

# OCTOBER PACIFIC HOOPERS

## FIRST 15 PROGRAMS

Program	No. of Stations	Sponsor	Agency	Hooper-ating	Year Ago		Posi-tion
					Hooper-ating	+ or -	
Jack Benny *	6	American Tobacco	Foote, Cone & Belding	28.7	33.4	-4.7	1
Bob Hope	6	Pepsodent Div. Lever Bros.	Foote, Cone & Belding	28.4	26.2	+2.2	2
Red Skelton	6	B & W Tobacco	Russel M. Seeds	27.8	22.4	+5.4	8
Walter Winchell (2 mos.) *	6	Andrew Jergens	Robt. W. Orr Assoc.	24.7	23.4	+1.3	6
Screen Guild Players	5	R. J. Reynolds	Wm. Esty & Co.	22.8	17.6	+5.2	10
Fibber McGee & Molly	6	S. C. Johnson & Son	Needham, Louis, Brorby	21.7	25.3	-3.6	3
Fred Allen	6	Standard Brands	J. Walter Thompson	20.0	24.2	-4.2	5
Charlie McCarthy	6	Standard Brands	J. Walter Thompson	18.7	21.7	-3.0	9
Eddie Cantor	4	Pabst Sales	Warwick & Legler	18.1	22.7	-4.6	7
Radio Theatre	5	Lever Bros.	J. Walter Thompson	17.7	17.5	+0.2	11
Take It or Leave It	6	Eversharp	The Blow Co.	17.4	15.8	+1.6	16
Amos 'n' Andy	6	Lever Bros.	Ruthrauff & Ryan	17.0	15.1	+1.9	18
Adventures of Sam Spade	6	Wildroot	BBDO	16.6	10.7	+5.9	44
Truth or Consequences	6	Procter & Gamble	Compton Advertising	15.1	14.3	+0.8	24
Bing Crosby	6	Philco	Hutchins Adv. Co.	15.1	25.0	-9.9	4

\* Includes first and second broadcasts.

### WRGB PLANS TO START COMMERCIALLY DEC. 1

WRGB General Electric video station in Schenectady, will commence commercial operation Dec. 1. Robert S. Peare, GE vice president in charge of broadcast activities, announced last week. Station will take video network programs from NBC in addition to its own local programs, and will be represented nationally by NBC National Spot Sales Dept., which also acts as representative for WGY Schenectady, GE's AM station.

Rate card, dated Dec. 1, shows the station's rates as \$210 for 60 minutes, \$131 for 30 minutes, \$105 for 20 minutes, \$91 for 15 minutes, \$78 for 10 minutes, \$53 for five minutes. One-minute features will be accepted as participations in variety-type programs at the five-minute rate and 20-second spots, limited to time, weather and service announcements, at \$42. However, a sticker affixed to the card states that these rates will be subject to a 50% introductory discount until April 1.

Rates include charges for transmitter and studio facilities and handling for motion pictures. Rehearsal rates are \$25 a half-hour for live programs, \$10, up to 15 minutes, for live spots.

Shortly after Dec. 1, WRGB will install a newly designed video antenna and new transmitting equipment which will increase the station's present coverage.

### Kellogg Changes

KELLOGG Co., Battle Creek, Mich., due to changes in advertising plans, effective Dec. 26, will discontinue *Superman*, 5:15-5:30 p.m., five times weekly on MBS. Agency is Kenyon & Eckhardt, New York.

### Alemite Discs

ALEMITE dealers are currently sponsoring a series of recorded five-minute sports programs over local radio station throughout the country on a cooperative basis. Recordings for the series, which features Jimmy Conzelman, coach of Chicago Cardinal professional football team, are being furnished to dealers without charge by Stewart-Warner Corp. Thus far 58 dealers in 22 different distributor territories are carrying series of 39 broadcasts.

### Renews Waring

MINNESOTA VALLEY Canning Co., Lesueur, Minn. (canned vegetables) Jan. 16, 1948, renews for 26 weeks Friday segment of *Fred Waring Show*, on 160 NBC stations, Monday thru Friday, 10:00-10:30 a.m. EST. Agency is Leo Burnett Co. Inc., Chicago. Tuesday and Thursday segments are sponsored by American Meat Institute, while Monday and Wednesday programs are heard sustaining.

### Chevrolet Plans TV Show On Royal Wedding Day

GENERAL MOTORS Corp.'s Chevrolet Division, will sponsor a half-hour video program including a film of the life of Princess Elizabeth of England and last-minute photos of her marriage to Lieut. Philip Mountbatten on Nov. 20, day of the wedding, on WFIL-TV Philadelphia, WMAL-TV Washington and WMAR Baltimore.

Film is a British Information Service movie, made available for television use here through United Press, and the video package was produced by Paul Mowrey, ABC director of television, who arranged for the showing and sponsorship of the film with Campbell-Ewald Co. of Detroit, agency for Chevrolet.

### Ad Council Names

THE ADVERTISING council has announced appointment of Advertising Assn. of the West as its official far western representative, in an attempt to increase cooperation between the two organizations in public service advertising.



Drawn for BROADCASTING by Sid Hix

"The new chairman found this and forwarded it."

### ADAMS LEAVES FCC; WILL ASSIST DENNY

DAVID C. ADAMS, assistant to the general counsel of FCC, resigned last Wednesday to become assistant to former Chairman Charles R. Denny in his new post of vice president and general counsel of NBC. His resignation was effective immediately.

Both Mr. Denny, who resigned effective Oct. 31, and Mr. Adams will enter their new duties Dec. 1.

Mr. Adams, 34, specialized in common carrier matters during his service at FCC, which started in 1941. He assisted Mr. Denny throughout the International Telecommunications Conferences which the then-chairman headed at Atlantic City last summer.

He was chief rate counsel at the time of his appointment as assistant to the general counsel last January, and formerly headed the International Telegraph Section of the Law Dept., and the Internal Services Section. He was a member of the U. S. Delegation to the Moscow Five-Power Telecommunications Conference in September and October 1946 and was a U. S. observer at the London meeting of the CCIT last November. During the war he served in the Army from 1943, first with an anti-aircraft battalion and later, as second lieutenant, in military intelligence work in Washington.

Mr. Adams is a native of Buffalo. He received his A.B. degree from the U. of Buffalo in 1934 and his LL.B. from the law school there in 1937. He practiced law in Buffalo from 1937 to 1941.

### Household Finance Plans

HOUSEHOLD FINANCE Corp. through Levally Inc., Chicago, has signed Charles Collingwood, CBS news commentator and reporter, to take over its Pacific coast network news spot beginning Dec. 18. Collingwood will be on nine CBS coast stations Tuesday, Thursday and Saturday, 5:30-45 p.m. James Cominos, radio director and vice president of Levally, is now on West Coast setting up promotion for show.

### CALL LETTERS OF KPO ARE CHANGED TO KNBC

FOLLOWING the pattern set by the New York network keys in changing their call letters, NBC's application to change the call letters of KPO San Francisco to KNBC, was approved by FCC last Wednesday. KPO General Manager John Elwood said the change would probably be made in two weeks' time.

KPO started operations in April 1922 as a 100-watter, owned by Hale Bros., department store chain. In 1925 half interest was sold to the *Chronicle*, morning daily. NBC bought the station in 1933. It has been operating on 50 kw since 1932.