

FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

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Promotion



TEN Tender-Pig Hams each week will go to ten listeners who guess correctly aggregate score of ten teams they select from list of 35 supplied by Sugardale Provision Co., Canton, Ohio. Contest is in line with airing of 19 play-by-play broadcasts of scholastic games in area over WHBC Canton. Entry blanks, with postage pre-paid, are available at all Sugardale dealers in that section. Large two-color poster is displayed in dealers' windows and smaller card-board poster listing games and times of broadcasting have been distributed to outlets. Ten-thousand pocket size football schedules, printed in russet brown, also have been distributed.

Live Corpses

KITE San Antonio, Tex., has sent letter to trade concerning station's successful use of giveaway programs and quiz shows. Letter has triple title, ". . . More About 'Dead Telephone Quiz Programs' in San Antonio . . . or—We Read Hooper Reports, Too . . . or—A Rebuttle from the Livest Corpse in Town." Body of letter concerns high Hooperatings of portions of station's programming and boxes on each side contain lists of programs with airing time and Hooperatings.

Activated Advertising

RED and yellow folder promoting Shell gasoline's sponsorship of *Jack Horner's Corner* show on KSTP Minneapolis, Minn., contains sample of what company terms "activated" advertising. Small cut of Shell gas pump and service man is inserted inside folder by small spring causing cut to quiver when folder is opened. Beneath cut is written, "It's Activated and How!" Picture of Jack Horner also is included.

Cover Mailing

COPIES of cover of BROADCASTING for Sept. 5 have been mailed by KCBS San Francisco to trade. Cover, which features four keys, upon each of which is written title and description of a KCBS show, is accompanied by note, reading "Here's the story of four new local programs on the new KCBS . . . four long steps toward putting KCBS local programming on a par with Columbia's network leadership. And there are more to come!" Note is signed by Jules Dundes, director of sales and advertising.

Blotter Mailing

CUT-OUT blotter shaped like microphone is being distributed by WASH (FM) Washington, key station of Continental FM Network. Enclosed with blotter is basic fall program schedule, which includes Saturday and Sunday sports play-by-play.

GREY Advertising, New York, has issued study titled *Eyes Off The Ceiling*. Thirty-seven-page report, which includes 58 tested ways to broaden market, 172 ideas that have stimulated lagging volume and check-list of 96 sales-building tools, will be sent free to national advertisers. Others may get it at \$5 a copy.

New Use for Old Records

TWO RECORDINGS, probably more than 20 years old, are being used as promotion for CBS *Amos 'n' Andy* show on WDRC Hartford, Conn.

Records belong to listener and were made of team of Sam and Henry, former name of Amos 'n' Andy team. WDRC airs recordings with statement to effect that comedians may still be heard on that station.

Outdoor Promotion

IN ADDITION to its previously announced fall promotion schedule [BROADCASTING, Aug. 29], KIRO Seattle has arranged cooperative posting of outdoor boards with Coca-Cola. Coke boards in September feature Edgar Bergen Show, starting over CBS Oct. 2, and station has designed overlay, appearing on 58 boards in nine western Washington cities, featuring call letters, dial setting and program times. Gag award of photo of KIRO Sport-caster Pat Hayes to first staff member spotting and reporting billboard was won by Loren Stone, general manager of station.

Rosh Hashanah

VIEW of Ginegar, colony in valley of Jezreel, Israel, adorns cover of folder sent by Colgate-Palmolive-Peet Co. to Jewish public and trade. Folder includes pictures of E. H. Little, company president, and Joseph Jacobs, who prepared folder. Enclosed is copy of letter of congratulations from Mr. Little concerning Jewish New Year.

Prairie Music

"FROM MOUNTAIN goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie," begins bulletin sent to trade by WOV New York. Page announces sale for fall and winter sponsorship of *Prairie Stars* show which features prairie music. Sheet is reprinted from BROADCASTING, Aug. 15.

Personnel

BLAKE CHATFIELD, formerly in charge of publicity for KNBH (TV) Hollywood and trade editor for NBC Western network, named broadcast promotion supervisor of network's new Broadcast Promotion Unit in Hollywood. Previous to joining NBC in 1947 he was editor of weekly Los

Angeles newspaper. New department will handle broadcast phase of NBC's recently announced intensified promotion campaign. Similar unit is now in operation in New York.

JENNINGS PIERCE, NBC Hollywood station relations and public service director, named chairman of Southern California Broadcasters Assn. Educational Committee. Group will work with schools and libraries in advisory capacity regarding radio subjects.

JOE K. PARRISH, former production manager and account executive with



Mr. Parrish

J. B. Taylor Inc., Dallas, appointed advertising and public relations director for KBTU (TV) Dallas.

JOHN McDERMOTT, promotion director of KMBC-KFRM Kansas City, Mo., is the father of a boy.

MILO RYAN resigns as promotion director of KIRO Seattle, to return to fulltime teaching schedule at U. of Washington's School of Journalism.

GRID HOOK-UP

49ers on 11-Station Network

NETWORK comprised of AM and FM stations in northern California has commenced operation for broadcast of the San Francisco 49ers' professional football games. Station-to-station transmission is accomplished by off-the-air pick-up of the program as transmitted by the originating FM station, KSBP San Bruno.

From KSBP's location atop Mt. Diablo service is provided 10 stations: KTIP Porterville, KWRN Reno, Nev., KSGN Sanger, KVEC San Luis Obispo, KSUE Susanville, KTKR Taft, KUBA Yuba City, KCRA Sacramento, KVCJ (FM) Chico and KSMA Santa Maria. Program is sponsored by Acme Breweries, San Francisco, through Foote, Cone & Belding, San Francisco. In addition to the network, the games also are carried by KSAN San Francisco, KVON Napa, KXRX San Jose and KDON Monterey, fed by conventional line service.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

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