Load-pullers

There's one station in Baltimore that works like an ox for you. That's W.IT.H, the BIG independent that covers America's sixth largest city like a tent.

W.IT.H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W.IT.H delivers more listeners-per-dollar than any other station in town. It's the real bargain buy.

W.IT.H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley- Reed man and get the W.IT.H story.

Tom Tinsley, President - Represented by Headley-Reed
BACK IN 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies "home" to hear the WLS National Barn Dance. As Mrs. Johnson recalls, "Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.'"

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

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

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

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

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

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

ADVERTISERS, TOO—local, national, spot, and network—share new advantages from this reinforced identity between the network and its San Francisco outlet. For instance, more than 900 advertisements promoting the full KCBS-CBS program schedule are now appearing in every newspaper throughout the entire KCBS 50-100% BMB Audience Area.

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

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

"COLUMBIA’S KEY TO THE GOLDEN GATE"  
5,000 watts, 740 kilocycles. Columbia Owned—Represented by Radio Sales
**Upcoming**

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

(Other Upcomings on page 193)

**SLOAN AWARDS WINNERS**

CBS, NBC and six stations selected for 1948 Alfred P. Sloan Radio Awards for public service in highway safety, Automotive Safety Foundation announced Friday. "No Escape," in Electric Auto-Lite Co.'s Suspend series on CBS, rated best commercial show on traffic safety theme while NBC's "Death on a Week-end" won first place in sustaining category.

Stations named for awards: KNZU Houston, WING Dayton, and WFDF Flint in commercial class, and WJTN Jamestown, N. Y., first in sustaining group. KOIN Portland, Ore., and WNAX Yankton, S. D., won honorable mention for sustainers. Awards to be presented at April 26 dinner in New York.

**Business Briefly**

ADMIRAL PLANS • Admiral Corp., New York, expected to sign with ABC-TV for sponsorship of first half of TV version of "Stop the Orange," which starts stage; Sun., 9-9 p.m.


IRE-NAB MEET APPROVED

BROADCAST Group of Institute of Radio Engineers voted Thursday night at Stevens Hotel, Chicago, to hold joint annual meeting with NAB engineers. Group completed plans for organization of IRE satellite. Postcard survey showed 90% of IRE broadcast engineers interested in forming this division, and 75% favored consolidated organization of NAB and IRE broadcast meetings. Attending meeting of administrative committee were: Orrin W. Towner, WHAS Louisville, chairman; R. Morris Pierce, Good Will Stations; R. J. Rockwell, WLW Cincinnati; Wm. E. Lodge, CBS; Frank Marx, ABC; Vernon Anderson, consultant.

**White New MBS Head; Kobak Consultant**

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

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

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

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

Thomas O’Neill, Yankee Network president, succeeded Mr. Streibert in board vice chairmanship.

Mr. White

Mr. White said:

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

Mr. Kobak asserted:

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

All network officers below presidency were re-elected: E. M. Antrim, Chicago, secretary; James E. Wallen, New York, treasurer, controller and assistant secretary; Vice Presidents Z. C. Barnes, New York, in charge of sales; Robert A. Schmid, New York, in charge of program sales; A. A. Schechter, New York, in charge of news, special events and publicity; E. P. H. James, New York, in charge of advertising, which starts May 1, and bonus provisions, and A. N. Hult, Chicago, in charge of Midwest operations; Engineering Director E. M. Johnson.

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

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

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

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

**Closed Circuit**

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

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

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

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

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

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

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

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

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

Page 4 • April 11, 1949
The World's BEST Customer...

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

The
"WOW-LAND" FARMER!

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

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

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

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

RADIO STATION
WOW
OMAHA, NEBRASKA
590 KC - NBC - 5000 WATS
Owner and Operator of
KODY AT NORTH PLATTE

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

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

Mr. Elmer Knopf
Radio Station WFDF
Flint, Michigan

Dear Sirs,

If you recall, last Thursday, January 27th, I requested that you advertise a sprayer for sale on your Farm Program. This announcement came over the air at approximately 6:30 A.M. and the sprayer was sold, at exactly the price advertised, by 8:00 A.M., the same day.

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

Yours very truly,

G. A. Clark
4806 Davison Road
WFDF

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

910 Kilocycles
WEDE
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

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

Page 6 • April 11, 1949

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Broadcasting Telecasting

Published Weekly by Broadcasting Publications, Inc.


IN THIS ISSUE . . .

NAB Management Conference Opens . . .
Engineering Conference Held . . .
Buyers' Market Challenge Cited at AAR . . .
Stroking Blasts Conference . . .
NABAA Group to Meet . . .
Power Costing Bill Introduced . . .
'Globe-Democrat' Buys KFVD Shore . . .
New York-Chicago Co-ax Time Allotted . . .
ET Business Increases . . .
Record War Includes Radio . . .
WFDF Sales Reported . . .
Peron Re-elected . . .
Network '42 Gross Shows Tightening . . .
Feeds, Drugs Top Spot Buying . . .
SMPE Covers Film, TV . . .
Radio Ads Increase . . .

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxes; Public Interest
Third issue: Trends Survey
Fourth issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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260 Park Ave., Zone 17, Plaza 5-5055
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HOLLYWOOD BUREAU

369 N. Michigan Ave., Zone 14, Central 6-4118
William L. Thompson, Manager; Jane Pinkerton.

CHICAGO BUREAU

1417 N. Michigan Ave., Zone 16, Central 6-4118
William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU

2215 Hollywood and Vine, Zone 21, Planta 6-4118
David Glidmore, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor; Ann August.

TORONTO

417 Harbour Commission Bldg. Еlgim 0725
James Montagne.

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

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

BROADCASTING • Telecasting
It's a great new WORLD LIBRARY!

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

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

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

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

REGISTER!

COMMERCIAL ...on 8 Great Counts!

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

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

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

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

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

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

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

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

"The Sponsored Library"

WORLD PROGRAM SERVICE LIBRARY

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

500-501, HOTEL STEVENS, CHICAGO

BROADCASTING * Telecasting

April 11, 1949 * Page 9
Brother, the four network Here audience as indicate The percentage expensive. Inexpensive? tuned for the three other independent growth use per that Their of the nation's leading national WMLO is 104 cents Milwaukee, of greaters exceed WMLO's audience. of favorite programs 172 listening women. homemaker's. to be WMLO's favorite to be WMLO's favorite ads to be WMLO's favorite to be WMLO's favorite ads to be WMLO's favorite ads

Advance Registration, NAB Management Conference

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

A
Adams, Rolland L., WGPA, Bethlehem, Pa., ST.
Adler, Herbert V., Columbia Broadcasting System, New York, ST.
Adlerman, Fred W., Dow, Lohman & Albertson, Washington, D.C., ST.
Abinger, Albert H., WCOL, Columbus, Ohio, ST.
Aldridge, Mahlon R., Jr., KFRI, Columbus, Mo., ST.
Albright, G. F., WKBV, Richmond, Ind., Co.
Alexander, John, KODY, North Platte, Neb., ST.
Alpiner, J. V., Canadian Assn. of Broadcasters, ST.
Allen, W. H., KALB, Alexandria, La., ST.
Anderson, NBC, New York, N. Y., ST.
Arnoux, John H., WMUB, Anderson, Ind., ST.
Ash, Leonard L., WPTV, Albany, N. Y., ST.
Atkins, Don, WBEN, Chicago, ST.
Autenrieth, Josiah W., Jr., WKAM, Hanover, Pa., ST.
Avery, Lewis H., Avery-Knox, Inc., ST.
Axtot, Bailey C., WNET, Topeka, Kans., ST.

B
Bacus, Roy, WRAP Fort Worth, Tex., ST.
Baker, Phillip M., Baker and Thompson, Washington, D.C., ST.
Baker, John W., WRAP Seattle, ST.
Baker, Roger M., WKBJ Buffalo, N. Y., ST.
Baker, William E., WERK, Indianapolis, Ind., ST.
Ballard, John, WLAP, Lexington, Ky., ST.
Banks, Dolly, WHAT, Philadelphia, ST.
Banks, William A., WTOP, Norfolk, Va., ST.
Banks, Hugh, WRJ, Des Moines, Iowa, ST.
Bare, John D., WHUR, Hanover, Pa., ST.
Barnes, Maurice R., Barnes & Nelson, Washington, D.C., ST.
Barnett, Wafe, NBC, New York, ST.
Barhart, Charles, WHMD Peoria, Ill., ST.
Baskerville, Charles, WFLA, Tampa, FL.
Beach, Thomas N., WNTS, Birmingham, Ala., ST.
Beatty, J. Frank, Broadcasting, Wash., D.C., ST.
Beaver, C. K., KTBS, Shreveport, La., ST.
Becker, Aurilia S., WTVI Cleveland, Ohio, MD, ST.
Bellard, O. H. "Jim," WPCH, Pittsburgh, Pa., ST.
Bellamy, Sam H., KMBC Kansas City, Mo., ST.
Bender, Roger G., WAKR Akron, ST.
Bernard, Joe, KOMA Oklahoma City, ST.
Bernstein, Fred L., WTTM, Trenton, N. J., ST.
Biddle, Hugh M., New York, N. Y., ST.
Biddle, Richard B., WLYN, Shreveport, La., ST.
Bill, Edgar L., WMKB, Peoria, Ill., ST.
Bill, R. D., WLSH, Mattoon, Ill., ST.
Bingham, George W., WKPI Poughkeepsie, N. Y., ST.
Bixby, Tans, Jr., KEKH, Muskegee, Okla., Ok., ST.
Black, Elizabeth, The Joseph Katz Co., New York City, ST.
Blackman, E. G., WLAC Nashville, ST.
Blair, John F., John Blair and Co., Chicago, Ill., ST.
Bloomquist, Carl, WDWM Superior, Wis., ST.
Bolling, George W., The Bolling Co., New York, ST.
Bolling, Robert H., The Bolling Co., New York, ST.
Bondurant, Hale, WJBC Bloomington, Ill., ST.
Bonebrake, Matthew H., KOCY Oklahoma City, Ok., ST.
Booth, John S., WCHJ Chambersburg, Pa., ST.
Borland, R. D., WKV, Cleveland, ST.
Boswick, T. N., KWIX, Tex., Tex., ST.
Bowden, J. L., WKBN Youngstown, Ohio, ST.
Boyd, Gerald F., WPAY, Portsmouth, Ohio, ST.
Brandt, Otto P., ABC, New York, ST.
Breiter, Joseph L., White Silver Spring, Md., ST.
Breeden, Edward, KVFD Fort Dodge, Iowa, ST.
Brennan, H. W., WKJY Pittsburgh, ST.
Brehterton, Thomas S., WTOL Toledo, OH., ST.
Bueser, Leslie R., Jr., WTJS Jackson, Tenn., ST.
Brooks, W., Emmett, WRBJ, Breton, Ala., ST.
Brown, Carleton D., WTVL, Water- ville, Mo., ST.
Brown, J. A., Compton Advertising, New York, N. Y., ST.
Brown, Kenyon, KXWT, Wichita Falls, Tex., ST.
Buchheim, John H., WJHJ Pittsburgh, ST.
Buclaw, E. W., KNX Los Angeles, ST.
Buckley, Richard J., Richard and Co., New York, ST.
Burford, Pat, KOQY Oklahoma City, ST.
Buning, John, WHO Orlando, Fla., ST.
Bunty, Harry S., ST.
Burgan, George L., WHDF, Houghton, Mich., ST.
Burk, Sam A., KIRK Kirkville, Mo., ST.
Burke, Charles G., KFPO Fargo, N. D., ST.
Burke, Harry, KZIMA, Columbus, Ohio, ST.
Burkland, Carl, CBS, New York, N. Y., ST.
Bryan, Robert J., WDN Danville, Ill., ST.
Burrell, M. W., Collins Radio Co., Cedar Rapids, ST.
Burton, J. A., WBLC Music, Ind., ST.
Burton, Robert, Broadcast Music Inc., New York, N. Y., ST.
Butler, Edward W., KBUN Bemidji, Minn., ST.
Byrne, Louis, KVM, Magnolia, Ark., ST.

C
Cagle, Gene L., KFJJ Fort Worth, Tex., ST.
Caldwell, Louis, KXRT, Framingham, Mass., ST.
Caldwell, George, D. W., KXRA, Kansas City, Mo., ST.
Campbell, Dick, KOMA Tulsa, ST.
Campbell, Martin B., WFAL, Dallas, ST.
Campbell, Wendell, KMMO, ST., Louis, ST.
Carpenter, James D., WKBB, Dubuque, Iowa, ST.
Carpenter, Harry K., WKHI Cleveland, ST.
Carpenter, Murray, WPOR Portland, Me., ST.
Carr, Robert N., WOR New York City, ST.
Carr, Eugene, WHBQ Canton, Ohio, ST.
Carrington, C. WMR, WMUR Manchester, N. H., ST.
Cash, Norman, NBC, New York City, ST.
Cash, George C., KCON, Vancouver, B. C., ST.
Chase, Ted, WHMJ Jacksonville, Fla., ST.
Chapman, Jack B., KTSU El Paso, Tex., ST.
Chappell, Edward A., WKPI Pough- keepsie, N. Y., ST.
Church, Arthur, AMBC Kansas City, Mo., ST.
Churchill, Clinton H., Jr., WKBB Buffalo, N. Y., ST.
Clarke, Robert J., Columbia Transcripts, New York, ST.
Clay, Henry B., WKII Shreveport, La., ST.
Clay, George W., The Bolling Co., New York City, ST.
Cline, Neil, KTBS, Shreveport, La., ST.
Clohessy, Henry, Compton Advertising, Inc., New York, ST.
Clother, Howard, WBBR Buffalo, N. Y., ST.
Cohn, Grover C., KGBV Great Bend, Kan., ST.
Cohn, Marcus Cohn and Marks, Washington, D.C., ST.
Coleman, George D., WGRB Scranton, Pa., ST.
Crane, James W., WKFS Alexandria, Va., ST.
Collins, J. R., American Society of Composers, Authors and Publishers, New York, ST.
Conrad, Francis H., ABC, Hollywood, Calif., ST.
Cogan, Helen T., KGBV Great Bend, Kan., ST.
Cogan, James A., KGBV Great Bend, Kan., ST.
Cook, Charles R., WPAB, Herin, III., ST.
Cook, George J., WCJ Chicago, Ill., ST.
Cook, Nathan W., WIBX Utica, N. Y., ST.
Coons, Clyde F., KARM Preston, Calif., ST.
Covington, G. W. Jr., WCOV Montgomery, Ala., ST.
Cox, James L., Broadcast Music Inc., New York, ST.
Craig, W. E., WLBTC, Mt. Airy, ST.
Cranston, George, WPAP, Fort Worth, Tex., ST.
Creeliss, Guy R., WGBF Evansville, Ind., ST.
Criff, Wayne W., KJMN Hamilton, Mo., ST.
Crisler, Richard C., Transit Radio, Cin-

WLO
1000 WATTS ON 1290
Represented by ForJoe

WHAT CAN $5 BUY IN RADIO?

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

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

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

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

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

Brother, can you spare a nickel?

(Continued on page 14)
WJW to broadcast
CLEVELAND INDIANS
BASEBALL GAMES
AM/FM At Home and Away

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

STATION RATINGS
during the 1948 Baseball Season

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

BILLY O'NEIL, President
Blessed event...

1923

When WMC was born to the Commercial Appeal back in 1923, the Memphis NBC outlet felt heir to all the prestige and dignity that comes with one hundred and nine years of loyal and faithful service to the people of Memphis and the Mid-South. What a blessed event! — for you — the advertiser, and the 499,379 radio families who await your message!
Our Mr. Jamison sums it up...

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

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

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

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

Mr. Jamison's remarks were so well received we thought we'd pass them along from one convention to another.
In her twenty years with JWT, "Lin" has earned a nation-wide reputation as an authority on radio research, as a booster for radio in all its forms, as an interesting lecturer, and as a member of the BMB Board and NAB and AAAA Committees. Today the William G. Rombeau rep adds to her laurels a membership in the Patrons and a tract of land in the heart of Patroonland.

**Patron**

Aristocratic Landholder of the Hudson Valley

The Fact of the week

Soon no station in the nation more powerful than WPTR!

Buy choice availabilities NOW and enjoy pleasant low rates for 52 weeks.

SOON

50,000 Watts

Night and Day

Represented by RAMBEAU

ALBANY—SCHENECTADY—TROY

PATRON BROADCASTING CO., ALBANY, N. Y.

Page 16 • April 11, 1949
# Hooper Station Listening Index

<table>
<thead>
<tr>
<th>TIME</th>
<th>KRNT 4</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 A.M.-12:00 N.M.</td>
<td>42.2</td>
<td>4.3</td>
<td>4.3</td>
<td>20.8</td>
<td>3.9</td>
<td>22.3</td>
</tr>
<tr>
<td>12:00 N.M.-6:00 A.M.</td>
<td>44.6</td>
<td>6.9</td>
<td>3.6</td>
<td>10.1</td>
<td>2.9</td>
<td>30.3</td>
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<tr>
<td>Tuesday thru Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 A.M.-12:00 N.M.</td>
<td>27.7</td>
<td>5.7</td>
<td>4.8</td>
<td>23.4</td>
<td>4.7</td>
<td>33.2</td>
</tr>
<tr>
<td>12:00 N.M.-6:00 A.M.</td>
<td>21.1</td>
<td>20.7</td>
<td>14.6</td>
<td>11.5</td>
<td>9.9</td>
<td>19.5</td>
</tr>
<tr>
<td>Sunday</td>
<td>29.0</td>
<td>8.2</td>
<td>6.4</td>
<td>20.7</td>
<td>14.4</td>
<td>19.3</td>
</tr>
<tr>
<td><strong>TOTAL RATED TIME PERIODS</strong></td>
<td><strong>34.6</strong></td>
<td><strong>6.9</strong></td>
<td><strong>5.1</strong></td>
<td><strong>18.3</strong></td>
<td><strong>5.1</strong></td>
<td><strong>28.6</strong></td>
</tr>
</tbody>
</table>

**For obvious reasons, buy KRNT...**

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

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

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

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

Invention...showmanship...initiative.

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

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

If you need a radio program, you can be sure that CBS has it for you—for the best new programs will continue to come from the Columbia Broadcasting System.
Laskey, Philip G., KSFO-KPIX San Francisco, ST.
Laubengayler, R. J., KSAL Salina, Kan.
Lawton, Sherman P., University of Oklahoma, Norman, Okla.
Leslie, James C., KTUL Tulsa, ST.
Levin, N., WABC New York, NY.
Levinson, Harry R., WRJ Racine, Wis.
Lewin, Miss Era, KGNC Amarillo, ST.
Linder, H. W., KWLM Willmar, Minn.
Lindow, Lester W., WFDF Flint
Lindsey, Meril, WSKY Decatur, Ill.
Little, Lee, KTUG Tucson, Ariz.
Livesay, J. R., WHSL Marion, Ind.
Locke, C. B., KFDM Beaumont
Loeb, William B., Columbia Broadcasting System, New York
Lohnes, Horace L., Dow, Lohnes & Albertson, Wash., D.C.
Long, Bert, Associated Program Service, New York
Lowry, Paul A., WHO Des Moines, ST.
Lucy, James O., Jr., J. Walter Thompson Co., New York, ST.
Lucy, Calvin, WAVA Richmond, Va.

MacLeod, E. F., WCGA, Gainesville, Ga., ST.
McAlister, Bert, K R P L Moscow, Idaho, ST.
McAlister, R. B., KICA Clovis, N. M., ST.
McAndrew, William R., WRC Washington, ST.
McClure, Kenneth N., WTGY Rock Hill, S. C., ST.
McClure, J. Warren, KILO Grand Forks, N. D.
McConnell, C. Bruce, WHBU Anderson, Ind.
McConnell, James V. NBC, New York
McConnell, R. B., WHBU Anderson, Ind.
McCormick, John, WTAM Cleveland, Ohio
McCoy, Arthur, Avery-Knodel Inc.
McCragen, Arthur, WGPB Bethlehem, Pa., ST.
McCullough, Tom, W M B Miami Beach, ST.
McCurry, L. L., KAUS Austin, Minn., ST.
Mcdonough, Thomas, CBS, New York, ST.
Mcdonald, John, Associated Program Service, New York
Meador, Robert Martin, Jr., WKhJ Columbus, Tenn.
Mekias, Etiar J., WKOX Moorhead, Minn., ST.
McKenna, James A. Jr., Haley, Mc-
Kenna & Wilkinson, Washington
McKenna, Mary, Benton & Bowles, New York
McMurtry, Emmet H., WJFR Greenville, Miss., ST.
McNally, W. J., WTVN Minneapolis
McBain, Bob, WBCI Columbus, Miss., ST.
Mclean, Henry, WYNN Louisville, ST.
Black, W. D. WIBN Lima, Ohio, ST.
Mclain, Robert B., WFMY Youngstown, Ohio
Mclanahan, John S., WPNJ Topeka, ST.
Mclanahan, Douglas L., WJBO Baton Rouge, La., ST.
Mergel, Manuel M., KVOX Moorhead, Minn., ST.
Margraf, Gustav B., National Broadcast-
ing, New York, N. Y.
Mark, S. Carl, WTMN Trenton, ST.
Martin, Leon H., Cohn and Marks, Wash-
ings
Martin, Al, Broadcast Music Inc., New York, ST.
Mcintosh, Maynard, Frederick W., Ziv Co., Holly-
wood, Calif.
Mather, W. S., WRFN Topeka, ST.
Mather, Robert T., WQX Marion, Ohio
Mathews, Joseph, WJZJ Montgomery, Ala.
Mattaway, I., Radio Television Publicity
Corp., Chicago
Matthews, Joseph B., WIKR West Palm Beach
Mcdonald, W. D., KPCP Port Arthur, Tex.
Mckee, Edward W., KMA Shenandoah, Iowa, ST.
Mckinzie, Alice P., KFLR Rochester, Minn.
Macey, John F., KSMT Mankato, Minn.

ST-Sedona Hotel; SF-Palmer House;
B-Birmingham; D-Drake; AK-Ambas-
dor East; BL-Blackstone.
A GREAT NEW
ZIV PRODUCTION
O. Henry's Famous Robin Hood of the Range
RED-BLOODED ADVENTURE!
ACTION-PACKED!
GUN-FILLED DRAMA!
PRESENTS AN EXCITING NEW DRAMATIC PROGRAM WITH A

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

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

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

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

MOST SENSATIONAL SUCCESS STORY EVER OFFERED FOR LOCAL SPONSORSHIP!

Interstate Bakeries (1948 gross: $58,724,649) say:

"The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for six additional years."


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

LONG-RUN GUARANTEED!

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

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

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

"THE CISCO KID"

O. Henry's Famous Robin Hood of the Range

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

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD * CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

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

A

GREATER VOICE

AND A

GREATER BUY!

in the DETROIT area

★

50,000 WATTS

at 800 Kc.

JUNE 1949

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

CKLW

Guardian Building, Detroit 26 • J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

H. N. Stovin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM

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

Rowan, B. J., WGY Schenectady, N. Y.
Rudolph, Rudy, C. P. MacGregor Electrical Transcriptions, Hollywood, ST.
Runnerstrom, Robert O., WCOL Columbus, Ohio
Russell, Frank M., WRC Washington, D.C.
Russell, Percy E., Jr., Kirckland, Fleming, Allen & Ellis, Washington
Ryan, William B., KFIA Los Angeles, ST.
Ryder, J. Maxim, WBBY Waterbury, Conn.

S

Stadder, Owen, KMA Shenandoah, Iowa
Safford, Harold A., WLS Chicago
Sambrook, A. D. Freideric W. Ziv Co., New York
Sampson, Robert M., WSAI Cincinnati
Sanders, Albert, WMAD Madison, Ga.
Sanders, Ernie, WOC Davenport, Iowa
Sanger, Elliott M., WQXR New York
Saunmey, J. Dudley, WIS Columbia, S. C.
Scanlan, Elenore, BBDO, New York
Schepp, Rex, KPHO Phoenix, Ariz.
Seiber, Jacob, F., WWIB Benton Harbor, Mich.
Schilling, John T., WBB Kansas City, Mo.
Schiipis, Frederick C., KFAM-FM
Selbst, Leo J., KSUM Farmington, Minn.
Seng, Eugene, WJIL Jackson, Miss.
Scribner, C. Collins, Radio Co.
Cedar Rapids, Iowa
Seville, A. G., WYTL Kannapolis, N.C.
Shafter, Roger A., WSPA Spartanburg, S. C.
Shatto, Richard, WIS Columbus, Ohio
Shaw, Glenn, KLK Oakland, Calif.
Sherrill, T. Rodney, A. C. Nielsen Co.
Chicago
Shein, Alice, WTB Williamson, W. Va.
Sheilds, Arthur T., WLDY Ladysmith, Wis.
Sheils, Victor A., WHAS Louisville
Shumon, Ernest, WBBM Chicago
Shuster, James W., Silver Screen, Frank, BBDIO, New York
Simonds, Lincoln F., Weed & Co., ST.
Singh, Charles, WHAM Rochester, N.Y.
Skinnell, Julian F., WBRR Philadelphia
Slavich, H. W., WMC Memphis, Tenn.
Slome, John, American Radio Publications Inc.
Smith, David V., WDAE Tampa, Fla.
Smith, Calvin J., KFAC Los Angeles
Smith, Clyde H., KEEL Lubbock, Tex.
Smith, Earl H., WLC Batton Rouge
Smith, Frank R., WBVP Beaver Falls, Pa.
Smith, J. Kelly, Columbus Broadcasting System, New York
Smith M. D., 3rd, WBRC Birmingham, Ala.
Smith T. A., RCA Camden, N.J.
Snyder, John M., WFBG Altoona, Pa.
Snyder, Robert E. J., KXIC Iowa City
Snyder, Glenn, WHM Davenport, Iowa
Sousley, Frank W., WLS Chicago
Sousley, O. P., KFIR Twin Falls, Idaho
Sowell, F. C., WLC Lincoln, N. B.
Sparron, Ken, Broadcast Music Inc., New York
Speck, J. H., KCNC Ft. Worth, Tex.

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

DU MONT
Type TA-124-B
Image Orthicon Chains

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

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

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

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

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

ALLEN B. DU MONT LABORATORIES, INC.

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. • GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. • PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATerson, N. J.
“Have a wonderful time”

TAKE 13 WEEKS WITH PAY...ON WCCO

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

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

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

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

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

50,000 watts

WCCO
Minneapolis-St. Paul • CBS
Represented by RADIO SALES

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

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

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

On All Accounts

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

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

A native Chicagoland, Carol spent six of her early years in Oakland, Calif., where she was impressed by two things—the smoothness of her fledgling's voice and of singer Tony Martin, a family friend. Returning to Chicago, she was enrolled in elementary school and a ballet course. The latter continued spasmodically for nine years.

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

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

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

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

Feature of the Week

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

* * *

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

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

As a direct result of its radio program.

(Continued on page 38)

ANOTHER SERVICE TO OUR LISTENERS AND OUR ADVERTISERS

WSAM WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF

SAGINAW BAY CITY MIDLAND AND THE RICH

SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE

HEADLEY-REED CO.

SAGINAW, MICH.

1400 ON YOUR DIAL

RADIO BUILDING

NBC WSAM 1400

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

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

On the coast you can't get away from ABC

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

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

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

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • Circle 7-5700
DETROIT: 1700 Stroh Building • Cherry 8321
CHICAGO: 20 North Wacker Drive • DELaware 1900
LOS ANGELES: 6563 Sunset Boulevard • HUDson 2-3141
SAN FRANCISCO: 155 Montgomery Street • EXbrook 2-6544
There's no place like WRNL's new home!

Yes! After many long months of our great "Radio Center" the South is open and in operation.

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

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

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

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

Represented by
EDWARD PETRY & CO., INC.

5,000 Watt
ABC Affiliate

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

Wagner, William D., WHO Des Moines, Iowa
Walter, John M., WJFG Green Bay, Wis.
Wirtz, William F., WJFG Green Bay, Wis.
Wardell, J. Gordon, KGBK Springfield, Mo., St.
Wardell, Leslie F., KXRE Warreneton, Mo.
War, William E., KEBI Council Bluffs, Iowa, St.
Warren, Charles C., WCCM Ashland, Ky.
Watson, W. W., BCA, Camden, N. J.
Waughs, Irving, WSN Nashville, Tenn.
Wedge, C. C., Weed & Co., New York
Weil, F. Granger, WTTD Port Huron, Mich.
Welch, Ralph N., WOY New York, St.
Weiss, Lewis Alon, KJH Hollywood, Fla.
Welsh, Vincent Avel, Welch, Mott & Morgan, Washington
Welsh, Jack, WWDJ Lynbrook, L., N. Y., St.
Wells, Keith G., KGBX Springfield, Mo.
Weltlow, R. W., WGY Schenectady, N. Y., St.
Wentworth, Ralph, Broadcast Music Inc., New York, N. Y.
Werner, A. Matt, WHIL Sheboygan, Wis.
Whaley, Storm, KOUA Sioux Springs, S. Dak.
Wheelahan, H., WSBM New Orleans, La.
Wheelbar, Bob, KHOZ Harrison, Ark.
Wheeling, Edward K., WEAG (FM) Evanston, Ill., St.
Wheeler, Lomene, C., WHEC Rochester, N. Y., St.
Whiting, Lee L., KEYD Minneapolis, Minn.
Whitlock, E. S., WRNL Richmond, Va.
Wilde, Gunnar O., WHIC Rochester, N. Y., St.
Wildes, H. C., WSYR Syracuse, N. Y., St.
Wilkins, J. P., KFBB Great Falls, Mont., St.
Wilkinson, Vernon L., Hale, McKenna & Wilkinson, Washington
Williams, Joe V., Jr., WDBX Chatanooga, Tenn., St.
Williams, John Park, Transcription Sales Inc., Springfield, Ohio
Williamson, W. F., Jr., WKID Youngstown, Ohio, St.
Winger, J. E., WLPX Lexington, Ky., St.
Windsor, Walter M., WGBA Columbus, Ga.
Winger, Earl Jr., WDOM Chattanooga, Tenn., St.
Winson, Harold R., WBYS Canton, Ill.
Winther, Harold A., KEYD Minneapolis, Minn.
Wollenhaupt, Arthur F., Wood, Phil., WXOW Madison, Wis., St.
Woodall, Allen M., WDKA Columbus, Ga.
Woodhouse, C. J., WINDN Durham, N. C.
Woodruff, J. W., Jr., WRBL Columbus, Ga., St.
Woody, James M., WMRF Lewiston, Me.
Wood, Wilfred W., WHO Des Moines, Iowa, St.
Woodward, F. R., KDKH Dubuque, Iowa
Woolley, Easton C., National Broadcasting Co., New York
Wooden, Hoyt R., WREK Memphis, Tenn.
Wyler, Karl O., KTSM, El Paso, Tex., St.

Y
Yee, Ed, KCHL Billings, Mont.
Young, Adam J., Jr., Adam J. Young Jr., Inc., New York
Young, William, Capitol Records Inc., Hollywood

Z
Zimmer, Graeme, WCSI Columbus, Ind., St.
Zeuner, G. R., KARK Little Rock, Ark., St.
Ziv, Frederick W., Frederick W. Ziv Co., Cincinnati

BROADCASTING  Telecasting
We Pay Our Respects to all you station men whose confidence in us and an idea made the Syndicate success story possible.

KBMY
Billings, Mont.
"...certainly pleased with the progress you are making. You can count on me to be an enthusiastic member of the Syndicate."

KUTA
Salt Lake City, Utah
"...very pleased with our association, and the excellent results obtained so far. Quality of production is superb."

WKNX
Saginaw, Mich
"...station's money is well spent when we can secure the top-notch shows you are producing.
Excellent work...something that radio was needed for a long time."

BROADCASTERS PROGRAM SYNDICATE
Cooperative Program Syndication Plan - under direction of

BRUCE ELLS & ASSOCIATES
2217 Maravilla Drive, Hollywood 28, California 90028

For membership information — and "Pat O'Brien", "Frontier Town", and "Adventures of Frank Race" audition records — write, wire or phone. A total weekly fee equal to your one-time national class-A quarter-hour rate entitles you to all these and future Syndicate programs. ★ ★ ★ ★
The Deems Taylor Show
Fine Music plus Authoritative Commentary
9:30 - 10:00 p.m.
5 Days a Week

Fine music is enjoyed by 29 million concertgoers in America each year. This Deems Taylor Show on WCFL—Chicago’s fine-music station—offers an excellent means of reaching the vast audience of music lovers in the Chicago area. It’s a most attractive buy budget-wise, too, thanks to WCFL’s economical rates. Contact WCFL in Chicago or your nearest Bolling Company representative.
Every so often the United Press asks stations using its news programs how many kinds of businesses sponsor them. And every time it does it learns that sponsorship has jumped up. » » » The last three surveys show how far up: from 77 to 115, and now to 178 — more than double the first total. » » » It's obvious why more and more businesses are sponsoring United Press programs. They're getting stations more and more listeners. **United Press**
This new 5-kw FM Transmitter

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

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

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

plus
gives you 20 kw ERP

... Economically

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Standard Pylons</th>
<th>RCA Pylon Transmitter</th>
<th>Type</th>
<th>Gain</th>
<th>No. Sections</th>
<th>Maximum Effective Radiated Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA 5-kw FM</td>
<td>BTF-5A</td>
<td>BF-11 A/B</td>
<td>1.5</td>
<td>1</td>
<td>7.5 kw</td>
</tr>
<tr>
<td>RCA 5-kw FM</td>
<td>BTF-5A</td>
<td>BF-12 A/B</td>
<td>3</td>
<td>2</td>
<td>15 kw</td>
</tr>
<tr>
<td>RCA 5-kw FM</td>
<td>BTF-5A</td>
<td>BF-14 A/B</td>
<td>6</td>
<td>4</td>
<td>30 kw</td>
</tr>
<tr>
<td>RCA 5-kw FM</td>
<td>BTF-5A</td>
<td>BF-18 A/B</td>
<td>12</td>
<td>8</td>
<td>60 kw</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Heavy-Duty Pylons</th>
<th>RCA Pylon Transmitter</th>
<th>Type</th>
<th>Gain</th>
<th>No. Sections</th>
<th>Maximum Effective Radiated Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>BTF-3A</td>
<td>BF-12 E/F</td>
<td>3</td>
<td>2</td>
<td>15 kw</td>
<td></td>
</tr>
<tr>
<td>BTF-3A</td>
<td>BF-14 C/D</td>
<td>6</td>
<td>4</td>
<td>30 kw</td>
<td></td>
</tr>
</tbody>
</table>

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

Naturally, it's the Piedmont-WSPA area.

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

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

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

And for the past 19 years, they've taken WSPA's advice on where to spend it.

WSPA is South Carolina's oldest station— dominant in 17 counties of the Carolina Piedmont.

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

Milestones

AT PARTY marking first anniversary of ABC's Stop the Music (1 to r): Harry Salter and Mark Goodson, co-owners (with Louis G. Cowan and Howard Con nell) of show; Mrs. Nicholas E. Keesey and Mr. Keesey, of the Lennen & Mitchell agency; Lewis Gruber, sales manager, F. Lorillard Co. (Old Gold cigarettes); Bert Parks, m.c. of program, and Thomas F. Doughten, Lennen & Mitchell.

- Herman Maxwell, account executive at WOR New York, has marked his 20th year with the station.
- Floyd Young of KFI Los Angeles has been honored "for his 13 years of unselfish duty to Southern California Agriculture Industry." Two hundred and twenty-five farm leaders, civic officials and KFI staffers were present at a testimonial luncheon. Mr. Young has been broadcasting nightily frost warnings to the fruit growers.
- John Harrington, WBBM Chicago news, sports and special events broadcaster, is celebrating his 14th year with the station.
- Larry Smith is observing his 24th year as a newscaster. Mr. Smith began his career at KYA San Francisco, and is now director of news and special events for KMPC Hollywood.
- ABC Romance of the Highways is celebrating its 14th year on the air.
- Helen Neville marked her second year of Helen Neville's Kitchen Parties on WKBW Buffalo with a gala open house kitchen party for her audience.
- William F. Malo, commercial manager of WDRC Hartford, Conn., is observing his 19th anniversary with the station this month.
- Cam Ritchie, program and production director of CKLW Windsor-Detroit, has marked 18 years with that station.

CHICAGO AUDIENCE FACTS

Saturday
2:00 to 6:00 PM
WIND ........ 1st
Network A ........ 2nd
Network B ........ 3rd
Network C ........ 4th
Network D ........ 5th

WIND 560 KC
24 hours a day

BROADCASTING * Telecasting
THIS YEAR send your master acetates to ALLIED.

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

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

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

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
Lively Session Expected as NAB Convention Opens

Statement to NAB Convention by Judge Justin Miller
NAB President

THIS is the 27th Annual Convention of the National Assn. of Broadcasters and the second to be conducted as a Management Conference. The response of the membership to the first such conference last year was so favorable that the Convention Sites and Policy Committee of the NAB Board inevitably decided to continue the conference method.

The Management Conference agenda accurately reflects the times. Four major problem areas will be tackled in panel sessions with ample time reserved for questions from the floor. The four general topics are: Sales (national and local), Cost Control, Public Relations at the Management Level, and Television. In addition, separate and comprehensive sessions will be devoted to the special problems of the Unaffiliated Stations and the FM stations.

In these times of change from a seller's to a buyer's market, complicated by rapid technological progress, particularly in television, the panels will discuss, in down-to-earth fashion, the problem of increasing and protecting radio revenues in a highly competitive era to maintain the level of income necessary to finance the orderly development of broadcasting's new and exciting services to the listener.

JUDGE MILLER

By J. FRANK BEATTY

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

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

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

Besides the papers and the exhibits of equipment and services, delegates discussed such industry problems as recording standards, status of 540 kc and latest developments in the NARBA situation.

These problems also came up at the Wednesday meeting of the NAB Engineering Executive Committee (see story page 45).

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

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

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

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

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

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

The answer is evident. Radio—and that embraces sound radio, plus TV—has momentum spawned by public acceptance. Other media, wise by dint of greater experience, perform are brittle and radio rides.

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

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

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

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

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

It has been established now that TV isn't going to sound the death knell of sound broadcasting. Broadcasters, until recently, have been sitting on their hands. They have been competing against themselves instead of against other media. The answer must be found in increased tune-in which means increased circulation. Certainly there will be the fight for survival by many stations, most of them newcomers. But they are stations that probably should not have been started in the first place. It's survival of the fittest. That's bitter medicine but that's the way it is under our free, competitive tenets.

Radio needs its wise heads now. It needs them in the business sphere as well as the regulatory. The NAB needs restyling to cope with the current tempo. Three years ago the networks were relegated to associate membership in NAB. We think the NAB and radio as a whole has suffered.

Whether networks should again be accorded "House of Lords" or automatic membership on the board we are not prepared to say. But there should be a means of eliminating the aid of executives of the networks, of the station representatives and of the transcribers in moulding the national policy of radio. Their stakes in radio are as important to the orderly development of the art. Mere representation on advisory committees is not enough in these times.

Radio has the brains, the momentum, and the opportunity to do the job, with sound radio and TV companion media. Together they swung an election last fall, when pollsters and pundits said it could not be done. Together they can swing American industry from the path of death to the road of new and growing radio.

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

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**Agenda for NAB Management Conference at Chicago April 10—13**

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

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

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

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

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

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

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

**Monday, April 10**

9 a.m.-5 p.m. Pre-Conference Registration

9 a.m.-5 p.m. Registration Exposition Hall

9:30 a.m.-5 p.m. Exhibits and Displays Exposition Hall and 5th Floor

Registration for These Sessions on Mezzanine Floor

Monday, April 11

9 a.m.-5 p.m. Registration Exposition Hall

9 a.m.-5 p.m. Exhibits and Displays Exposition Hall and 5th Floor

(Continued on page 183)
"ADVERTISING was made for a buyers' market—for a time when goods need to be sold."

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

Mr. Goshorn said "the shift from a sellers' market to a buyers' market will come, and in some fields it has already come, with the shock of the shift of a Notre Dame back.

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

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

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

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

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

Theme of Meeting

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

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

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

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

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

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

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

His aim, and that of social sciences, he said, was "to build a science of marketing."

Radio was instrumental in the Advertising Council's campaigns for 1948. T. S. Reppier, president of the Advertising Council, said in his report to AAAA members, "Radio listener impressions on Council campaigns totalled 14,750,- 000,000—an increase of 336,000,000 over 1947," he said. The campaigns included: Stop Accidents, Forest Fires, U. S. Savings Bonds, CARE food packages, Red Cross, Nurse Recruiting, Fight Tuberculosis and Improve Our Schools.

"In radio, the support is consistently heavy," Mr. Reppier said. "As of March 31, messages on the American Economic System Campaign have been carried by 153 commercial and 480 sustaining network programs, resulting in more than one billion listener impressions. The dollar value of the radio support on the campaign thus far is $863,580.60."

Henry E. Abt, president of the Brand Names Foundation said that more than 825 daytime radio commentators "provide an aggregate of around $6,000,000 worth of radio time per year for the weekly Radio Flashes scripts," which are prepared by the Foundation.

Elton Borton, president, Advertising Progress Report of America, Charles E. Collier, executive vice president, Advertising Association of the West; Dr. Kenneth Danger, director, Committee on Consumer Relations In Advertising Inc., and Edward L. Greene, general manager of Better Business Bureau, each reported to the AAAA on the work of their organizations during the Thursday session, "The Public Relations of Advertising."

Report on TV

Dr. Peter Langhoff's "Television Progress Report" was greeted with a barrage of questions in a closed discussion session following his talk. Dr. Langhoff is director of research, Young & Rubicam, N. Y. For TV he predicted a "continuation of the bold drive forward" which he described as a "mammoth movement."

"From 1945, the TV audience almost doubled, from 17 to 32 million, in 1947. Sales of TV sets increased from 14,750,000 to 15 million in 1948. The year 1949 is predicted to be one of excellent growth for TV."

"If the trend for 1949 continues, we can prepare for an audience in the future of 60 million, with a TV audience of 20 million. Each advertiser will have the opportunity to reach half his audience."

"The TV audience, who have not paid for this privilege, are accustomed to the idea of entertainment with the news, but nothing will make the TV advertiser more effective than the" (Continued on page 190)
STERLING BLAST

U.S. May Not Sign Pact

PRO. dust
sub: ribed
men

askin instructions from the State Dept. A decision would have to be reached promptly, in view of conference plans to vote by Saturday (April 9), the contemplated adjournment date. There was no immediate indication which way the decision would go. Opposing those most vehemently protesting the inequities of the plan were some authorities who felt the picture was not as bad as it appeared—that the U.S. would have the use of as many as Philippines, Puerto Rico, etc., while Russia, for example, would have to use some of its assignments for its own communications.

Delegates from the 55 countries represented at the conference were worried about the U.S. reaction, since it generally felt that there can be no effective plan without this country.

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

Meanwhile, with the past weekend fixed as likely adjournment time, Chairman McDowell opened the Fourth Inter-American Radio Conference in Washington was scheduled for April 26.

NARBA

SIGNIFYING U.S. plans to go ahead as though the North American Regional Broadcasting Agreement were still in effect [BROADCASTING, April 4], authorities last week ended a second Government-Industry Industry conference committee meeting for April 21 to consider recommended changes in U.S. NARBA proposals.

The recommendations, formulated by subcommittee named in the first Government-Industry conference last December [BROADCASTING, Dec. 13, 1948], were understood to deal primarily with technical and administrative matters and to envision no "major" changes in earlier proposals. They will not deal with channel uses since that fundamental question cannot be answered until FCC issues its long-awaited clear-channel decision.

The subcommittee recommendations were being assembled last week and authorities hoped to start circulating them among members of the Government-Industry group sometime this week, in preparation for the April 21 meeting. The meeting will start at 10 a.m. in the National Archives building in Washington and will be continued on April 22 if necessary.

FCC Comr. Rosel H. Hyde, chairman of the committee, announced plans for the meeting. Representatives of the State Dept. as well as FCC and industry will be on hand. The announcement did not mention the expiration of NARBA.

The subcommittee work, in progress since the December session, is destined to be followed by earlier NARBA proposals up to date and also to evaluate proposals advanced by other nations. There are four major subcommittees, each headed by an FCC staff member. These are:

- Proposals, under the direction of B. L. Longo of the Engineering Bureau, and Legal and Administrative Provisions, headed by Dee W. Pinkock of the Law Bureau.

In the December session, attended by some 60 FCC, State Dept. and broadcasting representatives, speakers served notice that the U.S. had no broadcasting policy to be renewed. When the broadcasters' advertising success, we all win—advertiser, broadcaster and agency.

Mr. GAMBLE

GIVE US THE FACTS, so that radio advertising can be better placed, with more confidence by us and our clients and with greater effectiveness. Then we will benefit. When the advertisers' advertising succeeds, we all win—advertiser, broadcaster and agency.

Give BMB your widest support!
THOUGH prospects of early action seemed nebulous, a new bill to break down the clear channels and maintain the power ceiling at 50 kw. now was up in Congress last week—this time in the House.

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

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

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

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

Rep. Crosser said there certainly would be none until after the Easter recess, which has been tentatively scheduled to start April 14, if not continued by 11 days. His committee has slated hearings April 12-13 on bills to amend the Food, Drug & Cosmetic Act and has lined up subsequent sessions on bills to exempt organized professional sports from the anti-trust laws (see story page 175) and on proposed amendments of the Securities & Exchange Commission Act. Committee spokesmen said they had no plans to consider communications matters at the immediate future.

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

Like the Johnson Bill, the measure introduced by Rep. Ramsay would forbid FCC to license stations for use of power above 50 kw., so that no station providing that only one station may use a 1-A channel.

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

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

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

Rep. Ramsay, author of the House anti-clear channel measure, did not decide where he said suggested the bill. Now in his fifth term in Congress, he has not heretofore shown any major interest in communications legislation. He is from the First West Virginia district, whose principal radio cities are Wheeling and Fairmont.

John J. Carson

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

Mr. Carson, 60, who is a former Indiana and Washington newspaperman, was identified with the early days of radio legislation. He was secretary to Senator Joseph Cozzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Sen. Cozzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. Mr. Carson worked at the Van Camp Packing Co. from 1905 to 1910 and was a reporter and city editor on Indianapolis newspapers from 1911 to 1918. Afterward he moved on to Washington where he worked on the St. Louis Globe Democrat, St. Louis Republic, the Baltimore Sunpapers, and the Scripps-Howard Newspaper Association.

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

KWK-ST. LOUIS

‘Globe-Democrat’ Gets Minority

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

Although announcement of details awaited filing of the formal agreement, it is understood the newspaper is buying about 15% interest for around $125,000, may acquire additional shares, and will make still further purchases when and if KWK’s television application is granted. The Robert T. Convey family will retain control of the local property.

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

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

No change in management of KWK is contemplated. Robert T. Convey is president and general manager; Ray E. Dady, vice president and station director; V. E. Carmichael, vice president and commercial manager, and John W. Timmes, assistant station director. The KWK-Globe-Democrat agreement was announced by Mr. Convey and E. Lansing Ray, publisher of the newspaper.

‘The merger,’ Mr. Convey said, ‘will facilitate the development of all phases of radio by bringing a well-coordinated and thoroughly trained broadcasting staff to one of the finest radio buildings in the United States.’

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

The KWK licensee name will be changed from Thomas Patrick Inc. to KWK Inc.

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

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

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

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

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Technical Strides (Continued from page 39)

under way Thursday morning with A. James Ebel, WMFB Perea, Ill., chairmain of the National Broadcasting Executive Committee, presiding. Six papers were read during the morning, followed by the luncheon and a full afternoon session. The annual exhibition opened Thursday in Exposition Hall, under the main Stevens lobby, with light equipment and service displays on the fifth floor. The exhibition, largest in industry history, was arranged by Arthur C. Stringer, NAB staff director.

Assisting R. V. Howard, NAB engineering director, in handing arrangements for NAB were Neal McNaughten, assistant engineering director, Jessie Basnight and Edith Filton.

While interest in the papers and exhibits ran high through the first portion of the meeting, engineers were looking forward to the Saturday morning meeting in a foreign industry roundtable for answers to some questions that have been perplexing them. Saturday's program was to begin with three panels, including a progress report on ultra-high frequency TV, winding up with the roundtable at which Mr. Howard will seek suggestions for solving the problems of the anxious participants. (The final day's proceedings will be reported in the April 18 BROADCASTING.)

Roundtable Participants

Participants in the roundtable were to be:


For the industry—Mr. Ebel; E. K. Klett, WABA, Atlanta; E. M. Johnson, MBS; Frank Marx, ABC; K. W. Yule, KPBI Wichita; Orrin W. Towne, WHAS Louisville; Mr. McIntosh, Brush Development Co.

Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J., was to discuss use of television UHF channels from 475 to 890 mc at the Saturday morning meeting, covering propagation problems, allocations, status of transmitting and receiving equipment and explaining performance, time schedules and cost. He was to show progress of TV color experiments.

As an added feature a Saturday program will be given Whitney M. Bartome, engineering training director, NBC, New York, reading a paper on "Training of AM and FM Engineering Personnel." William T. Holman, W2MB, TV, and John V. L. Hogan, president, Radio Inventions Inc., "Recent Advances in Broadcast Facsimile," with actual demonstrations scheduled during the afternoo.

Saturday afternoon's program included a tour of ABC and NBC Chicago television stations and an open meeting of the NAB Recording & Reproducing Standards Committee. This committee was expected to take action on the draft of the new NAB recording standards [BROADCASTING, March 28].

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., was to preside at the Saturday morning conference meeting. Mr. Howard, as chairman of the recording committee, and Robert M. Morris, ABC, as chairman of the committee, were to preside at the open meeting on standards.

Mr. Ebel opened the Thursday morning meeting with a statement to the effect that the morning meeting was the first of a series to be held during the NAB Exposition. Dr. H. S. Clark, Engineering Products Dept., RCA Victor, who described a method of selecting FM and TV transmitting sites through use of a captive balloon. This technique is said to give data on field strength and ghosts within proposed service areas. A balloon-mounted antenna radiates pulses of short duration, high peak power and low recurrence rate, and has receiving equipment which shows strength of received pulses and amplitude of delayed echoes.

Statement to NAB Convention by Paul B. West

Asst. of National Advertisers President

ONE of the most significant things that happened this year was the determination on the part of advertisers to see the Broadcast Industry through to a successful conclusion.

Advertisers, along with broadcasters and agencies, recognize that today, more than ever before, there is a pressing need for uniform, reliable and validated data on the performance of your medium. They recognize that the old methods are not good enough. And they feel that the generous financial support provided by the radio industry to insure the completion of Study #2 is, in itself, one of the best measures of your determination to gear your industry to present day demands.

Now the most pressing need is to find methods of continuing the achievements of Study #2. It is, in one of the best measures of your determination to gear your industry to present day demands.

Here the most pressing need is to find methods of continuing the achievements of Study #2. It is, in itself, one of the best measures of your determination to gear your industry to present day demands.

Even if the radio industry were standing still, the search for adequate data about the medium would be tremendously important. The growth of the television industry is continuing on a tremendous scale and only the first steps have been taken toward determining the effect of television on the radio advertising market.

That public interest is a predominant consideration in the immediate practice of our business as well as in our long range policy.

That radio remain an effective and profitable advertising medium for the present and the future.

That the efforts which have taken place have been based on a combination of the best efforts of all of us.

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neering vice president, presided Friday morning. First paper dealt with a long-range view of TV. It was submitted by A. G. Kandoian and R. A. Pakenhild, of Federal Telecommunication Labs. They described a very-broadband triangular stack loop antenna. M. W. Selldorf and Lawrence R. Krahe, Andrew Corp., jointly presented a paper and demonstration covering new and low-cost TV transmitting antenna in which elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-

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

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

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

A new device called the Auto-positioner was described by John A. Forrest and Robert D. Esbin, Collins Radio Corp., with a specific application by which 50 program circuits and 50 order-wire loops are switched and controlled from a point several miles distant.

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

McNaughten Presides

A. D. Williams, Jr., NAB executive vice president, presided on behalf of the association at the Friday luncheon. Mr. McNaughten presided.

A principal address was delivered by Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Upton, L. I., N. Y. His subject was "At Home for Good," illustrated with slides showing industrial and medical applications of nuclear energy. Dr. Norman Hillbery, from the Argonne Atomic Project, in his address, prepared for delivery Friday, Dr. Thiesmeyer asked broadcasters to keep the public informed "not only more accurately but also more usefully," of this vital destructive capacity of the atom but more particularly about its limitless potentialities for relieving the suffering, lightening the burdens and lifting the spirit of mankind.

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

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

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

Dr. Thiesmeyer has been executive assistant to the director of Brookhaven since the laboratory's inception in 1946. He received his A. B. from Wesleyan U. and his doctorate in dynamic and structural geology from Harvard U. For some 18 years Dr. Thiesmeyer was engaged in teaching and research at such institutions as Harvard, Dartmouth and Lawrence College.

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

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

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

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

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

T. A. M. Craven, consultant; Orrin W. Towner, WHAS Louisville; Raymond F. Guy, NBC.

Bottom photo: Roy M. Flynn, KLRD Dallas; K. W. Polk, KFBF Wichita, Kan.; Jessie Batsie, committee secretary; Frank Mars, ABC; E. K. Jett, WMAR Baltimore; William B. Lodge, CBS; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; Neal McNaughten, NAB assistant engineering director; Earl M. Johnson, MBS.

NAB AT NARBA

Should Participate, Engineers Say

The third NAB NARBA scheduled to be held in Canada later in the year, in Engineering Executive Committee. Stevens, Chicago, the committee felt the FCC and State Dept. should take aggressive steps to protect this nation's radio welfare.

The committee (see pictures above) was concerned over the whole international allocations situation that has developed since failure of Cuba to agree an extension of the second NARBA. No specific cases of other nations sitting on U. S. frequencies have been reported to the committee yet.

A meeting of the special NAB NARBA Committee, chairmanship by G. Richard Shafter, WIS Columbia, S. C., an NAB board member, is scheduled for this (Monday) morning.

Tied into the frequency discussion at the Engineering Committee's meeting was the 540 kc problem. The committee lauded NAB headquarters and the Engineering Dept. for the statement filed by FCC a fortnight ago (Broadcasting, April 4).

Committee members reviewed the work of the NAB recording and reproducing standards committee and its executive committee. It had previously approved the standards.

Other topics included: Progress of the NAB Engineering Handbook, to be ready in August; means of bringing NAB district engineering chairmen into closer contact with NAB headquarters; reaffirmation of a suggestion that an engineer be added to the NAB Engineering Dept.; discussion of a proposal for creation of a broadcast unit in the Institute of Radio Engineers and the FCC's requirements for operator licenses.
The new allocations will hold from May 1 through Aug. 31, with new allocations for the fall season to be determined before that time. The three westbound channels available during the evening hours are expected to alleviate much of the present competitive pressure for network time and to eliminate completely, for many stations, the kinesthetic repeat broadcasts of eastern programs for midwestern stations.

Eastbound Circuit

Eastbound circuit allocations assure time for NBC's daily Kulka, Fran & Ollie series and for ABC's Identity, That's O'Toole and Super Circus, commercial programs originating in the Midwest. The other TV networks have no regular midwestern time allocations for television only. As NBC, ABC, and DuMont, however, announce their schedules in advance, the stations can be advised to take advantage of these Kinesthetic Repeat Broadcasts of eastern programs.

Statement to NAB Convention by J. R. Poppele

Mr. POPPELE

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

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

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

By HERMAN BRANDSCHAIN

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

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

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

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

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

Business Good

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

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

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

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

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

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

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

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

Exercising Vigilance

So they are exercising vigilance. This takes the form of pushing harder for business. Companies report more salesmen in the field; more sales promotion; more sales visits to all kinds including audition days, merchandising portfolios and the like, and closer contacts with advertisers and agencies as well as with stations.

They feel, a consensus shows, their biggest immediate problems are among those stations—making outlets realize they should be selling programs and not time. Subsidiary problems are increased costs, falling high quality shows at budget prices, preparing for the television future.

They look for new business among various sources. They hope to do a better job of selling old customer stations as well as making new customers among stations. But they also hope for new business from among agencies and sponsors. Sponsors sought are national and regional as well as local.

Reports from company executives on many of these points follow:

1. Conditions

Frederic W. Ziv, president of Frederick W. Ziv Co., Cincinnati, said the demand for transcribed radio programs is greater today than a year ago. Noting the increased Ziv sales of 65%, he said, “the so-called [downward] turn in the business cycle has not materialized as greatly as far as our sales indicate.”

Milton B. Blink, vice president of Standard Radio Transcription Services Inc., Chicago, reported a “very healthy state of business at this time,” with library billings up 26% over those of a year ago. He noted a leveling-off, however, of many subscribers not able to support a major library service. “This has had the effect of a good housecleaning as with the addition of many new, soundly-managed stations during the past six months, we find ourselves in definitely more solid position.”

Bloom Optimistic

Aaron S. Bloom, treasurer of Kasper-Gordon Inc., Boston, reported business better now than a year or two years ago. The FM music ban played havoc with KG plans, he indicated, causing it in the fall of 1947 to rush through recording sessions of its syndicated series and to turn to some custom-built transcription jobs. During the rush, energy was diverted from promotional and selling efforts. This was not only was the custom-built business lost but syndicated material sales suffered.

Louis G. Cowan of Louis G. Cowan Inc., New York, said business was “much better than a year ago” and also better than six months ago.

Charles Michelson, president of Charles Michelson Inc., New York, also said conditions were better.

(Continued on page 188)
AS THE RECORD industry entered a trial of strength this month with first sales to the public of RCA's 45-rpm record system to oppose the Columbus 33 1/3 rpm records, radio appeared destined to play an important role in the fight, whether it wanted to or not.

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

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

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

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

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

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

Picciani's Viewpoint

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

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

Edward Wallerstein, chairman of the board of Columbia Records Inc., takes that viewpoint and claims he is happy to do it.

"We think we can safely leave the issue up to the people themselves," he said.

In the RCA camp, there is a similar feeling. James W. Murray, vice president of the record department of RCA Victor Division, believes the public will be the final arbiter.

"It is important that as the disc jockey has been in selling records, the disc jockey will play no decisive role. His own prediction is that the public's changeover from standard 78 rpm records will be evolutionary—with his own product the ultimate winner."

Mr. Murray also told Broad-

NAB INCOME

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

Expenses for the 11-month period were as follows: Office of President, $100,387; Office of Secretary-Treasurer, $46,716; Broadcast Advertising Dept., $46,251; Employee-Relations Dept., $40,641; Engineering Dept., $37,325; FM-Special Services Dept., $17,883; Legal Dept., $88,052; Program Dept., $87,923; Public Relations Dept., $74,762; Research Dept., $40,275; Television study, $1,267; general administration, $140,351; special budget, $41,946.

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

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

Among the network affiliates, 320 of 518 MBS stations or 62% belong to NAB, ABC's 107 stations, 211 or 79% belong; CBS, 134 of 175 affiliates belong, or 77%; and 132 of 166 NBC affiliates belong, or 86%.

The total membership is down nearly 200 from the peak a year ago. Many of these resignations, it is understood, occurred when NAB dues classifications were revised.

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

Schwerin Cites Radio's Needs

'SBaste'

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

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

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

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

Additionally, a comparison of radio logs at the beginning of a fall season and those at the end will show that many programs discontinue that paying of long records, Mr. Schwerin said, either because they are not given enough time to build an audience or because they were not good enough to be put on in the first place.

Predicts Change

In the future, Mr. Schwerin predicted, advertisers will no longer tolerate such inexact and wasteful methods. He said that top management of his advertiser clients had told him they are going to demand two distinctively different things from radio in the future. One of those is customers, and the other is customers at a reasonable cost.

In the end, however, Mr. Adver-

inarians were beginning to demand qualitative research to discover what makes a show succeed or fail. Illustrating his points with slide show giving audience reaction "profiles" of programs among the 1,000 tests of 300,000 individual listeners conducted by Schwerin in the past two and a half years, Mr. Schwerin demonstrated his technique of analysis.

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

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

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

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

Approach: Mr. Schwerin's definition of this aspect is the tech-

(Continued on page 190)
PERON BAN

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

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

It is understood the station hopes to get two large studios and a dozen smaller ones operating in the space where up to a thousand Buenos Aires socialites once gathered for nightlife and diversion. The station will go on the air from the new headquarters as of May 1 with 10 hours daily of entertainment, music, official bulletins, etc., as "Voice of Argentina."

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

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

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

A notable example occurred last summer when a personal letter from Broadcasting's Buenos Aires correspondent to the publisher in Washington, together with a story on the Inter-American Broadcasting Asan's meeting, were intercepted and emblazoned on the front page of the Peron-controlled Democron (Broadcasting, July 26). The letter and dispatch were dated July 11. They reached Broadcasting on July 19.

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

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

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

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

Decision constitutes object lesson in how to smother all versions but the official one while protecting Peron's contention that free flow of information," the government explains the inability of political foes to obtain radio time to match that which officials command as bad luck and add that the fact that La Prensa and La Nacion, Buenos Aires leading papers, oppose him is unconnected with expropriation of their newspapers and its retribution among government papers.

AFFILIATES

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

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

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

Members of the ABC Stations Advisory Committee planning to attend the luncheon were Roger Clipp, WFIL Philadelphia; chairman; J. P. Williams, WING Dayton; E. K. Hartenburg, KCMO Kansas City; Henry P. Johnston, WSGN Birmingham; Harold Hough, WCAP Ft. Worth; Frank Carman KUTA Salt Lake City; Archie Morton, KJQ Seattle, and Owen Uridge, WQAM Miami.

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

Members of the CBS stations board are I. R. Lounsbury, WGR Buffalo, present chairman; E. E. Hill, WTAG Worcester, present secretary; W. B. Loewenberg, WBYA Richmond; Glenn Marshall Jr., WBNS Columbus, Ohio; William Quatron, WMT Cedar Rapids, Iowa; Kenyon Brown, KFWT Wichita; Edward Coombs, KROY Sacramento, Calif.

Forbids Foreign Radio Men

Networks to Meet In Chicago

ABC MEETING

Stockholders in N. Y. April 12

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

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

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

The bill (HR4016) provides funds for State, Justice and Commerce departments for 1950, and was passed after the Appropriations Committee had reported its budgetary recommendations last Tuesday. A sub-committee report on independent agencies, including FCC, FTC and others, will be released shortly.

State Dept's information and education branch would receive $54 million, an increase of $2,900,000 over this year's $51,996,000. Actually, the amount is substantially greater since 1949 appropriations contained $4 million for establishment of radio facilities, a sum which was not carried out. Increase is estimated at $5,500,000 overall. The total falls short of the $36 million asked by President Truman last January.

The "Voice" appropriation would approximate the $8 million originally contemplated, or about $1 million more than the present $11 millions, allowing for non-recurring items. The increase is only a guess, however, according to Lloyd Lebaras, director of International Office of Information. He pointed out that original budget estimates included overall information and education activities, and did not specify the "Voice" by name.

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

Sum of $271,405,656 was recommended for the State Dept. budget for the fiscal year ending Sept. 30. This is an increase of $11,538,434 in cash compared to

RESOLUTIONS GROUP

NAB Committees Meet Today

RESOLUTIONS Committee for the NAB Management Conference was scheduled to meet this (Monday) morning at 10 a.m. in Private Dining Room 22. Members of the committee are: Wiley P. Harris, WTDX Jackson, Miss., chairman; Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Burton R. DeLay, WQAM Miami; Edward Wheeler, WEAW (FM) Evanston, Ill.; Phil Hoffman, WOL Washington.

House Passes Bill

the current budget, and $3,908,100 under 1950 budget estimates. Current overall sum if $262,944,090. Principal boosts were for State Dept. salaries and expenses and Institute of Inter-American Affairs, as well as for information activities. Salary and expense increases are $76,652,000, an increase of $3,738,100 over present allowances.

A proposal by Rep. John Taber (R., Vt.) to cut State's domestic payroll of $1,200,000 was rejected in the House. Drop in overall funds would keep the payroll total at its present 4,728. State is authorized to carry 5,129 employees.

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

The entire list of allotments (Continued on page 192)

April 11, 1949 • Page 49
Reorganization Bill Approved

The Senate, by unanimous consent, adopted Sen. John W. Johnson's bill (S 528) to reorganize the Federal Communications Commission, Thursday, March 21. The measure next goes to the House, which passed similar legislation last week.

David Sarnoff, chairman of the board of RCA, received $710,540 in salary and fees during 1948, including NBC, of which he is a director.

Charles J. Hulliff, executive vice president of RCA and an NBC director, received $50,540 salary and $15,000 incentive compensation.

Edward F. McGrady, vice president of RCA and an NBC director, received $42,400.

Harry C. Ingles, president, RCA Communications Inc., and an NBC director, received $29,153.

Gano Dunn, consulting engineer and an NBC director, received $30,100.

John T. Cahill, director of NBC, received $11,160.

Arthur E. Brown, director of NBC, received $710.

George L. Harrison, director of NBC, received $450.

John Hays Hammond Jr., received $420.

The measure, proposed by Sen. John W. Johnson, should the Senate reject the “single-house veto.” If that happens, according to Sen. John McClellan (D-Ark.), chairman of the Senate Commerce Committee, committee members would be required to support any amendments.

The Senate group also imposed a time limit of April 1, 1953, for submitting reorganization plans.

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

Legislation, amendments to the Internal Revenue Code, excluding musical instruments from the tax on radio receiving sets, phonographs and phonograph records, etc., were proposed in bills (HR 3844-3848) introduced by Rep. Daniel A. Reed (R-N.Y.) and Rep. Charles B. Vassell (R-H.I.). Another bill (HR 4048), by Rep. Gary L. Clemente (D-N.Y.), would amend Sec. 605 of the Communications Act to prohibit wire-tapping. Measure was referred to Interstate & Foreign Commerce Committee.

Measures providing $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards (HR 3180), and to set up in Dept. of Commerce a clearing house for technical, scientific, educational and industrial information (HR 1711) were referred to the Public Health, Science and Commerce subcommittee.

Chairman is Rep. J. Percy Priest (D-Tenn.).

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 21 follows:

RCA SALARIES

DAVID SARNOFF, chairman of the board of RCA, received $117,556 in salary and fees during 1948, including NBC, of which he is a director.

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

Also listed for Mr. Sarnoff were $10,401 in retirement payments for future service benefits under the RCA retirement plan. Under the plan, Mr. Sarnoff contributes a like amount and the sum is used to purchase the benefits from an insurance company, it was said. Taxes payable by Mr. Sarnoff were $102,010, leaving him $75,350 of his salary.

TRAMMELL THIRD

The proxy statement also revealed that Niles Trammell, president of NBC, stands third in the salary structure of the RCA group. Mr. Trammell, who is being paid slightly over $100,320 in fees and salary as NBC president and as a director of both NBC and RCA, in addition, he received $20,000 "incentive compensation."
"LEST WE FORGET"

By HAROLD FRANKLIN
Program Director, Institute for Democratic Education

THE Institute for Democratic Education has produced the Lest We Forget, a transcribed dramatic radio program, in which it deals forthrightly with problems of prejudice and discrimination and is designed to promote better intergroup relations.

As program director of the IDE and producer of the programs, I have insisted upon the education standards in script content, and have secured the assistance of Earle McGill as director, the best writing talent available, and such stellar performers as Helen Hayes, Geraldine Fitzgerald, Paul Lukas, Raymond Massey, Frederic March and others of similar stature. Incidentally, while we pay AFRA scale, the same talent appearing on the AFRA programs invasively turn the checks for their services as an additional contribution to our work.

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

Give 6,500 Hours

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

Especially noteworthy, I think, has been the willingness of many stations to cooperate with state and civic organizations in presenting our 15-minute programs as part of half-hour shows, the final 15 minutes of which is devoted to live panel discussion by prominent local citizens of the problems dramatized in our transcriptions. This type of programming, so important if you will, recognizes, makes for far greater impact in a community. Since, the popular program director, not the program, is the one who makes the sale. Programs so presented are viewed, listened to—this means action as no mere plug or promotion campaign can do it. It has been gratifying to note that the audience for the programs has been wide, and the favorable comments have been many.

In answer to frequent charges that radio is sometimes negligent in public service programming, Mr. Franklin here points out that over 900 independent and network stations across the country have carried the non-commercial, public interest series, "Lest We Forget," produced by the Institute for Democratic Education, New York. These stations, he points out, have already given, without charge, more than 6,500 hours of broadcast time, valued at more than $960,000, for the airing of this series which is designed to promote better intergroup relations. The IDE's board of directors, in addition to outstanding educators, includes some of the radio and television stars. Among these are James R. Angell, NBC public service consultant; Lyman Bryson, counselor on public affairs at CBS; Norman Corwin, well known CBS writer-producer-director; Earl J. Glade, mayor of KSL Salt Lake City; Robert Saudek, ABC public service vice-president; Bruno Randolph of Peck Advertising, New York; Paul Lazarfeld, director of Research, Columbia U., and Dr. I. Keith Tyler, director of radio education, Ohio State U.

WHAS HEARING

By LARRY CHRISTOPHER

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

So Crosley Broadcasting Corp., WLW licensees, told the FCC last week at the final phase of the Commission's hearing on Crosley's request to purchase the WHAS properties from the Louisville Courier Journal and Times Co. for $1,292,000 (Broadcasting, March 7, 14).

A series of elaborate and detailed presentations were made by Crosley at the hearing, which concluded Tuesday. Crosley sought to show that FCC's decision in this regard was made in the interest of the public's welfare.

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

At the hearing, while the FCC examiner, Leo Remnick, Crosley introduced new engineering studies of WLW coverage and also advocated the available data on other broadcast services available to residents of the south and day night overlap areas of the two stations. The initial hearing on the transfer had been recessed in early March to enable Crosley to compile the more detailed technical data.

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

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

Within the night fading limit of both stations there is an area of 2,000,000 that the overlap area is 18,120 sq. mi. Populations within this area are 4,588,060 and 1,114,212 respectively, the Commission was informed.

Regarding the 1.0 mv/m contours, considered the coverage necessary for primary service to large metropolitan districts, the Crosley exhibit showed that the combined WLW-WHAS area thus served is 1,483, with the overlap area of 34 sq. mi. Total population of 2,398,576 reside in the combined area with only 1,575 persons in the overlap area. The overlapping 0.5 mv/m contours is 2,245.

(Continued on page 189)

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**Network Gross by Product Groups**

**JANUARY 1948 AND 1949**

<table>
<thead>
<tr>
<th>Class</th>
<th>1948</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture &amp; Farming</td>
<td>$112,725</td>
<td>$136,035</td>
</tr>
<tr>
<td>2. Apparel, Footwear &amp; Access.</td>
<td>121,175</td>
<td>146,286</td>
</tr>
<tr>
<td>3. Automotive, Automotive Accessories &amp; Equipment</td>
<td>696,686</td>
<td>782,947</td>
</tr>
<tr>
<td>4. Aviation, Aviation Accessories &amp; Equipment</td>
<td>114,915</td>
<td>70,476</td>
</tr>
<tr>
<td>5. Beverages, Wine &amp; Liquor</td>
<td>88,330</td>
<td>96,175</td>
</tr>
<tr>
<td>7. Confectionery &amp; Soft Drinks</td>
<td>232,942</td>
<td>175,375</td>
</tr>
<tr>
<td>8. Consumer Services</td>
<td>1,990,661</td>
<td>1,713,772</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>273,838</td>
<td>635638</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>4,260,135</td>
<td>3,970,556</td>
</tr>
<tr>
<td>11. Food &amp; Food Products</td>
<td>585,248</td>
<td>703,268</td>
</tr>
<tr>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>1,256,240</td>
<td>130,925</td>
</tr>
<tr>
<td>13. Horticulture</td>
<td>169,904</td>
<td>226,370</td>
</tr>
<tr>
<td>14. Household Equipment &amp; Supplies</td>
<td>346,977</td>
<td>341,859</td>
</tr>
<tr>
<td>15. Household Furniture</td>
<td>52,598</td>
<td>216,373</td>
</tr>
<tr>
<td>17. Insurance</td>
<td>192,653</td>
<td>73,790</td>
</tr>
<tr>
<td>18. Jewelry, Optical Goods &amp; Cameras</td>
<td>192,772</td>
<td>171,278</td>
</tr>
<tr>
<td>19. Office Equipment, Stationary &amp; Writing Supplies</td>
<td>1,798,380</td>
<td>5,496</td>
</tr>
<tr>
<td>20. Publishing &amp; Media</td>
<td>1,544,412</td>
<td>2,085,661</td>
</tr>
<tr>
<td>21. Radios, Phonographs, Musical Instruments &amp; Accessories</td>
<td>1,698,866</td>
<td>1,698,866</td>
</tr>
<tr>
<td>22. Retail Stores &amp; Shops</td>
<td>3,000,748</td>
<td>2,912,057</td>
</tr>
<tr>
<td>23. Sporting Goods &amp; Toys</td>
<td>104,124</td>
<td>133,344</td>
</tr>
<tr>
<td>24. Transportations &amp; Travel</td>
<td>194,124</td>
<td>344,529</td>
</tr>
<tr>
<td>25. Miscellaneous</td>
<td>17,544,580</td>
<td>17,722,450</td>
</tr>
</tbody>
</table>

*T First National Stores, formerly classified as Food, now listed under Retail Source: Publishers Information Bureau

| TOTALS                      | $17,544,580 | $17,722,450 |

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**SPOT & NETWORK ADVERTISING BY PRODUCT GROUPS**

<table>
<thead>
<tr>
<th>TOTAL 1948 NET SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORK $133,545,000</td>
</tr>
<tr>
<td>SPOT $99,431,000</td>
</tr>
</tbody>
</table>

By BRUCE ROBERTSON

**COMPETITION** is the broadcasters' keynote for 1949.

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

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

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

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

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

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

Makers of packaged products, such as foods, cigarettes, toiletries and drugs, have found radio a notable sales booster in years past and will continue to use it heavily. Many companies in these groups are currently experimenting with television, and manufacturers of automobiles, radio and TV sets, watches and other types of products are also using TV in increasing (Continued on page 54)
SPOT BUYING IN '48

BY ROBERT B. LUCE

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

Of the estimated $99,431,000 net revenue from spot business in 1948, $22,114,000 was spent by food and food product advertisers; $13,240,000 by drug and remedies accounts; $9,570,000 by soaps, cleaners and polishes, and $6,851,000 by automotive accounts.

Together, these top four advertisers accounted for 62.1% of all national and regional spot advertising.

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

Principal Similarity

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

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

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

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

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

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

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

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

It is apparent from the estimates of spot placements by product groups that spot advertising is a more diversified field than network radio. On the networks, more than 70% of all time bought is concentrated in the top five product groups. In spot, about 67% is in the top five categories, and the other 43% is spread among the remaining product groups.

In many cases product groups that account for less than 1% of network revenue are healthy buyers of spot radio time. Jewelry manufacturers and dealers who place more than $25,000,000 in spot advertising, or 2.5%, accounted for less than $900,000 in net revenues on networks.

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

Average Station Revenues

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

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

The big buyers of spot time appear to concentrate their buying in the clear channel and regional stations. Food advertisers, the top spot buyer, accounts for 25.2% of the spot revenue of the average clear channel station, and only 10.3% of the revenue of a local station.

Drug advertisers, who place 13.4% of all spot business nationally, account for 4.9% of the local station's revenue from spot; 6.9% of the spot revenue of the hypothetical "average" regional station; and 17.3% of a clear channel station's revenues from spot.

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

Using these as base figures, the table shows that auto advertising (Continued on page 54)

AVERAGE PER-STATION SPOT REVENUES BY PRODUCT GROUPS

(1948)

<table>
<thead>
<tr>
<th>Product Group*</th>
<th>Local Stations</th>
<th></th>
<th></th>
<th>Regional Stations</th>
<th></th>
<th></th>
<th>Clear Channel</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>2.6</td>
<td>Agriculture &amp; Farming</td>
<td>2.6</td>
<td>5</td>
<td>Agriculture &amp; Farming</td>
<td>2.6</td>
<td>5</td>
<td>Agriculture &amp; Farming</td>
</tr>
<tr>
<td>Apparel, Footwear, Accessories</td>
<td>3.5</td>
<td>Apparel, Footwear, Accessories</td>
<td>3.5</td>
<td>11,800</td>
<td>Apparel, Footwear, Accessories</td>
<td>3.5</td>
<td>11,800</td>
<td>Apparel, Footwear, Accessories</td>
</tr>
<tr>
<td>Automotive, Auto Accessories</td>
<td>6.9</td>
<td>Automotive, Auto Accessories</td>
<td>6.9</td>
<td>1,280</td>
<td>Automotive, Auto Accessories</td>
<td>6.9</td>
<td>1,280</td>
<td>Automotive, Auto Accessories</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>5.1</td>
<td>Confectionery &amp; Soft Drinks</td>
<td>5.1</td>
<td>460</td>
<td>Confectionery &amp; Soft Drinks</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>13.4</td>
<td>Drugs &amp; Remedies</td>
<td>13.4</td>
<td>760</td>
<td>Drugs &amp; Remedies</td>
<td>13.4</td>
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<td>2.5</td>
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<td>2.5</td>
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</tr>
<tr>
<td>Food &amp; Food Products</td>
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<td>Food &amp; Food Products</td>
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<td>Average revenues from all spot $14,433</td>
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<td>453,138</td>
<td>Average revenues from all spot $14,433</td>
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*Product groups representing less than 1% of all spot business are omitted in this table.


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

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

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Spot Accounts Active in 1948

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

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<thead>
<tr>
<th>AGRICULTURAL</th>
<th>AVERAGE NUMBER OF STATIONS</th>
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<td>1st QUARTER</td>
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<td>Cochnut Meal</td>
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<tr>
<td>Dolep Challenge Foods</td>
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<td>Goat &amp; Thomas Hybrid Corn</td>
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<td>Ker &amp; Baby Chip</td>
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<td>King's Crest Hybrid Seed Corn</td>
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<td>Pilsbury Foods</td>
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<td>Starling Foods</td>
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<td>Swifts Plant Food</td>
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<td>Chrysler Corp. (Inst.)</td>
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<td>Coca Cola &amp; Gas</td>
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<td>Esa Oil &amp; Gas Oil</td>
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<td>Fisher Body Div. of Gen. Mtrs.</td>
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<td>Ford Dealers</td>
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<td>Heil</td>
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<td>Hollingshead Motor Rhythm &amp; Zorbit</td>
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<td>Johnson's Cams</td>
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<td>Keystone Auto Club</td>
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<td>Mobile &amp; Mobilegas</td>
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<td>Pontiac Cars</td>
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<td>Prest-O-Delco Batteries</td>
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<td>Tyboll &amp; Vealov</td>
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</table>

Network Gross in '48

(Continued from page 58)

ing numbers. John K. West, vice president in charge of public relations of RCA Victor, last month estimated that advertisers will spend $25 million in the use of television this year. This sum will not, however, be deducted from the revenue of sound broadcasting. With few exceptions, the major users of radio are financing their video advertising with new appropriations and not by curtailing their radio budgets. Most national advertisers queried by Broadcasting at the end of 1948 about their plans for this year stated that their expenditures for radio time during 1949 would equal or exceed those of 1948.

Retailers in recent years have become radio's best customers, their combined purchases of radio time surpassing the combined billings of the four nationwide networks to national advertisers. The 1949 outlook is good here, too. Howard Abrahams, sales promotion director of the National Retail Dry Goods Assn., surveyed NRDGA member stores and found that on the average they plan to spend 8% more for radio this year than last.

Advertising plans can be changed, however, and the months ahead will find many eager space salesmen trying to switch money planned for radio into their printed pages. Changing economic conditions will also affect advertising plans, for better or worse. Probably the best insurance that 1949 will be another all-time high revenue year for broadcasting comes from the broadcasters themselves in answering Broadcasting's latest Trends questionnaire on business conditions. "Work like hell." "Get out and get." "Make calls and more calls." "Sell! Sell! Sell!

Those were the broadcasters' answers. All they have to do now is follow their own advice.

Spot Buying in '48

(Continued from page 58)

accounts for about $1,280 in revenue on the average local station, $6,289 on region stations; and about $10,360 on a clear channel station.

Each product group analysis in this issue contains a table showing network gross billings in each product group for 1948-47 and 38. Next to it appear the net billings for national and regional spot revenues. To compare the two billings, take about 30% of the gross network figure.

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

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

BROADCASTING • Telecasting
**Class 1: Agriculture**

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

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

Only the latter market is depicted in this section of our report of the various types of advertising that support the American system of broadcasting. That farmers comprise a good market for all types of consumer goods is amply proved by the successful record of the many broadcasting stations serving rural America, but in a study of this nature it is not feasible to attempt to break down a broadcast campaign for candy bars, for example, by region and rural appeals. It is enough to state that the radio accounts here noted are those concerned with the farmer's professional or, to use Dr. Reed's term, "commercial." This is a relatively small part of the broadcasting business, including only three network advertisers, as the accompanying table shows, and not many more spot advertisers reported either in recent issues of Broadcasting or the Rorabough Reports on Selective (spot) Advertising. The current spot advertisers include Nicoll-Talcott Corp., New England distributor for Ford Tractors, sponsoring Maine Farm Topics, thrice-weekly, 30-minute program, on four stations in that State, and North Eastern Supply Co., (farm equipment), using farm programs in New York and New England. International Harvester Co. on April 3 moved Your Harvest of Strike back to Sunday afternoon and NBC after a year of Wednes-
day nights on CBS.

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

In February Swift & Co. started a spot campaign on WHO Des Moines for its hatcheries and Una-
dilla Silo Co. began using spots on four New York State stations. Two makers of weed and insect sprays, Speedy Mfg. Co. and Kodak Mfg. Co., have announced plans to use radio, as has Woodard-Sroog's (feed concentrate). National ad-
vertising for Ford tractors and Deereborn farm equipment will be increased 20% this year, with dealer advertising under a co-
operative plan to be doubled, ac-
cording to M. D. Hill, general sales manager of Deereborn Motors Corp. The total promotion for this com-
paign's products, which will exceed $2 million in 1949, was not broken down by media. Television's small circulation among rural residents as yet is re-
lected in the use of TV advertising in this field, only two local ac-
counts being reported in February.

The attempt to use sound broadcasting by local dealers in farm supplies is unknown, but it may be indicated by the fact that they account for only one of the more than 1500 local sponsors of network co-op programs.

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

The February drop in prices paid for farm produce, which stood at 225 on the Agriculture Depart-
ment index, 10 points below Janu-
ary and compared with 279 in February 1948 and the record 307 in January 1948, may not seriously curtail the national farm purchasing power during 1949. The possi-
bility that this may be the last year when unrestricted planting of cot-
on, wheat and corn and also the last year of Government support at wartime levels is expected to lead to bumper crops even surpass-
ing the 1948 production. Then, crop increases offset price drops to keep the aggregate farm income at the 1947 level, and the same may well happen in 1949.

**Class 2: Apparel**

Keener competition among clothing manufacturers and retailer-
ers and more aggressive advertising is almost the only certainty in this uncertain industry. While department store sales were up 5% for the year 1948 over 1947, and dry goods sales up 3%, according to Census Bureau figures, the same source reported decreases of 5% for men's and boy's clothing,

1% for family clothing, 5% for shoes, 5% for women's accessories, 8% for custom tailors and 7% for furriers. In the entire apparel list, only women's ready-to-wear had increased sales in 1948 over 1947, a 9% gain. March sales in 1948 are below those of a year ago, but the fact that Easter is April 17 this year in contrast to a March 28 date in 1948 probably explains most of the lag.

However, retailers are being ex-

tremely cautious about buying any more merchandise than enough for their immediate needs, and this in turn is affecting manufacturers. Where prices are down, retailers are waiting for further cuts. Shirt production has dropped 30% below last year's level; rayon companies have cut production sharply, laying off workers or shortening the work week. In both cases retailer un-
willingsness to buy is blamed. Buy-
ing of woolens is almost at a stand-
still, with retailers and tailoring firms apparently waiting for a price break, despite a certain re-
duction in the new wool crop as a result of the loss of sheep in last winter's severe storms, which woolen manufacturers say will make any price reduction impos-
sible.

Only seven apparel advertisers use time on the major networks during 1948: those which show in the table and Clear Weave Stores. This company advertised its ap-
parel products with The Storytell-
er, weekly five-minute show, on 14 ABC stations, starting in Novem-

sponsored the presentation of the Sport Magazine awards as a one-
time broadcast on MBS. Jan. 15, Dr. A. Posner Shoes Inc. started Big 'n Little Club on three ABC stations, and plans to expand the network to at least 30 stations shortly.

Spot campaigns currently spon-
sored by clothing include: Cana-
dian Fur Trapping Co., using 95 announcements, 61 ten-minute and 16 quarter-hour programs a week on five stations in the New York metropolitan area; Cooper's Inc. (shorts), with six 15-minute and three 10-minute periods a week on WEEI Boston; Crosby Clothes (men's clothing chain), spots on eight stations; Goodyear Tire & Rubber Co. (rubber shoe products), chain breaks on 87 stations; Robert Hall Clothes (men's cloth-
ing chain), programs and spots in cities where Hall stores are located; National Shoe Stores, programs

**Continued on page 59**

April 11, 1949
what makes WOR the great
station that it is?

being a more or less non-statistical interpretation

of the varied qualities that make WOR a formidable force

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

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

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

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

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

Continued)
finds are not Bennys or Crosbys, but you'd be amazed at the hundreds of thousands who follow these artists and the results they achieve for people who want to sell.

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

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

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

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

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

WOR—one of America's great stations

WOR—key station of the world's largest network, MUTUAL
### Class 2

(Continued from page 55)

and announcements on seven stations in metropolitan New York.

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

Television, even without color, is heavily used by apparel advertisers, the February TV Bbarabaugh Report listing four network, 20 spot and 54 local sponsors in this class. Current network advertisers include: Bates Fabrics (women's wear), using a weekly 20-minute musical show on NBC; A. S. Beck Co. (shoes), weekly half-hour on NBC; Cluett, Peabody & Co. (Arrow shirts, ties), weekly half-hour on NBC; Disney Inc. (hats), 10-minute weekly news review on NBC; Eckhardt & Taylor Inc. (men's wear), 15-minute weekly spot on WABC; Textron Inc. (linen), weekly half-hour comedy drama on NBC; U. S. Rubber Co. (Keda), Kid's show, five quarters, one half-hour a week on CBS.

Leading video spot advertisers in the apparel group include B.V.D. Corp. (men's wear), using cartoon scenes on 11 TV stations; Botany Mills (Ties), half-minute film spots on seven stations; Handmacher-Vogel (women's suits), three spots a week on 20 stations; Celanese Corp. (fabrics), two spots a week on 20 stations. Goodall Co. (summer suits) is sponsoring a five-minute series of golf instructions on WNBQ Chicago and offering the film to dealers for local use. Cattalo Inc. (swimsuits) has series of six one-minute and one ten-minute films to be released to dealers during the swimming season.

### Class 3: 

#### Automotive

MEETING the impending buyers' market more than halfway, the automotive industry has turned to radio for help in making 1949 a record year for car sales. By network, spot and local campaigns, in sound broadcasting and television, the motor makers are making sure that no listener or viewer remains ignorant of the supreme qualities of their new models.

In late February and March alone, broadcasters sold more than $1 million worth of time for advertising the new cars. Chrysler Corp. used 26 announcements on each of about 350 stations in 24 markets in a one-week Mid-March drive for the new Plymouth. It promoted Dodge sales in a four-week campaign starting late in February and comprising 14 announcements weekly on nearly 300 stations and put on a two-week intensive spot drive for De Soto cars the first part of March. Meanwhile, the continuing campaign for Chrysler cars, using the five-minute-five-dollar-week Animal World Court, was expanded to include the use of more than 140 stations.

Ford Motor Co. on Feb. 21 started a four-week spot campaign using 12 announcements a week on stations in selected markets. Also in February, General Motors Corp.'s Pontiac Division began using announcements on 73 stations, while GM's Oldsmobile Division continued its announcements on 138 stations.

Networkwise, the major automotive addition came on Jan. 2, when Kaiser-Frazer Sales Corp. assumed sponsorship of Walter Winchell's Sunday evening news commentaries on ABC under a two-year contract reportedly exceeding $2.5 million for time and talent. This was largely responsible for boosting the network gross time sales in the automotive class to $782,347 in January, compared with the gross of $692,668 for January 1948, according to PIB.

### Class 3. AUTOMOTIVE & ACCESSORIES

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<td>1947</td>
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<td>William H. Wainwright Co.</td>
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<td>PIEDMONT SHIRT CO.</td>
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<td>&quot;William L. Shimer&quot;</td>
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<td>William H. Wainwright Co.</td>
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<td>TEENTIMERS INC.</td>
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<td>&quot;Teenagers Club&quot;</td>
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<td>Buchanan &amp; Co.</td>
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<td>MODE O'DAY CORP.</td>
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<td>&quot;Surprise Packages&quot;</td>
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<td>Glaser Gally Inc.</td>
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Leading video spot advertisers in the apparel group include B.V.D. Corp. (men's wear), using cartoon scenes on 11 TV stations; Botany Mills (Ties), half-minute film spots on seven stations; Handmacher-Vogel (women's suits), three spots a week on 26 stations; Celanese Corp. (fabrics), two spots a week on 26 stations. Goodall Co. (summer suits) is sponsoring a five-minute series of golf instructions on WNBQ Chicago and offering the film to dealers for local use. Cattalo Inc. (swimsuits) has series of six one-minute and one ten-minute films to be released to dealers during the swimming season.

Network automotive advertisers during 1948, in addition to those listed in the table, included: Champion Spark Plug Co., sponsoring Champion Roll Call, 6-minute weekly sports show, on ABC, with time charges of ($252,619); Fruehauf Trailer Co., This Changing World, 15-minutes a week, ABC, starting in June ($125,497); Goodyear Tire & Rubber Co., Greatest Story Ever Told, half-hour Sunday program, ABC ($541,600); Studebaker Corp., Rob Garrett, three quarter-hours a week on a CBS western hookup ($66,765); Western Auto Supply Co. (accessories), Circle Arrow Show, weekly half-hour, NBC ($201,866).

S. C. Johnson & Son (Carno), sponsored Dixy Dean for 15 minutes a week on NBC (July-Sept. ($85,880); Tucker Corp. (cars), had Speak Up America, weekly quarter-hour, on ABC (Apr.-June ($66,618); U. S. Rubber Co. (tires) (Continued on page 60)


Class 3 (Continued)

<table>
<thead>
<tr>
<th>Advertisement, program, and agency</th>
<th>Product</th>
<th>Network No. of Stations Hrs. per Week</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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</thead>
<tbody>
<tr>
<td>KAISER-FRAZIER CORP.</td>
<td></td>
<td>ABC-255-12 (one time)</td>
<td>82,000</td>
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<tr>
<td>&quot;Electron Returns&quot;</td>
<td></td>
<td>MBS-477-2 (Oct.-Nov.)</td>
<td>172,182</td>
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<tr>
<td>William Waite</td>
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<td>MBS-484-2 (Oct.-Nov.)</td>
<td>171,715</td>
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<td>&quot;Maid of the West&quot;</td>
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<td>MBS-452-3 (Jan.-May)</td>
<td>364,022</td>
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<tr>
<td>ELECTRIC AUTO-LITE</td>
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<td>CBS-165/CBC-1/2</td>
<td>904,412</td>
<td>891,974</td>
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<td>&quot;The St. Louis Show&quot;</td>
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<td>CBS-166-1/2</td>
<td>819,297</td>
<td>231,717</td>
<td>1,003,612</td>
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<td>&quot;Hollywood's Mystery&quot;</td>
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<td>CBS-160-1/2</td>
<td>776,162</td>
<td>786,177</td>
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<td>&quot;The Voice of Firestone&quot;</td>
<td>Tires &amp; Tubes</td>
<td>NBC-140-1/2</td>
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<td>Source: Publishers Information Bureau</td>
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IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers

for '49

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

WGR

Broadcasting Corporation

550 S.

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo’s Columbia Network Station

National Representatives: Free & Peters, Inc.

*Les J. (“Fitz”) Fitzpatrick and I. R. (“Ike”) Launder

Class 3

(Continued from page 50)

sponsored a one-time 15-minute broadcast over the Winter Olympics on Mutual ($10,250); Nash-Kelvinator Corp. (Nash cars) sponsored the election returns on CBS ($56,250); Perfect Circle Co. (piston rings) sponsored the Memorial Day Indianapolis Speedway Race on MBS ($17,350), which it will do again this year for the fourth consecutive time.

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

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

The use of radio by local auto and accessory dealers is not a matter of record but its extent can be gauged by the sponsorship of network co-op programs by 225 such companies, according to the latest figures. This group has also gone enthusiastically into television, accounting for 89 local TV advertisers in February.

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

The major automobile companies are also making extensive use of network television. General Motors, already sponsoring 30-minute Chevrolet Tele-Theater Monday on NBC and the quarter-hour CBS-TV News twice weekly for Oldsmobile, is adding a Wednesday evening 60-minute program for Buick on CBS. Ford televises Ford Theater for a Monday evening hour a month on CBS, using half-hour Magic Crystal programs.

(Continued on page 62)

TV ADVERTISERS

Class 3: Automotive, Accessories, Equipmt.

<table>
<thead>
<tr>
<th>Month</th>
<th>Net</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>July</td>
<td>22</td>
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<tr>
<td>Aug.</td>
<td>2</td>
<td>2</td>
<td>41</td>
<td>45</td>
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<tr>
<td>Sept.</td>
<td>2</td>
<td>2</td>
<td>37</td>
<td>31</td>
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<tr>
<td>Oct.</td>
<td>2</td>
<td>3</td>
<td>56</td>
<td>61</td>
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<tr>
<td>Nov.</td>
<td>2</td>
<td>6</td>
<td>66</td>
<td>74</td>
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<tr>
<td>Dec.</td>
<td>2</td>
<td>8</td>
<td>67</td>
<td>78</td>
</tr>
<tr>
<td>Jan.</td>
<td>4</td>
<td>7</td>
<td>63</td>
<td>74</td>
</tr>
<tr>
<td>Feb.</td>
<td>4</td>
<td>10</td>
<td>89</td>
<td>103</td>
</tr>
</tbody>
</table>

Source: Harkins Report on Television Advertising

Page 60 • April 11, 1949
Make A Name For That Product
with the NO NAME SHOW

Bill Gordon’s Morning Sales Maker

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

WHHM

4.1 3.1 2.1 1.3 0.0 0.0

Source: Latest Hooper Continuing Measurement

Patt McDonald,
Manager

Independent—but not Aloof
MEMPHIS, TENNESSEE

Member
Association of
Independent
Metropolitan Stations

Ask Forjoe & Co. for this and other segments
Class 5: Beer, Wines

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

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

“Sporting events are the major type of television programs sponsored by breweries,” the Foundation statement to Broadcasting continues. “An idea of the video potential as a brewery advertising medium may be gained from the fact that New York breweries alone will jointly spend more than $11 million in 1949 in telemarketing Brooklyn Dodger and New York Yankee baseball games. As additional television stations are set up in the US, the list of brewery sponsors is expected to be increased accordingly.”

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

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

“While the emphasis is on competitive sports as a natural attraction for the average beer and ale (Continued on page 64)

Class 3

(Continued from page 60)

the other Mondays on that network. Lincoln-Mercy Dealers also sponsor Toast of the Town for an hour each Sunday.

Firestone Tire & Rubber Co. continues Americana, half-hour Monday evening historical quiz, on NBC. Electric Auto-Lite Co. is now televising Suspense for a Tuesday night half-hour on CBS in addition to its sound broadcast of the program. B. F. Goodrich Co. this month started Celebrity Time as a Sunday evening half-hour series on ABC's video network.
In its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

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

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

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.
Class 5  BEER, WINE & LIQUOR

(Continued from page 68)

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

Breweries using TV announce-

Class 6: Building Materials

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

Construction in the opening months of 1949 has borne out the Commerce Department's prediction, January being the best January constructionwise since 1939 and February topping by 14% the building record of the same month last year. Builders, however, are less optimistic. Noting that many homes built in 1948 are still unoccupied, they anticipate a construction drop of 10% or more during 1949, and plan to concentrate on low-cost (Continued on page 68)
Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month...they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time...they are gratified by KXOK's low-in-St. Louis rates which means more coverage...more Hooper...per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market...economically!

**KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY**

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

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

**KXOK-FM Is Affiliated with Transit Radio**

St. Louis' ABC Affiliate Owned and operated by the St. Louis Star-Times Represented by John Blair & Co.
A few building material companies are experimenting with television advertising, again chiefly at the local level. Day & Night Mfg. Co., which formerly had a news program on a West Coast CBS affiliate, now sponsors a new program on five western TV stations; the Thiibaut wallpaper firm uses video spots in Buffalo and Boston; Rool-Vent Metal Awning Co. has TV announcements in Baltimore, New Orleans and Washington. Nu-Enamel Corp. is planning a TV spot campaign with a “paint-it-yourself” theme this spring, under a company-dealer cooperative sponsorship plan. Other TV advertising reported by this group is limited to single city campaigns.

**Class 6. BUILDING MATERIALS & SUPPLIES**

(Continued from page 64)

Class 6

housing. Aiding this plan are recently announced cuts in the price of air conditioners, furnaces, electric wiring and other building materials.

Lumber prices, which had dropped during the latter part of 1946, were up somewhat early this year due to the closing of sawmills by hard winter weather, but the trade estimated that the downward trend would be resumed this spring. The hardware firm, Yale & Towne, in January reported its backlog of orders as about “normal,” only half the size of the backlog in January 1948.

Paint and roofing materials are needed by old houses as well as new ones and Devoe & Reynolds, paint company, expects its 1949 sales to run some 8% ahead of last year’s record volume. Roofers look for a reduction in physical volume as

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

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

In addition to the network advertisers listed in the table, the 1948 list includes: Paul F. Belch Co. (candy bars), which in September started Wink Quiz for a weekly-half-hour on ABC, with gross time expenditures of $59,697, 10% ahead of the gross billings of $88,350 for January 1948, PIB reports: due to increased time expenditures by Johns-Manville Corp., which last August moved its five-minute news program from 68 CBS stations to a Mutual network of nearly 400 outlets. In March Benjamin Moore Co. (paints) began its annual spring campaign, “Your House Beautiful.” Moore is using CBS this year, giving this network a monopoly on all network advertising in this class.

The volume of building materials advertising in the national spot field is similarly small. Marshall-Wells Co. has been using announcements on more than 40 midwestern stations for its paints. Martin Rosenberger Wallpaper Co. has spots on 14 southern and southwestern network gross billings in this field were less than $1 million last year, according to Publishers Information Bureau. January 1949, however, showed network time sales of $96,175 in this class, roughly 10% ahead of the gross billings of $88,350 for January 1948, PIB reports; due to increased time expenditures by Johns-Manville Corp., which last August moved its five-minute news program from 68 CBS stations to a Mutual network of nearly 400 outlets. In March Benjamin Moore Co. (paints) began its annual spring campaign, “Your House Beautiful.” Moore is using CBS this year, giving this network a monopoly on all network advertising in this class.

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Class 7: Confectionary

increased competition for the small change of a more money-conscious public indicates increased advertising for candy bars, soft drinks and chewing gum in the months ahead. Perhaps the trend toward radio, always a favorite medium with this group of advertisers, is shown by their gross time purchases in January, which totaled $785,223, according to Publishers Information Bureau tabulations. This is nearly 20% ahead of the gross of $689,942 for January 1948.

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

In addition to its network show, Pepsi-Cola in April starts a 39-week spot campaign in cities in which it owns bottling plants. Coca-Cola sponsors a daily quarter-hour show on some 90 stations. Brock Candy Co. spots its jingles on more than 60 stations. Canada Dry Ginger Ale Inc. uses spots on a dozen outlets. New England uses weekly six-minute for Bolster Bar on 29 eastern stations. Sweeta Corp. of America is starting a major market announcement campaign for Tootsie Rolls and Tootsie Fudge Mix. Rockwood &

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For these reasons, WFAA can offer you recordings of unsurpassed quality: Acoustically perfect studio design... perfectly matched electrical equipment—from microphone to cutting head... the best custom-built recording instruments available... a staff that knows the recording business. And the most precise man in the entire organization is Mac Weldon Jeffus (left), one of the few recording engineers who is also a member of the Acoustical Society of America.
1. Powder Your Face With Sunshine*

2. Cruising Down The River*

3. Far Away Places*

4. I Love You So Much It Hurts*

5. Lavender Blue (Dilly, Dilly)*

6. Red Roses For A Blue Lady*

7. Sunflower*

8. It's A Big Wide Wonderful World*

Put your dollar into a really SOLID Pyramid—

musical programming especially molded to your specifications with happy listening and saleability its foundation.

* AMONG THE NATION'S TOP TUNES IN THESAURUS

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

Terri Stevens with the NOVATIME TRIO

Vincent Lopez and his music

Tony Mattola with the JUMPIN' JACKS

Johnny Guarnieri with the Nighthawks
OFF....

Jack Kilty with THE MUSIC OF MANHATTAN

Allen Roth and his Symphony of Melody

Sammy Kaye and his "Swing and Sway" Orchestra

Charlie Jordan with the SWEETWOOD SERENADERS

Louise Carlyle with THE MUSIC OF MANHATTAN

Paul Winter and the WALTZ FESTIVAL ORCHESTRA

Max Hollander and the SALON CONCERT PLAYERS

Irving Kaufman with MUSIC HALL VARIETIES

Slim Bryant and his WILDCATS

Richard Leibert at the console

Norman Cloutier, THESAURUS Program Director

here's your chance to reap the profits

FOR A ROOM WITH A VIEW...
on complete NBC THESAURUS program details...
try "516" at the Stevens Hotel.
We'll be happy to provide descriptive brochures, rates and audition records.
Co. (Chocolate Bits) uses announcements on 16 stations.

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

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

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

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

"A special survey just completed by the ABA among its 2,200 member banks that have trust departments reveals that radio is also making considerable advances in this group," Mr. Mack continues. "Not long ago there was considerable doubt in the minds of many bankers as to whether trust services, which cover the settling and management of estates, could be advertised effectively over the air. Apparently this hurdle has been surmounted in the minds of a great many trust bankers because the use of radio advertising is growing rapidly in this category."

ABA estimates that the 1949 volume of bank advertising in all media will total some $460 million, 25% above its estimate of $32 million for last year's total. Mr. Mack adds that "while no specific information has been gathered by ABA this year on bank use of radio, it is known that interest in this medium continues to grow."

As most bank advertising is placed locally there is no measurement of its present volume, but it can be gauged by the fact that about 100 banks sponsor network co-op shows in their localities. Television, too, is beginning to profit by bank advertising. Bank of America, West Coast Coast, sponsors 10-minute "Family Quiz" telecasts in Los Angeles and San Francisco and more than a dozen other banks use video facilities in their home cities. In addition to their combined nationwide network programs, district electric and telephone companies also make individual use of radio in their own territories. Michigan Bell Telephone Co., Chesapeake & Potomac Telephone Co., and Bell Telephone Co. of Pennsylvania all use radio on a continuing basis, the last company using spot announcements on 85 stations in its state. Union Electric Co. of Missouri, using four stations for its announcements, is probably a more typical example.

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

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**CLASS 7. CONFECTIONERY & SOFT DRINKS**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$7,655,484</td>
<td>$5,629,166</td>
<td>$2,016,181</td>
</tr>
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**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network No. of Stations</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coca-Cola Co.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Morton Downey&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D'Arcy Adv.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MARS INC.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Curtain Time&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Adv.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Dr. I.Q.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant Adv.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Dr. I.Q. Jr.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant Adv.</td>
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<td></td>
</tr>
<tr>
<td><strong>WILLIAM J. WIGLEY JR. CO.</strong></td>
<td></td>
<td></td>
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<tr>
<td>&quot;Gene Autry Show&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Holiday Show&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LUDENS INC.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5th Ave.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candy Bar</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WILLIAMSON CANDY CO.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;True Detective Mysteries&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aubrey, Moore &amp; Wallace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candy</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SHOTWELL MANUFACTURING CO.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;True or False&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Wandel Research &amp; Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marshmallows</td>
<td></td>
<td></td>
</tr>
<tr>
<td>eff. July; Wade Adv.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ADDITIONAL SPOT CAMPAIGNS IN OTHER GROUPS</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Source: Publishers Information Bureau

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Announcing the appointment of...

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

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

KENYON BROWN, President

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

KEPO (ABC) EL PASO, TEXAS
690 KC • 5000 WATTS • FULL TIME
CLAS8. CONSUMER SERVICES

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,549,586</td>
<td>$2,449,486</td>
<td>$2,120,000</td>
<td></td>
</tr>
</tbody>
</table>

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Network No. of Stations</th>
<th>Mbrs. per Wk.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BELL TELEPHONE SYSTEM</td>
<td>1948</td>
<td>$786,615</td>
</tr>
<tr>
<td>&quot;The Telephone Hour&quot;</td>
<td>1947</td>
<td>$840,923</td>
</tr>
<tr>
<td>Electric Companies Adv. Program</td>
<td>1938</td>
<td>$541,666</td>
</tr>
<tr>
<td>&quot;Electric Hour&quot;</td>
<td>CBS-15</td>
<td></td>
</tr>
<tr>
<td>&quot;The Whistler&quot;</td>
<td>ABC</td>
<td></td>
</tr>
<tr>
<td>LeVally Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S. ARMY RECRUITING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Game of the Week&quot;</td>
<td>CBS-7</td>
<td>$300,588</td>
</tr>
<tr>
<td>Gardner Adv.</td>
<td></td>
<td></td>
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<tr>
<td>&quot;Men at Arms&quot;</td>
<td>CBS-15</td>
<td>$102,250</td>
</tr>
<tr>
<td>American Express Co.</td>
<td>ABC-15-6</td>
<td>$287,154</td>
</tr>
<tr>
<td>&quot;Vox Pop&quot;</td>
<td>J. Mathes Inc.</td>
<td>$96,662</td>
</tr>
<tr>
<td>BEKINS VANT &amp; STORAGE CO.</td>
<td></td>
<td>$292,562</td>
</tr>
<tr>
<td>&quot;Hollywood Music Hall&quot;</td>
<td>ABC-15-6</td>
<td>$197,802</td>
</tr>
<tr>
<td>Blue Birds Adv.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Charles Collingwood--News&quot;</td>
<td>CBS-2-15</td>
<td></td>
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</table>

Source: Publishers Information Bureau

**BROADCASTING** estimate

<table>
<thead>
<tr>
<th>CLASS 8: CONSUMER SERVICES</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>TV ADVERTISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 9, Drugs &amp; Remedies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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<tbody>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Local Total</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Rarabough Report on Television Advertising

DRUG ADVERTISING has always been one of radio's major sources of revenue and it seems destined to continue that role in the foreseeable future. The slackening in the use of network radio by drug companies, who spent 6% less for network time last year in 1947, continued through January, when the network gross time billings for this group totaled $1,771,372 compared with $1,950,591 for January 1948. But there are no signs of the decline becoming a landslide.

Spotwise, drug advertising is maintaining a level as high as, if not higher than in recent years. During the past winter Beacon Co. used more than 100 stations for 4-Way Cold Tablets; Chattanooga Medicines Co. timed last fall 96 different programs on 127 stations in February for its proprietaries; Grove Labs has been advertising its cold tablets and Bromo-Seltzer with programs on the full Don Lee Network; Musterole Co. used announcements on 64 stations. Seek & Kade (Pertussin) used Rise & Shine on Don Lee plus spots on more than 120 additional stations.

In addition to these seasonal campaigns, Miles Labs augments its national network advertising for Alka-Seltzer with Newspaper of the Air, 12 quarter-hours a week on the full Don Lee Network plus four Arizona stations. Lydia E. Pinkham Medicine Co. has stepped up its spot campaign for its vegetable compound from nine stations last fall to 96 this year. Dolcin Corp. last fall started sponsorship of four programs—Passing Parks, Gospel Singer, Fulton Lewis Jr., and Breakfast Time on the full Don Lee Network, plus other programs on KHJ Los Angeles.

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

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

Knox Co. (Cystex, Mendoco, Romind); Continental Pharmaceutical Co. (Kyron); Mentholatum Co.; Pierce's Properties (Golden Medical Discovery); William Reed Co. (Medrex); Serutan Co. (Serutan, Nutrex, RDX); Johnson & Johnson (medical supplies).

Drug advertisers on the national networks last year, in addition to the leaders shown in the table, included: Continental Pharmaceutical Co. (Kyron), starting Lees It to the Girls, 25 minutes a week, on MBS in September, spending $90,802 (gross) for network time during the remainder of the year; Luden's Inc. (cough drops), Ned Calmer & the News, 5 minutes a week (Jan.-March), CBS ($33,549); Lewis-Hove Co. (Tums), Date With Judy (Carmen Cavallero during the summer), half-hour a week, NBC ($779,830), in January 1949 was replaced by Allen Young Show; Musterole Co., Billy Rose, 5 minutes twice weekly (Jan.

(Continued on page 74)
KSAL-LY BAKER" NAMED NEW KMC-KFRM HOME ECONOMIST

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

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

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

Still another KMC-KFRM daily women's program is "Happy Home," conducted by KMC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese. A pioneer in many types of radio programming, KMC has for many years provided its listeners with interesting, informative women's homemakers programs. Especially prominent among the station's "alumni" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats," with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours," with Ken Parsons; and "Lify River Boys," hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

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

Important to national advertisers is the basic fact that the KMC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, the wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMC-KFRM coverage area, produced 231 million bushels of wheat, or 19 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,665,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.60 per hundred in Kansas City...the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached $1 billion, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMC-KFRM Team.

That's why we say The KMC-KFRM Team serves one of the richest areas in America...including $3.900,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,739,517,000, serving 202 counties in 5 States.

The KMC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area.

KMC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sports casts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tournament, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Outstanding Sports Broadcaster in the Middle West.
**CLASS 9. DRUGS & REMEDIES**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$22,566,488</td>
<td>$26,710,685</td>
<td>$7,194,594</td>
<td>$8,168,159</td>
<td>$3,061,492</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ABC</td>
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<td>MBS</td>
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<tr>
<td>FBB</td>
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</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network No. of Stations</th>
<th>Mbs per Wk.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STEWEN DRUG CO.</strong></td>
<td>CBS-133-1/5</td>
<td>$7,194,594</td>
</tr>
<tr>
<td><strong>American Melody Hour</strong>: (off. July 14)</td>
<td>Aspirin</td>
<td>658,466</td>
</tr>
<tr>
<td><strong>American Album of Popular Music</strong>: (off. Aug. 7)</td>
<td>Aspirin, Milk of Magnesia, Disregard, Nervine</td>
<td>897,031</td>
</tr>
<tr>
<td><strong>Bride &amp; Groom</strong>: (off. July 23)</td>
<td>Blades</td>
<td>2,052,268</td>
</tr>
<tr>
<td><strong>Young Widders Brown</strong>: (off. Aug. 7)</td>
<td>Holtes-M-D, Toothpaste, Milk of Magnesia Tablets</td>
<td>865,369</td>
</tr>
<tr>
<td><strong>Big Town</strong>: (off. July 30)</td>
<td>Ironed Yeast, Milk of Magnesia</td>
<td>270,421</td>
</tr>
<tr>
<td><strong>Mystery Theatre</strong>: (off. July 29)</td>
<td>Milk of Magnesia</td>
<td>454,095</td>
</tr>
<tr>
<td><strong>Waltz Time</strong>: (off. July 31)</td>
<td>Milk of Magnesia</td>
<td>857,031</td>
</tr>
</tbody>
</table>

**MILES LABS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network No. of Stations</th>
<th>Mbs per Wk.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Queen For A Day</strong>: Wade Adv.</td>
<td>Alice Seltzer, Magnessia</td>
<td>$5,885,540</td>
</tr>
<tr>
<td><strong>News of the World</strong>: Wade Adv.</td>
<td>Alice Seltzer &amp; Vitamins</td>
<td>$5,531,884</td>
</tr>
<tr>
<td><strong>Quo Kid</strong>: Wade Adv.</td>
<td>Alice Seltzer &amp; Vitamins</td>
<td>1,187,906</td>
</tr>
<tr>
<td><strong>Fred Back-N-Navy</strong>: Wade Adv.</td>
<td>All Products</td>
<td>$1,302,848</td>
</tr>
<tr>
<td><strong>Lummie Man</strong>: Wade Adv.</td>
<td>Vitamins</td>
<td>1,097,191</td>
</tr>
<tr>
<td><strong>Herb Shimmer Time</strong>: Wade Adv.</td>
<td>Alice Seltzer, Vitamins</td>
<td>926,510</td>
</tr>
<tr>
<td><strong>Hilltop House</strong>: Wade Adv.</td>
<td>Alice Seltzer, Vitamins</td>
<td>256,001</td>
</tr>
</tbody>
</table>

**AMERICAN HOME PRODUCTS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Network No. of Stations</th>
<th>Mbs per Wk.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hollywood Star Preview</strong>: Sullivan, Schoffer, Calwell &amp; Byelos</td>
<td>Anacin</td>
<td>$2,448,364</td>
</tr>
<tr>
<td><strong>Just Plain Bill</strong>: Dancer, Fitzgerald &amp; Sample</td>
<td>Alice Seltzer &amp; Vitamins</td>
<td>$4,672,318</td>
</tr>
<tr>
<td><strong>Our Girl Sunday</strong>: Faller, Fitzgerald &amp; Sample</td>
<td>ABC-144-1/2</td>
<td>$994,057</td>
</tr>
<tr>
<td><strong>Hollywood Star Theatre</strong>: Sullivan, Schoffer, Calwell &amp; Byelos</td>
<td>Blesidol Mints</td>
<td>$3,762,427</td>
</tr>
<tr>
<td><strong>Zakko</strong></td>
<td>Backus, weekly</td>
<td>857,031</td>
</tr>
<tr>
<td><strong>Front Page Farrell</strong>: Sullivan, Schoffer, Calwell &amp; Byelos</td>
<td>Cold Tablets, Calif.</td>
<td>620,663</td>
</tr>
<tr>
<td><strong>CARTER PRODUCTS CO.</strong></td>
<td></td>
<td>$1,187,906</td>
</tr>
<tr>
<td><strong>Jimmie Fidler Show</strong>: Sullivan, Schoffer, Calwell &amp; Byelos</td>
<td>Liver Pills</td>
<td>$1,630,034</td>
</tr>
<tr>
<td><strong>Gabriel Heatter</strong>: Sulivan, Schoffer, Byelos &amp; Kelyons</td>
<td>Liver Pills &amp; Aids</td>
<td>857,031</td>
</tr>
<tr>
<td><strong>SERUTAN CO.</strong></td>
<td></td>
<td>$1,168,266</td>
</tr>
<tr>
<td></td>
<td>ABC-13-14</td>
<td>$369,574</td>
</tr>
<tr>
<td><strong>EMERSON DRUG CO.</strong></td>
<td></td>
<td>$289,580</td>
</tr>
</tbody>
</table>

**Class 10: Amusements**

ENTERTAINMENT business has never amounted to very much as a purchaser of radio time and 1948 was no exception. The Pollies of 1949 was the only enterprise to use network time during the year and the Rorabough summary of spot business for 1948 reveals only two entries in this category—Paramount Pictures and Selznick Releasing Corp. Schick has been out of radio since August; Paramount used some 55 stations in October and November and this January conducted a short advertisement campaign in New York, Baltimore and Detroit.

Nor is the outlook for movie advertising, which a few years back was considered a standard part of the exploitation for any major picture, any brighter for the year ahead. Hollywood is having its own private depression, due to a combination of higher production costs, loss of foreign revenue and a decline in movie attendance by the American public, for which television is blamed in some quarters. Paramount's acceptance of a Government consent decree separating its production and theater operation into individual and separate corporations is seen as the beginning of such a division for the entire industry, a view that (Continued on page 76)
KFH IS TOPS

STATIONS WITH BEST LIKED
WICHITA FARM SERVICE PROGRAMS
HAS BEST FARM NEWS

KFH 10.8
RADIO STATION B 3.3
RADIO STATION C .—
RADIO STATION D .—

HAS BEST GRAIN AND LIVESTOCK MARKET REPORTS

KFH 17.5
RADIO STATION B 3.7
RADIO STATION C .—
RADIO STATION D .—

— Named by less than 1% of regular customers

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

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

5000 Watts—ALL the time

WICHITA, KANSAS

BROADCASTING • Telecasting

April 11, 1949 • Page 75
America, predicts in a special statement to Broadcasting.

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

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

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

Greater competition from other industries for the consumer dollar will call for greater sales and advertising efforts by food producers and retailers during the year ahead. Further advertising impetus will also be provided by intra-industry competition: The major tea growers of the world have raised more than $1 million for a U.S. advertising campaign to start late this year in an attempt to win over a nation of coffee drinkers, a move which the coffee producers are certain to combat with their own advertising.

Frozen foods, which had their best year in 1948 and have started out even better this year, are heavily advertised by their individual producers and an overall industry campaign was urged at the industry convention in March. Any appreciable inroads of frozen foods on canned food products will call for counter advertising by the canners. The outlook is not completely rosy, however, as the PIB figures indicate. Inventory losses, increased labor costs and other factors left many food companies at the end of 1948 with decreased profits to show for their record sales, a situation which inevitably led to curtailment of advertising budgets. Standard Brands, which found it necessary to cut its dividend for the first quarter of 1949 from 50 to 30 cents, has not replaced Edgar Bergen following his retirement from NBC last December.

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

10,000 WATTS NIGHT AND DAY—710 K.C.

KGNC

GOING! GOING! GONE!

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

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

THE PROGRAM THAT PUT IT OVER!
"THE TRADING POST"
WITH
UNCLE JAY

SPONSORED BY THE AMARILLO LIVESTOCK AUCTION COMPANY

HERE'S THE STORY:

On Sunday morning, March 13, it looked as though all the Panhandle cattlemen had decided to truck in stock to Amarillo for auction.

The pens of the AMARILLO LIVESTOCK AUCTION COMPANY were filling up fast... allowing for trucks currently on the road. All pens were taken.

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

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

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

KGNC's control performance is now recognized as an essential part of THE AMARILLO LIVESTOCK AUCTION COMPANY's operation. Over two million dollars business (March 14, 15, 16, 21, 22, 23, 24) is powerful evidence that it is paying off for both client and cattlemen.

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

HERE'S WHAT THE SPONSORS SAY:

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

—Jay Taylor

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

—Eddy Johnson

Jay Taylor and Eddy Johnson are co-owners of THE AMARILLO LIVESTOCK AUCTION COMPANY.

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

AMARILLO, TEXAS

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

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

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

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

Lewis Allen Weiss, President
Willet H. Brown, Exec. Vice-President
Ward D. Ingrim, Director of Advertising
1313 North Vine Street, Hollywood 28, California - Represented Nationally by John Blair & Company
Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

**Don Lee Stations On Parade: KIEM—EUREKA, CALIFORNIA**

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

**The Nation’s Greatest Regional Network**

**Mutual DON LEE BROADCASTING SYSTEM**
<table>
<thead>
<tr>
<th>Network</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
<th>**</th>
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</thead>
<tbody>
<tr>
<td>GENERAL MILLS INC.</td>
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<tr>
<td>&quot;Women in White&quot;</td>
<td>Biscoquick</td>
<td>NBC-183-1</td>
<td>(Jan.-May)</td>
<td>$1,191,579</td>
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<tr>
<td>&quot;Knox Reves&quot;</td>
<td>Cake &amp; Pie Mix, Soups, Flour &amp; Cereals</td>
<td>NBC-127-1</td>
<td>(Oct.-Dec.)</td>
<td>$174,622</td>
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<tr>
<td>&quot;Light of the World&quot;</td>
<td>Cake Flour &amp; Cheerios</td>
<td>NBC-127-1/2</td>
<td>(Jan.-Oct.)</td>
<td>$464,653</td>
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<tr>
<td>&quot;The Story of Holly Sloan&quot;</td>
<td>Pankoquick &amp; Bean Soup</td>
<td>ABC-133-1 1/2 hr. and 5 min. (Jan.-May)</td>
<td>364,770</td>
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<tr>
<td>&quot;Honey Crock&quot;</td>
<td>Cake Flour</td>
<td>NBC-126-15 min. (Jun.-Aug.)</td>
<td>117,236</td>
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<tr>
<td>&quot;Green Hornet&quot;</td>
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</table>

| Damier, Fitzgerald & Sample | Cereal Tray, Cherries & Cake Flour | ABC-100 1/2 | 326,415 |
| "Breakfast Club" | Cereal, Flour, Cake Flour, Cake Mix, Soup | ABC-52-11/4 (Aug.-Dec.) | 292,767 |
| Talbot-Turpin | 

(Continued on page 88)

** BROADCASTING estimate

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** Class 11 (Continued from page 78)

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

Television is getting an increasing share of the food advertising budget. In February, according to the Rorbaugh TV Report, three advertisers were sponsoring video network programs, 50 using TV spot campaigns and 52 local TV advertisers. None of the spot TV food promotions is of major proportions and none of the network users — General Foods with three programs, Kellogg and Kraft with one each — appears to have cut into his AM budget to finance the TV advertising.

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

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

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

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

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

"This indicates that the use of radio advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948. All

(Continued on page 82)
The phrase *In the Public Interest* has known wide use ever since American broadcasting began but no exact definition has been made of it for this basic requirement can be defined only through action.

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

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

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

**Radio Station KVOO**

Owned and operated by Southwestern Sales Corporation

Edward Peake and Co. Inc., National Representatives

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**KVOO**
Oklahoma's Greatest Station

**PHILO TOWER - TULSA**

In The Public Interest:

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

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

Network advertisers of canned and packaged foods during 1948, in addition to the companies listed in the accompanying table, include: Carnation Co., (evaporated milk), Contented Hour, NBC ($381,288); Albers Milling Co. a Carnation subsidiary (Albers Quick Oats, Carnation Corn Flakes, Amt Mary, NBC, Oct.-Dec., ($78,033); Cream of Wheat Corp. (cereal), Let's Pretend, CBS ($358,624); George A. Hormel & Co. (canned meats), Girl's Corps, MBS ($58,820) started in June, moved to ABC March 8, 1948; Kellogg Co. (cereals), Breakfast in Hollywood, ABC, Jan.-July ($521,889), Gala Drake, ABC, Jan.-July ($526,801); Minnesota Valley Canning Co. (canned vegetables), Fred Waring, NBC ($443,231); Pet Milk Sales Corp. (evaporated milk), Mary Lee Taylor, CBS, Jan.-Oct. ($138,592), NBC, Oct.-Dec. ($78,033); Saturday Night Serenade, CBS, Jan.-Sept. ($437,317); Pet Milk Show, NBC, Oct.-Dec. ($302,941); Ralston Purina Co. (cereals), Tom Mix, MBS, ($1,094,691).

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

(Continued on page 86)

### Table: Advertisers, programs, and agencies

<table>
<thead>
<tr>
<th>Advertiser/Program/Agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>Famous Jury Trials</td>
<td>Cookies, Kix</td>
<td>ABC-100-½</td>
<td>447,530</td>
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<tr>
<td>Lost Ranger</td>
<td>Cookies, Kix</td>
<td>ABC-104-½</td>
<td>1,705,909</td>
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<tr>
<td>This Woman's Secret</td>
<td>Flour, Cereals &amp; Waffles</td>
<td>NBC-11-½</td>
<td>58,308</td>
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<td>Sean Morey</td>
<td>Pancake &amp; Waffle Mixes</td>
<td>NBC-8-½</td>
<td>71,136</td>
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<td>Betty Crocker Magazine of the Air</td>
<td>All products</td>
<td>ABC-180-½</td>
<td>1,224,517</td>
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<tr>
<td>Today's Children</td>
<td>Waffles, Bean Soup, Bluquit®</td>
<td>NBC-138-½</td>
<td>995,964</td>
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<tr>
<td>Jack Armstrong</td>
<td>Waffles, Cookies, Carnation Soup</td>
<td>ABC-198-½</td>
<td>635,831</td>
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<td>General Foods Corp.</td>
<td>Bakers Chocolate, Tapioca, Swantown &amp; Goldendel Cereal</td>
<td>CBS-46-½</td>
<td>222,678</td>
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<tr>
<td>Young &amp; Rubicam</td>
<td>Certo</td>
<td>CBS-46-½</td>
<td>128,549</td>
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<td>When A Girl Marries</td>
<td>Jell-O</td>
<td>ABC-126-½</td>
<td>177,582</td>
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<td>Young &amp; Rubicam</td>
<td>Jell-O &amp; Jell-O</td>
<td>CBC-151-½</td>
<td>606,454</td>
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<td>The Baby Snooks Show</td>
<td>Pudding</td>
<td>NBC-147-½</td>
<td>521,204</td>
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<tr>
<td>Young &amp; Rubicam</td>
<td>House of Mystery</td>
<td>MBS-481-½</td>
<td>501,647</td>
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<tr>
<td>Benton &amp; Bowles</td>
<td>Bran Flakes, Bran, Instant Porridge, Wheatmeal</td>
<td>NBC-89-½</td>
<td>850,797</td>
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<td>&quot;Bums &amp; Allen&quot;</td>
<td>Maxwell House Coffee</td>
<td>NBC-146-½</td>
<td>219,781</td>
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<td>&quot;New Faces&quot;</td>
<td>Bennett &amp; Bowles</td>
<td>CBS-145-½</td>
<td>1,174,408</td>
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<td>&quot;The Danny Thomas Show&quot;</td>
<td>Sweeney &amp; March</td>
<td>CBS-151-½</td>
<td>545,807</td>
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<tr>
<td>&quot;Jack Carson Show&quot; (off. 8)</td>
<td>Young &amp; Rubicam</td>
<td>CBS-150-½</td>
<td>1,895,561</td>
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<tr>
<td>Campbell Soup Co.</td>
<td>Park &amp; Beans, Franco-American Pies, Soups</td>
<td>CBS-150-½</td>
<td>2,112,742</td>
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<tr>
<td>The News &quot;Till Now&quot;—Ed Murrow</td>
<td>Ward Wheelock</td>
<td>CBS-155/CBC-1½</td>
<td>1,456,162</td>
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<tr>
<td>&quot;Clue 25&quot;</td>
<td>Soup</td>
<td>CBS-155/CBC-1½</td>
<td>895,287</td>
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<tr>
<td>&quot;Meet Corliss Archer&quot;</td>
<td>Ward Wheelock</td>
<td>CBS-157/CBC-2½</td>
<td>221,425</td>
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<tr>
<td>Swift &amp; Co.</td>
<td>Any Product</td>
<td>ABC-566/CBC-2½</td>
<td>2,825,084</td>
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<td>Breakfast Club</td>
<td>J. Walter Thompson</td>
<td>ACS-150-3½</td>
<td>333,436</td>
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<tr>
<td>The Adventures of Archie Andrews</td>
<td>Mean</td>
<td>NBC-162-½</td>
<td>363,589</td>
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<tr>
<td>J. Walter Thompson</td>
<td>Margarine</td>
<td>NBC-162-½</td>
<td>363,589</td>
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<tr>
<td>Meet the Meeks</td>
<td>Peanut Butter, Canned Meat</td>
<td>ABC-196-1 &amp; ½½</td>
<td>613,000</td>
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<tr>
<td>J. Walter Thompson</td>
<td>Quaker Oats Co.</td>
<td>ABC-232-½</td>
<td>$2,436,913</td>
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<tr>
<td>&quot;Ladies Be Seated&quot;</td>
<td>Pancake Flour, Muffins, Flour Products</td>
<td>ABC-232-½</td>
<td>$1,238,239</td>
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<td>C. J. La Roche Co.</td>
<td>Oatmeal</td>
<td>MBS-485-½</td>
<td>706,238</td>
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<tr>
<td>&quot;Those Websters&quot;</td>
<td>&quot;Roy Rogers Show&quot; (off. Aug. 29)</td>
<td>Oatmeal</td>
<td>MBS-485-½</td>
<td>706,238</td>
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<td>&quot;Challenge of the Yukon&quot;</td>
<td>Puffed Wheat, Puffed Rice</td>
<td>ABC-199-½</td>
<td>333,436</td>
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<td>&quot;Sherman &amp; Marquette&quot;</td>
<td>ABC-221-½</td>
<td>507,480</td>
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<td>&quot;Sandy &amp; The Father&quot;</td>
<td>Quaker Oats Co.</td>
<td>ABC-221-½</td>
<td>507,480</td>
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<td>&quot;Sherman &amp; Marquette&quot;</td>
<td>&quot;Sneakertest Village Store&quot;</td>
<td>ABC-148/CBC-½</td>
<td>445,945</td>
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<td>&quot;Dorothy Lammour Show&quot;</td>
<td>&quot;Meet the Meeks&quot;</td>
<td>ABC-147/CBC-½</td>
<td>135,045</td>
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<td>&quot;Southwest Village Store&quot;</td>
<td>Malt &amp; Ice Cream</td>
<td>MBS-93-½</td>
<td>490,958</td>
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<tr>
<td>&quot;The Great Gildersleeve&quot;</td>
<td>Parkay, Kraft Dinner</td>
<td>NBC-146-½</td>
<td>464,322</td>
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</table>

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

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

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

*listening's first on a western saturday over*

**NBC WESTERN NETWORK**
HOLLYWOOD • SAN FRANCISCO a service of Radio Corporation of America
Class 11

(Continued from page 88)

Quaker Oats Co. on March 30 dis-continued its sponsorship of Ladies Be Seated on ABC to sponsor Talk Your Way Out of It on that network three afternoon half-hours a week.

Major users of spot radio for canned and packaged foods include: General Foods Corp., which in January started announcements for Minute Rice on 86 stations from the Atlantic to the Rockies and in March added some 40 West Coast stations. Same company is using 25 stations in Southeast and Midwest for Professor Quiz transcription, half-hour a week, for Grape Nuts Flakes. Kellogg Co. (variety package) last August started a 16-week campaign in 50 markets with an estimated budget of $1 million. A month earlier, General Mills boosted its spot campaign for Wheaties to more than 80 stations, and is continuing into 1949 at that level. Nestle Co. used spots on some 40 stations for its evaporated milk throughout 1948.

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

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

National network advertising of food beverages in 1948, aside from the leaders listed in the table, comprised: Borden Co. (Instant Coffee), County Fair, CBS, ($367,694); Bosco Co. (Milk Amplifier), Land of the Lost, ABC, Jan.-July, ($94,681); Bowey’s Inc. (Dari-Rich products), Yankee Network, CBS, ($119,858); A. T. Stogel Co. (Van Camp’s), Menor House Party (Jan.-Feb.), NBC ($17,424); Nestle Co. (Nescafe), Whitman Record Club, ABC, Jan.-June, ($586,941); Standard Brands (Chase & Sanborn Coffee, Tenderleaf Tea, Royal Pudding), Charlie McCarthy Show, NBC (Shaw Chorale in Summer), ($851,190), off at end of year, (Tenderleaf Tea), On the Air, NBC (Oct.-Dec.), NBC ($156,364); Wander & Co. (Ovaltine), Capt. Midnight, MBS, ($491,475).


Eight millers spent some $4 million for time on the major networks to advertise their flours and mixes last year. In addition to General Foods Corp., General Mills and Quaker Oats Co., whose network activities are itemized in the accompanying table, they were: Ballard & Ballard (Obelisk Flour), sponsoring Renfro Valley Folks on CBS ($168,263) gross time charges; H. C. Cole Milling Co. (Omega Flour), Ernie Lee, MBS ($46,521); Fisher Flouring Mills (Basket Mix, Bouras), J. Wm. Abbe, ABC ($5,120), Afternoon Follies, ABC ($24,185); International Milling Co. (Robin Hood Flour), Queen for a Day, MBS ($119,437); Galen Dake, ABC ($260,187), Girdle Grand Central Station, CBS, ($198,641); Meet the Muses, CBS ($47,090); Safeway Stores (Kitchen Kraft Flour), Aunt Mary, NBC ($13,211).

On March 28, 1949, Globe Mills (Continued on page 86)
a good market
DESERVES A GOOD SALESMAN

Put WHAS to work for you in steadily growing Kentuckiana

<table>
<thead>
<tr>
<th>RADIO FAMILIES</th>
<th>1946</th>
<th>558,740</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1948</td>
<td>659,470</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>NET EFFECTIVE BUYING INCOME</th>
<th>1947</th>
<th>$2,350,296,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1948</td>
<td>$2,430,737,000</td>
</tr>
</tbody>
</table>

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

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

WHAS INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY
Class 11

(Continued from page 81)

Division of Pillsbury Mills (Globe A-1 Flours) started Surprise Party on ABC Pacific Network. In February of this year, General Foods used two to nine spots a week on 20 West Coast stations in a three-week campaign for Swansdown Instant Cake Mix.

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

Shortening advertising accounted for more than $8 million worth of national network time during 1948: Armour & Co. (Star Shortening), using Queen for a Day on MBS, Jan.-Aug. ($99,380); Lever Bros. Co. (Spry) with Aunt Jenny, CBS ($993,281); Procter & Gamble Co. (Crisco), Welcome Travelers, ABC ($887,368), Perry Mason, CBS, starting in November ($200,-

901), Young Doctor Malone, CBS ($74,239); Southern Cotton Oil Co. (Wesson Oil, Snowdrift), Paul Whiteman, ABC Jan.-June ($596,-

401), Noah Webster Says, NBC ($66,924). Only spot advertising reported for shortening was Southern Texas Oil Co. (Crustene Shortening), sponsoring Red River Dave McEmery on southern stations starting last September.

Network advertisers of fresh meat and dairy products in 1948, in addition to National Dairy Products Corp, and Swift & Co., listed in the table adjoining, were: American Meat Institute, sponsoring Fred Waring, NBC, with gross time charges of $851,032 for the year; Armour & Co. (meats) Hunt Hunt, CBS ($1,080,500), program to move to MBS in May; Borden Co. (All Your Song and Mine, April-July; County Fair; July-Sept.; Your Song and Mine, Sept.-Dec., CBS ($484,814); Luer Packing Co. (meats), Checkerspoon Pies, CBS ($21,216); Tillamook County Creamery Assn. (cheese), Tillamook Kitchen, NBC ($21,216), program moved to Don Lee at year’s end; Washington Cooperative Farmers Assn. (Lynchery products) Jack Gregson Show, NBC, Jan.-July ($287,543).


In the dairy products group of spot accounts, Swift & Co. used announcements for its ice cream all through the year, hitting a peak of 87 stations last summer and re-maining on 45 during the winter. Eckimo Pies Corp. and National Dairy Products Corp., in spring-summer campaigns, each used announcements on up to 19 stations. Eckimo Pies in March kicked off its 1949 campaign with spots in three markets. A year-round ice cream advertiser, Breyer’s Ice Cream Co., was using spots on 17 East Coast stations early in 1949. Other current dairy advertisers, all using fewer than ten stations, are: Abbott Arden Dairies Farms Co., Italian Ice Cream Co., Breakstone Bros., Foremost Dairies, Golden Bear Dairy, Irvingdale Farms, Marigas Ice Cream Co., Milch Foundation, Oak Dell Milk Co., Southern Dairies, Sheffield Dairies, Western Maryland Dairy Co., Yami Yogurt Products.

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

California Prune and Apricot Growers Assn. (Sunsweet Tenderized Fruit), Surprise Theater, Knox Manning (Jan.-June), CBS ($10,458), and Washington State Apple Commission (apples), Knox Manning, Front Page Features, (Jan.-March), CBS ($15,206), were the only network advertisers of fresh fruits in 1948. Florida Citrus Commission, a heavy spot ad-verter during the first nine months of last year when it spon-sored announcements on some 70 stations, dropped out of radio in the final quarter but returned in January with five spots a week on 14 stations. Texas Citrus Exchange started heavy spot drive for Surex-

Kansas farmers like this raise families like this. They also raise $1,266,671,000.00 worth of crops and livestock.

But here’s what will interest you! When WIBW tells these farm families where to spend these millions, our advertisers see their sales shoot up.

After all, these families look on us as an old friend and neighbor. We think and speak the overall language. We program in their interests. That’s why our buying recommendations get quick action.

For overall coverage and sales results in Kansas and adjoining states, your best bet is WIBW.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

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

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

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

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

Network advertisers of bakery goods and miscellaneous foods, in addition to National Dairy Products (in table) were: Continental Baking Co. (Wonder Bread, Hostess Cake), Grand Slam, CBS ($756,686); First National Stores (institutional), Guy Lombardo, ABC ($1,445); Libby, McNeill & Libby (all products), My True Story, ABC ($1,779,550); National Biscuit Co. (crackers, etc.) White man Record Club (Jan.-June), ABC ($668,382); Planters Nut & Chocolates Co. (peanuts, oil), Elmer Peterson, NBC ($82,320); Safeway Stores (Sunnybank Margarine), Dr. Paul (Jan.-Feb.), NBC, ($13,850); Standard Brands (Blue Bonnet Margarine, yeast, cheese, coffee), One Man’s Family (Jan.-Sept.), NBC ($486,522); Sunnyvale Packing Co. (Rancho Soups, Meet the Miasus (Jan.-Feb.), CBS ($13,661); Welch Grape Juice Co. (fruit preserves), Meet the Miasus (April-Sept.), CBS ($3,093).

Spotwise, Continental Baking Co. uses announcements on 116 stations for Wonder Bread, on 66 stations for Hostess Cakes. Ward Baking Co. uses announcements and programs on 118 stations for Tip-Top Bread and cakes, on seven stations for Aunt Hannah’s Bread. Kroger Co. sponsors five-week quarter-hours on 21 midwestern stations for its bread. National Biscuit Co. has Premium Cracker announcements and programs on 15 stations, weekly half-hours for NBC Bread on 23. Capital Bakers advertise Capital Bread with announcements on 17 East Coast stations. Regan Brothers Bakery uses spots and programs on nine midwestern stations for Holsum Bread.

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

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


Network advertisers using their programs for a variety of food products included: Butler Packing Co. (Dennison’s Foods), Newsweek Looks Ahead (started August), ABC ($19,651); National Biscuit Co. (All Products), Arthur Godfrey (started Sept.), CBS ($496,783); Seeman Brothers (White Rose Food Products) Buddy Weed Trio (July-Oct.), ABC ($6,026); Nalley’s Inc. (Mayonnaise, soups, pickles, etc.) on March 2 began sponsoring Meet the Miasus on CBS.

Other food advertisers currently using spot radio include: General Foods, (Bakers Coconut, Bakers 4-in-1 Sweet Cocoa Milk, Bakers Cocoa, Calumet Baking Powder, Certo, Diamond Crystal Salt, Sni-

<table>
<thead>
<tr>
<th>Month</th>
<th>Net</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>15</td>
<td>28</td>
<td>9</td>
<td>42</td>
</tr>
<tr>
<td>Aug.</td>
<td>15</td>
<td>28</td>
<td>29</td>
<td>72</td>
</tr>
<tr>
<td>Sept.</td>
<td>22</td>
<td>32</td>
<td>39</td>
<td>93</td>
</tr>
<tr>
<td>Oct.</td>
<td>28</td>
<td>11</td>
<td>43</td>
<td>82</td>
</tr>
<tr>
<td>Nov.</td>
<td>34</td>
<td>23</td>
<td>63</td>
<td>120</td>
</tr>
<tr>
<td>Dec.</td>
<td>34</td>
<td>32</td>
<td>22</td>
<td>90</td>
</tr>
<tr>
<td>Jan.</td>
<td>46</td>
<td>66</td>
<td>155</td>
<td>267</td>
</tr>
<tr>
<td>Feb.</td>
<td>46</td>
<td>66</td>
<td>155</td>
<td>267</td>
</tr>
</tbody>
</table>

Source: Rorabaugh Report on Television Advertising

King Cotton is Back on the Throne

The Magic Valley has planted over 770,000 acres this spring—the equivalent of over 500,000 bales. The Valley is looking forward to a $75,000,000.00 crop—(That ain’t hay, Bud—that’s COTTON). Contact a Taylor-Boroff Representative about this rich market with a population of 250,000.
QUESTION:
In Northeast Iowa, Do Your RADIO DOLLARS end up in SALES or just Atmosphere?

CLUE: Here is the COST

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

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>$110</td>
</tr>
<tr>
<td>WMT</td>
<td>$120</td>
</tr>
<tr>
<td>WHO</td>
<td>$230</td>
</tr>
</tbody>
</table>

Here are the LISTENERS

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

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

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>30.9%</td>
</tr>
<tr>
<td>WHO</td>
<td>18.4%</td>
</tr>
<tr>
<td>WMT</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

ANSWER: Make no mistake. Your radio dollars end up in more sales when you use KXEL's 50,000 watt coverage to blanket Northeast Iowa.

★ KXEL has more listeners.

★ KXEL costs less.

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

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY, WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

BROADCASTING • Telecasting

April 11, 1949 • Page 89
Class 11

(Continued from page 88)

Class 12:

**...Gasoline...**

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

During 1948, Mr. Boyd reports in a statement to Broadcasting, petroleum production “hit an all-time peak, totaling 2,016,282,000 barrels for the year; exploration and drilling also set new records, with a total of 40,683 new wells in 1948, an increase of 18.4% over 1947. Refined products and dollar volume sales also went up.”

Calling estimates of “competent authorities that total demand for the current 12-month period will range from 3 to 5% higher than in 1948,” Mr. Boyd states:

“As in other industries, supplies are more nearly approaching normal than they have for some years, and competition among the many units in the industry, always at a high peak of intensity, will doubtless receive added impetus during the year. This situation will probably reflect itself in increased advertising activity, both in the printed press, on the radio and in no doubt on television. It is difficult to even attempt to estimate the amount of money thus involved, but it is logical to assume that as companies compete more intently with each other for the available market, advertising expenditures will mount in direct proportion.

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

Substantiating Mr. Boyd’s prediction of increased advertising of gasoline and oil during 1949, Publishers Information Bureau tabulation on nationwide network gross billings for January gave this group a total of $65,605, up 8.4% over the gross of $58,568 for January 1948. Network billings for this group should go up farther with the addition of National Barn Dance, now sponsored by Phillips Petroleum Co. each Saturday for a half-hour on ABC.

Other network advertisers in this class, in addition to the leading advertisers listed in the table, include American Oil Co., which started Carnegie Hall, weekly half-hour, on ABC last September, spending $104,011 for that during the remainder of last year. This program replaced this sponsor’s...
Still first

in the morning (8-12 a.m.)

in the afternoon (12-6 p.m.)

and in total rated periods

* October through February Hooper Ratings

This business of leading the pack is getting to be a habit at WFBR.

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

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

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

AM WFBR FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
NIGHTTIME RADIO FAMILIES—19¢ per 1,000!
This is the lowest cost for any 50 KW station in the nation. The figures are obtained by applying 1946 BMB coverage data against WSM's current hourly rate.

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

These BMB based figures are the only yardstick of this nature that radio has. For further evidence of what WSM can do with its low cost coverage and its talent staff of more than 200, let us build you a show for spot coverage of the rich mid-South market.
Class 12
(Continued from page 90)
year round ($157,200).

Coil advertisers who used the networks during 1948 included: Appalachian Coals Inc., sponsoring Alvin Halter's 5-minute newscasts five times a week on MBS from January to August ($203,349); Delawaré, Lackawanna & Western Coal Co., with The Shadow on Mutual for a Sunday halffour ($86,246), and Hudson Coal Co., with a 15-minute Sunday morning series, D & H Miners, on NBC ($45,900).

Oil companies for years have been among the leading sponsors of sports broadcasts and are adding video sports coverage to their promotional schedules as this field develops. Heading the sports sponsor list is Atlantic Refining Co., which this winter will sponsor its 15th consecutive season of professional baseball broadcasts. Atlantic's 1949 line-up includes all home games of the Philadelphia Athletics and Phillies, broadcast on a regional hookup fed by WIBC Philadelphia; all home games of the Boston Braves and Red Sox, with WHDH Boston originating the broadcasts for a New England sports network; all games of the Pittsburgh Pirates, fed by WWSW Pittsburgh to a Western Pennsylvania network; all games of the Baltimore Orioles, on WITH Baltimore. In each area Atlantic will have a co-sponsor for the games, which total 616 for the season.

Atlantic will also sponsor video coverage of the Philadelphia games, using all three Philadelphia TV stations on a rotating basis. Each fall Atlantic continues its sports broadcasts by covering college and high school gridiron contests throughout the east. Overall, Atlantic's last October pushed Atlantic's broadcast activities to a peak of 182 stations in that month, according to the Rorabaugh Reports, which showed 177 stations used by Atlantic in September and 116 in November. The company also sponsors telecasts of the U. of Pennsylvania football games each year.

Most oil companies had not announced their summer plans as this was written, but March saw Ashland Oil & Refining Co. sponsoring the U. of Kentucky basketball games on a 17-station network in that state, similar to the one which broadcast the school's football season last fall. Magnolia Petroleum Co. was sponsoring Texas basketball playoffs on Texas State Network. Standard Oil of Indiana was sponsoring high school state basketball tournaments, lapping of baseball and football and KGLO Mason City, Iowa. This company, in addition to regular news and sports shows on 21 stations throughout the midwest, also sponsored numerous football broadcasts last fall.

Union Oil Co. last year sponsored football telecasts on KLAC-TV Los Angeles and Tidewater Associated Oil Co. used KTLA (TV) of that city for its video football coverage. Tidewater also sponsored west coast gridiron broadcasts on five Alaskan stations. General Petroleum Co. last summer broadcast Olympic Games films on KTSI (TV) Los Angeles and Petrol Corp. had a wrestling series on KTLA. During the winter, Astina Oil sponsored hockey telecasts on WAVE-TV Louisville; Sinclair Refining Co., wrestling on WMAL-TV Washington, plus 28 time signals a week on the same TV station; Clark's Super-Gas Co., hockey on WTMJ-TV Milwaukee.

Esso Standard Oil Co. is a perennial sponsor of newscasts, with five, 10 or 15-minute programs broadcast one, or two or three times a day on 42 stations in the Esso service area, year after year. Shell Oil Co. uses news and other masculine appeal programs five to 15 minutes long, currently aired three to 24 times a week by 39 stations, with plans for expansion in the works. Socony-Vacuum Oil Co. maintains a similar broadcast schedule on nine stations. Texas Co. on eight. Petroleum Solvents Corp. (Silox) uses announcements on 13 stations.

Phillips Petroleum Co. uses 10 and 15-minute programs three to six times a week on 26 stations, half-hour weekly shows on six. In March, Sinclair Refining Co. started a four-month campaign for a new anti-rust gasoline that called for the use of some 1,500 announcements on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, plus three daily newscasts on WEMP Milwaukee.

Two major oil companies are in the forefront of TV network sponsors. Texas Co.'s Tuesday night 60-minute Texaco Star Theatre on NBC's video network was the top-ranking television program throughout the winter, achieving not only the largest viewing audience week after week but also a sponsor identification index running well over 90%. Texas Co. also used the material in their first experimental video broadcast of a full-length show.

(Continued on page 96)
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET
Class 12

(Continued from page 94)

- bough opera on an ABC TV hook-up, perhaps a forerunner of the time when this company's Saturday afternoon opera broadcasts will be seen as well as heard by the audience at home.

Gulf Oil Co. sponsors two TV network series, We the People on CBS, first sponsored program to be simultaneously broadcast and telecast on a regular basis, and Gulf Road Show on NBC. American Oil Co., in February sponsored NBC's telecast of the Army championship boxing matches as a one-time program and early in April Scooby-Vacuum Oil Co. sponsored the same network's TV pickup of Julius Caesar from the Little Theater in the Folger Shakespeare Library in Washington.

Oil company spot, but not sport, TV users include Pate Oil Co., Standard Oil Co. of New Jersey, Fleetwing Corp. and Southern California Gas & Oil Co., all using announcements; MacMillan Petroleum Corp., sponsoring Roving Camera, 15-minute weekly program, on KTLA (TV) Los Angeles; Sun Oil Co., sponsoring Curious Camera, also a quarter-hour a week, on WMAR-TV Baltimore.

The extent of local radio sponsorship by oil and coal companies may be estimated from their use of network co-op programs, which are currently sponsored by 24 gas and oil firms, three service stations and eight coal companies. The class counts six sponsors of TV at the local level.

FERRY-MORSE Seed Co. did not begin its annual campaign for its seeds until Feb. 5 this year, so the Horticulture column of network business shows a blank for January, compared with a gross of $27,195 for that month of last year. For the fifth year, Ferry-Morse is sponsoring Garden Gate, Saturday morning quarter-hour program, on CBS, in the pre-planting season. This year's campaign is to run 16 weeks.

Spot advertisers in this category include Stern Nurseries, using one to 12 quarter-hours a week on seven Southern stations; Northrup, King & Co., with spots and programs on 16 midwestern stations in February for its seeds, feeds and seed corn; Garst & Thomas Hybred Corn Co. and Pioneer Hybred Corn Co., using spots and quarter-hours for their seed corn; California Spray Chemical Co., advertising Ortho Garden Spray in a 26-week Garden Guide campaign on eight MBS California stations. Mountain View Nurseries tested two 15-minute periods on WENR Chicago in January, may be back with regular schedule.

Allied Florists Assns. of Greater Baltimore and Greater Philadelphia use announcements on stations in those cities; Retail Florists Assn. of Colorado sponsors the Singin' Sam transcription series on KFEL Denver.

Breakdown by Business Categories Continues on page 102

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Class 13: Horticulture

### CLASS 13.HORTICULTURE

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1948</th>
<th>$98,946</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>197,170</td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>2,236</td>
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** SPOT 1948 $446,000 **

<table>
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<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
</table>
| FERRY-MORSE SEED CO.           | "Garden Gate" Seeds | CBS-161-14 (Jan.-May) | $98,946 | ** BROADCASTING estimate **

---

** EXPANDED COVERAGE FOR A GROWING MARKET **

WICHITA, KANSAS

NOW 5,000 WATTS

1480 ON THE DIAL

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

Represented by TAYLOR-BORROFF & COMPANY, INC.

KANS ½ MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family: over $6,000 for Wichita; over $4,000 average for entire coverage area. Population—705,000. Radio families—177,936.
because sales are our business. Through NBC network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by

Robert Meeker Associates
Chicago San Francisco New York Los Angeles
two are always better than one...

Two instead of one can make all the difference in the world... in a wedding... or in an important retail market. Take Baltimore, Maryland, for example.

Baltimore, as you know, is a rich market with plenty of radio and television stations... but only one broadcasting organization that offers both. That one is WBAL.

You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL and WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising... just because the name WBAL, and much of the talent appearing on WBAL, is associated
in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market... let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

**in Baltimore, WBAL—**

**and only WBAL, offers both...**

**WBAL**  
1090 KC  50 KW  
NBC Affiliate

**WBAL-TV**  
Channel 11  36.2 KW  
NBC Affiliate

2610 North Charles Street  
Baltimore 28, Md.

**WBAL and WBAL-TV**  
**Mean Business in Baltimore!**
What Price Sports?

IS RADIO "as free as the press"?
On most counts yes, because radio newsmen are not restricted on with the press, in Federal, state and local newsgathering. Strides forward are being made, notably through the work of the National Assn. of News Directors, in procuring for radio the same freedom that is accorded newspapers.

It is in the field of sports that radio falls down hardest in its freedom fight. There's the danger that radio is being taken for the kind of ride that could prejudice irrevocably its claim to news freedom.

A warrior in the cause of sports freedom is Ragan Jones, owner of KVOS Bellingham, Wash. They also have waged an uncompromising battle against newspapers in his area. Every time radio pays to cover a sports event, Mr. Jones lucidly proclaims, the cost of doing business is raised. And every time radio pays particularly at the local level, the station defaults on its claim of freedom to access of news.

Radio doesn't pay for "rights," maintains Mr. Jones. It pays for exclusive rights—to keep other stations out. Rather than compete among themselves, he suggests sports rights funds be spent competing with other media.

The sports freedom struggle last month in South Carolina when the legislature considered a "Privilege Fee" bill which would allow state-supported colleges and schools to sell exclusive sports rights. The South Carolina Broadcasters Assn., headed by Bevo Whitmire, of WFBC Greenville, killed the measure, on the ground that radio has as much right on a state athletic field as a newspaper.

The advent of TV has underlined the importance of sports freedom. Despite the fact that television has imbued new life in many sports which were decedent, stations and sponsors are paying for exclusive rights.

The evolved situation is that the price of sports coverage rights, gratis are, taken for granted. Radio was the salvation of baseball and perhaps football in other years, by promoting the sports and the attendance. TV is doing the same thing. Yet we have ham-and-egg fighters, and grunt-and-groan wrestlers demanding a "cut."

Last Fall the British Columbia Assn. of Broadcasters took cognizance of this problem. They adopted this resolution:

Whereas the actuality broadcasting of sports events is right and should be encouraged, and therefore be it resolved (a) that members of the RMA refrain to pay any fee for the right to any actuality broadcast of any sports event, and (b) that the RMA mediate in all the payments for rights for sponsors or agencies.

We commend that language to the NAB Convention meeting this week in Chicago.

Tackling TV Hysteria

WITHIN the next few weeks—no one appears to know precisely when—will the FCC thaw the TV freeze and set TV standards for the near future—probably covering as much as the present VHF spectrum.

If normal methods are used, the public will be thrown into confusion. TV is technical. No matter how carefully the FCC may handle its public relations, there will be garbled reports.

The grape-vine will spread the story that present receivers are obsolete or obsolete classes; that color will supersede black-and-white before you can say troppochopbe, and that the public, therefore, should lay off buying sets, any sets—AM, FM or TV.

The Radio Mfrs. Assn. has appointed a committee to give the public, trade and government accurate TV information, apparently in anticipation of the thaw and the new allocations.

And there lies vividly on the RMA memory the Zenith foray and the subsequent garbled versions of all the horrendous things that were happening to TV.

We suggest the radio manufacturers, for their own salvation, contribute a war chest of at least $100,000. Let them use it to buy space, announce their story where it has been, buy newspaper space, too. Let them, just this once, get the drop on the saboteurs and tell the simple, factual story that present-day TV is not obsolete, there's a new way, a way that hasn't been tried. It's radio's obligation to do as WRC has done, go out and get facts that prove radio is what it is—a successful and productive advertising medium.

[Continued on page 174]
FAMOUS BRANDS

... of products in ALL classifications owe much of their fame in South Texas to campaigns over -

WOAI

SAN ANTONIO

- Another FAMOUS WESTERN BRAND!

ROUNDUP TIME in 65 South Texas counties alone recently showed WOAI leading the herd both day and night by more than 2 to 1

* @ C. C. DABNEY, Fredericksburg, Texas

Represented by EDWARD PETRY & CO., INC.

WOAI - NBC - 50,000 WATTS - CLEAR CHANNEL - 101
SALES OF HOME APPLIANCES hit an all-time high in 1948, despite a year-end slump which continued into the opening months of 1949, leading many companies to cut prices and curtail production of refrigerators, ranges and some smaller appliances. A mid-March pick-up, which, however, did not bring sales back to the level of a year ago, was hailed by some retailers as the end of the slump, while others saw it as only a momentary response to bargain prices.

Avco’s Crosby Division, which has tripled its advertising budget to $5 million for 1949, in March was contemplating no cuts in either prices or production. Admiral Corp., which had reduced refrigerator prices 15% and range prices 20-25% when its new line came out in January, stated that no additional price cuts for these products would be made.

But Westinghouse Electric Corp., on April 1 began a gradual curtailment of appliance production, while General Motors Frigidaire Division planned to lay off some workers in the next few months, “probably not more than 1,200 out of 20,000.” Servel Inc., in February cut its refrigerator production back 25% and Bendix Home Appliances Inc., omitted the dividend on its common stock for the first quarter of 1949, as did Apex Electrical Mfg. Co. April 1, which has laid off 1,000 of its 3,000 employees, anticipated losses for the first half of 1949 just about matching the $945,170 profits made in the like period of last year. East Washing Machine Corp. deferred dividend action until June. And most refrigerators and ranges were priced at five to 10% below last year’s levels.

The sales decline of appliances in recent months has not been matched by any curtailment of radio appropriations. The network advertising of household equipment, which last year came close to doubling the 1947 amount, amounted to gross time purchases of $703,688 in January, not quite 1% ahead of the $979,630 gross for January 1948. In February, Homemakers Institute and Servel Gas Refrigerator Dealers started what’s My Name as a Saturday morning series on ABC.

Crosley Division of Avco Corp. was planning a network television program and a spot radio campaign on about 100 stations for its refrigerators this spring. General Motors is offering Frigidaire dealers their choice of five syndicated radio programs for local use on a cooperative basis with the company sharing time and talent costs equally with the dealer. General Electric Co. has increased its Sunday night period on CBS-TV from 30 minutes to a full hour, featuring Fred Waring and His Pennsylvanians. Scott Paper Co. now sponsors Diane Lucas’ Cooking School, Thursday evening half-hour on CBS-TV, and Rockwell Mfg. Co. (Homecraft power tools) in March started That’s O’Toole as a Sunday afternoon 15-minute program on ABC’s video network.

Admiral Corp.’s Broadway Revue, a full Friday evening hour on both the NBC and DuMont television networks, continues as the major item in this company’s advertising, whose 1949 budget has allocated $780,000 for television alone.

General Electric appliances are advertised by both sound broadcasting and television in many local campaigns, sponsored by GE Supply Co., city-wide GE dealer organization or individual distributors. Nash-Kelvinator Co. has been using video spots and programs in four cities for its refrigerator line. More than 40 appliance dealers also sponsor individual TV campaigns in their localities, the most ambitious being that of Pierce-Phelps of Philadelphia, sponsoring Homemakers’ Matinee for a full hour five afternoons a week on WCAU-TV. In the same city, Trilling & Montague, Norge dealers, have sponsored basketball on WFIL-TV in cooperation with the refrigerator company.

WCAU-TV offers 150,000 showrooms in Philadelphia for a gigantic demonstration of the new models. Philadelphia, the nation's third largest city, is second in number of TV sets. Use the combination of eye and ear appeal in this very important concentration of buying power. WCAU-TV is a CBS affiliate.
(Continued from page 101)

(waxed paper), Sage Laboratories (air refresher) have also initiated campaigns. Many local household equipment retailers sponsor local campaigns, with more than 100 using various network co-op shows.

Network advertisers in 1948 among this group, in addition to those listed in the table, include: Anchor-Hocking Glass Corp., sponsoring Crime Photographer, weekly half-hour (Jan.-March) on CBS, with gross time charges of $206,307; Bendix Home Appliances Inc. (washing machines), George Fischer in Hollywood, five 5-minute periods a week (May-July), CBS ($14,227); Club Aluminum Products Co. (household utensils) Club Time, weekly quarter-hour, ABC ($125,452); Modgen Corp. (Perma Brooms), Meet the Muses, quarter-hour a week (starting Sept.), CBS western network ($19,905); Stanley Home Products Inc. (Kitchen equipment), two-one-time programs on ABC, Northfield 1,000-Voice Choir in May and Boys' Town Choir in December ($23,842). Since the beginning of the year, Seeman Brothers has discontinued Tomorrow's Headlines on ABC, started Allan Jackson and the News on CBS for a Saturday morning five-minute period; General Electric Co. has moved House Party, five half-hours a week, from CBS to ABC.

**CLASS 15: House Furnishings**

FURNISHINGS are advertised primarily at the local level, with more than 130 retailers reported as sponsoring network co-op programs alone, in contrast to only four network sponsors and a small list of advertisers in this group using national and regional spot radio. Television similarly counts more than 30 local furnishings advertisers to two network clients.

(Continued on page 102)

**CLASS 15. HOUSEHOLD FURNISHINGS NETWORK**

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>$1,331,640</td>
</tr>
<tr>
<td>1947</td>
<td>697,641</td>
</tr>
<tr>
<td>1938</td>
<td>1,532,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEADING NETWORK ADVERTISERS</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Silver Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Adventures of Ozzie &amp; Harriet&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Silver Summer&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Silverplate&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Theatre of Today&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mantle Lamp Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Smiling Ed McElroy&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Hart Adler Inc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Island Mattress Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Furniture of Ozzie &amp; Harriet&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Charles Collingwood News&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alvin Wilder Adv.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>1,725</td>
<td>453,445</td>
<td>$853,074</td>
<td>$85,675</td>
<td>$85,095</td>
</tr>
<tr>
<td>NBC</td>
<td>1,156</td>
<td>196,429</td>
<td>$459,779</td>
<td>$418,056</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>312</td>
<td>653,445</td>
<td>$853,074</td>
<td>$85,675</td>
<td>$85,095</td>
</tr>
</tbody>
</table>

Furniture & furnishings combined, $742,407

**Kepreien/afive**

**MAKE KTRH THE SOUTHWEST'S BEST BUY**

Representative  
John Blair & Co.
# HOOPER STATION LISTENING INDEX

**City Zone**

MONTHS: OCTOBER, 1948, FEBRUARY, 1949

Total Coincidental Calls—This Period 36,446

## SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS-IN-USE</th>
<th>WKBN</th>
<th>Network Station B</th>
<th>Station C</th>
<th>Network Station D</th>
<th>Network Station E</th>
<th>Network Station F</th>
<th>FM, TV &amp; OTHERS</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>21.1</td>
<td>40.3</td>
<td>35.1</td>
<td>9.6</td>
<td>7.3</td>
<td>2.8</td>
<td>1.2</td>
<td>3.7</td>
<td>6,353</td>
</tr>
<tr>
<td>8:00 A.M.—12:00 Noon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON</td>
<td>28.4</td>
<td>41.7</td>
<td>29.0</td>
<td>(13.21)</td>
<td>9.7</td>
<td>2.3</td>
<td>1.4</td>
<td>3.9</td>
<td>9,482</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 NOON—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td>41.2</td>
<td>50.1</td>
<td>27.1</td>
<td>14.2</td>
<td>4.6</td>
<td>0.8</td>
<td></td>
<td>3.2</td>
<td>17,170</td>
</tr>
<tr>
<td>Sun. thru Sat.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 P.M.—10:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUNDAY AFTERNOON</td>
<td>30.2</td>
<td>24.0</td>
<td>30.6</td>
<td>(14.71)</td>
<td>14.1</td>
<td>4.8</td>
<td>4.7</td>
<td>8.7</td>
<td>3,441</td>
</tr>
<tr>
<td>12:00 NOON—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY DAILY</td>
<td>NOT RATED IN YOUNGSTOWN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 A.M.—6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL* RATED TIME PERIODS</td>
<td>31.0</td>
<td>43.9</td>
<td>29.3</td>
<td>(12.31)</td>
<td>11.6</td>
<td>3.6</td>
<td>1.4</td>
<td>3.8</td>
<td>36,446</td>
</tr>
</tbody>
</table>

**NOTES:**

- No interviewing was conducted during the World Series broadcasts.
- The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

* Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† The above measurements are adjusted to compensate for the fact that Radio Station C gives off at 5:45 P.M. in October and at 5:00 P.M. in November.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

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April 11, 1949

Bonafide Mills Co. (linoleum) and Bigelow-Sanford Carpet Co. both have programs on NBC's TV network. Bonafide sponsors Stop Me If You've Heard This One for a half-hour each Friday; the Bigelow Show is a Thursday half-hour. Armstrong Cork Co. continues its Saturday noon dramatic series on CBS but Alexander Smith & Sons Carpet Co., which last spring used 80 stations, last fall 24, in spot campaigns, was not using radio in the early months of 1949. Current TV spot accounts include Baldwin Piano Co. sponsoring Baldwin by Request on WLWT (TV) Cincinnati; Slumber Products Corp. (Resotonic Mattresses) Radio Watch and a two-month spot on WMCT (TV) Memphis; and Eclipse Sleep Products Co., Morris Furniture Mfg.

Class 16: Industrial Materials

**CLASS 16. INDUSTRIAL MATERIALS**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Grass)</td>
<td>$1,747,826</td>
<td>$1,052,090</td>
<td>$1,067,725</td>
</tr>
<tr>
<td>(Net)</td>
<td>130,204</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Nrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>U. S. STEEL CORPORATION</td>
<td>&quot;Theater Guild on the Air&quot;</td>
<td>BBD</td>
<td>15</td>
<td>$1,052,090</td>
<td>$1,067,725</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. E. DU PONT de Nemours Co.</td>
<td>&quot;Cavalcade of America&quot;</td>
<td>BBD</td>
<td>15-1/2</td>
<td>$693,726</td>
<td>$693,276</td>
<td>$250,455</td>
<td></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

D'PONT'S Cavalcade of America and US Steel's Theater Guild on the Air, two of radio's outstanding institutional campaigns, make up almost the complete use of radio for industrial materials. Two local sponsors of network co-op programs and one local metal company which uses TV announcements were the only additional members of this class reported as using any form of broadcast advertising.

US Steel is increasing its radio budget for 1949 by remaining on the air through the summer. Following the wind-up of its current ABC Theater Guild series on June 6, the corporation will sponsor the NBC Symphony in a summer series of Sunday evening concerts, 8:30-9:30, and in the fall will move its hour-long dramatic programs to NBC at that time. The two-fold purpose of this series, according to a booklet recently issued by US Steel to explain the company's operations and policies, "is to create a better public understanding of the affairs and policies of United States Steel and the products made by it, and to provide, with an atmosphere of the theatre, the best in dramatic entertainment."

After a year of high production, sales and profits in 1948, the steel industry met with a slackening demand in February and March this year and a number of plants were closed down for the first time since the war. On January 25 Irving S. Olds, chairman of the board of US Steel Corp., reported almost no let-up in the demand for steel, with some manufacturers the only group to have canceled some orders for steel and those of relative unimportance. Two months later, however, Ernest T. Weir, chairman of the board of National Steel Corp., said: "The year 1949 started off with a continuing strong demand, but there is evidence that we have gone over the top. We may have business requiring full operations over the first six months, but I could not make this prediction for the latter part of the year. I believe that by next January the industry will find itself in normal condition."
EVERY SIXTY-SIX MINUTES (YEARLY AVERAGE) WE ISSUE A REPORT FOR A CITY, DISTRICT OR AREA IN ONE OF THE FORTY-EIGHT STATES.

EACH YEAR OVER FIVE HUNDRED COMPLETE GENERAL REPORTS ARE PUBLISHED FOR DISTRIBUTION AMONG OUR ADVERTISER AND AGENCY SUBSCRIBERS.

AND IN ADDITION, WE CONDUCT TWELVE HUNDRED OR MORE SPECIAL SURVEYS YEARLY FOR ADVERTISERS, AGENCIES, REGIONAL NETWORKS AND RADIO STATIONS.
MIRRORING THE SALES level of life insurance policies, which in 1948 was within 1% of the 1947 total, gross network advertising expenditures of insurance companies in 1948 were almost on a par with those of the preceding year. And in January 1949, when life insurance purchases were 2% below those of January 1948, gross network billings for this group also dipped slightly, totaling $341,899 this January against $344,977 the first month of last year, according to Publishers Information Bureau.

Mutual Benefit Health & Accident Assn. of Omaha in January replaced Gabriel Heatter's Behind the Front Page program on MBS with Mayor of the Town, a weekly dramatic series, on the same network. Otherwise, the network lineup for this group entered 1949 as shown in the table. Metropolitan Life augments its West Coast network program with five, ten and fifteen-minute programs and announcements aired three to six times a week on some 30 stations. Prudential, in addition to its Family Hour on CBS, sponsors a weekly quarter-hour on WJNR Newark. The volume of radio billings in this field at the local level is indicated by the fact that more than 30 insurance brokers are included among the sponsors of network co-op shows.

### Class 17: Insurance

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td>SPOT</td>
<td>1948</td>
<td>$412,000</td>
</tr>
<tr>
<td>Agent</td>
<td>Product</td>
<td>Advertiser, program, and agency</td>
<td></td>
</tr>
<tr>
<td>PRUDENTIAL INSURANCE CO.</td>
<td>CBS-131-1/2</td>
<td>Benton &amp; Bowles</td>
<td></td>
</tr>
<tr>
<td>&quot;The Prudential Family Hour&quot;</td>
<td>$1,742,416</td>
<td>$1,964,463</td>
<td></td>
</tr>
<tr>
<td>EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.</td>
<td>ABC-55-1/2</td>
<td>Boothe &amp; Ryan</td>
<td></td>
</tr>
<tr>
<td>&quot;This is Your FBI&quot;</td>
<td>$761,601</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MUTUAL BENEFIT HEALTH &amp; ACCIDENT ASSN. OF OMAHA</td>
<td>ABC-25-1/2</td>
<td>&quot;Point Sublime&quot;</td>
<td></td>
</tr>
<tr>
<td>&quot;Gabriel Heatter&quot;</td>
<td>$706,535</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;California Caravan&quot;</td>
<td>CBS-25-1/2</td>
<td>Lockwood-Shackelford</td>
<td></td>
</tr>
<tr>
<td>&quot;Pacific Homes&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Life Insurance Co.</td>
<td>CBS-25-1/2</td>
<td>Wallis &amp; Ryan &amp; Metcalf</td>
<td></td>
</tr>
<tr>
<td>&quot;Eric Savoie&quot;</td>
<td>$471,543</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young &amp; Rubicam</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN HANCOCK MUTUAL LIFE INSURANCE CO.</td>
<td>ABC-91-1/2</td>
<td>Allied Insurance</td>
<td></td>
</tr>
<tr>
<td>&quot;Point Sublime&quot;</td>
<td>$229,464</td>
<td></td>
<td></td>
</tr>
<tr>
<td>McCann-Erickson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CALIFORNIA MEDICAL ASSN.</td>
<td>ABC-12-1/2</td>
<td>Hospitalization Insurance</td>
<td></td>
</tr>
<tr>
<td>&quot;California Caravan&quot;</td>
<td>$13,728</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lockwood-Shackelford</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**WAMS**

**WILMINGTON, DELAWARE**

1000 WATTS-1380 KC—DAY AND NIGHT

*Delivering the "All-Year Round Audience"

**Market Data**

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>RADIO HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 MV/M - 1,214,048</td>
<td>301,162</td>
</tr>
<tr>
<td>2.0 MV/M - 908,762</td>
<td>225,136</td>
</tr>
<tr>
<td>*4.75 MV/M - 926,358</td>
<td>133,635</td>
</tr>
</tbody>
</table>

(*F.C.C. night-time protected interference free area)

**WILMINGTON** is the 35TH LARGEST WHOLESALE MARKET in the U.S.

**WILMINGTON** RANKS 40th in U.S. cities in net effective buying income, per family.

**WILMINGTON** RANKS 72nd in U.S. cities in food store sales.

**THE WILMINGTON METROPOLITAN AREA RANKS 4th in the U.S. in per capita income.**

**THE WILMINGTON METROPOLITAN AREA RANKS 53rd in retail market sales.**

**THE STATE OF DELAWARE RANKS 22nd ON THE LIST OF RETAIL SALES PER FAMILY, surpassing Pennsylvania, New York, Maryland and Massachusetts.**

**THE STATE OF DELAWARE RANKS 10th in net cash income per farm.**

**THE STATE OF DELAWARE RANKS 11th in density of population, showing the 4th greatest population gain on the Atlantic seaboard since the 1940 census.**

**MUTUAL FOR DELAWARE. W.EED & CO. Nat. Reps.**

Only two insurance organizations were reported as using TV advertising in the Rorabaugh February compilation of video advertisers: Associated Hospital Service (hospitalization insurance), sponsoring two five-minute news programs a week on WGN-TV Chicago, and Federal Old Line Insurance Co. using announcements on KRSC-TV Seattle. The outlook for the life insurance field in the months ahead is good, according to Holgar J. Johnson, president, Institute of Life Insurance, who told BROADCASTING: "Life insurance in the U.S. reached a new peak of ownership in 1948, with an increase of three million in the number of people having policies. A total of 78 million Americans now own $201 billion of life insurance distributed by 584 competing companies. The year's purchases of new insurance were slightly less than in the previous year, but were only one-half of 1% under the record established in that year. It was the third successive pace-setting year of life insurance purchases; in these three years policies bought have nearly equalled those of the previous six years. "In spite of this sharp rise in life insurance ownership since the end of the war, the coming year will undoubtedly see a very high level of buying sustained, with a new peak in total ownership achieved. This year this ownership of life insurance protection for American families went over the $200 billion mark for the first time. "The American people have demonstrated their desire to save and to enhance their security through life insurance. While today's $6,000 average life insurance per insured family is well above past years, it is still far short of adequate for the kind of family security our people have established as their goal."
"Manufacturing" chicks is a BIG business in the BIG KFAB area. Millions of chicks are sold every year over the BIG station KFAB. Among the hatcheries who profit by KFAB's BIG coverage in the BIG Middlewest are Gage County Hatchery, Hill Hatchery, Lincoln Hatchery, and others.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
KGW's magnificent new studio facilities now matched by all new transmitter equipment

LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest.

THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years Arthur H. Bean, left, came with the station August 1 1931, Clyde Bruyn, September 3 1933; and Clarence M. Conquist December 26 1925

EASY DOES IT! This shot shows one of the units of the new KGW transmitter being derricked through a second story window of the transmitter house. The new installation will give KGW the most efficient transmitting equipment yet developed by the radio industry.
OREGON'S GOVERNOR DOUGLAS McKay (at right) receives final instructions from KGW Manager H. O. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a $1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.

THESE "Healthy" Kilowatts WILL CARRY YOUR ADVERTISING MESSAGE TO HOMES THROUGHOUT THE NORTHWEST

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

step ahead for

KGW and KGW-FM
COMPLETE SCHEDULE SIMULTANEOUS SERVICE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
BULOVA WATCH Co., pioneer sponsor of time signals, has not only stepped up its sound broadcasting budget to a new high of approximately $3 million for 1949, but has appropriated a total of $500,000 for visual time broadcasts by television. Some 300 radio stations are now giving the correct Bulova time 365 days a year. In February, 39 TV stations in 24 markets were showing the time and Bulova name to their viewing audiences, with more to be added as more TV stations go on the air. Benrus Watch Co. has also increased its radio and television schedule, adding $500,000 to bring this year's budget for aural and visual advertising to a $1,600,000 total. Early this year, Benrus was sponsoring time signals on 103 radio and 59 video stations, with expansion planned. Elgin National Watch Co., General Time Instrument Corp. (Westclox Watches) and Gruen Watch Co. were also experimenting with TV spots on a limited scale.

Longines-Wittnauer Watch Co., whose half-hour musical Symphony transcriptions have been broadcast one or more times a week on more than 100 stations, started a CBS series, Festival of Songs, for Longines Watches in September and added a second program on the same network for Wittnauer Watches at the end of the year.

Revere Camera Co., which last summer expanded its network time with Revere All Star Reviews from 15 to 20 minutes weekly, experimented with television last December by sponsoring a quarter-hour program on WBBK Chicago and in planning regular use of this medium on an expanding scale during 1949. Bell & Howell (Filmo home movie equipment) in March started a spot campaign in major markets. New Haven Clock & Watch Co. last fall began Memo for Tomorrow, three-week commentary, on Rural Radio Network, New York State FM group. Abelson's, jewelry chain in New York and New Jersey, has been sponsoring 24 programs and more than 100 announcements a week on five stations in the group's market area. Kay Jewelry Co., West Coast organization, uses a daily hour on KNBC San Francisco and two spots a day on KFSD San Diego. Binyon Optical Co. sponsors Favorite Story on KIRO Seattle. About 50 local jewelers sponsor network co-op programs.

Croton Watch Co. in March began co-sponsoring (with Odell Co.) WABD (TV) New York's nightly fight telecasts from Westchester County Center. Ross Jewelry Co. sponsors wrestling telecasts on WTTG (TV) Washington. During December, Swank Inc., promoted the Christmas sale of its cuff links and other men's jewelry with one-minute films on nine TV stations in the East.

Retail jewelry sales mounted from $360 million in 1939 to $1,275 million in 1945 and $1,540 million in 1946, when many other industries were not competing for consumer dollars; dropped to $1,447 million with returned competition in 1947 and to an estimated $1,379 million in 1948, according to A. E. Haase, executive director, Jewelry Industry Council.

In the peak war years, industry leaders "began to study ways and means of making the entire jewelry industry more promotion minded than it had been in time past, as insurance against rapid sales declines in postwar years," Mr. Haase reports. They realized that following the traditional jewelry method of determining advertising expenditures on a fixed percentage of sales, meant a shrinking amount of promotion in times of sales recession and that this would automatically occur unless "some organization became the evangelist of promotion—by work as well as words—for the entire industry. This planning and thinking resulted late in 1946 in the creation of the Jewelry Industry Council."

Mr. Haase notes that advertising of watches, silverware and diamonds alone in 1948 amounted to $18.2 million, compared with expenditures of $2,291,282 in newspapers, magazines and network radio in 1939. Because of this increased promotion and because most jewelry items today compare favorably with the price of similar products in 1939, the jewelry industry thus far has done an excellent "hold-the-line" job and has not slipped rapidly back toward its pre-war sales volume, Mr. Haase states.
WBMS
salutes
WQXR
a great station

for pioneering with complete devotion to the best in music . . .

for building an audience of over ½ million New York families . . .

for setting the pattern that now succeeds so notably in Boston . . . Bravo, and Encore!

nothing succeeds in building audience-loyalty like music at its best!

We followed the WQXR pattern from the start.
And now—thanks to a consistent policy of good music—WBMS proudly controls the most loyal listening audience in Boston!

WBMS

1000 WATTS — 1090 ON YOUR DIAL BOSTON, MASS.

Owned and operated by the FRIENDLY GROUP

WBMS BOSTON MASS.
WPIT PITTSBURG PA.
WSTV STEUBENVILLE OHIO
WFPG ATLANTIC CITY N. J.
WKNY KINGSTON N. Y.
It takes a lot to cost so little!

A spot announcement on 50,000-watt WBBM delivers many more listeners than an announcement on any other major station in Chicago. And at far less cost!

A LOT: WBBM commands an average daytime Pulse rating of 6.7 . . . a 52% higher average rating than any competitor.*

FOR LESS: Because it reaches so many more of your customers, the average WBBM daytime announcement delivers a bigger share of Chicago's radio homes at 37% less cost per thousand than such a spot on any other major Chicago station.

If you're looking for a much better Chicago buy, use WBBM—Chicago's most sponsored station for 23 consecutive years.

* Pulse of Chicago, Jan.-Feb. 1949, 6:00 a.m.-6:00 p.m., Monday thru Friday.

WBBM Columbia Owned—50,000 watts
Chicago's Showmanship Station
ADVERTISING of office equipment, stationery and writing supplies on the nationwide networks shrank from $4,230,989 in 1947 to $2,317,172 in 1948 and continued downward in January of this year, when the network gross time sales in this class amounted to only $145,973 in contrast to the group of $278,838 for the same month a year ago, according to PIB records.

Spot billings for this type of product are estimated at less than $1 million. These may pick up this year, with Jos. Dixon Crucible Co. using 15 stations for Ticonderoga Pencil spots this year as against only eight stations a year ago, and with Parker Pen Co. and Ritepoint Co. planning spot campaigns this spring.

Locally there seems to be little advertising for stationery, office supplies, greeting cards and the like, with only three stationers or office supply firms included in the more than 1500 local sponsors of network co-op shows. The television picture is no better, three companies using local TV announcements, according to the latest list.

Speaking at the winter convention of the Wholesale Stationers’ Assn., Henry E. Abt, president, Brand Names Foundation, urged this group to increase its advertising and pointed out that almost no attempt had been made to develop the potentially vast home market.

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NEVER one of radio’s major sources of revenue, the publishing business showed few signs of becoming one this year. Network billings for this group in January grossed only $78,790, compared with $193,653 for January 1948, according to Publishers Information Bureau, which also recorded a 30% drop in publishers’ use of network time for the year 1948 as compared with 1947.

In the book publishing field, William H. Wise & Co. started Get More Out of Life as three quarter-hours a week on ABC in January, its CBS program having ended in December. Doubleday & Co. began the year as the most active book publisher in spot radio, using programs of five to 15 minutes on 81 stations for “High School Self Taught,” programs on 15 stations for “Business Encyclopedia,” programs and spots on 17 stations for “Modern Home Medical Advisor,” programs on six stations for “Opera Book,” programs also on six stations for “Family Reading Club” and programs on two stations each for “Book League of America,” “Etiquette Book” and “Live a New Life.”

Among magazine spot users, (Continued on page 116)

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**CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>SPOT 1948</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td>$2,317,072</td>
<td>4,230,989</td>
<td>$992,000</td>
<td>$165,973</td>
</tr>
<tr>
<td>(Net)</td>
<td>1947</td>
<td>1938</td>
<td></td>
<td></td>
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LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Stations Hrs. per Wk.</th>
<th>Advertiser, program, and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pencils</td>
<td>NBC-144</td>
<td>1948</td>
<td>EVERSHARP INC.*</td>
</tr>
<tr>
<td>Ink</td>
<td>CBS-154</td>
<td>1947</td>
<td>&quot;Short or Leave It&quot;</td>
</tr>
<tr>
<td>Co.</td>
<td>(Jan.)</td>
<td></td>
<td>Blau Co.</td>
</tr>
<tr>
<td>Pencils</td>
<td>ABC-202</td>
<td>1938</td>
<td>&quot;Readers Digest-Radio Edition&quot;</td>
</tr>
<tr>
<td>Ink</td>
<td>(Jan.-Mar.)</td>
<td></td>
<td>&quot;Hallmark Playhouse&quot;</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
<td></td>
<td>Fouts, Core &amp; Bolding</td>
</tr>
<tr>
<td>Pens</td>
<td>CBS-27-14</td>
<td>1948</td>
<td>SHAEFFER PEN CO.</td>
</tr>
<tr>
<td>Pencils</td>
<td>(Mar.-July)</td>
<td></td>
<td>&quot;The Shoemaker Parade&quot;</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
<td></td>
<td>Russell M. Seeds Co.</td>
</tr>
<tr>
<td>Pens</td>
<td>ABC-14½</td>
<td>1938</td>
<td>&quot;Adventure Club&quot;</td>
</tr>
<tr>
<td>Pencils</td>
<td>(May-Aug.)</td>
<td></td>
<td>Carter &amp; Co.</td>
</tr>
<tr>
<td>Ink</td>
<td></td>
<td></td>
<td>WATERMAN, L. E. CO.</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
<td></td>
<td>Charles Deleu Rech Co.</td>
</tr>
<tr>
<td>Pens</td>
<td>ABC-12½</td>
<td>1938</td>
<td>CLARY MULTIPLIER CORP.</td>
</tr>
<tr>
<td>Pencils</td>
<td>(Jan.-Mar.)</td>
<td></td>
<td>&quot;Newsweek Looks Ahead&quot;</td>
</tr>
<tr>
<td>Ink</td>
<td></td>
<td></td>
<td>Brisforth, Von Norde &amp; Staff</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
<td></td>
<td>BUSINESS MACHINES</td>
</tr>
<tr>
<td>Pens</td>
<td>CBS-27-14</td>
<td>1948</td>
<td>EVANS PEN CORP.</td>
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<tr>
<td>Ink</td>
<td>(Mar.-July)</td>
<td></td>
<td>&quot;Meet the Misses&quot;</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
<td></td>
<td>Copko &amp; Kennedy</td>
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</tbody>
</table>

Source: Publishers Information Bureau

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**CLASS 20. PUBLISHING & MEDIA**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>SPOT 1948</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td>$1,450,097</td>
<td>2,161,313</td>
<td>$595,000</td>
<td>$294,193</td>
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<tr>
<td>(Net)</td>
<td>1947</td>
<td>1938</td>
<td></td>
<td></td>
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</table>

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Stations Hrs. per Wk.</th>
<th>Advertiser, program, and agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>ABC-170-1½</td>
<td>1948</td>
<td>CURTIS PUBLISHING CO. &amp; CURTIS CIRCULATION CO.</td>
</tr>
<tr>
<td>BBD</td>
<td>(Jan.-Oct.)</td>
<td></td>
<td>&quot;The Listening Post&quot;</td>
</tr>
<tr>
<td>&quot;Good Morning&quot;</td>
<td>MBS-460-1½</td>
<td>1948</td>
<td>CHRISTIAN SCIENCE PUBLISHING CO.</td>
</tr>
<tr>
<td>&quot;Stadium Return&quot;</td>
<td>(one time)</td>
<td></td>
<td>AMERICA’S FUTURE INC.</td>
</tr>
<tr>
<td>BBD</td>
<td></td>
<td></td>
<td>&quot;Some Patting Ill&quot;</td>
</tr>
<tr>
<td>Book</td>
<td>ABC-250-1½</td>
<td>1948</td>
<td>DOUGLAS &amp; CO.</td>
</tr>
<tr>
<td>&quot;London Evening Hour&quot;</td>
<td>MBS-60-1½</td>
<td>1948</td>
<td>WILLIAM H. WISE CO.</td>
</tr>
<tr>
<td>Magazine, Vox or Records</td>
<td>(Sep.-Sept.)</td>
<td></td>
<td>&quot;Sydney Weldon&quot;</td>
</tr>
<tr>
<td>Books</td>
<td>MBS-55-1½</td>
<td>1948</td>
<td>Huber &amp; Sons</td>
</tr>
<tr>
<td>&quot;How to Get More Out of Life&quot;</td>
<td>(Nov.-Dec.)</td>
<td></td>
<td>HUBER &amp; SONS</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

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*Additional expenditures in other product groups
†"Stationery & Publishers" in 1938 totaled $470,671
** BROADCASTING estimate
Class 20
(Continued on page 115)

Crowell-Collier Publishing Co. last fall began an announcement campaign for Collier's on some 140 stations, to which have been added two 15-minute weekly programs on the Don Lee Network, Mutual Newsreel and Rise and Shine. Esquire Inc. (Coronet) is using Transit Radio announcements on WCTS (F M) Cincinnati and KPRC-FM Houston. Schimmer & Scott, Chicago, has been appointed radio agency for Coronet effective with the May issue, indicating that greater use of radio is planned.

Newspapers' use of radio is chiefly at the local level, with 45 papers using network co-op programs, including 21 who sponsor local broadcasts of Mutual's Meet the Press series. Ten newspapers are using video announcements and programs in their communities, as are four video fan magazines: Television Forecast, Television Guide, Tele-View and Tele-Week. Curtis Publishing Co. last June used an intensive two-day TV spot campaign in 10 cities to advertise an article on the then pending Louis Walcott championship fight in that week's Saturday Evening Post.

P. J. Kennedy & Sons, Catholic book publisher, used TV spots on WFIL-TV Philadelphia in a three-week campaign for The Crusade of Fatima last December. Few other book publishers have tried this new medium, despite the urging of J. Raymond Tiffany, general manager, Book Mfrs. Institute. Noting that television families read less after the set is installed, Mr. Tiffany proposed that publishers use television to sell their books, rather than let it become a "devastating competitor."

Chief worry of magazine publishers at the moment is the possibility that Congress may increase second class postal rates as a means of balancing the Post Office budget, a move that would increase mailing costs of the Saturday Evening Post, for example, about $4 a year per subscriber, under the terms of this change. Opponents of the move have pointed out the difficulty of passing along such an increase to subscribers. Until this question is settled it seems likely that any use of radio by magazines will be to promote news stand sales, not subscriptions.

Radio stations rarely advertise by radio, except through promotion of their own programs on their own stations. The exception that proves the rule is WIRL Peoria, 111., which has bought the sign-off spot on WSVI Pekin, Ill., daytime station, to advertise WIRL's evening program schedule.

Class 21:

"USE TELEVISION to Sell Television" is obviously the working slogan of video set manufacturers and retailers. This group, at both the national and the local level, makes heavy advertising use of TV advertising of all types of advertisers, with seven TV network programs plus dozens of spot and local campaigns currently on the air.

Admiral Corp. now sponsoring the Broadway Revue for a full hour each Friday evening on the combined NBC and DuMont television networks, has allocated to television $750,000 of its $8 million 1949 advertising budget. Croley Division of Aveo sponsors Who Said That?, 30-minute Saturday night show on NBC-TV, and Call of Sports, 10-minute series, on WDSU-TV New Orleans.

Allen B. DuMont Labs. promotes the sale of its TV receiver line with two half-hour programs on the DuMont Network: School House on Tuesday and Window on the World on Thursday. DuMont also sponsors Window on the World on KFRC-TV in San Francisco and four hours of news a week on WFL-TV Philadelphia, plus announcements in seven markets.

Emerson Radio & Phonograph Co. relinquished its sponsorship of Toast of the Town, Sunday evening network program, in March, but plans to resume video advertising soon. Motorola Inc. last month stepped up its time on NBC-TV from 15 to 30 minutes a week, replacing The Nature of Things with Ripley's Believe It or Not each Thursday. Motorola in February sponsored horse race telecasts on WDSU-TV New Orleans and will continue to telecast special events in addition to its TV network activities.

Philco Corp. backs up its NBC-TV series, Television Playhouse, 60 minutes each Friday, with two AM network programs—Burl Ives on MBS and Bing Crosby on ABC—that also advertise Philco's TV and sound broadcast receivers and phonographs. RCA sponsors the five-a-week half-hour Kubla, Fran & Ollie early evening program on the NBC-TV network with stations not yet connected by cable or relay getting time through record.
Now Building...

BIGGER 10,000 Watts, ample power to reach and sell one of the nation's richest and best marketing areas.

BETTER 680 Kilocycles, a "preferred address" on the radio dial.

WCBM
MUTUAL BROADCASTING SYSTEM

John Elmer
President and Commercial Manager

George H. Roeder
General Manager

Baltimore 13, Md.

WEED & COMPANY
Exclusive National Representatives

New York • Chicago • Boston • Detroit • Atlanta • Hollywood • San Francisco
CLASS 21. RADIOS, PHONOGRAHS, MUSICAL INSTRUMENTS & ACCESSORIES

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1948</td>
<td>$1,560,098</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1947</td>
<td>1,646,353</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>1,193,580</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>LEADING NETWORK ADVERTISERS</th>
<th>Network</th>
<th>(Gross)</th>
<th>(Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser, program, and agency</td>
<td>No. of Stations</td>
<td>Hrs. per Wk.</td>
<td>1948</td>
</tr>
<tr>
<td>PHILCO CORP.*</td>
<td>Philco Radios</td>
<td>MBS-506-1/4</td>
<td>$2,234,816</td>
</tr>
<tr>
<td><em>Bob Ives</em></td>
<td><em>Hutchinson Adv.</em></td>
<td><em>Bing Crosby</em></td>
<td><em>Hutchinson Adv.</em></td>
</tr>
<tr>
<td>RADIO CORPORATION OF AMERICA</td>
<td>Institutional</td>
<td>NBC-162-1/2</td>
<td>$626,822</td>
</tr>
<tr>
<td>FARNsworth RADIO &amp; TELEVISION CORP.</td>
<td>Capeman Radios &amp; Phonos</td>
<td><em>ABC-140-1/4</em></td>
<td>(Jan.-May)</td>
</tr>
<tr>
<td><em>The RCA-Victor Show</em></td>
<td><em>J. Walter Thompson</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PILOT RADIO CORP.</td>
<td>FM Speaker Device</td>
<td>MBS-22-1/2</td>
<td>$9,291</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

*Additional expenditures in other product groups

** BROADCASTING estimates

Radio Representatives, Inc.

NEW YORK: Peggy Stone
480 Lexington Ave.

CHICAGO: John North
737 N. Michigan Ave.

LOS ANGELES: Harlow Oakes
672 S. Lafayette Park Place

SAN FRANCISCO: Lowell Oakes
1085 Monadnock Building

In Attendance at NAB Convention
Peggy Stone
John North

STEWENS HOTEL — CHICAGO

Page 118 • April 11, 1949
In the fourth annual "Best Teachers Contest," Quiz Kids piled up another mountain of mail. Our thanks to the N.B.C. affiliates for helping make this another great Quiz Kids' milestone in their nine-year record for the Miles Laboratories through Wade Advertising Agency.
Class 22. Retail Stores

"WHEN WE TALK to retailers today, we're talking to radio's best customers because the $166,640,000 local retail gross revenue estimate for 1948 is higher than that for national network or national spot business," according to Miss Lee Hart, NAB retail coordinator.

"Retailers became our best customers in 1947 when they bought 27% more radio advertising than they did in 1946," Miss Hart continues in her exclusive statement to BROADCASTING. "In 1948, retailers bought 34.6% more radio advertising than they did in 1946. We have already seen evidence that this trend will continue in 1949."

Echoing Miss Hart's prediction of more retail radio advertising in the year ahead, Howard P. Abrahams, manager of the sales promotion division of National Retail Dry Goods Ass'n, states that on the average American retailers will spend about 5% more for radio advertising this year than last. In his statement for this issue, Mr. Abrahams notes that retail sales and promotion have both "boiled" in recent months but that sales "are now simmering" whereas promotion "will continue to boil in 1949." He also adds that for promotion, with promotion men expecting to spend 5% more than they did in 1948 to keep sales at the 1948 level.

These increases will be distributed down the line," he states. "Stores are pretty much in agreement when they say they will up newspaper and magazine advertising 5% in radio and 10% in television. There is no indication that this will change in 1949." He also adds that radio advertising is still the best buy.

"Definite programming to sell items instead of institutional messages is on the increase. This is sound. It is about time that retailers merchandised radio in the way they merchandise their printers advertising."

"If radio is ever to have a substantial part in the retailers' promotion program, retailers must know more about how to use this medium. I think that a retail educational program by the broadcasters is the most important contribution they could make in 1949 for both the retailer and the broadcaster."

What radio is doing to educate the retailer for the better use of this medium and in so doing to help the broadcasters sell more time to retail advertisers is described in the conclusion of Miss Hart's statement, which reads:

"Retailers who will benefit most from a higher retail revenue in 1949 will be those who can show retail clients the advantages of using radio, and those who offer clients a definite plan for getting the most results from radio advertising. NAB's Broadcast Advertising Department has compiled some of the most pertinent advantages of radio advertising into a twelve-point sales promotion plan and has outlined a five-point plan for helping retailers get results from radio advertising. A stepped-up concentration in retail business built around these two plans can help any broadcaster get more retail business for himself and contribute more to the upward trend of our 'best customer' business."
“The Long Island Story”

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

<table>
<thead>
<tr>
<th></th>
<th>8:00 to 10:00 AM</th>
<th>10:00 to 12 Noon</th>
<th>12:00 to 2:00 PM</th>
<th>2:00 to 4:00 PM</th>
<th>4:30 to 6:30 PM</th>
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<td>22.9</td>
<td>23.2</td>
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<td>18.1</td>
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<td>21.0</td>
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<td>NETWORK C</td>
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<td>10.4</td>
<td>7.5</td>
<td>9.3</td>
<td>8.3</td>
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<tr>
<td>NETWORK D</td>
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<td>9.6</td>
<td>9.9</td>
<td>12.6</td>
<td>16.7</td>
</tr>
<tr>
<td>ALL OTHERS</td>
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<td>10.1</td>
<td>11.4</td>
<td>10.3</td>
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</table>

Source: Conlon Survey  Periods: Sunday through Saturday—January 23-29, 1949
8:00 AM to 6:30 PM—Hempstead, New York

“The Voice of Long Island”

FM 98.3 MC  AM 1100 kc.

Hempstead, Long Island, New York

Joseph A. Lenn  Elias I. Godofsky  Paul Godofsky
Vice-President, Sales  President  Executive Vice President
Cigarette sales hit an all-time high last year and promise to do even better in 1949. Cigar sales are also up over recent years, although far from their all-time record set in 1909. That's good news for broadcasters because the tobacco companies are among their best customers for radio time.

Last year gross network time charges for tobacco and allied products exceeded $20 million, a 12 1/4% gain over 1947. In January of this year the network gross for this group was $2,085,661, or 15 3/4% from the gross of $1,998,380 for the same month the year before. Spot radio time purchases for smokers' supplies are estimated at $1,392,000 during 1948, about one-sixth of the network volume.

This spot-to-network ratio may improve this year. American Cigarette & Cigar Co. is spending about $250,000 this spring for its first spot campaign in eight years for Pall Malls. Brown & Williamson Tobacco Co. (Raleigh, Kool, Life) has announced a 20% increase in its spot budget for 1949. R. J. Reynolds Tobacco Co. will use spot radio to introduce its new king-size cigarette, Cavallier, as Liggett & Myers Tobacco Co. has done to re-introduce its old-time favorite brand, Fatima.

P. Lorillard Co. maintains a year-round campaign for Old Golds on the Yankee and Don Lee regional networks plus individual stations. Benson & Hedges consistently uses a weekly half-hour on WNBC New York for Parliament cigarettes and Consolidated Cigar Corp. regularly advertises Dutch Master cigars on three 15-minute programs a week on WOR New York.

The Cigar Institute of America has prepared a comprehensive campaign of advertising and promotion calling for use of radio and other media to remove cigars from their "poor relation" position in the tobacco family. Howard S. Collman, CIA president, announced last week that Liggett & Myers accused the cigar makers of sleeping while the haberdashers cashed in on Father's Day and pointed out that poor promotion of this product meant an extra 5% to the year's cigar sales. Liggett & Myers is again using baseball broadcasts, both in and out of the city, to promote Chesterfields, with sponsorship of the Washington Senators on WWDC Washington, W P K Alexandria, Va., and WTTG (TV) Washington, and of the New York Giants on WMCA New York and WPX (TV) New York. P. Lorillard for Old Golds has signed up video coverage of the Chicago Cubs and White Sox on WGN-TV Chicago.

R. J. Reynolds has added weekly boxing programs on the DuMont TV Network to its Camel Sports Caravan of sports telecasts which includes basketball, track and boxing on CBS-TV. American Tobacco Co. last season spent between $380,000 and $400,000 for telecasts of eastern and midwestern college football games on regional TV networks for Lucky Strikes for the second consecutive year of a series which will probably be continued this fall. Brown & Williamson (Kools) sponsored basketball telecasts on WJZ-TV New York during the season just ended.

Lucky Strikes are also video-advertised on the Friday night half-hour Your Show Time dramas on NBC-TV. Larus & Brother Co. (Edgeworth Tobacco) sponsors the weekly five-minute Sportscaster's Quiz on CBS-TV. Godfrey & His Friends, Wednesday evening hour on CBS-TV, and Chesterfield Supper Club Friday quarter-hour on NBC-TV, plug Chesterfields. The Original Amateur Hour sells Old Golds for 60 minutes on DuMont's video network each Sunday. Philip Morris & Co. in March started Preview as a Monday-30 minute series on CBS-TV for Philip Morris cigarettes. Reynolds sponsors a Monday-Friday quarter-hour of video news, Camel News Caravan, on NBC-TV for Camel cigarettes.

Spot but not sports TV advertising for tobacco products includes: American Tobacco's Lucky Strike spots on 26 video stations. (The marching and dancing cigarette commercials for Luckies won the CCNY award for the best video spots of 1948); Liggett & Myers, with Chesterfield announcements on 19 stations; Philip Morris spots on 17; Lane Tobacco Co. (Lords cigarettes) on WGN-TV Chicago; and the Williamsons (Kools), J. Lewis Cigar Mfg. Co. (La Corona) and R. G. Dunn (cigars) advertise on one TV station each. Ronson Art Metal Works uses announcements on 25 TV stations for its lighters; American Art Co. lighters are advertised with five-minute spots on WATV (TV) New York. In addition to the AM network sponsors listed in the table, the 1948 roster from this category included: American Cigarette & Cigar Co. (Pall Malls), sponsoring Big Story for a weekly half-hour on NBC with gross time...
MOVE OVER,
I've had listeners
in there for
YEARS.

Could be, but the war's
over, bub, listeners don't
"fish" for out of towners
now a days. They listen
to their home stations.

Timebuyers, like Frigidaire,
who are abreast of the times,
are realizing this change in
the trend of the post war
listening habits—and Frigid-
aire is doing something about
it.

KVOB
CENTRAL LOUISIANA'S
FASTEST GROWING STATION
Mutual Broadcasting System
NEXT MONTH 1000 w—970 kc
All programs duplicated over
KVOB-FM at no extra cost
National Representative—Continental Radio Sales
Class 23
(Continued from page 122)
charged of $800,830 for the year; F. Lorillard Co. (Old Golds) had the 30-minute weekly Old Gold Show on CBS until July ($465,920), in May started a quarter-hour of ABC's The Music Scene ($363,996) to which it is adding another quarter-hour this month (April 1949) by taking over the period used in Smith Brothers' winter campaign for cough drops, in September began Original Amateur Hour for a weekly hour on ABC ($365,996); Mail Pouch Tobacco Co., Fishing & Hunting Club of the Air, 80 minutes a week on MBS ($187,947); U. S. Tobacco Co., Take a Number, weekly half-hour on MBS starting in June ($245,066); Ronson Art Metal Works (lighters), 30 Questions, half-hour on a week on MBS ($831,276).

So far this year, American Tobacco Co. (Lucky Strike) has moved Jack Benny from NBC to CBS in the 7-7:30 p.m. Sunday spot, has cancelled its half-hour, five-a-dayowie show, Your Lucky Strike, after 13 weeks on CBS. Phillip Morris in January moved Horace Helde into the NBC period vacated by Benny and in April moved him back to his former 10:30-11 p.m. Sunday period, cancelled Kate Smith Sings as of mid-April with a replacement sought but not announced as this was written.

R. J. Reynolds Tobacco Co. kicked off the New Year for Camel by sponsoring Mutual's broadcast of the Cotton Bowl Game on Jan. 1. Later that month Ronson Art Metal started its second MBS series, Johnny Desmond's five-minute Sunday spot, and Liggerty & Myers launched Tales of Fatima for that brand of cigarette as a half-hour Saturday serial on CBS.

Class 24: Soaps

COMPETITION IS BACK in the soap industry, along with ample supplies of ingredients at lower prices and the rising use of detergents accompanied with a falling off in the sales of non-liquid soaps. At the end of March, tallow, a major soap ingredient, was priced at 34 cents a pound, lowest it had since 1940. This indicates further decreases in the price of soap, following cuts of six cents for household soaps made last December by major producers, who lopped off another six cents in February.

Speaking at the convention of the Assn. of American Soap & Glycerine Producers last January, George A. Wrisley, retiring president, foresaw "competition for better products, competition for lower prices, competition for more effective selling methods." Logically this will lead to more advertising, to increase use of radio which has proved to be one of the most effective means of selling soap.

Advertising of laundry soaps and cleaning products on the networks during 1948 entailed gross time charges of more than $20 million, 6.3% above the 1947 total. In January of this year the gross for network time was $1,696,866, up 10% from the gross of $1,544,412 in January 1948. Spot time sales to this group for 1948 were estimated at $5,570,000, not quite half the network total.

In addition to the companies listed in the table, soap and candle advertisers on the nationwide networks last year included: Allied Chemical & Dye Corp. (Swivel), sponsoring a 15-minute period of Stop the Music on ABC last summer, with gross time costs of $86,629; American Home Products (Continued on page 180)

BROADCASTING • Telecasting
RADIO
America's greatest western act, The Texas Rangers, has starred in more coast-to-coast network programs longer than any other similar group. You probably remember some of them—such as "Under Western Skies", "Circle G. Ranch", and "Nighttime on the Trail".
Since early in 1949 they have starred in their own half-hour program each Saturday afternoon over the CBS coast-to-coast network, from Hollywood.

RECORD ALBUM
The Texas Rangers not long ago made America's first album of Cowboy Hymns, released by Bibletone. Hear The Texas Rangers at their best in these selections: The Touch of God's Hand; Jubilation; Cowboy Camp Meetin'; Gallopin' to Glory; Golden Wings & Silver Spurs; and Trail to Our Salvation. Watch for release dates by M-G-M of new Texas Rangers records. The Texas Rangers Song Book, with 48 pages of original western songs and pictures of The Texas Rangers, is sold by music stores everywhere.

TELEVISION
Every Monday evening since the CBS-Los Angeles Times station KTTV went on the air, The Texas Rangers have starred in their own half-hour Television show, featuring such guest stars as Curt Massey, Ernest Tubb, Merle Travis and Eddie Dean. Television isn't new to this group. The male quartet of The Texas Rangers, then billed as the Midwesterners, appeared regularly on television 16 years ago in Kansas City on W9XAL, experimental television station programmed by KMBC.

STAGE & SCREEN
Pre-war movies in which The Texas Rangers were featured included "Colorado Sunset", "Chip of The Flying U", and "Oklahoma Frontier". The group was re-formed after military service, and recently has made numerous stage appearances on the West Coast and in the Midwest. Their post-war movie appearances for Columbia have included "The Last Roundup", with Gene Autry, and "Arkansas Swing", with the Hoosier Hot Shots.

NOW AVAILABLE FOR COAST-TO-COA ST NETWORK, TELEVISION OR TRANSCRIPTION SPONSORSHIP!
The Texas Rangers transcriptions have been broadcast throughout the United States, Canada and Hawaii—the greatest number as well as the finest selections recorded by any western act. The Texas Rangers transcriptions have enjoyed Hooperatings as high as 27.4! Their selections have been transcribed vertically for highest fidelity, as well as laterally. Take your choice! Advertisers find that The Texas Rangers are an addition to their sales force! They are available to YOU, priced right for your station and your market!

For Complete Details Write, Phone or Wire
Arthur B. Church Productions
Kansas City 6, Missouri
### CLASS 24. SOAPs, CLEANSERS & POLISHES

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<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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<tr>
<td>(Gross)</td>
<td>$20,767,870</td>
<td>19,528,721</td>
<td>7,624,188</td>
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#### LEADING NETWORK ADVERTISERS

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<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network No. of Stations</th>
<th>Hrs. per Wk.</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
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<tr>
<td><strong>Procter &amp; Gamble</strong></td>
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<tr>
<td>&quot;Perry Mason&quot;</td>
<td>Chips</td>
<td>CBS-7-114</td>
<td>(April-May)</td>
<td>4,499</td>
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<tr>
<td>Peeler &amp; Ryan</td>
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<tr>
<td>Benton &amp; Bowles</td>
<td>Chips &amp; Tide</td>
<td>CBS-27-114</td>
<td>(March)</td>
<td>13,368</td>
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<tr>
<td>Compton Adv.</td>
<td>Ivory Flakes, Spic &amp; Spon, Camay</td>
<td>CBS-56-114</td>
<td>(Jan.-August)</td>
<td>253,444</td>
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<td>Donner, Fitzgerald &amp; Sample</td>
<td>Oxydol</td>
<td>CBS-12-114</td>
<td>(Aug.-Nov.)</td>
<td>29,071</td>
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<tr>
<td>&quot;What Makes You Tick&quot;</td>
<td>Oxydol</td>
<td>CBS-82-114</td>
<td>(April-Dec.)</td>
<td>350,252</td>
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<tr>
<td>&quot;Beulah&quot;</td>
<td>Duffle</td>
<td>CBS-79-114</td>
<td></td>
<td>1,167,303</td>
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<td>&quot;Joyce Jordan, M.D.&quot;</td>
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<tr>
<td>&quot;The Brighter Day&quot; (eff. Oct. 11)</td>
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<td>Donner, Fitzgerald &amp; Sample</td>
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<tr>
<td>&quot;Band of Life&quot;</td>
<td>Duz</td>
<td>NBC-154-114</td>
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<td>876,441</td>
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<td>Compton Adv.</td>
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<tr>
<td>&quot;The Guiding Light&quot;</td>
<td>Duz</td>
<td>NBC-143-114</td>
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<td>660,016</td>
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<td>Compton Adv.</td>
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<tr>
<td>&quot;Truth or Consequences&quot;</td>
<td>Duz</td>
<td>NBC-143-114</td>
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<td>Compton Adv.</td>
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<tr>
<td>&quot;Tom Brennan's Breakfast in Hollywood&quot;</td>
<td>Ivory Flakes</td>
<td>ASC-180-114</td>
<td>(Jan.-Aug.)</td>
<td>526,293</td>
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<td>&quot;Breakfast in Hollywood&quot; (eff. April)</td>
<td>Benton &amp; Bowles</td>
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<td>Donner, Fitzgerald &amp; Sample</td>
<td>Oxydol</td>
<td>CBS-80-114</td>
<td></td>
<td>611,862</td>
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<tr>
<td>&quot;What Makes You Tick&quot;</td>
<td>Oxydol</td>
<td>ASC-173-114</td>
<td>(Sept.-Dec.)</td>
<td>11,764</td>
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<td>&quot;Welcome Travelers&quot;</td>
<td>Ivory Snow, Soap, Cleaner, Shortening, Shampoo</td>
<td>ASC-196-114</td>
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<td>887,359</td>
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<td>&quot;Rosemary&quot;</td>
<td>Ivory Snow &amp; Tide</td>
<td>CBS-63-114</td>
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<td>&quot;Jack Smith&quot;</td>
<td>Oxydol</td>
<td>CBS-82/CBC-114</td>
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<tr>
<td>&quot;Ma Perkins&quot;</td>
<td>Oxydol, Ivory Flakes</td>
<td>CBS-80-114</td>
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<td>611,862</td>
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<td>Donner, Fitzgerald &amp; Sample</td>
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<td>Compton Adv.</td>
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<td>&quot;Life Can Be Beautiful!&quot;</td>
<td>Spic &amp; Spon</td>
<td>NBC-151/CBC-114</td>
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<td>919,259</td>
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<tr>
<td>&quot;Gina Busters&quot;</td>
<td>Tide</td>
<td>ABC-142-15</td>
<td>(Mar.-Dec.)</td>
<td>355,892</td>
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<td>&quot;Red Skelton Show&quot;</td>
<td>Tide</td>
<td>NBC-144-15</td>
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<td>235,954</td>
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<td>B. T. BABBITT INC.</td>
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<td>$2,092,193</td>
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<td>$437,700</td>
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<td>Duane Jones</td>
<td>Bob-O</td>
<td>CBS-55-114</td>
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<td>&quot;Lora Lewton&quot;</td>
<td>Bob-O</td>
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<td>S. C. JOHNSON &amp; SON</td>
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<td>$1,115,792</td>
<td>$863,226</td>
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<td>&quot;Fibber McGee &amp; Molly&quot;</td>
<td>Johnson's Wax</td>
<td>NBC-165/CBC-13</td>
<td>(9 mos.)</td>
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<td>&quot;Fred Waring Show&quot;</td>
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<td>Needham, Lewis &amp; Broby</td>
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<tr>
<td>MANHATTAN SOAP CO.*</td>
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<td></td>
<td></td>
<td>$946,703</td>
<td>$1,257,067</td>
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<tr>
<td>&quot;Rose of My Dreams&quot;</td>
<td>Blue-White Flakes</td>
<td>CBS-162-114</td>
<td>(May-Nov.)</td>
<td>1,367,619</td>
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</tr>
<tr>
<td>&quot;Strange Romance of Evelyn Winters &amp; Sweetheart Soap&quot; (eff. May 17)</td>
<td>Duane Jones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duane Jones</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>LEVER BROS.*</td>
<td></td>
<td></td>
<td></td>
<td>$806,546</td>
<td>$725,408</td>
<td></td>
</tr>
<tr>
<td>&quot;Junior Miss&quot;</td>
<td>Rinso, Lifebuoy</td>
<td>CBS-163-115</td>
<td>(May-June; Nov.-Dec.)</td>
<td>109,236</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needham, Lewis &amp; Broby</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Amos 'n Andy&quot;</td>
<td>Rinso</td>
<td>CBS-150/CBC-14</td>
<td>(Oct.-Dec.)</td>
<td>198,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Amos 'n Andy&quot;</td>
<td>Rinso</td>
<td>NBC-151-15</td>
<td></td>
<td>488,710</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Call the Police&quot; (eff. June 1)</td>
<td>Ruthrauff &amp; Ryan</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ARMOUR &amp; CO.*</td>
<td></td>
<td></td>
<td></td>
<td>$681,961</td>
<td>$388,543</td>
<td></td>
</tr>
<tr>
<td>&quot;Hint Hunt&quot;</td>
<td>Chilton Flakes</td>
<td>CBS-157-114</td>
<td>(30 minutes)</td>
<td>1,367,619</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foote, Cone &amp; Belding</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

* Additional expenditures in other product groups

** BROADCASTING estimate

Source: Publishers Information Bureau
Mr. Ray Simms  
Manager of Radio & Television Time Buying  
Erwin, Wasey & Co., Inc.  
Graybar Building  
420 Lexington Ave.  
New York 17, N. Y.

Dear Ray:

Henry Solomon, who is as astute as his name suggests, turned up in the office the other day, complete with our BMB report, some census figures and a report from the New York State Department of Commerce. "I have," said Henry, "been engaged in 'Project Pencil'."

"To begin with," Solomon went on, "WGY covers 38 cities in 63 counties located in five states....that's 970,610 radio families all together, truly a rich rural and industrial population. The folks in WGY-Land purchased $2,614,123,000. worth of goods in 1948. In the WGY primary area alone, retail sales amounted to $1,390,290,000. How's that for a sales potential?"

Of course, no one knows better than you, Ray, that getting around is only half the story a radio station has to tell. Besides circulation, there is listener-ship. WGY has that, too. We are proud of our network programs from NBC, and we are programming locally in a manner which compels friendly attention. And we have a low cost for the coverage provided second to none. Your clients will appreciate that.

We told Solomon to continue his 'Project Pencil'. As for our "Project National Sales", Jim McConnell is still in charge. His NBC Spot organization is always ready to provide the WGY kind of service.

Most cordially,

G. Emerson Markham
STATIONS MANAGER
AUNT MARY—One of radio’s most successful daytime serial programs... sponsored “live” by a national advertiser over NBC Western Network... here’s a heart-warming story of a woman’s fight for human dignity and understanding—with listening appeal for young and old alike.

THE HAUNTING HOUR—Original psychological mysteries, “whodunit” thrillers, crime crusade themes and eerie tales by ace radio writers... enacted by radio-stage-screen stars, including Betty Furness, Jed Prouty and Berry Kroeger.

THE PLAYHOUSE OF FAVORITES—The world’s best-known and loved novels and plays in brilliantly dramatized editions... expertly adapted for radio—with all-star casts, including Wendy Barrie, Les Tremayne, John Carradine and Sigrid Hanso. Some of these prestige programs are “A Tale Of Two Cities,” “Rip Van Winkle,” “Little Women,” “The House Of The Seven Gables,” “Adventures Of Tom Sawyer,” “Camille” and “Robin Hood.”

FOR A ROOM WITH A VIEW... on complete NBC SYNDICATED PROGRAM details try “516” at the Stevens Hotel.

WWe’ll be happy to provide descriptive brochures, rates and audition records.
A HOUSE IN THE COUNTRY—Roof-raising, hilarious situation-comedy and a closet full of fun...laced on the trials of a young city-bred couple in their search for peaceful living in the country. A well-constructed program, featuring top network talent and family-styled for country-wide appeal.

REFLECTIONS—The brilliant color of music woven with the golden thread of words...supplying a long-standing demand for a program designed for relaxed meditative listening...featuring Canada's finest radio talent...NBA-produced for maximum commercial effect and entertainment value.

THE THREE SUNS AND A STARLET—Sun-bright rhythm sizzled of sunlight and star-dust by America's shining exponents of whole improvisation...further enhanced by the glowing warmth of guest vocalists Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire.

ALLEN PRESCOTT...THE WIFE-SAVER—Household hints and mirth-sputtered patter that attract fan mail by the carload and put the program on the "Missus" must list...mirthful nonsense that has placed Allen Prescott among network favorites and inside sense to-and dollars for many sponsors.

Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

OTHER NBC LOW-BUDGET RECORDED PROGRAMS...

Adventure:
STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast

Romance:
MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast

Hai-risers:
THE WEEKLY CIRCLE—78 half-hours for 1-or-more-weekly broadcast
MERCER McLEAN...THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast
FIVE-MINUTE MYSTERIES—260 five-minute programs for 5-a-week broadcast

Human Interest:
BEETLE AND BOB—390 quarter-hours for 5-a-week broadcast

Sports:
THROUGH THE SPORTS CLASP WITH SAM HAYES—32 quarter-hours for 1-or-2-a-week broadcast

Juvenile:
HAPPY THE HUMOR—54 quarter-hours (15 pre-Christmas—39 post-Christmas) for 2-or-3-a-week broadcast
MAGIC CHRISTMAS WINDOW—25 quarter-hours for pre-Christmas broadcast
DESTINY TRAILS—156 quarter-hours for 3-a-week broadcast

Musical:
TIME TO SING—156 five-minute programs for 3-a-week broadcast
CARSON ROBINSON AND HIS BUCKAROOS—117 quarter-hours...
COUNTRY BROADCAST OF THE ART VAN DASSE Quartett with LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast

Especially for the Girls:
COME AND GET IT—156 quarter-hours for 3-a-week broadcast

Five-Minute Specialties:
THE NAME YOU WILL REMEMBER—260 five-minute programs for 3-or-5-a-week broadcast
GETTING THE MOST OUT OF LIFE TODAY—117 five-minute programs for 3-a-week broadcast

and to make the package complete

With each program series, the complete audience promotion kit—glossy photos, map, publicity release and on-the-air announcements—designed to build a large following for your NBC Syndicated Programs.

This extra service—cheered by station men throughout the nation—is offered to Syndicated Program users at no extra cost.
Class 25: Sporting Equipment

As a class, the makers of sporting goods and toys are among the least frequent users of broadcast advertising. Last year, one company, Wilson Sporting Goods Co., sponsored two football broadcasts - the All-Star game in August on MBS, the National Professional Football Championship game in December on ABC - to provide this group's only listing in the network table.

A. G. Spalding & Bros. advertised its sporting equipment by sponsoring broadcasts of the Davis Cup tennis matches on eight stations and of the National Tennis Championship matches on 18 stations, the only spot advertiser reported from this class during 1948. Unique Art Mfg. Co. uses video advertising for its mechanical toys by sponsoring a 15-minute segment of the Friday Howdy Doody broadcast on NBC's TV network. Lionel Corp. used a 15-week-quarter-hour series, Tales of the Red Caboose, on ABC-TV last fall in a pre-Christmas campaign for its model railroad apparatus. Harper Boat Building Co. used video spots in Los Angeles last summer, and Cycloid Corp. at the same time advertised its sports equipment with TV announcements in Chicago.

Some 15 local sporting goods stores are included among the sponsors of network co-op programs, chiefly Mutual's Fishing and Hunting Club of the Air in markets where it is not used by Mail Pouch Tobacco Co. Most toy advertising is also done at the local level, usually by department stores in the month between Thanksgiving and Christmas.

WFBG 25th Anniversary

Due to the prestige and goodwill built by twenty-five years of fine programming and public service

ANY TIME IS THE RIGHT TIME TO BUY TIME

WFBG : WFBG-FM
National Broadcasting Company Affiliate
In Altoona, Pennsylvania

JACK SNYDER, Man’g Dir.
Arizona's San Francisco Peaks - 12,794 ft.

Arizona's 1948 Market Peaks:
- $1,200,000,000 spent for goods, services and taxes.
- $735,837,000 in retail sales ($175,000,000 in 1940)
- $424,712,559 in bank deposits ($99,000,000 in 1940)

Per capita sales, $1,108.00
(National average, $888.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market, the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

KTAR
PHOENIX, ARIZONA

National Representative
Paul H. Roymer Company
NEW YORK - CHICAGO - BOSTON - ATLANTA - DETROIT - SAN FRANCISCO - LOS ANGELES
**CLASS 26. TOILETRIES & TOILET GOODS**

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1948</th>
<th>1947</th>
<th>1948</th>
<th>1947</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>$32,145,225</td>
<td>$28,831,204</td>
<td>$1,878,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1947</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1938</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**LEADING NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Advertiser, program, and agency</th>
<th>Product</th>
<th>Network</th>
<th>Mtrs per Wk.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GILLETTE SAFETY RAZOR CO.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Gillette Fights&quot; Muzan Inc.</td>
<td>Razors, Blades, Shaving Cream</td>
<td>ABC-233/CBS</td>
<td>805,365</td>
</tr>
<tr>
<td>&quot;Sports Events&quot; (baseball, racing, football, etc.)</td>
<td>Razors, Blades, Shaving Cream</td>
<td>CBS, MBS</td>
<td>444,319</td>
</tr>
<tr>
<td><strong>Toni Division:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Crime Photographer&quot; Foote, Cone &amp; Belding</td>
<td>Toni Wave &amp; Shampoo</td>
<td>CBS-160-1/2</td>
<td>649,914</td>
</tr>
<tr>
<td>&quot;Give &amp; Take&quot; Foote, Cone &amp; Belding</td>
<td>&quot;</td>
<td>(April-Dec.)</td>
<td>421,632</td>
</tr>
<tr>
<td>&quot;This Is Nora Drake&quot; Foote, Cone &amp; Belding</td>
<td>&quot;</td>
<td>CBS-125-1/2</td>
<td>907,796</td>
</tr>
<tr>
<td>&quot;This is Nora Drake&quot; Foote, Cone &amp; Belding</td>
<td>&quot;</td>
<td>NBC-157-1/2</td>
<td>1,319,473</td>
</tr>
<tr>
<td>&quot;Ladies, Be Seated&quot; Foote, Cone &amp; Belding</td>
<td>&quot;</td>
<td>ABC-220-1/2</td>
<td>1,176,916</td>
</tr>
<tr>
<td>&quot;Breakfast Club&quot; Foote, Cone &amp; Belding</td>
<td></td>
<td>(Jan-July)</td>
<td>537,124</td>
</tr>
</tbody>
</table>

(Continued on page 134)

**RINGS THE BELL**

WSGN rings the bell for so many sponsors because its careful programming and promotion give WSGN the audience to build sales. Let WSGN help your product hit the top in North Alabama.

**ALABAMA'S BEST BUY FAR!**

**WSGN**

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama

Headley Reed National Reps.

**USE OF radio for toiletries advertising is predominantly at the national level and chiefly on the national networks, where it is second only to foods in the volume of time used. Last year the gross network time purchases of this class exceeded $32 million, compared to less than $2 million spent for spot, according to our estimate. Local advertising of toilet goods is very slight, judging from the inclusion of only one advertiser of this type among the more than 1,500 sponsors of network co-op programs locally.**

The 1948 expenditures of toiletries advertisers for network time were up 11.5% from the 1947 volume, but this upward trend was interrupted in January when, according to Publishers Information Bureau records, gross network time sales to this group were $2,912,057, a drop of 3% below the $3,000,748 gross in January of last year.

Whether this is a temporary setback or the beginning of a diversion of some advertising funds from networks to other media cannot be predicted at this time. Only one company, Sterling Drug, has announced its intention to curtail its network expenditures and Sterling had concentrated its advertising in the past almost exclusively on network programs. With the announced plan to take $1 million from its network budget for publication and video advertising, Sterling has cancelled NBC's Manhattan Merry-Go-Round which for years has promoted the sale of Dr. Lyon's dentrifrices. The company now sponsors a daily afternoon half-hour program on WABD(TV) New York.

Toni Division of Gillette Safety Razor Co. has dropped two daytime programs—Nora Drake on NBC and Ladies Be Seated on ABC—from its network schedule which now includes three CBS shows, has increased its newspaper advertising and in May will start a weekly 30-minute TV series, also on CBS. Conversely, Lever Brothers Co. has started Winner Take All five quarter-hours a week on CBS. Cheesbrough Mfg. Co. has added a weekly half-hour drama, Little Herman, on ABC, and Colgate-Palmolive-Peet Co. has doubled the size of the NBC network carrying its weekly Sports Newsreel.

Network toilet goods advertisers during 1948, in addition to those listed in the table, included: American Home Products (Kolynos, Anacin), Mr. Keep, CBS ($742,-607 gross time charges), Kolynos and other products, Romance of Helen Trent, CBS ($606,579), (Kolynos), Front Page Farrell, two months on NBC ($132,435), E. O. Anderson & Co. (Shontex), Surprise Package, two months on ABC ($6,288); Bardon Co., Billy Rose, on ABC April-July ($131,-111); Beauty Factors (Insta-Curl), in December started Meet the Stars on ABC ($7,248); Campbells Sales Corp. (all products), First Nighter, CBS ($370,745), Solitair Makeup, Solitair Time, NBC ($99,104).

Cheesbrough Mfg. Co. (Vaseline, hair tonic, lip ice), Dr. Christian, CBS ($754,924); Consolidated Royal Chemical Co. (Kranks Shave Kreen, Mar-O-Oil Shampoo), Bob Elson on the Century started in September on ABC ($20,677); Conti Products Inc. (Castile Shampoo), Yours for a Song, started November on MBS ($24,710); Eversharp Inc. (razors, blades, writing instruments), Stop the Music (Sept-Dec.), ABC ($147,-349.

(Continued on page 134)

**WCSS**

Amsterdam, New York

**FOR DETAILS SEE PAGE 31**

**BROADCASTING • Telecasting**

Page 132 • April 11, 1949
How BMI Diagnoses Your Music Logs Scientifically

EVERY 14 months your station supplies BMI with a log of the music you've performed each day for one month. This log, properly analyzed, determines the payment to composers and publishers, who are compensated by BMI on the basis of actual use of their music.

And, as important to you, your daily music log is the pulse of your station's musical programming. It is vital to you, for it charts the exact strength of the heart of your broadcasting. A study of your log helps you appraise the quality and selectivity of your music.

BMI will gladly send you a FEVER CHART, or analysis, of your station's log if you will simply ask for it.

In 1941 BMI instituted the first scientific and automatic system of checking actual broadcast use of music. Employing the very latest IBM electronic accounting and tabulating machines, BMI's "Operation Log" turns out a wealth of interesting facts and figures.

With more than 32,400 daily logs to be examined each year, the physical task of processing them is staggering. Every BMI licensee has been most cooperative in supplying its logs when asked to do so. This cooperation has resulted in standards of efficiency which amaze everyone who has seen BMI's logging system in operation.

You'll have an opportunity to see a typical BMI logging job at this year's NAB Convention when you visit the main exhibit hall at the Stevens for a look at BMI's "Operation Log" in action.

If unable to attend the NAB Convention, write to Station Relations Department at BMI for your copy of "Operation Log" in pamphlet form, illustrated.

AN INVITATION
You are cordially invited to visit the BMI Exhibit in the Main Exposition Hall and BMI Headquarters Rooms 535A—536A—537A at the Stevens During the NAB Convention

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N.Y.
New York • Chicago • Hollywood
Class 26 (Continued)

(Continued from page 132)

339; F. W. Fitch Co. (shampoo, hair tonic, shave cream), Fitch Bandwagon, NBC, ending in May ($339,580); "42 Products" (toilettries), Bob Garved—News, CBS ($54,736), "Don't You Believe It" (Jan.-June), ABC ($21,960); Illinois Watch Case Co. (compacts, cigarette cases, etc.), Groucho Marx Show, ABC ($376,924); Interstate Labs (Ocetine Eye Pads), Meet the Missus (Jan.-Aug.), CBS ($16,352).

Andrew Jergens Co. (lotion, soap, perfume), Walter Winchell, ABC ($406,452), Louella Parsons, ABC ($404,407); L. B. Laboratories (hair oil, shampoo), George Fisher in Hollywood, started in June on CBS ($8,693); Lambert Pharmaceutical Co. (Listerine products, Abe Burrows (Jan.-June), CBS ($296,786); Los Angeles Soap Co. (all products), Knox Manning (Jan.-Aug.), CBS ($45,383); (White King products), Elmer Peterson (March-Dec.), NBC ($19,600); Manhattan Soap Co. (all products), Knox Manning (July-December), CBS ($30,259), stepped up in February 1949 from three to five broadcasts a week; (Sweetheart Soap) Katie's Daughter, NBC ($1,275,424), Rose of My Dreams (Jan.-May), CBS ($169,924), Evelyn Winters (Jan.-Nov.), CBS ($79,925); McKesson & Robbins (Tartan Shampoo Oil), Surprise Package (May-Sept.), ABC (8,118); Mennen Co. (men's toilettries), Sam Hayes (Sept.-Dec.), NBC ($67,488), replaced in January 1949 by Bob Garved on CBS.

Nozemma Chemical Co. (Nozemma and shave cream), Mayor of the Town (Jan.-June), ABC ($328,002), Gabriel Heatter, MBS ($328,476); R. E. Beals (Kreml), Billy Rose (Jan.-Oct.), MBS ($362,252), Martin Block Show (Jan.-April), MBS ($211,018), Gabriel Heatter (Oct.-Dec.), MBS ($476,012), Voluptha (compacts, cigarette cases, etc.), The Better Half (Sept.-Dec.), MBS ($52,115); Wm. R. Warner & Co. (Rayve (Shampoo), Hedy Home Permanent Wave), Henry Morgan (Jan.-June), ABC ($292,707); Wildroot Co. (all products), Sam Spade, CBS ($8,000,075), (hair tonics, cream oils, etc.), E. O. Semler (compacts, cigarette cases, etc.), The Best Half (Sept.-Dec.), MBS ($52,115).


American Safety Razor Co. uses spots for Gem blades on four stations, for Star blades on three. Barbaric in February increased its spot list to 11 stations in New York, Pittsburgh and Detroit. Bristol-Myers Co. uses announcements for Ipana in selected markets. Consolidated Royal Chemical Co. uses transcriptions of its network show on 10 additional stations.

A. & F. Pears Ltd, English soap maker, is using the Barbara Welles Program on WOR New York, Fri. 4:45-5:30 p.m., as the sole advertising accompanying the return of Pears Soap to the American market. Pepsodent Division of Lever Brothers Co. has placed spots on 90 stations for Rayve Home Permanent Wave lotion, which it acquired from Wm. Warner & Co. Procter & Gamble Co. will also use

(Continued from page 168)

Class 26

(Continued from page 132)

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NOW! A TOP QUALITY TAPE RECORDER AT A REASONABLE PRICE

NEW PRESTO
MAGNETIC TAPE RECORDER

AT LAST, a magnetic tape recorder that fully measures up to the most exacting requirements of broadcast network operations, independent stations and transcription producers, yet priced to have wide appeal.

Compare these specifications:
- Frequency response: 30 to 15,000 cps ± 1 db.
- Signal to noise ratio: Over 60 db below max. signal.
- Fast speed, 240 ft. per second forward and rewind, instantly reversible.
- Recording speeds 7½" or 15" per second (15" or 30" per second provided on request). Speed selection by special 2-speed motor.
- Reels direct mounted on motor shafts. Uses any type and size of reel up to 14".
- Erasing, recording and playback heads all mounted in separate housing—entire unit connected by plug-in for immediate replacement.
- Full-size illuminated scale V. U. meter on top panel.

NOW! GREATER ACCESSIBILITY

Illustration shows how everything mechanical and electrical can be serviced from the front and top. Amplifiers and power supply are in swinging door behind removable panels. Mechanical units are mounted on top panel, hinged at rear so it can be opened upwards.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
All seriousnes aside—IT'S

the

Henry

Morgan

Show
... proving there's no better way to die than laughing at happy Henry Morgan, back on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

**MORGAN'S CREW**

... GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What is this? Give me a stick so I can beat it to death!"

... LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

... PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

**THE HENRY MORGAN SHOW** has everything — everything but a full-time sponsor who won't flinch when his sales go up like a jack-in-the-box.

---

**an NBC PRODUCTION**

**THE HENRY MORGAN SHOW** is one of the many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.
Disk Recorder
For Lip Synchronous
Standard and Microgroove Recording

Fairchild Studio Recorder, Unit 523

- Continuous variation of pitch from 80 to over 500 lines per inch.
- Instant variation of pitch with only one feed screw and the Fairchild precision selector.
- Ability to change pitch while in operation increases dynamic range.
- Visible armature in the Fairchild cutterhead permits easy and accurate alignment for high recording level—without distortion.
- Absolute synchronism for use with sound on film dubbing.
- Velvet smooth direct to center turntable gear drive—eliminates slippage, musical pitch change and insures positive timing of program material.
- Laboratory quality microscope with adjustable light for visual examination of the groove side walls.
- Vernier control of depth and angle of cut—adjustable during recording.
- Precision recording—simplified operation.

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICROGROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit—FAIRCHILD.

The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Management

Earl C. Page has resigned as manager of WGLN Glens Falls, N. Y., to take over a station in Front Royal Va., Bill Kroug, formerly program director of WGLN, has been promoted to manager.

Walter Kline has been named general manager of KAND Corpus Christi, Tex.

James M. LeGate, general manager of WOAB Miami, Fla., has been elected to board of directors of Miami Rotary Club. Mr. LeGate, past president of club, will be serving his fourth year on board.

W. H. Goan, manager of WAYS Charlotte, N. C., is the father of a boy.

Dierrell Hamm, manager of KANE New Iberia, La., has been awarded the Distinguished Award by U. S. Junior Chamber of Commerce as "Outstanding Young Man of the Year" in city of New Iberia, La.

Tall Corn Group

To Welcome 15th Member

The Iowa Tall Corn Network of 14 stations is preparing a special program for a new member, KCHRI Cedar Rapids (550 w fulltime on 1450 kc), slated to go on the air April 17.

The network April 4 launched a new quiz program, Play Safe, in cooperation with the National Safety Council. Prizes of $30,000 are to be given away during first 13 weeks.

At a meeting held March 23 in Des Moines the network unanimously re-elected George W. Webber manager and decided to broadcast baseball again this season. Network maintains sales headquarters at 407 Fifth Ave., Des Moines, and is represented in Chicago and New York by Everett McKinnney.

Member stations are: KSWI Council Bluffs, KROS Clinton, KSIB Creston, KSTT Davenport,......
GALLAGHER—O'BRIEN

ELECTRIC COMPANY INC.

712 N. State St. DELaware 7-0460

CHICAGO 10, ILL.

ELECTRICAL CONTRACTING ENGINEERS

Electrical Contractors

for

WENR-TV

AVAILABLE THROUGHOUT MIDWEST
HENRY SEAY has returned to WOL Washington's commercial department after 2 1/2 years absence from radio. Mr. Seay first joined station in 1931 when it was under management of WILLIAM B. DOLPH. He was with station for 15 years, leaving in 1947 to enter real estate business; his return renews an affiliation with the Cowles organization, owner of WOL.

BILL SINOR, former assistant manager and commercial manager of KOOP Ogden, Utah, has joined KGVO Missoula, Mont., as commercial manager.

NOEL C. BREULT, formerly with WFCI Providence, R. I., has joined WNOC Norwich, Conn., as sales manager. JACK FURRINGTON, program director, has been promoted to sales post.

WSNY Schenectady, N. Y., has appointed Adam J. Young Jr. Inc., New York, as its representative. Appointment is effective April 15.

CHARLES M. SCHOFF, former president of his own publicity firm, has joined sales staff of WCFL, Chicago Federation of Labor station.

LAWRENCE C. BUSKETT, account executive for KMPC Hollywood for past three and one-half years, has been appointed assistant sales manager in charge of local sales.

HAROLD WOOLLEY, account executive, KEEN San Jose, Calif., and Anna Arrowsmith have announced their marriage.

DON CHRISTOPHER, formerly with KVOC Casper, Wyo., as sales manager, has joined sales staff of KEEN San Jose, Calif.

EDWARD D. BRANDT, formerly with WNCN Asheville, N. C., has joined WLOS Asheville as commercial manager. WLOS became an ABC affiliate April 1.

JOSEPH PORTER, formerly with WMTR Morristown, N. J., has joined sales staff of WTTM Trenton, N. J.

WASK Lafayette and WIMS Michigan City, Ind., have appointed Robert S. Keller Inc., New York, as national representative.

JOHN MCGOVERN has joined sales staff of KLZ Denver.

Response ± 2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant. Has F-V Acoustallophone Directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlib

LYLE W. HALL, formerly of Chicago and with sales staff of WJW-FM Wendenten, Mich., has joined sales staff of WJBL Detroit.

KCBQ San Diego has appointed George P. Hollingbery Co., Chicago, as exclusive representative.

JIM PAUL, formerly account executive with McCann-Erickson, has joined sales staff of WCIO Minneapolis.

HENRY R. POST of Thomas B. Noble Assoc., advertising art firm, former executive associated with the Biow Co., Mutual network, ABC and WNEW New York, has joined Headley-Reed Co., New York, station representative, as salesman.

TOM DAISLEY, formerly with WNOE Columbia, S. C., has joined sales staff of WCOL Columbus.

MRS. ISABELLA LOGAN has rejoined NBC Hollywood in sales traffic department, replacing ELIZABETH FRAZER who is on four months leave of absence in Europe. Mrs. Logan was at one time secretary to LEWIS S. FROST, assistant to NBC Western Division vice president.

WEED & Co., station representative, has moved to new Hollywood offices at 2831 Hollywood Blvd. Telephone is Hillside 8011.

HERB GRIFFITH of WOL Washington sales department is the father of a baby, Herbert Merrweather III.

PAUL E. GILMOR, sales manager at WHBC Canton, Ohio, is the father of a girl, Mary Elizabeth.

WMIT Extends Time

WMIT (FM) Charlotte, N. C., extended its daily operating schedule effective April 3. Station now operates 10 hours and 15 minutes daily, from 12 noon to 10:15 p.m. Owned by Gordon Gray, president of the Piedmont Publishing Co. (WSJS), Winston-Salem, and Assistant Secretary of the Army, WMIT operates on Channel 295 (106.9 mc). Harold Essex, managing director of WSJS, is WMIT general manager; John M. Dunnaman is Charlotte studio manager.

CHICAGO AUDIENCE FACTS

Sunday

9.00 to 12.00 AM

WIND . . . . 19.4%
Network A . . . . 12.5%
Network B . . . . 12.4%
Network C . . . . 10.1%
Network D . . . . 7.9%

PULS

Jan.-Feb. '49

WIND . . . . 560 kc
24 hours a day
NOW record your programs by the sensational new COLUMBIA Microgroove Method and save money!

Our Complete Facilities for Recording, Processing and Pressing by the new Microgroove Method offer these important advantages:

**Greater Economy!**
- Substantially Lower Cost Per Record
- More Program Time Per 12" Disc than on Present 16" Record
- Lower Shipping Costs

**Greater Convenience!**
- Easier to Handle
- Saves Storage Space
- 12" Record Plays 20 minutes, each side
- 10" Record Plays 13 minutes, each side
- Full Columbia Transcription Quality Throughout

Years of collaboration by Columbia research and engineering experts have produced the greatest advance in recording in years! See and hear this amazing new development before you plan your next transcription series!

PROMPT SERVICE AND DELIVERY

CALL, WRITE, WIRE

Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

Trade Marks "Columbia" and @C Reg. U. S. Pat. Off. Marque Registrées @M TRADE MARK

New York: 799 Seventh Ave., Circle 5-7300
Los Angeles: 8723 Alden Drive, Bradshaw 2-2759
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

We'll be at the NAB Convention, Stevens Hotel, Room 332A
Erection detail of 490' AM - FM - TV tower for WAZL — Hazleton, Pa.

AMERICA'S TV STATION

STAINLESS, INC.
50 CHURCH STREET • N.Y.C.
PLANT NORTH WALES, PA.

News

WALTER E. HEULLE, former
member of Westchester County
Publishers News Bureau, has
joined WOR New York's news de-
partment writing staff. Mr. Heulle re-
places ROBERT O'CONNOR who was
appointed director of spots for WOR-
TV.

JAMES FLEMING, former CBS war
correspondent, and more recently at-
tache of Economic Cooperation Ad-
ministration, has joined NBC's news
department.

VICTOR KOPP, former disc jockey in
Pocatello, Idaho, has joined KXDB
Stockton, Calif., as news editor.

URSULA M. HALLORAN, formerly in
advertising department of Gimbel's,
Philadelphia, has joined NBC as as-
sistant trade editor of press depart-
ment.

JOHN B. BAKER Jr. has joined
WHBC Canton, Ohio, as assistant
news editor. He will do three news-
casts Mon.-Fri.

JOHN McDONALD, farm director for
WSM Nashville, Tenn., has been ap-
pointed member of Tennessee Citizens
4-H Club Leadership Committee.

MARIE STACK, CBS television news
assignment editor and ARTHUR BON-
NOR, formerly of CBS news staff, now
with WOR New York, have an-
nounced their marriage.

PEARSON SUED

$300,000 Asked

DAMAGES of $300,000 from Com-
mentator Drew Pearson have been
asked by Attorney General Fred
N. Howser of California in a suit
filed in District Court in the Dis-
trict of Columbia. The commen-
tator was charged with making "un-
true, false and defamatory state-
ments" to discredit Mr. Howser.

It was charged in the suit that
Mr. Pearson in a broadcast had
made certain statements linking
Mr. Howser with gambling. If he
is successful in the suit, Mr. How-
sor said, all money awarded, ex-
cept court costs and lawyer's fees,
will go to charity.

WILM ELECTION

Announcers, Others Involved

A THREE-MEMBER panel of the
National Labor Relations Board
last Thursday directed the Del-
aware Broadcasting Co., operating
WILM Wilmington, Del., to hold a
secret ballot election within 30 days
to determine whether or not the
station's staff announcers, news
director, assistant news editor, wom-
en's program director and sales-
men-announcers wish to be repre-
ented by the Philadelphia local of the
American Federation of Radio
Artists (AFL).

The panel, including John M.
Houston, James J. Reynolds Jr.
and Abe Murdock, ruled in favor of
AFRA in excluding WILM's pro-
gram director, Francis X. Gal-
lagher, from the unit eligible to
vote in the election. AFRA's con-
tention that Mr. Gallagher holds a
supervisory position was upheld.

The NLRB panel, affirming rul-
ings previously issued by an
NLRB trial examiner, decided in
favor of WILM on the matter of
whether or not News Editor Wil-
liam P. Frank and three salesmen-
announcers, James King, Chauncey
Eanes Jr. and Jackson Lee, should
be included in the unit eligible to
vote.

CANCER SOCIETY

Radio's Donation Estimated

TIME and talent contribution by
radio and television for American
Cancer Society's 1949 drive total
$14,500,000, Walter King, ACS ra-
dio director, announced April 1.
Transcriptions featuring top tal-
ent and live talent scripts total-
ning more than five and one-half
hours of radio time have been
sent to all stations. Network shows
totaling two and one-half hours
are scheduled plus three hours of
network announcements.

For video, special shorts, total-
ling 15 minutes, are scheduled for
local telescasts and a one-hour net-
work review has been prepared.
Television spot time using ACS
kits will be used, but total time is
not yet estimated.

NEVER A NEED
FOR A "CONFERENCE"
TO MAKE THIS CHOICE

In Memphis it's always a clear-cut case for

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT—
68 ON YOUR RADIO

Represented by

RADIO REPRESENTATIVES, INC.
To the PRESS and RADIO:

Subject: THE RAILROADS' FUTURE

Newspaper and radio people frequently ask about the future of our railroads -- what the railroads will be like in the years ahead, and where they will fit into the transportation picture.

Prophecy is a risky business at best, but of one thing we can be certain: we shall always have railroads. We shall have them because only in trains of cars on tracks is it possible, or will it be possible, to produce mass transportation with the necessary economy in manpower, materials and mechanical power.

There is no question that the population of the United States will continue to grow, and this will mean increased demand for transportation service. To meet this greater demand, the railroads will grow in strength and capacity.

The railroads of the future will be better physically than the railroads of today, just as today's railroads are better than those of yesterday.

The real uncertainty is whether the railroads will be able to take in enough money to meet costs and at the same time produce a reasonable rate of return on net investment, which is so essential if we are to continue to have the sort of railroads this country needs to carry its commerce and serve it in defense.

Railroad revenues depend on two things: traffic and rates. First of all, there must be a sufficient volume of business for the railroads to handle. But regardless of the volume of traffic, revenues will not be adequate unless the rates are compensatory.

Sincerely yours,

William T. Faricy
RAY RICE, publicity director for past four years of Raytheon Mfg. Co., New York, has resigned to open his own publicity office. Mr. Rice will retain his present staff, taking over space now occupied by Raytheon's publicity department at 69 E. 42nd St., and will handle company's publicity on an account basis.

J. O. WILSON and WALLACE SWANSON have joined Florez Inc., Detroit promotional and training specialists. Mr. Wilson as senior account executive, and Mr. Swanson as member of editorial staff.

WILBUR S. HIMAN JR., deputy chief of Ordinance Development Lab. of National Bureau of Standards, has been appointed assistant chief of Bureau's Electronics Division.

DAVID J. ATCHISON, former farm radio editor at NBC's Central Division, has been named assistant director of public relations for American Medical Assn., Chicago, after working as associate editor of Nowadays magazine.

GEORGE W. SLADE, who has been assistant director of Lowell Institute Cooperative Broadcasting Council since Dec. 1, 1946, has resigned (BROADCASTING, March 26) to become director of public information for United Press Assn. of Massachusetts.

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FRENCH NETWORK
For N. America Planned
PLANS for the creation of a new network, a purely symbolic one, were revealed last Tuesday by Pierre Crenesse, director of the French Broadcasting System in North America. Uniting all of the 200 stations which regularly broadcast Radio Diffusion Francaise programs (transcribed in France in the English language and distributed to North American stations), the "Inter-National Goodwill Network" is to have no formal organizational or financial set-up. Members will receive special certificates signed by Director General Vladimir Froche of Radio Diffusion Francaise in Paris.

One half hour-11:45 a.m. to 12:45 p.m.—has been placed at the disposal of the new network by Radio Diffusion in Paris, and member stations, both commercial and college outlets, are requested to submit programs, transcribed in France, for broadcast from Paris over the French system. Programs should range, Mr. Crenesse said, from five to 30 minutes in length, and should illustrate some aspect of American life. Interviews with farmers, factory workers, students, were suggested to build "better understanding and good will... and to put people of these nations in direct contact with each other."

Transcriptions should be sent to the French Broadcasting System, 934 Fifth Ave., New York.

AAA CHAPLER
New Chesapeake Group Forms
AMERICAN Assn. of Advertising Agencies last Wednesday announced the formation of the Chesapeake Chapter. New group will include the ten offices of AAAA member agencies in Baltimore, Washington and Richmond.

The new chapter is an expansion of the former Baltimore group which voted the change at its recent annual meeting. The following were elected as officers:


WHBF-FM Ups Power
POWER increase from 3.6 kw to 35 kw at WHBF-FM Rock Island, Ill., was announced last week by General Manager Les Johnson after installation of a 10 kw FM transmitter. The station, on the air since October 1947, broadcasts 8 a.m.-10:15 p.m. seven days weekly.

For Years, the Favorite from Coast to Coast...

George A. Starbird
MICROPHONE BOOMS & STANDS

Here's why Starbird Microphone Booms and Stands are used in nearly every leading broadcast station in the country:

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads—plus heavy cast iron base to insure steadiness.

Write for Descriptive Literature
Tailored RADIO PICTURE
ALBUMS FOR YOUR STATION—
AT NO COST TO YOU...

Let folks see your station and staff through these colorful, beautifully-prepared albums — "tailor-made" to be distributed throughout your broadcast area ... at no cost to you or your listeners. Available to only one station in any city. Proven to build listeners ... new accounts ... added revenue.

AT THE CONVENTION
Enjoy a free scenic ride over Chicago in our company NAVION plane the “Gray Goose” from Chicago’s new lake front airport, 5 minutes from the Stevens. We also invite you to drop in and see us at our suite in the Stevens Hotel.

American RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Write for full details, visit us at the Convention, or phone us now — 4-3262
WILK SURVEY
Stresses 'Underserved' Area
WILK Wilkes-Barre, Pa., has told FCC that 540 kc with 50 kw is the "only possible" assignment available to provide primary service to some 523,470 presently "underserved" persons in the Wilkes-Barre-Scranton area.

The engineering study, originally prepared in December 1947, was submitted in response to FCC requests for comments on its proposal that use of 540 kc be limited to 1 kw generally and prohibited altogether within 25 miles of more than 200 named military installations.

WILK conceded that its proposal "does not fall within the limitations suggested" by FCC. However, the station said, the Wilkes-Barre-Scranton area "is one of the most under-served metropolitan districts" in the Northeast. Use of 540 kc with 50 kw, WILK claimed, "would provide a primary service to a 'white area' consisting of 523,470 people." In addition, service would be provided to 345,805 who receive primary service from other stations, it was pointed out.

WILK, currently on 1450 kc with 250 w but seeking 980 kc with 5 kw day 1 kw night, said it "has sought a means for well over a year" to provide service throughout that area. The station said it considered Baltimore and Pittsburgh the only other large metropolitan areas where 540 kc could be used in the Northeast and pointed out that both cities already have Class 1 stations.

$12.7 Million Net

NET PROFIT of $12,721,610 for 1948 has been reported by Sterling Drug Inc., which also announced its 16th annual consecutive sales increase.

Sales of $134,270,862 were reported in 1948, an increase of $2,921,552 over 1947. The 1948 net profit was slightly higher than that for 1947, which was $12,058,903.

EDUCATION
Greater Radio Use Urged

CHARLES A. SIEPMAN, chairman of the New York U. department of communications and author of the FCC's famed Blue Book, delivered a key address at the 38th annual Schoolmen's Week of the U. of Pennsylvania on March 30. He urged schoolmen to exploit the educational possibilities in radio and television.

"But," Mr. Siepmann said, "the teachers of the country have not taken advantage of [radios'] opportunity, and educational institutions have not taken over the places allocated to them on the FM band of frequencies. We cannot expect the FCC to reserve this air space indefinitely." Mr. Siepmann said he was "not opposed to adventure aerials of the 'cliff-hanger' type for children," but added "we are interested in exactly why children like to listen to that kind of program because then we could apply the technique to something sensible."

SESAC

TRANSCRIBED LIBRARY SERVICE

The Greatest Value Ever Offered

An expanded full-size library of matchless selections gilt-edged in quality and presentation

Come to Suite 553A
Hotel Stevens, Chicago

LISTEN TO OUR NEW SUPERB RECORDINGS

HEAR ABOUT OUR NEW TOP-NOTCH CONTINUITY SCRIPT DIVISION

SESAC Inc. 475 Fifth Avenue, New York 17, N. Y.
COAL MINE OPERATORS 
IN SEARCH OF HIGHLY TRAINED PERSONNEL

So rapid and extensive has been the process of mechanizing U. S. bituminous coal mines, that it multiplies the industry's needs for skilled engineers and trained mine machine operators.

To meet this need, the bituminous coal industry, working through its national association, is developing a complete over-all program to interest young men, including the sons of miners, in electing coal mining either as an engineering career, or as a good lifetime job at better than average pay.

At the college level, Maurice D. Cooper, director of the industry's mining training program, has recently completed a survey of the 165 American colleges and universities offering engineering degrees. Thirty-three are awarding degrees in mining engineering and of these, 17 are offering degrees in coal mining engineering.

"Obviously, this indicates no great demand on the part of college engineering students for courses in this field," says Henry C. Woods, Chairman of the industry's Committee on Engineering Education, "nor are the scholarships now offered by many coal operators sufficient to attract ambitious young men." As a first step in correcting this condition, Mr. Woods points out, more operators must follow the example set by a few companies and offer part-time and vacation employment at good pay to coal mining engineering students.

At the high school level, Mr. Woods urges that coal operators encourage school officials in mining areas to focus the attention of high school boys on coal mining as a good wage-earning job. In many cases operators are cooperating in the introduction of vocational training courses in practical mining procedures. In Illinois, operators are financing literature and other informative material on modern coal mining for high schools. They are also providing an annual week-long seminar for from 30 to 40 high school principals with all expenses paid, in order to create interest in directing high school students into mechanized coal mining.

The necessity of getting the right trained man for each specialized responsibility and each mechanized job is something to which the more progressive operators are keenly alive. It is a sound way to protect the industry's investment in its billion-dollar improvement program.
EVERYBODY'S TALKING ABOUT THE FOREIGN LANGUAGE LEADERSHIP IN NEW YORK OF WHOM

"THE IL PROGRESSO STATION"

5000 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today WHOM and its $250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

BROADCASTING, December 27, 1948

"WHOM is the foremost foreign talk operation in the country."

BEN GROSS, N.Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN

ITALIAN

POLISH

JEWISH

GERMAN

SPANISH

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.

1480 ON YOUR DIAL

136 West 52nd Street, New York 19, N. Y.

GENEROSO POPE, President FORTUNE POPE, General Manager
Help them to help themselves

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help themselves to lead useful, happy lives. This year, why not buy more Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.

11 South La Salle Street, Chicago 3, Illinois
CARROLL REYNOLDS, formerly MBS announcer-producer in Chicago, has been appointed production manager and night news editor at WIOU Kokomo, Ind.

STEVE McCORMICK has been appointed program manager of WOL Washington, effective today (April 11). He replaces LANSING LINDQUIST, resigned (BROADCASTING, March 28.). Mr. McCormick has been with WOL since 1936, serving as chief announcer, production manager, and since January as news editor. He is well known as Mutual's presidential announcer. LARRY FROMER, WOL's production supervisor, has been appointed producer of Mutual's American Forum of the Air which originates from Washington's Shoreham Hotel under sponsorship of Universal Carloading.

CHARLES VAUGHAN, formerly floor producer at WLWT (TV) Cincinnati, has been appointed junior producer at WLWD (TV) Dayton, Ohio.

ROBERT W. MENEEFEE, former program director at WSLS Roanoke, Va., has joined announcing staff of WIP Philadelphia.

PENNY HITCHCOCK has been appointed women's director of WGLN Glens Falls, N.Y.

ROGER KRUPP, formerly staff announcer with ABC, NBC and CBS New York, has joined WTVJ (TV) Miami, Fla.

ROBERT L. SILVERBERG, chief announcer at WNOC Norwich, Conn., has been promoted to program director. AUDREY K. ALLEN has joined station to handle traffic and Strictly for Women program. CARLTON CLAYTON has joined WNOC as announcer.

OPIE CATES has joined CBS Sunday 'n' Abner show as musical director.

CHARLES MOUNTAIN, Chicago radio actor, has joined announcing staff at NBC's Central Division.

JAY TROMPETER has joined announcing staff of WMOR (FM) Chicago. He was previously with WCFL and NBC Chicago and during war was manager of WJGL Nome, Alaska.

JEAN HERSHOLT, star of CBS Dr. Christian show, received citation April 6 on that show from Dallas Health Museum for program's "contribution to promoting confidence in the family doctor."

CHET GAYLORD, formerly with WBZ Boston, has joined WNEB Worcester, Mass., where he will conduct Mon-Sat., 10-10:30 a.m. program.

JIM THOMAS has joined announcing staff of WSB Atlanta. He was formerly with WQMF Bristol, Tenn.; KRIS Corpus Christi, Tex., and WCYS Bristol, Va.

FRED PARSONS, formerly announcer at WSB Atlanta, has joined announcing staff of WLW Cincinnati.

JAY RUSSELL, formerly with WBBZ Vineland, N.J., as continuity writer and disc jockey, has joined WNDB Saranac Lake, N.Y., as program director and script chief.

"UNCLE" BILL JENKINS, formerly with WTOP Washington, has joined WEAM Arlington, Va.

ALAN NEWCOMB, formerly with WACA Ashville, N.C., has joined announcing staff of WIS Columbia, S.C.

HARRY CREIGHTON, WGN Chicago announcer since 1943, moves to WGN-TV where he will work with JACK BRICKHOUSE, sports service manager, in narrating Chicago Cubs and White Sox baseball telecasts.

ERNIE DURHAM, who conducts nightly "beep" show on WONS Hartford, Conn., has been appointed managing editor of New England Bulletin, weekly Negro newspaper.

MARION REPENTER has joined WVET Rochester, N.Y., copy department. Prior to joining WVET, Miss Repenter was with program department of WRA Rochester.

EMERSON BUCKLEY, associate music director at WOR New York, is the father of a boy.
FINAL DECISIONS

EFFECTUATING four proposed decisions and reversing another, FCC last week handed down final decisions granting:
- All-Oklahoma Broadcasting Co.'s application for a new station at Tulsa using 740 kc with 50 kw day and 16 kw night, directionalized fulltime.
- KPHO Phoenix's application for 910 kc with 5 kw in lieu of its present 1230 kc with 250 w.
- Booth Radio Stations Inc.'s application for a new station at Saginaw, Mich., on 790 kc with 1 kw, directionalized fulltime.
- Lockport Union-Sun & Journal Inc.'s application for a new station at Lockport, N. Y.
- White River Valley Broadcasters' application for a new station at Batesville, Ark., also on 1340 kc with 250 w.

Mutually exclusive applications in all five cases were denied.

In the Saginaw case, FCC denied a petition filed by WNKN Saginaw charging that Booth Radio had recently filed an application for Grand Rapids for the purpose of (a) delaying action on a mutually exclusive application previously filed by WNKN or (b) to put John L. Booth, owner of Booth Radio, in a better position to bargain for purchase of WNKN. WNKN asked that the record be reopened but FCC said it found nothing to indicate the Booth application was filed for any reason except "to secure a station" in Grand Rapids.

Mr. Booth had denied the WNKN charges and said he never seriously considered buying WNKN.

The Commission reversed its proposed decision in the Batesville

Grants 4 Proposed, One Reversed

case, where Batesville Broadcasting Co. had been given a tentative nod over White River Valley in the initial proposal [Broadcasting, Sept. 27, 1945].

The final decision to grant White River was based on FCC's conclusion that the diversity of interests represented in that company should outweigh Batesville Broadcasting's more extensive development of program plans and the more active role its owners planned to take in station affairs.

The reversal was viewed in some quarters as reaffirmation of FCC's policy of preferring non-newspaper applicants when other factors are generally equal. Batesville Broadcasting is controlled (51%) by the publisher of the only local daily. In oral argument Andrew W. Bennett, Washington attorney for White River, told FCC:

"If the Commission intends to abandon its newspaper policy, the proposed decision should be affirmed. On the other hand, if the newspaper policy is to be maintained, they should reverse the proposed decision."

In the other cases, grants and denials were issued as contemplated in the proposed decisions. Denials went to:
- KOQA Siloam Springs, Ark., which was competing with All-Oklahoma for 740 kc in lieu of its present 1250 kc with 15 kw, only on weekends [Broadcasting, Feb. 28];
- KRUZ Glendale and Desert Broadcasting Co. of Phoenix, rivals of KPHO in the 910 kc case [Broadcasting, Oct. 25];
- XWAH Whittier and Broadcast Stations Inc. of Long Beach, California, which was seeking authorization at Lansing, and XWAM Saginaw (now on 1480 kc with 250 w) in the case won by Booth Radio [Broadcasting, July 28, 1945];
- Niagara Broadcasting System of Niagara Falls and Great Lakes System of Buffalo Radio Station owner, who was involved in Lockport Union-Sun [Broadcasting, Jan. 24].

All-Oklahoma, grantee for the new Tulsa station, is headed by Sen. Robert S. Kerr (Okla.), president of WEEK Peoria, Ill. ABC affiliation is contemplated.

KPHO, which received a full-time grant for 5 kw on 910 kc, also is affiliated with ABC. KRUZ in that proceeding was seeking authorization to move from Glendale to Phoenix in addition to its bid for 910 kc (KRUZ is on 1340 kc with 250 w). In this connection the Commission reiterated the policy first expressed in its proposed decision:

"...In a comparative proceeding such as this and in the absence of compelling reasons to the contrary, the applicant who has the existing station located in the community where improved facilities can be had and to which there has been a meritorious program service in that community and proposes an extension of such service, is to be preferred to an applicant who has operated a contiguous city and seeks improved facilities and to move its main studios to the former city."

Comr. Frieda B. Hennock dissented, voting for KRUZ.


Ownership of the proposed stations:
- All-Oklahoma Broadcasting Co. - Most of the stock is owned by Sen. Kerr, former Oklahoma Governor, and several of his associates in the ownership of WEEN Peoria and in the oil and other businesses; Sen. Kerr 4%; D. B. McCreary 22.5%; T. W. Johnson 12.3%; T. W. Fenster 5.7%; Dean T. M. 4%. Remaining stock is held by Elmer Hale (10%), who has minority interests in KMOS Muskogee, KRON Hugo, Okla., and WOLL Hoope, Neb., who has 26% of KHN.


KPHO—Heads and controlled (51%) by Rex Scheppe, veteran broadcaster. E. K. Borruff, Taylor, Borruff and Co., owns 10%. Tom Chauncey, Phoenix's businessman and one-time local manager of the station, owns 10%. This includes the 54% formerly held by Gene Autry, radio and film actor, who withdrew from KPHO after issuance of FCC's proposed decision. Under FCC rules, he was required to dispose of his KPHO interest when he acquired KOOL Phoenix.

Lockport Union-Sun & Journal—FM permittee (WUJS) and publisher of "Lockport Sun" and "Journal," headed by Egbert D. Corson and controlled by himself (45.5%), his wife Katherine (21.5%), his sister Corinne C. Kerver (46.3%), and his son Peter (71%). Peter Corson is manager of WUJS and will manage the AM station. Carl Raymond, who has been identified with stations in Buffalo and Schenectady and in Ohio and Massachusetts, will be assistant manager and program director.

White River Valley Broadcasters—Headed by Jared E. Trevathan, pub- (Continued on page 178)
SMPE REORGANIZATION

IMPACT of television held the spotlight at the 65th semi-annual convention of Society of Motion Picture Engineers in New York last week. Highlight was a proposal to take in television engineers as members and to change the name of the Society to Society of Motion Picture and Television Engineers.

Announcement of the proposal was made at the society's semi-annual banquet Wednesday night by Earl I. Sponable, president of the organization and technical director of Twentieth Century-Fox Film Corp.

He revealed that the society's board of governors acted favorably on the recommendation at a meeting held before the five-day convention started last Monday.

The change would require an amendment of the society's constitution. Because revision of the basic charter is required, notice of the recommendation is being sent to all 8,000 members of the society. The entire question will then be threshed out, following which there will be a mail referendum.

Sponable explained this and then asked the support of the members for the change. He said:

"With the great interest shown by the television industry in the growing aspects of motion pictures, our society's importance is being recognized, just as it was a few years ago, when sound was added to our previously silent films. Each of us is concerned because television depends on motion picture films and on motion picture people for program material, as well as for technical know-how."

The announcement by Mr. Sponable followed two entire days of the society's three-day meeting given over to television. It heard numerous speakers, on both the business and engineering level tell how the motion picture business can aid itself and television by getting in the video act.

Among points made by various speakers:

- Television will cause network radio to enter a decline and in five years be superseded by coast-to-coast network television.
- Phonovision was held out as a means to save Hollywood and to put television on a paying basis. Phonovision may be given a full-test later this year.
- Film costs are too high for television's pocketbook and therefore more live and less feature-length films will be on network shows.
- There is a need for low-cost feature films for television and it is possible to produce them.
- The TV commercial is destined to lean heavily on films because of the foolproof performance possible in motion pictures.
- Production on assembly-line basis of full-size theatre television equipment is expected in the near future.
- Value of 16mm equipment for use in television was criticized and defended. Critics said both 16mm sight and sound are inadequate while proponents claimed they are adequate if their possibilities are properly exploited.

Ralph B. Austrian, television consultant of New York, said radio was about to enter a decline. At the end of five years, it would be so hard hit by "lack of the advertiser's dollars," he predicted, that it will give way to local and regional broadcasting.

It will be superseded by television for coast-to-coast network, was his estimate.

Mr. Austrian, former president of TKO Television Corp. and former vice-president of television for Foote, Cone & Belding, foresaw that in the New York area there would be a saturation of television sets which would reach over the 90% level.

He predicted that what would cause the expansion would be production of a receiver in the price range of $100 to $250.

He warned the motion picture business that television is a "small black cloud on its horizon now" but that it must do something about it. Because of the decline in movie attendance by television, TV is a great threat to the film industry. He advocated using video to build box office.

"I think the industry will realize very shortly what a wonderful medium television is to advertise its own pictures," he said. "I think the motion picture industry will become one of the largest users of television advertising time."

John R. Howland of Zenith Radio Corp., accompanied by Dr. Alexander Ellet, inventor of Phonovision, presented a paper on Phonovision, at the same time presenting the premier showing of a film, "Zenith Presents Phonovision."

In an interview prior to the presentation, Mr. Howland said a test of Phonovision, involving 300 wired homes for pay-as-you-see television, would be undertaken by Zenith sometime this year, probably in the fall.

Phonovision Film

The film showed how Phonovision will work. It pictured a first-run movie telecast in scrambled form from a local television station, its receipt on a home receiver, the set-owner calling the local telephone company to switch on the unscrambling device connected to the receiver in the home but controlled by the local telephone exchange, and finally the unscrambled picture sent to the receiver screen.

The motion picture contained a strong pitch to Hollywood to back Phonovision as a means of achieving an enormous box office through television.

As to the share of the proceeds from Phonovision, the picture indicated a three-way split between the telephone company, the television set owner and the motion picture producer, with the latter getting about 50%. The film declared the broadcast station's income from Phonovision will be far greater than the sale of the same amount of time to an advertiser.

It was emphasized that Phonovision does not replace television. Stations can handle it in addition to their regular "free" programming.

In questions after presentation of his paper, Mr. Howland said the equipment cost to a station to install facilities for Phonovision should be about $3,000. The unscrambling device to be used in the television set would be printed in for $10. Mr. Howland predicted that by 1955 there would be 10 million receivers in the United States, of which 10 million will be equipped for Phonovision.

In his talk Mr. Howland said:

"Phonovision has set television free from the limitations of an industry which was born, while making American radio the finest in the world, likewise made radio a source of irritation to millions of people and prevented radio programming the best entertainment and cultural medium which a box-office for fine, costly features would make possible."

"Phonovision eliminates any possible need for government operation of television or for turning this great industry over to the sole control of advertisers who are interested, not in the quality or value of the entertainment they provide, but in the amount of merchandise they can sell,..."

"At least 80% of television entertainment will be in the form of motion pictures... Hollywood must decide whether the great mass of revenue-producing entertainment required for Phonovision will be provided by the American film industry or by other creators of entertainment. I hope that viewing of this film will help Hollywood to reach a wise decision."

The opening luncheon meeting of the convention was given a disposal view of motion picture use on television by Dr. Allen B. DuMont, president of DuMont Labs.

Cites Higher Costs

"It is cheaper to put on live shows," Dr. DuMont flatly told the engineers. He said DuMont network is attempting to cut down the use of film features because of their cost and the poor quality of offerings.

Teletranscriptions—film recordings from the viewing tube—also are apt to cost more than sending
Another sponsor joins the WBAP-TV Fort Worth, Tex., fold as Karl Sharfenberg (seated l), president of West Texas Appliance Co., okays plans for his firm's sponsorship of Philco Flying X Ranchllows. Giving approval to the action is (l to r) Mrs. Lois Craig, account executive of James McBride Advertising, Fort Worth; Roy Bacus, WBAP-TV commercial manager, and E. A. Favorite, vice president of the appliance firm. The half-hour weekly variety show, formerly carried sustaining, now advertises Philco receivers for the West Texas Appliance Co. and all Fort Worth and west Texas Philco dealers.

Walter D. Engels and Maurice Kerins, WPIX (TV) New York, and George Lawlor, Houston Corp., in a joint paper told how they speeded up newsreel techniques. Reversal processing, they said, eliminated the time lag required for an extra step in conventional positive negative developing. They said this practice will be adopted eventually by all TV newsreels.

Otto H. Schade, RCA, Victor, said a television system with a balanced resolution of 410 lines is technically capable of attaining an image quality equivalent to commercial 35mm films.

F. J. Bingley, WOR-TV New York, said because of lack of standardization among receiver manufacturers of the shape of the screen mask, telecasters should be careful about transmitting important picture information in picture areas likely to be masked off by the receiver.

Richard Blount, General Electric Co., described distortion due to improper lighting. Edward A. Bertram, De Luxe Labs, and Arthur J. Miller, Consolidated Film Industries, spoke on film laboratory practices for television. Roger D. Thompson, DuMont Labs, described techniques of picking up transparencies for TV transmission. F. N. Gillette, General Precision Lab, spoke on problems of video recording. William C. Eddy, Television Assoc., described a continuous reel capable of handling 100-foot loops of 16mm film. William F. Kruse, William F. Kruse Assoc., discussed the effect of video on education.

BUSINESS REPORT
Sees No TV Change Soon

NATIONAL Better Business Bureau assured its members and the public April 6 that telecasting on present channels "will continue indefinitely" and that obsolescence of present television receivers would not occur "in the foreseeable future.

The bureau's conclusions were reached on the basis of information solicited from Wayne Coy, FCC Chairman, on pending telecasting legislation. The survey was prompted by inquiries from the public and from Better Business Bureaus throughout the nation.
The Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know. But it doesn't happen at CBS-TV.

ANKLES ARE SLIMMER HERE... because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the TV screen. By the time you see them they're as pretty as they ought to be.

ACTORS ARE COOLER AT CBS... more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also developed by CBS experts.

THE SCENE IS LIVELIER AT CBS... because backgrounds can be made more fluid and variable with rear-screen projection... another CBS-TV development.

AND PROGRAMS ARE BETTER ON CBS... built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs in television.

YOUR PROGRAM WILL DO BETTER ON CBS-TV... the network with six of the top ten Hooper-rated programs, four of which are CBS package programs.
TELEVISION will highlight the 19th annual Institute for Education by Radio at Ohio State U. May 5-8, according to preliminary program plans announced by I. Keith Tyler, institute director.

Implications of television for American life will be considered at the second general session May 6—the first session in institute history to be devoted exclusively to a discussion of television. A tentative outline calls for speeches by a motion picture executive, a network representative, a prominent university education editor, and a program manager. The result will be a program on what television will do to the lives of millions of Americans.

The place of television on the institute program also is being expanded through the scheduling of three specialized group meetings. These will deal with TV writing, production and the use of television and educational broadcasting. In addition, officers and study-workshop groups and sectional meetings will integrate television, as it affects their various fields, into numerous individual programs, the director said.

KGO-TV PLANS

Oakland Games Slated, May Start Expected

KGO-TV, the ABC television station, has contracted to carry home games of the Oakland baseball team when the station begins regular programming early next month, Gayle V. Grubb, KGO and KGO-TV general manager, announced last week.

The first baseball game, which is slated to be KGO-TV's initial telecast, is scheduled for May 6.

The station, operating on Channel 7 (174-180 mc), has been on the air with test patterns for more than a month. Beginning with the May 5 debut, the station will be on the air regularly five nights a week, Tuesday through Saturday.

KGO-TV will be the second San Francisco TV station on the air and the second to contract for coverage of Bay Area baseball games. KPIX, the area's first TV station which went on the air last Christmas Day, already is covering games of the San Francisco Seals.

Mr. Grubb did not reveal terms of the contract between KGO-TV and the Oakland baseball team. He said only that the contract had been worked out during the preceding week by himself and Clarence Laws, president of the Oakland club.

Announcement of the baseball contract also was the first announcement of the date when KGO-TV plans to begin its regular programming. Previously its debut date was expected around the end of May or first of June, although no official announcement to this effect had been made.

ABC television engineers were working to put both KGO-TV and the network's Los Angeles station, KECA-TV, on the air during May. But the tentative schedule was to start the Los Angeles station first, early in May, and the San Francisco station about a month later.

A change in plans reversing this order was reportedly prompted by the almost complete halt of TV set sales in the Bay Area.

Sales in the area boomed immediately preceding and following KPIX's debut. During the last two weeks of December the number of sets-in-use jumped from less than 100 to more than 2,000. By the end of January the number was up to 3,500. Then sales fell off drastically and the number today still is short of 4,000.

TV set manufacturers and distributors reportedly felt sales would pick up again when a second TV station started operation. With this in mind, their representatives contacted ABC to get the San Francisco outlet on the air as soon as possible.

ABC obliged by reversing its previous schedule and started rushing the San Francisco station on ahead of KECA-TV.

KGO-TV, operating from Sutro Mansion atop Sutro Mountain in San Francisco, has a 506-foot tower which gives an overall height of 1,682 ft.

CANTOR ON VIDEO

Pabst To Sponsor on NBC-TV

EDDIE CANTOR has signed with Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), for a semi-monthly TV variety show to be teletcast on NBC starting Tuesday, Oct. 4, he announced at a personal appearance in Milwaukee April 1.

Mr. Cantor, who broadcast his regular Friday evening show from Pabst's hometown, hopes to get the half-hour segment after Milton Berle's "Fibber McGee and Molly." If "we don't get a good time, we'll go to another network," he added. Telecast will be designed along variety show lines, with Mr. Cantor operating a school of show business and introducing six or eight persons on each program. Milt Green, who has appeared on a Cantor "Star M. M. may join the permanent TV cast, he said. The star hopes to originate the show before an audience in Hollywood and have kinescope recordings made for the East and Midwest TV networks. If this is not possible, program will emanate from New York. Agency is Warwick & Legier, New York.

TV SET MARKET

Only 3% Saturation—Craig

THE ¼ million television receivers which have been sold to date represent 9 to 4½ saturation of the national market, John W. Craig, vice president of Aveo Manufacturing Corp. and general manager of its Craigway Division, said last Tuesday. Mr. Craig addressed a luncheon meeting of the National Retail Furniture Association at the Shoreham Hotel, Washington.

Predicting that in the next decade "television, more than any other product, will provide stability and growth for organized retail in the furniture, department store and appliance fields," Mr. Craig called for further easing of credit controls to stimulate present sales. "By 1953 we should have produced and sold 20 million television receivers," he said.

The production of 50 million radio sets in the past three years and the impact of television will reduce radio sales in 1949, Mr. Craig asserted, and predicted that the industry's expected production of 9 to 10 million receivers still will be higher than the best prewar year. He added that swollen demand on the part of television manufacturers will affect the specific field of broadcasting to sell radios and phonographs," he said.

VIDEO FILM KIT

Cancer Society Prepares

AMERICAN CANCER Society's kit of nine films, to be supplied to all video stations, was revealed in New York, March 30 at a special news preview. Films, consisting of five spots and four "featurettes," range in length from 15 seconds to three minutes each, and include two animated cartoon shorts.

Written and produced by Walter K. Craig, president of the firm of radio and television, the animations were made by Animated Arts Productions, New York, and the others by J. B. Ralls, also of New York. The entire kit, it was understood, was produced for approximately $35,000, or the cost of two average one-minute features. Several New York stations have already accepted the kits for use.

VLWD Mobile Unit

NEW $100,000 mobile television unit of WLWD, Philadelphia Broadcasting Corp.'s new video station in Dayton, Ohio, was dedicated and put into use April 1. In brief ceremonies, John T. Murphy, WLWD manager, dedicated the unit to the citizens of Dayton, through Mayor Louis Lohrey. Others present at the christening included R. J. Rockwell, vice president in charge of engineering; Crosley Broadcasting Corp.; William Moore of Cincinnati, designer of the unit; Howard Lepple, WLWD chief engineer, and other members of the staff.
Unsolicited thousands of letters, brimming over with enthusiasm for programs and picture alike, have been pouring in on NBC, Hollywood, ever since KNBH went on the air in January. And contrary to engineering opinion, hundreds of them have come consistently from so-called “fringe” areas, 100 miles and more from the transmitter, where TV reception in the past has been spotty and unreliable. KNBH is coming through to them consistently and clearly!

Unprecedented coverage of America’s third market area... and its third television area as well (approaching 100,000 receivers)... makes KNBH the top TV buy. Join KNBH’s distinguished group of TV advertisers, including Texaco, Philco, Chevrolet, RCA, Lucky Strike, Bigelow, Chesterfield, Disney Hats, Bona Fide Mills, and Motorola. Call us for particulars on program packages priced to meet your budget.
**ONLY--**

**WGN-TV "SEES" EVERY GAME!**

Chicago televiwers don't have to switch channels to see the Sox and Cubs. No searching or hunting for top notch announcing—Jack Brickhouse, Chicago's ace sportscaster, is on Channel 9 with every game.

For the second consecutive year WGN-TV will be the only station televising the Chicago White Sox complete day and night home schedule and all the Chicago Cubs' Wrigley Field games.

Sorry that it's not all available now but you can still sell your products on:

- "Player of the day"—dugout interviews before the games
- Half of all Games— the only Chicago station able to make this offer
- "The Scoreboard"—scores of other games and Grandstand Interviews

*Subject to Prior Sale

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**KFMB-TV PLANS**

**May 15 Start Expected**

KFMB-TV San Diego will start telecasting May 15 on Channel 8, according to Jack Gross, owner and general manager.

Station's programming will start initially with 20 hours weekly, according to Mr. Gross. Of this total, he said that approximately one-third would be pickup of kinescope recordings of ABC, CBS and NBC. The pickups would be largely simultaneous with time of telecast in Los Angeles area since Mt. Soledad, site of KFMB-TV transmitter is in direct sight with Mt. Wilson, location of Los Angeles area stations' transmitters.

Beyond kinescope, he said that film and remote programming would constitute roughly one-third of his programming and the remaining third would likely be local studio originations. For remotes, he said that rights have been obtained to one Saturday afternoon game of the San Diego Padres, professional baseball team, with likelihood of one additional week-night game.

Although Mr. Gross advised BROADCASTING that any announce-
ment of sponsors at this time would be premature, he said "there is a tremendous interest on the part of local advertisers." Rates, he said, will scale down from $200 basic hourly rate and that one-minute, newsmovie film spots would run $32. Within the station's viewing area, he says that estimates place the set ownership at 3,500.

Formal opening of the station will not take place until KECA-TV, Los Angeles owned ABC outlet, goes on air. At that time, he said a full scale opening will be staged. Latter station is expected to be on the air by the end of June, if not before.

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**WENR-TV EXPANDS**

**4,000 Sq. Ft. Are Added**

ADDITIONAL 4,000 square feet of space has been acquired by WENR-TV Chicago, ABC-owned outlet, in the Civic Opera Bldg. Station will occupy space formerly used by Universal Recording Co., which will announce plans soon for enlarged quarters in a new location.

A third TV studio will be added to station's facilities as WENR-TV moves into the 42nd floor. Its present studios are in the former Chicago Civic Theatre and on the 44th floor. Main reasons for the long-term leasing of more space are "a decided increase in both local and national business and a strenuous program schedule," according to John H. Norton Jr., ABC Central Division vice president.

Mr. Norton also disclosed that new sight with Mr. Gross and programming crews will be employed. He said the sales staff now has three account executives handling video sales operations exclusively.

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**FIRST** Broadway "spectacular" to promote television sets is this 11-story Philco sign at the corner of Broadway and 46th St., New York. The drum major, four stories high, twists a 30-foot baton by way of animating Philco's slogan: "Philco—The Leader." On the photo-electric screen below, Broadway stars and cartoon movies appear in silhouette. Display was created for the Philco Corp. by Douglas Leigh.

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**CANADIAN TV**

**Vote on Control Urged**

A NATION-WIDE vote should be taken to determine the medium controlling television, R. A. Hackbush, president of the Canadian Radio Technical Planning Board and general manager of Stromberg-Carlson of Canada, stated in Toronto at a meeting of radio technicians. He pointed out that a separate communications board should be set up which would regulate all forms of broadcasting.

Mr. Hackbush also pointed out that Canadian TV receiver manufacturers are worried about the proposal to place one of the two Toronto TV stations on Channel 3, which is next to WBEN-TV Buffalo on Channel 4. Such assignment of a Toronto station, will make it impossible to see WBEN-TV on Toronto receivers, he stated, when Toronto station is on the air.

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**SEEMAN BROS.**

Plans Heavy Use of Video

SEEMAN Bros., through William H. Weintraub & Co., New York, is planning extensive use of television in key cities to highlight its current advertising campaign on Air-Wick deodorizer.

The agency's video department is currently working out detailed program plans. Seeman also is extending its radio coverage, having recently added News Commentary with Ed Wallace on WTAM Cleveland to its schedule of two national radio news programs—Monday Morning Headlines on ABC and Allen Jackson and the News on CBS.
WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters. More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability. With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
Use of Film in Television

(Report 54)

TV SET figures reported to Broadcasting during the past week:

Chicago, Ill., area—116,503 as of Feb. 28, reported by city's Electric Assn.

Washington, D. C., area—40,750 as of April 1, reported by Television Circulation Committee representing TV stations WOIC WTG WBNB WMAL-SET, all Washington.

Almost impossibly low in Hollywood, according to Mr. Blackburn, yet they exceed the price that the sponsor is able to pay. "Cheap means one thing in Hollywood, and another thing in TV," he said.

Grant-Relaim hopes to break even or even make a small profit on the Your Show Time series by exploiting residual value. American Tobacco's $7,500-per-program price covers exclusive use of the film for only a year. After that the producer can make other disposition of the pictures.

As a comparison of costs of filmed and live productions, Mr. Blackburn cited another half-hour dramatic series, Chevrolet on Broadway, a weekly program on NBC-5, sponsored by Chevrolet Div. of General Motors.

The Chevrolet on Broadway production budget is under $7,500 a week. Mr. Blackburn believes that Your Show Time, which costs its producers a minimum of $12,500, and Chevrolet on Broadway, which costs less than $7,500, are "a stand-off in quality."

Although he thought it would take some time, Mr. Blackburn believed that eventually film producers "will straighten out their economics."

"There are bound to be more and better films for television," Mr. Blackburn said, "but in making (Continued on page 162)
Gold Rush

1949 style

or look what's happening to

WHIO-TV Dayton's first commercial TV station

Only 49 days in commercial operation, WHIO-TV already has 40 national and local advertisers. TV set sales in Dayton are skyrocketing, too! Real proof of WHIO-TV's acceptance by both viewers and advertisers. Now is the time to start reaching the profitable Dayton market via television, while choice availabilities can be had on WHIO-TV. Contact your nearest Katz representative.
Telestatus
(Continued from page 160)

them a lot of people are going to lose their shirts.
In the view of another television program executive, who for a time was an official of a motion picture company in Hollywood, the basic psychology of Hollywood enormously increases the difficulties of its adjustment to television.

Accustomed to lavish expenditures, Hollywood does not know how to cut corners and economize.

"I've seen the time of a hundred people wasted because somebody forgot to plug the camera into the power," he said. "And nobody thought anything of it." It was the belief of this executive that economical production techniques for television film will probably originate elsewhere than Hollywood. "People who have been working in the Hollywood movie business have a lot of expensive habits to overcome," he said.
The volume of films prepared by Hollywood producers and made available for network telecasting is considerable to date, Hal Roach has made several pictures which are being auditioned, but as yet have not been bought. The Public Prosecutor series produced by Jerry Fairbanks and purchased by NBC is yet to be telecast; the network is hoping to find a sponsor.

A 15-week mystery series made by the Independent Motion Picture Producers Releasing Organization of Hollywood, and purchased by CBS for $7,500 per program, is not yet on the air. CBS is offering this series to advertisers at a figure considerably below the $7,500 price it paid, again hoping to resell the series later to recover its investment.

One agreeable aspect which any television programming executive finds in film is that its use imposes virtually no strain on facilities. To that degree, film is economical in television. None of the studio facilities camera crew, electricians, production workers or cast of a live program is needed.

In another use, film has proved invaluable. The filmed commercial has become even more important to television than the recorded commercial in radio.
The proportion of filmed commercial spot announcements varies on New York stations from 75% to 95%, and probably half the commercials on television networks are filmed.

Many programming chiefs think that film will be more and more widely used in integration with live productions.

Mr. Underhill, CBS director of television programs, said that CBS was rapidly increasing its activities in that field. An example of the technique occurred in a recent telecast of Suspense, a weekly half-hour dramatic show which is predominantly a live production.

A sequence in the program required the chief actor to be chased by police. The actor, Eddie Albert, was to run through two alleys, leap a fence, enter a building, run up the stairs and into a room. This sequence was filmed on location under the direction of the Suspense production staff by a single cameraman commissioned for the particular job.

The film was so integrated into the live production that it was difficult if not impossible to identify it as film. CBS has used many such filmed sequences, some shot especially for the purpose, others selected from library material for background.
The Camel Newsreel, five quarter-hours per week on NBC-TV, also mixes considerable film with live production in what is probably the most complicated integration of filmed production on the air.

The use of integrated film suggests the probability that telecasters will expand greatly their own production of film, with their directors and producers supervising the work of cameramen who are either staff members or commissioned for particular assignments.

Present Production
In one respect telecasters are already in the film business up to their necks. The breadth of expansion of film recording for live shows, re-telecast on stations beyond the reach of network interconnection, has now reached a point at which the combined film output of television networks greatly exceeds that of Hollywood.

Different networks call the process by different names: On CBS it is "film recording;" on DuMont it is "Teletranscriptions," and on NBC and ABC it is "Kinescoping." The processes, however, are fundamentally alike, with two qualifications.

NBC recently announced [Broadcasting, March 28] that it was averaging 14 hours a week of kinescoping, amounting to an average yearly film production 50% larger than the total volume of Hollywood feature-length pictures. Although this activity proceeds at other networks at somewhat smaller volume, it is vastly important to all. Under present operations, film recording of live shows is limited in use to re-telecasting on non-interconnected stations and to intramural purposes such as presentations to advertisers and agencies.

A primary circumstance in the use of kinescoping is imposed by unions. It is a general union rule that kinescoped programs must not be re-used for 30 days from their production date.

Expansion of the commercialization of kinescoping film is believed doubtful, owing to union objection. As examples of possible new uses to which kinescoping could be put, assuming union attitudes changed, executives cited the requests of some advertising agencies to kinescope commercials and programs which are now produced by motion picture techniques.

Kinescoping a program directly off the television tube is a cheaper process than shooting a movie. It does not require as many technicians, cameramen and production workers, a matter to which unions naturally object.

One advertiser, whose product is not distributed in New York, is known to have offered one New York network station a program so that it could be kinescoped there for distribution to six stations in cities where his product was sold. His offer was rejected on the grounds that such a procedure would constitute a commercialization of kinescoping to which talent and technicians, unions and guilds would object.

The question of film in television, like the bigger question of television itself, is not yet settled, all television programming executives agreed.

As one executive put it: "Everybody's feeling his way around. Anyone who has answers these days is welcome."

27 years in radio ... the pioneer television station between St. Louis and the Pacific Coast — that's the record of KDYL and KDYL-TV.

Some sponsors say our sales results for them are "magic," but we know it's colorful showmanship and expert "know how" that builds leadership!
Du Mont television broadcasting started April 1, 1939

... another Du Mont "First"

FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

FIRST in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

FIRST in Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

FIRST in Station Equipment. Many stations have been planned and built by Du Mont.

FIRST in Fine Receivers. Du Mont built the first commercial home receiver (1939) and was first on the market with fine postwar receivers (1946).

First in all phases of television ... and only in television
'GO SLOW' ON TV

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is immeasurably greater than sound alone," Alabama broadcasters were advised to enter the dual approach business.

The warning came from Robert D. Swezey, executive vice president of WDSU Broadcasting Services Inc., New Orleans, in a speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.

In the closing session, Howard Pill, WSFA Montgomery, was placed on the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAXP Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAW Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marion Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmett Brooks, WEBJ Brewton, and Howard Martin, WALA Mobile.

Mr. Swezey's talk on television was a straight-from-the-shoulder type of honesty-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you may have made a success in the standard radio field is no indication that you'll succeed in television. If you do go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding: WDSU Mobile.

Mr. Swezey has been on the air since December 1948.

Mr. Swezey formerly was a vice president of Mutual.

Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same libel protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature.

Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn).

The field secretary would maintain a full-time office at the university and the working agreement would be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Frank B. Lanier of Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEBJ Brewton, president. It was the second annual meeting of the group.

Jim Reese of WWWB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WTBF Troy; John Johnston, WFUN Huntsville; Howard Pill, WSFA Montgomery; G. P. Hamann, WBRC Birmingham.

Mr. Pill, retiring president, said the Alabama organization, first of its kind in the nation, had been responsible for several important contributions to the AP news report during the past year.

Mr. Needham was re-appointed chairman of the Continuing Study Committee of the AP Radio Report. Others named to this committee were: Frank B. Lanier, WMPR Florence, and Pat Courington, WAVU Albertville.

TV TO AID MOVIES

Paramount's Shupert Thinks

TELEVISION is more likely to help the motion picture industry than harm it, George T. Shupert, director of commercial operations for Paramount's television division, Paramount Pictures Inc., last Tuesday told members of the Colorado Assn. of Theatre Owners in Denver.

Pointing out that video is the perfect medium by which to promote motion pictures, Mr. Shupert predicted that television would do an unprecedented selling job for the movie industry, via trailers.

"An old proverb tells us to fight fire with fire," Mr. Shupert said. "At Paramount we have a modern version: 'Fight television with television.'"

Para's new strategy, he continued, includes turning video to the theatre's advantage by televising stage shows and audience participation shows.

SLIDE PROJECTOR

For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop, a dual projector, the said announcement, can be used for flashes of news photos, temperature readings or time, station or sponsor identification, titles, announcements or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

OKLAHOMA VIDEO

WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern this Friday (April 15) and begin operations by mid-May or early June.

The five-day 'turnabout' television antenna is mounted on a 968-foot tower at Britton, eight miles north-east of Oklahoma City. Installation was completed April 8 after a five-day delay due to bad weather.

WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (68-72 mc).
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(Continued on page 106)
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<td>Musselman's Apple Pie</td>
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<td>NBC Bread</td>
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<td>Nabisco 100% Bran</td>
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<td>Nabisco Shredded Wheat</td>
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<td>Neet's Evaporated Milk</td>
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<td>Nestle's Margarine</td>
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<td>Nu-Maid Margarine</td>
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<td>Omega Flour</td>
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<td>Oscar Meyer Meat Products</td>
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<td>Pepperidge Farm Breads</td>
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<td>Pet Evaporated Milk</td>
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<td>Pillsbury Best Flour</td>
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<td>Pillsbury Dual Cake Mix</td>
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<td>Pillsbury Farina</td>
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<td>Pillsbury White Cake Mix</td>
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<td>Premium Crackers</td>
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<td>Q-T Pie Crust &amp; Pastry Mix</td>
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<td>Quaker Sugar</td>
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<td>Red Band Flour</td>
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<td>Red Star Flour</td>
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<td>Robin Hood Flour</td>
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<td>Rochester Dairy Evaporated Milk</td>
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<td>Seafood Farms Frozen Foods</td>
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<td>Sealtest Ice Cream &amp; Milk</td>
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<td>Snider Confections</td>
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<td>Snow Crop Frozen Foods</td>
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<td>Sperry Driffield Home-Perfected Flour</td>
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<tr>
<td>Sperry &quot;La Pina&quot; Flour</td>
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<tr>
<td>Sperry Pancake &amp; Waffle Mix</td>
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<tr>
<td>Sperry Wheat Hearts</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>16</td>
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</tbody>
</table>

(Continued from page 172)
NEW Program, Orders of the Day, is being aired by WWDC Washington in cooperation with District schools and the police. Broadcast by Milton Q. Ford every school-day morning at 8, program is directed at 3,000 numbers of School Safety patrol in Washington. It is designed to reach patrols just before they leave home for their beats, and it gives last minute changes in traffic conditions and emergency instructions. Mr. Ford also airs news of meetings and points out ways in which work of patrols can be improved.

**Pet Parade**

FEATURING "Uncle" Jim Willard, noted animal authority and official of SPAC, new series of programs devoted to youngsters and their dogs entitled, Pet Parade, has been started by WCAU-TV Philadelphia on Saturdays.

PER INQUIRY

New Offer Made to Stations

ANOTHER in the growing number of per inquiry advertising offers to radio stations has been reported in New York.

Stations reportedly were being solicited by the Marvel Sales Corp., of 18 E. 41st St., New York, to sell the "Little Marvel Electric Water Heater."

According to a letter sent to stations by the sales company, the heater, which can be attached to any cold water faucet, sells for $4.98. "We will allow your station $2 per sale on a per-order basis," the letter reads.

"Or we will buy time if your station will guarantee orders on the same pro-rata basis," the letter adds.

The Marvel Sales Corp. claims to have spent "over a quarter of a million dollars in magazines, newspapers and radio advertisements" in the past ten months. Attached to the letters to stations were tear sheets of advertisements which, the company said, were "appearing in leading magazines."

There was no indication in the letter that magazines were accepting the advertising on the per inquiry basis that was offered to stations.

Programs

the program is kept with a picture of each week's guest, his hobby and autobiography.

Public Service Time

AN HOUR and a half of consecutive Public service programs began its weekly schedule on KJR Seattle, Wash., on Sunday, April 3, between 11 a.m. and 12:30 p.m. In 11 a.m. time slot is ABC's Child World series, followed by local panel discussion of show, transcribed at Radio Hall on U. of Washington campus. At 11:30 Science Headlines is presented, followed by University Guest. The Seattle Art Museum's Art For Your Sale comes on at 12 noon. The strip concludes with Speaking of Books, moderated by Rev. Jonas Bartlett, minister of University Unitarian Church. Objective of programming is to provide continuity of high-quality community interest programs in the important listening period.

AL GOODMAN (seated), orchestra leader, will record exclusively for Associated Program Service in transcription field under terms of new contract. With him are two APS executives, Andrew M. Wiswell (l), vice president and recording director, and Richard S. Testut, vice president and general manager.

Protection

LEGISLATION to impose severe punishment upon anyone using radio as part of a plan to overthrow the government was proposed March 31 by Rep. Anthony Cava- lcante (D-Pa.). The bill (HR 3927), which was referred to the House Judiciary Committee, would make it a crime for any person, as part of a plan to overthrow the government of the United States by force or violence, to incite contempt for the government, by use of motion pictures, publications or broadcasts. Conviction would carry a fine of not more than $10,000 or imprisonment for not more than 10 years or both.

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

THE PIED PIPPERS

Don't Have To Tell Nobody
Little Lost Dream

DJ-677

LARRY

GREEN

You're So Understanding
Blue Rhumba

DJ-678

BUDDY

MORENO

Thank You
My Bashful Nashville Gal From Tennessee

DJ-679

THE PAGE CAVAUGH TRIO

Bianca
Always True To You In My Dreams

DJ-680

"DJ" disks couple the cream of the RCA Victor hits for your convenience.

RCA VICTOR RECORDS

April 11, 1949 * Page 167
Class 26 (Continued)

### Class 26 (Continued from page 114)

**Product**
- Lux Soap & Flakes
- Swan Soap
- Secret

**Network**
- CBS-153/CBC-1
- CBS-148
- NBC-153/CBC-1

**No. of Stations**
- 1,320,710
- 567,451
- 714,661

**Mons. per Wk.**
- 11 mos.
- 11 mos.
- 11 mos.

### Spot Radio

San-Nap-Pak Mfg. Co. is using announcements and participations in eastern and midwestern markets for Lydia Grey Dosein tissues and dinner napkins. Personal Products Corp. has a limited spot campaign for Yes tissues. New spot users this year include Sayman Products Co. (soaps and savilles) and Sulfur-8 Chemical Co. (hair and scalp preparations).

Marlin Firearms Co. will use both radio and TV spots to promote its April tie-in with the American Cancer Society campaign in the greater New York area. Purchasers of Marlin razor blades will be asked to mail the empty cartons to the Society, to whom the company will pay the full price of all packages mailed between April 11 and 28 as its contribution to the drive.

TV network advertisers in the toiletries category include American Home Products sponsoring Mary Kay & Johnny, weekly half-hour on CBS-TV, for Kolynos and Anacin; Barbasol Co., *Week in Review*, 15 minutes a week on CBS-TV; Bristol-Myers Co. broadcasts *Break the Bank* on ABC AM and TV networks 30 minutes each Friday for Vitalis, Ipana and Sal Hepatica, and sponsors the Tuesday and Thursday Lucky半-hour CBS telecasts for Ipana; Gillette Safety Razor Corp. continues to sponsor the Monday and Friday night fights on NBC-TV; Chesterbrogh Mfg. Co. this month started five-minute Greatest Fights films on NBC-TV following the Gillette fights; Colgate-Palmolive-Peet Co. has just begun sponsoring two quarter-hours of *Howdy Doody* a week, NBC-TV, for toothpaste and soap. International Cellulose Co. (Kleenex) will shortly start a half-hour weekly TV show on ABC.

The two-hour Thanksgiving Day telecast on ABC last fall sponsored by Illinois Watch Case Co., which sponsors Groucho Marx on ABC's AM network, was so successful into the hands of BARB (Continued from page 114)

### MAIL TELLS THE STORY.

Hundreds of letters are constantly pouring in from enthusiastic listeners . . . executives, movie stars, producers, doctors, professional men in the high income areas of Beverly Hills, Santa Barbara, San Marino, Bel Air, Pasadena, La Jolla.

**This is an audience that can buy do you want to sell it?**

Write TODAY for FULL Information (Choice periods are open)

---

**Class 26**

BROADCASTING Telecasting

KFDM—the station with a proved listening audience in an active and growing market whose industries are EXPANDING . . . DIVERSIFIED . . . PERMANENT. Located in the heart of the new and important Chemical Development, KFDM delivers the Gulf Coast Area and its three key cities!

Affiliated with ABC and THE STAR CHAIN . . . 500 K.I.

**BF**

DELIVERING

A 3-CITY MARKET

KFDM

DAY . 5000 WATTS . NIGHT

REPRESENTED BY

BEAUMONT, TEXAS FREE and PETERS, Inc.
Class 27: Travel

EXCEPT for such institutional campaigns as those of Asan, of American Railroads and Universal Carloading & Distributing Corp., travel, hotel and resort advertising on the air is usually seasonal and local or regional. Even those campaigns are few and far between. Rorabaugh Reports for 1948 list only nine accounts in this class—three railroads, three airlines, two steamship companies and one travel agency. They used an average of 12 stations for an average length of four months. Only one, New York Central RR, is a year-round radio advertiser, using announcements on 15 stations.

In February, in addition to New York Central, Rorabaugh reported Northeastern Airlines using spots in eight New England cities and American Airlines with announcements on WWJ Detroit. Also that month, Delta Airlines used video spots on WSB-TV Atlanta and WBAP-TV Fort Worth-Dallas; Boston & Maine RR advertised its snow train with a skiers’ program on WBZ-TV Boston; Colonial Airlines used spots on WABD (TV) New York and United Airlines on KPIX San Francisco.

Hotel New Yorker, New York, in March started a 13-week TV film campaign in Boston, Philadelphia, Baltimore and Washington. Beginning in May, WHEB Portsmouth and its FM station, WFMI, will carry announcements each half-hour throughout the day urging motorists to use Route 1 when traveling through Maine. Campaign, to continue through September, is being sponsored by the Southern Maine Route 1 Assn.

Class 27. Transportation, Travel & Resorts

<table>
<thead>
<tr>
<th>CLASS 27. TRANSPORTATION, TRAVEL &amp; RESORTS</th>
<th>NETWORK 1948 $333,616</th>
<th>SPOT 1948 $842,000*</th>
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<tbody>
<tr>
<td>Advertiser, program, and agency</td>
<td>Leading Network Advertisers</td>
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<td>Product</td>
<td>Network No. of Stations Hrs. per Wk.</td>
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<td>ASSOCIATION OF AMERICAN RAILROADS</td>
<td>1948</td>
<td>1947</td>
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<tr>
<td>“The Railroad Hour”</td>
<td>5</td>
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<tr>
<td>Benton &amp; Bowers</td>
<td>ABC-556-34 (Sept.-Nov.)</td>
<td>$298,560</td>
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<td>UNIVERSAL CARLOADING &amp; DISTRIBUTING CORP.</td>
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<td>5</td>
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<tr>
<td>“American Forum of the Air”</td>
<td>MBS-12-1/2 (Oct.-Dec.)</td>
<td>$21,700</td>
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<tr>
<td>Raymond Specter Inc.</td>
<td>PACIFIC GREYHOUND LINES</td>
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<tr>
<td>“Romance of the Highways”</td>
<td>ABC-9-1/4 (Oct.-Dec.)</td>
<td>$3,856</td>
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<tr>
<td>Beanumant &amp; Mahnon Inc.</td>
<td>Sources: Publishers Information Bureau</td>
<td>* BROADCASTING estimate</td>
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<td>† Includes entertainment</td>
</tr>
</tbody>
</table>

WANTED! Chance to sell farm equipment or services to MAINE FARMERS On Maine’s most popular public service program

MAINE FARM TOPICS with JAKE BROFEE via MAINE BROADCASTING SYSTEM +WCSP-Portland +WRDO-Augusta +WBZ-Bangor Plus affiliate WAGM-Presque Isle

Class 28: Miscellaneous

RELIGIOUS BROADCASTS, broadcasts sponsored by labor unions, political programs and those sponsored by the makers of pet foods are among the different and dissimilar classes of broadcast advertising brought together into this final category.

Only nationwide network to provide time for commercial religious programs is Mutual. MBS during 1948, in addition to the series sponsored by the Lutheran Laymen’s League, that of the Voice of Thee and that of Radio Bible Class, as listed in the table, also broadcast Great Scenes from Great Plays, sponsored by the National League of Protestant Episcopal Churches, which from October through the rest of the year utilized $225,380 worth of MBS time at gross rates. A one-time broadcast, Day of Restoration, brought this organization’s total MBS bill to $231,479 for the year.

Other Mutual religious clients were: Christian Reformed Church, half-hour Sunday morning Back to God Hour ($209,295); Young People (Continued on page 170)

BROADCASTING * Telecasting

NAB Convention - Exposition Hall - Hotel Stevens
WCHS
Charleston, W. Va.

The Texas Rangers, America's greatest western act, for many years star of radio, screen and stage, are now starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-6:30 EST.

The Texas Rangers transcripts, used on scores of stations from coast to coast, have achieved Hoopertasings as high as 27.4.

Advertisers and stations—We have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

Class 28 (Continued from page 169)

people's Church of the Air (Jan.-June) Sunday morning half-hour ($23,125); Fuller Foundation, Pilgrim Hour, Sunday noontime 15-minute series ($69,002); First Church of Christ Scientist (Apr.-Dec.) Saturday afternoon quarterhour talks ($61,848); Mississippi Tabernacle, Call of the Cross, July-Dec.) Sunday morning half-hour ($12,944).

Valley Church of the Air uses a weekly half-hour on six Pacific Coast stations. The Methodist Home, orphanage at Waco, Texas, last fall sponsored a nine-week Sunday afternoon 30-minute series, These Are Your Children, on 16 stations of the Lone Star Chain, seven of the Southwest Network and three others. The Lutheran Laymen's League, which has increased its radio budget from $1,250,000 to $1,400,000 this year, uses its program abroad as well as at home and The Lutheran Hour is currently broadcast in eight languages to the peoples of 40 countries.

Network gross time sales of $1,208,503 for political speeches will not be approached before 1952, by which time television may be a strong contender for this type of business. The national network total was slightly more than two-thirds of the sum the campaign radio expenditures were estimated to have totaled (Broadcasting, Nov. 1), with local and regional campaign broadcasts accounting for the remainder.

Labor had two regular programs on the air last year: Arthur Gaeth's ABC newcasts for the CIO electrical union and Dorothy Fuldheim's weekly talks sponsored on MBS (Jan.-Nov.) by the Brotherhood of Railroad Trainmen ($162,883). United Steel Workers of America sponsored a talk on wages by Phil Murray, CIO president, on MBS in May ($11,176), and the International Brotherhood of Boilermakers, Iron Shipbuilders and Helpers of America in September on ABC broadcast a program on the Taft-Hartley Law ($16,902).

"During the 1948 political campaign, radio was used extensively by the ILGWU, the UAW-CIO and Labor's League for Political Education, with the highlight a halfhour AFL show which tied in all of the affiliates throughout the country," Morris Novik, radio consultant whose clients include a number of major labor groups, told Broadcasting. He estimated that labor spent close to $750,000 for radio activities during the year.

"All of these programs utilized, for the first time, the technique of local cut-ins," Mr. Novik reported.

"The success of the radio campaign was a factor in the AFL's decision at the Cincinnati convention in November to allocate funds for a public relations campaign in 1949. At the February meeting the executive board approved the general plan for a radio campaign and designated a sub-committee to work out the details. Should these plans materialize, it will be the first time the AFL will be using radio as part of a general educational campaign rather than for some specific legislation, such as the Taft-Hartley campaign of 1947, or special political campaign, such as the last Truman campaign.

"Should these plans materialize, labor will pass the $1 million mark in 1949. My guess is that once labor starts using radio for information and education, it will find that it is the most effective and cheapest way of reaching the close to 80 million men, women and their families who are members of..."
unions or are gainfully employed," Mr. Novik said. 

Pet food network advertisers, in addition to John Morrell & Co., during 1948 included: American Bird Products Inc. (bird food), sponsoring American Radio Warblers (Jan.-April, Oct.-Dec.), Sunday 15-minute series on MBS with total gross time charges of $24,043; Armor & Co. (Dash Dog Food), Stars Over Hollywood (Sept.-Dec.), Saturday half-hour on CBS ($54,472); Carnation Co. (Fisher's Dog Food, etc.), Aunt Mary (Feb.-Sept.) five quarter-hours a week on NBC western stations ($101,511); General Foods Corp. (Gaines Dog Food), Juvenile Jury (Jan.-June, Oct.-Dec.) Sunday 30-minute programs on MBS ($202,657); Lewis Food Co. (Dog and Cat Food), Free for All (Sept.-Dec.) Wednesday half-hour on CBS western stations ($22,143).


The Grand Lodge of Free and Accepted Masons of New York used a half-hour on MBS in February 1948 for a Washington's Birthday program ($656). Bernhard & Walker Real Estate Agency last fall sponsored broadcasts of the Western Kentucky State College gridiron season on WLBJ Bowling Green, Ky., and Mastic Acres Inc. is currently using announcements on WPIX (TV) New York for its land development project.

**NETWORK BOXSCORE**

| Number of commercials on the four nationwide networks, Feb. 28 | 291 |
| Number of network commercials ending during March | 1 |
| Number of commercials on the four nationwide networks, Mar. 31 | 285 |

- **SPONSOR**
  - George A. Hormel & Co.
  - Phillips Petroleum Co.
  - Quaker Oats Co.
  - General Foods Corp.
  - Smith Bros. International Harvester Co.
  - American Tobacco Co.
  - Assorted Markets Inc.
  - International Silver Co.
  - Pilsbury Mills

- **PROGRAM**
  - Ladies Be Seated
  - Meet the Stars
  - Opera
  - Songs by Great Singers

- **NETWORK**
  - ABC
  - CBS
  - NBC
  - MBS

- **TIME**
  - Sat. 12-12:30 p.m.
  - Mon.-Fri. 3:30-11 p.m.
  - Mon.-Fri. 9:30-11 p.m.
  - Mon.-Fri. 3:30-11 p.m.

- **AGENCY**
  - BBDO
  - Foote, Cone & Belding Inc.
  - Adelphi Adv.
  - McCann-Erickson

- **March Deletions**
  - C. J. LaRocca & Co.
  - Feaster, Conlon & Seating Inc.

- **March Additions**
  - Leo Burnett Co.

**ROLLINS TO ORR**

Named Agency Vice President

JOSEPH R. ROLLINS, former advertising manager of Atlantic Refining Co., was appointed vice president of W. Wallace Orr Inc., Philadelphia and New York agency, effective April 1. Announcement of the appointment was made by W. Wallace Orr, agency president.

In his new position, Mr. Rollins will devote his time to new business and account supervision.

**GENERAL MILLS**

Plans Baseball Feature

TO HERALD the opening of the baseball season, General Mills has contracted with CBS for a special one hour network broadcast April 17 to be known as Welcome Back Baseball. Feature is expected to become an annual event.

Featured on the program are to be Bing Crosby and Bob Hope, who are respectively vice president of the Pittsburgh Pirates and part owner of the Cleveland Indians. Joining them in the salute will be Dinah Shore, Claudette Colbert, the four Crosby sons, John Scott Trotter's orchestra and the Jud Conlon Rhythm Band.

Program is to be written and produced by Bill Morrow and Murdo MacKenzie with Ken Carpenter as announcer. Agency for General Mills is Knox Reeves Adv., Minneapolis.
POWER UNITS

Weight Cut in Half

THE weight and bulk of battery power supply units carried by engineers on remote pick-up assignments have been cut in half due to re-designing by William Dacosta, field engineering supervisor at WOR New York.

Equipment, including field amplifiers, formerly carried in two cases totalling 70 pounds, can now be carried in one 35 pound case, according to Mr. Dacosta.

The new design reduces the emergency power of the set-up about 30%, but Mr. Dacosta said it still was good for three and a half hours, enough for most assignments. Extra battery packs may be made up where longer power supply is needed.

Final Decisions

(Continued from page 151)

Lister of a Bataville weekly, who owns 12.9%. The station is owned by 12 local businessmen and professional men and Millard G. Hardin, attorney of Newport, Ark., who has 6.4%. W. L. Lanier, Jr., theatre manager, is chief stockholder (18.1%). Network affiliation is contemplated.

Ownership of the named applicants:

KRUX Glendale—Licensed to Mrs. Gene Burke Hrophy, also owner of KSOL Yuma.

Desert Broadcasting Co.—Owned in equal shares by Dr. J. N. Harber of Phoenix, a retired physician; John C. Mullins, Tulsa businessman, and W. Francis Wilson, Phoenix attorney and businessman.


Great Lakes System—Owned by seven equal stockholders, all residents of Buffalo and headed by John R. Getler, chief announcer and assistant to program director of WBKB Buffalo. Six of the seven stockholders are employed by Buffalo stations.

Batesville Broadcasting Co.—Controlled (51.2%) and headed by O. E. Jones, owner and publisher of the "Daily Guard" and "Weekly Record." Remaining stock owned by five Batesville business and professional men and Roy W. Mills and Robert S. Wheeler of KHLO Harrison, Ark.

Federated Publications—Licensee of WELF Battle Creek and permittee of WELL-FM. Publisher of newspapers in Battle Creek, Grand Rapids and Lansing. Albert L. Miller is president; he and his son Robert and their families control 13.27%. The stock is widely held, 51.4% being owned by persons having less than 1% each.

WSAM Saginaw—Headed and controlled by Milton L. Greenbaum (63.5%), general manager, with the remaining stock held by his wife (5%), and a group of local business and professional men. HAS FM and KUOA Siloam Springs—Subsidiary of John Brown U.

Spot Accounts

(Continued from page 166)

AVERAGE NUMBER OF STATIONS QUARTER QUARTER QUARTER QUARTER

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LAUNDRY SOAPS & CLEANERS

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MISCELLANEOUS

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<td>Bituminous Coal Institute</td>
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1000 Watts Daytime 1140 Kc

KLPR

Oklahoma City, Okla.

"The friendly voice of Capitol Hill"

CAPITOL HILL is that part of Okla. City south of the river, composed of 85,000 people, who have their own Chamber of Commerce, Civic Clubs, etc. Our phone survey shows that KLPR has more than 60% of the audience through the day in Capitol Hill.

There are six stations up and running in Oklahoma City and KLPR in Capitol Hill—"A City Within a City"
GENTLEMEN...it's mighty like trying to paint a mural on a postage stamp!

Seriously, we're not being facetious. To tell the entire amazing sales story of our food-quiz program, KITCHEN KAPERS, starring the nationally-known Tiny Ruffner in just a mere advertisement is utterly fantastic!

Why, the story of mail alone is a whopper... nearly 1000 pieces a week!

And the sponsor list! Pardon our pointing—but look over there to the right. You've looked? All right, now look again and note the "stars". Those stars denote renewals. Good, sound, firm renewals.

Live audiences? Well, there was that time last month when all Philadelphia had nary a trolley or bus or taxi... but 453 people arrived at KITCHEN KAPERS. Oh, yes... it was raining, too! But you see, they had their tickets!

And to those live audiences all the products are displayed by merchant Bob McKenna, lately of the Great Atlantic and Pacific. Bob is the busy "man in the field" whose waking hours are filled with arranging point-of-sale displays for KITCHEN KAPERS advertisers... and inclusions of program mentions in 87 newspapers in 77 cities within WIP's throaty voice.

Power? And power-selling is what's needed in the food field. And power-selling is what's in KITCHEN KAPERS' five half-hours a week... at the high-listening hour of 10:45 A.M.

The postage stamp is completely covered, but there's lots more to tell. Won't you let our sales rep "tell all"?

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(Continued on page 184)
Respects
(Continued from page 100)
Supreme Court in 1932.
Mr. Clark joined the Justice Dept. in 1937, serving as special attorney in the Bureau of War Risk Litigation. The following year he was made special assistant to the attorney general assigned to the anti-trust division. In 1939, after serving as chief of the wage-hour division, Mr. Clark went to New Orleans to handle anti-trust cases.

The period from 1940 to 1942 was a busy one for the rising lawyer, and established his reputation as a trust-buster.

Appointed chief of anti-trust division's West Coast offices, he succeeded in obtaining decrees against manufacturers, distributors and varied associations. Included were a battery parts firm, Grocers' Assn, a marble company, California rice industry, Canners' League of California, Dried Fruit Assn, Evaporated Milk Assn., cement and lumber companies, fisheries, a brewer's association, tobacco distributors, Fruit Growers' Exchange and Westinghouse Electric Supply Co.

When war broke out, Mr. Clark worked closely with Lieut. Gen. John L. Dewitt, then in charge of the Western Defense Command, for relocation of people of Japanese origin. So vigorously did he prosecute cases involving Japanese aliens that, in 1942, an attempt apparently was made on his life in the form of a stick of dynamite, placed beneath his former home. Fortunately, he had already vacated the house.

In his work Mr. Clark cooperated with the Census Bureau (for count of Japanese homes by block), Agriculture (on crops they had begun before removal), and the Federal Reserve Bank (on land and mortgage aspects). His entire title was that of first assistant. In charge of the Western Defense Command and Chief of Civilian Staff for Japanese War Relocation.

In October 1942, Mr. Clark was named first assistant to Thurmond Arnold, assistant attorney general in charge of anti-trust. In that capacity he served as chief of the war frauds unit. The following year, when Mr. Arnold was appointed judge of U. S. District Court of Appeals for District of Columbia, President Roosevelt nominated Mr. Clark assistant attorney general in charge of anti-trust cases.

It was the trust-buster's work in war frauds, however, which caught the eye of the then chairman of the Committee on National Defense, Sen. Harry S. Truman.

That August—1943—he was named assistant attorney general in charge of the division in a switch involving Wendell Berge, then division head. Mr. Clark held the post until June 30, 1946, on a stated policy of "no witch-hunting — practical, hard-hitting law enforcement."

On May 23, 1946, he was appointed U. S. attorney general, and while rumors of resignation have continually circulated since last November, Mr. Clark denies them emphatically.

Tom Clark has established himself primarily in law enforcement, but also in the field of education. Where "crime does not pay," civil rights and better citizenship do, Mr. Clark believes.

As a member of the Advisory Committee on Citizenship, he has met with prominent broadcast figures under auspices of the American Heritage Foundation which underwrote the Freedom Train's tour. It was Mr. Clark who appointed NAB President Justin Miller to the special committee two years ago.

In addition, Mr. Clark was one of the national judges in the Voice of Democracy contest (sponsored by NAB, RMA and U. S. Chamber of Commerce). He presented $500 scholarships and certificates to the winners, with whom he congratulated and interviewed on their future plans.

Interested in Broadcaster

The Attorney General has evinced interest and concern in the welfare of the broadcasting industry. In 1946, under his leadership, four corporations and six individuals were indicted by the Dept. of Justice on charges of conspiracy to fix prices and monopolize production and distribution of variable condensers. Seeing monopoly as a conspiracy to impede development of broadcasting, Mr. Clark termed the case "important." The variable condenser industry, "although not to be classed as a basic industry, supplies a device without which the radio receiving set industry would be paralyzed." Indictment charged the firms produced and sold more than 75% of total condenser production.

More recently, last December, the Attorney General gave his blessing to the AFM-recording industry trust and labor agreements as being within the letter of the Taft-Hartley Act. Justice and Labor department approval permitted appointment of an impartial trustee to administer the union's welfare fund.

Tom Clark had one of his first tests as Attorney General in June 1945 when his department was called upon to study the AFM-WAAF (Chicago) strike case, involving legality of the 1941 strike. (The Supreme Court upheld its constitutionality, and remanded the Petillo case to Chicago District Court which found the AFM president not guilty.) Mr. Clark had appointed Otto Kern Jr. to handle government prosecution, replacing J. Albert Woll.

In April 1947 Mr. Clark ruled that Presidential power to seize the telephone industry was implicit in the Communications Act.

The man who will address NAB this week holds a number of degrees: An LL.D from Bethany College and John Marshall College, 1945; LL.D Centre College, 1947, and LL.D Missouri Valley College, 1948. He received a selective service medal from Gen. Lewis B. Hershey on March 19, 1946.

Tom Clark, whose appointment generally was popular at the outset, lives a simple private life in Washington. Not a flashy dresser, he is always tastefully attired. He is especially fond of bow ties, and in recent years has preferred blue serge suits for "ceremonial" occasions.

Mr. Clark married a fellow Texan, Mary Jane Ramsey of Cleburne, on Nov. 8, 1944. They have two children—Mildred, 16, and Ramsey, 21. Mrs. Clark was the daughter of W. F. Ramsey, former Texas judge and onetime chairman of the Federal Reserve Bank.

Varied Social Life

In addition to discharging the onerous duties and responsibilities of justice, the lean Texan is listed among fraternal and other organizations as counselor and member of the American Red Cross' central committee, as well as of the executive committee of the Dept. of Justice Post 41, American Legion. In September, 1946 he was awarded a life membership by the post.

He belongs to country clubs ranging geographically from the wide open spaces of Texas to the perhaps more cramping confines of Chevy Chase, Md.; the University Club of Washington (D. C.); the District's famed National Press Club. His fraternal associations include Masonic (Scottish Rite, Shriner), Delta Tau Delta and honorary member, Phi Alpha Delta. In addition, he is a member of the American, Texas and Federal Bar Assns.

The Attorney General may well cherish as three of his most coveted distinctions those tendered for his fight on communism. He holds certificates from the Army-Navy Union, oldest veterans group in America; the National Catholic War Veterans, and B'nai B'rith.

Yes

K FY R

550 KC

5000 WATTS

NBC AFFILIATE

BISMARCK, N. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

Page 174 • April 11, 1949

BROADCASTING • Telecasting
DON MILLER, formerly account executive for Lincoln-Mercy at Kenyon & Eckhardt Inc., Detroit, appointed vice president and manager of agency’s Detroit office. Mr. Miller replaces NEIL MULHERN resigned.

ARTHUR CASEY joins Gardner Adv. Co. St. Louis staff as director of radio and television activities. Mr. Casey was formerly with Stix, Baer & Fuller, St. Louis, as director of public relations; director of operations for WOL Washington; executive assistant to general manager of KMOX St. Louis, and owner-manager of Arthur Casey Players, a rep company.

HARRY B. GOLDSMITH Jr., vice president of Russe1 M. Seeds Co., Chicago, assumed duties as media director April 1. ARVID H. BERGSTEN, assistant space buyer for eight years, named space buyer, succeeding JOHN BERLING, who resigned after 32 years with agency. MERLE MYERS continues as timebuyer.

HELEN HEINZ, formerly with J. P. Smith Shoe Co., Chicago, rejoins M. M. Fisher Assoc., Chicago, as timebuyer.

SPORTS

TWIN BILLS to exempt organized professional sports from interstate-commerce classification arising out of sports broadcasts or telecasts were introduced in the House last week.

Hearsings may be started April 14 by the House Interstate & Foreign Commerce Committee, according to Chairman Robert Cramer (D-Ohio).

Rep. Mills said the legislation is designed to resolve current opposition to baseball’s anti-trust aspects and in effect to assure the legality of the so-called reserve clause in player contracts.

Bill Would Exempt Aired Events From Interstate Category

The identical measures, by Reps. Herlong Jr. (D-Fla.), would add a new subsection to the anti-trust provisions of the Communications Act and thus exempt organized pro sports from anti-trust prosecution.

Mr. Bennett was formerly faculty member at U. of Minnesota, and copy executive with McCann-Erickson, Maxon Inc., and director of promotion for Street & Smith publications.

WILLIAM STERLING joins Young & Rubicam’s Hollywood television department. He was formerly with Paramount Pictures publicity department and production assistant to Louis de Rochemont, director at 20th Century-Fox.

JAMES HEFFERNAN, formerly partner in Milne-Heffernan Inc., Seattle, joins Guild, Bascom & Bonfigli, San Francisco, as account executive.

JACK ROBINSON, formerly vice president of Buckley, De-ment & Co., Chicago, joins Conley, Balzer & Steward, San Francisco, as account executive.

DAVID SCOTT named manager of Hoef er, Dietrich & Brown, San Francisco.

ANNE HOHMAN, formerly account executive with Beaumont & Hohman, Los Angeles, transferred to agency’s San Francisco office as assistant administrative executive.

CONNIE TASHOF, formerly with WWDC Washington, joins Kronstadt Agency, Washington, as account executive.

SALLY CRAMER, formerly creative service director on Revlon account at McCann-Erickson, New York, joins Robert W. Orr & Assoc., New York, as account executive.

HARING CHANDOR, formerly in book and magazine publishing field in both editorial and advertising capacities, joins Smith, Smalley & Testor, New York, as account executive.

JACK HOOD, formerly co-owner of Davis-Hood & Assoc., Los Angeles, joins Jordan Co., same city, as account executive.

Those in the Know...

The more careful you are in the selection of your Miami Station -- the more certain you are to buy WIOD!

National Representatives
GREENE PRESS CO.
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC
All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers
April 1 Decisions ... Actions on Motions

April 1, 1949

(A Case History of Commission Decisions)

By Commissioner Henneke

April 1 Decisions ... Actions on Motions

April 1, 1949

(A Case History of Commission Decisions)

By Commissioner Henneke

CFP-construction permit
DA-directional antenna
ERF-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
SSA-special service authorization

ACTIONS OF THE FCC

APRIL 1 TO APRIL 6

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C.

Sterling 3626

NINGHAM RECORDING

REPRODUCERS REPAIRED

SPECIALISTS W. E. 9 A 9 B 8 RCA

INSTALL NEW STYLIUS & OVERHAUL

9 A 25.00

9 8 77 77.50

Broadcast Service Co.

334 Arcade Blvd. St. Louis 1, Mo.

HERMAN LEWIS GORDON

Registered Patent Attorney

9-16-16

BROADCASTING

NOW 1000 WATTS

CKNW

SIX YEAR AS CANADA'S TOP

250 WATTS

CALL FOR JOE * In Canada, RADIO REPS

WESTINGHOUSE RADIO STATIONS INC.
<table>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>4 Years' Experience in Radio Engineering, MUNSEY BLDG., REPUBLIC 2347, WASHINGTON 4, D.C.</td>
<td>982 NATL. PRESS BLDG., NA. 3373</td>
<td>Washington, D.C.</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W., STERLING 7922, WASHINGTON, D.C.</td>
<td>Member AFCCB*</td>
<td>3728 Kenwaha St., N.W.</td>
<td>Yakima 8071, Washington, D.C.</td>
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<tr>
<td>William E. Bennis, Jr. &amp; ASSOCIATES</td>
<td>3728 Kenwaha St., N.W.</td>
<td>Oldway 8071</td>
<td>Washington, D.C.</td>
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<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering, 20 Aalgana Blvd., Ph. Blackhawk 22, Oshkosh, Wis.</td>
<td>1405 Chicago Ave., N.W.</td>
<td>Washington 6, D.C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>820 13th St., N.W.</td>
<td>6072</td>
<td>Washington 5, D.C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Exective 5851</td>
<td>1823 3rd STREET, N.W.</td>
<td>Washington 6, D.C.</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td>Exective 1200</td>
<td>WASHINGTON 6, D.C.</td>
<td>Springsfield, Missouri</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>711 12th St., N.W.</td>
<td>3006</td>
<td>Oklahoma 932</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td>710 14th St., N.W.</td>
<td>Washington 6, D.C.</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>928 15th St., N.W.</td>
<td>707</td>
<td>Washington 6, D.C.</td>
<td></td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS, 1011 New Hampshire Ave.</td>
<td>RE. 6646</td>
<td>Washington, D.C.</td>
<td></td>
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Help Wanted

Managerial

Help Wanted (Cont'd)

Manager—Progressively, thoroughly experienced, must change due to sale of present station. Send resume to Mr. Martin D. Marriott, 123 Main St., W.B., 22, college. Prefer small town or rural station. Reply Box 552A, BROADCASTING.

Manager—Now administrative and production manager wanted for moderate sized station. Must be successful for market independent. Sales background, preferably in smaller market. Reply Box 612A, BROADCASTING.

Manager—Program director—Let a radio station manager have a job in half the time in all phases of broadcast operation. Call or write for details. Reply Box 624B, BROADCASTING.

Manager—Qualified to direct all phases of operation of low or medium powered stations from CP into operation, including engineering. Married and dependable. Highest recommendations. Box 671A, BROADCASTING.

Manager—Chief engineer team. Two experienced career radio men. Capable of building your new CP or of taking over your present situation and solving your personnel problems. Reply Box 655A, BROADCASTING.

Salesmen

Salesman—Experienced, ambitious, fine appearance, wishes to work on small or medium sized station proposition. Box 267A, BROADCASTING.

St. Louis connection desired for family reasons. Can do top job for station or national representative. Over ten years sales experience. Now with successful chain. Contact 8 kw. Box 533A, BROADCASTING.

Several years radio experience, sales background. Desires position in metropolitan station. Will work for established company or he will sell to others. Have concrete evidence regarding qualifications. Communicate Box 674, BROADCASTING.

Salesmen—Seven years background including commercial manager, sports and staff announcing. Dependable Arkansas contact. Box 481, Ex-G1, W.B., 855A, BROADCASTING.

Help Wanted

Manager—Excellent opportunity for experienced salesman with 1000 watt independent near Des Moines, Iowa. Must have selling experience, salary desired. Box 615A, BROADCASTING.

Salesman—Established southern California independent, fulltime 3000 watt. Interested experienced salesman, sue- cessful on air talent. Attractive propulsion qualified man. Send particulars immediately. We pay fulltime salary, no experience, education, etc. Box 642A, BROADCASTING.

Salesman—Established 5000 watt ABC station in large midwest market has opening for man skilled in handling local accounts. Give full particulars. Reply Box 480A, BROADCASTING.

Salesman—Permanent sales position open for time salesman, independent, fulltime ope- nation in Chicago area. 25% of 65,000 must be experienced. Commission rate plus your own profits. Give all details in first letter—refer-euce. Box 598B, BROADCASTING.

Astrup, sales manager needed by new, growing station to develop advertising and public relations job. Very good opportunities for the right man. Background necessary. Send background in letter and salary expected. Box 600A, BROADCASTING.

Sales and promotion manager for national wire news service to handle Indiana and Michigan territory. Excellent opportunity for growing concern. Some news experience desirable, desirable. Must qualify radio stations, others interested in discussing proposition Box 704A, BROADCASTING.

Salesman—1000 watt fulltime network affiliate looking for an experienced radio time salesman. Only one position open. Must have local accounts available to newcomer. Established and growing station. Must have proven successful operation in growing market. Salary guaranteed and permanent position available. Applicants must have at least twenty year radio veteran. There will be immediate use of any position to be undertaken. If you know how to sell it. Present your case in person to the station manager at the address where you can be contacted at Broadcasting magazine headquarters, Tel. Stevens, Chicago. Address application there to “Interview” Box 767A, BROADCASTING.

An outstanding 250 AM and 3000 FM outlet in a major metropolitan city looking for a solid, successful, experienced salesman. 35% commission on sales manager 75.00 weekly salary plus commission. $120.00 weekly quota possibilities. Send full information, qualifications, etc. to Box 602, BROADCASTING.

Salaries—Highly experienced casting director. Must be able to immediately assume casting director’s position. Write to: Immediately—Casting director wanted. Write to Box 601A, BROADCASTING.

Casting department for nation-wide network. Send salary requirements and disc to Box 574A, BROADCASTING.

Help Wanted (Cont’d)

Manager—Combination man for midwest daytime. Give details including salary for position. Box 577A, BROADCASTING.

Manager—Experienced, qualified combination man for first class ticket wanted. Send audition disc and complete background, salary requirements, photo to Box 574A, BROADCASTING.

Farm station in small midwest town will interview complete background, salary requirements, photo to Box 574A, BROADCASTING.

Experienced newscaster who can write, deliver, and cut news stories. Must work fulltime. Salary up to $400.00. Send aircheck, references, and 影川 newscasting letter to Box 606B, BROADCASTING.

Need two announcers with first class license. Write full details to Fred W. Cagle, WILX, Montanta. Box 609B, BROADCASTING.

Announcer—Chicago station with national network connections. Salary competitive. No experience necessary. Send resumes to Box 606B, BROADCASTING.

Top sale man wanted for midwest region. Excellent opportunity to join a station with a strong future. Write your complete background and references to Lincoln Daily, FXOA, Sacramento CA.

First class operator—no announcing. Training position for AM-FM. Prefer man with car. Contact William R. Atkinson, Chief Engineer WGBA, Columbus, Ga.

Production-programmers

Continuity writer, free lance, for spot commercials on assignments handled by nationally known agency. Salary $600.00 and samples. Box 535A, BROADCASTING.

Continuity man—Here’s where your pay and advancement are tied to your abilities. We need a man on the spot to handle entire network station has immediate opening for experienced continuity writer. Salary commensurate with ability and experience. Send complete resume and photo to WPFD, Flint, Michigan.

A young woman to conduct a woman’s shopping program. The girl we are looking for must live in and be available for an interview in New England. Desirable female, with knowledge of merchandising and salesmanship. Must be able to write and conduct a five week series. This is a new department and we are looking for a girl who is seriously interested in conducting a series and has a complete background to Dick Broxon Program Manager, WMEX, Boston.

Available Ideas, 718 Tremont St., Boston, Mass.

Situations Wanted

Managerial

Commercial manager 16 years radio experience. Connect with WGBA, Des Moines, Iowa, or of new operation. Married. Highest recommendations.

Commercial manager—10 years experience in sales and promotion, desires move to large regional or clear channel station. Excellent references. Contact at NAB convention through Broadcasting office or write Box 575A, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 20,000. Must have demonstrated ability to produce and assume chief station operation. If interested please address Box 569A, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and production. Successful group station operation. Excellent references. Write to Box 576A, BROADCASTING.

Successful manager—Ten years man- age, extensive experience, of large department. Dependable and capable. Box 610B, BROADCASTING.

Manager 15 years radio and newspaper experience. Strong in all departments, strong on promotion and advertising. Legendary man, in that field. Box 578A, BROADCASTING.

Manager with 1000 watt FM Transmitter 10 miles from city. Appliance provided. Single man can save good end to end experience. Desires similar situation in Manhattan, box numbers. Reply Box 613A, BROADCASTING.
Situation Wanted (Cont’d)


Announcer—Desires to move to larger market.-rated station. Two years radio, general announcement including ad lib, remote, news, and music director. Excellent vocal background as violinist-violinist popular and classical. Recently worked at Boston University and announcing concert NBC. Box 62a, BROADCASTING.

Announcer—Writer-producer. 5 years top experience. Desires small or large market. Versatile, well-organized, versatile. Box 64a, BROADCASTING.

Sports announcer. Ten years play-by-play. Top Hooper sportscast. Box 65a, BROADCASTING.

Announcer—Thoroughly trained all phases. Good, resonant voice. Disc phone available. Box 64a, BROADCASTING.

Staff announcer, young, single. Desires newspaper, television. Excellent voice and background. Box 65a, BROADCASTING.

Do you need a good all-round announcer? Specialties: play-by-play, spot, copywriting. Experienced. Box 65a, BROADCASTING.

Announcer—Experienced all phases of broadcasting. Excellent voice. Radio and television. Box 67a, BROADCASTING.

Experienced sportscaster, play-by-play background. Single, preferred. Box 62a, BROADCASTING.

Sportscaster, topflight play-by-play, sports director. Experienced in major market sports second nature, 27, well-groomed, pleasant, all around man. Adds up to $59 for you. Now with 5 kw transmission. Box 66a, BROADCASTING.

Announcer, 5 years experience. All-around talent. Currently active AFC, AAF, college. Box 66a, BROADCASTING.

 recent graduate, single, fine voice and experience, eastern territory. Box 67a, BROADCASTING.

Announcer, 24, eligible for veterans’ training, college background in journalism. Some radio experience. Prefer east coast, midwest, South. Box 67a, BROADCASTING.

Announcer, 23, married, dependable all-round announcer, good sportscaster. Good telephone voice. Box 68a, BROADCASTING.

Displaced person, marooned deep in Detroit, wants employment. Top DX market announcer, first class license, capable technician. Has worked with 12 networks. Versatile, stable, married. References from top DX programmer. $175.00, Box 68a, BROADCASTING.

morning man, 7 years. Lively, 25. Foreign service exp. $50 kw exp. Box 69a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced as operator, top news -director. References from TV stations. Box 70a, BROADCASTING.

Young, experienced sportscaster, 1 year plus play-by-play. Excellent sounding name. Looking forward to travel. Box 68a, BROADCASTING.

Announcer—Music director-librarian. Network, independent experience. Good musical adlib, disc jockey. Personable. 24, single, radio, music experience, including commercial. Box 70a, BROADCASTING.
Midwest Network Opportunity $400,000.00

One of the most outstanding properties of its kind in the United States. This long-established top network facility has everything—a fine record of earnings, enviable reputation for public service and advertising results. It commands midwest's richest and most desirable markets. Priced at a very low ratio to earnings.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS
WASHINGTON, D. C.
DALLAS
SAN FRANCISCO
Washington Bldg.
354 7th Street Bldg.
101 Post Street
Languages
English
Spanish
French
Italian
German
Russian
Japanese
Chinese

BROADCAST MANAGEMENT CONSULTANTS
"not a luxury for the few but an aid for the many"

Now Hear This—Now Hear This, all station managers and owners report to Broadcast Management Consultants for greater net profits.

Stand By For-Ram—Stand By For Ram, we can Rink and Sink your business, from our operating or consulting services.

Stand By To Abandon Ship—Stand By To Abandon Ship. To abandon your ship or station is just plain silly when Broadcast Management Consultants can salvage and repair for greater profits, see production, see profits.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

Page 180 • April 11, 1949

BROADCASTING • Telecasting
PROPOSAL that FCC devote itself exclusively to broadcast problems—with common carrier functions transferred to an expanded Federal Power Commission to be termed Federal Utility Regulatory Agency—has been made by Harry R. Booth, Washington attorney specializing in administrative law.

The proposal is made by Mr. Booth in a comprehensive article which appeared April 7 in the Public Utilities Fortnightly which is titled, "Do We Need a Separate U. S. Radio and Utilities Commission." At one time chief of the FCC's rate section, Common Carrier Division, Law Dept., Mr. Booth would revert the FCC back to its original authority over radio matters exclusively. With the Hoover Commission proposing to switch some of the FCC authority to Interior Dept. that agency would be in a better position to assume the common carrier tasks, he believes.

Mr. Booth states in his article that "It is hardly open to dispute that the growing importance of radio and television, and the momentous and major issues now before the Communications Commission and the industry, now require that the agency be in a position to give far greater attention to radio problems than it has in the past." He says "the real issues would seem to be whether the agency should be free to give radio problems its exclusive consideration."

Mr. Booth points out that merely because FCC "believes that it is up to date in dealing with telephone and telegraph problems, legal problems, does not mean that they do not take so much of the time of the Commission that they retard...the handling of its predominant and greater responsibilities over the broadcasting industry."

Mr. Booth also believes that the common carrier regulatory problems are of sufficient importance that they should be controlled by an agency "which is not as overwhelmed by the demands...of unrelated problems."

Publicity Utilities Fortnightly is published by Public Utilities Reports Inc., 1028 Mussey Bldg., Washington 4, D. C.
CROSELY DIVISION, Avee Mfg. Corp., Cincinnati, for Shelvador refrigerators, sponsoring extensive spot campaign using singing commercials on 211 stations in all distributor cities. Campaign will be carried in April by Crosley, with spots being made available on cooperative basis during May and July. Radio allocation is part of an extensive campaign for Shelvador which Crosley has scheduled this year, and which will include a half-hour television show on all TV stations on air. Agency: Benton & Bowles, New York.

FRENCH LICK SPRINGS HOTEL. West Baden, Ind., contracts for three 15-minute programs per week on WCBS(FM) Columbus, Ind., for broadcasts of Glen Foxon, hotel organist, direct from hotel lobby. Contract is for 52 weeks and marks hotel's first use of radio. Contract placed direct.


U. S. BEET SUGAR Assn. appoints Foote, Cone & Belding, San Francisco, for extensive campaign to promote beet sugar. Radio will be used.

CHEMICALS Inc., Oakland (VanO liquid starch), appoints Garfield & Guild to promote new product called Dura Starch, a plastic, long-lasting form of starch. Initial campaign will use radio exclusively and business will be placed on programs featuring home economists.

MARIN DELL MILK Co., San Francisco, appoints Russell, Harris & Wood Inc., San Francisco, to handle advertising. Radio will be used.

THE SAN FRANCISCO Chronicle appoints J. Walter Thompson Co., San Francisco, to handle advertising. Radio will be used.

HUNT FOODS Inc. Los Angeles (food products), completed plans for $100,000 campaign for "Hunt's Heavenly Peaches," in New York market. Radio will be used. Agency: Young & Rubicam, New York.


J. H. ROERIG & Co., Chicago, through Stanton B. Fisher Inc., New York, starts spot campaign in New York market. On behalf of Ammon tooth powder, firm has purchased three participations weekly on WCBS' Hits and Misses; five participations weekly on WOR's Barbara Willes Program and five station breaks weekly; and five weekly participation on Katie Norris Program on WABD (TV).


PHILADELPHIA NATIONAL LEAGUE BASEBALL CLUB appoints Weightman Inc., Philadelphia, as agency for Phillies' 14 farm clubs. Weightman Inc. now is placing radio advertising for parent Phillies club.

SCHNEIDER Co., New York (hotel chain), appoints Robert W. Orr & Assoc., New York, to handle advertising. Radio will be used.

PILSBURY MILLS Inc., Los Angeles, sponsoring five weekly quarter-hours of ABC Surprise Package on two Oregon affiliates, KEX Portland and KUGN Eugene, Mon.-Fri. (2-15-2-30 p.m. PST) for 52 weeks. Globe Mills Div. of Pillsbury sponsors same segment of program on other ABC Pacific Coast stations (Broadcasting, March 14) Agency: Leo Burnett Co., Chicago.

VICTOR BAND. Philadelphia distributor of appliances and tires, appoints Weightman Inc., same city, to handle advertising. Radio and television will be used.


SHERWIN WILLIAMS Co., Cleveland, Ohio, for its paints, including Kem-Tone and Kem-Glo, appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1. Medi plans have not been released.

CRIEBEN & SEXTON Co., maker of Universal Gas Ranges, appoints Christiansen Adv. Agency, Chicago, to handle advertising. Radio and television will be used beginning next fall.
WRITE • WIRE • PHONE

for details on the new
charlie ackerson show

**

He Sings • He Talks • He Sells

Not since “Smillin’ Ed McConnell” and “Singing Sam” has there been so much potential sales success wrapped up in one neat, listenable, priced-right package!

This boy is ready . . . with girl trio and six piece Russ David Orchestra . . . to do a powerful selling job on high fidelity transcriptions . . . for you! Let us send you a record—today!

SPECIAL TO STATION MANAGERS!

Ask us about our Lew Preston Trio transcribed library of Western Ballads, Novelty, Spirituals, Hymns, Folk, Southern and variety songs! Over 100 tunes ideal for individualized programming.

Leo Cerne, Leo Cerne Assoc., New York

4 p.m.—“Selling the Small Market Station”—Paul Goodwin

4:15 p.m.—“Broadcasting—3:20

4:15 p.m.—“Radio Presentation—PDR 2:30

Panel Members—Gordon Gray, WPX Philadelphia; Chairman; Lewis Avery, Avery-Knolee, New York; Victor Ratner, Vice President, CBS, New York; Howard W. NAB; Little Rock, Ark; William B. Mailefert, WVET Rochester, N. Y.

5 p.m.—Adjournment

6 p.m. —FM Session—8th Street Theatre Presiding—Justin Miller Chairman—Leonard L. Ack, WBCA Rochester, N. Y.

8 p.m. —Public Relations Executive—PDR 8 p.m.


9:30 p.m. —Sales Engineer, Radio Editor, Chicago Daily News

Ann W. Turner, General Manager, KSWI Council Bluffs, Iowa, President, FM Assn.


Morris G. Keeler, President, Patronization Co., WBCA Frank E. Palmire, National Sales Manager, Transit Radio Inc.

Paul A. Walker, Commissioner, FCC

Monday, April 12

9 a.m. to 5 p.m.—Registration

Exhibits and Displays—Exhibition Hall

3 p.m.—Public Relations Session—8th Street Theatre Presiding—A. D. Willard Jr., Chairman, NAB Public Relations Executive.

Asst. Chairman, Mr. King

Mr. King

1010 a.m.—“FM in Programs Requires Public Relations”—Harold Fellows, WBCA Boston

Introduction—E. R. Vadeboncoeur.

WSYR Syracuse

10:25 a.m.—“News: Prestige Through Reliability”—Sig Mickelson, WCCO Minneapolis, President, National Assn. of Radio News Directors

10:45 a.m.—“Employee Public Relations”—Richard F. Doherty, Director, NAB Employer-Employee Relations Dept.

11 a.m.—“You and Your Top Man”—Mr. T. Mason, WMRN Marion, Ohio

11 a.m.—10:30 p.m.—Panel Discussion—Mr. King, Mr. Fellows, Mr. Mickelson, Mr. Mason, Mr. Vadeboncoeur, Mr. Fair, Mr. Doherty, Mr. Richards

12:30 p.m.—Luncheon

Grand Ball Room

PRESIDENT—Justin Miller Address—Tom C. Clark, Attorney General of the United States

6:30 p.m. NAB Business Session—8th Street Theatre Presiding—Justin Miller

Wednesday, April 13

10 a.m.—Television Session—8th Street Theatre Presiding—Justin Miller Chairman—Dave A. Chapman, President, Fort Industry Co.

Panel Members—Terry Clancy, Vice President, ABC, Inc.

Henry Grossman, Manager, Television Operations, CBS

E. V. Flanagan, Vice President in charge of operations, WSB and WSB-TV and WTV Toledo

Elaine Phillips, Manager Film Production Fort Industry Co.

Stanley Hubbard, President, KSTP and KSTP-TV St. Paul

FM DELETIONS

Two More Drop Facilities

FM authorizations were deleted by the FCC last week to raise the total number of drop outs this year to 56. Newly cancelled were WVJF-FM Newark, N. J., and WMIL (FM) Milwaukee.

In surrendering its conditional grant, WVJF-FM stated that the 1 kW power assigned by the Commission, maximum allowed under its Class A allocation, would not serve the city of Newark satisfactorily. Station was owned by Newark Broadcasting Corp., licensee of WVJF there.

Permit for WMIL (FM), assigned to Myles H. Johns, expired March 1 and no reason for withdrawal was given, FCC said. Mr. Johns operates WOSH Oshkosh, Wis.

Newark Broadcasting, in its request to drop WVJN-FM, told the Commission its contract with the union engineers would make it necessary to employ additional engineers for operation of its FM transmitter although the AM and FM transmitters are in the same building and adjacent to each other. WVJN-FM is not in position to incur any such additional expense, the station stated.

Present AM outlet has been financial burden and continuation of FM plans would jeopardize proper development of WVJN, the firm said.

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**Spot Accounts**  
(Continued from page 174)

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**PUBLICATIONS**

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**RETAIL**

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**TOILET REQUISITES**

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**COY**

Addresses N. Y. Rotary

BROADCASTING's progress gives assurance that "as we return to a buyer's market and as new products must be introduced to the public, business will have at hand an advertising medium that is keeping pace with its needs," FCC Chairman Wayne Coy declared Thursday.

Addressing a luncheon meeting of the Rotary Club of New York, Mr. Coy noted that the number of stations has "almost tripled" since the war and "in another two or three years will have quadrupled." He pointed out that American business spent more than $500 million on radio advertising last year.

He told the Rotarians that "television will be your most compelling advertising tool" and that "may prove to be the . . . cheapest when measured by sales made per advertising dollar invested."

The FCC chief envisioned "one or more television stations in every one of the nation's 140 major market areas within two years. He predicted "closed to 400" operating TV stations by the end of 1951. He said he was "hopeful" that the solution to television's current technical problems and the need for more channels can be found "in the very near future."

Chairman Coy spoke on "The Stake of American Business in Our Communications System." He reviewed the complexity of the telephone, telegraph, radio and allied communication fields, and the scope of regulatory problems involved.

**DC DST Approved**

DAYLIGHT savings time was authorized for the District of Columbia March 31 when President Truman signed SB 585 following Senate and House approval. D. C. commissioners will establish fast time beginning April 24, with District reverting to standard time Sept. 25.

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**CHICAGO AUDIENCE FACTS**

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<td>WIND</td>
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<td>Network B</td>
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<td>Network C</td>
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<td>Network D</td>
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**PULSE**

Jan.-Feb. '49

24 hours day

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**BROADCASTING**

April 11, 1949
Box Score

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<td>77</td>
<td>115</td>
<td>26</td>
<td>121</td>
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SUMMARY TO APRIL 6

Closure of applications for new standard station and specify who located: 730 kw 120 w. W9P Sharon, Pa.—Granted CP Inst. equipment radiator with FM ant. mounted on top 50 ft. Granted CP mount FM ant. on tower, Approved.

KUSC Los Angeles, Calif.—Granted CP Inst. to change from 1050 kw 120 w. to 1050 kw 250 w. CP Change 1050 kw 120 w. to 1050 kw 250 w. Granted.

CALL ASSIGNMENTS: WPRD Fredensburg, Ky. (Kentucky Mountain Broad- casters, Inc., 490 kw 900 w. Control from Trans., Texas Station Company, 1580 kw, 258 w. Daytime): WBBM Marion, N. C. (Lake City Broadcasting Corp., 50 kw 250 w. in Champaign, Ill.) 1,900 kw, 250 w. Daytime); WOST Sparta, Tenn. (Sparta Broadcasting Co. 1350 kw, 1 kw. Day): WBBM Bre- stg. Corp., Newark, N. J.—Granted CP to change from 1950 kw 15 kw. to 1950 kw 5 kw. 

APPLICATION DISMISSED

WEXT-FM Madisonville, Ky. (Madisonville Broadcasting Co. Inc., Channel 282, 104.9 mc.)—Granted new standard station and specify who located: 730 kw 120 w. W9PIC Sharon, Pa.—Granted CP Inst. equipment radiator with FM ant. mounted on top 150 ft. Granted CP mount FM ant. on tower, Approved.

In the case of W9PIC, which was granted extension of time to file, should I receive additional information, I will be pleased to grant an extension of time to file.

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CONGRATULATIONS on his election as president of the Pioneers Club are extended to William Hedgess (r.), NBC vice president, by (l. to r.) Mark Woods, ABC president and past Pioneers president; Edgar Kobak, MBS president and immediate past president of the Pioneers, and H. V. Kaltenborn, club's founder. Annual dinner was held at Toots Shor, New York restaurant, March 31 (Broadcasting, April 4).

RADIO FILM

Script Plans Ready For NAB Meet

SCRIPT PLANS for the All-Radio Presentation film, designed to depict radio's selling power, will be ready for the NAB Management Conference at the Monday afternoon sales meeting in the Eighth St. Theatre.

The All-Radio Presentation Committee discussed the script at a meeting held last Monday in New York. It was prepared by Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, and Robert K. Richards, director, Public Relations & Publications Dept. Written copies will be mimeographed for committee review.

The script will be ready for the film producer following the committee's next meeting this spring. Gordon Gray, WIP Philadelphia, chairman of the All-Radio project, will explain the script at this (Monday) morning's joint meeting. This meeting will be conducted during the convention. Now that the project has started to take form, the committee in charge will be able to explain its operation in detail. As now drafted, the script is a realistic document somewhat in the mood of "Our Town." It utilizes "real, living people" and talks a language that broadcasters, public, sponsors, agencies and others will understand.

Woven into the script will be a series of result stories presenting a cross-section of radio's selling job. Advantages of early morning and late-night time will be explained along with the arguments for AM, FM and TV.

Attending the Monday meeting, besides Messrs. Gray and Mitchell, were Victor M. Blumberg, CBS; Ivan Kenney, ABC; George Wallace, NBC; W. B. McGill, Westinghouse Radio Stations Inc.; George Spencer, George P. Hollingbery Co.; Ralph Weil, WOV New York.

A rector-at-large for medium stations, is chairman of this committee, which scheduled a 9 a.m. Monday meeting. Several other phases of international radio relations will be considered.

In the top management bracket is the policy to be followed in Congressional and government relations. Judge Miller recently polled board members on their lobbying views concerning whether they if they desired full time legislative counsel, counsel during sessions of Congress, or a professional lobbyist.

Some industry elements have contended Judge Miller's main job is of a lobbying nature and he is understood to have indicated he will follow the board's mandate, even to registering himself as a lobbyist. Already NAB has contacted a number of possible candidates for a lobbying post, though final decision on the whole problem is due at the Wednesday-Thursday board meeting.

Television rises to a place of new prominence in convention proceedings, appearing at a number of places on the agenda. TV is tied into the reorganization process. One of the motives behind the three- ply (AM, FM, TV) functional setup proposal is to keep all forms of broadcasting within NAB's ranks. The entire Wednesday afternoon session is devoted to TV and the visual medium and enters, of course, into the in- broadcasting competitive situation.

Johnson, Hill Decline

Up to the weekend there had been little open discussion of the Washington legislative situation, though morning legislative meetings are likely to be discussed informally.

No official representative from Capitol Hill will attend the convention, Sen. Edwin C. Johnson (D. Col.) and Rep. Robert Crosser (D.-Ohio), chairmen of the Senate and House commerce committees, were involved in crises, both said pressure of legislative activities would prevent their attendance.

The NAB Legislative Committee had not even scheduled a meeting during the convention though most other standing committees will meet.

Scheduled to meet at 9 this morning were the Employee-Employer Relations Committee, Program Executive Committee, Public Relations Executive Committee, and the NABBA Committee, Standards of Practice Committee and Radio News Committee.

Though the Standards of Practice group was authorized by the board, its membership ship had not been announced up to the weekend. NAB headquarters indicated that the committee's composition should be known this weekend if acceptance has been received from those invited to serve.

The code committee's main job is to promote observance of the stand-
NAB BOARD
Six Members Conclude Term

SIX members of the NAB Board of Directors concluded their terms at the Saturday meeting of the old board. Six new directors will assume their posts Wednesday afternoon when the new board convenes. They were elected in the February membership poll. The new directors were invited to sit with the old board at the Saturday meeting.

WLS SILVER ANNIVERSARY
Three Special Shows to Mark April 12

Mr. Snyder
Mr. Snyder was a panelist and moderator of the panel discussion. He is known for his work in visual merchandising, and his expertise in retail radio.

Three Special Programs on WLS Chicago will mark the Prairie Farmer station's silver anniversary April 12.

Edgar L. Bill, WMBD Peoria president and first manager of WLS, will speak on the WLS Dinnerbell Hour, and George Gehrke, first announcer on the program; Ellen Rose Dickey, the station's first public program director; and Grace Wilson, who sang at the WLS dedicatory program, April 12, 1924, will also appear.

A 10-minute memorial service at 6:15 p.m. will honor departed WLS station staff members, and at 7 p.m. the Stiner on Parade program will feature a dramatization of historical highlights of the station, including the WLS broadcast of the Lindbergh flight.

The twenty-fifth birthday of the WLS National Barn Dance, first folk musical program ever put on the air, will be celebrated Saturday, April 23, in Chicago's Eighth Street Theater. A midnight show, from 12:30 to 2 a.m., will be added to the usual 7:30 and 10 p.m. stage broadcasts. Several former Barn Dance notables will return to WLS for the occasion, including Uncle Ezra (Pat Barret), now an Illinois farmer; the "Kentucky Mountain Boy" (Bradley Kincade), now of WSM Nashville; Tom Owen of WTM Cedar Rapids who called the first square dances on the program; Steve Cisler, vice president of WTKY Louisville and a former Barn Dance m.c.; Malcolm "Spareribs" Clair, now of WCFL Chicago, and Joe Kelly of Quiz Kids fame. A special 16-page silver anniversary edition of the WLS magazine, Standy, has been prepared for distribution this week to radio advertisers, Midwest businessmen and WLS listeners.

Last Tuesday, Glenn Snyder, vice president and general manager of the station, saluted the listener in a pre-anniversary statement. "Our audience has been our boss since the beginning," he said. "In the millions of letters that we have received, Midwesterners have told us their program and artist preferences and we have followed their suggestions carefully. They started our Christian Neighbors Club and have entrusted WLS with over $247,000 to purchase radios, wheel chairs, inhalators, beds and other equipment for hundreds of midwestern hospitals, orphanages, and other charitable institutions. Our listeners have used the station as their medium for the collection of nearly $350,000 to aid the American Red Cross in alleviating distress among many thousands of sufferers from floods, tornadoes, and other disasters."

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Winding up their terms at this convention are Paul W. Morency, WGST Atlanta, director-at-large for large stations and a director for nearly two decades; T. A. Craven, now a consultant and no longer eligible, director-at-large for medium stations; Edwin Breen, KVFD Fort Dodge, Iowa, director-at-large for small stations; Willard Egolf, WBCC-FM Bethes- da, Md., director-at-large for new (A) stations; Henry P. Johnston, WSGN Birmingham, District 5; William B. Smullin, KIEB Eureka, Calif., and NAB District 9. The former station manager, Arthur Harre, general manager of WJJD Chicago; Holman Faust, vice president of Mitchell-Faust Advertising Co.; Wayne Williams, radio personnel manager of the WGN Chicago; Fred R. Gamb, president of the 4-A's will speak on "Buying Tomorrow's Time." In charge of arrangements will be a committee consisting of CRMQ President Bill Bierschbach, general manager of the WGN Chicago; Holman Faust, vice president of Mitchell-Faust Advertising Co.; Wayne Williams, radio personnel manager of the 4-A's; Arthur Harre, general manager of WJJD Chicago; Nort Jonathan, president of Nort Jon- than & Co., and Paul Brines, assistant general manager of WGN Chicago.
now than a year ago and very much better (68%) than six months ago, according to Kurt Jadaszewski, general manager of SESAC Inc. New York, who believes conditions much the same but noted an ever-increasing interest in hand music and gospel singing, two SESAC specialties.

John B. Keating, Portland, Ore., reported business off, with AFRA and AFM costs making it increasingly difficult to produce the kind of talent built shows he recommends for regional agencies and sponsors in Oregon, Washington and Idaho. Dan V. Carr, general manager, Guild Radio Services Ltd., Toronto, reported expanded operations with business up 100% in the past year.

Helen Kelleher, president of Em- pi re Broadcasting Inc., New York, reported better business now than six months ago. John B. Hayes, assistant manager of WOR Recording Studios, New York, also reported that service business better now than a year ago and six months ago.

II. Problems

Several executives expressed the view that the broadcaster doesn't do enough selling. This is a problem of great concern to transcription companies. For continued sales by the transcriptionist is in great part dependent on the broadcaster's selling.

Richard S. Testut, vice president and general manager of Associated Program Service, New York, takes that line. He believes that radio is a selling business and 1949 is the year to prove it. Mr. Testut further believes that stations which have organized their commercial departments to sell programs rather than journalism are getting the biggest sponsor response.

Mr. Michelson (Charles Michelson Inc.) also felt that his biggest problem was to be found in the station itself. He expressed the need for educating station sales staffs.

"We have found that most station salesmen follow the path of least resistance," he said, "and that generally results in their taking orders for spots or participations, regardless of the type of program best suited for the advertiser's requirements."

Ziv's Problem

The Ziv organization also felt its biggest problem was right in the radio station. Said President Ziv:

"Our biggest problem is to have more radio stations understand how Ziv programs help them sell their stations. As long as they continue to try to sell their programs help the stations keep old sponsors active, as long-time, satisfied customers. Fortunately, more and more stations are recognizing all the time that stations want a good show and that a better show is a "bigger bag in the long run."

A similar opinion was expressed by a spokesman for World Broad- casting System Inc., New York, an affiliate of the Ziv company.

A somewhat different kind of problem inside the station concerned Mr. Bloom (Kasper Broadcast Corp.). He felt many stations improperly educate local advertisers that the sponsor should pay for talent. Further, he believed too many stations improperly felt that "every dollar spent by a local advertising talent means that much less in the purchase of time and station income."

Two problems that concerned him were: The increasing use by stations of disc jockey programs which give the sponsor little that is good, exclusive, the turnover in station personnel, which required him to re-present shows; the freezing of sample discs by stations, resulting in a K-G loss of as much as $12,000 in one year, and the one show producer who gives the transcription business a black eye by falling down on production midway in a promised series.

Television was cited as the biggest problem of 1948 by Harry S. Goodman Radio Productions. Mr. Goodman said he didn't know whether in the next five years the company would be supplanted by television programs or transcription for radio. At the present, he says, it is doing both. Mr. Hayes of WOR Recording Studios also said planning for TV expansion was his service's most important present problem.

III. New Business

New business is among the top concerns of all station management. Mr. Keating's biggest problem is one involving transcription companies. That includes not only the search for prospects but ways and means of getting them on the dotted-line—then keeping them satisfied.

The Ziv company expects to find its new business among national and regional sponsors, according to President Ziv.

"More and more national sponsors are using Ziv transcribed programs for each individual market," he said. Some network sponsors are already discontinuing their network shows and are concentrating on the placing of transcribed shows in individual markets. In some of the major markets, these national companies are producing television shows, whereas in the balance of the country, they are placing transcribed shows to carry their sales messages. We expect that, as television makers more and more national sponsors will turn to transcribed radio shows to reach non-television markets."

As a business booster, Ziv is in a unique position in the creating a mass-national movie trend tie-ins with programs. Thus on one program, a sponsor is enabled to give away a 17-jewel wrist watch every week at no charge to the sponsor. On The Cisco Kid, Ziv includes teaser ads, buttons and announcements, giveaways such as singing lariats, trading cards, Western books, membership cards and the like.

Ziv believes it is filling the need of the sponsor to have a show that can tie in with a series of offers, dealers' needs, mail campaigns and the like—thus making the show not merely a radio program but a rounded campaign.

Building a Guild, according to Vice President Parks, expects to find new customers largely in two fields: Among national advertisers and among local dealers for national manufacturers. He believes many of the former will be ripe prospects as they split their radio budgets between AM and TV, economizing on the AM via spots.

Local dealers in nationally manufactured items also will be good prospects, he believes, because their inventories are piling up and will need economical publicity programs to move quality goods. Mr. Parks also said Guild member stations were being sent Radio News Digest, which is an information exchange whereby the Guild relays the experiences of one station to other stations.

Cites Local Level

Mr. Cowan (Louis G. Cowan Inc.) said he expected to find added business from the same general groups which have given his organization customers thus far. He, too, noted that the local level will provide more prospects. He explained that greater local sales efforts are increasing local advertising via transcriptions and that as television affects budgets of some companies they are seeking extended emphasis through transcriptions.

Associated Program Service, according to Vice President Testut, is living up to its customer sources' higher rate for sales business. In the past four months, Associ- ated has expanded its station re-

High Priced Fish

SECOND annual fishing con-
test is being sponsored by WSYR Station, Syracuse, in cooperation with the New York State Conservation Dept. Tagged fish are planted in several streams, lake and river streams and WSYR offers a $25 prize to the fisherman landing the first marked fish. Other tags returned also bring rewards to the anglers. Fishermen are asked to furnish information as to the time and date of catch, the type of fish and where and how catch was made. This information is forwarded to conservation officials for use in fish migration studies.

Some 700 trout were planted last year and 500 more this year. A total of 127 tags were returned in last year's contest.

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lations staff, is increasing its advertising appropriation, organizing an aggressive direct mail campaign, is investing additional dollars in product improvement, and has established a sales quota representing a new business increase of 20% over the past year. He thus is taking literally his own belief that "radio is a selling business and 1949 is the year to prove it."

World Broadcasting expects to find more business from stations themselves. Said a spokesman: "We are not going after outside business; we are going after the feeling of our thinking should be directed toward aiding radio stations to make more money by selling more World shows to sponsors. World is eliminating scripts with no commercial appeal, is inaugurating a big-name policy, is "timing" programs, furnishing sales aids such as audition discs and merchandising portfolios and special voice tracks by star performers.

Charles Michelson Inc. hopes to find new business by submitting low-cost programs to interested advertisers who have heretofore stayed away from radio because "of failure of stations to come up with a definite program plan for the particular business."

His company also is directing its efforts toward participating in factory co-operative advertising plans. His company has already sold a factory promotion for a specific radio campaign which may become the vehicle for cooperative advertising budgeting between distributors and the factory.

Harry S. Goodman Radio Pro-
ductions intends to serve radio sta-
tions but aims to increase business by selling television package pro-
grams to sponsors. Among sources where Kasper-Gordon will seek new business are new stations, although Treasurer Bloodard believes future prospects are of doubtful profit because the rates obtainable from them hardly cover pressing costs, handling, selling expenses and promotion. A new K -G shows promise to offer a large group of shows at a special low package rate to stations in small communities.

SESAC, according to General Manager Jadaszewski, is selling transcriptions to railroads, whose crack streamliners have installed wire music systems. Thus it has tapped a whole new field for the same product used by radio sta-
tions.

Miss Kelleher, president of Em-
pire, which largely does the me-
chanical side of transcribing, ex-
perts that current music and ad-
vertisers venturing into television and trying to hold their old program time vía transcriptions. Empire also has been doing sound transcription for television, developing a series of television cartoons. Miss Kelleher said it was found cheaper to reproduce the sound that way than on films.

IV. New Products

New shows and new show ideas are being developed prolifically. A
sampling of what is becoming available in this field follows.

Kasper-Gordon has in production The Gaylords, starring Chet Gaylord and Betty Pierce, a family comedy show about a radio performer constantly falling into comical situations. K-G also has in production two new juvenile program series.

SESAC is augmenting the seven series in its library, an American Folk-Western, Band, Concert, Religious, Novelty, Spanish-Latin American, and Hawaiian) and is now making available barber shop quartets, etc.; Morning Almanac, a mixed religious choir and additional band and Latin-American music.

Henry S. Goodman has just prepared Rendezvous With David Ross and Jim Ameche, Storyteller, the first available as either 15-minute or half-hour show five times weekly and as a letter to either a 15-minute or five-minute program five times weekly. In addition, the company is now selling a musical library of 1,780 selections and is adding another 20 new selections monthly.

Standard Radio is about to inaugurate five new Star Shows, each built within its library and produced for local sponsorship. Standard plans to furnish stations with complete audition discs as well as printed presentations for use by station sales departments. It claims that sale of any one of the programs should enable a station to recover cost of the entire library service. It also is adding to its big name lineup.

Associated Program Service is making available The Stars Sing, a 15-minute, five-week feature with Evelyn Knight, Vic Damone, Kay Armen, Phil Brito and others; Men's Evening (first of six), featuring Ted Dale, Al Goodman, Lanny Ross, etc.; Morning Almanac, one hour, six-week program of diversified music and material for presentation daily; Song Seniors, five minutes, six-week, memory tunes and historical and biographical data designed to fit the needs of stations, Monte Time, 10 minutes, six-week, featuring tunes from films, and Tune Time, 10 or 15 minutes, six-week, featuring small units to tie in with commentary.

Ziv is announcing availability of a new half-hour multi-weekly kid show, Cisco Kid, which has the humorous promotion tie-ins mentioned previously.

Broadcasters' Guild, after querying its members on their preferences for new shows, has just released two new programs: What Difference Does It Make, a five-minute program that can be used as an enclosure in participating shows and disc jockey programs, as high background as a dance-type program; and Captain Stubby and the Buccaneers, a 15-minute program using the Decca recorder and his musical aggregation.

**V. Transcription Networks**

Keystone Broadcasting System, Chicago, by March 9 added 45 stations to its network since last Aug. 1. That brought its total, as of March 9, to 358 affiliated stations.

Keystone has operated on the theory that through it, advertisers can reach the largest and most diversified group of listeners. In addition, the company offers programs for other stations as part of its services.

Keystone programming is on 15-minute or half-hour times weekly. In addition, the company is now selling a musical library of 1,780 selections and is adding another 20 new selections monthly.

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**W. Non-Standard Programming**

**WCAU Upheld by Court**

WCAU Philadelphia was upheld by Federal Judge J. Cullen Geaney on April 6 in a dispute with the American Communications Association, CIO, about overtime pay. Judge Geaney rejected a petition by the union's Local District 1 that the station be compelled to submit to arbitration a dispute involving overtime pay for technicians.

**FUTURE plans for My Friend Irma, CBS comedy series created by Cy Howard (second from r), are discussed during a Chicago meeting of network and sponsor executives. Participating are (l to r): James A. Barnett, executive vice president and general manager of Hudlport Div. Lever Bros., sponsor; Don E. Kelley, WBMM-CBS Chicago public relations director; Mr. Howard, and H. F. Woule, Pepsiport president.**

**WHAS Hearing**

(Continued from page 51)

sq. mi. and population of 125,238 while the overlapping 2 m/m covers an area of 9,543 sq. mi. and population of 632,380, FCC was told.

Lester H. Carr, partner in consulting engineering firm of Weldon & Carr, Washington and Dallas, testified that in the nighttime overlap area one or more primary services (other than WHAS and WLW) serve 67% of the area. Two more serve 55.9%, three or more 22.9% and four or more 11.4%, he said.

Mr. Carr said two or more other primary services cover 100% of the daytime overlap area while three or more serve 99.3%, four or more 95.4%, five or more 90.3% and 10 or more 69.1%.

Another Crosley exhibit listed 80 existing and authorized standard stations rendering primary daytime service within the WLW-WHAS daytime 0.5 m/m overlap area. Similarly, 21 stations were given for nighttime service.

Shoues Testimony

Considerable non-technical testimony was given by James D. Shoues, president of KFSA, Robert E. Dunville, Crosley vice president and WLW general manager, and Victor A. Shoues, director of WHAS. Mr. Shoues told the Commission that the many board of directors has adopted a resolution approving a loan to Crosley of the full amount necessary to purchase WHAS.

Mr. Dunville and Mr. Shoues testified on programming and operation of the two stations. Mr. Dunville elaborated on earlier testimony of Mr. Shoues and said that if Crosley acquired WHAS it would extend the station's hours of operations, "consolidate" certain programs and increase commercialism. He indicated that live programming would increase in the present operating hours although the extended operation period would use mostly recycled material.

Crosley does not contemplate "any appreciable degree of mutual programming on WLW and WHAS," Mr. Dunville said. He pointed out that even Washington bureau programs would be different originalizations for the two stations. TARI-TV, also would be programmed separately from WLWT (TV) Cincinnati, he said.

Previously, Crosley had told the Commission that the stations could not duplicate network service [Broadcasting, March 7]. WLW is an NBC affiliate and WHAS is CBS.

Detailed exhibits, coupled with illustrated presentations, were introduced for both WLW and WHAS on programming, news item sources, special events and remotes to show that the stations serve different major areas. Also included was information on the public appearances of the stations' farm directors to show that even in non-broadcast activities there was little overlap between WLW and WHAS.

**Desines 'Sphere**

Through this evidence Crosley sought to show that WLW considers its sphere of influence to be chiefly Ohio, northern Indiana and southwestern Michigan while WHAS is concerned chiefly with Kentucky and southern Indiana. Mr. Shoues called it the "Kentucky-an area."
festation of the tremendous vital-
ning, manufacturing, broadcasting, and the consuming public alike."

Taking FCC Chairman Wayne Coy's prediction of 18 million TV sets in five years, he said it could be attained, but not without consider-
able assistance from the Commis-

sion which he heads. "Only the avail-

ability of UHF channels would make this a likely possibility."

Mr. Coy, keep your sights up, but don't forget to load that gun."

The television audience is, now, primarily in the top 100 con-

sumer families, with a sharp taper-

ing down into the lowest quarter, he said. A recent Y&R survey about plans of non-farm families to buy TV sets showed that income groups played a large part in the question. "For each Family planning to buy in the lowest eco-

nomics quarter, there are two in the middle quarter, three in the upper middle quarter and four in the top quarter," Dr. Langhoff said.

TV Costs

At this date television time costs for a half hour show reaching 1,000 sets is $26.25 in New York, having dropped from $6.65 in 15 months. The cost of a TV spot announce-

ment per 1,000 sets has dropped from $0.89 to $0.45. He predicted: "While stations will, with justifica-
tion, continue to jack up prices, per-
nicly, the trend in cost per 1,000 sets will be downward for some time to come."

Dr. Langhoff briefed his agency audience on the latest facts con-
cerning TV outlets and networks, set ownership and progress in cable television.

Moderator of the panel was

Louis N. Brockway, executive vice president of Young & Rubicam and chairman of the AAAA's Special

Committee on Radio and Tele-

vision Policies. Members of the panel were: Winslow H. Case, sen-

ior vice president of Campbell-

Ewald Co., New York; Walter

Craig, vice president of Benton &

Bowles, New York; Arthur C. Fatt, executive vice president, Grey

Advertising Agency, New York; George Foley Jr., manager of televi-

sion of Newell-Emmett Co., New York; Robert M. Ganger, vice presi-

dent of Geyer, Newell & Ganger, New York; Dwight Mills, presi-

dent of Kenyon & Eckhardt, New York; O'Neill Ryan Jr., vice presi-

dent of Ryan Management Inc., New York; Lawrence L. Shenfield, presi-

dent of Doherty, Clifford &

Shenfield, New York.

Questions discussed covered such sub-

jects as motion pictures, expense of television; frequency of use of television; impact of television; who will produce television, etc.

FCC Order

CONTROL of responsibility for handling appeals from FCC deci-

sions in license cases would be trans-

ferred to the Dept. of Justice if present legislation is passed without amendment, according to Rosel H. Hyde, FCC commissioner. Comr. Hyde appeared before a FCC Hearing Subcommittee, April 1, along with Max Goldman, assistant chief counsel in charge of litigation, and two other members of FCC's legal division. Hearings were held on measures (HR 2515-

2516) to provide review of orders of FCC, ICC, Agriculture and other departments.

"Waste"

(Continued from page 48)

nuke of "getting a show started strongly and getting it started right." A program which begins with a favorable audience response is likely to remain a favorable level. He called this the "carry over factor."

Mood: More shows have failed because their basic mood was vol-

ted than for any other reason, Mr. Schwerin believes.

Cites Example

He cited one program, a "Will Rogers type of homey comedy," which sustained a high degree of audience liking until, in its mid-

dle, a jazzed up version of a folk song was presented. At that point and from then on, the audience liking dropped sharply.

Emphasis: Mr. Schwerin said that meant the amount of time devoted to each of the major ele-

ments in the program.

A news program, being tested, contained the same elements in each of its auditions but the editing emphasis was placed on them in the different versions. "When little time was devoted to the main reporter," Mr. Schwerin said, "the liking was low. As the re-

porter was given more time, the liking for the whole program rose in proportion."

Direction: This means the direc-

tion of the approach is the type of people your show is being broadcast for."

"Advertisers want to appeal to

people who are their potential cus-

tomers," Mr. Schwerin said.

Another factor influencing the direction of programming is the type of available audience, he said. The cited program, best liked by WJBT, was being given only moderate ratings in a 9:30 p.m. Saturday time, when fewer young members of the audience are at home than in any other peri-

od of the week. The sponsor switched to 7:30 p.m. and its rat-

ing climbed immediately.

Mr. Schwerin said he believed the waste in radio can be sub-

stantial if one is not interested in the direction of qualitative research. Waste must be reduced, he said, if radio is to remain healthy in the face of growing competition.

SSA Denied

MRS. LOUISE C. CARLSON was denied special service authorization by FCC last week to use the trans-

mitting and studio facilities of WJBT, 260 w on 1220 kc owned by her husband, Charles C. Carlson. Mrs. Carlson was granted the WJBT assignement when the Commission ruled in favor of WJBT license for WJJB on grounds she had repeatedly violated the Com-

mission's technical standards and rules. However, she is still operat-

ing the station pending action on her appeal to the Supreme Court from the FCC decision [BROAD-

CASTING, April 4].

Selling Copy

Lee Hart Gives Formula

TESTED formula for retail radio copy has been developed by the NAB Dept. of Broadcast Advertising, offering a simple way of writ-

ing commercials that sell.

The formula is the product of Miss Hart, assistant director of the NAB's Market Research. Miss Hart will describe it in detail at the Monday afternoon sales session of the NAB Management Conference in Chicago.

Extremely simple, the formula is designed to guide station managers who want more effective commer-

cial copy policies; to aid salesmen in their productive selling cam-

paigns; and to aid copy writers produce commercials that will help create immediate traffic and sales for the items advertised as well as listener-impressions that will bring customers to a store weeks and months later.

In describing the formula Miss Hart took a sample commercial de-

signed by a copywriter and applied her formula to produce a completely different piece of copy.

"First test," she said, "is this:

What main idea do you want lis-


teners to remember about the product, service or event you are advertising. Then write copy in terms of the listener's interest and in words the listener would use in telling a friend about the same merchandise."

The test added that vague, unbelievable lead-

ing language and stilted advertising copy should be avoided in favor of conversational sentences.

Second test, Miss Hart said, this question should be posed: What facts or information in your copy prove the main idea? "In radio," she said, "you can get at this by turning this into a personalized sales story which tells the listener what the key customer advantages of any mar-

chandise mean to her. A woman will head for a store to look at something she's interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will sel-

dom interest her."

Third point in the formula is this: "What suggestion have you of-

ered to encourage listeners to take action about the merchandise, service or event you are advertising?" Is it a specific suggestion to stop in and choose the type you most prefer? Why not, instead, make the suggestion a specific one, . . . one that applies to the merchan-

dise you are advertising . . . one that is logical and of benefit to the listener?"

Miss Hart applied her formula to the following piece of copy:

Gems of the ocean . . . truly lovely

pearls can always be counted upon to add the finishing touches to a new spring ensemble. At the jewelry de-

partment at Blank's, you will find a whole array of types of pearls to adorn your dresses and suits. Special setting the simulated rope pearls. These sixty-inch rope pearls are wonderful with a blue, white, and the ever-popular white. Priced at only $15.95, Miss Hart will show you how to find a valuable accessory for your spring wardrobe. She will also show you one long rope of pearls from Blank's Jewelry department, you've got something . . .

You can wear pearls with anything this spring ... even with a sporty white shirt. You may have a long, sixty-inch rope of simulated pearls from Blank's jewelry department, you've got something you can wear a different way every day. Wear pink pearls over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearl jewelry today to wear. And when you're ready to have a party, get a pair of pink or white pearl earrings, have them . . . wind velvet ribbon through them . . . . Wrap them around your wrist for a lucky bracelet. Just walk into the first floor department at Blank's, you will find you that you like, you select one . . . one that applies to the merchan-

dise you are advertising . . . one that is logical and of benefit to the listener?"

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You can wear pearls with anything this spring ... even with a sporty white shirt. You may have a long, sixty-inch rope of simulated pearls from Blank's jewelry department, you've got something you can wear a different way every day. Wear pink pearls over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearl jewelry today to wear. And when you're ready to have a party, get a pair of pink or white pearl earrings, have them . . . wind velvet ribbon through them . . . . Wrap them around your wrist for a lucky bracelet. Just walk into the first floor department at Blank's, you will find you that you like, you select one . . . one that applies to the merchan-

dise you are advertising . . . one that is logical and of benefit to the listener?"

Lee Hart gives formula for retail radio copy.
RADIO ADS

In Papers Up 554% Since '41

RADIO advertising in daily newspapers—including radio and television receivers and broadcasters' ads—reached a peak of $11,410,000 in 1948, according to a report issued last Monday by the Bureau of Advertising, American Newspaper Publishers Association.

The 1948 expenditure represents an increase of 554% over 1941, the last "normal" year in which expenditures data were compiled. The increased radio and newspaper advertising was the second highest increase among the 22 classifications listed in the report. Conversions was first with a 566.5% rise.

William G. Bell, the bureau's director of research, explained that the 1948 figures are based on actual space measurements of all national ("general" plus automotive) advertising carried by 908 daily (including Sunday) newspapers published in 646 cities, with a combined weekday circulation of 141,415,000, or 88.3% of the total U.S. weekday circulation.

Comparison chart of the 1948 and 1941 totals for the 22 major newspaper classifications are shown in the adjacent table.

REV. J. A. DALLY
CBS, MBS Advisor Dies

THE REV. Dr. Joseph Augustin Daly, 49, pioneer in religious radio, died last Wednesday at New York's St. Clare Hospital.

Father Daly entered radio in 1929, initiating a weekly column on the then WLWL New York, maintained by the Paulist Fathers. During the early 1930's, he conducted a Catholic question and answer radio show, and spoke frequently on The Catholic Hour (NBC, Sundays 6:30-9:30 p.m.) and Church of the Air (CBS), Sundays, 9:30-11:30 a.m. Founded in the middle 1930's a Sunday morning program Radio Chapel, still being aired by WOR New York, and until the early 1940's when his health failed, was Catholic advisor to CBS and MBS.

Surviving are two brothers, Eugene and Harold Daly; a sister, Mrs. Thomas Reilly, and his mother, Mrs. Margaret Daly.

New NBC Recorders

NEW recording operation, including 10 magnetic recorders, has been installed at NBC Chicago headquarters to handle delayed broadcast when the network goes on daylight saving time Sunday, April 24. Equipment will record 18 hours of the network's programming daily for affiliates remaining on standard time. Twenty-five persons have been assigned to the recording activity, which will be supervised by Chief Engineer H. C. Luttgans.

LOCAL 802 AFM

Needs Funds at Once—Stein

THE giant New York Local 802 of the American Federation of Musicians must obtain additional revenue or it will become insolvent, Jack Klein, treasurer, reported to the membership last week in Alt- lagro, the local's publication.

He said the immediate need is to raise at least $140,000 a year to keep the union on a break-even budget and to raise an additional $100,000 to provide for increased overhead in the future and for revenue decrease.

Revenue cuts have come from elimination of $240,000 in standby charges as the result of Taft-Hartley Law and from a decrease in number of remotes, he said.

The local's December 31, 1949, income was $902,730, a decrease of $163,754.94 from the $1,066,485.93 the year before.

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AD CAMPAIGN

AFA Appoints Committee

COMMITTEE to prepare the third Advertising Federation of America campaign to promote public understanding of advertising was announced last week by George S. McMillan, AFA chairman.

The committee, with Ralph Smith, executive vice president of Duane Jones Co., as chairman, includes:

Norman Boggs, general manager, WMCA New York; Vernon Brooks, advertising director, Chicago Tribune-Hoover newspapers;Fairfax M. Cone, chairman, Foste, Cone Broadcasting; R. G. Gable, president, AAAA; Monroe Greene, advertising manager, Philadelphia Inquirer; Timothy Anthony Lasala, production manager, Geyer & Ganger; Albert L. Morse, advertising director, Goodall Furniture; Henry Obermeyer, director of advertising, Consolidated Edmondson Co. of New York; Art Stein, promotion manager, Neiman-Marcus; Daily Woodward, Plankey & Woodward.

The campaign, to be launched at the federation's annual convention at Houston, May 29, will follow the general format of the two preceding promotions, which were participated in by 400 daily newspapers and 800 stations and other media.

LEE HART NAMED

Candidate for 'Ad Woman'

LEE HART, retail coordinator, Broadcast Adv. Dept. of NAB has been nominated by the Woman's Advertising Club of Washington, D.C. to be its 1949 Advertising Woman of the Year.

Miss Hart was appointed by the NAB to serve as radio director of Joske's of Texas during the study of "Broadcast Advertising for Retailers" conducted by Joske's and the NAB in 1945.

The following year she was named retail coordinator of the NAB's Broadcast Adv. Dept.

With her present nomination, Miss Hart will compete with the candidates of other local ad clubs, which are members of the Advertising Federation of America. The Woman of the Year will be announced at the AFA's annual convention to be held the last of May in Houston.
Voice Budget (Continued from page 48)

for the U. S.'s participation in international organizations, to cover expenses, contributions, quotas and assessed subscriptions, is $5,928,775, for American Radio Office (or its successor), $6,378.

The House group also authorized State Dept., in contracting for use of radio, television, and other communication facilities, to indemnify owners and operators from funds subsequently appropriated against loss of earnings resulting from injury to persons or property. Funds also would be available for payment of contracts for distribution and processing of motion picture films.

In urging an amount of $2 million short of overall estimates for State's information and educational activities, the appropriations group stressed its desire to avoid duplication of the "purposes and objectives" of the program, but felt expansion should be gradual in the interests of economy.

In its report the committee said it was not impressed with testimony favoring provision for construction of two new curtain-type receiving antennas and 300 kilowatt transmitters. The cost was listed at $514,900, a figure the committee recommended be deleted. State will attempt, however, to have this item reinstated before the Senate, it was learned.

Funds recommended by the House unit were designated to provide, among other things, to strengthen the staff services to the Secretary and Under Secretary as urged by the Hoover Commission, it pointed out. The committee felt that "considerable savings and more efficient administration will result from the proposed organizational changes."

The group also recommended a budget for the "Voice" of $3,248,728 for the Office of Information—an increase of $79,728 over budget estimates but $1,131,272 less than the amount contained in the current fiscal year ($2,580,000).

Expenditures for "Voice" and other State Dept. informational activities should be substantially increased and shortwave operations should be extended to offset "enormous sums" spent by Soviet Russia for propaganda, Congress was told in another report.

The recommendations were included in a semi-annual report submitted by the Advisory Committee on Information. Group comprises Mark Ethridge, Louisville publisher, chairman; Justin Miller, NAB president; Erwin D. Coman, Christian Science Monitor editor; Philip D. Reed, General Electric Co. chairman; Mark A. May, director, U. Institute of Human Relations.

Describing present operations as effective but "inaugurate to meet the pressing needs of our internationa" relations, the commission said that the budgetary recommendations sent to Congress for 1950's program are a "bare minimum for continuing the beginning which has been made."

The report called for increases in physical facilities to provide more medium wave relay bases, as well as increased number of personnel, casts and in radio officers in countries which maintain networks.

"A budget which contemplates $16 billion for military, $5 billion for economic and only $36 million for information and educational services does not provide an effective tool for cleaning out... international confusion and misunderstanding," the report noted.

"Closing of Gap"

The commission also stressed need for closing "the gap in the policy between other parts of the State Dept. and the information field" in the program more effective at home.

"The dissemination of American private media abroad is primarily and essentially an informational activity," it pointed out, "and the responsibility and funds... should be placed with the Dept. of State." Activities should not be treated any different than industries receiving ERP aid, it added.

The group also included recommendations based on a survey by Mr. May who toured ten European countries. Some findings were:

In Poland, there are an estimated million listeners, with an average of one set to every three persons. In Czechoslovakia, the "Voice" probably reaches millions of people, with one radio per family.

In Yugoslavia, no estimate was possible. The ratio is one set to every 75 persons. In Russia, no figure was available, but it is estimated that the "Voice" reaches millions of listeners either directly or through "amplifiers" such as school radio and the magazine "Amerika," "we don't know how long per week or too quickly," the report concluded.
Louisville Appeal

WKLO Grant Upheld

GREEN LIGHT on consideration of program issues in comparative proceedings was given to FCC last week by the U. S. Court of Appeals for the District of Columbia.

Affirming the Commission's grant of 5 kw day, 1 kw night on 1080 kc to Mid-America Broadcasting Corp. for a new station at Louisville (WKLO) and denying competitive bid of WINN there, the court stated the "Commission was completely correct in deciding in favor of Mid-America on the basis of far superior local program proposal." The court's ruling was made April 6.

WINN, licensed to Kentucky Broadcasting Corp., had filed the appeal from the FCC ruling upon being denied switch in its facilities from 250 w to 1240 kc to the 1080 kc assignment [Broadcasting, Nov. 17, Oct. 27, 1947, Jan. 24].

Judge Bennett Champ Clark wrote the majority opinion for the court. He and Judges E. Barrett Prettyman and James M. Proctor had heard the argument in early January.

The court disagreed with the WINN complaint that the FCC had given controlling weight to the "extra legal" consideration of a previous grant to Mid-America which expired during the war years.

The court also rejected WINN's claim that the Commission erred in its decision by deviating from its established policy to prefer an existing license to a newcomer, all other factors being equal. The court said all factors were not equal in the case.

The court thereupon went into considerable detail on the program proposals of the two applicants, noting that WINN was a network affiliate while WKLO is not. The extensive cultural and public service program plans of Mid-America were noted and compared with WINN plans, as were proposals regarding religious broadcasts, farm service and local news.

WINN also had claimed that Mid-America's local program proposals might be changed through any network affiliation it said it would welcome. But the court said there "was ample and uncontroverted evidence to support the Commission's finding that Mid-America's proposed local programming would not suffer from a possible future network affiliation."

The court concluded, "Further, it is noteworthy that the operation by Mid-America of the facilities while it has been authorized to provide in no way affect the operation by Kentucky of Station WINN as it is presently licensed to operate that station."

Eisenhower Series

Safe Reports Said Premature

REPORTS that Time Inc., publishers of Life, Time and Fortune, had bought Crucible, the first television film series based on the book by Gen. Eisenhower, were labeled premature as late as Friday morning by an ABC spokesman, who indicated that next day "no one" would release it to television circles, however, that a deal soon would be closed.

In fact, it was learned that actual writing of the contract was being undertaken by the network. Time, it was understood, will buy the first-time rights and have first options to the second and third showings.

It was believed that first-time rights, exclusive of network time and line charges, would be priced in the neighborhood of $200,000.

It was further believed that if Time closes the deal it will be known 9 to 9:25 p.m. Thursdays, the day 'Time' magazine appears on newstands and the day before 'Life' comes out, thus providing a vehicle to sell current issues of both publications.

ABC owns the package exclusively for 21 months under contract with 20th Century-Fox, for which March of Time produced the series.

Transfers

FCC Grants Consent In Five Cases

CONSENT was granted by FCC last week to sale to Myles H. Johns of his 56% interest in WOSH-AM-FM Oshkosh, Wis., for $62,000 to members of his family. Approval also was granted to KTAN Sherman, Tex.; WANE Fort Wayne, Ind.; WATF Salisbury, N. C., and KUBA Yuma City, Calif.

Meanwhile last week the Commission also ordered hearings on the proposed assignment of license of KWKW Pasadena, Calif., from Southern California Broadcasting Co. to the Southern California Trade Unions Broadcasting Co., Inc. Consideration involved is $922,500 [Broadcasting, Nov. 15, 8, 1948].

FCC said it wished to: (1) Inquire whether proposed assignee is legally and financially able to operate the station, assigned 1 kw day on 1430 kc but seeking switch to 50 kw daytime on 830 kc; (2) determine what agreements exist between seller and buyer; (3) study method of payment, (4) inquire if there is to be any continuance of control by seller, and (5) inquire if buyer is unable to make payments whether there is to be any reversion of control.

The KWKW application requests assignment of license from Marshall S. Neal. Paul Building 1430 kc is scheduled to expire on March 18, and the court stated the "was ample and uncontroverted evidence to support the Commission's finding that Mid-America's proposed local programming would not suffer from a possible future network affiliation." The court concluded, "Further, it is noteworthy that the operation by Mid-America of the facilities while it has been authorized to provide in no way affect the operation by Kentucky of Station WINN as it is presently licensed to operate that station."
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WWJ, Detroit 107
CHMD, Hullifax, N. S. 174
CKLW, Windsor, Ont. 24
C KTW, Vancouver, B. C. 176

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