

APRIL 17, 1950

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KEY STATION OF THE PARAMOUNT TELEVISION NETWORK



SET MAKERS BALK?

CBS Color Manufacture Is Hearing Issue

CBS COLOR got one of its biggest breaks of FCC's current television hearings last week, while FCC counsel and manufacturers' witnesses tangled over the prospects of set makers producing—or refusing to produce—receivers that will accommodate the CBS system.

The threat of "compulsory government action" was raised again—if government has such authority—as an ultimate method of forcing manufacturers to produce sets adapted to receive the otherwise non-compatible CBS system.

Brig. Gen. David Sarnoff, board chairman of RCA, or RCA President Frank Folsom was slated to testify on the production question, possibly this week, after RCA counsel waved aside FCC Assistant General Counsel Harry M. Plotkin's request for a subpoena to compel them or appropriate high-level RCA officials to appear.

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

Smith Testimony

David B. Smith, Philco vice president in charge of engineering, testified earlier that his firm would "make what the public demands" if only the CBS system is adopted, probably manufacturing both standard black-and-white and CBS color sets as well as combinations.

Mr. Smith reiterated his preference for a "compatible" system, such as RCA's, and opposed adoption of multiple standards or, at this time, anything more than broad general standards for any one system. Though he considered it a question for management, he thought Philco would be "very reluctant" to broadcast CBS color on its WPTZ (TV) Philadelphia "at this time," but would be "very happy" to carry all network programs in color if the RCA system is approved.

Mr. Plotkin cut short his cross-examination of RMA President R. C. Cosgrove in protest that he was getting no useful information in his effort to determine probable RMA policy if non-compatible—CBS—standards are adopted. He questioned the advisability of permitting trade organizations like RMA to participate in such proceedings noting member com-

panies are thus "insulated" from appearing in their own behalf.

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

Mr. Chapin's data—on which he has not yet faced cross-examination, and prepared before RCA demonstrated its new tri-color tube—also appeared to strike a blow at

the feasibility of establishing dual or multiple color standards except on a relatively short-term basis, holding that different allocation plans might be necessary for RCA and CBS systems.

Chapin Reports on CTI

With respect to Color Television Inc.'s system—the third under FCC study—Mr. Chapin said CTI had supplied no color receiver, but that "because of the degree of degradation of the CTI picture as received in monochrome, there is serious doubt whether the system is either compatible or adaptable."

Laboratory Division tests, Mr. Chapin said, tended to substantiate CBS' and RCA's own estimates of the interference ratios which would be required for their respective

systems for normal tolerance and offset co-channel operations.

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

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

(Continued on page 157)

FLANAGAN HITS P&G Charges Rate Freezes

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

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

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

Cites Morgen's Speech

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

A spokesman for Dancer-Fitzgerald-Sample told TELECASTING that Mr. Flanagan was not correct in stating that rate protection for three years had been sought.

The spokesman said that stations had been asked to accept the

program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33 1/3% over present levels. Further, he said, the contracts would call for a full 52 weeks of telecasts per year, without summer hiatus.

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

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

"Difficult To Understand"

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

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

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

The Dancer-Fitzgerald-Sample spokesman said that one element of the proposal that was favorable to stations was that the *Beulah Show* would be 28 1/2 minutes long, in comparison with the more common "half-hour" program length of 29 1/2 minutes.

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

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

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

RCA TV Exhibit

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

KITTY DIERKEN SELLS

Merchandise Moves on WAAM (TV) Shopping Show

"HOW would you like to move merchandise at the rate of three items every two minutes? Would you like to be in on a TV program which sells (instead of merely displaying) and sells to every audience in reach of a picture tube? How would you like to gross over \$4,700 in direct orders in a four-week period? And would you like a measurable, sure response of 900 telephone calls and hundreds of letters each and every week, with an average of 46 cash-order phone calls every afternoon half-hour and 49 cash-order calls every evening?"

These questions are asked by WAAM (TV) Baltimore which claims each and every one is fulfilled by its *Kitty Dierken Shops for You* show, seen twice daily Monday-Friday.

In tracing the program's pulling power, WAAM goes back to Kitty Dierken's debut on Sept. 14, 1949. The TV setting had the appearance of being "just another women's program." But the novel twist came when Miss Dierken, instead of displaying the merchandise and letting it go at that, invited direct orders. The viewer was invited to phone in name, address and order.

A slide, giving WAAM's address and phone number was superimposed over the studio scene.

First Response

The response? Well, the show drew seven calls, five of which were for information, but Miss Dierken did manage to sell a cake slicer and an ash tray on that opening show.

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

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

The first time the evening show was shown, the station said, it got 10 calls, five orders. From then on the calls and orders trebled and by mid-February, Miss Dierken was averaging \$244.60 in sales and moving an average of three items every two minutes, WAAM stated.

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

The emphasis, WAAM said, is on low-budget, sensible items. In addition, Miss Dierken conducts a "Cooking Talent Scout" search for clever home cooking, inviting gifted housewives and their discoverers to come to her TV apartment and

demonstrate to the other folks in the audience the charms of their culinary specialties.

Added to this approach is the work of the WAAM production staff. Co-directors Paul Kane and Ed Sarrow handle the afternoon and evening shows, respectively. The apartment setting is turned out by Art Director Barry Mansfield and staff.

Typical Comments

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

Oklahoma Clinic

REGISTRATIONS are being accepted for a television clinic to be conducted June 25-July 1 by WKY-TV Oklahoma City and the U. of Oklahoma, Sherman P. Lawton, university radio coordinator, has announced. Advance instruction is planned for station personnel, teachers and others with pertinent backgrounds. Inquiries should be addressed to Mr. Lawton at the U. of Oklahoma, Norman, Okla. Registration fee is \$15.

Film Report

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

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



Kitty Dierken with an array of merchandise.

SMPTE SESSION

Chicago Meet April 24-28

VIDEO ENGINEERS, participating for the first time as members, will hear television papers at the 67th semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel April 24-28. TV men were officially included in the membership early this year when the name of the society was altered.

"The Properties and Characteristics of Color Television Systems Proposed to FCC" will be defined by Frank H. McIntosh, consulting engineer in Washington, at the opening evening session April 24. He will be followed by Col. John R. Howland of Zenith Radio Corp., Chicago, who will trace the progress of Phonevision. He will discuss the economics of the subscription TV system, along with the upcoming Chicago test next fall.

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

Other speakers that morning—France B. Berger of the General Precision Lab., Pleasantville, N. Y., "Characteristics of Motion Picture and Television Projection Screens"; E. Arthur Hungerford Jr., U. S. Navy Special Devices Center, Port Washington, N. Y., "Television As a Means of Mass Instruction in the Armed Forces." Richard S. O'Brien of CBS New York will speak on "CBS Television Staging and Lighting Practices" at the afternoon session that day. With him will be R. L. Garman and R. W. Lee of the General Precision Lab., "TV Pickup Tubes and Techniques Used in Studio Film Chain Cameras"; Mr. Garman and Blair Foulds of the same firm, "Some Commercial Aspects of a New 16mm

Intermediate Film TV System"; Wayne R. Johnson of Earle C. Anthony Inc., KFI-TV Los Angeles, "Progress Report on an Experimental Electronic Background Projector for TV," and Rudy Bretz, producer and consultant and head of the television department of the Dramatic Workshop and Technical Institute, New York, "TV Special Effects."

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

PROGRAM COSTS

Phonevision Cited As Aid

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

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

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

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

SPOT TV FLEXES MUSCLES

Grows Nationally in '49

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

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

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

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

Top Categories

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

This Jewelry product classification also was quite active in the radio spot field, spending about \$4.6 million net last year and taking sixth place. Network gross expenditures were low in both radio and television with only \$105,057 for TV and \$2.8 million for radio.

The ability to demonstrate on television made the medium highly

* Television Spot Advertising by Product Classification—1949

Product Groups*	% Total Business	\$ Business (Net)
Apparel, Footwear & Access.	4.5%	\$ 387,000
Automotive, Auto Access. & Equip.	14.0	1,204,000
Beer, Wine & Liquor	9.0	774,000
Confectionery & Soft Drinks	4.6	395,600
Consumer Services	2.9	249,400
Food & Food Products	12.4	1,066,400
Gasoline, Lubricants & Fuels	1.0	86,000
Household Equip., Appliances & Supplies	5.5	473,000
Household Furnishings	1.0	86,000
Jewelry, Optical Goods & Cameras	15.3	1,315,800
Radios, Phonographs, Musical Instruments & Access.	2.7	232,200
Retail Stores & Shops	5.1	438,600
Smoking Materials	10.9	937,400
Soaps, Cleansers & Polishes	1.0	86,000

* Product groups representing less than 1% of all television spot business are omitted in this table.

Note: Estimates are based on TELECASTING Research Dept. Survey of National & Regional Television Spot Business in 1949.

popular with advertisers of Automobiles and Automotive Products. This classification ranked second in spot and third in network television. Approximately \$1,204,000 went to spot and \$1,546,287 for gross network time. The spot appropriation was 14% of the net total.

Most of the automotive firms were rather sporadic in their spot purchases, buying a number of spots on a large list of stations for a short time. Oldsmobile Div. of General Motors, however, continued its heavy purchases after starting on 30 stations in July. This list jumped to 36 stations the follow-

ing month and most outlets carried three spots a week for the automobile firm.

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

In dollar volume of radio purchases the classification ranked first in both spot and network. Over \$23.6 million went to spot and \$45.3 million for gross network time purchases.

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

While food advertising was spread out among a number of accounts, fourth ranking Smoking Material advertisers had their power concentrated within a few manufacturers. This product group placed about \$937,400 worth of net video spot business, 10.9% of the total for 1949. In spot radio the classification was low, appearing in 12th place with net expenditures of about \$3.3 million.

On both the radio and television networks Smoking Material advertisers ranked high. In the TV field this was the leading group with gross expenditures of over \$2.3 million while the radio networks got over \$23.5 million. Out of the top five TV network advertisers in 1949, two were tobacco firms, R. J. Reynolds Tobacco Co. and Liggett & Myers Tobacco Co.

There were 13 Smoking Material advertisers placing spot business in the last month of 1949, according to Rorabaugh, only 3% of the total spot advertisers. Of these, however, three placed business on over 30
(Continued on page 157)

VIDEO'S '49 CLIENTS

241 on Network

TELEVISION became a national advertising medium in 1949, and is destined for continued '50 growth.

Completion of the New York-Chicago coaxial cable circuits in 1949 made possible simultaneous reception of live programs across the eastern half of the country in cities as widely separated as Boston and St. Louis. Development of improved kinescopic films enabled delayed broadcasts of TV programs in cities not connected with the

point of origin. And set builders and sellers did their part by putting TV sets into more than 3.5 million homes by the year's end.

A total of 241 advertisers used TV network time during the year, with combined gross time charges of \$12,294,513. Advertisers using TV spot campaigns during 1949 totaled 853. Local clients of TV stations numbered in the thousands. And there are no signs of anything but continued growth in 1950. Feb-

ruary saw 65 advertisers on the video networks, 423 who used spot time on one or more stations and 1,890 video clients at the local level.

The use of TV by individual advertisers during 1949 and the outlook for 1950 are described in the following tables and articles which analyze the various classes of TV business, group by group. It is worthy of note here, however, that the pattern of advertising on the
(Continued on page 158)

COMPARATIVE EXPENDITURES IN TELEVISION BY PRODUCT GROUPS

	Spot (% Net)	Network (% Gross)
1. Agriculture & Farming (Page 136)	0.3	—
2. Apparel, Footwear & Accessories (Page 136)	4.5	2.3
3. Automotive Equipment & Accessories (Page 136)	14.0	12.6
4. Aviation Equipment & Accessories (Page 138)	—	—
5. Beer, Wine (Page 138)	9.0	2.7
6. Building Material & Fixtures (Page 140)	0.4	—
7. Candy & Soft Drinks (Page 140)	4.6	1.5
8. Consumer Services (Page 142)	2.9	0.5
9. Drugs & Remedies (Page 142)	0.7	2.0
10. Entertainment (Page 144)	0.4	—
11. Food & Food Products (Page 144)	12.4	10.5
12. Gas & Oil (Page 146)	1.0	5.9
13. Horticulture (Page 146)	0.2	—
14. Household Equipment (Page 146)	5.5	3.7

	Spot (% Net)	Network (% Gross)
15. Household Furnishings (Page 150)	1.0	6.7
16. Industrial Materials (Page 150)	0.5	0.1
17. Insurance (Page 150)	0.4	—
18. Jewelry & Optical Goods (Page 151)	15.3	0.9
19. Publishing & Media (Page 151)	0.8	1.1
20. Radios, TV Sets, Musical Instruments (Page 152)	2.7	19.4
21. Retail Outlets (Page 153)	5.1	0.1
22. Smoking Materials (Page 153)	10.9	19.4
23. Soaps, Cleansers & Polishes (Page 154)	1.0	0.9
24. Sporting Goods & Toys (Page 154)	0.4	0.7
25. Toiletries (Page 155)	0.8	8.3
26. Transportation & Travel (Page 156)	0.4	—
27. Miscellaneous (Page 156)	4.8	0.7

Class 1:

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

The year 1950 opened with three spot video advertisers in this class, one more than there were in 1949. Cargill Inc. last May began advertising its feeds and dog food

CLASS 1. AGRICULTURE & FARMING

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins	Farm Equipment

Source: Publishers Information Bureau

	1949	Spot *
Network (Gross)		(Net)
\$4,275		\$25,800
Network No. of Stations Hours per Week	1949 Gross Time Costs	
NBC-25-1 (one time)	\$4,275	

* TELECASTING Estimate

with announcements on KSTP-TV Minneapolis-St. Paul, added a weekly sports review on WDAF-TV Kansas City in December. Red Star Fertilizer Co. also began using

television last May and continues to sponsor the *Mid-Week Gardener* on KFI-TV Los Angeles. In February 1950, Kellogg Supply Co. also began advertising fertilizer on

this station, using participations on *Gordon's Garden*. Staley Milling Co. in January began advertising its feed through Mal Hanson's *Grass Roots* show on WOW-TV Omaha.

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

Class 2:

A FEW YEARS back, when speculation about television and its probable effects on the distribution of the advertising dollar was favorite pastime in advertising circles, there was general agreement that TV's major impact would be in the field of apparel advertising.

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

Ten Apparel Accounts

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

The *Rorabaugh Report on Television Advertising* for February shows 14 apparel advertisers using TV spot (3.7% of the total number). During 1949, according to Rorabaugh, this group accounted for 60 of TV's spot clients (7.0% of the total number). At the local level this February, there were 120 apparel advertisers using TV (6.3% of the total number). Assuming that the 59 department stores using local TV that month

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

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

Network advertisers from this class last year, in addition to those listed in the table, were: A. Sagner's Son Inc., sponsoring telecasts of the Pimlico races last

May on ABC for Northcool clothes (\$10,960 for time); Textron Inc. (women's apparel), sponsoring the Hartmans in a half-hour weekly domestic comedy series on NBC, February-May (\$18,120); Trimount Clothing (men's clothes), with Dr. Polgar, hypnotist, on CBS, September and October, in a 10-minute weekly series (\$20,718). Maiden Form Brassiere Co. in October began participating three times a week in the CBS *Vanity Fair* daytime series (\$15,840 to the end of 1949) and is still using the show.

Fashion Frocks Inc. in January became a participating sponsor of

Vanity Fair on a twice-weekly basis. Sundial Shoe Co. that month started sponsoring the Friday quarter-hour *Lucky Pup* program on CBS. International Shoe Co., continuing its *Howdy Doody* sponsorship for 15 minutes each Wednesday on NBC, has added a new TV program *Super Circus*, sharing sponsorship of the second half of the ABC Sunday evening hour on an every-other week basis with M & M Ltd.

Apparel advertisers using TV on a spot basis in February included: B.V.D. Corp., using announcements on one station for its men's wear; Bond Stores, men's clothing, announcements on one station; Brown Shoe Co., participations and announcements on 14 stations; Cat's Paw Rubber Co., announcements on three stations for rubber heels and soles; Comal Hosiery Mills, announcements on four stations; Fashion Frocks, participations on three stations; Galey & Lord (fabrics), announcements on two stations; Goodyear Tire & Rubber Co. (shoe products), announcements on one station; Hill Shoe Co., announcements on one station; International Shoe Co., announcements on 10 stations; Lee Hat Co., participations on one station; Ripley Clothes (men's clothes), announcements on two stations; John B. Stetson Co. (hats), announcements on three stations; Williamson Dickie (work clothes), weekly boxing matches on one station.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product
CLUETT, PEABODY & CO. "Arrow Show" Young & Rubicam	Menswear
INTERNATIONAL SHOE CO. "Howdy Doody" Henri, Hurst & McDonald	Shoes
U. S. RUBBER CO. "Lucky Pup" Fletcher D. Richards Inc.	Keds
BATES MFG. CO. "Girl About Town" James P. Sawyer Inc.	Textiles
FRANK H. LEE CO. (Disney Inc.) "NBC News Review" Grey Adv. Agency	Hats
A. STEIN & CO. "Identify" Louis A. Smith Co.	Garters, Belts, Suspenders

Source: Publishers Information Bureau

	1949	Spot *
Network (Gross)		(Net)
\$284,801		\$387,000
Network No. of Stations Hours per Week	1949 Gross Time Costs	
NBC-16-1/2 (Jan.-May)	\$48,720	
NBC-24-1/4 (Aug.-Dec.)	46,440	
CBS-14-1/4 (Mar.-Nov.)	38,496	
NBC-16-20min. (Jan.-April)	32,300	
NBC-20-10min. (Jan.-April)	30,363	
ABC-12-1/4 (Feb.-May)	22,844	

* TELECASTING Estimate

Class 3:

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

The six members of this class who used time on the TV networks

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

during 1949.

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

(Continued on page 138)

TELEVISION STATIONS

... try out this formula



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

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

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

Ask us about "THE ^{NEW} PHILADELPHIA STORY"

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

Paul Diamond

Director of Television

444 MADISON AVENUE NEW YORK

MU 8-4754

Also sole distributor: WILTON PICTURES INC.

Honor Roll

New York City WABD WCBS WNBT WATV WPIX	Dayton WHIO
Los Angeles KNBH KTLA KTTV	Louisville WHAS
Washington, D. C. WNBW WMAL	St. Paul, Minn. KSTP
Chicago WGN WNBQ WBKB	San Antonio WOAI
Detroit WJBK WXYZ	Omaha, Neb. KMTV WOW
Cincinnati WCPO WKRC	Jacksonville, Fla. WMBR
Boston WBZ	Pittsburgh, Pa. WDTV
Atlanta WSB	Davenport, Iowa WOC
San Francisco KPIX KRON	Charlotte WBTV
Philadelphia WPTZ	Huntington WSAZ
	Houston KLEE
	Johnstown WJAC
	San Diego KFMB
	Seattle KING

Associated Artists Productions

**ASSOCIATED
ARTISTS
PRODUCTIONS
LTD.**

Automotive

(Continued from page 136)

trailer advertised with video spot campaigns. This ratio continued in the early months of 1950. The Rorabaugh TV report for February shows nine spot accounts from this group, 2.1% of the total number. At the local level, automobile and automotive equipment advertisers in February totaled 242, 12.7% of all local TV users. Dollar figures are not available for spot and local TV business.

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

Ford Campaign

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

All of the TV network automotive advertisers are continuing their regular programs into 1950. In addition, Ford has assumed sponsorship of the Wednesday evening telecasts of *Kukla, Fran & Ollie*, half-hour Monday-through-Friday series on NBC. Ford has

also announced that in the fall *Ford Theatre*, hour-long dramatic program on CBS, will be telecast weekly in place of its present every-other-week schedule. Packard Motor Co. has just launched *Holiday House*, half-hour weekly comedy show, on ABC. Another impending TV motor account is Chrysler Corp., which is planning use of network TV as soon as the UAW strike against its plants is ended.

Spot Advertisers

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

Ford in February sponsored programs and announcements for Fords on 14 stations and for Lincoln and Mercury cars on five stations. General Motors Corp. used announcements for Buick on 19 stations and for Oldsmobile on 28 stations. (Chevrolet's heavy use of TV spots, programs and announcements is handled by city-wide Chevrolet dealers associations in their individual communities.) Hudson Motor Co. used 10 news shows a week on one station, announcements on 31 stations.

General Tire & Rubber Co. sponsored a half-hour weekly sports show on one station; B. F. Goodrich Co. used announcements on one station; Monroe Auto Equipment Co., announcements on one station; National Carbon Co. (batteries, anti-freeze), announcements on 13 stations; Trico Products Corp. (windshield wipers), announcements on 5 stations. Nash Motors was scheduled last week to start a four-week spot campaign in about 150 markets.

CLASS 3. AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network (Gross) \$1,546,287	1949 Spot * (Net) \$1,204,000
GENERAL MOTORS CORP.			
"GM Auto Show" Campbell-Ewald Co.	All products	CBS-10-1/2 (One time)	2,130
"Inside U. S. A." Campbell-Ewald Co.	Chevrolet Cars	CBS-30-1/2 (Sept.-Dec.)	48,600
Football Games Campbell-Ewald Co.	Chevrolet Cars	DuM-20-3 (Sept.-Nov.)	78,663
"Chevrolet TV Theater" Campbell-Ewald Co.	Chevrolet Cars	NBC-39-1/2	182,700
"Roller Derby" Campbell-Ewald Co.	Chevrolet Cars	ABC-4-1/2 (May-Dec.)	24,813
"CBS News" D. P. Brother & Co.	Oldsmobile Cars	CBS-7-3/4 (Feb.-Dec.)	170,390
"Fireball-Fun for All" Kudner Agency Inc.	Buick Cars	NBC-38-1 (June-Oct.)	147,250
"NBC Newsreel" D. P. Brother & Co.	Oldsmobile Cars	NBC-7-1/4 (Jan.-Feb.)	7,680
"Variety Show" McManus, John & Adams	Pontiac Cars	CBS-10-1/2 (one time)	2,285
FORD MOTOR CO.			
"Through the Crystal Ball" J. Walter Thompson Co.	Ford Cars	CBS-21-1/2 (April-July)	41,195
"United Nations" Kenyon & Eckhardt	Ford Cars	CBS-12-10 (Nov.-Dec.)	140,500
"Toast of the Town" Kenyon & Eckhardt	Lincoln and Mercury Cars	CBS-21-1 (Mar.-June; Sept.-Dec.)	167,160
"Ford Theater" Kenyon & Eckhardt	Ford Cars	CBS-12-1 (Jan.-June**; Oct.-Dec.*)	47,775
"Kay Kyser's College" J. Walter Thompson Co.	Ford Cars, Trucks	NBC-31-1 (Dec.)	47,075
FIRESTONE TIRE & RUBBER CO.			
"Americana"—(E.F. Sept. 5)	Tires	NBC-21-1/2	144,840
"Voice of Firestone"			132,595
B. F. GOODRICH CO.			
"Celebrity Time" BBDO	Tires	ABC-23-1/2 (Apr.-Dec.)	103,781
ELECTRIC AUTO-LITE CO.			
"Suspense" Cecil & Presbrey	Spark Plugs, Batteries, etc.	CBS-18-1/2 (Mar.-June; Sept.-Dec.)	56,855
GOODYEAR TIRE & RUBBER CO.			
"Whiteman Revue" Young & Rubicam	Tires, Tubes	ABC-40-1/2 (Nov.-Dec.)	

Source: Publishers Information Bureau

* TELECASTING Estimate

CLASS 4. AVIATION, AVIATION ACCESSORIES & EQUIPMENT

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

Class 5: . . . Beer, Wine & Liquor

BEER, baseball and television seem to add up to as popular a

combination as the traditional trio of beer, baseball and radio. Al-

CLASS 5. BEER, WINE & LIQUOR

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network (Gross) \$326,189	1949 Spot * (Net) \$774,000
P. BALLANTINE & SONS			
"Tournament of Champions" J. Walter Thompson Co.	Beer	CBS-11-Varied (Jan.-May)	78,778
"International Boxing Club"	Beer, Ale	CBS-11-1 (Oct.-Dec.)	74,100
PABST BREWING CO.			
"ABC Bowling" Warwick & Legler	Beer	DuM-20-11/2 (Dec.)	96,951
"Life of Riley" Warwick & Legler	Beer	NBC-39-1/2 (Oct.-Dec.)	5,871
WINE ADVISORY BOARD			
"Dione Lucas" J. Walter Thompson Co.	Institutional	CBS-5-1/4 (Mar.-Dec.)	91,080
SCHENLEY INDUSTRIES (BLATZ BREWING CO.)			
"Roller Derby" Kaster, Farrell, Chesley & Clifford	Beer	ABC-13-1 (Sept.-Dec.)	41,590

* TELECASTING Estimate

ways outstanding among the sponsors of ball games on radio, America's brewers are turning to TV with the same avidity and a good share of the \$2½ to \$3 million which it is estimated that they will spend for video advertising this year has been earmarked for sponsorship of baseball telecasts.

Brewers already signed up as TV baseball sponsors—and as this was written the opening games were a fortnight away and many sponsorship deals were still in the making—include: P. Ballantine & Sons, sponsoring telecasts of all home games of the New York Yankees on WABD (TV) New York and sharing with Atlantic Refining Co. home game telecasts of the Philadelphia Athletics and Phillies on WPTZ (TV), WFIL-TV and WCAU-TV, all Philadelphia; Burger Brewing Co. has sewed up exclusive radio-TV rights

to the Cincinnati Reds, whose games will be covered by WCPO-TV Cincinnati and fed to WHIO-TV Dayton and WTNV (TV) Columbus; Goebel Brewing has bought time on WWJ-TV Detroit to cover the Detroit Tigers and also is co-sponsor with Remar Baking Co. of the Oakland Acorns telecasts on KGO-TV San Francisco.

Los Angeles Brewing Co. will sponsor half the telecasts of the Los Angeles Angels on KFI-TV Los Angeles and half the telecasts of the Hollywood All-Stars on KLAC-TV Los Angeles at a reported price of \$100,000 for both series. Narragansett Brewing Co. will share with Chevrolet Dealers sponsorship of the Boston Red Sox and Braves home games, telecast alternately by WBZ-TV and WNAC-TV Boston. The F & M

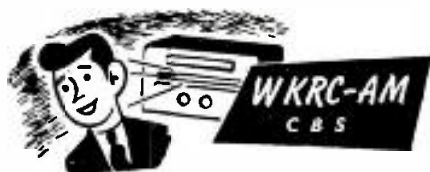
(Continued on page 140)



AS DEAD AS LAST YEAR'S RADIO AUDIENCE DATA IN CINCINNATI

THIS YEAR

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



ADDED TO THIS



the WKRC Key Item Plan Gives You...

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

*Listeners

*Riders

*Viewers

*Readers

More Than 2 Million Impressions Daily!



Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By

The Katz Agency—WKRC (AM and TV)

Transit Radio Inc.—WCTS-FM

WKRC

WKRC-TV

WCTS-FM

Beer, Wine & Liquor

(Continued from page 188)

Schaefer Brewing Co. is paying for WOR-TV New York telecasts of home games of the Brooklyn Dodgers.

In Minneapolis-St. Paul two breweries—Gluek Brewing Co. and Minneapolis—will share the costs and the commercials of KSTP-TV's coverage of this year's games of the Minneapolis Millers. Peter Hand Brewery Co. had contracted for one-third sponsorship of the Chicago White Sox home games telecasts on WGN-TV Chicago but that station has dropped its option on exclusive TV rights to the games on the grounds that the club's asking price, reportedly \$125,000 for the TV rights alone, was too high.

But baseball is not the only sport telecast under brewery sponsorship. *The Rorabaugh Report on TV Advertising* for February

showed 79 brewers using spot TV during the first week of that month, including 19 who sponsored wrestling, eight boxing, four hockey and four basketball, one lacrosse, one race results and 10 various types of sports news, reviews and studio sports programs. Ten breweries used other types of TV programming and 31 had announcement campaigns.

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

National Brewing Co. also provides good TV sports coverage to

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

On the TV networks, P. Ballantine & Sons continues its boxing bouts on CBS and in January began sponsoring *Believe It or Not* on NBC-TV; Anheuser Busch Brewing Co. that month began sponsoring *Blackouts* for an hour on alternate Saturdays on CBS-TV, stepping up the schedule to once a week in October, after a summer hiatus; Blatz Brewing Co. continues the Roller Derby on ABC-TV and Pabst Brewing Co. the *Life of Riley* on NBC-TV.

Of the 10 wine advertisers using

television time in February, Italian & French Wine Co. sponsored *Sports Spotlight* on WBEN-TV Buffalo; Madera Bonded Wine & Liquor Co. sponsored *Sports Album* on WAAM (TV) Baltimore and announcements on WMAR-TV Baltimore; Old Monastery Wine Co. used *Top Views in Sports* on WNAC-TV Boston and WNHC-TV New Haven, plus announcements on WNHC-TV and WJAR-TV Providence; Petri Wine Co. used announcements on 14 stations; Wine Growers Guild used announcements on two stations and the other vintners on one station each.

Television was used in 1949 by 114 brewers, 15 wine companies and two makers of vermouth, the majority of this group using only one TV station, according to the Rorabaugh TV Reports. No hard liquor advertising appeared on TV during the year.

Class 6: . . . Building Materials

ADVERTISING of building materials, equipment and fixtures has never been a major item for radio at the national level and, judging from last year's record, TV is following the radio pattern. There were no video network program sponsors from this group during 1949 and only 28 users of spot TV. In February of this year, according to the Rorabaugh TV Report, only three of this group used spot television advertising, but it contributed 61 advertisers who used TV at the local level.

The three spot accounts were: Day & Night Mfg. Co. (water heaters), using announcements on nine stations; Foy Paint Co., announcements on one station; Siller's Paint & Varnish Co., announcements on two stations. In March, Carpenter-Morton Co. began sponsoring *Caravan of Stars* on WBZ-TV Boston for Carmote paints.

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

This seems like pretty small pickings for television from an industry which is enjoying record-breaking activity. More than a million new dwelling units were started during 1949, breaking the previous high set in 1925 when 937,000 units were commenced. January and February of 1950 surpassed by some 60% the like months of 1949 and industry expectations are that this year will come close to equaling last year's total.

The paint, varnish and lacquer group in 1949 exceeded the billion dollar mark for the third year running—and that's at wholesale prices, Joseph F. Battley, president, National Paint, Varnish &

CLASS 6. BUILDING MATERIALS

There were no TV network advertisers in this class during 1949.

1949 Spot (Net) *\$34,400

TELECASTING Estimate

Lacquer Assn., told TELECASTING. His statement notes that "high national income alone does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases."

Therefore, most members of the paint industry "are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated. In this aggressive programming, no

medium which reaches the public should be overlooked," Mr. Battley continues.

"The comparatively new field of television is already proving itself as an effective means of presenting a sales story in a visual and impressive manner," he stated. "Its popularity and acceptance is certain to increase."

Class 7: . . . Confections

CANDY advertising by TV may be expected to increase during 1950, unlike other media used by this group, according to Philip P. Gott, president of the National Confectioners' Assn. In a statement to TELECASTING which reported industry expectations that 1950 will equal the 1949 output of candy—2,650 million pounds or \$986 million at wholesale—despite a slight decrease in January from the opening month of 1949, Mr. Gott said:

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

Expects Increase

"Some increase, however, is expected in the use of television because of the growing popularity and unusual possibilities of this medium in promotional activities."

Mr. Gott's prediction of increased video candy advertising is rapidly

coming true. The number of TV network advertisers in this class has leaped from two in December to six in April: M & M Ltd., which dropped its network radio show and now shares sponsorship with International Shoe Co. of the second half-hour of *Super Circus* on ABC; Canada Dry, which continues sponsorship of the first half-hour of this 60-minute Sunday evening program; Mars Inc., continuing its 15-minute weekly installment of *Howdy Doody* on NBC-TV; Quaker City Chocolate & Conf. Co., now sponsoring the Wednesday half-hour *Lucky Pup* show on CBS-TV; Walter H. Johnson Candy Co., Monday sponsor of the half-hour *Captain Video* serial on DuMont; Peter Paul Inc., which has just (April 15) started *Buck Rogers* as a Saturday evening half-hour series on ABC-TV and began sponsoring 15 minutes a week of *Magic Cottage* on DuMont.

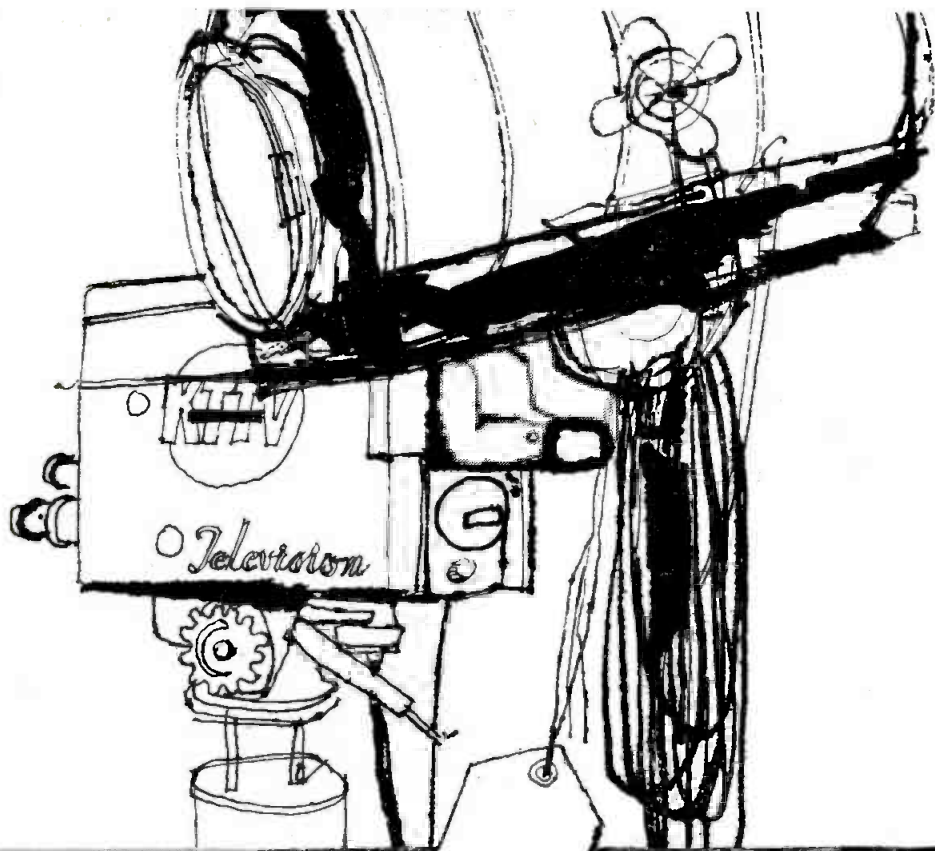
In February, according to the Rorabaugh Report on TV Advertising, this class accounted for three network clients (two confections, one soft drink) and 29 video spot advertisers (17 confections, 12 soft drinks). There were also 60 local campaigns in this

class on TV in February.

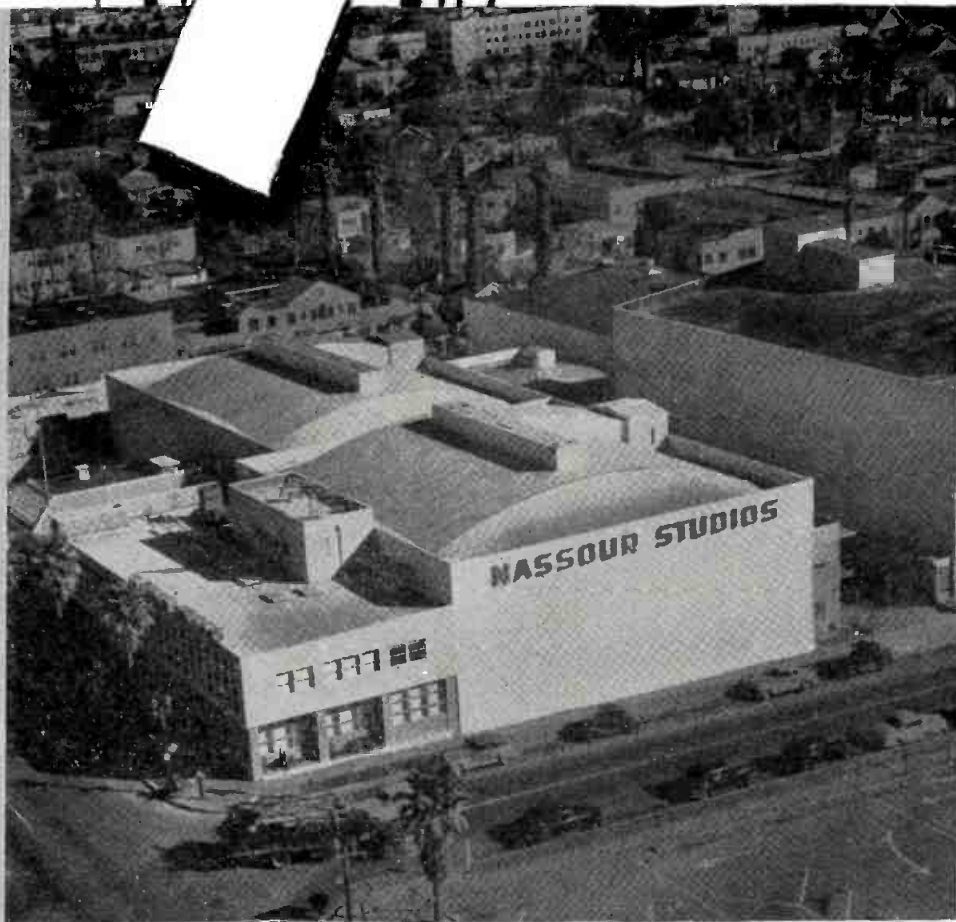
The reason for the extensive use of TV by this group is plain. Most advertising of candy, gum and soft drinks is aimed at the juvenile audience, whose members have found the family TV set the most fascinating toy they have ever known, who watch its flickering screen for hours on end and who learn from it as they never did from teachers or textbooks. An example of their responsiveness to video advertising is given by the offer of a Howdy Doody cardboard model in exchange for the wrapper from a Three Musketeers candy bar plus ten cents, announced on the telecasts of Jan. 23 and 30. On Feb. 6 the sponsor announced that 240,000 requests for the model had been received.

Among the leading users of spot TV in this class are D. L. Clark Co., using announcements on 15 stations for its candy bars; Frank H. Flier Corp., testing TV for its Dubble-Bubble gum with announcements in five markets; Beech-Nut Packing Co., using announcements on eight stations for gum and baby foods; Lamont, Corliss & Co., announce-

(Continued on page 142)

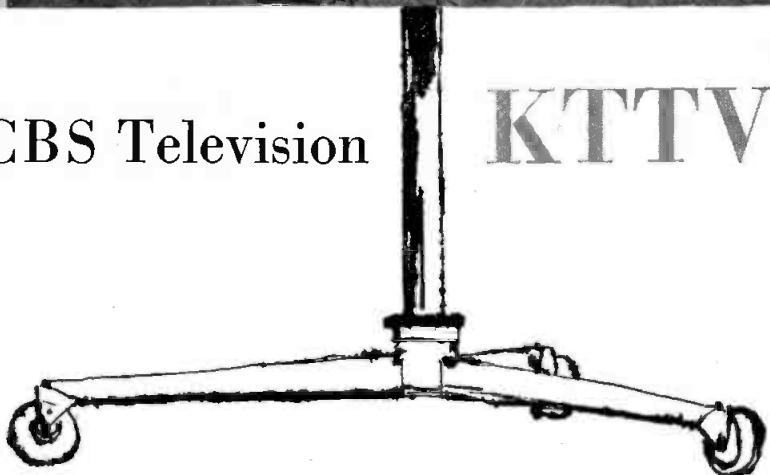


KTTV announces
the removal of all
facilities and offices to
Nassour Studios,
5746 Sunset Boulevard,
Hollywood's newest, most
compact motion picture
lot now producing
motion pictures as well as
top-flight television.



Los Angeles Times—CBS Television

KTTV



Confections

(Continued from page 140)

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

Ryan Candy Co. plans to make extensive use of television for its new Hopalong Cassidy candy bar, using adjacencies to this hero's televised films wherever possible and additional spots as well. E. J.

Brach & Sons, now using TV announcements on four Chicago stations, will expand if sales in that city warrant it. Edgar P. Lewis & Sons is having its trademark, Candy Lou, used as a marionette for a series of filmed commercials. Portland Punch is planning use of TV in Western markets.

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

CLASS 7. CONFECTIONERY & SOFT DRINKS

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949	Spot *
			Network (Gross) \$188,309	(Net) \$395,600
CANADA DRY GINGER ALE INC.				
"Super Circus"	Ginger Ale	ABC-14-1/2 (Apr.-Dec.)		
J. M. Mathes Inc.	Sparkling Water			
MARS INC.				
"Howdy Doody"	Candy	NBC-24-1/4 (Sept.-Dec.)		37,350
Grant Adv.				
JOE LOWE CORP.				
"Lucky Pup"	Popsicle	CBS-25-1/4 (May-July)		36,062
Blaine-Thompson Co.				
MASON, AU, & MAGENHEIMER CONFECTIONERY MFG. CO.				
"Howdy Doody"	Candy	NBC-16-1/4 (Jan.-July)		28,815
Moore & Hamm				
Source: Publishers Information Bureau			* TELECASTING Estimate	

Class 8: . . . Consumer Services

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

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

Strong talk, that, but strongly

supported by the facts. In February nearly half of the 136 local TV advertisers of this class, which also includes public utility and communications companies, schools, professional services and storage and moving firms, were banks—64, to be exact. With few exceptions,

there is at least one bank using TV advertising in every market where it is available. And, like other types of advertisers, they sponsor everything from 20-second announcements to full-scale programs which run the gamut from educational demonstrations of sci-

entific phenomena to western movies.

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

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949	Spot *
			Network (Gross) \$66,890	(Net) \$249,400
HOUSEHOLD FINANCE CORP.				
"Backstage with Barry"	Institutional	CBS-11-1/2 (Mar.-May; Oct.-Dec.)		\$61,375
(Eff. Oct.) "People's Platform"				
GEORGE S. MAY CO.				
"All American Golf Tournament"	Business	DuM-15-1 (one time)		5,515
M. M. Fisher Associates	Engineering Services			
Source: Publishers Information Bureau			* TELECASTING Estimate	

Class 9: . . . Drugs

THE DRUG manufacturing companies, among the foremost users of radio time to promote the sale of their packaged proprietaries, have, as a class, been in no hurry to add television to their list of major media. During 1949 the TV networks acquired only four clients from this category of advertisers, whose dollar time purchases

amounted to less than 2% of the total volume of TV network time sales for the year. Spot TV fared little better in 1949, with only 13 accounts from this class in the entire year, and that total includes four makes of hearing aids.

TV's largest drug client last year was Drug Store Television Productions, comprising some 16 local

or regional drug store chains who combined in sponsoring *Cavalcade of Stars* for an hour each Saturday evening on the DuMont TV Network. Early this year, DSTP added a Tuesday hour-long *Cavalcade of Bands*, also on DuMont, and it is estimated that this combination will spend approximately \$2 million for these two TV programs during 1950.

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

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

extended *OK Mother's* scope to network proportions as well.

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

Local TV advertisers in February included: Independent Drug-

(Continued on page 144)

CLASS 9. DRUGS & REMEDIES

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949	Spot *
			Network (Gross) \$242,718	(Net) \$60,200
DRUG STORE TELEVISION PRODUCTIONS				
"Cavalcade of Stars"	Drug Products	DuM-19-1 (June-Dec.)		\$161,600
Stanton B. Fisher				
MILES LABS				
"Quiz Kids"	Alka Seltzer,	NBC-18-1/2 (Mar.-May; Sept.-Dec.)		70,170
Wade Adv.	Vitamins			
STERLING DRUG INC.				
"O. K. Mother"	Drug Products	DuM-15-2 1/2 (Dec.)		6,748
Dancer-Fitzgerald-Sample				
VICK CHEMICAL CO.				
"Picture This"	Va-tro-nol,	NBC-7-10min. (Jan.-Feb.)		4,200
Morse International	Vapo Rub			
Source: Publishers Information Bureau			* TELECASTING Estimate	

WGN-TV
INTER-OFFICE MEMO

Re: Daytime Television

Dear Boss:

I've never seen so many happy sponsors or so many result stories. I received three swell letters today. One from Frederick Herrschner Co. said, "the letters and cards have been pouring in by the hundreds". An agency writes that they have received over 1,100 replies from just one offer of a sample tube of Amion. They thought this might be a record for Chicago daytime TV. (We should tell him about the 2,200 requests Barbara Barkley got from one daytime announcement for United Fruit's cook book - in addition to the thousands of requests for her own 254 recipe book.)

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

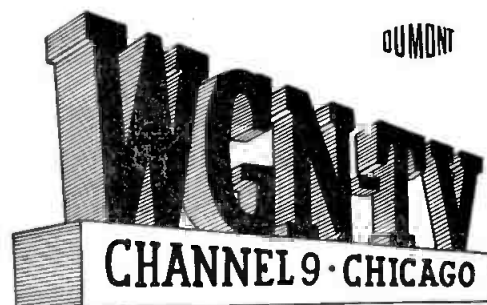
If you'd like to see the letters before I send them to sales promotion, let me know.

Joe,

This month...

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

Monday thru Friday



The Chicago Tribune Television Station

Drugs

(Continued from page 142)

gists of California, sponsoring *Home Movie Theatre* on KFI-TV Los Angeles; Miles California Co.

(Alka Seltzer distributor), sponsoring *Queen for a Day*, 30 minutes a week on KTSL (TV) Los Angeles; Marshall Drug Co., with *Rising Stars* for 15 minutes five times a week on WEWS (TV) Cleveland; Thrifty Drug Stores,

using announcements on KECA-TV and KNBH (TV) and the weekly half-hour *What's the Name of That Song?* on KTSL (TV), all Los Angeles; Eckerd's Drug Store, using announcements on WICU (TV) Erie, and C. R.

Bundt (pharmacy), using announcements on WSPD-TV Toledo.

Dictograph Products Corp. is considering use of TV on Los Angeles stations this spring to augment the radio schedule for Acousticon hearing aids.

Class 10:

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

Other motion picture production companies with TV advertising in February were Eagle Lion Films, using daily announcements on WNAC-TV Boston; Paramount Pictures, daily three-minute trail-

CLASS 10. ENTERTAINMENT & AMUSEMENTS

There were no network advertisers in this category during 1949.

1949 Spot (Net) *\$34,400

* TELECASTING Estimate

ers on KTLA (TV) Los Angeles; RKO Radio Pictures, announcements on WNAC-TV and WBZ-TV, both Boston, and Vanguard Films, announcements on five Los Angeles stations.

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

A more widespread campaign has been prepared by Selznick Releasing Organization for "The

Third Man." Filmed announcements are to be used in 58 cities as the picture is released in each market. Atlantic Racing Assn. plans use of TV spot campaign in Eastern cities.

Perhaps there are good reasons why the large motion picture production organizations, usually so adept at publicizing their wares, have not made better use of television. But to an outsider it seems peculiar that this medium is not more extensively used by movie makers to whet the appetites of

home viewers for the pictures on display at the theatres in their communities. Few, if any, movie houses miss the opportunity to follow the showing of their feature films with trailers for the bigger and better pictures they are going to show in the future. Putting these trailers on TV to reach the home audience, which theatre operators charge that TV is keeping out of the movie houses, would appear to be the best kind of advertising the movies could do. Certainly, they've got to do something to reverse the decline in attendance, which has steadily fallen since 1946. Perhaps instead of complaining about the power of TV, the movie makers ought to put it to work for their products.

Class 11:

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

Figures for the opening months of this year bear out Mr. Willis' prediction. In February 10 members of this group sponsored one or more TV network programs, compared to nine using the networks at any time during 1949. More than 120 food companies were using spot TV in February, indicating that 1950's total will far exceed the 178 food companies using spot TV during 1949.

Food producers and dealers are also good TV advertisers at the local level, with 283 of TV's 1,890 local advertisers active in February coming from this class. Of these local campaigns, 51 advertised bakery products and 63 promoted milk and other dairy products, including a great number of locally-placed video ads for Reddi-Wip. Potato chip advertisements were another important group of food advertisers using television at the local level. The total also included 44 restaurants.

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

on ABC in September as a Friday half-hour program (\$24,780); Phillips Packing Co. advertised its soups with *Lucky Pup* 15 minutes a week on CBS May-November (\$41,652) and in December began sponsoring *Easy Aces* for a like period on DuMont (\$4,920).

All the network programs spon-

sored by this group in December have continued into 1950. In January, Wander Co. began sponsoring *Howdy Doody* on NBC two quarter-hours a week; in February, Gorton-Pew Fisheries Co. began using *Homemakers Exchange*, CBS daytime participating program, which in April added Chr.

CLASS 11. FOOD & FOOD PRODUCTS

LEADING NETWORK ADVERTISERS

		1949	
		Network (Gross)	Spot * (Net)
		\$1,295,925	\$1,066,400
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
NATIONAL DAIRY PRODUCT CORP.			\$453,990
"Kukla, Fran & Ollie" N. W. Ayer & Son	Ice Cream	NBC-36-1 (Sept.-Dec.)	168,990
"Kraft Television Theater" J. Walter Thompson Co.	Mayonnaise Cheese	NBC-22-1	285,000
GENERAL FOODS CORP.			365,696
"Author Meets Critics" (Eff. July 31) "Meredit Willson" Young & Rubicam	Jell-O	NBC-15-1/2 (Jan.-Aug.)	68,515
"Meet the Press" (Eff. Feb. 27) "Lamb's Gambol" (Eff. May 29) "Leave It to the Girls" Benton & Bowles	Maxwell House Coffee	NBC-14-1/2 (Jan.-Aug.)	65,725
"Aldrich Family" Young & Rubicam	Jell-O	NBC-17-1/2 (Oct.-Dec.)	51,480
"Mama" Benton & Bowles	Maxwell House Coffee	CBS-16-1/2 (Aug.-Dec.)	84,690
"Goldbergs" Young & Rubicam	Sanka Coffee	CBS-15-1/2 (Mar.-June; Aug.-Dec.)	95,286
KELLOGG CO.			128,712
"Singing Lady" N. W. Ayer & Son	Cereals	ABC-12-1/2 (Feb.-Dec.)	
SWIFT & CO.			126,988
"Swift Show" McCann-Erickson	Meats, Cheese	NBC-18-1/2 (Jan.-Aug.)	79,410
"Super Circus" Needham, Louis & Brorby	Peanut Butter	ABC-12-1/2 (May-Oct.)	47,588
GENERAL MILLS			75,027
"Lone Ranger" Dancer-Fitzgerald-Sample	Cereals	ABC-30-1/2 (Sept.-Dec.)	
LEVER BROTHERS CO.			65,240
"Godfrey's Talent Scouts"	Lipton's Tea, Soup Mixes	CBS-8-1/2 (Jan.-May; Sept.-Dec.)	

Source: Publishers Information Bureau

* TELECASTING Estimate

Hansen's Lab. (Junket) to its sponsor list. General Mills sponsored the Chicago Golden Gloves finals on March 29 over ABC as a one-time event. This month, Hi-V Corp. (frozen fruit concentrates) has started Arthur Godfrey in a twice-weekly 15-minute series of ukelele lessons on CBS. Arnold Bakers, sponsor of Faye Emerson's weekly quarter-hour, on April 15 moved the show from WCBS-TV New York to an NBC Eastern network. Taylor-Reed Corp. (Cocoa-Marsh syrup) is now sponsoring *Magic Cottage*, DuMont children's daily half-hour, four days a week and 15 minutes on the fifth day.

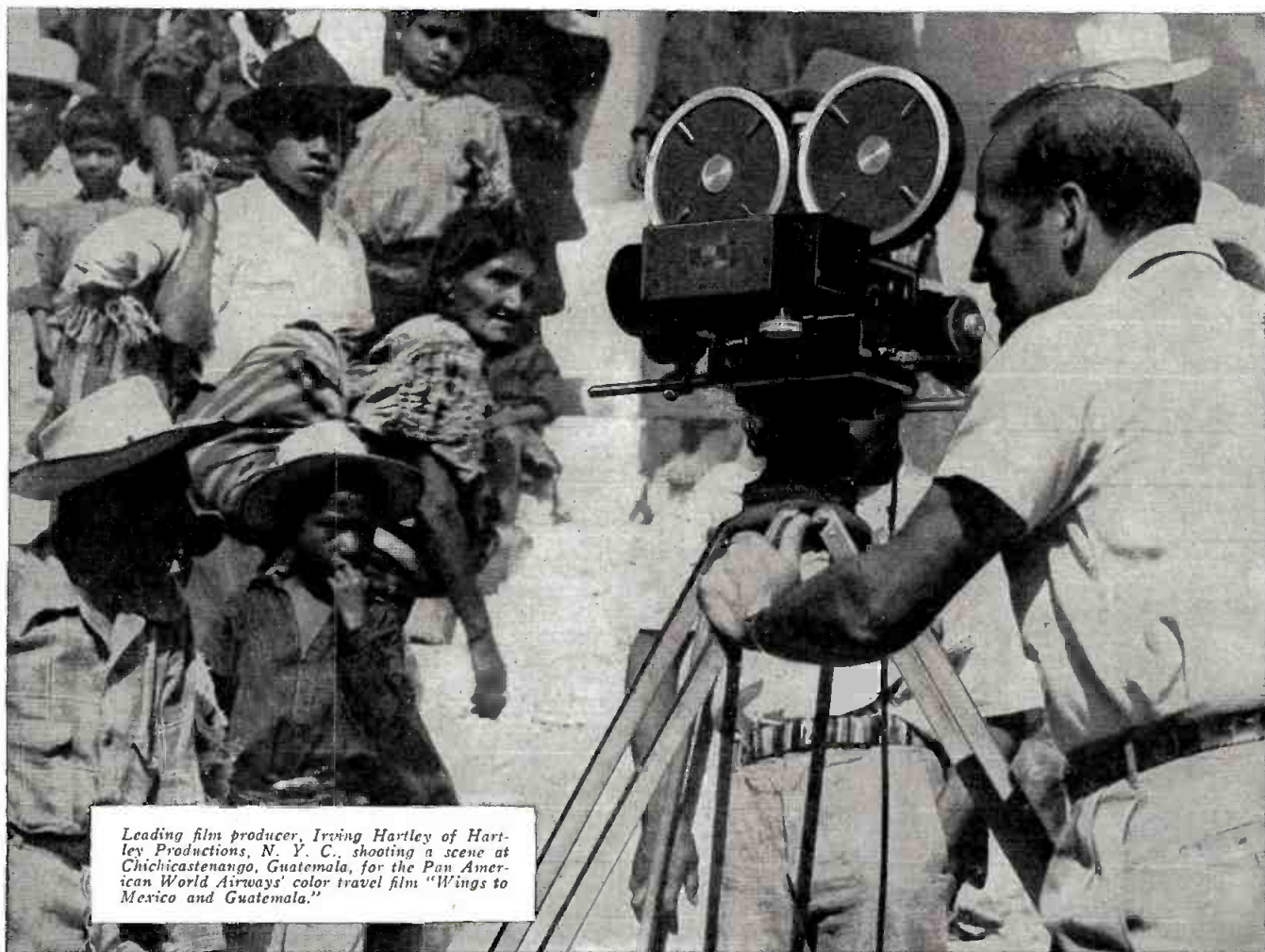
Borden Co. used more stations than any other TV spot advertiser in February, according to the *Rorabaugh Report on TV Advertising*, which showed this company placing spots on 52 stations for its dairy products. Duffy-Mott Corp. (fruit products) used announcements on 24 stations and sponsored *Hollywood Screen Test*, ABC co-op TV program, on WENR-TV Chicago and WMAL-TV Washington. General Foods used announcements on 21 stations for Bird's Eye Frosted Foods; Weston Biscuit Co. used announcements on 16 stations and Ward Baking advertised Tip-Top Bread with announcements on 15 stations.

Louis Milani Foods (salad dressing, Charcolit) used TV announcements on 13 stations in February; Breyer Ice Cream Co., announcements on 12 stations; Interstate Bakeries Corp. sponsored *Hopalong Cassidy* for an hour a week on five stations and announcements on

(Continued on page 146)

Entertainment

Foods



Leading film producer, Irving Hartley of Hartley Productions, N. Y. C., shooting a scene at Chichicastenango, Guatemala, for the Pan American World Airways' color travel film "Wings to Mexico and Guatemala."

Here is the Maurer 16 mm. at Chichicastenango!

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

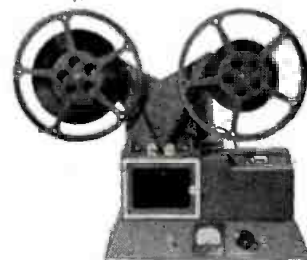
Its **VERSATILITY** first of all, makes it ideal for all sorts of color work, its accuracy, precision high power focusing system and its large clear glass direct-through-the-lens viewing system insure excellent results at all times.

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

Its **UNIQUE FEATURES**, such as the 235° *dissolving* shutter, allows you to shoot with one-third less light, and with automatic fades and smooth lap dissolves made right in the camera.

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

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



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. Its unique optical system reduces photo-cell hiss—resulting in excellent quality reproduction.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N.Y.

850 South Robertson Blvd., Los Angeles 35, California

16mm
maurer

CABLE ADDRESS:
JAMAURER

Foods

(Continued from page 144)

four stations; Langendorf United Bakeries also used *Hopalong Cassidy* on two stations and announcements on four stations; Gordon

Baking Co. had *Hopalong Cassidy* on three stations.

United Fruit Co. (bananas) sponsored *Stranger Than Fiction* 15 minutes a week on WNAC-TV Boston and used announcements on that and eight other stations;

Aunt Ellen's Pi-Do used announcements on eight stations; General Baking Co. used announcements on eight stations; Continental Baking Co. used announcements on six stations; R. Gerber & Co. used an-

nouncements on six stations; H. W. Lay & Co. also used six stations. All others in this group were on five or fewer. Hygrade Food Products Corp. is planning use of TV in major markets.

Class 12:

ALTHOUGH the show rated most popular in television is sponsored by a producer of gasoline and motor oil, as a class, the petroleum

and coal industry has not exactly stormed at TV's gates to demand time on the video air. Last year eight members of this class spon-

sored network programs and 26 used spot TV to some extent. In February 1950, last month for which figures have been compiled, there were three network advertisers, 10 in the spot category and 24 local accounts from this group using TV time.

Roach Studios, and Pennzoil Co. is also planning use of TV film announcements. Pure Oil Co. late this month will start a 13-week announcement campaign, using five announcements a week on stations in 13 markets.

A number of oil companies sponsored football telecasts during the 1949 season in addition to Sun Oil's pro games on ABC. Atlantic Refining Co., as it has since before the war, sponsored WPTZ (TV) Philadelphia's coverage of the U. of Penn games; Standard Oil of Indiana sponsored Minnesota U.'s home games on KSTP-TV Minneapolis-St. Paul; Tidewater-Associated Oil Co. sponsored Stanford U.'s home games on KPIX (TV) San Francisco and Sun Oil bought time on WAAM (TV) Baltimore to telecast four midwestern collegiate gridiron contests. Humble Oil & Refining Co. of Texas sponsored the Notre Dame-Southern Methodist game on the three Dallas-Ft. Worth stations—WBAP-TV, KBTB (TV) and KRLD-TV. The charity game between the Washington Redskins and Los Angeles Rams was telecast by KTTV (TV) Los Angeles with Richfield Oil Corp. as sponsor. More football and other sports coverage may be expected from the oil industry this year.

CLASS 12. GASOLINE, LUBRICANTS & OTHER FUELS

LEADING NETWORK ADVERTISERS		1949	
		Network (Gross)	Spot * (Net)
		\$719,609	\$86,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
TEXAS CO.			\$297,640
"Metropolitan Opera" Kudner Agency	Institutional	ABC-7-3¼ (one time)	7,490
"Texaco Star Theater" Kudner Agency	Gas, Oil, Grease	NBC-33-1 (Jan.-June; Sept.-Dec.)	290,150
GULF OIL CO.			214,770
"We, the People" Young & Rubicam	All Gulf Products	CBS-20-½ (Jan.-Oct.)	98,910
"We, the People" Young & Rubicam	All Gulf Products	NBC-33-½ (Nov.-Dec.)	47,550
"Gulf Road Show" Young & Rubicam	Gas, Oil, Tires, etc.	NBC-20-½ (Jan.-June)	68,310
SUN OIL CO.	Gas, Oil, Accessories	ABC-16-2½ (Aug.-Dec.)	72,958
"Pro Football" Hewitt, Ogilvy, Benson & Mather			42,585
STANDARD OIL CO. OF INDIANA			11,475
"Navy-Notre Dame Game" McCann-Erickson	Gas, Oil	CBS-7-1½ (one time)	10,200
"Army Championship Boxing Bout" Joseph Katz Co.	Amoco Gas, Oil	NBC-11-3 (one time)	20,910
"Wayne King Show" McCann-Erickson	Gas, Oil	NBC-8-½ (Sept.-Dec.)	41,145
CITIES SERVICE CO.	Gas, Oil	NBC-16-½ (Oct.-Dec.)	39,016
"Band of America" Ellington & Co.			
STANDARD OIL CO. OF NEW JERSEY	Gas, Oil	CBS-13-½ (Oct.-Dec.)	
"Tonight on Broadway" Marschalk & Pratt			

Source: Publishers Information Bureau

* TELECASTING Estimate

Class 13:

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

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

CLASS 13. HORTICULTURE

There were no network advertisers in this class during 1949.

1949 Spot (Net) *\$17,200

* TELECASTING Estimate

Horticulture

class and only one spot account—California Spray Chemical Co., on KFI-TV Los Angeles. Never large users of radio time, this group seems unlikely to become a major source of TV revenue.

Class 14:

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

vertising under a manufacturer's cooperative cost-sharing program. Frigidaire Div. of General Motors Corp. swelled the network roster to five clients from this class for 90 minutes on Easter when it sponsored a special variety show with Bob Hope as m.c. on a 45-station NBC-TV network.

Home equipment TV spot advertisers in February included General Controls Corp., using announcements on 11 stations for its thermostats; Seeman Brothers, announcements on seven stations for Air Wick; O'Cedar Corp., an-

nouncements on nine stations for mops; Western Stove Co., Home Container Corp. (Fresherator) and Moeller Mfg. Co. (bottle stoppers) used announcements on three stations each. The rest were one-station advertisers.

O'Cedar Corp. has extended its TV announcements to 17 stations for its new sponge mops; Philco Corp. is advertising electric ranges with a half-hour show, *Philco Mystery Chef*, on two stations; Procter Electric Co. for its ironing equipment is testing *Television Women's Club* for 13 Wednesday

afternoon half-hours on WCAU-TV Philadelphia with an eye to a network campaign if it succeeds.

Nineteen Hundred Corp. this year is including TV for the first time in its cooperative advertising plan, offering three TV film commercials to dealers and distributors for cooperative sponsorship. Other firms in this field with dealer co-op plans include General Electric, American Coolair Corp., York-Shipley, Lesson Steel Products and A. O. Smith Corp.

(Table on Class 14 Advertisers on page 150)

Household Equipment

for Sheer ENTERTAINMENT!

The magnificent film, **TAWNY PIPIT** — "Movie magic . . . a wonderful work . . . Seldom does such charm and humor reach the screen." New York Times, Sept. 8, 1947.

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

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

Wendy Hiller in **I KNOW WHERE I'M GOING** — "The most satisfying screen romance of many a season . . . a treat for moviegoers." New York Times, Aug. 20, 1947.

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

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

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

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

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

ALSO

James Mason in **A PLACE OF ONE'S OWN** — "Full of atmosphere . . . exciting." New York Times, Feb. 8, 1949.

Sir Cedric Hardwicke in **NICHOLAS NICKELBY** — "Faithful characterization . . . introduces an entertaining gallery of new Dickens characters to the screen." New York Times, Dec. 1, 1947.

EASY MONEY — "... continuously diverting film fare . . ." New York Times, Feb. 14, 1949.

Richard Greene in **DON'T TAKE IT TO HEART** — "A delightful comedy fantasy that takes hold of one's heart." New York Times, Dec. 25, 1948.

THE WOMAN IN THE HALL — "... highly palatable . . ." New York Times, Jan. 24, 1947.

A CANTERBURY TALE with Eric Portman — "... simple, direct, unaffected, charming . . ." New York Times, Jan. 24, 1949.

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

**STANDARD
TELEVISION**
1501 Broadway
New York 18, N. Y.
LOngacre 4-8234



TELEVISION already has a bigger audience than the major magazines, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, said Tuesday in an address to the Pittsburgh Advertising Club.

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

Cites Non-Set-Ownning Viewers

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

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

Television's Potential Market Surveyed

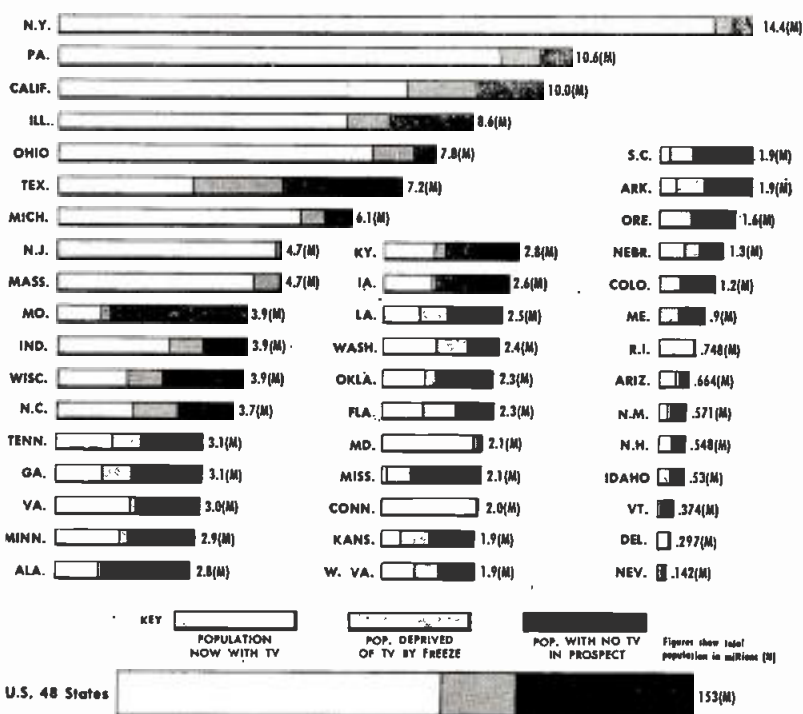
FCC's TELEVISION freeze and the absence of applications for new TV stations are hurting President Truman's home state of Missouri worst of all, from the standpoint of total population out of reach of television.

This is shown by Dr. O. H. Caldwell, former Federal Radio Commissioner, in the April issue of the Caldwell-Clements magazine *Tele-Tech*, of which he is editor (see chart this page).

Dr. Caldwell reports 3 million Missourians are currently beyond the range of television and to a great extent appear destined to remain so until the freeze is lifted and new stations are applied for and built.

He estimates that 87 million of the U. S. total 153 million population are within television's reach. Of the estimated 66 million beyond range, *Tele-Tech* says 20 million are deprived of TV solely by FCC's freeze, while the remaining 46 million have no prospect of getting television service until new stations are sought and authorized under an extension of the television broadcast band.

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



THIS CHART shows for the United States, and for each of the 48, total population, the proportions which receive television service, those which are deprived of TV by the freeze on pending applications and those with no television service in prospect due to the absence of TV applications. The figures show total populations in millions. The chart is from Caldwell-Clements' *Tele-Tech*.

New York, New Jersey, Pennsylvania, Ohio, Illinois, Massachusetts and Michigan are described as well served with television.

New Rate Card For KSD-TV

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

Time charges for an hour of Class A time (6-11 p.m., Mon.-Fri., 1-11 p.m., Sat. & Sun.) becomes \$500. In Class B time (all hours other than Class A) the hour one-time rate will be \$300. One Class A minute is set at \$100 and a Class B minute at \$60. These are time charges for live talent programs and announcements only. Services of projectionists, stagehands, musical, dramatic and other talent charges are extra.

Film programs and sound-on-film announcements are 10% less than the live time charge rate. Frequency discounts run from 5% for 13 times to 25% for 200 times or more. Rehearsal charges are \$50 an hour up to five hours and \$150 for each hour over five.

March Record For Buffalo

MARCH reported as biggest month in Buffalo TV history with 9,156 television sets installed. There are now 84,849 sets in the area, WBEN-TV Buffalo reports.

Weekly Television Summary—April 17, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475	Los Angeles	KLAC-TV, KNBH, KTLA, KTVL, KFI-TV	448,737
Ames	WOI-TV	8,860	Louisville	KITV, KECA-TV	25,901
Atlanta	WAGA-TV, WSB-TV	32,350	Memphis	WAVE-TV, WHAS-TV	29,775
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191	Miami	WMCT	22,000
Binghamton	WNBF-TV	11,220	Milwaukee	WTVJ	101,016
Birmingham	WAFM-TV, WBRC-TV	12,100	Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Bloomington	WTTV	5,000	Nashville		100
Boston	WBZ-TV, WNAC-TV	305,793	New Haven	WNHC-TV	72,700
Buffalo	WBEN-TV	84,849	New Orleans	WDSU-TV	19,897
Charlotte	WBTV	13,169	Newark	WABD, WCBS-TV, WJZ-TV, WNBT	1,145,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366	Norfolk	WOR-TV, WPXI	10,008
Cincinnati	WCPO-TV, WKRC-TV, WLWT	99,500	Oklahoma City	WKY-TV	24,755
Cleveland	WEWS, WBNK, WXEL	200,269	Omaha	WOW-TV, KMTV	21,088
Columbus	WBNS-TV, WLWC, WTVN	49,600	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Dallas			Phoenix	KPHO-TV	4,500
Fl. Worth	KBTW, KRID-TV, WBAP-TV	49,125	Pittsburgh	WDTV	91,000
Davenport	WOC-TV	9,375	Portland, Ore.		887
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	47,900	Providence	WJAR-TV	34,125
Dayton	WHIO-TV, WLWD	203,000	Richmond	WTVR	26,213
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	33,432	Rochester	WHAM-TV	35,436
Erie	WICU		Salt Lake City	KDYL-TV, KSL-TV	14,200
Fl. Worth-Dallas	WBAP-TV, KBTW, KRID-TV	49,125	San Antonio	KEYL, WOAI-TV	13,427
Grand Rapids	WLAV-TV	23,200	San Diego	KFMB-TV	34,900
Greensboro	WFMY-TV	10,400	San Francisco	KGO-TV, KPAX, KRON-TV	43,442
Houston	KLEE-TV	17,500	Schenectady	WRGB	70,000
Huntington			Seattle	KING-TV	24,450
Indianapolis	WSAZ-TV	7,200	St. Louis	KSD-TV	111,500
Jacksonville	WFBM-TV	36,500	Syracuse	WHEN, WSYR-TV	33,758
Johnstown	WMBR-TV	9,000	Toledo	WSPD-TV	39,000
Kalamazoo	WJAC-TV	16,560	Tulsa	KOTV	20,800
Kansas City			Utica-Rome	WKTV	11,500
Lancaster*	WDAL-TV	32,347	Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
		40,720	Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.

Total Markets on Air 60 Stations on Air 103 Sets in Use 5,127,921

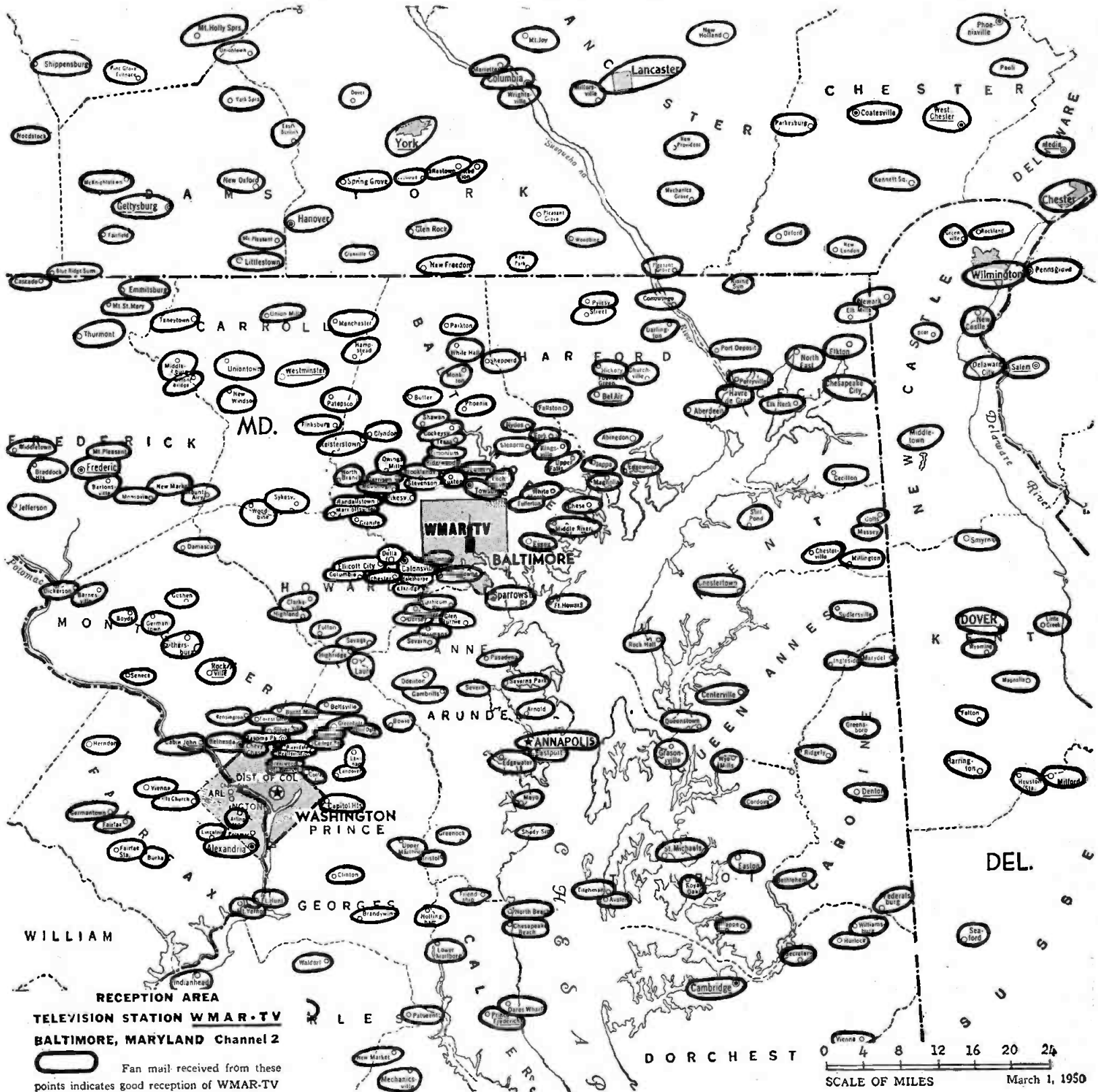
Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessary approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND



WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.*

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

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York

CLASS 14. HOUSEHOLD EQUIPMENT

LEADING NETWORK ADVERTISERS		1949	Spot *
		Network (Gross)	(Net)
		\$457,218	\$473,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
GENERAL ELECTRIC CO.			\$192,928
"Hotpoint Holiday" Maxon Inc.	Electric Appliances	CBS-18-1 (one time)	4,238
"Riddle Me This" BBDO	Lamps	CBS-5-1/2 (Jan.-March)	11,340
"Fred Waring Show" Young & Rubicam	All Products	CBS-29-1 (Apr.-June; Sept.-Dec.)	177,350
WESTINGHOUSE ELECTRIC CORP.			181,390
"Studio One" McCann-Erickson	All Products	CBS-33-1 (May-June; Sept.-Dec.)	
SCOTT PAPER CO.			34,660
"Dione Lucas" J. Walter Thompson Co.	Paper Towels	CBS-5-1/4 (Feb.-Nov.)	
NASH-KELVINATOR CORP.			32,400
"Homemakers Exchange" Geyer, Newell & Ganger	Refrigerators, Ranges	CBS-15- (Oct.-Dec.)	
SEEMAN BROTHERS			15,840
"Vanity Fair" William H. Weintraub & Co.	Air Wick	CBS-3-10min. (Oct.-Dec.)	

Source: Publishers Information Bureau

* TELECASTING Estimate

CLASS 15. HOUSEHOLD FURNISHINGS

LEADING NETWORK ADVERTISERS		1949	Spot *
		Network (Gross)	(Net)
		\$819,698	\$86,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
MOHAWK CARPET MILLS			\$307,770
"Mohawk Showroom" George R. Nelson Inc.	Rugs, Carpets	NBC-36-1 1/4 (May-July; Sept.-Dec.)	
BIGELOW-SANFORD CARPET CO.			193,111
"Bigelow Show" Young & Rubicam	Carpets	NBC-29-1/2 (Jan.-July)	105,930
"Bigelow Show" Young & Rubicam	Carpets	CBS-33-1/2 (Oct.-Dec.)	87,181
BONAFIDE MILLS			191,850
"Stop Me If You've Heard This One" (Eff. Apr.) "Theatrical Agency" (Eff. Aug. 26) "Bonny Maid Versatile Varieties" Gibraltar Adv. Agency	Linoleum	NBC-35-1/2 (Jan.-June; Aug.-Dec.)	
INTERNATIONAL SILVER CO.			80,647
"Silver Theater" Young & Rubicam	Tableware	CBS-30-1/2 (Oct.-Dec.)	
C. H. MASLAND & SONS			46,320
"At Home Party" Anderson, Davis & Platte	Rugs, Carpets	CBS-20-1/4 (Sept.-Dec.)	

Source: Publishers Information Bureau

* TELECASTING Estimate

CLASS 15:

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

realize the deep fascination that TV holds for their customers.

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

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

Network sponsors included International Silver Co., C. H. Masland & Sons and Bonafide Mills, con-

tinuing the programs listed in the table. Mohawk Carpet Mills has reduced *Mohawk Showroom* from five to three times a week on NBC and Congoleum-Nairn has begun sponsoring *Garraway at Large* on that network 30 minutes each Sunday evening. Armstrong Cork Co. in June will start a dramatic program on NBC in a Tuesday evening half-hour. Bigelow-Sanford Carpet Co. dropped its *Bigelow Show* at the end of the year.

CLASS 16: ... Industrial Materials

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

There were six clients of this group using TV in February, according to the Rorabaugh report for that month. Armco Steel Corp. sponsored two highschool basketball games telecast by WKRC-TV Cincinnati. G. Ruhnke Industrial Blower System used announcements on WENR-TV Chicago. Troup Engineering Co. advertised

CLASS 16. INDUSTRIAL MATERIALS

LEADING NETWORK ADVERTISERS		1949	Spot *
		Network (Gross)	(Net)
		\$11,643	\$43,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
ROCKWELL MFG. CO. (DELTA MFG. CO. DIV.)			\$ 11,643
"That's O'Toole" Hoffman & York	Homecraft Power Tools	ABC-7-1/4 (March-June)	

Source: Publishers Information Bureau

* TELECASTING Estimate

its four-speed electric motor, Bar-B-Ques, with announcements on four Los Angeles stations. Sharie Inc. used a five-minute demonstration to advertise its power saws and tools on WMAR-TV Baltimore. Burgess Co. for its tools used the 15-minute *Hobby Parade*

on WGN-TV Chicago. Peninsular Armature Works used announcements on WTVJ (TV) Miami for its electric motors.

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

CLASS 17:

PILOT LIFE INSURANCE Co. was the major insurance advertiser using television in February, last month for which details are available, sponsoring ABC's TV cooperative program, *Crusade in*

Europe, on WBTB (TV) Charlotte and WFMY (TV) Greensboro, N. C.

Other advertisers from this group include seven insurance brokers sponsoring video announce-

... Insurance

ment campaigns on one station each and Kralee Insurance Service advertising the Blue Seal Plan with a half-hour program, *Our Gal Toni*, on WENR-TV Chicago.

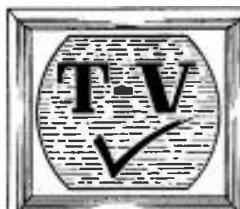
An analysis of TV spot accounts in 1949 shows five insurance companies using this medium during the year, none using more than two stations and no campaign lasting more than five months.

CLASS 17. INSURANCE

There were no network advertisers in this class during 1949.	
1949 Spot (Net) *	\$34,400

* TELECASTING Estimate

IT'S NEW!
... Even Newer Than Television



T-V CHECK INC.

Provides a television checking service and permanent picture record of T-V shows and commercials exactly as the audience receives them... black and white still photos... or sound-on-film-motion pictures... taken directly from video receivers.

Orders are accepted from Sponsors, their Advertising Agencies, Owners of Package Shows or Television Stations on their programs for checking and audit purposes only.

Twenty-four hour delivery on films or photos, accompanied by certified statement of time, station, and conditions of telecast and reception.

Available on local and network programs with Chicago outlets.

Studios are equipped with newest 16-inch T-V receivers, sound-on-film cameras, and still cameras exclusively constructed for T-V checking.

T-V CHECK INC. all services originated by and under the supervision of the Jos. W. Hicks organization, Public Relations Counsel.

For further information, write or call...

T-V CHECK INC.
Suite 3213, 141 W. Jackson Blvd.
Chicago 4, Ill.
Phone WEbster 9-5050

Class 18:

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

In January 1949 Bulova time signals and announcements appeared on 35 stations; by December they were on 60 stations and the total had reached 63 by February of 1950. To keep abreast of TV's expansion and Bulova's expanding use of this medium, the company has appreciably expanded its advertising budget for 1950, raising its radio-TV appropriation from \$3.5 to \$4 million, of which TV will presumably get about \$750,000.

Benrus Watch Co., which began using TV spots on six stations

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost	Spot * (Net)
SPEIDEL CORP. "Ed Wynn Show" Cecil & Presbrey	Watchbands	CBS-23-1/2 (Oct.-Dec.)	\$105,057	\$1,315,800
BELL & HOWELL CO. "Action Autographs" Henri, Hurst & McDonald	Motion Picture Cameras, Equipment	ABC-5-1/4 (Apr.-June; Sept.-Dec.)	29,752	\$68,380
LONGINES-WITTMANER WATCH CO. "Thanksgiving Day Festival" Victor A. Bennett Co.	Watches	CBS-22-1 (one-time)	6,925	

Source: Publishers Information Bureau

* TELECASTING Estimate

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

plan.

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

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

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

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

Class 19:

Office Equipment

THERE were seven members of this group using spot TV during February, nine local office supply concerns and no network accounts, according to the *Rorabaugh Report on TV Advertising* for that month. W. A. Shaeffer Pen Co., the 1949 network entry of the office equipment, stationery and writing materials class, had discontinued its network show at the end of the Christmas buying season.

Minnesota Mining & Mfg. Co.,

using announcements on 12 stations for Scotch Tape, was the leading user of TV in the February list. U. S. Envelope Co. used announcements on 10 stations for its self-seal envelopes; Parker Pen Co. had announcements on four Chicago stations; Le Pages Inc. advertised its glue with announcements on two stations in Boston; Inkograph Co. (pens), Felt & Tarrant (comptometer school) and Dictaphone Co. used one station each.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost	Spot * (Net)
W. A. SHEAFFER PEN CO. "This Week in Sports" Russel M. Seeds Co.	Pens, Pencils	CBS-6-1/4 (Sept.-Dec.)	\$21,760	\$21,760

Source: Publishers Information Bureau

* TELECASTING Estimate

Class 20:

Publishing

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

Two book publishers are currently using network TV: Doubleday & Co., using two late evening 15-minute programs on NBC—Warren Hull on Monday and Ben Grauer on Tuesday—and Unicorn

CLASS 20. PUBLISHING & MEDIA

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost	Spot * (Net)
TIME INC. "Crusade in Europe" Young & Rubicam	"Life," "Time," "Fortune"	ABC-33-25 min. (May-Oct.)	\$131,063	\$68,800

Source: Publishers Information Bureau

* TELECASTING Estimate

Press, advertising Funk & Wagnalls *Encyclopedia* on the Friday night edition of George Putnam's *Broadway to Hollywood* half-hour on DuMont. Doubleday uses TV

for its "how to do" books and its Dollar Book Club.

Jon Gnagy, author of *You Are an Artist* based on his early TV series of that name which Gulf

Oil Co. once sponsored on NBC, appeared on the NBC programs advertising the book in January, and in February his program was used by Doubleday live on two stations in New York and by film on two stations in other cities. Doubleday also sponsors the 90-minute weekly feature film series, *Premiere Theatre*, on WPIX (TV) New York. Literary Guild has been using participations on the *Handy Hint* on KTLA (TV) Los Angeles.

Curtis Publishing Co. in January started five-minute films and

(Continued on page 152)

Publishing

(Continued from page 151)

one-minute announcements on a number of TV stations to promote readership of *The Little Princesses*, serial biography of the daughters of the English royal family, running in the *Ladies Home Journal*. McCall's last year used TV in spot

campaign publicizing the autobiographical series by Mrs. Eleanor Roosevelt which ran in McCall's during the latter part of 1949.

Omnibook Magazine used one-minute and five-minute spots in three cities in February, when seven television magazines—*TV Forecast*, *TV Magazine*, *Television Magazine*, *TV Digest*, *TV Show-*

time, *Teleguide* and *Television Guide*—were also promoted via TV. Kalmbach Publishing Co. advertised its *Model Railroad Magazine* with announcements in Milwaukee and American Radio Publications its books with programs in Dayton and Grand Rapids. About 15 newspapers used TV locally.

A new four-way video tie-up is in the works for a series of fashion

films for TV based on the styles in each month's issue of *Mademoiselle*. Manufacturers whose merchandise is featured in the one-minute films are to pay the production cost with the films to be sponsored by retail outlets, and the magazine and Vista Productions, which is producing the films, handling their distribution.

Class 21:

THERE'S nothing like television to sell television sets and radio sets. Both manufacturers and dealers agree on that. Last year TV network advertising of this class was second among all types of advertising and tobacco advertising, as first, surpassed the radio-TV-musical group by only \$404,621 in gross time billings, a small addition to the \$2,393,107 expended by this class.

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

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

Currently, RCA continues spon-

CLASS 21. RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

1949

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
RADIO CORP. OF AMERICA	Radios, TV	NBC-54-1½*	\$900,405
"Kukla, Fran & Ollie" J. Walter Thompson Co.	Sets, Records, Record Players	(Jan.-June; Aug.-Dec.)	
ADMIRAL CORP.			471,816
"Broadway Revue" Kudner Agency	All Products	DuM-23-1 (Jan.-June)	118,237
"Broadway Revue" Kudner Agency	All Products	NBC-20-1 (Jan.-June)	101,000
"Hopalong Cassidy" Kudner Agency	All Products	NBC-35-1 (June-Aug.)	80,900
"Stop the Music" Kudner Agency	All Products	ABC-23-½ (May-Dec.)	123,169
"Lights Out" Kudner Agency	All Products	NBC-38-½ (Nov.-Dec.)	48,510
ALLEN B. DU MONT LABORATORIES			340,671
"Schoolhouse"; (Eff. April 19) "Ted Steel"; (Eff. Sept.) "Talent Jackpot" Direct	TV Sets	DuM-11-½	125,258
"Window on the World" (Eff. April 21) "Morey Amsterdam" Direct	TV Sets	DuM-31-½	215,413
PHILCO CORP.			327,150
"Television Playhouse" Hutchins Adv. Co.	Radios, TV Sets, Refrigerators	NBC-49-1 (Jan.-Apr.; July-Dec.)	
AVCO MFG. CO. (CROSLEY DIV.)			259,735
"This Is Show Business" Benton & Bowles	Radios, TV Sets Home Appliances	CBS-50-½** (Oct.-Dec.)	58,465
"Who Said That?" Benton & Bowles	Radios, TV Sets, Home Appliances	NBC-53-½ (April-Aug.; Oct.-Dec.)	201,270
EMERSON RADIO & PHONOGRAPH CORP.			44,000
"Toast of the Town" Biow Co.	All Products	CBS-11-1 (Jan.-March)	

* 2½ hours a week through August, 1½ since then
** Alternate weeks

Source: Publishers Information Bureau

* TELECASTING Estimate

sorship of *Kukla, Fran & Ollie* two half-hours a week on NBC; Admiral Corp. continues *Lights Out* on NBC and its segment of *Stop the Music* on ABC; DuMont Labs sponsors *Morey Amsterdam* on DuMont but dropped the Tuesday evening show when the *Cavalcade of Bands* moved into that time; Philco continues its *Television Playhouse* series on NBC; Avco has dropped both its CBS and NBC series; Emerson Radio & Phonograph this week starts sponsoring *The Clock* every other Friday on NBC, alternating with *Big Story* in the 9:30-10 p.m. spot; Columbia Recording Corp., also this week starts Robert Q. Lewis in a 60-minute Thursday evening series, *The Show Goes On*, on CBS for its Long Playing records. This program, part of a \$2.5 million drive for the 33½ rpm discs, will run until June 18, take a summer hiatus and return to the same pe-

riod Sept. 24, according to present plans.

Users of spot TV in February from this class included: Alliance Mfg. Co. using announcements on 45 stations for Tenna Rotor; Allen B. DuMont Labs, announcements on seven stations; Hoffman Radio Corp., five 60-minute programs a week on KPHO-TV Phoenix, with weekly half-hours on three other Western stations; Marvel Lens Inc., announcements on four stations; Pioneer Scientific Corp., announcements and participations on four stations; RCA Victor, weekly half-hour on WBKB (TV) Chicago, weekly quarter-hour on WPTZ (TV) Philadelphia; Automatic Radio Mfg. Co., sponsoring five half-hours a week on WNAC-TV Boston; Belmont Radio Corp., sponsoring *Buckskin Theatre* an hour a week on KTSN (TV) Los Angeles; Packard-Bell Co., boxing on KTTV (TV) Los Angeles;

Stromberg-Carlson Co., *Crusade in Europe*, weekly half-hour on WHAM-TV Rochester; Admiral Corp. and Technical Appliance Corp. using announcements on one station each.

Polo Sponsorship

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

TV's local accounts in February included a score of musical instrument and record stores. Columbia Recording Corp. has recently prepared a series of one-minute TV film spots for its Long Playing records.

'SAT. NIGHT REVUE'

Adds Two Major Sponsors

NBC-TV's *Saturday Night Revue*, in its waning weeks before beginning a summer vacation, last week acquired two major sponsors. Speidel Corp. (watch bands), through Sullivan, Stauffer, Colwell & Bayles, New York, bought the second half of the *Jack Carter Show* (the first hour of the 8-10:30 p.m. spread) for three weeks beginning May 6 and will sponsor the entire hour for three more weeks beginning May 27. The Carter section of the Saturday show will stay on the air until June 10 although that as well as the rest of the program had been scheduled to quit for the summer after the May 20 telecast, before the Speidel purchase.

Magnavox Corp., through Maxon Inc., bought the 9-9:30 p.m. segment effective last Saturday, April 15. This is the opening period of the "Your Show of Shows" part of the Saturday night production.

TV . . .	1 - 2 - 3.
1	A complete talent service under one roof
1. Action 2. Results	2
3	package shows talent production
MUTUAL	ENTERTAINMENT AGENCY, INC.
JACK RUSSELL, Television Director	
203 NORTH WABASH AVENUE	
CHICAGO	ILLINOIS

Class 22:

Retail

AS IN RADIO, so in television, retail business seems due to provide the broadcasters' main source of revenue. In February 1950 there were 1,890 local advertisers using TV, compared with 70 network and 423 spot advertisers in this medium. Comparison might also be made with the 612 local users of TV advertising in February 1949, but attempts to predict the future growth of local advertising by television involves predictions as to the probable increase in the number of TV markets and those involve guesses as to when the FCC will lift the freeze, and it all gets too involved in too many extraneous factors for consideration in this series of advertising analyses.

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

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

CLASS 22. RETAIL STORES & SHOPS

LEADING NETWORK ADVERTISERS		1949	Spot *
		Network (Gross)	(Net)
		\$19,575	\$438,600
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
BOND STORES			\$19,575
"Sport Highlights" Cayton, Inc.	Wearing Apparel	NBC-16-5 min. (Oct.-Dec.)	
Source: Publishers Information Bureau		* TELECASTING Estimate	

TV Seattle, early this year of 30 TV stations, showed more than 76% having at least one such account, with 23 stations reporting stores using TV at least once a week and eight reporting daily use. More than twice as many stores use evening as use daytime programs, probably due to some extent by the concentration of most TV stations' programming in the evening hours. Announcements on slides were most used by stores, followed by filmed announcements, film features, variety programs, sports and style shows, the survey revealed.

Howard Abrahams, manager of the sales promotion division of National Retail Dry Goods Assn., reported to TELECASTING that retail business in 1950 appears to be nearly on a par with 1949 business, when the retail stores volume for the country totaled some \$127.9 billion, not far off from 1948's record high of \$129.9 billion.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many total

dollars in total advertising in 1950 as they did in 1949," Mr. Abrahams reports, noting that the response to the survey indicates slight decreases in the sums spent for newspaper advertising and window displays and small increases for direct mail and radio.

"But it is in television where there is the greatest speculation and thinking," he states. Pointing out that today "retailers are using radio the way they have always used newspapers, to bring immediate response," he continues: "That is now the thinking for television. There are many stores which can already point to tangible results from their TV shows. The current \$64 television question is 'Where do we get our TV budget?' In the main, it will come from separate funds, not from the regular retail budget."

Only one retailer appears in the network table for last year, Bond Stores, which sponsored a weekly five-minute sports series on a five-station NBC hookup during the last quarter of 1949.

Class 23:

Smoking

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

TV network advertisers during 1949 included from this class, in addition to those companies listed in the accompanying table, Bloch Brothers Tobacco Co., which in September started *Fishing & Hunting Club of the Air*, a video version of its MBS radio program, a half-hour a week on DuMont for Mail Pouch tobacco (spending \$27,000 for time). Program is continuing under a new name, *Sports for All*. During the first four months of 1949, Larus & Brothers Tobacco Co. (Edgeworth tobacco) sponsored *Sportsmen's Quiz* for five minutes a week on CBS (\$9,360). Ronson Art Metal Works (cigarette lighters) in November put its *Twenty Questions* MBS radio program on television as a simulcast on WOR-TV New York (WOR origi-

nates the MBS radio series) and an NBC video network (\$19,350). Ronson has since moved the TV program to Friday night and ABC, retaining WOR-TV as the New York station but separating the TV series from that on radio, which continues as a Saturday Mutual program. United Cigars-Whelan Stores Corp. sponsored *Hotel Broadway* on DuMont 30 minutes a week, January through April (\$13,050).

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

Philip Morris & Co. in January put Herb Shriner into the five-

minute four-a-week time on CBS previously filled by *Ruthie on the Telephone* and has since discontinued the series, retaining its *Candid Camera* show on CBS. With the opening of the baseball season, Philip Morris will sponsor Dizzy Dean in 10-minute interviews preceding and following all telecasts of the New York Yankees on WABD (TV) New York during the summer.

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

In February, last month for (Continued on page 154)

famous firsts in TV

In 1925 the first motion picture film was successfully transmitted by a television signal.



Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.



REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

1949

LEADING NETWORK ADVERTISERS

				Network (Gross) \$2,396,728	Spot * (Net) \$937,400				
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost			Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
R. J. REYNOLDS TOBACCO CO. "Golden Gloves Boxing" William Esty Co.	Camel Cigarettes	CBS-10-1½ (Feb.-March)	\$726,400 18,739			"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	NBC-29-1 (Oct.-Dec.)	120,300
"Madison Square Garden Events" William Esty Co.	Camel Cigarettes	CBS-4-1½ (Jan.-April)	77,000			AMERICAN TOBACCO CO.	Lucky Strike Cigarettes	NBC-33-½ (Jan.-July)	271,260
"Man Against Crime" William Esty Co.	Camel Cigarettes	CBS-11-½ (Oct.-Dec.)	43,095			"Your Show Time" N. W. Ayer & Son	Lucky Strike Cigarettes	NBC-12-2½ (Sept.-Nov.)	116,880
"Camel Sports Caravan" William Esty Co.	Camel Cigarettes	DuM-9-1½ (Feb.-May)	24,840			"Football Games" N. W. Ayer & Son	Pall Mall Cigarettes	NBC-33-½** (Sept.-Dec.)	106,500
"Camel News Caravan" William Esty Co.	Camel Cigarettes	NBC-23-1¼*	558,580			"The Big Story" Sullivan, Stauffer, Colwell & Cayles			47,880
"Golden Gloves International Finals" William Esty Co.	Camel Cigarettes	ABC-8-2 (one time)	4,146			PHILIP MORRIS & CO.	Cigarettes	CBS-10-½ (March-Dec.)	241,127
LIGGETT & MYERS TOBACCO CO.			594,440			"Preview"; (Eff. Sept. 12) "Candid Camera" Biow Co.	Cigarettes	CBS-23-25 min.*** (Aug.-Dec.)	97,500
"Godfrey & His Friends" Cunningham & Walsh	Chesterfield Cigarettes	CBS-46-1	473,650			"Ruthie on the Telephone" Biow Co.	Pipe Tobaccos	NBC-27-½ (Sept.-Dec.)	143,627
"Supper Club" Cunningham & Walsh	Chesterfield Cigarettes	NBC-41-½ (Jan.-June; Oct.-Dec.)	120,790			U. S. TOBACCO CO.			96,960
P. LORILLARD CO.			397,781			"Martin Kane, Private Eye" Kudner Agency			
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	DuM-21-1 (Jan.-May; July-Sept.)	162,540						
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-24-½ (May-Dec.)	114,941						

* 50 min. a week up to Feb. 16, after that 1¼ hours a week
 ** Every-other-week
 *** 5-minute show, six times a week Aug.-Dec., five times Oct.-Dec.

Source: Publishers Information Bureau

* TELECASTING Estimate

Smoking

(Continued from page 153)

which TV advertising data are available, Rorabaugh reported American Tobacco Co. using TV

announcements on 43 stations for Luckies and on 29 stations for Pall Malls; Brown & Williamson Tobacco Co. using weather forecasts and announcements on 48 stations for Kools and announcements on three stations for Viceroy's; Philip

Morris announcements on 17 stations, plus 10 single-station campaigns for two cigarettes, six cigars and two pipe tobaccos. The only local business reported from this class in February was placed by one pipe shop and three cigar

companies.

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

Class 24:

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

P&G, which has renewed *Fire-side Theatre* for another year on NBC and is readying a TV adaptation of its radio series, *Beulah*, for fall sponsorship on ABC, may remain the dominant network TV advertiser during 1950, but it will not be the only one as it was last year. In January, S.O.S. Co. began using weekly participations in the CBS *Homemakers Exchange* for its scouring pads. Griffin Mfg. Co. in March began advertising its shoe polishes by sponsoring half of the

CLASS 24. SOAPS, POLISHES & CLEANSERS

1949

LEADING NETWORK ADVERTISERS

				Network (Gross) \$107,310	Spot * (Net) \$86,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost		
PROCTER & GAMBLE CO.	Ivory, Dux	NBC-20-½	\$107,310		
"I'd Like To See" (Eff. April) "Fireside Theater" Compton Adv. Inc.	Crisco	(Jan.-July; Sept.-Dec.)			

Source: Publishers Information Bureau

* TELECASTING Estimate

60-minute Paul Whiteman TV *Teen Club* on ABC, and Knomark Mfg. Co. began sponsoring ABC's *Blind Date* that month for its Esquire shoe polish. S. C. Johnson & Son is

thinking about putting its veteran radio team, *Fibber McGee & Molly*, into television, expects to start them in the fall, live in the West, kinescoped in the East, if tests

are favorable.

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

Forty-eight laundries and dry cleaners bought time on their local TV stations in February, last month for which records have been compiled.

Class 25:

Sporting Goods

CLASS 25. SPORTING GOODS & TOYS

1949

LEADING NETWORK ADVERTISERS

				Network (Gross) \$88,535	Spot * (Net) \$34,400
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost		
UNIQUE ART MFG. CO.	Toys	NBC-21-¼	\$59,345		
"Howdy Doody" Grant Adv.					
A. C. GILBERT CO.	Model Railroad Equipment	CBS-15-¼ (Oct.-Dec.)	21,760		
"Roar of the Rails" Charles W. Hoyt Co.					
BRUNSWICK-BALKE-COLLENDER CO.	Bowling Equipment	DuM-20-1½ (Dec.)	5,870		
"ABC Bowling" Al Paul Lefton Co.					
LIONEL CORP.	Model Railroad Equipment	ABC-4-¼ (Jan.)	1,560		
"Red Caboose" Reiss Adv.					

Source: Publishers Information Bureau

* TELECASTING Estimate

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

Last year's TV network clients included only one toy company which used TV on a continuing basis, Unique Art Mfg. Co., sponsoring a weekly quarter-hour of NBC's *Howdy Doody*, and this com-

**\$150. FOR 1 MINUTE
TV FILM COMMERCIAL**

**TV ADVERTISING
FILM FOR LOW
BUDGET ACCOUNTS**

FILMACK

1331 S. Wabash Ave., Chicago 5, Ill.

pany has withdrawn its sponsorship following the end of the Christmas season. A. C. Gilbert Co. used video advertising in a 13-week pre-Christmas campaign, and the Lionel programs in January of last year were the tag-end of a series run mostly during the 1948 Christmas shopping season.

Thirteen makers of toys, dolls and games used TV spot campaigns during 1949, but the longest cam-

paign ran only three months and the largest number of stations used by any company was 14. Business may be better from this group in 1950, however, as there were nine toy accounts on the air in February, although mostly at the local level.

There was only one manufacturer of sporting equipment to use TV network time in 1949 and this company, Brunswick-Balke-Collender Co., was a sponsor for only four

days while ABC Bowling Tournament was in session. Short spot campaigns were sponsored during the year by this company, an athletic supply firm and a manufacturer of outboard motors. Nine sports equipment firms used TV at the local level in February, when the only spot account active was American "Q" Ball Corp. of Pennsylvania, advertising its

amusement device with four half-hour broadcasts of "Q" Ball Championships on WOR-TV New York and WFIL-TV Philadelphia.

Lionel Corp. (model trains) celebrates its 50th anniversary this year and is planning a \$500,000 advertising budget for the year, with TV included in media to be used.

Class 26: . . . Toiletries

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

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

Last year toiletries advertising ranked fifth among all classes of business on the video networks, with gross time billings of over \$1 million and all signs point to larger

expenditures in this medium during 1950. Like radio, TV is used chiefly for the advertising of dentifrices, razors and shaving soaps, lipsticks, facial tissues and other relatively inexpensive items, where the excise tax is not a major deterrent to ready purchase. Both local and spot TV business from this class started out 1950 at a high level and locally there were in February eight campaigns for toilet goods and 10 sponsored by beauty shops and hairdressers.

Other Network Sponsors

Toiletries advertising on TV networks in 1949 included, in addition to the six largest accounts shown in the table: American Home Products Corp (Kolynos, Anacin), starting *Mary Kay & Johnny* 20 minutes a week on NBC for two months, January-February (\$3,500 worth of network time at gross rates), moving it to CBS as weekly half-hour, March-May, July-September (\$33,660); Barbasol Co. (shaving cream), sponsoring *Week in Review*

15 minutes each Sunday on NBC through the year except for an eight-week summer hiatus (\$39,200); Illinois Watch Case Co. (compacts, etc.), with a one-time 90-minute *Thanksgiving Television Show* on NBC (\$10,610); Pal Blade Co., *Pal Headliner*, five-minute weekly series on ABC May-October (\$52,452).

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

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

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

(Continued on page 156)

CLASS 26. TOILETRIES & TOILET GOODS

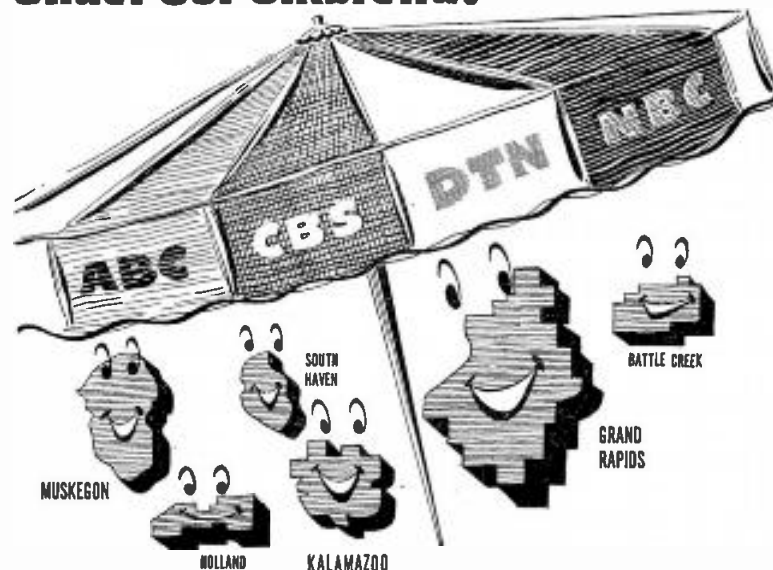
LEADING NETWORK ADVERTISERS		1949	
		Network (Gross)	Spot * (Net)
		\$1,026,380	\$68,800
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
COLGATE-PALMOLIVE-PEET CO.			\$289,535
"Howdy Doody" Ted Bates & Co.	Dental Cream, Vel Lustre Cream	NBC-22-1/2 (Apr.-Dec.)	125,435
"Colgate Theater" William Esty Co.	Vel, Lustre Cream	NBC-17-1/2	164,100
GILLETTE SAFETY RAZOR CO.			174,990
"Boxing Bouts" Maxon Inc.	Razors, Blades, Shaving Cream	NBC-8-1 (Feb.-May)	20,070
"Boxing Bouts" Maxon Inc.	Razors, Blades, Shaving Cream	NBC-25-1 (Jan.-May; Sept.-Dec.)	111,390
Various Sports Events	Razors, Blades, Saap, Cream	ABC, CBS, NBC (each a one-time event)	43,530
BRISTOL-MYERS CO.			170,946
"Lucky Pup" Doherty, Clifford & Shenfield	Ipana Toothpaste	CBS-12-1/4 (June-Dec.)	58,730
"Break the Bank" Doherty, Clifford & Shenfield	Mum, Vitalis, Benex	ABC-10-1/2 (Jan.-Sept.)	60,166
"Break the Bank" Doherty, Clifford & Shenfield	Vitalis, Mum and others	NBC-19-1/2 (Oct.-Dec.)	52,050
LEVER BROTHERS CO.			96,810
"The Clock" J. Walter Thompson Co.	All products	NBC-49-1/2 (Oct.-Dec.)	
CHESEBROUGH MFG. CO.			93,165
"Roller Derby" McCann-Erickson	Vaseline Products	ABC-10-1/2 (Oct.-Dec.)	33,297
"Greatest Fights" McCann-Erickson	Vaseline Products	NBC-23-1/4* (Apr.-July; Sept.-Dec.)	59,868
INTERNATIONAL CELLUCOTTON PRODUCTS CO.			61,512
"Fun for the Money" Foote, Cone & Belding	Kleenex	ABC-9-1/2 (June-Dec.)	

* Five minutes in April and May, 15 minutes since then.

Source: Publishers Information Bureau

* TELECASTING Estimate

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan TV Station outside Detroit

Class 27:

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

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

Toiletries

(Continued from page 155)

time on two stations, and there were eight campaigns on one station each.

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

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

Sell
**Ohio's third
largest market**
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM - 105.1 FM
Youngstown, Ohio

Headley-Reed Co.,
national representatives

... Travel

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

There were no network advertisers in this class during 1949.

1949 Spot (Net) *\$34,400

* TELECASTING Estimate

ruary, last month for which records have been compiled. Since then, Atchison, Topeka & Santa Fe Railway has launched a six-week TV

drive in four cities—Chicago, Detroit, Los Angeles and New York.

February TV clients also included five hotels, three taxi com-

panies, two travel agencies and one bus line.

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

Class 28: ... Miscellaneous

CLASS 28. MISCELLANEOUS

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949	Spot *
			Network (Gross) \$42,436	(Net) \$412,800
YOUNG PEOPLE'S CHURCH OF THE AIR				\$31,271
"Youth on the March" J. M. Camp	Institutional	ABC-12-1/2 (Oct.-Dec.)		
NATIONAL BISCUIT CO.				5,680
"Dog Show" Cunningham & Walsh	Milkbone Dog Biscuits	CBS-10-1/2 (one time)		
QUAKER OATS CO.				4,000
"Chicago Kennel Show" Ruthrauff & Ryan	Ken-L Ration	NBC-12-1 (one time)		
AMERICAN JEWISH CONGRESS				1,485
"Democratization of Germany"	American Jewish Congress	ABC-3-1/2 (one time)		

Source: Publishers Information Bureau

* TELECASTING Estimate

cast on one station in February.

Makers of pet foods, in addition to sponsoring network telecasts of dog shows, also sponsor spot and regional TV campaigns for their products. Rival Packing Co. uses announcements on 21 stations; Victory Packing Co. has announcements and participations on five stations; Calo Dog Food Co. sponsors a 30-minute *Pet Exchange* program on KTTV (TV) Los Angeles and participations on WATV (TV) Newark; Lewis Food Co. (Dr. Ross dog and cat food) sponsors *The Ruggles*, half-hour weekly program, on four stations, quarter-hour weekly series on two stations, two 10-minute programs a week on one station and announcements on two. Seven one-station TV campaigns for pet foods are also recorded in the Rorabaugh TV report for February from which the above data were taken. Since then, Doyle Packing Co. has begun using TV for Strongheart Dog Food; Perk Foods has prepared films for spot video use and Ken-L-Products Div. of Quaker Oats Co. is placing filmed commercials.

Alden's Show

Alden's Mail Order House is sponsoring a half-hour program, *Dude Ranch*, on WENR-TV Chicago, in an eight-week test campaign to promote distribution of its spring catalog, and Sears, Roebuck Co. has been using announcements on WXYZ-TV Detroit.

Amalgamated Clothing Workers Union (CIO) is using 275 20-second video announcements on WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and WMAL-TV

Washington in a 39-week campaign to build familiarity with its union label and to promote purchases of "union label" clothes. This TV schedule is part of a \$500,000 ACWU campaign which also includes radio and a proposal to double the advertising budget to a million dollars will be presented to the union's national meeting to be held next month in Cleveland.

NOTRE DAME GAMES

DuMont Buys Football Rights

EXCLUSIVE rights to telecast home games of the Notre Dame U. football team next fall have been bought by DuMont Television Network, it was announced last week. Although DuMont did not disclose the price it paid Notre Dame for the five games, it was reliably reported to be \$163,000.

The games to be telecast are: North Carolina, Sept. 30; Purdue U., Oct. 7; Michigan State, Oct. 28; U. S. Naval Academy (at Cleveland), Nov. 4, and U. of Pittsburgh, Nov. 11. No sponsor for the telecasts has been signed. The network telecast Notre Dame home games last season under sponsorship of Chevrolet, through Campbell-Ewald agency.

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

Color Hearing

(Continued from page 133)

of present standard monochrome." On the question of interference from other emissions, he asserted:

CBS submitted information . . . which indicated no substantial general difference in regard to interference to reception of CBS color signals where the interference was various in-channel signals. This appears in agreement with Laboratory Division observations to date.

Preliminary tests at the Laboratory have indicated that the probability of interference with the RCA color system is about twice as great as for a standard monochrome signal. This increased susceptibility appears to result from the presence of the 3.6 mc sub-carrier and the receiver sampling.

This added susceptibility of the RCA system may be of more significance than superficial consideration might indicate. In Exhibit 203, so far introduced only in part, JTAC outlines certain methods of securing interference reduction by adoption of standard intermediate frequencies and allocation procedures in order to place the interfering signals at the least susceptible points in each channel. The double susceptibility of the RCA color signal to interference appears to require abandonment of this approach to the reduction of interference by allocation and indicates that the allocation plan might therefore be substantially different, depending on the color system involved.

Mr. Chapin felt that "in gen-

eral, it should be fully realized that susceptibility to interference of this type is basic to the RCA dot sequential system." He thought it "can be expected to become worse with additional stations, additional receivers and additional other devices employing radio-frequency, such as diathermy machines and industrial radio-frequency heating equipment, as well as being further aggravated with the occupancy of the UHF band."

Receivers Compared

The Laboratory chief conceded that his reports were prepared before RCA's new tri-color tube was demonstrated and therefore were based on tests and observation of RCA's former three-tube projection color technique. On this basis he submitted the following comparison of the RCA and CBS receivers themselves:

The RCA receiver was too large physically to represent any reasonable classification as a home broadcast receiver suitable for general use. The large number of components involved suggests that tremendous simplifications would be required in order to enable the production of reasonably priced receivers. The receiver required frequent adjustment to maintain registry, color values, etc., and could not be considered in a form for general home use. In addition, the picture brilliance, color uniformity, color faithfulness, registry and definition were poorer than those given by the CBS receiver.

The CBS table model receiver was of a size, ease of adjustment and stable enough to be suitable for home use and the limited components in addition to those normal to a monochrome receiver indicated that the set could be produced for a reasonable price. The CBS set employed a lens which restricted the viewing angle somewhat more than that of an ordinary direct-view black-and-white receiver, but the restriction of view was far less than that of the RCA set, in which set the limitations would appear to be objectionable for general home use. . . .

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

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

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

Mr. Chapin submitted a September 1949 report showing the Laboratory had modified existing black-and-white sets to receive CBS color in monochrome at costs (for parts) ranging from \$4.35 to \$12.01. The latter, which he described as a "deluxe" adaptation employed the so-called Chapin Adapter to permit the receiver to

go automatically from black-and-white to color standards, or vice versa. Of the automatic adapter the report said:

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

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

Heffernan Comments

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

that the tube has sufficient resolution and can be produced economically.

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

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

He said Philco would "go out of business" if telecasters were required to switch 100% to CBS color within two years. He pointed out that British set sales dropped to 25% of their previous level when the British announced a change in standards to take effect in three years.

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

(Continued on page 158)

Spot TV

(Continued from page 135)

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

In point of stations, American Tobacco Co. was the heaviest TV spot user during the year. The firm placed business on from 21 to 49 stations throughout the year. The two network leaders in this classification, R. J. Reynolds and Liggett & Myers, were not very active in spot. R. J. Reynolds placed business on a peak of only nine stations while Liggett & Myers steadily cut its station list throughout the year. Although the firm started strong with business on 27 stations in January, this had dropped to 19 the next month and was down to eight in May and one by year's end, according to Rora-baugh.

Drug and Remedies advertisers, heavy spot and network radio advertisers, placed only \$60,200 worth of net TV spot business, about 0.7% of the total. On the video networks gross expenditures were only \$242,718, slightly over 5% of all gross TV network business placed in 1949. This is a far cry from the over \$12 million net spent in spot radio and the gross of \$21,054,786 expended on the radio networks.

Advertisers of Toiletries also have moved slowly in the spot television field. These firms had net expenditures of only about \$68,800 for TV spot in 1949. In radio this product classification had net expenditures of approximately \$3.9 million for spot and grossed about \$29.4 million on the networks.



WSYR-TV

means

**Bright, Clear,
Consistent
PICTURES**

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows — on NBC — exclusive.

**the Only COMPLETE
Broadcast Institution
in
Central New York**

WSYR ACUSE

AM • FM • TV

NBC Affiliate in Central New York

Headley-Reed, National Representatives

READY SOON! the NEW WCBM

a NEW and
better dial
position

680
KILOCYCLES

a NEW and
more powerful
transmitter

10,000
WATTS

Offering NEW Sales
Opportunities in a
larger, richer
market!

WCBM
MUTUAL
BROADCASTING SYSTEM

John Elmer
President & Commercial Manager
George H. Roeder
General Manager

Baltimore 13, Maryland
WEED & COMPANY
Exclusive
National Representatives

Color Hearing

(Continued from page 157)

on the public.

Nor did he think announcement of a new UHF service would affect business adversely. He said Philco would make some VHF-UHF combinations, some VHF-only sets and some UHF-only sets, according to demand.

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

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

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

Comr. Robert F. Jones was critical of RMA's role in helping FCC reach a decision, commenting: "RMA has money for lawyers and publicity men, but not for field testing."

Smith's Reply

Mr. Smith replied: "I think the individual manufacturers [feel] that, first of all, a non-compatible color system is not economically sound, whether it is technically sound or not; and secondly, that you would not have any color television; you could not have it until you had a reasonably practical type of compatible system. . . . I don't see why a manufacturer should have gone ahead and spent a considerable sum of money getting public reaction to a type of receiver that he knew perfectly well he could never sell."

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

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

He also doubted that RMA would employ public relations counsel and issue brochures to explain that TV sets without adapters would be obsolete, in event a non-compatible color system were adopted, though he conceded RMA has taken such steps to keep the public informed in the current hearings. He felt the manufacturers might want to handle the public-education campaign themselves when color is authorized.

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

Mr. Cosgrove said he had not considered what policy RMA might

take to allay public confusion when color is authorized, but that he would take up the subject at the next RMA board meeting soon.

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

Patent Question Raised

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

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

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

Dr. Engstrom was asked by Mr. Plotkin what policy RCA has decided upon regarding set production if FCC approves a non-compatible system.

"We do not believe [adoption of a non-compatible system] is a good procedure," Dr. Engstrom replied, "because there is this other alternative open to the Commission, and with that open to use, we question whether it is proper to saddle that additional cost on the American people. . . ."

"Therefore, we have not made a
(Continued on page 162)

Video's '49 Clients

(Continued from page 155)

TV networks today is at some variance with that of the radio networks.

The five leading classes of advertising on the radio networks in 1949 were, in descending order: Foods, Toiletries, Smoking Materials, Drugs, Laundry Soaps and Cleansers. On the TV networks the top five were: First, Smoking Materials; next, Radio and TV Receivers and Musical Instruments (which as a class stood 22d in the radio network list); third, Automotive (sixth on radio); fourth, Foods, and fifth, Toiletries. Drug advertising, always a major radio network class, ranked 11th among the users of network television.

For 1950 the picture contains nothing but continued growth for television. The set manufacturers promise an output of some 4 million receivers this year, doubling the medium's present potential circulation by Dec. 31. The addition of new stations, which last year rose from 50 in operation at the beginning of the year to 97 at its conclusion and now number 102, has just about ended until the freeze is lifted, but increased hours of operation may be anticipated from those stations which are on the air.

Following the precedent established by radio more than 25 years ago, television broadcasting began as an almost exclusive nighttime program operation, except for baseball and football games and other special events. Daytime programming, still in a tentative stage on individual stations a year ago, has increased steadily and a few hours of network daytime service are now available. Further daytime developments, both locally and on a network basis, are certainties in the months ahead.

Time Charges

Time charges of TV stations have advanced proportionately to the growth of the audience and already advertisers are complaining about the expense of this new medium, although video broadcasters for the most part are still operating at a loss. As in radio, talent costs range widely, with top stars commanding top salaries, but television's production and rehearsal costs are inherently more expensive than those of radio.

Television's costs, however, are more than matched by the sales impact of this sight-sound-and-motion medium and there is no sign of anything but expanded use of this medium by advertisers on all levels. TV network time sales for the first two months of 1950 totaled \$3,620,898, a rise of 261.3% over the gross time sales of the TV networks in the same months of 1949, which totaled \$1,002,250.

1930—1950
20th Anniversary Year

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April 7 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc
WGTC Greenville, N. C.—CP to change from 1490 kc 250 w unl. to 1590 kc 5 kw-D 1 kw-N DA-N.

AM—580 kc

KDSJ Deadwood, S. D.—CP to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N.

Modification of CP

WLIN Merrill, Wis.—Mod. CP AM station to change from DA-DN to DA-N.

Mod. CP new FM station for extension of completion date: WROV-FM Roanoke, Va.; WISC-FM Madison, Wis.; WJPF-FM Herrin, Ill.

WLIN-FM Merrill, Wis.—Mod. CP new FM station to change ERP to 21.2 kw, ant. to 237 ft.

License Renewal

Request for license renewal FM station: WBUZ Bradbury Heights, Md.; WSRS-FM Cleveland Heights, Ohio; KMWU Wichita, Kan.

TV—210-216 mc

WJAC-TV Johnstown, Pa.—CP new commercial TV station to change from 6.5 kw vis., 3.7 kw aur. to 30.0 kw vis., 15.1 kw.

April 10 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling
Patchogue Bcstg. Co., Patchogue, N. Y., and Mid-Island Radio Inc., Patchogue, N. Y.—Granted petition of Patchogue Bcstg. Co., requesting extension to April 17, to file exceptions to initial decision issued in proceeding upon application and that of Mid-Island Radio Inc.

Waycross Bcstg. Co., Waycross, Ga.—Granted request to dismiss application.

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

FCC General Counsel—Granted request for extension to May 6 in which to file exceptions to initial decision issued in proceeding upon applications of WTNJ Trenton, N. J., and WBUD Morrisville, Pa.

Tulpe Bcstg. Co., Tulia, Tex.—Dismissed as moot leave to amend application and to retain application, as amended on hearing docket.

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

By Jack P. Blume

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

Brazoria County Bcstg. Co., Freeport, Tex.—Granted leave to amend application so as to delete Ross K. Prescott and H. J. Griffith as partners in applicant company, and show transfer of their interest to A. T. Deere.

By Hearing Examiner J. D. Cunningham
A. D. Ring & Co., Washington, D. C.—Granted continuance of hearing in Docket 9577 from April 13 to April 26.
By Hearing Examiner Basil P. Cooper

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

By Hearing Examiner H. B. Hutchinson
Spa Bcstrs. Inc. and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Granted in part motion of Spa Bcstrs. Inc. for continuance of hearing re application and that of Saratoga Bcstg. Co. from April 12 to June 5 at Washington, D. C.; denied insofar as it requests change in place of hearing from Washington, D. C., to Saratoga Springs, N. Y.

ACTIONS OF THE FCC

APRIL 7 to APRIL 11

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KHSL Chico, Calif.—License for CP new AM station to increase power change directional ant. for night use only etc.

License to cover CP AM station: WEBK Tampa, Fla.; WVMI Biloxi, Miss.; KUNO Corpus Christi, Tex.

WLOW Portsmouth, Va.—License for CP AM station to change frequency etc.

Extension of Authority

American Bcstg. Co., New York—Extension of authority to transmit programs to CFCF CBL and Canadian Bcstg. System for period beginning June 2.

AM—1010 kc

WINS New York—Mod. CP AM station change frequency, increase power etc. AMENDED for further extension of completion date.

SSA—680 kc

WIKY Evansville, Ind.—SSA to operate on 680 kc 100 w unl. for period of six mos. or until operation is commenced as requested.

Modification of License

WMNB North Adams, Mass.—Mod. license to increase power from 100 w unl. to 250 w unl. on 1230 kc.

License Renewal

WPOE Elizabeth, N. J.—Request for license renewal.

License for CP

WTCN-TV Minneapolis, Minn.—License for CP new commercial TV station.

TENDERED FOR FILING

SSA—1460 kc

WOKO Albany, N. Y.—Request for SSA on 1460 kc 1 kw-D 500 w-N for period of six mos. from April 24.

Modification of CP

WLIL Lenoir City, Tenn.—Mod. CP new AM station to change from 730 kc 500 w D to 1490 kc 250 w unl.

APPLICATION RETURNED

WMFT Florence, Ala.—RETURNED application for involuntary relinquishment of control in Tri-Cities Bcstg. Co., license from Franklin L. Bush (deceased) to Emma E. Arland Bush, executrix of the estate.

April 11 Decisions . . .

BY COMMISSION EN BANC

Brazoria County Bcstg. Co., Freeport, Tex.—Granted petition insofar as it requests deletion of Issue No. 1 of Commission's order designating application for hearing; petition denied in all other respects. Action taken April 7.

BY THE SECRETARY

WCLD Cleveland, Miss.—Granted li-

cense for new standard station and change studio location; 1490 kc 250 w unl.

WOR New York—Granted CP install new vertical ant. for aux. purposes with presently licensed 5 kw aux. trans.

Don Lee Bcstg. System, Hollywood, Calif.—Granted mod. CP KM2XBD for extension of completion date to 11-1-50 subject to disposition of pending proceeding in Doc. 7398 et al and Doc. 7255.

KDMS El Dorado, Ark.—Granted mod. CP for approval of ant. and trans. location and specify studio location and change type trans.

WGAL-FM Lancaster, Pa.—Granted mod. CP for extension of completion date to 11-1-50.

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 11-1-50.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted license for new remote pickup KA-6128.

Middle Tennessee Bcstg., Columbia, Tenn.—Granted request to cancel CP for remote pickup KIB-756.

Southland Industries Inc., San Antonio, Tex.—Granted CP use WOAI-TV tower and ant. for the presently licensed 5 kw aux. trans. WOAI.

Earl W. Fessler, Madison, Wis.—Granted CP and license for new remote pickup KA-2982.

Community Bcstg. Service Inc., Bangor, Me.—Same KA-6287.

Brownsville Bcstg. Co., Brownsville, Tex.—Same KA-4139.

Charles W. Lamar Jr., Houma, La.—Same KA-6284 KA-6285.

Midwestern Bcstg. Co., Traverse City, Mich.—Same KA-3671.

Savannah Bcstg. Co. Inc., Savannah, Ga.—Same KIB-999.

Richland Inc., Mansfield, Ohio—Same KA-3347.

Baptist General Convention of Texas, Dallas, Tex.—Granted CP new remote pickup KA-6290.

P. C. Wilson, Canton, Ohio—Same KA-6289.

Rawlins Bcstg. Co., Rawlins, Wyo.—Same KA-3498.

Macon Bcstg. Co., Macon, Ga.—Same KA-6286.

Aroostook Bcstg. Corp., Presque Isle, Me.—Same KA-6288.

Granite District Radio Bcstg. Co., Salt Lake City, Utah—Same KA-6291.

Star Bcstg. Co., Pueblo, Col.—Same KA-6283.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP WWA-200 change power from 75 w to 250 w and change trans.

KPOR (FM) Riverside, Calif.—Granted mod. CP for extension of completion date to 6-19-50.

WBCA (FM) Schenectady, N. Y.—Same to 9-20-50.

KAKC-FM Tulsa, Okla.—Same to 10-1-50.

WJLB-FM Detroit—Same to 11-30-50.

WSWN Belle Grade, Fla.—Granted license covering changes in vertical ant.

WHIZ Zanesville, Ohio—Granted license use old main trans. at present location of main trans. for aux with 250 w.

KCHI Chillicothe, Mo.—Granted license new standard station; 1010 kc 250 w D.

KCRV Caruthersville, Mo.—Granted license new standard station 1370 kc 1 kw D.

WVMI ON AIR

Miss. Daytime Outlet Opens

WVMI Biloxi, Miss., owned and operated by Radio Assoc. Inc., went on the air April 3. Offices are located in the Quint Bldg., and transmitter and studios are 3½ miles east of the city.

Radio Assn. is comprised of Odes E. Robinson, James H. McKee and G. E. Holmes. Personnel includes G. E. Holmes, commercial manager; C. B. Barrett, account executive; Gene A. Robinson, program director; Don Murphy, chief engineer; Robert Campbell, chief announcer.

WVMI, a daytime outlet, operates on 570 kc with power of 1 kw.

WTSP St. Petersburg, Fla.—Granted cancellation of license for aux. trans.

KWK-AM-FM St. Louis—Granted mod. license change corporate name to KWK Inc.

KGBS Harlingen, Tex.—Granted mod. license change studio location.

WINZ Hollywood, Fla.—Same.

KECC Pittsburg, Calif.—Granted mod. license change corporate name to KECC Inc.

KPPC Pasadena, Calif.—Granted CP install new trans.

KUKI Ukiah, Calif.—Granted mod. CP approval ant., trans. and studio locations and change type trans.

WELS Kingston, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP for extension of completion date to 7-1-50. (Cond.)

WOHI East Liverpool, Ohio—Granted license new standard station; 1490 kc 250 w unl.

KWEW Hobbs, N. M.—Granted license increase power and install new trans.

The Travelers Bcstg. Service Corp., Hartford, Conn.—Granted mod. license KA-5582 change frequencies from 31.22, 35.62, 39.26 mc to 26.43 mc.

WLAP Near Lexington, Ky.—Granted mod. CP change trans. location.

WNUR Evanston, Ill.—Granted mod. CP change type trans. and make changes in ant.

WTTJ Ithaca College, Ithaca, N. Y.—Granted license new noncommercial educational FM station; 91.7 mc, Chan. 219. 10 w.

WBUR Boston U., Division of Radio, School of Public Relations, Boston—Granted license new noncommercial educational FM station; 90.9 mc, Chan. 215. 400 w, 40 ft.

KVTT Texas Trade School, Dallas, Tex.—Granted license new noncommercial educational FM station; 88.5 mc, Chan. 203. 10 w.

Central Bcstg. Co., San Marcos, Tex.—Granted license covering reinstatement of CP for remote pickup KA-2025.

WBBC Flint, Mich.—Granted mod. license change name to Booth Radio & Television Stations Inc.

WJLB Detroit, Mich.—Same.

WDLJ Evanston, Ill.—Granted mod. CP for extension of completion date to 10-27-50.

WAMS-FM Wilmington, Del.—Same to 11-1-50.

April 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WOKO Albany, N. Y.—Mod. CP new AM station for extension of completion date. Also extension of SSA for 1 kw-D. 500 w-N unl. on 1460 kc, for period April 24 to Oct. 24.

WWSC Glens Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

WJLB-FM Detroit—Mod. CP change ERP to 4 kw.

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Color Hearing

(Continued from page 158)

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

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

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

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

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

FCC Compulsion

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

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

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

"It is not voluntary at this

time," Dr. Engstrom said, adding he had no way of telling when it would be otherwise.

"If the Commission adopts an incompatible system, and wants to implement it," Mr. Plotkin asked, "it cannot rely on voluntary cooperation of the RCA?"

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

WBZ-TV DRAMA

Gas Firm Sponsors Comedy

DRAMATIC TV series, *That Young Couple*, presented by Boston's Brattle Theatre Co., made its debut last month over WBZ-TV Boston. Sponsored by the Boston Consolidated Gas Co., the live half-hour weekly domestic comedy is set in a New England background and depicts the trials and troubles of a young suburban Boston couple.

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

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

HOOPER SYSTEM

TV Measuring Test Set

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

Initiation of the system awaits completion of negotiations with the telephone company inasmuch as phone circuits are required. System, although to be tried first on television, is a simultaneous testing device for both radio and TV. According to Mr. Hooper, the new measurement process will give results of an evening show the morning after, and complete breakdown of results within 24 hours.

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

TV INFLUENCE

Non-Industry Look Urged

THE TELEVISION industry needs an understanding of the medium as a social force and a spokesman—"not from the NAB"—who can interpret TV to the public, according to George Jennings, director of the School Broadcast Conference and the Chicago Board of Education's Radio Council. He outlined TV's influence on children at a meeting of the Chicago Television Council on April 5.

Rather than "the compatibility of (color) TV to (monochrome) TV, I wonder about the compatibility of TV to homes, schools and public service," Mr. Jennings said. Admitting no fundamental difference between educational and commercial radio and video, Mr. Jennings termed the main problem as finding "the good things in both. The excellent shows we do see and hear are signposts pointing the way."

TV PRODUCERS

TPA and ITPA Merger Set

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

New York group at the present time represents 40 independent television producers headed by Paul Sulds, president. Los Angeles group has approximately 50 members. Bernie Elbert is acting president in place of Mal Boyd, currently working out of New York. The national association will be open to similar groups in other cities who wish to join.

EDUCATION MEET

Quaker City Group Plans TV

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

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

TV Cook-Nook

THE TV Cook-Nook, designed to "bring television out into the open," has been announced by The Majestic Co. of Huntington, Ind., manufacturer of metal units and accessories for outdoor fireplaces. The fireplace with accommodations for TV, the firm said, was expressly created to bring together cooking, dining and televiewing in an open-air setting. The Cook-Nook, an all-metal fireplace unit, has special provisions for adding a portable or table-model television set, it was announced.

WPIX (TV) STAFF

One Promoted, Four Added

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

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

VIDEO'S PR ROLE

Eiges Speaks in Boston

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

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

Lowe Appointed

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

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PAYABLE IN ADVANCE—Checks and money orders only. **Situation Wanted 10c per word—\$1 minimum. Help Wanted 20c per word—\$2 minimum. All other classifications 25c per word—\$4 minimum. No charge for blind box number. One inch ads, acceptable, \$12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 678E, BROADCASTING.

Field managers. If now calling on trade in Chicago, Toronto, Dallas, Seattle, Atlanta, Mexico City, Omaha, Kansas City, Louisville, and Cleveland areas; having attractive deal. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Salesmen wanted. Up and coming daytime regional in metropolitan market contemplating fulltime will need by August two high-producing salesmen who can create punchy presentations and research. One will be promoted to sales manager. Must have proven sales record, must have worked with smallest and largest advertisers, know how to deal with agencies, large or small; no price-cutters wanted, just solid, honest salesmen who know how to merchandise. State salary, commission required; send references, complete resume and picture; new management guarantees square deal, aggressive, on-the-ball sales operation. Address Box 806E, BROADCASTING.

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Sales manager, salary \$50.00 plus commission; car necessary. Send full qualifications to KCHF, Cuero, Texas.

Opportunity! Six-month old fast growing progressive independent regional Twin Cities station wants good clean-cut, hard working salesman. Right man can make place for himself. Send full details first letter. Mr. Ware, WPBC, Minneapolis.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Announcers wanted. Up and coming daytime regional in metropolitan market needs three experienced, mature announcers. Disc jockey, news-writer-announcer, all-round staff man. Men who see announcing as serious business, used to writing, planning and producing shows on short notice if necessary; willing to work with superiors. No know-it-all hotshots need apply. Writing desirable but not absolutely necessary; send sample continuity and commercial copy. Give starting salary requirements, references, complete resume. Send picture and audition disc on 78 rpm. Sorry, no discs or pictures returned. Address Box 805E, BROADCASTING.

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

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

Wanted, engineer capable of announcing. \$40.00 for 40 hours. \$5 weekly raise every three months. No phone calls or audition discs. William Kemp, KVER, Albuquerque, New Mexico.

Wanted—Good announcer with first class license. Salary in line with ability. Send disc and full details first letter. Lester L. Gould, WJNC, Jacksonville, North Carolina. Immediate opening.

Help Wanted (Cont'd)

Experienced combination man for WLEW, Bad Axe, Michigan. Send disc, photograph and full qualifications to WSAM, Saginaw, Michigan.

Technical

Opening available in midwest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 787E, BROADCASTING.

Experienced combo man with ticket, emphasis on control board. \$50.00 per week. Immediate opening. Air mail audition, photo and details KISD, Sioux Falls, S. D.

Production-Programming, others

Musical director, man or woman, to play Hammond organ on 2 daily programs, and handle all details of music library at metropolitan station. Salary \$275 monthly. Box 782E, BROADCASTING.

Assistant news director who can write and deliver a good newscast. Executive ability to help direct news staff, and work in a fast operation. Box 797E, BROADCASTING.

Wanted man or woman secretary to owner of Mutual affiliate. Knowledge of programming, traffic and accounting helpful but not essential. \$40.00 for 40 hours. Time and a half. Advancement in salary and position promised if ability displayed. Wm. Kemp or Keith Tye, KVER, Albuquerque, New Mexico. Will be at NAB, Stevens, Chicago April 16-21.

Experienced continuity writer—Apply in person for interview at Radio Station WJEF, Grand Rapids, Michigan. Good job for the right man or woman.

Established agency desires experienced woman for newspaper and radio copywriting. Also knowledge of newspaper layouts desirable. Growing concern. Pleasant working conditions. Opportunity for advancement. Pat Hill Advertising Agency, 615 West Central, Albuquerque, New Mexico.

Immediate opening for female copy writer for station located in city of 10,000. Rush photo, references, full information first letter. KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Successful manager, commercial manager. Strong on sales. Efficient management guaranteed. Twenty three years managerial and sales experience. Can do programming and continuity writing. Excellent references. Married. Forty three years old. Minimum \$100 per week. Box 757E, BROADCASTING.

Manager and chief engineer—we're not happy in New England. Would like southwest or northwest. Chief engineer, 9 years broadcasting experience. Manager, 9 years experience in radio. Presently employed these positions. Can supply excellent references. Box 783E, BROADCASTING.

Background and knowhow. Successful network station manager, transcription and network program sales and station representative business. I am interested in sales executive work in midwest or east where I could use the contacts in Chicago, Detroit and New York. Family man, now employed. Box 784E, BROADCASTING.

Situations Wanted (Con't)

General manager with \$5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 812E, BROADCASTING.

Manager, accent on sales. Young, aggressive, 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Commercial manager—hard hitting, aggressive time salesman with successful radio executive experience, presently employed major metropolitan market desires position as commercial manager. Proven sales, program, promotion ideas, 10 years experience advertising and selling. Married. College. Middle Atlantic, New England. Resume available. Box 824E, BROADCASTING.

Toughest station manager's job in U.S.—that's what we're looking for! Top man available, wants only stations with troubles, real problems. Up from ranks, ex-announcer, night manager, solid engineering background; now manager leading station, highly competitive eastern city. He's young, full of beans, seeks job requiring man with sharp teeth, cast-iron stomach. Contact Kaye-Deutschman, Inc., 1440 Broadway, NYC, PE-6-2367.

Salesmen

Experienced salesman, presently employed, looking advanced position. Also announcing and writing experience. Box 773E, BROADCASTING.

Salesman—eight years local, regional station experience with merchandising and program production knowhow. Salary and commission. 38. Good references. Box 800E, BROADCASTING.

Salesman, married, excellent references, midwest preferred. Announcing, writing experience. Box 810E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball—Highly qualified play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Announcer, 2½ years experience announcing, narrating and run board. College graduate. 27, vet, married, ambitious, reliable. Desire permanent staff or summer. Relocate for good spot progressive station. Disc or personal interview if possible. Box 689E, BROADCASTING.

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College, Married. Start \$65 week. Box 736E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College, Married. Want permanent position reliable operation. Start \$65 week. Box 735E, BROADCASTING.

Would you like to have an announcer with twelve years music experience? Well trained, educated. Box 739E, BROADCASTING.

Sports broadcaster. Baseball play-by-play. Ball player background. Degree in broadcasting. Single, sober, serious. Box 781E, BROADCASTING.

If you are going someplace take me with you. Announcer-engineer. Congenial, conscientious, willing to work. Commercial man and capable newscaster. Presently with net affiliate. References, single, 30, vet, Box 785E, BROADCASTING.

Announcer with excellent play-by-play sports background seeks connection, college graduate. References, details, gladly furnished on request. Box 789E, BROADCASTING.

Lazy, hard to get along with, can't understand radio, old at 20—now 30. A misfit anywhere. Now, with net affiliate as announcer-engineer. Box 786E, BROADCASTING.

Situations Wanted (Con't)

Announcer, DJ; experienced showman can hypo your programming. Currently available. Box 790E, BROADCASTING.

Combo man, independent, network experience. Graduate nationally known announcing school. Married, state minimum salary. Desire western states. Box 798E, BROADCASTING.

Announcer, Newscaster. Other qualifications, 4 years experience. Married. No drifter. Permanence preferred with immediate opening. Will travel. Photo, disc, references. Box 802E, BROADCASTING.

Experienced newscaster. Presently employed in a metropolitan city and would prefer a similar location. Single, 25, disc available. Box 803E, BROADCASTING.

Announcer, all phases, 14 months experience, age 25, graduate of leading announcing school. Available immediately. Box 804E, BROADCASTING.

Experienced announcer (3 years), Age 23. Single. 2 years college. Presently employed. Available within two weeks. Preferable west coast. Box 808E, BROADCASTING.

Announcer—five years experience, versatile, best references, sponsors and station. Prefer southwest. Consider all offers if permanent. Car, married. Employed. Box 811E, BROADCASTING.

Announcer—Radio 4 years. Know programming. Want position with future. 27, married. Desire western states, will consider all. Presently employed midwest independent. Box 813E, BROADCASTING.

Announcer—Capable, 5 years experience all phases staff announcing, including news, music, special events, acting, commercial. Married, 30, desire permanent position with progressive station with opportunity for advancement. Presently employed 5000 watt network affiliate. Box 816E, BROADCASTING.

Experienced announcer with ticket; now employed; married; 5 kw AM, 3 kw FM experience; two years staff announcing, DJ, hillbilly; car. Desires change to permanent position in southeast. Box 820E, BROADCASTING.

Versatile announcer, good network quality voice and diction. Specialize in commercials, news and disc jockey. No staff experience, but thoroughly trained in all phases. Experienced as free lance actor in and around Chicago. Can operate board. Details, photo and disc on request. Box 821E, BROADCASTING.

Announcer, writer. Deep, mellow voice, authoritative news, style, top air salesman. Some experience metropolitan station. Want permanent staff job with opportunities to do things. Have ideas, imagination. Disc, photo, details. Box 822E, BROADCASTING.

Experienced NYC announcer. Staff. Sports, Jockey. Progressive eastern station. Permanent. You say you want to sell your market. Hire me! Box 823E, BROADCASTING.

Morning, noon or night man—knows board, location secondary, single. DJ and announcing position desired. Box 826E, BROADCASTING.

Excellent sports announcer, vet, college, experienced play-by-play, disc on baseball available. Will travel, salary secondary to good opportunity. Box 827E, BROADCASTING.

Announcer—College speech major, experienced, vet, news commercials, disc jockey, play-by-play baseball. Disc and photo available. Will travel. Box 828E, BROADCASTING.

Announcer, accountant for small station, experienced, net, independent, 25, married. Box 832E, BROADCASTING.

Announcer, professionally trained. Needs first job. 20, single. Disc, photo. Box 833E, BROADCASTING.

Looking for a good all-round staff announcer heavy on DJ? I can supply experience, board proficiency, degree, highest references. Box 834E, BROADCASTING.

Announcer—Good sell; thorough knowledge all phases radio; strong on sports play-by-play. Prefer Texas, Arizona, New Mexico. Disc, photo, details on request. Johnny Bourke, 8013 Dobson Ave., Chicago.

Announcer available, can also write commercials and continuity and run control board. Experience limited but can sell for you. Won't snub summer job, will go anywhere. Chester Manulik, 1594 23 Street, Brooklyn 32, New York.

Experienced announcer—overall announcing including news, DJ, commercials, etc. Operate console, write copy. Young, single. Available immediately. Dean Murray, 608 South Main, Milbank, S. Dak.

Situations Wanted (Con't)

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo., Harrison 0473.

Radio station managers, directors. For your station or stations. A man who says: Arthur Godfrey was a taxi chauffeur and hotel man, so was I. Godfrey doesn't possess special talent, neither do I. However, appraise me: I am a news sports announcer with a broad education. Intelligent with a good deep voice. I can announce all sports, play-by-play or the sports show with a twenty year background of participation. Innovations here, no clichés used with equal fare for competitors of any sporting event. I can announce news with impeccable diction and pronunciation. Informal, but with a feeling for the type. No redundancy used here. I can also analyze, edit and commentate. I can MC special events, sell a commercial. I know all types of music. I have put in 650 hours on the air at two accredited radio schools. I will go any place in the world for an audition or send you a disc. Please wire, write or phone Kenwood 3468, Bertram Kaster your newscaster and sports-caster. 2438 Grand Ave., So., Minneapolis, Minnesota.

Combination announcer and engineer—(TV training) emphasis on announcing. Experienced in all phases small station operation—Independent and network. Morning man DJ 2 years, man-on-street, theatre MC, quiz shows, remotes, news, staff announcer, etc. Sincere, friendly delivery. Prefer permanent position in progressive Florida station, but will consider any reasonable offer in east. Married, car, disc on request. Write Ken Lueck, 222 N. Spring St., Pensacola, Fla.

Holder 1st class phone seeks position in broadcasting, announcing and maintenance. Will travel. Raymond Tomaszewski, 210 Second Street, Jersey City, New Jersey.

Announcer, 1st phone license, sports-caster football, baseball, basketball. Capable DJ, news, write copy. Single, ambitious. WEA, 24 Avondale Street, Valley Stream, New York.

Technical

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa., preferred. Box 702E, BROADCASTING.

Engineer-Executive now head of broadcast engineering department major equipment company. College graduate, FCC licensed, licensed professional engineer with over 10 years experience. Capable efficient operation AM, FM, and TV installations. Available immediately. Box 716E, BROADCASTING.

First phone license. Experienced transmitter, remotes, console. Seeking permanent job with northeastern station. Married, car. Box 750E, BROADCASTING.

Recent graduate—first phone desires job anywhere in the south. Straight engineer. Box 767E, BROADCASTING.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Experienced engineer, two years on transmitter, remotes, console. Excellent recommendations. Married. Box 793E, BROADCASTING.

Will travel anywhere for initial opportunity in radio. College graduate with some experience. Also graduate of leading school, Radio City, trained fully in all phases of broadcasting technique. Have knowledge of control board operation. Salary secondary to opportunity presented. Box 794E, BROADCASTING.

Situations Wanted (Con't)

Engineer, 1st phone, 18 months experience. Experienced radio serviceman. Age 24. Desires job in Texas or midwest. Prefers veterans on job training for combination man, have car. Box 809E, BROADCASTING.

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Engineer—Licensed, three years experience transmitter, maintenance, remotes. Have car. Any location. Box 815E, BROADCASTING.

Colored Vet, single, 1st class phone. Graduate of large technical school, AM, FM, TV. Desires station work, available immediately. Contact J. Allen, 60 Belmont Ave., Jersey City, N. J.

Experienced engineer, construction, installation, AM, FM, studios, transmitters, remotes, seeking permanent position anywhere. Available at once. H. C. Williams, % V. E. Hamilton, Rt. 5, Knoxville, Tennessee.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Production-Programming, others

Woman does man-size job! Captures achievement record in lively industrial area. Woman commentator-program director with record of versatility and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of sustained, above-average caliber. Immediately available for affiliation which recognizes combination of effort, ability, results. Box 717E, BROADCASTING.

Program director, sportscaster, play-by-play, special events. Box 725E, BROADCASTING.

Continuity writer-announcer. College graduate, now employed 1 kw station. Single, 26, best references. Seek solid location with future, permanence. Newspaper experience. Box 744E, BROADCASTING.

PD, announcer-writer; experienced combo man. Talent, knowhow. Work hard for right station. Box 791E, BROADCASTING.

Program director-announcer. Presently employed regional network announcing. Sell, write, produce, direct, announce. Family man. Available May 1st. Box 817E, BROADCASTING.

Program director—complete services including announcing. Tried, tested ideas. Permanent. Detailed brochure, photo, disc. Box 825E, BROADCASTING.

Hillbilly band, nationally known A-1, available for radio, anywhere, union, program directors write Dick Carson, Baden, Pa.

Television

Technical

Experienced television cameraman—floor manager would like job out of New York City. Young, hard worker. Single. Salary is not important. Edward Fetish, 63 Union Ave., Passaic, N. J.

For Sale

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

For sale—Four 350 ft. Wincharger four hundred guied towers with pre-fixed guy sockets and insulators. New, never erected or used. Box 818E, BROADCASTING.

3 BK403 used Brush tape recorders, in good mech. condition, \$150 cash FOB Cleveland. Lake Erie Electronics Co., 2157 Euclid Ave., Cleveland, Ohio.

For Sale (Cont'd)

New Magnecorder PT6-A tape recorder with custom 3 channel amplifier, \$425. H. N. Black, c/o KSMO, San Mateo, Calif.

Save \$10,500. Complete FM transmitting equipment. 106.9 mc, like new. Includes GE BT-2-B 1 kw. transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guied supporting tower; A-3 lighting equipment; 140' Andrew 1½" type 451 transmission line, 3 right angle bends, 2 45° angle bends, expansion joint, reducers, support brackets etc. Available at site, \$5.90. Wire or write WENY, Elmira, N. Y.

Disc recording equipment for sale, all Presto. Two 8N recorders, \$715.00 each; one 8A amplifier, \$145.00; one 125A microscope, \$65.00; one 160B equalizer, \$170.00. If bought in one lot, total price \$1500.00. All equipment in first class mechanical and electrical condition. Used very little. Write or wire Chief Engineer, WFMY, Greensboro, N. C.

\$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Lehigh 179 foot self-supporting tower, \$1500 FOB Warren, Pennsylvania, WNAE.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally \$350.00. Available at much less, immediately. Write Chief Engineer, WNAE-FM, Neenah, Wisconsin.

Have several used guied Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted. Two transmitting tubes Type GL-7D21. Box 799E, BROADCASTING.

Wanted to buy—Modern high level 1 kw transmitter and antenna tuning unit. Box 829E, BROADCASTING.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Help Wanted

WANTED RADIO-TV TIME BUYER

Long established medium-size New York advertising agency entering radio-TV mail selling field wants experienced buyer familiar with mail selling stations, independents and networks. Capable of properly testing and then expanding mail order campaigns quickly. Immediate job. Need not bring or create accounts. State experience, salary and pertinent information. Our staff knows of this announcement. Box 801E, BROADCASTING.

Salesmen

New kilowatt desires experienced salesman. First radio station in virgin market in Mid-Atlantic region. Earnings unlimited thru incentive plan with salary to start. BOX 795E, BROADCASTING

Situations Wanted

Managerial

Manager

16 years radio, industry recognized reputation. Let's talk over your problem and my background during the NAB Convention. Contact through Avery-Knodel, Inc., Chicago. Andover 3-4710. April 16-18 or Box 774E, BROADCASTING.

Situations Wanted (Con't)

RADIO & TV EXECUTIVE AVAILABLE

Resourceful sales conscious program and station manager desirous of changing location. Have record of 16 years experience and successful accomplishments in a 50 kw station in major market. Full details and unexpired credentials upon request.

BOX 780E, BROADCASTING

Announcers

ANNOUNCER-CHIEF ENGINEER, offers 10 years experience as combination man. Deep resonant voice and friendly personality adds real asset to large or small market station. Married, two children, permanent position with living wage desired. Sober, hard worker will travel for real opportunity. BOX 792E, BROADCASTING.

CATHOLIC ASSN.

Broadcasters Meet April 29

SPRING conference on radio and television for the Middle Atlantic states will be held at Catholic U. in Washington April 29 by The Catholic Broadcasters Assn., according to Dr. Adolph M. Wasilifsky, head of the department of English at St. Joseph's College, Emmitsburg, Md.

The one-day conference, it was announced, will begin at 9 a.m. with registration in McMahon Hall at the university and end at 5 p.m. with a sample broadcast. The program will include panel discussions, workshop activity on specific broadcast problems and addresses by key personnel in the radio and television industry, Dr. Wasilifsky said. Also scheduled is a panel on television which will be led by producers of religious programs. All meetings will be open to the general public and information bulletins and reservations for the conference can be obtained through the national office of the Catholic Broadcasters Assn., P. O. Box 1573, Wilmington 99, Del.

WPEN's New Home

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

WMBG Richmond, Va., awarded certificate of commendation by National Guard of U. S. for "patriotic service to the National Guard during 1949."

DST SCHEDULES

Networks To Record Repeats

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

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

ABC, MBS Problems

For NBC and CBS that ends it. ABC and MBS have special problems, however, which call for special treatment. ABC's *Stop the Music*, has been exempted from the general plan because it involves phone calls to listeners across the country. This program will be broadcast to the full network each Sunday at 8 p.m. EDT during the summer as it is the rest of the year.

Mutual's special exception to the general rule is baseball. This network's daily baseball broadcasts will be fed live at game time to all affiliates taking the games except those on the West Coast, which will get them by recordings for broadcast starting at 1:30 p.m. PST. The Mutual stations in communities remaining on Standard Time will thus lose the hour of

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
NIELSEN-RATING* MARCH 5-11, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
Evening, Once-a-Week (Average for All Programs) (10.1)				Day, Saturday			
1	1	Lux Radio Theatre (CBS)	23.7	3	2	Arthur Godfrey (Nabisco) (CBS)	9.8
2	2	Godfrey's Scouts (CBS)	19.7	4	10	Right to Happiness (NBC)	9.8
3	6	Amos 'n' Andy (CBS)	18.6	5	4	Wendy Warren (CBS)	9.6
4	3	Jack Benny (CBS)	18.6	6	7	Pepper Young's Family (NBC)	9.5
5	4	Mystery Theatre (CBS)	18.4	7	15	Our Gal, Sunday (CBS)	9.3
6	16	Walter Winchell (ABC)	17.6	8	15	Backstage Wife (NBC)	9.1
7	9	My Friend Irma (CBS)	17.6	9	8	Arthur Godfrey (Gold Seal) (CBS)	9.0
8	17	Mr. Chameleon (CBS)	16.5	10	9	Perry Mason (CBS)	8.8
9	5	Mr. Keen (CBS)	16.2	11	11	Ma Perkins (CBS)	8.7
10	21	Gene Autry Show (CBS)	16.1	12	17	Road of Life (NBC)	8.7
11	7	Charlie McCarthy Show (CBS)	16.0	13	17	Stella Dallas (NBC)	8.7
12	13	You Bet Your Life (CBS)	15.7	14	5	Aunt Jenny (CBS)	8.7
13	8	Fibber McGee and Molly (NBC)	15.3	15	12	Rosemary (CBS)	8.7
14	32	Great Gildersleeve (NBC)	15.2	(Average for All Programs) (5.4)			
15	18	Crime Photographer (CBS)	14.9	1	1	Armstrong Theatre (CBS)	12.6
16	15	Bing Crosby Show (CBS)	14.8	2	3	Grand Central Station (CBS)	12.4
17	37	Mr. District Attorney (NBC)	14.6	3	2	Stars Over Hollywood (CBS)	10.4
18	42	Break the Bank (NBC)	14.6	Day, Sunday			
19	28	Truth or Consequences (NBC)	14.6	1	1	(Average for All Programs) (3.5)	
20	14	Suspense (CBS)	14.5	2	3	True Detective Mysteries (MBS)	9.9
Evening, Multi-Weekly (Average for All Programs) (7.0)				3	2	Martin Kane, Private Eye (MBS)	9.5
1	1	Beulah (CBS)	14.3	Shadow (MBS)			
2	4	Counter Spy (ABC)	12.5				
3	2	Lone Ranger (ABC)	12.3				
Weekday (Average for All Programs) (6.5)							
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	12.6				
2	3	Romance of Helen Trent (CBS)	10.1				

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Mutual programs immediately preceding the game, but will be fed these immediately following the baseball broadcast instead. MBS will set up a special afternoon program service for affiliates not taking the ball games because of local commitments at some time during the afternoon.

NARSR Names Knodel

WILLIAM KNODEL, Avery Knodel Inc., was elected chairman of the Chicago council of the National Assn. of Radio Station Representatives, it was announced last week by T. F. Flanagan, managing director of NARSR. Mr. Knodel, who will hold office until December 1950,



Mr. Knodel

was elected by a committee which included John Stebbins, The Bolling Co. Inc.; C. E. Peterson, The Branham Co., and Mr. Knodel.

NETWORK CONVENTIONEERS

Representatives at NAB Chicago Meet Listed

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

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

MBS: Frank White, president, and the following vice presidents: William Fineshriber Jr., in charge of programs; A. A. Schechter, in charge of news and press; Earl Johnson, in charge of station relations and engineering, and James E. Wallen, treasurer and controller. From the station relations department, the following will attend: Robert Carpenter, Ray Danish, Charles Godwin and Carroll Marts, who will attend from the Chicago office.

CBS: Herbert V. Akerberg, vice president in charge of station relations; J. Kelly Smith, vice president and director of stations; William Schudt Jr., director of station relations; Edward Hall, Eastern Division manager, station relations; C. E. Midgely Jr., sales service manager; Michael Campbell, manager, cooperative divisions; Robert Wood, CBS-TV traffic manager and Charles Oppenheim, director of program promotion.

NBC: William S. Hedges, vice president in charge of integrated services; Harry C. Kopf, vice president in charge of radio sales; Edward Madden, assistant to the president; Frank Russell, vice president in charge of Washington operations; Hugh M. Bevi Jr., research director; O. B. Hanson, vice president and chief engineer; Easton C. Woolley, director of station relations; Charles Hammond, vice president in charge of radio advertising promotion; Norman Cash, Burton Adams, Frank De Russy, Buck Byford, Thomas Knodel and Steven Flynn of the station relations department; Carleton T. Smith, director of TV operations; Sheldon B. Hickox Jr., TV director of station relations.

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EXbrook 2-5672

Electronic Dictionary

A DICTIONARY OF ELECTRONIC TERMS. Edited by Harry L. Van Valzer, Ph.D. Published by Allied Radio Corp., Chicago. 64 pp. \$25.

CONTAINING over 2,500 terms used in television, radio and industrial electronics, *A Directory of Electronic Terms* answers the need for an accurate, up-to-date reference source of words used in the rapidly expanding electronics field. It also contains over 125 illustrations and diagrams of components, equipment and electronic circuits, as well as an appendix section containing useful radio data.

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