how a WOR sponsor's sales went up—

in smoke!

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

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

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

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

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

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

That's selling. We do it daily.

Can we do it for you?

Our address is—

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

**WHAS alone serves all of Kentuckiana**

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

The Kentuckiana farmer depends on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.
while you're in town—
c'mon over to our joint and ask us about
Tello-Test with merchandise prizes...
the hottest radio deal of 1950.
Over 65 new orders in the past two weeks!

P.S. I'll buy you a Scotch! (Johnny Walker Black Label, no less!)
BECAUSE WAYNE COY, FCC Chairman, has never been one to pull his punches, delegates to NAB Convention are awaiting with bated breath his speech tomorrow (Tuesday). Pre-convention speculation centers around prospect that Chairman will tell broadcasters facts of life under new radio-TV competitive order and probably marshal into one talk all of those controversial observations he has made concerning radio arts in last six months.

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

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

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

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

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

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

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

April 17-19: NAB Management Conference, Stevens Hotel, Chicago.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.
May 7-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

MAYFLOWER DECISION INTERPRETED BY FCC

INTERPRETING its "Mayflower Decision" on editorializing, FCC said Thursday that stations have "an affirmative duty to seek, aid and encourage the broadcast of opposing views on controversial questions of public importance." Interpretation came in letter telling WJW New York that station "erroneously interpreted" Mayflower Decision in carrying editorials supporting National Farm Bureau.

The FCC pointed out that WJW's "Mayflower Decision" was based on "affirmative steps to seek out and present differing viewpoints" and asked for statement of WLIB's "future policies."

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

7 AM, 16 FM CPs GRANTED BY FCC

SEVEN NEW AM and 16 FM stations granted Thursday by FCC, including eight Class A, two Class B FM's in Los Angeles area and three Class B's in Baltimore. Grants:

(AM): Tri-State Broadcasting Co., Inc., Ga., 500 kw, 1 kw day; Blackfoot (Ida.) Bestg., Co., 1400 kw, 250 w; Chat S. Gomez, Reno, Nev., 1250 kw, 250 w; Wilkes Bestg., Co., Boone, N. C., 1550 kw, 250 w; Uniontown (Pa.) Newspapers Inc., 1000 kw, 1 kw day; Ft. Stockton (Tex.) Bestg., Co., 850 kw, 250 w; Pacific Bestg., Co., Raymond, Wash., 1340 kw, 225 w; KREH Spokane granted change from 2 kw on 1540 to 1 kw on 1 kw to 5 kw directional, on 1540. Order to revoke KWRZ Flagstaff, Ariz., set aside and KWRZ renewal bid set for hearing with bid of Flagstaff Bestg., Co. for KWRZ facilities (BROADCASTING, Dec. 17, 1950).

(FM): Los Angeles area--Don C. Martin, tr/s School of Radio Arts, Beverly Hills, Ch. 250; Wm. H. Haupi, Ingwood, Ch. 252; Centinella Valley Bestg., Co., Ingwood, Ch. 32; KWIF, Santa Monica, Ch. 232; KFOX Long Beach, Ch. 272; Alhambra Bestg., Co., Alhambra 270; Marincac Bestg., Co., Los Angeles, Ch. 278; WNTK Santa Monica, Ch. 278; Temple City, Ch. 280; Whittier Bestg., Co., Whittier, Ch. 260; Robert P. Adams, Glendale, Ch. 278; Maruhaka Bestg., Co., Los Angeles, Ch. 282 (formerly had conditional grant), Baltimore; Kal-Am-FM-TV-Ch., 238; WAAM (TV), Ch. 222; Tower Realty Co., Ch. 294; Others--Pent Pafols, Fla., Whittier Bestg., Co., Whittier, Ch. 260; Robert P. Adams, Glendale, Ch. 278; Maruhaka Bestg., Co., Los Angeles, Ch. 282 (formerly had conditional grant), Baltimore; Kal-Am-FM-TV-Ch., 238; WAAM (TV), Ch. 222; Tower Realty Co., Ch. 294; Others--Pent Pafols, Fla.

WREX Auburn, N. C., Ch. 224.

WNEW NAMES PACK

RICHARD PACK, director of publicity and special events at WNEW New York, promoted to personal sales direction. Cott, who resigned to become manager of WNBC-AM-FM and WNBTV (TV) New York.

Business Briefly


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

KOAB HITS NAB SERVICE, URGES HEADQUARTERS MOVE

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

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

WMIE HEARING

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

KYA SALE APPROVED

SALE OF KYA San Francisco by Dorothy Schiff for $155,000-plus to J. Elroy McCaw and John Keating approved by FCC (BROADCASTING, March 20). Buyers own KPOA Honolulu among other broadcast interests. FCC also approved $300,000 sale of WCPM Middlesboro, Ky., by Elmer Dennis Smith and associates to group headed by A. G. Barton, on condition buyers dispose of WMIK there.


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

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
WFBM is building for your future, too!

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

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

WFBM is first in audience and first in circulation...has been consistently tops in its 26 years of operation. And for promotion: WFBM’s sales-stimulating merchandising campaigns have been deserving winners of many national awards. Add program excellence and you have the reason why your clients belong on Indiana’s first stations—WFBM and WFBM-TV.
MEET NEW YORK'S BEST SALESMAN!
WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U.S.A.

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

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

And no wonder—what a program lineup:

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

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

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

PROGRAMMING PROOF that WMGM SELLS—and keeps on selling!
AGAIN AND AGAIN AND AGAIN AND AGAIN—They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM
"The Call Letters of the Stars"
50,000 watts, 1050 kilocycles. Clear channel. 100.3 mc

711 Fifth Avenue, New York 22, N. Y.... MUrray Hill 8-1000
Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill.... SUperior 7-8121
ZIV's New, Low-Priced, A Terrific Selling Job

"MEET 1."

Based For SINGLE SPONSORSHIP

Bought by stations like these:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBSM</td>
<td>New Bedford</td>
<td>100 W. Ind.</td>
</tr>
<tr>
<td>WKMB</td>
<td>North Adams</td>
<td>100 W. Ind.</td>
</tr>
<tr>
<td>KORE</td>
<td>Eugene</td>
<td>250 W. MBS</td>
</tr>
<tr>
<td>KROC</td>
<td>Rochester</td>
<td>250 W. MBC</td>
</tr>
<tr>
<td>WFPG</td>
<td>Atlantic City</td>
<td>250 W. ABC</td>
</tr>
<tr>
<td>WEIM</td>
<td>Pittsburgh</td>
<td>250 W. MBC</td>
</tr>
<tr>
<td>WWSB</td>
<td>Jasper</td>
<td>250 W. Ind.</td>
</tr>
<tr>
<td>WYDO</td>
<td>Augusta</td>
<td>250 W. MBC</td>
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<tr>
<td>WKXI</td>
<td>Helena</td>
<td>250 W. MBC</td>
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<tr>
<td>WCOS</td>
<td>Columbia</td>
<td>250 W. ABC</td>
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<tr>
<td>WCJL</td>
<td>Newark</td>
<td>500 W. Ind.</td>
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<tr>
<td>WJCD</td>
<td>Seymour</td>
<td>500 W. Ind.</td>
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<tr>
<td>WSLS</td>
<td>Roanoke</td>
<td>1,000 W. ABC</td>
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<tr>
<td>WKKO</td>
<td>Aberdeen</td>
<td>1,000 W. MBS</td>
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<tr>
<td>WEFL</td>
<td>New Haven</td>
<td>1,000 W. ABC</td>
</tr>
<tr>
<td>WKOP</td>
<td>Binghamton</td>
<td>1,000 W. MBS</td>
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<tr>
<td>WIOD</td>
<td>Miami</td>
<td>5,000 W. MBC</td>
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<tr>
<td>WDTA</td>
<td>Rapid City</td>
<td>5,000 W. MBS</td>
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<td>WNDK</td>
<td>Syracuse</td>
<td>5,000 W. ABC</td>
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<tr>
<td>WEBC</td>
<td>Duluth</td>
<td>5,000 W. NBC</td>
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<tr>
<td>KJR</td>
<td>Seattle</td>
<td>10,000 W. CBS</td>
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<tr>
<td>WNOX</td>
<td>Knoxville</td>
<td>10,000 W. CBS</td>
</tr>
<tr>
<td>WOR</td>
<td>New York</td>
<td>50,000 W. MBS</td>
</tr>
<tr>
<td>KCNO</td>
<td>Kansas City</td>
<td>50,000 W. ABC</td>
</tr>
<tr>
<td>KEX</td>
<td>Portland</td>
<td>50,000 W. ABC</td>
</tr>
<tr>
<td>WSBB</td>
<td>Atlanta</td>
<td>50,000 W. NBC</td>
</tr>
</tbody>
</table>

...And hundreds more!

Radio's Most Entertaining Quarter Hour!

Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.

They talk about movie greats and music—fashions and food—teenagers and travel—problem parents and pets—timely headline topics!

Peter, their 12-year old son, completes the family group. Their charm and personality keep audience interest at a boiling point.

Page 8 • April 17, 1950

Broadcasting • Telecasting
Across-The-Board Show Is Doing For Stations And Sponsors!

HE MENJOUS

HIGHER RATINGS! LOW-PRICED!

...or PARTICIPATION SPOTS!

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store  WGR  Buffalo
Younkers Dept. Store  WBAP  Sioux City
Sealy Mattress  WMPS  Dallas-Fort Worth
Spring-Air Mattress  WMPH  Memphis
Pure Sealed Dairy  KPHO  Phoenix
Banner Dairy  KONA  Tucson
Homanway-Johnson Furn. Co.  WGL  Fort Wayne
Avery Bakersies  KWEC  Ablene
Omaha Public Utility  KONB  Shreveport
Atton Savings & Loan  WHKJ  Detroit
Forbes Coffee  JBKB  Orlena
Gill Coffee  KJON  Akron
Owen's Coffee  KIXK  Alcorn
Gill's Grocery Co.  KMCA  Ft. Wayne
Hafner's Coffee  KJbr  Abilene
White Lily Flour  KJCR  Shreveport
Griffin Grocery Co.  KJCR  Terrell
General Electric Appliances  WJAR  Fort Wayne
Philco Appliances  KEAR  Colorado Springs
Ware Soap  KEAR  Knoxville
Albee Super Markets  KJCR  Leavenworth
Frye's Dept. Store  WJIB  Fort Wayne
Eaves's Super Market  WJJC  Fort Wayne
Taylor Hardware  WJRG  Lubbock

...AND HUNDREDS MORE!

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

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

ZIV COMPANY
Radio Productions
1529 MADISON ROAD  CINCINNATI 6, OHIO
NEW YORK  HOLLYWOOD

BROADCASTING  Telecasting

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

(Associates who are registered at Stevens Hotel unless otherwise indicated.)

A

Akerberg, Herbert, CBS, New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Aldridge, Mahlon R., Jr., KFWU Columbia, Mo.
Alexander, John, KQD North Platte, Neb.
Allman, Frederick L., WSVG Harrisonburg, Va.
Anderson, Elwood C., WET Easton, Pa.
Armbrust, Jean, Bruce Eells & Associates, Hollywood
Arnoux, Campbell, WTAR Norfolk, Va.
Ashenhurst, John, Edward Petry & Co., Chicago
Atteberry, Ellis, WJBC Bloomington, Ill.
Aujerswiel, J. W., Jr., WKAM Warsaw, Ind.

B

Avery, Lewis H., Avery-Knodell Inc., New York
Baker, Philip M., radio attorney, Washington
Baldwin, O. Keith, WERE Cleveland, Ohio
Banks, Bert, WTNB Tuscaloosa, Ala.
Barney, Maurice R., Barnes & Nelson, Washington
Barnes, Wade, RCA Victor Division, New York
Barnhart, Charles E., WMBD Peoria, Ill.
Beatty, T. Frank, BROADCASTING-TELECASTING.
Beatty, Richard V., WOHI East Liverpool, Ohio
Bellant, J. F., KSIP Stillwater, Okla.
Bennett, Sam H., KMBC Kansas City, Mo.
Bennett, J. J., KOMA Oklahoma City
Bignam, George W., WKPQ Poughkeepsie, N. Y.
Bishop, Burton, KTSM Temple, Tex.
Bishop, Lee, KONE Eugene, Ore.
Blackburn, James W., Blackburn-Hampton Co., Washington
Blackman, E. G., WLAC Nashville
Blair, Forrest, Edward Petry & Co., Chicago
Blair, John P., John Blair & Co., Chicago
Blink, M. M., Standard Radio Transcription Services Inc., Chicago
Bliss, C. Everett, KCIC Carroll, Iowa
Bloomberg, Herbert, Allen B. DuMont Laboratories Inc., Clifton, N. J.
Bondurant, Hale, KFBB Wichita, Kan.
Brock, Hugh K. Jr., WRRP Milwaukee
Bowen, J. J., WKNB Youngstown, Ohio
Brechner, Joseph L., WGY Silver Spring, Md.
Breen, Edward, KYFN Fort Dodge, Iowa
Brogue, Loren F., KTS Minneapolis
Bromen, E. J., Frederic W. Ziv Co., Cincinnati
Brown, Carlston D., WTVI Waterville, Me.
Brown, R. M., KPOJ Portland, Ore.
Brumbaugh, Eleanore, BROADCASTING-TELECASTING.
Bruck, Walt, KLER Rochester, Minn.
Bryant, Bruce, Edward Petry & Co., Chicago
Buchheit, John H., WHB Greensburg, Pa.
Burns, William J., WSEC Dillon, S. C.
Buss, George M., KDST St. Louis, Mo.
Byars, Harry, KPAR Owensboro, Ky.
Byrnes, Robert J., WDNB Battle Creek, Ill.
Burrell, M. W., Collins Radio Co., Columbus, Ohio
Burton, Robert J., Broadcast Music Inc., New York

C

Caison, Charles C., WMBD Peoria, Ill.
Caldwell, Louis G., Kilkirk, Fleming, New York
Campbell, Don D., WBER Birmingham, Ala.
Carey, Sam, WRVA Richmond, Va.
Carmen, Frank C., KUTA Salt Lake City, Utah
Carroll, Robert E., Compton Advertising Inc., New York
Carr, William B., WEY New Britain, Conn.
Carpenito, H. K., WKJ Cleveland, Ohio
Casper, C., WIBZ Ponce City, Okla.
Cassill, Harold W., WBOK Poughkeepsie, N. Y.
Chandler, George C., CJOR Vancouver, B. C.
Chatterton, C. O., KWLK Longview, Wash.
Church, Arthur B., KMBC Kansas City, Mo.
Churchill, Dr. Clinton H., WKBW Buffalo, N. Y.
Clarkson, Robert J., Columbia Transcriptions-Div. of Columbia Records Inc., New York
Clay, Henry B., KWKH Shreveport, La.
Coles, Henry, Compton Advertising Inc., New York
Cobb, Winton, WMAD Macon, Ga.
Cohon, Max, WCMX Marks, Washington
Cohen, George D., WGRB Scranton, Pa.
Coley, Len, WRPS Alexander City, Ala.
Collins, J. M., ASCAP, New York
Cook, Charles R., WYPI Herrin, Ill.
Cook, George B., WLW Chicago
Cornette, Virginia, WHOP Hopkinsville, Ky.
Covington, J. R., WBT Charlotte, N. C.
Cox, H. Quentin, KSU Portland, Ore.
Cox, James L., Broadcast Music Inc., New York
Craddock, Douglas L., WLS Chicago, Ill.
Crampson, Barney, Frederic W. Ziv Co., Cincinnati
Crater-Rutland, BROADCASTING-TELECASTING.
Craven, T. A. M., Craven, Lohnes & Culver, Washington
Crab, W. Wayne, W. KIMO Hannibal, Mo.
Crockett, Joe P., WBOS Galax, Va.
Crocker, Wm. J., KDEC Decorah, Iowa
Crowther, Allan, WMAZ Macon, Ga.
Crymath, Allan, KICM Mason City, Iowa
Curris, James R., KFRO Longview, Tex.

D

Dobsicle, J. Roy, WJDO Baton Rouge, La.
Dahl, Howard, WKBO La Crosse, Wis.
Davis, Edward, KDPC Sausalito, Calif.
Davis, James P., RCA Victor Div., New York
Dennis, Walter L., Allied Stores Corp., New York
Dellusey John S., NBC New York
Desch, Charles E., WJAI Mercantile, W. Va.
Dibak, Muriel, Compton Advertising Inc., New York
Dierich, George S., Radiotime Inc., Chicago
Dillon, Robert, KNRT Des Moines, Iowa
Dinvav, Y. L., KIRI Sioux City, Iowa
Dovens, C. C., WMBQ Standard Rate & Data Service, New York
Dobbertin, J. L., KFIL Glenn, Broadcast Music Inc., New York

(Continued on page 14)
Respects

(Continued from page 98)

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

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

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

Through the '30s and early '40s he represented the NAB in copyright hearings before Congress.

He was a member of the broadcasters' committee that negotiated with ASCAP in the early '30s when the licensing group first invoked its percentage basis of assessment fees.

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

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

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

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

Called 'A Publisher'

The incident that provoked his decision was the appearance of his picture in a music trade magazine with the caption "prominent music publisher." Mr. Kaye immediately went to work to clear the air with the Advertisers Club.

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

Mr. Kaye stepped out of the executive vice presidency, although continuing as vice chairman of the board and general counsel.

CARL HAVERLIN, at the time vice president in charge of station relations of MBS, became BMI president.

At the height of the BMI pressure, in 1941, Mr. Kaye was retained by the newspaper-radio committee to represent it at FCC proceedings looking into newspaper ownership of radio stations.

Mr. Kaye regards his contribution to that work as one of the most satisfying of his career.

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

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

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

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

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

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

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

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

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

OHO U. PROJECT

Students Plan Ad Outlays

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

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

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

FM PROMOTION campaign at WTAG-AM-FM Worchester, Mass., gives extra boost by switching station breaks to read, "WTAG—FM and AM."
Spot's High

(Continued from page 119)

for distribution or other reasons, they can not use network radio. The Entertainment and Amusement advertisers are a good case in point. When they spent less than $10,000 on the networks in 1949, their net spot appropriations were approximately $2,382,000. The Publishing and Media field, which bought over $2 million in spot in time, spent $911,814 on the networks.

Spot users are a much more diversified group than those which buy network time. While there were only 241 network users reported in 1949, spot business was placed by several times this number of advertisers. The leading network user in 1949, Procter & Gamble Co., spent over $17.3 million gross in the medium, more than was spent in all but the top spot product classification. Food and Food Products.

Network business is highly concentrated in the top five product classifications with a total of almost 74% of all expenditures. In the spot field only 52% went to the top five. On the networks these five product groups were: Food and Food Products, Textiles and Garments, Drugs and Remedies, and Soaps, Cleansers and Polishes.

Average spot business received by the clear channel stations for the years 1946-48 totaled $492,701 per station. This is based on data released by the FCC from station financial reports and does not include network owned and operated stations.

During the same period regional stations averaged $73,944 per year from spot. The spot business on local stations averaged $13,602. The dollar appropriations made to clear channel stations and total regional stations in the three-year period were very similar. In 1948, for instance, approximately $43.8 million was spent for spot on clear channel stations and $41.2 million on regionals. In the other two years the variation was not this great. The difference in per station average revenue comes, of course, from the greater number of regional outlets.

Spot in '49

(Continued from page 120)

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**Lang-Worth Feature Programs, Inc.**

**GAS OIL**

**SELL**

**GAS & OIL**

**LARGEST**

**Selling Agency**

**113 W. 57th St., New York 19, N.Y.**

**Network Coloring Programs in Local Stations Over**

**112**

**Price List Programs**

**RADIO-TELEVISION**

**Picture Albums For Your Station**

**At No Cost To You...**

We have THE outstanding radio-television promotional program. It's a proven way to add both audience and advertisers...proven by hundreds of radio stations over the past 12 years — now proven a "natural" for television, too! Each colorful, superbly-executed album is individually prepared — "tailor-made" for you and distributed throughout your area. Exclusive — available to only one station in any city. Profitable — no cost to you or your listeners. Simple — let us tell you how it's done!
KDYL At Store Opening

CLAIMING a new record in the Salt Lake City, Utah, market for concentration of remote broadcasts and teletacts for a store opening, KDDY-AM-TV has reported it handled nine radio remotes and a two-hour television variety show from the store for the opening of Beers-Bigelow, new Salt Lake City television and appliance mart. KDDY reported that radio and television coverage coincided with the three-day opening of the new show, March 31, April 1 and April 2.

Canada BBM Booklet

THE Bureau of Broadcast Measurement, Toronto, Ont., has announced publication of its booklet, Canadian Radio Homes Estimates—1969. The booklet, it was pointed out, consists of the basic figures that will be used in BBM Station Reports when the 1950 survey is completed. With the exception of Newfoundland, all Canadian provinces are covered. When data for that province has been compiled, tabulations will be issued for inser tion in the booklet, it was stated.

DIFFERENT high school choirs from all over the country featured in six-week series, Green Cross Song Festival, over NBC.

REGULATORY PLAN

Canada Group Makes Proposal

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

The Dept. of Transport would be the policing body to enforce regulations, to hear applications for licenses, and to suggest regulations. The board would be the final deciding body for license applications and regulations from the Dept. of Transport and others. The board would also set fines, cease and desist orders, suspension of license and other punishments for broadcasting stations, but there would be appeal from the board to the Governor-General-in-Council and to the Court of Queen's Bench.

Networks would be allowed private stations within certain protective legislation.

TRANSPORT RADIO

St. Louis Plans Disaster Use

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

Lt. Col. Brostron made the observation April 6 at a meeting of representatives of public and private organizations, the press and radio. The meeting resulted from initial steps toward formation of an overall liaison committee to cope with any major disaster. Under the committee's plans, busses of the public service company would be pressed into service for a wide variety of uses.

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

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

Production

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

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

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

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

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

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

HAI HACKADY, former CBS writer and author of Quizzing The News, on WJE-TV New York, joins WNEW New York continuity department.

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

JOHN LEWELLEN, program director of Quiz Kids (NBC AM-TV), awarded medal in Boys' Clubs of America 1960 Junior Boys competition for Fox and Alacoz Energy, which he wrote last year.

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

SHELTON KAPLAN, recent U. of Southern California graduate, joins KLAC-TV Hollywood studio stage crew.

CALVIN REED joins station's remote stage crew.

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

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

MIKEL MCGARRY joins continuity editing staff at WBMB Chicago, replacing MARJORIE RETZKE, resigned.

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

AIEE North East Meet

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

WTNN WATERTOWN Wisconsin

Covers Wisconsin's Last Radio Void

• Albert B. Gale President

Carl V. Kalota Sec.-Treas.

Serving Central Wisconsin (Richest Farm Market in the World)

![WTNN WATERTOWN RADIO, INC.](image)

WATERTOWN RADIO, INC.

WATERTOWN, Wisconsin
TULSA AM GRANT

Proposed for KOTV(TV) Owner

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

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

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

Mr. Cameron, Tulsa oil man, plans to divide 25% of his 100% interest in his proposed station equally between Mrs. Helen Alvarez, proposed station manager, and John B. Hill, proposed commercial manager, as he did in the case of KOTV, FCC reported. Mrs. Alvarez and Mr. Hill hold positions with KOTV similar to those proposed for them in the AM operation.

Time for Duties

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

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

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

GEORGE HOOPER, WIBG Philadelphia transmitter supervisor, named chief engineer. He takes over position that has been vacant since October 1945, when JOHN HENNINGER was advanced from chief engineer to technical director of WIBG-AM-FM and also television for station. Mr. Hooper joined station’s engineer staff in 1946 and became transmitter supervisor in 1948.

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

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

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

NEW voltage supply called “Solavolt.” Type CVL, designed as precision source of regulated voltage with minimum harmonic distortion, is being manufactured by Sola Electric Co.

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

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

Mr. Brown, in addition to his connection with KWFT, owns 18% of KGLC Miami, Okla., 24% of KBYE Oklahoma City, and is vice president and 0.425% owner of KEPO El Paso, Tex. He also engages in advertising consultant work and is part owner of a Dallas theatre.

Ayora Visits U.S.

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

RCA TUBES . . .

the standard of comparison

For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.
Gabby Enjoys Going to The Dentist

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

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

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

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

Joe Marsh

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

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


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

CHRIS MATHIESSEN, former radio editor of Washington Daily News, D.C. to start in recent years on Capitol staff of that paper, resigns to become secretary to Rep. Burr F. Harrison (D-Washing.).

ALERT PRODUCTIONS, radio and television production firm, opens offices at 8216 Sunset Blvd. Phone is Hollywood 9-9823. JOHN LONGWELL heads firm in charge of administration and sales, JACK LITTLE and CHUCK KEANE assist as co-production heads.

Equipment

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

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

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

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

FAIRCILD RECORDING EQUIPMENT Corp., Whiteport, N. Y., puts new group of cartridge for disc playback on market. All stylus are precision ground, uniformly polished and inspected diamond jewels, firm reports.

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

RADIO-TV SET ADS

D. C. Group Sets Standards

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

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


HOOPER ERROR

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

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

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

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

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

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

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

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

KTUL Says Stations Not Notified

KTUL has suffered revenue, position and prestige losses through the nationwide circulation of damagingly incorrect figures and information. If this is not so—then where lies the value of a correct Hooper? There also exists a breach of agreement. For a fee Hooper agrees to deliver correct ratings. We have paid the fee but have not received the service for which we paid and a 'corrected index' though necessary at this time will not undo the harm wrought for the past few months or more.

Mr. Esau quoted a letter from Mr. Dorrell in part:

When your letter of March 28 was received, I immediately sent it up to our Production Dept. for a very thorough check of our October 1949 through February 1950 Tulsa report. From a study of your letter, it was obvious that there was some error in the tabulation or calculation of the October through February and the January-February Station Audience Indexes. I regret that an error was made and hasten to give you the correct figures. . . .

Corrected indexes, with an accompanying Correction Bulletin, are being prepared and sent out at once. We are requesting clients to return the incorrect indexes. This will probably reach you by the time my letter does. Thanks for calling this to our attention. We sincerely regret any inconvenience that the publication of these incorrect figures may have caused.

VOCM St. John's, Nfld., granted increase in power from 250 w on 1000 kc, to 1 kw on 690 kc. CKOK Penticton, B. C., also gave power increase from 260 w to 1 kw day and 500 w night on 800 kc. CKOC Hamilton given approval for emergency transmitter license.

---

Revere

16mm Sound Projector...Magnetic Tape Recorder

Preferred by Radio and Television Studios because they're dependable... economical... compact... and easy to operate.

16mm Sound Projector

750-watt brilliancy... operates on AC-DC... 1600-ft. reel capacity... simple 4-point threading... speedy automatic re-wind. "Theatre-Tone" speaker doubles as carrying case; single compact unit weighs only 33 pounds.

$299.50

Foot Pedal Control

And Ear Phone attachment for private playbacks (ideal for stenographers) optional at extra cost.

REVERE CAMERA COMPANY

CHICAGO 16

---

News

JOE GALLAGHER, who assisted Don Dunphy during last season's baseball broadcasts on WINS New York, has been promoted to director of station succeeding JOE DURSO.

DEAN SEATON, formerly with KASA Elk City, Okla., joins KNOE Monroe, La., as sportscaster.

LUKELLA ENGEL, appointed farm director for WPPB Middletown, Ohio. She has been in radio since 1935.

LOWELL THOMAS, CBS newscaster, voted "America's favorite newscaster" in national listener poll conducted by Radio & Television Mirror magazine. He has won poll for three consecutive years.

JOHN MCDONALD, farm director for WSM Nashville, Tenn., named honorary member of National Rural Youth organization. Station was host to NRY convention this year.

BROADCASTING • TELECASTING

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

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

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

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

Televiweers' Center

Refocusing its efforts on TV sets in Syracuse area, WSyr-TV that city, during first month of telecasting cooperated with set distributors to set up TV Information Center to handle inquiries on set tuning, programs and technical matters. Station reports first month's operation found 4,286 telephone calls received. Center was promoted by daily newspaper ads and TV distributors in area.

KFUO 1949 Report

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

'The Big Pitch'

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

BAB's Last Call

Broadcast Advertising Bureau's strip film, "How To Turn People Into Customers," issues "last call" to NAB member stations to turn in order blank for copies of 20-minute 35mm color movie. Film tells basic story of radio advertising to retailers. Also urged are last minute orders for BAB's direct mail series, which feature self-mailing jumbo-sized folders printed and illustrated in two colors. Price of film is $15 a copy. Sets of BAB direct mail series are $52 per complete set of 100 each of 13 different mailers.

Promotions

TEN COMMANDMENTS FOR REMEMBRANCE

English-Italian 48mm Ad books have been distributed to advertisers by CKNW New Westminster, B. C. Books are 2 x 4-inch size and are engraved with advertiser's name on front and have CKNW microphone stamped in gold on inside cover. Pocket for business cards also is placed inside front cover.

Personnel

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

Maurice E. Bunn appointed public relations director of CKY Winnipeg.

Harold W. Shepard and Norman W. Glenn appointed to NBC's radio sales advertising and promotion department, as sales promotion writers. Previously, Mr. Shepard had been with Concord & Jerus Sales Co. as advertising manager and Mr. Glenn was advertising salesman for Crowell-Collier Publishing Co.

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

Richard F. Sibson, WINS New York promotion manager, leaves to join Criterion Service Inc.

Nels Blair promoted to sales promotion manager of CHUM Toronto.

WQXR Moves

Is Now in Times Bldg.

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

Arthur Says Sulzberger, Times publisher, described the transfer of the station as a "necessary corrective" pointing out that the old WQXR building was not "well suited" for its new role.

The new offices of WQXR, which previously was located at 730 Fifth Ave, are on the ninth and tenth floors of The Times Bldg., 229 West 43 St.

Catholic Radio

N. Y. Record Firm Forms

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

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

Magill's N.A.B. Headquarters

17 Battery Place, New York 4, N.Y.

201-425-1000

Crowell Publishing

176 East 17th Street, New York 6, N.Y.

Bethlehem, Pa.

McGillivrays, Inc.

1720 New York Avenue, N.W., Washington 6, D.C.

202-331-2020

PERSPECTIVES

Catholic Radio in the New York Area

The Catholic Radio Institute of New York, Inc., an organization to promote and publicize Catholic radio, has been organized.

The institute will have as its purpose the promotion and publicizing of Catholic radio as a means of reaching the masses of Catholic people and making Catholic activity known to the public.

The Institute will have as its members men and women who are interested in the promotion of Catholic radio.

The Institute will be governed by a board of directors, consisting of three members, one of whom shall be the president of the Institute.

The Institute will be funded through contributions and grants from individuals and foundations.

The Institute will issue a quarterly newsletter to its members and will hold meetings on a regular basis.

The Institute will develop a public relations program to promote Catholic radio as a means of reaching the masses of Catholic people and making Catholic activity known to the public.
DEAN NAMED
Heads S. D. Broadcasters

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

V. E. Montgomery, director of the business research bureau at the U. of South Dakota, spoke on "How the Business Research Bureau May Help South Dakota Broadcasters." The members passed a resolution commending activities of the Broadcast Advertising Bureau and recommended its continuation. Members heard a recorded speech by Maurice Mitchell, BAB director. Two-year memberships on the five-man board went to Mr. Merrill and Mr. Sweet. Mr. Dean appointed the following persons to the legislative committee: Mr. Sweet, Ray V. Eppel, president of KORN Mitchell, and Robert R. Tinchers, vice president and general manager of WNAX Yankton, retiring president.

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

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

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

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

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

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

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

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

SATURDAY DAY .... KRNT has an 18.4% greater audience than the No. 2 station.

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

TIME PERIODS ...... KRNT has a 56% greater audience than the No. 2 station.

THOSE ARE FACTS ADVERTISERS KNOW WHEN THEY BUY KRNT ... THE STATION THAT CAN SAY: "ANY TIME IS GOOD TIME ON KRNT!"
GENE AUTRY (with mike), station owner and radio-movie star, turns the tables on disc jockeys Dick Campbell (l), Frank Raymond (2d r) and Charles Craig of WDWA Danville, Va., on a recent visit to city. After having undergone four tape-recorded interviews for various programs, Mr. Autry took over the mike and began firing his own questions. WDVA also recorded the star's apology for the absence of his horse, Champion, to 1,000 kids and grownups in a local department store who had waited to see the famed equine.

GRAY RECEPTION

Retiring Army Sec. Is Feted

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

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

Hugh (Bud) Ernst

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

HOOVER Commission Report

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

Aide Reading

READINGS of great novels launched by WSTC-AM-FM Stamford, Conn. today (Monday). Titled Let's Read and slated for broadcast Monday-Wednesday-Friday, 10-10:30 p.m., series is being offered in belief that novel and radio are closely related insofar as both rely on imagination for amplification of written or spoken word. Programs will give listeners an opportunity to "read" books--none will be dramatized or edited--in their original form.

Community Highlights

EACH Friday evening, CEKY Ottawa visits one of city's 16 community centers with mobile recording unit, covers highlights of community activities and rebroadcasts them on Saturday afternoon. Addresses by guest speakers at community center, ranging from Canada's chief justice to sports celebrities, are included in recordings at centers.

Questions Answered

QUESTIONS on newly formed local Fair Employment Commission are answered in show hosted by Dick Martin, network of WSRS Cleveland, Tuesday 7:45 p.m. Members of Fair Employment Commission are interviewed at their respective offices on-the-scene coverage of subject. Over 50 questions have been received on subject to date, station reports.

Dogs' Problems

DOGS with problems, diagnosis and cure of them, is format of The Animal Clinic, new 15-minute program beginning this month on WMHT-TV Chicago. Stars of show are Dr. Wesley A. Young, head of Chicago's Anti-Cruelty Society, and his daughter, Lorie. The program is examined at Young's office where Dr. Young draws illustrations of problems on blackboard. Some situations are sent in by dog owners, management. The program is produced by New Jersey Manufacturers Assn.

Direct from Florida

SPORTS Director Harold (Bud) Sait for WBUD Trenton, N. J., has followed Trenton Giants baseball club to training camp in Florida. Interview direct from there are heard on his Sport Shots show every evening at 6 p.m. Team's new manager, Chuck Genovese, will be introduced to fans via Mr. Sait's show.

Writers' Fuel

RADIO-MINDED aspirants vie thrice weekly in response to CKNW New Westminster, B. C.'s new program, Fuel For Thought, aired Tuesday, at 8:15 a.m. Hal Yerxa, m. c., plays pop tune and asks listeners to write him telling why they would be interested and to list the ideas they have. Following week, he presents best introduction sent in and sends winner a small check as incentive to continue writing, Program is sponsored by Strickland Fuels.

WTIC Origination

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

ICE BREAKING

WBAY Holds Guessing Contest

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

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

No sooner had the announcement been made than merchants started calling WBAY, offering all kinds of prizes to the winner. Thousands of guesses were sent in, the station

FIRE AT KICD

Damage Estimated at $75,000

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

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

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

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

WNX Bowling Tourney

TWO-DAY championship finals of the Five-State Bowling Tournament sponsored by WNX Yankton, S. D., were held on Saturday and Sunday (April 15-16) in Sioux City, Iowa, when 216 survivors from a field of 2,000 bowlers competed for merchandise trophies and cash awards. Award presentation ceremonies and a roundup of the tournament were scheduled for broadcast by WNX yesterday.

reported, and on the morning of the last day, 6,800 cards and letters were received. The raft hit the bridge at 9:43:44 a.m. on March 23, and the young woman who guessed 9:46 on that day received all the awards, ranging from hams to a trip around the town in a taxi. WBAY said the event will be one of its promotional features each year.
Here it is, BMI...

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

Management

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

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

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

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

(Continued from page 119)

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

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

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

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

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

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

Thesaurus

Radio Corporation of America
RCA Victor Division
New York - Chicago - Hollywood

April 17, 1950 • Page 121
TRANSPORTATION, travel and resort advertising is not a major item of radio revenue. One account, the institutional Monday evening series on NBC of the American Assn. of Railroads, ac-counts for less than 10% of this group's network purchases last year. Hotel and resort advertising is usually seasonal and pretty much localized — let's face it — newspapers are the traditional medium of this type of advertiser and with a few notable exceptions radio has not swung much of this business to the airways.

Forty-five states have tourist promotion bureaus with advertising budgets to use in attracting visitors within their boundaries, yet in 1949 Broadcasting had only one report of any state using radio for the purpose. Admittedly our records are incomplete on localized campaigns, but it is said there has been any great volume of state advertising on the air it seems likely that it would have been reported.

The Canadian Ad

The Canadian Government at the last minute last fall allocated $85,000 of its million-dollar travel promotion budget to American radio, after Maurice B. Mitchell, director of BABS, had registered an emphatic protest against early plans to buy space but to solicit free time. This year Mr. Mitchell has already submitted plans to the Canadian Radio Bureau for a $200,000 announcement campaign on United States stations.

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

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

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

Travel

Amalgamated Clothing Workers Union (CIO) has started sponsorship of ABC's Town Meeting of the Air (network co-op) on WJZ New York, first use of radio in the union's campaign for "union label" suits. Plans for extended use of radio, also TV, will be presented at the April 19 meeting of the Advertising Club (Continued on page 121)

HERSON SURPRISE
Solons Quiz NBC Interviewer

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

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

"I'm the most honored man in Washington today," Mr. Herson announced to his charming hosts. Plans for the affairs were made by Rep. Percy Priest (D-Tenn.), who celebrated his birthday on the broadcast, and Rep. Reva Bosone (D-Utah).
Toiletries
(Continued from page 114)
CBS for a weekly half-hour in September ($268,670); Campania Corp. (all products) had its first "Nighter" on CBS a half-hour a week in January-October ($263,716) and Solitaire Time all year on NBC 15 minutes a week ($101,764). Carter Products had Jimmie Fidler on MBS for a weekly quarter-hour January-June for Arrid ($139,458) and in October began promoting this product with a "Sing It Again" 15 minutes a week on CBS ($124,412).

Chamberlain Labs.
Chamberlain Labs in December started John B. Kennedy in a weekly five-minute newscast on Mutual ($10,670); Cheesborough Mfg. Co. sponsored Little Herman on ABC 30 minutes a week in January-July for various toiletries ($80,418) and Dr. Christian all year on CBS a half-hour a week ($78,078); Conti Products (shampoo) sponsored Yours for a Song on Mutual 25 minutes a week in January-May ($67,070); Eversharp Inc. (razors, blades, pens, pencils) sponsored 15-minutes of Stop the Music on ABC January-September ($365,533); "42" Products wound up its use of Bob Carroll's news program on CBS Pacific with a single January broadcast ($509); Grove Labs (Fitch hair tonic, shampoo, 4-Way cold tablets) sponsored The Shadow on MBS September-December 30 minutes each Sunday ($122,062).

Illinois Watch Case Co. (compacts, etc.) sponsored Groucho Marx's half-hour quiz show on ABC January-May ($298,870), moving it to CBS in the fall ($222,768); Andrew Jergens Co. continued Louella Parsons' Jergens Woodbury Journal 15 minutes weekly on ABC through the year ($602,342); Lee Pharmacal Co. used a quarter-hour of Arthur Godfrey's morning program five times a week on CBS May-September for Spray-A-Wave ($401,084); Manhattan Soap Co. had Front Page Features three quarter-hours on CBS Pacific January-July ($45,082); and We Love and Learn five quarter-hours a week on NBC all year long ($1,384,150); Murine Co. sponsored John B. Kennedy's Saturday evening five-minute newscast on MBS September-December ($99,250); Novoxema Chemical Co. sponsored Gabriel Heatter's MBS newscasts for 15 minutes each Monday all year ($336,194).

R. B. Semler Inc. (Krelim) sponsored Mr. Heatter two quarter-hours weekly on MBS in 1949 ($461,796); Sterling Drugs sponsored Manhattan Merry-Go-Round, Sunday half-hour on NBC in January-February for Dr. Lydon dentrifices ($118,958) and Backstage Wife, Monday-Friday quarter-hour, on NBC all year for various toiletries ($872,256); Wildroot Co. used Meet the Misses on CBS Pacific two quarter-hours a week, January-June ($24,182) and Adventures of Sam Spade, weekly half-hour, January-September on CBS ($667,180) and September-December on NBC ($227,926).

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

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

Colgate-Palmolive-Peet Co. in January started a 39-week spot campaign for Palmolive Soap in more than 180 markets using one-minute announcements; Grove Labs last month began using announcements in some 60 markets for Fitch Shampoo; Procter & Gamble Co. this month began using announcements for Ivory soap in about 60 cities. Sales Affiliates Inc. is adding two new markets—Lincoln and Grand Island, both Nebraska—to the nine in which the company uses Adventures of Maitze, M-G-M transcribed weekly series, for Zotos Fluid Wave, with further expansion anticipated in the fall. Manhattan Soap Co. this week begins use of 15 announcements a week on Transit Radio systems in six markets.

WMAW CLEARED
In FCC Initial Decision
INITIAL decision to grant WMAW Milwaukee a license to cover its construction permit for 5 kw full-time on 1250 kc, directional, has been reported by FCC. Hearing Examiner Basil P. Cooper ruled that no evidence was found to support charges that the station had misrepresented its actual ownership to the Commission or that the application filed in late 1944 constituted a measure whereby Herbert E. and Myrtle D. Uihlein "sought to carry out a partnership agreement entered into with George S. and Alice Uihlein in 1944."

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

Muzak in 45 rpm Field
ENTRY into the 45 rpm record field has been announced by Muzak Corp.'s transcription division. Now available to the trade are complete facilities for recording, processing and pressing, the firm stated. The service, it was announced, will be in addition to, and in conjunction with, operations in the transcription, and standard and microgroove phonograph record manufacturing field.

MAKE NO MISTAKE—Virginia's First Market is NORFOLK-PORTSMOUTH-NEWPORT NEWS!
★ No. 1—Retail Sales, Food, Drugs, Furniture
★ No. 1—Effective Buying Income
★ No. 1—Population
★ No. 1—General Economic Stability, 1949 compared to 1948

See Sales Management "Survey of Buying Power", out May 10th!

Get more for your money in this big, rich market... Get results instead of broad claims... Cover this market from the INSIDE—the only successful way to reach Tidewater Virginia's 150,000 radio families!

WSAP
PORTSMOUTH, VIRGINIA
Modern Studios in Portsmouth and Norfolk
B. WALTER HUFFINGTON, General Manager

5000 watts DAY & NIGHT ★
★ CP, 1350 kc
Uncle Sam

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

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

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

If you are a national advertiser

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

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

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

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

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

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

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

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

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

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

***

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America
A new suit of statistics for

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

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

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

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

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

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

New suit for Radio, too

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

that there are today 40,700,000 radio fam-
### LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>Hours No.</th>
<th>Stations</th>
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<td>Advertiser, program and agency</td>
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<td>1949</td>
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<tr>
<td>LEVER BROTHERS CO.</td>
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<td>&quot;Big Town&quot;</td>
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<td>Lifebuoy Soap</td>
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<td>335,369</td>
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<td>603,400</td>
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<td>&quot;Junior Miss&quot;</td>
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<td>Needham, Louis &amp; Broby</td>
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<td>&quot;Pepسودent&quot;</td>
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<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>Lux Toilet Soap &amp; Lux Fashions Co.</td>
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<td>&quot;Winter Takes All&quot;</td>
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<td>J. Walter Thompson Co.</td>
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<td>&quot;Pepper&quot;</td>
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<td>&quot;Our Miss Brooks&quot; &amp; &quot;Our Miss Baker&quot;</td>
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<td>&quot;Teen Dream&quot;</td>
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<td>&quot;This is Your Chance&quot;</td>
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<td>&quot;Crime Photographer&quot;</td>
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<tr>
<td>&quot;Arthur Godfrey&quot;</td>
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<td>&quot;Legends Be Sailed&quot;</td>
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<td>COLGATE-PALMOLIVE-Peet Co.</td>
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<td>&quot;A Day in the Life of Dennis Day&quot;</td>
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<td>Ted Bates</td>
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<td>&quot;Blondie&quot;</td>
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<td>&quot;Sports Newswave of the Air&quot;</td>
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<td>Sherman &amp; Marquette</td>
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<td>&quot;Your Stand In&quot;</td>
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<td>&quot;Mr. and Mrs. North&quot;</td>
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<td>PROCTOR &amp; GAMBLE CO.</td>
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<td>&quot;Pepper Young's Family&quot;</td>
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<td>&quot;Lillie Thomas&quot;</td>
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<td>Compton Adv.</td>
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<td>Compton Adv.</td>
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<td>&quot;The F. B. J. in Peace &amp; War&quot;</td>
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<td>Slow Co.</td>
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<tr>
<td>&quot;Life of Riley&quot;</td>
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<td>Benton &amp; Bowles</td>
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<tr>
<td>BRISTOL-MYERS CO.</td>
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<tr>
<td>&quot;Break the Bank&quot;</td>
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<tr>
<td>Dobhert, Clifford &amp; Sheldon</td>
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<tr>
<td>&quot;Debbie's Tavern&quot;</td>
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<td>&quot;Honey Morgan&quot;</td>
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<td>(Fri., Oct. 5)</td>
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<td>&quot;Break the Bank&quot;</td>
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<td>Dobhert, Clifford &amp; Sheldon</td>
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<td>&quot;Mr. District Attorney&quot;</td>
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<td>Young &amp; Robinich</td>
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<tr>
<td>AMERICAN HOME PRODUCTS</td>
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<td>1949</td>
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<tr>
<td>&quot;Miss Kaye, Trainer of Lost Persons&quot;</td>
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<td>&quot;Romance of Helen Trent&quot;</td>
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<td>1949</td>
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<td>Source: Publishers Information Bureau</td>
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<td>1949</td>
<td>1948</td>
<td>1939</td>
</tr>
</tbody>
</table>

* BROADCASTING estimate
Class 26: 

JOILETRIES

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

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

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

**Equal 1948 Volume**

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

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Network-Gross Dollars</th>
<th>Hours Per Week</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
<th>1948</th>
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<tbody>
<tr>
<td>Product</td>
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<tr>
<td>American Football</td>
<td>96,567</td>
<td></td>
<td>$106,623</td>
<td>81,469</td>
<td>$336,000*</td>
<td>237,000</td>
<td></td>
<td></td>
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</tbody>
</table>
| Advertising, program and agency
  WISCONSIN & CO. INC. |                       |                |       |       |       |       |       |       |
| "National Professional Championship Football Game" Ewell & Thaxter Assoc. |                       |                |       |       |       |       |       |       |
| "All Star Football Game" Ewell & Thaxter Assoc. |                       |                |       |       |       |       |       |       |
| RADIO OFFER CO. |                       |                |       |       |       |       |       |       |
| "Shopping Spree" |                       |                |       |       |       |       |       |       |
| "Romantic Song Shop" |                       |                |       |       |       |       |       |       |
| "Old, Old, Discolored Shoe" |                       |                |       |       |       |       |       |       |
| "On the Plaza" |                       |                |       |       |       |       |       |       |
| HOBART HOPE & SON |                       |                |       |       |       |       |       |       |
| SCW ENTERPRISES |                       |                |       |       |       |       |       |       |
| "Jenny On the Spot" |                       |                |       |       |       |       |       |       |
| COWAN & WHITMORE ADV. |                       |                |       |       |       |       |       |       |
| FAYDEX CORP. |                       |                |       |       |       |       |       |       |
| "Hollywood 400 Presents Siddeley Mountain Roundup" |                       |                |       |       |       |       |       |       |

* BROADCASTING estimate

Mr. Louis J. Nelson, Wade Advertising, Chicago, Illinois

Dear Louis:

Felties like you is ails lookin' for bright bitches 1948. Well air, Charleston, West Virginia—th' home town uv th' bright bitches in th' country (last seen a report on bansas coming in th' Fifth Federal Reserve District, an' doin' home house makin' like, Louis! Date 'em (till the cities in th' district—'s one of 'em is big once, too—any six showed a retail sales increas in summer on February 1st, same time in Charleston, Charleston was one, av' Yazzie, it's in long cool island local retail bazaars increased three per cent in December, m'numest stores!)

That's quite a record, Louis, on' see what this'is all but made ye long one's at home at work? Test that'tl orta let yuh know since felte like yuas want to tour yuas fashionable outfits with th' most fur yuh, an' with bazaar outfits like this, yuh jest can't overlook WCHS.

Yrs. Alas

W C H S
Charleston, W. Va.
AS THE accompanying table of network advertising by this class shows, the manufacturers of sporting goods and toys who use radio nationally do so on a one-time, special event basis, rather than as regular sponsors week in, week out.

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

Toy advertising comes most naturally in the pre-Christmas season, so it is not surprising that the three network advertisers of toys (shown on the table) all sponsored their one-time programs at that time, RCW Enterprises in November, the other two in December. Toy Productions of Hollywood also used radio on a spot basis at that season, sponsoring 10- and 15-minute recorded musical programs in eastern cities in a five-week radio campaign starting Nov. 7 for its Bugs Bunny and Porky Pig toys. RCW Enterprises also used 10-minute and quarter-hour programs on 60 stations in 30 markets in a five-week $250,000 pre-Christmas spot campaign in addition to its network broadcast.

But while Christmas is the time of most toy buying and giving, it is not the only time. Birthdays and other occasions for presents occur throughout the year and to publicize its products to this continuing market Faydrex Corp. is sponsoring a Sunday morning Musical Varieties program on the Don Lee program in 1949.

(Continued on page 114)
Soaps

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

Owned and operated by

MOODY BIBLE INSTITUTE
820 N. La Salle Street
Chicago 10, Illinois

1926-1950

CHICAGO'S PIONEER GOSPEL STATION

WMBI

AM and FM

One Not

H. R. 7310
to forget

LANG-WORTH FEATURE PROGRAMS, INC.
113 W. 57th St., New York 19, N. Y.
Network Calculator Programs at Local Station Cost
IER SESSION

H. V. KALtenborn To Speak

H. V. KALtenborn, NBC news analyst and commentator, will deliver the principal address at the 1950 Institute for Education by Radio in Columbus, Ohio, May 4-7. Dr. I. Keith Tyler, director of the Ohio State U. conference, announced last week.

Mr. Kaltenborn's speech will be heard at the institute dinner on May 7 when the IER marks the 20th anniversary of its founding. His subject will cover trends in international and educational broadcasting through the past two decades, and also will consider the future of radio and television.

Preceding the dinner, the IER will present the telecasting of a local program, Columbus Town Meeting, one of two TV programs to originate from the institute's conference rooms and to be carried by WINS-TV Columbus. For the first time Dr. Tyler said announcement of award winners in the exhibition of American educational radio programs will be made on May 1 preceding the IER opening.

WMFM (FM) OFF AIR

Lightning Damages Outlet

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

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

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

Smoking Materials (Continued from page 108)

<table>
<thead>
<tr>
<th>CLASS 23. SMOKING MATERIALS</th>
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<td>NETWORK</td>
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<th>LEADING NETWORK ADVERTISERS</th>
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<td>Advertiser, program and agency</td>
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<td>LIEGETT &amp; MYERS</td>
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Additional columns for 1948 and 1939 are included, but space is limited.

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

Broadcasters soliciting cigar business should find good sales arguments in surveys made last winter by the Pulse Inc. of two cigar-sponsored programs on WOR New York, showing the preference for the sponsor's products over other brands to be 3 1/2 times as strong with listeners compared to non-listeners of one program, 4 1/2 times as strong as with listeners to the other. Surveys also show audiences to these programs to include a larger-than-normal percentage of cigar smokers.

Need for strong cigar promotion is indicated by sales statistics. Last year some 8.8 billion cigars were smoked in the United States, only a slight decline from the 5.8 billion total for 1948, but a far cry from the 1920 record of nearly 10 billion.
a symbol of
ENGINEERING INTEGRITY

The Association of
FEDERAL COMMUNICATIONS
Consulting Engineers

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

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

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

Last year, Mr. Abrahams continues, "it is estimated that the nation's stores did $127.9 billion. This is not much under the all-time high of 129.9 billion in 1948, but a far cry from the $45 billion in 1939.

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

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

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

It is known, however, that when all advertising placed on stations by local retailers for all products they have for sale to the consuming public—from automobiles to zippers—the total volume exceeds that of either the national radio networks or the total spot business. In other words, the American merchant is an extremely good collective customer of the American broadcaster. In 1948 radio rendered a bill to Mr. Local Advertiser of $711 million, representing 41.1% of radio's total billings to all classes of advertisers. Last year, the local advertisers' bill was $822 million, 42.2% of the total. This year it can well go even higher.

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

Class 23:

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

Backing up that prediction, the Bureau of Internal Revenue reported that in February the production of cigarettes was up approximately 1% over the same month of last year.

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

Network advertisers in this last year, in addition to those shown in the table, were: Bayuk Cigars Inc. (Phillies), sponsoring Inside of Sports on Mutual five quarter-hours a week January-September; with gross time purchases of $201,910; Bloch Brothers Tobacco Co. (Mail Pouch tobacco) sponsored Fishing and Hunting Club of the Air 25 minutes a week on MBS ($570,421); Brown & Williamson Tobacco Co. (Rai - leigh cigarettes) sponsored People Are Funny for a Tuesday night half-hour on NBC, with Life in Your Hands as a summer replacement, and in the fall added a Saturday morning broadcast of this program to its NBC schedule ($899,910); Wally Frank Ltd. last November used two broadcasts on Mutual of a 15-minute program, Profiles in the News, for its line of pipe ($4,904); U. S. Tobacco Co. advertised its tobaccos with Take a Number, Saturday half-hour on MBS January-July ($444-601), in March started Man Next Door, at the same time on about 100 stations which previously carried Take a Number, continued Man Next Door after Take a Number was dropped ($36,753) and in August started Martin Kane, Private Eye as a Sunday half-hour, also on Mutual ($207-163).

Liggett & Myers Since the first of the year, Liggett & Myers (Chesterfield) has added a Saturday night half-hour on CBS. Arthur Godfrey Digest, a transcribed program of the high spots of his morning shows during the week on CBS of which Chesterfield also uses a daily half-hour. P. Lorillard Co. has started Dr. I. Q. as a Wednesday evening half-hour on ABC for Embassy cigarettes and has cut its portion of Stop the Music on ABC from 15 minutes for Old Gold cigarettes. American Tobacco Co. has dropped Leave It to Joan on CBS for Raw Tales and may add a daily 15-minute show to its current network schedule. Romon Art Metal Works first moved its five-minute Johnny Desmond show from MBS to ABC, then discontinued it. R. J. Reynolds on New Year's Day again sponsored ABC's broadcast of the Cotton Bowl Game.

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

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

Class 22: Retail Stores

<table>
<thead>
<tr>
<th>Network</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$40,632</td>
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</table>

Leading Network Advertisers

<table>
<thead>
<tr>
<th>Advertiser, program and agency</th>
<th>FIRST NATIONAL STORES INC.</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>&quot;Gay Lombardo Show&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Flying Feet&quot;</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Product

<table>
<thead>
<tr>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoe</td>
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No. of Stations

<table>
<thead>
<tr>
<th>1949</th>
<th>1948</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>129.9</td>
<td>113.1</td>
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</tbody>
</table>

Hours per Week

<table>
<thead>
<tr>
<th>1949</th>
<th>1948</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>127.9</td>
<td>129.9</td>
<td></td>
</tr>
</tbody>
</table>

ABC-19 1/2 (Jan-July)

<table>
<thead>
<tr>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>$38,472</td>
<td>$71,448</td>
</tr>
</tbody>
</table>

ABC-5% (Dec.)

<table>
<thead>
<tr>
<th>1949</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,160</td>
<td></td>
</tr>
</tbody>
</table>

*Broadcasting estimates
NEW HIGH IN SPONSORSHIP

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

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

NEW HIGH IN STATIONS
More stations take United Press service than ever before. The total is well beyond 1200 now in this country, a good 10 per cent higher than a year ago. U. P. clients continue to outnumber any other service's.
Class 21: Radio

Class 21, Radios, Phonographs, Musical Instruments and Accessories

Leading Network Advertisers

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hours per Week</th>
<th>1949</th>
<th>1948</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philco Corp.</td>
<td>ABC-211-1/2</td>
<td>(Jan.-Mar.)</td>
<td>$277,309</td>
<td>$272,054</td>
<td>$2,234,816</td>
<td></td>
</tr>
<tr>
<td>&quot;Bing Crosby&quot;</td>
<td>NBC-163/CBC-1/2</td>
<td>(Jan.-May)</td>
<td>$628,033</td>
<td>$635,926</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The RCA Victor Show&quot;</td>
<td>ABC-74 1/2</td>
<td>(Jan.-March)</td>
<td>74,727</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Letterman - Seagram Auditions of the Air&quot;</td>
<td>MBS-456-1/2</td>
<td>(Jan.-March)</td>
<td>11,112</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Dixie's Christmas Carol&quot;</td>
<td>CBS-14 1/2-0</td>
<td>(Dec.)</td>
<td>7,555</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The Masterwork Hour&quot;</td>
<td>MBS-57-1/4-0</td>
<td>(Dec.)</td>
<td>6,600</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting estimate

Advertising, program and agency


Radio returns are higher than ever on your favorite networks. Write, wire or call today!

KCMO Kansas City's Only and Only 50,000 watt station
Programmed for Mid-America Audiences

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

"Total industry radio set production is running just under a million units a month, yet some dealers are experiencing shortages, particularly in radio-phonographs of the more popular brands. After a full last summer, radio set sales recovered strongly in the fourth quarter so that the year's output rose to 14,400,000 units, about 1,400,000 above industry expectations. This year's production probably will equal that of 1949. TV receiver production in the first quarter likewise continued at the fourth quarter 1949 level and perhaps exceeded it. Industry estimates indicate that 4,500,000 or more television receivers will be manufactured this year, and an increasing number of these are being equipped with both AM and FM radio reception facilities.

"As manufacturers' dollar volume increases with TV set production, most set makers have increased their advertising budgets for 1950," Mr. Geddes concludes. "Many of them are using both radio and television to promote set sales. The present outlook is that the TV volume of combined radio and TV receiver sales in 1950 will be the highest in the industry's history."

The advertising increases Mr. Geddes refers to do not show up strongly at the national level. RCA is the only radio-TV set manufacturer currently sponsoring a network program, Screen Directors Playhouse, Friday evening half-hour on NBC. Columbia Recording Corp. sponsors Record Parade on behalf of its Long Playing records for a Sunday afternoon half-hour. Those two programs make up the entire network advertising for the radio-TV-musical instrument-record group at this time.

Hallcroft Co. discontinued Hollywood Quiz in March after a 12-week run on NBC, and Muns TV, which started Rebuttal as a 15-minute Sunday series on Mutual early this year, has also dropped out of network advertising for the time being. Radio and TV receivers are advertised on the network programs of General Electric Co. and Westinghouse Electric Corp., which are listed under the household equipment class as the major part of their advertising is for home appliances.

Most of the advertising of this class is placed by dealers and distributors, either independently or in dealer groups, and a number of the manufacturers have cooperative advertising plans for sharing the cost of radio ads for their products with the dealers. General Electric Co. and Stewart-Warner Corp. are among the companies offering dealers such cooperative plans. Columbia Recording Corp. provides package script-and-record Masterwork Hour programs to stations for sponsorship by local record dealers. About 50 radio-TV and music stores sponsor network co-op shows locally and four use Transit Radio facilities.

Radio-TV Roundup

Bulletin Compiled by NAB

COMPELLING of basic facts on radio and television has been published by the NAB Research Dept. Under direction of Meryl Sullivan, assistant director. The material wraps up in one package the facts about circulation, sets, time sales, and related matters. Revised versions will be issued regularly to keep the bulletin up to date.

Why buy 2 or more?
"Do 1 big sales job on "Radio Baltimore"...

BROADCASTING * Telecasting

Class 21: Radio

Class 21, Radios, Phonographs, Musical Instruments and Accessories

Leading Network Advertisers

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Why buy 2 or more?
"Do 1 big sales job on "Radio Baltimore"...

BROADCASTING * Telecasting
FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

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

MORE PROOF THAT WJR IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR CBS
50,000 WATTS

FREE SPEECH MIKE

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

G. A. RICHARDS
Chairman of the Board

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

NETWORK advertising of office equipment, stationery and writing materials has fallen off badly the past two years. In 1947 gross network time sales to this group were $4,530,869. In 1948 they declined to $2,917,072 and last year fell off still further, to $1,415,696. Both of last year's network clients from this class have continued their programs into the current year.

In the spot field the picture is no more cheerful. Jos. Dixon Crucible Co., advertising for Dixon Ticonderoga Pencils, is the only account from this class reported by

Class 20: Publishing & Media

THE PUBLISHING industry, never a major user of radio time in its advertising, showed no signs of becoming one during 1949. Network billings of this group, which had declined 33% from 1947 to 1948, fell 37% in 1949. The ABC quarter-hour weekly program for Christian Science Monitor was the only network program in this class which continued through the complete year.

William H. Wise Co. during 1949 ran a number of network campaigns for Handy Man and How To Get More Out of Life and is currently promoting the latter volume with Saturday and Sunday afternoon half-hours on CBS and a Sunday evening quarter-hour on ABC, Doubleday & Co. embarked on extensive network advertising for a number of its books during the fall on short-time contracts with frequent changes of the books advertised. Currently Doubleday has two consecutive 15-minute programs on NBC Sunday afternoon and another pair of back-to-back quarter-hours on CBS, also Sunday afternoons. A similar two-program 30-minute series on ABC was broadcast following that network's opera programs on Saturdays and ended with the conclusion of the 1949-50 opera season.

Class 19. Office Equipment, Stationery & Writing Supplies

| NETWORK (Gross) | 1949 | 1,413,606 |
| Network | 1948 | 2,317,072 |
| Product Name | 1939 |
| Advertiser, program and agency | Network | 1949 | 1948 | 1939 |
| LEADING NETWORK ADVERTISERS | No. of Stations | Hours per Week | 922,000 |
| Product | Pens & Pencils | Hallmark Greeting Cards | |
| "Talking It or Leave It" | NRC-1547/8 | CBS-1597/8 | |
| Blow Co. | (Jan.-July, | (Jan.-June, | |
| | Sept.-Dec.) | Sept.-Dec.) | |
| MALL BROTHERS INC. | $649,530 | $843,801 | |
| "Mailbox" | | | |
| Fouty, Coe & Belting | | | |
| | | | |
| Source: Publishers Information Bureau |

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

Among magazine publishers, Curtis Publishing Co. uses programs and announcements on a wide scale for Saturday Evening Post, Ladies Home Journal and Holiday. Announcements and participations have also been used for Newsweek and Quick in recent months and Time Inc. has been considering a spot campaign of 5-, 10- and 15-minute news programs for Life.

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

WKNA Increases Power

WKNA Charleston, W. Va., owned and operated by Joe L. Smith Inc., went on the air March 23 with increased power of 5 kw. Broadcasting on 950 kc, the ABC affiliate formerly operated on power of 1 kw.

Page 104 * April 17, 1950

BROADCASTING • Telecasting
THE new Broadcast Measurement Bureau Survey proves that WOW audience has grown steadily with the rich area it serves.

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

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

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

LESS THAN 20% OF THE WOW AUDIENCE IS RATED BY THE OMAHA CITY HOOPER RATINGS
Class 18: Jewelry

Major Watch manufacturers, whose purchase of spot radio time—chiefly station breaks for time signals—makes up most of radio's revenue from the jewelry trade, will continue their radio operations this year on about the same level as last, according to indications in the early months of 1950.

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

Benrus expects to spend about $1 million for radio, slightly less than in 1949. Gruen plans to continue radio in major market on about last year's level. Waltham, forced to shut down when its funds were halted by the Reconstruction Finance Corp, which loaned the company some $35 million last year, is presenting its new reorganization plans to a Federal Court in Boston this week and expects to resume its use of radio on an expanded basis as soon as it gets production of watches under way again.

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

Programs Have Changed

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

Class 18, Jewelry, Optical Goods & Cameras

Leading Network Advertisers (Gross) 1949 $2,789,721 1948 $2,019,942 1939

<table>
<thead>
<tr>
<th>Product</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Hours per Week</th>
<th>Income 1949</th>
<th>Income 1948</th>
<th>Income 1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longines Watches</td>
<td>CBS-165-1/2</td>
<td>490,247</td>
<td>$2,048,000</td>
<td>$1,587,470</td>
<td>$1,237,812</td>
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</tr>
<tr>
<td>Wittnauer Watches</td>
<td>CBS-165-1/2</td>
<td>492,276</td>
<td>$2,048,000</td>
<td>$1,587,470</td>
<td>$1,237,812</td>
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</tr>
<tr>
<td>Watches</td>
<td>CBS-165-3/4</td>
<td>14,725</td>
<td>$519,469</td>
<td>$262,269</td>
<td>$--</td>
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</tr>
<tr>
<td>Helbros Watches</td>
<td>MBS-608-25min.</td>
<td>363,092</td>
<td>$478,002</td>
<td>$--</td>
<td>$--</td>
<td></td>
</tr>
<tr>
<td>Helbros Watches</td>
<td>ABC-79-1/4</td>
<td>355,238</td>
<td>$246,760</td>
<td>$--</td>
<td>$--</td>
<td></td>
</tr>
<tr>
<td>Watch Bands</td>
<td>ABC-202-1/2</td>
<td>251,100</td>
<td>$--</td>
<td>$246,760</td>
<td>$--</td>
<td></td>
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</tbody>
</table>

“Nab By-Laws Amended

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

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

American Mutual Liability Insurance Co. of Boston; Prudential's weekly 15-minute program on WJNR Newark, and W. A. Alexander Co.'s quarter-hour a week on WGN Chicago.

“The retailer absorbs the major part of the cost of advertising,” BAB pointed out in its recent report on the jewelry trade and its advertising practices, which notes that “most silverware and watch manufacturers allow a dealer discount of 40% with an additional 10% allowance for advertising.

“Today, the average cash jeweler spends from 3% to 4% of his gross sales on advertising,” BAB reported. “The credit jeweler’s appropriation runs as high as 9% but averages about 6.5%.” BAB noted that this 6.5% is divided as follows: 3.70% of gross sales goes for newspaper advertising, 2.24% for direct mail, 1.72% for miscellaneous advertising and only 0.92% for radio.

A moderate amount of local advertising for jewelry and allied products is indicated by the current sponsorship of network co-op shows by about 30 dealers in such merchandise. This class also accounts for more than 20 advertisers on Transit Radio in the various cities served by this medium.

“for a better-than-ever BUY

in Ohio's third market

5,000 w AM 50,000 w FM
1390 KC 161.1 MC

WFMJ

basic abc for youngstown

ask Headley reed

Page 102 • April 17, 1950

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

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

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

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

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

*Compiled from 1949 Sales Management Survey of Buying Power.
TWO INSTITUTIONAL campaigns—U. S. Steel's sponsorship of Theatre Guild on the Air and duPont's sponsorship of Cavalcade of America—in 1949 as in previous years made up practically all of the use of radio time by members of this class. Largely because of U. S. Steel's summer series in place of its usual summer hiatus, network time sales to this group rose nearly 25% last year. Inland Steel's one-time broadcast on the steel strike is not likely to be repeated.

The only other advertising from this group on the air is Union Carbide & Carbon Corp., which in February began using announcements for its bakelite division on KMA Shenandoah, Iowa, and two dealer cooperative announcement campaigns announced by Truscon Steel Co. and Wisconsin Motor Corp.

Class 16:...Industrial Materials

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>1948</th>
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<td></td>
<td>Gross</td>
<td>(Gross)</td>
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<td></td>
<td>(Net)</td>
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<td></td>
<td>(Net)</td>
<td>1948</td>
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<tr>
<td></td>
<td>(Net)</td>
<td>1948</td>
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Advertiser, program and agency

<table>
<thead>
<tr>
<th>U. S. STEEL CORP.</th>
<th>&quot;Theatre Guild On the Air&quot;</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>BBOO</td>
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<tr>
<td></td>
<td>&quot;NBC Summer Symphony&quot;</td>
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<td>BBOO</td>
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<tr>
<td></td>
<td>&quot;20th Annual Theatre Guild On the Air&quot;</td>
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<td>BBOO</td>
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<tr>
<td></td>
<td>INLAND STEEL CORP.</td>
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<td></td>
<td>&quot;The Steel Strike&quot;</td>
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<td>INSTITUTIONAL</td>
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network

<table>
<thead>
<tr>
<th>Network No. of Stations</th>
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<tbody>
<tr>
<td>1949</td>
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<tr>
<td>1948</td>
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<tr>
<td>1949</td>
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</tbody>
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Hours per week

<table>
<thead>
<tr>
<th>1949</th>
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<tr>
<td>1,452,089</td>
<td>1,052,090</td>
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<tr>
<td>670,775</td>
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<tr>
<td>781,314</td>
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<tr>
<td>710,820</td>
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<tr>
<td>11,764</td>
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</table>

Source: Publishers Information Bureau

Class 17:...Insurance

"PURCHASE of new life insurance by American families was $28,610,000,000 in 1949—a record volume for the fourth consecutive year. In the four years since the end of the war, total purchases have exceeded $90 billion—as much as the purchases of the eight previous years," Holgar J. Johnson, president, Institute of Life Insurance, reports in a statement for this issue of Broadcasting.

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

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

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

Insurance advertising on the national networks has not kept pace with the volume of insurance business. On the contrary, it dropped by about 10% last year and seems slated for a further decline in 1950, Prudential having discontinued its Family of Stars the end of February, California Medical Ass'n's California Caravan is now broadcast on Don Lee for a half-hour each Sunday.

The Jack Berg Show, This Is Your FBI and Metropolitan's network newscasts continue, with Metropolitan also continuing a heavy schedule of news and an-
February 20, 1950

Dear Ed:

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

Recently, for one of our clients, we offered a book costing $2.95. WGN pulled over 1200 orders from one broadcast or about $2900 worth of business— at an advertising cost of about 16¢ per order. This is a phenomenal record and the station deserves to be congratulated for such a very fine job.

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

Cordially,

Lucille Dreher
HUBER HOGE & SONS

A Clear Channel Station... 
Serving the Middle West

Need we say more?

Chicago 11
Illinois
50,000 Watts
720
On Your Dial
after June 1 and company may use radio this summer; O'Keefe & Merrill Co. (gas ranges) uses spots on year-round basis on some 30 stations in California; Soony Vacuum Oil Co. promotes Bug-a-Boo insecticide as well as Mobilgas and Mobilol on six stations, using from three to 26 programs a week per station; Southern Appliance Inc. uses stations in North and South Carolina; Standard Vacuum Cleaner Co. uses stations in Northern California.

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

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

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

Class 15: . . . Furnishings

Class 15. Household Furnishings

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

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

Pequot Mills started participations in Housewives Protective League the day after Christmas on CBS stations in New York, Chicago, Los Angeles and San Francisco, plus a quarter-hour news program on WHO Des Moines and participations on WTC Hartford.

Company may use an expanded spot campaign for June bride promotion.

F. Schumacher & Co. has been using announcements on two New York stations for Waverly home-furnishing fabrics.
YOU MIGHT FLY NON-STOP AROUND THE WORLD*

BUT...

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

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

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

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

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

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

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

WKZO first in Kalamazoo and Greater Western Michigan (CBS)

WJEF first in Grand Rapids and Kent County (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knodeL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Class 13:

FERRY-MORSE SEED CO., re-summored sponsorship of Garden Gate on CBS on Jan. 21 for a 13-week campaign, ensuring this category an entry in its 1960 table of national network advertisers.

A second network entry appeared in March, when California Spray Chemical Co. extended its Gillespie Garden Guide from EFRC San Francisco to the full Don Bee Network under a 13-week contract for three quarters-a-week a month.

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

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

Back to Selling is the theme of the electric appliance industry for 1950. C. T. Lawton, president, National Electrical Manufacturers Assn., stated in his year-end message. He noted that despite a general business recession early in 1949 and coal and steel strikes later last year, the year's production of the electrical manufacturing industry had totaled $7 billion, compared with $7.75 billion in 1948, best peacetime year on record. More than four million electric refrigerators, three million washing machines and nearly three million vacuum cleaners, more than a million electric ranges, plus millions of electric irons, toasters and other appliances were sold during the year.

Reports on the first quarter of 1950 indicate that this year may be better than last for the electric appliances which make up the larger part of this class. Philco reports air conditioner sales in the first three months of 1950 topping the like period of 1949 by 85%; sales of Lewey vacuum cleaners for the quarter were more than double those in the first quarter of last year. Spokesmen of the major manufacturers in this field are unanimous that the 1950 outlook is good, but they also agree that it will take strong selling, backed up by strong merchandising and advertising programs, to keep sales at their present high level.

That's good news for radio, for this class of manufacturer has always been a major user of time on the air. Last year this group ranked third in its purchase of network time among the 28 product classifications, accounting for 12.6% of all network time purchases. This class also makes use of a lot of stations on a spot or local basis, with many appliance dealers and dealer associations running year-round radio campaigns.

(Continued on page 98)

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**Class 14: Househould Equip.**

**Class 14: Household Equipment & Supplies**

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1949</th>
<th>$6,118,005</th>
<th>1948</th>
<th>8,628,906</th>
<th>1939</th>
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<td>Advertiser, program and agency</td>
<td>Product</td>
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<td></td>
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</tr>
<tr>
<td>Network</td>
<td>No. of Stations</td>
<td>Hours per Week</td>
<td>1949</td>
<td>1948</td>
<td>1939</td>
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<tr>
<td>GENERAL ELECTRIC CO.</td>
<td>&quot;The Man Who Came to Dinner&quot;</td>
<td>$1,626,324</td>
<td>$7,383,378</td>
<td>$367,609</td>
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<tr>
<td>&quot;C. E. Houseparty&quot;</td>
<td>Metro</td>
<td>1,814</td>
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<tr>
<td>Young &amp; Rubicam</td>
<td>&quot;Fred Waring&quot;</td>
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<td>BBD</td>
<td>&quot;Brooks Club&quot;</td>
<td>799,168</td>
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<td>PHILCO CORP.</td>
<td>Advertising: Club, Hutchins Adv.</td>
<td>849,176</td>
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<td>WESTINGHOUSE ELECTRIC CORP.</td>
<td>&quot;Ted Malone&quot;</td>
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<tr>
<td>McCormick</td>
<td>&quot;Monday Morning Headlines&quot;</td>
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<td>FEESEMAN BROTHERS INC.</td>
<td>&quot;Tomorrow's Headlines&quot;</td>
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<td>&quot;First Monday Headlines&quot;</td>
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<td>William H. Weintraub Co.</td>
<td>&quot;Allen Jackson and the News&quot;</td>
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<tr>
<td>&quot;Don McNeill's Days&quot;</td>
<td>1,559,875</td>
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<td>Colonna Brothers</td>
<td>Refrigerators, Air Conditioning Units, Fire Extinguishers, Television Receivers &amp; Radios</td>
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<tr>
<td>&quot;The Human Side of the News&quot;</td>
<td>$930,997</td>
<td>$1,318,029</td>
<td>$64,522</td>
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<tr>
<td>Guyer, Newell &amp; Ginger</td>
<td>Loundemakers, Refrigerators, Ranges, Irons, etc.</td>
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<td>FELDNER MOTORS CORP.</td>
<td>ABC-28-25 min.</td>
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<td>&quot;Lum &amp; Abner&quot;</td>
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<td>Forte, Cane &amp; Belding</td>
<td>ABC-357-1/4</td>
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<td>&quot;The Human Side of the News&quot;</td>
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<td>Refrigerators, Ranges &amp; Home Freezers</td>
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<tr>
<td>FELDNER MOTORS CORP.</td>
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<td>&quot;Lum &amp; Abner&quot;</td>
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<td>Forte, Cane &amp; Belding</td>
<td>Air Wick</td>
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<td>&quot;The Human Side of the News&quot;</td>
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<td>&quot;Lum &amp; Abner&quot;</td>
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<td>$800,779</td>
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<td>Forte, Cane &amp; Belding</td>
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<td>&quot;The Human Side of the News&quot;</td>
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<td>$64,522</td>
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<td>Refrigerators, Ranges &amp; Home Freezers</td>
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<tr>
<td>Refrigerators, Ranges &amp; Home Freezers</td>
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</tbody>
</table>
Extended trips to distant points
Feature some vacation cards.
But Philadelphians take their ease
Right in their own back yards!
Mountain scenery's close at hand,
So is the sandy beach;
Playspots galore, and all within
The KYW reach!
So never let the specter of
A "summer sales slump" trouble you —
Just keep promoting all year round
On Philly's KYW!
Foods
(Continued from page 88)
General Mills uses about 50 stations, mostly station breaks, for Bisquick and Wheaties. Kroger Co. sponsors quarter-hour programs five days a week, using 21 stations for Kroger Bread, 28 for Hot-Dated Coffee.
Continental Baking Co., one of the most consistent spot users, has five announcements a week on 64 stations for Hostess Cakes and three to 17 announcements weekly on 61 stations for Wonder Bread. Ward Baking Co. is also a regular user of spot radio for Tip-Top Bread, currently placing announcements and 15-minute programs on 113 stations. Breyer Ice Cream Co. uses announcements on 21 stations; Swift & Co. promotes its ice cream with announcements on 71 stations.

Class 12:

PRODUCTION of motor fuel hit a new high of 960 million barrels in 1949, an increase of 38 million barrels over the preceding year. Despite comparatively warm weather in the first and last quarters of the year which reduced consumption of fuel oil and a continuing average decline in exports of 405,000 barrels a day, the increased domestic demand for motor fuel kept the year's total petroleum consumption, including exports, at the rate of 6,105,000 barrels a day in 1945.

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

Last year's network gas, oil and coal advertisers, in addition to the six leaders shown in the table, included Delaware and Hudson Co. (coal), sponsoring D & H Miners in a 15-minute Sunday series on NBC (spending $49,088 before discounts for time); Glen Alenic Coal, MBS Sunday half-hour, January-June, September-December ($83,696); Pacific Western Oil Corp. (skelly gas and oil), Richfield Reporter, ABC Pacific, two quarter-hours a week ($284,724); Sinclair Oil Co. (gas and oil), Richfield Sports Reporter, September-December, Saturday quarter-hour on ABC ($41,015); Socony-Vacuum Oil Co., one-time ABC broadcast of dedication of new General Petroleum Bldg. ($1,050); Standard Oil Co. of California (petroleum products), The Whistler, CBS Western Sunday half-hour ($75,804); Standard School Broadcast, weekly half-hour on NBC Western January-April, September-December ($202,341); Standard Hour, Sunday broadcast on NBC Western ($164,060); Standard Oil Co. of Indiana (Amoco gas, oil, tires), Carnegie Hall, ABC weekly half-hour ($293,686); Tide Water Associated Oil Co. (gas and oil), football games on CBS Pacific September-November ($35,076).

New Network Business

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

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

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

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

(Continued on page 96)
WJJD

Chicago's BEST
50,000 Watt BUY

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

IN PRECEDING pages of this issue (our 10th NAB convention number) there are stories and statements amplifying displays about the 28th annual meeting of the NAB. You are regaled with facts and features on this top-level management conference dedicated to the vital role of radio-TV media in this teeming world.

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

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

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

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

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

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

No more serious blow could be visited upon American radio, short of Government control. Though we may be accused of gross exaggeration, we fear this could be. For out of radio anarchy could come a "nationalization" tidal wave. We are still in a state of "national emergency" hanging over from World War II. Government operation of radio is all around us in this world shrunk to the size of a man's hand by the very miracle of radio and its either twin—air transport. We have a Government-operated "Voice of America." How long (or short) a haul is it to a domestic "Voice of the United States"? By the stroke of his pen the President can so decree under Section 303 (c) of the Communications Act of 1934. The NAB board of directors cannot be unmindful of this foreboding prospect. Many broadcasters who deal in the collective "we," rather than the first person singular, must sense.

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

At this conference they give the leadership to stem the tide of defection. The issue should be brought to the floor. It should not be allowed to fester. There should be affirmative action signaling a new era of strength and unity and purpose.

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

Trigger-Happy Boys

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

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

That's all radio and TV can ask. Broadcasters have the job of proving that radio delivers the sales at costs lower than those of the competitive media. That is TV's job too. They are not in competition against each other, as the trigger-happy boys foolishly have pegged it. They sell against all other media. To say that there will be no rate adjustments henceforth is ostrich-like. There have been and always will be adjustments, although radio's curve from its start has been onward and upward—a phenomenon among media. TV is swishing across the firmament jet-propelled. To attempt to stop it would be as effective as the efforts of the printed media against radio two decades ago.

P&G's Morgens said his company won't be "panicked by any casual phrases such as one occasionally hears... that 'radio's through and television is taking its place.'" He emphasizes timing as the key factor. Mr. Morgens said: Radio must come up with the answer. NBC does it effectively in a current advertisement aptly labeled "A new suit of statistics for Uncle Sam." Actually tying its theme into the financial, it brings out that the radio audience will rise as the TV audience falls. There are nothing but "false friends." The advertising bargainers who will rediscuss the giant, 95% as big as America, with 40,700,000 radio families (as against 28,500,000 a decade ago); that 41% of them have more than one radio, and that more people are listening more to their radios today (it used to be 3½ hours of listening per day, as against 4 hours and 44 minutes now). And no one will be surprised if the trigger-happy boys, CBS-owned WCCO Minneapolis, with two TV stations in its immediate twin-city area, has announced rate "revisions" effective May 1—revisions upward during daytime hours.

Sure there will be rate adjustments. But not when radio has such unassailable statistics. And not when daytime radio is the world's best ad, as it has been defined. And when the total take of one weekly picture magazine exceeds the gross income of any single network operating 18 hours a day, seven days a week, delivering a hundred million circulation. The facts are there. They must be told, and retold.

It's too bad the trigger-happy boys had to pop their cap-pistols. But after all, the value of the "trade association" is that of those that which the management itself places on it. The manager should know best.
IN DETROIT...

Sales are made 24 hours a day

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

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

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

To get in on the continuous rush hour in Detroit, call your local Katz Agency man about WJBK. And remember, there are six other Fort Industry stations in six other important markets ready to do this same result-getting job for you.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

T E L E C A S T I N G  •  B R O A D C A S T I N G

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

April 17, 1950 • Page 91
The RFD mail wagon which brought the only news of the outside world to remote sections of northern California...the security box from a Wells-Fargo stagecoach...a mailbox from the 1850's...an early telephone...the semaphore on San Francisco's Telegraph Hill...Pony Express riders who speeded communications between the east and west...ox bells used by highwaymen as a ruse to stop the stagecoaches...

...the flag of the California Republic...an old telegraph key. All these were vital communications in the early days of northern California. Today there is one, and only one, way to reach all of northern California at one fell swoop—KNBC. It is northern California's best buy.
Foods  
(Continued from page 80)
Gillette Safety Razor Co. for Toni home permanent waves. This company has moved the five-day 25-minute House Party from ABC to CBS and has added Cedric Adams in a five-minute spot across the board on CBS to round out the half-hour. Ivory is also sponsoring It's Fun To Be Young on CBS Pacific Network.

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

Quaker Oats Co. is now sponsoring Crosby Cole and the Johnson Family for a 15-minute weekly broadcast on a CBS network of 31 Southern stations, having completed a winter campaign for Mothers Oats on MBS, using a morning half-hour of Man on the Farm. Quaker continues the second half-hour of this Mutual program for its stock feeds (Class 1). Campbell Soup Co. is doubling its sponsorship of Double or Nothing on NBC May 1 and adding a morning half-hour five days a week to the present afternoon series, also sponsored by Campbell.

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

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

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

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

(Continued on page 94)

DUNVILLE REPLIES TO WCBC  
Travis Hits WLW 'Incursions' on Ind. Market

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

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

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

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

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

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

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

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

(Continued from page 89)

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

In addition to the six leading groups of this class listed in the table, the network clients during 1949 included: American Bakeries Co., which in June started the Lone Ranger on ABC, three half-hour a week, spending $134,154 for network time last year; American Meat Institute, sponsoring NBC's daytime Fred Waring Program two half-hours a week from January through July ($230,884); Armour & Co., Stars Over Hollywood, Saturday half-hour on CBS ($381,245); Hint Hunt, five quarter-hours a week on CBS, January-May ($384,696); Borden Co., Country Fair, CBS half-hour ($707,729); Butler Packing Corp., Newsweek Looks Ahead, Sunday quarter-hour on ABC Western hookup, January-February ($1,157,400); Kellogg Co., CBS, 25 minutes Saturday afternoons, half-hour, three five-minute newscasts a week on ABC Western stations, January-March ($138,330).

Network Activity

H. J. Heinz Co., starting Oddie & Harriet on ABC as a Friday half-hour in October ($4,425,454); George A. Hormel & Co., Girls Corps, Saturday half-hour on MBS January-February ($25,560), moved to ABC March-December ($277,456), now for a waist Sunday; International Milling Co., three 15-minute segments of Queen for a Day on MBS January-April ($380,440); Kellogg Co., CBS, 25-minute serial, five times a week, Monday; Kgwon’s Best, Saturday half-hour on NBC in West January-July, October-December ($43,491); Lambirden United Bakeries, Zeke Manners, five times a week, ABC Pacific-March-December ($43,948); Lever Bros. Co. (Spry), Aunt Jenny, CBS five-week 15-minute daytimer ($1,045,501), and Lipper &f Mann’s Tea, souvenir programs for Garden’s Talents and Scents, CBS Sunday half-hour ($675,959); Libby, McNeil & Libby, My True Story, ABC five-minute serial, five times a week, January-May, three times a week June-December ($1,335,747).

Miami Margarine Co., sponsoring Mutual’s Queen for a Day two quarter-hours a week January, April ($45,960); Minnesota Valley Canning Co., Fred Waring Program, Friday half-hour (now Saturday), NBC ($425,258); Nailey’s Inc., Meet the Missus, weekly quarter-hour on CBS Pacific March-May ($7,347); National Dairy Products Corp., Kraft Music Hall, NBC half-hour January-September ($583,672), Steallet Dairy Products, Variety Theatre, NBC half-hour January-December ($247,564), Dorothy Dye at Home, quarter-hour five-a-week, NBC November-December ($169,295), Kraft Products, Marriage for Two, NBC, 15 minutes five times a week October-December ($291,590), Parkay, Great Gildersleeve (Andrew Andrews during summer), NBC half-hour ($650,443).

Pet Milk Co., Marv Lee Taylor, NBC half-hour ($425,454). Pet Milk Show, also NBC half-hour ($785,679); Pillsbury Mills, Kay Kyser’s College, five quarter-hours on ABC January-July ($597,765), Houseparty, 50 minutes five times a week, ABC September-December ($453,746), Galen Drake, ABC, 15 minutes, five times a week, ABC October-November ($1,005,862), Grand Central Station, CBS half-hour ($412,875), Surprise Package, 15 minutes five times a week, ABC Pacific March-December ($60,856), Bob Trout newscasts, NBC Sunday five-minute program January-March ($21,091); Planters Nut & Chocolate Co., Elmer Petersen newscasts, NBC Pacific, three quarter-hours a week January-March ($16,698).

**New Programs**

Since Jan. 1, 1950, Bowey’s Inc. has begun sponsoring Stars Over Hollywood on CBS for 15 minutes Saturday. Kellogg Co. also has a Mutual program, TV Time, Monday, three daytime quarter-hours a week, having discontinued its sponsorship of Mother Knows Best on CBS. Van Camp’s Spiced Tuna, Mr. Peanut’s new program, has started Bing Crosby in a daytime 15-minute program broadcast weekly on CBS Pacific. Libby McNeill & Libby has True Story of the Week, nine days a week, three days a week, these periods being picked up by Sterling Drug, which already sponsored the program through the year. General Foods, which last year gave network radio a large part of its overall advertising expenditures of $30 million, expects to expand both the total amount and relative share of its advertising expenditures. So far this year this company has started sponsoring Hopalong Cassidy as a Sunday afternoon half-hour on MBS, has shifted programs—My Favorite Husband and the Goldbergs—from Friday to Sunday and Saturday, respectively, on the same network, and purchased the sponsorship of the Brooklyn Dodgers Saturday afternoon ball games on CBS. GF already has contracted for daily broadcasts of the Dodgers on WMER. Pillsbury Mills has just begun sponsoring a quarter-hour of Arthur Godfrey’s morning show on CBS on alternate days, picking up the period formerly sponsored by

(Continued on page 88)
On the Pacific Coast, about 14 million people spend 15½ billion dollars per year. Only Don Lee sells them where they live. And Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

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

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

The Nation’s Greatest Regional Network
We have a special problem out here on the West Coast because we're different—geographically and geologically. The Pacific Coast is a big area. It's broken up by mountains as high as 14,495 feet, and the marketing areas are far apart.

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

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

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

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

Of 45 Major Pacific Coast Cities

<table>
<thead>
<tr>
<th>ONLY 10</th>
<th>3</th>
<th>8</th>
<th>24</th>
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<tbody>
<tr>
<td>have stations of all 4 networks</td>
<td>have Don Lee and 2 other network stations</td>
<td>have Don Lee and 1 other network station</td>
<td>have Don Lee and NO other network station</td>
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**WKBN**

**YOUNGSTOWN, OHIO**

**Hooper PROVED**

**HOOPER STATION AUDIENCE INDEX**

**City Zone**

**MONTHS** JANUARY-FEBRUARY, 1950

**Total Coincidental Calls—This Period 16,936**

**SHARE OF BROADCAST AUDIENCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>WKBN</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
<th>Network Station E</th>
<th>Network Station F</th>
<th>Station G</th>
<th>FM, TV &amp;</th>
<th>HOMES CALLED</th>
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<tr>
<td>WEEKDAY MORNING</td>
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<td>MON. thru Fri. 8:00 A.M.—12:00 NOON</td>
<td>20.5</td>
<td>40.5</td>
<td>28.0</td>
<td>14.4</td>
<td>3.7</td>
<td>0.7</td>
<td>2.5</td>
<td>5.5</td>
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<td>2,525</td>
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<td>WEDNESDAY MORNING</td>
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<td>MON. thru Fri. 12:00 NOON—4:00 P.M.</td>
<td>25.0</td>
<td>35.2</td>
<td>17.7</td>
<td>22.6</td>
<td>6.4</td>
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<td>1.6</td>
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<td>6.0</td>
<td>3,190</td>
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<td>THURSDAY</td>
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<tr>
<td>SUN. thru Sat. 4:00 P.M.—8:00 P.M.</td>
<td>41.7</td>
<td>44.3</td>
<td>21.6</td>
<td>11.9</td>
<td>11.2</td>
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<td>FRIDAY</td>
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<tr>
<td>SUN. thru Sat. 8:00 A.M.—12:00 NOON</td>
<td>32.7</td>
<td>20.3</td>
<td>26.0</td>
<td>15.7</td>
<td>14.5</td>
<td>4.5</td>
<td>5.5</td>
<td>(7.4)*</td>
<td>5.0</td>
<td>1,984</td>
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<td>SATURDAY</td>
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<td>8:00 A.M.—8:00 P.M.</td>
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<td>TIME PERIODS</td>
<td>34.0</td>
<td>40.2</td>
<td>21.0</td>
<td>16.2</td>
<td>6.6</td>
<td>2.7</td>
<td>2.0</td>
<td>(6.0)*</td>
<td>4.0</td>
<td>14,096</td>
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*The above measurements are adjusted to compensate for the fact that Radio Station G sign-off at 5:15 P.M. in January, and at 6:00 P.M. in February.

**SHARE OF BROADCAST AUDIENCE** represents the percentage of the total broadcast audience that are heard on any given station. Base for "HOMES-USING-STATION" is based on the total number of homes called.

**Every rated hour given above represents the same schedule in the same city.

**Copyright 1950**

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**WKBN**

**CBS**

**YOUNGSTOWN, OHIO**

**5000 WATTS-570 KC**-Rep. by RAYMER

**April 17, 1950 • Page 83**
Entertainment

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

The three entertainment advertisers who used network radio last year typify the way radio is used by their class. Each sponsored a one-time program advertising a specific production then being presented by the motion picture firm. Recent spot campaigns have been of the same order. RKO Pictures in February ran two announcement campaigns for two new pictures, using 170 stations to urge listeners to see "Stormbolli" and 38 stations on behalf of "The Outlaw." Eagle Lion Films that month publicized "Guilty of Treason" on a Yankee Network.

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

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

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

Class 11:

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

Mr. Willis' statement presages more food advertising on the air during 1950. Food advertisers have always been the heaviest users of radio time and there are no signs that they are going to change that status in the months ahead. Plans so far announced or put into operation by such major advertisers as General Foods Corp., General Mills and Pillsbury Mills all call for increases in their already extensive use of radio in 1950.

Reporting on the state of the grocery industry, Mr. Willis says: "Sales of 89 representative grocery manufacturers whose products make up the average grocery basket indicate that 1949 dollar sales were about the same as in 1948. They were $15.9 billion in 1948 and about $15.4 billion in 1949. Industry-wise, it is estimated that total food store sales for 1949 were about $30.2 billion as compared with $30.6 billion in 1948. These small declines are due to lower prices rather than to decreased tonnage sales.

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

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

"However, grocery manufac-

Class 11. FOOD & FOOD PRODUCTS

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Network (Gross)</th>
<th>1949</th>
<th>1948</th>
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<tbody>
<tr>
<td>Product</td>
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<tr>
<td>GENERAL FOODS CORP.</td>
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<tr>
<td>&quot;We Get Milk Morning&quot;</td>
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<tr>
<td>Benton &amp; Bowles and Young &amp; Rubicon</td>
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<td>Young &amp; Rubicon</td>
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<td>&quot;Gumbobusters&quot;</td>
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<tr>
<td>Young &amp; Rubicon</td>
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<tr>
<td>&quot;Pinto Texas Life&quot;</td>
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<tr>
<td>Benton &amp; Bowles</td>
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<tr>
<td>&quot;Burns &amp; Allen&quot;</td>
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<td>Eff. Aug. 23</td>
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<tr>
<td>&quot;Father Knows Best&quot;</td>
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<td>Benton &amp; Bowles</td>
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<tr>
<td>&quot;Wendy Warren&quot;</td>
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<td>Benton &amp; Bowles</td>
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<tr>
<td>&quot;The Jack Carson Show&quot;</td>
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<td>Eff. Sept.</td>
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<td>&quot;The Goldbergs&quot;</td>
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<td>Young &amp; Rubicon</td>
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<td>&quot;Surprise Package&quot;</td>
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<tr>
<td>Benton &amp; Bowles</td>
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<tr>
<td>GENERAL MILLS INC.</td>
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<tr>
<td>&quot;Today's Children&quot;</td>
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<tr>
<td>Knorr Reeves Adv.</td>
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<tr>
<td>&quot;Light of the World&quot;</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<tr>
<td>&quot;Dinner Club&quot;</td>
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<td>Yapham-Laird</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<td>&quot;Victory Cruise&quot;</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<tr>
<td>&quot;Tomato Soup&quot;</td>
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<td>Knorr Reeves Adv.</td>
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<tr>
<td>&quot;Sam Hoyes&quot;</td>
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<td>Knorr Reeves Adv.</td>
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<td>&quot;Betty Crocker&quot;</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<td>&quot;Modern Romances&quot;</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<td>&quot;This Woman's Secret&quot;</td>
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<td>Dancer-Fitzgerald-Sample</td>
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<tr>
<td>&quot;National Professional Football Championship Games&quot;</td>
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<td>Knorr Reeves Adv.</td>
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<td>&quot;Wholesome Baseball&quot;</td>
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<td>&quot;Today's Children&quot;</td>
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<td>Knorr Reeves Adv.</td>
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(Continued on page 86)
THE KANSAS CITY MARKET

Does Not Run in Circles!

Daytime half-millivolt contours shown in black.

The true area of the Kansas City Primary Trade territory is an East-West rectangle, as illustrated. Kansas City is the focal point for all trade to and from this area.

The KMBC-KFRM Team has been built specifically to provide complete, effective and economical coverage of this great territory, without waste circulation!

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

It's a Rectangle...

and Only The KMBC-KFRM Team

Covers It Effectively and Economically!
计划。

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

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

Mennen Boys

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

Regular winter campaigns for
cold remedies and the like were
conducted by a number of com-
panies, the larger campaigns in-
cluding Musterole Co., using an-
nouncements on 70 stations; Spen-
& Kade (Pertussin), using an-
nouncements on more than 150
stations, including Yankee Network;
Ludin’s Inc., using announcements
on more than 90 stations for its
cough drops; Scott & Bowne, with
a widespread announcement cam-
paign for Scott’s Emulsion.

Pharmco Inc. is launching an
intensive spring campaign for
Feen-A-Mint; Emerson Drug Co.
augments its network show with announcemen-
to Bromo-Seltzer in some 25 markets; with numer-
ous lesser drug campaigns either
under way or being planned. Dic-
tograph Products is conducting an
intensive announcement schedule on
some 30 stations for its acous-
tic hearing aid.

Network co-op shows are spon-
sored by drug producers and re-
tailers to the total of 125, with
Dolcin Corp. sponsoring MBS’s
Behind the Story on 73 sta-
tions. Transit Radio is used by 16
drug advertisers.
PLUS COVERAGE. A calendar was offered to listeners of WGAR’s “Range Riders”. Local response was tremendous. But there also were requests from 199 towns and cities outside the state of Ohio...from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!

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

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

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

RADIO... America’s Greatest Advertising Medium

WGAR... 50,000 watts... CBS
Represented Nationally by Edward Petry & Company
Consumer Service
(Continued from page 76)
shows roughly 100 banks who use three network shows to create business or for institutional promotion in their home communities. While this is a tremendous rise from the 14 banks who used radio in 1937, the BAB report shows that in recent years there has been a steady decline in the banks' use of this medium.

American Bankers Assn. in February completed its 1965 survey of bank advertising plans, which showed, according to John R. Mac Crider, Jr., director, advertising, of the Public Relations Council, that "total commercial bank expenditures in the United States for advertising purposes, excluding salaries, will approximate $39 million in this year ahead. This is a slight falling off from the 1964 figure which was $40 million."

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

Of the 3,800 banks (more than 25% of the total commercial banks in the country) responding to the ABA survey, 812 said they would use radio this year. If this could be extended to the total, it would mean a large number of banks will plan to use radio, not counting mutual savings banks. Radio ranked fifth in number of banks reporting plans to use various media, with newspapers in first place, followed by window and lobby displays, direct mail and calendars.

Army Campaign
The U. S. Army has critical Air Force recruitment campaigns in the fiscal year beginning July 1 will expand some 40% of their total advertising appropriation of $1.591 million this year. In addition, $100,000 of the previous year's budget is being used for a spot campaign in 82 cities for the Army Reserve Program. Announcement that $836,400 will be spent for radio-TV time and programs, more than for any other medium, followed a series of talks between high military officials and top executives of NAB and BAB, who instituted the conferences after numerous complaints against the Army's reported plans to ask broadcasters to donate time to the recruitment campaigns while buying space in printed media.

The list of network sponsors among Consumer Services for 1965 includes, in addition to those shown in the table, Budget Finance Plan, which Roosevelt's weekly monthly appears in the newspapers. Speaks for 15-minute Network evening on an ABC Pacific Coast network, April through September, sponsored $3,000 at network time, at cost rates. A new network advertiser this year is the American Federation of Labor, sponsoring News by Frank Edwards on MBS for 15 minutes, Monday through Friday evenings.

Spot advertisers in this class include a number of telephone companies: Bell Telephone Co. of Pennsylvania, using announcements on 96 stations as well as Transit Radio; Illinois Bell Telephone Co., using announcements on 17 stations; Indiana Bell Telephone Co., announcements on 20 stations; Michigan Bell Telephone Co., sponsoring three quarter-hours a week on 17 stations. Southwestern Public Service Co. last summer arranged for a special 14-station network in Texas, New Mexico and Oklahoma to carry its Sunday series, Hymas of the World. Other spot advertisers in this class include the Patricia Stevens Model School, using quarter-hour programs one to six times a week on 10 stations, and the International Chiropractors Assn., more than 50 of whose member associations use the five-minute transcribed Human Side of Hollywood programs provided by ICA.

Most advertising of this class comes at the local level, with more than 160 consumer service organizations sponsoring network co-op shows and some 40 using Transist Radio facilities.

Class 9: Drugs

REFLECTING a decline in drug store sales during 1949, drug product advertising on the nationwide radio networks fell off 6.7% from its 1948 dollar volume. This group of advertisers continued to represent a major source of network revenue, however, accounting for 11.2% of all sales of network time. The 1950 outlook is encouraging, however. A number of new network campaigns, including two placed by Anahist Co. for its anti-allergy remedy, went on the air in the first quarter of 1950 and it is probable that these new cold and allergy remedies will help to swell network business later this year as well. Spot business from drug accounts is also more than maintaining last year's level.

The leading drug advertisers on the networks last year are shown in the accompanying table. Others were: Carter Products (Little Liver Pills, Arou, sponsoring $525,000); Rossiter's weekly quarter-hour column of Hollywood chatter on ABC (with gross time charges of $385,558 during the year); T. V. ads, advertising cough drops with Sing It Again, 15 minute a week on CBS starting in November ($82,084); Mennen Co. sponsoring three quarter-hour newscasts a week on a CBS Pacific Coast hookup ($70,068); Norwark Pharmacal Co. (Pepto-Bismol, Unquintine), Mtn, BAC, 30 minutes a week ($809,838; Prydium Corp. (Anahist), in December picked up sponsorship of ABC's Counter Marty, a weekly half-hour during the year) and Pepsicola's hiatus ($41,400).

Rhodes Heaters, Rhodes Pharmacal Co. (Imdrid) in September began sponsoring Gabriel Heatter's 15-minute news commentaries twice weekly on MBS ($174,292); Servita (Servita, Nutrex, RDX) has two programs on Mutual, one first six months of 1949-two quarter-hour of Gabriel Heatter and five 15-minute periods of Victor H. Lindlahr a week ($656,737), and in September started Mennen Lindlahr four times a week on ABC ($218,140), changing to five times weekly after the first of the year; Smith Brothers (cough drops, croup syrup) sponsored a quarter-hour of Stop the Music on ABC, January-March and September-December ($278,675); Vic Chemical used three 15-minute segments of Meet the Missus a week on CBS Pacific Network, January-March ($15,792). Anahist Co. early in January 1950 started two half-hour programs on Mutual, The Falcon on Sunday, True or False on Saturday, to run through March. Miles Labs, continuing the network programs it sponsored last year, has added in 1950 One Man's Family, Sunday afternoon 1/2-hour on NBC; Edwin C. Hill five-minute Monday-Friday new spots on ABC; and Lady for a Fair on MBS five days a week.

Sterling Drug Inc., since in 1, has dropped Lorenzo J. on NBC and cut its Brides and Groom broadcasts on ABC from a half-hour to 25 minutes, but has assumed sponsorship of a quarter-hour of Sing It Again, CBS Saturday night program, and on May 1 will add a new Monday, Wednesday and Friday broadcast of ABC's My True Love, 25-minute daily show, to th Tuesday and Thursday sessions it already sponsors.

Emerson Drug (next week (April 24) will repli inner Sanctum with Hollywood's Star Playhouse on CBS. Re sponsor the Phil Harris-Alice F. series since this spring, may buy Richmond Diamond, Private eye effective on a year-round basis as of the summer as originally

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

with other things on his mind

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

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

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

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.
counts of this kind for the whole year of 1949 and of these only one was reported as active at the beginning of 1940, and it is still expected that poundage for 1950 will be as large as 1949," Mr. Gott reports. "In 1949 the confectionary industry produced 2,250 million pounds of candy with a dollar volume at wholesale of $986 million, according to the Dept. of Commerce." 

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

Cities Advertising Results That sales and advertising effort does pay off was illustrated by William Wrigley Jr. Co. which in 1949 achieved its highest net sales and net earnings, J. C. Cox, Wrigley president, told last month's stockholders' meeting: "As anticipated in our 1949 report, our selling program was expanded in 1949 and undoubtedly this was an important factor in attaining the great volume of sales." The Wrigley company is further expanding its use of radio in 1950 and has already started a second nationwide network program and a spot campaign in New England.

Network advertisers in this group in 1949, in addition to those listed in the table, included: Alberta Products Co. (soft drinks), sponsoring Meet the Muses 15 minutes a week on Pacific No. 6; National, National Pacific Network, five minutes a week, November-December ($3,612), also Surprise Package, ABC Pacific, two quarter-hours a week, November-December ($4,024). Green Spot also used five quarter-hours a week on two New Jersey stations, with plans to expand to a seven-station intrastate network.

Devon & Raynolds in March began a spring spot campaign in five eastern cities. Muraco Co. also is planning a spring paint campaign, using programs and announcements in cities across the country of Ladies First on Don Lee network during 1949.

Luden's Inc. (candy), has Strike It Rich, CBS, half-hour a week, January-February ($9,280); M&M. Ltd. (candy), Joe Di Maggio, CBS, half-hour, September-December ($38,084); Peter Paul, Bob Garrod, CBS, Pacific, three-minute and three 15-minute newscasts a week ($114,256).

Brook Candy Co. early this month started Brook Bar Ranch as a CBS Saturday evening half-hour.

M & M Ltd. last Saturday (April 15) dropped sponsorship of Joe Di Maggio's program and moved to NBC. Mars discontinued NBC's Curtain Time the end of March, taking the company out of network radio, but the departure is believed only temporary until its new agency, Leo Burnett Co., has completed media plans.

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

Leading spot advertisers in this class include Clark Bros. Chewing Gum Co., using announcements on 20 stations with plans for expansion; Fanny Farmer Candy Shops, announcements on 16 stations; Hollywood Candy Co., programs and announcements on 26 stations; Ryan Candy Co., extensive spot campaign to introduce the new Hopalang Cassidy Candy Bar.

Class 7

Class 7. Confectionary & Soft Drinks

<table>
<thead>
<tr>
<th>NETWORK (Gross)</th>
<th>1949</th>
<th>$6,253,333</th>
<th>1948</th>
<th>7,655,484</th>
<th>1939</th>
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<td>Coca-Cola Co.</td>
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<td>&quot;Songs by Morton Downey&quot;</td>
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<td>&quot;The Charlie McCarthy Program&quot;</td>
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<td>Coca-Cola Co.</td>
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<td>&quot;Our Hearts That Refreshes on the Air!&quot;</td>
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<td>Mars Inc.</td>
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<td>&quot;Curtain Time&quot;</td>
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<td>&quot;Dr. I. Q.&quot;</td>
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<td>Grant Adv.</td>
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<td>PEPSI-CO.CA. Co.</td>
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<td>&quot;David Harding-Counterpump&quot;</td>
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<td>Blew Co.</td>
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<td>&quot;General William, Jr.&quot;</td>
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<td>&quot;Get a Free Show&quot;</td>
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<td>&quot;General Candy Corp.&quot;</td>
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<td>&quot;The Mysterious&quot;</td>
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<td>Aubrey, Moore &amp; Wallace</td>
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<tr>
<td>&quot;True or False&quot;</td>
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<td>Source: Publishers Information Bureau</td>
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Class 8: Consumer Service

Class 8. Consumer Service

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

1. Banks represent the largest group of consumer service advertisers on the air. BAB in a recent study of bank advertising found more than 2,000 banks currently using radio and an analysis of the sponsors of network cooperative programs (Continued on page 78).
Beer, Wine
(Continued from page 70)

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

More than 80 brewers use radio locally or with spot campaigns of less than 10 stations, including sponsors of network co-op shows and 17 Transit Radio clients. This total also comes from midwinter months and will probably be much larger by midsummer. Although small in number of stations used, some of these campaigns run into big expenditures, such as Liebmann Breweries, which spends some $300,000 a year for 180 spots a week on six New York stations.

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

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

Class 5. Beer, Wine & Liqueur

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
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<tbody>
<tr>
<td>(Gross)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertiser, program and agency</td>
<td>Product</td>
<td>Network No. of Stations</td>
<td>Hours per Week</td>
</tr>
<tr>
<td>BASH BROWNING CO.</td>
<td>&quot;The Estate Center Show&quot;</td>
<td>P.B.</td>
<td>NBC-151 1/2</td>
</tr>
<tr>
<td>SCHEMBLY INDUSTRIES INC.</td>
<td>&quot;Dubby’s Beer&quot;</td>
<td>Hamburger, Franklin, Tisdale &amp; Co.,</td>
<td>N.B.C.151 1/2</td>
</tr>
<tr>
<td>MILLER BREWING CO.</td>
<td>&quot;Lawrence Walk Show&quot;</td>
<td>Hamburger, Franklin,</td>
<td>N.B.C.151 1/2</td>
</tr>
<tr>
<td>PETRI WINES CO.</td>
<td>&quot;Ady’s Sherlock Holmes&quot;</td>
<td>Young &amp; Rubicam</td>
<td>N.B.C.151 1/2</td>
</tr>
<tr>
<td>FALSTAFF BREWING CORP.</td>
<td>&quot;Music of the Heart of America&quot;</td>
<td>Peerless &amp; Assn.</td>
<td>N.B.C.33</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

Class 6. Building Material

LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>1949</th>
<th>1948</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gross)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Advertiser, program and agency</td>
<td>Product</td>
<td>Network No. of Stations</td>
<td>Hours per Week</td>
</tr>
<tr>
<td>JOHNS-MANSVILLE CORP.</td>
<td>&quot;Bill Henry-News&quot;</td>
<td>J. Walter Thompson Co.</td>
<td>M.S.408-55min.</td>
</tr>
<tr>
<td>MOORE, BENJAMIN, &amp; CO.</td>
<td>&quot;Your Home Beautiful&quot;</td>
<td>St. Georges &amp; Keyses</td>
<td>M.S.284-3.4</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

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

"1. Last year’s enormous production of 1,925,000 new homes and apartments started will be topped by 1950 ‘starts,’ if builders and home buyers can obtain the necessary funds for home construction and purchase. ‘Starts’ in the first three months of 1950 exceeded comparable 1949 figures by nearly 100%, according to government figures.

"2. Prices of new homes are low enough that practically all income groups are finding well-equipped, tastefully-decorated, well-built residences at prices they can economically afford. These two factors, plus the fact that empty housing needs have long since been satisfied, mean that builders are sharpening up their sales tools.

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

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

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

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

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

"Despite the many new homes, about half of the country’s non-farm dwellings are more than 30 years old, requiring repairs which last year cost homeowneis $7 billion, according to Minneapolis-Honeywell Regulator Co., which reported that in 1949 $1.8 billion was spent for painting, $1.7 billion for heating equipment, a billion for roofing, half a billion for carpentry, $400 million for stone, clay and glass products, $600 million for plumbing and $280 million for papering.

Large Dollar Volume

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

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

"If I were to give any particular advice, it would be to caution business in general not to take good business for granted, but to seek out the great potential markets of America and not to reject either ingenuity and intellect to sell them." Mr. Battley’s advice is well worth consideration by broadcasters, particularly when they look at the national advertising expenditures of the makers of building materials, equipment and fixtures. In 1949 only two members of this class used network time, both, incidentally, using the same network, Mutual, with whom they spent $1,351,775 before discounts. The magazine space being broadcast is a matter for speculation, as Schenley at length decided not to go ahead with the idea and to use radio only for advertising its beer and wine products.

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

April 17, 1950 • Page 75
8 of the many big reasons
why new era
Thesaurus Builds Sales!

"Swing and Sway with SAMMY KAYE"... featuring the Kaydets, the Kaye Glee Club, other name artists.

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

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

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

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

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

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

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

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

Thesaurus

"The Singing Americans"

with Dr. Frank Black's

MALE CHORUS

Ray Porter, associate conductor and arranger

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

3 big new shows...

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

Thesaurus gives you comprehensive programming, promotion, publicity.

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

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

A programmer's best friend... the new era in Thesaurus
Arthur Fiedler conducts
the "Concert Hall of the Air"

THE CONCERT HALL ORCHESTRA
Earl Wild, pianist
Thomas L. Thomas, baritone

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

"Spotlight on Shaw"
Artie Shaw
his Clarinet
and his Orchestra

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

THEY RUSHED OVER TO ROOM 512 AT THE STEVENS HOTEL
—THEY'RE ALL STIRRED UP ABOUT SOMETHIN' CALLED "TH'SOURCE"*

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

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

A programmer's best friend... The new era in Thesaurus
began, was continuing its TV advertising campaign on radio, television, and in the print media. In February 1950, the company launched a five-week drive for its 1950 line on some 250 stations and urged dealers to support the drive with their own local radio campaigns. Automobile dealers, either individually or in groups, are active users of time throughout the country. This class, in addition to its other radio activities, sponsors local broadcasts of more than 250 network co-op shows and some 200 pre-recorded commercials.

Sebring Rubber Co. will split costs 50-50 with dealers on their local radio campaigns. Phillips Petroleum Co. promotes Lee Tire and Wheel and uses local radio spots. Mobil and motor oil on its newscasts on 21 stations. Announcements were used during the winter months for Prestone anti-freeze (150 markets) and Heet anti-freeze (45 markets).

### Beer & Wine

Beer advertising is a huge industry. The Brewers Foundation, in its annual report, estimates that there are 1,500,000 barrels of beer produced in the U.S. each year. The foundation also notes that 75% of all beer advertising is done on local radio stations. The company also spends millions of dollars on television advertising, with a focus on prime time slots.

### CLASS 4. AVIATION & ACCESSORIES

<table>
<thead>
<tr>
<th>Network</th>
<th>Gross</th>
<th>(Net)</th>
<th>1949</th>
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<th>1939</th>
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<td>NETWORK</td>
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<td>SPOT</td>
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</table>

There are no network advertisers in this class for 1949. Nor, as far as can be determined, was any spot or local radio time used by this group of advertisers.

Source: Publishers Information Bureau

* BROADCASTING estimates

### MBS Baseball Plans

Other brewers will undoubtedly join the ranks of baseball broadcast sponsors as the season gets under way. MBS will broadcast the American League “Game of the Week” throughout the year, and will sponsor local baseball broadcasts of both major leagues on its more than 250 stations.

Other sports programs are also sponsored by brewers, although not to the same extent as America’s national pastime. Columbia Broadcast Inc. last winter began a three-year sponsorship of professional hockey games on three Northwest stations; Frankenmuth Brewing Co., which has just begun three-week sponsorship of Van Patrick’s Sports Scripts on WJR Detroit and is adding another sports program on WDFN Flint and WJOY Kalamazoo, will sponsor sports on other Michigan stations; Christian Heurich Brewing Co. sponsors daily sports reunions on WTOP Washington; Chas. D. Kaierl’s “Sports Radio” program, broadcast on WJFK and WJNO in Washington, and on WMAQ Chicago, other sports programs.

### Network Activity

Brewers using network time during 1949 are shown in the accompanying table, with the exception of Rej Brewery, which plans to expand its efforts during 1950. In addition, Alpha Distributors Co., of Minneapolis, plans to expand its efforts during 1950.
Apparel

(Continued from page 68)

considering a spring radio campaign.

Goodyear Tire & Rubber Co. uses station breaks on 76 stations for its rubber shoe products; National Shoe Stores uses 90 announcements and more than 20 programs a week on seven stations in the New York area. Allied Knitting Mils (Fashionknit ties) has been sponsoring basketball game broadcasts and a heavy announcement schedule over three New York FM stations; Di Tieri (sweats, robes) is planning use of radio. F. Jacobson & Sons (shirts, pajamas) uses radio in a cooperative advertising plan whereby the company pays half the advertising costs of dealer campaigns for its products up to 5% of net shipments.

Celanese Corp. of America continues an announcement campaign which ran throughout 1949, using three announcements a week on 28 stations; E. I. duPont de Nemours & Co. in January started announcements on 60 stations in 40 markets to educate the public about denier of stockings; Canadian Fur Trappers Corp. continues an extensive campaign on four New York stations, using 28 programs and 120 announcements a week;

Nestle Form Co. plans radio advertising for its brassieres.

Apparel advertising, while only a minor item in the network and spot radio budgets, runs heavy among the users of radio time at the local level. About 140 local sponsors of network cooperative programs (neither the total) are apparel and department stores. They also comprise by far the largest class of Transit Radio clients.

Class 3:

"AFTER setting new sales and production records in 1948, the U. S. automotive industry now has established still another all-time high for the first quarter of 1950," William J. Cronin, managing director, Automobile Mfrs. Assn., reports in an exclusive statement to Broadcasting.

"Over 1,600,000 new passenger cars, trucks and buses had been turned out by the end of March, more than 200,000 units ahead of 1949's record-breaking pace," Mr. Cronin concluded. "Last year, automotive producers built a total of 6,238,088 new vehicles. The 1949 output topped the two previous years—1948, by 16%, and 1948, by 18%.

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

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

High Rubber Production

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

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

Automotive advertisers on the national networks last year, in addition to the six leaders listed in the table, were: Fram Corp. (filters), sponsoring Sports Thrill of the Week on Mutual, five minutes each Saturday, March to June ($44,408 for time); Fruehauf Trailer Co., This Changing World, year-round Sunday quarter-hour on ABC ($225,651); Goodyear Tire & Rubber Co. (institutional), Greatest Story Ever Told, Sunday half-hour on ABC through the year except for a July-August hiatus ($436,786); Hudson Motor Car Co., Anniversary Program last April, MBS one-timer ($8,611); International Harvester Co. (trucks and farm equipment), Harvest of Stars, Sunday half-hour on NBC, April-June, September-December ($337,962); Perfect Circle Co. (piston rings), Memorial Day Races on MBS ($18,759); Studebaker Products, Hayes' newcasts three quarter-hours a week on NBC ($140,392); Western Auto Supply Co. (accessory), Circle Arrow Show, weekly half-hour on NBC, January-June ($103,116). Kaisser-Frazer Drops At the end of the year Kaiser-Frazer dropped sponsorship of Walter Winchell and Chrysler Corp. shifted its CBS advertising for De Soto cars from Tuesday to Wednesday and its program from Hit the Jackpot to the Groucho Marx show, You Bet Your Life.

Ford Motor Co. in January launched a four-week, nine-program, three-network campaign for its 1950 models, buying the most popular sustaining shows available on ABC, CBS and MBS for a whirlwind drive that cost the company an estimated half-million dollars. Ford augmented its special network programs with announcements, 490 stations, announcing a spot campaign over ABC in December, 1950.

Chrysler Corp. last fall began extensive use of spot radio for Dodge cars, using two announcements a day, distributing the spots over a 350-station network in October-November and rising to more than 1,000 stations in December and nearly 1,100 in January. Chrysler cars were advertised during 1940 with a spot campaign that used more than 350 stations last summer and fall but had declined to a list of only eight outlets in January 1950. Chrysler may be expected to resume heavy radio schedules as soon as the strike, which began Jan. 25, is ended, in an effort to make up for lost time. General Motors, as this year, is considering a spring radio campaign.

Class 3: Automotive

Greatest Story Ever Told, Sunday half-hour on ABC through the year except for a July-August hiatus ($436,786); Hudson Motor Car Co., Anniversary Program last April, MBS one-timer ($8,611); International Harvester Co. (trucks and farm equipment), Harvest of Stars, Sunday half-hour on NBC, April-June, September-December ($337,962); Perfect Circle Co. (piston rings), Memorial Day Races on MBS ($18,759); Studebaker Products, Hayes' newcasts three quarter-hours a week on NBC ($140,392); Western Auto Supply Co. (accessory), Circle Arrow Show, weekly half-hour on NBC, January-June ($103,116). Kaisser-Frazer Drops At the end of the year Kaisser-Frazer dropped sponsorship of Walter Winchell and Chrysler Corp. shifted its CBS advertising for De Soto cars from Tuesday to Wednesday and its program from Hit the Jackpot to the Groucho Marx show, You Bet Your Life.

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(Continued on page 70)
measure your audience per dollar spent

M.L.P.D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers...check the time costs...check KXOK's B.M.B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%)...and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

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

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

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

Network Expenditures Steady

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

Swift & Co. in January started a spot campaign for its hatcheries, using five-minute programs a week to 20 stations, chiefly in the Midwest. Last year Swift used only one station for only three months, February-April, for its hatcheries.

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

There are doubtless many other local and national advertisers in this class whose campaigns are not included in our files or in the Rorabough Reports on Spot Radio Advertising, the major sources of information on spot business. Mutual, for example, reported that as of February the network’s cooperative programs were sponsored on 24 stations by farm equipment companies.

Class 2: Apparel

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

Retailers of apparel, with sales running some 10% below the 1949 level in January and February, were so cautious in their buying that clothing manufacturers charged them with losing sales because of incomplete inventories. A number of rayon mills in March cut operating schedules from a six-day-a-week basis to five days. Manufacturers looked for improved buying of both men’s and women’s garments later in the year, however. The shoe picture is more optimistic. The Leather Show in March produced record buying from shoe manufacturers who themselves had received large orders of footwear from retailers for Easter delivery. Hosery shipments in January were 14% ahead of those in January 1949. And California sportswear producers report a rush of orders from retailers who apparently anticipate major sales of multi-colored garments this summer.

Two other apparel advertisers used network time in 1949 in addition to those listed in the adjoining table. Mode O’Day Corp. promoted its wash dresses in January 1949 with three weekly quarter-hours of Surprise Package on 20 West Coast ABC stations (time charges: $1,410). Dr. A. Ponser Shoes Inc. sponsored Big ‘n’ Little Club, ABC Saturday half-hour, January through May (13,164). Trimout Clothing Co. has begun sponsoring 15 minutes of ABC’s Step the Music.

Current Spot Accounts

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

**Selling Is Key: Rate Adjustments Mulled**

Howard J. Morgens, vice president and associate general manager of Kraft Foods Div. of National Dairy Products, long-time user of network time, talked to the Radio Executives Club of New York recently in what was described as to lower radio time costs in areas of high television development, as confidently as we do to a higher television time cost in those areas.

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

As BROADCASTING noted editorially (July 27), such arguments are "the stock-in-trade of buyers of advertising. The fact that there have been no general network or station rate increases in 11 years, whereas printed media have boosted rates in tempo with overhead increases, is clearly not taken into account. The fact the number of radio homes in that period has increased from 28,700,000 to 42,000,000, that the total number of sets has doubled from 46,300,000 to 94,000,000, is"

‘50 TIME SALES

By BRUCE ROBERTSON

NETWORK time sales will be good in 1950.

Business, generally speaking, is good and the consensus of the executives one can get is that it will continue on a high level for at least the next few months. The housing boom continues as the nation's builders exert every effort to catch up with the dwelling needs of the public, which last year added 3,729,000 babies to the American scene. New home owners make new purchases of vacuums, refrigerators, vacuum cleaners and other household appliances, whose makers see a peak market in 1950. The automotive industry continues to set new production records, despite the strike which has temporarily halted work at the Chrysler plants. More cars need more tires, and rubber factories are working longer weeks.

Employment, while below last year's level, increased to 9,551,000 in March. National personal income increased only an expectation is that of $1 billion above last year's average. People with money will spend it for things they want, and those things usually carry brand names made familiar through advertising.

Cigarette Use Rises

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

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

There is no question about the potential audience of the radio networks. A survey conducted jointly by the Radio Mfrs. Assn.
Class 1: Agriculture

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

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

Network Expenditures Steady

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

Swift & Co. in January started a spot campaign for its hatcheries, using five-minute programs a week in some 20 stations, chiefly in the Midwest. Last year Swift used only one station for only three months, February-April, for its hatchery campaign.

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

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

There are doubtless many other local and national advertisers in this class whose campaigns are not included in our files or in the Rorabach Reports on Spot Radio Advertising, the major sources of information on spot business. Mutual, for example, reported that as of February the network's cooperative programs were sponsored on 22 stations by farm equipment companies.

Class 2: Apparel

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

Retailers of apparel, with sales running some 10% below the 1949 level in January and February, were so cautious in their buying that clothing manufacturers charged them with losing sales because of incomplete inventories. A number of rayon mills in March cut operating schedules from a six-day-week to five days. Manufacturers looked for improved buying of both men's and women's garments later in the year, however. The shoe picture is more optimistic. The Leather Show in March produced record buying from shoe manufacturers who themselves had received large orders of footwear from retailers for Easter delivery. Hoardy shipments in January were 14% ahead of those in January 1949. And California sportswear producers reported a rush of orders from retailers who apparently anticipate major sales of multi-colored garments this summer.

Two other apparel advertisers used January spots in 1949 in addition to those listed in the adjoining table. Mode O'Day Corp. promoted its wash dresses in January 1949 with three weekly quarter-hours of Surprise Package on 20 West Coast ABC stations (time charges: $1,410). Dr. A. Posner Shoes Inc. sponsored Big 'n' Little Club, ABC Saturday half-hour, January through May ($13,164). Trimout Clothing Co. has begun sponsoring 15 minutes of ABC's Step the Music.

Current Spot Accounts

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

(Continued on page 68)
BREAKDOWN and analysis of the product groups will be found on the following pages: Video breakdown starts on page 135.

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Consumer Services 76
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Household Furnishings 98
Industrial Materials 100
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Retailers 108
Smoking Materials 108
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‘50 TIME SALES

By BRUCE ROBERTSON

NETWORK time sales will be good in 1950.

Business, generally speaking, is good and the consensus of the economic experts is that it will continue on a high level for at least the next few months. The housing boom continues as the nation’s builders exert every effort to catch up with the dwelling needs of the public, which last year added 3,729,000 babies to the American scene. New plants make new customers for ranges, refrigerators, vacuum cleaners and other household appliances, whose makers use network radio.

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

Employment, while below last year’s level, increased to 67,663,000 in March. National personal income started this year at an annual rate of $1 billion above last year’s average. People with money will spend it for things they want, and those things usually carry brand names made familiar through advertising.

Cigarette Use Rises

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

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

There is no question about the potential audience of the radio networks. A survey conducted jointly by the Radio Mfrs. Assn. and the NAB showed that of the first of the year there were a total of 88,964,000 radio and TV sets in the United States—65, 436,000 radio-only receivers in homes and another 5 million in public places, plus some 14,764,000 auto sets, with the television receiver count put at 37,604,000. There are plenty of radios to tune in any sponsor’s network offering. The trouble lies in the near 4 million video sets and their effect on radio listening in areas which also have TV program service.

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

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

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

Morgens’ Viewpoint

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

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

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

(Continued on page 69)
Spot Revenue by Product

<table>
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<tr>
<th>Product Groups</th>
<th>% Total 1949</th>
<th>% Total 1948</th>
<th>% Total 1949</th>
<th>% Total 1948</th>
<th>% Total 1949</th>
<th>% Total 1948</th>
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<td>$4,368,000</td>
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<td>$4,368,000</td>
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<td>Apparel, Footwear &amp; Accessories</td>
<td>7,392,000</td>
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<td>Confectionary &amp; Soft Drinks</td>
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<td>Drugs &amp; Remedies</td>
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<td>Household Furnishings</td>
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<td>Insurance</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>4,592,000</td>
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<td>Publishing &amp; Media</td>
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<td>Retail Stores &amp; Shops</td>
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<td>Smoking Materials</td>
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<td>7.5</td>
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<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>3,920,000</td>
<td>3.5</td>
<td>1,878,000</td>
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<td>3,920,000</td>
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<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>1,680,000</td>
<td>1.5</td>
<td>542,000</td>
<td>—</td>
<td>1,680,000</td>
<td>1.5</td>
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*Product groups representing less than 1% of all spot business in 1949 are omitted in this table.

![Spot in 1949 Image](image)

(Continued on page 69)
**Resolutions Procedure**

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

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

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

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

**WISH STUDIOS**

**Coy Helps Dedicate**

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

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

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

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

**FEES DISPUTE**

**AFRA Claims Victory**

"SIGNAL VICTORY" was claimed by American Federation of Radio Artists in the recent settlement of its dispute with McCann-Erickson Inc., MBS and Don Lee Broadcasting System on the payment of repeat fees for rebroadcasting of the Straight Arrow program. Following two days deliberation by the AFRA board of directors, the union agreed to accept an MGS offer for 100% of the total payment asked in repeat fees from Feb. 7, 1950, for cast members; and written recognition from MBS and Don Lee of the principle of payment of the repeat fee for use of all such off-the-line recordings.

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

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

Recognition of additional payment will hold for all MBS commercial programs, as of Feb. 7, 1950.

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**W CFL**

**IS BEATING FASTER!**

"Chart shows percentage of increase or decrease, for 50,000 watt and full-line stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)"
NAB Convention Opens

(Continued from page 39)

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

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

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

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

Formal Opening Today

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

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

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

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

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

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

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

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

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

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

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

Cold War Warning

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

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

Tuesday evening is earmarked for a 7 p.m. reception in the Normanby Lounge and the annual banquet at 7:30 p.m. in the Grand Ballroom. BMI will stage a special 10th anniversary show for the diners. No speech is scheduled.

All exhibits will be closed prior to the banquet.

Wednesday morning is set aside for television. Dave Garrowsay, Harvard professor of related TV m.c. and disc jockey, will preside. Panels are scheduled on programming and TV economics. The

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means you get even more "pulling power" in every dollar you spend on CKLW. Get the Facts! Get the story first hand from those that see this "pulling power" working day in and day out right down the middle of the dial at CKLW's 800 kc.

The DETROIT Area's Greater Buy! — at the lowest rate of any major station in this region!

J. E. Campeau, President
Guardian Building • Detroit 26, Michigan
Adam J. Young, Jr., Inc., National Rep.
"FIGHT of the WEEK"

Gives you the SPOT of the WEEK!

- Now you can buy spot announcements in the outstanding major boxing event known as the "Fight of the Week," presented by the Sports Network every Monday night at 10 P.M.
- The "Fight of the Week" is broadcast direct from ringside and originates in whatever city the outstanding major boxing events occur. Del Parks brings you a vivid ringside blow-by-blow account of the fight and Jules Rind does the color and commercials.
- Under this new arrangement you may buy 45-second spots between rounds, on a 13-week basis with option for renewal. The rate for all markets* listed below is only $250.00 per 45-second spot, per show. More stations are being added each week at no extra charge to you.

*a SURE KNOCKOUT in these markets

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<tr>
<th>PENNA.</th>
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EW JERSEY

|                  |                  |                  |
| Atlantic City    | WFPG             |                  |
| Bridgeton        | WSNJ             |                  |
| Trenton          | WBUD             |                  |

OTHER STATIONS ADDED EACH WEEK

for Information and Availabilities

SPORTS BROADCAST NETWORK

Jack Rensel, GENERAL MANAGER

2212 WALNUT STREET • PHILADELPHIA 3, PA. • LOCust 4-4383
West Statement
(Continued from page 42)

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

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

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

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

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

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

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

To do the job, Mr. Morgens suggests, as I see it, we must have more factual radio and television data, and advertisers are convinced that it is up to the radio industry to supply the information they need.
This is KFI's Definition of Good Radio Advertising:

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

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

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

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

**Advertising that Produces Sales...**

*Immediate and unmistakable response.*

That is the type of advertising we attempt to sell you... on

---

**KFI**

**NBC for Los Angeles**

**50,000 Watts on 640 kc**

Represented nationally by Edward Peary and Co.
## CLASS 26. TOILETRIES & TOILET GOODS

### LEADING NETWORK ADVERTISERS

<table>
<thead>
<tr>
<th>Network (Gross)</th>
<th>1949</th>
<th>1948</th>
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</thead>
<tbody>
<tr>
<td>Advertiser, program and agency</td>
<td>$29,370,134</td>
<td>$3,145,225</td>
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<tr>
<td><strong>LEVER BROTHERS CO.</strong></td>
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<tr>
<td>&quot;Big Town&quot;</td>
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<tr>
<td>*Sullivan, Steffler, Colwell &amp; Bayles</td>
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<tr>
<td>&quot;Bob Hope&quot;</td>
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<td><strong>BBDO</strong></td>
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<tr>
<td>&quot;Junior Miss&quot;</td>
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<td>Needham, Louis &amp; Baurby</td>
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<td>&quot;Junior Miss&quot;</td>
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<td>Needham, Louis &amp; Baurby</td>
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<tr>
<td>&quot;My Friend Noonie&quot;</td>
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<tr>
<td>Feote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Lux Radio Theatre&quot;</td>
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<tr>
<td><strong>J. Walter Thompson Co.</strong></td>
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<tr>
<td>&quot;Winner Take All&quot;</td>
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<td>*J. Walter Thompson Co.</td>
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<td>Needham, Louis &amp; Baurby</td>
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<tr>
<td><strong>GILLETTE SAFETY RAZOR CO.</strong></td>
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<tr>
<td>&quot;Gillette Fights&quot;</td>
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<td><strong>(Eff. Sept. 9)</strong></td>
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<tr>
<td><strong>Maxon Int.</strong></td>
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<tr>
<td>&quot;Sports Events&quot;</td>
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<tr>
<td>*Baseball, mining, football, etc.</td>
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<td><strong>Maxon Int.</strong></td>
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<tr>
<td><strong>TOILETRIES</strong></td>
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<tr>
<td>*Cologne, shaving, etc.</td>
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<tr>
<td><strong>Maxon Int.</strong></td>
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<tr>
<td>&quot;Gives &amp; Takes&quot;</td>
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<tr>
<td>Feote, Cone &amp; Belding</td>
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<tr>
<td>&quot;This Is Now Dranks&quot;</td>
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<td>Feote, Cone &amp; Belding</td>
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<tr>
<td>&quot;This is Not Dranks&quot;</td>
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<td>Feote, Cone &amp; Belding</td>
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<td>&quot;Crime Photographer&quot;</td>
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<td>Feote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Arthur Godfrey&quot;</td>
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<tr>
<td>Feote, Cone &amp; Belding</td>
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<tr>
<td>&quot;Leaves Be Sweated&quot;</td>
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<tr>
<td>Feote, Cone &amp; Belding</td>
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<tr>
<td><strong>Cologne-Palmolive-Peet Co.</strong></td>
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<tr>
<td>&quot;A Day in the Life of Danny Day&quot;</td>
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<td><strong>(Eff. Aug. 7)</strong></td>
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<tr>
<td>&quot;The Judy Canova Show&quot;</td>
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<td>Ted Bates &amp; Co.</td>
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<td>&quot;Blindly&quot;</td>
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<tr>
<td>William Judd Co.</td>
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<tr>
<td>&quot;Sports Newsreel of the Air&quot;</td>
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<tr>
<td>Sherman &amp; Marquette</td>
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<tr>
<td>&quot;Your Stand-In&quot;</td>
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<tr>
<td>Sherman &amp; Marquette</td>
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<tr>
<td>&quot;Mr. and Mrs. North&quot;</td>
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<td>Sherman &amp; Marquette</td>
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<td><strong>PROCTOR &amp; GAMBLE CO.</strong></td>
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<td>&quot;Pepper Young Family's Family&quot;</td>
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<td>Pedler &amp; Ryan</td>
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<td>&quot;Cowell Thomas&quot;</td>
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<td>Compton Adv.</td>
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<tr>
<td>&quot;Perry Mason&quot;</td>
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<td>Compton Adv.</td>
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<tr>
<td>&quot;Right to Happiness&quot;</td>
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<td>Compton Adv.</td>
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<td>&quot;Big Sister&quot;</td>
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<td>Compton Adv.</td>
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<td>&quot;The R. H. I. in Peace &amp; War&quot;</td>
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<td><strong>Clay Co.</strong></td>
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<td>&quot;Life of Riley&quot;</td>
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<td>Benton &amp; Bowles</td>
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<td><strong>BRISTOL LAYERS CO.</strong></td>
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<td>&quot;Reach the Bank&quot;</td>
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<td>Doberty, Clifford, &amp; Shafqield</td>
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<td>&quot;Pappy's Tavern&quot;</td>
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<td><strong>(Eff. July 6)</strong></td>
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<tr>
<td>&quot;Henry Morgan&quot;</td>
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<td>(Eff. Aug. 9)</td>
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<td>&quot;Reach the Bank&quot;</td>
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<td>&quot;Mr. District Attorney&quot;</td>
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<td><strong>AMERICAN HOME PRODUCTS</strong></td>
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<tr>
<td>&quot;Mr. Kent, Trotter of Lost Persons&quot;</td>
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<td>John F. Murray Adv. Agency</td>
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<td>&quot;Romance of Helen Trent&quot;</td>
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<tr>
<td>&quot;Romance of Helen Trent&quot;</td>
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**Source:** Publishers Information Bureau

* **BROADCASTING estimate**
This month, all across the land, 140,000 Census Enumerators are ringing doorbells . . . counting people, incomes and radios . . . measuring America for size.

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

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

that our population is now over 150,000,000 
which is 20,000,000 more than in 1940

that we now number 48,000,000 families —
    nearly 7,000,000 more than 10 years ago

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

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

New suit for Radio, too

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

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

us

at

the

CONVENTION

and make us tell you about...

CAPITOL-IZED SHOWS

More than 30 different musical shows, completely in script and

professional touches: special themes; voice tracks of the
direct sections; all recorded program and look at those
caliber music has been carefully chosen from Capitol's threat
of course—this is the new CAPITOL-IZED lineup. Each one's unique

Sunset and Vine.

or two for you...in Rooms 532A-534A. Or drop us a line at
the N.A.B. convention. We'll be waiting to spin a program
more sponsored appeal. Make us prove it to you face to face
set go... better audience builders... of the
broadcasting courteous announcements, to build audience interest
featuring artists, theme, all and bridge music for commercials

CAPITOL-IZED

Brodacast Division
Capitol Records, Inc.,
Sunset and Vine
Hollywood 33, Calif.
Memphis, Tennessee
Independent But Not Apart

WHM

WHERE YOUR SPORTS ARE SPOTLIGHTED

Memphis
In
And Sales seem easier

Spring Tonic for Results

White Tower Sports

When the time is right, the gridiron comes to life.

Mr. Butler, was director of the White Tower Sports committee, which was organized last fall. The committee was formed to promote sports events at the White Tower.
Are zebras white animals with black stripes or black animals with white stripes? That's a puzzle that will never be solved.

But there's no puzzle about the best radio buy in Baltimore. The biggest bargain buy in this rich market is W+I+T+H. Here's why:

W+I+T+H delivers more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W+I+T+H.

That means that a little money does big things on W+I+T+H. Call your Headley- Reed man today and get the whole W+I+T+H story.

Get the whole W+I+T+H story.

Balintmore, Maryland

Puzzle Picture
SEEKING AN AUDIENCE WITH KENTUCKY KING (Ky.)?

If you want to count Kentucky King (Ky.), it can be done via radio—but not by WAVE. The courtiers around that throne are outside our boundary line... As it is, we use up all our influence in the 27-county Louisville Trading Area. And this, but only this, is the one regal market in all Kentucky. It buys and sells almost as much stuff as the rest of Kentucky combined.

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

LOUISVILLE'S WAVE

NATIONAL REPRESENTATIVES

Page 54 • April 17, 1950

Uniform Policy

(Continued from page 41)

involved in the motion picture anti-trust case, he pointed out that its radio station has never been charged with any law violation. The Washington law firm of Pierson & Ball filed on behalf of five licensees a briefcontending that "the only legal uniformity of policy possible is that the Commission will look at all the evidence in each individual case before determining whether or not an applicant is qualified. A policy already in effect and needs no further detailed implementation."

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

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

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

CBS Contention

"The Commission is not authorized to establish any rule, regulation or policy whereby any granting of licenses would be administrative policy, or revoked solely because of the violation by the applicant of any federal law, with the possible exception of (a) violations of the [Communications] Act, or (b) the violations specified in Sec. 311 [of the Act], of which the applicant has been finally adjudged guilty by a Federal Court," the brief said. (Sec. 311 requires FCC to refuse to license any applicant whose license has been revoked by a court for anti-trust violations, and permits FCC to revoke licenses held by persons whom a Federal Court has held finally guilty of unlawfully monopolizing radio communication.)

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

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

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

The company, which operates WMGM and WMGM-FM New York and WMGM (FM) Los Angeles, said no "character" question was raised in the motion picture anti-trust case, where Loew's was involved, and that in any event FCC has "no jurisdiction whatsoever" in anti-trust matters where no final judgment has been entered by the courts.

The case-by-case approach also was urged by WPTR Albany, N. Y., principally owned by Schine Chain Theatres, and by Twentieth Century-Fox. Filed jointly by the Washington law firms of Cohn & Marks and Welch, Mott & Morgan. [Broadcasting, April 10].

Allen B. DuMont Labs, held by an FCC proposed decision to be controlled by Paramount, also notified FCC it will participate in the hearing. DuMont's counsel, Thad H. Brown and William A. Roberts, reminded FCC that DuMont is or has been the radio manufacturing and TV network firm, which operates WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. Since meeting, Paramount's FCC's proposed decision was issued, Paramount has been divided into separate film production and exhibition companies under an anti-trust consent decree.

Riddell WXYZ President

JAMES G. RIDDLELL, general manager of WXYZ Inc., owner of WXYZ-AM-FM-TV Detroit, which owns a subsidiary of ABC, last week was elected president of the subsidiary. Mr. Riddell has been general manager of ABC's Detroit properties since the network acquired WXYZ from the King-Trendle Broadcasting Corp. in 1946. At the time of ABC's purchase from King-Trendle, Mr. Riddell was sales manager and commercial manager of WXYZ.
Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the “good” months of the year . . . that “business always falls off in the summer anyway” . . . that “big-time network shows get replaced” . . . that “people just don’t listen to the radio in hot summer months.” Reasoning is that radios are restricted to living rooms. This premise is not true!

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they’re practically “standard equipment” in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and “two-weeks-with-pay.”

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

<table>
<thead>
<tr>
<th>Length of Trip</th>
<th>Percentage Who Tune In Their Car Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEN</td>
</tr>
<tr>
<td>Between 1 and 5 miles</td>
<td>33.8%</td>
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<tr>
<td>Between 6 and 25 miles</td>
<td>53.0%</td>
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<tr>
<td>Between 26 and 50 miles</td>
<td>68.3%</td>
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<tr>
<td>Between 51 and 100 miles</td>
<td>69.1%</td>
</tr>
<tr>
<td>More than 100 miles</td>
<td>80.5%</td>
</tr>
</tbody>
</table>

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located outside the home and outside the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the daytime in metropolitan homes during July and August, than in the peak daytime month of February. Evening figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is not that there is less listening, but that at least an equal amount of listening takes place, with a lot of it in non-surveyable locations!

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES
MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to what to buy, what brand to buy and where to buy their September purchases.

There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ." 

The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for Iowa PLUS+

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
25 Years

(Continued from page 47)
of engineering operations, who was sent from Schenectady, N. Y., to help build the station and re-

mained with KOA, and Walter L. Morrissey, master control room engineer who was with the station when it

went on the air and is one of the old-timers. As was "Mr. KOA," Clarence Moore, program director, since

retired.

Interviewed on one of the pro-
grams was 88-year-old Frank Gim-

del, from Leadville, Colo. Known as

the "Hermit of Arbor Villa," he is

considered one of KOA's oldest

listeners. Further promotion in-

cluded full page ads in the Post

and the Rocky Mountain News

boasting "We're 25 Years Old To-

day." Message hawked back a

quarter century ago to the distri-

bution of handbills heralding the

opening of KOA, "The Rocky

Mountain Broadcasting Station." KOA, now a 60 kw outlet on 850 kc, looks backward with a

smile to the past and forward with

consideration of the future. The

station had to sign-off for two

minutes during the evening to let

the tubes "cool off."

An earlier celebrator of 25 years in the broadcasting business is WLS Chicago, passing that mile

post on April 12, 1949. Like KOA,

the Prairie Farmer station felt that

day belonged to first and foremost

to the listening audience.

The station asked listeners to

write in their most interesting

memories of the WLS days, and

paid cash awards for all such inci-

dents occurred on the air. These

same incidents were the basis of

a series of anniversary mystery

ads in Broadcasting.

History Outlined

Highlight of the day was a pro-
gram from 7-30 p.m. called

Silver on Parade which outlined

the main events of the station's

history. WLS personalities, fa-

vourites of yesterday, were fea-

tured on the show. When the
clock reached 7 p.m. on April 12,
1949, time went forward and back-

ward at WLS. Narrator of the

program Jack Hoal illustrates the

real old-timers take precedence. Grace

Wilson, still a WLS star, sang

"Bringin' Home the Bacon," a song

she sang on her first regular pro-

gram, on WLS. Then it was back

to WLS as little boy. Uncle Tom

Coreine, 80 years old and still

with the WLS Barn Dance, brought

back "Showboat" memories with his

twin fiddles.

Most dramatic of all was the

recording of the WLS scoop of the

Hindenburg disaster, which is said
to be the only radio special ever

heard. As a result of this historic

record album "I Can Hear It Now."

Edgar L. Bill, retired president of

WMBD Peoria, who was the first

director of WLS, a founder of the

National Barn Dance, was guest on the stations

nighttime Dinner Bell program.

The well known WLS National

Barn Dance provided a promotion

piece in which over-size barn dance

tickets were sent to advertisers

and agencies to be exchanged for

actual theatre tickets at the con-

venience of the recipient. These

were some of the extra promotion

stories which the policies of the

station were given a big party. Spe-

cial letterhead commemorating the

silver anniversary also was used.

WF0 Hattlesburg, Miss., cele-

brated its 25th anniversary in 1949

with an all day birthday party on

the air. The station received salutes from NBC on the Dave

Garroway Show and Appointment

With Music program. The outlet

has been an NBC affiliate since

1940.

To-day there are over 2,000 AM

broadcast stations on the air, of

this number about 35 stations in

22 states will ring up 25 years of

broadcasting in 1950. WMAL

Washington will be licensed 25

years, and WMRS will celebrate

special programs. In Memphis both

WHBQ and WMPS were a

quarter-century old in March follow-

ed by WSMB in Nashville.

Radio—you a man's game—is

beginning to show the silver threads

among the gold.

RICHARDS CASE

Orders Resumption May 15

A MAY 15 resumption of FCC's

hearing on the news policies of sta-

tion-owner G. A. (Dick) Richards

was ordered last Wednesday by

FCC Chief Hearing Examiner J. F.

Fred Johnson Johnson.

Advothe advance of the date fol-

lowed a petition by FCC General Counsel Benedict H. England

stating the September date pro-

vided counsel for Mr. Richards an

"extravagant allowance" of time in

which to prepare their final case

and would be contrary to the "clear

import" of the Commission's

own wishes.

The hearings, involving charges

that Mr. Richards instructed staff

members of his KMPC Los Angeles

station to slant news according to his own

beliefs, were adjourned April 1

unanimously. All of FCC's presenta-

tion in the Los Angeles phase.

The May 15 resumption will be in

Los Angeles and is expected to take

several weeks. Subsequent ses-

sions may then be held in Detroit

and Cleveland, where Mr. Richards

is principal owner of WJR and

WGAR, respectively.

The case involves license-renewal

applications for KMPC and WJX

WGAR, as well as Mr. Richards' pro-

posal to set up a trusteeship to

take over control of the three sta-

tions.

Wheel-FM Mattoon, Ill., which

opened last Nov. 28, aired 117 play-

by-plays of basketball games in three

months, it reports.

THE anticipated hiatus or "sum-

mer slump" may portend the usual

arebberbedges for part of radio-

dom this year, but WCCO Minne-

napolis-St. Paul has served notice

it will attack the perennial prob-

lem with a staunch hard-selling

promotion campaign of unique

dimensions.

The 50 kw CBS O & O outlet

now launching its third annual In-

stive drive to stimulate summer

listening, is giving advertising

agencies the names of firms who

do not advertise on WCCO.

The station has so identified them in

its newest promotional kit titled

"Send Your Sales Up With the

Temperature," and it is promot-

ing the drive on a host of fronts.

WCCO SUMMER DRIVE

'Send Sales Up With Temperature' Is Theme

then mentions its own program

availabilities.

The BMB section, based on fig-

ures for April 1949, compares ex-

tent of 50-100% daytime and

night-time audience coverage with

that of other stations by overlay

maps.

One of the highlights of WCCO's

campaign will be a $25,000 all-out

newspaper tune-in drive to promote

peak listening to summer shows.

The 1950 theme will be: "Take

your WCCO favorites with you—

send a prospectus for this summer."

Station promoted a tie-in with radio

distributors to push sale of portable

radios last year.

WCCO will launch its national

campaign with 12 color advertise-

ments in five leading trade maga-

zines, to be reprinted for mailing to

over 2,000 advertisers in the radio

and newspaper fields. Addition-

ally, cooperative campaigns have

been set up with Minnesota and

Wisconsin resort operators asso-

ciations.

WJIB-FM POWER

Goes to 30 kw Tomorrow

POWER increase to 30 kw for

WJIB-FM Detroit will be in effect

by tomorrow (April 18), according to

Richard E. Jones, general man-

ager of Detroit operations for The

Port Industry Co., which owns and

operates the outlet. Now operating on 1 kw, WJIB-FM will utilize the new power to cover a radius

of 75 miles, with major objectives being reception in Detroit's downtown area, Port Huron, Mich.,

and Toledo, Ohio, Mr. Jones said.

The power increase, it also was announced, will make possible simultan-

eous broadcasting on all four of

its stations in Detroit and Chicago.

WJIB-FM is now scheduled to be on the air daily from noon to 6 a.m., and will operate on an interim basis of 20 kw until installation of the new Western Electric trans-

mitter is completed, Mr. Jones

stated. Transmission point has been moved to Northwest Detroit, with

FM antenna located atop WJIB-TV's 400-ft. tower.

Indianapolis Race

PERFECT CIRCLE Piston Ring Co., Hagerstown, Ind., will for the

third consecutive year sponsor the

Indianapolis Speedway Race over

WBS on May 30. Four special broadcast are scheduled, beginning at 11:45 a.m., EDT, another at

1:30 p.m. for 16 minutes and then

from 3-3:15 p.m. Climax of the

auto race will be broadcast from

4 p.m. to conclusion. Henri, Hurst & McDonald, Chicago, is the agency.
BROADCASTING

PHILLIPS CARLIN
Opens Consulting Service

PHILLIPS CARLIN, who re- signed a year ago as vice presi- dent in charge of programs at Mu- tual, announced last week that he has established a radio-TV business specializing in practice with headquarters in the RKO Blgd., New York City.

Mr. Carlin, a quarter-century veteran in radio programming, will handle the adver- sation of programs, and advisory work with advertising agencies on both radio and TV. He is occu- pying quarters with Douglas Stor- er, former CBS president in charge of programs.

SAVANNAH CASE

Mr. Rivers' Stand

Mr. Rivers told FFC that the council is "desperately trying to keep further competition out of Savannah" and is, "in fact, trying to perpetuate a monopoly . . ." He added that "perhaps the public in- terest in Savannah requires that the FCC conduct an inves- tigation of the council."

Statement was accompanied by affidavits which show, according to Mr. Rivers, that a religious program has been sustained since its inception, despite earlier find- ings by the council.

Mr. Rivers' additional statement was made to Phillip M. Baker of Washington. The council is com- posed of WCCP, WDR, WFRP, WSAV and WTCO. They are seek- ing to have Mr. Rivers' grant vaca- tion and his application set for hearing.

AD AWARDS

Radio, TV on Seattle List

ADVERTISING campaigns via radio and television will again figure prominently in the annual Advertising Awards for Excep- tional Merit. Announced by the council, the contest will be conducted for the third successive year by the Seattle Advertising and Sales Club. Announcement of the winners was reported after seven media categories have been made by J. C. Grover, general chair- man of the awards committee.

Eligible for the competition will be ads and campaigns between April 28, 1949, and April 6, 1950. Final dates for submission of en- tries was April 14 for radio and April 28 for television and motion pictures. The awards in these cate- gories will be presented April 26 and May 9, respectively.

BROADCASTING • Telecasting

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BM's Decade
(Continued from page 43)

righted arrangements of music in the public domain.

In August 1940, at the NAB convention in San Francisco, BMI was able to report it had pledges from 336 stations comprising about 80% of the industry's dollar volume. During the same month BMI had its first song on the Lucky Strike Hit Parade. "Practice Makes Perfect," Activity at BMI continued at a feverish pace for the broadcasters knew that ASCAP's proposal for 3½% for small stations to 7½% for the major networks, payable at the source of clearance, would "save" some station money but add millions to the total cost to the industry. It was held that the new rates would mean economic peril to an important section of the industry and the proposed new ASCAP contracts were rejected by the majority of stations, including the networks.

BMI was functioning primarily as a performing rights organization and not as a music publishing firm. A system was set up whereby composers and publishers could be compensated on a basis proportionate to actual use of their music. Previously only network performances had been checked. In cooperation with the ASCAP, BMI, director, Columbia U's Office of Radio Research, a sampling system of radio station performances was set up which proved an accurate guide to the use of music by the broadcasting industry.

Catalogue Rights

In December of that year BMI made a deal with the E. B. Marks Music Corp., one of its initial catalogue, along with Ralph Peer Enterprises, Mexican, Cuban and other Latin-American music firms, M. M. Cole and G. Ricordi Co. for the rights to their catalogues, built up over a period of a half-century. This took upon them many 9% for network programs and 3½% for local shows under blanket license. This compared with a former 5% that was paid on the terminated pact and the 7¾% that was demanded for the renewal.

In October 1941, after nine months of being off the air, almost 100%, ASCAP signed the networks and stations new nine-year contracts, with a provision for a renewal for an additional nine years at the same rate. The new rate was agreed upon by many 9¾ for network programs and 2½% for local shows under blanket license. This compared with a former 5% that was paid on the terminated pact and the 7½% that was demanded for the renewal.

Although there were approximately 600 stations which were stockholders and BMI, early in 1941, some were loath to continue or were on the fence. Others who had been given a free ride also were wondering the situation. ASCAP was back, too. BMI's energetic vice president in charge of station relations for BMI took to the road. Carl Herliner, who went to BMI in 1940, toured the country completely and when he returned hundreds of station contracts were in the fold. BMI had brought competition into the music field. New, it had a lot of, but not all, there. There were many lean months in the offing as ASCAP music receded to the sound waves. BMI plugged along.

Hundreds of publishers and write-
1090 KC ‘AVAILABLE’

CLASS B frequency of 1090 kc in effect was declared available by FCC last week in those areas where it may be desired. North, American Regional Broadcasting Agreement has expired.

Under NARBA the channel has been usable in the U. S. heretofore only in Arkansas (KTHS Hot Springs, 10 kc day, 1 kw night) and Maryland (WBAL Baltimore, 50 kc, directional night).

The unique situation was revolved upon the decision last Wednesday to deny the bid of John D. Ewing’s KTHS to switch to West Memphis, Ark., and increase power to 50 kw day, 25 kw night, and to replace its Hot Springs service with a new outlet under the same ownership on 550 kc with 5 kw day, 1 kw night. FCC also denied a request from the operator of KTHS, C. E. Palmer’s Hot Springs Broadcasting Co., for a new station at Hot Springs on 1080 kc with 50 kw fulltime.

Grants Proposed Earlier

The Commission earlier had proposed to grant the applications of Radio Broadcasting Inc., KTHS licensee, to move KTHS to West Memphis and to build a new station at Hot Springs. But in the final ruling the majority concluded that the applications be denied as not in the public interests or the supervening circumstances which has led to the applications as to the state where 1090 kc may be the most desired was not met with the spirit of NARBA, in effect at the time of the hearing, since KTHS “in essence” would be a Memphis, Tenn., station even though physically located in West Memphis, Ark. The majority concluded:

It is our opinion that in order to insure fairness to potential applicants and to other states where 1090 kc has been made available, the prevailing circumstances which has led to the applications as a new station did not exist and that the application in the light of these circumstances a ruling favorable for KTHS record was made. Thus, if NARBA were still in effect we would have no hesitancy in denying the application to move KTHS to West Memphis, Ark. on the ground that this will, for all intents and purposes, make another Tennessee station under terms of the conditions treat to which we had committed ourselves to assign the frequency in Arkansas.

Decision Not Unfair

FCC said such a decision would not be unfair to the applicants in the proceeding “as they are entitled to a decision of 1950, at-large directors and in accord with such applicable rules, laws and commitments as were in effect at the time the record was compiled.” FCC’s conclusion continued:

That some of these rules and commitments may have been fortuitously changed subsequent to the closing of the record should not act to place the applicant in a disadvantage or an advantage in the absence of law. The majority have expressed no interest or necessity. Such overwhelming and circumstantial evidence is evident in the facts before us. Further, Radio Broadcasting Inc. has not now completed an equitable basis, if it is to desire or anticipate the stations, if the FCC would wish to enter the lists for use of 1090 kc in that state, the preference of presently existing commitments.

Comr. Frieda B. Hennock dis- counted the majority ruling, voting for a grant of the KTHS applications. Comrs. Wayne Coy, Paul A. Walker and E. M. Webster did not participate in the decision.

The majority indicated denial of the KTHS bid for a new outlet in Hot Springs was moot since the move was denied. Regarding the denial of the Hot Springs Broadcasting application, the majority declared this bid could not be properly considered since it would interfere with an existing station (KTHS) and the issues in the proceeding did not include modification or deletion of KTHS’s license or its renewal.

The majority declared that “after giving due consideration to the peculiar circumstances in this case, the denial of all three of these applications is without prejudice to their being refiled before the expiration of the one-year period specified in Sec. 1.363” of FCC’s rules. It was indicated the applicants may file “such applications as... [they] may deem appropriate.”

Hearings in 1946

The applications originally were in hearing in 1946 and 1947 with oral argument on the proposed decision in July 1949. At this time a third applicant in the proceeding, W. Wright Esch, told FCC he did not object to denial of his application to switch WMFJ Daytona Beach, Fla., from 250 w on 1450 kc to 1 kw on 1090 kc, and its consideration was omitted in the final ruling.

The Ewing family is sole owner of KTHS as well as KWKH Shreveport, La., where the Ewings own the Shreveport Journal. They also own the News-Star World-Pub. Co., publisher of two daily papers in Monroe, La., and own the Daily States Pub. Co., which has substantial real estate holdings in New Orleans. KWKH is assigned 50 kc on 1130 kc.

President of Hot Springs Broadcasting originally was ex-Gov. Carl E. Bailey of Arkansas, now deceased. He was succeeded by H. G. Goodway, Little Rock theatre and real estate man. There are 40 proposed stockholders.

Mr. Palmer, first vice president and subscriber to 1,000 of total 8,800 shares authorized, is principal owner of Southern Newspapers Inc., publisher of the only two daily papers in Hot Springs. He also controls the Texarkana Times-Pub. Co., where he owns KCMC. He also controls papers in Camden and El Dorado, Ark. and has many interests in papers at Hope and Magnolia, Ark. Mr. Palmer submitted a bid for KTHS in 1942 when the KTHS Broadcasting group by the Hot Springs Chamber of Commerce.

New GF Post

HENRY P. STOCKBRIDGE, former associate sales and advertising manager of General Foods Cal- umet Division, has been named to the newly created post of assistant director for full-service sales division of General Foods products: La France, Satina, Log Cabin Syrup, Wigwam Syrup and Baker’s coconut.

KTHS Case Decided

THIRTEEN new members join the NAB board of directors during the 1950 Management Conference, having been elected by mail ballots during February-March voting. The board was scheduled to hold a luncheon meeting Saturday at the Stevens Hotel, Chicago.

All directors will serve two-year terms after this year. Heretofore district directors were elected for two years and at-large directors for one year. During the transition years each director who received the most votes last winter will serve two-year terms, with the second high candidates serving one year. Starting in 1951 all at-large directors will serve two-year terms on a staggered basis. Directors are now limited by the by-laws to two consecutive terms.

Possibility of a special election for director-at-large for large stations arose with consideration of William B. Ryan, KFI Los Angeles, for the new NAB headquarters position of general manager. Should the board ratify this proposed appointment, then the large-station directorship will become vacant at the start of a two-year term.

Retiring from the board at this convention are Michael R. Hanna, WMCU Rhoe, WJW, Columbus, Ohio; Sam Arnoux, WTNF, Arkansas, District 4; Henry W. Slavich, WMC Memphis, District 6; Harry M. Sarbo, WMC Indianapolis, District 8; Robert Enoch, Oklahoma City, District 12; Hugh B. Terry, KZOK, Seattle, District 14; Howard L. WJJD, Chicago, large stations; G. Richard Shafto, WIS Columbus, C. S., and Kenyon Brown, KFWT Wichita Falls, Tex., medium stations; Clair McColough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

Ten other members who take office during the meeting are William B. Fay, WHAM Rochester, N.Y. District 2; KDKW Chicago, District 4; Milton H. Miller, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, Kan., District 12; William J. Cousins, WKBK, Houston, Tex., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr., WGAC Augusta, Ga., and John East, KULT Pullman, medium stations; Paul McDonald, WHRM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Stone, WWDC-FM Washington, FM stations.

Continuing in service are Harold E. Fulk, WBZ Boston, District 1; George D. Coleman, WGBT, Scranton, Pa., District 3; Allen M. Woodall, WDKA Columbus, Ga., District 4; Gilbert B. McNatt, WLSP Lexington, Ky., District 7; Charles C. Caley, WBMD Peoria, Ill., District 9; William J. Wighton, WDVL Chicago, District 9; L. J. Windrath, WJAF Richmond, Va., District 10; John F. Meagher, KYSM Mankato, Minn., District 11; George W. Brown, WSM Nashville, Tenn., District 13; Glenn Shaw, KSLX Oakland, District 15; Harry B. Sprance, KXBO Dallas, District 16; Hal Shouse, WWL Cincinnati, large stations; Frank U. Fletcher, WARE-FM Washington, and Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezy, WDSU-TV New Orleans, TV stations.

NAB BOARD OF DIRECTORS

13 New Members Slated To Join In Chicago

BROADCASTING * Telecasting

CELEBRATING the debut of the new Rex Allen Show on some 60 CBS outlets are (l to r) Ray H. Kremer, radio director, Lambert & Feasley Inc.; Rex Allen, film cowboy star of new Friday night series; John Esau, vice president and general manager, KTUL Tulsa; Ollie Bettis, advertising manager, Phillips Petroleum Co., sponsor, and Andy Devine, screen and radio star who appeared on stage shows held in connection with the premiere broadcasts from Bartles- ville, Okla., and Tulsa. Mr. Esau was host to a party for the Rex Allen company and representatives of Phillips Petroleum Co., following the second broadcast of the show from Convention Hall in Tulsa.

(Tex.) News - Times Pub. Co., where he owns KCMC. He also controls papers in Camden and El Dorado, Ark. and has many interests in papers at Hope and Magnolia, Ark. Mr. Palmer submitted a bid for KTHS in 1942 when the KTHS Broadcasting group by the Hot Springs Chamber of Commerce.
AD HANDBOOK
Barton Edits Factual Guide

ADVERTISING HANDBOOK. Edited by Roger Barton. New York: Prentice-Hall Inc. $12.50

THIS PRECIOUS top experts in advertising and related fields have contributed chapters to this book. Among them are Charles Hull Wolfe, radio and television copy chief at McGraw-Ericsson Inc.; John Caples, vice president of BBD0, and Raymond Loewy, industrial designer.

The subjects cover testing of copy, packaging the product, uses of advertising research, and choosing an effective advertising theme. The editor is also editor of Advertising Age; a lecturer on advertising at Columbia U. and a contributor on advertising to the Encyclopedia Brittanica.

THE ‘DIGEST’ DEAL

The publishers of Reader’s Digest, having achieved phenomenal success with a magazine that carries no paid advertising, apparently are firm adherents to the old theory that it’s a poor rule that doesn’t work both ways.

Attempting to get radio promotion for a special subscription offer of eight issues of the Digest for $1, the magazine’s agent—Irwin Co. of Beverly Hills—has circularized stations asking them to promote the offer, not in pay time, but on a P. I. basis of 30¢ a sale.

“This promotion is so designed as to give each station participating 30% net ... with no writing,” the agency’s letter declares. All the broadcaster has to do is to open the mail, make a list of names and addresses, send the Irwin Co. a check for 70¢ of each dollar received.

“The advantages of this form of processing are many,” the agency explains.

1. It simplifies your bookkeeping, you get your money immediately.
2. You have no bulky packages to handle.
3. You send one list with your check.
4. You get credit for each and every order you produce. Many envelopes will contain multiple orders from your listeners. Other forms of handling might give you credit only for each piece of mail ... not for each order enclosed.

Agency Describes Plan

In its accompanying letter, the agency describes the plan as one “that will put the productive portions of your station time to work in a hard-selling money-making proposition ... indications are that it will be the most successful in the history of periodical promotions, and radio will help to make it so.”

What the letter does not add, one broadcaster observed, is obvious: If radio makes the campaign a success radio will have taken all the risk, will have contributed all the work and facilities, so that the Digest can reap the benefits. Undoubtedly this is good business—but not for the Digest, not for radio.

WCCO RATES UP

RATES DAY, Late Evening

In a move described by the network as having been taken to bring rates into realistic adjustment with new listener surveys, the CBS-owned WCCO Minneapolis last week issued a new rate card, which, in some periods, raised time charges as much as 50%. The new rate card, No. 21, is effective May 1.

Principal changes were in the daytime and late evening hours. The one-hour rate for the 6-7 a.m. period was increased from $180 to $240. The 7-8 a.m. rate was raised from $240 to $300; 8-9 a.m. from $300 to $360.

The 6-6:30 p.m. period was raised from $400 to $600 and the 10-11:15 p.m. time by the same amount. Other period charges in weekdays remained unchanged.

Rates for Sunday periods were raised: 12 noon-1 p.m. period from $300 to $360 and the 10-11:15 p.m. period from $400 to $600.

The prices for station breaks and one-minute announcements were raised proportionately.

COLLEGIATE SYSTEM

SW Network Made Permanent

Students and faculty of 11 southwestern colleges and universities voted to maintain as a permanent organization the new Southwestern Collegiate Broadcasting System Conference at a meeting early this month in Waco, Tex. The conference, at a series of panels lasting two days, was concerned primarily with an exchange of ideas, problems, and projects, including promotion, engineering, opportunities for women in radio and evaluation of college laboratory work.

The management viewpoint was outlined by Bishop, manager of KTEM Temple and Stan Wilson, sales manager of WACO Waco. Mary Holiday, women’s director of WACO, described the program.

Resigns C & O Account

KENYON & ECKHARDT, New York, has severed Chesapeake & Ohio railway and its subsidiary, the Greenbrier Hotel, White Sulphur Springs. Recently agency was appointed to handle advertising for Interstate transportation committee of Eastern Railway Presidents’ Conference of which Walter Taub, president of Chesapeake & Ohio, is chairman.
A Promotion Aid for Stations

.... So You're 25 Years Old

With our 25 years service to the public we are happy to be able to serve you personally today. The next hour is our treat..."

An essay contest for students in the Scranton area on the subject "What Radio Means to Me," netted 10 winners 25 silver dollars each. It was also a happy birthday for the first 10 people observing their 25th birthday and presenting silver birth certificates at the studio, on WGBI's anniversary, for they also received 25 silver dollars.

Attracting considerable attention during WGBI's anniversary was a window display at the Scranton Electric Co., showing a number of radio sets, equipment and speakers that were used for radio reception 25 years ago.

Scranton Campaign

Letterheads, envelopes and program schedules which were used during the Silver Jubilee were decorated in silver. The promotion created so much comment in the Scranton area that George D. Coleman, general manager of the station, was requested to address the Advertisers' Club Workshop on "How To Conduct a Promotional Campaign."

The Scranton Tribune on Jan. 12 ran a full-page advertisement of WGBI's personnel and the Scranton Times carried ads on some of the outstanding CBS personalities heard over the station. The Wayne Independent, a regional paper, paid tribute to the station with a front page story.

WGBI's advancement in radio in 25 years includes increasing the power from 10 to 1,000 kw, 500 w. night on 910 kc. The station is a CBS affiliate.

"The Station Listeners Built," WHEC Rochester, N. Y., paused to look back over 25 years in the radio business on March 25. A souvenir booklet, touching on past accomplishments and present day activities of the station, was prepared for general distribution. The booklet featured the recent co-working with WHEC's growth. A factor of special importance to WHEC and to sponsors of its programs, the souvenir brochure points out, is the minimum personnel turnover. Gunnar Wig, general manager, has been with the station for more than 20 years as has Clarence Wheeler, vice president.

Special souvenir menus in silver were printed for a dinner commemorating the occasion. In addition to special guests, present at the dinner were former employees as well as the present WHEC staff. WHEC became a CBS affiliate in 1932—the station operates with 5 kw unlimited on 1460 kc.

Low Budget Promotion

WTIC Hartford celebrated its 25th anniversary Feb. 10. "We tried to call attention to the event," said Walter Johnson, assistant general manager, "without spending too much money." An announcement card was mailed to all advertisers and agencies and an ad appeared in the trade papers which was an exact replica of the announcement. Outstanding promotion was a constant stream of greetings on network shows given by the stars themselves. Full page ads were run in the two Hartford papers carrying pictures of stars and thanking them for the greetings.

Programs throughout the day carried anniversary tie-ins. The Farmer's Digest at 6:15 a.m. discussed radio keeping pace with farm activities in the past 25 years and also broadcast greetings from the Secretary of Agriculture. The Radio Bazaar compared the present day styles with those of 1928, and Theatre of Melody featured songs and artists of the mid-'20's. A quiz type program Cinderella Week-end used questions pertaining to events, prices and personalities taken from the newspapers of 1925. An evening sport show further played up the theme by delivering a new diploma of 1925 and included an interview with WTIC's first sports commentator.

Altogether some 13 of WTIC's own programs participated in commemorating the occasion. The only program devoted exclusively to the anniversary was an evening half-hour show which featured transcribed greetings from some of the alumni of WTIC now in Hollywood or New York, and a 15-minute documentary sketching the station's 25 years of service.

KOA Birthday

KOA Denver, an NBC affiliate, chalked up its quarter-century of broadcasting on Dec. 15, 1949, with an elaborate full-day program. Prominent officials of state and federal government as well as top-notch NBC stars participated either personally or through transcribed messages. Theme of the day, "Old-fashioned friendship," was the keynote for the event, "KOA's Day of Appreciation to Its Radio Listeners in the Rocky Mountain Empire." A special birthday party was held for the 77 studio staff members.

Starr Yelland, emceeing a morning show, scanned a 1924 Denver Post, reading aloud the entries that listeners who had missed the deadline delayed the paper and station requesting more information on a six-room house, newly decorated, for $40 a month rent and promise of the landlord to pay $20 of the moving charges. Calls came in from Nebraska and Wyoming in addition to Denver.

But today, Jan. 12, is WGBI's Silver Anniversary. So we took the liberty of dropping a nickel in your meter. In keeping

with our 25 years service to the public we are happy to be able to serve you personally today. The next hour is our treat.

But WGBI was not only on the receiving end on this auspicious occasion. Four hundred personal letters were sent to advertising agencies throughout the country inviting them to join in solving the WGBI's 25th year, CBS puzzle. Reward for returning the puzzle correctly assembled to the station was a beautiful three piece sterling silver smoking set. Response to this piece of promotion was 72% and many letters were received expressing appreciation for the beautiful gift as well as commending the stunt as being "finest station promotion I have seen" etc.

As another promotion stunt silver cards were slipped under the windshield wipers of cars parked alongside meters showing red, in downtown Scranton. The cards carried these words: 'Your meter showed red... But today, Jan. 12, is WGBI's Silver Anniversary. So we took the liberty of dropping a nickel in your meter. In keeping

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But WGBI was not only on the receiving end on this auspicious occasion. Four hundred personal letters were sent to advertising agencies throughout the country inviting them to join in solving the WGBI's 25th year, CBS puzzle. Reward for returning the puzzle correctly assembled to the station was a beautiful three piece sterling silver smoking set. Response to this piece of promotion was 72% and many letters were received expressing appreciation for the beautiful gift as well as commending the stunt as being "finest station promotion I have seen" etc.

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RESOLUTION opposing President Truman's plan to reorganize the FCC was introduced in the Senate late last week by Sen. Charles E. Wilson (D-Colo.), upon authorization by his Senate Interstate and Foreign Commerce Committee.

The President's proposal, sent to Congress last month, would concentrate FCC's executive and administrative functions in the Commission Chairman [BROADCASTING, March 20].

Sen. Johnson's action was no surprise as she had previously expressed consternation with the breadth and apparent concentration of powers which the plan would vest in the Chairman as contrasted with that of other Commissioners. The move by the Coloradan came quite close to deadline, since, under the Reorganization Act of 1949, proposals affecting each agency would have become effective in 60 days after being relayed to Congress unless disapproved by one or both houses.

Some Time Saved

However, the current House Easter recess which ends tomorrow (Tuesday) has saved some time as a provision of the Act stipulates that recess by either house for more than three days automatically suspends bills back the expiration date. The deadline now is May 24.

As in the case of other specific objections made to some of the President's reorganization plans, the Johnson resolution will be referred to the Senate Committee on Expenditures in the Executive Departments which must consider the moves prior to Senate action. It appeared likely, according to a spokesman for that committee, that Sen. Johnson's resolution would be considered today and if hearings are to be scheduled, they would start tomorrow.

Capitol Hill observers have contended the proposed FCC reorganization plan, one of 21 affecting government agencies, would give the Chairman a strong hand over the Commission's purse strings, selection of its personnel and assignment of its work. This feeling is shared by Sen. Johnson.

The views have thus been expressed because of the reference to the Chairman's functions under the proposed revision, including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds.

The Senate Commerce Committee also opposed the same reasons three other similar agency reorganization plans (PTC, ICC and FTC) which had been referred to it.

When the Senate committee received the plan from President Truman, Sen. Johnson said it represented "an extremely important regulatory step" but "a matter of principle." That principle, he has said, would be the placing of the chairman directly under the President and not a commissioner, whereas he and other congressional leaders consider such agencies as arms of the legislature.

KSTP STRIKE

Will Hire Non-Union Men

SIXTEEN non-union technicians will be hired by KSTP-TV-AM St. Paul-Minneapolis within the next week to fill jobs which members of the International Brotherhood of Electrical Workers (AFL) who went on strike a fortnight ago (BROADCASTING, April 10). Dispute involved 21 operators for whom the union had sought wage increases in numerous negotiations since initiation of the IBEW contract last Sept. 20. KSTP rejected the proposal on ground that the men's salaries were $15 per week than "those of our TV competitors, which have the same rates," said President and General Manager Stanley E. Hubbard.

Mr. Hubbard claims the men left their jobs April 5 "without notice." After firing five permanent replacements, Mr. Hubbard received word that the international union had ordered the men back to work. The KSTP men reportedly put the station on the air the next day in advance of regular sign-on time.

The Labor Board is reviewing the station to return home and report for duty at the regular time. This resulted in charges of a "lockout" by union men, who replaced the board report card with their picket signs, Mr. Hubbard said.

KSTP, in a registered letter mailed to each technician April 8, offered to re-hire 16 men with top seniority and 21 for the unfilled jobs. They were given four days (until last Wednesday) to return. Late Wednesday Mr. Hubbard reportedly had these notices from any of the men or from the business agent, Freeman Hurst. The picket line was still formed, he said.

With AM and TV operations "going on normally," KSTP is expected to be staffed fully with 190 persons by next week. Mr. Hubbard said the American Federation of Musicians, also AFL, has refused to cross the picket line, on vote of St. Paul members.

LANGER BILL

Senate Group Shelves Beer, Liquor Ad Ban Proposal

ATTEMPT by temperature forces to rush this session of Congress on all alcoholic beverage advertising in interstate commerce was aborted last Wednesday and Foreign Commerce Committee.

The committee voted 6-3 in executive session to put on ice the Langer Bill ($1847) which would prohibit beer, ale and wine as well as liquor advertising in interstate commerce. The bill would not have affected local or state advertising.

As a result of the Senate group's decision, a good slice of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising has been given a new lease on life.

Companion Bill Shelved

While the Senate committee's action cut the props from under the "dry" groups' far-flung efforts and left the bill's supporters in the lurch, it also slammed down any hopes of the "dry" block for revival of a substitute bill before Congress adjourns.

A companion measure in the House (HR 2428) to the bill authored a year ago by Sen. William Langer (R-N.D.) has been on the shelf in committee with the lower branch of Congress failing to schedule hearings.

The Senate committee, headed by Sen. Ed. C. Johnson (D-Col.), held hearings on the Langer proposal last January [BROADCASTING, Jan. 16] when "dry" and "wet" groups presented their formal declarations. Since that time opposition to the measure has mounted on Capitol Hill and within the radio-TV industry.

Following the hearings' conclusion, the NAB formally stated its opposition to the proposed legislation. In a letter to Sen. Johnson, NAB stressed that its action did not place it as promoting or condoning liquor advertising that is detrimental to the public interest or not within the Standards of Practice of NAB.

However, the NAB said the bill would in effect "subvert" the function of the states to protect their citizens from alcoholic beverages if they so desire. The NAB emphasized that in addition to its own, the networks' and the stations' codes of practices, there are government regulations which police the advertising of alcoholic beverages.

The FCC had made it plain that while $1847 would not amend the Communications Act, the "adherence" by station licensees to the bill's provisions would be a factor in determining their qualifications as licensees, if the Langer Bill were enacted.
ATTENTION focused mainly on one person—William B. Ryan, of KFI Los Angeles—for the newly created post of NAB general manager, on the eve of the NAB board's pre-convention meeting scheduled for noon Saturday (April 16). It was to be the old board's final meeting.

At a series of meetings held since the board's February session in Arizona, a special board committee has scanned lists of persons whose names were mentioned. No definite information has been given out by the committee but it is known that Mr. Ryan's name has been at the top of the list from the start.

The advisory committee was appointed to assist President Justin Miller in finding the best man for this key job, the board having felt that a general manager must be put at NAB's operating helm.

Define Authority

As the convention approached, the committee is understood to have taken up the problem of defining the exact authority and duties of the general manager. Mr. Ryan is said to have made it clear that he would not be interested in the job unless it carried extensive powers over the general operations of the industry's association.

Members of the special board committee are Clair M. McCollough, WGAL, Lancaster, Pa., retiring small-station director, as chairman; Harold E. Fellows, WDIV, Detroit 1 director; Howard Lane, WJJD Chicago, retiring large-station director; Robert D. Sweezy, WDSU-TV New Orleans, director-at-large; Calvin J. Smith, KFAC Los Angeles, District 16 director. Mr. McCollough was chairman of the board structure committee that drew up the NAB reorganization completed in February.

Ryan Background

Mr. Ryan was named general manager of KFI-KECA Los Angeles Feb. 16, 1945, when the stations were operated jointly. He had served as a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco. He was director of the Organization Club, and founder of the Santa Clara community club. He served as a radio executive in several communities, leaving to enter radio in 1937 as an NBC San Francisco salesman.

A month after joining NBC he was named Northern California sales manager. With separation of NBC Red and Blue networks in 1942 he became San Francisco general manager for the Blue, and directed operation of KGO San Francisco. At San Francisco he was prominent in music circles.

Mr. Ryan married Gladys Louise Marx Dec. 29, 1928. He is a past president of the San Francisco Advertising Club. Moving to Los Angeles, he attained first and KFI and during the mid-40s was considered one of the top stations on the NAB board.

Last January Mr. Ryan was elected to the NAB board for two years as a director-at-large representing large stations (see board story page 49).

H. McCOLLISTER

Killed in Plane Crash

FOLLOWING Requiem Mass in St. Martin De Tours Church, Brentwood, Calif., Howard Jerome McCollister, 46, his wife Helen Rhea, 46, and their two sons, Howard J. Jr., 16, and Elliott, 14, were buried in San Gabriel (Calif.) Cemetery last Wednesday. They were killed when his single-engine plane crashed and burned at Palm Springs, Calif., airport on April 8.

Nationally known in radio and advertising, Mr. McCollister and his brother Paul W. McCollister, operated their own regional station representative business with headquarters in Los Angeles. Business will continue under direction of Paul W. McCollister, it was announced.

Family were taking off for their Bel Air, Calif., home when caught in a gale near Palm Springs. Returning to the airport, the plane crashed against a runway and following a gasoline tank explosion burst into flames.

Besides his brothers Paul W. survived Mr. McCollister is his father, Charles M. McCollister of Burbank, Calif. Mrs. McCollister is survived by a sister, Mrs. Donald W. Titworth of Altadena, Calif.
Schwerin Tests Public Reaction

By ED JAMES

ALL-RADIO promotion film, "Lightning that Talks," has been tested by Schwerin Research Corp. before an audience that was representative of the general public. The results of the audience reaction analysis are being used as a guide in the production of new versions of the film, Broadcasting learned last week.

One significant discovery turned up by the Schwerin test was that the audience, after seeing the film, was overwhelmingly affirmative in answering the question: "Do you believe that radio advertising sells more goods than newspaper advertising."

Majority Affirmative

In response to that question, 71% said yes, only 14% no. The other 15% expressed no opinion.

The Schwerin firm showed the film at one of its regular screening sessions a fortnight ago at New York's Museum of Modern Art. The some 300 members of the testing audience were described by the Schwerin company as "fairly rep-resentative" as a cross-section of the general public.

Schwerin used the same fundamental techniques in analyzing the film that it uses in charting audience reaction to other films and radio and television programs.

At numerous points throughout the screening of "Lightning" the audience was asked to express its liking or dislike for that particular part of the film. At the end of the screening additional questions were asked.

On the whole, the audience was not enthusiastic about the entertainment value of the film, a result that was to be expected in view of the reaction of the Schwerin company. The film shown to the test audience was the full 38-minute version that was produced for presentation within the advertising trade, and much of it was too esoteric to be appealing to a more general audience.

The profile of the audience reaction to various parts of the film is being used, however, as a guide in the production of two different 20-minute versions of the picture now underway. One of these versions is intended to be confined to the sales stories in the full-length picture, and it will be presented only within advertising circles. The other version, to be aimed at more general presentation, will contain elements from the original picture that are of broader appeal.

Audience Response

Questions asked after the screening, and the responses were:

Did this picture hold your interest?

Yes, 96; no, 6.

Would you like to see this picture shown in your local movie theatre?

Yes, 85; no, 11; no opinion, 15.

Did you like the acting?

Yes, 33; no, 58; no opinion, 10.

Did you think this picture was true to life?

Yes, 98; no, 2; no opinion, 18.

The two 20-minute versions of "Lightning," like the full-length film, is being produced by IMPS—International Movie Producers' Service, New York, under the supervision of Victor M. Ratner.

The Schwerin Corp. conducted the test without fee, as a service to the All-Radio Presentation Committee.

AWB CHAIRMEN

Elected for 8 Districts

ELECTION of eight women broadcasters as district chairmen of the Assn. of Women Broadcasters was announced last Tuesday by NAB, parent body of the women's directors, and Ruth Crane, women's director, WMAL-AM-TV Washington, and Nancy Ogood, women's director, WABC-TV Washington—met with NAB President Justin Miller and AWB Secretary Bette Doolittle to canvass ballots and elect the chairmen. (Other district chairmen are elected during odd-numbered years.)

Chairmen elected were:


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Foot in Door'—Gray

Radio's cellulosic salesman "Lightning That Talks," can be seen and will be used as a "foot in the door." Of course it is not a panacea—it's a sales tool.

That's the opinion of a broadcaster who has been instrumental in bringing the trade's motion picture to the advertiser—sales-man's contract anteroom.

In an interview with Broadcasting last week, Gordon Gray, WIP Philadelphia vice president and chairman of the All-Radio Presentation Committee, reviewed the film's reception in the cities where it has been shown and mulled Lightning's future.

The broadcaster who makes "intelligent" use of the film, Mr. Gray said, "will undoubtedly capitalize on it." It is important for industry people to realize that the motion picture "was very much oversold" as an idea and "regarded as a panacea, which, of course, nothing ever is," he pointed out.

In recent weeks, Mr. Gray observed, reports of satisfactory reaction in viewing have been coming in to the committee from retailers and regional advertisers, rather than broadcasters. In light of this, he continued, it is necessary for the latter to approach the film "not as broadcasters but as retailers and regional advertisers, for apparently through their eyes the film does impress on them the great power of broadcast advertising."
TEN YEARS AGO the broadcasting industry organized a new music licensing and publishing firm in the hope that it would ease a musical monopoly that had beset it, with progressive oppressiveness, during most of radio's history. This month Broadcast Music Inc., the organization established and wholly owned by broadcasters, is celebrating its tenth birthday. It could claim ownership and control of copyrights of several hundred thousand compositions in every musical category. During 1949 actual logged performances of BMI music exceeded 15.5 million on stations and networks.

Officials of BMI like to say that this vast repertoire and its use have cost broadcasters nothing. The explanation is that the industry is paying less today for both BMI and ASCAP music than it would have paid to ASCAP alone if the ASCAP proposal of a 7% license fee in 1940 had succeeded.

The introduction of competition into the performing rights field effectively lowers costs, expanded the available repertoires and created new catalogues in all musical classifications, it is the contention of BMI.

Early Picture Dim

Things did not look so bright in the years before the organization of BMI.

The problem of performing rights fees had plagued broadcasters for nearly 20 years, defying solution through a series of litigations, complaints to Congress, industry debates and discussions. The problem had begun to reach a head in the summer of 1939 at a convention of NAB.

At that convention the NAB Music Committee which had been appointed to negotiate a new contract with ASCAP reported it had been unsuccessful in obtaining a proposal from the society.

Proposal was sought on the terms to be met when the current pact between ASCAP and the broadcasters ran out on Dec. 31, 1939. Nearly 400 stations represented at the convention went on record as endorsing the position of an equitable payment for the use of music by radio and at the same time authorized its negotiating committee to continue its efforts to set a new agreement. Also, the broadcasters sought a clause permitting such stations as wanted it a per-piece or per-program license, should they not desire a costly blanket license based on all their revenues, and programs, whether or not they were all music.

At the same time the convention authorized its committee to take steps to provide music other than ASCAP in the event further efforts at a new pact failed and a special convention was to be called in Chicago not later than Sept. 15, 1939, to vote funds which might be needed for such measures. Meanwhile the NAB committee was to meet with an ASCAP committee on Aug. 3, 1939. On that date a lone ASCAP official, the late John G. Paine, general manager, stated that the president (Gene Buck) had gone on extended vacation and that Mr. Paine had no authority to discuss a proposal, since there wasn't one to discuss.

Organization Planning

Without ado the committee set a proposed special convention in Chicago for Sept. 15, and there the machinery was set in motion to organize "an independent source of supply of music." At the same time, a New York attorney and copyright expert, Sydney M. Kaye, was appointed as special counsel and he quickly proceeded to crystallize what the broadcasters had in mind. At the meeting he presented a plan for setting up a music licensing organization that would be the property of the broad-

By J. R. POPPELE, TELEVISION BROADCASTERS ASSN. PRESIDENT

TELEVISION'S maturity as an important new industry on the American scene has been swift and startling. Its enormous impact on existing media has bowled over many who were unprepared for such important growth in so short a time. Fortunately, there were large segments which sensed the possibilities years ago and are today making the most of what is likely to be a happy situation for years to come.

Periodic conceals, bringing together as they do the best minds in all phases of broadcast operations, are a healthy sign, for they demonstrate the awareness of the industry to problems that are current and that lie ahead. The technical papers to be presented during the NAB Convention indicate that broadcasters are alert to new trends and are coping with them. The economics of television, as they affect all branches of broadcasting, must also be reviewed from time to time.

It is apparent that only by tackling problems with honesty and conviction can the hurdles on the road ahead be surmounted. Television is proving a challenge in many ways, but none greater than the challenge to all parties to make the most of its unlimited potentialities.

Mr. POPPELE

BROADCASTING • Telecasting

BMI’s Decade

BMI President Carl Haverlin does the birthday honors.

In Chicago, some 250 broadcasters were in attendance at the NAB special meeting and they agreed to contribute 50% of their 1937 ASCAP fees, pledging themselves to a minimum of $1.5 million to fret the proposed new music organization.

One month later, Oct. 14, 1939, the state of New York granted a corporate charter to Broadcast Music Inc. Almost coincidentally, the president of ASCAP, Mr. Buck, set up a new committee to draft a radio contract. The newly born BMI, under the leadership of Mr. Kaye, was now closing ranks in its drive to organize and on Feb. 15, 1940, BMI was declared operative. Exactly 246 stations pledged $1,140,375 as a starter.

Ten years ago, April 1, 1940, BMI began licensing radio stations.

Some weeks before, on March 21, ASCAP had suddenly called to its offices a special group of hand-picked broadcasters, network and station men, and presented to them its new terms for use of its music on and after Jan. 1, 1941. It was a 100% increase in ASCAP revenue from radio, particularly from networks and large stations.

Small Station Aid

Some small outlets which were barely weathering the depression and had little income anyway, were going to be let off lightly.

Objective of BMI and the broadcasters was to build up a huge stock of non-ASCAP music to keep stations and networks on the air after Dec. 31, 1940. BMI went about coordinating an ample body of music not controlled by ASCAP of every classification. This non-ASCAP music was obtained from three principal sources: (1) Popular songs by independent authors and composers, (2) music of non-ASCAP publishers and performing rights societies, and (3) new copy-

(Continued on page 50)
A REPORT that ABC showed a profit in the first quarter of 1960 touched off a buying spree that sent the network's stock to a new high — $1.275 — on The New York Stock Exchange Tuesday.

The report was made by Edward J. Noble, ABC chairman of the board, at the annual stockholders' meeting. News of the favorable earning picture spread quickly to Wall Street, and heavy trading in the closing hour of the day moved the stock in an advance of 1% above its closing price the day before.

Amount Not Disclosed

Mr. Noble did not disclose the amount of profit earned by the network in the first quarter of 1960. That ABC showed a profit at all was regarded a measurable improvement over its reports for the similar period last year. In the first quarter of 1949 ABC had a net loss of $46,010.

The ABC chairman of the board and majority stockholder said that television's financial prospects were also brightening. Mr. Noble told the stockholders that the network's five owned and operated television stations were still operating in the red but that three of them ought to break into the black this year.

He predicted that within a few months KKEA-TV Los Angeles would show a profit and that KGO-TV San Francisco and WXYY-TV Detroit would get into the black soon afterward. WENR-TV Chicago and WZTV New York are in for a longer pull, he said.

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

THE OPPORTUNITY offered by Broadcasting to have a share in greeting the radio industry at the time of the NAB annual meeting is always gratifying. This year, however, it is particularly so.

Our ANA spring meeting is just over. Naturally, radio and television were on the agenda. And, let me say right at the outset, few, if any subjects on our program elicited the interest of advertisers to the extent our radio session did.

We were fortunate in our speakers. Such prominent members of your industry as Niles Trammell and Frank Stanton as well as A. N. Halverstadt, Procter & Gamble Co., Howard M. Chapin, General Foods Co.; Robert B. Brown, Bristol-Myers; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCormick-Erickson Inc.; and A. C. Nielsen, A. C. Nielsen Co. were on the panel. What was done at this session of our meeting has already been reported by the press. But some of the discussions put to this group will, I believe, be of interest. They are indicative of what advertisers are thinking and are, in many ways, as significant as the answers themselves.

Television's growth, naturally, was one of the first things ANA members wanted to hear about. They asked: "How long is the freeze likely to continue?" "What are the estimates for future television set ownership?" "When can we expect television time costs per thousand (Continued on page 60)
FCC Urged To Consider Case-by-Case

STATEMENT BY JUDGE JUSTIN MILLER, NAB PRESIDENT

THIS YEAR'S NAB Convention . . . will reflect the growing consciousness of broadcasting's impact upon the affairs of the world and its responsibility for helping to shape the world of the future.

Some of the world's most important men, leaders active in world affairs . . . will be speaking to men who are, also, in their way, vitally important in the generating of ideas concerning world affairs and the communication of those ideas to an expanding world. All this is in consonance with the established policy of the Association that the annual convention shall be a top-level management conference, as distinguished from the District Meetings which are conducted on a workshop basis, and at which bread-and-butter considerations such as selling, are given top billing.

But a convention planned and programmed on a management level does not exclude the workings of the broadcasting industry, and it will be here that the broadcasting industry is faced with the task of solving a problem that troubles our times.

A century of radio experience has given us a certain perspective in this country and in the world. The question of broadcasting's social responsibility and its place in society has been brought into sharp focus in recent years. It has achieved perhaps a new dimension in the recent Supreme Court case of Federal Communications Commission v. Paramount Pictures Corporation.

The broadcast industry has been asked to compare its ideas with those of other industries. The world, the world of tomorrow, will judge our answers.

According to the Supreme Court, broadcasting is a 'lucrative' industry. And it is this word that is the most important of all, for it implies a monopoly in the eyes of the justice system. There is a monopoly of power because of the broadcasting companies' control of the means of communication, particularly in the case of television and radio.

To the broadcast industry, this word has a different meaning. It is not a monopoly but a market which has become monopsonistic due to the growth of the industry.

The broadcast industry can accomplish its objectives only if it cooperates with the public and with communities. It is the duty and responsibility of the broadcast industry to act in the public interest.

JUDGE MILLER

Engineering Conference, the meetings devoted to FM, to TV, and to the interests of non-affiliated stations all provide rich substance for broadcasters whose interests lie in those directions. At the business meeting on Tuesday morning, opportunity will be afforded for discussion of important industry issues, which this year will include consideration of the proposed new BAM. Moreover, the staff directors of NAB will be available throughout the convention for individual consultation. Members are urged to get in touch with them for the discussion of subjects of particular interest.

Conventions Produce Results

These, then, are some of the reasons why NAB conventions are popular and productive. The scheduled program gives color, form, authority and sanction upon the management level. The collaborative activities provide outlets for particular interests. NAB specialists are available for professional consultation and advice. But after the work of the planning committee and the NAB staff are done, the broadcasters themselves make their own convention, in every sense of the word.

The convention is a democracy which is provided for broadcasters from all over the country to come together in two and to compare notes and trade experiences. Put two such persons in the same room and constructive ideas are sure to emerge; revenue-producing ideas, programming ideas, and others affecting all phases of the broadcasting profession. Each practitioner, even those who are least vocal, are men of ideas. They are, in the best sense, pioneers whose art and profession depend upon the creative residuum of their minds; upon their capacity to work effectively—with kinetic energy it might be said—in the unsettled complex of ideas which characterizes present-day civilization.

This 28th annual membership meeting promises to be one of the best in the association’s history, with major decisions to be made. It should not be missed by broadcasting management.

Our Suite

HEADQUARTERS OF BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

Mr. Porter claimed FCC may not put inherent significance on anti-trust violations outside the communications field. He also cited court decisions holding "that a discontinued violation of the anti-trust laws is no ground for withholding the enjoyment of a patent, which, like a broadcasting license, is a privilege which is conditioned by a public purpose."

Westinghouse Electric Corp., dealing with the question of anti-trust violations, maintained that FCC's authority is "limited to . . . violations that have some direct and proximate bearing upon the public interest in radio communication. Broadcasting does not belong to the field of business unrelated to radio communication."

The brief, filed by Westinghouse Attorney John W. Steen, said the company had been involved in past anti-trust cases, but pointed out that they reflected in no way upon Westinghouse's ability to operate radio stations. He cited the company's broadcasting record as proof of its ability to operate in the public interest.

NAB Flies Brief

NAB, in a brief filed by General Counsel Don Petty and Attorneys Vince Wasilewski and Sidney Farr, pursuant to its authority to establish uniform policies on non-radio law violations.

The brief contended that Constitutional limitations prohibit Congress from granting FCC the power to make law; that Congress did not delegate authority to establish the proposed uniform policy, and that, additionally, establishment of such a policy would go beyond the Communications Act and violate the Administrative Procedure Act.

On behalf of Warner Bros. KFWB, Los Angeles, Washington Attorney John P. Southmayd reminded FCC it has consistently handled the question of law violations on an individual or comparative basis, said: "It seems impossible to adopt a statement of policy sufficiently flexible to cover the individual factors and circumstances necessarily involved in widely varying violations or alleged violations of law—federal, state, and local, civil and criminal."

Although Warner Bros. was in (Continued on page 54)
Electronics Progress from the Special leading technical specialists at the NAB Engineering Conference last week as the NAB's annual conference, Chicago (see NAB Management & Engineering Relations Dept. director, was to explain the need of harmonious employee relations in the engineering department as a means of attaining operating efficiency and keeping expenses at a minimum.

Following Mr. Doherty on the agenda was the FCC-Industry Roundtable, with Stuart Bailey, of the Jansky & Bailey consulting firm, serving as moderator. Appearing for the FCC were to be Curtis Plummer, recently named chief engineer; John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Division; Cyril M. Braun, chief, FM Broadcast Division; Edward W. Allen, chief, Technical Research Division; Edward W. Chapin, chief, Laboratory Division.

Industry Representatives Scheduled to appear for the industry were Raymond F. Guy, NBC; E. K. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; John Marx, ABC; Robin D. Compton, WOIC (TV) Washington, and Mr. McNaughten.

Only remaining Engineering Conference event, following the roundtable, was to be a meeting of the NAB Recording & Reproducing Standards Committee, scheduled for 3 p.m. This committee was being heard nearly a decade to bring uniformity in the equipment, processes and standards involved in various types of recording. Many of the standards are in worldwide use and those developed by the committee from time to time have been gaining equal recognition.

Following the new standards developed by various subcommittees are those covering wow factor (reproduction), turntable platen (reproduction) reading (mechanical recording); magnetic tape reel and primary standard flange, conforming 30 minutes of recording.

Delegation Arrival Delegates to the Engineering Conference started arriving late Tuesday. Large numbers registered Wednesday morning and afternoon, utilizing the free day to inspect in detail the heavy equipment exhibits in the Stevens’ Exposition Hall and the light equipment shown on the “Magical Fifth Floor.” Exhibitors presented for the first time some of the latest refinements in transmitters, towers, turnstiles, amplifiers, studio consoles, and similar devices. [Exhibits were described in the April 10 Broadcasting.] Many engineering delegations inspected the exhibits over the weekend with their station's management.

This annual display of equipment as well as program, research and other forms of broadcast services was arranged by Arthur C. Stringer, assistant NAB secretary-treasurer, assisted by Lucille Griffen, of the NAB headquarters staff.

Report on new recommendations of the NAB Recording & Reproducing Standards Committee was discussed. These were taken up at a committee meeting Saturday. The committee reviewed the FM protection situation. NAB last week had asked the FCC to hold a hearing on the proposal to give further protection to Class B FM stations in Area 2 as a means of improving service in rural areas [Broadcasting, April 10].

Suggestion was made that the FCC clean up its AM Engineering Standards. At the Wednesday meeting, besides Messrs. Miller, McNaughten, Bailey, and Jack Pepple, WOR New York; E. M. Johnson, MBS; K. W. Pyle, KFBI Wichita, Kan.; Oscar C. Hirsch, KFVS Cape Girardeau, Mo., and Frank Marx, ABC.

Saturday, April 15—NAB board lunch at Stevens Hotel, Lower Tower, Rm., 12:30 p.m. University Assn. for Professional Radio Education, PD 2, 9 a.m. (meets Sunday also).

Membership and officers, Ambas-

Electrons shown progress

Engineers shown progress

NAB Engineering Group Multis

CUBAN and Mexican interference with U.S. broadcast service occupied most of an all-day meeting held Wednesday by the NAB Engineering Conference. The NAB Engineering Conference opened at the Stevens Hotel, Chicago (see main Engineering Conference story, this page).

The committee recessed late Wednesday and planned to meet again Friday afternoon to go further into the NARBA situation. No recommendations were adopted Wednesday but it was indicated the committee might have a series of suggestions for submission to the NAB board at its Saturday (April 15) meeting. Originally the board had planned only to discuss the naming of a general manager.

Neal McNaughten, NAB Engineering Dept. director, reported on NARBA developments starting with the Montreal sessions last autumn and continuing with accounts of hisMexico and Mexico City observations. Committee members joined in an exchange of views led by Chairman A. James Ebel, WMBD Peoria, Ill.

It was the first committee meeting since the 1949 NAB Engineering Conference. Members were told by Mr. McNaughten that Mexico is making a series of skywave measurements. These have just started and may require several months for recording and analyzing.

Desire for extension of FCC skywave curves to latitudes below 35 degrees was expressed by Mexico, Mr. McNaughten said, recalling that Canada inspired extension of the curves into higher latitudes.

NAB President Justin Miller attended the meeting and took part in the NARBA discussions.

Agenda Ensured

The Committee enthusiastically endorsed the agenda for the Engineering Conference and adopted a resolution calling for a similar meeting in connection with the 1961 NAB Convention Week.

Mr. McNaughten reported a continued demand for the newly revised NAB Engineering Handbook, of which 1,400 copies have been distributed to members plus another 500 sold separately. He suggested the committee take a position on the type of activities the Engineering Dept. should handle in view of the growing membership demand for advisory services and the increased pressure coming from international developments. Prospect of a resumption of NARBA meetings in the U. S. next summer or autumn was discussed.

Report on new recommendations of the NAB Recording & Reproducing Standards Committee was discussed. These were taken up at a committee meeting Saturday. The committee reviewed the FM protection situation. NAB last week had asked the FCC to hold a hearing on the proposal to give further protection to Class B FM stations in Area 2 as a means of improving service in rural areas [Broadcasting, April 10].

Suggestion was made that the FCC clean up its AM Engineering Standards.
NAB STRIKES SOMBER NOTE

By J. FRANK BEATTY

UPWARDS of 1,500 broadcasters converged on Chicago at the weekend for the 28th annual NAB Convention. At a three-day conference at the Stevens Hotel they were to receive a series of messages centering on a new theme—the responsibility of the broadcaster to his country, to the world and to the whole American economy.

Not for years has a convention program been built around so somber a note. The agenda for the Management Conference, starting tomorrow noon, has been tailored for the management level. It carries the formal designation, "The American Broadcaster's responsibility for possibility in the World Today."

Like the Asn. of National Advertisers and the American Asn. of Advertising Agencies, which met separately and then jointly just a fortnight ago [Broadcasting, April 3], the NAB's annual program is designed to impress those who indulge in nation's thinking that the present world situation is serious—more serious than most executives and most people believe.

Stress World Affairs

The idea of a program centered on top management problems and their relation to world and national affairs emanated from the NAB board's meeting in Washington last November. The Convention Sites & Planning Committee has come up with speakers well-known to the trade. They include Wayne Coy, FCC Chairman; Herman W. Steinbraus, president of the Chamber of Commerce of the U. S.; and Paul G. Hoffman, ECA administrator.

The planners have carried out the board's instructions, directed by Howard Lane, WJJD Chicago, committee chairman and retiring NAB director-at-large for large stations, who worked with Robert K. Richards, NAB public affairs director. Other members of the committee are Charles C. Caley, WMBD Peoria, III., and James D. House, WLW Cincinnati.

A board meeting was planned Saturday noon to consider proposed nominees for the new NAB headquarters post of general manager (see board story and general manager story page 45).

Convening of the 28th annual meeting finds the association facing a membership problem ascribed principally to the increase in dues for the four lower classifications plus elimination of the 12% discount put into effect last summer. The NAB board ordered these dues changes at its February meeting, effective April 1.

Membership Status

Since February some 70-odd stations have withdrawn from membership. These are predominantly low-income stations, though KVOO Tulsa, 50 kw outlet, is understood to have withdrawn. In the lowest income bracket dues were nearly tripled as a result of the doubled fee plus elimination of the discount.

Thirty new members had joined NAB since February, as of April 1, leaving a net loss of roughly 40 members. Last Feb. 28 there were 1,150 AM station members in NAB. By April 4 the number had dropped to 1,110, or approximately half of the 2,200 AM and AM-FM outlets.

Of the resignations, 80% are declared to have been influenced by the higher dues they would have been required to pay as of April 1. Nine FM station members were lost due to the fact that they were deleted. Three new associate members joined prior to the convention.

Possibility arose that other stations might have decided to remain within the NAB fold through April so they could take part in the convention, with some of them making up their minds after the convention whether to stay or resign.

Steps to stage a membership drive have been considered by the board, and plans have been underway to hire a field representative whose main job would be to recruit new members and contact old ones.

Early convention activities centered on practical workshop problems. The Engineering Conference, which opened last Wednesday, explored new horizons in the technical field and reviewed new developments in equipment and processes (see engineering story page 40).

Management Conference in a Nutshell

(See complete agenda page 28)

MONDAY

9:30 a.m.—FM SESSIONS, North Ballroom

12 Noon — LUNCHEON, Grand Ballroom

1:30 p.m.—GENERAL SESSIONS, 8th St. Theatre

TUESDAY

9:30 a.m.—BUSINESS SESSIONS, 8th St. Theatre

12:30 p.m.—LUNCHEON, Grand Ballroom

1:30 p.m.—GENERAL SESSIONS, 8th St. Theatre

7:00 p.m.—RECEPTION, Normundy Lounge

7:30 p.m.—ANNUAL BANQUET, Grand Ballroom

WEDNESDAY

10:00 a.m.—TELEVISION SESSIONS, 8th St. Theatre

RADIO'S PLACE SECURE

Says Campbell

As Convention Opens

By HERBERT W. CAMPBELL

NETWORK RADIO, although it will be affected by TV, is too big and efficient to go out of the picture, and radio probably will continue to fill a need that no other medium can, Wendell Campbell, CBS Western sales manager, asserted Wednesday. He answered the question, "Is Radio Here to Stay?", with an emphatic affirmative at a luncheon meeting of the Chicago Radio Management Club.

Speaking primarily of network radio, Mr. Campbell cited major reasons why it will continue to be successful: (1) The population is increasing, and a large number of new families will be exclusively radio homes. (2) There is a time and physical limitation to the amount of viewing which can be done, with no such limitation in radio (referring to TV's demand for undivided attention). (3) Increasing car ownership, with most new cars radio-equipped. (4) More leisure time, with much of it spent out-of-doors, where use of portable radios is popular.

Mr. Campbell pointed out that it takes 200 hours for a car to be driven 5,000 miles per year at an average of 25 mph. "And the only medium which can reach the car audience is radio." This is equal, he said, to 50 days of listening in the average home.

Limited TV Approach

Most network advertisers are approaching video on a "limited front," he asserted. He cited ratio of AM to TV shows for the following clients: Miles Labs, 8 to 1; Procter & Gamble, 26 to 1; Lever Bros., 8 to 1; Colgate, 5 to 1 and Chesterfield, 5 to 2.

Among network TV advertisers, half never used network radio or used it only spasmodically as "in and outers." Mr. Campbell pointed out that much of TV's money will come from new advertisers or will be paid for by new budget allocations. He believes "all major media can emerge from this period of transition with more revenue." Cost in relation to sales is going down, advertising appropriations are being enlarged continually and income continues to go up, he said.

"The curve of interest doesn't slide downward in radio, and more time is spent in radio listening than on anything else except working or sleeping," he said. Anticipating network radio expansion, Mr. Campbell said CBS for the first quarter of this year billed 4% more business than during the same period last year despite TV.

- Analysis of Advertisers by Product Groups — Radio page 64; TV page 135 -
IT'S EASY, WHEN YOU KNOW HOW!

FAR-SIGHTED radio advertisers know that experienced stations with a flair for programming are the only ones that can really drive home a sales story. And that's especially true here in Dixie.

At KWKH we've built up a terrific Southern Know-How during 24 years of broadcasting to our own audience, in our own area. Shreveport Hoopers prove that we're spectacularly successful in attracting and holding this audience:

For Jan.-Feb. '50, KWKH got a 100.9% greater Share of Audience than the next station, weekday Mornings—16.6% greater, weekday Afternoons—76.2% greater, Evenings!

KWKH commands a tremendous rural listenership throughout the booming oil, timber and agricultural regions of the Central South, as proved by BMB.

Write to us or ask The Branham Company for all the facts! You'll be glad you did!

50,000 Watts • CBS • The Branham Company
Representatives
Henry Clay, General Manager
GET HEP! GET STANDARD!
The Sellingest Service EVER!

NOW-
8 GREAT "STAR SHOWS"

THESE COMMERCIALLY CONCEIVED SHOWS, WHICH ARE AN INTEGRAL PART OF THE STANDARD PROGRAM LIBRARY, ARE DAILY DEMONSTRATING THEIR SALES POTENCY TO HUNDREDS OF STANDARD STATIONS

SOLD! WNAH Nashville, Tenn. Personality Time人格
     Auto Supply Store

SOLD! KGA Spokane, Wash. Chapel in the Sky
     Peerless Dentists

SOLD! KICA Clovis, N. Mex. Chapel in the Sky
     Steeds Funeral Home

SOLD! KVOG Ogden, Utah Musical Roundup
     Norman Thompson Lumber & Homes

SOLD! KSUM Fairmont, Minn. Hollywood Calling
     Landhuis Jewelry

SOLD! KFVLA Waterville, Me. Musical Roundup
     Fort Halifax Gas & Fuel Oil Co.

SOLD! WMPS Memphis, Tenn. Meet the Band
     Robert Hall (clothing)

SOLD! KGEZ Kalispell, Mont. 20th Century Serenade
     Johnnie-Biuch, Inc.

SOLD! WTVL Waterville, Me. Meet the Band
     Robert Hall (clothing)

SOLD! WMBM Miami Beach, Fla. Meet the Band
     Keyes Realty Co.

SOLD! WGRA Gainesville, Ga. Hollywood Calling
     Zebulon Theatre

SOLD! KUTA Salt Lake City, Utah Personality Time
     Fashion Cleaners (laundry & dry cleaning)

AT THE CONVENTION:
The Standard Gang will be happy to greet you in Rooms 556-557 at the Stevens.

Standard Radio
TRANSCRIPTION SERVICES, INC.
Hollywood - Chicago - New York
Feature of the Week
(Continued from page 80) along with the station's top-rung caller, John Dolce.
State leaders, now being selected by the dance committee, will in turn choose 10 sets of dancers to represent their states. The international event will coordinate square dancing activities which heretofore have been local. "There have been a number of fine state or regional promotions," Mr. Snyder said, "but square dance and folk music leaders agree that the impetus and prestige of a nationwide promotion is necessary to bring square dancing really into its own."

Local Last Fall WLS, in cooperation with the Chicago Sun-Times and the city Park District, sponsored the Chicago Square Dance Contest locally last fall. The competition element has been eliminated from the upcoming festival, however, because of the difficulty in judging. Walter Roy, director of the Chicago Park District's recreation division, is general chairman. George C. Biggar, WLS National Barn Dance director, is vice chairman, and John Drake, WLS promotion manager, is coordinator of all activities.

State chairman selected thus far for the Oct. 28 event include representatives from Minnesota, Wisconsin, Illinois and Indiana. Canada is expected to be represented also.

The national promotion is an outgrowth of "a poll of recreation leaders over the nation which confirmed our own observations through the years that square dancing is the finest form of recreation for both young and old," Mr. Snyder said. He described it as a family pasttime "with countless health and other benefits."

NEW poetry program on KWWK Pasadena, Calif., Love's Notebook, moves to Sunday, 7-7:30 p.m.

Adams Accolade THERE'S NO DOUBT that Cedric Adams, WCCO-CBS Minneapolis commentator, is appreciated in his home town. At a testimonial banquet attended by some 800 persons, Minneapolis businessmen tabbed him as the city's "number one ambassador;" and showered Mr. Adams and his family with gifts, among them a new Cadillac convertible. Bob DeHaven, of WCCO, was m.c. at the dinner.

Open Mike (Continued from page 82) slowed by an unnecessary re-allocation of frequencies by the FOC, causing manufacturers and consumers alike to throw up their arms in disgust.

In the current mad scramble for TV, manufacturers have failed miserably to produce FM sets which are in any sense of the word worthy of the nomenclature of frequency modulation.

George K. Thompson 655 East 108 St. Cleveland, Ohio

Re: Peggy Lee Start EDITOR, BROADCASTING: Was interested in your picture of the Peggy Lee return to North Dakota and the Winter Show here at Valley City [BROADCASTING, March 27]. It stated . . . Peggy got her radio start on WDAY Fargo. While she did sing at WDAY and received a lot of help there the story is wrong in that Peggy Lee's radio appearance was over KOVC in Valley City . . . Am enclosing . . . clipping from the Minneapolis Tribune. . . .

Roy, Inga Station Manager KOVC Valley City, N. D.

[EDITORS NOTE: Stations KOHC, WDAY and all of radio can be proud of the rise to stardom by Peggy Lee. A double page picture spread in the Minneapolis Sunday Tribune for April 2 credits station manager Robert Instad with giving Peggy her first radio job in 1929. Our hats are off to the champion talent picker for that year.]

On All Accounts (Continued from page 89) two quarter-hours weekly of Surprise Package on 68 ABC Western and Southern stations, the orange-drink firm had done only spotty participation before its large splash into radio in November of last year. At that time the firm started quarter-hour weekly sponsorship of that program on 15 ABC Western stations; renewed the schedule after 13 weeks; March 2 increased it to twice weekly on 68 stations; and April 2 upped it to five times weekly on the same number of stations. In the near future the firm plans transcontinental sponsorship of the program.

Greenspot also currently is sponsoring the three-weekly, quarter-hour Jam, Jive & Gumbo on WJMR New Orleans.

Cari also is account executive on Pierce Bros., Los Angeles (mortuary), account. Firm recently completed a heavy spot radio schedule in addition to television programming on Los Angeles stations.

Born in 1905 in Marion, Ind., Carl Kennedy Tester received his early schooling in Toledo. During his four years at the U. of Toledo he was editor of the college annual for two years in succession.

Current club activities include membership in University Club, Los Angeles Advertising Club, Copy Club and West Hills Hunt Club. He is past president (for last two years) of Southern California Chapter, AAA.

The Testers, who were married in 1929, live in San Fernando Valley on their quarter-acre Rancho Mari- posa, Daughter Kay, an "accomplished horsewoman" at 16, far from having advertising inclinations, is planning to become a doctor of veterinary medicine. Walter, 8, has expressed no specific inclinations in any direction.
South's Greatest Salesman Leads in Merchandising

Every place folks go in New Orleans, WWL's big visual promotion campaign is on the job—selling your program!

On the street—colorful 24-sheet posters, streetcar and bus dash signs.
In the store—stack signs, posters, displays.
In the home—big newspaper ads—tempting listeners with WWL's varied attractions. No other New Orleans station gives you so much—so often—to build listenership.

Leads in Hoopers, Too

Latest Hooper proves that WWL outranks all other New Orleans stations in share-of-audience. Evenings, WWL takes a greater share-of-audience than next two stations combined.
...and delivers you a Great Multi-State Audience of 643 Counties

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) ........... 114 Counties

PRIMARY
(25%+ to 50%+) ........... 128 Counties

PLUS
(10%+ to 25%+) ........... 401 Counties

TOTAL 643 Counties
THE DOOR IS ALWAYS OPEN!
Come in and hear about the SESAC SERVICE
SESAC DISCS DELIVER DOLLARS!!
When you're at the Convention
FOLLOW THE LEADERS
to room 530A where you'll find
A Complete Transcribed Program Service
for as little as $40 a month!
WE HAVE THE SOURCE OF REVENUE -
YOU HAVE THE SPONSORS - LET'S GET HITCHED!
Cover Comments
EDITOR, Broadcasting:
Congratulations on the new cover of Broadcasting. It's swell to see an old friend in a new hat.
Walter Craig
V. P. Charge Radio-TV
Benton & Bowles
New York

EDITOR, Broadcasting:
Congratulations on your new cover. It's a neat job.
George Durham
Media Director
Lever Bros.

EDITOR, Broadcasting:
Congratulations on cleaning up your front cover. Modern styling for a modern book.
Clair R. McCollough
President
Steinman Stations

Open Mike

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

EDITOR, Broadcasting:
Your new cover format is a great improvement.
Frank Stanton
President
CBS

Re: KTLN Purchase
EDITOR, Broadcasting:
In your April 3rd publication appears an article on page 66 concerning KTLN Denver, in which you state Alf M. Landon transferred the station to me for consideration of $5,000 and that I am present owner of 35% stock in KVL in Little Rock.
I own 47% stock in KVL in Little Rock, and paid Mr. Landon $46,000 for KTLN Denver. I also propose to spend an additional $15,000 on improvements.
Leonard Cce
Manager
KVL in Little Rock, Ark.

(TEDITOR'S NOTE: We regret the error. The dollar mistake was a typo. Just shows how easy it is to run through $40,000 these days.)

KDTI Tops WSSV
EDITOR, Broadcasting:
Mr. Lowell, WSSV, [Open Mike, March 27] suggested somebody might make it five people in Little Theatre cooperation, by a radio station. We can go further. In the April production of "Light Up the Sky" by the Playmakers of this city, the following KDTI and KDTI-FM will help light up: Vern Stierman, assistant program director; Maurice Miller, announcer; Virginia Van Patten, music director; Red "McGregor" Mc- Aleece, sports director; Don Goodman, continuity editor; Bill Thomas, announcer; Martha Shorten, women's features director; and the show is under the direction of Arnie Stierman, program director. Roger Kutsch, filing clerk, will act as call boy, and the whole production is sound engineered by Bob Hancock, chief engineer.
Anybody want to go further?
Arnie Stierman
Program Director
KDTI-AM-FM Dubuque, Iowa

Color Blues
EDITOR, Broadcasting:
... They [FCC Commissioners] are still considering the color TV problem to the exclusion of everything else. This goes on even though the technical aspects of color are as confused as ever. Meanwhile, FM stations are folding up by the dozen and AM applicants are losing the revenue that baseball broadcasts, etc., would provide. This color business is giving a lot of us red ink and a blue outlook—while we wait for the green light!...

Robert M. Beer
General Manager
WATC Ashland, Ohio

Champions FM
EDITOR, Broadcasting:
... Why... are there not more FM stations than AM now on the air? The answer, it seems, can be traced to two sources, the manufacturer and the broadcaster. FM has been steadily and cautiously progressing for over a decade. Television, on the other hand, has mushroomed with nightmarish proportions. Manufacturers, dealers, broadcasters, and the public, of course, have demonstrated great interest in television, and have done their utmost to accelerate its growth. Because of this, FM, which ultimately will be the only truly acceptable form of radio broadcasting, was shoved into the background. Progress was further

(Continued on page 38)
These are your Headley-Reed contacts

Representatives from each of our offices are here at the convention. We're located at the BLACKSTONE. Come on up, we'll be glad to see you.
THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of new advertising channels to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

*SRDS CONSUMER MARKETS 1949-50

<table>
<thead>
<tr>
<th>RETAIL SALES POTENTIALS:</th>
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<tbody>
<tr>
<td>NEW YORK . . . . . . . . $13,792,000,000</td>
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<tr>
<td>CALIFORNIA . . . . . . . . $11,080,000,000</td>
</tr>
<tr>
<td>PENNSYLVANIA . . . . . . $8,504,000,000</td>
</tr>
<tr>
<td>ILLINOIS . . . . . . . . $7,771,000,000</td>
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</tbody>
</table>

EXACTLY WHAT IS PRN?

A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS' ADVANTAGES IN USING PRN?

- Economy—a saving of 20 percent of time costs and elimination of line charges
- A single, easy-to-control, easy-to-promote program
- Local station listening loyalty
- Sales impact through "where to buy it" cut-ins from the local announcer
- Flexibility, free selection of stations, tailor-made coverage
- Time-saving convenience through a single purchase and single billing

If you are looking for a better way to reach and SELL the 10,730,000 consumers in the nation's second retail sales area, write or wire for list of stations and complete details.

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA

CLIFF GILL
General Manager

Hillside 7406

TED MACMURRAY
Sales Manager

Feature of the Week

MORE THAN 1,000 square dancers from at least 25 states are expected to whirl away in the first annual Prairie Farmer-WLS International Square Dance Festival at the Chicago Stadium next October. This is the prediction of General Manager Glenn Snyder and James E. Edwards, president of the Chicago station and Prairie Farmer.

WLS, which is underwriting the entire project, is working in close cooperation with the recreation division of the Chicago Park District and state recreation leaders to bring the dancers to the festival next fall. The event primarily is a service to square dancing. Mr. Snyder says, and secondarily a station promotion for which the board of directors recently set aside an initial $55,000.

The one-day festival, combining educational values with entertainment, will begin with an International Square Dance Leaders' Institute, at which recreation chiefs will discuss ways of promoting square dancing and will work out a terminology in calling that will apply to all parts of the country.

The finale will climax the session, and will feature square dancers in demonstrations and exhibitions of special dances and techniques. new ideas of production, including the use of "black light," and whirls and twirls native to particular sections of the country and to Canada.

Stars of the WLS Chicago National Barn Dance will appear as guests, (Continued on page 36)

On All Accounts

W HAT might have been a quiet non-ulcerous life amidst the cool ivy of a college campus was changed 23 years ago when Carl Tester picked up a penny from a tea room floor.

It was this seeming quest for gold that eventually resulted in Carl's present position of vice president and general manager, Philip J. Meaney Co., Los Angeles, and account executive on Greenspot Inc.

This was not an ordinary penny that changed the course of Carl's life. The coin had been dropped (accidently or purposely has never been determined) by a Miss Anne Lloyd, an undergraduate at Ohio State College where Carl was working towards his Ph.D. Upon its attainment, he planned to teach English literature. A year following his gallant act, however, Carl found himself marriage-minded, deserted the academic halls and former aspirations and sought a more "lucrative" field—and the hand of Miss Lloyd.

Having a bent towards commercial art and writing, he had no problem deciding upon advertising as his field. His introduction there had come three years previously, when he worked part-time for two years as commercial artist for Campbell-Sanford Adv. Co., Toledo, while an undergraduate at the U. of Toledo. (He has an A.B in Arts received in 1927 to show for time spent there).

Upon leaving Ohio State, Carl joined a now defunct Toledo advertising agency as publicity manager. Three years later he became a northwest circulation representative for McGraw-Hill Book Co., working out of Toledo. Then, following a stretch as chief artist for the Toledo Glass Sign Co. and a short partnership in the manufacture of advertising specialties, he succumbed to the urge to "go West." And in 1957 the Testers found themselves in Los Angeles.

That, too, was well-timed. Doing the first round of 4-A agencies, Carl chanced into the office of Philip J. Meaney just as a copywriter had announced his resignation. Carl got the job. In 1959 he was advanced to copy chief; in 1946 he became vice president and general manager of the agency.

As one who believes that radio has an impact that "cannot be duplicated," Carl is a good choice for supervisor of radio activities for Greenspot Inc. Now sponsoring "Face of the Week."

(Continued on page 36)
EVERYBODY knows that most Northwestern farmers make big money, but our Red River Valley hayseeds make fabulously big dough! ($1,750 per family above the national average.) What's more, they spend it!

When it comes to how to spend it, and what for, WDAY is the most persuasive voice in the area.

Here are the Dec. '49—Jan. '50 Hooper comparisons:

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
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</thead>
<tbody>
<tr>
<td>WDAY</td>
<td>63.9%</td>
<td>69.1%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>20.6%</td>
<td>11.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>6.3%</td>
<td>11.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Station &quot;D&quot;</td>
<td>4.9%</td>
<td>1.7%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Station &quot;E&quot;</td>
<td>4.8%</td>
<td>6.1%</td>
<td></td>
</tr>
</tbody>
</table>

Mail-pull figures prove that WDAY gets an equally large and loyal listenership in rural areas!

Write to us or ask Free & Peters for all the dope about amazing, 27-year-old WDAY. You'll be glad you did!
willie Wish

IS STEALING MOST OF THE THUNDER IN INDIANAPOLIS SINCE WE'VE MOVED+

the reason:

a sensational parade of hit shows

PROGRAMMED LOCALLY

The "sold out" sign hanging on our door is quite common these days here at WISH. Hoosier listeners like Hoosier talent and don't mind saying so. In fact, they keep pushing WISH advertisers' sales figures higher and higher.

Keep your eye on Willie Wish. He's stealing the show in Indianapolis.

* New Studios—1400 N. Meridian St.

Wish

ABC Affiliate

INDIANAPOLIS

GEORGE J. HIGGINS, Manager

FREE & PETERS, National Representatives

NORTH POLE COLD STORAGE & ICE Co., Pittsburgh (North Pole's Real Ice Cream), appoints Wasser, Kay & Phillips Inc. to handle its advertising. Radio will be used.

BONNIE FROZEN FOODS Co. St. Louis, appoints Oakleigh R. French & Assoc., same city, to handle advertising on Bonnie Buttered Beef Steaks. Radio and television tests are being conducted in local markets. G. GORDON HARTSLET is account executive.

GUNTER BREWING Co., Baltimore (beer and ale), began sponsorship April 8 of reportedly first simulcast of racing event—Harve De Grace racing meet which will continue for 16-day period. Two TV stations, WBAL-TV Baltimore, and WNBW (TV) Washington, and five radio stations being used. Agency for brewing company is Ruthrauff & Ryan, Baltimore.


SCARFENET Co., Los Angeles (hair scarfs), starts 13-week TV spot announce- ment campaign on seven TV stations with plans for five more markets by month's end. Currently three-weekly spots placed on KLAC-TV, one weekly on KTTV (TV), both Los Angeles; two weekly each KFMB-TV San Diego, WMBS-TV Jacksonville, WGN-TV Chicago, KPHO-TV Phoenix, KSDK-TV St. Louis. Markets mulled: Minneapolis, Newark, New York, San Francisco, Salt Lake City, Newark. Agency: Stodel Adv. Co., Los Angeles.

INTERNATIONAL HARVESTER Co. (International Harvester Trucks), launches 10-week campaign on Midnight Sun Broadcasting Co. stations, KFAR Fairbanks and KENI Anchorage, Alaska. Live spot announcements are scheduled five times weekly on both stations. Agency: Young & Rubicam, Chicago.

PROCTOR & GAMBLE, Cincinnati, introduces new laundry product, Cheer, in two market areas, Kansas City and Syracuse. Radio will be used. Young & Rubicam, New York, is handling campaign.


DIAMOND T MOTOR CAR Co., Chicago (trucks), plans TV, spot series starting in three markets and expanding nationally. STEUBEBAKER CORP., to expand present four-market TV series. Agency for both firms, Roche, Williams & Cleary, Chicago.

Network Accounts • • •

ADMIRAL Corp., Chicago, and P. LORILLARD Co., New York, renew sponsor- ship of Stop The Music, ABC-TV Wednesday, 8-9 p.m. Admiral Corp., for television sets and home appliances, has sponsored 8-9:30 p.m. segment of program and Lorillard, for Old Gold cigarettes, the 8:30-9 p.m. portion, for past year. Cigarette firm signs for additional 52-week period through Lennen & Mitchell, New York, while Admiral buys its portion of program for an initial 13 weeks through Kudner Agency Inc., New York.

INTERSTATE BAKERIES Corp. of Los Angeles renews Frederic W. Ziv package, Cisco Kid, for 52 weeks on eight Don Lee network stations.

GILLETTE SAFETY RAZOR Co., Boston, sponsors broadcast of Tanforan Handicap, April 22 on 13 Columbia Pacific Network stations, 5-5:30 p.m., PST. Agency: Mason Inc., New York.

Adpeople • • •

WILLARD P. SEIBERLING, secretary of Seiberling Rubber Co., elected a director of company.

TED PALMER, formerly with Kastor, Farrell, Chesley & Clifford, New York, where he was assistant to president and radio and television director, appointed assistant advertising manager of Pepsodent Div. of Lever Bros. Co., New York.
Every Fifth Radio Home... FREE

After serving as the “different” network for over 15 years, we now find that difference branded—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of four radio homes on other networks will get you five on Mutual. In terms of actual audience millions, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen “Homes per Dollar” Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the cost of each rating. By dividing net time and talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks—strictly by homes-per-dollar—during the full 12 months of January through December, 1949:

<table>
<thead>
<tr>
<th>Commercial Program on All 4 Networks</th>
<th>Radio Homes Delivered per Dollar of Actual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other 3 Networks</td>
<td>275</td>
</tr>
<tr>
<td><strong>MUTUAL</strong></td>
<td>338</td>
</tr>
</tbody>
</table>

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio...the nation’s only true mass medium. Here, too, is challenging evidence of how much more your radio program can accomplish on this “different” network.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:
- Lowest Costs, Hookup by Hookup, of All Networks.
- 500 Stations; 300 the Only Network Voice in Town.
- Maximum Flexibility for Custom-Tailored Hookups.
- "Where-To-Buy-It" Cut-Ins Available at No Extra Cost.
How to Get

the difference is MUTUAL!
IN DES MOINES

5 MONTH AVERAGE SHOWS STARTLING TRENDS IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—5 months, October through February, as compared with same period last year. All other network stations suffered a loss.

### Percentage Gain or Loss

<table>
<thead>
<tr>
<th>STATION</th>
<th>Gain/Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATION B</td>
<td>-7.0%</td>
</tr>
<tr>
<td>STATION C</td>
<td>-22.0%</td>
</tr>
<tr>
<td>STATION D</td>
<td>-15.4%</td>
</tr>
<tr>
<td>KSO</td>
<td>+24.2%</td>
</tr>
</tbody>
</table>

*Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.*

### PERCENTAGE KSO GAIN OVER ALL STATIONS

<table>
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<tr>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KSO gains</th>
<th>31.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSO gains</td>
<td>46.2%</td>
</tr>
<tr>
<td>KSO gains</td>
<td>39.2%</td>
</tr>
</tbody>
</table>

*Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.*

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

KSO

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
DEAN R. AVERY, manager of Young & Rubicam's Mexico office, appointed vice president and general manager of Young & Rubicam, Mexico, S. A. JAMES B. STANTON named vice president in charge of plans and merchandising, and LUIS CURZA appointed vice president in charge of radio and TV.

DICK DEXTER appointed merchandising director in Chicago office of Sherman & Marquette. He formerly was with Kellogg Co., Battle Creek, Mich.

E. GORDON LANE appointed in charge of new business operations in New York-middle-Atlantic area for James Thomas Chirurg Co., New York, effective May 1. He has been general manager of Boston office of firm for past several years.


W. ROBERT MITCHELL, for last five years vice president in charge of creative work and service on domestic accounts in New York office of Grant Adv. Inc., and before that account executive with McCann-Erickson, New York, joins Lawrence Boles Hicks Inc., New York, as vice president.

HERBERT SALINGER joins copy staff of Ruthrauff & Ryan, Chicago. He worked previously for RKO Pictures, same city.

ROSINA LEWIS TODD, formerly with Buchanan & Co., Los Angeles, joins Bruscher, Wheeler & Staff, that city, as media director. STANLEY PFLAUM joins agency as vice president in charge of plans. For past 15 years he has been president of Stanley Pflaum Assoc., Ltd., national advertising and sales counsel agency, headquartered in Chicago.

FRED FREELAND, former television director of Ruthrauff & Ryan, Chicago, joins Gulbreath Picture Productions, Ft. Wayne, Ind. He will continue to produce TV films for R&R and serve agency as consultant and freelance director.

RUTH L. RATNY joins radio and television department of LeVally, Chicago. She worked previously at Ruthrauff & Ryan and Foote, Cone & Belding, both Chicago.

**Agencies**

**WHLI**

<table>
<thead>
<tr>
<th></th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; Network—50 Kw.</td>
<td>27.6</td>
<td>26.5</td>
</tr>
<tr>
<td>WHLI</td>
<td>26.7</td>
<td>25.9</td>
</tr>
<tr>
<td>&quot;B&quot; Network—50 Kw.</td>
<td>10.2</td>
<td>8.1</td>
</tr>
<tr>
<td>&quot;C&quot; Network—50 Kw.</td>
<td>14.3</td>
<td>14.3</td>
</tr>
<tr>
<td>&quot;D&quot; Network—50 Kw.</td>
<td>10.8</td>
<td>13.1</td>
</tr>
<tr>
<td>&quot;E&quot; Independent—50 Kw.</td>
<td>2.0</td>
<td>2.2</td>
</tr>
<tr>
<td>&quot;F&quot; Independent—10 Kw.</td>
<td>2.3</td>
<td>1.5</td>
</tr>
<tr>
<td>All Others—FM-TV</td>
<td>6.1</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

- AND IN HEMPSTEAD 63% B M B -

**WHLI 1100 on your dial**

*WHLI-FM 98.3 MC*

**Hempstead, Long Island, N.Y.**

ELIAS I. GODOPSKY, President

Page 24 * April 17, 1950
Ever hear the moan of a train whistle, far off on a cold winter’s night? A memorable sound, isn’t it? Distant and near at the same time... distinctive in a way nothing else seems to duplicate.

Nothing can duplicate the subtle innuendos of sound except the very finest in recording equipment. And, for that, there is no instrument like a PRESTO recorder. Disc or tape, PRESTO equipment is without equal for quality, full tonal response, and long, reliable performance.

Disc or tape, PRESTO is the finest you can buy.
As clear as a winter's night...
WEED

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD
WBIG dominates "The Magic Circle" having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited CBS affiliate

gilbert m. hutchison general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.
is your F.M. station producing

Transit Radio is now under contract in 23 American cities. Many more are negotiating now. If Transit Radio is still open in your community, these facts will interest you:

1. TR gives the riders of public transportation a program they like. Surveys, uniformly conducted in major markets, show that 8 out of 10 riders like TR, the ninth is indifferent and only a small fraction objects. This is a remarkably high acceptance, as people never agree 100 percent on anything.

2. TR helps the transit company provide good and economical service by giving it a source of income in addition to fares. This is in the public interest.

3. TR gives the entire community the advantage of FM radio by supporting one or more FM radio stations, and the programs broadcast to buses and streetcars are received in homes, hotels, restaurants and elsewhere.

4. TR makes it possible for the drivers of buses and streetcars to know how best to meet emergencies, whether fires, storms or other disasters.

Thanks to Transit Radio, frequency modulation radio is given a new lease on life. It now bids fair to put FM in a secure place beside its older sister AM radio and TV.

Transit Radio offers to millions of Americans who prefer to use public transportation a radio service superior to that available in private cars. The large audience in public transportation vehicles is more than adequate to produce good advertising revenue. There's an important plus FM audience in homes, factories and public places. Thus, the Transit Radio audience is sufficient to erect a firm financial foundation under at least one FM station in smaller communities and several FM stations in larger communities. We invite your inquiry regarding this exciting medium.

MR. ADVERTISER . . . MR. TIMEBUYER

495 sponsors are already using Transit Radio. An imposing array of authenticated, documented case histories have taken Transit Radio out of the "experimental" stage and established it as a remarkable new medium that sells merchandise and delivers superior results at lower cost.

(a) A growing list of leading national advertisers using this new medium with conspicuous success—Miles Laboratories; Bristol-Myers; Swift & Co.; Fanny Farmer Candy Shops; Manhattan Soap Co.; Whitehall Pharmaceutical Co., and others.

(b) Many of the leading national advertising agencies are recommending Transit Radio to their clients—such as, J. Walter Thompson; BBD&O; Young and Rubicam; Duane Jones Co.; Doherty, Clifford & Shenfield; Sullivan, Stauffer, Colwell & Bayles; Foote Cone & Belding; McCann-Erickson; Ted Bates, Inc.; Leo Burnett Co.; Erwin Wasey & Co., etc.

We will be happy to show you, too, how you can effectively use this dramatic advertising medium—Transit Radio.

Available in all These Markets:

- WFMZ, Allentown, Pa.
- WHAG-FM, Baltimore, Md.
- WBZU, Bradbury Heights, Md. (near suburbs of Wash., D. C.)
- WCTS, Cincinnati, Ohio and Covington, Ky.
- KCBC-FM, Des Moines, la.
- WMLL, Evansville, Ind.
- KPRL-FM, Houston, Tex.
- WJMP, Jacksonville, Fla.
- KCMO-FM, Kansas City, Mo.
- KBON-FM, Omaha, Neb.
- WJFP, Pittsburgh, Pa.
- KXOK-FM, St. Louis, Mo.
- KTNT, Tacoma, Wash.
- WODA, Trenton, N. J.
- WIBW-FM, Topeka, Kan.
- WWDC-FM, Washington, D. C.
- WIZE, Wilkes-Barre, Pa.
- Minneapolis-St. Paul

New York, 250 Park Ave.
Chicago, 35 S. Wacker Dr.
Cincinnati, Union Trust Bldg.

April 17, 1950 • Page 19
Advance Registration, NAB Management Conference
(Continued from page 14)

Laubengayer, R. J., KCAL Salina, Kan.
Leake, James C., KTUL Tulsa, Okla.
Lenwell, Leroy W., KBKL McCook, Neb.
LePeoldin, Harry R., WBNR Racine, Wis.
Lyle, Winfield BROADCASTING-TELECASTING
Linder, H. W., KWLM Willmar, Minn.
Lindsay, Merril, WSOY Decatur, Ill.
Link, Linder, Link Motor Supply Co., Springfield, Mo.
Little, Len, KLYN Amarillo, Texas
Lobato, Horace L., Dew, Lobato & Albertson, Washington
Long, Jumy, BROADCASTING-TELECASTING
Low, Bert, Associated Program Service, New York
Lovel, Paul A., WHO Des Moines, Iowa
Lucci, James G., Jr., J. Walter Thompson Co., New York

Margel, Manuel M., KVKX Moorhead, Minn.
Marks, Leonard H., Cohn & Marks, Washington
Martin, Albert, Broadcast Music Inc., New York
Marquardt, Maynard, World Broadcasting System, New York
Martin, A. P., WKPC Kingsport, Tenn.
Martin, Joseph, WLW Cincinnati, Ohio
Martin, Joseph, WDBC Dillon, S. C.
Mason, R. H., WPTF Raleigh, N. C.
McAuliffe, Robert T., WMRN Marion, Ohio
McAuliffe, J. E., WGAL Lancaster, Pa.
McBain, Frank W., KTEM Temple, Tex.
Megargee, Miss Maud A., WGBI Scranton, Pa.

KANSAS

WAKE UP
Your Farm Sales in KANSAS

Use the station that’s the overwhelming favorite* with Kansas farm families—WIBW.

Sales results will amaze you because WIBW does a double selling job.

In addition to piling up sales in the prosperous farm market, WIBW “goes to town” in setting up new sales records among those agriculturally-minded communities with a population below 10,000—towns which make up 80% of the state’s urban population.**

No wonder advertisers say, “WIBW is the most powerful selling medium in Kansas.”

* Kansas Radio Audience 1949
** Consumer Markets 1949-50

Kern, George, Benton & Bowles Inc., New York
Kerrigan, Jack, WHO Des Moines, Iowa
Kiggins, Keith, Edward Petry & Co., New York
King, Jr., BROADCASTING-TELECASTING
Knodle, J. W., Avery-Knodle Inc., Chicago
Kobak, Edgar, WTVT Thomson, Ga.
Koerper, Karl, KMBC Kansas City, Mo.
Korsmeyer, E. J., WISD Jacksonvile, Ill.
Kramer, Worth, WJRT Detroit, Mich.
Kynaston, Don D., WMBD Peoria, Ill.

Mackey, F. Ernest, WHOP Hopkinsville, Ky.
Laird, Ben A., WOUZ Green Bay, Wis.
La Marque, J. W., Graybar Electric Co. Inc., New York
Lancaster, W. Hanes, Jr., WHJL Johnson City, Tenn.
Lang, Thomas S., WORY Carmi, Ill.
Lane, Howard, WWJD Chicago
Lanford, C. O., Sr., and Langlois, John D., Lang-Worth Feature Programs Inc., New York

Rep: CAPPER PUBLICATIONS, INC. * BEN LUDY, Gen. Mgr. * WIBW * KCKN

Page 18 • April 17, 1950

Broadcasting • Telecasting

(Continued on page 30)
373 GROUPS OR BIG EVENTS IN 1949

<table>
<thead>
<tr>
<th>Group/Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLS Dinner Bell Time has originated at the annual meetings of the Wisconsin Council of Agriculture for half a dozen years. Here are the outstanding men in Wisconsin agriculture, grouped at the 1945 Dinner bell broadcast. Milo K. Slocum, Executive Secretary of the council, stands second from left: L. F. Hood, and D. E. B. H. G. by the Wisconsin Council of Agriculture, stands fourth from left.</td>
<td></td>
</tr>
</tbody>
</table>

**Officers of the Illinois Lumber and Materials Dealers Association, following their annual dinner, broadcast their proposal for a new convention. Says Association President James L. M. Fox (second from left): "I wish you for the courtesy of appearing on your program, I have had a number of reactions from listeners."**

**Oscar A. Swasey, Executive Vice President of the National Dairy Association (left), with Arthur C. F. Peet, WLS Farm Program Director (right).**

**"Thank you for the courtesy of appearing on your program, I have had a number of reactions from listeners."**

**"Charles B. Shumaker, President, Illinois Agricultural Association, says, "Ever since my boyhood days in McHenry County, Illinois, I have been a WLS follower. With this start, it is only natural that we want to talk to our 175,000 Illinois Agricultural Association members ... I wish they were listening."**

**Les Boyd, Director Publicity and Exhibits, Michigan Fruit Growers: "I wish to thank you in behalf of the Michigan Fruit Growers and the Twin City Chamber of Commerce, for the time given by your station on the broadcast opening."**

**"Here are the outstanding men in Wisconsin agriculture, grouped at the 1945 Dinner bell broadcast. Milo K. Slocum, Executive Secretary of the council, stands second from left: L. F. Hood, and D. E. B. H. G. by the Wisconsin Council of Agriculture, stands fourth from left."**

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America's Oldest Farm Service Program
Points to its Record . . . .
26 years of WLS Dinner Bell Time
without one commercial announcement

737 ORGANIZATIONS
SERVED IN ONE YEAR

Some of the 800 Indiana Rural Youth members listening to the special Dinner Bell broadcast and Prairie Farmer-WLS awards presentation at their annual meeting at Purdue University.

WLS DINNER BELL TIME SERVED THESE . . . .

Dinner Bell Time originated on WLS 26 years ago this week. It was—and is—a farm service program, to bring to the people of the Midwest and of the Nation, information on matters of greater value; assistance in any case where aid is needed; entertainment of the kind we know to be of greatest interest. It has always been broadcast at the noon hour most convenient to farm home listening—it is a purely sustaining service—in all its 26 years, it has never carried one minute of commercial advertising.

The 737 names listed here are the organizations and events for which Dinner Bell Time was designed to serve in 1949—a powerful demonstration of just what one WLS program does for agriculture and community life in the wide area its clear channel signal penetrates.
SHOWS THAT SELL + X = $

Yes...X is the new Associated Program Merchandising Service

A complete modern package of unique (1) powerful sales helps, (2) dynamic promotion aids, and (3) profitable merchandising tips.

Another plus value for all Associated library subscribers.

1 THE SHOW SELLER
... it sells shows

your own personalized sales presentation for your Associated shows. There is a special spot for your price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
... it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there's one for each Show Seller—inclues ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
... it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE

A terrific NEW income-producing medium

from...

Associated

ASSOCIATED PROGRAM SERVICE 151 WEST 46th STREET NEW YORK 19, N. Y.
**KLZ’s SUMMER MARKET SOARS, TOO!**

You get a $250,000,000 PLUS market from tourists alone every summer in the Rockies! Order now for choice summertime schedules on KLZ—Denver’s No. 1 Hooper Station.

**KLZ**

**DE**

**NER**

**CBS 5,000 W 560 KC**

Represented by the KATZ AGENCY

Page 14 • April 17, 1950

**KLZ HOOPERS**

**MILE HIGH and soaring HIGHER**

Eagan, R. Russell, Kirkland, Fleming, Green & Martin, Washington

Eck, Bruce J., and examinations, Bruce Edin & Assoc., Inc., Hollywood

Eglinton, J. C., WMN Memphis, Tenn.

Elling, Dan S., WWNC Asheville, N. C.

Elliot, Paul, KNRT Des Moines, Iowa

Ellis, Wendell, KGOO Dodge City, Kan.

Ellis, Girard D., Columbia Transcriptions—Div. of Columbia Records Inc., Chicago

Epple, Raymond V., KORN Mitchell, S. D.

Esau, John, KTUL Tulsa, Okla.

Essen, Harold, WJJS Winston-Salem, N. C.

Evans, Charles N., Transcription Sales Inc., Springfield, Ohio

Evans, C. Richard, KSL Salt Lake City, Utah

Evans, T. L., KCMO Kansas City, Mo.

Evans, Ralph, WOC Davenport, Iowa

Fanti, S. Jr., KELO Sioux Falls, S. D.

Fay, William, WHAM Rochester, N. Y.

Feller, H. James, Enterprises Reinsurance Corp., Chicago

Fellows, Harold E., WEEI Boston, Mass.

Ferguson, Robert W., WTRF Belpre, Ohio

Fishburn, J. Bob, Edward Petry & Co., Chicago

Fisher, Ben B., attorney, Washington

Fitzpatrick, F. E., KFYR Bismarck, N. D.

Flaherty, G. LaVerne, WQUA Moline, Ill.

Flanagan, E. Y., WSPD Toledo, Ohio

Fletcher, Frank U., WERL Arlington, Va.

Ford, John P., WJAC Johnstown, Pa.

Ford, R. D., KWTQ Springfield, Mo.

Frechette, George T., WPFR Wisconsin Rapids, Wis.

Freeman, Charles M., WLS Chicago

Freudheim, Robert, World Broadcasting System

Frost, Frank, KBON Omaha, Neb.

Fulton, Harold, WHO Des Moines, Iowa

Gaines, Walt, WCPM Middlesboro, Ky.

Gamble, Edmund R., WBTA Batavia, N. Y.

Gaul, Raymond A., WRAW Reading, Pa.

Gibbons, Tom E., WAFB Baton Rouge, La.

Gilbert, Galen G., KGKR Long Beach, Calif.

Gilbert, Janet A., Harold Cabot & Co. Inc., Chicago


Gillin, John J., Jr., WOW Omaha, Neb.

Glick, Earl J., WJOC Charlotte, N. C.

Goldman, Simon, WJTN Jamestown, N. Y.

Goodwin, Harry D., WJNR Newark, N. J.

Goding, Kenneth D., KRES St. Joseph, Mo.


Gordon, K., KSDT Dubuque, Iowa

Graef, Hugh, World Broadcasting System, New York

Green, Malcolm, WJJS Ogden, Utah


Griswold, Charles, Edward Petry & Co., Allentown

Grove, William C., KFBC Cheyenne, Wyo.


Guillickson, Charley, WDIV Chatanooga, Tenn.

Gyver, R. Sanford, WBTM Danville, Va.

Hagan, James A., WWNC Asheville, N. C.

Halldorson, John W. Jr., WHID Leadville, Mass.

Haley, Andrew G., Haley, McKenna & Williams, Washington

Hall, Edward E., CBS, New York

Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco

Hanna, Robert B., WQY Schenectady, N. Y.

Hannen, William A., Employers Reinsurance Corp., Kansas City, Mo.

Hartley, Donald, Edward Petry & Co., Chicago

Harkaway, Harvey, Standard Rate & Data Service, Chicago

Havens, William, Edward Petry & Co., Chicago

Harper, Arthur E., Chicago

Harris, Wiley P., WJDX Jackson, Miss.

Harrison, Agnes A., KSWP Joplin, Mo.

Harrison, Gerald, WMAS Springfield, Mo.

Hartnett, E. W., KCMO Kansas City, Mo.

Harrington, L. Ralph, Broadcast Music Inc., New York

Harold, Joseph, WOW-TV Omaha, Neb.

Hawkins, Lloyd, KLLI Longview, Tex.

Heberer, Miles, Houston, Tex.

Heberer, Miles, Houston, Tex.

Hefner, K. ROSE Washington

Hefner, K. ROSE Washington

Helfer, Harry E., KFZI Denver, Colo.

Helm, William, WLPO La Salle, Ill.

Henneker, Harold H., WFPN Findlay, Ohio

Herman, Buell, Edward Petry & Co., Dallas, Tex.

Herold, Joseph, WOW-TV Omaha, Neb.

Higginbotham, H. P., WMQO Marietta, Ohio

Hirsch, Oscar C., KFVS Cape Girardeau, Mo.

Hoffman, Karl B., WGR Buffalo, N. Y.

Holbrook, Charles S., WMUQ New York

Holmberg, George P., George P. Holberg King Co., Chicago

Holister, R. H., Colton Radio Co., California

Cedar Rapids, Iowa

Holm, William, WLPO La Salle, Ill.

Hollander, Glen R., WJPP Green Bay, Wis.

Hornea, B. N., WBAP Fort Worth, Tex.

Hook, H. B., KGLO Mason City, Iowa

Horn, Robert, WOC-TV Milwaukee, N. Y.

Hopkins, Charles R., KCTV Dallas, Tex.

Huffman, Harry E., KLZ Denver, Colo.

Husseman, Walter E., KAMD Camden, Ark.

Hyle, John F., Transmission Sales Inc., Springfield, Ohio


Jacobson, Lee W., KBKR Baker, Ore.

Jadassohn, Kurt, SESAC Inc., New York

Jager, Bernard W., WCFS-FM Columbus, Ind.

Jaffe, John Carl, WIOU Kokomo, Ind.

Jenning, Ray V., KSAL Salina, Kan.

Jett, R. K., WMAR Baltimore, Md.

Jones, George R., C. P. MacGregor Co., Hollywood

Jones, Ruby, Benton & Bowles Inc., New York

Jones, F. W., KBIB Bismarck, N. D.

Johnston, Henry F., WSGN Birmingham, Ala.

Johnston, J. D., WHBQ Rock Island, Ill.

Johnstone, G. W., National Association of Manufacturers, New York

Jones, Ross B., KTRW New York

Okla.

Jorgensen, Norman E., Krieger & Jorgensen, Washington

K


Karns, Adena, Transcription Sales Inc., Springfield, Ohio

Keane, Sydney M., Broadcast Music Inc., New York


Kelly, A. Boyd, KTRN Wichita Falls, Tex.

Kelley, F. J., WTSP St. Petersburg, Fla.

Kelley, Gains, WFMY-TV Greensboro, N. C.

Kelly, Ewing C., KCRA Sacramento, Calif.

Kemp, William T., KVER Albuquerque, N. M.

Kersche, George, Edward Petry & Co., St. Louis

Kern, Dale E., KGOR Garden City, Kans.

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**Advance Registration, NAB Management Conference**

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**BROADCASTING • Telecasting**
22 NETWORKS
2082 AM RADIO STATIONS
394 FM RADIO STATIONS
94 TELEVISION STATIONS
150 CANADIAN RADIO STATIONS
1362 MUSIC PUBLISHERS and their Composers and Authors

(as of April 1, 1950)
This summer, plant your product in the sun!

Use WCCO to cultivate your customers all Summer long (as well as all year round) and you'll find Summertime in the Northwest is a hot time for making sure your sales grow.

During June, July and August, retail sales in WCCO territory are in full bloom (more than $686,000,000). Listening is way up (in the Twin Cities WCCO's Summer daytime Hooper averages 6.5). And the Summer cost-per-thousand is way down (it's dropped 29.8% since 1946)!

No wonder last year 60 national spot and local sponsors (25% more than the year before) used WCCO all year round. Many for the 10th straight year.

Call us about a hot WCCO sales-personality (like Stewart MacPherson, for example). You'll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul WCCO
50,000 watts • 830 kilocycles
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