Here's one of the things that's making WOR-tv the biggest station being t-viewed on the Eastern Seaboard!
Are You Serious About Getting the Most for Your Advertising Dollar?

In Los Angeles, TV Station KTLA delivers a larger average evening audience than the leading network radio station—at just about half the cost. And delivers an average audience as big as its 3 nearest TV competitors combined—at ¼ cost!

KTLA's average evening share is a healthy 15% of the combined radio-and-television audience in Los Angeles...more than twice the share of its closest TV competitor in this 7-TV-station market. KTLA advertisers also pick up a bonus—31% of San Diego's televiewers who receive KTLA's strong signal direct, 125 miles distant.

Amazing? Make us prove it.

WRITE FOR ANALYSIS OF LOS ANGELES RADIO-TV COVERAGE.
CBS COLOR got one of its biggest breaks of FCC's current television heritage struggle as a result of a government's demand to make color production factories produce sets adapted to receive the otherwise non-compatible CBS system.

The threat of "compulsory government action" was raised again—if government has such authority under the TVA—ultimately forcing manufacturers to produce sets adapted to receive the otherwise non-compatible CBS system. Brig. Gen. David Sarnoff, board chairman of RCA, or RCA President Frank Folsom was slated to testify on the production question, possibly this week, after RCA counsel waved aside FCC's claim that General Counsel Harry M. Flotkin's request for a subpoena to compel him or appropriate high-level FCC officials to appear was necessary.

Mr. Flotkin's subpoena request came after Dr. Elmer W. Engstrom, RCA Labs. vice president in charge of research, testified RCA did not know whether it would produce receivers or adapters for the CBS system if its non-compatible technique is approved.

Smith Testimony

David B. Smith, Philco vice president in charge of television, pointed out that RCA was already manufacturing, and testified earlier that his firm would "make what the public demands." If only the CBS system is adopted, probably manufacturing black-and-white standards black-and-white and CBS color sets as well as combinations. Mr. Smith reiterated his preference for a "compatible" system, such as RCA's, and opposed adoption of multiple standards or, at this time, anything more than broad general standards for any color. Though he considered it a question for management, he thought Philco would be "very reluctant to broadcast CBS color on its WPTZ (TV) Philadelphia "at this time," but would be "very happy" to carry all network programs in color if the RCA system is approved.

Mr. Flotkin cut short his cross-examination of RMA President R. C. Cosgrove in protest that he was getting no useful information in his efforts to determine whether RMA policy is non-compatible—CBS—standards are adopted. He questioned the advisability of permitting trade organizations like RMA to participate in such FCC proceedings noting member companies are thus "insulated." appearing in their own behalf.

The test for CBS color came in the form of reports submitted by E. W. Chapin, head of FCC's Laboratory Division. The reports credited the CBS system with general, the color reproduction and definition, noted relatively low costs of adapting existing monochrome sets to receive CBS color in black-and-white. The major basis of preliminary tests, asserted the "probability" that in-channel interference with the RCA system is about twice as great as for similar combinations.

Mr. Chapin's data—on which he has not yet faced cross-examination—and prepared before RCA demonstrated its new tri-color tube—also appeared to strike a blow at the feasibility of establishing dual or multiple color standards except on a relatively short-term basis, holding that different allocation plans might be necessary for RCA and CBS systems.

Chapin Reports on CTI

With respect to Color Television Inc.'s system—the third under FCC study—Mr. Chapin said CTI has supplied no color tube, but that "because of the degree of degradation of the CTI picture as received in monochrome, there is serious doubt whether the system is either compatible or adaptable." Laboratory Division tests, Mr. Chapin said, tended to substantiate CBS' and RCA's own estimates of the interference ratios which would be required for their respective systems for normal tolerance and off-set co-channel operations.

He thought a "figure near 30 decibels" for offset operation would be sufficiently accurate for allocation purposes under either system, but emphasized this figure represents only 50% of the listeners in a given region. Available data, he said, indicate the RCA color system "may require 3 db more protection from offset co-channel interference than the CBS system."

From the standpoint of co-channel interference to the reception of either CBS or RCA color in monochrome, Mr. Chapin reported "no significant variation from the values required." (Continued on page 157)

CBS Color Manufacture Is Hearing Issue

FLANAGAN HITS P&G

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, last week charged that Procter & Gamble was seeking three-year rate freezes from television stations on which it was placing its Beulah Show, scheduled to start next fall on NBC.

The P&G agency, Dancer-Fitzgerald-Sample, submitted an explanation that was at variance with Mr. Flanagan's statements.

Mr. Flanagan, in a letter to Howard Morgens, P&G vice president, said that stations "are palpable by your action, through your advertising agency, Dancer-Fitzgerald-Sample, and the ABC network, for a three-year freeze on television rates for the Beulah Show."

Cites Morgens' Speech

The NARSR executive recalled Mr. Morgens' outline of P&G policies regarding radio and television rates before a New York Radio Executives Club meeting a fortnight ago [BROADCASTING, April 10]. Mr. Morgens, in the address, said P&G looked forward to future declines in radio time rates and to future increases in television rates.

A spokesman for Dancer-Fitzgerald-Sample told TELECASTING that Mr. Flanagan was not correct in stating that rate protection for three years had been sought. The spokesman said that stations had been asked to accept the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33 1/3% over present levels. Further, he said, the contracts would call for a full 52 weeks of telecasts per year, without summer hiatus. Twenty stations have already accepted the proposal, the spokesman said.

The P&G proposal for its forthcoming Beulah Show is not unlike that made a year ago by General Mills for its Lone Ranger television show—also placed by Dancer-Fitzgerald-Sample and also on ABC-TV.

"Difficult To Understand"

In his letter to Mr. Morgens, Mr. Flanagan said:

"It is difficult for the broadcasting industry to understand why AM rates must be adjusted in certain instances to audience changes while at the same time you ask that television rates be held in a low bracket wise that prevents their being adequately adjusted for changes in audience."

Mr. Flanagan added that Mr. Morgens could "back up with action your excellent address at the Radio Executives Club if you will now withdraw your three-year request and content yourself with the usual trade practice of 26 weeks' protection, which under the circumstances is most generous in the television medium."

Charges Rate Freezes

The Dancer-Fitzgerald-Sample spokesman said that one element of the proposal that was favorable to stations was that the Beulah Show would be 26 1/2 minutes long, in comparison with the more common "half-hour" program length of 29 1/2 minutes.

He pointed out that this would enable stations to sell a minute more for local announcements than is usually possible.

In his letter to the P&G vice president, Mr. Flanagan said that NARSR members represent two-thirds of all television stations now operating.

"I hope," he wrote, "that the ABC network will show you the telegrams and letters they are receiving from stations in protest against this attempt of a preferential and discriminatory three-year freeze as against an industry 26-weeks custom of rate protection."

RCA TV Exhibit

NEW TV exhibit, by RCA Victor Div., is to open April 25 at the Chicago Museum of Science and Industry. Visitors can operate various units by means of buttons and levers, and learn the why and wherefores of TV, outlining processes from camera to living room set.

Page 133 • BROADCASTING April 17, 1950

TELECASTING • Page 3
Kitty Dierken sells merchandise on WAAM (TV) Shopping Show

"How would you like to move merchandise at the rate of three items every two minutes? Would you like to be in on a TV program which sells (instead of merely displaying) and sells to every audience it reaches for a full two minutes? How would you like to gross over $4,700 in direct orders in a four-week period? And would you like a measurable, sure response of 90 telephone calls and hundreds of letters each and every week, with an average of 46 cash-order phone calls every afternoon half-hour and 49 cash-order calls every evening?"

These questions are asked by WAAM (TV) Baltimore which claims each and every one is fulfilled by its Kitty Dierken Shopping Show which began as a two-column feature in the Baltimore Sun and has grown and grown. Awards were established by the leading department stores in Baltimore. They were so thrilled with the results that they featured and promoted the identical toys Kitty demonstrated.

Typical Comments

Typical of sponsors’ comments on the merchandising feats performed by WAAM’s Kitty Dierken is the following from Ideal Novelty & Toy Co., New York: "...Kitty’s wonderful presentation in her live demonstration brought satisfying comment from all the buyers of the leading department stores in Baltimore. They were so thrilled with the results that they featured and promoted the identical toys Kitty demonstrated."

Oklahoma Clinic

REGISTRATIONS are being accepted for a television clinic to be conducted June 25-July 3 by WKY-OKC TV Oklahoma City and the U. of Oklahoma, Sherman P. Lawton, university radio coordinator, has announced. Advance instruction is provided for station personnel, teachers and others with pertinent backgrounds. Inquiries should be addressed to Mr. Lawton at the U. of Oklahoma, Norman, Okla. Registration fee is $15.

Kitty Dierken with an array of merchandise.

Film Report

TEN-MINUTE film shorts, Midget Movies, released through Toby Angell, Hollywood for telecasting starting May 1 on KTTS (TV) Los Angeles. Films, composed mostly of stories from Aesop's Fables, will run five weeks. ... Jed Buell, formerly general manager of Carl Laemmle theatres and California Universal Chain, joins American Releasing Corp., Los Angeles, as vice-president. He will be appointed by Anim-Pictures Corp., Los Angeles to distribute commercial TV spots.

Protestant Radio Commission, interdenomination agency of major religions, has presented its first in series of pictures, prepared especially for television and available to church groups. Series consists of Biblical stories enacted by marionettes, and filmed in color can also be telecast in black and white. First of planned 13-cycle series was shown at Museum of Modern Art, New York.

SMpte SESSION

Chicago Meet April 24-28

VIDEO ENGINEERS, participating for the first time as members, with Dr. P. Berger of the Central 87th semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel April 24-28. TV men were officially included in the membership early this year when the name of the society was altered. "The Properties and Characteristics of Color Television Systems Proposed to FCC" will be defined by Frank H. McIntosh, consulting engineer in Washington, at the opening evening session April 24. He will be followed by Col. John R. Howland of Zenith Radio Corp., Chicago, who will trace the progress of Phonovision. He will discuss the economics of the subscription TV system, along with the upcoming Chicago test next fall.

W. R. Fraser and G. J. Badgley of the Naval Photography Center, in Washington will talk about "Motion Picture Photography of Color TV Images" April 25 at the morning session. With them will be Mr. A. B. Brand, Northwestern U., Evanston, Ill., giving a "Critical Evaluation of Color Television" (CBS, RCA, BTX, Fox, SRF, AR), and Mr. A. R. Rauland Corp., Chicago, "Color Cathode Ray Tube With Three Phosphor Bands" and T. P. Dewhurst, F. N. Gillette and J. S. Ewing of Hertner Electric Co., Cleveland, "Component Arrangement for a Versatile TV Receiver."

Other speakers that morning—Dr. R. S. Drake, Precision Lab, Pleasantville, N. Y., "Characteristics of Motion Picture and Television Projection Screens"; E. Arthur Fargerson Jr., U. S. Navy Special Devices Center, Port Washington, N. Y., "Television as a Means of Mass Instruction in the Armed Forces"; Richard S. O'Brien of CBS New York will speak on "CBS Television Staging Television Programs" at the afternoon session that day. With him will be R. L. Garman and W. Lee of the General Precision Lab., "TV Pickup Tubes and Techniques Used in Studio Film Chain Cameras"; Mr. Garman and Blair Parlier each of the same firm, "Some Commercial Aspects of a New 16mm Intermediate Film TV System"; Wayne R. Johnson of Earle C. Anthony Inc., KFTV-Los Angeles, "Progress Report on an Experimental Electronic Background Projector for TV," and Rudy Brez, producer and consultant and head of the television department of the Dramatic Workshop and Technical Institute, New York, "TV Special Effects." After the video sessions Tuesday evening, engineers will tour studios of WGN-TV, Chicago Tribune Station. A forum discussion on studio lighting will be conducted there.

PROGRAM COSTS

Phonovision Cited As Aid

"THE ACHILLES heel of television"—high programming costs—will be "protected" by Phonovision, which adds revenue from consumers to that now taken in from advertisers, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., asserted last week. In a letter to Movie Producer Eddie LeBaron of Hollywood, Mr. McDonald outlined how Phonovision will help advertisers. Sanctioning the policy of "having two economic legs to stand on," the Zenith president pointed out that newspapers and magazines have long gained revenue from the customer as well as advertiser. "Radio is the only nation-wide 'giveaway' advertising medium for the public that has ever succeeded, and its success has been possible only because it is the cheapest way known to disseminate news, information and entertainment to the public," he said.

"In an almost parallel sense, we are trying with Phonovision to enable TV to build soundly on this proven economic pattern," he continued. "The second economic leg, customer revenue paid via the Phonovision 'box office,' is critically important for TV because its production costs are not, like radio's, cheap. Phonovision is an addition to, not a substitute for, TV advertising programs and revenue."

WCBW-TV New York has purchased for exclusive New York viewing 23 feature motion pictures including many Hollywood hits. Starting date has not been announced yet.
TELEVISION spot business in 1949 brought the industry a dollar volume of income equal to the entire industry revenue the previous year—$8.6 million.

The number of spot users increased from 230 in December 1948 to 427 in December 1949. This business was carried by 41 stations in the last month of 1948 and 89 outlets in the same month of 1949, according to the Rorabaugh Report on Television Advertising.

To determine the type products which placed this ever growing volume of business, the Research Dept. of Telecasting surveyed the nation's television outlets.

From these reports it was found that 52% of the net spot business was concentrated in only four product classifications: Jewelry, Optical Goods and Cameras; Automotive, Automotive Accessories and Equipment; Food and Food Products, and Smoking Materials. This is the same percentage of sales which was held by the top five radio spot classifications (see story page 65).

Top Categories

The advertisers of Jewelry, Optical Goods and Cameras were heavy buyers of television spot time. In 1949 they spent over $1.3 million, 15.3% of the $8.6 million estimated for television's net spot income. This high dollar volume in this classification is, no doubt, due to the activities of Benrus Watch Co., Bulova Watch Co. and Ronson Art Metal Works Inc. All three of these companies were heavy buyers of television spot time throughout the year.

This Jewelry product classification also was quite active in the radio spot field, spending about $4.6 million net last year and taking sixth place. Network gross expenditures were low in both radio and television with only $108,057 for TV and $2.8 million for radio.

The ability to demonstrate on television the medium highly popular with advertisers of Automobiles and Automotive Products.

This classification ranked second in spot and third in network television. Approximately $1,204,000 went to spot and $1,266,297 for gross network time. The spot appropriation was 14% of the net.

Most of the automotive firms were rather sporadic in their spot purchases, buying a number of spots on a large list of stations for a short period. Oldsmobile Div. of General Motors, however, continued its heavy purchases after starting on 30 stations in July. This list jumped to 36 stations the following month and most outlets carried three spots a week for the automobile firm.

Food and Food Product advertisers, one of the leading classifications in both television and radio, spent approximately $1,066,400 for net video spot time in 1949. This was 12.4% of the total. The classification ranked fourth in network television where gross time sales were almost $1.3 million.

In dollar volume of radio purchases the classification ranked first in both spot and network. Over $25.6 million went to spot and $45.3 million for gross network time purchases.

This classification does not appear to have been dominated by any one TV spot advertiser, although the Borden Co. bought time on a large number of stations, especially during the latter part of the year.

Rorabaugh reports that 112 accounts were active in this field in 1949 compared to 34 in the same month of 1948. This was the largest number of advertisers in any product group for either medium.

While food advertising was spread out among a number of accounts, fourth ranking Smoking Material advertisers had their power concentrated within a few manufacturers. This product group placed about $397,400 worth of net video spot business, 10.9% of the total for 1949. In spot radio the classification was low, appearing in 15th place with net expenditures of about $3.3 million.

On both the radio and television networks Smoking Material advertisers ranked high. In the TV field this was the leading group with gross expenditures of over $2.3 million while the radio networks got over $2.5 million. Out of the top five TV network advertisers in 1949, two were tobacco firms, R. J. Reynolds Tobacco Co. and Liggett & Myers Tobacco.

There were 13 Smoking Material advertisers placing spot business in the last month of 1949, according to Rorabaugh, only 3% of the total spot advertisers. Of these, however, three placed business on over 30.

Continued on page 157

TELEVISION became a national advertising medium in 1949, and is destined for continued growth. Completion of the New York-Chicago coaxial cable circuits in 1949 made possible simultaneous reception of live programs across the eastern half of the country in cities as widely separated as Boston and St. Louis. Development of improved kinescopic films enabled televised broadcasts of TV programs in cities not connected with the point of origin. And set builders and sellers did their part by putting TV sets into more than 3.5 million homes by the year's end.

A total of 241 advertisers used television network time during the year, with combined gross time charges of $12,294,515. Advertisers using TV spot campaigns during 1949 totaled 853. Local clients of TV stations numbered in the thousands. And there are no signs of anything but continued growth in 1950.

Continued on page 158

COMPARATIVE EXPENDITURES IN TELEVISION BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>Spot (% Net)</th>
<th>Network (% Gross)</th>
<th>Spot (% Net)</th>
<th>Network (% Gross)</th>
</tr>
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<tr>
<td>Agriculture &amp; Farming (Page 136)</td>
<td>0.3</td>
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<tr>
<td>Sporting Goods &amp; Toys (Page 154)</td>
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This is a continuation of the previous story.

241 on Network

VIDEO'S '49 CLIENTS

241 on Network

April 17, 1950
### Class 1: Agriculture

**CLASS 1. AGRICULTURE & FARMING**

<table>
<thead>
<tr>
<th>Leading Network Advertisers</th>
<th>Product</th>
<th>Net Gross</th>
<th>Spot Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allis-Chalmers MFG. Co.</td>
<td>Farm Equipment</td>
<td>$4,575</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

*TELECASTING Estimate*

with announcements on KSTP-TV Minneapolis-St. Paul, added a weekly sports review on WDAF-TV Kansas City in December. Red Star Fertilizer Co. also began using television last May and continues to sponsor the Mid-West Gardener on KFI-TV Los Angeles. In February 1950, Kellogg Supply Co. also began advertising fertilizer on this station, using participations on Gordon's Garden. Staley Milling Co. in January began advertising its feed through Mal Hanson, Roots show on WOW-TV Omaha.

Radio has always been more concerned with the farm family as consumers of foods, clothing and other produce of general use than with the advertising efforts with which the farmer plies his profession. It seems unlikely that TV's abundant mass appeal will leave much free time for this more limited class advertising.

### Class 2: Apparel

**CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES**

<table>
<thead>
<tr>
<th>Leading Network Advertisers</th>
<th>Product</th>
<th>Net Gross</th>
<th>Spot Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser, Program and Agency</td>
<td>Apparel</td>
<td>$1,284,801</td>
<td>$387,000</td>
</tr>
</tbody>
</table>

*TELECASTING Estimate*

Advertised mainly apparel items, which is probably overgenerous, would raise the percentage to 9.0, still not an overwhelming share of the local TV advertising.

Perhaps some apparel makers are waiting for color television, the better to display their merchandise. The majority of this group, however, would seem to be good prospects for TV time salesmen today.

### Class 3: Automotive

**THE AUTOMOTIVE industry had its biggest year in 1949 and it may be more than purely coincidental that in that year the manufacturers of motor cars, tires and accessories began to make intensive use of television for their advertising.**

The six members of this class who used time on the TV networks in 1949, while less than 6% of the 103 network advertisers in the year, accounted for 12.7% of the total gross time sales of the four nationwide radio networks during 1949.

Last year’s video spot advertisers included 24 from this group, 2.8% of the total number, according to Rorabaugh reports on TV advertising, which show 18 makes of automobiles, five kinds of tires, five accessories and one oil.
TELEVISION STATIONS

... try out this formula

AAP=GF=GA=MA=$

You don't have to be a mathematician to figure it out...

AAP  Associated Artists Productions
GF   Good Films
GA   Greater Audience
MA   More Advertisers
$    Increased Revenue

This formula has been proven by the best TV stations in the country. (See Honor Roll)

Ask us about "THE PHILADELPHIA STORY"

Let us show you how this formula can work for you!

Paul Diamond  Director of Television

444 MADISON AVENUE, NEW YORK

Also sole distributor: WILTON PICTURES INC.

Honor Roll

New York City
WABD
WCBS
WNBT
WATV
WFIX
KKSH
KTLA
KETV
Washington, D.C.
WNBR
WHAL
Chicago
WGN
WNBQ
WEBK
Detroit
WJBK
WJTV
Cincinnati
WCPO
WRC
Boston
WEEZ
Atlanta
WSB
San Francisco
KPIX
ERON
Philadelphia
WPTZ

Dayton
WHIO
Louisville
WOAI
St. Paul, Minn.
KSTP
San Antonio
KWWL
Omaha, Neb.
KATV
WOW
Jacksonville, Fla.
WMBB
Pittsburgh, Pa.
WQTV
Davenport, Iowa
WOC
Charlotte
WSTV
Huntington
WSAZ
Huntington
KEEE
Johnstown
WJAC
San Diego
KFWB
Seattle
KING
trailer advertised with video spot campaigns. This ratio continued in the early months of 1950. The Rorsbaugh TV report for February shows nine spot accounts from this group, 2.1% of the total number. At the local level, automobile and automotive equipment advertisers in February totaled 242, 12.7% of all local TV users. Dollar figures are not available for spot and local TV businesses.

The first quarter of 1950 saw automotive production reach an all-time high, even surpassing the production record set in the like period of 1949, and industry spokesmen anticipate that the first six months of this year will similarly exceed the first half of 1949. Television may be expected to play its part in keeping automotive sales at the same high level as production.

Ford Campaign

The same six companies that used TV network time during last year continued its use in the opening months of 1949, but on an expanded volume of billings, due largely to the new push campaign by Ford in the latter part of January and early February. As part of an intensive campaign for the 1960 Ford, the company also included heavy radio expenditures, the company assumed sponsorship of two telecasts of five top-ranking TV network shows: "One Man's Family" (NBC) and "Leave It to the Girls" on ABC, Hands of Murder on DuMont, Super Circus (second half-hour) on ABC, and Front Page on CBS.

All of the TV network-automotive advertisers are continuing their regular programs into 1950. In addition, Ford has assumed sponsorship of the Wednesday evening telecasts of Kukla, Fran & Ollie, half-hour Monday-through-Friday series on NBC. Ford has also announced that in the fall Ford Theatre, hour-long dramatic program on CBS, will be telecast weekly in place of its present every-other-week schedule. Packard Motor Co. has just launched Holiday House, half-hour weekly comedy series on ABC. Another impending TV motor account is Chrysler Corp., which is planning use of network TV as soon as the UAW strike against its plants is ended.

Spot Advertisers

Spot TV advertisers from the automotive field in February included Chrysler Corp., which despite the strike, maintained its video promotion of Chrysler—anouncements on two TV stations, a daily 10-minute newsreel on one station; of Dodges — 15-minute weekly sports reviews on three stations, announcements on four stations—and of Plymouths—announcements on one station.

Ford in February sponsored programs and announcements for Fords on 14 stations and for Lincoln and Mercury cars on five stations. General Motors Corp. used announcements for Buick on 19 stations and for Oldsmobile on 28 stations. (Chevrolet’s heavy use of TV spots, programs and announcements is handled by city-wide Chevrolet dealers associations in their individual communities.)

Hudson Motor Corp. used a week on one station, announcements on 31 stations. General Tire & Rubber Co. sponsored a half-hour weekly sports show on one station; B. F. Goodrich Co. used announcements on one station; Monroe Auto Equipment Co., announcements on one station; National Carbon Co. (batteries, anti-freeze), announcements on 13 stations; Trico Products Corp. (windshield wipers), announcements on one station scheduled last week to start a four-week spot campaign in about 150 markets.

**Class 5: Beer, Wine & Liquor**

Beer, baseball and television seem to add up to very popular combinations, as shown by the results for the week ended March 18. An examination of TV spot advertising revealed that brewers were turning to TV with the same avidity and a good share of the $25 to $35 million spent in 1948 was estimated that they will spend for video advertising this year has been earmarked for sponsorship of baseball telecasts.

Brewers already signed up as TV baseball sponsors—and as this was written the opening games were a fortnight away and many sponsorship deals were still in the making—include: P. Ballantine & Sons sponsoring telecasts of all home games of the New York Yankees on WABD (TV) New York and sharing with Atlantic Refining Co. home game telecasts of the Philadelphia Athletics and Phillies on WPTZ (TV), WFTL-TV and WCAU-TV, all Philadelphia; Burger Brewing Co. has sewed up exclusive radio-TV rights to the Cincinnati Reds, whose games will be covered by WCPO-TV Cincinnati and fed to WHIO-TV Dayton and WTVN (TV) Columbus; Goebel Brewing has bought time on WWJ-TV Detroit to cover the Detroit Tigers and also is co-sponsor with Remar Baking Co. of the Oakland A-rons telecasts on KGO-TV San Francisco.

Los Angeles Brewing Co. will sponsor half the telecasts of the Los Angeles Angels on KFTV and Los Angeles Coliseum; half the telecasts of the Hollywood All-Stars on KLAC-TV Los Angeles at a reported price of $100,000 for both series. Narragansett Brewing Co. will share with Chevrolet Dealers sponsorship of the Boston Red Sox and Braves home games, telecast alternately by WBZ-TV and WNAV TV Boston. The F. M.
AS DEAD AS LAST YEAR'S RADIO AUDIENCE DATA IN CINCINNATI

THIS YEAR
WKRC LEADS THE LISTENING PARADE
WITH THOSE TOP CBS NIGHT TIME SHOWS
(CHECK THE LATEST FALL-WINTER HOOPER)

ADDED TO THIS

the WKRC Key Item Plan Gives You...

completely coordinated promotion and merchandising
which builds listener-viewer-reader-shopper interest in
your program, your sales story and your product.

*Listeners
*Viewers
*Riders
*Readers

More Than 2 Million Impressions Daily!

Get the Complete Story
Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star
Represented By

The Katz Agency—WKRC (AM and TV)
Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM
Beer, Wine & Liquor

(Continued from page 118) Schaefer Brewing Co. is paying for WGN-TV's 1950 telecasts of professional baseball games of the Brooklyn Dodgers.

In Minneapolis-St. Paul two beer manufacturers, Brew City Co. and Minneapolis—will share the costs and the commercials of KSTP-TV's coverage of this year's games of the Minneapolis Lakers. Peter Hand Brewery Co. had contracted for one-third sponsorship of the Chicago White Sox home games telecasts on WGN-TV Chicago but the station is now drawing half on exclusive TV rights to the games on the grounds that the club's asking price, reportedly $150,000, for the TV rights alone, was too high.

But baseball is not the only sport telecast under brewery sponsorship. The Rorabaugh Report on TV Advertising for February showed 79 brewers using spot TV during the first week of that month, including 19 who sponsored wrestling, eight boxing, four hockey and four basketball, one lacrosse, one race results and 10 various types of sports news, reviews and studio sports programs. Ten brewers used other types of TV programming and 31 had announcement campaigns.

One of the outstanding TV sports sponsors in this class is Gunther Brewing Co. In addition to weekly basketball games on WMAR-TV Baltimore and weekly lacrosse games on WBAL-TV Baltimore this company promotes an hour-long TV Sports Special six days a week on both WAAM-TV (TV) Baltimore and WTTR (TV) Washington, augmenting its video programs with a score of announcements on various TV stations in Baltimore and Washington.

National Brewing Co. also provides good TV sports coverage to the Baltimore-Washington audience, with its National Sports Parade aired for one hour five days each week and for two hours the sixth by WMAR-TV Baltimore and WMAL-TV Washington, weekly wrestling matches and the half-hour National Amateur Parade on WMAR-TV. National also uses TV announcements in those two cities and in Richmond and Los Angeles as well.

In addition, networks, P. Ballantine & Sons continues its boxing bouts on CBS and in January began sponsoring Believe It or Not on NBC-TV; Anheuser-Busch network this year is using spot TV announcements again for Blackouts for an hour on alternate Saturdays on CBS-TV, stepping up the schedule to once a week in October, after a summer hiatus; Blatz Brewing Co. continues the Roller Derby on ABC-TV and Pabst Brewing Co. the Life of Riley on NBC-TV. Of the 10 wine advertisers using telecasts, three included this year, one of its wine accounts was: Day & Night Mfg. Co. (water heaters), using announcements on nine stations; Foy Paint Co., announcing on eight stations; Chicago Paint & Varnish Co., announcements on two stations. In March, Carpenter-Morton Co. began sponsoring Gator Oil on WRGB-TV Boston for Carmate paints.

Deve & Raymonds Co. (paints); Wilbur & Williams Co. (protective coatings); and John Wood Co. (water heaters) have offered cooperative cost-sharing TV announcement plans to their distributors and dealers.

This seems like pretty small pickings for television from an industry which is enjoying record-breaking activity. More than a million new dwelling units were started during 1949, double the previous high set in 1925 when 587,000 units were commenced. January and February of 1950 surpassed by 60% the same months of 1949 and industry expectations are that this year will come close to equaling last year's total.

The paint, varnish and lacquer group in 1949 exceeded the billion dollar mark for the third year running—and that's at wholesale prices, Joseph F. Batley, president, National Paint, Varnish & Lacquer Assn., told TELECASTING. His statement notes that very high national income alone does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases. Therefore, most members of the paint industry are maintaining aggressive advertising programs to make certain that the buying impulse established for the products of our industry shall be accelerated. In this aggressive programming, no medium which reaches the public should be overlooked," Mr. Batley continued.

"The comparatively new field of television is already proving itself as an effective means of presenting a sales story in a visual and impressive manner," he stated. "Its popularity and acceptance is certain to increase."
KTTV announces the removal of all facilities and offices to Nassour Studios, 5746 Sunset Boulevard, Hollywood's newest, most compact motion picture lot now producing motion pictures as well as top-flight television.
Confections
(Continued from page 140)
BANKERS, supposedly the most cautious, conservative and unwilling to try anything new, are belying their description in their advertising practices and are embracing the newest of all advertising media—television—with a fervor unsurpassed by other groups generally thought to be more daring in their promotional tactics.

"Television," says BAB in a brochure on bank advertising for TV broadcasters issued in February, "is destined to remove newspapers from the domain of the most prominent position in the banking field. It will enable banks to sell their advantages in a way that, such as security, safety, happiness, convenience and peace of mind, by actual demonstration. It is already doing much toward humanizing the bank in the eyes of TV viewers."

Strong talk, that, but strongly supported by the facts. In February nearly half of the 136 local TV advertisers of this class, which also includes public utility and communications companies, schools, professional services and storage and moving firms, were banks—64, to be exact. With few exceptions, there is at least one bank using TV advertising in every market where it is available. And, like other types of advertisers, they sponsor everything from 20-second announcements to full-scale programs which run the gamut from educational demonstrations of scientific phenomena to western movies.

Household Finance Corp. is TV's only network account from this class, sponsoring People's Platform, weekly debate of current issues, on CBS-TV. This company also presents three quarter-hour newcasts a week on KTTV (TV) Los Angeles. The brokerage firm, Kidder, Peabody & Co., sponsors Your Share in America for a weekly 15-minute period on WNAV-TV Boston; Michigan Bell Telephone Co. uses announcements on two Detroit stations and American Schools advertise their correspondence courses with announcements on WPTZ (TV) Philadelphia, completing the list of TV spot advertisers of this class.

Class 9:...... Drugs

THE DRUG manufacturing companies, among the foremost users of radio time to promote the sale of their packaged proprietary, have, as a class, been in no hurry to add television to their list of major media. During 1949 the TV networks acquired only four clients from this category of advertisers, whose dollar time purchases amounted to less than 2% of the total volume of TV network time sales for the year. Spot TV fared little better in 1949, with only 13 accounts from this class in the entire year, and that total includes four makes of hearing aids. TV's largest drug client last year was Drug Store Television Productions, comprising some 16 local or regional drug store chains who combined in sponsoring Cavalcade of Stars for an hour each Saturday evening on the DuMont TV Network. Early this year, DSTP added a Tuesday hour-long Cavalcade of Bands, also on DuMont, and it is estimated that this combination will spend approximately $3 million for these two TV programs during 1950.

Miles Labs, which early last year added a video version of its popular Quix Kids show to the radio series, is continuing this program in 1950. Instead of dropping the Quix Kids during the summer months, as it did last year, Miles this summer will sponsor the program on an every-other-week basis, resuming weekly telecasts in the fall.

Sterling Drug Inc. entered the daytime TV field early in 1949, sponsoring OK Mother with Dennis James on WABD (TV) New York, key station of the DuMont network. In December, when DuMont inaugurated network daytime service for its video affiliates, Sterling extended OK Mother's scope to network proportions as well. Of the 12 advertisers in this class who used spot TV in February 1950, according to Rorbaugh's TV report for that month, Emerson Drug Co. had announcements on 16 stations for Bromo-Seltzer; Glamour Products Co. (Vitrex reducing aids) had participations on three stations; Grove Labs used participations on two stations for 4-Way Cold Tablets; Skillens Drug Co. (Dallas drug chain) sponsored a 10-minute Sports Preview on WBAP-TV Ft. Worth-Dallas, while the other eight—Automatic-Tooth-Pak (tooth brush), G. Cappelli & Co. (Bristoche), Knox Co. (Mendaco), W. W. Lee Co. (cold remedy), Ludens Inc. (cough drops), F. Ad. Richer & Co. (Anchon Pain Expeller, 3XBD, Serutan Co. (laxative), Sonotone Corp. (hearing aids)—each used announcements on one station.

Local TV advertisers in February included: Independent Drug-

Class 8:...... Consumer Services

Class 9:...... Drugs

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Network (Gross)</th>
<th>Spot * (Net)</th>
<th>$46,890</th>
<th>$249,400</th>
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<tbody>
<tr>
<td>Advertiser, Program and Agency</td>
<td>Hoosier State</td>
<td>Institutional</td>
<td>CBS-11-t/4 (Mar.-May; Oct.-Dec.)</td>
</tr>
<tr>
<td>HOUSEHOLD FINANCE CORP.</td>
<td>&quot;Backstage in a City&quot;</td>
<td>&quot;People's Platform&quot;</td>
<td>Business Engineering Services</td>
</tr>
<tr>
<td>Source: Publishers Information Bureau</td>
<td>* TELECASTING Estimate</td>
<td></td>
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</tr>
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CLASS 9. DRUGS & REMEDIES

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Network (Gross)</th>
<th>Spot * (Net)</th>
<th>$40,200</th>
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</thead>
<tbody>
<tr>
<td>Advertiser, Program and Agency</td>
<td>Drug Products</td>
<td>&quot;Quix Kids&quot; Wr. Adv.</td>
</tr>
<tr>
<td>DRUG STORE TELEVISION PRODUCTIONS</td>
<td>&quot;Cavalcade of Stars&quot;</td>
<td>Stanton B. Fisher</td>
</tr>
<tr>
<td>MILES LABS</td>
<td>&quot;Quix Kids&quot;</td>
<td>Akro Seltzer, Vitamins</td>
</tr>
<tr>
<td>STERLING DRUG INC.</td>
<td>&quot;O. K. Mother&quot;</td>
<td>Cream-Flavord-Sample</td>
</tr>
<tr>
<td>VICK CHEMICAL CO.</td>
<td>&quot;Picture This&quot;</td>
<td>Morton International</td>
</tr>
<tr>
<td>Source: Publishers Information Bureau</td>
<td>Vo-te-to-col</td>
<td>* TELECASTING Estimate</td>
</tr>
</tbody>
</table>

Class 9:...... Drugs

April 17, 1950

Page 12 • TELECASTING

BROADCASTING • Page 142
Dear Boss:

I've never seen so many happy sponsors or so many result stories.

I received three well letters today. One from Frederick Herschner Co said, "the letters and cards have been pouring in by the hundreds." An agency writes that they have received over 1,000 replies from just one offer of a sample tube of Amion. They thought this might be a record for Chicago daytime TV. (He should tell him about the 2,500 requests Barbara Barkley got from one daytime announcement for United Fruits cook book, in addition to the thousands of requests for her own 254 recipe book.)

Kelvinator is happy with the Barkley show too. They said they have received more direct returns from WGN-TV than from any other advertising they have used.

If you'd like to see the letters before I send them to sales promotion, let me know.

Joe

This month...

WGN-TV begins programming at 10:00 a.m. Monday thru Friday

The Chicago Tribune Television Station
Drugs
(Continued from page 142)
ists of California, sponsoring Home Movie Theatre on KFI-TV Los Angeles; Miles California Co.
(Alka Seltzer distributor), sponsoring Queen for a Day, 30 minutes a week on KTSL (TV) Los Angeles; Marshall Drug Co., sponsoring Rising Stars for 15 minutes five times a week on WEBS (TV) Cleveland; Thrifty Drug Stores, using announcements on KECA-TV and KNBH (TV) and the weekly half-hour What's the Name of That Song on KTSL (TV), all Los Angeles; Eckerd's Drug Store, using announcements on WICU (TV) Erie, and C. R. Bundt (pharmacy), using announcements on WSPD-TV Toledo.

dictograph Products Corp., is considering the use of radio stations this spring to augment the radio schedule for Acousticen hearing aids.

Class 10:
ENTERTAINMENT advertising on television is extremely limited and the little there is is almost entirely local. Of the 23 advertisers in this group who used television in February, as shown in the Rorabaugh Report on TV Advertising for that month, Warner Bros. was the only one to use stations in more than one city. This company used announcements on WEBS (TV) Cleveland and two-minute spots on W Fill-TV Philadelphia.

Other motion picture advertising companies with TV advertising in February were Eagle Lion Films, using only daily announcements on WNAC-TV Boston; Paramount Pictures, daily three-minute trailers on ABC in September as a Friday afternoon program ($24,780); Philo Packing Co., advertising its soups with Lucky Pup 15 minutes a week on CBS May-November ($41,660) and in December began sponsoring Easy Acres for a like period on DuMont ($4,920). All the network programs sponsored by this group in December have continued into 1950. In January, Warner Bros. began sponsoring Howdy Doody on NBC two quarter-hours a week; in February, Gorton-Pew Fisheries Co. began using Homemakers Exchange, a CBS daytime participating program, which in April added Chr.

__CLASS 10. ENTERTAINMENT & AMUSEMENTS__

<table>
<thead>
<tr>
<th>1949 Spot (Net)</th>
<th>$34,400</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TELECASTING Estimate</strong></td>
<td></td>
</tr>
</tbody>
</table>

__CLASS 10. ENTERTAINMENT & AMUSEMENTS__

__Class 11:
INCREASED advertising of food products on TV this year is anticipated by Paul S. Willis, president, Grocery Manufacturers of America, who told TELECASTING that "television advertising probably will be greater than in 1949 because it is a new medium and more companies will test its pulling powers during 1950."

Food producers and dealers are also good TV advertisers at the local level, with 283 of TV's 1,890 local advertisers active in February coming from this class. Of the local campaigns, 51 co-sponsoring- stations and 46 in the tobacco category, 42 in the dairy products; 28 in the bread and allied products; 12 in the candy, confectionery and soda pop category; 11 in the canned and frozen vegetable category. Potato chip advertisers were another important group of food advertisers using television at the local level. The total also included 44 restaurants.

TV network food accounts in 1949, in addition to those shown in the table, included: American Bakeries, which in October began sponsoring ABC's Lone Ranger for a Thursday half-hour, spending $.010 for network time to the end of the year; Libby, McNeill & Libby, which started Auction-Aire on ABC in September as a Friday afternoon program ($24,780); Philo Packing Co., advertising its soups with Lucky Pup 15 minutes a week on CBS May-November ($41,660) and in December began sponsoring Easy Acres for a like period on DuMont ($4,920). All the network programs sponsored by this group in December have continued into 1950. In January, Warner Bros. began sponsoring Howdy Doody on NBC two quarter-hours a week; in February, Gorton-Pew Fisheries Co. began using Homemakers Exchange, a CBS daytime participating program, which in April added Chris.

__CLASS 11. FOOD & FOOD PRODUCTS__

<table>
<thead>
<tr>
<th>1949</th>
<th>1949 Net</th>
<th>Spot</th>
<th>(Gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,293,923</td>
<td>$1,064,400</td>
<td></td>
</tr>
<tr>
<td><strong>Networks</strong></td>
<td><strong>No. of Stations</strong></td>
<td><strong>Spots</strong></td>
<td><strong>Hours per Week</strong></td>
</tr>
<tr>
<td>NBC-15</td>
<td>116,990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC-15-1/2</td>
<td>365,696</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC-11-1/2</td>
<td>68,115</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC-11-1/2</td>
<td>65,725</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NABC-22-1/2</td>
<td>41,480</td>
<td></td>
<td></td>
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<tr>
<td>NABC-15-1/2</td>
<td>85,490</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NABC-15-1/2</td>
<td>95,386</td>
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<tr>
<td>NABC-13-1/2</td>
<td>138,712</td>
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<tr>
<td>NABC-12-1/2</td>
<td>126,108</td>
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<tr>
<td>NABC-30-1/2</td>
<td>74,410</td>
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<td></td>
</tr>
<tr>
<td>ABC-13-1/2</td>
<td>47,588</td>
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<td></td>
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<tr>
<td>ABC-13-1/2</td>
<td>75,037</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC-13-1/2</td>
<td>65,340</td>
<td></td>
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<tr>
<td>ABC-13-1/2</td>
<td>85,798</td>
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</table>

__CLASS 11. FOOD & FOOD PRODUCTS__

__LEADING NETWORK ADVERTISERS__

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<th>1949</th>
<th>1949 Net</th>
<th>Spot</th>
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<td></td>
<td>$1,293,923</td>
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<td><strong>No. of Stations</strong></td>
<td><strong>Spots</strong></td>
<td><strong>Hours per Week</strong></td>
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<tr>
<td>NBC-15-1/2</td>
<td>365,696</td>
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</tr>
<tr>
<td>ABC-13-1/2</td>
<td>85,798</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_Hansen's Lab. (Junket) to its sponsor list. General Mills sponsors Chill Borden, and the Glionner Co. sponsors the Wendy Bread finals on March 29 over ABC as a one-time event. This month, Hit-V Corp. (frozen fruit concentrates) has started Arthur Godfrey's in a two-weeks 15-minute series of ukelele lessons on CBS. Arnold Bakers, sponsor of Paye Emerson's weekly hour, on April 15 moved the show from WCBS-TV New York to an NBC Eastern network. Taylor-Reed Corp. (Cocoa-Marsh syrup) is now sponsoring Magic Cottage, DuMont's only half-hour, four a week and 15 minutes on the fifth day. Borden Co. used more stations than any other TV spot advertiser in February, according to the Rorabaugh Report on TV Advertising, which showed this company placing spots on 62 stations for its dairy products. Duffy-Mott Corp. (fruit products) used announcements on 24 stations and sponsored Hot Shot on the WENR-TV TV program, on WENR-TV Chicago and WMAL-TV Washington. General Foods used announcements on 21 stations for Bird's Eye Frosted Foods; Weston Biscuit Co. used announcements on 16 stations and Ward Baking advertised Tip-Top Bread with announcements on 15 stations.

Louis Misani Foods (salad dressing, Charcoalit) used TV announcements on 13 stations in February; Breyer Ice Cream Co., announcements on 12 stations; Interstate Bakers Inc. Corp. sponsored Hapalong Cassidy for an hour a week in three stations and announcements on 16 stations.

BROADCASTING • Page 146

Page 14 • TELECASTING

April 17, 1950

Here is the Maurer 16 mm. at Chichicastenango!

Mr. Irving Hartley, top-flight cinematographer and producer—like dozens of others in the field—knows, uses and recommends the Maurer 16 mm. camera wherever and whenever excellent color photography is required, for the following reasons:

Its **VERSATILITY** first of all, makes it ideal for all sorts of color work, its accuracy, precision high power focusing system and its large clear glass direct-through-the-lens viewing system insure excellent results at all times.

Its **DEPENDABILITY**, the result of years of rigid testing and improvement have made it ideal for below freezing or torrid conditions—the dependable camera for all field work.

Its **UNIQUE FEATURES**, such as the 285° dissolving shutter, allows you to shoot with one-third less light, and with automatic fades and smooth lap dissolves made right in the camera.

These are some of the many reasons why **more and more** of the best professional cameramen today pick the Maurer—the 16 mm. camera designed specifically for professional use!

For details on these and other exclusive Maurer features, write Dept.

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, N. Y.
850 South Robertson Blvd., Los Angeles 35, California
### Class 12: Gasoline, Lubricants & Other Fuels

<table>
<thead>
<tr>
<th>LEADING NETWORK ADVERTISERS</th>
<th>1949</th>
<th>Spot * (Net)</th>
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<tbody>
<tr>
<td>Network (Gross)</td>
<td>$179,609</td>
<td>$86,000</td>
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<tr>
<td>Advertiser, Program and Agency</td>
<td>Network No. of Stations Gross Hours per Week Time Cost</td>
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<tr>
<td>TExAS CO.</td>
<td>ABC-7, 354</td>
<td>15,990</td>
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<tr>
<td>&quot;Metropolitan Opera&quot;</td>
<td>KXIN Agency</td>
<td>14,450</td>
</tr>
<tr>
<td>&quot;Tezno Star Theater&quot;</td>
<td>Gen, Oil, Grease</td>
<td>12,930</td>
</tr>
<tr>
<td>Gulf Oil Co.</td>
<td>All Gulf Products</td>
<td>11,410</td>
</tr>
<tr>
<td>&quot;We, the People&quot;</td>
<td>Gen, Oil, Grease</td>
<td>9,990</td>
</tr>
<tr>
<td>Young &amp; Rubicon</td>
<td>Gen, Oil, Tires, etc.</td>
<td>8,570</td>
</tr>
<tr>
<td>SUN Oil Co.</td>
<td>ABC-16-2</td>
<td>7,150</td>
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<tr>
<td>&quot;Great Football&quot;</td>
<td>Hewitt, Ogilvy, Benson &amp; Ratten</td>
<td>5,730</td>
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<tr>
<td>STANDARD OIL CO. OF ILLINOIS</td>
<td>CBS-7-1</td>
<td>4,310</td>
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<tr>
<td>&quot;Navy-Another Damn Game&quot;</td>
<td>Miss McCann-Erickson</td>
<td>3,900</td>
</tr>
<tr>
<td>&quot;Army Championship Boxing&quot;</td>
<td>Amoco</td>
<td>2,490</td>
</tr>
<tr>
<td>&quot;Johnny's Madcap&quot;</td>
<td>Gen, Oil</td>
<td>1,980</td>
</tr>
<tr>
<td>&quot;Wayne King's Show&quot;</td>
<td>Gen, Oil</td>
<td>1,470</td>
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<tr>
<td>CITIES SERVICE CO.</td>
<td>NBC-13</td>
<td>1,020</td>
</tr>
<tr>
<td>&quot;Ban of America&quot;</td>
<td>Gen, Oil</td>
<td>1,020</td>
</tr>
<tr>
<td>Ellington &amp; Co.</td>
<td>NBC-5-1</td>
<td>8,570</td>
</tr>
<tr>
<td>STANDARD OIL Co. OF NEW JERSEY</td>
<td>GEN Oil</td>
<td>7,150</td>
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<tr>
<td>&quot;Tonight on Broadway&quot;</td>
<td>CBK-13-1</td>
<td>5,730</td>
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<tr>
<td>Marshalls &amp; Pratt</td>
<td>*TELECASTING Estimate</td>
<td>5,730</td>
</tr>
</tbody>
</table>

### Class 13: Horticulture

The report showed no network use of TV by any advertiser of this class.

### Class 14: Household Equipment

As in radio, advertising of household equipment and supplies in television is placed mostly at the local level. In February, last month for which detailed information is available, Rorabaugh reported four network accounts (all continued from last year), a score of spot accounts (nearly all using only one station) and some 200 local accounts. Many of the spot entries are appliances or other devices which comprised the bulk of the local business of this class advertised only a single brand of appliance, indicating that they might be advertising under a manufacturer's cooperative cost-sharing program. Frigidaire, a Div. of General Motors Corp. swelled the network roster to five clients from this class for 90 minutes on Easter when it sponsored a special variety show with Bob Hope as m.c. on a 45-station NBC-TV network.

Home equipment TV spot advertisers in this class included General Controls Corp., using announcements on 11 stations for its thermostats; Seaman Brothers, announcements on seven stations for Air Wick; O'Cedar Corp., announcements on nine stations for mops; Western Stove Co., Home Container Corp. (Freezerator) and Moeller Mfg. Co. (bottle stoppers) used announcements on three stations each. The rest were one-station advertisers.

O'Cedar Corp. has extended its TV announcements to 17 stations for its new sponge mops; Phileo Corp. is advertising electric ranges with a half-hour show, "Phileo Mystery Chef," on two stations; Procter Electric Co. for its ironing equipment is testing Television Women's Club for 13 Wednesday afternoon half-hours on WCAU-TV Philadelphia with an eye to a network campaign if it succeeds. Nineteen Hundred Corp. this year is including TV for the first time in its cooperative advertising plan, offering three TV film commercials to dealers and distributors for cooperative sponsorship. Other firms in this field with dealer co-op plans include General Electric, Westinghouse, General Electric, York and American Metal Products. (See Table on page 144.)
for Sheer
ENTERTAINMENT!

... match these feature pictures against any series in television!

ALL CURRENT PICTURES - All produced after 1944
- more than half in '48 and '49.

FIRST RUN IN AMERICA - Less than a quarter of the
75 pictures have been shown theatrically in the U. S.

TOP PRODUCTION VALUES - Class A budgets
$750,000 and over.

WORLD KNOWN STARS - Lawrence Olivier, Beatrice
Lillie, James Mason, Wendy Hiller, Sir Cedric Hard-
wicke, Lilli Palmer.

ALSO

James Mason in A PLACE OF ONE'S OWN - "Full of

Sir Cedric Hardwicke in NICHOLAS NICKELBY - "Faith-
ful characterization . . . introduces an entertaining
gallery of new Dickens characters to the screen." New

EASY MONEY - "... continuously diverting film fare

Richard Greene in DON'T TAKE IT TO HEART - "A delightful
comedy fantasy that takes hold of one's heart." New York

THE WOMAN IN THE HALL -... highly palatable ...

A CANTERBURY TALE with
Eric Portman -... simple,
direct, unaffected,
charming . . ." New York Times,

Noel Coward's THIS HAPPY
BREED - "... gratifying
entertainment for those who
put their faith in the human
heart." New York Times,
April 14, 1947.

Sir Ralph Richardson in
SILVER FLEET - "Credit the
British film makers with
another deft melodrama.
New York Times,
March 24, 1945.

Wendy Hiller in KNOW
WHERE I'M GOING - "The
most satisfying screen romance
of many a season ... a treat
for moviettes." New York

List of the full 75 pictures, with stars, summaries,
and per market prices upon request.

The magnificent film TAWNY
PIPET - "Movie magic ... a
wonderful work . . . Seldom
does such charm and humor
reach the screen." New York
Times, Sept. 8, 1947.
TELEVISION already has a bigger audience than the major magazines, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, said Tuesday in an address to the Pittsburgh Advertising Club.

Mr. Weaver pointed out that "in the major markets, the number of television sets available are considerably in excess of the circulation of any major magazine in the same market." And the actual TV audience includes a tremendous bonus circulation, he added, stating that television programs are now available to three out of every four U.S. families. Of the 20 million viewers who watched NBC-TV shows in Pittsburgh, he reported, nearly half are not owners of TV receivers but watched the programs at the homes of friends or in public places.

Cites Non-Set-Owning Viewers

"The viewing of television programs by non-owners represents a sizable and highly productive market for advertisers," he said.

Mr. Weaver also called attention to the fact that the general circulation of any video series is considerably higher than any individual program ratings will show. Cumulative audience studies, he said, reveal that individual program ratings cover only one-third to one-half of the number of people who watch the program regularly.

Television's Potential Market Surveyed

FCC's TELEVISION freeze and the absence of applications for new TV stations are hurting President Truman's home state of Missouri, worst of all, from the standpoint of total population out of reach of television. This is shown by Dr. O. H. Caldwell, former Federal Radio Commissioner, in the April issue of the Caldwell-Clements magazine Tele-Tech, of which he is editor (see chart page). Dr. Caldwell reports 3 million Missourians are currently beyond the range of television and a great extent a near destined to remain so until the freeze is lifted and new stations are applied for and built.

He estimates that 87 million of the U.S. total 158 million population are within television's reach. Of the estimated 86 million behind range, Tele-Tech says 20 million are deprived of TV solely by FCC's freeze, while the remaining 66 million have no prospect of getting television service until new stations are sought and authorized under an extension of the television broadcast band.

In proportion to their respective total populations, it is pointed out, seven states are harder hit than Missouri. These are listed as Mississippi, South Carolina, Arkansas, Oregon, Colorado, Maine and Idaho.

U.S. 48 States

**New Rate Card For KSD-TV**

A NEW rate card, effective May 1, 1950, has been announced by KSD-TV St. Louis.

Time charges for an hour of Class A time (6-11 p.m., Mon.-Fri., 11-1 p.m., Sat. & Sun.) becomes $500. In Class B time (hours other than Class A) the hour onetime rate will be $300. One Class A minute is set at $100 and a Class B minute at $80. These are time charges for live talent programs and announcements only. Services of projectionists, stagehands, musical, dramatic and other talent charges are extra.

Film programs and sound-on-film announcements are 10% less than the live time charge rate. Frequency discounts run from 5% for 13 times to 25% for 200 times or more. Rehearsal charges are $50 an hour up to five hours and $100 for each hour over five.

**March Report For Buffalo**

MARCH reported as biggest month in Buffalo TV history with 9,156 television sets installed. There are now 84,849 sets in the area, WBNF-TV Buffalo reports.
WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.

*Based on C. E. Hooper, Inc., “TV Audience Index and TV Trends” December 1949 through February 1950 —average 6—10:30 P.M. Saturday through Sunday audience.

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York
CLASS 15: Household Furnishings

FURNITURE retailers have been quick to make use of this new advertising medium of television, possibly because they realize its ability to picture their wares and to picture them in use, with a tired housewife sinking into an easy chair with a sigh of relaxation, for example, or it may be because many furniture dealers are also retailers of television sets and realize the deep fascination that TV holds for their customers.

For whatever reason, they are using television advertising in increasing numbers. In February the nation's TV stations reported 118 advertisers from this class among their local clients—65 advertising furniture, 19 floor coverings, 10 upholstery, 13 savings and blinds, seven mattresses, three interior decorating service and one furniture repairing.

February's TV spot campaigns included three placed by members of this group: Cameo Curtains Inc., using announcements on 20 stations; Simmons Co., with announcements on 10 stations for its mattresses; Alexander Smith & Sons Carpet Co., using participations in The Girl Next Door on WVTB (TV) Philadelphia.

Network sponsors included International Silver Co., C. H. Masland & Sons and Bonafide Mills, continuing the programs listed in the table. Mohawk Carpet Mills has reduced Mohawk Showroom from five to three times a week on NBC and Congoleum-Nalco has begun sponsoring Garvy at Large on that network 30 minutes each Sunday evening. Armstrong Cork Co. in June will start a dramatic program on NBC in a Tuesday evening half-hour. Bigelow-Sanford Carpet Co. dropped its Bigelow Show at the end of the year.

CLASS 16: Industrial Materials

INDUSTRIAL materials, by definition, are not items designed for use by the general public. Hence their advertising is not apt to be placed in any volume in a mass medium such as television. (Nor in radio, where this class consists almost entirely of the institutional campaigns sponsored by duPont and U.S. Steel.)

There were six clients of this group using TV in February, according to the Rorbaugh report for that month. Armco Steel Corp., sponsored two high-school basketball games telecast by WKRC Cincinnati. G. Ruhmkorff Industrial Blower System used announcements on WENR-TV Chicago. Group Engineering Co. advertised its four-speed electric motor, Bar-B-Ques, with announcements on four Los Angeles stations. Sharie Inc. used a five-minute demonstration to advertise its power saws and tools on WMAR-TV Baltimore. Burgess Co. for its tools used the 15-minute Hobby Parade on WGN-TV Chicago. Peninsular Armature Works used announcements on WJTV Miami for its electric motors.

Since the expiration of Rockwell Mfg. Co.'s That's O'Tool last June, there has been no TV network account of this type.

CLASS 17: Insurance

PILOT LIFE INSURANCE Co. was the major insurance advertiser using television in February, last month for which details are available, sponsoring ABC's TV cooperative program, Crusade in Europe, on WBTB (TV) Charlotte and WFMY (TV) Greensboro, N. C.

Other advertisers from this group include:"
INTENT on securing and holding in television the same dominant position in watch advertising it has consistently had in radio, Bulova Watch Co. appropriated around $500,000 for TV time signals and announcements during 1949, developing a technique of presenting the ads as part of the station's visual identifications so that the Bulova time signals could be broadcast on the hours in TV as they are in radio. (That this technique has been copied by other advertisers with less reason to use it and accepted by stations for purely financial reasons, making double-spotting an almost universal practice in TV, should probably not be blamed on Bulova.) In January 1949 Bulova time signals and announcements appeared on 35 stations; by December they were on 60 stations and the total had reached 85 by February. To keep abreast of TV's expansion and Bulova's expanding use of this medium, the company has appreciably expanded its advertising budget for 1960, raising its radio-TV appropriation from $5.5 to $4 million, of which TV will presumably get about $700,000.

Benrus Watch Co., which began using TV spots on six stations early in 1949, had time signals and announcements on 38 stations in February of 1960 and has earmarked $500,000 for TV advertising during this year, a "vast increase" over last year's TV budget, according to Adrian Planter, Benrus advertising director. Gruen Watch Co., which has boosted its TV budget by 400%, encourages TV advertising of its watches by retailers by advertising allowances which vary according to the annual volume of purchases made by the retailer, and has recently purchased a series of 32 film commercials for dealer use. Egin National Watch Co. also includes TV in its cooperative dealer advertising plan.

Spot advertising in TV from this group last year included 17 campaigns, nine for watches and clocks, three for watch bands, two for general jewelry lines, two for optical goods and one for cameras. Eight advertisers of this class used TV in February 1960: Bulova; Benrus; Forester Chain Corp., with announcements on 13 stations for its watchbands; General Time Instrument Corp. (Westclox clocks and watches), using announcements on five stations: Flex-Let Corp. (watchbands), Hamilton Watch Co., Polaroid Corp. (cameras) and Semca Watch Corp., each using announcements on one TV station.

Locally, TV was used by 36 members of this class: 23 jewelry stores, two dealers in optical supplies, seven in photographic equipment and four photographers.

Hamilton Watch Co. was either the last TV network advertiser of 1949 or the first of 1950, or possibly both. This company sponsored a 20-minute telecast from New York's Times Square from 11:45 p.m. Dec. 31, 1949, to 12:05 a.m. Jan. 1, 1950, on NBC. No TV network advertising is currently placed by any advertiser in this class.

In an idea book the Jewelry Industry Council has sent its retailer members to help them cash in on the "1950 Silver Parade," running from April 20 through May 6, as this warning: "Don't Overlook Television." The book states: "Except when very large pieces are used, actual pieces of silverware make an appealing display over television. If television facilities are available in your community, don't overlook the possibility of appearing on television with a show that, in the main, consists of displaying and commenting on silver that your store carries. Also, check with your suppliers for any television helps or suggestions they might be able to give you."
Class 21: Radio and TV

There's nothing like television to sell television sets and radio sets. Both manufacturers and dealers agree on that. Last year TV network advertising of this class was second among all types of advertising and tobacco advertising, as first, surpassed the radio-TV-musical group by over $400,621 in gross time billings, a small addition to the $2,980,107 expended by this class.

In February of 1950, last month for which full data are available, the Borah report showed seven TV networks and a dozen spot campaigns by this group, plus some 200 dealers and distributors using television locally. With production of TV sets during 1950 estimated at 4.5 million or more, better than all the TV sets installed at the end of 1949, there is no reason to expect anything but increased business and increased advertising from this group during the months ahead.

Last year's users of network TV from this class, in addition to those shown in the table, included: E. L. Cournauld Inc. (Tele-Vue lenses), sponsoring 'Greatest Fights of the Century' five minutes a week on NBC in January 1949, with a gross time bill of $1,800; Motorola Inc., 'The Nature of Things' for 15 minutes a week on NBC January-February and Belmore It or Not for a weekly half-hour also on NBC March-April ($34,238); Pioneer Scientific Corp. (tornado film makers). Masters of Music, CBS weekly quarter-hour, February-May ($12,300).

Currently, RCA continues sponsoring of 'Kukla, Fran & Ollie' two half-hours a week on NBC; Admiral Corp. continues Lights Out on NBC and its segment of 'Stop the Music' on ABC; DuMont Labs sponsors Morey Amsterdam on DuMont but dropped the Tuesday evening show when the Carolee of Bonda moved into that time; Philco continues its 'Television Playhouse' series on NBC; Avo has dropped both its CBS and NBC series; Emerson Radio & Phonograph for this week starts sponsoring 'The Clock Every other Friday' on NBC, alternating with Big Story in the 9:30-10:00 p.m. spot; Columbia Recording Corp., also this week starts Robert Q. Lewis in a 60-minute Thursday evening series, 'The Show Goes On', on CBS for its Long Playing records. This program promises of a $25 million drive for the 83 rpm discs, will run until June 18, take a summer hiatus and return to the same period Sept. 24, according to present plans.

Users of spot TV in February from this class included: Alliance Mfg. Co. using announcements on 45 stations for Tenna Rotor; Allen B. DuMont Labs, announcements on seven stations; Hoffman Radio Corp., five announcements in August on a week on KPHO-TV Phoenix, with weekly half-hours on three other Western stations; Marvel Lens Inc., announcements on five stations; Pioneer Scientific Corp., announcements and participations on four stations; RCA Victor, weekly half-hour on WBKB (TV) Chicago, weekly quarter-hour on WPTZ (TV) Philadelphia; Automatic Radio Mfg. Co., sponsoring five half-hours a week on WNAC-TV Boston; Beltmore Radio Corp., sponsoring Backlund Theatre an hour a week on KTSL (TV) Los Angeles; Packard-Bell Co.; boxing on KTTV (TV) Los Angeles; Stromberg-Carlson Co., Crusade in Europe, weekly half-hour on WHAM-TV Rochester; Freund Corp. and Technical Appliance Corp. using announcements on one station each.

Polo Sponsorship

Packard-Bell is now sponsoring weekly polo telecasts on KNBH (TV) Las Vegas; Ward Products Corp. has begun advertising its Magic Wand TV and car antennas with film spots in three cities and plans to expand to 15 markets; Belmont Radio is sponsoring a television spoting on a three-station Ohio hook-up, in cooperation with its local distributor, Graybar Electric Co. Many radio-TV dealers and distributors are local advertisers, as such Associated Distributors, handling the RCA Victor line in Indianapolis, who will sponsor 28 home games that city's American Assn. team this summer on WFBM-TV Indianapolis. A number of manufacturers have cooperative advertising plans whereby they will pay part of the costs of local campaigns on television for their receivers. TV's local accounts in February included a score of musical instrument and record stores. Columbia Recording Corp. has recently prepared a series of one-minute TV film spots for its Long Playing records.

SAT. NIGHT REVUE

Adds Two Major Sponsors

NBC-TV's Saturday Night Revue, in its waning weeks before beginning a summer vacation, last week acquired two major sponsors. Speidel Corp. (watch bands), through Sullivan, Stauffer, Colwell & Bayles, New York, bought the second hour of the Saturday Night Show (the first hour of the 8-10:30 p.m. spread) for three weeks beginning May 6 and will sponsor the entire hour for three of the summer's biggest shows. The Carter section of the Saturday show will stay on the air until June 10 although that as well as the rest of the program had been scheduled to quit for the summer after the May 20 telecast, before the Speidel purchase. Magnavox Corp., through Mazon Inc., bought the 9-9:30 p.m. segment of the show for May 6, 13, 15. This is the opening period of the "Your Show of Shows" part of the Saturday night production.

Class 21: RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser, Program and Agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hours per Week</th>
<th>Gross Time Cost</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Admiral Corp.</td>
<td>Broadways Revue'</td>
<td>All Products</td>
<td>DuMont-21</td>
<td>108</td>
<td>2,354,206</td>
<td>144,745</td>
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<td>Radio Corp. of America</td>
<td>&quot;Kukla, Fran &amp; Ollie&quot;</td>
<td>All Products</td>
<td>NBC-54</td>
<td>-11/2</td>
<td>5,840,365</td>
<td>1,256,305</td>
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<tr>
<td>Allen &amp; Du Mont Laboratories</td>
<td>&quot;Schoolhouse&quot; (eff. March)</td>
<td>All Products</td>
<td>NBC-54</td>
<td>75</td>
<td>2,354,206</td>
<td>8,330,615</td>
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<td>Arrow Co.</td>
<td>Television Playhouse</td>
<td>Home Appliances</td>
<td>NBC-62</td>
<td>70</td>
<td>3,800,365</td>
<td>1,290,105</td>
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<tr>
<td>Avco Mfg. Co. (Crossley Div.)</td>
<td>&quot;This is Show Business&quot;</td>
<td>All Products</td>
<td>CBS-55/56*</td>
<td>75</td>
<td>2,250,365</td>
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<td>Continental</td>
<td>&quot;Lights Out&quot;</td>
<td>All Products</td>
<td>ABC-23/-4</td>
<td>75</td>
<td>2,354,206</td>
<td>1,463,015</td>
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<td>Emerson Radio &amp; Phonograph Corp.</td>
<td>&quot;The Magic of the Town&quot;</td>
<td>All Products</td>
<td>NBC-38/-5</td>
<td>80</td>
<td>2,354,206</td>
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<tr>
<td>Great Western</td>
<td>&quot;Ted Strobel&quot;</td>
<td>All Products</td>
<td>NBC-49/-1</td>
<td>75</td>
<td>2,354,206</td>
<td>2,354,206</td>
</tr>
</tbody>
</table>

*TELECASTING Estimate

Network: 1949 | Spot Gross | 1949 Gross Time Cost
---|---|---|
DuMont-21 | 118,237 | 8,330,615
NBC-54 | 5,840,365 | 1,290,105
NBC-54 | 2,354,206 | 1,463,015
ABC-23/-4 | 135,169 | 1,463,015
ABC-23/-4 | 48,510 | 1,256,305
DuMont-11 | 125,358 | 1,256,305
DuMont-31 | 251,413 | 1,256,305

Source: Publishers Information Bureau

PBS 1949: 1,800,000

TELECASTING \* TELECASTING

MUTUAL ENTERTAINMENT AGENCY, INC.
JACK RUSSELL, Television Director
1 NORTH WASHABU AVENUE
CHICAGO, ILLINOIS

Page 22 • TELECASTING

April 17, 1950
Class 22:

AS IN RADIO, so in television, retail business seems due to provide the broadcasters' main source of revenue. In February 1950 there were 1,890 local advertisers using TV, compared with 70 network and 429 station advertisers in this medium. Comparison might also be made with the 612 local users of TV advertising in February 1949, but attempts to predict the future growth of local advertising by television involves predictions as to the probable increase in the number of TV markets and their users. One involves guesses as to when the FCC will lift the freeze, and it all gets too involved in too many extraneous factors for consideration in this series of advertising analyses.

Most of the local users of TV are considered under the various product group headings appropriate to the goods they advertise. If those advertisers are excluded from these calculations, this leaves some 60 department or general stores using TV for all or a part of their merchandise or a major part of it, so that their use of TV cannot be tied down to any single product category. Their use of TV is as varied as is the medium. Comparison they advertise in this medium, ranging from announcements to programs of every type from drama to sports, from news to comedy, from Western movies to household hints.

A survey of department store advertising on TV, made by Hugh Felits, manager, ZING-AM-FM-

Class 23:

ADVERTISING of cigarettes and other tobacco products used more TV network time during 1949 than any other class of products advertised in this medium last year, accounting for just under 20% of total TV network time sales. This class also sponsored 25 spot TV campaigns in 1949 and the outlook is good for even more TV tobacco business this year.

TV network advertisers during 1949 included from this class, in addition to those companies listed in the accompanying chart, Bloch Brothers Tobacco Co., which in September started Fishing & Hunting Club of the Air, a video version of its MBS radio program, a half-hour a week on DuMont for Mail Pouch tobacco (spending $27,000 for time). Program is continuing under a new name, Sportin' All. During the first six months of 1949, Larus & Brothers Tobacco Co. (Edgeworth tobacco) sponsored Sportsmen's Quiz for five minutes a week on CBS ($5,590). Larus Art (cigarette lighters) in November put its Twenty Questions MBS radio program on television as a simulcast on WOR-TV New York (WOR originated the MBS radio series) and an NBC video network ($19,350). Ronson has since moved the TV program to Friday night and ABC, retaining WOR-TV as the New York station, but separating the TV series from that on radio, which continues as a Saturday Mutual program. United Cigars-Whelan Stores Corp., sponsored Hotel Broadway on DuMont 30 minutes a week, January through April ($13,050). American Tobacco Co., continuing Big Show on NBC for Pall Malls, has this year added two TV network shows for Lucky Strikes, Lucky Strike Theater, an hour-long dramatic series produced by Robert Montgomery every other Monday on NBC, and This Is Show Business, Sunday half-hour on CBS. R. J. Reynolds Tobacco Co. (Camels) in January began sponsoring the Ed Wynne Show as a Saturday half-hour series on CBS, subsequently moved the program to Tuesday. The other Camel programs, Man Against Crime and Camel News Caravan, continue on CBS and NBC, respectively. Philip Morris & Co. in January put Herb Shriner into the five-minute four-hour-week time on CBS previously filled by Ruthe on the Telephone and has since discontinued the series, retaining its Camellia series on CBS. With the opening of the season, Philip Morris will sponsor Dizzy Dean in 10-minute interviews preceding and followling all telecasts of the New York Yankees on WABD TV New York during the summer.

Liggett & Myers for Chesterfields will again this year sponsor video coverage of the New York Giants on WPX TV New York and of the Washington Senators on WTTG TV (TV) Washington. Company has also secured exclusive advertising rights within the ball parks of those teams so that wherever the cameras may be aimed they will pick up nobody's ads but the sponsor's. L&M continues Swyer Club on NBC and Godfrey & His Friends on CBS. Lorillard continues its two TV shows, Original Ama- teur Hour on NBC and Stop the Music on ABC. U. S. Tobacco Co. also goes on with its sponsorship of Martin Kane, Private Eye on NBC.

In February, last month for (Continued on page 154)
**Class 24:**

**Soaps**

ADVERTISING of soaps, cleaners and polishes is not the major source of revenue for the TV networks that it is for their radio counterparts. Contrasted with its fifth place rank among all classes of radio network advertising during 1949, in TV this group ranked 14th, represented by only one advertiser whose expenditure for TV network time accounted for less than 1% of the total billings of the video networks. The sole point of similarity is that the dominant advertisers in both radio and TV is Procter & Gamble Co.

P&G, which has renewed Fire-side Theatre for another year on NBC and is readying a TV adaptation of its radio series, Beulah, for fall sponsorship on ABC, may remain the dominant network TV advertiser during 1960, but it will not be the only one as it was last year. In January, S.O.S. Co. began using weekly participations in the CBS Homemakers Exchange for its securing pads. Griffin Mfg. Co., in March began advertising its shoe polishes by sponsoring half of the announcements on 43 stations for Lucky Strike and on 29 stations for Pall Mall; Brown & Williamson Tobacco Co. using weather forecasts and announcements on 48 stations for Kools and announcements on three stations for Viceroy; Philip Morris announcements on 17 stations, plus 10 single-station campaigns for two cigarettes, six cigars and two pipe tobaccos. The only local business reported from this class in February was placed by one pipe shop and three cigar companies.

Larsus & Brothers is starting a spot TV advertising campaign in New England and Los Angeles this month and American Tobacco Co. is lining up Saturday night TV availability for expansion of its spot campaigns.

In February there were 17 spot TV advertisers from this class of whom Von Schrader Mfg. Co. (Powderene Rug Cleaner) and Zippy Products Co. (starch) each used announcements on four stations; Kendall Mfg. Co. (Soap-Citron) sponsored a 30-minute program on WBZ-TV Boston and announcements on two other stations, while Procter & Gamble Co. (Tide) and Lan-O-Sheen Inc. (cleaner and soap powder) used announcements on three stations each; E. L. Bruce Co., S. C. Johnson & Son and S.O.S. Co. each used spots on two stations; the others used time on one station. Forty-eight laundries and dry cleaners bought time on their local TV stations in February, last month for which records have been compiled.

Class 25:

**Sporting Goods**

CHARGES of school authorities that children are spending nearly as much time watching television programs as they do in the schoolrooms and complaints of parents that their offspring have to be driven from the TV set to eat or sleep might lead to the conclusion that TV would be an ideal medium for selling the juvenile market, but this opinion does not seem to be generally held by the manufacturers of toys and games.

Last year's TV network clients included only one toy company which used TV on a continuing basis, Unique Art Mfg. Co., sponsoring a weekly quarter-hour of NBC's Howdy Doody, and this company is not the only one that has tried this medium. The recent publicity about the decline in the sales of new television sets has led many toy companies to attempt to capture the child market, and this is reflected in the number of toy advertisements on TV. The largest percentage of all the TV advertising is now spent on toys and games, which is not surprising since these products are designed for children and are often seen as an important part of a child's life.

However, the effectiveness of TV advertising for toy companies is questionable. The high production costs and the limited audience reach of TV make it a less efficient medium than other forms of advertising. Additionally, the competition from other media, such as print and radio, can make it difficult for toy companies to stand out.

Despite these challenges, toy companies continue to use TV advertising to reach their target audience. By doing so, they can create a strong brand image and build loyalty among children and their parents. This can lead to increased sales and long-term success for the company.
Class 26: Toiletries

IN GENERAL, 1950 looks like a good year for the toiletry industry, according to S. L. Mayham, executive vice president, The Toilet Goods Assn., who told TELECASTING that much depends on the speed and extent of Congressional action in repealing the excise tax on perfumes. Noting that “some further curtailment in the national advertising budgets of many companies will take place” this year, according to present indications, Mr. Mayham stated:

“We have heard of rather elaborate plans for use of television during 1950 but it is our impression that this use will not begin in volume before the last half of the year and possibly many of the plans will have to be deferred until the following year. Arrangement of a television program is by no means as easy as many people think.”

Last year toiletries advertising ranked fifth among all classes of business on the video networks, with gross time billings of over $1 million and all signs point to larger expenditures in this medium during 1950. Like radio, TV is used chiefly for the advertising of denticifrices, razors and shaving soaps, lipsticks, facial tissues and other relatively inexpensive items, where the excise tax is not a major deterrent to ready purchase. Both local and spot TV business from this class started out 1950 at a high level and locally there were not only the usual five-six in February, but for toilet goods and 10 sponsored by beauty shops and hairdressers.

Other Network Sponsors

Toiletries advertising on TV networks in 1949 included in addition to the six largest accounts shown in the table: American Home Products Corp (Kolynos, Anacin), starting Mary Kay & Johnny 20 minutes a week on NBC for two months, January-February ($5,500 worth of network time at gross rates), that moved it to CBS as weekly half-hour, March-May, July-September ($83, 560); Barbasol Co. (shaving cream), sponsoring Week in Review 15 minutes each Sunday on NBC through the year except for an eight-week summer hiatus ($69, 200); Illinois Watch Case Co. (compacts, etc.), with a one-time 90-minute Thanksgiving Television Show on NBC ($10,610); Fal Blade Co., Fal Headliner, five-minute weekly series on ABC May-October ($52, 452).

So far this year on the TV networks, Lever Bros. Co. has started Ilka Chase in a 15-minute CBS series for Hartlett-Hubbard Ayer cosmetics, dropping The Clock on NBC the end of March. Gillette (Toni Div.) and Jules Montenier Inc. (Stoptette) are alternating in the 9:30-10 Wednesday evening period on CBS, sponsoring Toni Twin Time and What's My Line? respectively. Gillette on New Year's covered the Rose Bowl game on CBS, chiefly by kinescope, and more recently sponsored three major basketball games on ABC.

Gillette will show up as sponsor of many sporting events on TV before the year is out, doubtless again sponsoring the World's Series telecasts although probably not on the same free time basis that prevailed last year, when the eagerness of the TV networks to get the Series exclusively led them to bid against each other until Gillette was able to get them all to carry it without time charges.

Pond's Extract Co. was the major user of spot TV in this class in February, with announcements on nine stations for its creams and tonics. Chesbrough Mfg. Co. placed Greatest Fights quarter-hours on four stations in addition to the network; Carter Products (Arrid), Amurol Products (denticifrices) and Statler Tissue Corp. also used four stations; Newport Soap Co. and Wildroot Co. used three stations apiece; Eversharp Inc. (razors), Personal Products Corp. (Yes tissues) and Potter Drug & Chemical Corp. (Cutileura soap and ointment) each bought TV.

(Continued on page 166)
Class 27: Travel

AIR LINES are the best customers of TV stations in this class, with 11 aviation services seeking passengers via video time in February. Transcontinental & Western Air used seven stations, United Air Lines six, Southern Airways and Delta Airlines two each; Eastern, Capital, Piedmont, Florida Air Co., Safeway Travel, Vi-Air Co. and Flying Irishman used one station each.

New York Central Railroad and Union Pacific Railroad advertised on four TV stations apiece in Feb-

ruary, last month for which records have been compiled. Since then, Atchison, Topeka & Santa Fe Railway has launched a six-week TV drive in four cities—Chicago, Detroit, Los Angeles and New York. February TV clients also included five hotels, three taxi companies, two travel agencies and one bus line.

It may be that February makes such a poor showing because it's too late to advertise winter vacation tours and too early to start advertising for summer business. Even so, the above score seems pretty slim pickings for an advertising medium which can bring cruise or resort life right into the prospects' living rooms through motion picture commercials.

Class 28: Miscellaneous

Toiletries (Continued from page 155) time on two stations, and there were eight campaigns on one station each.

Wildroot is planning to enter TV spot on a national scale this summer, Guitare Lipstick Inc. now has half-hour weekly shows on four TV stations and intends to buy similar time in 11 other markets during next three months. Campbana Corp. has begun using film spots for Ayds and Associated Products in considering a national TV spot campaign for its Five-Day deodorant pads.

Murine Co. is starting 20-second TV announcements on four New York stations for its eye wash.

THE UNIVERSALITY of television as an advertising medium is indicated by this final catch-all category of video advertisers. In addition to the TV business summarized in the preceding 27 analyses, the medium was also used in February by an exterminating firm (Bruce Termite & Pest Control, Inc., using TV stations in Atlanta and Memphis), 23 real estate companies, five luggage dealers, two auctioneers, one mortuary, one memorial park and two local political groups telecasting their appeals to the voters of Birmingham and Cleveland.

In a statement to TELECASTING the point was made that the possibility of 1950 surpassing last year's "enormous production of 1,025,000 new homes and apartments," Frank W. Cortright, executive vice president, National Assn. of Home Builders, said that new homes are priced within the reach of practically all income groups. "These two factors, plus the fact that emergency building needs have long since been satisfied, mean that builders and their sales staffs have long ago put away their order taking pads in favor of constructive sales talks," he stated.

Spots Popular

Noting that "builders are allotting more funds for advertising than ever before," Mr. Cortright continued: "A few builders and realty firms over the nation have used television with varied success. One-minute spots between programs seems to be the most popular device. But costs of this time when compared to newspaper results, have not been too favorable."

"Reaction has ranged from very good to very bad in the radio-TV field for some sales. But in the TV field that will certainly bear watching. However, rates and results must be competitive with newspapers' if radio and TV is to win its place in the builders' advertising budgets."

Religious organizations are beginning to expand their broadcast pro-selyting to include television as well as radio. Young People's Church of the Air continues its weekly series on ABC and five others—Church of the Open Bible, Seventh Day Adventists, Brightmoor Tabernacle, Word of Life Fellowship and The Quiet Hour—each used a half-hour weekly tele-

Class 28. TELECASTING

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser, Program and Agency</th>
<th>Product</th>
<th>Network (Gross)</th>
<th>Spot * (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOUNG PEOPLE'S CHURCH OF THE AIR</td>
<td>Institutional</td>
<td>$425,436</td>
<td>$412,800</td>
</tr>
<tr>
<td>NATIONAL BISCUIT CO.</td>
<td>Milk Bones</td>
<td>ABC-12-3/4 (Oct.-Dec.)</td>
<td>5,680</td>
</tr>
<tr>
<td>QUAKER OATS CO.</td>
<td>“Chicago Kenzil Show”</td>
<td>CBS-10-11/2 (one time)</td>
<td>4,000</td>
</tr>
<tr>
<td>AMERICAN JEWISH CONGRESS</td>
<td>“Democratization of Germany”</td>
<td>ABC-3-3-3/4 (one time)</td>
<td>1,485</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

* TELECASTING Estimate

NOTRE DAME GAMES

DuMont Buys Football Rights

EXCLUSIVE rights to telecast home games of the Notre Dame U. football team next fall have been bought by DuMont Television Network, it was announced last week. Although DuMont did not disclose the price it paid Notre Dame for the five games, it was reliably re-

port to be $150,000.

The games to be telescast are: North Carolina, Sept. 30; Purdue U., Oct. 7; Michigan State, Oct. 28; U. S. Naval Academy (at Cleve-

land), Nov. 4, and U. of Pittsburgh, Nov. 11. No sponsor for the tele-

casts has been signed. The network telecast Notre Dame home games last season under sponsor-

ship of Chevrolet, through Campbell-Ewald agency.

Sell Ohio's third largest market with WFMJ

5,000 watts AM and 50,000 watts FM

1390 AM - 105.1 FM

Youngstown, Ohio

Healdy-Reed Co.

national representatives

Page 26 • TELECASTING April 17, 1950

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

There were no network advertisers in this class during 1949. 1949 Spot (Not) $34,500.00 • TELECASTING Estimate
Color Hearing
(Continued from page 185)

of present standard monochrome.”

On the question of interference from other emissions, he asserted:

CBS had detailed information which indicated no substantial general difference in regard to interference to reception of CBS color signals which would be worse than that for exist-

ing in-channel signals. This appears in agreement with Laboratory Division observations for Preliminary tests at the Laboratory have indicated that the probability of interference with the RCA color system is as great as for a standard monochrome signal. This increased susceptibility appears to result from the use of all 3.5 mc sub-carrier and the receiver sampling.

The added susceptibility of the RCA system may be of more signifi-

cance than superficial consideration might indicate. In Exhibit 234, so far introduced in its report, FCC outlines certain methods of securing in-

terference reduction by adoption of standard procedures, and allocation procedures in order to place the interfering signals at the least susceptible point. The resultant sampling procedure to the reduction of interference by allocation and indicates that the allocation plan might therefore be substantially effective, depending on the color system involved.

Mr. Chapin felt that “in gen-

eral, it should be fully realized that susceptibility to interference with RCA color is to a large extent a question of RCA dot sequential system.” He thought it “can be expected to become worse with additional stations, additional receivers, and other devices employing radio-frequency, such as diathermy machines and industrial radio-frequency equipment, and, in fact, will be further aggravated with the occupancy of the UHF band.”

Receivers Compared

The Laboratory chief conceded that his reports were prepared while RCA’s new tri-color tube was demonstrated and therefore were based on tests and observa-

tion of RCA’s former three-tube projection color technique. On this basis he submitted the following comparison of the RCA and CBS receivers themselves:

The RCA receiver was too large physically to represent any reasonable classification as a home broadcast receiver suitable for general use. The opposite is true of the CBS receiver. It suggests that tremendous simplifica-

tions would be required in order to place an RCA color receiver in the same general class as the CBS receivers. The receiver re-

quired frequent adjustment to main-

tain reasonable picture quality. The picture quality of the RCA receiver could not be considered in a form for general home use. In addition, there is a problem of brilliancy, color, colorfulness, registry and definition which were poorer than those given by the CBS receiver. The CBS table model receiver was of a size, ease of adjustment and stable enough to be suitable for home use and the limited cost of the product in addition to those normal to a monochrome receiver indicated that the set could be produced for a reasonable price. The CBS set employed a lens which restricted the viewing angle somewhat more than that of an ordinary direct-view black-and-white receiver, but the restriction of view was far less than that of the RCA set, in which set the limitations would appear to be objectionable for general home use...

The problem of picture interference to sound was such as to require more critical tuning of the RCA receiver than the CBS receiver.

The reception of standard monochrome pictures on the CBS receiver was much more satisfactory than on the RCA receiver. Definition was better, pictures were brighter, and the picture was free from the coloration present in the reception of standard monochrome pictures on the RCA set...

Mr. Chapin also reported that CBS had delivered an all-electronic receiver which was “much smaller than the typicall RCA color set.” He said “time did not permit a study to be made of the operation of this receiver,” but that he had seen it in the CBS laboratories and its operating alongside CBS standards compared favorably with the operations of either RCA or CTI receivers.

Mr. Chapin submitted a September 1940 report showing the Lab-

oratory had modified existing black-and-white sets to receive CBS color in monochrome at costs varying from $4.55 to $12.01. The latter, which he de-

scribed as a “deluxe” adaptation employed the so-called Chapin Adapter to permit the receiver to go automatically from black-and-white to color standards, or vice versa. Of the automatic adapter the report said:

This may be advantageous in an interim situation when some of the signals on the air might be operating on each of the systems, and the re-

ceiver tuned from one channel to another. The receiver will also take ap-

propriate action when a station to which it is tuned changes from one system to the other.

Comr. George E. Sterling ques-

tioned him specifically on the sensi-
tivity of the automatic adapter, saying the model in his own home switched from one line rate to another when signal voltage ebbed. Mr. Chapin replied that Mr. Ster-

ling was using the first model developed, and that he felt there was nothing inherently wrong with the technique.

Heffernan Comments

Although Mr. Chapin has not been cross-examined on his reports, RCA General Attorney Joseph V. Heffernan brought out the com-

pilation of data for some of the

stations he demonstrated its tri-

color tube, and that they do not take high-level sampling into account.

But Mr. Chapin did not think the tri-color tube could be said to “supersede” the reports until it has been demonstrated

Spot TV

(Continued from page 185)

stations during December and an-

other two had spots on 15 sta-

tions each.

In point of stations, American Tobacco Co. was the heaviest TV spot user during the year. The firm placed on 37 stations during 1949.

The network leaders in this classification, R. J. Reynolds and Liggett & Myers, were not very active in their spot buying. R. J. Reynolds placed business on a peak of only nine stations while Liggett & Myers steadily cut its station list through-

out the year. Although the firm started strong with business on 27 stations in January, this had dropped to 10 the next month and was down to eight in May and one by year’s end, according to Bora-

baugh.

Drug and Remedies advertisers, heavy spot and network radio adver-

tisers, spent about $60,000 worth of net TV spot business, about 0.7% of the total. On the video networks gross expenditures were only $242,718, slightly over 5% of all gross TV network business placed in 1949. This is a far cry from the over $12 million net spent in spot radio and the gross of $21,054,786 expended on the radio networks.

Adventures of Todilex also have moved slowly in the spot tele-

vision field. These fms had net ex-

penditures of only about $50,000 for TV spot in 1949. In radio this product had net expenditures of approximately $3.9 million for spot and grossed about $29.4 million on the networks.

(Continued on page 188)
Color Hearing  
(Continued from page 137)  
on the public.
Nør did he think announcement of
a new UHF service would affect
business adversely. He said Philco
would make some VHF-UHF con-
bination of the VHF-only sets and
some UHF-only sets, according to
demand.

Asked what would happen to set
sales if FCC should require that
VHF stations move to UHF
in four or five years, Mr. Smith
said it would “very markedly slow
down the industry.”

He concurred to FCC Chairman
Coy that adoption of a compatible
system probably would permit
manufacturers to continue selling
black-and-white receivers without
pushing color. But, he said, “I can’t
come to the radio industry, if
they had color television to sell,
not doing a bang-up job of selling
it.”

In the long run, he said, more
money could be made if color were
available.

Comr. Robert F. Jones was criti-
cal of RCA’s role in helping FCC
reach a decision, commenting: “RCA
has money for lawyers and
publicity men, but not for field
testing.”

Smith’s Reply

Mr. Smith replied: “I think the
individual manufacturers (fee)
that first of all, a compatible
color system is not economically
sound, whether it is technically
sound or not; and secondly, that
you would have any color tele-
vision; you could not have it until
you had a reasonably practical type
of compatible system. I don’t see
why a manufacturer should
have gone ahead and spent a con-
siderable sum of money getting
public reaction to a type of receiver
that he knew perfectly well he
could not sell.”

Comr. Jones also injected the
question of Philco patents, as he
had done earlier in the case of
RCA.

The question of RMA policy on
color was revived by Mr. Plotkin
when RMA President Cosgrove
took the stand Tuesday. Mr. Cos-
grove said RMA would “go along”
with FCC’s decision, but doubted
the association is in a position to
“issue directives” to members.

He also doubted that RMA would
employ public relations counsel and
issue brochures to explain that TV
sets with color adapters would
be obsolete, in event a non-compatible
color system were adopted, though
he conceded RMA has taken such
steps to keep the public informed
in the current hearings. He felt
the manufacturers might want to
handle the public-education cam-
paign themselves when color is
authorized.

Mr. Plotkin brought out that RMA
is paying $3,500 a month for
public relations counsel, engaged
through the firm of Selvage & Lee.

Mr. Cosgrove said he had not
considered what policy RMA might
take to allay public confusion
when color is authorized, but that
he would take up the subject at
the next RMA board meeting soon.

The Commission subsequently
requested that Dr. W. E. G. Baker,
head of the RMA-sponsored National
Television System Committee, appear
to present technical testimony.

Patent Question Raised

Comr. Jones raised the patent
subject again during consideration
of Dr. G. H. Brown, RCA Labs
research engineer. In an
answer to a question, Dr. Brown said
that “when I was given the re-
sponsibility of pushing ahead on
the color system, never once was
I given an instruction to do it to
avoid a patent or make use of a
patent. Have I been given com-
plete latitude in coming out with
the best system that we knew how.”

Comr. Jones also wanted to
know: “Isn’t there something sig-
ificant about the fact that RCA
is more interested in black-and-
white than it is in color, in view of
the fact that it knew how to do
a 6 mc color in 1940 and did not
suggest it as a broadcast service
or did not develop it as a broadcast
service?” Dr. Brown said he did
not have that impression, but
pointed out he was not partici-
pating in company decisions at
that time.

Dr. Brown said he considered
the dichroic mirror system a milestone
passed with development of the
tri-color tube, but not a “dead
duck.” He said new dichroic mir-
ror receivers employing only 36
tubes, plus the three kinescopes,
would be delivered to Washington
within two or three weeks.

Dr. Engstrom was asked by Mr.
Plotkin what policy RCA has de-
cided upon regarding set produc-
tion if FCC approves a non-com-
sicpatible system.

“We do not believe [adoption of
a non-compatible system] is a
good procedure,” Dr. Engstrom re-
plied. “There is another alternative
open to the Commission, and
with that open to use, we
question whether it is proper to
saddle that additional cost on the
American people.”

“Therefore, we have not made a
(Continued on page 182)

1930-1950  
20th Anniversary Year
46.0
“HOOPER”**
*average 5 periods
(1950)  
proves the best buy
in
DANVILLE, VA.

5kw (d) A B C 1kw (u)

Rep: HOLLINGBERY

*癌

Video’s ‘49 Clients
(Continued from page 185)

TV networks today is at some vari-
ance with that of the radio net-
works.

The five leading classes of ad-
vertising on the radio networks in
1949 were, in descending order:
Foods, Toiletries, Smoking Mate-
rials, Drugs, Beauty Supplies, and
Cleansers. On the TV networks
the top five were: First, Smoking
Materials; next, Radio and TV Re-
ceivers and Audience Instruments
(which as a class stood 22d in the
radio network list); third, Auto-
motive (sixth on radio); fourth,
Foods, and fifth, Toiletries. Drug
advertising, always a major radio
network class, ranked 11th among
the users of network television.

For 1950 the picture contains
nothing but continued growth for
Television. The set manufacturers
promise an output of some 4 mil-
ion receivers this year, doubl-
ing the medium’s present potential
circulation by 1951 and the addi-
tion of new stations, which last year
rose from 50 in operation at the
beginning of the year to 97 at its
conclusion and now 105, has
just about ended until the freeze
is lifted, but increased hours of
operation may be anticipated from
those stations which are on the air.

Following the precedent estab-
lished by radio more than 25 years
to, television broadcasting began
an as almost exclusive nighttime
program operation, except for base-
ball and football games and other
special events. Daytime program-
mist, still in a tentative stage on
individual stations a year ago, has
increased steadily and a few hours
of network daytime service are now
available. Further daytime de-
velopments, both locally and on a
network basis, are certain in the
months ahead.

Time Charges

Time charges of TV stations have
advanced proportionately to the
growth of the audience and ad-
vertising rates already mentioned.
All charges are steadily increasing.

The question of ad copy char-
get, however, are more than matched by the sales
impact of this sight-sound-and-motion
medium and in the gross this is no
sign of anything but expanded use of this
medium by advertisers on all levels.

TV network time sales for the first
months of 1950 totaled $3,500,-
000, a rise of 43.9% over the gross
time sales of the TV networks in
the same months of 1949, which
reached $1,992,250.
MUSIC for CANADA

BMI means “Music for Canada.” It also means that music by Canadians will at last attain a prominent place among the world’s musical literature.

For it is through the combined resources of BMI CANADA LIMITED and BROADCAST, INC. that the broadcasters of Canada today, for the first time, possess an international repertoire of music which is, in effect, Canada’s own music.

Today BMI CANADA LIMITED represents hundreds of composers, authors and publishers throughout Canada and controls the largest repertoire of Canadian music in the world.

Not only does BMI CANADA LIMITED provide broadcasters with a vast source of performable music and give aid and services in the programming of music, but now for the first time Canada has an organization expressly designed to publish and develop the creative efforts of the nation’s musical talent.

And because the management of BMI CANADA LIMITED is directed and guided by a board of directors consisting of representatives of the entire Canadian broadcasting industry, its activities and its objectives are those of the broadcasters themselves.

"WHEN IT’S BMI CANADA IT’S YOURS"

BMI CANADA LIMITED
TORONTO  MONTREAL  VANCOUVER
WJFC Grattonville, N. Y.—CP to change from 1480 to 1500 kw untl. to 1509 kw 5 kW D-N D-F Feb. 25-1500

KD9J Deadwood, S. D.—CP to change from 1050 to 1080 kw D-N D-F Feb. 25-1080

WJIN Merrill, Wis.—Mod. CP AM station to change from DA-DN to DA-N. Mod. CP new FM station for extension of license term date: WROW-FM Ronakoe, Va.—WISC-FM Madison, Wis.; WPFW-FM East Hartford, Conn. WJIN-FM Merrill, Wis.—Mod. CP new FM station for extension of license term date: WROW-FM Ronakoe, Va.—WISC-FM Madison, Wis.; WPFW-FM East Hartford, Conn.

APPLICATION TO REVIEW

WJAC-TV Johnstown, Pa.—CP new commercial TV station to change from 85 kw V.S. to 3.7 kw as. to 35.6 kw V.S. 15.1 kw.

April 10 Decisions

ACTION ON MOTIONS
By Commissioner George E. Stirling
Pattonville, Iowa, N. Y., and Mid-Island Radio Inc., Patagonico, Md., to request extension to April 14 of period of time for initial decision in proceeding from Mid-Island Radio Inc. Wurraysee Co., Waycross, Ga.—Granted request to dismiss application.

KSGM Ste. Genevieve, Mo.—Granted leave to amend application to reduce power from 1 kw to 500 w D-DA and application amended, request removed from hearing docket.

KSFG General Counsel.—Granted request for extension to May 6 in which to file evidence by grantee in proceeding issued on grantee's petition to increase power to 2 kw and station location, and to initial decision issued in proceeding on request of Mid-Island Radio Inc.

WPOR, Portland, Me.—Granted request to dismiss without prejudice application.

By Jack P. Blume
KFXD Wichita Falls, Tex.—Requested leave to amend application to change daytime DA permitted in engineering portion of application; application amended, request removed from hearing docket.

Brazoria County Bystg. Co., Freeport, Tex.—Granted petition for extension of license term date in which to file evidence by grantee in proceeding issued on grantee's petition to install auxiliary trans. and make changes in the presently authorized standard station; by Radio Assoc. Inc., Houston, Tex.—Granted extension of period of time for initial decision in proceeding to April 24. By Hearing Examiner Basil P. Danner, Jr.

By Hearing Examiner J. Cunningham
A. D. Ring & Co., Washington, D. C.—Granted CP new FM station to change from 200 to 250 mc and station location.

APPLICATION RETURNED
W+W Evansville, Ind.—SAA to operate on 680 kw 100 kw untl. for period of six months from April 24.

MODIFICATION OF LICENSE
W+W Evansville, Ind.—Mod. license to increase power to 100 kw untl. to 250 kw V.S. 129 kw.

March Renewal

Wiese Dist., Flora, Ill.—Granted license for new noncommercial educational FM station; 81 mc, Chan. 219.1 w. London, N. Y.—Granted CP for new noncommercial educational station; 81 mc, Chan. 219.1 w. London, N. Y.—Granted CP for new noncommercial educational station; 81 mc, Chan. 219.1 w.

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Phone, Olympic 7659

BROADCASTING • Telecasting
April 17, 1930 • Page 161
Color Hearing

(Continued from page 158)

decision as to what we want, and I'll answer any question you want; but on the other hand we are not in position either of offering to do it, and we feel, therefore, that we would make such receivers available to the public for them, not by any concept that we would have here at the present time.

He estimated that adding automatic adapters to new sets in the factory would increase the retail cost $21 to $24, or $100,000 a year to the public.

At one point Mr. Plotkin asked: "Are you saying that if the Commission adopts a system that you have faith in, you will build for it, but that if the Commission adopts a system that you do not have faith in, you will not build for it?"

"I don't say that," Dr. Engstrom replied. "We don't know what we would do." He said RCA's reputation is involved, and that "in the one case we have faith [that] when we build a product a compatible receiver would get dollar return for the money spent, and in the other case it is a system in which we do not have faith, therefore, we would want to reappraise the situation as it developed."

Dr. Engstrom said this applied only to production of sets bearing the RCA name—that RCA would, on order, build non-compatible equipment for others to sell under their own names.

FCC Compulsion

Mr. Plotkin held that apparently FCC was not bound to any promise of sets bearing the RCA name—that RCA would, on order, build non-compatible equipment for others to sell under their own names.

He said: "If FCC should standardize both monochrome and color to CBS standards, Dr. Engstrom said in answer to another question, RCA "would have to decide whether we would want to sell television receivers."" Asked whether RCA might go out of the receiver business, he said TV set sales were the backbone of the industry but he could not give a yes-or-no answer before FCC ruled on color and whether it thought the public would buy.

Dr. Plotkin said success of a pro-CBS decision would depend upon whether or not voluntary compulsory cooperation of industry, and interpreted RCA's position as not being "voluntary."

"It is not voluntary at this time," Dr. Engstrom said, adding he had no telling what it would be otherwise.

"If the Commission adopts an incompatible system, at least we can implement it," Mr. Plotkin asked, "it cannot rely on voluntary coop-
eration of the RCA?"

"It cannot rely on voluntary coop-
eration of the RCA to begin at some time before the fact to add equip-
ment to a black-and-white receiver in order that it may receive signals which will exist at some time in the future. But beyond that I don't think I have indicated a lack of cooperation," Dr. Engstrom as-
serted.

WBZ-TV DRAMA

Gas Firm Sponsors Comedy

D RAMAT I C TV series, That Young Couple, presented by Bos-
ton's Brattle Theatre Co., made its debut last month over WBZ-TV Boston. Sponsored by the Boston Consolidated Gas Co., the live half-
hour weekly domestic comedy, set in a New England background and depicts the trials and troubles of a young suburban Boston couple. Emanating from the WBZ Radio and Television Center, the 13-week series involves more than 50 people. The live opening and closing commercials are handled by Art Assistention, Inc., Boston.

Participating as sponsors with the Boston Consolidated Gas Co. in the series are: Shapiro & Co., Inc., Boston; United Fruit Co., Boston; Western Union, New York; Eastern Gas & Electric Co., Boston; American Motors Corp., New York; Fiat, New York, and Colonial Auto Sales, Inc., Boston.

Highlight of the half-hour program is the domestic comedy, "That Young Couple," written and produced by Elbert Hooper, Jr., one of the creators of "The Hooper System." The show, featuring a married couple, Mr. and Mrs. Ted Hartigan, is a rare move on television, and is made possible by independent sponsors.

"That Young Couple" is produced by Ray A. Marquardt, former director of the Brattle Theatre Co., and is directed by John Martin. The series is produced by Al Hartigan of the WBZ-TV staff, with Albert Marre, director of the Brattle Theatre Co., assisting in dramatic direction.

The contract was arranged through Harold Cabot & Co., Inc., Boston agency.

HOOPER SYSTEM

TV Measuring Test Set

TELEVISION test of C. E. Hooper's new automatic television measurement system announced recently by the Los Angeles Chamber of Commerce television meeting, will be made within the next few weeks in Los Angeles.

Initiation of the system awaits completion of negotiations with the telephone company inasmuch as telephone circuits are required. System, although to be tried first on television, is adaptable to any monitoring device for both radio and TV. According to Mr. Hooper, the new measurement process will give re-

ductions of an evening show the month in which complete breakdown of results within 24 hours.

Sample of 500 homes selected as "representative of the population which will be used in the test. The system employs a special de-
vice which will be placed inside home receivers connected by phone lines to a central Hooper office. Signals sent from the central of-

dice into the equipment in the home establishing contact with it and causing it to send back signals which record the results on tape within three and one half seconds.

TV INFLUENCE

Non-Industry Look Urged

THE TELEVISION industry needs an understanding of the medium as a social force and a spokesperson from the NAPO who can interpret TV to the public, according to George Jennings, director of the School Broadcast Conference and the Chicago Board of Educa-

tion. He outlined TV's influence on children at a meeting of the Chicago Television Council on April 5.

Rather than "the compatibility of (color) TV to (monochrome) TV, I wonder about the compatibil-

ity of TV to homes, schools and public service," Mr. Jennings said. The excellent shows we do see and hear are signposts point-

ing the way.

TV PRODUCERS

TPA and ITPA Merger Set

MERGE of Television Producers Assn., Hollywood, and Independ-
ent Television Producers Assn., New York, as National Society of Television Producers will become effective within a few weeks fol-

lowing approval by both boards. Contract and bylaws for the new constitution are now being drawn up by the two boards.

New York group at the present time represents 40 independent television producers headed by Paul Sulds, president. Los Ange-
les group has approximately 50 members. Bernie Elbert is acting president in place of Mal Boyd, currently working out of New York.

The national association will be open to similar groups in other cities who wish to join.

EDUCATION MEET

Quaker City Group Plans TV

IN conjunction with "Schoolmen's Week" at the U. of Pennsylvania, a two-day conference on television and education will be held April 20-21 in University Museum under sponsorship of the Philadelphia Chapter, Associated Educational Radio, representing the Philadel-

phia Board of Education.

Subjects of discussion will include classroom utilization of television, workshop techniques for educators and school-station cooperation in television. Principal speaker at the Thursday dinner meeting will be Sen. Francis Case (D-S.D.), chairman of the Senate sub-committee on communication in education. Principal speaker at the Thursday dinner meeting will be Sen. Francis Case (D-S.D.), chairman of the Senate sub-committee on communication in education. Principal speaker at the Thursday dinner meeting will be Sen. Francis Case (D-S.D.), chairman of the Senate sub-committee on communication in education. Principal speaker at the Thursday dinner meeting will be Sen. Francis Case (D-S.D.), chairman of the Senate sub-committee on communication in education. Principal speaker at the Thursday dinner meeting will be Sen. Francis Case (D-S.D.), chairman of the Senate sub-committee on communication in education.
Situations Wanted (Cont'\n)

Top announcers: top newscasters: top writers: available now. Write phone or wire Box 796E, Broadcasting.

Radio station managers, directors. For your city, state or region. Write: Arthur Godfrey was a taxi chauffeur and he never forgot it. You don't. He doesn't possess special talent, neither do I. However, I approach it. I am a news sports' announcer with a broad and entertaining voice, I can announce all sports, play-by-play or the sports show a brief and entertaining version. Innovations here, or anywhere. I have wide experience, available now. (TV) Box 796E, BROADCASTING.

New Magnecorde PT-A tape amplifier, $425. Combination 1+800 company. 634-3040. Box 796E, Broadcasting.

Save $18,500. Complete FM transmitter and 1 kw power amplifier. Includes GE ET-B 1 kw transmitter, 15 kw amplifier, a monitor. (CE BY 48.4 6 meter antenna with mast, 100 Winchender type 350 high efficiency tower, magnetic lighting equipment, 100k 1 3 45 type 35 transmission line, right angle 2, 45 single ends, expansion joint, reducers, support brackets, etc. Available at $500. Wired or write WENY, Elmira, N.Y.

Disc recording equipment for sale, all Presto. Two #4 recorders, $175 each, one #6A recorder, $175.00 each. Total $450.00. If bought in lot, total price $350.00. Excellent condition, high quality. Will sell complete line at one time. Write or call. 

Situations Wanted (Cont’\n)

BROADCASTING.

Top producers. Young, recent graduate. First and Valley ambition.ing.


HELP WANTED

Information engineer: 20 kw AM, 3 kw FM, TV, control board, re- motes. Good background. Sifiable, car will travel. Box 796E, BROADCASTING.

WANTED

PAK-TV WHE BUYER


Help Wanted

WANTED

SALES FOLK WANTED

New kilowatt desires experienced salesman. First radio station in virgin market in Mid-Atlantic region. Earnings unlimited thru in- centive plan with salary to start. Box 796E, BROADCASTING.

Situations Wanted (Cont’\n)

Salesmen

Radio and TV EXECUTIVE AVAILABLE

This is your opportunity to move up to the next level in your ex- perience and station management. You will share the rewards of these plentiful opportunities in a 50 kw station with a professional and excellent reputation. Please write.

Box 796E, BROADCASTING.

ANNOUNCER-CHIEF ENGINEER, offers 10 years experience as com- bination man. Deep resonant voice and friendly personality adds real majesty to large or small market sta- tion. Married, two children, perma- nently settled. Any location. Wages desired. Sober, hard working will be greatly rewarded. Box 796E, BROADCASTING.

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CATHOLIC ASSN.

Broadcasters Meet April 29

Selling the best news, entertainment, and religious programs for Catholic stations. Welcome stations of any size. Write Box 157, WILM, Wilmington, Del.

WPEN's New Home

WPEN-AM - FM Philadelphia is using a new home as its base of operations. Station now is broad- casting from the three-story Philco Bldg. it has purchased at 2212 Walnut St. Studio-auditorium shares space on the first floor with a drug store. Second floor is occu- pied by modern air-conditioned offi- ces and executive quarters. Third floor is given over to five studios, four control rooms, one of which is the master control room, the second floor, under the management of Ed- ward C. Obrist, WPEN general manager, said the move from 1528 Walnut St. was made to keep pace with the advance of the radio in- dustry which he said, "will expand as never before in the next five years. . . ."

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National Nielsen-Ratings Top Programs
(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

Nielsen-Ratings: MARCH 5-11, 1950

DST SCHEDULES

ALL FOUR nationwide networks will again this summer employ the split network, recorded repeat program service plan used in previous years. Plan will deliver programs to affiliated stations and their audiences at the accustomed times, regardless of whether the station is located in a community which goes on Daylight Saving Time for the summer months or one which remains on Standard Time throughout the year.

Essentially, the plan is simple. Programs are fed by the networks as usual to stations in cities which, like New York, go on DST on April 30. For other cities, which remain on Standard Time, these programs are recorded at key points and sent over a special auxiliary circuit which gives the network programs to the stations an hour later than the DST service, or at the same local time. That is, a network program reaching a station at 0 p.m. during the winter will during the 22 weeks of DST, still reach it at 8 p.m. by its local clocks, whether they register Standard or Daylight Saving Time.

ABC, MBS Problems

For NBC and CBS that ends it. ABC and MBS have special problems, however, which call for special treatment. ABC's Stop the Music, has been exempted from the general plan because local phone calls to listeners across the country. This program will be broadcast to the full network each Sunday at 6:30 p.m. during the summer as it is the rest of the year.

Mutual's special exception to the general rule is baseball. This network's daily baseball broadcasts will be fed live at game time to all affiliates taking the games except those on the West Coast, which will get them by recordings for broadcast starting at 1:30 p.m. PST. The Mutual stations in communities remaining on Standard Time will thus lose the hour of Mutual programs immediately preceding the game, but will be fed these immediately following the baseball broadcast instead. MBS will set up a special afternoon program service for affiliates not taking the ball games because of local commitments at some time during the afternoon.

NARS Names Knodeled

WILLIAM KNODEL, Avery Knodeled Inc., was elected chairman of the Chicago council of the National Assn. of Radio Station Representatives, it was announced last week by T. F. Fleming, managing director of NARSR. Mr. Knodeled, who will hold office until December 31, was elected by a committee which included John Stebbins, The Bolling Co. Inc.; C. E. Peterson, The Brantham Co., and Mr. Knodeled.

The four major networks will be represented at the NAB convention at the Stevens Hotel in Chicago by the following executive personnel:

ABC: Edward J. Noble, chairman of the board; Mark Woods, vice chairman of the board; Robert B. Kintner, president. Vice presidents attending for ABC will be: Robert H. Hinckley, Ernest Lee Jahncke, in charge of station relations, and Joseph A. McDonald, secretary and general attorney.

CBS: Herbert V. Akerberg, vice president in charge of station relations of the broadcasting division; Robert Edward, president of the board; William Schult Jr., director of station relations; Edward Hall, Eastern Division manager; Edward Madden, assistant to the president; Frank Russell, vice president in charge of Washington operations; Hugh M. Sev Jr., research director; O. B. Hanson, vice president and chief engineer; Easton C. Woolley, director of station relations; Charles Hammond, vice president in charge of radio advertising promotion; Norman Cash, Burton Adams, Frank De Russy, Buck Byford, Thomas Knedle and Steven Flynn of the station relations department; Carleton T. Smith, director of TV operations; Sheldon H. Hickox Jr., TV director of station relations.

Electronic Dictionary

A DICTIONARY OF ELECTRONIC TERMS. Edited by Harry L. Van Vlaijer, Ph.D. Published by Allied Radio Corp. (7440 W. 41st Ave., Chicago 23, Ill.)

CONTAINING over 2,500 terms used in television, radio and industrial electronics, A Directory of Electronic Terms answers the need for an accurate, up-to-date reference source of words used in the rapidly expanding electronics field. It also contains over 126 illustrations of the various types of components, equipment and electronic circuits, as well as an appendix section containing useful radio data.

April 17, 1950 • Page 165
## INDEX TO ADVERTISERS

<table>
<thead>
<tr>
<th>Equipment</th>
<th>124</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Daven Co.</td>
<td>Gates Radio Co.</td>
</tr>
<tr>
<td>Mognacord, Inc.</td>
<td>J. A. Maurer, Inc.</td>
</tr>
<tr>
<td>Presto Recording Corp.</td>
<td>Radio Corporation of America Back Cover</td>
</tr>
<tr>
<td>RCA (Tube Dept.)</td>
<td>Revere Camera Co.</td>
</tr>
<tr>
<td>Stainless, Inc.</td>
<td>General Radio, Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classifications</th>
<th>Networks and Groups</th>
<th>Stations—Contd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Radio Publications, Inc.</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>Associated Artists Productions, Ltd.</td>
<td>137</td>
<td></td>
</tr>
<tr>
<td>The Association of Federal Communications Consulting Engineers</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>Associated Program Service</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Blackburn-Hamilton Co.</td>
<td>165</td>
<td></td>
</tr>
<tr>
<td>Blair TV, Inc.</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td>The Branham Company</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Broadcast Music, Inc.</td>
<td>12, 13</td>
<td></td>
</tr>
<tr>
<td>BMI Canada, Ltd.</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>Capital Records, Inc. (Broadcast Div.)</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>Classified Advertisements</td>
<td>1, 13, 14</td>
<td></td>
</tr>
<tr>
<td>Consulting Radio Engineers Directory</td>
<td>161</td>
<td></td>
</tr>
<tr>
<td>Employers Reinsurance Corp.</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Fimnrack Car Co.</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td>Frazier &amp; Peters</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>Headley-Reed Co.</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Lang-Worth Feature Programs, Inc.</td>
<td>60, 61, 62, 63, 69, 108, 112, 120, 128, 129</td>
<td></td>
</tr>
<tr>
<td>Howard J. McCollister</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>Joseph Hershay McGillivray, Inc.</td>
<td>110, 113, 124, 130, 156, 158</td>
<td></td>
</tr>
<tr>
<td>Charles Michelton, Inc.</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td>Mutual Entertainment Agency, Inc.</td>
<td>152</td>
<td></td>
</tr>
<tr>
<td>Paramount Television Productions, Inc.</td>
<td>132</td>
<td></td>
</tr>
<tr>
<td>Radio Features, Inc.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RCA Institutes, Inc.</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>RCA Recorded Program Services (Insert) 71, 72, 73, 74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RCA Thesaurus</td>
<td>121</td>
<td></td>
</tr>
<tr>
<td>Service Directory</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td>SESAC, Inc.</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Standard Radio Transcription Services, Inc.</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>Standard Television</td>
<td>147</td>
<td></td>
</tr>
<tr>
<td>Transio Radio, Inc.</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>T-V Check, Inc.</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>United Press</td>
<td>107</td>
<td></td>
</tr>
<tr>
<td>U. S. Brewers Foundation</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>Weed &amp; Co.</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Frederic W. Ziv Co.</td>
<td>8-9</td>
<td></td>
</tr>
<tr>
<td>Don Lee Broadcasting System</td>
<td>84, 85</td>
<td></td>
</tr>
<tr>
<td>The Fort Industry Company</td>
<td>90, 91</td>
<td></td>
</tr>
<tr>
<td>Mutual Broadcasting System</td>
<td>26, 27</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Company</td>
<td>116, 117</td>
<td></td>
</tr>
<tr>
<td>Pacific Regional Network</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Radio Luxembourg</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Sports Broadcast Network</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Steinman Stations</td>
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<tr>
<td>CKLW, Detroit</td>
<td>62</td>
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<tr>
<td>KCNO, Kansas City, Mo.</td>
<td>106</td>
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</tr>
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<td>KCNI, Broken Bow, Neb.</td>
<td>124</td>
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<td>KDGA, Pittsburgh</td>
<td>95</td>
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<td>KFJ, Los Angeles</td>
<td>59</td>
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<td>KMBC-KFRA, Kansas City, Mo.</td>
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<td>KODY, North Platte</td>
<td>103</td>
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<tr>
<td>KOMA, Oklahoma City</td>
<td>88</td>
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</tr>
<tr>
<td>KRMN, Des Moines</td>
<td>123</td>
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<td>KROD, El Paso</td>
<td>94</td>
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<tr>
<td>KSO, Des Moines</td>
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<tr>
<td>KTVK, Los Angeles</td>
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<td>KTVU, San Francisco</td>
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<td>KWWK, Shreveport</td>
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<td>WCFL, Chicago</td>
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<tr>
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<td>129</td>
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<td>WFMJ, Youngstown</td>
<td>102, 156</td>
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<td>WGN-TV, Chicago</td>
<td>143</td>
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<td>Inside front cover</td>
<td></td>
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<tr>
<td>WHMM, Memphis</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>WHR, Hemstead, Li.</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>WHE, Des Moines</td>
<td>53</td>
<td></td>
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<tr>
<td>WBK, Topeka</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>WISH, Indianapolis</td>
<td>28</td>
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<td>WITV, Baltimore</td>
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<td>WKRC, Cincinnati</td>
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<td>WKO-KWJF, Kalamazoo-Grand Rapids</td>
<td>97</td>
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<td>WLAV-TV, Grand Rapids</td>
<td>155</td>
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<td>WLS, Chicago</td>
<td>16-17, 18, 120</td>
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<tr>
<td>WLW, Cincinnati</td>
<td>Inside back cover</td>
<td></td>
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<tr>
<td>WMAR-TV, Baltimore</td>
<td>149</td>
<td></td>
</tr>
<tr>
<td>WMBG, Chicago</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>WMBM, Miami Beach</td>
<td>96</td>
<td></td>
</tr>
<tr>
<td>WMGM, New York</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>WAT, Cedar Rapids</td>
<td>77</td>
<td></td>
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<tr>
<td>WNAW, Yankton, S. D.</td>
<td>101</td>
<td></td>
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<tr>
<td>WOR, New York</td>
<td>Front cover</td>
<td></td>
</tr>
<tr>
<td>WOR-TV, New York</td>
<td>Front cover telecasting (121)</td>
<td></td>
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<tr>
<td>WORD, Spartanburg</td>
<td>113</td>
<td></td>
</tr>
<tr>
<td>WORK, York</td>
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<td>WOW, Omaha</td>
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<td>WQQA, Moline, Ill.</td>
<td>119</td>
<td></td>
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<tr>
<td>WRAW, Reading</td>
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<tr>
<td>WREN, Topeka</td>
<td>110</td>
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<tr>
<td>WSP, Portsmouth, Va.</td>
<td>118</td>
<td></td>
</tr>
<tr>
<td>WSAY, Rochester</td>
<td>108, 112, 123, 160, 162</td>
<td></td>
</tr>
<tr>
<td>WSAT, South Bend</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>WSJS, Winston-Salem</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>WSPR, Springfield, Mass.</td>
<td>155</td>
<td></td>
</tr>
<tr>
<td>WSTR, Syracuse</td>
<td>157</td>
<td></td>
</tr>
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<td>WTWN, Watertown, Wyo.</td>
<td>128</td>
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<tr>
<td>WTTS-TV, Bloomington</td>
<td>60</td>
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<tr>
<td>WWJ, Detroit</td>
<td>87</td>
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<tr>
<td>WWL, New Orleans</td>
<td>34-35</td>
<td></td>
</tr>
</tbody>
</table>
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Now, with RCA's Duo-Cone loudspeaker, the goal is achieved. Two sound cones in acoustical alignment reproduce sound without distortion—give you every tonal value from a frequency of 30 on to 15,000... and even 18,000 cycles. It is in the area above a frequency of 4,000—seldom touched by conventional speakers—that most of the all-important "overtones" lie. RCA's Duo-Cone loudspeaker reproduces every overtone—to the very peak of a violin's range—and just as faithfully gives you the deep low notes of a bass drum!

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The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949... an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946... a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat... it’s still *Bargain Day* at The Nation's Station!

*Nielsen Radio Index*