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

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

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

Amazing? Make us prove it.

WRITE FOR ANALYSIS OF LOS ANGELES RADIO-TV COVERAGE.

**CHANNEL 5**

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRYant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK
**CBS COLOR** got one of its biggest breaks of FCC's current television heritage change trend when, after 17 weeks of CBS counsel and manufacturers' witnesses tangled over the prospects of set makers producing—or refusing to produce—receivers that will accommodate the CBS system.

The threat of "compulsory government action" was raised again—if government has such authority—as a method of forcing manufacturers to produce sets adapted to receive the otherwise non-compatible CBS system. Brig. Gen. David Sarnoff, board chairman of RCA, or RCA President Frank Fosom was slated to testify on the production question, possibly this week, after RCA counsel waved aside FCC's threats.

Mr. Plotkin's request for a subpoena to compel them or appropriate high-level RCA officials to appear was denied.

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

**Smith Testimony**

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

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

The report for CBS color came in the form of reports submitted by E. W. Chapin, head of FCC's Laboratory Division. The reports credited the CBS system with generally a superior color reproduction and definition, noted relatively low costs of adapting existing monochrome sets to receive CBS color in black-and-white, on the basis of preliminary tests, asserted the "probability" that in-channel interference with the RCA system is about twice as great as for simultaneous color and monochrome. Mr. Chapin's data—on which he has not yet faced cross-examination—and prepared before RCA demonstrated its new tri-color tube—also appeared to strike a blow at the feasibility of establishing dual or multiple color standards except on a relatively short-term basis, holding that different allocation plans might be necessary for RCA and CBS systems.

**Chapin Reports on CTI**

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

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

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

**FLANAGAN HITS P&G**

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, last week charged that Procter & Gamble was seeking three-year rate freezes from television stations on which it was placing its Beulah Show, scheduled to start next fall in approximately 120 markets.

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

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

Cites Morgens' Speech

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

A spokesman for Dancer-Fitzgerald-Sample told TELECASTING that Mr. Flanagan was not correct in stating that rate protection for three years had been sought. The spokesman said that stations had been asked to accept the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 53 1/4% over present levels. Further, he said, the contracts would call for a full 52 weeks of telecasts per year, without summer hiatus.

Twenty stations have already accepted the proposal, the spokesman said.

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

"Difficult To Understand"

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

"It is difficult for the broadcasting industry to understand why AM rates must not be adjusted in certain instances to audience changes while at the same time you ask that television rates be held in a low bracket vise that prevents their being adequately adjusted for changes in audience." Mr. Flanagan added that Mr. Morgens could "back up with action your excellent address at the Radio Executives Club if you will now withdraw your three-year request and content yourself with the usual trade practice of 26 weeks protection, which under the circumstances is most generous in the television medium."

Charges Rate Freezes

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

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

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

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

**RCA TV Exhibit**

NEW TV exhibit, by RCA Victor Div., is to open April 25 at the Chicago Museum of Science and Industry. Visitors can operate various units by means of buttons and levers, and learn the why and wherefores of TV, outlining processes from camera to living room set.
KITY DIERKEN SELLS
Merchandise Moves on WAAM (TV) Shopping Show

"How would you like to move merchandise at the rate of three items every two minutes? Would you like to be in on a TV program which sells (instead of merely displaying) and sells to every audience it reaches? How would you like to gross over $4,700 in direct orders in a four-week period? And would you like a measurable, sure response of 96 telephone calls and hundreds of letters each and every week, with an average of 40 cash-order phone calls every afternoon half-hour and 40 cash-order calls every evening?"

These questions are asked by WAAM (TV) Baltimore which claims each and every one is fulfilled by its Kitty Dierken Shopping Hour—Miss Dierken's debut Monday—claims WAAM (TV) calls every time. The TV shopping hour displayed the merchandise and letting it go at that, invited direct orders. The viewer was invited to phone in name, address and order. A slide giving WAAM's address and phone number was superimposed over the studio scene.

First Response

The response? Well, the show drew seven calls, five of which were for black and white and one actually sold the whole lot. Miss Dierken then did manage to sell a cake slicer and an ash tray on that opening show.

From the beginning, Miss Dierken promised to keep the two shows—a Monday and evening—aimed at career girl and housewife alike and to keep the shows alike in merchandise displayed and in interviewing.

WAAM said its reason for the second show was the anticipation that afternoon viewers would tip their orders to go to the afternoon show displayed in the afternoon so they could see for themselves at 6 o'clock.

The first time the evening show was shown, the station said, it got 10 calls, five orders. From then on the calls and orders trebled and by mid-February, Miss Dierken was averaging $344.60 in sales and moving an average of three items every two minutes, WAAM stated.

One feature of this sales record, it is pointed out, is the fact that viewers buy in the majority of cases without knowing trade names of the products or retail sources. The program itself is sold on a spot or segment basis to advertisers interested in a single rate for the two programs daily.

The emphasis, WAAM said, is on low-budget, sensible items. In addition, Miss Dierken conducts a "Cooking Talent Scout" search for clever housewives and their discoverers to come to her TV apartment and demonstrate to the other folks in the audience the charms of their culinary specialties.

Added to this approach is the work of the WAAM production staff. Co-directors Paul Kane and I. S. Samuels have handled the interviews and evening shows, respectively. The apartment setting is turned out by Art Director Barry Mansfield and staff.

Typical Comments

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

Oklahoma Clinic

REGISTRATIONS are being accepted for a television clinic to be conducted June 29-July 1 by WKY-TV Oklahoma City and the U. of Oklahoma, Sherman P. Lawton, university radio coordinator, has announced. Advance instruction is provided for station personnel, teachers and others with pertinent backgrounds. Inquiries should be addressed to Mr. Lawton at the U. of Oklahoma, Norman, Okla. Registration fee is $15.

SMOTE SESSION

Chicago Meet April 24-28

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

W. R. Fraser and G. J. Badgerly of the Naval Photographic Center in Washington will talk about "Motion Picture Photography of Color TV Images" April 25 at the morning session. With them will be Mr. A. B. B. Brown, Northwestern U., Evanston, Ill., giving a "Critical Evaluation of Color Television" (CBS, RCA, CTW); P. T. Dewhurst, F. N. Gillette and J. S. Ewing of Hertner Electric Co., Cleveland, "Component Arrangement for a Versatile TV Receiver."


After the video sessions Tuesday evening, engineers will tour studios of WGN-TV, Chicago Tribune Station. A forum discussion on studio lighting will be conducted there.

PROGRAM COSTS

Phonevision Cited As Aid

"THE ACHILLES heel of television"—high programming costs—will be "protected" by Phonevision, which adds revenue from consumers to that now taken in from advertisers, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., asserted last week. In a letter to Movie Producer Eddie LeBaron of Hollywood, Mr. McDonald outlined how Phonevision will help advertisers.

Sanctioning the policy of "having two economic legs to stand on," the Zenith president pointed out that newspapers and magazines have long gained revenue from customers as well as advertisers. "Radio is the only nation-wide 'giveaway' advertising medium for the public that has ever succeeded, and its success has been possible only because it is the cheapest way known to disseminate news, information and entertainment to the public," he said.

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

WCB-TV New York has purchased for exclusive New York viewing 23 feature motion pictures including many Hollywood hits. Starting date has not been announced yet.

Kitty Dierken with an array of merchandise.
**SPOT TV FLEXES MUSCLES**

**GROWS NATIONALLY IN '49**

**TELEVISION** spot business in 1949 brought the industry a dollar volume of income equal to the entire industry revenue the previous year—$8.6 million.

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

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

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

**Top Categories**

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

This Jewelry product classification also was quite active in the radio spot field, spending about $4.6 million net last year and taking sixth place. Network gross expenditures were low in both radio and television with only $106,057 for TV and $2.8 million for radio.

The ability to demonstrate on television the medium highly popular with advertisers of Automobiles and Automotive Products. This classification ranked second in spot and third in network television. Approximately $1,204,000 went to spot and $1,846,287 for gross network time. The spot appropriation was 14.7% of the net.

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

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

In dollar volume of network purchases the classification ranked first in both spot and network. Over $256 million went to spot and $45.3 million for gross network time purchases.

This classification does not appear to have been dominated by any one TV spot advertiser, although the Borden Co. bought time on a large number of stations, especially during the latter part of the year. Rorbaugh reports that 112 accounts were active in this field in number 1949 compared to 34 in the same month of 1948. This was the largest number of advertisers in any product group for either month.

While food advertising was spread out among a number of accounts, fourth ranking Smoking Material advertisers had their power concentrated within a few manufacturers. This product group placed about $387,400 worth of net video spot business, 10.9% of the total for 1949. In spot radio the classification was low, appearing in 15th place with net expenditures of about $3.3 million.

On both the radio and television networks Smoking Material advertisers ranked high. In the TV field this was the leading group with gross expenditures of over $23 million while the radio networks got over $26 million. Out of the top five TV network advertisers in 1949, two were tobacco firms, R. J. Reynolds Tobacco Co. and Liggett & Myers Tobacco. There were 13 Smoking Material advertisers placing spot business in the last month of 1949, according to Rorbaugh, only 3% of the total spot advertisers. Of these, however, three placed business on over 30 

(Continued on page 157)

**VIDEO’S ‘49 CLIENTS**

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

A total of 241 advertisers used TV network time during the year, with combined gross time charges of $12,994,615. Advertisers using TV spot campaigns during 1949 totalled 835. Local clients of TV stations numbered in the thousands. And there are no signs of anything but continued growth in 1950. Feb-

(Continued on page 158)

**COMPARATIVE EXPENDITURES IN TELEVISION BY PRODUCT GROUPS**

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<th>Product Groups</th>
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<th>Network (% Gross)</th>
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**241 on Network**

The network saw 66 advertisers on the video networks, 423 who used spot time on two or more stations and 1,890 video clients at the local level. The use of TV by individual advertisers during 1949 and the outlook for 1950 are described in the following tables and articles which analyze the various classes of TV business, group by group. It is worthy of note here, however, that the pattern of advertising on the

(Continued on page 158)
**Class 1:** Agriculture

ALLIS-CHALMERS MFG. CO. was the only advertiser to use network television in 1949 to sell farm equipment and this company's sponsorship of a single episode of the National Farm and Home Hour, which A-C sponsors each week on NBC's radio network. The one-time TV program originated last November from the International Livestock Show in Chicago.

The year 1950 opened with three spot video advertisers in this class, one of whom was the Cargill Inc. last May began advertising its feeds and dog food advertised mainly apparel items, which is probably over-generous, would raise the percentage to 9.0, still not an overwhelming share of the local TV advertising.

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

Network advertisers from this class last year, in addition to those listed in the table, were: A. Sagner's Son Inc., sponsoring telecasts of the Pimlico races last May on ABC for Northcoth clothes ($10,960 for time); Textron Inc. (women's apparel), sponsoring the Hartmans in a half-hour weekly domestic comedy series on NBC, February-May ($18,120); Trimmont Clothing (men's clothes), with Dr. Polgar, hypnotist, on CBS, September and October, in a 10-minute weekly series ($20,718). Maiden Form Brasiliere Co. in October began participating three times a week in the CBS Vanity Fair daytime series ($15,840 to the end of 1949) and is still using the show. Fashion Frocks Inc. in January became a participating sponsor of the television last May and continues to sponsor the Mid-Week Gardener on KFI-TV Los Angeles. In February 1950, Kellogg Supply Co. also began advertising fertilizer on this station, using participations on Gordon's Garden. Staley Milling Co. in January began advertising its feed through Mal Hanson, owner of Roots show on WOW-TV Omaha.

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

**Class 2:** Apparel

A FEW YEARS back, when speculation on apparel and its probable effects on the distribution of the advertising dollar was favorite pastime in advertising circles, there was general agreement that the role of apparel in the field of apparel advertising.

Never great users of radio, the makers of wearing apparel and accessories appear to have eagerly embraced TV which would enable them to show their products in use. It was anticipated that fashion shows, staged for the at-home audience instead of for small groups of women in stores, would become a major form of video programming. Some prophets even foretold the decline of newspapers, as their chief advertisers, the department stores, turned to TV to better display the latest fashions.

**Ten Apparel Accounts**

For whatever reason, these prophecies have not come to pass, at least not yet. The 103 users of TV network facilities during 1949 include only 10 apparel advertisers whose combined expenditures for time aggregated only 2.3% of the total TV network time purchases of all advertisers. Adding Bond Stores, men’s clothing chain which PIB classifies under the “Retail” heading, raises the apparel group’s expenditures to only 2.5% of the total. In February 1950, last month for which full records are available, there were four TV network advertisers from this group.

The Rorabaugh Report on Television Advertising for February shows 13 apparel advertisers using TV spot (3.7% of the total number). During 1949, according to Rorabaugh, this group accounted for 80 TV’s spot clients (7.0% of the total number). At the local level this February, there were 120 apparel advertisers using TV (6.3% of the total number). Assuming that the 93 department stores using local TV that month

**Class 3:** Automotive

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

The six members of this class who used time on the TV networks in 1949, while less than 6% of the 103 video network advertisers in the year, accounted for 12.7% of TV network time purchases, according to the records of PIB. These same records reveal that this group contributed only 3.6% of the total gross time sales of the four nationwide radio networks during 1949.

Last year’s video spot advertisers included 24 from this group, 2.8% of the total number, according to Rorabaugh reports on TV advertising, which show 13 makes of automobiles, five kinds of tires, five accessories and one plate of

(Continued on page 138)
TELEVISION STATIONS

... try out this formula

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

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

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

Ask us about "THE NEW PHILADELPHIA STORY"

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

Paul Diamond
Director of Television

444 Madison Avenue, New York
MU 8-4754

Also sole distributor:
Wilton Pictures Inc.

---

Honor Roll

New York City
WNBC
WABC
WNYE
WNET
WPIX

Los Angeles
KNBC
KTLA
KTTV

Washington, D.C.
WJLA
WJZ

Chicago
WGN
WBBM

Detroit
WJBK
WJZ

Cincinnati
WCPO
WBCT

Boston
WGBS

Atlanta
WSB

San Francisco
KRON
KRON

Philadelphia
WPTZ

Dayton
WHIO

Louisville
WZZA

St. Paul, Minn.
KSTP

San Antonio
WHO

Omaha, Neb.
KATV

Fort Worth
WFAA

Pittsburgh, Pa.
WDTV

Huntington
WBOE

Pittsburgh, Pa.

Davenport, Iowa

WOW

Charlotte
WSBY

Jacksonville, Fla.
WMUR

Pittsburgh, Pa.

San Diego
KFWB

Seattle
KING
A trailer advertised with video spot campaigns. This ratio continued in the early months of 1949. The Rorsbaugh TV report for February shows nine spot accounts from this group, 2.1% of the total number. At the local level, automobile and automotive equipment advertisers in February totaled 242, 12.7% of all local TV users. Dollar figures are not available for spot and local TV business.

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

Ford Campaign

The same six companies that used TV network time during last year continued its use in the opening months of 1949, but on an expanded volume of billings, due largely to the Auburn campaign by Ford in the latter part of January and early February. As part of an intensive campaign for the 1950 Ford, the company also included heavy radio expenditure, the company assured sponsorship of two telecasts of five top-ranking TV network series, "One Man's Family" and "Leave It to the Girls" on NBC, "Hands of Murder" on DuMont, "Super Circus" (second half-hour) on ABC, and "Front Page" on CBS.

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

Spot Advertisers

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

Ford in February sponsored programs and announcements for Fords on 14 stations and for Lincoln and Mercury cars on five stations. General Motors Corp. used announcements for Buick on 19 stations and for Oldsmobile on 28 stations. (Chevrolet's heavy use of TV spot programs and announcements is handled by city-wide Chevrolet dealers associations in their individual communities.) Hudson Motor Co. used a week on one station, announcements on 31 stations.

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

BEER, WINE & LIQUOR

There were no TV network or spot advertisers in this class in 1949.

BEER, wine, and liquor seem to add up as potential elements in typical TV advertising.
AS DEAD AS LAST YEAR'S RADIO AUDIENCE DATA IN CINCINNATI

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

ADDED TO THIS

the WKRC Key Item Plan Gives You...

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

*Listeners  
*Viewers  
*Riders  
*Readers

More Than 2 Million Impressions Daily!

Get the Complete Story
Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star
Represented By
The Katz Agency—WKRC (AM and TV)
Transit Radio Inc.—WCTS-FM

WKRC  WKRC-TV  WCTS-FM
ADVERTISING of building mate-
rials, equipment and fixtures has
never been a major item for radio
at the national level and, judging
from last year's record, TV is fol-
lowing the same pattern. There were
no video network program sponsors
from this group during 1949 and only
28 users of spot TV. In February of
this year, according to estimates, only
three of this group used spot
television advertising, but it con-
tributed 61 advertisers who used TV
at the local level.

The three spot accounts were:
Day & Night Mfg. Co. (water
heaters), using announcements on
nine stations; Foy Paint Co., an-
nouncing on ten stations; and Paint
& Varnish Co., announce-
ments on two stations. In March,
Carpenter-Morton Co. began spon-
soring College Football on WSB
TV for Carmelite paints.
Deve & Reynolds Co. (paints),
Wilbur & Williams Co. (protective
coatings), and John Wood Co. (water
heaters) have offered coopera-
tive cost-sharing TV an-
nouncement plans to their distribu-
tors and dealers.

This seems like pretty small
pickings for television from an
industry which is enjoying record-
breaking activity. More than a
million new dwelling units were
started during 1949, according to
the previous high set in 1925 when
387,000 units were commenced.
January and February of 1950
surpassed by 50% the sales of
the months of 1949 and industry
expectations are that this year will
come close to equaling last year's
total.

The paint, varnish and lacquer
group in 1949 exceeded the billion
-dollar mark for the third year run-
ing—and that's at wholesale
prices, Joseph P. Battley, presi-
dent, National Paint, Varnish &
Lacquer Assn., told TELECASTING.
His statement notes that this
high national income alone does
not insure a profitable business.
Aggressive advertising and merchan-
dising plans must be created to
assure consumer purchases.

CANDY advertising by TV
may expect to increase during 1950,
unlike other media. In this group,
according to Philip P. Gott,
president of the National Confection-
iers' Assn. In a statement to TELECASTING, Richfield indus-
try expectations that 1950 will
equal the 1949 output of candy—
2,650 million pounds or $986
million at wholesale—despite a slight
decrease in January from the opening
month of 1949, Mr. Gott said:

"Although not the largest ad-
vertiser among the food processing
industries, candy manufacturers use all
types of media. Because of continuing high ingredient,
distribution and labor costs and re-
sulting lower profits, curtailments in candy advertising costs
will probably be more likely in 1950
than any expansion in advertising programs.

Expects Increase

"Some increase, however, is ex-
pected in the use of television be-
cause of the growing popularity and
unusual possibilities of this
medium in promotional activities."
Mr. Gott's prediction of increased
video candy advertising is rapidly
coming true. The number of TV
network advertisers in this class
doubled during the first two months in
December and six in April: M & M Ltd.,
which dropped its network radio show and now shares sponsorship with In-
ternational Shoe Co. for the half-
hour of Super Circus on ABC;
Canada Dry, which continues spon-
sorship of the first half-hour of
this 50-minute Sunday evening pro-gram; Mars Inc., continuing its
15-minute weekly installment of
Howdy Doody on NBC-TV; Quaker
City Chocolate & Conf. Co., now
sponsoring the Wednesday half-
hour Lucky Dip show on CBS-TV;
Walter H. Johnson Candy Co.,
Monday sponsor of the half-hour
Captain Video serial on ABC;
Peter Paul Inc., which has just
(April 15) started Buek Rogers as
a Saturday evening half-hour series
on ABC-TV and began sponsoring
5 minutes a week of Magic Cottage
on DuMont.

In February, according to the
Rorabough Report on TV Adver-
tising, this class accounted for
three confessions, four spot ads (one soft drink) and 29
video spot advertisers (7 confec-
tions, 12 soft drinks). There were
also 60 local campaigns in this
class on TV in February.

The reason for the extensive use
of TV by this group is plain. Most
advertising of candy, gum and
soft drinks is aimed at the juvenile
audience, whose members have
found the family TV set the most
fascinating toy they have ever
known, who watch its flickering
screen for hours on end and who
learn from it as they never did
from teachers or textbooks. An
example of their responsiveness
to video advertising is given by the
offer of a Howdy Doody cardboard
model in exchange for the wrapper
from a three-cent candy bar. A TV
commercial hawked this offer on
eleven stations.

Among the leading users of spot
TV in this class are D. L. Clark Co.,
using announcements on 15 stations
for its candy bars; Frank H. Peier
Corp., testing TV for its Double
Daim products; and announcements in
five markets; Beech-Nut Packing
Co., using announcements on eight
stations for gum and baby foods;
Lamont, Corliss & Co., announce-
(Continued on page 142)
KTTV announces the removal of all facilities and offices to Nassour Studios, 5746 Sunset Boulevard, Hollywood’s newest, most compact motion picture lot now producing motion pictures as well as top-flight television.

Los Angeles Times - CBS Television
maments on six stations for Nestle's chocolates; Pepsi-Cola Co., announcements on four stations and basketball on one; Peter Paul Inc., announcements on 20 stations; Quaker City Chocolate & Confectionery Co. (Good & Plenty candy), announcements on seven stations.

Ryan Candy Co. plans to make extensive use of television for its new Hopalong Cassidy candy bar, using adjacencies to this hero's televised films wherever possible and additional spots as well. E. J. Brach & Sons, now using TV announcements on four Chicago stations, will expand if sales in that city warrant it. Edgar P. Lewis & Sons is having its trademark, Candy Lou, used as a marionette for a series of filmed commercials. Portland Punch is planning to use TV in Western markets.

A new series of 10 film spots, featuring the "Pepsi-Cola Girl" in various types of outdoor activity, has been completed and will be tested this spring.

**Class 8:** **Consumer Services**

**Bankers,** supposedly the most cautious, conservative and unwilling to try anything new class of business men, are belying this description in their advertising practices and are embracing the newest of all advertising media—television—with a fervor unsurpassed by other groups generally thought to be more daring in their promotional tactics.

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

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

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

**Class 9:** **Drugs**

**The Drug manufacturing companies,** among the foremost users of radio time to promote the sale of their packaged proprietaries, have, as a class, been in no hurry to add television to their list of major media. During 1949 the TV networks acquired only four clients from this category of advertisers, whose dollar time purchases amounted to less than 2% of the total volume of TV network time sales for the year. Spot TV fared little better in 1949, with only 13 accounts from this class in the entire year, and that total includes four makers of hearing aids.

TV's largest drug client last year was Drug Store Television Productions, comprising some 16 local LEADING NETWORK ADVERTISERS **Oral or regional drug store chains who combined in sponsoring Cavalcade of Stars for an hour each Saturday night on the DuMont TV Network. Early this year, DSTD added a Tuesday hour-long Cavalcade of Bands, also on DuMont, and it is estimated that this combination will spend approximately $3 million for these two TV programs during 1950. Miles Labs, which early last year added a video version of its popular Quiz Kids show to the radio series, is continuing this program in 1960. Instead of dropping the Quiz Kids during the summer months, as it did last year, Miles this summer will sponsor the program on an every-other-week basis, resuming weekly telecasts in the fall.

Sterling Drug Inc. entered the daytime TV field early in 1949, sponsoring OK Mother with Dennis James on WABD (TV) New York, key station of the DuMont network. In December, when DuMont inaugurated network daytime service for its video affiliates, Sterling extended OK Mother's scope to network proportions as well.

Of the 12 advertisers in this class who used spot TV in February 1950, according to Rorbaugh's TV report for that month, Emerson Drug Co. had announcements on 15 stations for Bromo-Seltzer; Glamour Products Co. (Vitrex reducing aids) had participations on three stations; Grove Labs used participations on two stations for 4-Way Cold Tablets; Skillerns Drug Co. (Dallas drug chain) sponsored a 10-minute Sports Preview on WABP-TV Ft. Worth-Dallas, while the other eight—Automatic-Tooth-Pak (tooth brush), G. Celani & Co. (Brioschi), Knox Co. (Mendaco), W. W. Lee Co. (cold remedy), Ludens Inc. (cough drops), F. Ad. Richter & Co. (Anchors Pain Expeller, 3XB), Seraut Co. (laxative), Sonetone Corp. (hearing aids)—each used announcements on one station. Local TV advertisers in February included: Independent Drug-
Dear Boss:

I've never seen so many happy sponsors or so many result stories. One day I received three swell letters today. One was from Frederick Herrschner Co. They said, "The letters and phone calls have been pouring in by the hundreds." An agency writes that they have received over 1,100 replies from just one offer.

This might set a record for Chicago daytime TV. (We should tell him about the 2,200 people who wrote to Barbara Barkley for United Fruit's cook book - in addition to the thousands of requests for her own 254 recipe book.)

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

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

Joe

This month...

WGN-TV begins programming at 10:00 a.m. Monday thru Friday
Drugs
(Continued from page 142)

Gistas of California, sponsoring
Home Movie Theatre on KFI-TV
Los Angeles; Miles California Co.
(Alka Seltzer distributor), sponsor-
izing Queen for a Day, 30 min-
tures a week on KTSU (TV) Los
Angeles; Marshall Drug Co., its
Rising Stars for 15 minutes five
times a week on WEBS (TV)
Cleveland; Thrifty Drug Stores,
using announcements on KECA-
TV and KNBH (TV) and the
weekly half-hour What's the Name
of That Song on KTSU (TV), all
Los Angeles; Eckerd's Drug
Store, using announcements on
WICU (TV) Erie, and C. R.
Bundt (pharmacy), using an-
ouncements on WSPD-TV Toledo.

Dietogue Products Corp., is con-
ducting local campaigns in Cali-
fornia stations this spring to aug-
mment the radio schedule for Ac-
asition hearing aids.

Class 10:
ENTERTAINMENT advertising
on television is extremely limited
and the little there is is almost
entirely local. Of the 23 adver-
tisers in this group who used tele-
vision in February, as shown in
the Rorabaugh Report on TV Ad-
vertising for that month, Warner
Bros. was the only one to use sta-
tions in more than one city. This
company used announcements on
WEBS (TV) Cleveland and two-
minute spots on WFIL-TV Phila-
delphia.

Other motion picture advertising
companies with TV advertising in
February were Eagle Lion Films,
used locally only for spots on
WNAC-TV Boston; Paramount
Pictures, daily three-minute trail-
iers on KTLA (TV) Los Angeles;
RRR Radio Pictures, announce-
ments on WNAC-TV and WBE-
TV both Boston, and Vanguard
Films, announcements on five Los
Angeles stations.

This group also included nine
movie theatres or theatre chains,
two ballrooms, two night clubs,
one recreation hall, one ice hockey
series, one greyhound racing track,
one circus and one rodeo.

A more widespread campaign
has been prepared by Selnick Re-
leasing Organization for "The
Third Man." Filmed announce-
ments are to be used in 58 cities
as the picture is released in each
market. Atlantic Racing Assn.
plans use of TV spot campaign in
Eastern cities.

Perhaps there are good reasons
why the large motion picture pro-
duction organizations, usually so
adept at publicizing theirwares,
have not made better use of tele-
vision. But to an outsider it seems
peculiar that this medium is not
more extensively used by movie
makers to whet the appetites of
home viewers for the pictures on
display at the theatres in their
communities. Few, if any, movie
houses miss the opportunity to fol-
low the showing of their feature
films with trailers for the bigger
and better pictures they are going
to show in the future. Putting
these trailers on TV to reach the
home audience, which theatre op-
erators charge that TV is keeping
out of the movie houses, would
appear to be the best kind of ad-
vancing the movies could do.
Certainly it is a strange thing to
reverse the decline in atten-
dance, which has steadily fallen
since 1946. Perhaps instead of
complaining about the power of
TV, the movie makers ought to put
it to work for their products.

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

Food producers and dealers are
also good TV advertisers at the
local level, with 283 of TV's 1,890
local advertisers active in Febru-
ary coming from this class. Of
these, local campaigns, 51 con-
tained ballyard pictures and 68 pro-
moted milk and other dairy prod-
ucts, including a great number of
locally-placed video advertisements
and Wip. Potato chip advertisements
were another important group of
food advertisers using television at
the local level. The total also
included 44 restaurants.

TV network food accounts in
1949, in addition to those shown
in the table, included: American
Bak-
eries, which in October began
sponsoring ABC's Lone Ranger for
a Thursday half-hour, spending
$8,910 for network time to the end
of the year; Libby, McNeill & Libby,
which started Auction-Aire

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April 17, 1950

CLASS 10. ENTERTAINMENT & AMUSEMENTS
There were no network advertisers in this category during 1949.

1949 Spot (Net) $34,400
TELECASTING Estimate

CLASS 11. FOOD & FOOD PRODUCTS
Leading Network Advertisers

<table>
<thead>
<tr>
<th>Network</th>
<th>Spot</th>
<th>Advertiser, Program and Agency</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,293,923</td>
<td>National Dairy Products Corp.</td>
<td>Ice Cream</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,066,400</td>
<td>Maxwell House Co.</td>
<td>Coffee</td>
</tr>
<tr>
<td>CBS</td>
<td>$657,726</td>
<td>Maxwell House Co.</td>
<td>Coffee</td>
</tr>
<tr>
<td>DuMont</td>
<td>$58,610</td>
<td>Maxwell House Co.</td>
<td>Soup</td>
</tr>
<tr>
<td>KTEL</td>
<td>$138,712</td>
<td>ABC</td>
<td>Soups</td>
</tr>
<tr>
<td>KVA</td>
<td>$45,522</td>
<td>ABC</td>
<td>Coffee</td>
</tr>
<tr>
<td>KFN</td>
<td>$76,910</td>
<td>ABC</td>
<td>Coffee</td>
</tr>
<tr>
<td>WWV</td>
<td>$142,510</td>
<td>ABC</td>
<td>Coffee</td>
</tr>
</tbody>
</table>

CLASS 11. FOOD & FOOD PRODUCTS

Hansen's Lab. (Junket) to its sponsor list; General Mills spon-
soring "Frosted Flakes" on Chicago's WLS; the Tuna finals on March 29 over ABC as a one-time event. This month, Hi-V
Corp. (frozen fruit concentrates) has started Arthur Godfrey in a
twice-weekly 15-minute series of ukelele lessons on CBS. Arnold
Bakers, sponsor of Fay Emerson's weekly half-hour, on April 15
moved the show from WCBS-TV New York to an NBC Eastern
network. Taylor-Reed Corp. (Cocoa-
Marsh syrup) is now sponsoring Magic Cottage, DuMont's; and

Page 164 • TELECASTING
April 17, 1950

BROADCASTING • Page 144

Here is the Maurer 16 mm. at Chichicastenango!

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

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

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

Its UNIQUE FEATURES, such as the 295° dissolving shutter, allows you to shoot with one-third less light, and with automatic fades and smooth lap dissolves made right in the camera.

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

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

J. A. Maurer, INC.
37-01 31st Street, Long Island City 1, N. Y.
850 South Robertson Blvd., Los Angeles 35, California
Foods
(Continued from page 114)
four stations; Langendorf United Bakers also used Hopalong Cassidy on two stations and announcements on four stations; Gordon Baking Co. had Hopalong Cassidy on three stations. United Fruit Co. (bananas) sponsored Stranger Than Fiction 16 minutes a week on WNAC-TV Boston and used announcements on that and eight other stations; Aunt Ellen's Pi-Do used announcements on eight stations; General Baking Co. used announcements on eight stations; Continental Baking Co. used announcements on six stations; R. Gerber & Co. used announcements on six stations; H. W. Lay & Co. also used six stations. All others in this group were on five or fewer. Hygrade Food Products Corp. is planning use of TV in major markets.

Class 12:

ALTHOUGH the show rated most popular in television is sponsored by a producer of gasoline and motor oil, as a class, the petroleum and coal industry has not exactly stormed at TV's gates to demand time on the video air. Last year eight members of this class sponsored network programs and 26 used spot TV to some extent. In February 1950, last month for which figures have been compiled, there were three network advertisers, 10 in the spot category and 24 local accounts from this group using TV time.

The two network sponsors in 1949 not shown in the table were Socony-Vacuum Oil Co., which paid for a special Sunday afternoon NBC telecast of Julius Caesar as performed by the Amherst Players, using $7,920 worth of time, at gross rates, and Union Oil Co. of California, which presented its 1948 annual report in a special one-time telecast on CBS ($276).

Continuing into 1950 on the TV networks were Standard Oil of Indiana's Wayne King Show, Texas Co.'s Texaco Star Theatre and Gulf Oil's We the People. Spotwise in February, Esso Standard Oil Co., using announcements on 22 stations, was the only advertiser from this class to use time on more than two stations. Pan-X Co. is using spot TV this spring as part of an introductory campaign for its new liquid cooking agent, starting in mid-March in about 20 markets. Union Oil Co. has ordered four one-minute TV filmed commercials from Hal Roach Studios, and Pennzoil Co. is also planning use of TV film announcements. Pure Oil Co. late this month will start a 13-week announcement campaign, using five announcements a week on stations in 13 markets.

A number of oil companies sponsored football telecasts during the 1949 season in addition to Sun Oil's pro games on ABC. Atlantic Refining Co., as it has since before the war, sponsored WPTZ (TV) Philadelphia's coverage of the U. Penn games; Standard Oil of Indiana sponsored Minnesota U.'s home games on KSTP-TV Minneapolis-St. Paul; Tide-water-Associated Oil Co. sponsored home games on KPIX (TV) San Francisco and Sun Oil bought time on WAAM (TV) Baltimore to telecast four midwestern collegiate gridiron contests—Humble Oil & Refining Co.'s of Texas sponsored the Notre Dame-Southern Methodist game on the three Dallas-Ft. Worth stations; Gulf-Cos.-General Refining Co., of Texas sponsored the Notre Dame-Arkansas contest on three stations; and Gulf-Jackson Oil Co. telecast the Western Conference championship game.

Class 13:

FIFTEEN florists and nurseries used TV time on local stations during February, according to the Rorabaugh Report on TV Advertising for that month, latest for which information is available.

The report showed no network use of TV by any advertiser of this class and only one spot account—California Spray Chemical Co., on KFI-TV Los Angeles. Never large users of radio time, this group seems unlikely to become a major source of TV revenue.

Class 14:

AS IN RADIO, advertising of household equipment and supplies in television is placed mostly at the local level. In February, last month for which detailed information is available, Rorabaugh reported four network accounts (all continued from last year), a score of spot accounts (nearly all using only one station) and some 200 local accounts. Many of the 360 Greatest Features Service stores which comprised the bulk of the local business of this class advertised only a single brand of appliance, indicating that they might be advertising under a manufacturer's cooperative cost-sharing program.

In November, Div. of General Motors Corp. switched the network roster to five clients from this class for 90 minutes on Easter when it sponsored a special variety show with Bob Hope as m.c. on a 45-station NBC-TV network.

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

O'Cedar Corp. has extended its TV announcements to 17 stations for its new sponge mops; Philco Corp. is advertising electric ranges with a half-hour show, Philco Mystery Chef, on two stations; Procter Electric Co. for its ironing equipment is testing Television Women's Club for 13 Wednesday afternoon half-hours on WCAU-TV Philadelphia with an eye to a network campaign if it succeeds.

Nineteen Hundred Corp. this year is including TV for the first time in its cooperative advertising plan, offering three TV film commercials to dealers and distributors for cooperative sponsorship. Other firms in this field with dealer co-op plans include General Electric, Whirlpool, Hitachi and General Refining Co. of Texas. Nineteen Hundred Corp. is also using spot TV for some small campaigns.
for Sheer ENTERTAINMENT!

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

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

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

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

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

ALSO

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

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

EASY MONEY — "... continuously diverting film fare...

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

Noel Coward's THIS HAPPY BREED — "... gratifying
entertainment for those who put their faith in the human

Sir Ralph Richardson in SILVER FLEET — "Credit the
British film makers with ... Another deft melodrama.

Wendy Hiller in I KNOW WHERE I'M GOING — "The
most satisfying screen romance of many a season ... a treat

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

THE WOMAN IN THE HALL — "... highly palatable ..."

A CANTERBURY TALE with
Eric Portman — "... simple,
direct, unaffected,
charming ..."
New York Times,
**Weekly Television Summary** — April 17, 1950 Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Number Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>2,475</td>
</tr>
<tr>
<td>Ames</td>
<td>WVO-TV</td>
<td>8,600</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>32,350</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WGAU, WMBI-TV, WMBR-TV</td>
<td>146,191</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WBZ-AVT</td>
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</tr>
<tr>
<td>Birmingham</td>
<td>WABC-TV, WBRC-TV</td>
<td>12,500</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WNBC-TV</td>
<td>305,793</td>
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<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>13,129</td>
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<tr>
<td>Chicago</td>
<td>WLS, WGN-TV, WGN-AVT, WGNB</td>
<td>416,346</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WPTG, WCRT-TV, WCTV, WMU</td>
<td>89,500</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNBK, WLEX, WJW</td>
<td>206,265</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSNW-TV, WLWC, WTGN</td>
<td>49,600</td>
</tr>
<tr>
<td>Dallas</td>
<td>KTVB, KRLD-TV, WBAP-TV</td>
<td>49,125</td>
</tr>
<tr>
<td>Detroit</td>
<td>WNWO-IV, WWJU, WWJU-W</td>
<td>47,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>WHIO-TV, WWXW, WCMY</td>
<td>203,000</td>
</tr>
<tr>
<td>Fort Worth, Dallas</td>
<td>KTVT, KRLD-TV, KRLD-WX</td>
<td>200,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WMHT-TV</td>
<td>10,960</td>
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<td>Greenboro</td>
<td>WNYB-TV</td>
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<td>Huntington-Charleston</td>
<td>WSAS-TV</td>
<td>7,200</td>
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<td>Indianapolis</td>
<td>WFBM-TV</td>
<td>36,500</td>
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<td>Jacksonville</td>
<td>WTAE-IV, WTAM</td>
<td>10,960</td>
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<td>Johnstown</td>
<td>WJAC-TV</td>
<td>16,560</td>
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<td>Battle Creek</td>
<td>KTM-BTV</td>
<td>10,966</td>
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<td>Kansas City</td>
<td>WGAL-TV, WJTV</td>
<td>32,347</td>
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<tr>
<td>Lancaster</td>
<td>WGAL-TV</td>
<td>40,720</td>
</tr>
</tbody>
</table>

**City** | **Outlets On Air** | **Number Sets**

**Summary**

- **Television's Potential Market Surveyed**
  - FCC's TELEVISION freeze and the absence of applications for new TV stations are hurting President Truman's home state of Missouri worst of all, from the standpoint of total population out of reach of television.
  - This is shown by Dr. O. H. Caldwell, former Federal Radio Commissioner, in the April issue of the Caldwell-Clements magazine Tele-Tech, of which he is editor (see chart page).
  - Dr. Caldwell reports 3 million Missourians are currently beyond the range of television and a great extent some are destined to remain so until the freeze is lifted and new stations are applied for and built.
  - He estimates that 87 million of the U.S. total 155 million populated areas are within television's reach. Of the estimated 66 million beyond range, Tele-Tech says 20 million are deprived of TV merely by FCC's freeze, while the remaining 46 million have no prospect of getting television service until new stations are sought and authorized under an extension of the television broadcast band.
  - In proportion to their respective total populations, it is pointed out, seven states are harder hit than Missouri. These are listed as Mississippi, South Carolina, Arkansas, Oregon, Colorado, Maine and Idaho.

- **New Rate Card For KSD-TV**
  - A new rate card, effective May 1, 1950, has been announced by KSD-TV St. Louis.
  - Time charges for an hour of Class A time (6-11 p.m., Mon.-Fri., 11-11 p.m., Sat., & Sun.) becomes $500. In Class B time (all hours other than Class A) the hour one-time rate will be $300. One Class A minute is set at $100 and a Class B minute at $60. These are time charges for live talent programs and announcements only. Services of projectionists, stagehands, musical, dramatic and other talent charges are extra.
  - Film programs and sound-on-film announcements are 10% less than the live time charge rate. Frequency discounts run from 5% for 13 times to 25% for 200 times or more. Rehearsal charges are $50 an hour to five hours and $150 for each hour over five.

- **March Report For Buffalo**
  - MARCH reported as biggest month in Buffalo TV history with 9,156 television sets installed. There are now 84,495 sets in the area, WBNF-TV Buffalo reports.
WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore. *

*Based on C. E. Hooper, Inc., "TV Audience Index and TV Trends" December 1949 through February 1950—average 6—10:30 P.M. Saturday through Sunday audience.
CLASS 15: Household Furnishings

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

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

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

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

CLASS 16: Industrial Materials

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

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

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

CLASS 17: Insurance

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

Other advertisers from this group include seven insurance brokers sponsoring video announcements on WGN-TV Chicago.

CLASS 17a: INSURANCE

There were no network advertisers in this class during 1949.

1949 Spot (Net) * $34,400

2017: Telecasting
INTENT on securing and holding in television the same dominant position in watch advertising it has consistently had in radio, Bulova Watch Co. appropriated around $500,000 for TV time signals and announcements during 1949, developing a technique of presenting the ads as part of the station’s visual identifications so that the Bulova time signals could be a part of the “on the hour” in TV as they are in radio. (That this technique has been copied by other advertisers with less reason to use it and accepted by stations for purely financial reasons, making double-spotting an almost universal practice in TV, should probably not be blamed on Bulova.)

In January 1949 Bulova time signals and announcements appeared on 35 stations; by December they were on 60 stations and the total had reached 65 by Feb-

uary. To keep abreast of TV’s expansion and Bulova’s expanding use of this medium, the company has appreciably expanded its TV advertising budget for 1950, raising its radio-TV appropriation from $3.5 to $4 million, of which TV will presumably get about $700,000.

Bulova Watch Co., which began using TV spots on six stations early in 1949, had time signals and announcements on 38 stations in February of 1950 and has earmarked $500,000 for TV advertising during this year, a “vast increase” over last year’s TV budget, according to Adrian Planter, Bulova advertising director. Gruen Watch Co., which has boosted its TV budget by 400%, encourages TV advertising of its watches by retailers by advertising allowances which vary according to the annual volume of purchases made by the retailer, and has recently purchased a series of 32 film commercials for dealer use. Elgin National Watch Co. also includes TV in its cooperative dealer advertising plan.

Spot advertising in TV from this group last year included 17 campaigns, nine for watches and clocks, three for watch bands, two for general jewelry lines, two for optical goods and one for cameras. Eight advertisers of this class used TV in February 1950: Bulova; Benrus; Forester Chain Corp., with announcements on 13 stations for its watchbands; General Time Instrument Corp. (Westclox clocks and watches), using announcements on five stations; Flex-Let Corp. (watchbands), Hamilton Watch Co., Polaroid Corp. (cameras) and Semco Watch Corp., each using announcements on one TV station.

Locally, TV was used by 96 members of this class: 23 jewelry stores, two dealers in optical supplies, seven in photographic equipment and four photographers.

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

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

THERE were seven members of this group using spot TV during February; nine local office supply concerns and no network accounts, according to the Rorabaugh Report on TV Advertising for that month. W. A. Sheaffer Pen Co., the 1949 network advertiser of the office equipment, stationery and writing materials class, had discontinued its network show at the end of the Christmas buying season. Minnesota Mining & Mfg. Co., using announcements on 12 stations for Scotch Tape, was the leading user of TV in the February list. U. S. Envelope Co. used announcements on 10 stations for its self-seal envelopes; Parker Pen Co. had announcements on four Chicago stations; Le Pages Inc. advertised its glue with announcements on seven stations in Boston; Inkograph Co. (pens), Felt & Tarrant (comptometer school) and Dickaphone Co. used one station each.

PUBLISHERS are making increasing use of television and should be considered as good TV prospects, particularly for special promotional campaigns for new books or magazine features, although it is unlikely that this group, which has never been among the major advertisers in any medium, will make any great volume TV purchases.

Two book publishers are currently using network TV: Doubleday & Co., using two late evening 15-minute programs on NBC—Warren Hull on Monday and Ben Grauer on Tuesday—and Unicorn Oil Co. once sponsored on NBC, appeared on the NBC program advertising the book in January, and in February his program was used by Doubleday live on two stations in New York and by film on two stations in other cities. Doubleday also sponsors the 90-minute weekly feature film series, Premiere Theatre, on WPix (TV) New York. Literary Guild has been using participations on the Handy Hint on KTLA (TV) Los Angeles. Curtis Publishing Co. in January started five-minute films and (Continued on page 152)
Class 21:

**Radio and TV**

THERE'S nothing like television to sell television sets and radio sets. Both manufacturers and dealers agree on that. Last year TV network advertising of this class was second among all types of advertising and tobacco advertising, as first, surpassed the radio-TV-musical group by only $404,621 in gross time billings, a small addition to the $2,398,107 expended by this class.

In February of 1956, last month for which full data are available, the Rorabaugh report showed seven stations or networks and a dozen spot campaigns by this group, plus some 200 dealers and distributors using television locally. With production of TV sets during 1956 estimated at 4.5 million or better, more than all the TV sets installed at the end of 1949, there is no reason to expect anything but increased business and increased advertising from this group during the months ahead.

Last year's users of network TV from this class, in addition to those shown in the table, included: E. L. Cournard Inc. (Tele-Vue lenses), sponsoring Greatest Fights of the Century five minutes a week on NBC in January 1949, with a gross time bill of $1,800; Motorola Inc., The Nature of Things for 15 minutes a week on NBC January-February and Believe It or Not! for a weekly half-hour also on NBC March-April ($34,230); Pioneer Scientific Corp. (tetrodor fil- ters, Masters of Music, CBS weekly hour, February-May ($12,300).

Currently, RCA continues spon-...
Class 22: Retail

As in radio, so in television, retail business seems due to provide the broadcasters' main source of revenue. In February 1950 there were 1,890 local advertisers using TV, compared with 70 network and 420 spot advertisers in this medium. Comparison might also be made with the 612 local users of TV advertising in February 1949, but attempts to predict the future growth of local advertising by television involves predictions as to the probable increase in the number of TV markets and the merchandise or some from too involved in too many extraneous factors for consideration in this series of advertising analyses.

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

Class 23: Smoking

Advertising of cigarettes and other tobacco products used more TV network time during 1949 than any other class of products advertised in this medium last year, accounting for just under 50% of total TV network time sold. This class also sponsored 25 spot TV campaigns in 1949 and the outlook is good for even more TV tobacco business this year.

TV network advertisers during 1949 included from this class, in addition to those companies listed in the accompanying table, Bloch Brothers Tobacco Co., which in September started Fishing & Hunting Club of the Air, a video version of its MBS radio program, a half-hour a week on DuMont for Mail Pouch tobacco (spending $27,000 for time). Program is continuing under a new name, Sport of All. During much of 1949, Larus & Brothers Tobacco Co. (Edgewood tobacco) sponsored Sportsmen's Quiz for five minutes a week on CBS ($5,900). Larus Art Works (firelighters) in November put its Twenty Questions MBS radio program on television as a simulcast on WOR-TV New York (WOR originated the MBS radio series) and an NBC video network ($19,575). Roberton has since moved the TV program to Friday night and ABC, retaining WOR-TV as the New York station but separating the TV series from that on radio, which continues as a Saturday Mutual program. United Cigars-Whelan Stores Corp. sponsored Hotel Broadway on DuMont 30 minutes a week, January through April ($13,050).

American Tobacco Co., continuing Big Show on NBC for Pall Mall, has been put on this year too two TV network shows for Lucky Strikes, Lucky Strike Theater, an hour-long dramatic series produced by Robert Montgomery every other Monday on NBC, and This Is Show Business, Sunday half-hour on CBS. R. J. Reynolds Tobacco Co. (Camels) in January began sponsoring the Ed Wyn Show as a Saturday half-hour series on CBS, subsequently moved the program to Tuesday. The other Camel programs, Man Against Crime and Camel News Caravan, continue on CBS and NBC, respectively.

Philip Morris & Co. in January put Herb Shriner into the five-minute four-hour week on CBS previously filled by Ruthie on the Telephone and has since discontinued the series, retaining its Camels End of the World series. Betty Grable's show on CBS. With the opening of the Camel Charcoal season, Philip Morris will sponsor Airline Dean in 10-minute intervals preceding and following all telecasts of the New York Yankees on WABD (TV) New York during the summer.

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

In February, last month for (Continued on page 154)
Smoking  
(Continued from page 155)  which TV advertising data are available, Rorbaugh reported American Tobacco Co. using TV announcements on 43 stations for Luckies and on 29 stations for Pall Malls; Brown & Williamson Tobacco Co. using weather forecasts and announcements on 48 stations for Kools and announcements on three stations for Viceroy; Philip Morris announcements on 17 stations, plus 10 single-station campaigns for two cigarettes, six cigars and two pipe tobaccos. The only local business reported from this class in February was placed by one pipe shop and three cigar companies.

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

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

### Class 24: Soaps

#### CLASS 24. SOAPS, POLISHES & CLEANSERS

<table>
<thead>
<tr>
<th>Advertiser, Program and Agency</th>
<th>Product</th>
<th>Network (Gross)</th>
<th>Spot * (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>Ivory, Dux</td>
<td>$107,310</td>
<td>$56,000</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>Crisco</td>
<td>$88,585</td>
<td>$34,400</td>
</tr>
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</table>

00-minute Paul Whiteman TV Teen Club on ABC, and Knomark Mfg. Co. began sponsoring ABC's Blind Date that month for its Esquire shoe polish. S. C. Johnson & Son is thinking about putting its veteran radio team, Fibber McGee & Molly, into television, expects to start them in the fall, live in the West, and perhaps in the East, if tests are favorable.

In March they placed 15 spot TV advertisers from the class of whom Von Schrader Mfg. Co. (Powder-ene Rug Cleaner) and Zippy Products Co. (starch) each used announcements on four stations; Kendall Mfg. Co. (Soapine) sponsored a 30-minute program on WBZ-TV Boston and announcements on two other stations, while Procter & Gamble Co. ( Tide ) and Lan-O-Sheen Inc. (cleaner and soap powder) used announcements on three stations each; E. L. Bruce Co., S. C. Johnson & Son and S.O.S. Co. each used spots on two stations; the others used time on one station. Forty-eight launderers and dry cleaners bought time on their local TV stations in February, last month for which records have been compiled.

### Class 25: Sporting Goods

#### CLASS 25. SPORTING GOODS & TOYS

<table>
<thead>
<tr>
<th>Advertiser, Program and Agency</th>
<th>Product</th>
<th>Network (Gross)</th>
<th>Spot * (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal Mfg. Co.</td>
<td>Howdy Doody</td>
<td>$59,345</td>
<td>$21,760</td>
</tr>
<tr>
<td>Universal Mfg. Co.</td>
<td>Toys</td>
<td>$88,585</td>
<td>$34,400</td>
</tr>
<tr>
<td>Universal Mfg. Co.</td>
<td>Model Railroad Equipment</td>
<td>$59,345</td>
<td>$21,760</td>
</tr>
</tbody>
</table>

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

Last year's TV network clients included only one toy company which used TV on a continuing basis, Universal Mfg. Co., sponsoring a weekly quarter-hour of NBC's Howdy Doody, and this company...
IN GENERAL, 1950 looks like a good year for the toiletry industry, according to S. L. Mayham, executive vice president, The Toilet Goods Assn., who told TELECASTING that much depends on the speed and extent of Congressional action in repealing the excise tax on perfumes. Noting that "some further curtailment in the national advertising budgets of many companies will make place" this year, according to present indications, Mr. Mayham stated:

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

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

Other Network Sponsors
Toiletries advertising on TV networks in 1949 included, in addition to the six largest accounts shown in the table: American Home Products Corp (Kolyvos, Anacin), starting May Kay & Johnny 20 minutes a week on NBC for two months, January-February ($5,500 worth of network time at gross rates), moving it to CBS as weekly half-hour, March-May; July-September ($35,650); Barbasol Co. (shaving cream), sponsoring Week in Review 15 minutes each Sunday on NBC through the year except for an eight-week summer hiatus ($39,200); Illinois Watch Case Co. (compacts, etc.), with a one-time 90-minute Thanksgiving Television Show on NBC ($10,610); Fal Blade Co., Fal Headliner, five-minute weekly series on ABC May-October ($52,452).

So far this year on the TV networks, Lever Bros. Co. has started Ilka Chase in a 15-minute CBS series for Harriet Hubbard Ayer cosmetics, dropping The Clock on NBC the end of March. Gillette (Toni Div.) and Jules Montener Inc. (Stoptette) are alternating in the 9:30-9:40 Wednesday evening period on CBS, sponsoring Toni Twin Time and What's My Line? respectively. Gillette on New Year's covered the Rose Bowl game on CBS, chiefly by kinescope, and more recently sponsored three major basketball games on ABC.

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

Pond's Extract Co. was the major user of spot TV in this class in February, with announcements on nine stations for its creams and tissues. Chesbrough Mfg. Co. placed Greatest Fights quarter-hours on four stations in addition to the network; Carter Products (Arrid), Amurol Products (dentifrices) and Statler Tissue Corp. also used four stations each; Newport Soap Co. and Wildroot Co. used three stations apiece; Eversharp Inc. (razors), Personal Products Corp. (Yes tissues) and Potter Drug & Chemical Corp. (Cutieira soap and ointment) each bought TV (Continued on page 116)
Class 27: Travel

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

New York Central Railroad and Union Pacific Railroad advertised on four TV stations apiece in February, last month for which records have been compiled. Since then, Athconic, Topkea & Santa Fe Railway has launched a six-week TV drive in four cities—Chicago, Detroit, Los Angeles and New York. February TV clients also included five hotels, three taxi companies, two travel agencies and one bus line.

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

(Continued from page 185)

of present standard monochrome.

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

CBS had detailed information which indicated no substantial general difference in regard to interference to reception of CBS color signals which was observable as a result of various in-channel signals. This appears in agreement with Laboratory Division observations for.

Preliminary tests at the Laboratory have indicated that the probability of interference with the RCA color system is as great as for a standard monochrome signal. This increased susceptibility appears to result from two factors: the 3.5 mc sub-carrier and the receiver sampling.

The added susceptibility of the RCA system may be of more significance than superficial consideration might indicate. In Exhibit 234, so far introduced in evidence, FTC outlines certain methods of securing interference reduction by adoption of standardization in the selection and allocation procedures in order to place the interfering signals at the least susceptible spot. R. J. Reynolds, however, suggests that tremendous simplifications would be required in order to reduce the RCA color system to a reasonably high level of performance. The receiver required frequent adjustment to maintain color purity and color signals could not be considered in a form for home use. In addition, the present monochrome color set market is inherently so small that it might involve the color receiver.

The problem of picture interference to sound was such as to require more critical tuning of the RCA receiver than of the CBS receiver. The reception of standard monochrome pictures on the CBS receiver was much more satisfactory than on the RCA receiver. Definition was better, pictures were brighter, and the pictures were free from the coloration present in the reception of standard monochrome pictures on the RCA receiver.

Mr. Chapin also reported that CBS had delivered an all-electronic receiver which was "much smaller and more aurally than the RCA color set."

He said "time did not permit a study to be made of the operation of this receiver," but that he had seen it in the CBS laboratories and its operation of CBS standards compared favorably with the operation of either RCA or CTI Receivers."

Mr. Chapin submitted a September 1949 report showing the Laboratory had modified existing black-and-white sets to receive CBS color in monochrome at costs ranging from $5.50 to $12.00. The latter, which he described as a "deluxe" adaptation employed the so-called Chapin Adapter to permit the receiver to go automatically from black-and-white to color standards, or vice versa. Of the automatic adapter the report said:

This may be advantageous in an interim situation when some of the signals on the air might be operating on each of the systems, and the receiver tuned from one channel to another. The receiver will determine which type of signal is being received and will switch to the proper standard. The receiver will also take appropriate action when a station to which it is tuned changes from one system to the other.

Comr. George E. Sterling questioned him specifically on the sensitivity of the automatic adapter, saying the model in his own home switched from one line rate to another when signal voltage ebbed. Mr. Chapin replied that Mr. Sterling was using the first model developed, and that he felt there was nothing inherently wrong with the technique.

Heffner Comments

Although Mr. Chapin has not been cross-examined on his reports, RCA General Attorney Joseph V. Heffernan brought out the compilation of data for some of them was commenced on the same day RCA first demonstrated its tri-color tube, and that they do not take high-level sampling into account. But Mr. Chapin did not think the tri-color tube could be said to "supersede" the reports until it has been demonstrated that the tube has sufficient resolution and can be produced economically.

On cross-examination, Mr. Smith said he thought in event of multiple standards it would be necessary for industry to get together and decide upon a "preferred system" to avoid public confusion and economic hardship.

Mr. Petkun wanted to know that what Phileo would do if FCC changed existing monochrome standards to provide for 4 mc channels and for dot-interlacing. Mr. Smith said the number of carriers, bandwidth would cause Phileo to go out of business for a while to re-engineer its sets. Adoption of dot-interlacing, he said, would result in quality sets that could take advantage of the technique and in cheaper sets which could not take advantage of it but which would provide quality comparable to present receivers.

He said Phileo would "go out of business" if telecasters were required to switch 100% to CBS color within two years. He pointed out that British set sales dropped to 95% of their previous level when the British announced a change in standards to take effect in three years.

He did not foresee a similar effect if FCC required a switch to RCA color within two years, however, pointing out that the RCA system imposes no loss of service.

(Continued on page 188)

Spot TV

(Continued from page 185)

stations during December and another two had spots on 15 stations each.

In point of stations, American Tobacco Co. was the heaviest TV spot user during the year. The firm placed business on 49 stations throughout the year. The two network leaders in this classification, R. J. Reynolds and Liggett & Myers, were not very active in December, placing only $60,000 worth of net TV spot business, about 0.7% of the total. On the video networks gross expenditures were only $242,718, slightly over 5% of all gross TV network business placed in 1949. This is a far cry from the over $12 million net spent in spot radio and the gross of $21,054,786 expended on the radio networks.

Advertisers have also moved slowly in the spot television field. These firms had net expenditures of about $58,800 for TV spot in 1949. In radio this product had net expenditure of approximately $3.9 million for spot and grossed about $29.4 million on the networks.

WSYR-TV means Bright, Clear, Consistent PICTURES

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,000 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows — on NBC — exclusively.

the Only COMPLETE Broadcast Institution in Central New York

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Color Hearing
(Continued from page 157)
on the public.
Nor did he think announcement of a new UHF service would affect
business adversely. He said Philco
would make some VHF-UHF com-
binations and some VHF-only sets and
some UHF-only sets, according to
demand.
Asked what would happen to set
sales if FCC should require that
VHF stations move to the UHF
in four or five years, Mr. Smith
said it would "very markedly slow
down the industry."
He considered FCC Chairman
Coy's adoption of a compatible
system probably would permit
manufacturers to continue selling
black-and-white receivers without
pushing color. But, he said, "I can't
come to the radio industry, if
they had color television to sell,
not doing a bang-up job of selling
it."
In the long run, he said, more
money could be made if color were
available.
Comr. Robert F. Jones was criti-
cal of RCA's role in helping FCC
reach a decision, commenting:
"RCA has money for lawyers and
publicity men, but not for field
testing."

Mr. Smith replied: "I think the
individual manufacturers [fees]
that, at first, on the color system is
not economically sound, whether it is technically
sound or not; and secondly, that
you would have any color tele-
vision; you could not have it until
you had a reasonably practical type
of compatible system . . . . I don't see
why a manufacturer should
gone ahead and spent a con-
siderable sum of money getting
public reaction to a type of receiver
that he knew perfectly well he could not sell."
Comr. Jones also injected the
question of Philco patents, as he
had done earlier in the case of
RCA.
The question of RMA policy on
color was revived by Mr. Plotkin
when RMA President Cosgrove
took the stand Tuesday, Mr. Cos-
grove said RMA would "go along"
with FCC's decision, but doubted
the association is in a position to
"issue directives" to members.
He also doubted that RMA would
employ public relations counsel
and issue brochures to explain that TV
sets without adapters would be
obsolescent, in event a non-compatible
color system were adopted, though
he conceded RMA has taken such
steps to keep the public informed
in the current hearing. He felt
the manufacturers might want to
handle the public-education cam-
paign themselves when color is
authorized.
Mr. Plotkin brought out that
RMA is paying $5,500 a month for
public relations counsel, engaged
through the firm of Selvage & Lee.
Mr. Cosgrove said he had not
considered what policy RMA might
take to allay public confusion
when color is authorized, but that
he would take up the subject at
the next RMA board meeting soon.
The Commission subsequently
requested that Dr. W. E. G. Baker,
head of the RMA-sponsored National Tele-
vision System Committee, appear
to present technical testimony.

Patent Question Raised
Comr. Jones raised the patent
subject again during cross-exam-
ination of Dr. G. H. Brown, RCA
Labs researcher engineer. In an
answer to a question, Dr. Brown said
that "when I was given the re-
sponsibility of pushing ahead on
the color system, never once was I
given an instruction to do it to
avoid a patent or make use of a
patent. I have been given com-
plete latitude in coming out with
the best system that we knew how."
Comr. Jones also wanted to
know: "Isn't there something sig-
ificant about the fact that RCA
is more interested in black-and-
white than it is in color, in view
of the fact that it knew how to do
a 6 mc color in 1940 and did not
suggest it as a broadcast service
or did not develop it as a broadcast
service?" Dr. Brown said he did not
have that impression, but
pointed out he was not participat-
ing in company decisions at
that time.
Dr. Brown said he considered
the dichroic mirror system a milestone
passed with development of the
tri-color tube, but not a "dead
duck." He said new dichroic mir-
ror receivers employing only 26
tubes, plus the three kinescopes,
would be delivered to Washington
within two or three months.
Dr. Engstrom was asked by Mr.
Plotkin what policy RCA has de-
cided upon regarding set produc-
tion if FCC approves a non-com-
patible system.
"We do not believe [adoption of
a non-compatible system is a
good procedure," Dr. Engstrom
replied. "I think there is this other
alternative open to the Commis-
sion, and with that open to use,
we question whether it is proper to
saddle that additional cost on the
American people. . . .
"Therefore, we have not made a
(Continued on page 158)
MUSIC for CANADA

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

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

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

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

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

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BMI CANADA LIMITED
TORONTO MONTREAL VANCOUVER
April 7 Applications

**WASHINGTON**

WATC Grantville, S. C.—To change from 1460 kc to 250 w. untl. to 1460 kc 5 kw-D, N. D. 1 kw. W.

**WASHINGTON**

KBUN Deadwood, S. D.—To change from 1000 kc 5 kw-D, N. D. 250 w. untl. to 1 kw.

**WASHINGTON**

WCLN Merrill, Wis.—Mod. CP AM station to change from DA-ON to DA-N.

**WASHINGTON**

Mod. CP new FM station for extension of construction date: WROV-FM Roseau, Va.; WISC-FM Madison, Wis.; WFTG-FM Fort Myers, Fla.

**WASHINGTON**

WCLN-FM Merrill, Wis.—Mod. CP new FM station for extension of construction date: 1 kw, ant. to 525 ft.

**ORTHODOX**


**JULY-315 mc**

WJAC-TV Johnstown, Pa.—CP new commercial TV station to change from 385 mc 5 kw vat., 3.7 kw. aur. to 38.5 mc 1 kw.

**APRIL 10 Decisions**

**ACTION ON MOTIONS**

By Commissioner George E. Stirling

Patton, Pa.

N. Y., and Mid-Island Radio Inc., Patricia, N. Y.—Grant petition of Patncough Bestg. Co. requesting extension to May 6 to Initial decision issued in proceeding from 385 mc 5 kw vat., 3.7 kw aur. to 38.5 mc 1 kw.

KSGM Ste. Genevieve, Mo.—Granted lease of new CP AM station to change direction ajt. for night use only etc.

License to cover CP AM station: WEDG AM Vinita, Okla.—100 kw, new station.

Extension of Authority


License for new FM station: WINS New York—100 kw, new station.

**APRIL 10 Applications**

**ACCEPTED FOR FILING**

License for CP

KHSI Chico, Calif.—License for CP new AM station to change frequency directional ajt. for night use only etc.

License to cover CP AM station: WSNM AM Santa Fe, N. M.—100 kw, new station.

Extension of Authority


**LICENSE RENEWAL**

WPOO, Pittsburgh, Pa.—Granted renewal application for license to remain in hearing docket.

TULU Bestg. Co., Tulsa, Tex.—Dismissed as new CP AM station to change and to retain application, as amended hearing docket.

WPOE, Portland, Me.—Granted request to dismiss without prejudice applic.

By Jack P. Blume

KFDX Wichita Falls, Tex.—Granted leave to amend application to change daytime DA proposed in engineering portion of application; application amended to remove from hearing docket.

Brazoria County Bestg. Co., Freeport, Tex.—Granted leave to amend application so as to delete Ross K. Prescott and J. J. A. Engel from partnership to form company, and transfer of shares of stock of company.

By Hearing Examiner J. D. Cunningham

A. D. Ring & Co., Washington, D. C.— Granted leave to amend application to change power from 1 kw to 10 kw w-DA and application amended to remove from hearing docket.

KBUN Deadwood, S. D.—Granted leave to amend application to change power from 1 kw to 5 kw, ant. to 525 ft.

By Hearing Examiner Harold P. Cooper

FCC General Counsel—Granted continuance of hearing in proceeding re applications of Lakeland Bestg. Corp. and that of John R. Thomas, from April 12 to May 9, at Watertown, Wis.

By Hearing Examiner H. B. Hutchinson


**APRIL 11 Decisions**

**BY COMMISSION EN BANC**

Brazoria County Bestg. Co., Freeport, Tex.—Granted leave to amend application to change power from 1 kw to 10 kw, ant. to 525 ft. as it requests deletion of issue No. 1 of application, and grant extension of application for hearing; denial of all other requests. Action taken April 7.

**BY THE SECRETARY**

WCLD Cleveland, Miss.—Granted li- lence for new CP AM station to change direction ajt. for night use only etc.

WCLW-FM Milwaukee, Wis.—Granted license to change DA-N.

**WVMI ON AIR**

Miss. Daytime Outlet Opens

WVMI Biloxi, Miss., owned and operated by Radio Assoc. Inc., pursuant to Notice of Acceptance issued in proceeding from 385 mc 5 kw vat., 3.7 kw aur. to 38.5 mc 1 kw.

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ARLINGTON, TEXAS

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CONSULTING RADIO ENGINEERS

CONSULTING RADIO ENGINEERS
COLOR HEARING

(Continued from page 158)

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

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

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

"I don't say that," Dr. Engstrom replied. "We don't know what we would do."

He said RCA's reputation is involved, and that "in the one case we have faith [that] when we hold a compatible receiver, the set owner would get dollar return for the money spent, and in the other case it is a system in which we do not have faith in it, therefore, we would want to rephrase the situation as it developed."

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

FCC Compulsion

Mr. Plotkin held that apparently FCC would have to go on record with public decisions on broadcasters and manufacturers if it wanted to implement a pro-CBS decision, Dr. Engstrom agreed, but added that if compilation were necessary there would be grave question as to whether the Commission had made the right decision, even if in their earnestness they thought they had. Why a hurry?

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

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

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

"If the Commission adopts an incompatible system, at least I would not implement it," Mr. Plotkin asked, "it cannot rely on voluntary cooperation of the RCA?"

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

WBZ-TV DRAMA

Gas Firms Sponsor Comedy

D R A M A T I C TV series, That Young Couple, presented by Boston's Brattle Theatre Co., made its debut last month over WBZ-TV Boston. Sponsored by the Boston Consolidated Gas Co., the live half-hour weekly domestic series is shot in a New England background and depicts the trials and troubles of a young suburban Boston couple.

Emanating from the WBZ Radio and Television Center, the 13-week series involves more than 50 people. The live opening and closing commercials are handled by Art Associates of Boston.

Participating as sponsors with the Boston Consolidated Gas Co. in the series are the companies which include the Old Colony Gas Co., Cambridge Gas Light Co., Worcester Gas Light Co., Dehar & Field Park Gas Co., Bord Gas Light Co., Plymouth Gas Light Co. and the New England Gas Co. The TV series is produced by Al Hartigan of the WBZ-TV staff, with Albert Marr, director of the Brattle Theatre Co., assisting in dramatic direction. Contract was arranged through Harold Cabot & Co. Inc., Boston agency.

HOOPER SYSTEM

TV Measuring Test Set

TELEVISION test of C. E. Hooper's new automatic audience measurement system announced recently by American Broadcasting Company at Los Angeles Television Commerce meeting, will be made within the next few weeks in Los Angeles.

Initiation of the system awaits completion of negotiations with the telephone company inasmuch as phone circuits are required. System, although to be tried first on television, is adaptable to television testing equipment for both radio and TV.

According to Mr. Hooper, the new measurement process will give results of an evening show the morning after the cascade breakdown of results within 24 hours.

Sample of 500 homes selected as "representative of the population of Los Angeles" will be used in test. The system employs a special device which will be placed inside home receivers connected by phone lines to a central Hooper office. Signals sent from the central office into the equipment in the home establishing contact with it and causing it to send back signals which record the results on tape within three and one half seconds.

TV INFLUENCE

Non-Industry Look Urged

THE TELEVISION industry needs an understanding of the medium as a social force and a spokesman from the non-NAB who can interpret TV to the public, according to George Jennings, director of the School Broadcast Conference and the Chicago Board of Education. He outlined TV's influence on children at a meeting of the Chicago Television Council on April 5.

Rather than "the compatibility of (color) TV to (monochrome) TV, I wonder about the compatibility of TV to homes, schools and public service," Mr. Jennings said. The excellent shows you do see and hear are signposts pointing the way.

TV PRODUCERS

TPA and ITPA Merger Set

MERGE of Television Producers Assn., Hollywood, and Independent Television Producers Assn., New York, as National Society of Television Producers will become effective within a few weeks following approval by both boards. Contract and bylaws establishing the new constitution are now being drawn up by the two boards.

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

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

EDUCATION MEET

Quaker City Group Plans TV

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

Subjects of discussion will include classroom utilization of television, workshop techniques for educators and school-station cooperation in television. Principal speaker at the Thursday dinner meeting will be Sen. Francis McClenahan (D-Pa.). Network entertainers, from the TV networks, will be introduced by local TV station managers: R. V. Tooke, WPPT; Donald W. Thornburgh, WCAU-TV; Roger Clipp, WIPXTV.

WPIX (TV) STAFF

One Promoted, Four Added

WPIX (TV) New York, last week announced the appointment of three new officers, including the elevation of Peter Molnar, assistant director, to a director. The three new directors are: Ted Estabrook, former production director at WIPX-TV Philadelphia, and before that program director of WAAAM (TV) Baltimore; Everett T. Gammon, former director of the Philco Playhouses, NBC-TV program, and currently a member of the cast of "As You Like It," Broadway play; and Robert McMahen, actor-director of many stage plays.

As of this date, William B. MacRae, former assistant director of radio and television at the Biow Agency, New York, and before that commercial manager of WQCH-FM Greenwich, Conn., was named to head the sales service department of the station.

VIDEO'S PR ROLE

Eiges Speaks in Boston

SYDNEY H. EIGES, NBC vice president in charge of press and information, told the Boston School of Public Relations past fortnight that television would be the greatest single tool in public relations.

In an address, one of a series at the school, Mr. Eiges said that public relations leaders were "already engaged in elaborate research to learn the most effective means of utilizing television as a force for improving public relations ... the people, who are the mass consumers, are becoming increasingly inquisitive concerning the most intimate aspects of the social behavior of those whose goods and services they buy."

Lowe Appointed

CHARLES F. LOWE, assistant radio director of Erwin, Wasey & Co. Ltd., Los Angeles, has been appointed head of all television activities for the agency.

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Help Wanted

Managerial

Salesmen wanted. Up and coming day-time regional in metropolitan market with opportunity for full-time will need by August two high-producing salesmen who can earn $25,000 and up. One will be promoted to sales manager. Must have previous experience and will be able to present himself to price-cutters wanted, just solid, honest salesman. Sales experience helpful. State salary, commission required. Address Box 858E, BROADCASTING.

Saleswomen wanted. 200 sales jobs available. Needed in downtown Chicago, Fort Worth, Kalamazoo, St. Louis, Minneapolis, Detroit, Cleveland. Ability to speak in public. Salary $2500-$7500 plus commission. Address Box 696E, BROADCASTING.

Help Wanted

Managerial

Experienced combination man for KJKR, Minneapolis. Present staff announcer, Gary F. Farley, 830E, BROADCASTING.

Experienced woman or man estimator. Young, energetic, ambitious. Sales and management experience in the broadcasting field desired. Salary $2000-$7000. Address Box 806E, BROADCASTING.

Newspaper positions. Several newspapers have openings for a variety of positions. Salary varies. Address Box 820E, BROADCASTING.

Driver for Rockford Station. Currently seeking new driver for daily delivery of station publications. Must have driver's license, be available immediately. Address Box 872E, BROADCASTING.

Wide awake night watchman wanted for large, busy, modern field. Must be able to work graveyard shift. Complete benefits included. Apply 824E, BROADCASTING.

ANNUAL HOLIDAY SALARY OF $25,000! Bright opening in AM/PM News/SALES. Salary $5000-$20,000. Superopp for successful, ambitious, energetic, get-along salesman. Position requires travel; trouble-shooting ability. Address Box 850E, BROADCASTING.

Secretary wanted for fast, mellow station. Attractive, young sales manager. Salary $2500-$7500. Address Box 858E, BROADCASTING.

Technical

Opening available in midwest station for engineer with license and complete control over radio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience first photo, reply Box 787E, BROADCASTING.

Experienced combo man with ticket, emphasis on control. Air mail audition, photo and details supplied. Address Box 856E, BROADCASTING.

Network station with both AM and TV operation has opening for engineer with control over electronic aspects of entire operation. Attractive salary and commission plan. Send photo, references, experience to Box 850E, BROADCASTING.

Sales manager, salary $5000 plus commission, wanted. Required qualifications to KCHF, Cuero, Texas. Address Box 735E, BROADCASTING.

Wanted man or woman secretary to owner of Mutual affiliate. Knowledge of programming and promotional work. Prefer South Dakota or Texas location. Address Box 733E, BROADCASTING.

Immediate opening for female copy writer for station located in city of 100,000. Work full-time. Send resume, letter and photograph. Address Box 867E, BROADCASTING.

Situations Wanted

Managerial

Young successful manager desires a chance. Built two stations. Always made profit. Civic minded. Will give references. Address Box 855E, BROADCASTING.


Record engineer. Must have good voice, strong engineering background. Strong on sales. Efficient management experience. Cover all phases of radio. Three years managerial and sales experience. Cannot start immediately. Excellent references. Address Box 830E, BROADCASTING.

Sports announcer available with twelve years music experience? Trained, educated. Box 730E, BROADCASTING.

Sports broadcaster, play-by-play, radio. Case Smith, 733E, BROADCASTING.

Well-known sports broadcaster. Will announce college football and basketball. Study offers with credentials. 810E, BROADCASTING.

Manager and chief engineer—we're not nappy! KKVY, a proud station. Would like southwest or northwest. Chief engineer—9 years experience in radio. Presently consulting. Can supply excellent references. Box 830E, BROADCASTING.

Background and knowledge. Successful network station manager, transcription and control. Twenty years experience in representative business. I am interested in executive work in west or east where I could use the contacts I have made. Box 784E, BROADCASTING.

WANTED—Good announcer with first class background. Has license and light voice. Send disc and full details first letter. Address Box 838E, BROADCASTING.

Midwest network station has opening for experienced announcer who can combine with regular staff duties. Attractive salary. Send particulars including photo. Box 830E, BROADCASTING.

Wanted. Chief announcer. Must be showman, have strong personality and ability to work on any level. Good job. Give qualifications and salary expected. Address Box 838E, BROADCASTING.

WANTED.與 the coming day-time regional in metropolitan market seeking a fully qualified announcer. Will have responsibility for newscast, sports, commercials, music, special events, sales. Salary mid-$5000. Box 830E, BROADCASTING.

Experienced pitcher wanted. Strong on sales. Efficient management experience. Cover all phases of radio. Three years managerial and sales experience. Cannot start immediately. Excellent references. Address Box 830E, BROADCASTING.

Expois, complete, practical, you are wanted. Anywhere. Write today. Address Box 838E, BROADCASTING.
ANNOUNCER-CHIEF ENGINEER, offers 10 years experience as combination man. Deep resonant voice and friendly personality adds real value to medium or large market station. Married, two children, permanent residence in New Jersey as desired. Sober, hard worker will be a valuable member of your community. BOX 796, BROADCASTING.

CATHOLIC ASSN. Broadcasters Meet April 29

SPRING conference on radio and television for the Middle Atlantic states will be held at Catholic U. in Washington April 27-28. The Catholic Broadcasters Assn., according to Dr. Adolph M. Wasilifsky, head of the department of English at St. Joseph's College, Emmitsburg, Md., has announced the program for its spring conference. The one-day conference, it was announced, will begin at 9 a.m. with registration in McMahon Hall at the university and end at 5 p.m. with the moving of a complete television program. The program will include panel discussions, workshop activity on specific broadcast problems and addresses by experts. Among those to talk are the general manager of a television industry, Dr. Wasilifsky said. Also scheduled is a panel on television which will be led by producers of religious programs. All meetings will be open to the general public and information bulletins and reservations for the conference can be obtained through the main office of the Catholic Broadcasters Assn., P. O. Box 1573, Wilmington 99, Del.

WPEN's New Home

WPEN-AM-FM Philadelphia is using a new home as its base of operations. Station now is broadcasting from the three-story Philco Bldg. it has purchased at 2312 Walnut St. Studio auditorium shares space on the first floor with a drug store. Second floor is occupied by modern air-conditioned offices and executive quarters. Third floor is given over to five studios, four control rooms, one of which is the master control room, the newly equipped studios and a control room. Edward C. Obrist, WPEN general manager, said the move from 1528 Walnut St. was made to keep pace with the advance of the radio industry which he said, "will expand as never before in the next five years."

WMG Richmon, Va., awarded certificate of commendation by National Guard of U. S. for "patriotic service to the National Guard during 1940."
DST SCHEDULES

Networks To Record Repeats

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

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

ABC, MBS Problems

For NBC and CBS that ends it. ABC and MBS have special problems, however, which call for special treatment. ABC's Stop the Music, has been exempted from the general plan because its phone calls to listeners across the country. This program will be broadcast to the full network each Sunday at 7 p.m. during the summer as it is the rest of the year.

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

NARS Names Knodel

WILLIAM KNODEL, Avery Knodel Inc., was elected chairman of the Chicago council of the National Assn. of Radio Station Representatives, it was announced last week by T. F. Flanagan, managing director of NARS R. Mr. Knodel, who will hold office until December 31, 1950, was selected by a committee which included John Stebbins, The Billboard Co. Inc.; C. E. Peterson, The Brannam Co., and Mr. Knodel.

WHERE DO YOU WANT TO LIVE...?

EAST
NEW ENGLAND 250 NETWORK—$39,000.00

This New England network facility, located in cities with a population of 100,000, 1948 sales more than $39,000,000. One of the fastest growing markets in the United States.

MIDDLEWEST
MIDWEST 250 NETWORK—$250,000.00

Prosperous market, good network affiliation, well-tied in, ownership evenly, growing about $250,000.00. Owner retiring. Financing can be arranged. An outstanding buy.

WEST
WESTERN 250 NETWORK—$450,000.00

This broadcasting property beautifully equipped, excellent network contracts, annual gross more than sufficient to justify the price asked. This property should clear before taxes between $125,000.00—$150,000.00.

CONTACT US AT NAB—STEVENS HOTEL OR NEAREST OFFICE

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Sterling 3431

CHICAGO
Harold R. Murphy
223 North Michigan
Ralphond 6-4500

SAN FRANCISCO
Roy V. Hamilton
325 Montgomery St.
EKbrook 2-5672

Broadcasting • Telecasting
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New Duo-Cone loudspeaker, developed at RCA Laboratories, achieves the illusion of "living presence."

For years, working toward the ultimate in sound reproduction, scientists have sought for living presence—the illusion that a real musician or speaker is talking, singing, playing in your home.

Now, with RCA's Duo-Cone loudspeaker, the goal is achieved. Two sound cones in acoustical alignment reproduce sound without distortion—give you every tonal value from a frequency of 30 on to 15,000... and even 18,000 cycles. It is in the area above a frequency of 4,000—seldom touched by conventional speakers—that most of the all-important "overtones" lie. RCA's Duo-Cone loudspeaker reproduces every overtone—to the very peak of a violin's range—and just as faithfully gives you the deep low notes of a bass drum!

In addition, the RCA Duo-Cone loudspeaker's wide angle of sound pervades every corner of a room without sharply directed blast or blare. Its response to tones of every frequency is smooth, flowing, and even.

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.

RCA Duo-Cone loudspeaker gets, and passes, its toughest tests from engineers and experts in sound reproduction!

Music lovers' "horn of plenty"

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television
The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

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

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

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

*Nielsen Radio Index