts today!

LYLE W. HALL, formerly of Chicago and with sales staff of WJZ-WM WYANDOTTE, Mich., has joined sales staff of WJBL Detroit.

KCBQ San Diego has appointed George P. Hollingbery Co., Chicago, as exclusive representative.

JIM PAUL, formerly account executive with McCann-Erickson, has joined sales staff of WCCO Minneapolis.

HENRY R. POST, former sales manager with Thomas B. Noble Assoc., advertising art firm, and variously associated with the Biow Co., Mutual network, ABC and WNEW New York, has joined Headley-Reed Co., New York, station representative, as salesman.

TOM DAISLEY, formerly with WNOE Columbia, S. C., has joined sales staff of WHAS Louisville.

MRS. ISABELLA LOGAN has rejoined NBC Hollywood in sales traffic department, replacing ELIZABETH FRAZER who is on four months leave of absence in Europe. Mrs. Logan was at one time secretary to LEWIS S. FROST, assistant to NBC Western Division vice president.

WEED & Co., station representative, has moved to new Hollywood offices at 635 Hollywood Blvd. Telephone is Hillside 8611.

HERB GRIFFITH of WOL Washington sales department is the father of a boy, Herbert Merrweather III.

PAUL E. GILMO, sales manager at WHBC Canton, Ohio, is the father of a girl, Mary Elizabeth.

WMIT Extends Time

WMIT (FM) Charlotte, N. C., extended its daily operating schedule, effective April 3. Station now operates 10 hours and 15 minutes daily, from 12 noon to 10:15 p.m. Owned by Gordon Gray, president of the Piedmont Publishing Co. (WSJS), Winston-Salem, and Assistant Secretary of the Army, WMIT operates on Channel 295 (106.9 mc). Harold Essex, managing director of WSJS, is WMIT general manager. John M. Dunegan is Charlotte studio manager.

**CHICAGO AUDIENCE FACTS**

Sunday
9:00 to 12:00 AM

WIND 19.4%

Network A 12.5%

Network B 12.4%

Network C 10.1%

Network D 7.9%

PULSE Jan.-Feb. '49

560 KC

24 hours day
NOW record your programs by the sensational new COLUMBIA Lp Microgroove Method and save money!

Our Complete Facilities for Recording, Processing and Pressing by the new Microgroove Method offer these important advantages:

**Greater Economy!**
- Substantially Lower Cost Per Record
- More Program Time Per 12" Disc than on Present 16" Record
- Lower Shipping Costs

**Greater Convenience!**
- Easier to Handle
- Saves Storage Space
  - 12" Record Plays 20 minutes, each side
  - 10" Record Plays 13 minutes, each side
- Full Columbia Transcription Quality Throughout

Years of collaboration by Columbia research and engineering experts have produced the greatest advance in recording in years! See and hear this amazing new development before you plan your next transcription series!

**Prompt Service and Delivery**

CALL, WRITE, WIRE

Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.®
Trade Mark "Columbia" and @ Registered U.S. Pat. Off.Marca Registrada® Trade Mark
New York: 799 Seventh Ave., Circle 5-7300
Los Angeles: 8723 Alden Drive, Bradshaw 2-2759
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

We'll be at the NAB Convention, Stevens Hotel, Room 532A
WALTER E. HEULLE, former member of Westchester County Publishers News Bureau, has joined WOR New York's news department writing staff. Mr. Heulle replaces ROBERT O'CONNOR who was appointed director of sports for WOR-TV.

JAMES FLEMING, former CBS war correspondent, and more recently attaché of Economic Cooperation Administration, has joined NBC's news staff.

VICTOR KOPP, former disc jockey in Pocatello, Idaho, has joined KXOB Stockton, Calif., as news editor.

URSULA M. HALLORAN, formerly in advertising department of Gimbel's, Pittsburgh, has joined NBC as assistant trade editor of press department.

JOHN B. BAKER Jr. has joined WHBC Canton, Ohio, as assistant news editor. He will do three newscasts Mon.-Fri.

JOHN McDONALD, farm director for WSM Nashville, Tenn., has been appointed member of Tennessee Citizens 4-H Club Leadership Committee.

MARIE STACK, CBS television news assignment editor and ARTHUR BONNOR, formerly of CBS news staff, now with WOR New York, have announced their marriage.

PEARSON SUED
$300,000 Asked

DAMAGES of $300,000 from Commentator Drew Pearson have been asked by Attorney General Fred N. Howser of California in a suit filed in District Court in the District of Columbia. The commentator was charged with making "untrue, false and defamatory statements" to discredit Mr. Howser.

It was charged in the suit that Mr. Pearson in a broadcast had made certain statements linking Mr. Howser with gambling. If he is successful in the suit, Mr. Howser said, all money awarded, except court costs and lawyer's fees, will go to charity.

WILM ELECTION
Announcers, Others Involved

A THREE-MEMBER panel of the National Labor Relations Board last Thursday directed the Delaware Broadcasting Co., operating WLIM Wilmington, Del., to hold a secret ballot election within 30 days to determine whether or not the station's staff announcers, news editor, assistant news editor, women's program director and salesmen-announcers wish to be represented by the Philadelphia local of the American Federation of Radio Artists (AFL).

The panel, including John M. Houston, James J. Reynolds Jr. and Abe Murdock, ruled in favor of AFRA in excluding WLIM's program director, Francis X. Gallagher, from the unit eligible to vote in the election. AFRA's contention that Mr. Gallagher holds a supervisory position was upheld.

The NLRB panel, affirming rulings previously issued by an NLRB trial examiner, decided in favor of WLIM on the matter of whether or not News Editor William P. Frons and three salesmen-announcers, James King, Chauncey Eanes Jr. and Jackson Lee, should be included in the unit eligible to vote.

CANCER SOCIETY
Radio's Donation Estimated

TIME and talent contribution by radio and television for American Cancer Society's 1949 drive total $14,500,000, Walter King, ACS radio director, announced April 1. Transcriptions featuring top talent and live talent scripts totaling more than five and one-half hours of radio time have been sent to all stations. Network shows totaling two and one-quarter hours are scheduled plus three hours of network announcements.

For video, special shorts totaling 15 minutes are scheduled for local telecasts and a one-hour network review has been prepared. Television spot time using ACS kits will be used, but total time is not yet estimated.
To the PRESS and RADIO:

Subject: THE RAILROADS' FUTURE

Newspaper and radio people frequently ask about the future of our railroads -- what the railroads will be like in the years ahead, and where they will fit into the transportation picture.

Prophecy is a risky business at best, but of one thing we can be certain: we shall always have railroads. We shall have them because only in trains of cars on tracks is it possible, or will it be possible, to produce mass transportation with the necessary economy in manpower, materials and mechanical power.

There is no question that the population of the United States will continue to grow, and this will mean increased demand for transportation service. To meet this greater demand, the railroads will grow in strength and capacity.

The railroads of the future will be better physically than the railroads of today, just as today's railroads are better than those of yesterday.

The real uncertainty is whether the railroads will be able to take in enough money to meet costs and at the same time produce a reasonable rate of return on net investment, which is so essential if we are to continue to have the sort of railroads this country needs to carry its commerce and serve it in defense.

Railroad revenues depend on two things: traffic and rates. First of all, there must be a sufficient volume of business for the railroads to handle. But regardless of the volume of traffic, revenues will not be adequate unless the rates are compensatory.

Sincerely yours,

William T. Faricy
For Years, the Favorite from Coast to Coast...

George A. Starbird

MICROPHONE BOOMS & STANDS

Here's why Starbird Microphone Boom and Stands are used in nearly every leading broadcast station in the country:

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads--plus heavy cast iron base to insure steadiness.

Write for Descriptive Literature

MELETRON CORPORATION
950 North Highland Avenue, Los Angeles 38, California

MANUFACTURERS OF GEORGE A. STARBIRD EQUIPMENT

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FRENCH NETWORK
For N. America Planned

PLANS for the creation of a new network, a purely symbolic one, were revealed last Tuesday by Pierre Crennes, director of the French Broadcasting System in North America. Unitizing all of the 200 stations which regularly broadcast Radio Diffusion Francaise programs (transcribed in France in the English language and distributed to North American stations), the "Inter-National Goodwill Network" is to have no formal organizational or financial set-up. Members will receive special certificates signed by Director General Vladimir Proche of Radio Diffusion Television Francaise in Paris.

"One half hour—11:45 a.m. to 12:45 p.m.—has been placed at the disposal of the new network by Radio Diffusion in Paris, and members stations, both commercial and college outlets, are requested to submit programs, transcribed in French, for broadcast from Paris over the French system. Programs should range, Mr. Crennes said, from five to 30 minutes in length, and should illustrate some aspect of American life. Interviews with farmers, factory workers, students, were suggested to build "better understanding and good will... and to put people of these nations in direct contact with each other." Transcriptions should be sent to the French Broadcasting System, 904 Fifth Ave., New York."

AAA CHAPTER
New Chesapeake Group Form

AMERICAN Assn. of Advertising Agencies last Wednesday announced the formation of the Chesapeake Chapter. New group will include the ten offices of AAA member agencies in Baltimore, Washington and Richmond.

The new chapter is an expansion of the former Baltimore group which voted the change in its recent annual meeting. The following were elected as officers:


WHBF-FM Ups Power

POWER increase from 3.6 kw to 35 kw at WHBF-FM Rock Island, II, was announced last week by General Manager Les Johnson after installation of a 10 kw FM transmitter. The station, on the air since October 1947, broadcasts 8 a.m.-10:15 p.m. seven days weekly.
Tailored RADIO PICTURE ALBUMS FOR YOUR STATION—
AT NO COST TO YOU...

Let folks see your station and staff through these colorful, beautifully-prepared albums—"tailor-made" to be distributed throughout your broadcast area... at no cost to you or your listeners. Available to only one station in any city. Proven to build listeners... new accounts... added revenue.

AT THE CONVENTION

Enjoy a free scenic ride over Chicago in our company NAVION plane the "Gray Goose" from Chicago's new lake front airport, 5 minutes from the Stevens. We also invite you to drop in and see us at our suite in the Stevens Hotel.

Write for full details, visit us at the Convention, or phone us now — 4-3262
WILK SURVEY
Stresses 'Underserved' Area

WILK, Wilkes-Barre, Pa., has told FCC that 540 kc with 80 kw is the "only possible" assignment available to provide primary service to some 523,470 presently "underserved" persons in the Wilkes-Barre-Scranton area.

The engineering study, originally prepared in December 1947, was submitted in response to FCC requests for comments on its proposal that use of 540 kc be limited to 1 kw generally and prohibited altogether within 25 miles of more than 200 named military installations.

WILK conceded that its proposal "does not fall within the limitations suggested" by FCC. However, the station said, the Wilkes-Barre-Scranton area "is one of the most under-served metropolitan districts" in the Northeast. Use of 540 kc with 50 kw, WILK claimed, "would provide a primary service to a 'white area' consisting of 523,470 people." In addition, service would be provided to 345,806 who receive primary service from other stations, it was pointed out.

WILK, currently on 1450 kc with 260 w but seeking 980 kc with 5 kw day 1 kw night, said it "has sought a means for well over a year" to provide service throughout that area. The station said it considered Baltimore and Pittsburgh the only other large metropolitan areas where 540 kc could be used in the Northeast and pointed out that both cities already have Class 1 stations.

$12.7 Million Net

NET PROFIT of $12,721,610 for 1948 has been reported by Sterling Drug Inc., which also announced its 16th annual consecutive sales increase.

Sales of $134,270,862 were reported in 1948, an increase of $2,921,552 over 1947. The 1948 net profit was slightly higher than that for 1947, which was $12,088,903.

EDUCATION
Greater Radio Use Urged

CHARLES A. SIEPMAN, chairman of the New York U. department of communications and author of the FCC's famed Blue Book, delivered a key address at the 38th annual Schoolmen's Week of the U. of Pennsylvania on March 30. He urged schoolmen to exploit the educational possibilities in radio and television.

"But," Mr. Siepmann said, "the teachers of the country have not taken advantage of [radios] opportunity, and educational institutions have not taken over the places allocated to them on the FM band of frequencies. We cannot expect the FCC to reserve this air space indefinitely." Mr. Siepmann said he was "not opposed to adventure series of the 'cliff-hanger' type for children," but added "we are interested in exactly what children like to listen to that kind of program because then we could apply the technique to something sensible."

SESAC
TRANSCRIBED LIBRARY SERVICE

The Greatest Value Ever Offered

An expanded full-size library of matchless selections gilt-edged in quality and presentation

Come to Suite 553A
Hotel Stevens, Chicago

LISTEN TO OUR NEW SUPERB RECORDINGS

HEAR ABOUT OUR NEW TOP-NOTCH CONTINUITY SCRIPT DIVISION

SESAC Inc. 475 Fifth Avenue, New York 17, N. Y.
COAL MINE OPERATORS
IN SEARCH OF HIGHLY TRAINED PERSONNEL

So rapid and extensive has been the process of mechanizing U. S. bituminous coal mines, that it multiplies the industry's needs for skilled engineers and trained mine machine operators. To meet this need, the bituminous coal industry, working through its national association, is developing a complete over-all program to interest young men, including the sons of miners, in electing coal mining either as an engineering career, or as a good lifetime job at better than average pay.

At the college level, Maurice D. Cooper, director of the industry's mining training program, has recently completed a survey of the 165 American colleges and universities offering engineering degrees. Thirty-three are awarding degrees in mining engineering and of these, 17 are offering degrees in coal mining engineering.

"Obviously, this indicates no great demand on the part of college engineering students for courses in this field," says Henry C. Woods, Chairman of the industry's Committee on Engineering Education, "nor are the scholarships now offered by many coal operators sufficient to attract ambitious young men." As a first step in correcting this condition, Mr. Woods points out, more operators must follow the example set by a few companies and offer part-time and vacation employment at good pay to coal mining engineering students.

At the high school level, Mr. Woods urges that coal operators encourage school officials in mining areas to focus the attention of high school boys on coal mining as a good wage-earning job. In many cases operators are cooperating in the introduction of vocational training courses in practical mining procedures. In Illinois, operators are financing literature and other informative material on modern coal mining for high schools. They are also providing an annual week-long seminar for from 30 to 40 high school principals with all expenses paid, in order to create interest in directing high school students into mechanized coal mining.

The necessity of getting the right trained man for each specialized responsibility and each mechanized job is something to which the more progressive operators are keenly alive. It is a sound way to protect the industry's investment in its billion-dollar improvement program.
EVERYBODY'S TALKING ABOUT THE FOREIGN LANGUAGE LEADERSHIP IN NEW YORK OF
WHOM
"THE IL PROGRESSO STATION"
5000 Watts Day and Night
JUST LOOK AT THESE QUOTES:
"Today WHOM and its $250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."
NEWSWEEK, November 29, 1948
"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."
BROADCASTING, December 27, 1948
"WHOM is the foremost foreign talk operation in the country."
BEN GROSS, N. Y. DAILY NEWS, January 10, 1949
OUTSTANDING RADIO PRODUCTIONS IN
ITALIAN
POLISH
JEWISH
GERMAN
SPANISH
THE AFTERT HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.
1480 ON YOUR DIAL
136 West 52nd Street, New York 19, N. Y.
GENEROSO POPE, President FORTUNE POPE, General Manager
Help them to help themselves

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help themselves to lead useful, happy lives. This year, why not buy more Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 South La Salle Street, Chicago 3, Illinois
CARROLL REYNOLDS, formerly MBS announcer-producer in Chicago, has been appointed production manager and night news editor at WIOU Kokomo, Ind.

STEVE MCCORMICK has been appointed program manager of WOL Washington, effective today (April 11). He replaces LANSING LINDQUIST, resigned (BROADCASTING, March 28). Mr. McCormick has been with WOL since 1936, serving as chief announcer, production manager, and since January as news editor. He is well known as Mutual's presidential announcer.

LARRY FROMER, WOL's production supervisor, has been appointed producer of Mutual's American Forum of the Air, which originates from Washington's Shoreham Hotel under sponsorship of Universal Carloading.

CHARLES VAUGHAN, formerly floor producer at WLWT (TV) Cincinnati, has been appointed junior producer at WLWD (TV) Dayton, Ohio.

ROBERT W. MENEFEE, former program director at WSLS Roanoke, Va., has joined announcing staff of WIP Philadelphia.

PENNY HITCHCOCK has been appointed women's director of WGLN Glens Falls, N. Y.

ROGER KRUPP, formerly staff announcer with ABC, NBC and CBS New York, has joined WVYJ (TV) Miami, Fla.

ROBERT L. SILVERBERG, chief announcer at WNOC Norwich, Conn., has been promoted to program director. AUDREY K. ALLEN has joined station to handle traffic and strictly for Women's program. CARTER CLINTON has joined WNOC as announcer.

OPIE CATES has joined CBS Late 'n' Abner show as musical director.

CHARLES MOUNTAIN, Chicago radio actor, has joined announcing staff at NBC's Central Division.

JAY TROMPETTER has joined announcing staff of WMOR (FM) Chicago. He was previously with WCFL and NBC Chicago and during war was manager of WXLO Nome, Alaska.

JEAN HERSHOLT, star of CBS Dr. Christian show, received citation April 6 on that show from Dallas Health Museum for program's contribution to promoting confidence in the family doctor.

CHET GAYLORD, formerly with WBZ Boston, has joined WNEB Worcester, Mass., where he will conduct Monday, 10-10:30 p.m. program.

JIN THOMAS has joined announcing staff of WSB Atlanta. He was formerly with WQPI Bristol, Tenn., KRIS Corpus Christi, Tex., and WCYS Bristol, Va.

MARY WILSON has joined WTTM Trenton, N. J., as director of women's activities.

SIE Lasher, veteran radio man, with WAGA Atlanta, Ga., since August 1947, has been appointed chief announcer at WAGA-TV.

LEX BOYD, announcer at KROW Oakland-San Francisco, and Nyla Ruth Carroll have announced their marriage.

DON BRINKLEY, former television director at Earle Ludgin Agency, Chicago, has joined WBBM Chicago, as assistant program director.

MARION GIESEY, formerly with J. Grant Co., Pittsburgh agency, has joined WWSW Pittsburgh, as continuity chief.

HAL GREEN and ED LITTLE have joined announcing staff of WEBR Buffalo, N. Y.

FRED PARSONS, formerly announcer at WSB Atlanta, has joined announcing staff of WLB Cincinnati.

JAY RUSSELL, formerly with WBBZ Vineland, N. J., as continuity writer and disc jockey, has joined WNBE Saranac Lake, N. Y., as program director and script chief.

"UNCLE" BILL JENKINS, formerly with WTOP Washington, has joined WEAM Arlington, Va.

ALAN NEWCOMB, formerly with WYCA Ashville, N. C., has joined announcing staff of WIS Columbia, S. C.

HARRY CREIGHTON, WGN Chicago announcer since 1943, moves to WGN-TV where he will work with JACK BRICKHOUSE, sports service manager, in narrating Chicago Cubs and White Sox baseball telecasts.

ERNEST DURHAM, who conducts nightly "bop" show on WONS Hartford, Conn., has been appointed managing editor of New England Bulletin, weekly Negro newspaper.

MARION REPENTER has joined WVET Rochester, N. Y., copy department. Prior to joining WVET, Miss Repenter was with program department of WBA Rochester.

EMERSON BUCKLEY, associate music director at WOR New York, is the father of a boy.

The market in WDBJ's total BMB coverage area represents 35.73% of Virginia's total buying power. (And 7.90% of West Virginia's). In 50% or better BMB coverage WDBJ sells to 23.7% of Virginia's buying power.

WDBJ CBS - 5000 WATTS - 960 KC Owned and Operated by the TIMES WORLD CORPORATION BROADCASTING - TELESCHING SOUTHWEST VIRGINIA'S PIONEER RADIO STATION
**FINAL DECISIONS**

EFFECTUATING four proposed decisions and reversing another, FCC last week handed down final decisions granting:

- All-Oklahoma Broadcasting Co.'s application for a new station at Tulsa, using 740 kc with 50 kw day and 16 kw night, directionalized fulltime.

- KPHO Phoenix's application for 910 kc with 5 kw in lieu of its present 1230 kc with 250 w.

- Booth Radio Stations Inc.'s application for a new station at Saginaw, Mich., on 790 kc with 1 kw, directionallined fulltime.

- Lockport Union-Sun & Journal Inc.'s application for a new 250 w station on 1340 kc at Lockport, N. Y.

- White River Valley Broadcasters' application for a new station at Batesville, Ark., also on 1340 kc with 250 w.

Mutually exclusive applications in all five cases were denied.

In the Saginaw case, FCC denied a petition filed by WKNN Saginaw charging that Booth Radio had recently filed an application for Grand Rapids for the purpose of (a) delaying action on a mutually exclusive application previously filed by WKNN or (b) to put John L. Booth, owner of Booth Radio, in a better position to bargain for purchase of WKNN. WKNN asked that the record be reopened but FCC said it found nothing to indicate the Booth application was filed for any reason except "to secure a station" in Grand Rapids.

Mr. Booth had denied the WKNN charges and said he never seriously considered buying WKNN.

The Commission reversed its proposed decision in the Batesville case, where Batesville Broadcasting Co. had been given a tentative nod over White River Valley in the initial proposal [Broadcasting, Sept. 27, 1948].

The final decision to grant White River was based on FCC's conclusion that the diversity of interests represented in that company should outweigh Batesville Broadcasting's more extensive development of program plans and the more active role its owners planned to take in station affairs.

The reversal was viewed in some quarters as reaffirmation of FCC's policy of preferring non-newspaper applicants when other factors are generally equal. Batesville Broadcasting is controlled (51%) by the publisher of the only local daily. In oral argument Andrew W. Bennett, Washington attorney for White River, told FCC:

"If this Commission intends to abandon its newspaper policy, the proposed decision should be affirmed. On the other hand, if the newspaper policy is to be maintained, they should . . . reverse the proposed decision."

In the other cases, grants and denials were issued as contemplated in the proposed decisions. Denials went to:

- KUOA Silmans Springs, Ark., which was compared with All-Oklahoma for 740 kc in lieu of its present 1250 kc with 5 kw, only on [Broadcasting, Feb 28];
- KRXU Glendale and Desert Broadcasting Co. of Phoenix, rivals of KPHO in the 910 kc case [Broadcasting, Oct. 11];
- Licensees (licensee of Wills Creek Baptist, which was seeking a station at Lansing, and WZAM Saginaw (now on 1480 kc with 250 w) in the case won by Booth Radio [Broadcasting, July 28, 1948];
- Niagara Broadcasting System of Niagara Falls and Great Lakes Systems of Buffalo (both involving Lockport Union-Sun) [Broadcasting, Jan. 24].

All-Oklahoma, grantees for the new Tulsa station, is headed by Sen. Robert S. Kerr (D-Okl.), president of WEEKPeoria, Ill. ABC affiliation is contemplated.

KPHO, which received a full-time grant for 5 kw on 910 kc, also is affiliated with ABC. KRXU in that proceeding was seeking authority to move from Glendale to Phoenix in addition to its bid for 910 kc (KRXU is on 1340 kc with 250 w). In this connection the Commission reiterated the policy first expressed in its proposed decision:

"In a comparative proceeding such as this and in the absence of compelling reasons to the contrary...the existing station located in the community where improved service can be sought and which has rendered a meritorious program service to that community and proposes an extension of such service, is to be preferred to an existing station which has operated in contiguous city and has not improved facilities and to move its main studios to the former case."

Comr. Frieda B. Hennock dissented, voting for KRXU.


Ownership of the proposed grantees:

- All-Oklahoma Broadcasting Co. — Most of the stock is owned by Sen. Kerr, former Oklahoma Governor, and several of his associates in the ownership of WEEK Peoria and in the oil and other businesses: Sen. Kerr 40%; D. McGehee 12.5%; T. W. Samuels 11.2%; T. W. Fenten 5.7%; Dean Temple 3.4%. Remaining stock is held by Elmer Hale (10%), who has minority interest in KMOX Muskogee, KHH Hugo, Okla., and William R. Wallace (8.33%), who has 26% of KHH.


- KPHO-Headed and controlled (51%) by Rex Schepp, veteran broadcaster, E. A. Boroff, Taylor, Borroff & Associates, owns 10%. Tom Chauncey, Phoenix's businessman and one-time owner of the station, owns 50%. This includes the 48% formerly held by Gene Asbury, radio and film actor who withdrew from KPHO after issuance of FCC's proposed decision. Under FCC rules, he was required to dispose of his KPHO interest when he acquired KVOO, Phoenix.

- Lockport Union-Sun & Journal — FM permittee (WUJS) and publisher of "Lockport Sun," a Journal, headed by Egbert D. Corson and controlled by himself (50%), his wife Katherine (15%), his sister Cora C. Kerr (46.5%), and his son Peter (7%). Peter Corson is manager of WUBB and will manage the AM station. Carl Raymond, who has been identified with stations in Buffalo and Schenectady and in Ohio and Massachusetts, will be assistant manager and program director.

- White River Valley Broadcasters—Headed by Jared E. Trewhalan, pub'l.

(Continued on page 178)

- The Voice of Southern California
- Paul H. Raymer Company, National Representatives

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SMPE REORGANIZATION

IMPACT of television held the spotlight at the 65th semi-annual convention of the Society of Motion Picture Engineers in New York last week. Highlight was a proposal to take in television engineers as members and to change the name of the group to Society of Motion Picture and Television Engineers.

Announcement of the proposal was made at the society's semi-annual banquet Wednesday night by Earl I. Sponable, president of the organization and technical director of Twentieth Century-Fox Film Corp.

He revealed that the society's board of governors acted favorably on the recommendation at a meeting held before the five-day convention started last Monday.

The change would require an amendment of the society's constitution. Because revision of the basic charter is required, notice of the recommendation is being sent to all 8,000 members of the society. The entire question will then be thrashed out, following which there will be a mail referendum.

Mr. Sponable explained this and then asked the support of the members for the change. He said:

"With the greatest interest shown by the television industry, the increasing role of the engineers in the field is being recognized, just as it was a few years ago, when sound was added to our previously silent films. Each of us is concerned because television depends on motion picture films and on motion picture people for program material, as well as for technical know-how."

The announcement by Mr. Sponable followed two entire days of the society's three-day meeting given over to television. It heard numerous speakers, on both the business and engineering level telling how the motion picture business can aid itself and television by getting in on the video act.

Among points made by various speakers:

- Television will cause network radio to enter a decline and in five years will be superseded by coast-to-coast network television.
- Phonovision was held up as a means to save Hollywood and put television on a paying basis. Phonovision may be given a full-dress test later this year.
- Film costs are too high for television's pocketbook and therefore more live and less feature-length films will be on network shows.
- There is a need for low-cost feature films for television and it is possible to produce them.
- The TV commercial is destined to lean heavily on films because of the footproof performance possible in motion pictures.
- Production on assembly-line basis of full-size theatre television equipment is expected in the near future.
- Value of 16mm equipment for use in television was criticized and defended. Critics said both 16mm sight and sound are inadequate, while proponents claimed they are adequate if their possibilities are properly exploited.

Mr. Austrian, consultant on New York, said radio was about to enter a decline. At the end of five years, it would be so hard hit by a "lack of the advertiser's dollar," he predicted, that it will give way to local and regional broadcasting.

It will be superseded by coast-to-coast network television, was his estimate.

Mr. Austrian, former president of TKO Television Corp., and former in charge of television for Foote, Cone & Belding, foreshadowed that in the New York area there would be a saturation of television sets which would reach over the 90% level.

He predicted that what would cause the expansion would be production of a receiver in the price range of $100 to $125.

He warned the motion picture business that television is a "small black cloud on its horizon now" but that it must do something about it. Because of the decline in movie attendance by radio listeners, TV is a great threat to the film industry. He advocated using video to build box office.

"I think the industry will realize very shortly what a wonderful medium television is to advertise its own pictures," he said. "I think the motion picture industry will become one of the largest users of television advertising time."

John R. Howland, president of Zenith Radio Corp., accompanied by Mr. Alexander Ellet, inventor of Phonovision, presented a paper on Phonovision, at the same time presenting the premier showing of a film, "Zenith Presents Phonovision." In an interview prior to the presentation, Mr. Howland said a test of Phonovision, involving 300 wired homes for pay-as-you-see television, would be undertaken by Zenith some time this year, probably in the fall.

Phonovision Film

The film showed how Phonovision will work. It pictured a first-run movie telecast in scrambled form from a local television station, its receipt on a home receiver, the set-owner calling the local telephone company to switch on the unscrambling device connected to the receiver in the home but controlled by the local telephone exchange, and finally the unscrambled view on the receiver screen.

The motion picture contained a story of Hollywood to back Phonovision as a means of achieving an enormous box office through television.

As to the share of the proceeds from Phonovision, the picture indicate a three-way split between the telephone company, the television set manufacturer and the motion picture producer, with the latter getting about 50%.

The film declared that the nation's income from Phonovision will be far greater than the sale of the same amount of time to an advertiser. It was emphasized that Phonovision does not replace television. Stations can handle it in addition to their regular "free" programming.

In questions after presentation of his paper, Mr. Howland said the equipment cost to a station to install facilities for Phonovision transmission would be about $3,000. The unscrambling device to be used in the television set could be built in for $10.

Mr. Howland predicted that by 1955 there would be 10 million receivers in the United States, of which 10 million will be equipped for Phonovision. In his talk Mr. Howland said:

"Phonovision has set television free from the limitations of advertising, in which we live, while making American radio the finest in the world, likewise made radio a source of irritation to millions of people and prevented radio from becoming the great entertainment and cultural medium which a box-office for fine, costly features would make possible."

"Phonovision eliminates any possible need for government operation of television or for turning this great industry over to the sole control of advertisers who are interested, not in the quality or value of the entertainment they provide, but in the amount of merchandise they can sell...

"At least 80% of television entertainment will be in the form of motion pictures...

"Phonovision would determine the great mass of revenue-producing entertainment required for Phonovision-television shall be provided by the American film industry or by other creators of entertainment. I hope that viewing of this film will help Hollywood to reach a wise decision."

The opening luncheon meeting of the convention was given a dinner view of motion picture use on television by Dr. Allen B. DuMont, President of DuMont Labs.

Cities Higher Costs

"It is cheaper to watch live shows," Dr. DuMont flatly told the engineers. He said DuMont network is attempting to cut down the use of film features because of their cost and the poor quality of offerings.

Teletransmissions—film recordings from the viewing tube—also are apt to cost more than sending..."
pressed the viewpoint of Show Time, television stations, and film excellence. Dave Gudebrod, vice president of RCA reported on a Monday night meeting that production on an assembly-line basis of such equipment is expected in the near future. Pilot-run production, he said at a demonstration of RCA equipment, is expected possibly by year's end. Price of a single unit would be about $25,000.

At a forum on television and motion pictures, Dave Gudebrod, manager of the motion picture department of N. W. Ayer & Sons, stated the requirements of a good television film feature for continuing sponsorship. It must have box office possibilities, quality, technical excellence and be reasonably priced, he said.

He illustrated his point by Your Show Time, half-hour dramatic film the agency has developed for Lucky Strike cigarettes. He said the film is fed to the network via 35mm print but to non-connected stations by 16mm print. He expressed the viewpoint that with proper planning it is possible to produce good, reasonably priced film features for television.

Joseph A. Moran, vice president of Young & Rubicam, said whether or not film will take over the television commercial will depend on how skilled such films are produced. The dependability of film will help make it popular for such commercials, he said.

Favors Short Spots

He advocated the use of short commercial spots over a program, rather than a long one-shot commercial for a program. The latter type, he said, is an invitation to switch to another channel. He showed some signs of becoming standard for commercials because of its extra quality.

On the matter of 16mm versus 35mm for use on television, varying points of view were voiced. Dr. Alfred N. Goldsmith, consulting engineer, expressed the opinion that 16mm prints from 16mm negatives, particularly from kinescope negatives, are of a "marginal" character. He advocated, however, that present practices not be considered crystallized until after further research in both 35mm and 16mm films.

Clyde R. Keith of Western Electric Co. demonstrated "horrible examples" in 16mm sound recording, together with examples of good 16mm technique. Excessive flutter and high noise level can be improved to the standard now existing in 35mm operation, he said. This would require higher cost machines. Present 16mm equipment characterized as too light—developed for a price market and not a professional market.

In defense of 16mm equipment, John A. Maurer, president J. A. Maurer Inc., Long Island, said lenses being used in 16mm kinescopes are inferior to those which could be used. Too many projection lenses, he said further, are on an amateur level.

Improvements in the 16mm technique and equipment make it possible to obtain substantially higher quality of 16mm sound than is generally obtained commercially at the present time.

He said recognition of this fact and the need for 16mm in television have led to a proposal that the industry adopt a standard 16mm reproducing characteristic similar to that in use in the 35mm industry. His own conclusion was that sound quality of 16mm could equal that of the 35mm theatre standard and even surpass it if the television show required a higher standard. Mr. Maurer's talk was followed by a two-hour discussion period by a panel of experts on sound recording and reproduction.

Among others who touched on television subjects:

- A. H. Brolly, Television Assoc., said known principles of television lighting make unnecessary purple lipstick and yellow rouge makeup for video appearances; intense-cents and fluorescent lights are proper TV illumination.
- Walter D. Engels and Maurice Kerins, WPX (TV) New York, and George Lawlor, Houston Corp., in a joint paper told how they speeded up newsreel techniques. Reversal processing, they said, eliminated the time lag required for an extra step in conventional positive negative developing. They said this practice will be adopted eventually by all TV newsmen.
- Otto H. Schade, RCA Victor, said a television system with a balanced resolution of 410 lines is technically capable of attaining an image quality equivalent to commercial 35mm films.
- F. J. Bingley, WOR-TV New York, said because of lack of standardization among receiver manufacturers of the shape of the screen mask, telecasters should be careful about transmitting important picture information in picture areas likely to be masked off by the receivers.
- Richard Blount, General Electric Co., described distortion due to improper lighting. Edward J. Baram, D. Leukes Labs, and Arthur J. Miller, Consolidated Film Industries Div., spoke on film laboratory practices for television. Roger D. Thompson, DuMont Labs, described techniques of picking up transparencies for TV transmission.
- F. N. Gille, General Precision Lab, spoke on problems of video recording. William C. Eddy, Television Assoc., described the continuous reel capable of handling 100-foot loops of 16mm film. William F. Kruse, William F. Kruse Assoc., discussed the effect of video on education.

Another sponsor joins the WBAP-TV Fort Worth, Tex., told as Karl Sharfenberg (seated r), president of West Texas Appliance Co., okays plans for his firm's sponsorship of Philco Flying X Ranchboys. Giving approval to the action are (l to r) Mrs. Lois Craig, account executive of James McBride Advertising, Fort Worth; Roy Bacus, WBAP-TV commercial manager, and E. A. Favorite, vice president of the appliance firm. The half-hour weekly variety show, formerly carried sustaining, now adverstises Philco receivers for the West Texas Appliance Co. and all Fort Worth and west Texas Philco dealers.

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For general TV use, a half-hour television show, "The Ranger," was presented by General Mills. The show is expected to be broadcast at 6:30 p.m. Thursday (April 7) on television stations of the company's network. The show will be telecast on an NBC network of more than 20 stations beginning in mid-September. The program will be sponsored by the General Mills agency for nearly 25 years, which will handle the show.

The company plans to carry the program on an independent television network, rather than just a few popular cities, according to Lowry Crites, director of media for General Mills. He and Ed Smith, director of radio and television production, said they believe the $750,000 sum is the largest single TV show production outlay to date.

Time Schedule

The programs, to be telecast Thursday at 7:30 p.m. Eastern, 6:30 p.m. Central, Mountain and Pacific time, will plug the company's cake mixes and other nationally advertised products, it was disclosed.

In markets where ABC has no TV affiliate, "The Ranger" will be available on a spot basis. General Mills expects it will be telecast in "well over 100 markets" before the end of the '53 program period. The company feels it is necessary to prove its potentialities both from a commercial viewpoint and as an audience builder.

Mr. Chertok, who is associated with Apex Film Corp., is widely known in Hollywood as producer of many feature movie successes, commercial films, and TV productions.

George W. Trendle, who signed the contract for Lone Ranger Inc., first presented the program to the radio world Jan. 30, 1933. Broadcast from new studios estimated at $750,000, the show will reach 11,800,000 homes Mondays, Wednesdays and Fridays via ABC.

BUSINESS REPORT

Sees No TV Change Soon

NATIONAL Better Business Bureau assured its members and the public April 6 that telecasting on present channels "will continue indefinitely" and that obsolescence of present television receivers would not occur "in the foreseeable future.

The bureau's conclusions were reached on the basis of information solicited from Wayne Coy, FCC Chairman, and leading television broadcasters. The survey was prompted by inquiries from the public and from Better Business Bureaus throughout the nation.
The Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know. But it doesn't happen at CBS-TV.

ANKLES ARE SLIMMER HERE... because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the TV screen. By the time you see them they're as pretty as they ought to be.

ACTORS ARE COOLER AT CBS... more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also developed by CBS experts.

are slimmer on CBS

THE SCENE IS LIVELIER AT CBS... because backgrounds can be made more fluid and variable with rear-screen projection... another CBS-TV development.

AND PROGRAMS ARE BETTER ON CBS... built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs in television.

YOUR PROGRAM WILL DO BETTER ON CBS-TV... the network with six of the top ten Hooper-rated programs, four of which are CBS package programs.
SHOWING KNBN-NBC Hollywood television outlet facilities to Col. B. J. Palmer (second from I), president of WHO Des Moines, a recent visitor to Ohio, were (I to r): Edward Sobel, KNBN executive producer; Col. Nathan Levinson, technical director of Warner Bros., and John Guant, KNBN producer.

KGO-TV PLANS

KGO-TV, the ABC television station, has contracted to carry home games of the Oakland baseball team when the station begins regular programming early next month, Gayle V. Grubb, KGO and KGO-TV general manager, announced last week.

The first baseball game, which is slated to be KGO-TV's initial telecast, is scheduled for May 6.

The station, operating on Channel 7 (174-180 mc), has been on the air with test patterns for more than a month. Beginning with the May 6 debut, the station will be on the air regularly five nights a week, Tuesday through Saturday.

KGO-TV will be the second San Francisco TV station on the air and the second to contract for coverage of Bay Area baseball games. KPIX, the area's first TV station which went on the air last Christmas Eve, already is covering games of the San Francisco Seals.

Mr. Grubb did not reveal terms of the contract between KGO-TV and the Oakland baseball team. He said only that the contract had been worked out by the preceding week by himself and Clarence Laws, president of the Oakland club.

Announcement of the baseball contract also was the first announcement of the date when KGO-TV plans to begin its regular programming. Previously its debut date was expected around the end of May or first of June, although no official announcement to this effect had been made.

ABC television engineers were working to put both KGO-TV and the network's Los Angeles station, KECA-TV, on the air during May. But the tentative schedule was to start the Los Angeles station first, early in May, and the San Francisco station about a month later.

A change in plans reverting this order was reportedly prompted by the almost complete halt of TV set sales in the Bay Area. Set sales in the area boomed immediately preceding and following KPIX's debut. During the last two weeks of December the number of sets-in-use jumped from less than 100 to more than 2,000.

By the end of January the number was up to 3,500. Then sales fell off drastically and the number today still is short of 4,000.

TV set manufacturers and distributors reportedly felt sales with a pick-up again when a second TV station started operation. With this in mind, their representatives contacted ABC to get the San Francisco outlet on the air as soon as possible.

ABC obliged by reversing its previous schedule and started rushing the San Francisco station on ahead of KECA-TV.

KGO-TV, operating from Sutro Mansion atop Sutro Mountain in San Francisco, has a 608-ft. tower which gives an overall height of 1,082 ft.

CANTOR ON VIDEO

Pabst To Sponsor on NBC-TV

EDDIE CANTOR has signed with Pabst Sales Co, Chicago (Pabst Blue Ribbon beer), for a semi-monthly TV variety show to be telecast on NBC starting Tuesday, Oct. 4, he announced at a personal appearance in Milwaukee April 1.

Mr. Cantor, who broadcast his regular Friday evening show from Pabst's hometown, hopes to get the half-hour segment after Milton Berle's Fleerzo Star Theatre. "If we don't get a good time, we'll go to another network," he added. Telecast will be designed along variety show lines, with Mr. Cantor operating a school of show business and introducing six or eight persons on each program.

Milt Green, who has appeared on Pabst's Star M. M., may join the permanent TV cast, he said. The star hopes to originate the show before an audience in Hollywood and have kinescope recordings made for the East and Midwest TV networks. If this is not possible, program will emanate from New York. Agency is Warwick & Legier, New York.

Oakland Games Slated, May Start Expected

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TV SET MARKET

Only 3% Saturation—Craig

THE 1½ million television receivers which have been sold to date represent about 3 to 4% saturation of the national market, John W. Craig, vice president of Aveo Manufacturing Corp. and general manager of its Craigray Division, said last Tuesday. Mr. Craig addressed a luncheon meeting of the National Retail Furniture Association at the Shoreham Hotel, Washington.

Predicting that in the next decade "television, more than any other product, will provide stability and growth for American industry," Mr. Craig added that the industry's expected production of 9 to 10 million receivers still will be higher than the best prewar year. It is hoped to soften the impact of television by utilizing television to sell radios and phonographs, he said.

VIDEO FILM KIT

Cancer Society Prepares

AMERICAN CANCER Society's kit of nine films, to be supplied to all video stations, was revealed in New York, March 30 at a special news preview. Films, consisting of spots and "featurettes," range in length from 15 seconds to three minutes each, and include two animated cartoon shorts.

Written and produced by Walter K. Craig, president of radio and television, the animations were made by Animated Arts Productions, New York, and the others by Roe & Eisinger, Inc. also of New York. The entire kit, it was understood, was produced for approximately $5,000, or the cost of two average one-minute features.

Several New York stations have already accepted the kit for use.

WLWD Mobile Unit

NEW $100,000 mobile television unit of WLWD, Dayton, Ohio, a division of Interstate Broadcasting Corp.'s new video station in Dayton, Ohio, was dedicated and put into use April 1. In brief cer e m o n i e s , John T. Murphy, WLWD manager, dedicated the unit to the citizens of Dayton, through Mayor Louis Lohrey. Others present at the christening included R. J. Rockwell, vice president in charge of engineering; Croxley Broadcasting Corp.; William Moore of Cincinnati, designer of the unit; Howard Lepple, WLWD chief engineer, and other members of the staff.
Unsolicited, thousands of letters, brimming over with enthusiasm for programs and picture alike, have been pouring in on NBC, Hollywood, ever since KNBH went on the air in January. And contrary to engineering opinion, hundreds of them have come consistently from so-called "fringe" areas, 100 miles and more from the transmitter, where TV reception in the past has been spotty and unreliable. KNBH is coming through to them consistently and clearly!

Unprecedented coverage of America's third market area... and its third television area as well (approaching 100,000 receivers)... makes KNBH the top TV buy. Join KNBH's distinguished group of TV advertisers, including Texaco, Philco, Chevrolet, RCA, Lucky Strike, Bigelow, Chesterfield, Disney Hats, Bona Fide Mills, and Motorola. Call us for particulars on program packages priced to meet your budget.

THE NATIONAL BROADCASTING COMPANY
Sunset and Vine, Hollywood

A Service of Radio Corporation of America
WGN-TV "SEES" EVERY GAME!

Chicago televiwers don't have to "switch" channels to see the Sox and Cubs. No searching or hunting for top-notch announcing—Jack Brickhouse, Chicago's ace sportscaster, is on Channel 9 with every game.

For the second consecutive year WGN-TV will be the only station televising the Chicago White Sox complete day and night home schedule and all the Chicago Cubs' Wrigley Field games.

Sorry that it's not all available now but you can still sell your products on:

"Player of the day"—dugout interviews before the games

Half of all Games—the only Chicago station able to make this offer

"The Scoreboard"—scores of other games and Grandstand Interviews

Subject to Prior Sale

CBS DUMONT

CHANNEL 9 CHICAGO

KFMB-TV PLANS
May 15 Start Expected

KFMB-TV San Diego will start telecasting May 15 on Channel 8, according to Jack Gross, owner and general manager.

Station's programming will start initially with 20 hours weekly, according to Mr. Gross. Of this total, he said that approximately one-third would be pickup of kinescope recordings of ABC, CBS and NBC. The pickups would be largely simultaneous with time of telecast in Los Angeles area since Mt. Soledad, site of KFMB-TW transmitter is in direct sight with Mt. Wilson, location of Los Angeles area stations' transmitters.

Beyond kinescope, he said that film and remote programming would constitute roughly one-third of his programming and the remaining third would likely be local studio originsations. For forremotes, he said, that rights have been obtained to one Saturday afternoon game of the San Diego Padres, professional baseball team, with likeliness of one additional week-night game.

Although Mr. Gross advised BROADCASTING that any announcement of sponsors at this time would be premature, he said "there is a tremendous interest on the part of local advertisers." Rates, he said, will scale down from $200 basic hourly rate and that one-minute, new film spots would cost $32. Within the station's viewing area, he says that estimates place the set ownership at 3,500.

Formal opening of the station will not take place until KECA-TV, Los Angeles-owned ABC outlet, goes on air. At that time, he said, a full scale opening will be staged. Latter station is expected to be on the air by the end of June, if not before.

WENR-TV expands
4,000 Sq. Ft. Are Added
ADDITIONAL 4,000 square feet of space has been acquired by WENR-TV Chicago, ABC-owned outlet, in the Civic Opera Bldg. Station will occupy space formerly used by Universal Recording Co., which will announce plans soon for enlarged quarters in a new location.

A third TV studio will be added to station's facilities as WENR-TV moves into the 42nd floor. Its present studios are in the former Chicago Civic Theatre and on the 44th floor. Main reasons for the long-term leasing of more space are "a decided increase in both local and national business and a strenuous program schedule," according to John H. Norton Jr., ABC Central Division vice president.

Mr. Norton also disclosed that new sight with more engineers and programming crews will be employed. He said sales staff now has three account executives handling video sales operations exclusively.

SEEMAN BROS.
Plans Heavy Use of Video

SEEMAN Bros., through William H. Weintraub & Co., New York, is planning extensive use of television in key cities to highlight its current advertising campaign on Air-Wick deodorizer.

The agency's video department is currently working out detailed program plans. Seeman also is extending its radio coverage, having recently added News Commentary with Ed Wallace on WTAM Cleveland to its schedule of two national radio news programs—Monday Morning Headlines on ABC and Allen Jackson and the News on CBS.
WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
COMMON prediction of Hollywood movie tycoons, peering through the haze of their Coronas, is that television programming will amount to nothing until telecasters discover the miracle of film. 

A discussion last week with television program experts indicated they already have seen the miracle, but have not found it comparable with, say, the Revelation at Lourdes. Among the points on which most program executives agreed were:

1. In the last few months there has been a general diminution in the use of "feature" films—the aging Hollywood products that are of inestimable theatrical consequence and hence available to television.

2. Despite the incursion of probably 300 film companies into the field of film production for television during the past year, no more than a handful of program properties remotely worthy their price has been developed.

3. Economic attitudes of the cinema and television differ to the point of total misunderstanding. In the view of telecasters, Hopalong Cassidy has a niche in the future, but he is not destined to inherit the earth.

On the other hand, program executives agreed the value of film for commercial announcements is indubitable, the flexibility of cinema techniques is immeasurably useful for integration of film sequences in live productions, and the use of film happily relieves telecasters of some strain on facilties.

DuMont Cutback

As an example of the extent to which feature film programming has been diminished, DuMont Televisors N.Y. has reduced the 10 weekly film presentations to seven by cutting 3 or 4 of the 50-60 hours on its key New York station, WABD (TV).

James Caddigan, DuMont director of programming, flatly asserted: "The prosperity of available material is not good." CBS-TV has reduced its film programming, fed to the East Coast network, by 50% since last summer.

Charles M. Underhill, CBS director of television programs, pointed out that CBS had found it impossible to interest sponsors in feature film, although at the time his department was looking for sponsors, the field was glutted with second string programs—"There are only 84 days in the year to take on a commercial spot, and film rentals rise in proportion to the number of stations fed by a network telecast, Mr. Underhill pointed out, and because of CBS found it uneconomical to use feature films for network sustaining programs. Live programs are cheaper."

ABC uses film basically as sustaining programming for its East Coast network, telecasting about four hours of film per week out of a total of 27 program hours. Alexander Stronach, ABC eastern television program manager, believes there are indications of viewer resistance to film per se. Analyses of program popularity ratings, he said, show that "people look for live programs."

"They seem to want the immediate entertainment—something that will come over in a flash. In a contest between old film vs. new life, new life will win every time, and, generally speaking, you can put on live cheaper."

Except for westerns, most feature length films available to television is at least 10 years old, Mr. Stronach said. "It's outdated."

Despite the decrease in the use of feature films by networks and New York stations, however, it was pointed out that "rural" stations outside New York were in many instances able to show them economically. Film rentals are relatively inexpensive in markets smaller than New York, it was said.

"Some stations can get feature films for $150 or less," one network executive stated, "we sell some in and around them, they can make it out."

Disagreement with the theory that the public objects to film per se came from Norman Blackburn, NBC national director of television programming. "I don't think the spontaneity factor is important," he said. You can do special shows on film that couldn't be done live.

Discounting feature films originally made for theatrical presentation, Mr. Blackburn said that the chief problem of motion picture production for television was economic. "Hollywood," he said, "is under the mistaken impression that quality films must be expensive and that television advertisers ought to expand their budgets to accommodate the expense."

Sinn Favors Film

That a promising future is assured for economical television film made especially for television does exist was indicated by John L. Sinn, executive vice president of the Frederic W. Ziv Co., a leading radio transcription production film which has also undertaken television film programming. Mr. Sinn said his company's investigations showed that film would be a bigger factor in television than transcriptions are in radio.

"A live television show is more difficult, more costly to produce than is a radio show," he said, "and local TV outlets do not have the budget to cover such costs. With the use of film, the local sponsor can pay for top-notch quality at a cost that is within his budget. Sponsors like the Chicago-Tribune, which owns its own radio (WGN-TV), even purchase films."

"It is our feeling that the physical set-up for television will make almost impossibly low in Hollywood, according to Mr. Blackburn, yet they exceed the price that the sponsor is able to pay. "Cheap means one thing in Hollywood, and another thing in TV," he said.

Grant-Ralim hopes to break even or even make a small profit on the Your Show Time series by exploiting residual value. American Tobacco's $7,500-per-program price covers exclusive use of the film for only a year. After that the producer can make other disposition of the pictures.

As a comparison of costs of filmed and live productions, Mr. Blackburn cited another half-hour dramatic series, Chevrolet on Broadway, a weekly program on NBC-TV, sponsored by Chevrolet Div. of General Motors.

The Chevrolet on Broadway production budget is under $7,500 a week. Mr. Blackburn believes that Your Show Time, which costs its producers a minimum of $12,500, and Chevrolet on Broadway, which costs less than $7,500, are "a stand-off in impartiality."

Although he thought it would take some time, Mr. Blackburn believed that eventually film producers would "straighten out their economics."

"There are bound to be more and better films for television," Mr. Blackburn said, "but in making (Continued on page 162)
1949 style

or look what’s happening to

WHIO-TV  Dayton's first commercial TV station

Only 49 days in commercial operation, WHIO-TV already has 40 national and local advertisers. TV set sales in Dayton are skyrocketing, too! Real proof of WHIO-TV's acceptance by both viewers and advertisers. Now is the time to start reaching the profitable Dayton market via television, while choice availabilities can be had on WHIO-TV. Contact your nearest Katz representative.
by the Independent Motion Picture Producers Releasing Organization of Hollywood, and purchased by CBS for $7,500 per program, is not yet on the air. CBS is offering this series to advertisers at a figure considerably below the $7,500 price it paid, again hoping to resell the series later to recover its investment.

One agreeable aspect which any television programming executive finds in film is that its use imposes virtually no strain on facilities. To that degree, film is economical in television. None of the studio facilities camera crew, electricians, production workers or cast of a live program is needed.

In another use, film has proved invaluable. The filmed commercial has become even more important to television than the recorded commercial in radio.

The proportion of filmed commercial spot announcements varies on New York stations from 75% to 95%, and probably half the commercials on television networks are filmed.

Many programming chiefs think that film will be more and more widely used in integration with live productions.

Mr. Underhill, CBS director of television programs, said that CBS was rapidly increasing its activities in that field. An example of the technique occurred in a recent telecast of Suspense, a weekly, half-hour dramatic show which is predominantly a live production.

A sequence in the program required the chief actor to be chased by a police. The actor, Eddie Albert, was to run through two alleys, leap a fence, enter a building, run up the stairs and into a room. The sequence was filmed on location under the direction of the Suspense production staff by a single cameraman commissioned for the particular job.

The film was so integrated into the live production that it was difficult if not impossible to identify it as film. CBS has used many such filmed sequences, some shot especially for the purpose, others selected from library material for background.

The Camel Newsreel, five quarter-hours per week on NBC-TV, also mixes considerable film with live production in what is probably the most complicated integration of filmed production on the air.

The use of integrated film suggests the probability that telecasters will expand greatly their own production of film, with their directors and producers supervising the work of cameramen who are either staff members or commissioned for particular assignments.

Present Production

In one respect telecasters are already in the film business up to their necks. The breathless expansion of film recording of live shows, for re-telecast on stations beyond the reach of network interconnection, has now reached a point at which the combined film output of television networks greatly exceeds that of Hollywood.

Different networks call the process by different names: On CBS it is "film recording;" on DuMont it is "Teletranscriptions," and on NBC and ABC it is "Kinescoping." The processes, however, are fundamentally alike with two sports celebrities at KFI-TV Los Angeles.

Seated is Bill Veedee, president of the Cleveland Indians, who was guest expert on Let's Talk Sports show, which features Tom Harmon (center). Show is sponsored by Burnett's client, Brewing Corp. of America for Carling's Red Cap Ale.

William Weddell (right), radio director of Leo Burnett Co., Chicago, confers with sports celebrities at KFI-TV Los Angeles.

Leadership IN THE UTAH MARKET

27 years in radio ... the pioneer television station between St. Louis and the Pacific Coast — that's the record of KDYL and KDYL-TV.

Some sponsors say our sales results for them are "magic," but we know it's colorful showmanship and expert "know how" that builds leadership!
Du Mont television broadcasting started April 1, 1939

... another Du Mont "First"

**FIRST** in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

**FIRST** in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

**FIRST** in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

**FIRST** in Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

**FIRST** in Station Equipment. Many stations have been planned and built by Du Mont.

**FIRST** in Fine Receivers. Du Mont built the first commercial home receiver (1939) and was first on the market with fine postwar receivers (1946).

First in all phases of television ... and only in television
'GO SLOW' ON TV

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is immeasurably greater than sound alone," Alabama broadcasters were not entering the dual approach business.

The warning came from Robert D. WDSU Broadcasting Services Inc., New Orleans, in a speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.

In the closing session, Howard Pill, WWSA Montgomery, was charged by the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAPX Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAY Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marlon Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmett Brooks, WEBJ Brewton, and Howard Martin, WALA Mobile.

Mr. Swezy's talk on television was a straight-from-the-shoulder type of honest-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you may have made a success in the standard radio field is no indication that you'll succeed in television. If you go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding that the WWSA had been on the air since December 1948.

Mr. Swezy formerly was a vice president of Mutual.

Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same legal protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature. Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn). The field secretary would maintain a fulltime office at the university and the working agreement would be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Frank B. Shoals, Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEBJ Brewton, president. It was the second annual meeting of the group.

Jim Reece of WWWB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WBBF Troy; John Johnston, WFUN Huntsville; Howard Pill, WWSA Montgomery; G. P. Montgomery, WDSU New Orleans.

Baltimore TV

Aids FBI Pursuit

TELEVISION facilities of WBAL-TV Baltimore, on March 30, aided FBI agents in alerting video audiences to be on the lookout for a "badly-wanted" bank robber. Station reported the man sought was Clyde Milton Johnson of Glendale, Calif., who had escaped from Miami, Fla., City Jail on March 2, less than an hour before he was to be flown to Memphis, Tenn., where he was wanted for $43,000 bank robbery.

FBI agents, who said it was known Mr. Johnson and his alleged girl friend, Billie Frances Glaze, reportedly had been in a Baltimore night club since that time, asked WBAL-TV to televise pictures and descriptions of the couple. It was the first time in that area police authorities had used television facilities in the pursuit of their investigation, WBAL reports.

SLIDE PROJECTOR

For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop, a dual projector, the announcement said, can be used for flashes of news photos, temperature readings or time, station or sponsor identification, titles, announcements or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

OKLAHOMA VIDEO

WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern by this Friday (April 15) and begin operations by mid-May or early June.

The five-day /burn-to-turnstile TV antenna is mounted on a 968-foot tower at Britton, eight miles northeast of Oklahoma City. Installation was completed April 8 after a five day delay due to bad weather.

WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (66-72 mc).
<table>
<thead>
<tr>
<th>Product</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
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<tr>
<td>Aunt Hannah's Bread</td>
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<td>Baker's Coconut</td>
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<tr>
<td>Baker's 4 in 1 Sweet Cocoa Mix</td>
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<td>Beardsley's Codfish</td>
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<td>Beatrice Foods</td>
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<td>Berio Olive &amp; Francescal</td>
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<tr>
<td>Betty Crocker Soup</td>
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<td>Betty Gaylord Cream Pie Mix</td>
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<td>Bird's Eye Frosted Foods</td>
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<td>Bird's Eye Frosted Peas</td>
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<td>Bisquick</td>
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<td>Black Hawk Meats</td>
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<tr>
<td>Blue Label Ketchup &amp; Chili</td>
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<tr>
<td>Borden's Dairy Prod.</td>
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<td>Borden's Startac</td>
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<tr>
<td>Breakstone Dairy Products</td>
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<td>Breer's Rabbit Meloness</td>
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<td>Brer's Ice Cream</td>
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<td>Brill's Spaghetti Sauce</td>
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<td>Broadcast Corned Beef Hash</td>
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<td>Bud Waffle Syrup</td>
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<td>Cucumber Rolling Powder</td>
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<td>Campbell Soups</td>
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<td>Celery Bread &amp; Cake</td>
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<td>Chef Bay-A-Dee</td>
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<td>Clinton Puddings</td>
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<td>Comstock Pie Sliced Apples</td>
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<td>Consolidated Dairy Products</td>
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<td>Crax</td>
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<td>Crust Quick</td>
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<td>L. De Martini Prod.</td>
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<tr>
<td>Diamond Crystal Kosher Salt</td>
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<tr>
<td>Folio Pineapple &amp; Juice</td>
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<td>Duran Bros. Baking Prod.</td>
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<td>Dur-A-Park Prod.</td>
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<td>Eskimo Pies</td>
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<td>Fleischmann's Bread &amp; Rolls</td>
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<tr>
<td>Florida Citrus Commission</td>
<td>74</td>
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(Continued on page 166)
Spot Accounts
(Continued from page 165)

<table>
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<th>AVERAGE NUMBER OF STATIONS</th>
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<tbody>
<tr>
<td>QUARTER 1</td>
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<tr>
<td>-----------</td>
</tr>
<tr>
<td>Foremost Dairies Ice Cream</td>
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<tr>
<td>Pickford's Hollywood Bread</td>
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<tr>
<td>Gemma Cooking Oil</td>
</tr>
<tr>
<td>Golden Blossom Honey</td>
</tr>
<tr>
<td>Good Luck Margarine</td>
</tr>
<tr>
<td>Greaves Inglis Baking Prod. Co.</td>
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<tr>
<td>Borden Cakes</td>
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<tr>
<td>H.G. Cream Farina</td>
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<tr>
<td>H.O. Orsos</td>
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<tr>
<td>Happy Family Baking Powder</td>
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<tr>
<td>Hallman's Mayonnaise</td>
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<tr>
<td>Harlow Basilion Cubes</td>
</tr>
<tr>
<td>Holsum Bread &amp; Doughnuts</td>
</tr>
<tr>
<td>Home-SPAN Biscuits</td>
</tr>
<tr>
<td>Homespun Bread</td>
</tr>
<tr>
<td>Horsley Canned Citrus Fruits &amp; Juices</td>
</tr>
<tr>
<td>Hostess Cakes</td>
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<tr>
<td>Jame Logan Deluxe Ice Cream</td>
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<tr>
<td>Joy Cake Mixers</td>
</tr>
<tr>
<td>Jumbo Peanut Butter</td>
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<tr>
<td>Jumble Brand Rennet Powder</td>
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<tr>
<td>Kellogg's Corn Flakes</td>
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<tr>
<td>Kellogg's Pep</td>
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<tr>
<td>Kline Migala Foods</td>
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<tr>
<td>Kline Migala Foods</td>
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<tr>
<td>Konyat Kien Peas</td>
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<tr>
<td>Kroger Bread</td>
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<tr>
<td>Kroger Co. (Various Products— FALL Sales Campaign)</td>
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<tr>
<td>Kroger Salat Dressing</td>
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<tr>
<td>Sue's Potato Chips &amp; Fries</td>
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<tr>
<td>Letuce Leaf Salad Oil</td>
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<tr>
<td>Light Crust Flour</td>
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<tr>
<td>Lin's Spaghetti Sauce</td>
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<td>Mayrose Meats</td>
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<tr>
<td>Milani Foods</td>
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<td>Millers Granulated</td>
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<tr>
<td>Minute Rice</td>
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<tr>
<td>Minute Tapioca</td>
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<tr>
<td>Molly's Ice Cream</td>
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<tr>
<td>Mueller's Macaroni</td>
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<td>Musselman's Applepie</td>
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<td>NFC Bread</td>
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<tr>
<td>Nabisco 100% Bran</td>
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<tr>
<td>Nabisco Shredded Wheat</td>
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<tr>
<td>Nestle's Evaporated Milk</td>
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<td>Nestle's Evaporated Milk</td>
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<tr>
<td>Nosa Margarine</td>
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<tr>
<td>Nu-Maid Margarine</td>
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<tr>
<td>Omega Flour</td>
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<tr>
<td>Oscar Mayer Meat Products</td>
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<tr>
<td>Pepperidge Farm Breads</td>
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<tr>
<td>Pet Food Company</td>
</tr>
<tr>
<td>Phillips Sauces &amp; Vegetables</td>
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<tr>
<td>Pillsbury Best Flour</td>
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<tr>
<td>Pillsbury Dalco Cake Mix</td>
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<tr>
<td>Pillsbury Farina</td>
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<tr>
<td>Pillsbury Pancake Mix</td>
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<tr>
<td>Pillsbury White Cake Mix</td>
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<tr>
<td>Pop's Cereal Bites</td>
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<tr>
<td>Premio Cracker</td>
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<tr>
<td>Presto Cake Flour</td>
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<tr>
<td>Peanut Flour</td>
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<tr>
<td>Pyro Oil</td>
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<td>Q-T Instant Frosting</td>
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<td>Q-T Pink Cake &amp; Pastry Mix</td>
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<td>Quaker Sugar</td>
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<td>Ralston Cereals</td>
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<td>Red Band Flour</td>
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<td>Red Star Flour</td>
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<tr>
<td>Robin Hood Flour</td>
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<td>Rochester Evaporated Milk</td>
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<td>Roodi Roodi</td>
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<tr>
<td>Seafood Farms Frozen Foods</td>
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<td>Sealtest Ice Cream &amp; Milk</td>
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<tr>
<td>Sheffield Milk</td>
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<tr>
<td>Slapsy Peasant Butter</td>
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<tr>
<td>Smith Spin Peas</td>
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<tr>
<td>Snider Condiments</td>
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<tr>
<td>Snow Crop Frozen Foods</td>
</tr>
<tr>
<td>South Dakota Cheese</td>
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<tr>
<td>Sperry Dusty Home-Perfect Flour</td>
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<tr>
<td>Sperry &quot;La Pino&quot; Flour</td>
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<tr>
<td>Sperry Pancake &amp; Waffle Mix</td>
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<tr>
<td>Sperry Wheat Hearts</td>
</tr>
</tbody>
</table>

(Continued on page 172)
NEW Program, Orders of the Day, is being aired by WWDC Washington in cooperation with D. C. division of American Automobile Assn., the District schools and the police. Broadcast by Milton Q. Ford every schoolday morning at 8, program is directed at 3,900 members of School Safety patrol in Washington. It is designed to reach patrols just before they leave home for their beats, and it gives last minute changes in traffic conditions and emergency instructions. Mr. Ford also airs news of meetings and points out ways in which work of patrols can be improved.

"Pet Parade" featuring "Uncle" Jim Willard, noted animal authority and official of SPAC, is new series of programs devoted to youngsters and their dogs entitled Pet Parade, has been started by WCAU-TV Philadelphia on Saturday.

PER INQUIRY

New Offer Made to Stations

ANOTHER in the growing number of per inquiry advertising offers to radio stations has been reported in New York.

Stations reportedly were being solicited by the Marvel Sales Corp., of 18 E. 41st St., New York, to sell the "Little Marvel Electric Water Heater."

According to a letter sent to stations by the sales company, the heater, which can be attached to any cold water faucet, sells for $4.98. "We will allow your station $2 per sale on a per-order basis," the letter reads.

"Our stations will buy time if your station will guarantee orders on the same no-nata basis," the letter adds.

The Marvel Sales Corp. claims to have spent "over a quarter of a million dollars in magazines, newspapers and radio advertisements" in the past ten months. Attached to the letters to stations were tear sheets of advertisements which, the company said, were "appearing in leading magazines."

There was no indication in the letter that magazines were accepting the advertising on the per inquiry basis that was offered to stations.

Programs

Inquire basis

"appearing which, members" to station any heater, of solicited stations reportedly were NEW Broadcasting stations reportedly were... stations have... 18th, to...Marvel Sales Corp. "Or...letter adds. The Marvel Sales Corp. claims to have spent "over a quarter of a million dollars in magazines, newspapers and radio advertisements" in the past ten months. Attached to the letters to stations were tear sheets of advertisements which, the company said, were "appearing in leading magazines."

There was no indication in the letter that magazines were accepting the advertising on the per inquiry basis that was offered to stations.

AL GOODMAN (seated), orchestra leader, will record exclusively for Associated Program Service in transcription field under terms of new contract. With him are two APS executives, Andrew M. Wiswell (l), vice president and recording director, and Richard S. Testut, vice president and general manager.

Protection

LEGISLATION to impose severe punishment upon anyone using radio as part of a plan to overthrow the government was proposed March 31 by Rep. Anthony Cavalcante (D-Pa.). The bill (HR 3927), which was referred to the House Judiciary Committee, would make it a crime for anyone, as part of a plan to overthrow the government of the United States by force or violence, to incite contempt for the government, by use of motion pictures, publications or broadcasts. Conviction would carry a fine of not more than $10,000 or imprisonment for not more than 10 years or both.
Class 26 (Continued)

Advertiser, program, and agency | Product | Network | No. of Stations | M/W per wk. | 1948 | 1947 | 1958
--- | --- | --- | --- | --- | --- | --- | ---
"Lux Radio Theatre" J. Walter Thompson | Lux Soap & Flaxes | CBS | 103-1/CBC-1 | (11 mos.) | 1,230,710 | 587,431 |
"My Friend Irma" Young & Rubicam, off. August | Swan Soap Papasan | CBS | 141-1/2 | (11 mos.) | 714,461 |
"Bob Hope Show" Carlin & Arch (summer) | Swan Soap Papasan | NBC | 153/CBC-5 | | |
"Hop Harrigan" | | | | | |
"The Saint" | | | | | |
"Footes, Cone & Belding" | | | | | |
BRISTOL-HEWES CO. | | | | | |
"Back to the Bank" Doherty, Clifford & Shenefield | Ipana, Sol Hepatica, Mum, Mini-Rub, Benex Amman | ABC | 201-1/2 | | 770,003 |
"Bee & Zink" (July-Sept.) "Duffy's Tavern" | Tonic | NBC | 160-1/2 | | 666,097 |
"Mr. District Attorney" Doherty, Clifford & Shenefield | Sal Hepatica, Vitalis, Ipana | NBC | 160-1/2 | | 664,945 |
STEWING DRUG* | | | | | |
"Backstage Wife" | | | | | |
Dancer, Fitzgerald & Sample | Dr. Lyons Paste, Double Dandurand, Coconut Oil Shampoo, Energine Cleaning Fluid, Astring-O-Sol | NBC | 144-1/2 | | 677,158 |
"Manhattan Merry Go Round" | | | | | |
Dancer, Fitzgerald & Sample | Dr. Lyons Paste & Powder | NBC | 152-1/2 | | 677,158 |
"Molly Mystery Theatre" | | | | | |
Molly Shave Cream, Double Dandurand, | NBC | 146-1/2 | | | |
Source: Publishers Information Bureau **Broadcasting estimate
"Additional expenditures in other product groups includes all products, household soap, etc.

Class 26
(Continued from page 134)

spot radio for its new permanent wave kit, Lilt.

San-Nap-Pak Mfg. Co. is using announcements and participations in eastern and midwestern markets for Lydia Grey Doeskin tissues and dinner napkins. Personal Products Corp. has a limited spot campaign for Yes tissues. New spot users this year include Sayman Products Co. (soaps and salves) and Sulfur-8 Chemical Co. (hair and scalp preparations).

Marlin Firearms Co. will use both radio and TV spots to promote its April tie-in with the American Cancer Society campaign in the greater New York area. Purchasers of Marlin razor blades will be asked to mail the empty cartons to the Society, to whom the company will pay the full price of all packages mailed between April 11 and 28 as its contribution to the drive.

TV network advertisers in the toiletries category include American Home Products sponsoring Mary Kay & Johnny, weekly half-hour on CBS-TV, for Kolynos and Anacin; Barbasol Co., weekly Review, 15 minutes a week on CBS-TV; Bristol-Myers Co. broadcasts Break the Bank on ABC AM and TV networks 30 minutes each Friday for Vitalis, Ipana and Sal Hepatica, and sponsors the Tuesday and Thursday Lucky Badge quarter-hour CBS telecasts for Ipana; Gillette Safety Razor Corp. continues to sponsor the Monday and Friday night fights on NBC-TV; Chesbrough Mfg. Co. this month started five-minute Greatest Fights films on NBC-TV following the Gillette fights; Colgate-Palmolive-West Co. has just begun sponsoring two quarter-hours of Howdy Doody a week, NBC-TV, for toothpaste and soap. International Cellucotton Co. (Kleenex) will shortly start a half-hour weekly TV show on ABC.

The two-hour Thanksgiving Day telecast on ABC last fall sponsored by Illinois Watch Case Co., which sponsors Groucho Marx on ABC's AM network, was so successful
that the company has signed a ten-
year contract with ABC for two-
hour holiday telecasts on both
Thanksgiving and Christmas, be-

beginning in 1949.
Toilet goods sponsors of video
programs and announcements, all
single-market campaigns, include:
American Home Products (Koly-
nes), Lahn & Fink Products Corp.
(Perfumes), Martin Pfeirners Co.
(razor blades), Murphy Labora-
tories (Evergreen Pine Soap),
Owen & Minor Drug Co. (hair
tonic), Rieser Co. (Venida Hair-
quets), Skin-Tested Drug Products
(Cyl-Dent dental cream), Sterling
Drug (Molle), Wildroot Co. (hair
preparations).

**Class 27: Travel**

EXCEPT for such institutional
campaigns as those of Assn. of
American Railroads and Universal
Carloading & Distributing Corp.,
travel, hotel and resort advertising
on the air is usually seasonal and
local or regional. Even those
campaigns are few and far be-
tween. Rorabough Reports for
1948 list only nine accounts in this
class—three railroads, three air-
tlines, two steamship companies and
one travel agency. They used an
average of 12 stations for an aver-
age length of four months. Only
one, New York Central RR, is a
year-round radio advertiser, using
announcements on 15 stations.
In February, in addition to New
York Central, Rorabough reported
Northeastern Airlines using spots
in eight New England cities and
American Airlines with announce-
ments on WWJ Detroit. Also that
month, Delta Airlines used video
spots on WSB-TV Atlanta and
WBAP-TV Fort Worth-Dallas;
Boston & Maine RR advertised its
snow train with a skiers' program
on WBZ-TV Boston; Colonial Air-
lines used spots on WABD (TV)
New York and United Airlines on
KPIX San Francisco.
Hotel New Yorker, New York, in
March started a 13-week TV film
campaign in Boston, Philadelphia,
Baltimore and Washington. Be-


in beginning in May, WHEB Port-
mouth and its FM station, WFMJ,
will carry announcements each
half-hour throughout the day ur-
ging motorists to use Route 1 when
traveling through Maine. Cam-
paign, to continue through Septem-
ber, is being sponsored by the
Southern Maine Route 1 Assn.

**CLASS 27. TRANSPORTATION, TRAVEL & RESORTS**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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<tbody>
<tr>
<td>Leading Network Advertisers</td>
<td>Gross</td>
<td>$333,616</td>
<td>$127,428</td>
</tr>
<tr>
<td>Adventurer, program, and agency</td>
<td>Product</td>
<td>Network No. of Stations</td>
<td>Hrs. per Wk.</td>
</tr>
<tr>
<td><strong>ASSOCIATION OF AMERICAN RAILROADS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The Railroad Hour&quot;</td>
<td>Benton &amp; Bowles</td>
<td>ABC-554-36</td>
<td>(Oct.-Dec.)</td>
</tr>
<tr>
<td><strong>UNIVERSAL CARLOADING &amp; DISTRIBUTING CORP.</strong></td>
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<tr>
<td>&quot;American Forum of the Air&quot;</td>
<td>Institutional</td>
<td>MBS-12-6</td>
<td>(Oct.-Dec.)</td>
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<tr>
<td><strong>PACIFIC GREYHOUND LINES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>&quot;Romance of the Highways&quot;</td>
<td>Bus Transport</td>
<td>ABC-9-6</td>
<td>(Oct.-Dec.)</td>
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Sources: Publishers Information Bureau

**TV ADVERTISERS**

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<thead>
<tr>
<th>Class 27. Transportation, Travel &amp; Resorts Month</th>
<th>Spot 1948</th>
<th>$842,000*</th>
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<tr>
<td>July</td>
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<tr>
<td>Aug.</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Sep.</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Oct.</td>
<td>1</td>
<td>3</td>
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<td>Nov.</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Dec.</td>
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<td>4</td>
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<td>Jan.</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Feb.</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

Advertising

Source: Rorabough Report on Television

**WANTED!**

Chance to sell
farm equipment
or services to
**MAINE FARMERS**

On Maine's most
popular public
service program

**MAINE FARM TOPICS**

with **JAKE BROFEE**

via

**MAINE BROADCASTING SYSTEM**

*WCSB-Portland
*WRDO-Augusta
*WLWZ-Bangor
Plus affiliate
WAGM-Presque Isle

**ONE RATE—ONE CONTRACT FOR ALL—MAINE**

Tuesdays, Thursdays and Saturdays
now open to sponsorship
6:30-7:00 A.M.

Consult

**WEED & COMPANY**

Nationwide

**BERTHA BANNAN**

New England

April 11, 1949 • Page 169

**Class 28: Miscellaneous**

RELIGIOUS BROADCASTS, broadcasts sponsored by labor
unions, political programs and
those sponsored by the makers of
pet foods are among the different
and dissimilar classes of broadcast
advertising brought together into
this final category.

Only nationwide network to pro-
vide time for commercial religious
programs is Mutual MBS during
1948, in addition to the series spon-
sored by the Lutheran Laymen's
League that of Voice of Truth and
that of Radio Bible Class, as
listed in the table, also broadcast
Great Scenes from Great Plays,
sponsored by the National League
of Protestant Episcopal Churches,
which from October through the
rest of the year utilized $228,380
worth of MBS time at gross rates.
A one-time broadcast, Day of
Restoration, brought this organ-
ization's total MBS bill to $301,479
for the year.

Other Mutual religious clients
were: Christian Reformed Church,
half-hour Sunday morning Back to
God Hour ($208,296); Young Peo-
(Continued on page 170)
Class 28

(Continued from page 169)

pie's Church of the Air (Jan.-June) Sunday morning half-hour ($123,123); fuller Foundation, Pilgrim Hour, Sunday noontime 15-minute series ($69,000); First Church of Christ Scientist (Apr.-Dec.) Saturday afternoon quarter-hour talks ($61,848); Mississippi Tabernacle, Call of the Cross (July-Dec.) Sunday morning half-hour ($12,944).

Valley Church of the Air uses a weekly half-hour on six Pacific Coast stations. The Methodist Home, orphanage at Waco, Tex., last fall sponsored a nine-week Sunday after noon 30-minute series. These Are Your Children, on 16 stations of the Lone Star Chain, seven of the Southwest Network and three others. The Lutheran Laymen's League, which has increased its radio budget from $1,250,000 to $1,400,000 this year, uses its program aboard as well as at home and The Lutheran Hour is currently broadcast in eight languages to the peoples of 40 countries.

Network gross time sales of $1,208,503 for political speeches will not be approached before 1952, by which time television may be a strong contender for this type of business. The national network total was slightly more than two-thirds of the sum; the campaign radio expenditures were estimated to have totaled [Broadcasting, Nov. 1], with local and regional campaign broadcasts accounting for the remainder.

Labor had two regular programs on the air last year: Arthur Gaeth's ABC newscasts for the CIO electrical union and Dorothy Fuldhana's weekly talks sponsored on MBS (Jan.-Nov.) by the Brother-hood of Railroad Trainmen ($162,883). United Steel Workers of America sponsored a talk on wages by Phil Murray, CIO president, on MBS in May ($11,176), and the International Brotherhood of Boilermakers, Iron Shipbuilders and Helpers of America in September on ABC broadcast a program on the Taft-Hartley Law ($16,902).

"During the 1948 political campaign, radio was used extensively by the ILGWU, the UAW-CIO and Labor's League for Political Education, with the highlight a half-hour AFL show which tied in with all of the affiliates throughout the country," Morris Novik, radio consultant, whose clients include a number of major labor groups, told Broadcasting. He estimated that labor spent close to $750,000 for radio activities during the year.

"All of these programs utilized, for the first time, the technique of local cut-ins," Mr. Novik reported.

"The success of the radio campaign was a factor in the AFL's decision at the Cincinnati convention in November to allocate funds for a public relations campaign in 1949. At the February meeting the executive board approved the general plan for a radio campaign and designated a sub-committee to work out the details. Should these plans materialize, it will be the first time the AFL will be using radio as part of a general educational campaign rather than for some specific legislation, such as the Taft-Hartley campaign of 1947, or special political campaign, such as the last Truman campaign.

"Should these plans materialize, labor will pass the $1 million mark in 1949. My guess is that once labor starts using radio for information and education, it will find that it is the most effective and cheapest way of reaching the close to 60 million men, women and their families who are members of..."
unions or are gainfully employed,” Mr. Novik said.

Pet food network advertisers, in addition to John Morrell & Co., during 1948 included: American Bird Products Inc. (bird food), sponsoring American Radio Warblers (Jan.-April, Oct.-Dec.), Sunday 15-minute series on MBS with total gross time charges of $24,043; Armour & Co. (DASH Dog Food), Stars Over Hollywood (Sept.-Dec.), Saturday half-hour on CBS ($54,472); Carnation Co. (Fisher’s Dog Food, etc.), Aunt Mary (Feb.-Sept.) five quarter-hours a week on NBC western stations ($101,511); General Foods Corp. (Gaines Dog Food), Juvenile Jury (Jan.-June, Oct.-Dec.) Sunday 30-minute programs on MBS ($202,657); Lewis Food Co. (Dog and Cat Food), Free for All (Sept.-Dec.) Wednesday half-hour on CBS western stations ($22,143).


The Grand Lodge of Free and Accepted Masons of New York used a half-hour on MBS in February 1948 for a Washington’s Birthday program ($656). Bernard & Walker Real Estate Agency last fall sponsored broadcasts of the Western Kentucky State College gridiron season on WLBJ Bowling Green, Ky., and Mastic Acres Inc. is currently using announcements on WPIX (TV) New York for its land development project.

Rolloins to Orr
Named Agency Vice President

JOSEPH R. ROLLOINS, former advertising manager of Atlantic Refining Co., was appointed vice president of W. Wallace Orr Inc., Philadelphia and New York agency, effective April 1. Announcement of the appointment was made by W. Wallace Orr, agency president.

In his new position, Mr. Rolloins will devote his time to new business and account supervision.

General Mills
Plans Baseball Feature

TO HERALD the opening of the baseball season, General Mills has contracted with CBS for a special one-hour network broadcast April 17 to be known as Welcome Back Baseball. Feature is expected to become an annual event.

Featured on the program are to be Bing Crosby and Bob Hope, who are respectively vice president of the Pittsburgh Pirates and part owner of the Cleveland Indians. Joining them in the salute will be Dinah Shore, Claudette Colbert, the four Crosby sons, John Scott Trotter’s orchestra and the Jud Conlon Rhythm Band.

Program is to be written and produced by Bill Morrow and Murdo MacKenzie with Ren Carpenter as announcer. Agency for General Mills is Knox Reeves Adv., Minneapolis.

Network Boxscore

| Number of commercials on the four nationwide networks, Feb. 28 | 291 |
| Number of network commercials ending during March | 1 |
| Number of commercials on the four nationwide networks, Mar. 31 | 283 |

March Additions

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<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>George A. Hormel &amp; Co.</td>
<td>Hormel Girls’ Corps</td>
<td>ABC</td>
<td>Sat. 12:12-30 p.m.</td>
</tr>
<tr>
<td>Phillips Petroleum Co.</td>
<td>National Barn Dance</td>
<td>ABC</td>
<td>Sat. 10-10:30 p.m.</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
<td>Tell Your Way Out of It Life</td>
<td>ABC</td>
<td>Mon.-Wed.-Fri. 3-3:30 p.m.</td>
</tr>
<tr>
<td>Wm. H. Wise Co.</td>
<td>Get More Out of Life</td>
<td>CBS</td>
<td>Sun. 11:05-11:15 p.m.</td>
</tr>
<tr>
<td>From Corp.</td>
<td>Sports Thrill of Week</td>
<td>MBS</td>
<td>Sat. 9:35-10 p.m.</td>
</tr>
<tr>
<td>Boni Moore Co.</td>
<td>Your Home Beautiful</td>
<td>MBS</td>
<td>Sat. 10:30-10:45 p.m.</td>
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March Deletions

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<tr>
<th>QUALITY</th>
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<tbody>
<tr>
<td>Quaker Oats Co.</td>
<td>Ladies Be Seated</td>
<td>ABC</td>
</tr>
<tr>
<td>Soni Co.</td>
<td>Ladies Be Seated</td>
<td>ABC</td>
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<tr>
<td>Beauty Factories Inc.</td>
<td>Meet the Stars Metropolitan</td>
<td>ABC</td>
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<tr>
<td>General Foods Corp.</td>
<td>Songs of the Air Metropolitan</td>
<td>ABC</td>
</tr>
<tr>
<td>Smith Bros.</td>
<td>Stop the Music</td>
<td>MBS</td>
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<tr>
<td>American Tobacco Co.</td>
<td>Harvest of Stars</td>
<td>MBS</td>
</tr>
<tr>
<td>Ace Markets Inc.</td>
<td>Your Lucky Strike</td>
<td>CBS</td>
</tr>
<tr>
<td>International Silver Co.</td>
<td>Songs by Great Singers</td>
<td>NBC</td>
</tr>
<tr>
<td>Pillsbury Mills</td>
<td>Adventures of Ozzie &amp; Harriet</td>
<td>NBC</td>
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Agency

<table>
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<tr>
<th>AGENCY</th>
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<tr>
<td>BBDO</td>
<td>WGN</td>
</tr>
<tr>
<td>Leo A. Rubsam &amp; Co.</td>
<td>WEAF</td>
</tr>
<tr>
<td>SB &amp; Co.</td>
<td>WOR</td>
</tr>
<tr>
<td>BBDO</td>
<td>WABC</td>
</tr>
</tbody>
</table>

Broadcasting 23 Years

WMBI

Pioneer Christian Station

Originating Nearly 250 Programs Every Week

Moody Bible Institute

153 Institute Place

Chicago 10, Illinois

FM Broadcasting Since 1941

WEAV

Plattsburg

New York

ABC

1000 W 960 Kc

Established 1935

Joseph H. McGilvra

Nat. Rep.

Gloversville

& Johnstown

CBS

250 W 1340 Kc

Adom J. Young, Jr.

Nat. Rep.
POWER UNITS

THE weight and bulk of battery power supply units carried by engineers on remote pickup assignments have been cut in half due to re-designing by William Dacosta, field engineering supervisor at WOR New York.

Equipment, including field amplifiers, formerly carried in two cases totalling 70 pounds, can now be carried in one 35 pound case, according to Mr. Dacosta.

The new design reduces the emergency power of the set-up about 30%, but Mr. Dacosta said it still was good for three and a half hours, enough for most assignments. Extra battery packs may be made up where longer power supply is needed.

Final Decisions

(Continued from page 151)

Lisher of a Batavia, now, who owns 15%. The stock is owned by 12 local businessmen and professional men and Millard G. Hardin, attorney of Newport, Ark., who has 6.6%. W. L. Lammers, Jr., theatre manager, in Chillicothe (16.1%).

Ownership of the named applicants:

KRUX Glendale—Licensed to Mrs. Gene Burke Hruby, also owner of KSOR Yuma.

Desert Broadcasting Co.—Owned in equal shares by Dr. J. N. Haber of Phoenix, a retired physician; John C. Mullins, Tulsa businessman; and W. Francis Wilson, Phoenix attorney and businessman.


Great Lakes System—Owned by seven equal stockholders, all residents of Buffalo and headed by John R. Getz, chief announcer and assistant to program director of WKBW Buffalo. Six of the seven stockholders are employed by Buffalo stations.

Batavia Broadcasting Co.—Controlled (51.2%) and headed by O. E. Jones, owner and publisher of the "Daily Guard" and "Weekly Record." Remaining stock owned by five Batavia business and professional men and Roy W. Nill and Robert S. Wheeler of KCHO Harrison, Ark.

Federated Publications—Licence of WELF Battle Creek, and publisher of WELF-FM. Publisher of newspapers in Battle Creek, Grand Rapids and Lansing. Albert L. Miller is president; he and his son Robert and their families control 31.27%. The stock is widely held, 56.1% being owned by persons having less than 1% each.

WSAM Saginaw—Headed and controlled by Milton L. Greenebaum (63.5%), general manager, with the remaining stock held by his wife (3%), and a group of local business and professional men. Has FM and KUOA Siloam Springs—Subsidiary of John Brown U.

Station Sales Course

INSTITUTE of Radio Broadcasting, Dallas, announces a 13-week course in "Radio Station Sales Promotion, Merchandising and Public Relations," beginning May 2. Course will be taught by Elbert Haling, former WPAA Dallas; WHAP Fort Worth public relations director, and will feature guest speakers from leading South-west ad agencies and stations.

Spot Accounts

(Continued from page 166)

AVERAGE NUMBER OF STATIONS

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<tr>
<th>Quarter</th>
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<td>Sterling Salt</td>
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<tr>
<td>Sunrise Meats</td>
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<td>Supplee Milk &amp; Ice Cream</td>
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<tr>
<td>Swanson's Ginger Bread Mix</td>
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<td>26</td>
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<td>Swift's Ice Cream</td>
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<td>Tendery Beef</td>
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<td>Timberville Whole Canned Chicken</td>
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<td>Ti-Top Bread &amp; Creams</td>
<td>93</td>
<td>105</td>
<td>107</td>
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<td>Tootsie Fudge Mix</td>
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<td>Tostino Food Products</td>
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<tr>
<td>Uncle Ben's Converted Rice</td>
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<tr>
<td>Union Biscuit Co.</td>
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<td>Von Camp's Chili Con Carne</td>
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<td>Von Camp's New England Style Beans</td>
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<td>Von Camp's Tenderloin</td>
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<td>Wonder Bread</td>
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<td>X-Port Cake Mix</td>
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LAUNDRY SOAPS & CLEANERS

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<td>Dif Cleaners</td>
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<td>Johnson's Glo-Coat, Paste &amp; Cream Wax</td>
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<td>La France Blue Soap Flakes</td>
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<td>Park Laundry Soap</td>
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<td>Superfine</td>
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<td>Swift's Suds</td>
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<td>Swift's Cleanser</td>
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<td>Tag Soap</td>
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<td>Tarn</td>
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<td>Veno Household Cleaner</td>
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MISCELLANEOUS

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<td>Allison Powes Hosley &amp; Lingoes</td>
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<td>American Airlines</td>
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<td>American School</td>
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<td>Armour &amp; Co. (Procurement Div.)</td>
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<td>Advocia</td>
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<td>Baldwin Piano</td>
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<tr>
<td>Banjo Snuff</td>
<td>21</td>
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<td>Bell Telephone Co. of Pa.</td>
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1000 Watts

Daytime

1140 Kc

KLPR

Oklahoma City, Okla.

"The friendly voice of Capitol Hill"

CAPITOL HILL is that part of Okla. City south of the river, composed of 850 people who have their own Chamber of Commerce, Civic Clubs, etc. Our phone survey shows that KLPR has more than 60% of the audience through the day in Capitol Hill.

There are six stations upworn in Oklahoma City and KLPR in Capitol Hill—"A City Within a City"
GENTLEMEN... it's mighty like trying to paint a mural on a postage stamp!

Seriously, we're not being facetious. To tell the entire amazing sales story of our food-quiz program, KITCHEN KAPERS, starring the nationally-known Tiny Ruffner in just a mere advertisement is utterly fantastic!

Why, the story of mail alone is a whopper—nearly 1000 pieces a week!

And the sponsor list! Pardon our pointing—but look out there to the right. You've looked? All right, now look again and note the "stars". Those stars denote renewals. Good, sound, firm renewals.

Live audiences? Well, there was that time last month when all Philadelphia had nary a trolley or bus or taxi... but 453 people arrived at KITCHEN KAPERS. Oh, yes... it was raining, too! But you see, they had their tickets!

And to those live audiences all the products are displayed by merchant Bob McKenna, lately of the Great Atlantic and Pacific. Bob is the busy "man in the field" whose waking hours are filled with arranging point-of-sale displays for KITCHEN KAPERS advertisers... and inclusions of program mentions in 87 newspapers in 27 cities within WIP's throaty voice.

Power? And power-selling is what's needed in the food field. And power-selling is what's in KITCHEN KAPERS' five half-hours a week... at the high-listening hour of 10:45 A.M.

The postage stamp is completely covered, but there's lots more to tell. Won't you let our sales rep "tell all"?

*J. W. BEARDSLEY
(Codfish Cakes & Shredded Cadfish)

*THE BEST FOODS, INC.
(Pesto, 2-in-1 Shoe Polish, Hellmann's Mayonnaise)

*THE BORDEN CHEESE CO.
(Cheddar)

H. C. BRILL CO.
(Bell's Spaghetti Sauce)

CALIFORNIA LIMA BEAN GROWERS ASS'N

*CARR-CONSOLIDATED BISCUIT CO.

*DOYLE PACKING CO.
(Strongheart Dog Food)

*DURKEE-MOWER, INC.
(Marshmallow Fluff)

*I. J. GRASS NOODLE CO.
(Soup)

HOYT BROS.
(Dumpling Mix)

*ILLINOIS PACKING CO.
(Bean)

*MODERN FOOD SALES
(X-Part Cake mixes, Instant Icing)

PLANTATION CHOCOLATE CO.
(Candy)

*SIMONITE COMPANY
(Simonite)

J. STROMYER CO.
(Syrup)

WM. UNDERWOOD CO.
(Canned Foods)

*WISE POTATO CHIP CO.

Edward Petry & Co. represents us nationally.
Respects
(Continued from page 100)
Supreme Court in 1932.
Mr. Clark joined the Justice Dept. in 1937, serving as special attorney in the Bureau of War Risk Litigation. The following year he was made special assistant to the attorney general assigned to the anti-trust division. In 1939, after serving as chief of the wage-hour division, Mr. Clark went to New Orleans to handle anti-trust cases.
The period from 1940 to 1942 was a busy one for the rising lawyer, and established his reputation as a trust-buster.
Appointed chief of anti-trust division's West Coast offices, he succeeded in obtaining decrees against manufacturers, distributors and varied associations. Included were a battery parts firm, Grocers' Assn., a marble company, California rice industry, Canners' League of California, Dried Fruit Assn., Evaporated Milk Assn., cement and lumber companies, fishers, a brewer's association, tobacco distributors, Fruit Growers' Exchange and Westinghouse Electric Supply Co.
When war broke out, Mr. Clark worked closely with Lieut. Gen. John L. Dewitt, then in charge of the Western Defense Command, for relocation of people of Japanese origin. So vigorously did he prosecute cases involving Japanese aliens that, in 1942, an attempt apparently was made on his life in the form of a stick of dynamite, placed beneath his former home. Fortunately, he had already vacated the house.
In his work Mr. Clark cooperated with the Census Bureau (for count of Japanese homes by block), Agriculture (on crops they had begun before removal), and the Federal Reserve Bank (on land and mortgage aspects). His entire title was that of assistant attorney general in charge of the Western Defense Command and Chief of Civilian Staff for Japanese War Relocation.
In October 1942, Mr. Clark was named first assistant to Thurmond Arnold, assistant attorney general in charge of anti-trust. In that capacity he served as chief of the war frauds unit. The following year, when Mr. Arnold was appointed judge of U. S. District Court of Appeals for District of Columbia, President Roosevelt nominated Mr. Clark assistant attorney general in charge of anti-trust cases.
This was the trust-buster's work in war frauds, however, which caught the eye of the then chairman of the Committee on National Defense, Sen. Harry S. Truman.
That August—1943—he was named assistant attorney general in charge of the criminal division in a switch involving Wendell Berge, then division head. Mr. Clark held the post until June 30, 1946, on a stated policy of "no witch-hunting — practical, hard-hitting law enforcement."
On May 23, 1946, he was appointed U. S. attorney general, and while rumors of resignation have continually circulated since last November, Mr. Clark denies them emphatically.
Tom Clark has established himself, not only in law enforcement but also in the field of education. Where "crime does not pay," civil rights and better citizenship do, Mr. Clark believes.
As a member of the Advisory Committee on Citizenship, he has met with prominent broadcast figures under auspices of the American Heritage Foundation which underwrote the Freedom Train's tour. It was Mr. Clark who appointed NAB President Justin Miller to the special committee two years ago.
In addition, Mr. Clark was one of the national judges in the Voice of Democracy contest (sponsored by NAB, RMA and U. S. Chamber of Commerce). He presented $500 scholarships and certificates to the winners, with whom he congratulated and interviewed on their future plans.

Interested in Broadcaster
The Attorney General has evinced interest and concern in the welfare of the broadcasting industry. Mr. Clark, in 1946, under his leadership, four corporations and six individuals were indicted by the Dept. of Justice on charges of conspiracy to fix prices and monopolize production and distribution of variable condensers. Seeing monopoly as a conspiracy to impede development of broadcasting, Mr. Clark termed the case "important." The variable condenser industry, "although not to be classed as a basic industry, supplies a device without which the radio receiving set industry would be paralyzed." Indictment charged the firms produced and sold more than 75% of total condenser production.

More recently, last December, the Attorney General gave his blessing to the AFM-recording industry trust and labor agreements as being within the letter of the Taft-Hartley Act. Justice and Labor department approval permitted appointment of an impartial trustee to administer the union's welfare fund.

Tom Clark had one of his first tests as Attorney General in June 1946 when his department was called upon to study the AFM-WAAF (Chicago) strike case, involving legality of the 1945 Act. (The Supreme Court upheld its constitutionality, and remanded the Petrillo case to Chicago District Court which found the AFM president not guilty.) Mr. Clark had appointed Otto Kerner Jr. to handle government prosecution, replacing J. Albert Woll.

In April 1947 Mr. Clark ruled that Presidential power to seize the telephone industry was implicit in the Communications Act. The man who will address NAB
DON MILLER, formerly account executive for Lincoln-Mercury at Kenozy & Eckhardt Inc., Detroit, appointed vice president and manager of agency's Detroit office. Mr. Miller replaces NEIL MULHERN resigned.

ARTHUR CASEY joins Gardner Adv. Co. St. Louis staff as director of radio and television activities. Mr. Casey was formerly with Stix, Baer & Fuller, St. Louis, as director of public relations; director of operations for WOL Washington; executive assistant to general manager of KMOX St. Louis, and owner-manager of Arthur Casey Players, a repertory company.

HARRY B. GOLDSMITH Jr., vice president of Russel M. Seeds Co., Chicago, assumed duties as media director April 1. ARVID H. BERGSTEN, assistant space buyer for eight years, named space buyer, succeeding JOHN BERLING, who resigned after 32 years with agency. MERLE MYERS continues as timebuyer.

HAROLD W. GIBBS joins William S. Bishop Agency, Chicago, as vice president and account executive after working at J. Walter Thompson, also Chicago, in the public relations and financial advertising staffs for the past four years.

HELENE HEINZ, formerly with J. P. Smith Shoe Co., Chicago, rejoins M. M. Fisher Assoc., Chicago, as timebuyer.

SPORTS

Bill Would Exempt Aired Events From Interstate Category

TWIN BILLS to exempt organized professional sports from interstate-commerce classification arising out of sports broadcasts or telecasts were introduced in the House last week.

The identical measures, by Reps. Herlong Jr. (D-Fla.), would add a new subsection to the anti-trust provisions of the Communications Act and thus exempt organized pro sports from anti-trust prosecution. Hearings may be started April 14 by the House Interstate & Foreign Commerce Committee, according to Chairman Robert Cossar (D-Ohio).

Rep. Mills said the legislation is designed to resolve current confusion on baseball's anti-trust aspects and in effect to assure the legality of the so-called reserve clause in player contracts.

Passage might also affect the outcome of the Justice Dept.'s current study to determine whether the anti-trust laws are violated by current baseball practices with respect to radio and television rights.

Rep. Mills said the legislation resulted from current damage suits which baseball is facing. The suits were filed by three players who were suspended from organized baseball for jumping to the Mexican league. Each complaint charges that baseball is interstate commerce through the use of radio and television.

The bills would add the following to Sec. 313 of the Communications Act:

No organized professional sports enterprise shall by reason of radio or television broadcasts of sports exhibitions, or by reason of other activities related to the conduct of such enterprise, be held to be engaged in trade or commerce among the states, territories and the District of Columbia, or with any foreign nations, or in activities affecting such trade or commerce, within the meaning of any law of the U. S. relating to unlawful restraints and monopolies or to combinations, contracts or agreements in restraint of trade or commerce.

Religious Radio

TEN $150 fellowships to NBC summer radio institutes were announced April 1 for those active in religious radio. Eligible are those planning or providing sustaining for state and city federations of churches and ministerial associations or other inter-denominational agencies.

JOHN RUSSON, with J. Walter Thompson Co. Buenos Aires office since 1943, transferred to New York office as representative on RCA account.

ROBERT B. MASSON, formerly with ABC, Grant Adv. and Kudner Agency, joins radio and television department of Young & Rubicam, New York.

ED BRAUN, formerly freelance copywriter, joins Breslaer, Wheeler & Staff, Los Angeles, as copywriter.

C. RALPH BENNETT, creative director of all accounts at Fred Gardner Co., New York, appointed vice president and principal in agency. Mr. Bennett was formerly faculty member at U. of Minnesota, and copy executive with McCann-Erickson, Maxon Inc., and director of promotion for Street & Smith publications.

WILLIAM STERLING joins Young & Rubicam's Hollywood television department. He was formerly with Paramount Pictures publicity department and production assistant to Louis de Rochemont, director at 20th Century-Fox.

JAMES HEFFERNAN, formerly partner in Milne-Heffernan Inc., Seattle, joins Guild, Bascom & Bonfigli, San Francisco, as an account executive.

JACK ROBINSON, formerly vice president of Buckley, Deement & Co., Chicago, joins Conley, Baltzer & Steward, San Francisco, as an account executive.

DAVID SCOTT named manager of Hoeff, Dietrich & Brown, San Francisco.

ANNE HOHMAN, formerly account executive with Beaumont & Hohman, Los Angeles, transferred to agency's San Francisco office as assistant administrative executive.

CONNIE TASHOF, formerly with WWDC Washington, joins Kronstadt Agency, Washington, as account executive.

SALLY CRAMER, formerly creative service director on Revlon account at McCann-Erickson, New York, joins Robert W. Orr & Assoc., New York, as account executive.

HARING CHANDOR, formerly in book and magazine publishing field in both editorial and advertising capacities, joins Smith, Smalley & Testor, New York, as account executive.

JACK HOOD, formerly co-owner of Davis-Hood & Assoc., Los Angeles, joins Jordan Co., same city, as account executive.

Those in the Know...

The more careful you are in the selection of your Miami Station -- the more certain you are to buy WIOD!
April 1 Decisions

ACTIONS ON MOTIONS
By Commissioner Hennecke

Cecil W. Roberts and Jeffersom County Radio and Television Co., Festus.

Granted petition for leave to amend application for CP to specify revised trans. site; accepted amendment.

FPFW Fiqua, Ohio—Dismissed as petition requesting setting aside grant of application of Home Bests Inc., Cogasport, Ind.

Fall River Herald News Pub. Co., Fall River, Mass.—Granted petition for leave to amend application for TV construction to specify revised trans. site; accepted amendment.

KCMO Bests., Kansas City, Television California, San Francisco, Massachussets Bests.

Weston-docked petitions insofar as they request 30-day extension of time to file answer to petition of Twentieth Century-Fox of New England Inc., Boston, of California, San Francisco, of Washington, of Kansas City, St. Louis, for declaratory order; extended time until April 30, denied petition of Massachusetts Bests. Co. insofar as it requested that 30-day extension of time to answer should run from date of possible denial of petition of March 18 which requested that Twentieth Century-Fox of New England Inc., Boston, of California, San Francisco, of Washington, of Kansas City, St. Louis, for declaratory order; extended time until April 30, denied petition of Massachusetts Bests. Co. insofar as it requested that 30-day extension of time to answer should run from date of possible denial of petition of March 18.

April 1 Applications

ACCEPTED FOR FILING

KGGF Pueblo, Colo.—Mod. CP increase power etc., for extension of conditional grant.

KMNC San Antonio—Same.

WIGL Deserteer, Ga.—License to cover CP new AM station 920 kc 1 kw w. AMENDED re stockholders.

AM—920 kc

Rural Bests., Co. Ltd., Waltahwa, Idaho—CP new AM station 920 kc 1 kw w. AMENDED re stockholders.

AM—1350 kc

Southland Bests., Atmore, Ala.—CP new AM station 1080 kc 250 w. D. AMENDED to 1350 kc.

AM—1450 kc

KCSB San Bernardino, Calif.—CP change 1350 kc 250 w. D. to 1350 kc 500 w. AMENDED to request DA-N.

AM—1450 kc

Oklahoma Bests., Co., Okie, Tex.—CP new AM station 1410 kc 250 w, D. AMENDED to request 1500 kc.

Assignment of License

KWFC Hot Springs, Ark.—Assignment of license from Clyde F. Wilson to Spa Bests. Co., Inc.

KWDL Kenoa, Tex.—Assignment of license from Edward Margolis, Frederick W. Kirske, Byron J. Samuel to Station KXXL, to Chet L. Gonce.


Transfer of Control

WSFS Thomasin, Del.—Transfer of control of Thomason Bests. Co., Ill., from R. E. Righter to William T. Hightower and Robert M. Hightower Sr. of Borough of William T. Hightower Sr.

AM—1100 kc

WFLB Fayetteville, N. C.—CP change from 1400 kc 250 w. unid. to 1300 kc 1 kw.

Modification of CP

WAMS-FM Wilmingon, Del.—Mod. CP new FM station for extension of control.

WGAL-FM Lancaster, Pa.—Same.

WIZZ Wilkes-Barre, Pa.—Same.

WAPS San Diego, Cal.—Mod. CP new FM station for extension.

KZJF Hammond, Ind.—Mod. CP new FM station for change ERP 6.5 kw.

License for CP

WPOE Elizabeth, N. J.—License to cover CP.

WYNN-FM Elmira, N. Y.—Same.

WQW-FM Lincoln, Neb.—Same.

WQAN-FM Scranton, Pa.—Same.

Modification of CP

WJAC-FM Johnstown, Pa.—Mod. CP new FM station for extension of control.

TENDERED FOR FILING

AM—1310 kc

WDXJ Jackson, Tenn.—CP change from 1310 kc 1 kw unid. to 1310 kc 5 kw D 250 w. N.

April 4 Decisions

DOCKET CASE ACTIONS

AM—910 kc

Announced decision granting application of Phoenix Bests., Inc. to change facilities at WPHO-AM Phoenix, Ariz. from 1200 kc 250 w. D. to 910 kc 5 kw unid. and denial of application of Desert Bests. Co. for new station at Phoenix 910 kc 5 kw unid. and application of Gene Burke Brophy to change facilities KBRX from 1350 kc 250 w. to 910 kc 5 kw unid. and move main studios of that station from Glendale to Phoenix, Ariz.

AM—1350 kc

Announced decision granting application to White River Bests., Inc. for new station at Batesville, Ark. to operate on 1590 kc 250 w. unid. subject to condition that within 60 days from date of grant applicant file application for CP, specifying transmitter site, and site and system meeting requirements of standards.

Application Batesville Bests. Inc. for same facilities was denied.

Announced decision granting application to Lockport Union-Sun & Journal Inc. for new station at Lockport, N. Y. at 1340 kc 250 w unid.; denial of application of Niagara Bests. System for same facilities at Niagara Falls and application of Gran Lakes Bests. Inc., Buffalo, for new station at Lockport grant is made subject to condition that applicant file within 60 days from date of grant file application for CP specifying site, and station meeting requirements of standards.

April 4 Applications

ACCEPTED FOR FILING

Modification of CP

KYOR San Diego, Cal.—CP increase power etc., for extension of completion date.

Assignment of License

WOGO Greensboro, N. C.—Assignment of license from Inter-City Advertising Co., Inter-City Advertising Co., Greensboro, N. C.

WATS-AM-FM Charlotte, N. C.—Assignment of license from Inter-City Advertising Co., Inter-City Advertising Co., Charlotte, N. C., Inc., WFXC Columbus, S. C.—Assignment of license from Inter-City Advertising Co., Inter-City Advertising Co., Columbus, S. C., Inc.

AM—1130 kc

WDXT Jackson, Tenn.—CP change from 1310 kc 1 kw unid. to 1310 kc 5 kw D 250 w. unid.

(REPRINTED ON PAGE 185)

REWARD!

To reward your listener and yourself at the same time, give MICRO-LITE, the miniature keychain flashlight, with your name and given as a premium, it is the best gift to make present stockholders. And the cost is negligible. (It has also worked wonders for stations themselves.)

For promotional plans tailored to your line . . . price list, sample, literature, write on your business letterhead to

IKASKA INC.

44 West 18th St., New York City 11
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Other Information</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D.C.</td>
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<td>McNARY &amp; WRATHALL</td>
<td>906 N.W. 79th Street, Washington, D.C.</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., Washington, D.C.</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering, MUNSEY BLDG. REPUBLIC 2347</td>
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<tr>
<td>GAUTNEY, RAY &amp; PRICE</td>
<td>(successors to John Barron) CONSULTING RADIO ENGINEERS, 1052 Warner Bldg., Washington, D.C.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMars, Assoiate</td>
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<td>JOHN J. KEEL</td>
<td>WARNER BLDG., WASHINGTON, D.C. 13th &amp; E Sts., N.W.</td>
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<td>ROTHROCK &amp; BAIERY</td>
<td>SUITE 604, 1575 K ST., N.W. National 0196</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W., Kellogg Bldg., Washington, D.C.</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W., STERLING 7922</td>
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<tr>
<td>JOHN C. CREUTZ</td>
<td>319 BOND BLDG., REPUBLIC 2151, WASHINGTON, D.C.</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST., PHONE 1218, ARLINGTON, VIRGINIA</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
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<tr>
<td>George P. ADAIR</td>
<td>Radio Engineering Consultant, 820 12th St., N.W.</td>
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<tr>
<td>GEORGE E. BAKER</td>
<td>Consulting Engineer, Radio Engineer, 826-28 Landers Bldg.</td>
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<td>Harold L. KENDALL</td>
<td>[\text{Member AFCCE}]</td>
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<td>William E. Bennis, Jr. &amp; ASSOCIATES</td>
<td>3728 Kennilworth St., N.W.</td>
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<td>H. V. ANDERSON</td>
<td>Consulting Engineers, HIGHLAND PARK VILLAGE, DALLAS, TEXAS</td>
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<td>Formerly Colton &amp; Foss, Inc.</td>
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<td>Philip Merryman &amp; Associates</td>
<td>[\text{Member AFCCE}]</td>
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<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS, HIGHLAND PARK VILLAGE, DALLAS, TEXAS</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>CONSULTING ENGINEERS, 4125 Monroe-Street, TOLEDO, OHIO</td>
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<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave., Washington, D.C.</td>
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April 11, 1949 * Page 177
Help Wanted

Manager

California isolated 259 watt successful new station. Require experience preferably between 32 and 40 years old with broadcasting experience. Salary $100 weekly to start, with possibility of ownership. Full details and picture first letter. Box 593a, BROAD\nCasting.

Salem-

Good opportunity for experienced sales-\nmran with 1000 watt independent near \n. SEND 10c for additional information. \nally desired. Box 613a, BROAD\nCasting.

SALES-

Manager

Established southern Cali-\n\nBROADCASTING.

PAID. Up to 12,000 per word. \n$s 1200.00 for insertion. Two weeks \nnter. Deadline two weeks preceding issue date. Send replies toBox 592a, BROAD\nCasting. Manager. (Magazine is not responsible for the return of application material. Transcriptions, photographs, scripts, etc., forwarded to box numbers.)

Wanted

Combination man for mid-\n\nAn experienced, capable announcer \n\nBROADCASTING.

Comprehensive background, \n\nBROADCASTING.

Announcer

Experienced commercial announcer \n\nBROADCASTING.

WANTED-

Manager

Commercial manager 16 years \n\nBROADCASTING.

Man, 47, exceptionally qualified to man \n\nBROADCASTING.

Manager or commercial manager. Eight \n\nBROADCASTING.

Successful manager-Ten years manage-\n\nBROADCASTING.

Manager 15 years radio and newspaper \n\nBROADCASTING.

Manager-applicant-Needed editor with \n\nBROADCASTING.

WANTED-

Writer

Cast of thousands: Woman's shopping \n\nBROADCASTING.

Continuity writer, free lance, for spot \n\nBROADCASTING.

WANTED-

Engineer

Engineer-25 kw network radio \n\nBROADCASTING.

BROADCASTING.

Assistant growl to manage engineering staff of a 25 kw network affiliate. Full starting salary with complete background, salary required. Send color photo to Box 574a, BROAD\nCASTING.

Announcer

Seeking announcer to fill an important role \n\nBROADCASTING.

Announcer

Seeking a highly qualified announcer. Airing \n\nBROADCASTING.

Production-Programming, others

Continuity writer, free lance, for spot \n\nBROADCASTING.

Salesmen

Salesman-Experienced, ambitious, fine appearance, capable of taking \n\nBROADCASTING.

Magazine is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Situations Wanted

Manager

Commercial manager 16 years and \n\nBROADCASTING.

Manager or commercial manager. Eight \n\nBROADCASTING.

Successful manager-Ten years manage-\n\nBROADCASTING.

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Manager-applicant-Needed editor with \n\nBROADCASTING.

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Salesmen

Salesman-Experienced, ambitious, fine appearance, capable of taking \n\nBROADCASTING.

Magazine is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.
### Situations Wanted (Cont'd)

Radio writer, successful, will handle assignments free lance only. All types commercial, secular and dramatic shows both fictional and non-fictional. Apply long-standing, fast, original, vivid tailored to your requirements. Budget. Box 668a, BROADCASTING.

**For Sale**

- **Stations**
  - For sale—250 watt Florida independent station. Profitable operation. Only cash offered. Box 796a, BROADCASTING.
  - Minority or controlling interest, thriving independent central Pacific Coast 250 watt, beautiful building, grounds, city, and advertising agency nearby. 1000 watt desired for sale. Box 724a, BROADCASTING.

- **Equipment, Etc.**
  - Large new 120" tower will support television, FM antenna, tower lights, studio, new -- everything. Box 737a, BROADCASTING.

### Situations Wanted (Cont'd)

Experienced announcer-producer-writer employed by NBC AM affiliate department, Theatre background, own air shows, married, 28, photo available. Box 681a, BROADCASTING.

**Technical**

Cameraman—Trained in TV studio, first class phone, ten years amateur and professional experience in amateur TV transmitter operation and maintenance. Has sound track, complete studio equipment, recording 28, married. Desire permanent position with TV station or CP holder. Best references. Box 526a, BROADCASTING.

Television engineer, BS degree, IRS affiliate, 1948 salary $5600, desires TV station executive or supervisory position near family in southeast. Nine years experience in TV station, installation, operation at pioneer television station, control and supervisory experience in present-day commercial telecasting. Will provide references on request. Box 569a, BROADCASTING.

**For Sale**

- **Stations**
  - Wanted—1 kw late model AM transmitter, 100 kw potential. Contact M. Brannum, 40 E. 41st St., New York 16, N. Y.

- **Equipment, Etc.**
  - Linear 120" tower will support television, FM antenna, tower lights, studio, new -- everything. Box 737a, BROADCASTING.

A RCA pylon type FM antenna No. EBF-11A for use in the 88 to 97 megacycle band. Power gain of 1.5—price. 800. Contact M. Brannum, 40 E. 41st St., New York 16, N. Y.

**For Sale**

- **Stations**
  - For sale—One kilowatt Western Electric transmitter 3352E at station 724. Make us an offer. Charles Winkler, WOBQ, Minneapolis.

- **Technical**
  - For sale—2 tone horns for RCA 70B turntables complete with pickup heads, readjust for 2 tone horns. 52 diamond point heads MI $450.00. Blaw-Knox 80 sp. self-sustaining horns. 72 LI-21, non-insulated, heavy duty tower. Readjust for 2 tone horns. 49A four bay, eight unit W. E. Clover needle front console new vesicular telenum parkway ca. 3/20. Price on request. Box 592a, BROADCASTING.

- **For Sale**
  - Box 958, BROADCASTING.

### Situations Wanted

**Managerial**

**Key Men**

ATTENTION! New stations or others interested in acquiring a competent staff of experienced radio personnel, with a proven record of success, are invited to contact the management consultant of their choice. This will enable you to get acquainted with the management consultant of your choice and decide if you wish them to have the responsibility of handling the management consultant for the position you desire. This is a package deal, a management, sales and technical team of men who know your business and have worked together as a team over a period of time, with an enviable record of success. Leasing arrangement preferred. Will consider purchase with modest down payment, or straight salary with share of profits. Available immediately. Will arrive anywhere. Not afraid to tackle a station now in the red. Let us hear from you. Riley Gibson, 451 Cajon, Redlands, Calif.

**For Sale**

- **Stations**
  - Due to illness, owner must dispose of CP for AM station in California, excellent station. Immediate ready transaction. Box 604a, BROADCASTING.

- **Equipment, etc.**
  - Western Electric 1 kw, 685 D 2 FM transmitter, complete with crystal for 1063 AM, operation and two complete sets tubes, as delivered, factory new, unused. Immediate delivery at less than list price. Also Western Electro 5A monitor. Box 798a, BROADCASTING

### Situations Wanted

**Executive, Etc.**

**For Sale**

- **Stations**
  - $12,500 AM and FM Midwest metropolitan market AM clear channel low frequency. Must have prompt action. Manager available too. For sale or lease. Station operated, excellent condition. Contact through Broadcast Management Consultants, Chicago office or write.

BROADCAST MANAGEMENT CONSULTANTS

**“not a luxury for the few but an aid for the many”**

Now Hear This—Now Hear This, all station managers and owners report to Broadcast Management Consultants for greater net profits.

Stand By For Ram—Stand By For Ram, we can and will work our operating or programming of your station through the Broadcast Management Consultants.

Stand By To Abandon Ship—Stand By To Abandon Ship. To abandon your ship or station is just plain silly when Broadcast Management Consultants can salvage and repair for greater profits, fee paid. Send for sample work.

(For your executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 * 30 N. WACKER DR. * CHICAGO 6, ILLINOIS

Midwest Network Opportunity $400,000.00

One of the most outstanding properties of its kind in the United States. This long established top network facility has everything—a fine record of earnings, an able management team, and enviable reputation for public service and advertising results. It completely fills the midwest's richest and most desirable markets. Prized at a very low ratio to earnings.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.

James W. Blackburn, President

Washington Tower Building

DALLES

Philip C. Johnson

San Francisco, Calif.

Rutland Building

DALLAS

Central 1177

EX 2-5672

WESTERN ELECTRIC 1 kw, 685 D 2 FM transmitter, complete with crystal for 1063 AM, operation and two complete sets tubes, as delivered, factory new, unused. Immediate delivery at less than list price. Also Western Electro 5A monitor. Box 798a, BROADCASTING.
PROPOSAL that FCC devote itself exclusively to broadcast problems—with common carrier functions transferred to an expanded Federal Power Commission to be termed Federal Utility Regulatory Agency—has been made by Harry R. Booth, Washington attorney specializing in administrative law.

The proposal is made by Mr. Booth in a comprehensive article which appeared April 7 in the Public Utilities Fortnightly which is titled, “Do We Need a Separate U. S. Radio and Utilities Commission.” At one time chief of the FCC’s rate section, Common Carrier Division, Law Dept., Mr. Booth would revert the FCC back to its original authority over radio matters exclusively. With the Hoover Commission proposing to switch some of the FCC’s authority to Interior Dept. that agency would be in a better position to assume the common carrier tasks, he believes.

Mr. Booth states in his article that “It is hardly open to dispute that the growing importance of radio and television, and the momentous and major issues now before the Communications Commission and the industry, now require that the agency be in a position to give far greater attention to radio problems than in 1927.” He says “the real issues would seem to be whether the agency should be free to give radio problems its exclusive consideration.”

Mr. Booth points out that merely because FCC “believes that it is up to date in dealing with telephone and telegraph regulatory problems, does not mean that they do not take so much of the time of the Commission that they retard . . . the handling of its predominant and greater responsibilities over the broadcasting industry.”

Mr. Booth also believes that the common carrier regulatory problems are of sufficient importance that they should be controlled by an agency “which is not as overwhelmingly burdened by the demands . . . of unrelated problems.”

Publicity Utilities Fortnightly is published by Public Utilities Reports Inc., 1038 Munsey Bldg., Washington 4, D. C.

MAIL ANALYSIS
RR Report on Radio Offer

COMPLETE analysis, indicating types of listeners, of mail response received in answer to a radio offer has been compiled by the Assn. of American Railroads.

Early in March the association offered a free copy of the new edition of “Quiz on Railroads and Railroading” to listeners on its Railroad Hour, aired over ABC. During a three-week period following the announcement, 38,874 requests were received.

In analysing these requests the association found: 87% were from adults (62% from men and 24.5% from women); more than 14% included comments on the program, of which 5,554 were wholly favorable, nine mixed and only one unfavorable.

It was possible from the requests to identify the occupations of 5,782 individuals. Of these, 3,467 were teachers or students; 438 were professional people; 364 were businessmen; 356 were railroad employees; 34 were from libraries, and the balance were in mixed categories.

The association’s report also stated that a number of the request letters referred to the program’s commercials, “and in every case where this was done, the comments were favorable.”

Broadcasters Syndicate

SEVEN new stations have joined the Broadcasters Program Syndicate according to Bruce Eells, general manager. They are WJW Cleveland; GJCD Dawson Creek, B.C.; KVVC Ventura, Calif.; KSYL Alexandria, La.; plus following members of the Arrowhead Network in Minnesota: WHLB Virginia, WMFG Hibbing, WEBC Duluth.

WOL Washington was credited by Police Commissioner Robert J. Barrett with providing principal promotional effort of Police Boys Club campaign. Club exceeded its $225,000 goal by $31,000.

An Outstanding Buy

Quotation from comment by Mr. Albert Zugsmith, Executive Vice President of The Smith Davis Corporation, and one of the nation’s leading authorities on radio station values, who examined data on this West South Central network station.

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis
President
Albert Zugsmith
Exec. Vice Pres.

317 South 16th Street, Philadelphia, Pa.

KINGSLEY 6-1132

April 11, 1949 • Page 181
CROSLEY DIVISION, Aveo Mfg. Corp., Cincinnati, for Shelvador refrigerators, sponsoring extensive spot campaign using singing commercials on 211 stations in all distributor cities. Campaign will be carried in April by Crosley, with spots being made available on cooperative basis during May, June, and July. Radio allocation is part of an extensive campaign for Shelvador which Crosley has scheduled this year, and which will include a half-hour television show on all TV stations on air. Agency: Benton & Bowles, New York.

FRENCH LICK SPRINGS HOTEL, West Baden, Ind., contracts for three 15-minute programs per week on WCSS(FM) Columbus, Ind., for broadcasts of Glen Faxon, hotel organist, direct from hotel lobby. Contract is for 32 weeks and marks hotel's first use of radio. Contract placed direct.


U.S. BEET SUGAR Assn. appoints Posto, Cone & Belding, San Francisco, for extensive campaign to promote beet sugar. Radio will be used.

CHEMICALS Inc., Oakland (VanO liquid starch), appoints Garfield & Guild to promote new product called Dart Starch, a plastic, long-lasting form of starch. Initial campaign will use radio exclusively and business will be placed on programs featuring home economists.

MARIN DELL MILK Co., San Francisco, appoints Russell, Harris & Wood Inc., San Francisco, to handle advertising. Radio will be used.

THE SAN FRANCISCO Chronicle appoints J. Walter Thompson Co., San Francisco, to handle advertising. Radio will be used.


J. B. ROERING & Co., Chicago, through Stanton B. Fisher Inc., New York, starts spot campaign in New York market. On behalf of Ammon tooth powder, firm has purchased three participations weekly on WCBS' Hits and Misses, five participations weekly on WOR's Barbara Welles Program and five stations breaks weekly, and five weekly participations on Kathie Norris Program on WABD (TV).


PHILADELPHIA NATIONAL LEAGUE BASEBALL CLUB appoints Wightman Inc., Philadelphia, as agency for Phillies' 14 farm clubs. Wightman Inc. is placing radio advertising for parent Phillies club.

SCHINE HOTELS Co., New York (hotel chain), appoints Robert W. Orr & Assoc., New York, to handle advertising. Radio will be used.

PILLSBURY MILLS Inc., Los Angeles, sponsoring five weekly quarter-hours of ABC Surprise Package on two Oregon affiliates, KEX Portland and KGNU Eugene, Mon.-Fri. (2:15-2:30 p.m. PST) for 52 weeks. Globe Mills Div. of Pillsbury sponsors same segment of program on other ABC Pacific Coast stations [Broadcasting, March 14] Agency: Leo Burnett Co., Chicago.

VIC HENDLER, Philadelphia distributor of appliances and tires, appoints Weightman Inc., same city, to handle advertising. Radio and television will be used.


SHERWIN WILLIAMS Co., Cleveland, Ohio, for its paints, including Kem-Tone and Kem-Glo, appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1. Media plans have not been released.

CRIBBEN & SEXTON Co., maker of Universal Gas Ranges, appoints Christiansen Adv. Agency, Chicago, to handle advertising. Radio and television will be used beginning next fall.
NAB Agenda
(Continued from page 40)
NAB Committee Meetings
8:30-11:30 a.m.—Sales Managers Executive Small Market Stations
Executive Committee—PDR 1
8:45 a.m.—Radio News PDR
10:05 a.m.—Public Relations Executive Committee—PDR 10
10:15 a.m.—Standards of Practice—PDR 6
Radio News PDR—PDR 12
10:45 a.m.—Panel Discussion—Public Relations, Executive Committee
11:25 a.m.—Grand Ball Room
Presiding—Justin Miller, NAB President
Welcome—Howard Lane, WJJD Chicago, Chairman, Convention Site and Policy Committee
Address—Wayne Coy, Chairman, FCC
2:04 p.m.—Panel Discussion—Panel Members—Dr. C. W. Vadeboncoeur, WEEI Boston; Mr. E. A. Coolidge, WABC Radio
Introduction—Mr. Miller, Chairman, NAB Public Relations Committee
Panel Members—Mr. King, Mr. Mack, Mr. Menke, Mr. Vadeboncoeur
10:20 a.m.—“News: Prestige Through Reliability”—Sig Mickelson, WCCO Minneapolis, President, National Assn. of Radio News Directors
10:45 a.m.—“Public Relations”—Richard P. Doherty, Director, NAB Employer-Employee Relations Dept.
11 a.m.—“You and Your Top Men”—R. T. Mason, WMRN Marion, Ohio
11:15 a.m.—Panel Discussion—Mr. King, Mr. Fellows, Mr. Mickelson, Mr. Mack, Mr. Menke, Mr. Van Allen, Mr. Fair, Mr. Doherty, Mr. Richards
12:30 p.m.—Luncheon
Presiding—Mr. Miller, NAB President
Address—Tom C. Clark, Attorney General of the United States
2:30 p.m.—NAB Business Session—8th Street Theatre
Presiding—Justin Miller
Tea
3:30 p.m.—“Broadcasting in the Romance—all of Radio’s Selling Effort—Argentina”—President, Broadcast Music Inc.
Introduction—Mr. Miller, Chairman
Panel Members—Mr. Rodriguez, WBCA; Mr. Haas, WAPC

FM DELETIONS
Two More Drop Facilities
TWO MORE FM authorizations were deleted by the FCC last week to raise the total number of drop outs this year to 56. Newly cancelled were WVNJ-FM Newark, N. J., and WMIL (FM) Milwaukee.
In surrendering its conditional grant, WVNJ-FM stated that the 1 kw power assigned by the Commission, maximum allowed under its Class A allocation, was insufficient to serve the city of Newark satisfactorily. Station was owned by Newark Broadcasting Corp., licensee of WBNJ there.
Permit for WMIL (FM), assigned to Myles H. Johns, expired March 1 and no reason for withdrawal was given, FCC said. Mr. Johns operates WOSH Oshkosh, Wis.
Newark Broadcasting, in its request to drop WVNJ-FM, told the Commission its contract with the union engineers would make it necessary to employ additional engineers for operation of the FM transmitter although the AM and FM transmitters are in the same building and adjacent to each other. WVNJ-FM is not in position to incur any such additional expense, the station stated.
Present AM outlet has been financial burden and continuation of FM plans would jeopardize proper development of WVNJ, the firm said.

WRITE • WIRE • PHONE
details on the new
charlie ackerson show
* * *
He Sings • He Talks • He Sells
Not since “Smilin’ Ed McConnell” and “Singin’ Sam” has there been so much potential sales success wrapped up in one neat, listenable, priced-right package!
This boy is ready . . . with girl trio and six piece Russ David Orchestra . . . to do a powerful selling job on high fidelity transmissions . . . for you! Let us send you a record—today!

SPECIAL TO STATION MANAGERS
Ask us about our Lew Preston Trio transcribed library of Western Ballads, Novelty, Spirituals, Hymns, Folk, Southern and variety songs! Over 100 tunes ideal for individualized programming.

WMEL RADIO ENTERPRISES
3023 LOCUST STREET • NEWSTEAD 3555
ST. LOUIS 3, MO.

BROADCASTING • Telecasting

ITU'S A GREAT DAY
WITH WLAV AND WLAV-FM

WLAV leads all stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

FM DELETIONS
Two More Drop Facilities

940 MT. VERNON, IL.

1-904-425

MT. VERNON, IL.

"Crowning Southern Illinois like a blanket of snow"

ABC for Grand Rapids

Leo Cherne, Leo Cherne Assoc., New York
4 p.m.—“Selling the Small Market Station”—Bud Goldman
4:15 p.m.—All Radio Presentation—Panel Members—Gordon Gray, WPTP Philadelphia; Chairman, Lewis Avery, Avery-Knoll, New York; Victor Ratner, Vice President, CBS, New York; Mr. Goldstein, Little Rock, Ark.; William B. Maillefer, WVT Rochester, N. Y.
5 p.m.—Adjournment
6 p.m.—FM Session—8th Street Theatre, Presiding—Justin Miller
Chairman—Leonard L. Acho, WBCA
Schenectady, Chairman, FM Execu-
tive Committee
Panel Members—Mr. King, W. W. G. Baker, Vice President, General Electric Co.
Mr. Gross, Sales Promotion Manager, Zenith Radio Corp.
Everett L. Dillard, President, Continental FM Network
Mr. Braun, Engineer in Charge of FM, FCC
Sam Messer, Radio Editor, Chicago Daily News
Dr. L. W. A. E. Vadeboncoeur, WEEI Boston; Mr. E. A. Coolidge, WABC Radio
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COY
Addresses N. Y. Rotary

BROADCASTING’s progress gives assurance that “as we return to a buyer’s market, and as new products must be introduced to the public, business will have at hand an advertising medium that is keeping pace with its needs,” FCC Chairman Coy declared Thursday.

Addressing a luncheon meeting of the Rotary Club of New York, Mr. Coy noted that the number of stations has “almost tripled” since the war and “in another two or three years . . . will have quadrupled.” He pointed out that American business spent more than $500 million on radio advertising last year.

He told the Rotarians that “television will be your most compelling advertising tool” and “may prove to be the . . . cheapest when measured by sales made per advertising dollar invested.”

The FCC chief envisioned “one or more television stations in every one of the nation’s 140 major market areas” within two years. He predicted “close to 400” operating TV stations by the end of 1951. He said he was “hopeful” that the solution to television’s current technical problems and the need for more channels can be found “in the very near future.”

Chairman Coy spoke on “The Stake of American Business in Our Communications System.” He reviewed the complexity of the telephone, telegraph, radio and allied communications fields, and the scope of regulatory problems involved.

DC DST Approved

DAYLIGHT savings time was authorized for the District of Columbia March 31 when President Truman signed S185 following Senate and House approval. D. C. commissioners will establish fast time beginning April 24, with District reverting to standard time Sept. 25.

Spot Accounts
(Continued from page 174)

<table>
<thead>
<tr>
<th>Average Number of Stations</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
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<td>War Assets Administration</td>
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<td>Wasson Houseware</td>
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<td>Weatherproof Screens &amp; Storm Windows</td>
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<td>Wisconsin &amp; Michigan SS Co.</td>
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<td>World Airways Inc.</td>
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<td>Wurlitzer Music Stores</td>
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PUBLICATIONS

Cellers Magazine | 113 |
Coward-McCann Inc. | 1 |
Day, John P., Inc. (Real Estate) | 1 |
Doubleday & Co. | 1 |
Champlain View Garden | 1 |
Dollar Book Club | 1 |
Ezra Books | 1 |
Family Reading Book | 1 |
High Self-Taught | 1 |
Library Guild | 1 |
Live a New Life | 1 |
Modern Home Medical Adviser | 1 |
Mystery Book | 1 |
Oxford Press | 1 |
Putterman’s, G. P., Sons | 1 |
Rinehart & Co. Inc. (Books) | 1 |
Science Illustrated | 1 |
Simon & Schuster & Co. | 1 |
Times-Colombia Distributors Inc. | 1 |
Unicorn Press | 1 |
Wise, William | 1 |
Children’s Encyclopedia | 1 |
Cook Book | 1 |
Handy-Man’s Guide | 1 |
Knitting Book | 1 |
Modern Encyclopedia | 1 |
Modern Home Physician | 1 |
Popular Home Decorator | 1 |
Popular Educator | 1 |
Practical Mathematics | 1 |
Sewing Book | 1 |
World Famous Paintings | 1 |
Ziff-Davis Publishing Co. | 1 |

RETAIL

A & P Food Stores | 1 |
Bennett, Richard, Inc. (Men’s Apparel) | 1 |
Big Star Super Markets | 1 |
Doubleday Book Shops | 1 |
Gambler-Robinson Stores | 1 |
Grand Union Food Stores | 1 |
Key Jewelry Co. | 1 |
Lee, H. D. Co. Inc. | 1 |
Rogers Food Stores | 1 |
Schafer’s | 1 |
Smith’s Store (San Francisco) | 1 |

TOILET REQUISITES

Admiral Shampoo | 1 |
Barbasol | 1 |
Castle Soap | 1 |
Daggert & Ransmiel Products | 1 |
Durham-Enders Razors | 1 |
Fleets Chapp Stick | 1 |
Forhan’s Toothpaste | 1 |
Gem Blades | 1 |
Kranke Shavekream | 1 |
Kruze Facial Oil | 1 |
Krem | 1 |
Listerine Shaving Cream | 1 |
Listerine Toilet Paste | 1 |
Star Blades | 1 |
Tartan | 1 |
Woodbury Facial Soap | 1 |

Broadcasting * Telecasting

CHICAGO AUDIENCE FACTS

Sunday
10:00 to 10:30 AM

WIND...22%
Network A...23%
Network B...10.0%
Network C...8.2%
Network D...5.7%

PULSE
Jan-Feb ’49

560KC
24 hours day

MRE

WIND

Sun
Announced decision granting application of All-Oklahoma, Inc., for new station at Tulsa, Okla., 741; 50 kw-D 10 kw-N. U. DA and denial of application of KVOA Inc. for new station at Siloam Springs, Ark., 740; 10 kw-D 5 kw-N. U. DA. New grant subject to engineering cond.

Announced decision granting application of Booth Radio Stations Inc. for new station at Kalamazoo, Mich., 10 kw-D 1 kw-N. U. Following received extension of completion date of new stations in Kalamazoo, Mich., 10 kw-D 1 kw-N. U. DA.

Applications Cont.

FCC also to WMA Springfield, Ohio—Transfer of control from Gus Sun, Phil Chakeres, Robert N. Stewart, and R. W. Kennedy to Bruce Kincaid, S. A. Cisler Jr. and Robert Shaw.

April 5 Decisions . . .

DOCKET CASE ACTIONS

Decided to Grant Applications

BROADCASTING

Applications Cont.

FCC also to KUSC Los Angeles and WDTR Detroit on new station. To KUSC Los Angeles, telecast and reduced service; to WDTR Detroit, additional service and emission limit of 2 kw. Also, FCC added that in reported data in Table A, items referring to KUSC Los Angeles and WDTR Detroit were not correctly identified. License for KUSC was granted for period ending Sept. 1, 1949; license for WDTR for period ending Sept. 1, 1949.
Management
(Continued from page 88)
go through the same experience that marked the Standards of Practice debate at Los Angeles last May. At that time the code opponents uttered a few chirps and the meeting developed into a sweeping victory for code supporters.

In any case, NAB reorganizations traditionally bring out some of the industry's hottest oratory. Should the subject move along in a routine way tomorrow afternoon, there is good chance that the tangled BMB situation will be worked over by its friends and enemies. The whole audience re-

assembled question has been a touchy one, especially since BMB got into management difficulties during the winter.

A new Audience Measurement Conference directed by John Elmer, WCBS Baltimore, was scheduled to meet at 10 a.m. Sunday. This committee faces the headaches of guiding the current BMB Study No. 3 this afternoon. Then it faces the problem of working out a suggested measurement formula for the future. Already several other committees have advocated establishment of a separate corporation, similar to BMI, to develop a comprehensive industry-operated measurement system designed to help advertisers buy radio time efficiently.

Could Submit Ideas
Should this committee come up with some ideas this early in its career, it might choose to submit them to the convention. Buyers of radio time insist they must have a yardstick to guide them in their use of the medium but such a magic formula has not yet been found in nearly three decades of broadcasting.
The sales situation is uppermost in the minds of many broadcasters, judging by the informal discussions heard around the industry in recent weeks and at the Stevens late last week. That is why it has the best spot on the three-day agenda.

Following FCC Chairman Coy's address at the opening luncheon today, the convention will move to the adjacent Eighth St. Theatre, where all meetings will be held.

Coming off a success of a new era of competitive inter-media and intra-broadcasting selling, the sales meeting will go into the main problems of bringing money into the cash register. Maurice B. Mitchell, NAB director of broadcast advertising, will moderate a panel discussion at which the new tricks of competing media will be unveiled.

Mr. Mitchell will follow with a discussion of management's responsibility to radio's selling effort, a subject that may lead to some very plain talk.

Even before the convention gets under way, the sales problem will be worked over at an 8:30-11:30 meeting calling on the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.
The sales managers came out last winter with a red-hot resolution calling on the NAB board to provide for an aggressive sales campaign pitched to meet the lavish morning's joint media. The board squeezed much of the punch out of the project and the committee may revive its demand. The All-Radio Presentation will be discussed (see story below).

One of the ideas discussed by committeemen is the creation of a separate corporation similar to the Bureau of Advertising of the American Newspaper Publishers Assn. The newspaper bureau is separately financed to the tune of well over a million dollars and operates without the handicap of internal BPA supervision and industry schisms. One of the barriers to all-out sales promotion, according to some who favor the idea, is hesitation on the part of some newspaper-owned radio properties to endorse aggressive competitive selling.
The top management problems will come up at the general business meeting tomorrow afternoon. With expiration of the second NARBA a fortnight ago (Broad-

casting, April 1), the continental allocation picture became even more complicated. What this develop-

ment means will be considered by the board and at a meeting of the new NARBA committee authorized by the board at New Orleans in February, G. Richard Shafoto, WIS Columbia, S. C., di-

congratulations on his election as president of the Pioneers Club are extended to William Hedges (r), NBC vice president, by 1 to 1 Mark Wood, ABC president and past Pioneers president; Edgar Kobak, MBS president and immediate past president of the Pioneers, and H. V. Kaltenborn, club's founder. Annual dinner was held at Toots Shor, New York restaurant, March 31 (Broadcasting, April 4).

Royal Film
Script Plans Ready
For NAB Meet

SCRIPT PLANS for the All-Radio Presentation film, designed to depict radio's selling power, will be ready for the NAB Management Conference at the Monday afternoon sales meeting in the Eighth St. Theatre.

The All-Radio Presentation Committee discussed the script at a meeting held last Monday in New York. It was prepared by Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, and Robert K. Richards, director, Public Relations and Publications Dept. Writing copies will be mimeographed for committee review.

The script will be ready for the film producer following the committee's next meeting this spring. Gordon Gray, WIP Philadelphia, chairman of the All-Radio project, will explain the script at this (Mon-

day) morning's joint media. The board squeezed much of the punch out of the project and the committee may revive its demand.

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rector-at-large for medium sta-

tions, is chairman of this com-
tee, which scheduled a 9 a.m. Monday meeting. Several other phases of international radio relations will be considered.

In the top management bracket is the policy to be followed in Congressional and government relations. Judge Miller recently polled board members on their lobbying views, including whether they if they desired full-time legislative counsel, counsel during sessions of Congress, or a professional lobbyist.

Some industry elements have contended Judge Miller's main job is of a lobbying nature and he is understood to have indicated he will follow the board's mandate even to registering himself as a lobbyist. Already NAB has contacted a number of possible candidates for a lobbying post, though final decision on the whole problem is due at the Wednesday-Thursday board meeting.

Television raises to a place of new prominence in convention proceedings, appearing at a number of places on the agenda. TV is tied into the reorganization process. One of the motives behind the three- ply (AM, FM, TV) functional setup proposal is to keep all forms of broadcasting within NAB's ranks. The entire Wed-

dnesday agenda is devoted to TV and the visual medium and enters, of course, into the intrabroadcasting competitive situation.

Johnson, Hill Decline

Up to the weekend there had been little open discussion of the Washington legislative situation, though morning legislative matters are likely to be discussed informally.

No official representative from Capitol Hill will attend the convention. Sen. Edwin C. Johnson (D. Col.) and Rep. Robert Crosser (D-Ohio), chairmen of the Senate and House commerce committees, were invited to attend but both said pressure of legislative activities would prevent their attending.

The NAB Legislative Committee had not even scheduled a meeting during the convention though most other standing committees will meet.

Scheduled to meet at 9 this morning were the Employee-Employer Relations Committee, Program Executive Committee, Public Relations Executive Committee, Press Bureau (10 a.m.), NARBA Committee, Standards of Practice Committee and Radio News Committee.

Though the Standards of Practice group was authorized by the board to confer on a new membership charter had not been announced but by the weekend. NAB headquarters indicated that the committee's com-

position might be some known to the group, if acceptable letters had been received from those invited to serve.

The code committee's main job is to promote observance of the stand-

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NAB BOARD
Six Members Conclude Term

Six members of the NAB Board of Directors concluded their terms at the Saturday meeting of the old board. Six new directors will assume their posts Wednesday afternoon when the new board convenes. They were elected in the February membership poll. The new directors were invited to sit with the old board at the Saturday meeting.

WLS SILVER ANNIVERSARY
Three Special Shows to Mark Event April 12

Mr. Snyder

Exhibit Locations
HEAVY equipment displays will be found in Exposition Hall, beneath the Stevens lobby. Light equipment services are shown in sample rooms on the fifth floor. All elevators descending from sleeping room floors will take guests to Exposition Hall, on request. Exposition Hall show hours during the Management Conference are: Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-6 p.m.

Mr. King heads the NAB Public Relations Executive Committee. Programming, news, employee relations and the station's place in the community will be discussed, winding up with a panel.

On the platform will be Harold Fellows, WEEI Boston, NAB District 1 director, who speaks on the subject, "PR in Programs Means Public Relations." E. R. Vandeboneoeur, Syracuse, chairman of the NAB News Committee, will introduce Sig Michelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, who will speak on various phases of radio news.

Judge Miller will introduce Atorney General Clark at the noon luncheon. He will preside at the afternoon business session. Jose Ramon Quinones, president of the Puerto Rican Broadcasting Assn., will discuss "Broadcasting in Puerto Rico"; Carl Haverlin, BMI president, will report on progress of the industry-owned music bureau; status of BMI's second study will be outlined, and resolutions will be introduced.

Annual industry banquet will be held Tuesday evening at the Stevens. Exposition Hall will be furnishe by BMI.

Concluding the convention will be the Wednesday morning televison session. George B. Eorer, president of the Fort Industry staitions will be chairmain. The program includes Terry Clyde, vice president of Bow Co.; Henry Griner, CBS manager of affiliate sales and operations; E. Y. Flannagan, vice president in charge of operations, WSFD and WSFD-TV Toledo; Elmer Doherty, manager of film procurement for the Fort Industry TV department, and Stanley Hubbard, president, KSTP and KSST-FM Minneapolis-St. Paul.

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Winding up their terms at this convention are Paul W. Morency, WBT-Charlotte, director-at-large for large stations and a director for nearly two decades; T. A. M. Craven, now a consultant and no longer eligible, director-at-large for membership; Edward Breen, KVFD Fort Dodge, Iowa, director-at-large for small stations; Willard Egolf, WBBC-FM Bethesda, Md., director-at-large for small (A) stations; Henry P. Johnston, WSGN Birmingham, District 5; William B. Smullen, KIEM Eureka, Calif. Director-at-large for small stations.

New directors taking office Wednesday are James D. House, WLW Cincinnati, succeeding Mr. Morency; Kenyon Brown, KWFT Wichita Falls, Tex., for Mr. Craven; Merrill Lindsay, WSOY Decatur, Ill., for Mr. Breen; Frank U. Fletcher, WRL Arlington, Va., for Mr. Egolf; Allen M. Woodall, WLS Columbus, Ga., for Mr. Johnston; Glenn Shaw, KXL Oakland, for Mr. Smullen.

Chicago Club Host
CHICAGO Radio Management Club will be host to NAB Convention delegates at a breakfast in Hotel Stevens' North Ballroom tomorrow (Tuesday) at 8:30 a.m. Frederick R. Gamble, president of the 4-A's will speak on "Buying Tomorrow's Time." In charge of arrangements will be a committee consisting of CRMO President Bill Goss; Chicago manager of the NAB; Holman Faust, vice president of Mitchell-Faust Advertising Co.; Wayne Williams, radio editor, E. Shepton agency; Arthur Harre, general manager of WJJD Chicago; Nort Jonathan, president of Nort Jonathan & Co., and Paul Brines, assistant general manager of WGN Chicago.

WCSI (FM) Columbus, Ind., has announced plans to move its studios from Carr Hill, two miles southeast of Columbus, to downtown section of city, within next six weeks.

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ET Business
(Continued from page 17)
now than a year ago and very much better (68%) than six months ago, said Kurt Jadasin, general manager of SESAC Inc., New York, believed conditions much the same but noted an ever-increasing interest in hand music and gospel singing, two SESAC specialties.

John B. Keating, Portland, Ore., reported business off, with AFRA and AFM costs making it increasingly difficult to produce the type of talent shows he has booked for regional agencies and sponsors in Oregon, Washington and Idaho. Dan V. Carr, general manager, Guild Radio Enterprises Ltd., Toronto, reported expanded operations with business up 100% in the past year.

Helen Kelleher, president of Em- pire Broadcasting, New York, reported better business now than six months ago. John B. Hayes, assistant manager of WOR Recording Studios, New York, also reported that service business better now than a year ago and six months ago.

II. Problems
Several executives expressed the view that the broadcaster does not do enough selling. This is a problem of great concern to transcription companies. For continued sales by the transcriptionist is in great part dependent on the broadcaster's sales staff.

Richard S. Testut, vice president and general manager of Associated Program Service, New York, takes that line. He believes that radio is a selling profession and 1949 is the year to prove it. He further believes that stations which have organized their commercial departments to sell programs rather than just producing them are getting bigger sponsor response.

Mr. Michelson (Charles Michelson Inc.) also felt that his biggest problem was to be found in the station itself. He expressed the need for educating station sales staffs.

"We have found that most station salesmen follow the path of least resistance," he said, "and that generally results in their taking orders for spots or participations, regardless of the type of program best suited for the advertiser's requirements."

Ziv's Problem
The Ziv organization also felt its biggest problem was right in the radio station. Said President Ziv:

"Our biggest problem is to have more radio stations understand how Ziv programs help them sell and that our programs help the stations keep old sponsors as long-time, satisfied customers. Fortunately, more and more stations are recognizing all the things Ziv has to offer a good show and that a better show is a better bargain in the long run."

A similar opinion was expressed by a spokesman for World Broadcasting System Inc., New York, an affiliate of the Ziv company.

A somewhat different kind of problem inside the station concerned Mr. Bloom (Kasper- goth Broadcasting). Mr. Bloom felt many stations improperly educate local advertisers that the sponsor should pay for talent. Further, he believed too many situations were wrongly felt that "every dollar spent by a local advertiser for talent means that much less in the purchase of time and station income."

Mr. Bloom felt that problems concerned him were: The increasing use by stations of disc jockey programs which give the sponsor little that is good or exclusive; the turnover in station personnel, which required him to re-present shows; the freezing of sample discs by stations, resulting in a K-O loss of as much as $12,000 in one year, and the one show producer who gives the transcription business a black eye by falling down on production midway in a promised series.

Television was cited as the biggest problem by Harry S. Goodman Radio Productions. Mr. Goodman said he didn't know whether in the next five years the company and network tie-in opportunities, programs or transcriptions for radio. At the present, it is doing both.

Mr. Hayes of WOR Recording Studios also said planning for TV expansion was his service's most important present problem.

III. New Business
New business is among the top concerns of all station and transcription companies. That includes not only the search for prospects but ways and means of getting them on the dotted-line—then keeping them satisfied.

The Ziv company expects to find its new business among national and regional sponsors, according to President Ziv.

"More and more national sponsors are using Ziv transcribed programs for each individual market," he said. Some network sponsors are looking for distributors of network shows and are concentrating on the placing of transcribed shows in individual markets. In some of the major markets, these national networks place two television shows, whereas in the balance of the country, they are placing transcribed shows to carry their sales messages. We expect that, as television expands, more network sponsors will turn to transcribed radio shows to reach non-television markets."

As a business booster, Ziv is in a unique position in grouping and marketing tie-ins with programs. Thus on one program, a sponsor is enabled to give away a 17-jewel wrist watch every week at no charge to the sponsor. On The Cisco Kid, Ziv includes teaser ads, buttons and announcements, giving such shows as singing lariats, trading cards, family record clubs, membership cards and the like.

Ziv believes it is filling the need of the sponsor to have a show that can tie-in with salesmen's efforts, dealers' needs, mail campaigns and the like—thus making the show not merely a radio program but a rounded campaign.

Broadcasting, according to Vice President Parks, expects to find new customers largely in two fields: Among national advertisers and among local dealers for national advertisers. He believes many of the former will be ripe prospects as they splendid their radio budgets between AM and TV, economizing on the AM via spots.

Local dealers in nationally manufactured items also will be good prospects, he believes, because their inventories are piling up and they will need local factory cooperative TV advertising to move quality goods. Mr. Parks also said Guild member stations were being sent Radio News Digest, which is an information exchange whereby the Guild relays the experiences of one station to other stations.

Cites Local Level
Mr. Cowan (Louis G. Cowan Inc.) said he expected to find additional business from some general groups which have given his organization customers thus far. He, too, noted that the local level will provide more prospects. He explained that greater local sales efforts are increasing local advertising via transcriptions and that as television affects budgets of some companies they are seeking new outlets. He also emphasized the emphasis through transcriptions. Associated Program Service, according to Vice President Testut, was able after all its customer sound packages for radio business. In the past four months, Associated has expanded its station radio stations staff, is increasing its advertising appropriation, organizing an aggressive direct mail campaign, is investing additional dollars in product improvement, and has established a sales quota representing a new business increase for the year ending April 30th. He thus is taking literally his own belief that "radio is a selling business and 1949 is the year to prove it."

World Broadcasting expects to find more business from stations themselves. Said a spokesman: "We are not going after outside business, but only trying to make sure of our thinking should be directed toward aiding radio stations to make more money by selling more World shows to sponsors. World is eliminating specials with no commercial appeal, is inaugurating a big-name policy, is "timing" programs, furnishing sales aids such as auditon discs and merchandising promotion and special voice tracks by star performers."

Charles Michelson Inc. hopes to find new business by submitting low-cost advertising concepts to advertisers who have heretofore stayed away from radio because of "failure of stations to come up with a definite program plan for the advertising business." His company also is directing its efforts toward participating in factory cooperative advertising plans. His company is thinking of offering a special radio program package for a specific radio campaign which may become the vehicle for cooperative advertising between distributors and the factory.

Harry S. Goodman Radio Productions intends to serve radio stations but aims to increase business by selling television package programs to sponsors.

Among sources where Kasper-Gordon will seek new business are new stations, although Treasurer Bloom feels there are few prospects of doubtful profit because the rates obtainable from them hardly cover pressing costs, handling, selling expenses and promotion. A new Kasper-Gordon offer a large group of shows at a special low package rate to stations in small communities.

SESAC, according to General Manager Jadasin, is selling transcriptions to railroads, whose crack streamliners have installed wire music systems. Thus it has tapped a whole new field for the same product used by radio stations.

Miss Kelleher, president of Empire, which largely does the mechanical side of transcribing, expects to find new business from advertisers venturing into television and trying to hold their old program time via transcriptions. Empire also has been doing sound transcription work on television cartoons. Miss Kelleher said it was found cheaper to reproduce the sound that way than on films.

IV. New Products
New shows and new show ideas are being developed prolifically. A
sampling of what is becoming available in this field follows.

Kasper-Gordon has in production The Gaylords, starring Chet Gaylord and Betty Pierce, a family comedy show about a radio performer constantly falling into comic situations. KG also has in production two new juvenile program series.

SESAC is augmenting the seven series in its library (American Folk-Western, Band, Concert, Religious, Novelty, Spanish-Latin American, and Hawaiian) and is now making available barber shop quartets, Dixieland and symphony orchestras, a mixed religious choir and additional band and Latin-American music.

Harry S. Goodman has just prepared Rendezvous With David Ross and Jim Ameche, Storyteller, the first available as either 15-minute or half-hour show five times weekly as announced previously. KG also has in production two new juvenile program series.

Standard Radio is about to inaugurate five new Star Shows, each built within its library and produced for local sponsorship. Station KGFP has established stations with complete audition discs as well as printed presentations for use by station sales departments. It claims that sale of any one of the programs should enable a station to recover cost of the entire library service. It also is adding to its big name lineup.

Associated Broadcast Service is making available The Stor Sing, a 15-minute, five-week feature with Evelyn Knight, Vic Damone, Kay Arren, Phil Brito and others; Morning Almanac, one hour, six-week program of diversified music and all news material; each day's feature; Song of Senior Song, five minutes, six-to-a-week, memory tunes and historical and biographical data designed to fit the morning show routine; Monte Time, 10 minutes, six-week, featuring tunes from films, and Tune Time, 10 or 15 minutes, six-to-a-week, featuring small units to tie in with commentaries.

Ziv is announcing availability of a new half-hour multi-weekly kids show, Cisco Kid, which has the marvelous promotion tie-ins mentioned previously.

Broadcasters' Guild, after querying its members on their preferences for new shows, has just released two new programs: What Difference Does It Make, a five-minute program that can be used as an enclosure in participating shows and disc jockey programs, as a high-impact exchange; and Captain Stubby and the Bucaneers, a 15-minute program using the Decca recorder and his musical aggregation.

V. Transmission Networks

Keystone Broadcasting System, Chicago, by March 9 added 42 stations to its network since last Aug. 1. That brought its total, as of March 9, to 358 affiliated stations.

Keystone has operated on the theory that through it, advertisers can reach the largest, most cosmopolitan audiences of its smaller-town outlets via its transcription network. Its success is further testimony of the impact of the ET.

In New York, a new transcription network has been forming. Called Transmission Broadcasting System, it is making available to stations five top shows and 30 hours of weekly programming at the cost of the half-hour national Class A time rate, which is practically what was paid for only one of the shows before it was incorported into the network. Although TBS claims it has thus offered a balanced programming schedule, it intends to add a new program three times a year, with member stations balloting for the show to be produced out of a selection of five or six prospects.

TBS claims that it has been so swampd with requests from stations eager to join the network that its biggest immediate problem is to make sure the stations and prospective contract are best in their particular market.

VI. Filling a Need

All this activity in the transcription field indicates that transcribers are filling an important need in the radio industry. Although the so-called stigma of "canned" programming may still persist in the opinions of some radio critics, the conclusion is inevitable that ET programming is gaining considerable success in the unsentimental arena of the market place.

WCAU Upheld by Court

WCAU Philadelphia was upheld by Federal Judge J. Cullen Gorey on April 5 in a dispute with the American Communications Association, CIO, about overtime pay. Judge Gorey rejected a petition by the union's National District Local 1 that the station be compelled to submit to arbitration a dispute involving overtime pay for technicians.

FUTURE plans for My Friend Irma, CBS comedy series created by Cy Howard (second from r), are discussed during a Chicago meeting of network and sponsor executives. Participating are (1 to r): James A. Barnett, executive vice president and general manager of PepsiDiv. Lever Bros., sponsor; Don E. Kelley, WWBHM-CBS Chicago public relations director; Mr. Howard, and H. F. Wulffe, PepsiDiv. president.

WHAS Hearing

(Continued from page 51)

15 sq. mi. and population of 125,238 while the overlapping 2 mv/m contours include an area of 5,843 sq. mi. and population of 522,836. FCC was told.

Lester H. Carr, partner in consulting engineering firm of Weldon & Carr, Washington and Dallas, testified that in the nighttime overlap area one or more primary services (other than WHAS and WLW) serve 62% of the area. Two or more serve 85.4%, three or more 22.9% and four or more 11.4%, he said.

Mr. Carr said two or more other primary services cover 100% of the daytime overlap area while three or more serve 99.9%, four or more 95.4%, five or more 90.3% and 10 or more 69.1%.

Another Crosley exhibit listed 80 existing and authorized standard stations rendering primary daytime service within the WLW-WHAS daytime 0.5 mv/m overlap area. Similarly, 21 stations were given for nighttime service.

Shouse Testimony

Considerable non-technical testimony was given by James D. Shouse, station's chief engineer, E. Dunville, Crosley vice president and WLW general manager, and Victor A. Sholls, director of WHAS. Mr. Shouse told the Commission that Avo's board of directors has adopted a resolution approving a loan to Crosley of the full amount necessary to purchase WHAS.

Mr. Dunville and Mr. Sholls testified on programming and operation of the two stations. Mr. Dunville elaborated on earlier testimony of Mr. Shouse and said that if Crosley acquired WHAS it would extend the station's hours of operation, "consolidate" certain programs and increase commercialism. He indicated that live programming would increase in the present operating hours, although the extended operation period would use mostly recorded material.

Crosley does not contemplate "any appreciable degree of mutual programming on WLW and WHAS," Mr. Dunville said. He pointed out that even Washington news bureau programs would be different origination for the two stations. As AIAS-TV, also would be programmed separately from WLWT (TV) Cincinnati, he stated.

Previously, Crosley had told the Commission that the stations would not duplicate network service (Broadcasting, March 7). WLW is an NBC affiliate and WHAS is CBS.

Detailed exhibits, coupled with illustrated presentations, were introduced for both WLW and WHAS on programming, news item sources, special events and remotes to show that even in non-broadcast activities there was little overlap between WLW and WHAS.

Defines 'Sphere'

Through this evidence Crosley sought to show that WLW considers its sphere of influence to be chiefly Ohio, northern Indiana and not necessarily Kentucky. While WHAS is concerned chiefly with Kentucky and southern Indiana, Mr. Sholls called it the "Kentucky-ana" area.

Judge J. Cullen Gorey, after considering questioning, testified that the Louisville Journal, up until the time of the many new AM station grants, carried the program log of WLW and, in addition, that of WSM Nashville. He said only the night listings now are carried. None of the Cincinnati papers carry any Louisville station logs.

W. Ward Dorrell, vice president of C. E. Hooper Inc., testified on the share-of-audience rating averages which WLW and WHAS had in their respective opposite cities for November-December 1948. He said that WHAS' highest share-of-audience rating in Cincinnati was 1.4 with sets-in-use 21.1. For WLW in Louisville he cited highest share-of-audience rating of 1.2 with sets-in-use about 19. Ratings of each station in its home town were not given.

The heading on the WHAS request for more time to complete WHAS-TV was completed at the March session.

DONALD REYNOLDS

Purchases 'Review-Journal'

DONALD W. REYNOLDS, broadcaster and publisher, last Monday purchased the Las Vegas, Nev., Review-Journal for $450,000 according to Blackburn-Hamilton Co., station and newspaper brokerage firm which handled the transaction.

Mr. Reynolds owns or has substantial interests in KFSA Fort Smith, Ark.; KRRS Springdale, Ark.; KAKE Wichita, Kan.; KDKO Okmulgee, Okla., and WIKK Fort Worth, Tex., newsmagazine stations. His newspaper interests include the Fort Smith Record, Okmulgee Times and the Bartlesville, Okla., Examiner and Enterprise.

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Thom D’A. Brophy, Kenyon & Eckhardt, retiring chairman of AAAA’s board of directors, congratulates his successor, Mr. Goshorn. Sign of the times and theme of the meeting, appears behind them.

Buyers’ Market

(Continued from page 41)

The television audience is, now, primarily in the top income families, with a sharp tapering down into the lowest quarter, he said. A recent Y&R survey about plans of non-farm families to buy TV sets showed that income groupings played a large part in the question. “For each family planning to buy in the lowest economic quarter, there are two in the middle quarter, three in the upper middle quarter and four in the top quarter,” Dr. Langhoff said.

TV Costs

At this date television time costs for a half hour show reaching 1,000 sets is $2.50 in New York, having dropped from $6.65 in 15 months. The cost of a TV spot announcement per 1,000 sets has dropped from $0.85 to $0.45. He predicted: “While stations will, with justification, continue to jack up prices periodically, the trend is in cost per 1,000 sets will be downward for some time to come.”

Dr. Langhoff briefed his agency audience on the latest facts concerning TV outlets and networks, set ownership and progress in color television.


Questions discussed covered such subjects as television motion pictures, expense of television; frequency of use of television; impact of television; who will produce television, etc.

FCC Order

CONTROL of responsibility for handling appeals from FCC decisions in license cases would be transferred to the U.S. Dept of Justice if present legislation is passed without amendment, according to Rosel H. Hyde, FCC commissioner. Com. Hyde appeared before a House Judiciary Subcommittee on April 1, along with Max Goldman, assistant chief counsel in charge of litigation, and two other members of FCC’s legal division. Hearings were held on measures (HR 2915-1916) to provide review of orders of FCC, ICC, Agriculture and other departments.

Waste (Continued from page 48)

ique of “getting a show started strongly and getting it started right.” A program which begins with a favorable audience response is likely to maintain a favorable level. He called this the “carry over factor.”

Mood: More shows have failed because their basic mood was violated than for any other reason, Mr. Scherwin believes.

Cites Example

He cited one program, a “Will Rogers type of homey comedy,” which sustained a high degree of audience liking until, in its middle, a jazzed up version of a folk song was presented. It was at that point and from then on, the audience liking dropped sharply.

Emphasis: Mr. Scherwin said that meant the amount of time devoted to each of the major elements in the program.

A news program, being tested, contained the same elements in each of its 10 audition programs but increasing emphasis was placed on them in the different versions. “When little time was devoted to the main reporter,” Mr. Scherwin said, “the liking was low. As the reporter was given more time, the liking for the whole program rose in proportion.”

Direction: This means the direction of appeal, “the type of people your show is being broadcast for.” “Advertisers want to appeal to people who are their potential customers,” Mr. Scherwin said.

Another factor influencing the direction of programs is the type of available audience, he said. He cited one program, best liked by WJBW, which was getting only moderate ratings in a 9:30 p.m. Saturday time, when fewer young members of the audience are at home than in any other period of the day. The sponsor switched to 7:30 p.m. and its rating climbed immediately.

Mr. Scherwin said he believed the waste in radio can be substantially decreased through the institution of qualitative research. Waste must be reduced, he said, if radio is to remain healthy in the face of growing competition.

SSA Denied

MRS. LOUISE C. CARLSON was denied special service authorization by FCC last week to use the transmitting and studio facilities of WJBW and WJIB 260 w on 1220 kc owned by former husband, Charles C. Carlson. Mrs. Carlson was granted the WJBW assignment when the Commission revoked the former’s license for WJIB on grounds she had repeatedly violated the Commission’s technical standards and rules. However, he is still operating the station pending action on his appeal to the Supreme Court from the FCC decision [BROADCASTING, April 4].

Lee Hart Gives Formula

Selling Copy

TESTED formula for retail radio copy has been developed by the NAB Dept. of Broadcast Advertising, offering a simple way of writing commercials that sell.

The formula is the product of Lee Hart, assistant director of the NAB’s Radio Planning Agency. Miss Hart will describe it in detail at the Monday afternoon session of the NAB Management Conference in Chicago.

Extremely simple, the formula is designed to guide station managers who want more effective commercial copy policies; to aid salesmen in writing effective advertising campaigns, and to aid copy writers produce commercials that will help create immediate traffic and sales for the items advertised as well as listener-impressions that will bring customers to a store weeks and months later.

In describing the formula Miss Hart took a sample commercial description and applied her formula to produce a commercially different piece of copy.

“First text,” she said, “is this: What main idea do you want listeners to remember about the product, service or event you are advertising? Then write copy in terms of the listener’s interest and in words the listener would use in telling a friend about the same merchandise. Then add that vague, unbelievable lead-in and stilted advertising copy should be avoided in favor of conversational sentences.

Second point, she said, this question should be posed: What facts or information in your copy prove the main idea? “In radio,” she said, “the listener is so aware and so much this into a personalized sales story which tells the listener what the key customer advantages of any merchandise mean to her. A woman will head for a store to look at something she’s interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will seldom interest her.”

Third point in the formula is this: “What suggestion have you offered to encourage listeners to take action about the merchandise, service or event you are advertising? Is it a specific suggestion to stop in and choose the type you most prefer? Why not, instead, make the suggestion a specific choice, one that applies to the merchandise you are advertising ... one that is logical and of benefit to the listener?”

Miss Hart applied her formula to the following piece of copy:

Gems of the ocean ... truly lovely pearls can always be counted upon to add the finishing touches to a new spring ensemble. At the jewelry department at Blank’s, you will find many types of pearls to adorn your dresses and suits and specialty getting simulated rope pearls. These sixty-inch rope pearls are not only a fashion statement but they come in a host of colors — red and the ever-popular white. Priced at one dollar and ten cents, they are a little less than half price. Find them a valuable accessory this spring when you buy the gift of love, and the love is doubled by the fifty plus tax. Stop in and choose the type that suits your purpose. To the jewelry department on the street floor at Blank’s.

Applying her formula to the above copy, Miss Hart said, brings out a commercial like this:

You can wear pearls with anything this spring, even with a sporty white suit. You can have long, sixty-inch rope of simulated pearls from Blank’s jewelry department, you’ve got something you can wear a different way with everything. Wear pink pearls in one long rope, wrapped around your neck, over a dark sweater. Wear the same grey pearls over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Choose the color to suit you and the occasion. Wind the rope pearl around the neck, out back, and into a three-strand white pearl necklace. Get the same pearls but doubled into a double loop one, wind velvet ribbon through them and tie them on top of the fold. Wrap them around your wrist for a lucky bracelet. Just walk into the first floor department at Blank’s, where you see the sign “simulated rope pearls,” and you’ll find them on the window in front of the mirror. Fold them, examine them, wear them, try them on and choose what you like. See how many different ways you can wear them. Then, get the color pearls you want to wear with everything this spring and summer. If you wish, just ask the blank’s personal shopper. She’ll send you the pearls you want on the next delivery from Blank’s.
FM GRANTS

CONSTRUCTION PERMITS were granted by FCC last week to two Class B FM stations which heretofore have held conditional grants and CPs also were issued to 15 other existing stations covering changes in technical facilities.

WDL-S-FM Jacksonville, Ill., operating at the frequency of WDL-S, received new CP for Channel 283 (100.5 mc) with effective radiated power of 7.8 kw and antenna height above average terrain of 410 ft. Operator of stations is Edge & Korsmeyer.

WOLS-FM Florence, S. C., owned by Florence Broadcasting Co., licensee of WOLS there, received new permit for Channel 291 (106.1 mc) with ERP of 4.5 kw and antenna 410 ft.

Fanny B. Wilson, who previously was denied extension of completion date for Class B FM station WMFI Memphis, Tenn., last week was granted the extension to June 1 [BROADCASTING, March 21]. The applicant petitioned the Commission to reconsider the denial and indicated the FCC action was unduly harsh. Petitioner said the station would be ready for operation by June 1 and the extension was granted with the condition that it be completed by that date or interim operation provided.

Denies Hankamer

Meanwhile, the Commission announced denial of completion date extension to Earl C. Hankamer for a new Class B FM station at Houston, Tex. He sought extension to June 2. FCC has not reported its reason for the ruling.

Notice of proposed change in the FM allocation plan also was made by the Commission to add Channel 265 to the license of WLP, Peru, Ill., area. The facility is not switched from any other area.

LOCAL 802 AFM

Needs Funds at Once—Stein

THE giant New York Local 802 of the American Federation of Musicians must obtain additional revenue or it will become insolvent, Jack Klein, treasurar reported to the membership last week in Al- lagen, the local’s publication. He said the immediate need is to raise at least $140,000 a year to keep the union on a break-even budget and to raise an additional $100,000 to provide for increased overhead in the future and for revenue deficiencies.

Revenue cuts have come from elimination of $240,000 in standby charges as the result of Taft-Hartley Law and from a decrease in number of remotes, he said.

The local’s news is that Dec. 31, 1949, the dues were $902,730.99, a decrease of $163,754.94 from the $1,066,485.93 the year before.

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for the U. S.'s participation in international organizations, to cover expenses, contributions, quotas and assessed its dues and disbursements for International Telecommunications Union was put at $146,311; United Nations Educational, Scientific and Cultural Organization (UNESCO) $2,928,775; Inter-American Radio Office (or its successor), $6,375.

The House group also authorized State Dept., in contracting for use of radio and television, to release the inter-ord business for telecasting, like radio, would further disseminate a love for music, which is the main drive behind record purchases.

Impact of Television

A further element of confusion in record recording, perhaps, has been television. Whatever dragging effect video has on record business, however, is believed to be a temporary phase by many record executives.

Mr. Murray of RCA Victor believes that although television acts as a deterrent in the buying of records when a video set first comes into the home, the TV novelty wears off and older, well-established habits are resumed. Like most record executives, he is convinced that the competition has made to stimulating record business, both through disc jockey shows and symphonic record programs.

Mr. Wallichs of Capitol believes, too, that ultimately television will aid record sales because it will keep more people at home, where records are played. He noted, however, that up to now it has been impossible to assess accurately the effects of television on record sales. He testified that the impact on a new area is to hurt juke box record sales but after the initial television period is passed this business picks up again, he said.

Mr. Talmadge of Mercury said that in the future he hoped television could be applied to increase record sales. Meanwhile, he indicated that radio has been a "slight hindrance in record sales." He said its impact on record sales has been minor thus far because the radio audience has been relatively stable in the 19 to 30 year age group, which is not the biggest buyer of video sets. He believes that radio, especially disc jockeys, have been the main factor in selling records.

Mr. Walker of MGM also felt television should help record sales because it will keep people at home. He, too, believes that help record sales through the disc jockey program.

Mr. Kapp of Decca, just five days before he died, told Broadcasting that television would help the record business for telecasting, like radio, would further disseminate a love for music, which is the main drive behind record purchases.

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Mr. Kapp of Decca, just five days before he died, told Broadcasting that television would help the record business for telecasting, like radio, would further disseminate a love for music, which is the main drive behind record purchases.
CONSENT was granted by FCC last week to sell to Myles H. Johns of his 56% interest in WOSH-AM-FM Oshkosh, Wis., for $62,000 to members of his family. Approval also makes it possible for KTAN Sherman, Tex.; WANE Fort Wayne, Ind.; WSAF Salisbury, N. C., and KUBA Yuba City, Calif.

Meanwhile last week the Commission also ordered hearing on the proposed assignment of license of KWKW Pasadena, Calif., from Southern California Broadcasting Co. to the Southern California Trade Unions Broadcasting Co. Consideration involved is $392,500 [Broadcasting, Nov. 15, 8, 1948].

FCC said it wished to: (1) Inquire whether proposed assignee is legally and financially able to operate the station, assigned 1kw day on 1430 kc but seeking switch to 50 kw daytime on 830 kc; (2) determine what agreements exist between seller and buyer; (3) study method of payment (a) inquire if there is to be any continuance of control by seller, and (5) inquire if buyer is unable to make payments whether there is to be any revision of terms.

The KWKW application requests assignment of license from Marshall S. New, Paul Building, 2325 Grant St., San Diego, Calif. Edwin Earl 0/b as Southern California Broadcasting Co. to Southern California Trade Unions Broadcasting Assn. Consideration involved is $325,500 or more than $425,000. Tender for license is to be made May 15, 1948. The proposed assignee must file on first and second anniversary of sale date plus two-thirds the net profit of the past two years (not to exceed $27,000 for either period). The remaining $459,000 in five equal annual installments bearing 5% interest. Payments are guaranteed by Joint Council of Teamsters No. 42, Los Angeles, whose representative, Mr. Smith, has been served with a copy of the assignment.

Moreover, the Court of Appeals for the Tenth Circuit, in a recent decision, has held that the assignment of a license to a business entity is a taxable event under the Internal Revenue Code. It is not an exaction of charitable trusts, but of the economic activity that is the basis for the provision of funds.

Paul D. Jones is president of purchaser. Group is AFL affiliated.

Details of transfer grants follow:

WO SH-AM-FM Oshkosh, Wis.—Grant of assignment of licenses from Oshkosh Broadcasting Co. to new partnership of same name and including individually two one-half interests: Myles H. Johns, 35%, owner; sells 66% for $50,000. William Joseph Jr., now 15% owner, Myles Johns bought half of his interest from his mother, Phoebe Johns, new partner, $40,000.

WANE Fort Wayne, Ind.—Grant of acquisition of control of Radio Fort Wayne, Inc., from Bruce McCann through purchase of 196 shares for $392.500 for Mr. McCann, a real estate agent. A Kaufman agent will operate WOSH.

KTAN Sherman, Tex.—Grant of assignment of licenses from Sherman Broadcasting Co., to new partnership of Tom White,Sharkey, Law, Joel Carroll and Mrs. Mary Stewart, 25% each, in exchange for $45,000.

WSAF Salisbury, N. C.—Granted relinquishment of control by C. H. Wunderlich, Wunderlich Broadcasting Co., Henderson, through sale by Wunderlich of majority interest in company for $35,000, 80%, to John Thayer and Merle H. Smith. Mr. Thayer sells 85% to new owners. Mr. Thayer and Mr. Smith each own 15%.

KUBA Yuba City, Calif.—Granted assignment of license from partnership composed of five equal partners, Sperry Henson Co. of Yuba City, to Mid-Western Broadcasting Co., southern wholesale grocery firm. Payment is for $392,500. Henson, who owns majority interest in the station, was assigned 1k day on 1430 kc.

CRIME BILL
tabled in minn. Senate

AN ACT forbidding stations in Minnesota "to broadcast at any time any program or story revolving around lust and the commission of such crimes as murder, burglary, etc." . . . forms of attempted murder . . . whether real or fictional," has been introduced in the Minnesota Senate by State Sens. Nourse and Peltier.

Terms of the so-called "Crime Bill" do not apply to a station broadcasting information concerning the commission of an actual crime occurring within a reasonable period preceding the newscast or of developments in the solution of an actual crime by law enforcement officers.

The original hearing on the bill was closed to broadcasters, but they were represented at the second hearing April 5, by John F. Meagher, attorney for KYSM, and William C. Green.

KYSM reports that the State Senate Committee on legislation voted unanimously to table the "Crime Bill" on April 5.
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**WLW-D, CHANNEL 5, DAYTON**

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Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:

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