

# Hope's 1950 Take \$1,640,000

## Comic Setting Record High Showbiz Gross

Radio, TV, Oil, Baseball

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considered as near to actual earnings as can be computed.

**Breakdown**

The breakdown follows:  
From his radio show for Lever Bros., \$600,000. This is Hope's personal take after package costs are deducted. From his Paramount Pictures' contract, a minimum of \$500,000. Since Hope owns 50 per cent of *The Great Lover* and will produce another film this year on the same basis, these earnings could well total closer to \$750,000.

Hope's vaude stint at the Paramount Theater in New York for two weeks, beginning March 1, will pay a minimum \$100,000 plus a percentage. His tele guest show for Frigidaire Easter week will net him \$40,000, a figure estimated to be the highest ever paid anyone for one appearance.

**HOLLYWOOD, Feb. 23.**—The story about Bob Hope's fabulous 1950 income (on which federal tax alone is 77 per cent) is reviving a gag Hope pulled at the White House Radio Correspondents' Association dinner for President Truman recently. Hope said he didn't mind paying the withholding tax, but he objected to two things: "I don't like the place they (the government) are holding me, and besides, they're spending it faster than I can make it."

Rounding out the list will be an estimated \$350,000 which Hope should clear from his 45-day whirlwind tour of the nation's ball parks this summer. A similar trek last year grossed \$640,000 for Hope Enterprises, Inc., the comedian's corporation. Radio guest shots during the year are estimated to bring in another \$50,000. Grand total: \$1,640,000.

Still another \$160,000 may come into Hope's till if the comic decides to do more than one television guest shot for Frigidaire. Inked for only one Easter show, Hope has been offered four more during the year.

Estimated earnings from other sources cannot be computed. For example, Hope's DuMont tele distributorship in Los Angeles is said to be most prosperous. His investment in the Cleveland Indians ball club is also profitable, as are various oil well holdings and other deals.

**Big Money in Oil**

Currently Hope is one of the largest U. S. investors in oil, in a three-way

### Brief and Important Last-Minute Digest of AM-TV News

**Duncan Replaces Donahue as WPIX Sales Chief**

Ben Larsen, WPIX's new head, last week named Wally Duncan as sales manager of the "New York Daily News" television station, replacing Scott Donahue. Duncan was formerly with WNEW, New York, and more recently served as sales veepee for WSNY in Schenectady. At the same time it was reported that the station is effecting stringent economy measures budget-wise.

**MBS Sells Merchandising Rights to Kid Show**

The Mutual Broadcasting System (MBS) last week granted merchandising rights on the "Bobby Benson" kid show to Jerry Sanford & Company, marking the first the web has licensed one of its properties for exploitation of subsidiary rights. Sanford has already lined up 15 Bobby Benson merchandise items, including cowboy hats and shirts, record albums, sweat shirts, gun holsters, various clothing accessories, and a comic book which is due on the stands before April 1.

**Donn Tatum Elected President of CSBA**

Donn B. Tatum, veepee and general counsel of Don Lee Broadcasting System, was elected president of the California State Broadcasters' Association (CSBA) at the annual meeting held Friday (17) in Hollywood. Two new veepees were elected by the hundred-odd broadcasters attending the meeting. They are William Smullin, KIEM, Eureka, and Merle Jones, manager of KNX, Hollywood. Re-elected secretary-treasurer was Paul Barlett, KFRE, Fresno, and KERO, Bakersfield, while David McKay, KGYN, Vallejo, was named a new director. Other directors include Harry Butcher, KIST, Santa Barbara; Van Newkirk, KRNO, San Bernardino; William Bates, KTRB, Modesto, and E. L. Barker, KLOK, San Jose.

**WOR-TV Offers Bums' Training Pix for Before Games**

WOR-TV, New York, is offering advertisers a series of TV films taken at the Dodgers' training camp. The movies, which feature interviews with prominent players, will probably be scheduled immediately preceding WOR's telecasts of the actual ball games.

**"Quick's" Events Quiz Made Available to Stations Free**

"Quick" magazine, "Look's" new picture digest, is making its current events quiz available to radio stations throuout the country as a programing feature. The service is gratis to broadcasters, but stations will be allowed to sell the series to local sponsors and pocket the revenue.

**Fleer Gum To Sponsor "Cisco Kid" in Three Cities**

The Fleer Chewing Gum Company, Philadelphia, will sponsor Frederic Ziv's "Cisco Kid" radio series in Altoona, Pa.; Vicksburg, Miss., and Springfield, Mass. The Lewis & Gilman agency set the deal. Another gum outfit, Clark Brothers, of Pittsburgh, last week appointed McCann-Erickson, Inc., to handle advertising for its Teaberry and Tendermint brands.

partnership with Bing Crosby, whose own annual take is tidy, and a Texas business man. Reports current in Hollywood are that, so far, the trio has brought in over 20 producing wells. What this means in terms of revenue is incalculable.

The men behind Hope's fabulous earnings now assume the status of a brain trust. Included are Jimmy Saphier, Hope's radio agent; Louis Shurr, his movie rep, and Charley Yates, booker of Hope's vaude and personal tours. Co-ordinating the financial empire is the law firm of Gang, Kopp & Tyre in Hollywood, which has the last word on okaying Hope's activities.

### "Lone Ranger" 19 Years Old and Still Crossing A-Plenty

**DETROIT, Feb. 25.**—The *Lone Ranger*, a major Detroit business venture, is now in its 19th year on radio, with George W. Trendle, of Trendle-Campbell Enterprises, Inc., his creator, estimating his gross radio earnings at \$936,000 a year. *Lone Ranger* merchandise and novelties brought in an income of over \$2,500,000 last year, and with licensing proceeds from manufacturers, comic strips running in 75 newspapers in two hemispheres, and television shows on 35 outlets, the earnings mount steadily.

The show began as a local program in 1933 under the sponsorship of the Silvercup Bread Company. Bond bread took over in 1938, and today the show is sponsored from coast to coast by General Mills, except in the Southeastern section of the country where the Merita Baking Company sponsors it.

Trendle, whose firm produces both the radio and television *Ranger* shows, checks his shows for their content on the basis of its fitness for the creators' own children. Parents and the creators have a mutual responsibility to supervise a child's radio listening and television viewing, according to Trendle. Program content is indorsed by 9,000,000 listeners (Neilsen and Hooper ratings). Enrollment in the Safety Clubs exceed 4,000,000.

Expansion of merchandising activities of the *Ranger* organization is under way, according to Trendle, but no details are being disclosed as yet. Tie-ins with a wide variety of merchandise have been worked out in the past, and this department alone is said to have doubled in volume since the war.

**WHERE YA EATIN'?**

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into a Bing Crosby film the thesp flips his lid and puts the bag on at Mike Romanoff's.

An awful lot of actors don't make it, tho. You can see 'em almost any night at Gus and Andy's—or, more likely, Whelan's Drugstore.

## Set Store's Ad Copy May Put AM in War Twixt TV and Pix

**NEW YORK, Feb. 25.**—Ad copy used on local radio stations by the Frost Stores, one of this city's most aggressive video dealers, may develop into a battle between movie and television interests, with the radio stations caught in the middle. The copy to which the movie people object refers to TV sets as costing "less than the price of two movie tickets and much more entertainment" on a time-payment plan. Caught in the middle this week was WANTS, which has sold 24 quarter-hour segments weekly to the retailer.

Banded together informally are the ad men of the local film offices who notified the AM outlets that they would yank their advertising from stations who continued to carry the copy. WINS, in turn, notified the Frost agency, Getschal & Richard, of the edict from the film execs. Budd Getschal, agency topper, advised the station that he would withdraw the copy only if it is considered censorable from the station's point of view, but that he wouldn't yield to pressure from another advertiser.

**WNEW States Policy**

Getschal stated that it was the agency's job to increase its client's business and if changing the copy would change that increase by "as little as 1 per cent," then we won't withdraw the copy. WNEW, which also carries Frost announcements but not of the "anti-movie" type, issued a memorandum to its staff stating that

it was against station policy to "knock" any other media.

In addition to WINS, WOR-TV carried the objectionable copy, as did three daily papers, *The New York* (See AM in Middle on page 13)

### Y&R Decisions K&E In Bordens Battle?

**NEW YORK, Feb. 25.**—The battle between Young & Rubicam (Y & R) and Kenyon & Eckhardt (K & E) over the local radio billings of the Bordens account this week appeared resolved in favor of Y & R. The tip-off came when Bordens decided to cancel its *County Fair* program, handled by K & E on the Columbia Broadcasting System (CBS) Saturday afternoons 2-2:30, probably after its April 1 broadcast. The show has aired for almost five years.

Bordens will take the money from the canceled network show and put it into a local radio campaign to be handled by Y & R. K & E will retain the Bordens Instant Coffee business.

K & E might have had the account secured up if it had been able to deliver the Bob Hope deejay daytime series it was creating for the sponsor. However, the refusal of Hope's present sponsor, Lever Bros., to allow him to undertake the series without making conditions, killed the comic's participation in any possible Bordens show.

**MANY THANKS**

TO THE JUDGES OF  
Billboard 12TH ANNUAL  
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PROMOTION COMPETITION

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