how a WOR sponsor's sales went up—

in smoke!

Wally Frank makes pipes (what ad man doesn't know that!)

Wally Frank wanted to sell more pipes—though it's no slouch when it comes to getting rid of high-priced briar.

Said they to WOR, "Hey, can you sell lots of pipes for us fast, at, mind you (they raised a warning finger) low cost?"

Said we, "Sure." Brass, you know.

Anyway, eight newscasts on WOR—just 8, remember—started 5,899 people dropping coins into phones to call Wally Frank and say, "Look, let's have a pipe." The result? $23,301 in cold, hard cash for nice new pipes!

In other words, every dollar Wally Frank spent on WOR, produced $7.00 in sales.

That's selling. We do it daily. Can we do it for you?

Our address is—

—that power-full station at 1440 Broadway, in New York
This increase in livestock production spells cash-in-the-bank prosperity for Kentucky farmers... for livestock receipts represent well over one-half of Kentucky's total farm income.

Based on a recent University of Kentucky College of Agriculture report of livestock gains over a years period.

**WHAS alone serves all of Kentuckiana**

with the only complete Farm Programming Service for Kentucky and Southern Indiana

The Kentuckiana farmer depends on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

**WHAS**

50,000 WATTS  ★ 1 A CLEAR CHANNEL  ★  840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director  ★  NEIL D. CLINE, Sales Director

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

while you're in town—

c'mon over to our joint and ask us about
Tello-Test with merchandise prizes...

the hottest radio deal of 1950.
Over 65 new orders in the past two weeks!

Walter Schrinner
President RADIO FEATURES, Inc.
75 East Wacker Drive
Phone FRanklin 2-4392

P.S. I'll buy you a Scotch! (Johnny Walker Black Label, no less!)
Closed Circuit

BECAUSE WAYNE COY, FCC Chairman, has never been one to pull his punches, delegates to NAB Convention are awaiting with bated breath his speech tomorrow (Tuesday). Pre-convention speculation centers around prospect that Chairman will tell broadcasters facts of life under new radio-TV competitive order and probably marshal into one talk all of those controversial observations he has made concerning radio arts in last six months.

FCC LAWYERS are building case for overall investigation of network procedures and practices, including highly controversial network representation of affiliates in national spot raised by Natl. Assn. of Radio Station Representatives two years ago. Currently pending is preliminary report suggesting no determination of representation issue until full scale inquiry is undertaken.

RE ABOVE, it’s presumed FCC action will await completion of functional reorganization which involves appointment of director of Broadcast Bureau, sitting directly under FCC. Harry Plotkin, senior assistant general counsel, regarded as most likely appointee and as such would direct network inquiry.

CREDIT for carrying first commercial color telecasts goes to NBC's WNBW (TV) Washington. So that FCC members can examine RCA color on their home receivers, NBC got permission to duplicate, in color, half-hour black-and-white program snippets of various show from 6:30 to 7 p.m. daily. Thus far commercials have been carried in black-and-white.

LOOK FOR another legislative blast deriding FCC because of purported indirect restraint upon stations which might editorialize. Complaints from constituents of West Coast Congressmen may result in legislation to guarantee some recognition for radio from free speech standpoint as is accorded newspapers. FCC action in WLW New York case (see this page) adds legislative fuel to editorial fire.

KNITTED-BROW departments working overtime on what to do about new labor series of International Assn. of Machinists titled Sing a Labor Song. If initial plotters are criterion, series will handle dispararily opulent of “bosses,” as against plight of wage earners. Some stations rejecting series because network do not handle dramatizations of controversial issues; others on ground they do not sell such time but give it away.

AFTER SHOWING roughly half-million-dollar loss in 1949 attributable largely to substantial capital investments in TV real estate, convention and properties, ABC expected to show profit in overall operations for first quarter of 1949 (see story page 42).

NATIONAL BISCUIT Co. (Nabisco) through McCann-Erickson, New York, preparing radio campaign to start May 1 in 12 markets.

Upcoming

April 17-19: NAB Management Conference, Stevens Hotel, Chicago.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.
May 7: Institute for Education by Radio, Ohio State U., Columbus, Ohio. (Other Upcomings on page 54)

'MAYFLOWER DECISION' INTERPRETED BY FCC

INTERPRETING its “Mayflower Decision” on editorializing, FCC said Thursday that stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance." Interpretation came in letter telling WNW New York that station "erroneously interpreted" Mayflower Decision in carrying editorializing, supporting National Fair Employment Practices Commission without taking "affirmative steps to seek out and present" differing viewpoints, asked for statement of WNW's "future policies."

Comrs. Hyde and Jones reportedly did not concur in issuance of letter. Chairman Coy did not participate. Related editorializing question is pending in UAW-CIO complaint that WWJ Detroit would not sell time to union to discuss strike at Chrysler plant because Chrysler would not buy time to present its side.

7 AM, 16 FM CPs GRANTED BY FCC

SEVEN NEW AM and 16 FM stations granted Thursday by FCC, including eight Class A, two Class B FM's in Los Angeles area and three Class B's in Baltimore. Grants:
(FM) Los Angeles area—Don C. Martin tr/a School of Radio Arts, Beverly Hills, Ch. 328; W. H. Haupl, Ingletown, Ch. 328; Centinela Valley Bestg. Co., Inglewood, Ch. 284; KDWH, Santa Monica, Ch. 323; KFOX, Long Beach, Ch. 272; Alhambra Broadcast Co., Alhambra Ch. 273; WRMK Burbank, Ch. 275; KMGH, Denver, Ch. 276; Lakewood Broadcasting Co., Temple City, Ch. 276; Whittier Bestg. Co., Whittier, Ch. 246; Robert P. Adams, Glendale, Ch. 228; Maranatha Bestg. Co., Los Angeles, Ch. 275; Maranatha Bestg. Co., Los Angeles, Ch. 228 (formerly had conditional grant). Baltimore—WDRS-TV, Ch. 234; WJZ-TV, Ch. 222; Tower Reality Co., Ch. 294; Others—BPF Palatka, Fla.; WXXL, Wash., Ch. 250; WZTO Laurinburg, N. C., Ch. 282.

WNEW NAMES PACK

RICHARD PACK, director of publicity and special events at WNEW New York, promoted to post of program director, told Co. that Pack was designated to become manager of WNJCB-AM-FM and WBNB TV (NY) New York.

Business Briefly

NBC-TV BUY • Anchor-Hocking Glass Co., Lancaster, Ohio, buys NBC variety program to start May 16 on 14 NBC-TV stations, Mon.-Fri., 11-12 p.m. Schedule reportedly largest single sale in network TV, Contract, 62 weeks. Agency: William H. Weintraub, New York.

THOR SPOTS • Automatic Washer Co., Newton, Iowa, for Thor washing machine, preparing series of one-minute TV spots to be placed nationally through Earle Ludgin Agency, Chicago.

KOBK HITS NAB SERVICE, URGES HEADQUARTERS MOVE

PRACTICAL forums and free-for-alls instead of inspirational speeches should feature annual NAB Convention, Ed Kobk, business consultant, newly-elected NAB director and part owner of WTWA Thomson, Ga., declared in speech prepared for Sunday Independent's Day luncheon at Stevens Hotel, Chicago.

In basic attack on present association service, Mr. Kobk said NAB should move headquarters to New York or Chicago; set up AM and TV divisions or else split into separate AM and TV trade associations. He warned against selling radio short in face of TV competition and cautioned AM industry not to be stampeded by rate pressure blocs; demanded strict self-regulation to prevent issuance of new Blue Book; opposed tripartite control of industry research, and approved recent elimination of confusion in duplicated network program rating services.

WME Hearing

JAMES M. COX (WSB Atlanta, WIOD Miami, WHIO Dayton) testified in FCC hearing on proposed transfer of WME Miami that Arthur McBride, millionaire Cleveland sportsman and taxicab owner, who is one of principals in proposed WME licensee, once tried to interfere with him in Gangster Al Capone’s behalf. He said Mr. McBride approached him in 1930 when Mr. Cox’s Miami Daily News was conducting anti-Capone campaign. Mr. McBride’s Cleveland office issued statement quoting Mr. McBride as saying he “never knew Capone” and “never intervened for him with anyone or anyone else.” Under cross-examination by Paul M. Segal, Washington attorney for WME, Gov. Cox denied it was Daily News policy to “slant” news against WME.

Kya Sale Approved

SALE OF KYA San Francisco by Dorothy Schiff for $155,000-plus to J. Elroy McCaw and John Keating approved by FCC [BROADCASTING, March 20]. Buyers own KPOA Honolulu among other broadcast interests. FCC also approved to $1,000 sale of WCPM Middlesboro, Ky., by Elmer Dennis Smith and associates to group headed by A. G. Barton, on condition buyers dispose of WMIK there.


BROADCASTING • Telecasting
Packed with Profits...

These eight stations are foremost in the markets they serve. Every advertising dollar you spend on them gives you goodwill, profits. Write for sales facts and figures.

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
WFBM IS BUILDING FOR YOUR FUTURE, TOO!

- WFBM's expansion for the future is necessary, thanks to its tremendous success in Central Indiana. We need more room to continue providing the best possible TV and radio facilities to advertisers.

Even now, as the ground is being broken for our new studios, there are an estimated 38,500 television homes in our coverage area.

WFBM is first in audience and first in circulation...has been consistently tops in its 26 years of operation. And for promotion: WFBM's sales-stimulating merchandising campaigns have been deserving winners of many national awards. Add program excellence and you have the reason why your clients belong on Indiana's first stations—WFBM and WFBM-TV.

First IN INDIANA ANY WAY YOU JUDGE!
MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U.S.A.

More than 90 per cent of WMGM's current sponsors are RENEWALS! Potent proof of WMGM's ability to SELL—and keep on selling.

Renewing sponsors renew with INCREASED APPROPRIATIONS! Convincing proof that WMGM SELLS—and keeps on selling!

And no wonder—what a program lineup:

☆ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows—to do a down-to-earth selling job for you!

☆ New York's most complete sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives"). Including Ted Husing... Red Barber... Connie Desmond... Marty Glickman... Bert Lee... Sam Taub... Clem McCarthy... Bud Palmer... Fred Capostiglia.

☆ And the town's brightest presentation of news, music, and special events! From the 6:00 a.m. Newsread Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS—and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN
—They sell and sell and sell on WMGM

Call or write New York's Best Salesman

711 Fifth Avenue, New York 22, N. Y... MUrray Hill 8:1000

Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill... SUperior 7-8121
ZIV's New, Low-Priced, A Terrific Selling Job

"MEET 1.

Bought by Stations Like These:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBSM</td>
<td>New Bedford</td>
<td>100 W. Ind.</td>
</tr>
<tr>
<td>WKBX</td>
<td>North Adams</td>
<td>100 W. Ind.</td>
</tr>
<tr>
<td>KORC</td>
<td>Eugene</td>
<td>250 W. MBS</td>
</tr>
<tr>
<td>KROC</td>
<td>Rochester</td>
<td>250 W. NBC</td>
</tr>
<tr>
<td>WFFG</td>
<td>Atlantic City</td>
<td>250 W. ABC</td>
</tr>
<tr>
<td>WJIM</td>
<td>Pittsburgh</td>
<td>250 W. MBS</td>
</tr>
<tr>
<td>WWOB</td>
<td>Jasper</td>
<td>250 W. Ind.</td>
</tr>
<tr>
<td>WRDO</td>
<td>Augusta</td>
<td>250 W. NBC</td>
</tr>
<tr>
<td>KJLJ</td>
<td>Helena</td>
<td>250 W. NBC</td>
</tr>
<tr>
<td>WCOS</td>
<td>Columbia</td>
<td>250 W. ABC</td>
</tr>
<tr>
<td>WCLT</td>
<td>Newark</td>
<td>500 W. Ind.</td>
</tr>
<tr>
<td>WJCD</td>
<td>Seymour</td>
<td>500 W. Ind.</td>
</tr>
<tr>
<td>WSLS</td>
<td>Roanoke</td>
<td>1,000 W. ABC</td>
</tr>
<tr>
<td>KXRO</td>
<td>Aberdeen</td>
<td>1,000 W. MBS</td>
</tr>
<tr>
<td>WEHI</td>
<td>New Haven</td>
<td>1,000 W. MBS</td>
</tr>
<tr>
<td>WXOP</td>
<td>Birmingham</td>
<td>1,000 W. MBS</td>
</tr>
<tr>
<td>WIOD</td>
<td>Miami</td>
<td>5,000 W. NBC</td>
</tr>
<tr>
<td>KOTA</td>
<td>Rapid City</td>
<td>5,000 W. MBS</td>
</tr>
<tr>
<td>WNDR</td>
<td>Syracuse</td>
<td>5,000 W. ABC</td>
</tr>
<tr>
<td>WECB</td>
<td>Duluth</td>
<td>5,000 W. NBC</td>
</tr>
<tr>
<td>KJIR</td>
<td>Seattle</td>
<td>5,000 W. ABC</td>
</tr>
<tr>
<td>WNOX</td>
<td>Knoxville</td>
<td>10,000 W. CBS</td>
</tr>
<tr>
<td>WOR</td>
<td>New York</td>
<td>50,000 W. MBS</td>
</tr>
<tr>
<td>KCMO</td>
<td>Kansas City</td>
<td>50,000 W. ABC</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland</td>
<td>50,000 W. ABC</td>
</tr>
<tr>
<td>WSIB</td>
<td>Atlanta</td>
<td>50,000 W. NBC</td>
</tr>
</tbody>
</table>

...AND HUNDREDS MORE!

Radio's Most Entertaining Quarter Hour!

Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.
They talk about movie greats and music—fashions and food—teenagers and travel—parents' and pets—timely headline topics!
Peter, their 12-year-old son, completes the family group. Their charm and personality keep audience interest at a boiling point.
Across-The-Board Show Is Doing
For Stations And Sponsors!

THE MENJOUS

HIGHER RATINGS!
LOW-PRICED!

...or PARTICIPATION SPOTS!

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store WGR
Younkers Dept. Store KTRI
Sealy Mattress WBAP
Spring-Air Mattress WMPS
Pure Sealed Dairy WGL
Banner Dairy KFKE
Homeway-Johnson Furn. Co. KENT
Avery Bakersies WJFB
Omaha Public Utility KBN
Atron Savings & Loan WHTK
Forbes Coffee KXOK
Gill Coffee WMBG
Hafner's Coffee WTR
Griffin Grocery Co. KOMA
White Lily Flour KQV
General Electric Appliances WAB
Philco Appliances WAG
Ware Soap WKBC
Albers Super Markets WLOOK
Cherry & Webb Dept. Store WPBO
Trask's Dept. Store WERC
Everett's Super Market WVB
Taylor Hardware KITR

BUFFALO
SIOUX CITY
DALLAS-FORT WORTH
MEMPHIS
PHOENIX
TUCSON
FORT WAYNE
ABILENE
SHREVEPORT
DETROIT
OMAHA
AKRON

See the Amazing Success Story At
ZIV's N.A.B. EXHIBIT
Suite 500-501, Stevens Hotel, Chicago

VERREE TEASDALE MENJOU

... AND HUNDREDS MORE!

BE ON YOUR STATION!
From Hollywood • Guy Lombardo Show • Favorite Story (with Ronald Coleman)
Parade • Korn Kubbles • Songs Of Good Cheer • Boston Blackie • Philo Vance
Alice Blair • Calling All Girls • Old Corral • Lightning Jim • Sparky And Dud
• One For The Book

BROADCASTING • Telecasting

April 17, 1950 • Page 9
Advance Registration, NAB Management Conference

(All are registered at Stevens Hotel unless otherwise indicated.)

Aberle, Robert, CBS, New York
Albertson, Fred L., KONA Columbia, Mo.
Aldridge, Malcolm R., Jr., KFRC Columbus, Ohio
Alexander, John, KODY North Platte, Neb.
Allison, Frederick L., WLSA Harrisonburg, Va.
Anderson, Elwood C., WTMJ Milwaukee, Wis.
Arden, Jean, Bruce Eells & Associates, Hollywood
Armour, Campbell, WTAJ Norfolk, Va.
Ashenburt, John, Edward Petry & Co., Chicago
Atwater, Ellis, WJBC Bloomington, Ill.
Aujieri, J., Jr., WKAM Warsaw, Ind.

Avery, Lewis H., Avery-Knodel Inc., New York
Baker, Philip M., radio attorney, Washington
Baldwin, O. Keith, WBOC Cleveland, Ohio
Bank, Bert, WVTB Tuscaloosa, Ala.
Barrett, Maurice R., Barnes & Nelson, Washington
Barney, Wade, RCA Victor Division, New York
Barnhart, Charles E., WMID Peoria, III.
Beatty, J. Frank, BROADCASTING-TELECASTING.
Beatty, Richard V., WOAI East Liverpool, Ohio
Bellati, L. F., KSFI Stillwater, Okla.
Bennett, Sam H., KMBC Kansas City, Mo.
Benjamin, M. J., KOMA Oklahoma City
Bingham, George W., WKIP Poughkeepsie, N. Y.
Bishop, Burton, KTEN Temple, Tex.
Bishop, Lee, KONE Eugene, Ore.
Blackburn, James W., Blackburn-Hamilton Co., Washington
Blackman, E. G., WLAC Nashville
Blair, Forrest, Edward Petry & Co., Chicago
Blair, John P., John Blair & Co., Chicago
Blinn, M. M., Standard Radio Transcription Services Inc., Chicago
Bliss, C. Everett, KCIM Carroll, Iowa
Blooming, Herbert, Allen B. Dumont Laboratories Inc., Clinton, N. J.
Boodram, Hale, KFBI Wichita, Kan.
Borcher, Hugh K. Jr., WRFM Milwaukee
Bowden, J. L., WuBN Youngstown, Ohio
Brockner, Joseph L., WGY Silver Spring, Md.
Brock, Edward, KFVD Fort Dodge, Iowa
Brooks, Loren K., KTS Minneapolis
Brown, E. J., Frederick W. Ziv Co., Cincinnati
Brown, Carlston D., WTVI Waterville, Me.
Brown, R. M., KPOJ Portland, Ore.
Browne, Brian, KSWA Kansas City, Mo.
Buck, Edward J., WBT San Francisco, Calif.
Budness, J. Roy, WJDO Baton Rouge, La.
Dahl, Howard, WKBHI La Crosse, Wis.
Davis, Edward, KDFC Sausalito, Calif.
Davies, James H., RCA Victor Div., New York
Dennis, Walter L., Allied Stores Corp., New York
Devine, John S., NBC, New York
Dobbs, Murin, Compton Advertising Inc., New York
Doherty, George R., Radiotone Inc., Chicago
Dyson, Robert M., KFFE Des Moines, Iowa
Dyess, Dietrich K. Volkswagon, India
Dubbert, H. W., Benton & Bowles Inc., New York
Duvall, C. W., Traver Standard & Data Services
Dwight, Glenn, Broadcast Music Inc., New York

(Continued on page 14)
Respects

(Continued from page 98)

balance, Mr. Kaye went to work for the theatrical Shuberts, as their counsel.

He had worked for the Shuberts for several years when Ralph F. Colin, a member of the firm of Rosenberg, Goldmark & Colin, then and now counsel for CBS, invited Mr. Kaye to join the firm. In 1932, two years after he had done so, Mr. Kaye became a partner.

In those days CBS did not maintain as extensive a law department of its own as it has in later years, and Mr. Kaye performed almost all the network's legal work, except FCC matters. Although such labors were extensive, Mr. Kaye gratefully assumed other jobs, lest he languish in the torpor of a 10-hour day.

Through the '30s and early '40s he represented the NAB in copyright hearings before Congress. He was a member of the broadcasters' committee that negotiated with ASCAP in the early '30s when the licensing group first invoked its percentage basis of assessment fees.

In 1939 he was retained by the NAB to blueprint the organization that eventually became BMI.

Mr. Kaye's role in the ensuing few years of the battle with ASCAP and the emergence of BMI was monolithic. In the formative period of BMI, even he was satisfied that there was enough to do. It was not unusual for Mr. Kaye to get in a day's work in New York, take a night plane to, say, Los Angeles, hold a two-hour conference with broadcasters there, return by plane to New York and, upon arrival, resume the work he had left upon departure. He was occasionally frustrated by such distractions as sleep during this hectic period, but he made every effort to keep them at a minimum.

As executive vice president and general counsel of BMI from its formation, Mr. Kaye, more than any other individual, was responsible for its success (see story this issue).

By 1947, when BMI's place in broadcasting music seemed assured, Mr. Kaye found the security of that situation alarming. He decided to quit as the chief executive officer so that he could devote time to his numerous other interests.

Called 'A Publisher'

The incident that provoked his decision was the appearance of his picture in a music trade magazine with the caption "prominent music publisher...

"I decided that it was time I returned to the law," he said.

Mr. Kaye stepped out of the executive vice presidency, although continuing as vice chairman of the board and general counsel. Carl Haverlin, at the time vice president in charge of station relations of MBS, became BMI president.

At the height of the BMI pressure, in 1941, Mr. Kaye was retained by the newspaper-radio committee to represent it at FCC proceedings looking into newspaper ownership of radio stations. Mr. Kaye regards his contribution to that work as one of the most satisfying of his career.

It was during those proceedings that he set a precedent in FCC procedures. Until then the right of cross-examination had not been granted at FCC hearings, and it was Mr. Kaye who successfully argued for the establishment of such a right.

The tactics used by Mr. Kaye to try the newspaper-radio case hinged upon his belief that newspaper-owned stations were distinguishable from any other stations and that to deprive newspapers of the right of owning stations would be to imperil the rights of free speech.

Among the witnesses summoned by Mr. Kaye to support his plea was Arthur Garfield Hays, who provided eloquent testimony as to the belief that the abridgement of a newspaper's right to own a station would be also an abridgement of Constitutional guarantees of freedom of speech.

Another full-time activity that Mr. Kaye undertook in the midst of the formation of BMI was marriage. In 1940 he wed a New York girl, Muriel Gray, who, like her husband, is not addicted to idleness. At the moment she is director of the League of Women Voters in New York.

Such weekends and summer vacations as they find possible to take, the Kayes spend at their 170-acre farm at Cornwall Bridge, Conn., a two-and-a-half-hour trip from New York.

Their concept of lazy country weekends and summers is vigorous agriculture. Mr. Kaye in recent years has developed as shrewd an eye for a tomato as for a tort. He is in charge of the vegetable garden while Mrs. Kaye supervises the flowers.

Last summer, when Connecticut was plagued by prolonged drought, the gardens of the Yankee farmer who owns the Cornwall Bridge for generations shriveled and died. The crops of City Slicker Kaye, who was born, raised and still a resident in the same block on Manhattan, were bountiful. He had thoughtfully planted in shaded bottom lands. The amateur gardener kept his professional neighbors in vegetables throughout the summer.

Mr. Kaye's professional memberships are numerous. Last year he held chairmanships of the Copyright Committee of the Assn. of the Bar of the City of New York and of the copyright committee of the Patent, Trade Mark and Copyright Section of the American Bar Assn., the only instance of any individual holding both simultaneously.

He is a member of the UNESCO panel of copyright experts, of the New York State and County Bar Assns., and of the FCC Bar Assn. He belongs to the Lawyers Club, the Lotos Club of New York, the New York Radio Executives Club and to the Radio Pioneers Club.

OHIO U. PROJECT

Students Plan Ad Outlays

PLANNING and working out theoretical advertising budgets of $50,000 each, in cooperation with Cincinnati advertising men, have resulted in prize awards to five Ohio State U. radio advertising students.

The project was sponsored by the Advertisers Club of Cincinnati under direction of Howard Campbell of Gardner Publications Inc., club board member. Each student, in effect, became advertising manager for the station upon the blending of two station budgets, given between March 1 and May 30 to set up their campaigns with the theoretical $50,000 budget. Forty papers were submitted.

The winners, members of Dr. Kenneth Dameron's radio advertising class, are: Hilda Roller, Cleveland; William Smith, Parkersburg, W. Va.; Robert Rapp and Russell Raymond, both of Columbus, and Karl Dickem, West Jefferson, Ohio.

FM PROMOTION campaign at WTAG-AM-FM Worcester, Mass., gives extra boost by switching station breaks to read, "WTAG-FM and AM."
for distribution or other reasons, they can not use network radio. The
Entertainment and Amusement ad-
vertisers are a good case in point. When
they spent less than $10,000
on the networks in 1948, their net
spot appropriations were approxi-
mately $2,565,000. The Publishing
and Media field, which bought
over $2 million net in spot time,
spent $911,814 on the networks.

Spot users are a much more di-
versified group than those which
buy network time. While there
were only 241 network users re-
ported in 1949, spot business was
placed by several times this num-
ber of advertisers. The leading
network user in 1949, Procter &
Gamble Co., spent over $173.3
million gross in the medium, more than
was spent in all but the top spot
product classifications. Food and
Food Products.

Network business is highly con-
centrated in the top five product
classifications with a total of
almost 74% of all expenditures. In
the spot field only 52% went to the
top five. On the networks these
five product groups were: Food and
Food Products, Tobacco, Smoking
Materials, Drugs and Remedies,
and Soaps, Cleaners and Polishes.

Average spot business received
by the clear channel stations for
the year 1946-47 totaled $428,701
per station. This is based on data
released by the FCC from station
financial reports and does not in-
clude network owned and operated
stations.

During the same period regional
stations averaged $73,943 per year
from spot. The spot business on
local stations averaged $13,602.
The dollar appropriations made
to total clear channel stations and
total regional stations in the three-
year period were very similar. In
1948, for instance, approximately
$43.58 million was spent for spot on
clear channel stations and $41.2
million on regionals. In the other
two years studied the variation was
not this great. The difference in
per station average revenue comes,
of course, from the greater number
of regional outlets.
KDYL At Store Opening

CLAIMING a new record in the Salt Lake City, Utah, market for concentration of remote broadcasts and teletasks for a store opening, KDYL-AM-TV has reported it handled nine radio remotes and a two-hour television variety show from the store for the opening of Beers-Bigelow, new Salt Lake City television and appliance mart. KDYL reported that radio and television coverage coincided with the three-day opening of the new show, March 31, April 1 and April 3.

Canada BBM Booklet

THE Bureau of Broadcast Measurement, Toronto, Ont., has announced publication of its booklet, *Canadian Radio Homes Estimates* —1949. The booklet, it was pointed out, consists of the basic figures that will be used in BBM Station Reports when the 1950 survey is completed. With the exception of Newfoundland, all Canadian provinces are covered. When data for that province has been compiled, tabulations will be issued for insertion in the booklet, it was stated.

REGULATORY PLAN

Canada Group Makes Proposal

SPECIFIC PROPOSALS for an independent Canadian radio regulatory body were made in a brief before the Royal Commission on Arts, Letters and Sciences at Ottawa on April 11 by the All-Canada Mutually Operated Stations. The proposal calls for creation of an Independent Radio Broadcasting Board consisting of a chairman and 11 members, five of whom is a number of persons selected for their ability to bring objective consideration to the matters submitted to them.

The Dept. of Transport would be the policing body to enforce regulations, to hear applications for licenses, and to suggest regulations. The board would be the final deciding body for license applications and regulations from the Dept. of Transport and others. The board would also set fines, cease and desist orders, suspension of license and dismissions for broadcasting stations, but there would be appeal from the board to the Governor-General-in-Council and the High Court of Canada. Networks would be allowed private stations within certain protective legislation.

TRANSPORT RADIO

St. Louis Plans Disaster Use

TRANSPORT RADIO, now in operation on 1,000 of the busses and streetcars in St. Louis, would play a vital role in the emergency mobilization plans of the St. Louis police department, according to Lt. Col. Curtis Brostron, police inspector.

Lt. Col. Brostron made the observation April 6 at a meeting of representatives of public and private organizations, the press and radio.

The meeting resulted from initial steps toward formation of an overall liaison committee to cope with any major disaster. Under the committee's plans, busses of the public service company would be pressed into service for a wide variety of uses.

Outlining how Transport Radio (furnished in St. Louis by KXOK-FM) would be employed, Lt. Col. Brostron cited the example of a possible plane crash in the downtown area. Such an incident, he pointed out, would necessitate the "signal white" or second phase of the mobilization plan which is divided into three main phases. He said that additional police and personnel from agencies represented on the liaison committee, would mobilize at police headquarters. From there, he continued, they would be dispatched by bus to the emergency area and, while on their way to the scene of the disaster, would receive instructions by Transport Radio, avoiding any loss of time.

BIDS for $15 million worth of tactical radio sets will be invited in latter part of this month by Army Signal Corps.

Production

ROBERT PERRY, m.c. of Melody "Merry Go Round on WLAW, Lawrence, Mass., appointed program consultant for station.

HELEN BROOKS, formerly director of children's programs at KAVE Carlsbad, N. M., appointed director of women's programs for WPBR Baltimore. She succeeds MARTHA ROSS TEMPLE, resigned.

JOE VAN POPPEL, graduate of Academy of Radio Arts, Windsor, Ont., joins staff of CJIO St. Thomas, Ont., as announcer.

GUY WALLACE named to handle live studio commercials on Amoile Magic Touch and WCBS-TV New York. He was formerly announcing staff of CBS Chicago and is affiliated with WPBR (FM) New York. LINDA STEVENS, former motion picture actress, joins WCBS-TV as assistant to "The Great Voltz."

VAUGHN STOREY, formerly staff man with WLBC Muncie, Ind., joins staff of WONE Dayton, Ohio. DAN PRICE, formerly with WBBW Beatrice, Neb., also joins WONE.

DICK COBB joins production staff of WBZ Boston, replacing JOHN McLEAN, moved to WBZ-TV production. JOE POTIER and DICK WARD also have joined production staff of WBZ.

HAL HACKADY, former CBS writer and author of *Quitting The News*, on WJZ-TV New York, joins WNEW New York continuity department.

PHIL SANDY, formerly of CHML Hamilton, joins announcing staff of CHUM Toronto.

JOHN LEEWELLIN, program director of Quiz Kids (NBC AM-TV), awarded medal in Boys' Clubs of America 1950 Junior Books competition for Fox and Alves TV Energy, which he wrote last year.

BOB STEVENSON, CBS announcer, replaces TERRY O'SULLIVAN as announcer on CBS Jack Smith, Dinah Shore, Margaret Whiting O'Kody Show.

SHELDON KAPLAN, recent U. of Southern California graduate, joins KLAC-TV Hollywood stage crew. CALVIN REED joins station's remote stage crew.

ED SULLIVAN, host of CBS' Toast of the Town, presented TV Digest Award by Philadelphia Mayor Bernard Shukel at special performance of program over WCAU-TV Philadelphia.

GEORGE COMTE, announcer at WTMJ Milwaukee, is author of song, "I Went for a Walk in Oconomowoo," which is due to be released by London Records.

MIRIAM McGRARVEY joins continuity editing staff at WBBM Chicago, replacing MARJORIE RETZKE, resigned to be married.

FRANK K. DANZIK, radio producer, is the father of a girl, Priscilla Ann.

AIEE North East Meet

THE North Eastern District of the American Institute of Electrical Engineers will hold a three-day meeting April 26-28, at the Sheraton-Biltmore Hotel, Providence, R. I. Highlight of the session will be a meeting of the institute's board of directors on Thursday, April 27. Information can be obtained from H. C. Rankin, chairman of the registration committee, Narragansett Electric Co., Providence, R. I.

WTN

WATERTOWN

Wisconsin

Covers Wisconsin's Last Radio Void

- Albert B. Gale
  President
- Carl V. Koleata
  Sec.-Treas.

Serving Central Wisconsin

(Richest Farm Market in the World)

- Local, Regional, Farm and National News
- Station Specializes in Local News (3 local newscasts a day)
- Music tailored to local taste

WTN went on the air April 2 with local, state and national dignitaries participating. 66% of its time was sold before inaugural day: 7 national and 9 regional accounts, rest local.

6 NBC productions have been sold locally.

Signal heard for west as LaCross, for east as Milwaukee.

Tower is 228-ft. high, in the heart of Watertown on Wisconsin National Bank Bldg., with its roots in nearby ROCK RIVER.

Entire staff has worked together for 10 years.

WATERTOWN RADIO, INC.

Watertown, Wisconsin

WTN
TULSA AM GRANT

Proposed for KOTV(TV) Owner

GEORGE E. CAMERON Jr., owner of KOTV(TV) Tulsa, won an FCC examiner's initial decision last week in his bid for authority to build a new Tulsa AM station on 1340 kc with 250 w.

On the basis of program plans and local ownership and operation, Examiner J. D. Bond proposed a grant of Mr. Cameron's application and denial of the application of Kenyon Brown, Texas-Oklahoma broadcaster, who is seeking the same facilities, also at Tulsa.

Under FCC procedure, an examiner's decision becomes final 40 days later unless Commission review is requested. A grant of either application would give Tulsa its seventh AM station.

Mr. Cameron, Tulsa oil man, plans to divide 30% of his 100% interest in his proposed station equally between Mrs. Helen Alvarez, proposed station manager, and John B. Hill, proposed commercial manager, as he did in the case of KOTV, FCC reported. Mrs. Alvarez and Mr. Hill hold positions with KOTV similar to those proposed for them in the AM operation.

Time for Duties

 Examiner Bond pointed out that the rival applicant, Mr. Brown, who is general manager and 5% owner of KWFT Wichita Falls, Tex., expected to devote about 50% of his time to his proposed Tulsa station. Further, the decision said:

Mr. Brown's unfamiliarity with some network programs to be broadcast by him, his justification for offering them based upon their highly rated popularity and upon the necessity for carrying network commercial programs, his election to refrain from enlisting the cooperation and assistance of Tulsa civic, religious and educational groups in the local programs proposed, and his failure to detail by testimony or exhibits the nature and character of program service to be offered in the event of non-network operation, are persuasive evidence that he has exercised substantially less diligence and foresight than that exercised by Mr. Cameron and his associates in undertaking to gauge, ascertain and definitely serve the interests and needs of the listeners of the Tulsa community.

In contrast, the Cameron program proposal is supported by: an evident familiarity on the part of Mrs. Alvarez with the network and local programs to be broadcast; by per-

GEORGE HOOPEER, WIBG Philadelphia transmitter supervisor, named chief engineer. He takes over position that has been vacant since October 1948, when JOHN TEN- NINGER was advanced from chief engineer to technical director of WIBG-AM-FM and also television for station. Mr. Hooper joined station's engineering staff in 1938 and became transmitter supervisor in 1948.

BILL SABO resigns from WCAE Pittsburgh, to join engineering staff of WWJ Detroit.

JOHN FULLER, engineer at WBBM Chicago, is father of a girl.

NEW CATALOG giving details on various microwave models manufactured by Turner Co., Cedar Rapids, Iowa, currently being distributed.

NEW voltage supply called "Solvolt" Type CVL, designed as precision source of regulated voltage with minimum harmonic distortion, is being manufactured by Sol Electric Co.

sonal explorations of the radio needs and interests of numerous Tulsa community leaders; and by detailed schedules of programs to be broadcast for either a network or a non-network operation. . . .

It was noted that both applicants submitted program data which assumed affiliation with Mutual. The decision continued: "In view of the fact that the Commission's records now indicate, as somewhat anticipated by each applicant, that a new and more powerful station in Tulsa has become affiliated with [Mutual], we cannot escape the conclusion that the type, character, origin, content, derivation and talent participants in the programs to be broadcast by Mr. Brown are virtually unknown to us and therefore cannot be held to promise a service in the public interest." (KOME is Mutual's Tulsa affiliate.)

Mr. Brown, in addition to his connection with KWFT, owns 18% of KGLC Miami, Okla., 24% of KBYE Oklahoma City, and is vice president and 0.625% owner of KEPO El Paso, Tex. He also engages in advertising consultant work and is part owner of a Dallas theatre.

Ayora Visits U.S.

ECUADORIAN radio official, Luis Fernando Ayora of Quito, who directs Ecuador's cultural radio station, Casa de la Cultura, spent two weeks in Washington on the first leg of his extended three-month tour of the United States. He is observing scriptwriting methods, announcing techniques and program direction employed by commercial U.S. stations and State Dept.'s Voice of America. Mr. Ayora formerly was program director of HCJB (La Voz de los Andes) and recently was named to head the cultural station, which is government-financed.

April 17, 1950 Page 127
From where I sit
by Joe Marsh

Gabby Enjoys Going to The Dentist

One of my molars was giving me a bad time Tuesday afternoon, so I slipped over to Doc Jones, hoping to catch him free. When I arrived, Gabby Jackson was sitting reading a magazine. I said hello to Gabby and he nodded.

Doc says I'm next. "Wait a minute," I says. (My tooth seemed to have stopped aching.) "How about Gabby—doesn't he have an appointment?" Doc smiles and says, "Gabby? Why, he's got the finest teeth in the county. He just comes up here and reads the magazines whenever he's in town!"

As Doc settled down to work he told me that he's glad to have Gabby come up and read magazines . . . they might not all be fresh off the newsstand, but if Gabby—or anyone wants to while away some time who is he to stand in their way?

From where I sit, this "live and let live" spirit helps make America what it is. If I happen to prefer a friendly glass of beer with my supper and you prefer milk—who's to say one's right and the other wrong?

Joe Marsh

Copyright, 1950, United States Brewers Foundation

STANDARD RADIO Transcription Services Inc. announces addition of Broadcast Relay Service, Valletta, Malta (G.C.) as subscriber to its full basic transcription library. Three quarter-hour weekly programs, Sports Parade, distributed today (April 17) to subscribers by firm. Designed for local sales, series is released to coincide with start of major league baseball season. Programs each include five-minute feature story on well known sports event or personality. Standard also is offering subscribers additional transcribed interviews with leading national sports figures, on separate fee basis.

WILLIAM RALSTON, public relations and television representative on staff of Maynard Fletcher Bowron, Los Angeles, resigns to enter commercial television work.


RAYMOND KEANE, Adv., Los Angeles, packaging quarter-hour transcribed Bill Hay Reads The Bible. Program will be offered to stations.

CHRIS MATHIESEN, former radio editor of Washington (D. C.) Star and in recent years on Capitol staff of that paper, resigns to become secretary to Rep. Burr F. Harrison (D.-Va.).

ALERT PRODUCTIONS, radio and television production firm, opens offices at 8216's Sunset Blvd. Phone is Hollywood 9-7035. JOHN LONGWELL, heads firm in charge of administration and sales, JACK LITTLE and CHUCK KEANE assist as co-production heads.

Equipment

LEONARD C. TRUESELL, elected vice president in charge of radio at Zenith Radio Corp., Chicago. He has been with company as sales manager of household radio and TV since September. He is former vice president in charge of marketing for Hotpoint and Kansas City manager for Frigidaire.

MILES F. LECHE, president of Leche & Leche Inc., Dallas advertising agency, is vice president of newly-chartered Texas firm, Rogers, Leche & Wickman Inc., distributors of appliances in North Texas. Lines include Stromberg-Carlson television, radio and combination sets. Company has set up dealer organisation of 700 retailers in 101 counties.

J. BENJON MINTNICK appointed national merchandising manager of television for Motorola Inc. HOWARD C. HANDWERG appointed to similar post for auto radio division.

HARRY E. WHITTEMORE, Jr., formerly manager of Tower Lighting Div. ofHughuy & Phillips, Los Angeles equipment manufacturer, forms his own manufacturing company under name of THE WHIT Co., at 313 N. Edinburgh Ave., that city.

FAIRCHILD RECORDING EQUIPMENT Corp., Whitestone, N. Y., puts new group of cartridges for disc playback on market. All styles are precision ground, uniformly polished and inspected diamond jewels, firm reports.

RICHMOND TELEVISION Corp., formed by NATALIE KALMUS of Technicolor Inc., and J. A. RICHMOND, Los Angeles furniture designer. Firm offering console size sets, with smallest screen 16 or 19 inches. Cabinets are made to accommodate new 23 inch screen when it appears on market. Sets to bear name "Natalie Kalmus Television" are made for black-and-white but can be converted to color according to corporation principals.

RADIO-TV SET ADS

D. C. Group Sets Standards

VOLUNTARY standards designed to eliminate false and misleading advertising of radio and television sets have been adopted by the Better Business Bureau of Washington, D. C. The standards are mainly designed to clean up "bait" advertising or sale copy in which the public is allegedly attracted into stores by claims which omit basic model data.

The bureau developed the standards after receiving numerous complaints from the public. Local retail organizations cooperated and agreed to subscribe to the provisions. Most Washington dealers are "in line," according to Mr. Sally Muchmore, assistant bureau director who directed preparation of the standards. "Washington retailers should be congratulated for adopting the voluntary standards," she said.
HOSTER ERROR

SERIES of charges involving accuracy of the Tulsa station ratings made by C. E. Hooper Inc. has been made by John Esau, KTUL Tulsa, newly elected NAB board member representing medium stations.

Mr. Esau further charged that after admitting the mistake in ratings the Hooper organization failed to take proper steps to remedy the damage by notifying those who may have seen the original figures.

Mr. Esau told Broadcasting last week that KTUL is "considering legal action to recover fees paid for dis-service rendered and punitive action to recover losses, both financial and prestige, because this has been allowed to go on and at this very writing [April 10] still no action has been taken to curb it.

KTUL's charges center around a series of Hooper calculations for Tulsa which inspired protests to W. Ward Dorrell, vice president of C. E. Hooper Inc. Despite the flaws which KTUL finds in the ratings, KTUL comes out in an excellent position, Mr. Esau claimed.

He declared Mr. Dorrell had conceded that mistakes had been made and added that in the case of one KTUL protest a new series of figures had been supplied. Mr. Esau added, however, that he felt the Hooper organization had not taken satisfactory steps to notify the proper persons about any mistakes that might have been made.

In an April 8 letter to Mr. Dorrell, Mr. Esau said after totaling month-to-month figures:

'It is my contention that 7% is far too great a margin to be considered ethical or correct. . . . It is my conviction that a statistical house must be without error, except for a small calculation margin. We subscribe to such service as yours in the belief that errors such as these will not, cannot and must not happen. . . .

How such damage has resulted we have not yet analyzed but obviously, for the past 60 to 90 days at least,

KTUL Says Stations Not Notified

When your letter of March 28 was received, I immediately sent it up to our Production Dept. for a very careful check of our October 1949 through February 1950 Tulsa report. From a study of your letter, it was obvious that there was some error in the tabulation or calculation of the October through February and the January-February Station Audience Index.

I regret that an error was made and hasten to give you the correct figures. . . .

Corrected indexes, with an accompanying Correction Bulletin, are being prepared and sent out at once.

We are requesting clients to return the incorrect indexes. This will probably reach you by the time my letter does. Thanks for calling this to our attention. We sincerely regret any inconvenience that the publication of these incorrect figures may have caused.

VOCM St. John's, Nfld., granted increase in power from 250 w to 1000 kw, to 1 kw on 690 kc. CKOK Pembine, B. C., also given power increase from 250 w to 1 kw and 500 w night on 800 kc. CKOC Hamilton given approval for emergency transmitter license.

BROADCASTING • Telecasting

April 17, 1950 • Page 125
AM-FM-TV SETS

Dillard Reports Survey

TWO out of every five TV models are equipped to receive FM radio programs, according to Everett L. Dillard, NAB director for FM stations and owner of WASH (FM) Washington. The figure is based on an analysis of TV receiver specifications by Caldwell-Clements Inc.

The analysis shows that of 329 TV models made by 34 set manufacturers, 93 are equipped to receive both FM and AM. Another 38 types of receivers are equipped to tune FM but not AM programs, according to Mr. Dillard. He pointed out that the Caldwell-Clements analysis reveals that TV-FM combination sets outnumber TV-AM combinations nearly 10 to 1.

Four TV models were equipped with AM-only radio, or 1.2%, he said, whereas 38, or 11.5%, provided for FM-only reception in addition to TV. Forty-six set makers have no provision for reception of FM broadcasts on their TV models, but only four of the group made sets with AM reception with the other 42 devoting their TV production to TV-only models.

New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3

Preen Names Mathes

A. S. HARRISON Co., South Norwalk, Conn. (Preen, a cleaning and polishing wax), has appointed J. M. Mathes Inc., New York, as its advertising agency. Spring and fall campaigns with radio and television are being planned.

FINDING itself as top-station in first Pulse survey of St. Louis metropolitan area and four adjacent counties, KMOX St. Louis summarizes report as part of promotional campaign. KMOX claims survey gave it the nod for both its CBS network and local programs.

Televiwers' Center

REFOCUSING its eyes on TV sets in Syracuse area, WSyrT-17 that city, during first month of Telecasting co-operated with set distributors to set up TV Information Center to handle inquiries on set tuning, programs and technical matters. Station reports first month's operation found 4,298 telephone calls received. Center was promoted by daily newspaper ads and by TV distributors in area.

KFUO 1949 Report

REPORT reviewing 1949 at KFUO Clayton, Mo., Lutheran Church-Missouri Synod station, has been issued. Folder outlines high points in last year's operations, expansion plans, financial status, programs and administration. Year was silver anniversary for station, celebrating quarter-century of religious broadcasting, according to KFUO's promotion piece.

"The Big Pitch"

BLUE-AND-WHITE folder topped with screaming eagle introduces advertising clubs and associations, media, agencies and advertisers or organizations to "The Big Pitch", 16mm 20-minute color film offered by Raphael G. Wolff studio, Hollywood 29, Calif. Film, dedicated "to better understanding, a greater appreciation of advertising," highlights advertising's place in the "American Way." Films available to advertising and related organizations at cost.

BAB's Last Call

BROADCAST Advertising Bureau's strip film, "How To Turn People Into Customers," issues "last call" to NAB member stations to turn in order blank for copies of 20-minute 30mm color movie. Film tells basic story of radio advertising to retailers. Also urged are last minute orders for BAB's direct mail series, which feature self-mailing jumbo-sized folders printed and illustrated in two colors. Price of film is $15 a copy. Sets of BAB direct mail series are $52 per complete set of 100 each of 13 different mailers.

Memories for Remembrance

ENGLISH Morocco memorex books have been distributed to advertisers by CKNW New Westminster, B. C. Books are 2 x 4-inch size and are adorned with advertiser's name on front and have CKNW microphone stamped in gold on inside cover. Pocket for business cards also is placed inside front cover.

Personnel

LOUIS C. OSWALD becomes publicity director of WHK Cleveland. He fills vacancy created by resignation of C. T. CHRISTENSEN who joins Philco Appliance Division of Strong, Carlisle, and Hammond. Mr. Oswald has been employed at WHK for more than three years in transcription department.

MAURICE E. BUNN appointed public relations director of CKY Winnipeg.

HAROLD W. SHEPARD and NORMAN W. GLENN appointed to NBC's radio sales advertising and promotion department, as sales promotion writers. Previously, Mr. Shepard had been with Concord & Jewels Co. as advertising manager and Mr. Glenn was advertising salesman for Crowell-Collier Publishing Co.

JACK SNOW appointed sales research director of KING station. He formerly was copy writer in advertising-promotion department at NBC in New York. He is also an author, currently writing series of "Oz" books for children.

RICHARD F. SIBSON, WINS New York promotion manager, leaves to join Criterion Service Inc.

NELS BLAIR promoted to sales promotion manager of CHUM Toronto.

WQXR MOVES

Is Now in Times Bldg.

WQXR New York moved yesterday (April 16) to new quarters, twice the size of its former offices and studios in the building occupied by its owner, The New York Times.

Arthur Hays Sulzberger, Times publisher, described the transfer of WQXR as "one of the most momentous events as indicating the Times' belief in continuous growth of radio.

"The studios and equipment installed here will be designated "in house" and will operate the latest developments in sound broadcasting. It is evident that in our opinion, basic policy of WQXR—good music and factual news—is fundamentally sound.

The trouble with television is not a substitute for good music and the prompt dissemination of news by radio. The new plant we have built here is an outgrowth of the "The New York Times" confidence in the continuing growth of WQXR and the radio business.

The new offices of WQXR, which previously was located at 730 Fifth Ave., are on the ninth and tenth floors of The Times Bldg., 229 West 45 St.

CATHOLIC RADIO

N. Y. Record Firm Forms

FORMATION in New York of Catholic Broadcasting Service to furnish transcribed material to Catholic groups conducting programs on community stations has been announced by Father O'Brien, former director of the agency, now head of the organization. The broadcasting service will supply Catholic groups with transcribed talks by members of the clergy as well as transcriptions of vocal and instrumental liturgical music, Mr. O'Brien said.

According to the service's plans, its facilities are intended to implement local features rather than replace them. "It is expected that such a service will enable already overburdened broadcasters to attain a high standard of quality in Catholic radio and to continue their own vitally important participation," Mr. O'Brien said. First recordings are expected to be available for distribution on May 1. Recording laboratories will be located in Long Island City. Chief executive will be Dr. O'Brien, New York City, and Father L. Dodson and Margaret Elizabeth Mahon is secretary.

K E E P I N G  C E N T R A L  N E B R A S K A  I N F O R M E D

Central Nebraska is known for its agriculture and cattle resources. Central Nebraska, Inc., based in Central Nebraska, is among the leading advertising force in Custer County. Bud Crawford, Pres. and Director; Philip C. C. Custer County Broadcasting Co. 290 W. Broken Bow, Nebr. 1-500 Mutual Advertising System.
HAHN ELECTED
Heads American Tobacco Co.

PAUL M. HAHN, vice president of the American Tobacco Co. since 1932 and president of American Cigarette & Cigar Co., a subsidiary, since 1940, has been elected president and chief executive of the company. He succeeds VINCENT Riggi, who was elected chairman of the board at a meeting of the company's directors last week.

Mr. Riggi had declined to stand for re-election as president because of his age—he is 73. He had been president of the firm since the death of George W. Hill in 1946.

The new president of American Tobacco Co. joined the firm in 1931 as director and assistant to Mr. Hill. He has been president of American Cigarette & Cigar Co. (Pall Mall) for part of 10 years. Last year sales of Pall Mall cigarettes were 12 times what they were in 1939 before Mr. Hahn took over.

Edmund A. Harvey, treasurer of the company since 1946, was elected vice president in charge of sales. He has been a director of the company since 1932.

Harry L. Hilyard, who has been assistant treasurer and a director since 1955, was elected treasurer.

All other officers were re-elected.

ARROWHEAD

OPERATIONAL CHANGES SET

OPERATIONAL changes are underway at Arrowhead Network, which was learned last week. Harry S. Hyett, station and commercial manager of WEBC Duluth, Minn., will also act as national sales manager of Arrowhead.

In another change already announced, Greg Rouleau, general and commercial manager of WJMC Rice Lake, Wis., becomes resident and promotion manager of WEBC Duluth, Minn., key station of the network. Walter C. Bridges, general manager of WEBC and of the network, continues in those capacities.

Further reshuffling is expected at other Arrowhead stations. The network includes WEAU WEBC WJMC WMFG Hibbing, Minn., WHLB Virginia, Minn., and WISC Madison, Wis.

DEAN NAMED
Heads S. D. Broadcasters

ROBERT J. DEAN, president and general manager of KOTA Rapid City, was elected president of the South Dakota Broadcasters Assn. at its meeting in Merrill. James E. Sweet, co-manager of KIRO Sioux Falls, is vice president, and Irving R. Merrill, general manager of KUSD Vermillion, was re-elected secretary-treasurer.

V. E. Montgomery, director of the business research bureau at the U. of South Dakota, spoke on "How the Business Research Bureau May Help South Dakota Broadcasters." The members passed a resolution commending activities of the Broadcast Advertising Bureau and recommended its continuation. Members heard a recorded speech by Maurice Mitchel, BAB director.

Two-year memberships on the five-man board went to Mr. Merrill and Mr. Sweet. Mr. Dean appointed the following persons to the legislative committee: Mr. Sweet, Ray V. Eppel, president of KORN Mitchell, and Robert R. Tischer, vice president and general manager of WNAX Yankton, retiring president.

JONES ELECTED

E. J. JONES of WBBB Burlington, N. C., was elected president of the North Carolina Associated Press Broadcasters, at a meeting held March 23 in Greensboro. Mr. Jones succeeds E. J. Gluck of WSOC Charlotte. Others elected were: Ed Kirk of WPTF Raleigh, first vice president; William Mela, WWNC Asheville, second vice president, and Paul Hansell, Charlotte AP bureau chief, secretary. Gilbert Hutchinson, WBBG Greensboro, was host of the convention.

Any Way You Look At It . . .
KRNT is the LEADER in Des Moines, THE CENTER OF THINGS IN IOWA

Highest Hooperated—Biggest Volume of Accounts—Highest News Ratings—Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, January-February, 1950, Shows:

MORNING . . . . . . . . . . . KRNT has a 56.1% greater audience than the No. 2 station.

AFTERNOON . . . . . . . . KRNT has a 35.1% greater audience than the No. 2 station.

EVENING . . . . . . . . . KRNT is 4.6 percentage points below the No. 1 station.

SUNDAY . . . . . . . KRNT has a 35.5% greater audience than the No. 2 station.

SATURDAY . . . . KRNT has an 18.4% greater audience.

TOTAL RATED. . . . . KRNT has a 40% greater percentage than the No. 2 station.

TOTAL PERIODS . . . . KRNT has a 40% greater percentage than the No. 2 station.

Those are facts advertisers know when they buy KRNT . . . the station that can say: "Any time is good time on KRNT!"

Radio Luxembourg is Europe's only privately owned station.

Radio Luxembourg reaches over 10,000,000 persons every day.

Represented by:
Guy Bolan—175 Fifth Avenue, New York 10, N. Y.; Telephone 3-9530.

For further information, see our ad in the 1950 Broadcasting Yearbook on Page 355.
GENE AUTRY (with mike), station owner and radio-movie star, turns the tables on disc jockeys Dick Campbell (l), Frank Raymond (2d r) and Charles Craig of WDVA Danville, Va., on a recent visit to city. After having undergone four tape-recorded interviews for various programs, Mr. Autry took over the mike and began firing his own questions. WDVA also recorded the star’s apology for the absence of his horse, Champion, to 1,000 kids and grownups in a local department store who had waited to see the famed equine.

GRAY RECEPTION
Retiring Army Sec. Is Feted

PARADE and reception were held last Tuesday at Fort McNair, Washington, for retiring Army Secretary Gordon Gray, president of WSJS Winston-Salem, N. C. President Truman, prominent government officials and high-ranking Defense Dept. officers attended the ceremonies.

Mr. Gray has resigned to accept the presidency of the U. of North Carolina Sept. 1, but continues as special assistant to President Truman. He was nominated as assistant Army Secretary Sept. 24, 1947, and became acting secretary upon resignation of Kenneth C. Royall. On May 25, 1949, he was sworn in as Undersecretary of the Army and shortly afterward took oath of his recent office. Meanwhile, last Wednesday Frank Pace Jr. was sworn in to succeed Mr. Gray.

Hugh (Bud) Ernst

HUGH (Bud) ERNST, 39, producer of Queen for a Day on MBS, shot and killed himself in a New York hotel early last Tuesday. Marital difficulties were said to have prompted his suicide.

HOOVER Commission Report was theme of series of transcribed interviews with Herbert Hoover, broadcast over WNJR Newark during week of April 10 at 6:45 p.m. Broadcast was up Commission’s probe of executive branch of government, summarize five reports covering general management, President and his cabinet, defense, government housekeeping, Post Office, and general inefficiency and health. Time for series contributed as public service by New Jersey Manufacturers Assn.

Aide Reading
READINGS of great novels launched by WSTC-AM-FM Stamford, Conn. today (Monday), Titled Let’s Read and Started for broadcast Monday-Wednesday-Friday, 10:10-11:10 a.m., series is being offered in belief that novel and radio are closely related insofar as both rely on imagination for amplification of written or spoken word. Programs will give listeners an opportunity to “read” books—not will be dramatized or edited—in their original form.

Community Highlights
EACH Friday evening, CKOY Ottawa visits one of city’s 15 community centers with mobile recording unit, covers highlights of community activities and rebroadcasts them on Saturday afternoon. Addresses by guest speakers at community center, ranging from Canada’s chief justice to sports celebrities, are included in recordings at centers.

Questions Answered
QUESTIONS on newly formed local Fair Employment Commission are answered in show emceed by Dick Martin, new manager of WSRS Cleveland, Tuesday 7:45 p.m. Members of Fair Employment Commission are interviewed at their respective offices for on-the-scene coverage of subject. Over 500 questions have been received on subject to date, station reports.

Dogs’ Problems
DOGS with problems, diagnosis and cure of them, is format of The Animal Clinic, new 15-minute program beginning this month on WTIV-TV Chicago. Stars of show are Dr. Wesley A. Young, head of Chicago’s Anti-Cruelty Society, and his daughter, Lorie. Show is loaned to morning newscast to station’s office where Dr. Young draws illustrations of problems on blackboard. Some situations are sent in by dog owners through use of transmitter.

Direct from Florida
SPORTS Director Harold (Bad) Sald of WBUD Trenton, N. J., has followed Trenton Giants baseball club to training camp in Florida. Interviews direct from there are heard on his Sport Shots show every evening at 6 p.m. Team’s new manager, Chick Genovese, will be introduced to fans via Mr. Sald’s show.

Writers’ Fuel
RADIO-MINDED aspirants vie thrice weekly in response to CKNW New Westminster, B. C.’s new program Fuel For Thought, aired Tuesday, at 9:15 a.m. Hal Yerxa, m. c., plays pop tune and asks listeners to write him telling how the show would help them during the financially hard times. Following week, he presents best introduction sent in and sends winner $250 in cash awards. Award will be presented at Bushnell Auditorium where collection will be made to benefit Hartford Art School’s scholarship fund. Historiographer Allen Wood, who often appears on program, will tour gardens and broadcast his descriptions. He also will answer garden-problem questions submitted by audience at rebroadcast time.

WTIC Origination
WTIC Hartford’s origination May 5 of The Marjorie Mills Hour, regular daily feature on New England Regional Network, will include tie-in with House and Garden Week, station announced. Show will be presented at Bushnell Auditorium where collection will be made to benefit Hartford Art School’s scholarship fund. Historiographer Allen Wood, who often appears on program, will tour gardens and broadcast his descriptions. He also will answer garden-problem questions submitted by audience at rebroadcast time.

ICE BREAKING
WBAY Holds Guessing Contest

IN WISCONSIN, when the ice of the Fox River goes out, Green Bay, it not only means that spring is near, but the breakup also occasions many friendly wagers as to whether or not it will occur by March 17. This year, WBAY Green Bay decided to capitalize on the event.

On a show called Party Line, WBAY announced that a raft of logs, painted bright red and sporting a gaily flying pennant, had been placed in the ice above a bridge near the heart of downtown Green Bay. WBAY stated that it wasn’t offering any prizes but that the person who guessed closest to the time the raft would strike the bridge, would be honored as the epitome of something or other.

No sooner had the announcement been made than merchants started calling WBAY, offering all kinds of prizes to the winner. Thousands of guesses were sent in, the station reported, and on the morning of the last day, 6,800 cards and letters were received. The raft hit the bridge at 9:43:44 a.m. on March 23, and the young woman who guessed 9:45 on that day received all the awards, ranging from hams to a trip around the town in a taxi-cab. WBAY said the event will be one of its promotional features each year.

FIRE AT KICD
Damage Estimated at $75,000

KICD Spencer, Iowa, last Monday began broadcasting transmitter and 395-ft. tower intact and its staff on hand, KICD resumed operation Monday at 6 a.m. after its program department rebuilt the station’s complete commercial schedule by memory, according to Ben Sanders, president and general manager. KICD aired spots of over 200 accounts without a miss, he added.

Station lost only 17 hours broadcast time through the combined efforts of a score of staff members, and the ingenuity of Chief Engineer Eldon Kanakeo and Program Director Mason Dixon, Mr. Sanders said.

The fire broke out about 30 minutes after signoff time Saturday, April 8 and within two hours had demolished the building. (KICD had held its 15th annual East egg hunt that afternoon.) A call to Collins Radio Co. at Cedar Rapids, Iowa, brought forth a 250-w transmitter and other equipment while the fire was still raging. A crystal was located at KBZI Ottumwa and sent by plane to KICD. A number of other Midwest stations also offered help.

KICD is drawing plans for construction of new station and meanwhile will continue to operate in temporary quarters until the new building is completed, Mr. Sanders said.

WNX Bowling Tourney

TWO-DAY championship finals of the Five-State Bowling Tournament sponsored by WNX Yankeon, S. D., were held on Saturday and Sunday (April 15-16) in Sioux City, Iowa, when 216 survivors from a field of 3,000 bowlers competed for merchandise trophies and cash awards. Award presentation ceremonies and a roundup of the tournament, were scheduled for broadcast by WNX yesterday.
CLASS 28. MISCELLANEOUS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1949</th>
<th>$3,302,536</th>
<th>1948</th>
<th>2,836,308</th>
<th>SPOT 1949</th>
<th>$7,168,000</th>
<th>1948</th>
<th>3,509,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUTHERAN CHURCH-MISSOURI SYMPOSIUM</td>
<td>&quot;Lutheran Hour&quot;</td>
<td>(Oct-Dec.)</td>
<td>105,692</td>
<td>105,692</td>
<td>105,692</td>
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<td>105,692</td>
<td>105,692</td>
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<tr>
<td>GOELDAH-JOHNSON</td>
<td>&quot;Radio R.</td>
<td>(Oct-Dec.)</td>
<td>428,382</td>
<td>428,382</td>
<td>428,382</td>
<td>428,382</td>
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<tr>
<td>WEINSTEIN &amp; COMPANY</td>
<td>&quot;Voice of Prophecy&quot;</td>
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<td>WESTERN ADV. AGENCY</td>
<td>&quot;Voice of Prophecy&quot;</td>
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<td>WESTERN ADV. AGENCY</td>
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<tr>
<td>UNITED ELECTRICAL, RADIO &amp; MACHINE WORKERS OF AMERICA</td>
<td>&quot;Arthur Gagel&quot;</td>
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<td>WEINSTEIN &amp; COMPANY</td>
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<tr>
<td>GOSPEL BROADCASTING ASSN.</td>
<td>&quot;Old Fashioned Revival Hour&quot;</td>
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<tr>
<td>R. H. ALBAN CO.</td>
<td>&quot;Christian Herald&quot;</td>
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<td>RADIO BIBLE CLASS</td>
<td>&quot;Radio Bible Class&quot;</td>
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<tr>
<td>STANLEY G. BAYLON CO.</td>
<td>&quot;Christian Herald&quot;</td>
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<tr>
<td>CHRISTIAN REFORMED CHURCH</td>
<td>&quot;Christian Herald&quot;</td>
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<tr>
<td>J. L. GLENN</td>
<td>&quot;Christian Herald&quot;</td>
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</tbody>
</table>

(Continued from page 118)

The ACWU national convention in May, when the union will vote on doubling its present $500,000 advertising budget.

On the regional level, the Bible Institute of Los Angeles sponsors three 30-minute morning programs a week in Don Lee Broadcasting System and Good Ship Grace sponsors Haven of Rest, also three half-hours a week, on the same network. Hartz Mountain Products, sponsoring Radio Canaries for 15 minutes Sunday morning, and Lewis Food Co. (Dr. Ross Dog Food), using the half-hour Clyde Beatty Show, are other current Don Lee clients.

The Roosevelt-for-Governor Headquarters in Los Angeles this month started a 10-week series of 15-minute Friday evening programs on 10 CBS stations in California on behalf of Candidate James Roosevelt, only political use of network radio noted so far this year.

Real estate developers, home builders and sellers and real estate agents have found radio effective advertising in great numbers and in many communities in all parts of the nation, but this business is necessarily localized and its time is all purchased by local individuals of local stations.

Carnation Co. in February began using announcements on five stations for Friskies Dog Food; National Biscuit had announcements on 13 stations for Milk Bone; Wilson & Co. was advertising Ideal Dog Food on stations in three Southern California markets; Borden Co. had begun advertising its dog food on one station and Pet Food Co., after a successful test campaign for Thanks Dog Food in Salt Lake City, was planning use of radio in other markets.

Management

GEORGE P. RANKIN, president of Southeastern Broadcasting Co., operators of WMAZ - AM - FM Macon Ga., elected to Bibb County Board of Education for a lifetime appointment. He is also chief engineer for WMAZ, which he started 28 years ago.

RAYMOND J. CHENRY promoted to assistant manager of WCBS Amsterdam, N. Y. He has been program and production director since 1948 and will continue to act in that capacity.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., is the father of a girl, Patricia.

RICHMAN G. LEWIN, general and commercial manager of KTRE Lufkin, Tex., is the father of a boy, Richman G., Jr.

Here it is, BMI...

Your key to the convention — and with it go THANKS for a job well done!

Thesaurus

Radio Corporation of America
RCA Victor Division
New York · Chicago · Hollywood
BELVEDERE CASE
FCC Would Deny Bid for Relocation

INITIAL DECISION to deny application of Belvedere Broadcasting Corp. for authority to construct a new 250 w standard broadcast station in Baltimore was issued last Monday by FCC. Denial was urged by Hearing Examiner Jack P. Blume on the ground that Belvedere’s proposal falls short of compliance with the Commission’s rules and engineering standards.

Examiner Blume noted FCC’s Standards of Good Engineering Practice provides that, in selection of a transmitter site, a station should be able “to serve adequately the center of population in which the studio is located and to give maximum coverage to adjacent areas.” Assignment of this facility to a city like Baltimore would not be “sound,” he found, since FCC requires that service be provided to 90% of a metropolitan district.

Belvedere Broadcasting Corp. had applied for authority to construct the AM station on 1400 kc with 250 w, unlimited time, contingent upon Baltimore Broadcasting Corp., WCBM licensee, relinquishing these facilities under its CP to change frequency from 1400 kc to 680 kc. Belvedere operates WMCP (FM) Baltimore and proposes to duplicate the FM programming on the proposed AM station.
TRANSPORTATION, travel and resort advertising is not a major item of radio revenue. One account, the institutional Monday evening series on NBC of the American Assn. of Railroads, accounts for less than 10% of this group's network purchases last year. Hotel and resort advertising is usually seasonal and pretty much localized and — let's face it — newspapers are the traditional medium of this type of advertiser and with a few notable exceptions radio has not swung much of this business to the airwaves.

Forty-five states have tourist promotion bureaus with advertising budgets to use in attracting visitors to their states. However, radio is not the mainstay of many of these bureaus, nor was it this year.

Canadian Ads

The Canadian Government at the last minute last fall allocated $250,000 of its multi-million dollar travel promotion budget to American radio, after Maurice B. Mitchell, director of BABS, had registered an emphatic protest against early plans to use bus space but to solicit free time. This year Mr. Mitchell has already submitted plans to the Canadian Radio Broadcasting Bureau for a $200,000 announcement campaign on United States stations.

A half-dozen transportation services are among the regular users of spot radio: Trans World Airlines, which last year spent roughly $250,000 for announcements on 36 stations in 11 cities; New York Central Railroad, using announcements in 15 cities; Northeast Airlines, currently with announcements on nine stations in a continuing campaign which used up to 36 stations at the peak of the summer travel season; United Airlines, using four stations; Florida Greyhound Lines, sponsoring an American Legion program, Elmer Davis' news commentary, on five Florida stations; Union Pacific Railroad, using programs on two Los Angeles stations. A number of suburban railroad and bus lines use radio consistently in the cities they serve.

Travel agencies occasionally use time on the air to promote foreign travel, particularly guided tours such as the tours to Rome this Holy Year organized by American Express-Catholic Travel League, which is using both English and foreign language stations in major markets to secure monies for the pilgrimages to Rome being conducted by Catholic prelates.

While the travel field is probably noastic for ever to become a large entity in radio advertising, it seems as if it could contribute a lot more business than it has to date if it were properly cultivated. Six sponsors of network co-op shows, not including the five Flori da station broadcasts sponsored by Florida Greyhound Lines, and seven users of Transit Radio indicate a total local volume too low even for this class.

**Class 27: Transportation, Travel & Resorts**

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot</td>
<td></td>
<td>1949</td>
<td>1948</td>
<td>1939</td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Per Week.</th>
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</thead>
<tbody>
<tr>
<td>Ads</td>
<td></td>
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<tr>
<td>Assoc. of Amer. Railroads</td>
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</table>

**Class 28: Miscellaneous**

THIS FINAL category is not so much a class of advertising as it is a catch-all, picking up advertising of art dealers and unions, political parties and religious organizations, pet foods and real estate.

Network advertisers from this mixed group during 1949, in addition to those shown in the table, included: Ace Markets (art dealers), sponsoring Songs by Great Singers on MBS 15 minutes a week January-March ($20,488 in gross costs); American Bird Prod. (bird feeding), sponsoring MBS 15 minutes a week half-hour on MBS January-April, October-December ($23,554); Armour & Co. (Dash Dog Food), Hint Hunt on MBS five quarter-hours in April, one half-hour in August ($22,633); Carnation Co. (Friskies Dog Food), Elmer Peterson's newscasts three-quarter-hours a week on NBC Pacific May-December ($56,166); CIO Textile Workers 10 anniversary program, ABC one-time ($11,184); CIO United Steel Workers, sponsoring Philip Murray, CIO president, in a talk on the steel strike, on ABC ($11,760); Daniel Bible Students Assn., Frank & Burt, ABC Sunday quarter-hour starting in October ($48,767); First Church of Christ Scientist, quarter-hour weekly religious talks on MBS ($51,857).

G. F.'s Dog Food

General Foods Corp. (Gaines Dog Food), Juvenile Jury, Mutual half-hour weekly program, January-May in 1949 in May in 1949 in October, December $243,607); Institute of Religious Science, This Thing Called Life, weekly half-hour on MBS starting in October ($6,248); Lewis Food Co. (dog & cat food). Free for All, CBS weekly half-hour January-June ($23,280); Maritime Milling Co. (Hunt Club Dog Food), news five minutes a week on CBS starting in September ($21,880); also Confidential Closeups on NBC 15 minutes a week starting in September ($45,764).

John Morrell & Co. (Red Heart Dog Food), Lassie quarter-hour weekly drama on NBC January-May, September-December ($220,860); National Council of the Arts, an Epicurean U. R. H., Great Scenes from Great Plays, weekly half-hour on MBS January-February ($128,374); Radio Offer Co. (novelty), five one-time programs on CBS in December ($9,962); Southern Baptist Convention, Baptizt Hour, Sunday half-hour on ABC starting in October ($50,844); political broadcasts, chiefly in connection with the 1949 gubernatorial and senatorial race in New York State ($56,574).

APL Campaign

Since the first of the year, American Federation of Labor has embarked on an institutional campaign on 163 MBS stations across the country, sponsoring Frank Edwards' 15-minute news cast from Washington five nights a week. United Electrical Workers has discontinued its weekly quarter-hour news program on ABC. In January the Communications Workers of America bought 15 minutes on ABC for a talk by their president, J. A. Beirne, and in February ABC sold another 15-minute spot to CIO for a speech by the union's national president, Philip Murray.

Amalgamated Clothing Workers Union (CIO) has started sponsorship of ABC's Town Meeting of the Air (network co-op) on WJZ New York, first use of radio in the union's campaign for "union label" suits. Plans for extended use of radio, also TV, will be presented at (Continued on page 181)

HERSON SURPRISE

Solons Quiz NBC Interviewer

WHEN Bill Herson, NBC Washington veteran personality who chats informally with Congressmen each Saturday morning on the network, arrived at the Congressional Hotel to conduct his show on April 1, he was surprised.

Mr. Herson, who has been conducting Coffee in Washington on WRC-NBC each morning for the past five years, had planned to interview Rep. James Morrison (D-La.), instead, he found that the tables had been turned on him. Over 100 senators and representatives had gathered secretly to honor Mr. Herson as their guest. So Mr. and Mrs. Herson took their places at the head table as featured guests. Then the solons turned the interview tables and began asking Mr. Herson questions he usually has posed—about home life, hobbies, past experiences, etc.

"I'm the most honored man in Washington today," Mr. Herson announced to his choreing hosts. Plans for the affairs were made by Rep. Percy Priest (D-Tenn.), who celebrated his birthday on the broadcast, and Rep. Reva Bosone (D-Utah).
Toiletries

(Continued from page 114)

CBS for a weekly half-hour in September ($258,070); Campania Corp. (all products) had First Nighter on CBS a half-hour a week January-October ($283,716) and Solitaire Time all year on NBC 15 minutes a week ($101,764); Carter Products had Jimmie Fidler on MBS for a weekly quarter-hour January-June for Arrid ($139,458) and in October began promoting this product with Sing It Again! 15 minutes a week on CBS ($124,412).

Chamberlain Labs.

Chamberlain Labs in December started John B. Kennedy in a weekly five-minute newscast on Mutual ($10,670); Chasebrough Mfg. Co. sponsored Little Herman on ABC 30 minutes a week January-July for various toiletries ($380,418) and Dr. Christian all year on CBS a half-hour a week ($373,078); Conti Products (shampoo) sponsored Youra for a Song on Mutual 25 minutes a week January-May ($67,070); Eversharp Inc. (razors, blades, pens, pencils) sponsored 15-minutes of Stop the Music on ABC January-September ($365,533); "42" Products wound up its use of Bob Carro's news program on CBS Pacific with a single January broadcast ($509); Grove Labs (Fitch hair tonic, shampoo, 4-Way cold tablets) sponsored The Shadow on MBS September-December 30 minutes each Sunday ($122,652).

Illinois Watch Case Co. (compacts, etc.) sponsored Groucho Marx's half-hour quiz show on ABC January-May ($298,870), moving it to CBS in the fall ($222,768); Andrew Jergens Co. continued Luella Parsons' Jergens-Woodbury Journal 15 minutes weekly on ABC through the year ($602,342); Lee Pharmacal Co. used a quarter-hour of Arthur Godfrey's morning program five times a week on CBS May-September for Spray-A-Wave ($401,084); Manhattan Soap Co. had Front Page Features three quarter-hours on CBS Pacific January-July ($45,082); and We Love and Learn five quarters a week on NBC all year long ($1,384,160); Murine Co. sponsored John B. Kennedy's Saturday evening five-minute newscast on MBS September-December ($99,260); Norexema Chemical Co. sponsored Gabriel Heather's MBS newscast for 15 minutes each Monday all year ($336,194).

R. B. Semler Inc. (Kreml) sponsored Mr. Heather two quarter-hours weekly on MBS through 1949 ($467,796); Sterling Drug in Manhattan Merry-Go-Round, Sunday half-hour on NBC in January-February for Dr. Lyons dermaturces ($116,598) and Backstage Wife, Monday-Friday quarter-hour, on NBC all year for various toiletries ($872,296); Wildroot Co. used Meet the Muses on CBS Pacific two quarter-hours a week, January-June ($24,182) and Adventures of Sam Spade, weekly half-hour, January-September on CBS ($667,180) and September-December on NBC ($227,826).

All network advertising in this group that was on the air in December continues into 1950, except Murine Co., Chamberlain Labs and Illinois Watch Case, which concluded their network programs at the end of 1949. New network business this year includes: Colgate-Palmolive-Peet Co., returned to daytime radio after a long absence, now sponsoring Strike It Rich on CBS five afternoon half-hours a week; Gillette Safety Razor Co. (Toni Division) has dropped its share of the morning Godfrey show and now is sponsoring a five-minute noon-time beauty-fashion program across the board on ABC; Manhattan Soap Co. (Sweetheart Soap) has added Frank Goss's newscasts three days a week on 15 CBS Western stations; Shulton Inc. sponsors High Adventure a half-hour on NBC for its toiletries; William R. Warner Co. has taken over sponsorship of Walter Winchell's Sunday evening period on ABC for Budnut home permanent. Gillette sponsored broadcasts of two New Year's Bowl games, Sugar Bowl on ABC and Rose Bowl on CBS.

On West Coast

Murine Co. currently sponsors five 15-minute periods of Breakfast Gang a week on Don Lee, with Chamberlain Labs taking the sixth broadcast; and Wildroot Co., sponsors the weekly half-hour What's the Name of That Song? on this West Coast regional network. Murine also has returned to Spot-Ann with a campaign of announcements starting in February in more than 100 markets for Murine Eye-Wash. Last fall Wildroot started a Barbershop Harmonies series on more than 100 Keystone Broadcasting System stations in the South and Southwest.

Colgate-Palmolive-Peet Co. in January started a 39-week spot campaign for Palmolive Soap in more than 150 markets using one-minute announcements; Grove Labs last month began using announcements in some 60 markets for Fitch Shampoo; Procter & Gamble Co. this month began using announcements for Ivory soap in about 60 cities. Salest Affiliates Inc. is adding two markets—Lincoln and Grand Island, both Nebraska—to the nine in which the company uses Adventures of Mastiz, M-G-M transcribed weekly series, for Zotos Fluid Wave, with further expansion anticipated in the fall. Manhattan Soap Co. this week begins use of 15 announcements a week on Transit Radio systems in six markets.

WMAW CLEARED

In FCC Initial Decision

INITIAL decision to grant WMAW a license to cover its construction permit for 5 kw full-time on 1250 kc, directional, has been reported by FCC.

Hearing Examiner Basil P. Cooper ruled that no evidence was found to support charges that the station had misrepresented its actual ownership to the Commission or that the application filed in late 1944 constituted a minor whereby Herbert E. and Myrtle D. Uhlehn "sought to carry out a partnership agreement entered into with George E. and Inghram in 1944."

Although in certain instances reports of changes in the organization were not filed within the required 30 days, Examiner Cooper found that all changes have been reported to FCC and the late filing "cannot be attributed to an intent on the part of the corporation to deceive the Commission or conceal material facts."
Uncle Sam

ilies (in 1940 there were only 28,500,000) that 41% of them have more than one radio, so that today our people own some 86,000,000 sets, including those in cars and the portables you see everywhere.

The Census-Takers will learn too, if they ask, that more people are listening more to their radios today. Everybody — greybeards and grown-ups, teenagers and tots. City and small town and farm people.

Where the average family used to spend less than 3½ hours per day listening — now it’s 4 hours and 44 minutes. And at any hour between 6:00 and 10:00 in the evening you’ll find 34,700,000 people happily giving their attention to the endless parade of programs on the air.

If you are a national advertiser

If you are a manufacturer of products or services people want and buy — this Census will put new emphasis on two facts basic to your business:

America is a bigger, richer and more rewarding market-place for you than ever before

To sell the millions who are this market, you can have no medium bigger, more powerful, more economical than network radio.

(Incidentally you will notice that radio is the only major advertising medium included in the Big Count.)

And these two facts will bring to your mind, inevitably and immediately, America’s No. 1 Network — NBC.

Like America, NBC has grown. It is bigger, busier, more economical than ever before —

Bigger — The stations of the NBC network have the largest combined weekly audience in all America — larger than any other network, larger than any other advertising medium — according to radio’s own census, the Broadcast Measurement Bureau.

Busier — NBC is selling more products and services for advertisers, day and night — and in 1949, advertisers invested more money in NBC than in any other network.

More Economical — Reaching more people, selling more goods — you’d think NBC would cost more. The opposite is true. NBC today costs considerably less per 1,000 homes reached than it did ten years ago — and NBC today reaches more people at lower cost than any other national advertising medium including the other networks.

Now, more than ever, to sell America you need...

NBC

America’s No. 1 Advertising Medium

A service of Radio Corporation of America
This month, all across the land, 140,000 Census Enumerators are ringing doorbells... counting people, incomes and radios... measuring America for size.

They will find a colossus — bigger than ever before. Busier, lustier, richer.

Clearing many hurdles, they will discover what research men already know:

that our population is now over 150,000,000 which is 20,000,000 more than in 1940
that we now number 43,000,000 families — nearly 7,000,000 more than 10 years ago

The Census-Takers will learn — that our families in 1950 have an average real income of $2,647 — a ten-year increase of 21%; that our savings total a staggering $12,000,000,000.

And another fact: our whole standard of living has gone up, with 71% driving autos; 71% of our families now owning refrigerators; and 61% having washing machines.

New suit for Radio, too

The enumerators will re-discover another giant — 95% as big as America. And that’s Radio — with its fabulous influence on the lives of our people. Here are more facts that will be confirmed:

that there are today 40,700,000 radio fam-
## CLASS 26. TOILETRIES & TOILET GOODS

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
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<tbody>
<tr>
<td><strong>LEADING NETWORK ADVERTISERS</strong></td>
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<tr>
<td><strong>Advertiser, program and agency</strong></td>
<td><strong>Product</strong></td>
<td><strong>Network</strong></td>
<td><strong>No. of Stations</strong></td>
<td><strong>Hours per Week</strong></td>
<td><strong>1949</strong></td>
<td><strong>1948</strong></td>
<td><strong>1939</strong></td>
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<tr>
<td>Lever Brothers Co.</td>
<td>Lifebuoy Soap</td>
<td>NBC-134-1/4</td>
<td>833,080</td>
<td>222,369</td>
<td>$603,400</td>
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<tr>
<td>Bob Hope</td>
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</tr>
<tr>
<td>“Junior Miss”</td>
<td>Pepsodent</td>
<td>CBS-152/CBC-1/4</td>
<td>77,322</td>
<td>218,904</td>
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<td>Needham, Louis &amp; Broby</td>
<td>Toothpaste</td>
<td>CBS-16/L-15</td>
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<td>Needham, Louis &amp; Broby</td>
<td>Toothpaste</td>
<td>CBS-17/16/CBC-1/2</td>
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<tr>
<td>“Lux Radio Theatre”</td>
<td>Lux Toilet Soap</td>
<td>CBS-17/14/CBC-1</td>
<td>1,246,679</td>
<td>1,220,710</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>&amp; Lux Faxes</td>
<td>CBS-16/L-15</td>
<td>605,274</td>
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<tr>
<td>Needham, Louis &amp; Broby</td>
<td>Permanent Wave</td>
<td>CBS-17/14/CBC-1</td>
<td>216,484</td>
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<tr>
<td>Needham, Louis &amp; Broby</td>
<td>Permanent Wave</td>
<td>CBS-16/L-15</td>
<td>51,813</td>
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</tbody>
</table>

### GILLETTE SAFETY RAZOR CO.

| **Razors, Blades, Shaving Cream** | **Network** | **No. of Stations** | **Hours per Week** | **1949** | **1948** | **1939** |
| Razors, Blades, Shaving Cream | ABC-237/CBC-1 | 652,725 | 605,065 | $93,377 |

### COLOGE-PALOMIVE-PEET CO.

| **A Day in the Life of Dennis Day** | **Product** | **Network** | **1949** | **1948** | **1939** |
| **(Eff. Oct.)** | **Toni Cream Shampoo, Home Permanent Wave** | NBC-149-1/2 | 3,149,560 | 57,001,001 | *2,749,723* |
| | **Colgate Cream, etc.** | NBC-134-1/2 | 592,702 | 655,530 | |
| | **Shave Cream, Brushless Shave Cream** | NBC-129-3/4 | 68,008 | 220,038 | |
| | **Rapid Shave Cream** | NBC-134-1/4 | 548,184 | 423,458 | |
| | **Halo Shampoo** | CBS-3-1/14 | 57,810 | | |
| | **Calgonite Dental Cream** | CBS-151-1/2 | 873,297 | 743,384 | |
| **Mr. and Mrs. North** | **Shave Cream, Shave Cream** | NBC-144-1/2 | 599,147 | 476,825 | |
| Sherman & Merriwether | **Shave Cream, Shave Cream** | NBC-129-3/4 | 68,008 | 220,038 | |
| **Yard Sale in** | **Shave Cream, Shave Cream** | CBS-152/CBC-1/2 | 831,292 | 215,147 | |

### PROCTOR & GAMMEE CO.

| **Pepper Young’s Family** | **Product** | **Network** | **No. of Stations** | **1949** | **1948** | **1939** |
| Pedler & Ryan  | Canopy Soap | NBC-152/CBC-1/14 | 940,844 | 697,854 | |
| “J. Lowell Thomas”  | Ivory Soap | CBS-78-1/4 | 1,073,635 | 1,426,078 | |
| Compton Adv.  | Ivory Soap, etc. | NBC-152/CBC-1/14 | 940,844 | 924,303 | |
| “Right To Happiness”  | Ivory Soap, etc. | CBS-93/CBC-1/4 | 705,776 | 701,324 | |
| “Big Sister”  | Love Soap | CBS-149-1/4 | 730,258 | 703,830 | |
| Compton Adv.  | Puff  | NBC-139-L | 277,905 | 608,878 | |
| “The F. B. J. in Peace”  | | | | | |
| “Blow Co.”  | | | | | |
| “Life of Riley”  | Ipana, Sol | ABC-234-1/4 | 607,494 | 770,003 | |
| Benton & Bowles  | Haparite, etc. | NBC-139-1/2 | 702,982 | 666,097 | |
| Bristol-Myers Co.  | Haparite, etc. | NBC-139/L-1/2 | 707,982 | 666,495 | |

### BRISTOL-MYERS CO.

| “Break the Bank”  | Ipana, Sol | ABC-234-1/4 | 607,494 | 770,003 | |
| Dolherty, Clifford, & Sheinfeld  | Colgate, etc. | NBC-139-1/2 | 707,982 | 666,495 | |
| “Deedy’s Tavern”  | | | | | |
| (Eff. July 6)  | | | | | |
| “Henry Morgan”  | Kelynos, etc. | CBS-151-1/4 | 847,041 | 5,571,681 | |
| (Eff. Oct. 3)  | | | | | |
| “Break the Bank”  | Kelynos, etc. | CBS-151-1/4 | 847,041 | 5,571,681 | |
| Dolherty, Clifford, & Sheinfeld  | Kelynos, etc. | CBS-151-1/4 | 847,041 | 5,571,681 | |

### AMERICAN HOME PRODUCTS

| “Mr. Kwon, Owner of Lost Lantern”  | Kelynos, etc. | CBS-151-1/4 | 847,041 | 5,571,681 | |
| John F. Murray Adv. Agency  | Kelynos, etc. | CBS-151-1/4 | 847,041 | 5,571,681 | |

| **Source:** Publishers Information Bureau | **Kelynos, etc.** | **CBS-151-1/4** | 884,389 | | |

* BROADCASTING estimate

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**Covering Vacationland**

**WEAV**

**ABC**

1000 w — 960 kc

Plattsburg, New York

Joseph Hershey McGillvra

Nat. Rep.

**April 17, 1950 • Page 115**
CLASS 25. SPORTING GOODS & TOYS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network-Spot Hours per Week</th>
<th>1949</th>
<th>1948</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser, program and agency</td>
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<tr>
<td>WILSON &amp; CO. INC.</td>
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<tr>
<td>&quot;National Professional Championship Football Game&quot;</td>
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<tr>
<td>Euell &amp; Thurber Assoc.</td>
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<tr>
<td>&quot;All AM RAYS - Fame &amp; Fame&quot;</td>
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<td>Euell &amp; Thurber Assoc.</td>
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<tr>
<td>RADIO OFFER CO.</td>
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<tr>
<td>&quot;Shopper's Spot&quot;</td>
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<tr>
<td>&quot;Romantic Song Shop&quot;</td>
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<tr>
<td>&quot;Old, Old, Resolved Shoe&quot;</td>
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<td>&quot;On The Plaza&quot;</td>
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<td>Huber Hoge &amp; Son</td>
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<td>SOUTHERN ENTERPRISES</td>
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<tr>
<td>&quot;Johnny On The Spot&quot;</td>
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<tr>
<td>Cowan &amp; Whitmore Adv.</td>
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<td>FAYDEX CORP.</td>
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<tr>
<td>&quot;Hollywood 400 Presents Seadles Mountain Roundup&quot;</td>
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<td>Source: Publishers Information Bureau</td>
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</table>

SPORTING GOODS

(Classified from page 113)

Some 15 sporting goods and toy retailers sponsor network co-op programs. Mutual's Fishing & Hunting Club of the Air being used by 10 of this group. Three are also include in the advertisers over Transit Radio facilities.

Record attendance at the American Toy Fair in New York last month and large orders placed by the 11,000 buyers at the fair led to predictions by industry leaders that this year's toy production will top last year's output of $300 million. Arthur M. Raphael, president of Toy Mfrs. of the United States of America, who sponsored the fair, said that orders for all types of toys were well ahead of the 1949 fair.

Class 26: JOILETRIES

NETWORK time sales to toiletry producers dropped nearly $3 million in 1949 from the 1948 level, a decline of 8.6%, but it still ranked second among all classes of advertisers using radio network time during the year, topped only by food advertisers. And—with a big question mark for Lever Brothers Co., whose top executives were engaged in a thorough overhauling of the company's advertising plans as this was being written—the outlook is good for a comparable volume of business from this class in 1950.

Gillette plans to continue its Friday night fight broadcasts indefinitely and to go on sponsoring radio coverage of every major sporting event it can get rights for. This includes the World Series and the All Star baseball games for this year and six years after that, Gillette having tied up those rights last November with a seven-year, million-dollar contract. And there are no signs that the makers of toilet soaps, dentifrices and other toiletry goods are planning any wholesale exodus from radio as long as this medium goes on delivering them so many customers at so low a cost.

S. L. Mayhew, executive vice president of the Toilet Goods Assn., has given BROADCASTING the following statement on the status of this industry and its advertising plans:

Equal 1948 Volume

"As nearly as can be determined at this early date, total sales of personal cosmetic and toilet preparations during 1949 practically equalled the volume done by the industry in 1948. It should be pointed out, however, that this excellent showing was made possible only because of the progress made by the industry in the sale of new products during the last few years and still gaining rapidly in popularity. Of particular interest in this connection were increases of nearly 10% in the sales of home permanent wave preparations and an increase of about 15% in dentifrices due to the introduction of ammoniated dentifrices, and a continuing increase in sales of shampoos of various types.

"Perfume business itself was probably down slightly and the general line of cosmetics also suffered slightly. Sales of expensive perfumes and especially gifts, were directly hampered by the 20% retail excise tax, the effects of which were felt for the first time in this industry during 1949. The early weeks of 1950 have not been good principally because of the announce-
Class 25: Sporting Goods

As the accompanying table of network advertising by class shows, the manufacturers of sporting goods and toys who use radio nationally do so on a one-time, special event basis, rather than as regular sponsors week in, week out.

Wilson & Co., which in 1948 was the only network advertiser in this class, repeated in 1949 its sponsorship of two outstanding football games, the pre-season All Star game in August on Mutual and the final game of the professional football season in December on ABC, firmly implanting in the minds of listeners an identification of Wilson sporting goods with the first flight athletes. A. G. Spaulding & Bros. used a similar technique identifying its products with its program when it sponsored broadcasts of the Davis Cup matches last August for the second consecutive year over a special seven-station hookup.

Toy advertising comes most naturally in the pre-Christmas season, so it is not surprising that the three network advertisers of toys (shown on the table) all sponsored their one-time programs at that time, RCW Enterprises in November, the other two in December. Toy Productions of Hollywood also used radio on a spot basis at that season, sponsoring 10- and 15-minute recorded musical programs in eastern cities in a five-week radio campaign starting Nov. 7 for its Bugs Bunny and Porky Pig toys. RCW Enterprises also used 10-minute and quarter-hour programs on 60 stations in 30 markets in a five-week $225,000 pre-Christmas spot campaign in addition to its network broadcast.

While Christmas is the time of most toy buying and giving, it is not the only time. Birthdays and other occasions for presents occur throughout the year and to publicize its products to this continuing market Paydrex Corp. is sponsoring a Sunday morning Musical Varieties program on the Don Lee Network (Continued on page 114).
Class 24:

PROCTOR & GAMBLE Co. dominates network time purchases to advertise soaps, cleansers and polishes, its gross network time billings of $11,042,947 in 1949 totalling nearly five times those of B. T. Babbitt Inc., second network advertiser in this category. As a whole, the class fell 6.9% below its gross billings for 1948, dropping it from fourth to fifth rank among all classes of network advertisers for 1949. Competition, always high among the members of this group, is expected to increase during the coming year as a reorganized Lever Bros. Co., whose top executives are now overhauling its advertising appropriation allocation, is reportedly readying one or more detergents for introduction later this year.

Soaps, cleansers and polishes were advertised with network time last year by the following companies, in addition to those listed in the table: Armour & Co. (Chiffon Flakes), sponsoring Hunt Five 10-minute periods a week on CBS January-May and for a Saturday half-hour on CBS during November (using $291,921 worth of time at gross rates); Colgate-Palmolive-Peet Co. (Super Suds), Blondie for 80 minutes a week on CBS February-June ($378,444); Cudahy Packing Co. (Old Dutch Cleanser), Nick Carter, MBS weekly half-hour January-June, September-December ($490,257); Drackett Co. (Drano, Windex-Wax), Star Time, weekly quarter-hour, ABC January-July ($146,971); Faultless Stark Co., Faultless Starch Time, NBC Sunday quarter-hour ($65,660); Los Angeles Soap Co. (White King Soap), Chandy, MBS half-hour February-May ($5,421); Pacific Coast Borax Co. (20-Mule Team Borax and Boraxo), The Sheriff, 25 minutes, Friday, ABC ($584,720); SOS Co. (cleaning products), Knox Manning, News, five 15-minute periods a week on CBS Pacific January-February ($10,320), and Mr. Information, three five-minute periods a week, CBS Pacific January-August ($26,798).

Since the first of the year, B. T. Babbitt has dropped Lora Lawton and moved David Harum into the former serial's spot on NBC, 11:45 a.m.-12 noon, Monday through Friday, and has started a new program, Noma From Nowhere, on CBS, Monday-Friday, 3-3:15 p.m., time formerly occupied by David Harum. Other network programs of this class on the air in December continue as they were.

Chemicals Inc. on April 3 started sponsoring the Frank Goss newscasts three times a week on CBS Pacific for Vano. On Don Lee, Los Angeles Soap Co. (White King soap) sponsors six 15-minute news periods a week. Gold Seal Co. is conducting a spring one-minute announcement campaign in 14 Midwest markets for Glass Wax, Park & Tilford (Tintex dyes) began its annual 10-minute announcement campaign in March, with Best Foods (Rit dyes, Shinola) starting announcements in some 80 markets a month later, running from April to June. Griffin Mfg. Co., after a winter campaign for All-White shoe cleaner in Florida, has expanded the station list for its Shoe Lotion announcements, the campaign to continue until November.

At the local level, some 35 laundry and dry cleaners used network co-op shows on stations in their communities to advertise their services, with a half-dozen such establishments buying time on Transit Radio.

Spot's All-Time High
(Continued from page 64)

The adaptability of spot has made it a very valuable tool of certain product classifications which find, between 1948 and 1949.

Big users of network radio were the Smoking Material advertisers. This group spent $25,667,403 on the networks as compared to $3,300,000 in spots to place twelfth. Confectionary and Soft Drinks advertisers put over $9 million into radio advertising in 1949. Of this about $2.8 million went to spots and $6.2 million gross to the networks. Appropriations were decreased in both media from a combined total of about $12.7 million in 1948.

The 1926-1950

CHICAGO'S PIONEER GOSPEL STATION

WMBI

AM and FM

24 years of Christian broadcasting; originating over 250 programs a week.

Owned and operated by

MOODY BIBLE INSTITUTE

820 N. La Salle Street
Chicago 10, Illinois

Page 112 • April 17, 1950

CLASSIFIED AD

1926-1950

CHICAGO'S PIONEER GOSPEL STATION

WMBI

AM and FM

24 years of Christian broadcasting; originating over 250 programs a week.

Owned and operated by

MOODY BIBLE INSTITUTE

820 N. La Salle Street
Chicago 10, Illinois

Page 112 • April 17, 1950
WMFM (FM) OFF AIR

Lightning Damages Outlet

SHUT down by a lightning bolt, WMFM (FM) North Adams, Mass., is not expected to resume operation for some time, according to station owner. The outlet went off the air late last month when the transmitter was struck by a bolt that also put out telephone and power lines in the area. The transmitter house caught fire and was badly damaged.

A member of Continental FM Network, WMFM carried paid advertising in a local newspaper advising listeners to tune in to several FM stations within range that carry Continental's daily service. WMNB, AM outlet with which WMFM is affiliated, was not affected by the storm.

U. OF FLORIDA Radio Guild operated WGGG Gainesville, Fla., for entire day recently, with all positions, except engineering, being filled by students.

Yankee News Service three times a week on the full Yankee Network. P. Lorillard Co. is expanding the spot campaign for Old Golds, which in February used announcements and news programs on 18 stations. To make American men more conscious of and to encourage women to buy cigars as gifts for their menfolk, the Cigar Institute of America is using three-color ads in the Tuesday Evening Post during the first six months of this year, with individual cigar producers urged to back up these ads with their own advertising in all media.

Broadcasters soliciting cigar business should find good sales arguments in surveys made last winter by The Pulse Inc. of two cigar-sponsored programs on WOR New York, showing the preference for the sponsor's products over other brands to be 5½ times as strong with listeners compared to nonsmokers of one program, 4½ times as strong with listeners to the other. Survey also showed audiences to these programs to include a larger-than-normal percentage of cigar smokers.

Need for strong cigar promotion is indicated by sales statistics. Last year some 8.6 billion cigars were smoked in the United States, only a slight decline from the 8.8 billion total for 1948, but a far cry from the 1920 record of nearly 10 billion.
a symbol of
ENGINEERING INTEGRITY

The Association of
FEDERAL COMMUNICATIONS
Consulting Engineers

Members
Stuart L. Bailey
Jansky & Bailey
Clyde H. Bond
Clyde H. Bond
Lester H. Carr
Weldon & Carr
Joseph A. Chambers
Chambers & Garrison
T. A. M. Craven
Craven, Lohnes & Culver
John Creutz
John Creutz
Ronald H. Culver
Craven, Lohnes & Culver
George C. Davis
George C. Davis
Everett L. Dillard
Millard M. Garrison
Chambers & Garrison
Glenn D. Gillett
Glenn D. Gillett & Assoc.
Paul F. Godley
Paul Godley Co.
C. M. Jansky, Jr.
Jansky & Bailey
Frank G. Kear
Kear & Kennedy
Robert E. L. Kennedy
Kear & Kennedy
Worthington C. Lent
Worthington C. Lent
George M. Lohnes
Craven, Lohnes & Culver
Frank H. McIntosh
McIntosh & Inglis
James C. McNary
McNary & Wrathall
Russell P. May
Russell P. May
E. C. Page
E. C. Page
William E. Plummer
Glenn D. Gillett & Assoc.
A. D. Ring
A. D. Ring & Co.
James O. Weldon
Weldon & Carr
Grant R. Wrathall
McNary & Wrathall

Associate Members
William S. Duttera
National Broadcasting Company
Raymond F. Guy
National Broadcasting Company
Earl M. Johnson
Mutual Broadcasting System
William B. Lodge
Columbia Broadcasting System
Frank L. Marx
American Broadcasting Company
John G. Preston
American Broadcasting Company
Philip F. Siling
Radio Corporation of America
Carl E. Smith
United Broadcasting Company
Jay W. Wright
Columbia Broadcasting System
Class 22:

"RETAIL business for 1950 appears to be nearly matching 1949's sales volume," says Howard F. Abrahams, manager of the sales promotion division, National Retail Dry Goods Asso., in a statement to Broadcasting.

Last year, Mr. Abrahams continues, "It is estimated that the nation's stores did $127.9 billion. This is not much under the all-time high of $129.9 billion in 1948, but a far cry from the $42 billion in 1939.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many dollars in total advertising in 1950 as they did in 1949. As usual, there are some slight variations from the previous pattern. Newspapers will probably receive a slightly reduced budget, with savings from economies going into space; window displays will probably account for less dollars as a result of further economies in display materials, while salaries remain constant. Direct mail is due for a small increase.

"Radio appears to be in for a small increase. We have finally seen the day when stores are using radio as a direct selling tool, not an institutional building medium. In other words, retailers are using radio the way they always used newspapers, to bring immediate response."

One difficulty with fitting a retail classification into a product group series such as this is deciding when a store should be classed according to the products it sells and when it should be kept out of that class and reserved for this retail category. PIB, source of the network information used up in this series, lists Adam Hat Stores under the Apparel heading, but classifies Dr. His Shoe Stores as retail. Broadcasting in most cases has tried to fit stores as best into the class of merchandise advertised by it on the air, leaving for this overall retail group only department stores and other general retail institutions using radio for all lines of merchandise. This advertising is almost exclusively placed at the local level and data are not available for the application of general statistics to the extent of radio advertising used by these stores.

It is known, however, that when all advertising placed on station by local retailers for all products they have for sale to the consuming public—from automobiles to zippers—the total volume exceeds that of either the national radio networks or the total spot business. In other words, the American merchant is an extremely good collective customer of the American broadcaster. In 1948 radio rendered a bill to Mr. Local Advertiser of $171 million, representing 41.1% of radio's total billings to all classes of advertisers. Last year, the local advertisers' bill was $22 million, 42.2% of the total. This year it can well go even higher.

The two network advertisers listed in the table above used regional network time last year. First National Stores in July started the Lombardo program on New England Radio Network. Dr. His Shoe Stores used Don Lee as well as ABC, continuing to use both into 1950.

Class 23:

CIGARETTE consumption in the United States will this year just about equal the 1949 all-time high of 352 billion cigarettes, roughly 117 packs for every U. S. inhabitant—man, woman and child—according to a recent survey of tobacco marketing.

That's 'good news for broad- casters as well as tobacco men. Increased production and sales means increased advertising and with this group increased advertising usually means increased use of radio. Network time for advertising smoking materials, including cigars, pipe tobacco and lighters but mostly cigarettes, rose 16.5% in 1949 over 1948, following a 12.5% increase in network time sales to this group in 1948 over 1947.

Network advertisers in this class last year, in addition to those shown in the table, were: Bayuk Cigars Inc. (Phillies), sponsoring Inside of Sports on Mutual five quarters-hours a week January-September; (with gross time purchase of $3,100); Bloch Brothers Tobacco Co. (Mail Pouch tobacco) sponsored Fishing and Hunting Club of the Air 25 minutes a week on MBS ($570,421); Brown & Williamson Tobacco Co. (Rexall cigarettes) sponsored People Are Funny for a Tuesday night half-hour on NBC, with Life in Your Hands as a summer replacement; and in the fall added a Saturday morning broadcast of this program to its NBC schedule ($899,910); Wally Frank Ltd. last November, used two broadcasts on Mutual of a 15-minute program, Profiles in the News, for its line of pipes ($4,904); U. S. Tobacco Co. advertised its tobaccos with Take a Number, a half-hour on MBS January-July ($444,601), in March started Man Next Door, at the same time on about 100 stations which presently carried Take a Number, continued Man Next Door after Take a Number was dropped ($36,753) and in August started Martin Kane, Private Eye as a Sunday half-hour, also on Mutual ($207,163).

Liggett & Myers Since the first of the year, Liggett & Myers (Chesterfield) has added a Saturday night half-hour on CBS. Arthur Godfrey Digest, a transcribed program of the high spots of his morning shows during the week on CBS of which Chesterfield also uses a daily half-hour.

P. Lorillard Co. has started Dr. J. Q. as a Wednesday evening half-hour on ABC for Embassy cigarettes and has cut its portion of Stop the Music on ABC from 15 minutes for Old Gold cigarettes. American Tobacco Co. has dropped Leave It to Jo on CBS for Rul Tan cigars but may add a daily 15-minute show to its current network schedule. Roman Art Metal Works first moved its five-minute Johnny Desmond show from MBS to ABC, then discontinued it. R. J. Reynolds on New Year's Day again sponsored ABC's broadcast of the Cotton Bowl Game.

Liggett & Myers is expanding its baseball broadcast coverage this year, sponsoring broadcasts of the Chieftains, the veteran and away games on WIND Chicago and sharing with local advertisers sponsorship of the Cubs broadcasts fed from WIND to a special network of some 35 midwestern stations; the New York Giants on WMCA New York and a hookup of some 12 eastern stations; the Washington Senators on WWDC Washington, with possibly a similar regional baseball network being formed there with Chesterfields getting all or part of the advertising in connection with the baseball broadcasts.

General Cigar Co. (White Owl Cigars) this summer will share sponsorship of the New York Yankees games on WINS New York with P. Ballantine & Sons. Walt & Bond (Blackstone, Yankee Supreme cigars) has started using (Continued on page 110)
NEW HIGH IN SPONSORSHIP


NEW HIGH IN ENTHUSIASM

Stations say: "Renewing for 10th consecutive year" . . . "The top service" . . . "Nothing but praise" . . . "Continues excellent" . . . "Keep up the good work" . . . "Still, always will be, tops" . . . "Writing is without equal." (Names on request.)

NEW HIGH IN SERVICE

The United Press radio wire, the longest news circuit in the world, makes for faster, smoother delivery of all news—international, national, regional. Coast-to-coast in Canada now, as well as in the U. S.

NEW HIGH IN STATIONS

More stations take United Press service than ever before. The total is well beyond 1200 now in this country, a good 10 per cent higher than a year ago. U. P. clients continue to outnumber any other service's.

United Press
FOREMOST BECAUSE IT DELIVERS MOST
Class 21: Radio

Class 21: Radios, Phonographs, Musical Instruments & Accessories

Network 1949 $749,357 1948 $716,098 1939 $860,724

Spot 1949 $560,000* 1948 $1,421,000

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>SPOT</th>
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<td>Product</td>
<td>Network</td>
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<tr>
<td>Advertisements, program</td>
<td>No. of Stations</td>
<td>Hours per Week</td>
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<td>and agency</td>
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<td>PHILCO CORP.</td>
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<td>&quot;Bing Crosby&quot;</td>
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<td>Interracial Ad.</td>
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<td>RADIO CORP. OF AMERICA</td>
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<td>&quot;The RCA-Victor Show&quot;</td>
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<td>J. Walter Thompson Co.</td>
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<td>INTERNATIONAL TELEPHONE &amp; TELEGRAPH CORP.</td>
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</tr>
<tr>
<td>(Capehart-Forsworth Corp.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Don Ross, America's Audiences of the Air&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOR &amp; WLJG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Dictor's Christmas Carol&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. M. Mathis</td>
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</tbody>
</table>

Preliminary figures on first quarter radio and television receiver production indicate that the industry's sales are continuing at the high level of the fourth quarter of 1949, contrary to past years," Bond Geddes, executive vice president, the Greater Greater and sports stations, says in a statement to Broadcasting.

"Total industry radio set production is running just under a million units a month, yet some dealers are experiencing shortages, particularly in radio-phonographs of the more popular brands. After a dull last summer, radio set sales recovered strongly in the fourth quarter so that the year's output rose to 11,400,000 units, about 1,400,000 above industry expectations. This year's production probably will equal that of 1949.

"TV receiver production in the first quarter likewise continued at the fourth quarter 1949 level and perhaps exceeded it. Industry estimates indicate that 4,500,000 or more television receivers will be manufactured this year, and an increasing number of these are being equipped with both AM and FM radio reception facilities.

"As manufacturers' dollar volume rises with TV set production, most set makers have increased their advertising budgets for 1950," Mr. Geddes concludes.

"Many of them are using both radio and television to promote set sales. The present outlook is that the volume of combined radio and TV receiver sales in 1950 will be the highest in the industry's history."

The advertising increases Mr. Geddes refers to do not show up strongly at the national level. RCA is the only radio-TV set manufacturer currently sponsoring a network program, Screen Directors Playhouse, Friday evening half-hour on NBC. Columbia Record-
FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR CBS 50,000 WATTS

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS Chairman of the Board

HARRY WISMER Vice President and General Mgr.
Class 19: **Office Equipment**

<table>
<thead>
<tr>
<th>Class 19. OFFICE EQUIPMENT, STATIONERY &amp; WRITING SUPPLIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORK (Gross)</td>
</tr>
<tr>
<td>$1,413,606</td>
</tr>
<tr>
<td><strong>SPOT</strong> (Net)</td>
</tr>
<tr>
<td>$992,000</td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>Advertiser, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pens &amp; Pencils</strong></td>
<td><strong>NATIONAL</strong></td>
<td><strong>TICONDEROGA INC.</strong></td>
</tr>
<tr>
<td><strong>Foot, Care &amp; Bonding</strong></td>
<td><strong>NATIONAL</strong></td>
<td><strong>FOOT, CARE &amp; BONDING</strong></td>
</tr>
</tbody>
</table>

**Hallmark Greeting Cards**

<table>
<thead>
<tr>
<th>Network</th>
<th>Advertiser, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NETWORK 1949</strong></td>
<td><strong>Sears, Roebuck &amp; Co.</strong></td>
</tr>
<tr>
<td><strong>1948</strong></td>
<td><strong>How To Get More Out of Life</strong></td>
</tr>
<tr>
<td><strong>1939</strong></td>
<td><strong>How To Get More Out of Life</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hallmark Greeting Cards</th>
<th>Network</th>
<th>Advertiser, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBS-159-1/2</strong></td>
<td><strong>ABC</strong></td>
<td><strong>How To Get More Out of Life</strong></td>
</tr>
<tr>
<td><strong>CBS-159-1/2</strong></td>
<td><strong>ABC</strong></td>
<td><strong>How To Get More Out of Life</strong></td>
</tr>
</tbody>
</table>

**Source:** Publishers Information Bureau

Class 20: **Publishing & Media**

<table>
<thead>
<tr>
<th>Class 20. PUBLISHING AND MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORK (Gross)</td>
</tr>
<tr>
<td>$911,814</td>
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</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>Advertiser, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspaper</strong></td>
<td><strong>ABC-80-1/4</strong></td>
<td><strong>Christian Science Monitor</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Network</th>
<th>Adverter, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC-80-1/4</strong></td>
<td><strong>NEWSPAPER</strong></td>
<td><strong>Christian Science Monitor</strong></td>
</tr>
</tbody>
</table>

**Books**

<table>
<thead>
<tr>
<th>Network</th>
<th>Adverter, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CBS-159-1/2</strong></td>
<td><strong>How To Get More Out Of Life</strong></td>
</tr>
<tr>
<td><strong>CBS-159-1/2</strong></td>
<td><strong>How To Get More Out Of Life</strong></td>
</tr>
<tr>
<td><strong>CBS-159-1/2</strong></td>
<td><strong>How To Get More Out Of Life</strong></td>
</tr>
</tbody>
</table>

**Authors:**

- **Homer Stackpole**
- **Homer Stackpole**
- **Homer Stackpole**

<table>
<thead>
<tr>
<th><strong>Network</strong></th>
<th><strong>1949</strong></th>
<th><strong>1948</strong></th>
<th><strong>1939</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOT</strong> (Net)</td>
<td><strong>1949</strong></td>
<td><strong>1948</strong></td>
<td><strong>1939</strong></td>
</tr>
<tr>
<td>$2,016,000*</td>
<td>595,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Broadcasting estimates**

**Omnibook Inc.,** which sponsored Robert St. John in a special one-time quarter-hour on ABC March 5 as a test, may use network radio on a regular basis in addition to its extensive spot radio campaigns. Sears, Roebuck & Co. is considering a national spot campaign for American People's Encyclopedia, probably using dramatized announcements.

Among magazine publishers, Curtis Publishing Co. uses programs and announcements on a wide scale for Saturday Evening Post, Ladies Home Journal and Holiday. Announcements and participation have also been used for Newsweek and Quick in recent months and Time Inc. has been considering a spot campaign of 8-, 10- and 15-minute news programs for Life.

A number of newspapers use radio promotion in their localities, about 40 currently sponsoring local broadcasts of network cooperative programs, of which Mutual's Meet the Press is the top favorite with newspaper publishers, having 18 of them among its sponsors. Five publishers use Transit Radio facilities.

**WKNA Increases Power**

WKNA Charleston, W. Va., owned and operated by Joe L. Smith Inc., went on the air March 23 with increased power of 5 kw. Broadcasting on 950 kc, the ABC affiliate formerly operated on power of 1 kw.
THE new Broadcast Measurement Bureau Survey proves that WOW audience has grown steadily with the rich area it serves.

WOW's audience is up about 9% since 1946, this despite 130 NEW stations in WOW-Land states in that three years.

The new BMB study gives the FIRST and ONLY direct competitive comparisons of the complete audiences of WOW-Land stations.

If you haven't a copy already, write today for the complete new BMB Survey, with maps, and supporting data.

LESS THAN 20% OF THE WOW AUDIENCE IS RATED BY THE OMAHA CITY HOOPER RATINGS
MAJOR WATCH manufacturers, whose purchase of spot radio time—chiefly station breaks for time signals—makes up most of radio’s revenue from the jewelry trade, will continue their radio operations this year on about the same level as last, according to indications in the early months of 1950.

Bulova’s 1950 budget calls for an expenditure of some $4 million for radio and TV time, $500,000 more than last year.

Benzrus expects to spend about $1 million for radio, slightly less than in 1949. Gruen plans to continue radio in major market on about last year’s level. Waltham, forced to shut down when its funds were halted by the Reconstruction Finance Corp. which loaned the company some $5.8 million last year, is presenting its new reorganization plans to a Federal Court in Boston this week and expects to resume its use of radio on an expanded basis as soon as it gets production of watches under way again.

The distribution of GI insurance dividends is expected to boom sales of all types of jewelry and if Congress should repeal the wartime excise taxes on this merchandise the industry would receive a further boon which it may be expected to promote with increased advertising expenditures all down the line.

Programs Have Changed

The network programs of this group have undergone a good many changes since the end of the year. Waltham Watch Co., only network account of this group not listed in the table, started Share the Wealth as a 25-minute Monday evening series on ABC in October, spending $48,813 for time to the end of the year, but was forced to cancel the program in January by reorganization difficulties.

Longines-Wittnauer Watch Co., discontinued its two CBS Sunday afternoon half-hour programs—Symphonette and The Choraliers—in December, but reinstated them to the same network on the same day, as of yesterday (April 16). Helbros Watch Co., which last fall resumed sponsorship of Quiet as a Flash on Mutual after a summer hiatus, at the end of December shifted from that program and network to Richard Diamond, Private Detective on NBC. Helbros’ plan had been to sponsor this program during the spring, lay off for the summer and return in the fall, but it cancelled those plans when it learned that NBC had sold the program to Rexall Drug Co. for the summer months. Expected back in network radio shortly, Helbros in January contracted for 35,000 announcements a year—just under 100 a day — on KEXO of Juarez, Mexico.

Speidel Corp. and Bruner-Ritter Inc. are continuing their Sunday evening programs on ABC for their respective brands of watch-bands, Speidel sponsoring 15 minutes of Stop the Music and Bruner-Ritter sponsoring the half-hour Chances of a Lifetime. Gruen Watch Co. is out of network radio at the moment, having dropped sponsorship of ABC’s Hollywood Calling at the end of the Christmas buying season. Revere Camera Co. in February withdrew its sponsorship of The Date With Judy on ABC.

NAB By-Laws Amended

AMENDMENT to the NAB by-laws permitting the president to make employment contracts for staff personnel up to periods of three years, with board approval, has been approved by the membership. Heretofore contracts had been limited by the by-laws to one-year periods. Of a total of 861 votes, 819 were in favor with 22 opposed. Ten ballots were void. At its February meeting the board had approved the referendum proposal.

At the local level, some 35 insurance companies or brokers sponsored local broadcasts of network co-op programs, with seven insurance advertisers using Trans-It Radio facilities.
Advertising Stays...Where It Pays!

10 Years Or More
For 1 Out Of 4

A check of WNAX non-network accounts for January, 1950, showed that 27% of these advertisers were using WNAX in 1940. Blue chip business, this 27% of our list accounted for 39% of our total billings.

Advertisers who demand results renew their WNAX schedules year after year because they consistently get a greater return on each advertising dollar invested in Big Aggie Land.

A major market, Big Aggie Land embraces Minnesota, the Dakotas, Nebraska and Iowa; the world’s richest agricultural area...served only by WNAX.

In 1948, folks in Big Aggie Land enjoyed a buying income of $4,547,025,000.00 — greater than Los Angeles, Philadelphia, or Washington, D.C. Retail sales in Big Aggie Land total $3,397,461,000.00 — greater than San Francisco, Detroit or St. Louis. *

Convert your SALES POTENTIAL into SALES RESULTS. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.
**Class 16: Industrial Materials**

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Network</th>
<th>1949 Gross</th>
<th>1948 Gross</th>
<th>Spot 1949</th>
<th>Spot 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBDO</td>
<td>$2,174,673</td>
<td>1,747,826</td>
<td>$112,000*</td>
<td></td>
</tr>
<tr>
<td>ABC-560-1 (July-Sept.)</td>
<td>$1,452,589</td>
<td>$1,052,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC-122-1 (Sept.-Dec.)</td>
<td>670,776</td>
<td>781,314</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWVA-150 $2,630,390</td>
<td></td>
<td>$219,200</td>
<td></td>
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<tr>
<td>NCX-108 $11,764</td>
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</tbody>
</table>

* BROADCASTING estimate

**Class 17: Insurance**

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Network</th>
<th>1949 Gross</th>
<th>1948 Gross</th>
<th>Spot 1949</th>
<th>Spot 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS-148-5 $2,174,673</td>
<td>1,747,826</td>
<td>$112,000*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KGW-728 $1,174,673</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>KSAT-928 $11,200</td>
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</table>

* BROADCASTING estimate

"PURCHASE of new life insurance by American families was $23,610,000,000 in 1949—a record volume for the fourth consecutive year. In the four years since the end of the war, total purchases have exceeded $90 billion—as much as the purchases of the eight previous years," Holgar J. Johnson, president, Institute of Life Insurance, reports in a statement for this issue of Broadcasting.

"As a result of this sustained pace of additions to life insurance programs, American families owned a record $213,400,000,000 of life insurance at the end of 1949. This is just twice the total owned only 12 years before — meaning that as much has been added in these 12 years as was built up in the preceding 100 years.

"Four out of five families now own life insurance—with an average of more than four policies per family. There are now 191 million policies owned in the U. S.

"In spite of the large volume of life insurance outstanding today and the widespread ownership of it, there is still room for material further growth—evidenced by the average ownership per family of only about $6,000," Mr. Johnson states. "In view of this, it is probable that the coming year will see a still further expansion of life insurance, with new peaks attained. Furthermore, this growth may well be expected to continue for some years to come."

Insurance advertising on the national networks has not kept pace with the volume of insurance business. On the contrary, it dropped by about 10% last year and seems slated for a further decline in 1950. Prudential having discontinued its Family of Stars the end of February, California Medical Ass'n's California Caravan is now broadcast on Don Lee for a half-hour each Sunday. The Jack Burch Show, This Is Your FBI and Metropolitan's network newscasts continue, with Metropolitan also continuing a heavy schedule of news and analysis.

(Continued on page 102)
Dear Ed:

The time has come to congratulate WGN for the sterling job the station has done for many of our clients during the past few years.

Recently, for one of our clients, we offered a book costing $2.95. WGN pulled over 1,200 orders from one broadcast or about $2,600 worth of business—at an advertising cost of about $16 per order! This is a phenomenal record and the station deserves to be congratulated for such a very fine job.

You may rest assured that there is never any hesitation in recommending WGN to any client as one of the top stations in the country in view of the vast audience potential and proven selling power witnessed by us.

Cordially,

Lucille Dreher
HUBER HOGE & SONS
Household Equip.

(Continued from page 98)

paigns in their service areas.

Network sponsors in this class last year, in addition to those shown in the table, were: Club Aluminum Products Co., (household utensils), sponsoring Club Time, a daytime quarter-hour on ABC on April 1; Modgilin Co. (Perma brooms), Meet the Muses, weekly quarter-hour on CBS Pacific Janua (297,997); Radio Offer Co., preChristmas campaign for its plastic products and toys, using a schedule on ABC that began with a weekly quarter-hour in September, William Lang show, and built up to 2 1/2 hours a week in December, Romantic Song Shop, Pick a Date, Shoppers Special ($78,928); Servel Inc. (gas refrigerators), What's My Name?, ABC Saturday half-hour February-July ($30,144); Stanley Home Products (Kitchen Equipment), two one-timers on ABC; Choral Festival in May and Boys' Town Choir in December ($120,541).

Philo's Breakfast Club and See man Brothers' two news shows are continuing on the networks, but Westinghouse has discontinued Ted Malone's five-minute program across the board. ABC Company is considering using him at another time, however, probably on the same network. GE's Hotpoint Division is planning another special program on Mother's Day (May 14) on CBS 5-6 p.m. Gulf Oil Corp.'s planning a summer campaign for Gulfspur insecticide, which will be sponsored the Lanny Rosel Show on MBS five noontime half-hours a week, starting in May.

Hudson Pulp & Paper Co. advertises its paper napkins with announcements on Yankee Network participating programs, programs and announcements on other Eastern stations, using 38 in all; McCormick & Co. (Bea Brand insect powder) started an announcement campaign in Southern markets April 1; Modgilin Co. advertising to be handled by Compton Adv.

after June 1 and company may use radio this summer; O'Keefe & Merritt Co. (gas ranges) uses spots on year-round basis on some 30 stations in California; Soony Vacuum Oil Co. promotes Bug-a-Boo insecticide as well as Mobilgas and Mobi ol on six stations, using from three to 26 programs a week per station; Southern Appliance Inc. uses stations in North and South Carolina; Standard Vacuum Cleaner Co. uses stations in Northwestern California.

General Electric Co. has arr ranged for announcements for electric fans, to be broadcast by more than 80 stations on the third day of the first protracted heat wave in each area. GE distributors and dealers are heavy users of radio time for appliance advertising on a local or regional basis throughout the country, independently and in cooperation with the parent company.

Nineteen Hundred Corp. (Ken way appliances), American Coolair Corp. (ventilating fans), Carrier Corp. (air conditioners, food freezers, etc.), Lessen Steel Products (Fresteline Home Appli ances), A. O. Smith Corp. (water heaters) and York-Shipley Inc. (heating equipment) are among the appliance companies currently offering to share the cost of radio advertising of their products with dealers and distributors who buy time in their trade areas.

Heavy users of local radio time, more than 50 appliance dealers sponsor network co-op shows in their communities and 18 use Transit Radio facilities.

Class 15:....Furnishings

CLASS 15. HOUSEHOLD FURNISHINGS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Advertisers, program and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARMSTRONG CORK CO.</td>
<td>&quot;Theatre of Today&quot;</td>
</tr>
<tr>
<td>INTERNATIONAL SILVER CO.</td>
<td>&quot;Adventures of Ozzie &amp; Harriet&quot;</td>
</tr>
<tr>
<td>SEALY INC.</td>
<td>&quot;Charley Crockett, News&quot;</td>
</tr>
</tbody>
</table>

THE LOCAL DEALER is the big advertiser in the home furnishing field, in radio as in other media. This class of advertisers at present includes only two network clients, a very few spot accounts, but more than 125 sponsors of network co-op shows on local stations and 21 users of Transit Radio time, indicating that the total number of furniture dealers using radio probably runs into the thousands.

Armstrong Cork Co. continues its Theatre of Today on CBS, and Sealy Inc.'s newscast on CBS News hookup to make up the net work complement of home furnishings advertising. Sealy this month will start a spot campaign for its new orthopedic mattress, with announcements and station breaks to be released to 29 factories for spon sorship in their territories.

Pequot Mills started participa tions in Housewives Protective League the day after Christmas on CBS stations in New York, Chi cago, Los Angeles and San Fran cisco, plus a quarter-hour news pro gram on WHO Des Moines and participations on WTC Hartford. Company may use an expanded spot campaign for June-bridge promotion. F. Schumacher & Co. has been using announcements on two New York stations for Waverly home furnishing fabrics.

MASS HYSTERIA DEFENSE

Radio Best Weapon in Emergency, Says Karst

MOBILIZATION of all communications, particularly transit radio and other elements of broadcasting, would constitute the "best defense" against mass hysteria in times of emergency, Rep. Ray mond W. Karst (D-Mo.) told House colleagues March 11.

Simultaneously he took occasion to praise the Union Labor Advocate, and AFL organ, for its story pointing out the useful purpose which transit radio can serve in civil defense planning. The Advocate had printed a survey of transit radio buses riding with overwhelming approval for the radio service.

Citing the famed Orson Welles "men from Mars" show some years ago, Rep. Karst noted feeling of many Senate members that mass hysteria could do more damage to America's war-making potential than bombs dropped in an atomic attack. "Only through communications can people be warned and fears dispelled," he added.

Concerning the labor poll, officials of the Electrical Workers Local No. 1 (AFL) thought the "present newspaper uproar over the merits of transit radio ... not only rather silly but not in accord with the opinion and feelings of the riding public," according to the Advocate.

Frank W. Jacobs, EW business manager, pointed out that transit radio can serve to discount "possible false rumors" and advise the public promptly of major happenings. He characterized the scattered attacks on the service as a "tempest in a teapot."-cracked pot, at that," according to the Ad.

FCC Office Move

ENTIRE FCC Office of Chief Accountant has been moved from quarters in temporary buildings in Washington and relocated in the New Post Office Bldg. there, the Commission's "headquarters. Employees presently engaged in broadcast accounting, economic and sta tistical work are to remain under William J. Norfleet, chief accountant, until reassigned under FCC's proposed functional realignment of operation.

Page 98 • April 17, 1950

America's Oldest Farm Service Program

POINTS TO ITS RECORD

Clear Channel Home of the National Barn Dance

BROADCASTING • Telecasting

BROADCASTING estimate
YOU MIGHT FLY NON-STOP AROUND THE WORLD*—

BUT...

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

If you really want “air-coverage” of Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids are by long odds the best “weapons” you can use.

First, BMB and mail-pull figures prove that both these CBS stations deliver exceptionally large rural audiences throughout the rich Western part of the State.

Second, Hoopers prove the superiority of WKZO-WJEF within Kalamazoo and Grand Rapids. Latest figures show that WKZO tops all other stations in its area with a 58.8% Share of Audience and WJEF is first among eight Grand Rapids stations with 26.9% (Total Rated Periods, Jan.—Feb. ’50).

While delivering about 66.1% more listeners than the next-best two-station choice in the area, WKZO-WJEF are available at a cost that’s 20% less than the next-best combination!

Get all the facts about WKZO-WJEF. You’ll be glad you did!

*The United States Air Force did it in February, 1949.

WKZO first in Kalamazoo and Greater Western Michigan (CBS)

WJEF first in Grand Rapids and Kent County (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knode. inc., exclusive national representatives
**Class 13:**

**FERRY-MORSE SEED CO.** re-sumed sponsorship of Garden Gate on CBS on Jan. 21 for an 18-week campaign, ensuring this category an entry in its 1950 table of national network advertisers. A second network entry appeared in March, when California Spray Chemical Co. extended its Gillespie Garden Guide from EFRC San Francisco to the full Don Lee Network under a 13-week contract for three quarters-hours a week.

United Florists Trade Assn. re-sumed radio activity in February, using eight announcements a week on WCBS New York.

Most advertising of flowers, seeds and plants is on the local level. A limited number of florists and nurseries use network co-op programs and seven advertisers in this group are among the users of Transit Radio facilities.

**Class 14:**

**Horticulture**

**LEDING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1949</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$97,642</td>
<td>98,946</td>
</tr>
<tr>
<td>SPOT (Net) 1949</td>
<td>$224,000*</td>
<td>446,000</td>
</tr>
</tbody>
</table>

**Source:** Publishers Information Bureau

*Broadcasting estimates*
Extended trips to distant points
Feature some vacation cards.
But Philadelphians take their ease
Right in their own back yards!
Mountain scenery’s close at hand,
So is the sandy beach;
Playspots galore, and all within
The KYW reach!
So never let the specter of
A “summer sales slump” trouble you—
Just keep promoting all year round
On Philly’s KYW!

P.S. New BMB figures show almost 900,000 Radio Families
    (nighttime) in KYW’s station audience.
Class 12:

PRODUCTION of motor fuel hit a new high of 960 million barrels in 1949, an increase of 38 million barrels over the preceding year. Despite comparatively warm weather in the first and last quarters of the year which reduced consumption of fuel oil and a continuing average decline in exports of 40,000 barrels a day, the increased domestic demand for motor fuel kept the year's total petroleum consumption, including exports, at the rate of 6,105,000 barrels a day in 1948.

In short, the motorist is a very important person to the petroleum industry which may be counted upon to do everything it can to persuade him to use his car as often and to drive as far as his income will permit. The use of radio is one of the most effective ways of doing this job, as many oil companies have learned, and the indication is that the industry will use even more radio time in the months ahead.

Last year's network gas, oil and coal advertisers, in addition to the six leaders shown in the table, included Delaware & Hudson Co. (coal), sponsoring D & H Miners in a 15-minute Sunday series on NBC (spending $49,088 before discounts for time); Glen Alden Coal, MBS Sunday half-hour, January-June, September-December ($83,696); Pacific Western Oil Corp. (skillogas and HUD's newscasts, Monday through Friday, and This Farming Business on Saturdays, six quarter-hours a week on NBC ($187,800); Phillips Petroleum Co. (gas and oil), National Barn Dance, weekly half-hour on NBC March-December ($202,341); Richfield Oil Corp. (gas and oil), Richfield Reporter, ABC Pacific, two quarter-hours a week ($824,724); Sinclair Oil Co. (gas and oil), Richfield Sports Reporter, September-December, Saturday quarter-hour on ABC ($41,016); Socony-Vacuum Oil Co., one-time ABC broadcast of dedication of new General Petroleum Bldg. ($1,050); Standard Oil Co. of California (petroleum products), The Whistler, CBS Western Sunday half-hour ($75,804); Standard School Broadcast, weekly half-hour on NBC Western January-April, September-December ($29,506), Standard Hour, Sunday half-hour on NBC Western ($164,060); Standard Oil Co. of Indiana (Amoco gas, oil, tires), Carnegie Hall, ABC weekly half-hour ($393,680); Tidy Water Associated Oil Co. (gas and oil), football games on CBS Pacific September-November ($35,076).

New Network Business

New network business from this group this year includes: Phillips Petroleum Co., which on March 17 started Rex Allen Show on CBS as a Friday half-hour; Sinclair Oil Co. (Richfield Oil Co. of New York Div.), to start Escape on CBS in the half-hour following Rex Allen on April 21. Phillips has discontinued its sponsorship of National Barn Dance, which sponsors Standard Oil Co. of California in addition to the network shows listed above, sponsors Let George Do It for a weekly hour on Doris Duke's Standard Oil Co. is starting a new CBS series starring Alan Young.

Atlantic Refining Co., concentrating on sports broadcasts in its radio gas and oil advertising, used more than 130 stations at the peak of last fall's football season and is now entering the largest base- ball coverage in 15 consecutive years of sponsoring ball game broadcasts. Atlantic's 1950 baseball radio schedule includes: New York Yankees on a 12-station regional hookup with P. Ballantine & Sons as co-sponsor; Philadelphia Athletics on WIBG Philadelphia and an Eastern Pennsylvania hookup; Philadelphia Phillies, alternating sponsorship with Supplee-Seaboard and P. Ballantine & Sons, on WPEN Philadelphia; Pittsburgh Pirates on WWSW Pittsburgh and a 20-station hookup in Western Pennsylvania, with Rieck-McJunkin Dairy Co. as co-sponsor; Boston Red Sox and Braves on WHDH Boston, sharing sponsorship with Narragansett Brewing Co.; Baltimore Orioles on WBTM Baltimore, with Gunther Brewing Co. as co-sponsor; Saturday afternoon recomponents of the major league “game of the week” on three Virginia stations—WRNl Richmond, WBTM Danville, WSLS Roanoke.

What sports are to Atlantic, news is to Esso Standard Oil Co. which sponsors 12 to 24-five-minute newscasts a week in year and year out on 42 stations from Maine to the Gulf, where the sponsor's products are sold. Another major spot radio account is Mid-Contin- ent Petroleum Corp., which spends about $300,000 a year with 50 stations in 15 states.

Other leading spot advertisers in this group include Phillips Petroleum Corp., using quarter-hour three to six times a week on 20 stations.

(Continued on page 96)
WJJD

Chicago's BEST
50,000 Watt BUY

A MARSHALL FIELD STATION
REPRESENTED
NATIONALLY BY
AVERY-KNODEL
NAB's Hidden Issue

IN PRECEDING pages of this issue (our 19th NAB convention number) there are stories and statements aplenty that tally about the 28th annual meeting of the NAB. You are regaled with facts and features on this top-level management conference dedicated to the vital role of radio-TV media in this teeming world.

All true. All significant. Delegates are, or should be, impressed. Radio's role in the last war—what do we remember?—Competition is rigorous. TV is their oyster or their adversary. The road ahead is far from rosy, sometimes frightening.

Yet every thinking broadcaster knows the real issue is not on the formal agenda. That issue, in unvarnished words, is whether there will be an NAB worthy of the name to hold a convention next year.

Occult vision is needed to detect this. The resignation tidal wave has brought deficit-spending. Networks talk resignation but hold off pending the outcome of this meeting. Many stations are of the same mind, but do not want to jump the gun, or change horses.

In such a situation, strong medicine is needed. Do all broadcasters and telecasters understand the functions of a trade association? Do they appreciate the utter futility of attempting to satisfy the, diversified elements of their art on all counts all the time? Do they recognize that the radio pursuits are unique because they exist by sufferance of a Government whose constitution they contemplate the dire consequences of internecine strife which inevitably follows disorganization?

Every healthy art, industry or profession has a trade organization. The doctors, lawyers, magazine, newspaper, butchers, morticians. When a majority of membership is dissatisfied with policy or management, the order is changed. The association survives. So it should be with NAB.

It hasn’t been working that way. The crisis has been developing by attrition. Resignation of the networks (and their owned-and-operated stations) would place the NAB in jeopardy. If those stations talking resignation should make good on their threats, NAB would fall apart.

No more serious blow could be visited upon American radio, short of Government control.

Though we may be accused of gross exaggeration, we fear this could be. For out of radio anarchy could come a “nationalization” tidal wave. We are still in a state of “national emergency hanging over from World War II. Government operation of radio is all around us in this world shrunk to the size of a man’s hand by the very miracle of radio and its ether twin—air transport. We have a Government-operated “Voice of America.” How long (or short) a haul is it to a domestic “Voice of the United States”? By the stroke of his pen the President can so decree under Section 303 (c) of the Communications Act of 1934.

The NAB board of directors cannot be unmindful of this foreboding prospect. Many broadcasters who deal in the collective “we,” rather than the first person singular, must sense it.

Provision has been made for a “general manager” of the NAB, to sit between the president and the headquarters staff. He would be empowered to take care of the material things, to run the business end of the NAB, and fire or konk heads when the team isn’t performing. The appointment of a qualified general manager (Bill Ryan of KFI Los Angeles is heavily supported) should do much to restore confidence in NAB’s management.

At this convention, keep an eye on the leadership to stem the tide of defection. The issue should be brought to the floor. It should not be allowed to fester. There should be affirmative action signaling a new era of strength and unity and, in all, a new purpose.

The text may be found in our own Bill of Rights. Does a citizen “resign” because he is out of sympathy with our President or our Congress? And if he “resigns” can he avoid paying his taxes?

Trigger-Happy Boys

NECESSITY, the sages say, is the mother of invention. No invention, however, is needed to handle the situation provoked by talk of “rate adjustments” in radio because of TV turpins.

Procter & Gamble’s Howard J. Morgens pulled no rabbits out of his timebuying hat in meeting the situation head on (Broadcasting, April 10). He wanted lower costs. Who doesn’t on the buying end? As radio’s biggest spender, P&G will use radio and TV to sell merchandise if they sell “as efficiently per dollar as other media.”

That’s all radio and TV can ask. Broadcasters have the job of proving that radio delivers the sales at costs lower than those of the competitive media. That is TV’s job too. They should not be fighting each other, as the trigger-happy boys foolishly have pegged it. They sell against all other media.

To say that there will be no rate adjustments henceforth is ostrich-like. There have been and always will be adjustments, although radio’s curve from its start has been upward and—upward—a phenomenon among media. TV is swishing across the firmament jet-propelled.

To attempt to stop it would be as effective as the efforts of the printed media against radio two decades ago.

P&G’s Morgens said his company won’t be “panicked by any casual phrases such as one occasionally hears . . . that ‘radio’s through and television is taking its place’.” He emphasizes timing as the key factor.

Mr. Morgens said radio must come up with the answer. NBC does it effectively in a current advertisement aptly labeled “A new suit of statistics for Uncle Sam.” Actually tying its theme into the “national emergency,” it brings out that radio, 95% as big as America, with 40,700,000 radio families (as against 28,500,000 a decade ago); that 41% of them have more than one radio, and that more people are listening more to their radios today (it used to be ¾ hours of listening per day, as against 4 hours and 44 minutes now). And, as if to barb deflation, the trigger-happy boys, CBS-owned WCCO Minneapolis, with two TV stations in its immediate twin-city area, has announced rate “revisions” effective May 1 to 3% upward during daytime hours.

Sure there will be rate adjustments. But not when radio has such unsailable statistics. And not when daytime radio is the world’s best advertising bargain. As a matter of fact, all the total take of one weekly picture magazine exceeds the gross income of any single network operating 18 hours a day, seven days a week, delivering a hundred million circulation.

The facts are there. They must be told, and retold.

It’s too bad the trigger-happy boys had to pop their cap-pistols. But after all, the value of the trigger-happy boys is that they are voices that that which the management itself places on it. The manager should know best.

Our Respects To—

SYDNEY MILTON KAYE

IT IS A SOURCE of mild distress to Sydney Milton Kaye, one of the most kinetic personalities in or around the broadcasting business, that at times people have thought of him as having had only one job—being the guiding hand of Broadcast Music Inc., an organization of which he was principal architect and builder.

To Mr. Kaye, a life containing only one fulltime job would be a life of intellectual sloth. It may be stated with emphasis that he has spectacularly avoided such doldrums.

In the 20 years of his association with radio, Mr. Kaye has provided legal counsel for broadcasters, advertising agencies, talent, talent managers, and a number of industry committees in addition to devoting seven years as chief executive officer of BMI.

Although many of these divergent activities have been carried on simultaneously, they have by no means drained Mr. Kaye’s energies.

He has found time in recent years to become an expert, if amateur, agriculturalist, as the professional farmers of Cornwall Bridge, Conn., where he supplied with vegetables when their own weather and last summer’s drought, will embarrassingly testify.

Mr. Kaye’s principal role in broadcasting has been as a lawyer, a profession that seized his fancy early in life. Born in New York, Feb. 3, 1900, Mr. Kaye, at the age of 6, had already begun to admire the legal life. He has forgotten what motivated his juvenile interest, but whatever the cause, he played lawyer when other stripplings his age were playing robbers or, possibly, cops. His early displays of pleadings before pretend bars so pleased his parents that, as Mr. Kaye put it recently, “I was committed irrevocably to the study of law.”

After being graduated from Columbia College, New York, with a Bachelor of Arts degree in 1921, he entered Columbia Law School and received his legal diploma in 1923.

His first job as a fledgling lawyer was in the office of Arthur Garfield Hays, a militant champion of civil liberties. Mr. Kaye’s service with Mr. Hays left a deep mark, and in later years the pupil was to enlist the services of the master in a number of cases, principally in the successful fight against a proposed FCC order to bar newspapers from owning radio stations.

The rewards of Mr. Kaye’s work with Mr. Hays, as a young lawyer mostly occupied with writing briefs, ran more heavily to the intellectual than to the financial. As a means of bringing the two elements into more even

(Continued on page 110)
IN DETROIT...

Sales are made 24 hours a day

Every hour is rush hour in dynamic Detroit, be it 2 A.M., 1 P.M. or 12 midnight. Industry, of necessity, maintains continually changing shifts for each hour of every 24. As a result, millions of Detroiter on a variety of schedules, decide upon specific purchases at any and every second of the day and night.

The Fort Industry station, WJBK, like Detroit, is “open 24 hours a day.” Detroiter keep their dials tuned to WJBK because of “custom-tailored” buyer’s pulse programming and top flight personalities, planned to satisfy their listening tastes.

For the second straight year, WJBK is the key station for all Detroit Tiger baseball games . . . and folks hereabout love Tigers! Entertainers, for example, like America’s No. 1 disc jockey, Jack the Bellboy; Bob Murphy, the tall boy in the third row; Joe and Ralph, early morning mirthmakers; and Malcolm Richards, newest addition to WJBK’s glittering talent array, insure steady, loyal, responsive listening.

To get in on the continuous rush hour in Detroit, call your local Katz Agency man about WJBK. And remember, there are six other Fort Industry stations in six other important markets ready to do this same result-getting job for you.
The RFD mail wagon which brought the only news of the outside world to remote sections of northern California...the security box from a Wells-Fargo stagecoach...a mailbox from the 1850's...an early telephone...the semaphore on San Francisco's Telegraph Hill...Pony Express riders who speeded communications between the east and west...ox bells used by highwaymen as a ruse to stop the stagecoaches...

...the flag of the California Republic...an old telegraph key. All these were vital communications in the early days of northern California. Today there is one, and only one, way to reach all of northern California at one fell swoop—KNBC. It is northern California's best buy.

KNBC
THE STATION OF NORTHERN CALIFORNIA
50,000 WATTS 680 K.C.

Represented by NBC Spot Sales
**Foods**

(Continued from page 86)

Gillette Safety Razor Co. for Toni home permanent waves. This company has moved the five-day 25-minute House Party from ABC to CBS and has added Cedric Adams in a five-minute spot across the board on CBS to round out the half-hour. Gillette is also now sponsoring It's Fun To Be Young on CBS Pacific Network.

General Mills this year for the second time is sponsoring a special Welcome Back Baseball half-hour program starring Bing Crosby and Bob Hope, carried April 15 on CBS, April 16 on MBS and April 17 on ABC. GM is also considering adding Dave Garroway's new half-hour five-a-week morning program on NBC to its stable of network shows. Taking a tip from Ford, General Mills has arranged with NBC for sponsorship of six nighttime series during the summer season, from May 1 to Sept. 7.

Quaker Oats is now sponsoring Oatmeal and the Johnson Family for a 15-minute weekly broadcast on a CBS network of 71 Southern stations, having completed a winter campaign for Mothers Oats on MBS, using a morning half-hour of Man on the Farm. Quaker continues the second half-hour of this Mutual program for its stock feeds (Class 1). Campbell Soup Co. is doubling its spending of Double or Nothing on NBC May 1 by adding a morning half-hour five days a week to the present afternoon series, also sponsored by Campbell.

Food advertisers currently using time on the Don Lee regional network include: Interstate Bakeries, sponsoring Cisco Kid three half-hours a week for Weber's Bread; Langendorf United Bakeries, sponsoring Red Ryder two half-hours a week; J. A. Polger & Co. (coffee), sponsoing Frank Hemmingsway's newscasts six quarter-hours a week; Golden State Co. (dairy products), Count of Monte Cristo Wednesday half-hour. Coast Fishing Co. has bought Cisco Kids series on Don Lee stations in Oregon and Washington.

The Borden Co., now out of network radio after discontinuing County Fair early this month, has launched a spot campaign in about 80 markets, sponsoring many station 15-minute and half-hour programs as well as maintaining a heavy anniversary schedule. Borden for the past year has been using announcements for Starlac on 20 stations, including Yankee Network, plus less extensive campaigns for other products.

**General Foods' Activity**

General Foods Corp., which has been running announcements for Bird's Eye Frozen Foods on more than 100 stations, including Yankee Network, and on 19 stations for Swansdown cake flour, in February used 20 stations in three-week announcement campaign for Swansdown instant cake mixes and this month is using stations in some 20 markets for Baker's 4-in-1 mix plus spots for Yankee on the East and West coasts. Lever Bros. Co. for Jell-O's Good Luck margarine is starting announcements for six weeks on stations in 30 markets. Hygrade Foods Corp. is readying a spot campaign in major markets.

Pillsbury Mills, in addition to its continuing use of programs and spots on some 30 stations, in March started a transcribed quarter-hour strip folk music program with Jack Hunt for Pillsbury's Best Flour on 40 stations, to run through May.

(Continued on page 94)

**DUNVILLE REPLIES TO WCBC**

Travis Hits WLW 'Incurisons' on Ind. Market

OBJECTION by WCBC Anderson, Ind., to participation of WLW Cincinnati and other clear-channel outlets in the Indiana State Fair drew a sharp reply from Robert E. Dunville, president of Crosley Broadcasting Corp., after WCBC had made public its views.

William Travis, WCBC general manager, viewed "with dismay what we consider to be continued incursions on the Indiana market by monopoly-minded operations such as yours." He voiced his position in a telegram sent to Mr. Dunville April 4 and then made public.

"In the future," Mr. Travis wired Mr. Dunville, "we intend to press the issue of clear-channel domination by intimidation and misrepresentation and we shall press our own position that WLW and others like you have no business trying to dominate regional and local areas already adequately served by their own stations."

Asked by Broadcasting to state WLW's position, Mr. Dunville reviewed the service obligation of clear-channel outlets. He denied a charge by Mr. Travis that WLW "misrepresented" its coverage in Indiana to timebuyers, tending to "discredit the effectiveness of Indiana's regions." He cited Nielsen and BMM figures showing WLW circulation, adding, "With this circulation WLW must be supplying the type of programming that the people living in Madison County (Ind.) enjoy more than WCBC or WLW could never have this circulation."

Mr. Dunville said he did not care to comment on Mr. Travis' observations on the attitude of Indiana stations toward its coverage of the Indiana State Fair but said WLW had received reply wires "from almost every station in Indiana and our remarks have inspired other stations in Indiana in what well may become a very stupid discussion."
In recognition and appreciation of outstanding public service in encouraging promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community it serves

Radio Station WWJ
Detroit, Michigan
has been presented a
Radio Station Award of
One Thousand Dollars
for the year
1949
by
The Committee of Awards of the
Alfred I. du Pont
Radio Awards Foundation

WWJ, Detroit's First Radio Station, proudly acknowledges receipt of the coveted Alfred I. du Pont Award for 1949

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.
**Foods**

*(Continued from page 82)*

purchases of network time by all advertisers in that year, more than half again as much as was used by any other class of network clients.

In addition to the six leading motions of this class listed in the table, the network clients during 1949 included: American Bakers Co., which in June started the Lone Ranger on ABC, three half-hours a week, spending $134,154 for network time last year; American Meat Institute, sponsoring NBC’s daytime Fred Waring Program two half-hours a week from January through July ($230,884); Armour & Co., Stars Over Hollywood, Saturday half-hour on CBS ($381,245); Hint Hunt, five quarter-hours a week on CBS, January-May ($384,696); Borden Co., Country Fair, CBS half-hour ($767,729); Butler Packing Corp., Newsweek Looks Ahead, Sunday quarter-hour on ABC Western hookup, January-February ($229,220); California Packing Corp., Rocky Jordan, Sunday half-hour on CBS in West, starting in August ($34,484).

Carnation Co., Contested Hour, Saturday half-hour on NBC January-February ($256,568) and CBS October-December ($246,563), Family Party, Saturday quarter-hour, CBS, September-December ($10,758), and for Albers Quality Oil, ABC Western hookup on NBC five quarter-hours a week ($162,590); H. C. Cole Milling Co. (Rour), Ernie Lee Show, Sunday half-hour on CBS, January-June ($27,769); Continental Baking Co., Grand Slam for fifteen 15-minute periods a week on CBS ($760,049), and on the last Friday of the year celebrated its 25th birthday with Rising Wonder, evening half-hour on CBS ($29,260); Cream of Wheat Corp., Let’s Pretend Show, five minutes Saturdays mornings ($368,935); William Edris Co. (Dennison’s Foods), Bob Garro’s newscasts on CBS Pacific, 10 minutes three times a week ($47,727); Fisher Flouring Mills, Afternoon Final, five five-minute newscasts a week on ABC Western stations, January-March ($138,330).

**New Programs**

Since Jan. 1, 1950, Bowey’s Inc. has begun sponsoring Stars Over Hollywood on CBS for 15 minutes Saturday. Kellogg Co. also has a Mutual program, True TV, three daytime quarter-hours a week, having continued its sponsorship of Mother Knows Best on CBS. Van Camp’s, sponsoring The Western, has started Bing Crosby in a daytime 15-minute program broadcast weekly on CBS Pacific. Libby McNeill & Libby has True Star, newscasts on ABC. During three days a week, these periods being picked up by Sterling Drug, which already sponsored the program.

General Foods, which last year gave network radio a large part of its overall advertising expenditures of $30 million, expects to expand both the total amount and radio share this year. So far this year this company has started sponsoring Hapalong Cassidy as a Sunday afternoon half-hour on MBS, has shifted two Mutual programs—My Favorite Husband and The Goldbergs—from Friday to Sunday and Saturday, respectively, on the same network, and sponsored the Brooklyn Dodgers Saturday afternoon ball games on CBS. GF already has contracted for daily broadcasts of the Dodgers on the air.

Pillsbury Mills has just begun sponsoring a quarter-hour of Arthur Godfrey’s morning show on CBS on alternate days, picking up the period formerly sponsored by...
On the Pacific Coast, about 14 million people spend 15½ billion dollars per year. Only Don Lee sells them where they live. And Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If you're selling Pacific Coast consumers (whether you're selling all or some), remember our specialized coverage. Use the only radio network especially designed for the Pacific Coast: Don Lee.

**Don Lee Stations on Parade: KDB—SANTA BARBARA, CALIFORNIA**

Since 1931, KDB has been a Don Lee affiliate, serving the rich Santa Barbara and Ventura areas. KDB is Santa Barbara's first station and also its most modern station—having recently completed its new facilities. KDB is a typical Don Lee station—one of 45 Don Lee Network stations strategically located to serve Pacific Coast people where they live and spend their money.

**The Nation's Greatest Regional Network**
WE HAVE A SPECIAL PROBLEM out here on the West Coast because we're different—geographically and geologically. The Pacific Coast is a big area. It's broken up by mountains as high as 14,495 feet, and the marketing areas are far apart.

The great distances between markets, the mountains, the low ground conductivity—all make long-range broadcasting impractical. Yet Don Lee is the only network out here that does not rely on long-range broadcasting. Only Don Lee is especially designed for the Pacific Coast.

Only Don Lee offers a radio umbrella for each of 45 local markets—a local network outlet of the proper size to completely cover that market for the least possible amount of money.

Equally important, with Don Lee—and only with Don Lee—you can get radio coverage to meet specialized distribution requirements. You buy all or part of Don Lee's 45 stations to get coverage of all or part of 45 local marketing areas—with no waste.

LEWIS ALLEN WEISS, Chairman of the Board  WILLET H. BROWN, President  WARD D. INGRIM, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 38, CALIFORNIA  Represented Nationally by JOHN BLAIR & COMPANY

---

**Of 45 Major Pacific Coast Cities**

<table>
<thead>
<tr>
<th>Only 10</th>
<th>3</th>
<th>8</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
<td>have Don Lee and 1 other network station</td>
<td>have Don Lee and NO other network station</td>
</tr>
</tbody>
</table>
The above measurements are adjusted to compensate for the fact that Radio Station G sign off at 5:15 PM in January, and at 6:00 PM in February.

"SHARE OF BROADCAST AUDIENCE" represents the ratio of the total broadcast audience of the total homes called.*

Where an FM station duplicates the broadcast audience of the total homes called.*

*Every rated hour given above is a percentage of the total homes called.*

COPYRIGHT 1950

224,000 Radio Families Daytime
214,000 Radio Families Nighttime
40% increase over 1946
84% listen from 3-7 times per week.

WKBN
YOUNGSTOWN, OHIO
5000 WATTS-570 KC-Rep. by RAYMER

BROADCASTING • Telecasting

April 17, 1950 • Page 83
Entertainment

(Continued from page 80) as a motion picture company using a weekly program to promote all of its pictures, of the kind that are customary with radio's commercial clients for advertising their soaps and cigarettes.

The three entertainment advertisers who used network radio last year typify the way radio is used by their class. Each sponsored a one-time program advertising a specific production then being presented by the motion picture firm.

Recent spot campaigns have been of the same order. RKO Pictures in February ran two announcement campaigns for two new pictures, using 170 stations to urge listeners to see "Stromboli" and 38 stations on behalf of "The Outlaw." Eagle Lion Films that month publicized "Guilty of Treason" on an Eastern Yankee Network.

M-G-M plans to use radio for its new picture "Annie Get Your Gun" beginning May 1. Use of radio along the East Coast is also planned for this year by the Atlantic City Racing Assn.

Consistent use of radio is found only at the local level, where some theatre managers sponsor regular campaigns of programs or announcements on their local stations to inform the public of their current pictures. The Long Theatres of Texas, for example, sponsor three of Mutual's co-op shows—Fulton Lewis, jr., "Tell Your Neighbor" and "Tell Your Neighbor" on KIOX Bay City, and also sponsors Tell Your Neighbor on KVIC Victoria.

With attendance at the movies steadily declining from its 1948 peak, even in non-TV cities, the motion picture producers and exhibitors are fervently seeking some way to keep the theatres filled. Dishes and such like premiums will no longer do the trick; to a public accustomed to the refrigerator and fur coat prizes of radio's giveaway shows such small time premiums are no attraction. Perhaps this industry is now ready to consider giving radio a chance to do for the movies what it has done so successfully for the products of other branches of American industry.

Class 11:

"TOTAL advertising expenditures by the food industry in 1950 probably will exceed those of last year," Paul S. Willis, president, Grocery Manufacturers of America, predicts in an express statement for this issue of Broadcasting.

Mr. Willis' statement presages more food advertising on the air during 1960. Food advertisers have always been the heaviest users of radio time and there are no signs that they are going to change that status in the months ahead. Plans so far announced or put into operation by such major advertisers as General Foods Corp., General Mills and Pillsbury Mills all call for increases in their already extensive use of radio in 1960.

Reporting on the state of the grocery industry, Mr. Willis says: "Sales of 89 representative grocery manufacturers who produce make up the average grocery basket indicate that 1949 dollar sales were about the same as in 1948. They were 15.9 billion in 1948 and about 15.4 billion in 1949. Industry-wise, it is estimated that total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. These small declines are due to lower prices rather than to decreased tonnage sales.

"Using these figures as a base, over-all food consumption in the United States in 1949, including food consumed on the farm and sold in public eating places, totaled about $52 billion, also slightly below the 1948 figure. Preliminary reports indicate that food sales and consumption in the first quarter of 1950 are holding at about 1949 levels.

"Chief reasons for the continued public interest in good eating are the aggressive advertising and sales promotion campaigns staged by grocery manufacturers to maintain and stimulate that interest, plus the fact that more people have more money to spend and manufacturers introduced to them new and exciting products which are readily prepared in the kitchen and which help the homemaker to feed her family a variety of good nutritious foods.

"However, grocery manufacturers are fully aware that competition is getting keener daily and that increased sales can result only from extended and hard-hitting advertising and merchandising campaigns. Therefore, total advertising expenditures will probably exceed those of last year."

The expenditures of the 41 food advertisers using network radio in 1949 represent 24.1% of the total.

(Continued on page 86)

CLASS 11. FOOD & FOOD PRODUCTS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL FOODS CORP.</td>
<td>$7,215,336</td>
<td>$6,268,427</td>
</tr>
<tr>
<td>Colgate</td>
<td>624,060</td>
<td>819,000</td>
</tr>
<tr>
<td>Swanson</td>
<td>710,204</td>
<td>546,337</td>
</tr>
<tr>
<td>Wheaties</td>
<td>466,235</td>
<td></td>
</tr>
<tr>
<td>Jello-Lyons</td>
<td>175,672</td>
<td>177,562</td>
</tr>
<tr>
<td>Maxwell-House</td>
<td>623,268</td>
<td></td>
</tr>
<tr>
<td>Post's Corn</td>
<td>626,264</td>
<td>521,204</td>
</tr>
<tr>
<td>Toasties &amp; Roastin Bron</td>
<td>513,269</td>
<td>501,637</td>
</tr>
<tr>
<td>Past's 40's Bron Flakes</td>
<td>865,942</td>
<td>850,297</td>
</tr>
<tr>
<td>Maxwell House</td>
<td>589,972</td>
<td>719,781</td>
</tr>
<tr>
<td>Coffee</td>
<td>1,186,854</td>
<td>1,174,408</td>
</tr>
<tr>
<td>Coffee</td>
<td>604,282</td>
<td>545,867</td>
</tr>
<tr>
<td>Surprise Package</td>
<td>1,261,311</td>
<td></td>
</tr>
<tr>
<td>Lipton</td>
<td>16,134</td>
<td></td>
</tr>
<tr>
<td>GENERAL MILLS INC.</td>
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<tr>
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<tr>
<td>Quaker Corn</td>
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<td>635,831</td>
</tr>
</tbody>
</table>

(Continued on page 56)
THE KANSAS CITY MARKET

Does Not Run in Circles!

Daytime half-millivolt contours shown in black.

The true area of the Kansas City Primary Trade territory is an East-West rectangle, as illustrated. Kansas City is the focal point for all trade to and from this area. The KMBC-KFRM Team has been built specifically to provide complete, effective and economical coverage of this great territory, without waste circulation!

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your best buy in the Heart of America.
Drugs

(Continued from page 78)
planned.

Dolcin Corp. likes regional net-
works for its proprietary advertis-
ing, currently sponsors three of
Cecil Brown's early morning 15-
minute newscasts, three quarter-
hours of Ladies First and two 10-
minute sessions of The Answer
Man each week on Don Lee, plus
three hours a week on Yankee,
including three 15-minute newscasts,
three quarter-hours of Marilyn
Miller's human interest stories,
three 15-minute sessions of Bill's
 Scrap-
book, the half-hour Deems Taylor
Concert Sunday afternoons and
Yuma Singer for 15 minutes Sun-
day evening.

Miles Labs sponsors two quar-
ter-hour newscasts a day, Sunday
through Friday on Don Lee, and
also uses weekday announcements
on more than 40 stations for Ner-
vine. Knox Co. sponsors the
Tuesday half-hour Mystery Is My
Hobby on Don Lee and Lydia E.
Pinkham Medicine Co. uses three
quarter-hours of Rise and Shine
on that network plus other pro-
grams and announcements on 87
stations in all, including the Don
Lee outlets. Murine Co. promotes
use of its eyewash for 15 minutes
five mornings a week on Don Lee's
Breakfast Gang, with American
Home Products using 15 minutes
of this show three times a week.

Mennen Buys

Mennen Co. has started sponsor-
ing Frank Goss' newscasts three
morning quarter-hours a week on
CBS Pacific and is about to launch
a spot campaign using about 100
women's programs to conduct a
two-week contest in connection
with its baby powder and the new
rat-
tle-box which was introduced with a
radio campaign of 15-minute daily
programs on 47 stations for 24
weeks.

Regular winter campaigns for
cold remedies and the like were
conducted by a number of com-
pa-

da tion.

Class 10: Entertainment

THE producers of motion pictures
and of theatrical attractions, the
owners of circuses, carnivals, ice
shows and other traveling attrac-
tions and the other entrepreneurs
of the entertainment business have
never been among radio's major
accounts. For the most part, their
use of radio has been on a special
short-term basis to advertise par-
cular pictures, plays and produc-
tions. For the most part, too, such
advertising has been placed on a
local basis, preceding the appear-
ance of a movie or circus in a
community and continuing for the
duration of its stay. Radio's rec-
ords reveal no recent examples of
long-term consistent advertising
campaigns from this group, such

(Continued on page 82)
PLUS COVERAGE. A calendar was offered to listeners of WGAR's "Range Riders". Local response was tremendous. But there also were requests from 199 towns and cities outside the state of Ohio... from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!

WIDE AWAKE PROMOTION. A WGAR-published newspaper, "The Dial", is one of WGAR's many promotional activities. Mailed to a select list of merchants throughout WGAR's coverage area, it keeps dealers informed about WGAR personalities, programs, sponsors, and products.

in Northern Ohio... WGAR

the SPOT for SPOT RADIO

A WGAR SPONSOR. Watkins Furniture Company of Cleveland is a successful advertiser on WGAR. They are now in their seventh renewal of WGAR's popular "Mayer of the Morning" program, Monday through Friday. You are in good company on WGAR.

AN OUTSTANDING PROGRAM. Jack Dooley, specially trained U. of Iowa newscaster and Des Moines Radio News Award winner, takes over WGAR's oldest established news program... the 11:00 PM News. This program is now available for sponsorship. Ask us about it.

RADIO... America's Greatest Advertising Medium
WGAR... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company
Consumer Service
(Continued from page 78)
shows roughly 100 banks who use these networks show us to create business or for institutional promotion in their home communities. While this is a tremendous rise from the 146 banks who used radio in 1957, the BAB report shows that in recent years there has been a steady decline in the banks' use of this medium.

American Bankers Assn. in February completed its 1956 survey of bank advertising plans, which showed, according to John B. Mack Jr., director of the Bank Public Relations Council, that "total commercial bank expenditures in the United States for advertising purposes, excluding salaries, will approximate $39 million in this year ahead. This is a slight falling off from the 1949 figure which was $40 million."

"The decline in total expenditure," Mr. Mack observes, "will take place largely in small banks, specifically those $5 million in deposits. In this category are included approximately 76% of the total of 14,000 commercial banks in the country. Larger banks, on the other hand, plan to spend more during the coming year."

Of the 3,800 banks (more than 25% of the total commercial banks in the country) responding to the ABA survey, 862 said they would use radio this year. If this could be extended to the total, it would mean that 40% of the banks plan to use radio, not counting mutual savings banks. Radio ranked fifth in number of banks reporting plans to use various media, with newspapers in first place, followed by window and lobby displays, direct mail and calendars.

Army Campaign
The U. S. Army and the Army Air Force recruitment campaigns in the fiscal year beginning July 1 will expend some 40% of their total advertising appropriation of $1,591,000 on radio. In addition, $100,000 of the previous year's budget is being used for a spot campaign in 62 cities for the Army Reserve Program. Announcement that $366,400 would be spent for radio-TV time and programs, more than for any other medium, followed a series of talks between high military officials and top executives of NAB and BAB, who initiated the conferences after numerous protests against the Army's reported plans to ask broadcasters to donate time to the recruitment campaigns while buying space in printed media.

The list of network sponsors among Consumer Services for 1949 includes, in addition to those shown in the table, Budget Finance Plan, which has terminated its sponsorship. Speaks for a 15-minute Sunday evening program on an ABC Pacific Coast network, April through September, sponsoring News from Frank Edwards for 18 minutes, Monday through Friday evenings.

Class 9: Drugs
REFLECTING a decline in drug store sales during 1949, drug product advertising on the nationwide radio networks fell off 6.7% from its 1948 dollar volume. This group of advertisers continues to represent a major source of network revenue, however, accounting for 11.2% of all sales of network time.

The 1950 outlook is encouraging, however. A number of new network campaigns, including two placed by Anahist Co. for its anti-allergy product, went on the air in the first quarter of 1950 and it is probable that these new cold and allergy remedies will help to swell network business later this year as well. Spot business from drug accounts is also more than maintaining last year's level.

The leading drug advertisers on the networks last year are shown in the accompanying table. Others were: Carter Products (Little Liver Pilla, Arrid), sponsoring Carter's weekly quarter-hour column of Hollywood chatter on ABC (with gross time charges of $385,588 during the year); Whitman Bros., advertising cough drops with Sing It Again, 15 minutes a week on CBS starting in November ($68,024); Menne Co. sponsoring the three quarter-hour newscasts a week on a CBS Pacific Coast hookup ($70,068); Norwicb Pharmaceutical Co. (Pepto-Bismol, Un- guentine), Fat Man, ABC, 30 minutes a week ($809,838); Pyridium Corp. (Anahist), in December picked up sponsorship of ABC's Counterpity for a weekly half-hour during Pepsi-Cola's hiatus ($41,400).

Rhodes Heatters Heaters Rhodes Pharmacal Co. (Imderm) in September began sponsoring Gabriel Heatter's 15-minute news commentary twice weekly on MBS ($174,292); Serutan Co. (Serutan, Nutrex, RDX) had two programs on Mutual during the first six months of 1949—two quarter-hour programs of Gabriel Heatter and five 15-minute periods of Victor H. Lindlahr a week ($566,737), and in September started Mr. Lindlahr four times a week on ABC ($218,140), changing to five times weekly after the first of the year; Smith Brothers (cough drops, cough syrup) sponsored a quarter-hour of Stop the Music on ABC, January-March and September-December ($278,673); Vick Chemical used three 15-minute segments of Meet the Missus a week on CBS Pacific Network, January-March ($15,792).

Anahist Co. early in January started two half-hour programs on Mutual, The Falcon on Sunday, True or False on Saturday, to run through March. Miles Labs, continuing the network program it sponsored last year, has added in 1950 One in Tan's Family, Sunday afternoon half-hour on NBC; Edwin C. Hill five-minute Monday-Friday news spots on ABC; and Ladies Fair for minutes on MBS five days a week. Sterling Drug Inc., since last year, has dropped Lorenzo Johns on NBC and cut its Brides and Groom network on ABC from a half-hour to 25 minutes, but has assumed sponsorship of a half-hour of Sing It Again, CBS Saturday night program, and on May 1 it will add two Monday, Wednesday, and Friday broadcasts in ABC's My True Love, 25-minute daily show, to thursday and Tuesday sessions it already sponsored.

Emerson Drug (next week (April 24) will repl in a Sanc with Hollywood Star Playhouse on CBS. It neither nor the sponsor the Phil Harris-Alice F. series after this spring, may bid Richard Diamond, Private to eligible on a year-round basis if steady for the sum of originally.

(Continued on page 80)
To a Madison Avenue Time Buyer

with other things on his mind

975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like “green corduroy.” We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield is the highest of all states.

Have you ever heard the cry “sue-ee-e” bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. Iowa produces more pork than any other state.

Another sound that breaks the good clean air of Iowa is “here chick, chick, here chick.” It means spending money to most Iowa farmwives. Poultry sums aren’t chicken feed, either. Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state’s $4 billion annual income of individuals. Bill Quarton (WMT’s g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.
Class 7

Confectionary

"BECAUSE of continuing high ingredient, distribution and labor costs and resulting lower profits, curtailments in candy advertising budgets will probably be more likely in 1960 than any expansion in advertising programs," Philip P. Gott, president of the National Confectioners Assn., points out in a statement prepared for this issue of BROADCASTING.

"Although candy sales for January 1950 show a slight decrease from January 1949, it is still expected that poundage for 1950 will be as large as 1949," Mr. Gott reports. "In 1949 the confectionery industry produced 2,650 million pounds of candy with a dollar volume at wholesale of $986 million, according to the late Mr. Louis Alberts of Alberts Products Inc., in a statement prepared for this issue of BROADCASTING."

Mr. Gott's prediction represents a reversal of the outlook of his industry since last December, when the trade paper Candy Industry reported a nationwide survey of candy manufacturers revealing plans to produce in 1950 at least 10% more candy than in 1949 and to sell this record volume with the most vigorous sales and advertising drive in the industry's history.

Cities Advertising Results That sales and advertising effort does pay off was illustrated by William Wrigley Jr. Co. which in 1949 achieved its highest net sales and net earnings. J. C. Cox, Wrigley president, told last month's stockholders' meeting: "As anticipated in our 1948 report, our selling program was expanded in 1949 and undoubtedly this was an important factor in attaining the great volume of sales." The Wrigley company is further expanding its use of radio in 1960 and has already started a second nationwide network program and a spot campaign in New England.

Network advertisers in this group in 1949, in addition to those listed in the table, included: Alberto Products Co. (soft drinks), sponsoring Meet the Muses 15 minutes a week on Pacific; N. E. T. on ABC, August - November (spending $6,464 for time at gross rates); Green Spot (orangeade), Detective of the Week, ABC Pacific, five minutes a week, November-December ($3,612), also Surprise Package, ABC Pacific, two quarter-hours a week, November-December ($7,424). Green Spot also used five quarter-hours a week of Ladies First on Don Lee network during 1949.

Luden's Inc.'s (candy), had Strike It Rich, CBS, half-hour a week, January - February ($89,290); M&M Ltd. (candy), Joe Di Maggio, CBS, half-hour, September - December ($86,004); Peter Paul & Co., Bob Garrod, CBS Pacific, three 15-minute and three 15-minute newscasts a week ($114,256).

Brook Candy Co. early this month started Brook Bar Ranch as a CBS Saturday evening half-hour. M & M Ltd. last Saturday (April 15) dropped sponsorship of Joe Di Maggio's program and moved to NBC. Mars discontinued NBC's Curtain Time the end of March, taking the company out of network radio, but the departure is believed only temporary until its new agency, Leo Burnett Co., has completed media plans.

Pepsi-Cola Co. has returned David Harding, Counterpunch to ABC for two half-hours a week after a 10-week hiatus which this soft-drink company feels it can take more profitably in midwinter than during the normal summer layoff season. William Wrigley Jr. Co. has added Life With Luigi, CBS half-hour series.

Leading spot advertisers in this class include Clark Bros. Chewing Gum Co., using announcements on 20 stations with plans for expansion; Fanny Farmer Candy Shops, announcements on 16 stations; Hollywood Candy Co., programs and announcements on 26 stations; Ryan Candy Co., extensive spot campaign to introduce the new Hologal Cassidy Candy Bar; Pepsi-Cola Co., musical spots and programs in a widespread campaign; Peter Paul Inc. sponsoring news in a number of markets. Coca Cola and Dr. Pepper bottlers in various areas use advertising programs and announcements in a profitable manner. Wrigley Jr. Co. is conducting a 17-week test program and announcement campaign on WNAC Boston with the idea of expanding to WJAR Providence, R. I. Wrigley Candy Corp. uses participation in Yankee Network News Service stations three days a week.

Many candy and beverage companies use radio locally in a limited number of markets including 14 sponsors of network spot shows and the seven users of Transit Radio facilities.

Class 8: Consumer Service

HEADED by the United States Government, which will spend approximately three-quarters of a million dollars for broadcast time and programs in recruitment campaigns for the armed forces, this varied class of radio-advertisers includes communications and public utility companies, banks, brokerage houses and other financial organizations, schools and colleges and other professional and business services.

Banks represent the largest group of consumer service advertising on the air. BAB in a recent study of bank advertising found more than 2,000 banks currently using radio and an analysis of the sponsors of network cooperative programs (Continued on p. 78)
Beer, Wine

(Continued from page 70)

network ranks with Halls of Ivy, half-hour weekly comedy-drama series, on 165 NBC stations.

More than 50 brewers use radio locally or with spot campaigns of less than 10 stations, including sponsors of network co-ops shows and 17 Transit Radio clients. This total also comes from midwinter months and will probably be much larger by midsummer. Although small in number of stations used, some of these campaigns run into big expenditures, such as that of Liebmann Breweries, which spends some $300,000 a year for 180 spots a week on six New York stations.

A number of wineries are running campaigns for kosher wines, including Ganeles-Lenger Wine Co., with announcements on two New York stations; L'Chaim Kosher Wine, with a spot campaign in major markets across the country; Schapiro's Kosher Wines, announcements and programs on New York stations; Garrett & Co. is preparing a spring announcement campaign for Virginia Dare wines. Madera Wines are advertised via Transit Radio.

Hard liquor advertising, traditionally kept off the air by distillers for fear of attracting public sentiment on behalf of the dry forces who are always alert for any opportunity to bring back prohibition, seemed slated for a radio test last year when Shenley Distillers Corp. sounded out the networks on a proposed campaign for its whiskies. One network tentatively agreed to accept such advertising for a test run in the late evening hours and two others indicated that they would accept it, likewise on a test basis, for individual stations but not at first for full network coverage. What might have happened if the space was bought, broadcast is a matter for speculation, as Shenley at length decided not to go ahead with the idea and to use radio only for advertising its beer and wine products.

B Class 6: ..... Building Material

Class 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
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<tbody>
<tr>
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<td>Miller High Life</td>
<td>1949</td>
<td>$137,921</td>
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<tr>
<th>Product</th>
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<tbody>
<tr>
<td>Miller High Life</td>
<td>1949</td>
<td>$23,974</td>
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<tr>
<td>Beer &amp; Ale</td>
<td>1948</td>
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<tr>
<td>(Net)</td>
<td>1948</td>
<td>1939</td>
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<td>Beer &amp; Ale</td>
<td>1948</td>
<td>1939</td>
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</tbody>
</table>

* BROADCASTING estimates

Frank W. Cortright, executive vice president, National Assn. of Home Builders, in an exclusive statement to Broadcasting, says: "A quick look at what the home building industry is doing reveals two facts that shine out like neon lights:

"1. Last year's enormous production of 1,025,000 new homes and apartments started will be topped by 1950 'starts,' if builders and home buyers can obtain the necessary funds for home construction and purchase. 'Starts' in the first three months of 1950 exceeded comparable 1949 figures by nearly 100%, according to government figures.

"2. Prices of new homes are low enough that practically all income groups are finding well-equipped, tastefully-designed, well-built residences at prices they can economically afford.

These two factors, plus the fact that empty housing needs have long since been satisfied, mean that builders are sharpening up their sales tools.

'There will be more competition this year than last for consumer housing dollars. As in any other industry where competition is present, it is the buyer who benefits. The builder who sells in today's buyer-market can do it quickly only by producing a better house at a lower cost than his competitors.

"Builders are allotting more funds for advertising budgets than ever before, in order to compete in today's market. The bulk of such funds, of course, will go for newspaper classified and display advertising. Radio time salesmen have been slow to develop this field.

"It is up to the radio industry to show the builder or realtor how this medium can serve him in getting names of buyer-prospects on the dotted line of a sales contract. The market is there and the potential is enormous. But to the average advertising executive, radio is still an undeveloped field.

"Reaction has ranged from very good to very bad in the radio-TV field—for home sales. But it is a field that will certainly bear watching.

"However, rates and results must be competitive with newspaper's if radio and TV is to win its place in the builders' advertising budgets.

Despite the many new homes, about half of the country's nonfarm dwellings are more than 30 years old, requiring repairs which last year cost homeowners $7 billion, according to Minneapolis-Honeywell Regulator Co., which reported that in 1949 $1.8 billion was spent for painting, $1.7 billion for heating equipment, a billion for roofing, half a billion for carpentry, $400 million for stone, clay and glass products, $900 million for plumbing and $820 million for papering.

Large Dollar Volume

Joseph F. Battley, president of the National Paint, Varnish & Lacquer Assn., in a statement to Broadcasting, said: "For the third successive year, the dollar volume of the paint, varnish and lacquer industry exceeded the billion dollar mark in 1949. This is based on wholesale prices and represents a much higher figure at the retail level.

"The outlook for 1950 is most promising. The paint industry, as well as all others, must recognize the fact that high national income does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases. Most of our industry members are aware of this and are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated.

"If I were to give any particular advice, it would be to caution business in general not to take good business for granted, but to seek out the great potential markets of America and vest every bit of ingenuity and intellect to sell them.

"Mr. Battley's advice is well worth consideration by broadcasters, particularly when they look at the national advertising expenditures of the makers of building materials, equipment and fixtures. In 1949 only two members of this class used network time, both, incidentally, using the same network, Mutual, with whom they spent $1,381,775 before discounts. The magazine space extending this broadcast is a matter for speculation, as Schenley at length decided not to go ahead with the idea and to use radio only for advertising its beer and wine products.

Complete information is not available for spot radio expenditures of this class, but what there is does not indicate a great amount of revenue for broadcasters. The Borrougha Reports on Spot Radio Advertising show only a dozen ac-

April 17, 1950 • Page 75
Swing and Sway with SAMMY KAYE... featuring the Kaydets, the Kaye Glee Club, other name artists.

RAY MCKINLEY AND HIS ORCHESTRA... Ray McKinley, his vocals, his drums, and the most versatile band in the land.

FRAN WARREN Sings... a dramatic voice and personalized style. Allen Roth directs.

"CLAUDE THORNHILL presents Win A Holiday"... a famous band plus a local-national contest: listeners name untilled melodies, win trips to New York.

The TEX BENEKE Show... exclusive Beneke and Miller arrangements by one of America's top bands.

Music by ROTH... Allen Roth, his Chorus, his Strings and Orchestra. Everything from barrelhouse to Beethoven.

Here's JUNE CHRISTY with the Johnny Guarnieri Quintet... a rare approach in relaxed rhythm.

OLD NEW ORLEANS... starring Jimmy Lytell and the "Delta Eight." Dixieland jazz and happy blues.

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago - Hollywood

A programmer's best friend... the new era in Thesaurus
New in May in new era

Thesaurus

"The Singing Americans"

with Dr. Frank Black's

MALE CHORUS

Ray Porter, associate conductor and arranger

Complete with opening and closing choral themes, "The Singing Americans" unites 26 perfectly blended voices with a conductor of renown.

3 big new shows...

...to swing more sponsors, more listeners your way! Each has the names, the talent, the production to keep your day-in, day-out programming on a high-profit level.

Thesaurus gives you comprehensive programming, promotion, publicity.

You get a steady flow of hit tunes before they're hits... weekly continuity...
special shows... voice tracks, tie-ins, cross-plugs, sound effects... lots of production "extras." Scripts by network-experienced writers.

Your job is made easier—you sell—with NEW THESAURUS.

A programmer's best friend...
Arthur Fiedler conducts

the "Concert Hall of
the Air"

THE CONCERT HALL ORCHESTRA

Earl Wild, pianist
Thomas L. Thomas, baritone

The "Concert Hall of the Air" places
under the celebrated baton of Arthur Fiedler
a complement of the country's outstanding symphonic
musicians and noted soloists. A half-hour of pleasurable listening
available for immediate broadcast one-or-more times a week.

"Spotlight on
Shaw"

Artie Shaw
his Clarinet
and his Orchestra

Shaped around the name and fame of Artie Shaw,
"Spotlight on Shaw" opens and closes with
announcements by Artie over his famous
theme music. It's a quarter-hour program immediately
available for one-or-more broadcasts a week.
WHERE'S THE STATION GANG?

THEY RUSHED OVER TO ROOM S12 AT THE STEVENS HOTEL
- THEY'RE ALL STIRRED UP ABOUT SOMETHIN' CALLED "TH' SOURCE"*

*SPelled T-H-E-S-A-U-R-U-S

... and calling it "the source" is no kidding, either! Sales-wise programmers know that the NEW Thesaurus is the source of the most commercial ready-to-air shows in the business today. They've learned that Thesaurus productions have the big names, the smooth styling, the showmanship that hold sponsors... build audiences. It's no secret that the new Thesaurus has what it takes to boom SALES!...

A programmer's best friend... the new era in Thesaurus
 Automotive
(Continued from page 68)

began, was continuing its institutional campaign of weekly quarterly advertisements, which it published throughout 1949. In January the company sponsored a four-day $160,000 radio-television campaign for Ford models, which used record announcements to be heard on more than 100 stations. Chevrolets were promoted on more than 560 stations. A complete series of ads for Oldmobiles included one to 10 announcements a week on 177 stations in January. A two-week drive for Pontiac in the late fall utilized announcements on 631 stations.

In a cooperative-dealer campaign plan running from Feb. 1 to Aug. 1, 1950, International Harvester Co. offers to pay one-third of time costs for local dealer announcement campaigns and provides either live or pre-recorded open-end announcements. Kaiser-Frazer Corp. also is using radio announcement campaigns on a dealer cooperative plan, to Nash Motors (Div. of Nash-Kelvinator Corp.) which last year recommended the use of Ziv recorded programs to its dealers under a special discount offer this month (April 1950) planned starting a four-week announcement campaign for its new models in about 150 markets across the country.

Hudson Motor Car Co. launched 1950 by promoting the new Hudson on some 700 stations. Packard Motors, Inc., has been discussing this month (April 1950) a plan started a five-week drive for its 1950 line on some 250 stations and urged dealers to support the drive with their own local radio campaigns. Automobile dealers, either individually or in groups, are active users of time throughout the country. This class, in addition to its other radio activities, sponsors local broadcasts of more than 225 network co-op shows and some 20 banner network programs.

Seiberling Rubber Co. will split costs 50-50 with dealers on their local radio campaigns. Phillips Petroleum Co. promotes Lee Tires, which are sold by Phillips dealers in oil, motor oil on its newscasts on 21 stations. Announcements were used during the winter months for Prestone anti-freeze (150 markets) and Heat anti-freeze (40 markets).

Class 4. Aviation & Accessories

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<th>NETWORK</th>
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<td>1949</td>
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<td>BROADCASTING estimate</td>
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There are no network advertisers in this class for 1949. Nor, as far as could be determined, was any spot or local radio time used by this group of advertisers.

Source: Publishers Information Bureau

* BROADCASTING estimates

Class 5. Beer & Wine

BEER advertising, far and away the biggest user of broadcast facilities in the alcoholic beverage class, should at least equal its 1949 expenditures of some $10 million for radio and television campaigns, it is estimated by the United States Brewers Foundation.

In a report prepared for this issue of Broadcasting, the Foundation states that brewers sales of 5,696,600 barrels in January 1950 were 8,000 barrels higher than in January 1949 and that production was estimated 1842 above January last year. "Using the first month as a barometer, brewing industry observers see encouraging signs for 1950 beer and ale sales," the Foundation states, "with prospects that the year's final figures will at least equal the 84,500,000 barrels of 1949."

$10 Million Budget Seen

"While brewery advertising appropriations are a matter of guesswork, it may be reasonably anticipated that brewers will at least equal, if not exceed, the 1942 expenditure of $10 million for radio and television, and about $9 million additional for other media."

The U. S. Brewers Foundation statement does not break down the $10 million figure into separate figures for radio and TV, but available data show a division of 2 to 3 parts for radio to one part for TV would not be far wrong. That would amount to a total radio appropriation of $6 million for radio advertising by brewers and $2.5 to $3 million for TV. Those figures include the cost of talent, rights to sporting events of which brewers are major sponsors, etc., as well as the sums spent for time.

"An important basis for optimism," the Foundation statement concludes, "was the 1949 survey made by Crossley Inc. for the Foundation, which revealed that public acceptance of beer and ale has advanced to the point where 52.4% of America's adult civilian population and 69% of the families are consumers, while 32.5% of the families buy malt beverages for consumption in the home."

"That beer advertising—radio and television included—has public approval also is shown by the survey, which showed that only 21.9% of the 9,553 interviewed in a national cross-section poll had any unfavorable reaction to it.

Sports, particularly baseball, traditionally have mixed well with beer, at least on the air, and from all indications the brewers will fully hold the traditions in the months ahead. P. Ballantine & Sons will share radio sponsorship of the New York Yankees home and away games with General Cigar Corp. on WINS New York. Atlantic Refining Co. and Warner Brothers, Inc., are sponsoring the Brooklyn Dodgers games on KSFU San Francisco.

F & M Schaefer Brewing Co. and General Foods Corp. are sharing sponsorship of the Brooklyn Dodgers games on WMGM New York. Standard Brewing Co. is backing the Cleveland Indian broadcasts on KDKA Pittsburgh. Sterling Brewer Co. has exclusive AM rights for three years at reported price of $225,000 a year.

MBS Baseball Plans

Other brewers will doubtless join the ranks of baseball broadcast sponsors as the season gets under way. MBS will broadcast the American League "Game of the Week" through the entire season, with the games available for local sponsorship on Mutual stations across the country and Liberty Broadcasting System will similarly permit local sponsorship of baseball broadcasts of both major leagues on its more than 250 stations.

Other sports programs are also sponsored by brewers, although not to the same extent as America's national pastime. Columbia Broadcasting System, last year began a three-year sponsorship of professional hockey games on three Northwest stations; Frankenmuth Brewing Co., which has just begun three-a-week sponsorship of Van Patrick's Sports Scripts on WJR Detroit and is adding another sports program on WDFN Flint and may in other Michigan stations; Christian Heurich Brewing Co. sponsors daily sports resumes on WTOP Washington; Chas. D. Kaierl's brewery uses a daily sports show on WPPA Pottsville, Pa.; F. A. Zell's company sponsors football on both WPTF Atlanta and WOR New York; Sterling Brewing Co. during the hockey season sponsored broadcasts of the Cleveland Barons on six Ohio stations; F & M Schaefer Brewing Co. sponsored New York Ranger hockey games on WMGM New York.

Some Breweries maintain a heavy radio schedule on the West Coast; Barby's Inc. uses announcements on 15 Pennsylvania stations; the broadcast arrangements of 19 stations; Dawson's Brewery has arrangements on 12 stations; Falstaff Brewing Co. has sponsored over 200 shows; Credit and Capital will announce the Meredith Willson Show in more than 20 markets; Gippa Brewing Corp. has announcements and programs on 15 Illinois stations; Gluek Brewing Co. has announcements and programs on 12 stations; Griesedieck Western Brewing Co. is using programs and spots on about 90 stations; G. Krueger Brewing Co. has programs and announcements on 1-2 stations; Maier Brewing Co. is running an extensive spot campaign in California for this spring and summer; Olympia Brewing Co. uses traffic safety announcements on more than 2 Washington State stations; Adam Scheidt Brewing Co. has announcements and programs on 16 stations; Sterling Brewers is planning widespread spot campaign throughout the South; John F. Tromm Inc. has announcements on 28 stations; West End Brewing Co. has sponsored over 21 stations. Many of those figures are taken from reports of winter campaigns which may be expected to expand as weather approaches.

Network Activity

Brewers using network time during 1949 are shown in the accompanying table, except for Rej Amber Brewing Co., which in October started the Rej Amber Beer Show, five minutes a week, on Pacific Coast ABC stations, selling $5,384 for time during balance of 1949. In April, Jos. Schlitz Brewing Co. joined

Page 70 • April 17, 1950

BROADCASTING • Telecasti
Spot in '49

(Continued from page 65)

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<tr>
<th>El Praco Cigars</th>
<th>J. F. M. A. M. J. J. A. S. O. N. D.</th>
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CONFECTIONS

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<th>Milk Shake Bars</th>
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<th>Nestle’s Semi-Sweet</th>
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DRUGS

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FOODS

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<th>Abbotts Ice Cream</th>
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<th>Aunt Mannie’s Bread</th>
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| Coca Olive Oil &        | J. F. M. A. M. J. J. A. S. O. N. D. |
| Franciscan              |-------------------------------------|
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<tr>
<th>Jemmy Rose &amp; Breaks</th>
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<th>J. F. M. A. M. J. J. A. S. O. N. D.</th>
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<tbody>
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<td>8</td>
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</tr>
</tbody>
</table>

(Continued on page 180)
“AFTER setting new sales and production records in 1948, the U. S. automotive industry now has established still another all-time high for the first quarter of 1960,” William J. Cronin, managing director, Automobile Mfrs. Assn., reports in an exclusive statement to Broadcasting.

“Over 1,900,000 new passenger cars, trucks and buses have been turned out by the end of March, more than 200,000 units ahead of 1949’s record-breaking pace,” Mr. Cronin concluded. "Last year, automotive producers built a total of 6,238,088 new vehicles. The 1949 output topped the two previous years—1929, by 16%, and 1948, by 18%.

"With a backlog demand, the usual seasonal patterns of passenger car sales continued to be absent during spring 1949. In fact, August and September, normally the two slowest months of the year, topped all others in 1949. Other new records in 1949 were established in vehicle registrations, payrolls and special taxes paid by motorists." Mr. Cronin notes slight declines in the number of cars exported and in the production of trucks and replacement parts.

"While sales during the winter months have been running at unusually high levels, the industry looks for even greater activity during the spring selling season, which is just now getting under way," Mr. Cronin concludes. Sales, advertising and promotion programs have been gearing up for the spring demand which promises to be of sufficient strength to enable vehicle producers to add another new entry in the industry's all-time record book by the end of June.

High Rubber Production

The rubber industry also looks forward to maintaining in 1950 the same high level of production attained in 1949 when consumption of new rubber totaled nearly a million long tons, according to the Rubber Mfrs. Assn. Output of passenger car tire casings last year was 66.5 million, a slight drop from the 1948 output of 66.7 million, the association reports, but sales of cambeak for retreading increased 20% over 1948.

This favorable outlook for the automotive industry is good news for radio, which seems slated to get a larger share of automotive advertising budgets, estimated to aggregate better than $400 million in 1950, than in previous years. Announcement campaigns for 1950 cars that broke early this year were credited with making January 1950 the all-time high month in the history of spot radio. Local auto dealers, in some lines offered cost-sharing plans by motor manufacturers, are also good prospects for station salesmen.

Automotive advertisers on the national networks last year, in addition to the six leaders listed in the table, were: Fram Corp. (filters), sponsoring Sports Thrill of the Week on Mutual, five minutes each Saturday, March to June ($44,408 for time); Fruehauf Trailer Co., This Changing World, year-round Sunday quarter-hour on ABC ($225,861); Goodyear Tire & Rubber Co. (institutional),

Class 3: Automotive

Greatest Story Ever Told, Sunday half-hour on ABC through the year except for a July-August hiatus ($436,786); Hudson Motor Car Co., Anniversary Program last April, MBS one-timer ($851); International Harvester Co. (trucks and farm equipment), Harvest of Stars, Sunday half-hour on NBC, April-June, September-December ($337,962); Perfect Circle Co. (piston rings), Memorial Day Races on MBS ($18,789); Studebaker, Circle Arrow Show, NBC's my Nayes networks three quarter-hours a week on NBC ($40,392); Western Auto Supply Co. (accessories), Circle Arrow Show, weekly half-hour on NBC, January-June ($103,116).

Kaiser-Frazer Drop

At the end of the year Kaiser-Frazer dropped sponsorship of Walter Winchell and Chrysler Corp. shifted its CBS advertising for De Soto cars from Tuesday to Wednesday and its program from Hit the Jackpot to the Groucho Marx show, You Bet Your Life. Ford Motor Co. in January launched a four-week nine-program, three-network campaign for its 1956 models, buying the most popular sustaining shows available on ABC, CBS and MBS for a whirlwind drive that cost the company an estimated half-million dollars. Ford augmented its special network programs with announcement campaigns in 240 stations, following a spot barrage on more than 600 stations used in December. A second flash flood of network advertising for Ford is now in progress.

Chrysler Corp. last fall began extensive use of spot radio for Dodge cars, using two announcements a day on the same stations. These were used from October-November and rising to more than 1,000 stations in December and nearly 1,100 in January. Chrysler cars were advertised during 1949 with a spot campaign that used more than 350 stations last summer and fall but had declined to a list of only eight outlets in January 1960. Chrysler may be expected to resume heavy radio schedules as soon as the strike, which began Jan. 25, is ended, in an effort to make up for lost time.

GENERAL MOTORS CORP.
William S. Allen

400 East waiter Street
New York 17, N.Y.

Goodyear Tire & Rubber Co.

Continued on page 70)
measure your audience per dollar spent

M.L.P.D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . . check the time costs . . . . check KXOK's B.M.B. increase in audience (387,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK
St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.
Class 1: **Agriculture**

THE RICH FARM market for all types of radio-advertised consumer goods and the millions of dollars spent for radio time and talent to sell clothes, automobiles, radios, foods and all the other necessities and luxuries are passed by in this section of BROADCASTING's annual analysis of the radio advertising of various types of products. Other sections of this report will deal with advertising to the farmer and his family, along with other consumer groups, under the individual product headings.

This section's concern is solely with radio advertising of the farmer's professional goods, the seeds, livestock and various types of farm machinery and equipment he buys to keep his farm running. Like the raw material and machines of industrial plants, to which it corresponds, this industrial farm equipment does not constitute a major class of radio-advertised products.

Network Expenditures Steady

Network advertising of this class, itemized in the accompanying table, was about the same in 1949 as in 1948. The drop of about 25 per cent in total expenditures for network time reflects a change in the classification of International Harvester Co. advertising rather than in its advertising. Since April 1949, when this company shifted its program from CBS to NBC, the advertised product has been reported as “motor trucks and farm machinery” instead of “all products” which moved it from the agricultural group into the automotive class, according to the tabulations of Publishers Information Bureau, source of the network advertising figures.

Swift & Co. in January started a spot campaign for its hatcheries, using five-minute programs a week for three months, chiefly in the Midwest. Last year Swift used only one station for only three months, February-April, for its hatcheries.

Garst & Thomas Hybred Corn Co. in January sponsored ten-minute and quarter-hour programs, once to four times weekly, on three stations, continuing a campaign which reached peaks of 14 stations in the spring and 13 in the fall, declining in the midsummer and midwinter months.

Murphy Products Co. continues its year-round use of five-minute to half-hour programs, once to six times a week, on 10 midwestern stations, for its stock feeds. Oyster Shell Products Inc. is another regular spot advertiser in this group, using announcements on 40 stations for Pilot Brand Oyster Shells.

There are doubtless many other local and national advertisers in this class who appear in our files or in the Rorabaugh Reports on Spot Radio Advertising, the major sources of information on spot business. Mutual, for example, reported that as of February the network's cooperative programs were sponsored on 23 stations by farm equipment companies.

Class 2: **Apparel**

UNCERTAIN is the word that seems most descriptive of the outlook for the apparel business at this time. In February, the U. S. Dept. of Commerce reported that “active demand, firm prices and high levels of production are indicated for the major textile fabrics until at least mid-1950.” American Woolen Co. orders in the first two months of this year totaled $25 million, compared to $7 million for the like period of 1949. Yet at that company's annual meeting the first of March, stockholders were told that operations of all that company's mills would have to be curtailed for lack of enough business to insure profitable operations.

Retailers of apparel, with sales running some 10 per cent below the 1949 level in January and February, were cautious in their buying that clothing manufacturers charged them with losing sales because of incomplete inventories. A number of rayon mills in March cut operating schedules from a six-day-a-week basis to five days. Manufacturers looked for improved buying of both men's and women's garments later in the year, however.

The shoe picture is more optimistic. The Leather Show in March produced record buying from shoe manufacturers who themselves had received large orders of footwear from retailers for Easter delivery. Hosoty shipments in January were 14 per cent ahead of those in January 1949. And California sportswear producers report a rush of orders from retailers who apparently anticipate major sales of multi-colored garments this summer.

Two other apparel advertisers used network time in 1949 in addition to those listed in the adjoining table. Mode O'Day Corp. promoted its wash dresses in January 1949 with three weekly quarter-hours of Surprise Package on 20 West Coast ABC stations (time charges: $1,410). Dr. A. Posner Shoes Inc. sponsored Big 'n' Little Club, ABC Saturday half-hour, January through May (13,164). Trimout Clothing Co. has begun sponsoring 16 minutes of ABC's Step the Music.

**Current Spot Accounts**

Spot campaigns currently on the air for apparel concerns include Robert Hall Clothes (men's clothing chain), using more than 160 stations in some 60 markets; Crawford (men's clothing stores), sponsoring more than 100 programs and more than 100 announcements a week on six stations in the New York metropolitan area; Erie Clothing Co. (men's clothing), sponsoring five quarter-hours a week on WENR Chicago. Adam Hat Stores in December started an announcement campaign in 40 markets; Champ Hats is (Continued on page 68)
'50 TIME SALES

By BRUCE ROBERTSON

NETWORK time sales will be good in 1950.

Business, generally speaking, is good and the consensus of the several executives is that it will continue on a high level for at least the next few months. The housing boom continues as the nation's builders exert every effort to catch up with the dwelling needs of the public, which last year added 3,729,000 babies to the American scene. New home owners make new purchases in the form of refrigerators, vacuum cleaners and other household appliances, whose makers see a peak market in 1950.

The automotive industry continues to set new production records, despite the strike which has temporarily halted work at the Chrysler plants. More cars need more tires, and rubber factories are working longer weeks.

Employment, while below last year's level, increased to 9,561,000 in March. National personal income steadied at an estimated rate of $1 billion above last year's average. People with money will spend it for things they want, and those things usually bear such brand names made familiar through advertising.

Cigarette Use Rises

Cigarette consumption hit an all-time high last year and cigarette advertising was one of the few types to use more network time last year than in 1948. Food advertising on the networks decreased its time purchases from 1948, but continued as the network's best customer, even so. The other network leaders—Laundry soaps, Drugs and Toiletries—also cut their use of network time in 1949 as compared to 1948. Yet their businesses are among the most highly competitive in the country and advertising is as essential to them as the manufacturing process.

All of these industries anticipate top level advertising expenditures during 1950. All of them will make extensive use of network radio. The question is whether they will increase its use or gradually cut it off in a continuation of last year's trend.

There is no question about the potential audience of the radio networks. A survey conducted jointly by the Radio Mfrs. Assn. and the NAB showed that as of the first of the year there were

<table>
<thead>
<tr>
<th>Consumer Services</th>
<th>66</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>68</td>
</tr>
<tr>
<td>Automotive</td>
<td>69</td>
</tr>
<tr>
<td>Wine, Beer &amp; Liquor</td>
<td>70</td>
</tr>
<tr>
<td>Building Materials, Etc.</td>
<td>75</td>
</tr>
<tr>
<td>Confectionary, Soft Drinks</td>
<td>76</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>98</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>100</td>
</tr>
<tr>
<td>Insurance</td>
<td>100</td>
</tr>
<tr>
<td>Jewelry, etc.</td>
<td>102</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>119</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>113</td>
</tr>
<tr>
<td>Toiletries</td>
<td>114</td>
</tr>
<tr>
<td>Travel &amp; Resorts</td>
<td>119</td>
</tr>
</tbody>
</table>

and another 5 million in public places, plus some 14,764,000 radio-only receivers in homes. There are plenty of radios to tune in to sponsor's network offering. The trouble lies in the nearly 4 million video sets and their effect on radio listening in areas which also have TV program service.

John C. McLaughlin, advertising director of the New York office of Kraft Foods Div. of National Dairy Products, long-time user of network time, and now a steady client of the AM- TV networks, well in a recent speech before the Chicago Radio Club Management, asked openly a question that other network advertisers have been pondering in recent months:

"Radio can no longer offer the same potential audience in major markets that it could a few years back, so it seems your program offer. We no longer demand and get a premium price," Mr. McLaughlin stated.

He suggested a combined AM- TV network package or rate adjustments to compensate for radio losses in TV markets might provide the solution.

**COMPARATIVE EXPENDITURES IN RADIO BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>Class</th>
<th>Jan</th>
<th>Feb</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture &amp; Farming</td>
<td>$43,708</td>
<td>$91,427</td>
<td>$135,135</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Accessories</td>
<td>109,640</td>
<td>101,392</td>
<td>210,832</td>
</tr>
<tr>
<td>3. Automotive Equipment &amp; Accessories</td>
<td>719,324</td>
<td>806,040</td>
<td>1,525,364</td>
</tr>
<tr>
<td>5. Beer, Wine &amp; Liquor</td>
<td>410,115</td>
<td>737,472</td>
<td>1,147,587</td>
</tr>
<tr>
<td>7. Household Furnishings</td>
<td>177,050</td>
<td>143,416</td>
<td>320,466</td>
</tr>
<tr>
<td>8. Household Builders &amp; Supplies</td>
<td>2,166,000</td>
<td>2,035,941</td>
<td>4,197,041</td>
</tr>
<tr>
<td>9. Insurance</td>
<td>179,157</td>
<td>142,151</td>
<td>321,308</td>
</tr>
<tr>
<td>10. Jewelry, etc.</td>
<td>4,272,638</td>
<td>1,073,830</td>
<td>5,346,468</td>
</tr>
<tr>
<td>11. Miscellaneous</td>
<td>215,000</td>
<td>172,593</td>
<td>387,593</td>
</tr>
<tr>
<td>12. Radios, TV Sets, Phonographs, Musical Instruments</td>
<td>220,000</td>
<td>161,224</td>
<td>381,224</td>
</tr>
<tr>
<td>13. Beer, Wine</td>
<td>72,500</td>
<td>72,500</td>
<td>145,000</td>
</tr>
<tr>
<td>14. Building Materials &amp; Fixtures</td>
<td>72,500</td>
<td>72,500</td>
<td>145,000</td>
</tr>
<tr>
<td>15. Candy &amp; Soft Drinks</td>
<td>12,000</td>
<td>12,000</td>
<td>24,000</td>
</tr>
<tr>
<td>16. Consumer Services</td>
<td>3,000</td>
<td>3,000</td>
<td>6,000</td>
</tr>
<tr>
<td>17. Drugs &amp; Remedies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>18. Entertainment</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>19. Food &amp; Food Products</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>20. Gasoline, Lubricants &amp; Other Fuels</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>21. Household Furnishings</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>22. Household Builders &amp; Supplies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>23. Household Equipment &amp; Supplies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>24. Household Equipment &amp; Supplies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>25. Household Equipment &amp; Supplies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
<tr>
<td>26. Household Equipment &amp; Supplies</td>
<td>1,000</td>
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<td>2,000</td>
</tr>
<tr>
<td>27. Household Equipment &amp; Supplies</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
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<tr>
<td>28. Miscellaneous</td>
<td>1,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
</tbody>
</table>

**TOTALS** | 17,065,040 | 15,374,347 | 32,459,387 |

**SOURCE:** Publishers Information Bureau

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**Morgen's Viewpoint**

Howard J. Morgen, vice president of the New York and Chicago branches of the Advertising Club of New York, said: "Get rid of television and we'll have an opportunity to start all over and do it right. Our industry has been thinking about television and radio together in order to find out how to properly control them so that they'll provide the best possible service for the customer. We've been pondering the question of whether it's possible to have a higher television time cost in those areas."
### Class 1: Agriculture

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### Class 2: Apparel

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### Table: Leading Network Advertisers

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>SPOT</th>
<th>1949</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td>$1,160,172</td>
<td>$4,368,000</td>
<td>1,531,531</td>
<td>2,592,000</td>
<td></td>
</tr>
</tbody>
</table>

### Table: Leading Apparel, Footwear & Accessories Advertisers

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>SPOT</th>
<th>1949</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td>$1,292,367</td>
<td>$3,136,000</td>
<td>1,431,809</td>
<td>3,458,000</td>
<td>253,979</td>
</tr>
</tbody>
</table>
'50 TIME SALES

By BRUCE ROBERTSON

NETWORK time sales will be good in 1950.

Business, generally speaking, is good and the consensus of the economic experts is that it will continue on a high level for at least the next few months. The housing boom continues as the nation's builders exert every effort to catch up with the dwelling needs of the public, which last year added 3,729,000 babies to the American scene. New home owners must make new customers for ranges, refrigerators, vacuum cleaners and other household appliances, whose makers use part of network radio. The automotive industry continues to set new production records, despite the strike which has temporarily halted work at the Chrysler plants. More cars need more tires, and rubber factories are working longer weeks.

Employment, while below last year's level, increased to 87,651,000 in March. National personal income started this year at an annual rate of $1 billion above last year's average. People with money will spend it for things they want, and those things usually carry brand names familiar through advertising.

Cigarette Use Rises

Cigarette consumption hit an all-time high last year and cigarette advertising was one of the few types to use more network time last year than in 1948. Food advertising on the networks decreased its time purchases from 1946, but continued as the network's best customer, even so. The other network leaders—Laundry soaps, Drugs and Tooties—also curtailed their use of network time in 1949 as compared to 1948. Yet their businesses are among the most highly capitalized in the country and advertising is as essential to them as the manufacturing process. All of these industries anticipate top level advertising expenditures during 1950. All of them will make extensive use of network radio. The question is whether they will increase its use or gradually cut it in a continuation of last year's trend.

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He suggested a combined AM-TV network package or rate adjustments to compensate for radio losses in TV markets might provide the solution.

Morgens' Viewpoint

Howard J. Morgens, vice president of Procter & Gamble Co., largest user of network time, back ed up Mr. McLaughlin in a talk to the Radio Executives Club of New York. "We look forward," he declared, "to lower radio time costs in areas of high television development, as confidently as we do to a higher television time cost in those areas."

Stating that TV's rapid growth finds radio "in a period of declining values," Mr. Morgens continued: "In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

As Broadcasting noted editorially (March 27), such arguments are "the stock-in-trade of buyers of advertising. The fact that there have been no general network or station rate increases in 11 years, whereas printed media have boosted rates in tempo with overhead, isn't taken into account. The fact the number of radio homes in the period has increased from 28,700,000 to 42,000,000, that the total number of sets has vaulted from 45,300,000 to 84,000,000, is (Continued on page 69)
SPOT’S ALL-TIME HIGH

By TYLER NOURSE

National and regional non-network radio, commonly called spot, reached an all-time high in 1948 of $112 million in net time, up 36% in 1949, with 22.2% of radio’s total income. Broadcasting’s research department has, for the second year, obtained data from all classes of stations within the United States.

Overall, the 1949 picture has changed in several respects from that shown in 1948. Remarkable were slight increases in the amounts spent by the Agriculture and Farming; Gasoline, Lubricants and Fuel; Household Equipment, Appliances and Supplies; Insurance, Jewelry, Optical Goods and Cameras; and Tobacco classifications.

Classifications practically unchanged included Automotive, Auto Accessories, and Equipment; Beer, Wine & Liquor; Confectionary & Soft Drinks; Drugs and Remedies; and Retail Stores and Shops.

Leading users of spot were advertisers of Food and Food Products. This highly competitive field spent approximately $23.5 million, almost twice that of second place Drug and Remedies advertisers and over $1.5 million more than in 1948. The Food Product advertisers also lead in network gross expenditures, placing slightly over $45 million in that medium, down about $2 million from the previous year.

Drugs and Remedies

Drugs and Remedies advertisers placed just over $12 million worth of net spot advertising. This classification also was in second place during 1948 when the drug firms spent approximately $13 million on spot campaigns. On the networks this classification was in fourth place with just over $21 million gross, about $1.5 million below 1948.

Manufacturers of Soaps, Cleansers and Polishes, traditionally a heavy user of radio time, placed over $2.5 million in 1949, approximately the same dollar volume as in 1948. On the networks this product group ranked fifth with gross expenditures of $19,534,813, approximately $1.4 million less (Continued on page 112).

Spot Revenue by Product

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$4,368,000</td>
<td>3.9</td>
<td>$2,592,000</td>
<td>2.6</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>3,352,000</td>
<td>3.0</td>
<td>3,458,000</td>
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<tr>
<td>Automotive, Auto Accessories</td>
<td>7,392,000</td>
<td>6.6</td>
<td>6,851,000</td>
<td>6.9</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>3,696,000</td>
<td>3.3</td>
<td>4,876,000</td>
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</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>2,800,000</td>
<td>2.5</td>
<td>5,114,000</td>
<td>5.1</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>1,344,000</td>
<td>1.2</td>
<td>1,126,000</td>
<td>—</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>12,098,000</td>
<td>10.9</td>
<td>13,240,000</td>
<td>13.4</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>23,632,000</td>
<td>21.1</td>
<td>22,114,000</td>
<td>22.2</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Fuel</td>
<td>5,600,000</td>
<td>5.0</td>
<td>2,682,000</td>
<td>2.7</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>3,584,000</td>
<td>3.2</td>
<td>1,998,000</td>
<td>2.0</td>
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<tr>
<td>Household Furnishings</td>
<td>1,322,000</td>
<td>1.1</td>
<td>1,532,000</td>
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<tr>
<td>Insurance</td>
<td>1,344,000</td>
<td>1.2</td>
<td>412,000</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>4,592,000</td>
<td>4.1</td>
<td>2,530,000</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>2,016,000</td>
<td>1.8</td>
<td>595,000</td>
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<tr>
<td>Retail Stores &amp; Shops</td>
<td>4,144,000</td>
<td>3.7</td>
<td>4,498,000</td>
<td>4.5</td>
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<tr>
<td>Smoking Materials</td>
<td>3,360,000</td>
<td>3.0</td>
<td>3,392,000</td>
<td>3.4</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>9,520,000</td>
<td>8.3</td>
<td>9,570,000</td>
<td>9.6</td>
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<td>Tires</td>
<td>3,920,000</td>
<td>3.5</td>
<td>1,878,000</td>
<td>1.9</td>
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<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>1,680,000</td>
<td>1.5</td>
<td>842,000</td>
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* Product groups representing less than 1% of all spot business in 1949 are omitted from this table.


Entertainment and Amusement; Food & Food Products; Smoking Materials, and Soaps, Cleansers and Polishes.

Five product classifications dominated the field, placing slightly over $58 million dollars worth of net business. This was approximately 52% of the spot radio total in 1949.

Accounts, with number of stations used each month, based on the Borbaugh Report on Spot Radio Advertising.
Resolutions Procedure

THE NAB Management Conference Resolutions Committee will meet Monday, April 17, in Suite 706 of the Stevens Hotel, at 10 a.m. Members may submit proposed resolutions to the committee at that time by contacting Don Petty, NAB general counsel, as committee secretary, in Suite 706, or C. E. Arney Jr., NAB secretary-treasurer, headquarted in Room 8, third floor. Committee chairman is Paul W. Moroney, WTIC Hartford, Conn.

agenda is strictly of the workshop type. Two NAB directors will participate—Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Sweezy, WDSU-TV New Orleans.

The Kukla, Fran & Ollie cast from NBC will perform. Morning speakers include Burr Tillstrom, Kukla, Fran & Ollie creator; Jack Mabley, Chicago Daily News; Ernest Walling, NBC producer; Jim Moran, Courtesy Motor Sales, Chicago; Marion Harper Jr., McCann-Erickson; William B. Ryan, KFI Los Angeles, an NAB board member; Robert C. Tait, president, Stromberg-Carlson Co., Rochester.

The convention will adjourn at the conclusion of the Wednesday morning session.

WISH STUDIOS
Coy Helps Dedicate

FCC CHAIRMAN Wayne Coy was featured speaker Tuesday at the formal ceremonies dedicating the new studios of WISH Indianapolis, ABC outlet on 1310 kc with 5 kw day, 1 kw night, and headed by Frank E. McKinney. George Gins is general manager. Guests included Robert Hinckley, ABC vice president, and Harry Wismer, ABC sports director.

FCC Chairman Wayne Coy, speaking at the dedicatory ceremonies, called the "handsome new studios" a symbol of "the importance of radio broadcasting in our way of life." He said "they are eloquent testimony to the faith of Frank McKinney and his associates in the future of broadcasting and to their faith in the future of Indianapolis."

U. S. preeminence in the world, Chairman Coy felt, "is due in no small measure to the contribution made by its communications systems." He singled out the "mushrooming growth of that most universal of all forms of communication—radio broadcasting"—and the rapid growth of television.

"Because of our broadcasting system," he said, "the American people have a wider access than ever before to the free, unhampered discussion of their community problems and national and international problems. Hence they are better equipped to participate as intelligent citizens in the conduct of their democratic society."

FEES DISPUTE
AFRA Claims Victory

"SIGNAL VICTORY" was claimed by American Federation of Radio Artists in the recent settlement of its dispute with McCann-Erickson Inc., MBS and Don Lee Broadcasting System on the payment of repeat fees for rebroadcasting of the Straight Arrow program. Following two days deliberation by the AFRA board of directors, the union agreed to accept an MGS offer for 85% of the total payment asked in repeat fees from Feb. 7, 1950, for cast members; and written recognition from MBS and Don Lee of the principle of payment of the repeat fee for use of all such off-the-line recordings.

AFRA had claimed a total of $12,103 was due in back salaries to actors on the program from Feb. 7, 1950, inasmuch as the program is rebroadcast on the West Coast by off-the-line recordings.

According to Claude McCue, executive secretary of the union, this is the first instance since the set up of their codes that the theory of added value to the producer for use of off-the-line recordings has been clearly enunciated in writing by any signatory to the AFRA contracts.

Recognition of additional payment will hold for all MBS commercial programs, as of Feb. 7, 1950.
NAB Convention Opens
(Continued from page 50)

ment and services opened last Wednesday morning, presenting to broadcasters the largest technical show in industry history [BROADCASTING, April 10]. Exhibits are located in the "Magical Fifth Floor" and the large Exposition Hall on the lower lobby level of the Stevens. They will remain open until Tuesday evening.

The annual Independent's Day meeting was scheduled all day Sunday, with an attendance of perhaps 400 expected [BROADCASTING, April 10].

From the standpoint of world prominence, broadcasters have never before been offered the opportunity to hear speakers of such fame. Their selection emphasizes the serious tone of the whole Management Conference program.

Actual Management Conference programming opens with an FM session at 9:30 Monday morning in the North Ballroom (see agenda on page 22). Presiding will be Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the NAB FM Committee.

Formal Opening Today

The formal proceedings start today (Monday) at 12 noon in the Grand Ballroom of the Stevens. Mr. Lane will preside, as convention committee chairman, and will introduce NAB President Justin Miller who is attending his fifth annual convention.

All Management Conference meetings following the opening lunch will be held in the Eighth St. Theatre, reached via a ramp leading out of the Grand Ballroom.

First convention speaker will be Ambassador Warren R. Austin, Permanent U. S. representative to the United Nations. Ambassador Austin replaces Carlos P. Romulo, Philippine ambassador and president of the Assembly General Assembly, who was summoned back to the Philippines last week.

The first convention speaker will sound the opening warning of the grave problems facing the world today. He will give the convention international aspect in outlining the American broadcaster's responsibility in world affairs.

With this groundwork laid, Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president-general manager of Bridgeport Brass Co., will take up key problems facing American industry and their relation to the day-to-day operations of the business of broadcasters, stressing the broadcaster's duty toward business and industry.

The convention then will shift to a practical operating interlude in which two key labor executives will join two broadcasters in a panel on the American broadcaster's responsibility in labor relations. Judge Miller will preside. Representing labor will be Daniel W. Tracy, president, International Brotherhood of Electrical Workers (IBEW), and Raymond Jones, executive secretary, American Federation of Radio Artists (AFRA).

Representing broadcast management will be Chet L. Thomas, KXOK-AM-FM St. Louis, and Harold Essen, WSJS-AM-FM Winston-Salem, N. C. Both have been active in NAB labor relations activities.

Only membership business meeting of the convention is scheduled at 9:30 Tuesday morning. The agenda presents one speaker—Dr. Kenneth H. Baker, who is billed as discussion chairman. Dr. Baker is expected to review the BMB situation, including acceptance of Study No. 2 figures, and review plans for the third industry measurement project, Broadcast Audience Measurement Inc. (BAM).

Other convention business will be taken up, depending on wishes of the membership. The Resolutions Committee will present its report at this meeting. Only delegates bearing NAB certification cards will be admitted to the active member section of the theatre.

After Tuesday's luncheon, the convention theme moves back into the responsibility motif as FCC Chairman Wayne Coy discusses the broadcaster's responsibility to his government. Chairman Coy has been outspoken recently in his observations on radio and television program standards. His talk is scheduled at 1:30 p.m. in the theatre.

Second speaker of the afternoon will be Paul G. Hoffman, administrator of the Economic Cooperation Administration and for many years president of Studebaker Corp. Adm. Hoffman, as occupant of one of the world's most responsible positions, will tell broadcaster's their responsibility in world economics.

Cold War Warning

Judging by advance intimations, this talk may prove to be one of the most serious sessions since the close of World War II. Already advertisers and agency leaders have been alerted to the seriousness of the cold war. Adm. Hoffman, it is believed, will let broadcasters know just what is going on and what can happen in an up set world if the United States fails in its international mission.

H. E. Babcock, agricultural leader, will wind up the afternoon's discussion and close the "responsibility" portion of the convention with a discussion of the broadcasters' responsibility in agriculture.

Tuesday evening is earmarked for a 7 p.m. reception in the Nor- mandy Lounge and the annual banquet at 7:30 p.m. in the Grand Ballroom. BML will stage a special 10th anniversary show for the diners. No speech will be scheduled.

All exhibits will be closed prior to the banquet.

Wednesday morning is set aside for television. Dave Garroway, ex-Harvard professor turned TV m. c. and disc jockey, will preside. Panels are scheduled on programming and TV economics. The
"FIGHT of the WEEK"

Gives you the SPOT of the WEEK!

Now you can buy spot announcements in the outstanding major boxing event known as the "Fight of the Week," presented by the Sports Network every Monday night at 10 P.M.

The "Fight of the Week" is broadcast direct from ringside and originates in whatever city the outstanding major boxing events occur. Del Parks brings you a vivid ringside blow-by-blow account of the fight and Jules Rind does the color and commercials.

Under this new arrangement you may buy 45-second spots between rounds, on a 13-week basis with option for renewal. The rate for all markets listed below is only $250.00 per 45-second spot, per show. More stations are being added each week at no extra charge to you.

* a SURE KNOCKOUT in these markets

<table>
<thead>
<tr>
<th>PENNA.</th>
<th>NEW YORK</th>
<th>VERMONT</th>
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<tr>
<td>Philadelphia</td>
<td>WPEN</td>
<td>Albany</td>
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<td>Allentown</td>
<td>WAEB</td>
<td>Auburn</td>
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<td>Altoona</td>
<td>WJSW</td>
<td>Buffalo</td>
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<td>Erie</td>
<td>WLEU</td>
<td>Dunkirk</td>
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<td>Harrisburg</td>
<td>WHP</td>
<td>Glen Falls</td>
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<td>Johnstown</td>
<td>WCRD</td>
<td>Hudson</td>
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<td>Lancaster</td>
<td>WLAN</td>
<td>Jamestown</td>
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<td>Lebanon</td>
<td>WLAE</td>
<td>Olean</td>
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<td>Lewistown</td>
<td>WMRF</td>
<td>Plattsburg</td>
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<td>Lock Haven</td>
<td>WBZ</td>
<td>Syracuse</td>
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<td>Pittsburgh</td>
<td>KQV</td>
<td>Utica</td>
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<td>Pottsville</td>
<td>WPAM</td>
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<td>Reading</td>
<td>WEEU</td>
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<td>Scranton</td>
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<td>Shamokin</td>
<td>WISL</td>
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<td>Wilkes Barre</td>
<td>WBAX</td>
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<tr>
<td>York</td>
<td>WSBA</td>
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<tr>
<th>NEW JERSEY</th>
<th>MARYLAND</th>
<th>DISTRICT OF COLUMBIA</th>
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</thead>
<tbody>
<tr>
<td>Atlantic City</td>
<td>WFPG</td>
<td>Baltimore</td>
</tr>
<tr>
<td>Bridgeton</td>
<td>WSNJ</td>
<td>Washington</td>
</tr>
<tr>
<td>Trenton</td>
<td>WBUD</td>
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<table>
<thead>
<tr>
<th>WEST VIRGINIA</th>
<th>DELAWARE</th>
<th>OTHER STATIONS ADDED EACH WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martinsburg</td>
<td>WEPM</td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>WAMS</td>
<td></td>
</tr>
</tbody>
</table>

for Information and Availabilities

SPORTS BROADCAST NETWORK

Jack Rensel, GENERAL MANAGER

2212 WALNUT STREET • PHILADELPHIA 3, PA. • LOcust 4-4383

ROADCASTING • Telecasting
West Statement
(Continued from page 32)

homes to come down” “Are program costs going to be very much higher?” “What can we expect studies of the sales effectiveness of television?”

But one question more than any other dominated our discussions. It was simply this: “What happens to radio listening in television homes?” Advertisers, agencies and the broadcasting industry soon must have a reliable answer to this question if the present confidence we all have in radio’s future is not to be impaired.

This leads to the second point; it concerns the future of radio research and particularly the successor organization to BMB. The ANA board of directors after consulting over 200 ANA members who are radio advertisers, recently stated our policy in regard to radio research. I would like to quote at least part of the board’s statement as it is the best reflection of advertisers’ viewpoint I know of.

ANA Board Message

It is essential (the statement reads) to the long run interests of all those concerned with advertising—the media as well as agencies and advertisers—that advertising expenditures be channeled in such a way as to produce the most effective and economical sales results. In order to accomplish that object, advertisers must be in a position to employ individual media intelligently—which means on the basis of facts. Advertisers, as represented by the ANA, have repeatedly expressed their need for valid and up-to-date information on the audiences and coverage of radio stations.

Responsibility for providing that information seems clearly to rest with the broadcasting industry. . . More over it has been the established practice with other media to provide a uniform standard of measurement by methods acceptable to their customers, the advertisers. In the absence of such information on broadcasting, advertisers will be materially handicapped in their efforts to use the medium fully and effectively.

The history of media research has demonstrated that its value—to the media themselves—is in proportion to the confidence which buyers place in it. That confidence in turn depends on the extent to which the techniques and execution of the research project are planned and validated in a manner acceptable to both buyer and seller. And mutual acceptability can be achieved only through the joint determination and review of objectives and procedures which have characterized the operation of the Broadcast Measurement Bureau. Unless the established principle of tripartite operation is followed in organizing the successor to BMB, there is substantial risk of loss of confidence in the data. . .

There is more to the ANA Board’s statement, but I believe the sections I have quoted reflect advertisers' needs and requirements. ANA members have a tremendous and well found faith in the present and future of radio as an advertising medium. There will, of course, be changes in what we have come to call "traditional" radio advertising concepts or patterns. But, as Howard Morgens of Procter & Gamble recently put it in a talk to the New York Radio Executives Club, “radio and television are both entering an extremely difficult period ... the most pressing and important task for all of us is to make sure that both are effective and efficient from an advertising standpoint.”

To do the job, Mr. Morgens suggests, as I see it, we must have more factual radio and television data, and advertisers are convinced that it is up to the radio industry to supply the information they need.

Real ‘Mystery’ Voice

For the past two months, listeners to the 920 Mystery Club, musical guessing show on WTTM Trenton, N. J., have been greeted by a "mystery voice" when they phone in their guesses. Through some sort of mechanical mix-up, listeners find themselves connected with a voice which exchanges pleasantries and takes guesses on the mystery tune. He usually tells callers their guesses are correct and promises to send the theatre award tickets. When the "winners" check the station, they find they've been duped. The situation has brought on a full-scale probe by police and the New Jersey Bell Telephone Co.

AND, WHAT’S MORE, WE'RE GOING TO 5000 WaTTS!

(That'll boost our coverage market in central and southern Indiana)

Balanced programming makes the difference, although we're the first to acknowledge, it doesn't hurt our rating any to be designated sports station for Indiana University. Located as we are in the limestone center of the world, we're right in there pitching—day and night—with NEWS • DRAMA • MUSIC • CIVIC and COMMUNITY INTEREST programs.
THIS IS KFI'S DEFINITION OF
GOOD RADIO ADVERTISING:

• 76% INCREASE IN SALES! This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burritt Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!

• 50% INCREASE IN SALES! An appliance company, selling a $175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.

• 19,000 WOMEN INTO GROCERY STORES! In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

ADVERTISING THAT PRODUCES SALES...
immediate and unmistakable response.
That is the type of advertising we attempt to sell you... on

KFI

N BC for Los Angeles
50,000 Watts on 640 kc
Represented nationally by Edward Peary and Co.
### 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><strong>LEVER BROTHERS CO.</strong></td>
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<td>1949</td>
<td>1948</td>
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<tr>
<td>&quot;Big Town&quot;</td>
<td></td>
<td>$29,370,134</td>
<td>$2,145,222</td>
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<td>Sullivan, Steffler,</td>
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<td>Colwell &amp; Bayles</td>
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<td>&quot;Bob Hope&quot;</td>
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<td><strong>B.B.C.</strong></td>
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<td>&quot;Junior Miss&quot;</td>
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<td>Needham, Louis &amp; Brobury</td>
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<tr>
<td>&quot;Peggy Shumaker&quot;</td>
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<td>&quot;My Friend Irma&quot;</td>
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<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Lux Radio Theatre&quot;</td>
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<td>J. Walter Thompson Co.</td>
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<td>&quot;Winner Take All&quot;</td>
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<td><strong>GILLETTE SAFETY RAZOR CO.</strong></td>
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<tr>
<td>&quot;Gillette Fights&quot;</td>
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<td>(Eff. Sept. 9)</td>
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<tr>
<td><strong>Mazan Inc.</strong></td>
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<tr>
<td>&quot;Sports Events&quot;</td>
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<td>(Baseball, racing, football, etc.)</td>
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<tr>
<td>&quot;Toni Division&quot;</td>
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<td>&quot;Give &amp; Take&quot;</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>&quot;This Is Now Drinks&quot;</td>
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<td>Foote, Cone &amp; Belding</td>
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<td>&quot;This Is Now Drinks&quot;</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Crime Photographer&quot;</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Arthur Godfrey&quot;</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>&quot; lilac Be Soiled &quot;</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
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</tbody>
</table>

| **COLGATE-PALMOLIVE-PEET CO.** |         |                 |            |
| "A Day in the Life of Donna Day" |     |                 |            |
| (Eff. Aug. 27)                |         |                 |            |
| "The Judy Canova Show"        |         |                 |            |
| Ted Bates & Co.               |         |                 |            |
| "Our Miss Brooks"             |         |                 |            |
| Ted Bates & Co.               |         |                 |            |

| **PROCTOR & GAMBLE CO.**       |         |                 |            |
| "Pepper Young's Family"        |         |                 |            |
| Pledger & Ryan                |         |                 |            |
| "Llewellyn Thomas"             |         |                 |            |
| Compton Adv.                  |         |                 |            |
| "Parry Monroe"                |         |                 |            |
| Compton Adv.                  |         |                 |            |
| "Right To Happiness"          |         |                 |            |
| Compton Adv.                  |         |                 |            |
| "Big Sister"                  |         |                 |            |
| Compton Adv.                  |         |                 |            |
| "The E. R. I. in Peace & War" |         |                 |            |
| Show Co.                      |         |                 |            |
| "Life of Riley"               |         |                 |            |
| Benton & Bowles               |         |                 |            |

| **BRISTOL-MYERS CO.**          |         |                 |            |
| "Break the Bank"               |         |                 |            |
| Doberty, Clifford, & Shenfield |         |                 |            |
| American Home Products         |         |                 |            |
| "Mr. Keen, Tracer of Lost Persons" |   |                 |            |
| John F. Murray Adv. Agency     |         |                 |            |
| "Romance of Helen Trent"       |         |                 |            |
| John F. Murray Adv. Agency     |         |                 |            |
| "Peabody's Tavern"            |         |                 |            |
| (Eff. July 6)                 |         |                 |            |
| "Henry Morgan"                 |         |                 |            |
| (Eff. Oct. 5)                 |         |                 |            |
| American Home Products         |         |                 |            |
| "Mr. Keen, Tracer of Lost Persons" |   |                 |            |
| John F. Murray Adv. Agency     |         |                 |            |
| "Romance of Helen Trent"       |         |                 |            |
| John F. Murray Adv. Agency     |         |                 |            |

| Source: Publishers Information Bureau |         |                 |            |

### Network Information

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Stations</th>
<th>Network Hours per Week</th>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td></td>
<td></td>
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<tr>
<td>CBS</td>
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</tr>
<tr>
<td>NBC</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Financial Information

- 1948: Net $2,149,733
- 1949: Net $2,749,733

### Other Information

- **Covering**
  - Get the facts on how W E A V has sold for many national advertisers in the North-Country's vacationland.
  - Learn how local, prestige has made W E A V the most listened-to station in this rich area.
  - Buy the program that's styled for your product from hillbilly to high-brow—and anything in between. You'll find it on...
This month, all across the land, 140,000 Census Enumerators are ringing doorbells...counting people, incomes and radios...measuring America for size.

They will find a colossus — bigger than ever before. Busier, lustier, richer.

Clearing many hurdles, they will discover what research men already know:

that our population is now over 150,000,000 which is 20,000,000 more than in 1940
that we now number 43,000,000 families — nearly 7,000,000 more than 10 years ago

The Census-Takers will learn — that our families in 1950 have an average real income of $2,647 — a ten-year increase of 21%; that our savings total a staggering $12,000,000,000.

And another fact: our whole standard of living has gone up, with 71% driving autos; 71% of our families now owning refrigerators; and 61% having washing machines.

New suit for Radio, too

The enumerators will re-discover another giant — 95% as big as America. And that's Radio — with its fabulous influence on the lives of our people. Here are more facts that will be confirmed:

that there are today 40,700,000 radio fam-
NAB.

Sunset and Vine

Capitol Records, Inc.

Broadcast Division

A UNIQUE LIBRARY PROGRAM SERVICE

Hollywood 23, Calif.

Sunset and Vine

Capitol Records, Inc.

Broadcast Division

Shakespeare shows

CAPITOL-IZED

and make us tell you about...

CONVENTION

us at the

N.A.B.
Glenn of signing man with Los management Eastern Province. Future operates the Badgers. "Many factors" was the answer to "Lightning's" addition, Sells' longer term. Sales Telecasting of U. 144). 

"Despite all this, that's an all-time high," Hersey also played Walter. 

Mr. Meischke, president of Radio Federation's national organization, said, "We are pleased to announce that our new contract is effective."

Another factor is outlined in "Lightning's" letter. 

Y. Clark, the executive director of the Independent Broadcasting Association, was manager of the Tennessee, Independent. But not all. 

More listeners per dollar in Memphis: Where your sports are spotighted. WHM. 

Spring Tonic for Results in Memphis and Sales Seems Easier. 

White Tower Sports chairman was director of the committee, which was directed by the chairman of the American Gladiators. 

Radio News Letter. 

The special committee—again, the people who choose the Independent Broadcasting Association, the people who choose the futures of the Independent Broadcasting Association, the people who choose the 

The special committee—again, the people who choose the Independent Broadcasting Association, the people who choose the futures of the Independent Broadcasting Association, the people who choose the 

The special committee—again, the people who choose the Independent Broadcasting Association, the people who choose the futures of the Independent Broadcasting Association, the people who choose the

(Continued from page 44)
PUZZLE

PICTURE

Are zebras white animals with black stripes or black animals with white stripes?

That's a puzzle that will never be solved.

But there's no puzzle about the best radio buy in Baltimore.

The biggest bargain buy in this rich market is W'I'T'H.

Here's why:

W'I'T'H delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W'I'T'H.

That means that a little money does big things on W'I'T'H.

Get the whole W'I'T'H story.

W'I'T'H. Call in your Headley-Reed man today and

That's a puzzle that will never be solved.

Are zebras white animals with black stripes or black animals with white stripes?

PUZZLE PICTURE
If you want to count Kentucky King (Ky.), it can be done via radio—but not by WAVE. The courtiers around that throne are outside our boundary line....

As it is, we use up all our influence in the 27-county Louisville Trading Area. And this, but only this, is the one regal market in all Kentucky. It buys and sells almost as much stuff as the rest of Kentucky combined.

At WAVE we give you an entree not to Kentucky King, but to the treasury of the State. Give us the nod, and we'll be glad to announce you—by radio!

LOUISVILLE'S WAVE
NBC AFFILIATE
FREE & PETERS, INC.

Uniform Policy
(Continued from page 41)

involved in the motion picture anti-trust case, he pointed out that its radio station has never been charged with any law violation.

The Washington law firm of Pierson & Ball filed on behalf of five licensees a brief contending that "the only legal uniformity of policy possible is that the Commission will look at all the evidence in each individual case before determining whether or not an applicant is qualified. This policy is already in effect and needs no further detailed implementation."

The brief asserted that law violations should be considered as a part of an applicant's past conduct, and that the weight of this factor cannot depend upon whether an allegation of federal law violation has been made. The law firm also felt that the fact that questionable practices have been eliminated by a consent decree carries little or no weight."

The Pierson & Ball brief was filed on behalf of Yankee Network; WKY Oklahoma City; KOB Albuquerque; KGLO Mason City, Iowa, and WTAD Quincy, Ill.

CBS, in a brief by General Attorney Julius F. Brauner and Attorney James H. Neu, also urged a case-by-case approach, with law violations to be considered along with all other factors.

The brief contended "the Commission is not authorized to establish any rule, regulation or policy whereby any granting of a license would be automatically denied or revoked solely because of the violation by the applicant of any federal law, with the possible exception of (a) violation of the Communications Act, or (b) the violations specified in Sec. 311 of the Act, of which the applicant has been finally adjudged guilty by a Federal Court." CBS added."

(Sec. 311 requires FCC to refuse to license any applicant whose license has been revoked by a court for anti-trust violations, and permits FCC to revoke licenses held by persons whom a Federal Court has held finally guilty of unlawfully monopolizing radio communication.)

Loew's Inc. contended it is impossible to cover violations of all laws in any "uniform policy," and suggested that a distinction be drawn between law violations which reflect on character and those of a regulatory and administrative nature which may be inadvertent and unwillful.

The brief, by the Washington firm of Bingham, Collins, Porter & Klitzier, said FCC must exercise discretion on a "per-case basis" that character is only one element of qualification, and that violations not affecting character should be disregarded.

"The establishment of an arbitrary prohibition against all applicants...who have violated any law of the U.S. would be about as reasonable as providing the same punishment or penalty for any violation of law regardless of the nature of the offense," the brief asserted.

The company, which operates WGMG and WGMG-FM New York and WGMG (FM) Los Angeles, said "label character" was raised in the motion picture anti-trust case, but Loew's was involved, and that in any event FCC has "no jurisdiction whatsoever" in anti-trust matters where no final judgment has been entered by the courts.

The case-by-case approach also was urged by WPTR Albany, N.Y., principally owned by Schine Change Theatres, and by Twentieth Century-Fox.Filed briefs filed respectively by the Washington law firms of Cohn & Marks and Welch, Mott & Morgan (Broadcasting, April 10).

Allen B. DuMont Labs, held by an FCC proposed decision to be controlled by Paramount, also notified FCC it will participate in the hearing. DuMont's counsel, Thad H. Brown and William A. Roberts, reminded FCC that DuMont denies that Paramount is or has ever had control of the radio manufacturing and TV network firm, which operates WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. Since meeting, Paramount's FCC's proposed decision was issued, Paramount has been divided into separate film production and exhibition companies under an anti-trust consent decree.

Riddell WXYZ President

JAMES G. RIDDLELL, general manager of WXYZ Inc., owner of WXYZ—AM-FM-TV Detroit, wholly owned subsidiary of ABC, last week was elected president of the subsidiary. Mr. Riddell has been general manager of ABC's Detroit properties since the network acquired WXYZ from the King-Trendle Broadcasting Corp. in 1946. At the time of ABC's purchase from King-Trendle, Mr. Riddell was sales manager and commercial manager of WXYZ.

April 26-27: Northern Eastern District of the American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.
April 29: Catholic Broadcasters Assn. spring conference, Catholic U. of America, Washington, D. C.
May 2-3: Radio News Editors, Columbus, Ohio.
May 24-26: North Carolina Assn. of Broadcasters annual convention. Chapel Hill, N. C.
May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.
June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.
June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

Upcoming
Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the “good” months of the year . . . that “business always falls off in the summer anyway” . . . that “big-time network shows get replaced” . . . that “people just don’t listen to the radio in hot summer months.” Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they’re practically “standard equipment” in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and “two-weeks-with-pay.”

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

**IOWA CAR-RADIO LISTENING**

<table>
<thead>
<tr>
<th>Length of Trip</th>
<th>Percentage Who Tune In Their Car Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEN</td>
</tr>
<tr>
<td>Between 1 and 5 miles</td>
<td>33.8%</td>
</tr>
<tr>
<td>Between 6 and 25 miles</td>
<td>53.0%</td>
</tr>
<tr>
<td>Between 26 and 50 miles</td>
<td>68.3%</td>
</tr>
<tr>
<td>Between 51 and 100 miles</td>
<td>69.1%</td>
</tr>
<tr>
<td>More than 100 miles</td>
<td>80.5%</td>
</tr>
</tbody>
</table>

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located outside the home and outside the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the daytime in metropolitan homes during July and August, than in the peak daytime month of February. Evening figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is that there is less listening, but that at least an equal amount of listening takes place, with a lot of it in non-surveyable locations!

*VACATIONING*—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECIIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to what to buy, what brand to buy and where to buy their September purchases. There is additional evidence that this “carry-over” has a very real effect on sales in October, November and December, too. As one department store official put it, “It’s too late to wait to sell a major investment until the family is back in Fall harness . . .”

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
25 Years
(Continued from page 47)
of engineering operations, who was sent from Schenectady, N. Y., to help build the station and re-
mained with KOA, and Walter L. Morrissey, master control room engineer who was with the station when it went on the air in 1925, are a couple of the old-timers. As was "Mr. KOA," Clarence Moore, program director, since retired.

Interviewed on one of the pro-
grams was 85-year-old Frank Gim-
ley of Leadville, Colo. Known as the "Hermit of Arbor Villa," he is considered one of KOA's oldest listeners. Further promotion in-
cluded full page ads in the Post and the Rocky Mountain News boasting "We're 25 Years Old To-
day." Message harkened back a quarter century ago to the distri-
bution of handbills heralding the opening of KOA, "The Rocky Mountain Broadcasting Station." KOA, now a 60 kw outlet on 880 kc, looks backward with a smile to the day in 1925-26 that the station had to sign-off for two minutes during the evening to let the tubes "cool off.'

An earlier celebrator of 25 years in the broadcasting business is WLS Chicago, passing that mile post on April 12, 1949. Like KOA, the Prairie Farmer station felt that the day belonged first and foremost to the listening audience. The station asked listeners to write in their most interesting memory associated with WLS and paid cash awards for all such incidents used on the air. These same incidents were the basis of a series of anniversary mystery ads in Broadcasting.

History Outlined

Highlight of the day was a pro-
gram from 3-7 p.m. called Silver on Parade which outlined the main events of the station's history. WLS personalities, fa-
vorites of the old-timers, were fea-
tured on the show. When the clock reached 7 p.m. on April 12, 1949, time went forward and back-
ward at WLS. Narrator of the program Jack Hoalst let the real old-timers take precedence. Grace Wilson, still a WLS star, sang "Bringin' Home the Bacon," a song she sang 25 years ago, and one of the first broadcasts. Georgie Goe-
bel, a popular nightclub entertain-
er, returned to sing "Sippin' Cider This Time," which had been a WLS as a little boy. Uncle Tom Corwin, 80 years old and still with the WLS Barn Dance, brought back "Showboat" memories with his lively fiddles.

Most dramatic of all was the recording of the WLS scoop of the Hindenburg disaster, which is said to be the only radio special ever broadcast. It occurred on WLS in 1937 when the ill-fated record album "I Can Hear It Now."

Edgar L. Bill, retired president of WMBD Peoria who was the first director of WLS and origin-
ator of the National Barn Dance, was guest on the stations noon-
time Dinner Bell program.

The well known WLS National Barn Dance provided a promotion piece in which over-size barn dance tickets were sent to advertisers and agencies to be exchanged for actual theatre tickets at the con-
venience of the recipient. These were some of the extra promotion stores. All of the CSO's of the sta-
tion were given a big party. Spe-
cial letterhead commemorating the silver anniversary also was used.

WFDR Hattiesburg, Miss., cele-
bated its 25th anniversary 6 with an all day birthday party on the air. The station received salutes from NBC on the Dave Carson Show and Anointment With Music program. The outlet has been an NBC affiliate since 1940.

To-day there are over 2,000 AM broadcast stations on the air, of this number about 35 stations in 22 states will ring up 25 years of broadcasting in 1950. WMAL Washington will be licensed 25 special programs. In Memphis both WHBQ and WMPS were a quarter-century old in March followed by WSMN Nashville and WJDE in the fall.

Radio—a young man's game—is beginning to show the silver threads among the gold.

RICHARDS CASE

Orders Resumption May 15

A MAY 15 resumption of FCC's hearing on the news policies of sta-
tion-owner G. A. (Dick) Richards was ordered last Wednesday by FCC Chief Hearing Examiner J. Fred Johnson Jr.

The hearing had set the resumption on Sept. 6 [Broadcasting, April 10].

Advance of the date fol-
lowed a petition by FCC General Counsel Bernard Appelman contain-
ing the September date pro-
vided counsel for Mr. Richards an "extravagant allowance" of time in which to prepare his final case and would be contrary to the "clear import" of the Commissions own wishes.

The hearings, involving charges that Mr. Richards instructed staff members of his KMPC Los Angeles to slant news according to his own beliefs, were adjourned April 1 use of FCC's presentation in the Los Angeles phase. The May 15 resumption will be in Los Angeles and is expected to take several weeks. Subsequent ses-
sions may then be held in Detroit and Cleveland, where Mr. Richards is principal owner of WJR and WGAR, respectively.

The case involves license renewal applications for KMPC, KMEC, and WGAR, as well as Mr. Richards' proposal to set up a trusteeship to take over control of the three sta-
tions.

WLH-Am-FM, Mattoon, Ill., which opened last Nov. 28, aired 117 play-
plays of basketball games in three months, it reports.

THE anticipated hiatus or "sum-
mer slump" may portend the usual overcrowdness for part of radio-
dom this year, but WCCO Min-
neapolis-St. Paul has served notice it will attack the perennial prob-
lem with a staunch hard-selling promotion campaign of unique dimensions.

The 50 kw CBS O & 0 outlet, now launching its third annual In-

drive to stimulate summer listen-
ing, is giving advertising agencies the names of firms who do not advertise on WCCO. The station has so identified them in its newest promotional kit titled "Send Your Sales Up With The Temperature," and it is promot-
ing the drive on a host of fronts.

BMB Figures Used

WCCO has incorporated figures of the latest BMB survey as well as comparative BMB maps to ac-
ccentuate its claims to huge chunks of the daytime and nighttime radio audiences in the Great Northwest area. Included also are success stories of advertisers who took "WOOD 25 weeks with pay" in 1949 by using WCCO on a year-around basis as a result of last year's summer drive.

Those advertisers whom WCCO has pegged as 1950 summer and year-around prospects are divided into four categories: Local radio, Twin City newspapers, magazine, and national spot. Having cor-
ralled them in its listings, WCCO

KM&G - WOOD

Announce New Executives

Mr. Lindquist Mr. Schroeder

APPOINTMENTS of Lansing B. Lindquist as radio and television director of Ketchum, MacLeod & Grove, Pittsburgh, and of Willard Schroeder, who previously held the agency post, as sales manager of WOOD Grand Rapids, Mich., were announced last week.

Mr. Lindquist, a Washington radio- TV independent producer, previously had served as program manager of WOL (now WWDW) Washington and station manager of WSYR-FM Syracuse, N. Y. At WOOD Mr. Schroeder replaces Walter Bass, resigned. Previous to his work as WCAE Pittsburgh and general manager of WINS New York. He was active at KM&G in building radio billings in Ohio, Pennsylvania, Maryland and Virginia.

then mentions its own program availabilities.

The BMB section, based on fig-
ures for April 1949, compares ex-
tent of 50-100% daytime and night-
time audience coverage with that of other stations by overlay maps.

One of the highlights of WCCO's campaign will be a $25,000 all-out newspaper tune-in drive to promote peak listening to summer shows. The 1950 theme will be: "Take your WCCO favorites with you—also WCCO during this summer." Station promoted a tie-in with radio distributors to push sale of portable radios last year.

WCCO will launch its national campaign with 12 color advertise-
ments in five leading trade maga-

azines, to be reprinted for mailing to over 2,000 buyers in the radio and television field. Addition-
ally, cooperative campaigns have been set up with Minnesota and Wisconsin resort operators associations.

WJBJ-FM POWER

Goes to 30 kw Tomorrow

POWER increase to 30 kw for WJBJ-FM Detroit will be in effect by tomorrow (April 18), according to Richard E. Jones, general man-
ager of Detroit operations for The Port Industry Co., which owns and operates the outlet. Now operating on 1 kw, WJBJ-FM will utilize the new power to cover a radius of 75 miles, with major objectives being reception in Detroit's downtown area, Port Huron, Mich., and Toledo, Ohio, Mr. Jones said.

The power increase, it also was announced, is timed to boost all-

broadcasting all Detroit Tiger baseball games over WJBJ-FM simultane-
ously with the AM operation. WJBJ (AM) is key station for the Goebel Beer Baseball Network. WJBJ-FM is now scheduling broadcasts daily from noon to 11 p.m., and will operate on an interim basis of 20 kw until installation of the new Western Electric trans-
mitter is completed, Mr. Jones stated. Transmission point has been moved to Northwest Detroit, with FM antenna located atop WJBJ-TV's 400-ft. tower.

Indianapolis Race

PERFECT CIRCLE Piston Ring Co., Hagerstown, Ind., will for the fifth consecutive year sponsor the Indianapolis Speedway Race over BMS on May 30. Four special broadcasta are scheduled, commencing at 11:45 a.m. EDT, another at 1:30 p.m. for 16 minutes and then from 3:3-15 p.m. Climax of the auto race will be broadcast from 4 p.m. to conclusion. Henri, Hurst & McDonald, Chicago, is the agency.
PHILLIPS CARLIN
Opens Consulting Service

PHILLIPS CARLIN, who re- 
signed a year ago as vice presi- 
dent in charge of programs, Mu-

tual, announced last week that he 
has established a radio-TV busi-

ness. In usual practice with 
headquarters in the RKO Blgd.

Mr. Carlin, a quarter-century 

radio programming, will be ad-

vising station owners in the 
production of programs, and ad-

visory work with advertising agencies 

on both radio and TV. He is oc-

cupying quarters with Douglas Stor- 

e, former NBC president in 
charge of programs.

SAVANNAH CASE

Rivers Files Protest Answer

ANSWER to a protest by five Sa-

vanah, Ga., radio stations against 

a Savannah station grant to E. D. 

Rivers Jr. was filed with FCC last 

week by counsel for Mr. Rivers.

The Commission had approved a 
grant for 900 kc 1 kw daytime only 

last month [BROADCASTING, March 

18].

In a further statement, Mr. Riv-

ers noted that the Savannah Radio 

Council, under which existing sta-

tions are listed, is not a li-

cense and disqualifying be-

fore the Commission," and 

charged that the council "now boldly 

claims it was a fair of competition, 

after all, that prompted it to file 

its original petition."

The council had taken issue with 

the religious program policy of 

Mr. Rivers, who also operates 

WEAS Decatur, Ga., and "his fail-

ure to live up to other commit-

ments" to the Commission. Sta-

tions restated their case in answer 

to which Mr. Rivers has said that 

they wanted "no part" of a radio service 

for Negroes in Savannah [BROAD-

CASTING, April 10].

Rivers' Stand

Mr. Rivers told FCC that the 

commission is "desperately try-

ing to keep further competition out 

of Savannah" and is, in fact, trying 

to perpetuate a monopoly . . .

He added that "perhaps the pub-

clic interest in Savannah requires 

that the Commission conduct an in-

vestigation of the council."

Statement was accompanied by 

affidavits which show, according 

to Mr. Rivers, that a religious 

program has been sustained since 

its inception, despite earlier find-

ings by the council.

Mr. Rivers' additional statement 

was filed with Mr. Alford Baker 

of Washington. The council is com-

posed of WCCP WDAR WFRP 

WSAV and WTOG. They are seek-

ing to have Mr. Rivers' grant vac-

ated and his application set for 

hearing.

AD AWARDS

Radio, TV on Seattle List

ADVERTISING campaigns via 

radio and television will again 

figure prominently in the annual 

Advertising Council Awards for Excep-


tional Merit. Announced to be 

conducted for the third successive 

year by the Seattle Advertising 

and Sales Club. Announcement of 

the winners was made by J. C. 

Grover, chairman of the awards 

committee.

Eligeible for the competition 

will be ads and campaigns between 

April 28, 1949, and April 6, 1950. 

Final dates for submission of en-

tries was April 14 for radio and 

April 28 for television and motion 

pictures. The awards in these cate-

gories will be presented April 26 

and May 9, respectively.

BROADCASTING • Telecasting

April 17, 1950 • Page 51
Radiotama

This group at meeting of Virginia AP Broadcasters Assn. at Richmond includes (l to r): Fred L. Hart, gen. mgr., WLPM Suffolk, and v. p. of VAPBA; Jack Welden, gen. mgr., WOOD Lynchburg, retiring pres.; Oliver Gramling, AP asst. gen. mgr.; John Eure, news editor, WDBJ Roanoke, new VAPBA pres.

IT'S on "Elsie" button for Allyn Edwards (center), m. c. at Lot Yourself Go, new variety show built by WNEW New York for The Borden Co. Medal is pinned by William H. Ewen (l), Borden's asst. natl. adv. mgr., as Ira Herbert, WNEW v. p. and sales dir., already "decorated," looks on.

IT'S a wedding ball and farewell for Martha Ross Temple (center), director of women's programs for 11 years at WFBR Baltimore. With her are Helen Brooks, her successor, and J. H. L. Trautfelt, manager, who participated in Miss Temple's last broadcast.

VISIT to Hollywood by Joseph H. McConnell (center), president of NBC, is the occasion for this get together. At the left is Norman Blackburn, director, NBC's Western network TV operations, and at the right, Sidney Stroitz, administrative vice president in charge of the Western Division.

ON her 10th year on the air, Frances Scully (seated), KECA Hollywood commentator, is crowned by Clyde Scott, KECA gen. mgr. Attendees are (l to r) H. O. Patterson, Shontextension; Norma Gear, Celanese Corp.; J. A. Gutwaltzer, General Foods; E. O. Anderson, Shontex; Walter McNally, Bon Ami Co., all sponsors.

BMIs Decade

(Continued from page 43)
	righted arrangements of music in the public domain.

In August 1940, at the NAB convention in San Francisco, BMI was able to report it had pledged from 386 stations comprising about 80% of the industry's dollar volume. During the same month BMI had its first song on the Lucky Strike Hit Parade, "Practice Makes Perfect." Activity at BMI continued at a feverish pace for the broadcasters knew that ASCAP's proposal for 3½% for small stations to 7½% for the major networks, payable at the source of clearance, would "save" some station money but add millions to the total cost to the industry. It was held that the new rates would mean economic peril to an important section of the industry and the proposed new ASCAP contracts were rejected by the majority of stations, including the networks.

BMI was functioning primarily as a performing rights organization and not as a music publishing firm. A system was set up whereby composers and publishers could be compensated on a basis proportionate to actual use of their music. Previously only network performances had been checked. In cooperation with Dr. Leo S. Lerman, director of Columbia U.'s Office of Radio Research, a sampling system of radio station performances was set up which proved an accurate guide to the use of music by the broadcasting industry.

Catalogue Rights

In December of that year BMI made a deal with the E. B. Marks Music Corp., one of its initial catalogue owners, along with Ralph Peer Enterprises, Mexican, Cuban and other Latin-American music firms, M. M. Cole and G. Ricordi Co. for the rights to their catalogues, built up over a period of a half-century. This took upon many standards, Latin-American and popular music. It was the first break in the solid ranks of ASCAP publishers and broadcasters took heartfelt awe. This was December 1940, and at the end of the month broadcasters through BMI would be 100% on its own as to music. It was deemed by many quarters that a last minute settlement would take place with ASCAP, and third parties sought to bring both sides together. Broadcasters had already practiced non-ASCAP runs, and the network had advised sponsors and others to get a new theme song wherever necessary. The publicity battle grew apace.

The climax of the year, any year, when people are apt to be listening to music or singing it, is New Year's Eve; and the New Year's Eve of 1940 saw the last minute of the termination of the ASCAP'S sampling system running out. Radio no longer had the right to perform ASCAP music. It was an anxious time for the 600 stations, for radio executives and for BMI. It was anticipated that there would be many infringements. But none occurred. No suit was filed by ASCAP for infringement; no great rush of stations to protest certain music being off the air, in fact virtually no letters at all. Preparations had been made to have boys pick up the protests and arrangements made for large scale replies. There were none to be made.

Advertising agencies and their clients on the air agreed to cooperate with the broadcasters in the name of doing anything that would contribute to lower costs. BMI was agreed to them. So BMI and the broadcasters carried on as the year 1941 grew by the usual weeks and months.

As 1940 drew to a close, the Dept. of Justice interested itself in the struggle. A criminal action was started against ASCAP. An old civil action against ASCAP was revived, and in 1941, ASCAP consented to a decree which was intended to serve as a guide for an ASCAP consent decree and which was subject to revision if the government ultimately entered into a different type of decree with ASCAP. Such revision ultimately took place.

Production Rush

The big rush in music production at BMI went along industriously, especially E. B. Marks, M. M. Cole, and others along with public domain arrangements and BMI's own newly produced songs. Recordings and transcription companies cooperated since this was the only means of having their product bought and played on the air. The Hit Parade managed to find ample material to keep its program going full blast.

In October 1941, after nine months of being off the air, almost 100%, ASCAP signed the networks and stations to new nine year contracts, with a provision for a renewal for an additional nine years at the same rate. The new rate was agreed upon for network programs and 3½% for local shows under blanket license. This compared with a former 5% that was paid on the terminated pact and the 7½% that was demanded for the renewal.

Although there were approximately 600 stations which stocked and BMI early in 1941, some were loath to continue or were on the fence. Others who had been given a free ride also were pondering the situation. ASCAP was back, but BMI was not. An energetic vice president in charge of station relations for BMI took to the road. Carl Haverlin, who went to BMI in 1940, toured the country completely and when he returned hundreds of station contracts were in the fold. BMI had brought competition into the music field. New what sales was nothing.

There were many lean months in the offing as ASCAP music receded to the background. BMI plugged along.

Hundreds of publishers and writ-
KTHS Case Decided

13 New Members Slated To Join In Chicago

1090 KC ‘AVAILABLE’

CLASS 1-B frequency of 1090 kc in effect was declared available by FCC last week in those areas where it may have been used by the North American Regional Broadcasting Agreement has expired.

Under NARBA the channel has been usable in the U. S. heretofore only in Arkansas (KTHS Hot Springs, 10 kw day, 1 kw night) and Maryland (WBL Baltimore, 50 kw, directional night).

The unique situation was revealed at a hearing last Wednesday to deny the bid of John D. Ewing’s KTHS to switch to West Memphis, Ark., and increase power to switch to a new outlet in Hot Springs was moot since the move was denied. Regarding the denial of the Hot Springs Broadcasting application, the majority declared this bid could not be properly considered since it would interfere with an existing station (KTHS) and the issues in the proceeding did not include modification or deletion of KTHS’s license or its renewal.

The majority declared “after giving due consideration to the peculiar circumstances in this case, the denial of all three of these applications is without prejudice to their being refiled before the expiration of the one-year period specified in Sec. 1.365” of FCC’s rules. It was indicated the applicants may file “such applications as... [they] may deem appropriate.”

Hearings in 1946

The applications originally were in hearing in 1946 and 1947 with oral argument on the proposed decision in July 1949. At this time a third applicant in the proceeding, W. Wright Esch, told FCC he did not object to denial of his application to switch WMFJ Daytona Beach, Fla., from 250 w on 1450 kc to 1 kw on 1090 kc, and its consideration was omitted in the final ruling.

The Ewing family is sole owner of KTHS as well as KWKH Shreveport, La., where the Ewings own the Shreveport Times. They also own the News-Star World Pub. Co., publisher of two daily papers in Monroe, La., and own the Daily States Pub. Co., which has substantial real estate holdings in New Orleans. KWKH is assigned 50 kc on 1130 kc.

President of Hot Springs Broadcasting originally was ex-Gov. Carl E. Bailey of Arkansas, now deceased. He was succeeded by H. G. Godsway, Little Rock theatre and real estate man. There are 40 proposed stockholders.

Mr. Palmer, first vice president and subscriber to 1,000 of total 8,000 shares authorized, is principal owner of Southern Newspapers Inc., publisher of the only two daily papers in Hot Springs. He also controls the Texasana

for the new NAB headquarters position of general manager. Should the board ratify this proposed appointment, then the large-station directorship will become vacant at the start of a two-year term.

Retiring from the board at this convention are Michael B. Ryan, KFI Los Angeles, and Richard Shafts, WOC Columbus, Ohio, who retire after meeting the 1946 term. Homes to be taken up in 1946: WBBM Chicago, WBBM Chicago, KAME San Francisco, KDKA Pittsburgh, WBUL New York, WHO Des Moines, KDKA Pittsburgh, WMT Cedar Rapids, IA, District 13; John F. Meagher, KYSM Mankato, Minn., District 11; Carl E. Bailey, KTHS Hot Springs, Ark., District 14; Glenn Shaw, KLX Oakland, District 16; Harry B. Spencer, KKXO Rockford, Ill., District 9; Gene W. Strange, WLC Cincinnati, large station; Frank U. Fletcher, WARI-FM Oklahoma City, Eugene S. Thomas, WOC (TV) Washington, and Robert D. Swersey, WDSU-TV New Orleans, TV stations.

NAB BOARD OF DIRECTORS

THIRTEEN new members join the NAB board of directors during the 1946 Management Conference, having been elected by mail ballots during February-March voting. The board was scheduled to hold a luncheon meeting Saturday at the Stevens Hotel, Chicago.

All directors will serve two-year terms after this year. Heretofore district directors were elected for two years and at-large directors for one year. During the transition year the at-large directors who received the most votes last winter will serve two-year terms, with the second high candidates serving one year. Starting in 1946 all at-large directors will serve two-year terms on a staggered basis. Directors are now limited by the by-laws to two consecutive terms.

Possibility of a special election for director-at-large for large stations arose with consideration of William B. Ryan, KFI Los Angeles,

CELEBRATING the debut of the new Rex Allen Show on some 60 CBS outlets are (l. to r.) Ray H. Kremer, radio director, Lambert & Feasley Inc.; Rex Allen, film cowboy star of new Friday night series; John Esau, vice president and general manager, KTUL Tulsa; Ollie Bettis, advertising manager, Phillips Petroleum Co., sponsor, and Andy Devine, screen and radio star who appeared on stage shows held in connection with the premiere broadcasts from Bartlesville, Okla., and Tulsa. Mr. Esau was host to a party for the Rex Allen company and representatives of Phillips Petroleum Co., following the second broadcast of the show from Convention Hall in Tulsa.

New GF Post

HARRY P. STOCKBRIDGE, former associate sales and advertising manager of General Foods Calumet Division, has been named to the newly created post of assistant advertising manager. General Foods products: La France, Satina, Log Cabin Syrup, Wigwam Syrup and Baker’s coco-nut.

BROADCASTING • Telecasting

Comr. Frieda B. Hennock dis-
TWO OPPONENTS of transit radio service last Tuesday asked FCC to designate for public hearing the application of Capital Broadcasting Co. for license renewal of WWDC-FM Washington, Capital outlet for Transit Radio Inc.

Request was contained in a brief filed on their own behalf by Franklin S. Pollak and Guy Martin, Washington attorneys, as supplement to an earlier petition charging that the service is "contrary to the public interest." They demanded FCC halt the service throughout the United States [Broadcasting, Feb. 20, 13].

WWDC-FM has been operating on a special temporary authorization developing out of Capital Broadcasting Co.'s purchase of WOL-AM-FM properties. Temporary authorization was granted Feb. 23 and extends to June 1.

Request No Action Be Taken

The two lawyers again requested that FCC "take no final approving action upon applications or other proposals similarly situated for licenses, renewals of licenses and construction permits."

The new brief charges that: Transit radio does not constitute "broadcasting" within the meaning of the Commission's Rules and Regulations; that the licensee abridges program control to Washington Transit Radio and Capital Transit Co.; that the WWDC-FM operation discriminates "by making available to Capital Transit Co. advertising on its behalf on a basis not comparable with the basis applied to other advertisers"; that WWDC-FM occupies modulated sidebands on both sides of the assigned frequency "in excess of the spectrum occupancy" permitted under Sec. 2.332 of FCC Rules and Regulations; and that WWDC-FM operation is a "breach of promises and representations" made to FCC "in order to induce the Commission to grant the original construction permit and license of WWDC-FM." 

AD HANDBOOK

Barton Edits Factual Guide

ADVERTISING HANDBOOK. Edited by Roger Barton. New York: Prentice-Hall Inc. $10.00

THIRTY-THREE top experts in advertising and related fields have contributed chapters to this book. Among them are Charles Hull Wolfe, radio and television copy chief at McCann-Erickson Inc.; John Caples, vice president of BBD0, and Raymond Loewy, industrial designer.

The subjects cover testing of copy, packaging the product, uses of advertising research and choosing an effective advertising theme. The editor is also editor of Advertising Age. McCann-Erickson Inc.; John Caples, vice president of BBD0, and Raymond Loewy, industrial designer.

Raytheon Names Three

RAYTHEON MFG. CO., Waltham, Mass., last week announced the promotion of three assistant vice presidents. Percy L. Spencer was named vice president in charge of the power tube division; Norman B. Krim was promoted to vice president in charge of the receiving tube division, and Ernest F. Leathem was named assistant to the president, Charles F. Adams Jr.

WCCO RATES UP

PUBLISHERS OF Reader's Digest, having achieved phenomenal success with a magazine that carries no paid advertising, apparently are firm adherents to the old theory that it's a poor rule that doesn't work both ways.

Attempts to get radio promotion for a special subscription offer of eight issues of the Digest for $1, the magazine's agent—Irwin Co. of Beverly Hills—has circularized stations asking them to promote the offer, not in paid time, but on a P. I. basis of 30¢ a sale.

"This promotion is so designed as to give each station participating 30¢ net ... with no writing," the agency's form letter declares. All the broadcaster has to do is to open the mail, make a list of names and addresses, send the Irwin Co. a check for 70¢ of each dollar received.

"The advantages of this form of processing are many," the agency explains.

(1) It simplifies your bookkeeping. You get your money immediately. (2) You have no bulky packages to handle. You send one list with your check. (3) You get credit for each and every order you produce. Many envelopes will contain multiple orders from your listeners. Other forms of handling might give you credit only for each piece of mail ... not for each order enclosed.

Agency Describes Plan

In its accompanying letter, the agency describes the plan as one "that will put the productive portions of your station time to work in a hard-selling money-making proposition ... indications are that it will be the most successful in the history of periodical promotions, and radio will help to make it so."

What the letter does not add, one broadcaster observed, is obvious: If radio makes the campaign a success radio will have taken all the risk, will have contributed all the work and facilities, so that the Digest can reap the benefits. Undoubtedly this is good business—but not for the Digest, not for radio.

THE 'DIGEST' DEAL

Seek Radio Promotion on P.I. Basis

FEDERAL or state mediator is being sought by the Office of Employees International Union, Local 174, Hollywood, following reaching an impasse in negotiations with CBS Hollywood. Negotiations for contract, which have been underway since last contract expired the first of this year, reached a deadlock last week when, the union said, the network refused to discuss wages until working conditions could be agreed upon.

Union contends that both elements are tied in together. They seek $5 to $8 a week raise for employees, "to bring broadcasting wages up to prevailing salaries in other industries in area." Meeting to acquaint the approximately 100 employees involved in the negotiations with these recent developments is scheduled for tomorrow (April 18).
A Promotion Aid for Stations

.... So You're 25 Years Old

Radio, once the callow prodigy of advertising and entertainment has grown to maturity. The industry's elder statesmen—the Snyders, Megargees, Morencys—and an ever-increasing host of veterans have seen their radio operations roll past the quarter-century-old mark.

To observe these various silver anniversaries, station personnel have expended great effort to indubitably mark the occasion in local, state and industry history. As a guide to other stations who are approaching such milestones, Broadcasting reviews a few of the activities at some of the stations which successfully promoted and commemorated 25th birthdays.

On Jan. 12, WGBI Scranton, Pa., which was founded by the late Frank Megargee, celebrated its silver anniversary of broadcasting. On hand to offer congratulatory greetings were civic leaders, radio personalities and executives. Hundreds of letters, telegrams and transcripts were received during the anniversary celebration.

The Scranton Chamber of Commerce awarded WGBI a certificate of merit and achievement. Mrs. M. E. Megargee, now president of the station, received the award.

Puzzle Gimmick

But WGBI was not only on the receiving end on this auspicious occasion. Four hundred personal letters were sent to advertising agencies throughout the country inviting them to join in solving the WGBI 25th year, CBS puzzle. Reward for returning the puzzle correctly assembled to the station was a beautiful three-piece sterling silver smoking set. Response to this piece of promotion was 72% and many letters were received expressing appreciation for the beautiful gift as well as commending the stunt as being the finest station promotion I have seen.

As another promotion stunt, silver cards were slipped under the windshield wipers of cars parked alongside meters showing red, in downtown Scranton. The cards carried these words: "Your meter showed red. . . . But today, Jan. 12, is WGBI's Silver Anniversary. So we took the liberty of dropping a nickel in your meter. In keeping with our 25 years service to the public we are happy to be able to serve you personally today. The next hour is our treat . . . ."

An essay contest for students in the Scranton area on the subject "What Radio Means to Me," netted 10 winners 25 silver dollars each. It was also a happy birthday for the first 10 people observing their 25th birthday and presenting their birth certificates at the studio, on WGBI's anniversary, for they also received 25 silver dollars.

Attracting considerable attention during WGBI's anniversary was a window display at the Scranton Electric Co., showing a number of radio sets, equipment and speakers that were used for radio reception 25 years ago.

Scranton Campaign

Letterheads, envelopes and program schedules which were used during the Silver Jubilee were duplicated in silver. The promotion created so much comment in the Scranton area that George D. Coleman, general manager of the station, was requested to address the Advertising Club Workshop on "How To Conduct a Promotional Campaign."

The Scranton Tribune on Jan. 12 ran a full-page advertisement of WGBI's personnel and the Scranton Times carried ads on some of the outstanding CBS personalities heard over the station. The Wayne Independent, a regional paper, paid tribute to the station with a front page story.

WGBI's advancement in radio in 25 years includes increasing the power from 10 to 1,000 kw, 500 w.

ne night on 910 kc. The station is a CBS affiliate.

"The Station Listeners Built," WHEC Rochester, N. Y., paused to look back over 25 years in the radio business on March 25. A souvenir booklet, touching on past accomplishments and present day activities of the station, was prepared for general distribution. The booklet also included an interview with WHEC's general manager, Jack Schlaifer, which marked crediting the listener with WHEC's successful growth.

A factor of special importance to WHEC and to sponsors of its programs, the souvenir brochure points out, is the minimum personel turnover. Gunnar Wieg, general manager, has been with the station for more than 20 years as has Clarence Wheeler, vice president.

Special souvenir menus in silver were printed for a dinner commemorating the occasion. In addition to special guests, present at the dinner were former employees as well as the present WHEC staff.

WHEC became a CBS affiliate in 1932—"the station operates with 5 kw unlimited on 1460 kc."

Low Budget Promotion

WTIC Hartford celebrated its 25th anniversary Feb. 10. "We tried to call attention to the event," said Walter Johnson, assistant general manager, "without spending too much money." An announcement card was mailed to all advertisers and agencies and an ad appeared in the trade papers which was an exact replica of the announcement. Outstanding promotion was a constant stream of greetings on network shows given by the stars themselves. Full page ads were run in the two Hartford papers carrying pictures of stars and thanking them for the greetings.

Programs throughout the day carried anniversary tie-ins. The Farmer's Digest at 6:15 a.m. discussed radio keeping pace with farm activities in the past 25 years and also broadcast greetings from the Secretary of Agriculture. The Radio Bazaar compared the present day styles with those of 1925, and Theatre of Mystery featured songs and artists of the mid-20's. A quiz type program Cinderella Week-end used questions pertaining to events, prices and movies, personalities taken from the newspapers of 1925. An evening sport show further played up the theme by discussing the opening of 1925 and included an interview with WTIC's first sports commentator.

Altogether some 13 of WTIC's own programs participated in commemorating the occasion. The only program devoted exclusively to the anniversary was an evening half-hour show which featured transcribed greetings from some of the alumni of WTIC now in Hollywood or New York, and a 15-minute documentary sketching the station's 25 years of service.

KOA Birthday

KOA Denver, an NBC affiliate, chalked up its quarter-century of broadcasting Dec. 16, 1949, with an elaborate full-day program. Prominent officials of state and federal government as well as top-notch NBC stars participated either personally or through transcribed messages. Theme of the whole affair was borne out in station's title for the event, "KOA's Day of Appreciation to Its Radio Listeners in the Rocky Mountain Empire." A special birthday party was held for the 77 studio staff members.

Starr Yelland, emceeing a morning show, scanned a 1924 Denver Post, reading ad copy. Listeners who had missed the date-line deluged the paper and station requesting more information on a six-room house, newly decorated for $40 a month rent and promise of the landlord to pay $20 of the moving charges. Calls came in from Nebraska and Wyoming in addition to Denver.

On hand for the station's gala birthday broadcast was Mrs. Henry Pierson who attended KOA's inaugural program back in December 1925. Many of the memories were some of the studio veterans. R. H. Owen, manager in charge.

(Continued on page 58)

April 17, 1950  Page 47
RESOLUTION opposing President Truman's plan to reorganize the FCC was introduced in the Senate last week by Chairman Ed C. Johnson (D-Col.), upon authorization by his Senate Interstate and Foreign Commerce Committee.

The President's proposal, sent to Congress last week, would concentrate FCC's executive and administrative functions in the Commission Chairman [BROADCASTING, March 20].

Sen. Johnson's action was no surprise as he had previously expressed consternation with the breadth and apparent concentration of power which the plan would vest in the Chairman as contrasted with that of other commissions. The move by the Coloradan came quite close to deadline, since, under the Reorganization Act of 1949, proposals affecting any agency would have become effective in 60 days after being relayed to Congress unless disapproved by one or both houses.

Some Time Saved
However, the current House Easter recess which ends tomorrow (Tuesday) has saved some time as a provision of the Act stipulates that recesses by either house for more than three days automatically suspend the expiration date. The deadline now is May 24.

As in the case of other specific objections made to some of the President's reorganization plans, the Johnson resolution will be referred to the Senate Committee on Expenditures in the Executive Departments which must consider the moves prior to Senate action. It appeared likely, according to a spokesman for that committee, that Sen. Johnson's resolution would be considered today and if hearings are to be scheduled, they would start tomorrow.

Capitol Hill observers have contended the proposed FCC reorganization plan, one of 21 affecting government agencies, would give the Chairman a strong hand over the Commission's purse strings, selection of its personnel and assignment of its work. This feeling is shared by Sen. Johnson.

The views have thus been expressed because of the reference to the Chairman's functions under the proposed revision, including: (1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds.

The Senate Commerce Committee also opposed for the same reasons three other similar agency reorganization plans (PTC, FCC, IREB) which had been referred to it.

When the Senate committee received the plan from President Truman, Sen. Johnson said it represented "an extremely important regulatory step" and "a matter of principle." That principle, he has said, would be the placing of the chairman directly under the President, whereas he and other congressional leaders consider such agencies as arms of the legislature.

KSTP STRIKE
Will Hire Non-Union Men

Sixteen non-union technicians will be hired by KSTP-TV-AM St. Paul-Minneapolis within the next week to fill jobs vacated by members of the International Brotherhood of Electrical Workers (AFL) who went on strike last week [BROADCASTING, April 10].

Dispute involved 21 operators for whom the union had sought wage increases in numerous negotiations since expiration of the IRBEW contract last Sept. 30. KSTP rejected the proposal on ground that the men's salaries were $15 higher per week than "those of our TV competitors, which have the same rates," said President and General Manager Stanley E. Hubbard.

Mr. Hubbard claimed the men left their jobs April 5 "without notice." After firing five permanent replacements, Mr. Hubbard received word that the international union had ordered the men back to work. The fired men, he said, when operators reportedly put the station on the air the next day in advance of regular sign-on time.

Concerning the station to return home and report for duty at the regular time. This resulted in charges of a "lockout" by union men, who replaced the fired men at their picket lines, Mr. Hubbard said.

KSTP, in a registered letter mailed to each technician April 8, offered to re-hire 16 men with top seniority and the remaining 21 for the unfilled jobs. They were given four days (until last Wednesday) to return. Late Wednesday Mr. Hubbard reported he had heard nothing from any of the men or from the business agent, Freeman Hurst. The picket line was still formed, he said.

With AM and TV operations "going on normally," KSTP is expected to be staffed fully with 190 persons by next week. Mr. Hubbard said the American Federation of Musicians, also AFL, has refused to cross picket lines, on vote of St. Paul members.
ATTENTION focused mainly on one person—William B. Ryan, of KFI Los Angeles—for the newly created post of NAB general manager, on the eve of the NAB board’s pre-convention meeting scheduled for noon Saturday (April 18). It was to be the old board’s final meeting.

At a series of meetings held since the board’s February session in Arizona, a special board committee has scanned lists of persons whose names were mentioned. No definite information has been given out by the committee but it is known that Mr. Ryan’s name has been at the top of the list from the start.

The advisory committee was appointed to assist President Justin Miller in finding the best man for this key job, the board having felt that a general manager must be put at NAB’s operating helm.

Define Authority

As the convention approached, the committee is understood to have taken up the problem of defining the exact authority and duties of the general manager. Mr. Ryan is said to have made it clear that he would not be interested in the job unless it carried extensive powers over the general operations of the industry’s association.

Members of the special board committee are Clair R. McCollough, WGLC Lancaster, Pa., retiring small-station director, as chairman; Harold E. Fellows, WENJ, District 1 director; Howard Lane, WJJD Chicago, retiring large-station director; Robert D. Sweezy, WDSU-TV New Orleans, director-at-large; Calvin J. Smith, KFAC Los Angeles, District 16 director. Mr. McCollough was chairman of the board structure committee that drew up the NAB reorganization completed in February.

Ryan Background

Mr. Ryan was named general manager of KFI-KECA Los Angeles Feb. 16, 1948, when the stations were operated jointly. He had served as a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco. He is married and has two sons, Howard and E. Fellows, WENJ, District 1 director; Howard Lane, WJJD Chicago, retiring large-station director; Robert D. Sweezy, WDSU-TV New Orleans, director-at-large; Calvin J. Smith, KFAC Los Angeles, District 16 director. Mr. McCollough was chairman of the board structure committee that drew up the NAB reorganization completed in February.

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'LIGHTNING' VALUE

Mr. Gray

Mr. Gray

By ED JAMES

All-Radio promotion film, "Lightning That Talks," has been tested by Schwerin Research Corp. before an audience that was representative of the general public. The results of the audience reaction analysis are being used as a guide in the production of new versions of the film, Broadcasting learned last week.

One significant discovery turned up during the Schwerin test was that the audience, after seeing the film, was overwhmealingly affirmative in answering the question: "Do you believe that radio advertising sells more goods than newspaper advertising?"

Majority Affirmative

In response to that question, 71% said yes, only 14% no. The other 15% expressed no opinion.

The Schwerin firm showed the film at one of its regular screening sessions a fortnight ago at New York's Museum of Modern Art. The some 300 members of the testing audience were described by the Schwerin company as "fairly rep

AWB CHAIRMAN

Elected for 8 Districts

ELECTION of eight women broadcasters as district chairmen of the Assn. of Women Broadcasters was announced last Tuesday by NAB, parent group of AWB, which elected new chairman, comprising even-numbered NAB-AWB Districts 2 through 16, will take place following AWB's annual convention in Cleveland June 1-3.

Balloting for the chairmen was conducted by mail. Committee of three active AWB members—Mary Paul Murphy, publicity director, and Ruth Crane, women's director, WMAL-AM-TV, Washington, and Nancy Osgood, women's director, WGN, Chicago—met with NAB President Justin Miller and AWB Secretary Bette Doolittle to canvass ballots and elect the chairman. (Other district chairmen are elected during odd-numbered years.)

Chairmen elected were:


'SCHWERIN TESTS PUBLIC REACTION'

Schwerin Tests Public Reaction

By JAMES SCHWERIN

"Lightning" is an educational film which implies that radio is a useful tool as a means of communication in the field of education. The film was designed for educational purposes and was produced by Schwerin Research Corp., New York.

The film is divided into three parts: an introduction, a body, and a conclusion. The introduction explains the purpose of the film and introduces the character of Mr. Gray, who will be the voice of the young boy. The body of the film consists of a series of scenes that depict the use of radio in different situations. The conclusion reiterates the main points of the film and stresses the importance of radio in education.

Several scenes of the film are shown: Mr. Gray is shown talking to a group of students about the importance of radio in education. He then demonstrates how radio can help students learn about different countries by playing newsreels from around the world. The film also shows how radio can be used to teach children about science and history.

Schwerin, who directed the film, says that he hopes the film will help people understand the potential of radio in education. He says that radio can be used to reach children in remote areas and that it can be an effective tool for teaching. He also stresses the importance of radio in providing information and entertainment to people of all ages.

The film is being distributed by Schwerin Research Corp. and is available for purchase. More information about the film can be found on the company's website.
Ten years ago the broadcasting industry organized a new music licensing and publishing firm in the hope that it would ease a musical monopoly that had beset it, with progressive oppressiveness, during most of radio's history.

This month Broadcast Music Inc., the organization established and wholly owned by broadcasters, is celebrating its tenth birthday. It could claim ownership and control of copyrights of several hundred thousand compositions in every musical category. During 1949 actual logged performances of BMI music exceeded 15.5 million on stations and networks.

Officials of BMI like to say that this vast repertoire and its use have cost broadcasters nothing. The explanation is that the industry is paying less today for both BMI and ASCAP music than it would have paid to ASCAP alone if the ASCAP proposal of a 7% license fee in 1940 had succeeded.

The introduction of competition into the performing rights field effectually lowers costs, expanded the available repertoires and created new catalogues in all musical classifications, it is the contention of BMI.

Early Picture Dim

Things did not look so bright in the years before the organization of BMI.

The problem of performing rights fees had plagued broadcasters for nearly 20 years, defying solution through a series of litigations, complaints to Congress, intra-industry debates and discussions. The problem had begun to reach a head in the summer of 1939 at a convention of NAB. At that convention the NAB Music Committee which had been appointed to negotiate a new contract with ASCAP reported it had been unsuccessful in obtaining a proposal from the society.

Proposal was sought on the terms to be met when the current pact between ASCAP and the broadcasters ran out on Dec. 31, 1939. Nearly 400 stations represented at the convention went on record as endorsing the position of an equitable payment for the use of music by radio and at the same time authorized its negotiating committee to continue its efforts to set a new agreement. Also, the broadcasters sought a clause permitting such stations as wanted it a per-piece or per-program license, should they not desire a costly blanket license based on all their revenues, and programs, whether or not they were all music.

At the same time the convention authorized its committee to take steps to provide music other than ASCAP in the event further efforts at a new pact failed and a special convention was to be called in Chicago not later than Sept. 15, 1939, to vote funds which might be needed for such measures. Meanwhile the NAB committee was to meet with an ASCAP committee on Aug. 3, 1939. On that date a lone ASCAP official, the late John G. Paine, general manager, stated that the president (Gene Buck) had gone on extended vacation and Mr. Paine, had no authority to discuss a proposal, since there wasn't one to discuss.

Organization Planning

Without ado the committee set a proposed special convention in Chicago for Sept. 15, and there the machinery was set in motion to organize "an independent source of supply of music." At the same time, a New York attorney and copyright expert, Sydney M. Kaye, was appointed as special counsel and he quickly proceeded to crystallize what the broadcasters had in mind. At the meeting he presented a plan for setting up a music licensing organization that would be the property of the broadcasters, all prepared within the month.

In Chicago, some 250 broadcasters were in attendance at the NAB special meeting and they agreed to contribute 50% of their 1937 ASCAP fees, pledging themselves to a minimum of $1.5 million to set the proposed new music organization in motion. One month later, Oct. 14, 1939, the state of New York granted a corporate charter to Broadcast Music Inc. Almost coincidentally, the president of ASCAP, Mr. Buck, set up a new committee to draft a radio contract. The newly born BMI, under the leadership of Mr. Kaye, was now closing ranks in its drive to organize and on Feb. 15, 1940, BMI was declared operative. Exactly 246 stations pledged $1,140,375 as a starter.

Ten years ago, April 1, 1940, BMI began licensing radio stations.

Some weeks before, on March 21, ASCAP had suddenly called to its offices a special group of hand-picked broadcasters, network and station men, and presented to them its new terms for use of its music on and after Jan. 1, 1941. It was a 100% increase in ASCAP revenue from radio, particularly from networks and large stations.

Small Station Aid

Some small outlets which were barely weathering the depression and had little income anyway, were going to be left off lightly.

Objective of BMI and the broadcasters was to build up a huge stock of non-ASCAP music to keep stations and networks on the air after Dec. 31, 1940. BMI went about coordinating an ample body of music not controlled by ASCAP of every classification. This non-ASCAP music was obtained from three principal sources: (1) Popular songs by independent authors and composers, (2) music of non-ASCAP publishers and performing rights societies, and (3) new copy.

By J. R. POPPELE, TELEVISION BROADCASTERS ASSN. PRESIDENT

TELEVISION'S maturity as an important new industry on the American scene has been swift and startling. Its enormous impact on existing media has bowled over many who were unprepared for such important growth in so short a time. Fortunately, there were large segments which sensed the possibilities years ago and are today making the most of what is likely to be a happy situation for years to come.

Periodic conclaves, bringing together as they do the best minds in all phases of broadcast operations, are a healthy sign, for they demonstrate the awareness of the industry to problems that are current and that lie ahead. The technical papers to be presented during the NAB Convention indicate that broadcasters are alert to new trends and are coping with them. The economics of television, as they affect all branches of broadcasting, must also be reviewed from time to time.

It is apparent that only by tackling problems with honesty and conviction can the hurdles on the road ahead be surmounted. Television is proving a challenge in many ways, but none greater than the challenge to all parties to make the most of its unlimited potentialities.

Mr. POPPELE

BMI President Carl Haverlin does the birthday honors. (Continued on page 80)
ABC STOCK UP

Profit Report Brings New High

A REPORT that ABC showed a profit in the first quarter of 1950 touched off a buying spree that sent the network's stock to a new high —$12.75—on The New York Stock Exchange Tuesday.

The report was made by Edward J. Noble, ABC chairman of the board, at the annual stockholders' meeting. News of the favorable earnings picture spread quickly to Wall Street, and heavy trading in the closing hour of the day moved the stock in an advance of 1% above its closing price the day before.

Amount Not Disclosed

Mr. Noble did not disclose the amount of profit earned by the network in the first quarter of 1950. That ABC showed a profit at all was regarded a measurable improvement over its reports for the similar period of last year. In the first quarter of 1949 ABC had a net loss of $64,010.

The ABC chairman of the board and majority stockholder said that television's financial prospects were also brightening. Mr. Noble told the stockholders that the network's five owned and operated television stations were still operating in the red but that three of them ought to break into the black this year. He predicted that within a few months KECA-TV Los Angeles would show a profit and that KGO-TV San Francisco and WXYZ-TV Detroit would get into the black soon afterward. WENR-TV Chicago and WJZ-TV New York are in for a longer pull, he said.

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

THE OPPORTUNITY offered by Broadcasting to have a share in greeting the radio industry at the time of the NAB annual meeting is always gratifying. This year, however, it is particularly so.

Our ANA spring meeting is just over. Naturally, radio and television were on the agenda. And, let me say right at the outset, few, if any subjects on our program elicited the interest of advertisers to the extent our radio session did.

We were fortunate in our speakers. Such prominent members of your industry as Niles Trammell and Frank Stanton as well as A. N. Halverstadt, Procter & Gamble Co.; Howard M. Chapin, General Foods Co.; Robert B. Brown, Bristol-Myers; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Erickson Inc.; and A. C. Nielsen, A. C. Nielsen Co. were on the panel.

What was done at this session of our meeting has already been reported by the press. But some of the questions put to this group will, I believe, be of interest. They are indicative of what advertisers are thinking and are, in many ways, as significant as the answers themselves.

Television's growth, naturally, was one of the first things ANA members wanted to hear about. They asked: "How long is the freeze likely to continue?" "What are your estimates for future television set ownership?" "When can we expect television time costs per thousand (Continued on page 60)

'GAMBLING' PROBE

SENATE subcommittee hearings on the Justice Dept. bill (S 3558) to control broadcasts and other interstate transmissions of "gambling information" are slated to get under way today (Monday) following postponement of sessions originally scheduled for last Tuesday.

Instead of starting hearings as scheduled [Broadcasting, April 10], the communications subcommittee of the Senate Interstate and Foreign Commerce Committee conferred in closed session with Justice Dept. officials last Tuesday on the intent and impact of the proposed anti-gambling legislation.

Attorney General J. Howard McGrath —whose absence from Washington was given as primary reason for postponing the hearings last Tuesday—elicited a list of witnesses scheduled to appear today, along with James M. McNerney, assistant attorney general in charge of the Justice Dept.'s Criminal Division. No data has been set for the testimony of FCC Chairman Wayne Coy, who had been supposed to testify at last Tuesday's session.

FCC is known to oppose the bill, containing it is too complicated and would create too great a policing burden for the Commission. FCC prefers a bill which would provide, with less complexity, for a ban on broadcasting, telecasting, or common-carrier transmissions of information on bets, odds, and prices paid in gambling on sports events.

Interstate Ban

The Justice Dept. bill would forbid interstate transmission of "gambling information" on sports events, and in the case of horse races would require stations to delay the broadcast of details for at least an hour after the races are run. Stations would be limited to the broadcast of one horse race per day.

The network's net revenues (after discounts) in television were more than half a million dollars in the first quarter of 1950, Mr. Noble said. In the same period of 1949 net revenues were $30,000.

Within minutes after the stockholders' meeting was told of the financial gains, the stock market flurry in ABC trading began. A total of 500,000 ABC shares was traded during Tuesday.

The brisk trading made ABC the second most active stock on the exchange on Tuesday. It was led only by RCA whose shares listed on the exchange are more than 10 times the 1,689,017 shares of ABC outstanding. (RCA prices slipped $1 and ABC's were rising 1%). But on Monday RCA prices reached a record high for the year, at one point going for $20.

The heavy RCA trading was believed to be due at least partly to the declaration of an extra 25-cent dividend last Friday.

Sale Rumors Denied

Mr. Noble also vigorously denied rumors of an impending sale of ABC. In response to a question raised at the stockholders' meeting, Mr. Noble said that such rumors were without foundation. He pointed out that he had not sold "a significant share" of his own ABC holdings—901,607 shares owned directly and 64,000 controlled by members of his family and a foundation of which he is trustee.

All incumbent members of the ABC board were re-elected at the meeting. The board, in turn, re-elected all officers of the firm.

Philip Morris Moves

PHILIP MORRIS Ltd. (cigarettes) May 9 moves This Is Your Life with Ralph Edwards from NBC to CBS, Tuesday, 9:30-10 p.m. Blow Co., New York, is the agency.

Senate Hearing Opens

Sen. E. W. McFarland (D-Ariz.), head of the Senate commerce committee's communications subcommittee, reiterated that radio and TV station representatives will be given a chance to give their views on the measure. Sen. Ed C. Johnson (R-Wis.) of the Senate commerce committee, introduced the legislation but made clear that he was acting on request of the Justice Dept. and did not necessarily endorse the proposal.

He said that actually he felt "there is a border line between gambling and information of one's own legitimate news," and that Constitutional guarantees of freedom of information might be involved.

Meanwhile it appeared that Sen. Johnson's separate resolution calling for an investigation of gambling in interstate commerce had been shelved. Senate Democratic leaders, faced with
FCC Urged To Consider Case-by-Case

STATEMENT BY JUDGE JUSTIN MILLER, NAB PRESIDENT

This year's NAB Convention... will reflect the growing consciousness of broadcasting's impact upon the affairs of the world and its responsibility for helping to shape the world of the future.

Some of the world's most important men, leaders active in world affairs... will be speaking to men who are, also, in their way, vitally important in the generating of ideas concerning world affairs and the communication of those ideas by broadcasting.

But a convention planned and programmed on a management level does not exclude the work of the broadcasters themselves. All this is in consonance with the established policy of the Association that the annual convention shall be a top-level management conference, as distinguished from the District Meetings which are conducted on a workshop basis, and at which bread-and-butter considerations such as selling, are given top billing.

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Conventions Produce Results

These, then, are some of the reasons why NAB conventions are popular and productive. The scheduled program gives color, form, authority and sanction upon the management level. The collateral activities provide outlets for particular interests. NAB specialists are available for professional consultation and advice. But after the work of the planning committee and the NAB staff are done, the broadcasters themselves make their own convention, in every sense of the word.

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JUDGE MILLER

Engineering Conference, the meetings devoted to FM, to TV, and to the interests of non-affiliated stations all provide rich substance for broadcasters whose interests lie in those directions. At the business meeting on Tuesday morning, opportunity will be afforded for discussion of important industry issues, which this year will include consideration of the proposed new BAM. Moreover, the staff directors of NAB will be available throughout the convention for individual consultation. Members are urged to get in touch with them for the discussion of subjects of particular interest.

Our Suite

Headquarters of Broadcasting during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

Mr. Porter claimed FCC may not put inherent significance on anti-trust violations outside the communications field. He also cited court decisions holding "that a discontinued violation of the anti-trust laws is no ground for withholding the enjoyment of a patent, which, like a broadcasting license, 'is a privilege which is conditioned by a public purpose.'"

Westinghouse Electric Corp., dealing with the question of anti-trust violations, maintained that FCC's authority is "limited to... violations that have some direct and proximate bearing upon the public interest in radio communication." The brief, filed by Westinghouse Attorney John W. Steen, said the company had involved in past anti-trust cases, but pointed out that they reflected in no way upon Westinghouse's ability to operate radio stations. He cited the company's broadcasting record as proof of its ability to operate in the public interest.

NAB Flies Brief

NAB, in a brief filed by General Counsel Don Petry and Attorneys Vince Wasilewiski and Sidney Farr, opposes the FCC's authority to establish a uniform policy on non-radio law violations.

The brief contended that Constitutional limitations prohibit Congress from granting FCC the power to make law; that Congress did not delegate authority to establish the proposed uniform policy, and that, additionally, establishment of such a policy would go beyond the Communications Act and violate the Administrative Procedure Act.

On behalf of Warner Bros., KFWB, Los Angeles, Washington Attorney John P. Southmayd reminded FCC it has consistently handled the question of law violations on an individual or comparative basis, and said: "it seems impossible to adopt a statement of policy sufficiently flexible to cover the individual factors and circumstances necessarily involved in widely varying violations or alleged violations of law—federal, state, and local, civil and criminal."

Although Warner Bros. was in

(Continued on page 54)

April 17, 1950 · Page 41
Engineers Shown Progress

NAB Engineering Group Mulls

CUBAN and Mexican interference with U. S. broadcast service occupied most of an all-day meeting held Wednesday by the NAB Engineering Committee. The meeting was held at the Stevens Hotel, Chicago (see main Engineering Conference story, this page).

The committee recessed late Wednesday and planned to meet again Friday afternoon to go further into the NARBA situation. No recommendations were adopted Wednesday, but it was indicated the committee might have a series of suggestions for submission to the NAB board at its Saturday (April 15) meeting. Originally the board had planned only to discuss the naming of a general manager.

Neal McNaughten, NAB Engineering Dept. director, reported on NARBA developments starting with the Montreal sessions last autumn and continuing with accounts of his Havana and Mexico City observations. Committee members joined in an exchange of views led by Chairman A. James Ebel, WMBD Peoria, Ill.

It was the first committee meeting since the 1949 NAB Engineering Conference. Members were told by Mr. McNaughten that Mexico is making a series of skywave measurements. These have just started and may require several months for recording and analysis. Analysis for extension of FCC skywave curves to latitudes below 35 degrees was expressed by Mexico, Mr. McNaughten said, recalling that Canada inspired extension of the curves into higher latitudes.

NAB President Justin Miller attended the meeting and took part in the NARBA discussions.

"Agenda Endorsed"

The Committee enthusiastically endorsed the agenda for the Engineering Conference and adopted a resolution calling for a similar meeting in connection with the 1951 NAB Convention Week.

Mr. McNaughten reported a continued demand for the newly revised NAB Engineering Handbook, of which 1,400 copies have been distributed to members plus another 500 sold separately. He suggested the committee take a positive action on the type of activities the Engineering Dept. should handle in view of the growing membership demand for advisory services and the increased pressure coming from international developments.

"Report on new recommendations of the NAB Recording and Reproducing Standards Committee was discussed. These were taken up at a committee meeting Saturday. The committee reviewed the FM protection situation. NAB last week had asked the FCC to hold a hearing on the proposal to give free protection to Class B FM stations in Area 2 as a means of improving service in rural areas."
NAB STRIKES SOMBER NOTE

By J. FRANK BEATTY

UPWARDS of 1,500 broadcasters converged on Chicago at the weekend for the 28th annual NAB Convention. At a the-conclusion of the sessions at the Stevens Hotel they were to receive a series of messages centering on a new theme—the responsibility of the broadcaster to his country, to the world and to the whole American economy.

Not for years has a convention program been built around so somber a note. The agenda for the Management Conference, starting tomorrow noon, has been tailored for the management level. It carries the formal designation, "The American Broadcaster's Place for Sensibility in the World Today."

Like the Assn. of National Advertisers and the American Assn. of Advertising Agencies, which met separately and then jointly just a fortnight ago [BROADCASTING, April 3], the NAB's annual program is designed to impress those who indulge the nation's ears that the present world situation is serious—more serious than most executives and most people believe.

Stress World Affairs

The idea of a program centered on top management problems and their relation to world and national affairs emanated from the NAB board's meeting in Washington last November. The Convention Sites & Planning Committee has come up with speakers well known to the trade. They include Wayne Coy, FCC Chairman, Herman W. Steinkraus, president of the Chamber of Commerce of the U. S., and Paul G. Hoffman, ECA administrator.

The planners have carried out the board's instructions, directed by Howard Lane, WJJD Chicago, committee chairman and retiring NAB director-at-large for large stations, who worked with Robert K. Richards, NAB public affairs director. Other members of the committee are Charles C. Caley, WMBD Peoria, Ill., and James D. Shouse, WLW Cincinnati.

A board meeting was planned Saturday noon to consider proposed nominees for the new NAB headquarters post of general manager (see board story and general manager story page 45).

Convening of the 28th annual meeting finds the association facing a membership problem ascribed principally to the increase in dues for the four lower classifications plus elimination of the 12½% discount put into effect last summer. The NAB board ordered these dues changes at its February meeting, effective April 1.

Membership Status

Since February some 70-old stations have withdrawn from membership. These are predominantly low-income stations, though KVOO Tulsa, 50 kw outlet, is understood to have withdrawn. In the lowest income bracket dues were nearly tripped as a result of the doubled fee plus elimination of the discount.

Thirty new members had joined NAB since February, as of April 1, leaving a net loss of roughly 40 members. Last Feb. 28 there were 1,150 AM station members in NAB. By April 4 the number had dropped to 1,110, or approximately half of the 2,200 AM and AM-FM outlets.

Of the resignations, 80% are declared to have been influenced by the higher dues they would have been required to pay as of April 1. Nine FM station members were lost due to the fact that they were deleted. Three new associate members joined prior to the convention.

Possibility arose that other stations might have decided to remain within the NAB fold through April so they could take part in the convention, with some of them making up their minds after the convention whether to stay or resign.

Steps to stage a membership drive have been considered by the board, and plans have been underway to hire a field representative whose main job would be to recruit new members and contact old ones.

Early convention activities centered on practical workshop problems. The Engineering Conference, which opened last Wednesday, explored new horizons in the technical fields and reviewed new developments in equipment and processes (see engineering story page 40).

The annual displays of equip-

As Convention Opens

Management Conference
in a Nutshell

(See complete agenda page 22)

MONDAY
9:30 a.m.—FM SESSIONS, North Ballroom
12 Noon — LUNCHEON, Grand Ballroom
1:30 p.m.—GENERAL SESSIONS,
8th St. Theatre
TUESDAY
9:30 a.m.—BUSINESS SESSIONS,
8th St. Theatre
12:30 p.m.—LUNCHEON, Grand Ballroom
1:30 p.m.—GENERAL SESSIONS,
8th St. Theatre
7:00 p.m.—RECEPTION, Normandy Lounge
7:30 p.m.—ANNUAL BANQUET,
Grand Ballroom
WEDNESDAY
10:00 a.m.—TELEVISION SES-
SIONS, 8th St. Theatre

RADIO'S PLACE SECURE

Says Campbell

half never used network radio or used it only spasmodically as "in and outers," Mr. Campbell pointed out that much of TV's money will come from new advertisers or will be paid for by new budget allocations. He believes "all major media can emerge from this period of transition with more revenue."

Cost in relation to sales is going down, advertising appropriations are being enlarged continually and income continues to go up, he said.

"The curve of interest doesn't slide downward in radio, and more time is spent in radio listening than on anything else except working or sleeping," he said. Anticipating network radio expansion, Mr. Campbell said CBS for the first quarter of this year billed 4% more business than during the same period last year despite TV.

SAYS CAMPELL

Limited TV Approach

Most network advertisers are approaching video on a "limited front," he asserted. He cited ratio of AM to TV shows for the following clients: Miles Labs., 8 to 1; Ford & Ogle, 20 to 1; Lever Bros., 8 to 1; Colgate, 5 to 1 and Chesterfield, 5 to 2.

Among network TV advertisers,
Far-sighted radio advertisers know that experienced stations with a flair for programming are the only ones that can really drive home a sales story. And that's especially true here in Dixie...

At KWKH we've built up a terrific Southern Know-How during 24 years of broadcasting to our own audience, in our own area. Shreveport Hoopers prove that we're spectacularly successful in attracting and holding this audience:

For Jan.-Feb. '50, KWKH got a 100.9% greater Share of Audience than the next station, weekday Mornings—16.6% greater, weekday Afternoons—76.2% greater, Evenings!

KWKH commands a tremendous rural listenership throughout the booming oil, timber and agricultural regions of the Central South, as proved by BMB.

Write to us or ask The Branham Company for all the facts! You'll be glad you did!

50,000 Watts · CBS ·

Texas Louisiana Arkansas

The Branham Company Representatives

Henry Clay, General Manager
GET HEP! GET STANDARD! The Sellingest Service EVER!

NOW-

8 GREAT "STAR SHOWS"

THESE COMMERCIALLY CONCEIVED SHOWS, WHICH ARE AN INTEGRAL PART OF THE STANDARD PROGRAM LIBRARY, ARE DAILY DEMONSTRATING THEIR SALES POTENCY TO HUNDREDS OF STANDARD STATIONS

SOLD! WNAH Nashville, Tenn. Personality Time

SOLD! KGA Spokane, Wash. Chapel in the Sky Peerless Dentists

SOLD! KICA Clovis, N. Mex. Chapel in the Sky Steeds Funeral Home

SOLD! KVOG Ogden, Utah Musical Roundup Norman Thompson Lumber & Homes

SOLD! WSUM Pullman, Minn. Hollywood Calling Landhuis Jewelry

SOLD! KETL Electra, Texas Chapel in the Sky Mace's Bell Service (filling stations)

SOLD! WMBC Miami Beach, Fla. Meet the Band Keyes Realty Co.

SOLD! KDHL Mankato, Minn. Personality Time General Electric Dealer

SOLD! KGEZ Kalispell, Mont. 20th Century Serenade John's Buick, Inc.

SOLD! WTVL Waterville, Me. Musical Roundup Fort Halifax Gas & Fuel Oil Co.

SOLD! WMPS Memphis, Tenn. Meet the Band Robert Hall (clothing)

AT THE CONVENTION:
The Standard Gang will be happy to greet you in Rooms 556-557 at the Stevens.
Feature of the Week
(Continued from page 50)
along with the station’s top-run
caller, John Dolce.
State leaders, now being selected
by the dance committee, will in turn
choose 10 sets of dancers to repre-
sent their states. The national
event will coordinate square dance
activities which heretofore have
been local. “There have been a num-
ber of fine state or regional promo-
tions,” Mr. Snyder said, “but square
dance and folk music leaders agree
that the impetus and prestige of
nationwide promotion is necessary
to bring square dancing really into
its own.”

Local Last Fall
WLS, in cooperation with the
Chicago Sun-Times and the city
Park District, sponsored the Chi-
cao Square Dance Contest locally
last fall. The competition element
has been eliminated from the up-
coming festival, however, because
of the difficulty in judging. Walter
Roy, director of the Chicago Park
District’s recreation division, is
general chairman. George C. Biggar,
WLS National Barn Dance di-
rector, is vice chairman, and John
Drake, WLS promotion manager, is
coordinator of all activities.
State chairmen selected thus far
for the Oct. 28 event include repre-
sentatives from Minnesota, Wis-
consin, Illinois and Indiana. Can-
da is expected to be represented
also.

The national promotion is an out-
growth of “a poll of recreation
leaders over the nation which con-
formed our own observations
throughout the United States that
square dancing is the finest form of
recreation for both young and old,” Mr. Can-
day said. He described it as a family
pastime “with countless health and
other benefits.”

Open Mike
(Continued from page 52)
slowly by an unnecessary re-allo-
cation of frequencies by the F.C.C.,
cauising manufacturers and con-
sumers alike to throw up their
arms in disgust.
In the current mad scramble for
TV, manufacturers have failed
miserably to produce FM sets
which are in any sense of the word
worthy of the nomenclature of fre-
quency modulation.

George K. Thompson
635 East 108 St.
Cleveland 8, Ohio

Re: Peggy Lee Start
EDITOR, BROADCASTING:
Was interested in your picture of
the Peggy Lee return to North
Dakota and the Winter Show here
at Valley City [BROADCASTING,
March 27]. It stated . . . Peggy got
her radio start on WDAY Fargo.
While she did sing at WDAY and
received a help there the story is
wrong in that Peggy’s radio appear-
ance was over KOVC in Valley City . . .
. . . Am enclosing . . . clipping from
the Minneapolis Tribune . . .

Roy: Inquest
Station Manager
KOVC Valley City, N. D.
[EDITOR’S NOTE: Stations KOVC,
WDAY and all of radio can be proud
of the rise to stardom by Peggy Lee.
A double page picture spread in the
Minneapolis Sunday Tribune for April 2
credit station manager Robert De-
Haven, with giving Peggy her first radio
job in 1937. Our hats are off to the
champion talent picker for that year.]

On All Accounts
(Continued from page 53)
two quarter-hours weekly of Sur-
prise Package on 68 ABC Western
and Southern stations, the orange
drink firm has done only spotty
participation before its large splash
into radio in November of last year.
At that time the firm started
quarter-hour weekly sponsorship of
that program on 15 ABC Western
stations; renewed the schedule after
13 weeks; March 2 increased it to
twice weekly on 68 stations; and
April 3 upped it to five times week-
ly on the same number of stations.
In the near future the firm plans
transcontinental sponsorship of the
program.
Greenspot also currently is spon-
soring the three-weekly, quarter-
hour Jam, Jive & Gumbo on WJMR
New Orleans.

Cari also is account executive on
Pierce Bros., Los Angeles (mortu-
ary), account. Firm recently com-
pleted a heavy spot radio schedule
in addition to television program-
ing on Los Angeles stations.
Born in 1905 in Marion, Ind., Carl
Kennedy Tester received his early
schooling in Toledo. During his
four years at the U. of Toledo he
was editor of the college annual
for two years in succession.
Current club activities include
membership in University Club,
Los Angeles Advertising Club,
Copy Club and West Hills Hunt
Club. He is past president (for last
two years) of Southern California
Chapter, AAA.
The Testers, who were married in
1929, live in San Fernando Valley
on their quarter-acre Rancho Mar-
iposa, Daughter Kay, an “accom-
plished horsewoman” at 16, far
from having advertising inclina-
tions, is planning to become a doc-
tor of veterinary medicine. Walter,
6, has expressed no specific inclina-
tions in any direction.
South's Greatest Salesman Leads in Merchandising

Every place folks go in New Orleans, WWL's big visual promotion campaign is on the job—selling your program!

On the street—colorful 24-sheet posters, streetcar and bus dash signs.
In the store—stack signs, posters, displays.
In the home—big newspaper ads— tempting listeners with WWL's varied attractions. No other New Orleans station gives you so much —so often—to build listenership.

Leads in Hoopers, Too

Latest Hooper proves that WWL outranks all other New Orleans stations in share-of-audience. Evenings, WWL takes a greater share-of-audience than next two stations combined.
...and delivers you a Great Multi-State Audience of 643 Counties

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

**INTENSE PRIMARY**
(50%+ to 90%+) ........... 114 Counties

**PRIMARY**
(25%+ to 50%+) ........... 128 Counties

**PLUS**
(10%+ to 25%+) ........... 401 Counties

**TOTAL** 643 Counties
Follow the Leaders

Hotel Stevens
CHICAGO

ROOM 530A

Sesac Headquarters
NAB CONVENTION
APRIL 12th-19th

THE DOOR IS ALWAYS OPEN!
Come in and hear about the SESAC SERVICE

SESAC DISCS DELIVER DOLLARS!!
When you're at the Convention
FOLLOW THE LEADERS
to room 530A where you'll find
A Complete Transcribed Program Service
for as little as $40 a month!

WE HAVE THE SOURCE OF REVENUE -
YOU HAVE THE SPONSORS - LET'S GET HITCHED!

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.
Cover Comments

EDITOR, Broadcasting:
Congratulations on the new cover of Broadcasting. It's swell to see an old friend in a new hat. Walter Craig
V. P. Charge Radio-TV
Benton & Bowies
New York
* * *

EDITOR, Broadcasting:
Congratulations on your new cover. It's a neat job.
George Durham
Media Director
Lever Bros.
* * *

EDITOR, Broadcasting:
Congratulations on cleaning up your front cover. Modern styling for a modern book.
Clair R. McCollough
President
Steinman Stations
* * *

Re: KTLN Purchase

EDITOR, Broadcasting:
In your April 3rd publication appears an article on page 66 concerning KTLN Denver, in which you state Alf M. Landon trans-
ferred the station to me for consideration of $5,000 and that I am present owner of 35% stock in KVL in Little Rock.

I own 47% stock in KVL in Little Rock, and paid Mr. Landon $45,000 for KTLN Denver. I also propose to spend an additional $15,000 on improvements.

Leonard Coe
Manager
KVL in Little Rock, Ark.

[EDITOR'S NOTE: We regret the error. The dollar mistake was a typo. Just shows how easy it is to run through $40,000 these days.] * * *

KDTH Tops WSSV

EDITOR, Broadcasting:
Mr. Lowell, WSSV, [Open Mike, March 27] suggested somebody might make it five people in Little Theatre cooperation, by a radio station. We can go further. In the April production of "Light Up the Sky" by the Playmakers of this city, the following KDTH and KDTH-FM people will help light up: Vern Sterian, assistant program director; Maurice Miller, announce; Virginia Van Patten, music director; Red "McGregor" Mc- Aleece, sports director; Don Goodman, continuity editor; Bill Thomas, announcer; Martha Shorten, women's features director; and the show is under the direction of Arnie Sterman, program director. Roger Kutsch, filing clerk, will act as call boy, and the whole production is sound engineered by Bob Hancock, chief engineer.

Anybody want to go further?

Arnie Sterman
Program Director
KDTH-AM-FM Dubuque, Iowa
* * *

Color Blues

EDITOR, Broadcasting:
... They [FCC Commissioners] are still considering the color TV problem to the exclusion of everything else. This goes on even though the technical aspects of color are as confused as ever. Meanwhile, FM stations are folding up by the dozen and AM applicants are losing the revenue that baseball broadcast, etc., would provide. This color business is giving a lot of us red ink and a blue outlook—while we wait for the green light! ...

Robert M. Beer
General Manager
WATC Ashland, Ohio
* * *

Champions FM

EDITOR, Broadcasting:
... Why ... are there not more FM stations than AM now on the air? The answer, it seems, can be traced to two sources, the manufac-
turer and the broadcaster. FM has been steadily and cautiously progressing for over a decade. Television, on the other hand, has mushroomed with nightmarish proportions. Manufacturers, dealers, broadcasters, and the public, of course, have demonstrated great interest in television, and have done their utmost to accelerate its growth. Because of this, FM, which ultimately will be the only truly acceptable form of radio broadcasting, was shoved into the background. Progress was further

(Continued on page 38)

TWO CITIES—SOUTH BEND AND MISHAWAKA—ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified mar-
ket of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $43,859,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the heart of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-billion dollars on retail purchases in 1948.

And only WSBT covers all of this market.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting
These are your Headley-Reed contacts

Representatives from each of our offices are here at the convention. We're located at the BLACKSTONE. Come on up, we'll be glad to see you.
MEET THE NETWORK
THAT WAS MOTHERED
BY NECESSITY...

THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of new advertising channels to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

*SRDS CONSUMER MARKETS 1949-50
RETAIL SALES POTENTIALS:
NEW YORK . . . . . . . . . $13,792,000,000
CALIFORNIA . . . . . . . . . $11,080,000,000
PENNSYLVANIA . . . . . . . . $8,504,000,000
ILLINOIS . . . . . . . . . . . $7,771,000,000

EXACTLY WHAT IS PRN?
A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS’ ADVANTAGES IN USING PRN?

- Economy—a saving of 20 percent of time costs and elimination of line charges
- A single, easy-to-control, easy-to-promote program
- Local station listening loyalty
- Sales impact through “where to buy it” cut-ins from the local announcer
- Flexibility, free selection of stations, tailor-made coverage
- Time-saving convenience through a single purchase and single billing

On All Accounts

What might have been a quiet, non-ulcerous life amidst the cool ivy of a college campus was changed 23 years ago when Carl Tester picked up a penny from a tea room floor.

It was this seeming quest for gold that eventually resulted in Carl’s present position of vice president and general manager, Philip J. Meany Co., Los Angeles, and account executive on Greenspot Inc.

This was not an ordinary penny that changed the course of Carl’s life. The coin had been dropped (accidentally or purposely has never been determined) by a Miss Anne Lloyd, an undergraduate at Ohio State College where Carl was working towards his PhD. Upon its attainment, he planned to teach English literature. A year following his gallant act, however, Carl found himself marriage-minded, deserted the academic halls and former aspirations and sought a more “lucrative” field—and the hand of Miss Lloyd.

Having a bent towards commercial art and writing, he had no problem deciding upon advertising as his field. His introduction there had come three years previously, when he worked part-time for two years as commercial artist for Campbell-Sanford Adv. Co., Toledo, while an undergraduate at the U. of Toledo. (He has an AB in Arts received in 1927 to show for time spent there).

Upon leaving Ohio State, Carl joined a new defunct Toledo advertising agency as part-time manager. Three years later he became a northwest circulation representative for McGraw-Hill Book Co., working out of Toledo. Then, following a stretch as chief artist for the Toledo Glass Sign Co. and a short partnership in the manufacture of advertising specialties, he succumbed to the urge to “go West.” And in 1937 the Testers found themselves in Los Angeles.

That, too, was well-timed. Doing the first round of 4-A agencies, Carl chanced into the office of Philip J. Meany just as a copywriter had announced his resignation. Carl got the job. In 1939 he was advanced to copy chief; in 1946 he became vice president and general manager of the agency.

As one who believes that radio has an impact that “cannot be duplicated,” Carl is a good choice for supervisor of radio activities for Greenspot Inc. Now sponsoring

(Continued on page 36)

Feature of the Week

MORE THAN 1,000 square dancers from at least 25 states are expected to whirl away in the first annual Prairie Farmer-WLS International Square Dance Festival at the Chicago Stadium next October. This is the prediction of General Manager Glenn Snyder and James E. Edwards, president of the Chicago station and Prairie Farmer.

WLS, which is underwriting the entire project, is working in close cooperation with the recreation division of the Chicago Park District and state recreation leaders to bring the dancers to the festival next fall. The event primarily is a service to square dancing, Mr. Snyder says, and secondarily a station promotion for which the board of directors recently set aside an initial $25,000.

The one-day festival, combining educational values with entertainment, will begin with an International Square Dance Leaders’ Institute, at which recreation chiefs will discuss ways of promoting square dancing and will work out a terminology in calling that will apply to all parts of the country.

The finale will climax the session, and will feature a group of dancers in demonstrations and exhibitions of special dances and techniques. New ideas of production, including the use of “black light,” and whirls and twirls native to particular sections of the country and to Canada. Stars of the WLS Chicago National Barn Dance will appear as guests.

(Continued on page 36)

Blueprint for the dance festival is formulated by (l to r) M. Edwards, Roy and Snyder.
EVERYBODY knows that most Northwestern farmers make big money, but our Red River Valley hayseeds make fabulously big dough! ($1,750 per family above the national average.) What's more, they spend it!

When it comes to how to spend it, and what for, WDAY is the most persuasive voice in the area.

Here are the Dec. '49—Jan. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th></th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDAY</td>
<td>63.9%</td>
<td>69.1%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Station “B”</td>
<td>20.6%</td>
<td>11.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Station “C”</td>
<td>6.3%</td>
<td>11.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Station “D”</td>
<td>4.9%</td>
<td>1.7%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Station “E”</td>
<td>4.8%</td>
<td>6.1%</td>
<td></td>
</tr>
</tbody>
</table>

Mail-pull figures prove that WDAY gets an equally large and loyal listenership in rural areas!

Write to us or ask Free & Peters for all the dope about amazing, 27-year-old WDAY. You'll be glad you did!
**New Business**

**NORTH POLE COLD STORAGE & ICE Co., Pittsburgh** (North Pole's Real Ice Cream), appoints Wasser, Kay & Phillips Inc. to handle its advertising. Radio will be used.

**BONNEE FROZEN FOODS Co., St. Louis**, appoints Oakleigh R. French & Assoc., same city, to handle advertising on Bonnee Buttered Beef Steaks. Radio and television tests are being conducted in local markets. G. GORDON HARTSLET is account executive.

**GUNTER BREWING Co., Baltimore** (beer and ale), began sponsorship April 8 of reportedly first simulcast of racing event—Harve De Grace racing meet which will continue for 16-day period. Two TV stations, WBAL-TV Baltimore, and WNBW (TV) Washington, and five radio stations being used. Agency for brewing company is Ruthrauff & Ryan, Baltimore.

**ATLANTIC CITY RACING Assn., Pleasantville, N. J., appoints Wallace Orr Inc., Philadelphia, to handle its advertising. Plans include radio and television spots.**

**SCARFENET Co., Los Angeles** (hair scarfs), starts 13-week TV spot announcement campaign on seven TV stations with plans for five more markets by month's end. Currently three-weekly spots placed on KLAC-TV, one weekly on KTIV (TV), both Los Angeles; two weekly each KFMB-TV San Diego, WMNR-TV Jacksonville, WGN-TV Chicago, KPHO-TV Phoenix, KSD-TV St. Louis. Markets muddled: Minneapolis, Newark, New York, San Francisco, Salt Lake City, Newark. Agency: Stodel Adv. Co., Los Angeles.

**INTERNATIONAL HARVESTER Co. (International Harvester Trucks), launches 10-week campaign on Midnight Sun Broadcasting Co. stations, KFXR Fairbanks and KENI Anchorage, Alaska. Live spot announcements are scheduled five times weekly on both stations. Agency: Young & Rubicam, Chicago.**

**PROCTOR & GAMBLE, Cincinnati, introduces new laundry product, Cheer, in two market areas, Kansas City and Syracuse. Radio will be used. Young & Rubicam, New York, is handling campaign.**

**GENERAL CONTROLS, Glendale, Calif.** (automatic pressure, temperature, level and flow control manufacturers), increases TV spot campaign to 11 stations with one spot weekly for 26 weeks on KION-TV Seattle. Currently carrying spots are WGN-TV Chicago, WXEL Cleveland, KRLD-TV Dallas, WJRE-TV Birmingham, WIMA-TV Kansas City, KECA-TV Los Angeles, WMIL-TV Milwaukee, WCAU-TV Philadelphia, KPIX (TV) San Francisco, KSD-TV St. Louis. Agency: Ross & Jorgensen Inc., Los Angeles.

**DIAMOND T MOTOR CAR Co., Chicago** (trucks), plans TV, spot series starting in three markets and expanding nationally. STUDEBAKER CORP. to expand present four-market TV series. Agency for both firms, Roche, Williams & Cleary, Chicago.

**Network Accounts • • •**

**ADMAIRAL Corp., Chicago, and P. LORILLARD Co., New York**, renew sponsorship of Stop The Music, ABC-TV Wednesday, 6:30 p.m. Admiral Corp., for televisions sets and home appliances, has sponsored 8:30 p.m. segment of program and Lorillard, for Old Gold cigarettes, the 8:30-9:00 p.m. portion, for past year. Cigarette firm signs for additional 52-week period through Lennen & Mitchell, New York, while Admiral buys its portion of program for an initial 13 weeks through Kuderer Agency Inc., New York.

**INTERSTATE BAKERIES Corp. of Los Angeles** renews Frederic W. Ziv package, Cisco Kid, for 52 weeks on eight Don Lee network stations.

**GILLETTE SAFETY RAZOR Co., Boston**, sponsors broadcast of Tanforan Handicap, April 22 on 13 Columbia Pacific Network stations, 5:30 p.m. PST. Agency: Mason Inc., New York.

**Adpeople • • •**

**WILLARD P. SEIBERLING, secretary of Seiberling Rubber Co., elected a director of company.**

**TED PALMER, formerly with Kastor, Farrell, Chesley & Clifford, New York, where he was assistant to president and radio and television director, appointed assistant advertising manager of Pepsodent Div. of Lever Bros. Co., New York.**
Every Fifth Radio Home...FREE

After serving as the “different” network for over 15 years, we now find that difference branded—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of four radio homes on other networks will get you five on Mutual. In terms of actual audience millions, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen “Homes per Dollar” Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the cost of each rating. By dividing net time and talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks—strictly by homes-per-dollar—during the full 12 months of January through December, 1949:

<table>
<thead>
<tr>
<th>Commercial Program on</th>
<th>Radio Homes Delivered per Dollar of Actual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 4 Networks</td>
<td>281</td>
</tr>
<tr>
<td>Other 3 Networks</td>
<td>275</td>
</tr>
<tr>
<td>MUTUAL</td>
<td>338</td>
</tr>
</tbody>
</table>

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation’s only true mass medium. Here, too, is challenging evidence of how much more your radio program can accomplish on this “different” network.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

- Lowest Costs, Hookup by Hookup, of All Networks.
- 500 Stations; 300 the Only Network Voice in Town.
- Maximum Flexibility for Custom-Tailored Hookups.
- "Where-To-Buy-It" Cut-Ins Available at No Extra Cost.

the mutual broadcasting system
How to Get

the difference is MUTUAL!
IN DES MOINES

5 MONTH AVERAGE SHOWS STARTLING TREND IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—5 months, October through February, as compared with same period last year. All other network stations suffered a loss.

**Percentage Gain or Loss**

<table>
<thead>
<tr>
<th>STATION</th>
<th>Gain/Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>-7.0%</td>
</tr>
<tr>
<td>C</td>
<td>-22.0%</td>
</tr>
<tr>
<td>D</td>
<td>-15.4%</td>
</tr>
<tr>
<td>KSO</td>
<td>+24.2%</td>
</tr>
</tbody>
</table>

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

**PERCENTAGE KSO GAIN OVER ALL STATIONS**

<table>
<thead>
<tr>
<th>STATION</th>
<th>Gain/Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>-7.0%</td>
</tr>
<tr>
<td>KSO</td>
<td>+24.2%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>31.2%</td>
</tr>
<tr>
<td>C</td>
<td>-22.0%</td>
</tr>
<tr>
<td>KSO</td>
<td>+24.2%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>46.2%</td>
</tr>
<tr>
<td>D</td>
<td>-15.4%</td>
</tr>
<tr>
<td>KSO</td>
<td>+24.2%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>39.2%</td>
</tr>
</tbody>
</table>

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

**KSO**

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.

5000 watts 1460 kilocycles
The Long Island Story

**LATEST CONLAN RADIO REPORT**
--- SHARE OF AUDIENCE ---

<table>
<thead>
<tr>
<th></th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; Network</td>
<td>27.6</td>
<td>26.5</td>
</tr>
<tr>
<td>50 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHLI</td>
<td>26.7</td>
<td>25.9</td>
</tr>
<tr>
<td>&quot;B&quot; Network</td>
<td>10.2</td>
<td>8.1</td>
</tr>
<tr>
<td>50 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;C&quot; Network</td>
<td>14.3</td>
<td>14.3</td>
</tr>
<tr>
<td>50 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;D&quot; Network</td>
<td>10.8</td>
<td>13.1</td>
</tr>
<tr>
<td>50 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;E&quot; Independent</td>
<td>2.0</td>
<td>2.2</td>
</tr>
<tr>
<td>50 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;F&quot; Independent</td>
<td>2.3</td>
<td>1.5</td>
</tr>
<tr>
<td>10 Kw.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Others</td>
<td>6.1</td>
<td>8.4</td>
</tr>
<tr>
<td>FM-TV</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

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**AGENCIES**

Dean Avery, manager of Young & Rubicam's Mexico office, appointed vice president and general manager of Young & Rubicam, Mexico, S. A.

James B. Stanton named vice president in charge of plans and merchandising, and Luis Curza appointed vice president in charge of radio and TV.

Dick Dexter appointed merchandising director in Chicago office of Sherman & Marquette. He formerly was with Kellogg Co., Battle Creek, Mich.

E. Gordon Lane appointed in charge of new business operations in New York-middle-Atlantic area for James Thomas Chirurg Co., New York, effective May 1. He has been general manager of Boston office of firm for past several years.


Don Dobkin joins Lancaster Adv., New York, as copy chief and account executive. He formerly had been with Wiley, Frase & Davenport Inc., New York.


W. Robert Mitchell, for last five years vice president in charge of creative work and service on domestic accounts in New York office of Grant Adv. Inc., and before that account executive with McCann-Erickson, New York, joins Lawrence Boles Hicks Inc., New York, as vice president.

Herbert Salinger joins copy staff of Ruthrauf & Ryan, Chicago. He worked previously for RKO Pictures, same city.

Rosina Lewis Todd, formerly with Buchanan & Co., Los Angeles, joins Bissinger, Wheeler & Staff, that city, as media director. Stanley Pflaum joins agency as vice president in charge of plans. For past 15 years he has been president of Stanley Pflaum Assoc., Ltd., national advertising and sales counsel agency, headquartered in Chicago.

Fred Freeland, former television director of Ruthrauf & Ryan, Chicago, joins Goldbreath Picture Productions, Ft. Wayne, Ind. He will continue to produce TV films for R & R and serve agency as consultant and freelance director.

Ruth L. Ratny joins radio and television department of LaVally, Chicago. She worked previously at Ruthrauf & Ryan and Foote, Cone & Belding, both Chicago.

**WHLI**

1100 on your dial
WHLI-FM 98.3 MC
Hempstead, Long Island, N.Y.

Elias L. Goldofsky, President

Page 24 • April 17, 1950

Mapping plans for opening of West-Marquis Inc.'s Long Beach, Calif., branch office on May 1 are (l to r): Seated, Jack Horner, newly appointed office manager; John R. West, advertising agency's president, and Oliver F. McFadden, who will serve as account executive and art director; standing, George Wolfe, W-M's radio and TV director, and Pat O'Rourke, of agency's publicity and public relations staff. Acquisition of facilities at Long Beach adds that branch to other offices maintained by the agency in Los Angeles, San Francisco, Portland, Ore., and Seattle. Mr. Horner formerly managed Long Beach Retailers Associated Offices at 602 Pacific Ave., where Mr. McFadden operated his own agency the past five years, and which will be used by W-M.
Milestones...

- WMCP (FM) Baltimore celebrated its second anniversary March 15. During a two-hour program aired especially for the event, messages of congratulation received from government and civic leaders, FCC officials, radio talent and other stations were aired. Many celebrities were present in person.
- St. Patrick's Day was an occasion of double significance for KWK St. Louis because on that day the station marked its 23d anniversary.
- An anniversary broadcast from the main intersection of Wichita Falls, Tex., helped Bill Hood celebrate his 4,000th broadcast of The Man-on-the-Street show over KFDX that city.
- Ten American Beauty roses, one for each year she has been broadcasting, were presented to Heloise Parker Broeg, who has conducted Food Fair on WEEI Boston for that length of time.
- Invitation to Learning April 2 celebrated its 10th year on the air. By way of observing the anniversary, the network has started a 27 week "Tenth Anniversary Series", based on subject matter of programs heard the first year. Invitation was aired.
- Monday, April 3, marked the sixth anniversary of Ruth Crane's Modern Woman program over WMAL Washington. The show is heard 11:30-12 noon Mon.-Fri.
- Around-the-clock broadcast helped WSFA Montgomery, Ala., celebrate its 26th anniversary March 21 and April 1. In 1930 the station first took the air on March 31, with formal opening on April 1.
- A novel party, at which food was served on dishes of former shows, place cards were made from old scripts and favors were made up of sound effects used in past productions, marked the 150th broadcast of Knowledge in Action. Show is produced by U. of Denver, and aired over KVOD that city in cooperation with the Rocky Mountain Radio Council.
- Harvey Olson, program manager of WDRC Hartford, Conn., is observing his 15th anniversary with the station this month.
- WSJS Winston-Salem, N. C., celebrates its 20th anniversary today (April 17). An NBC affiliate operating on 600 kc with 5 kw, WSJS is licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel. Station began FM operation in 1947 and currently has television application pending for Channel 6. Officers include Gordon Gray, president, and Harold Essex, general manager. Mr. Gray, resigning Secretary of Army, becomes president of U. of North Carolina Sept. 1. Meanwhile, he is serving as special assistant to President Truman.
- Third anniversary of Continental FM Network was celebrated Sunday, March 27, with debut of a new discussion series conducted by St. Johns College, Annapolis, Md., under the title, Background of Democracy. Series is heard on 20 Continental stations, Sunday, 6:30 p.m.

Ever hear the moan of a train whistle, far off on a cold winter's night? A memorable sound, isn't it? Distant and near at the same time ... distinctive in a way nothing else seems to duplicate.

Nothing can duplicate the subtle innuendos of sound except the very finest in recording equipment. And, for that, there is no instrument like a PRESTO recorder. Disc or tape, PRESTO equipment is without equal for quality, full tonal response, and long, reliable performance. Disc or tape, PRESTO is the finest you can buy.
As clear as a winter's night...
WEED
and company

RADIO AND TELEVISIÓN STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO
ATLANTA • HOLLYWOOD
WBIG "The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle" having more of the top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate

gilbert m. hutchison general manager

Represented by Hollenberg

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

R
Radford, Lewis C., Jr., DuMont Laboratories, Clifton, N. J.
Rasmussen, L. Gordon, KAYL Storm Lake, Iowa
Reinach, J., Leonard, WSB Atlanta, Ga.
Reid, Howard, Columbia Transcriptions—Div. of Columbia Records, Inc., New York
Rembert, Clyde W., KRDL Dallas, Texas
Reynolds, Donald W., KFSA Fort Smith, Ark.
Richards, G. P., WHBL Sheboygan, Wis.
Ridder, John W., WOHI East Liverpool, Ohio
Rine, William H., WCSS Portland, Me.
Ringold, Banque, Edward Petry & Co., New York
Ripple, Wm. W., WHXY Troy, N. Y.
Robertson, B. G., WKWK Sheepsport, La.
Robinson, King H., KATL Houston, Tex.
Rogers, Naylor, Keystone Broadcasting System, Inc., Chicago
Rolla, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rossier, Bennett, S., RCA Victor Div., New York
Roth, Eugene J., KONO San Antonio, Tex.
Rothschul, B. J., WGGY Schenectady, N. Y.
Rothschuld, Walter, WTAD Quincy, Ill.
Russen, Frank M., WBC Washington, D. C.
Russell, James D., KYOR Colorado Springs, Colo.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rutledge, John T., WVJS Owensboro, Ky.
Ryan, J. Harold, WSPD Toledo, Ohio
Ryan, William B., KPT Los Angeles, Calif.
Ryder, J. Maxim, WBHY Waterbury, Conn.
S
Safford, Harold, WLS Chicago, Ill.
Sage, S. R., WSHS Cleveland, Ohio
Schechter, Arthur W., lawyer, Washington
Schroeder, Arthur H., Miller & Schroeder, Washington
Schroeder, Frank C., Jr., WDF DeForest, Ill.
Schuller, William A., Jr., CBS, New York
Seaback, Charles E., WTON Stauton, Va.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shaffo, G. Richard, WIS Columbia, S. C.
Shaw, Glenn, KLX Oakland, Calif.
Sheln, Alice, WFBT Williamsburg, Va.
Shelley, Dorothy C., WFLD Chicago, Ill.
Shouse, James D., WLB Cincinnati, Ohio
Sinn, John L., World Broadcasting System, New York
Siporin, L., KEEL El Dorado, Ark.
Slavick, H. W., WMC Memphis, Tenn.
Smiley, David E., WQAR Tampa, Fla.
Smith, J. Kelley, CBS, New York
Smith, Joe L., Jr., WJLS Beckley, W. Va.
Smith, Harry Mason, WLB Cincinnati, Ohio
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, Ken, Allied Record Mfg. Co., Hollywood
Smith, T. A., RCA Victor, Camden, N. J.
Snider, Glenn, WLS Chicago
Soule, F. C., WFBF Syracuse, N. Y.
Soule, G. P., KFTT Twin Falls, Idaho
Southmayd, John P., attorney, Washington
Soull, F. C., WLCN Nashville, Tenn.
Squier, June, and Span, Melvin P., KXL Little Rock, Ark.
Spalding, Raymond, Broadcast Music Inc., New York
Spokes, A. E., WJWO Burlington, Vt.
Speight, T. N., KYOK St. Louis, Mo.
Squire, Burt, Broadcast Music Inc., New York
Steele, V. J., WWJS Owensboro, Ky.
Stewart, Elliott A., WBIX Utica, N. Y.
Storer, George B., WBSP Birmingham, Mich.
Stough, Parker, Bruce Eells & Associates, Inc., Hollywood
Stovin, Horace N., Radiotele, Inc., Chicago

Streibel, Theodore C., WOR New York
Sugarman, Donald D., WNAK Yakima, S. D.
Taft, Hubert, Jr., WRBQ Cincinnati
Taggart, John E.,блт&-TELECASTING
Taylor, George E., KBEC Enid, Okla.
Taylor, Herbert E., Jr., Allen B. DuMont Laboratories, Clifton, N. J.
Taylor, J. P., RCA Victor, Camden, N. J.
Taylor, Walter J., KROS Clinton, Iowa
Terry, Hugh R., KSDK Denver, Colo.
Testut, Richard S., Associated Program Service New York
Thorburn, John, KWKBE Beatrice, Neb.
Tichenor, Dudley, WKBW Buffalo, N. Y.
Tilton, Allen C., Wincharger Corp., Sioux City, Iowa
Tinkle, Robert H., WNAK Yakima, S. D.
Thomas, C. L., KXOK St. Louis, Mo.
Thomas, Eugene S., WOIC (TV) Washington
Thompson, Bill, BROADCASTING-TELECASTING
Thompson, James L., Edward Petry & Co., Chicago
Thompson, Marvin L., WIBK Knoxville, Tenn.
Timothy, B. F., Avery-Knodel Inc., Toledo
Todd, Jack, KAKE Wichita, Kan.
Tomkins, Merritt E., Broadcast Music Inc., New York
Tracy, E. C., RCA Victor, Camden, N. J.
Trautvetter, J. H., WFBP Baltimore, Md.
Tremmlett, L. W., KERG Eugene, Ore.
Twy, Stephen J., attorney, Washington
Tyn, Keith, KYER Albuquerque, N. M.

U
Umer, Jas, G., KGKB Tyler, Tex.
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati
Uridge, Owen F., WQAM Miami, Fla.

V
Vadnacouere, E., WSYR Syracuse, N. Y.
Vorony, Edward E., Edward Petry & Co., Chicago

W
Wade, Ralph E., KOAM Pittsburg, Kan.
Wagenvoord, Fred W., KCRG Cedar Rapids, Iowa
Wagstaff, Walter E., KIDO Boise, Idaho
Wales, Lee B., WWVA Birmingham, Mich.
Walker, Larry, WBT Charlotte, N. C.
Waller, Charles C., WOIC (Radio) Inc., New York
Walter, John M., and Walter, Mary M., WIPG Green Bay, Wis.
Wannamaker, Allen E., WGMW Wilson, N. C.
Ward, J. T., WLAC Nashville, Tenn.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ward, William E., KBTI St. Louis, Mo.
Watts, W. W., RCA Victor, Camden, N. J.
Waugh, Irving C., WSM Nashville, Tenn.
Wayland, Charles V., attorney, Washington
Webb, Frank V., KFPH Wichita, Kan.
Weed, C. C., and Weed, Joseph J., Weed & Company, Chicago
White, W. L., WACS New York
Whitney, John, WOAC New York
Wilkerson, Edward C., WOR New York
Wilson, Paul G., WEIR Steubenville, Ohio
Wilkinson, Edward J., WINS Minneapolis
Whitcomb, E. S., WBNJ Richmond, Va.
Wiley, Gunner G., WHER Rochester, N. Y.
Wilder, Harry C., WSYR Syracuse, N. Y.

(Continued from page 106)

BROADCASTING • Telecasting
is your F.M. station producing

Transit Radio is now under contract in 23 American cities. Many more are negotiating now. If Transit Radio is still open in your community, these facts will interest you:

1. TR gives the riders of public transportation a program they like. Surveys, uniformly conducted in major markets, show that 8 out of 10 riders like TR, the ninth is indifferent and only a small fraction objects. This is a remarkably high acceptance, as people never agree 100 percent on anything.

2. TR helps the transit company provide good and economical service by giving it a source of income in addition to fares. This is in the public interest.

3. TR gives the entire community the advantage of FM radio by supporting one or more FM radio stations, and the programs broadcast to buses and streetcars are received in homes, hotels, restaurants and elsewhere.

4. TR makes it possible for the drivers of buses and streetcars to know how best to meet emergencies, whether fires, storms or other disasters.

Thanks to Transit Radio, frequency modulation radio is given a new lease on life. It now bids fair to put FM in a secure place beside its older sister AM radio and TV.

Transit Radio offers to millions of Americans who prefer to use public transportation a radio service superior to that available in private cars.

The large audience in public transportation vehicles is more than adequate to produce good advertising revenue. There's an important plus FM audience in homes, factories and public places. Thus, the Transit Radio audience is sufficient to erect a firm financial foundation under at least one FM station in smaller communities and several FM stations in larger communities. We invite your inquiry regarding this exciting medium.

MR. ADVERTISER...MR. TIMEBUYER

495 sponsors are already using Transit Radio. An imposing array of authenticated, documented case histories have taken Transit Radio out of the "experimental" stage and established it as a remarkable new medium that sells merchandise and delivers superior results at lower cost.

(a) A growing list of leading national advertisers using this new medium with conspicuous success—Miles Laboratories; Bristol-Myers; Swift & Co.; Fanny Farmer Candy Shops; Manhattan Soap Co.; Whitehall Pharmacal Co., and others.

(b) Many of the leading national advertising agencies are recommending Transit Radio to their clients—such as, J. Walter Thompson; BBDO; Young and Rubicam; Duane Jones Co.; Doherty, Clifford & Shenfield; Sullivan, Stauffer, Colwell & Bayles; Foote Cone & Belding; McCann-Erickson; Ted Bates, Inc.; Leo Burnett Co.; Erwin Wasey & Co., etc.

We will be happy to show you, too, how you can effectively use this dramatic advertising medium—Transit Radio.
Kern. George, Benton & Bowles Inc.,
New York
Kerrigan, Jack, WHO Des Moines, Iowa
Kiggins, Keith, Edward Petry & Co.,
New York
King, Art, BROADCASTING-TELECASTING
Knodel, J. W., Avery-Knodel Inc.,
Chicago
Kobak, Edgar, WTTA-THOMSON, Ga.
Koerper, Karl, KMBC Kansas City, Mo.
Korsmeyer, E. J., WLDJ Jacksonville, Ill.
Kramer, Worth, WJRT Detroit, Mich.
Kynaston, Don D., WMBD Peoria, Ill.
L
Lackey, F. Ernest, WHOP Hopkinsville, Ky.
LaPré, Ben A., WDOZ Green Bay, Wis.
LaMarque, J. W., Graybar Electric Co. Inc.,
New York
Lancaster, W. Hanes, Jr., WJHL Johnson City, Ten.
Land, Thomas, S. WOY Carmi, Ill.
Lane, Howard, WJJD Chicago
Langford, C. O., Sr., and Langlois, John D., Lang-Worth Feature Programs Inc., New York

Advance Registration, NAB Management Conference
(Continued from page 14)

Lautenbayer, R. J., KCAL Santa, Calif.
Leake, James C., KTUL Tulsa, Okla.
Leno, Leroy W., KBKL McCook, Neb.
LePoidexin, Harry R., WRJN Racine, Wis.
Luch, Winfield BROADCASTING-TELECASTING
Linder, H. W., KWLM Willmar, Minn.
Lindsay, Merrill, WSOY Decatur, Ill.
Link, Linder, Link Motor Supply Co.,
Springfield, Mo.
Little, Lee, KCTU Tucson, Ariz.
Lohans, Horace L., Dew, Lohans &
Albertson, Washington
Long, Marv, BROADCASTING-TELECASTING
Lown, Bert, Associated Program Service,
New York
Love, Paul A., WHO Des Moines, Iowa
Lucan, James G., Jr., J. Walter Thompson
Co., New York

M
Marge, Manuel M., KYOK Moorhead, Minn.
Mark, Leonard H., Cohn & Marks,
Washington
Martin, Albert, Broadcast Music Inc.,
New York
Marquardt, Maynard, World Broadcasting
System, New York
Martin, A. P., WKPT Kingsport, Tenn.
Martin, Joseph, WLW Cincinnati, Ohio
Martin, Joseph, WDBT Dillon, S. C.
Mason, R. H., WPFT Raleigh, N. C.
Mason, Robert T., WMRN Marion, Ohio
Matijev, J. E., WACG Lancaster, Pa.
Mayborn, Frank W., KTEMP Temple, Tex.
Megargee, Miss Madsen A., WGBI
Scranton, Pa.

KANSAS

WAKE UP

Your Farm Sales in KANSAS

Use the station that’s the overwhelming favorite* with Kansas farm families—WIBW.

Sales results will amaze you because WIBW does a double selling job.

In addition to piling up sales in the prosperous farm market, WIBW “goes to town” in setting up new sales records among those agriculturally-minded communities with a population below 10,000—towns which make up 20% of the state’s urban population.**

No wonder advertisers say, “WIBW is the most powerful selling medium in Kansas.”

* Kansas Radio Audience 1949 ** Consumer Markets 1949-50

Page 18 • April 17, 1950


ADVANCE REGISTRATION, NAB MANAGEMENT CONFERENCE (CONTINUED FROM PAGE 14)

LAUTENBAYER, R. J., KCAL SANTA, CALIF. LEAKE, JAMES C., KTUL TULSA, OKLA. LENO, LEROY W., KBKL MCCOOK, NEB. LEPOLDEXIN, HARRY R., WRJN RACINE, WIS. LUCH, WINFIELD BROADCASTING-TELECASTING LINDER, H. W., KWLM WILMAR, MINN. LINDSAY, MERRILL, WSOY DECATURE, ILL. LINK, LINDER, LINK MOTOR SUPPLY CO., SPRINGFIELD, MO. LITTLE, LEE, KCTU TUCSON, ARIZ. LOHANS, HORACE L., DREW, LOHANS & ALBERTSON, WASHINGTON. LONG, MARV, BROADCASTING-TELECASTING. LOWN, BERT, ASSOCIATED PROGRAM SERVICE, NEW YORK. LOVE, PAUL A., WHO DES MOINES, IOWA. LUCAN, JAMES G., JR., J. WALTER THOMPSON CO., NEW YORK.


Mегаржид, Мисс Мадсен А., WGBI SCRANTON, PA.

KANSAS

WAKE UP

Для Вашей продажи в КАНЗАС

Использовать станцию, которая является самым популярным вариантом* в семьях фермеров — WIBW.

Результаты продаж будут удивлять Вас, потому что WIBW осуществляет двойную продажу.

Помимо того, что он накапливает продажи в процветающем рынке фермеров, WIBW "идет в город" и устанавливает новые рекорды продаж среди таких аграрно-ориентированных сообществ с населением менее 10,000—мест, которые составляют 20% городского населения штата.*

Нет восторга рекламодателей говорить: "WIBW — это самый мощный средство продаж в Канзасе."*

* Канзас Радио Аудит 1949 ** Потребительский Рынок 1949-50

Отдел: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
Michigan, Illinois

...737 GROUPS OR BIG EVENTS IN 1949

WLS Dinner Bell Time has originated at the annual meetings of the Wisconsin County Association for half a dozen years. Here are the outstanding men in Wisconsin agriculture grouped at the 1949 Dinner Bell broadcast. Milo K. Sonberg, Executive Secretary of the County, stands second from left. L. PF Central Methodist Church, Reinstadt, Ill. The WLS Trenton Mutual Association, Oconto County, Wis.

Officers of the Illinois-Lumber and Materials Dealers Association, following is the broadcast presentation of the convention. Says Association President, J. L. Fox (second from left): "Thank you for the courtesy of appearing on your program. I have had a number of reactions from listeners.

Oscar A. Swartz, Executive Vice President, Illinois Agricultural News, writes: "When the Convention came to a close, I decided that I had the finest possible audience for an important educational message."

Charles B. Shrews, President, Illinois Agricultural Association, says: "Ever since my boyhood days in McHenry County, Illinois, I have been a WLS follower. With this start, it is only natural that when the Illinois Agricultural Association members, I mean they're listening."

Les Boyd, Director of Promotion, exhibits Michigan fruit growers; "I wish to thank you in behalf of the Michigan fruit growers and the Twin City Chamber of Commerce, for the time given by your station on the broadcast."
America's Oldest Farm Service Program
Points to its Record . . . .
26 years of WLS Dinner Bell Time without one commercial announcement

737 ORGANIZATIONS SERVED IN ONE YEAR

Dinner Bell Time originated on WLS 26 years ago this week. It was—and is—a farm service program, to bring to the people of the Midwest and of the Nation, information on matters of greatest value; assistance in any case where aid is needed; entertainment of the kind we know to be of greatest interest. It has always been broadcast at the noon hour most convenient for home listening—it is a purely sustaining service—in all its 26 years, it has never carried one minute of commercial advertising.

The 737 names listed here are the organizations and events Dinner Bell Time was privileged to serve in 1949—a powerful demonstration of just what one WLS program does for agriculture and community life in the wide area its clear channel signal penetrates.

Some of the 800 Indiana Rural Youth members listening to the special Dinner Bell broadcast and Prairie Farmer-WLS awards presentation at their annual meeting at Purdue University.

WLS DINNER BELL TIME SERVED THESE . . .
SHOWS THAT SELL + X = $

Yes... X is the new Associated Program Merchandising Service

A complete modern package of unique (1) powerful sales helps, (2) dynamic promotion aids, and (3) profitable merchandising tips. Another plus value for all Associated library subscribers.

1 THE SHOW SELLER
... it sells shows

your own personalized sales presentation for your Associated shows. There is a special spot for your price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
... it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there's one for each Show Seller—includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
... it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE
A terrific NEW income-producing medium from...

Associated

ASSOCIATED PROGRAM SERVICE 151 WEST 46th STREET NEW YORK 19, N. Y.
Advance Registration, NAB Management Conference

(Continued from page 10)

Dolph, Robert H., KFTM Ft. Morgan, Colo.
Donato, Nat. V., C. P. MacGregor Co., New York
Dorrance, Dick. O'Brien & Dorrance.
Donnell, William, Edward Petry & Co., Chicago
Duckett, Carl E., WBOB Galax, Va.
Duvall, T. W., KGIX Springfield, Mo.

E
Eagan, R. Russell, Kirkland, Fleming, Green & Martin, Washington
Eckert, J. and E. Mann, Bruce Eells & Assoc., Inc., Hollywood
Egglesfield, John, WMC Memphis. Tenn.
Elia, Don S., WWCN Asheville, N. C.
e, Paul, KKNH Des Moines, Iowa
Ellin, Wendenell, KGNO Dodge City, Kan.
Ellis, Girard D., Columbia Transcriptions—Div. of Columbia Records Inc., Chicago
Eppel, Raymond V., KORN Mitchell, S. D.
Esa, John, KUTL Tula., Okla.
Ezekiel, Harold, WJSJ Winston-Salem, N. C.
Evans, Charles N., Transcription Sales Inc., Springfield, Ohio
Evans, C. Richard, KSL Salt Lake City, Utah
Evans, T. L., KCMO Kansas City, Mo.
Evans, Ralph, WOC Davenport, Iowa

F
Fante, S. Jr., KELO Sioux Falls, S. D.
Fay, William, WHAM Rochester, N. Y.
Field, George T., Employers Reinsurance Corp., Chicago
Felix, Edgar, DuMont Laboratories, Clifton, N. J.
Fellows, Harold E., WEEI Boston, Mass.
Pigram, Robert W., WTRF Bellaire, Ohio
Fishburn, J. Robt., Edward Petry & Co., Chicago
Fisher, Ben S., attorney, Washington Pitschmann, F. E., KYFR Bismarck, N. D.
Fombi, G. LaVerne, WQUA Moline, Ill.
Flanigan, E. Y., WSPD Toledo, Ohio
Poter, John P., WJAC Johnstown, Pa.
Poter, R. D., KWTX Springfield, Mo.
Prechter, George S., WPRF Wisconsin Rapids, Wis.
Prot, Frank, KBON Omaha, Neb.
Fulton, Harold, WHO Des Moines, Iowa

G
Gaines, Walt, WCMP Middlesboro, Ky.
Gamble, Edmund R., WBTB Batavia, N. Y.
Gaul, Raymond A., WRAW Reading, Pa.
Gibbons, Tom E., WAFB Baton Rouge.
Gilbert, Calen G., KGKR Long Beach, Cali.
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington, D.C.
Gillin, John J. W., WWMF Washington, D.C.
Goldman, Simon, WJTN Jamestown, N. Y.
Goodwin, Harry D., WJUR Newark, N. J.
Gooding, Kenneth D., KRES St. Joseph, Mo.
Gordon, K. K., KTHD Dubuque, Iowa
Grauel, Hugh, World Broadcasting System, New York
Green, Malcolm, WOJS Owego, N. Y.
Griff, John J., KTUL Tulsa, Okla.
Grove, William C., KFBC Cheyenne, Wyo.
Guilickson, Charlie, WDBX Chattanooga, Tenn.
Giver, R. Sanford, WBMP Danville, Va.

H
Hagan, James A., WWNC Asheville, N. C.
Hairst, John W., WHF10 Greenville, S. C.
Haley, Andrew G., Haley, McKenna & Wilson, Washington, D.C.
Hald, Edward E., CBS, New York
Hamilton, Ray V., Blackburn-Hamilton

Co., San Francisco
Hanna, Robert M., WQY Schenectady, N. Y.
Hannan, William A., Employers Reinsurance Corp., Kansas City, Mo.
Hartling, Donald, Edward Petry & Co., Chicago
Harkey, Harvey, Standard Rate & Data Service, Chicago
Harms, William, Edward Petry & Co., Chicago
Harrell, Arthur W., Chicago
Harris, Wible P., WJDX Jackson, Miss.
Harrison, Askins A., KSWM Joplin, Mo.
Harrison, Gerald, WMAS Springfield, Mass.
Hattenburger, E. K., KCMO Kansas City, Mo.
Havre, Ralph L., Broadcast Music Inc., New York
Huntington, Edward G., BOW TV New York
Hassett, Emmett Jr., KROS Clinton, Iowa
Haverlin, Carl, Broadcast Music Inc., New York
Hawkins, Lloyd, KTLT Longview, Tex.
Hedder, Miles, State of New York, Radio Bureau, Dept. of Commerce, Albany
Henninger, Harold H., WPFN Findlay, Ohio
Herman, Buell, Edward Petry & Co., Dallas, Tex.
Hershel, Joseph, WOW-TV Omaha, Neb.
Higgins, Hugh M. P., WMOA Marietta, Ohio
Hirsch, Oscar C., KFVS Cape Girardeau, Mo.
Hoffman, Karl B., WGR Buffalo, N. Y.
Holling, John, WUSA Washington, D.C.
Hollister, R. R., Colco Radio Co., Cedar Rapids, Iowa
Holm, William, WLPG La Salle, Ill.
Holme, Glen R., WPFG Green Bay, Wis.
Honea, B. B., WBAP Fort Worth, Tex.
Hooke, H. B., KGO Mason City, Iowa
Hooper, C. C. E., Hooper Inc., New York
Hopkins, A. R., RCA Victor, Camden, N. J.
Hospkins, Cecil B., WNNC Asheville, N. C.
Hough, Harold, WBAP Fort Worth, Tex.
Houston, E. J., KTRW Sioux City, Iowa
Huffam, Harry E., KZL Denver, Colo.
Hull, Richard C., WHB & Associates, New York
Husman, Walter E., KAMD Camden, Ark.
Hylow, John F., Transcription Sales Inc., Springfield, Ohio

J
Jacob, Lee W., KBKR Baker, Ore.
Jadassohn, Kurt, S. E. S. A. Inc., New York
Jasper, Bernard W., WCFM-AM Columbus, Ind.
Jeff, John C., WJOX Kokomo, Ind.
Johnson, Ray V., KSLA Salina, Kan.
Jett, J. E., WMAR Baltimore, Md.
Jones, George R., C. P. MacGregor Co., Hollywood
Jones, Robert B., Jr., KHRM Oklahoma City.
Jorgensen, Otto, WHB & Associates, New York
Jorgensen, Norman E., Kjerger & Jorgensen, Washington

K
Kapner, Leonad, WCAE Pittsburgh, Pa.
Kars, Adna, Transcription Sales Inc., Springfield, Ohio
Kaye, Sydney M., Broadcast Music Inc., New York
Kelly, Bob, Robert S. Keller Inc., New York
Kelley, A. Boyd, KTRN Wichita Falls, Tex.
Kelley, F. J., WTPS St. Petersburg, Fla.
Kelley, Gaines, WPMF-TV Greensboro, N. C.
Kelly, Ewing C., KCRA Sacramento, Calif.
Kemp, William T., KVER Albuquerque, N. M.
Ketchum, George, Edward Petry & Co., St. Louis
Kenn, Dale E., KGAR Garden City, Kans.

(Continued on page 18)
22 NETWORKS
2082 AM RADIO STATIONS
394 FM RADIO STATIONS
94 TELEVISION STATIONS
150 CANADIAN RADIO STATIONS
1362 MUSIC PUBLISHERS and their Composers and Authors

(as of April 1, 1950)
This summer, plant your product in the sun!

Use WCCO to cultivate your customers all Summer long (as well as all year round) and you'll find Summer-time in the Northwest is a hot time for making sure your sales grow.

During June, July and August, retail sales in WCCO territory are in full bloom (more than $686,000,000). Listening is way up (in the Twin Cities WCCO's Summer daytime Hooper averages 6.5). And the Summer cost-per-thousand is way down (it's dropped 29.8% since 1946)!

No wonder last year 60 national spot and local sponsors (25% more than the year before) used WCCO all year round. Many for the 10th straight year.

Call us about a hot WCCO sales-personality (like Stewart MacPherson, for example). You'll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul WCCO
50,000 watts · 830 kilocycles
Represented by Radio Sales