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SPONSOR

For buyers of broadcast advertising



Advertisers urge
BMB be kept going—p. 26

NOV 8 1949

Bop Hope was younger then, p. 30

SP 10-49 1220
MRS FRANCES SPRAGUE
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y



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Is there a top
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How do you get them to look and listen
in Virginia's greatest market?

They look via WTVR, Virginia's only television station.
They look so enthusiastically that
although WTVR must work alone in stimulating set sales,
already one in about every ten homes
in the Richmond area is TV equipped.

They listen via WMBG (AM) and WCOD (FM).
And they've been listening to WMBG first since 1926.

Stop!

These constitute Havens & Martin Stations,
the only complete broadcasting institution in Virginia,
the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems
in the Old Dominion. Try them and see.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



TS...SPONSOR REPORTS...

..SPONSOR REPORT

7 November 1949

WJZ-TV cuts its schedule

WJZ-TV, key ABC station in New York, has met mounting costs problem by cutting eight hours from weekly program schedule. Monday schedule now doesn't start until 8:30 and Tuesday until 9 p.m. . .But TV is adding business, too. Goodyear premiered, on ABC-TV 6 November (through Young & Rubicam), half-hour "Paul Whiteman Revue." Ford Dealers will sponsor hour-long Tuesday night Kay Kyser musical show over CBS-TV (through J. Walter Thompson). Over 16 stations, mainly in Midwest, Ford dealers are presenting weekly half-hour film highlights of Big Ten football games.

-SR-

Sanctions are urged on "outlaw" Cuban, Mexican stations

NAB's Fourth District, meeting at Pinehurst, N. C., recently, passed resolutions asking U.S. Government to request Cuban and Mexican governments to order their licensees to "return immediately to frequency, power and directional assignments" of North American Regional Broadcasting Agreement. Failing that, the district would have U.S. eliminate protection by our stations to theirs; rearrange Cuban cane sugar quotas; restrict passports against these countries, and withdraw currency support to them. . .Third District has taken similar action

-SR-

Transit Radio adds 128 new sponsors

In eight recent weeks Transit Radio has added 128 sponsors, bringing total of music-as-you-ride advertisers in buses and trolley cars to 393. Newcomers include Swift Packing, Ford Dealers, Musterole, Bond stores, Ipana toothpaste, Miles Laboratories. TR now operates in Baltimore, Cincinnati, Covington, Ky., Des Moines, Houston, Huntington, W. Va., Jacksonville, Kansas City, Mo., St. Louis, Tacoma, Washington, Wilkes-Barre and Worcester.

-SR-

SPONSOR Appointments

Effective 1 November, Norman Knight joined SPONSOR as vice-president in charge of advertising; Ellen Davis as managing editor. Mr. Knight was Eastern stations relation manager of Mutual Broadcasting System prior to his appointment. Earlier he served in various radio station capacities culminating in the general management of the West Virginia Radio Corporation. He will headquarter in New York. Miss Davis has had long experience in broadcast advertising. For a number of years she was associate editor of the VARIETY RADIO DIRECTORY, and more recently promotion director of VARIETY. During the war she was director of public relations for the USO in Hawaii.

Muzak promotes new Fox film 20th Century-Fox enlists network of Muzak wired-music outlets in restaurants and hotels in U.S., Canada and Mexico to promote its movie, "Oh, You Beautiful Doll," starring June Haver. Muzak dinner music will fill ears of 16,000,000 with music from film. Newspaper ads and table tents will tie in. Muzak in stores, beauty salons and Grand Central Station will be full of it too.

-SR-

Skippy and Lever start net shows Skippy peanut butter has bought 10:30-11 Thursday night spot on CBS, starting 1 December (through Y&R) for "Skippy Hollywood Theater." Top British stars will appear in transcribed original dramas. . . . Lever Bros. (through Ruthrauff & Ryan) has begun to sponsor last half of ABC's five-a-week "Breakfast in Hollywood" over 30-station Canadian Dominion network.

-SR-

Beville counts 2,500,000 TV sets NBC's research director, Hugh Beville, estimates 2,565,000 TV sets in operation end of September, against 2,310,000 end of August. Of total sets in 48 markets now covered by TV, New York area now has 31%. Year ago NY had 46% of all.

-SR-

Meck replaces old radios with new To "enhance customer-dealer relations," John Meck Industries introduces plan under which owners of small Meck radios needing repairs may replace them at dealers with new ones. Dealers simply return receivers to Meck plant at Plymouth, Ind., where they are reconditioned for resale.

-SR-

KCBS seeks KSFO's 50,000 watter KCBS and KSFO, San Francisco, have filed joint application with FCC for KCBS to build new 50,000-watt transmitter on its 740 kc. frequency. Instead of constructing proposed 50,000-watt station, KSFO would continue on present frequency and power, and concentrate on developing its TV station, KPIX.

-SR-

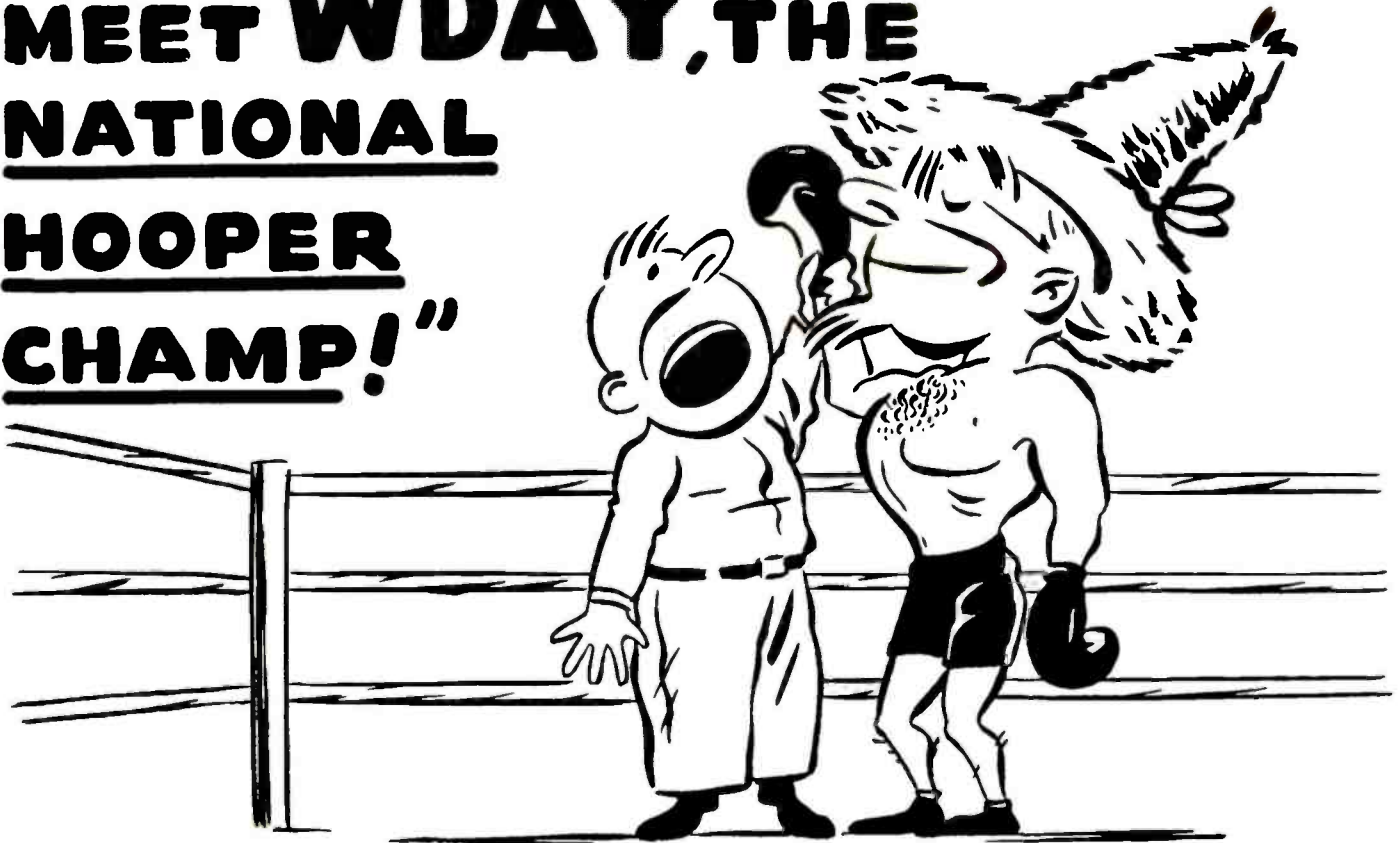
Color TV hearings will be extended After five weeks of listening to color TV claims of CBS and RCA, FCC announced that hearings and testimony would go into February. FCC rejected RCA petition for two-month delay in demonstrations and will start them November 14. FCC now plans to view system of Color Television, Inc., of San Francisco in Washington February 6. . . . Reports on FCC color TV hearings and on National Radio and TV Week will feature RMA's fall conference in New York, 14-16 November.

-SR-

Ford sponsors UN telecasts Ford Motor Company (through Kenyon & Eckhardt) starts 7 November to sponsor 15 hours weekly coverage of United Nations meetings, over CBS-TV, from Lake Success, N. Y. Maximum of 21 stations will carry telecasts Monday through Friday from 11 a.m. to 1 p.m. and from 3:00 to 4:00 p.m. Commercial will be limited to announcement that this is public service program of Ford.

-please turn to page 34-

"LADEEZ AND GENTLEMUN- MEET WDAY, THE NATIONAL HOOPER CHAMP!"

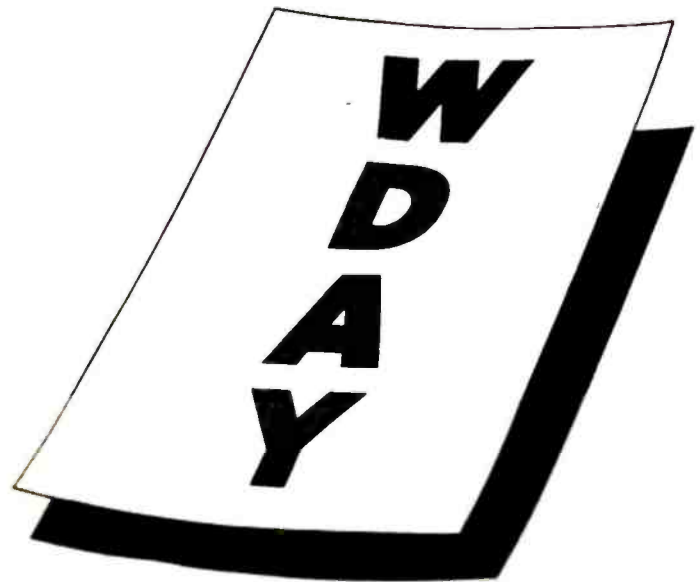


YESSIR! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night—among all stations in the country for the five-month period, Dec. '48-Apr. '49!

	WDAY	"B"	"C"	"D"
Weekday Mornings (Mon. thru Fri.)	66.2%	16.8%	7.7%	4.2%
Weekday Afternoons (Mon. thru Fri.)	66.1%	11.4%	11.9%	3.7%
Evenings (Sun. thru Sat.)	67.5%	14.1%	9.2%	7.2%

Amazing, you bet, but once you see the facts about our rural superiority, you'll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY's rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.,
Exclusive National Representatives



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ARTICLES

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Muntz mops up	Leading disk jockeys and announcers in 13 major markets help ad wizard's TV set sales rise to seventh place nationally	24
Do sponsors want BMB?	Studies by SPONSOR and other groups find advertiser and agency executives unanimous in calling it necessary sales tool	26
Equitable opens the door	"This Is Your FBI" network show helps 7,000 life insurance salesmen build business by providing <i>entree</i> to more homes	28
Can your program grow?	Many programs have been kept going and growing because sponsors knew what to do when they began to decline	30
How to take Washington	Integrated advertising, spearheaded by air media, does fast job to establish Heurich's new "Champeer" beer in Capital	32

IN FUTURE ISSUES

Gillette wins World Series	Record radio and TV audience, backed by intensive promotion, help razor firm clean up	November
Timebuyer's functions	He works closely with advertiser and other agency departments in scheduling	November
Gruen finds radio pays	"Hollywood Calling," on Sunday night against Jack Benny, sells a lot of watches	
Return of the box top	With greatly intensified competition premiums are riding rampant on the air waves	
Radio works for railroads	In addition to network "Railroad Hour," individual roads boost business on air	
Chevrolet tackles TV	Biggest automotive advertiser telecasts a half-dozen widely different programs	

President & Publisher: Norman R. Glenn
 Secretary-Treasurer: Elaine Couper Glenn
 Editor: Lawrence M. Hughes
 Managing Editor: Ellen L. Davis
 Senior Editors: Frank M. Bannister, Charles Sinclair
 Assistant Editors: Joe Gould, Fred Birnbaum
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 Advertising Department: Jerry Glynn, Jr. (Chicago Manager), Edwin D. Cooper (West Coast Manager), M. H. LeBlang, Beatrice Turner, William G. Haemmel
 Business Manager: Bernard Platt
 Circulation Manager: Milton L. Kaye
 Circulation Assistants: Marcia Chinitz, Emily Cutillo
 Secretary to Publisher: Augusta Shearman
 Office Manager: Olive Sherban

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INDEPENDENT

WNEB LEADS AGAIN!

IN WORCESTER, MASS.!

HIGHEST RATINGS!

IN COMPETITION WITH ALL NETWORK STATIONS

LOWEST RATES!

TO MAKE A TIME-BUYER'S DREAM COMBINATION THAT GIVES YOU

THE MOST LISTENERS PER DOLLAR!

Share of Audience METROPOLITAN DISTRICT, Worcester, Mass.

TIME	BASIC CALLS	WNEB	Station A	Station B	Station C	OTHERS
MORNING PERIODS	6,197	32.1	10.1	19.5	32.4	5.9
AFTERNOON PERIODS	10,916	36.4	12.0	13.7	29.4	8.5
EVENING PERIODS	7,837	32.4	10.3	13.3	33.8	10.2
ENTIRE SURVEY	24,950	33.8	10.9	14.7	31.9	8.7

August 21-27, 1949

CONLAN RADIO REPORT

Sure, we carry baseball, and it has helped to build our station. But our over-all leadership comes from over-all acceptance since baseball represents only about 18% of the time periods covered by this survey.

What's more, this survey shows that WNEB is in first place in 36 of the 58 quarter-hour periods 8:00 A.M.-10:30 P.M., Monday thru Friday. Call in a station representative and see the complete report.



WNEB

WORCESTER MASSACHUSETTS

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.



tackle North Carolina's metropolitan market and you're on fertile fishin' ground.

Raleigh and Durham "waters" are a paradise for advertisers fishin' the WNAO and WDUK channels.

WNAO and WDUK, in combination, are a pair of "hot hooks"—sharpened with a discount . . . and brother, they're bitin'!

Avery-Knodel, our "reps", will gladly show you a chart.

you'll do better with the same line . . . and 2 hooks!

WNAO
850 KILOCYCLES
5000 WATTS
RALEIGH

and

WDUK
1310 KILOCYCLES
1000 WATTS
DURHAM

★ ONE NETWORK, ABC
★ ONE LOW RATE
★ 2 KEY OUTLETS

NORTH CAROLINA'S LARGEST METROPOLITAN MARKET

40 West 52nd

MORE NEGRO "FIRSTS"

I read with great interest your two-part article on the Negro market . . . you mentioned a number of stations who have recognized the importance of this market, and you included one Washington station. I am afraid, however, you have neglected us. WWDC, Washington's leading independent, beams most of its programs to the general population, but has for many years aimed specific programs at the 29% local Negro population.

Our 1450 Club, although conducted by a white announcer, Jack Lowe, has for years outranked all network shows in popularity. . . . A survey made in January, 1948, by a competing station found the white audience voted for more than 100 assorted programs, but the Negro audience was virtually unanimous in selecting the 1450 Club as their favorite. . . .

Approximately six months ago we hired Jon Massey, a talented young Negro announcer . . . currently heard twice daily. . . . He started with one sponsor and now has eight.

WWDC was the first Washington station, probably one of the first in the nation, to employ a Negro commentator . . . Dr. Rayford W. Logan, of the History Department of Howard University. . . .

Our famous amateur program, which has consistently had the highest Hooper in town on Sundays at 12:30 for better than six years, features both white and Negro talent. Our Scholastic Sports Association program originally started out with representatives of white high schools, but these boys, by their own voluntary action, invited Negro high schoolers to participate—quite a remarkable gesture in this city where schools are segregated. . . .

Our reasons behind this programming are, frankly, commercial, but it has its soul satisfying awards. Last year WWDC was cited by the National Conference of Christians and Jews "for outstanding contributions during the past year to mutual understanding and respect among people of diverse backgrounds through the powerful medium of radio."

BEN STROUSE
General Manager
Radio Station WWDC
Washington

SPONSOR

We read your series of articles titled "The Forgotten 15,000,000."

However, in Part II . . . there were some references to the Negro listening audience of WUSN and their "A-Train" program. The article quoted an independent survey which showed a greater Negro preference for WUSN, and this may well be the case since we have conducted no "independent" survey to prove otherwise. We would like to point out a few salient facts for consideration, however.

WPAL was the first station in the Charleston area to employ a Negro disc jockey—on the first all-Negro show ever to hit Charleston. . . . This program has nothing but Negro sponsors; no others are allowed . . . conducts each Saturday the "Colored Youth Review," featuring talented Negro boys and girls . . . has presented each Sunday the "YMCA Hour. . ."

. . . presents daily a recorded music show designed strictly for the Negro listeners, called "Blues 'n' Boogie" . . . acts as Public Relations Counsel to the Negro YMCA Sporting Club in the presentation of various special events . . . has over 15 Negro quartets, gospel singers and church groups broadcasting regularly.

. . . has the only Negro salesman in or around the Charleston area . . . is the ONLY station in Charleston that has, or has ever had, a Negro disc jockey, and a Negro salesman. . . .

L. P. MOORE
General Manager
Radio Station WPAL
Charleston

SEEING vs. LISTENING

We are very much interested in the article *Seeing versus listening*, which appeared in the 12 September issue of SPONSOR, and *Reading versus listening*, in the 26 September issue.

We would also like to have ten reprints of these two articles. If these are available, will you please send them on and bill us for whatever charges there are for them.

E. J. GLUCK
President & General Manager
WSOC, Charlotte, N. Y.

• SPONSOR has reprints available of the first *Seeing vs. listening* article, and a limited number of tearsheets of the second.

7 NOVEMBER 1949

**IT'S EASY,
IF YOU
KNOW HOW!**



YOU know, and we know that there's no simple catch answer to what makes one football player or one radio station superior to others. It's a matter of "flair," and Know-How. . . .

KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to *Southern tastes*. We have Know-How. . . . The result is that KWKH gets *top Shreveport Hoopers* for Total Rated Periods, Mar.-Apr. '49. . . .

It's 70% greater in the Morning
7% in the Afternoon
47% in the Evening!

Yet Shreveport is only a fraction of our total coverage. KWKH comes in strong and clear throughout our booming four-state area and gets an even larger and more loyal *rural* audience.

Let us send you all the facts, *today!*

KWKH

SHREVEPORT

**Texas
LOUISIANA**

**Arkansas
Mississippi**

50,000 Watts

• CBS

The Branham Company, Representatives
Henry Clay, General Manager



Steel and coal strikes hurt many industries

President Truman has refused to act—as this is written—under the emergency powers granted him in the Taft-Hartley law, to settle the steel and coal strikes. Railroads, automobiles and other industries are beginning to feel the pinch. Government economists estimate that, if the strikes continue another month, 5,000,000 unemployed will create the first full-scale depression since 1929-33. But the essential soundness of the economy is emphasized by the facts that stock market prices in late October reached the highest level since mid-1943 and advertising, even in steel and coal areas, was being reasonably well maintained. . . . Although third-quarter earnings were down, U. S. Steel declared the same dividends as in the second quarter. Bethlehem Steel had record earnings for the nine-month period.

British and Italian firms start campaigns in U.S.

British biscuits and sweaters and Italian cheese, canned goods, wines, gloves and musical instruments are among overseas products currently being promoted in this country, with the help of their respective governments. British Export Trade Assn. (BETA) is sponsoring the sweater campaign. Six baking companies, as the Joint Biscuit Manufacturers of Great Britain, are promoting their wares in the New York area. The Italian government has chosen New Orleans as the first market to be invaded with a wide line of products. If the campaign there succeeds, it will be extended to San Francisco, Detroit, Denver and other cities. Italy is expanding the commercial staff of its embassy in Washington and is appointing trade commissioners in several major U.S. cities.

Durable goods sales check decline in retail volume

Continued expansion in sales of durable goods (primarily automobiles) and of food has kept the overall retail sales curve from turning sharply downward thus far this year, the Department of Commerce shows. Such major producers as General Motors and General Electric continue to move ahead steadily, with G-E reporting a 5% sales increase for the first nine months. Department store sales, says Federal Reserve Board, recently have been 13% below parallel period of 1943.

Construction activity continues at high level

A large part of the volume of durable goods is going into construction—the \$1,900,000,000 value of which in September was larger than in August and about the same as September, 1943. In the first nine months of the year construction, paced by residential building, was 1% higher than a year ago. Number of new factories and stores going up has declined.

International "primer" is issued by NAB

Who Gets the Air, a "primer" on international problems of radio broadcasting, has been mailed by NAB to member stations and associate members. Developed under the direction of Forney A. Rankin, NAB government relations director, it deals with the North American Regional Broadcasting Agreement, the problem of sharing high frequencies, and the "gentlemen's agreement" on allocations. Some chapters deal with United Nations and UNESCO, the "Voice of America" broadcasts, and relations of broadcasters with the State Department and FCC.

77% of FM stations move to full power

Seventy-seven per cent of the more than 700 FM stations on the air are now operating at full-licensed power, says FM Assn., Washington. In nine recent days FCC authorized 55 stations to change to full power.

Supreme Court to decide on FTC-order compliance

The Supreme Court has agreed to decide whether the FTC may force companies to provide detailed reports on how they are complying with the commission's cease-and-desist orders resulting from anti-trust actions. Morton and International Salt companies claim FTC does not have this authority. These and other salt companies were named in an anti-trust action which was upheld by an appeals court in 1943. Two years ago FTC ordered the companies to file reports on their compliance. Morton and International declined to do so.

Congress committee probes big business

A House Judiciary subcommittee headed by Emanuel Celler (D., N.Y.) has begun an intensive investigation of the effects of "bigness" on American business. Such leading advertisers as the presidents of duPont, General Electric and Lever Brothers have been called to testify. Mr. Celler intends to keep things humming three days a week until Christmas.

Kaiser-Frazer borrows \$10,000,000 more from RFC

With an additional loan of \$10,000,000, RFC has put up \$44,400,000 in loans in the last month—against collateral of \$78,000,000—to help Kaiser-Frazer get moving on that new lower-priced car. The current \$10,000,000 will be used as a "revolving fund" to help dealers finance purchase of cars from the factory. K-F is owned by more than 40,000 stockholders, with the Kaiser family owning less than 10% of its stock.

COMPARE

COST PER THOUSAND HOMES
6:00 - 6:10 P. M. . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

6:15 - 6:30 PM	WHK	NET. B	NET. C
HOOOPERATING AVERAGE ①	5.3	6.2	5.1
HOMES PRIMARY AREA ②	952,244	874,385	705,393
HOMES REACHED DAILY ③	50,469	54,212	35,975
COST FOR 10 MINUTE PROGRAM (MAX. DISCOUNT)	\$60.75	\$91.13	\$72.04
COST PER 1000 HOMES	\$1.18	\$1.68	\$2.00

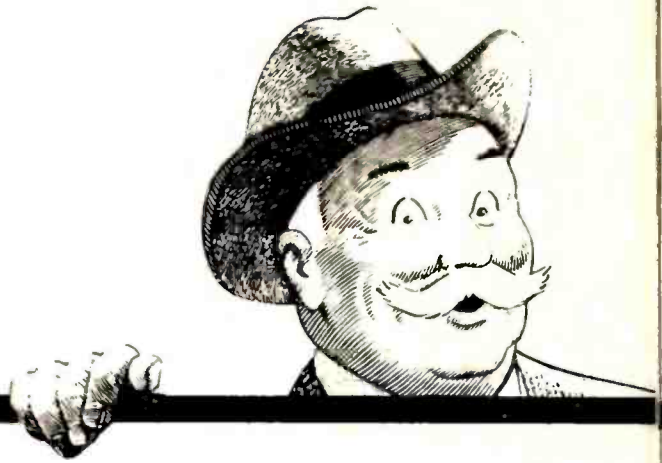
AVAILABLE M.-W.-F.—SEE YOUR RAYMER REPRESENTATIVE ABOUT THE 6:00 PM NEWS

① Hooper *Fall-Winter 48-49*
Winter-Spring 48-49

② Based on coverage patterns on file with the FCC;
 and Homes, Sales Management Survey of Buying Power 1949

③ Projected rating for primary area





Today these stations
are reaching more
people, with more money
to spend for their spot
advertisers' products
and services than ever
before

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives
Since 1932*

ATLANTA DETROIT NEW YORK FT. WORTH CHICAGO HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

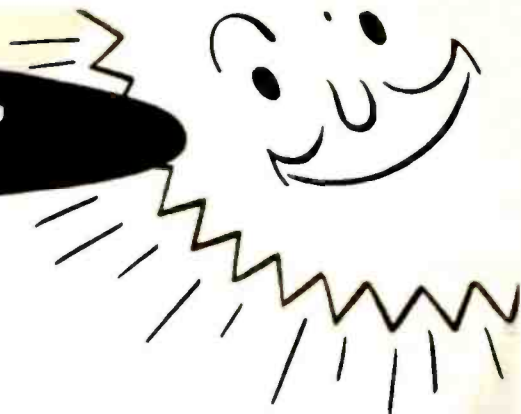
MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

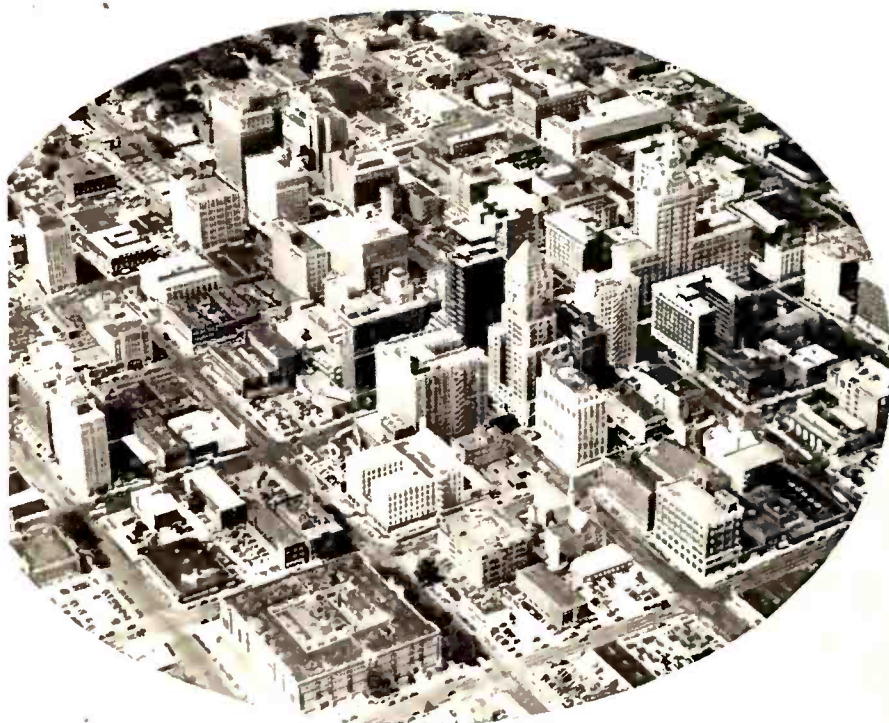
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
*CP KIRO	Seattle	CBS	50,000

SUNNY SPOT IN THE SOUTHWEST!



At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

Year In, Year Out, Advertisers Know They Can Always Count on KVOO!



TULSA — OIL CAPITAL OF THE WORLD

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

AUSTIN	-1
DALLAS	-5
FORT WORTH	-1
HOUSTON	0
OKLAHOMA CITY (not reported)	
SAN ANTONIO	-3
TULSA . . .	+2

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

SPONSOR

New and renew

THE REPORTS LISTED BELOW APPEAR IN ALTERNATE ISSUES



New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATION-MKTS	CAMPAIGN, start, duration
Borden Co.	Borden's Instant Coffee	Kenyon & Eckhardt	5-6 sta; 4 mkts* (New England test campaign)	E.t. spots, breaks; abt Oct 25; 13 wks
Campbell Soup Co.	Campbell's Soups	Ward Wheelock/Dancer-Fitzgerald-Sample (N.Y.)	1 sta; 1 mkt (Trial run; may expand later)	Wkly 15-min live show; WEVD, N. Y.; abt Oct 20; 52 wks
Chrysler Corp. (Dodge Div.)	Dodge cars	Ruthrauff & Ryan (N.Y.)	Indef (Short, intensive natl campaign)	E.t. spots, breaks; abt Oct 24; 2-4 wks
Cristy Chemical Co.	Dry Gas	Aitkin-Kynett (Phila.)	Indef* (Limited campaign)	Early a.m. spots; abt Dec 1; 8 wks
G. N. Coughlan Co.	"Chimney Sweep" and "De Moist"	A. W. Lewin (N.Y.)	5-9 sta; 5-9 mkts* (Limited Midwestern campaign)	Spots, partic; abt Nov 1; 13 wks
Dad's Root Beer Co.	Beverages	Malcolm-Howard (Chi.)	Indef* (TV-AM natl campaign)	E.t. spots, breaks; Oct 27; 4 wks
Frank H. Flier Corp.	Flier's Double Bubble Gum	Lewis & Gilman (Phila.)	Indef* (TV-AM schedules, limited campaign)	Mainly kid's programs; abt Nov 15; 13 wks
General Foods Corp. (Calumet-La France Div.)	Calumet Baking Powder	Young & Rubicam (N.Y.)	Indef* (Schedules in S.E. non-metropolitan areas)	Various local programs; abt Nov 15; 13 wks
General Mills	Gold Medal Flour	Dancer-Fitzgerald-Sample (N.Y.)	Indef* (Limited now, but may expand after Jan 1)	Two daily 15-min music shows on regional net; abt Oct 15; 13 wks
Paramount Pictures, Inc.	Movie: "The Heiress"	M. M. Fisher (Chi.)	50 sta; 50 mkts* (Major mkts only)	E.t. spots, breaks; abt Nov 1; 2-6 wks
Proctor & Gamble Co.	Dreft	Dancer-Fitzgerald-Sample (N.Y.)	Indef* (Heavy schedules planned for N. Central U.S.)	E.t. spots, breaks; abt Nov 1-15; 13 wks
Scott & Bowne	Scott's Emulsion	Atherton & Carrier (N.Y.)	Indef* (Mostly in South and Southwest)	Spots next to newscasts; abt Nov 7; 20 wks
Standard Brands, Inc.	Chase & Sanborn Coffee	Compton (N.Y.)	12-15 sta; 12 mkts* (Regional campaigns)	E.t. spots, breaks; abt Oct 17; 13 wks
Toy Productions	Mechanical toys	Buchanan (L.A.)	Indef* (All major mkts)	E.t. spots, breaks; Nov. 7; 6 wks.



New and Renewed Television (Network and Spot)

SPONSOR	AGENCY	NET OR STATIONS	PROGRAM, time, start, duration
American Tobacco Co (Lucky Strike)	Ayer	WNBT, N.Y.	Film spots; Sept 29; 13 wks (r)
Borden Co	Young & Rubicam	KNBH, Hollywood	Film spots; Sept 17; 16 wks (n)
Bulova Watch Co	Biow	WBZ-TV, Boston	Film spots; Sept 18; 18 wks (n)
Lamont Corliss Co	Cecil & Presbrey	KNBH, Hollywood	Film spots; Oct. 4; 13 wks (n)
Chevrolet Dealers	Campbell-Ewald	WNBT, N.Y.	Film spots; Oct 18; 13 wks (r)
D. L. Clark Co (Clark Candy)	BBD&O	WABD, N.Y.	Film spots; Nov 4; 26 wks (n)
Dodge Motor Co	Ruthrauff & Ryan	WABD, N.Y.	Film spots; Oct 25; 13 wks (n)
Duffy Mott Co Inc	Young & Rubicam	WCBS-TV, N.Y.	Film spots; Sept 20; 39 wks (n)
Forstner Chain Corp	A. W. Lewin	WBZ-TV, Boston	Film spots; Oct 8; 13 wks (n)
General Baking Co (Bard Bread)	BBD&O	WABD, N.Y.	Time signals; Oct 24; 6 wks (n)
General Time Instruments (Westelox Watches)	BBD&O	WCBS-TV, N.Y.	Film spots; Oct. 26; 13 wks (n)
Henry Heide, Inc	Kelly-Nason	WPTZ-TV, Phila.	Film spots; Oct 5; 13 wks (n)
MacFarland Candy Stores	Minor	WMAR-TV, Balto.	Film spots; Oct 10; 11 wks (n)
Philip Morris & Co Ltd Inc	Biow	WNBT, N.Y.	Film spots; Oct 1; 11 wks (n)
		KNBH, Hollywood	
		WNBT, N.Y.	

● In next issue: New and Renewed on Networks. Sponsor Personnel Changes, National Broadcast Sales Executive Changes, New Agency Appointments

New and Renewed Television (Continued)

Pioneer Scientific Corp
R. K. Bitter Co
Bival Packing Co
Saks Department Store
Schick, Inc
Seneca Clack Co
Alexander Smith & Sons
Carpet Co.

Cayton
Clements
C. Silver
Humphrey
HRR&O
Moss
Andersson, Davis &
Platto

WAHD, N.Y.
WNBT, N.Y.
WNBK, Cleve.
WARD, N.Y.
KNBH, Hollywood
WNBT, N.Y.
WNRK, Cleve.

Film spots; Oct 30; 26 wks (n)
Film spots; Sept 25; 37 wks (n)
Slides; Oct 7; 13 wks (n)
Kathi Norris Show; M-F 11-11:30 am; Oct 31; 52 wks (n)
Film spots; 13 weeks (n)
Film spots; Oct 16; 13 wks (n)
Film spots; Sept 25; 12 wks (n)

Station Representation Changes

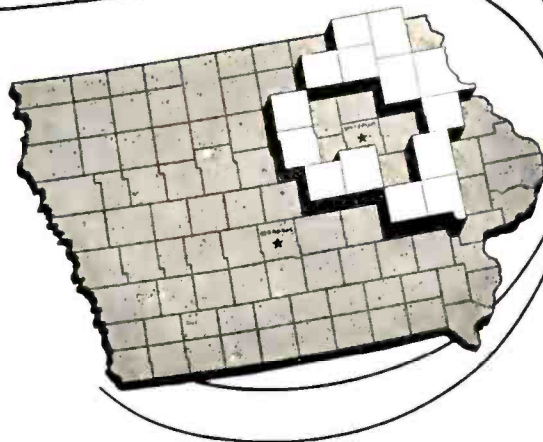
STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KXNX, Wingham Ontario	Independent	Adam Young, for U. S.
KATL, Houston Tex.	Independent	Independent Metropolitan Sales
KCMJ, Palm Springs Calif.	CBS	Western Radio Sales
KCIA, Sacramento Calif.	NBC	Robert Meeker for East
KISD, Sioux Falls S. D.	Independent	Donald Cooke
KLIF, Dallas Tex.	Independent	Adam J. Young
KNAK, Salt Lake City	Independent	Independent Metropolitan Sales
KRMG, Tulsa Okla.	ABC	John Blair
KSDO, San Diego	Independent	Western Radio Sales
KSMA, Santa Maria Calif.	Independent	Lee O'Connell
KTHH, Tacoma Wash.	Independent	Independent Metropolitan Sales
KVEN, Ventura Calif.	Independent	Western Radio Sales
WAM(TV), Balto.	ABC, DuMont	Harrington, Righter & Parsons
WIRC-TV, Birmingham	NBC	Blair-TV
WKJP, Pittsb.	Independent	Transit Radio
WNJR, Newark N. J.	Independent	William G. Raoubeau
WOAI-TV, San Antonio	NBC	Edward Petry
WTXL, Springfield Mass.	Independent	Donald Cooke
WYVW, Fairmont W. Va.	MBS	Donald Cooke
WWCO, Waterbury Conn.	MBS	Robert S. Keller

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Thomas Allen	Al Paul Lefton, N. Y.	Grey, N. Y., radio copywriter
North Baker	J. J. Weiner, S. F., acct exec, pub rel dir	Same, vp
Robert W. Hall	Vickers & Benson, Toronto	Harry E. Foster, Toronto, acct exec
Lawrence D. Benedict	Tucker Wayne, Atlanta Ga., acct exec, vp in chge sls, indlg	Compton, N. Y., acct exec
Myron L. Brown	International Register Co, Chi.	Sterling, N. Y., radio, TV, media, research dir men's wear div
Frank H. Cankar	Fritz, Carlson & Cash, L. A., vp	Fletcher D. Richards, N. Y., acct exec
Walter Cash	Henry A. Loudon, Boston, acct mgr	Foote, Cone & Belding, L. A., acct exec
Ernest C. Clark Jr.	Deuss-Gordon, Chi., copy chief, acct exec	Same, media, research dir
Earl L. Collins	Cary Snow, Boston, acct exec	C. C. Fogarty, Chi., acct exec, member of creative staff
John J. Daniels	Sunday Herald, Bridgeport Conn.	Arnold, Boston, acct dir
Paul D. deLahunta	Campbell-Sanford, Chi., acct exec	Edward Owen, Avon Conn., acct exec
Mel DeMunn		DeMunn & McGuinness (new), Chi., partner
Brian Deslin		Erwin, Wasey, Montreal Canada, mgr
Fluitt Eastcott	AHC, L. A.	Roche-Eckhoff, H'wood., radio, TV dir
J. Morse Ely	Ruchmann, Chi., acct exec	Symonds, MacKenzie, Chi., acct exec
Res Farrall	H. M. Klingensmith, Canton O., exec	Rex Farrall (new), Canton O., head
Archibald McG. Foster	A. W. Lewin, N. Y., research, mktg head	Same, vp
Jimmy Fritz	Fritz-Carlson-Cash, H'wood., pres	Ted D. Factor, L. A., vp
John R. Gratz	Fensholt, Chi., asst acct exec	Simmonds & Simmonds, Chi., acct exec
Sylvia Harris		Fletcher D. Richards, N. Y., acct exec
Robert R. Kane	McGraw-Hill Publishing Co, Cleve., assoc prom mgr	Fletcher D. Richards, N. Y., acct exec
Robert Kintner	Hicks & Greist, N. Y., radio, space buyer	C. F. Peters, Cleve., acct exec
Peter A. Krug		Same, radio, TV dir
Emanuel Levine	Atherton & Currier, Toronto, radio dir	Sterling, N. Y., acct exec men's wear div
Alf Lewis	Leo Burnett, Chi.	Aikin-McCracken, Toronto, radio, TV dir
James S. Love	Wilson, St. Paul Minn.	Tucker Wayne, Atlanta, acct exec
John H. MacNiven		Melamed-Hobbs, Mapls., acct exec
Charles McDowell	Campbell-Sanford, Chi., mgr	William B. Remington, Springfield Mass., acct exec
Donald McGuinness	Consolidated Edison Co, N. Y., adv dir	DeMunn & McGuinness (new), Chi., partner
Al Newman	Ross Rev, Detroit	Pitluk, San Antonio Tex., acct exec
Henry Obermeyer	Oregon Voter, Portland Ore., asst to publisher	Bosell & Jacobs, N. Y., vp
Donald S. O'Neill		Same, vp
Marion Pattulla	J. J. Gibbons, Toronto, sr acct exec	Kendon, Portland Ore., acct exec
Jerome Patterson	Colgate-Palmolive-Pect, Jersey City N. J., gen mgr of Latin American subsidiaries	Morse International, N. Y., pres, gen mgr
Ernest Paul	Los Angeles Independent, L. A.	Aikin-McCracken, Toronto vp
Richard Penn	Van Diver & Carlyle, N. Y.	Grant, N. Y., vp in chge international div
George Reed	Tinder Structures Inc, Portland Ore., adv, prom mgr	Harry Bennett, L. A., acct exec
Miriam M. Semous	Charles R. Stuart, S. F.	Seymour Brown, N. Y., acct exec
Estelle M. Sheldon		Hicks & Greist, N. Y., radio, space buyer
Marvin Slay	Campbell-Ewald, Chi.	Pacific National, Portland Ore., acct exec
Alfred E. Smith	Reynolds Metals Co, Louisville Ky., asst to pres, aluminum div sls mgr	Harrington, Whitney & Hurst, S. F., acct exec, mktg, research dir
William Smith		Same, gen mgr
C. Martin Spicer	Eko Products Co, Chi., adv, sls prom mgr	S. C. Raer, Cincl., acct exec
A. Russell Tomkinson	General Foods Corp, N. Y., assoc adv mgr Jell-O div	George T. Metcalf, Providence R. I., acct exec
James F. Van Keunen	Henry A. Loudon, vp	Fuller & Smith & Ross, Chi., acct exec
Del Wakeman		Howades & Davis, S. F., acct exec
Allen M. Whitlock		Doherty, Clifford & Sheffield, N. Y., acct exec
Edgar F. Willis		Bonetti, Walther & Menadier, Boston, vp

WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE



IT takes more than power (or proximity) to attract and hold a radio audience. It takes *programming*.

In the ring of 14 counties *selected* by Station "B" for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened-to-most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, *each* of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually *every* area WHO's programming and Public Service have for many years won *and held* the largest share of the audience. In 1949, WHO is "listened-to-most" in 57 of Iowa's 99 counties! Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

*These 14 counties were used in a 1948 coincidental area study.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

† for Iowa PLUS †

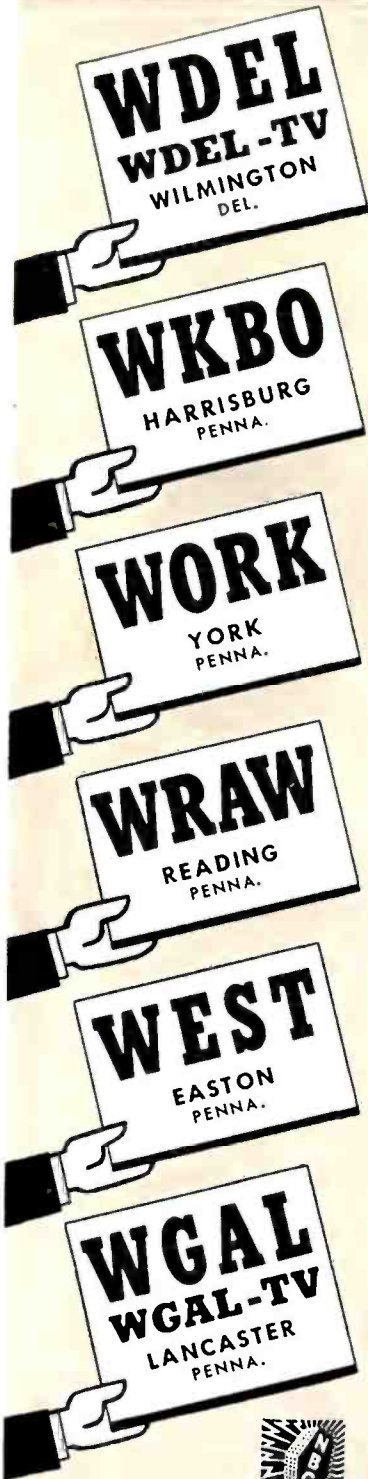
Des Moines . . . 50,000 Watts

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



FREE & PETERS, INC.
National Representatives

**for profitable
selling—
INVESTIGATE**



Represented by
ROBERT MEEKER

ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS



Mr. Sponsor

James E. Peters

Advertising Manager, Blackstone Corporation, Jamestown, N. Y.

When James E. Peters, aggressive advertising manager of the Blackstone Corporation, manufacturers of washing machines, decided to use radio to supplement the organization's national print programs, he had a problem on his hands. He well knew the effectiveness of radio as a high-powered selling medium, yet in the few instances when dealers had used broadcasting to plug the product, results had been discouraging to a marked degree. Peters knew the reason, so did the dealers. The latter were quick to recognize that advertising was not their forte (nor was it expected to be); that the broadcasts suffered from poor timing and loose tie-ins with the merchandise advertised.

Charged with the responsibility of finding a show which would be a boon to product identification, Peters got the dealers solidly behind him (even to the point of sharing equally in programing expense) when he discovered a co-op package almost tailor-made. *Blackstone, the Magic Detective.*

By carefully supervising the informative content of the commercials, Peters got over the second hurdle in selling listeners—the fact that Blackstone washers are higher priced than other standard makes. Such arguments as easier-on-your-clothes were advanced, comparing the gentle cleansing motion of the machine with the violent action of most competitive machines. Clincher was the fact that in six consecutive issues, the Blackstone washing machine was listed as tops in the respected *Consumer's Guide*. With sales climbing rapidly as a result of the radio show, distributors and dealers clamored for participation in the co-op package plan. By the end of the first year, 133 stations were airing the show.

Convinced that co-op radio advertising was the answer to Blackstone's selling problem, Peters bought the *Magic Detective*, which started 1 October. Cost of this 52-week program is split three ways, between dealers, distributors and manufacturers. For the sections of the country which favor musical features, Peters makes available *Smilin' Ed McConnell* and *Phil Brito* at the same expense arrangement. And to make the tie between manufacturer and seller still closer, Peters is currently offering prizes to the salesmen who get the greatest number of radio contracts between 1 October and 31 December.

*After careful study of that firm's plan
for selling television time, and in view of our
gratifying experience in past years' association, we
take great pleasure in announcing appointment of*

EDWARD PETRY & CO., INC.

as our exclusive national

TELEVISION REPRESENTATIVE

with offices in

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS

SAN FRANCISCO • DETROIT • ATLANTA

WOAI-TV

Channel Four

San Antonio, Texas

New developments on SPONSOR stories

P.S.

See: "Basic for timebuying"
Issue: 29 August, p. 34
Subject: Station and market data tools

A major addition to the list of basic tools for radio timebuying is *Spot Radio Estimator*, the first edition of which has just been issued by National Association of Radio Station Representatives, 101 Park Avenue, New York.

The book has three principal tables: by geographical groups, by 178 metropolitan markets, and by 1,160 places in the United States with one or more radio stations.

Each table gives the rate for the highest cost station, average rate for network-affiliated stations, and average rate for non-network stations—all for 30-minute and 15-minute periods, one-minute announcements, and station breaks. Each is accompanied by a simple formula for figuring frequency discounts, other time units and other time classifications.

Sponsors and timebuyers can tell, for example, how much it will cost to buy any day or night time unit in the 35 metropolitan markets of 500,000 and more population, or in the 70 markets in the 250,000-500,000 population group, or the 150 markets of more than 100,000 population.

The buyer learns that he can buy 15 minutes, daytime, at the one-time rate in these 150 markets for \$7.979, subject to frequency discounts.

This is the price of the highest-cost station in each. The average rate for network affiliates would be \$5,931, and for non-network stations, \$3,010.

A total of 1,160 places in which there are commercial radio stations are listed individually, then summarized by state costs, and the states summarized by sections.

P.S.

See: "Radio is getting bigger"
Issue: 23 May 1949, p. 26
Subject: Reluctance to Buy TV sets

To determine why three-fourths of the homes in the nation's capital are without video entertainment, the American Research Bureau, of Washington, D. C., has completed a sampling survey and found that 44% cannot hurdle the financial obstacle. However, according to the survey almost all of the persons interviewed had considered purchasing a television set. Relatively few persons expressed complete indifference to the new medium.

Of the 1000 men and women represented in the ARB's survey, 22% felt that video was still in its experimental stages and, therefore, were reluctant to buy sets at present day prices. Eleven percent of the prospective buyers feared that most of the sets marketed today would be outmoded soon. They referred to the current color contest between RCA and CBS as another indication that sets made today will be obsolete shortly.

In the remaining 20%, 5.1% considered TV programs inferior to radio. As soon as color video makes its bow, 4.7% will purchase a set immediately, only 3.2% expected to buy in the near future, while 3.2% felt that television is an optical hazard and did not contemplate getting a set until reception is greatly improved and flickering eliminated. Obdurate landlords who refuse to give tenants permission to install aerials, constituted only one of many miscellaneous reasons for not buying. This had been a major problem before advent of indoor and window aerials. Miscellaneous reasons for not buying accounted for 4.9%.



Prairie Stars

The philharmonic in Carnegie Hall or the bow and fiddle at the Jamboree. Boiled shirt sophisticates in sleek limousines or Ma and Pa on the buck board. Deep in the heart of every American is a love for music really our own—that is as much a part of America as hot dogs and the 4th of July.

Rosalie Allen, famed Prairie Sweetheart, presents America's music nightly on WOV's Prairie Stars. Now in its 5th year, Prairie Stars is a proven consistent winner for advertisers of consumer products. For increased sales at lowest cost, for fast selling action and sustained buying interest, ask to see the new Prairie Stars Audience Audit and buy... Prairie Stars.

WOV NEW YORK

Ralph N. Weil, Gen. Mgr.

The Balling Co., Nat. Reps.

Originals of
Audited
Audiences

RADIO STATION

KTSA

AM/FM

Joins the **San Antonio Express**



and the **SAN ANTONIO EVENING NEWS**

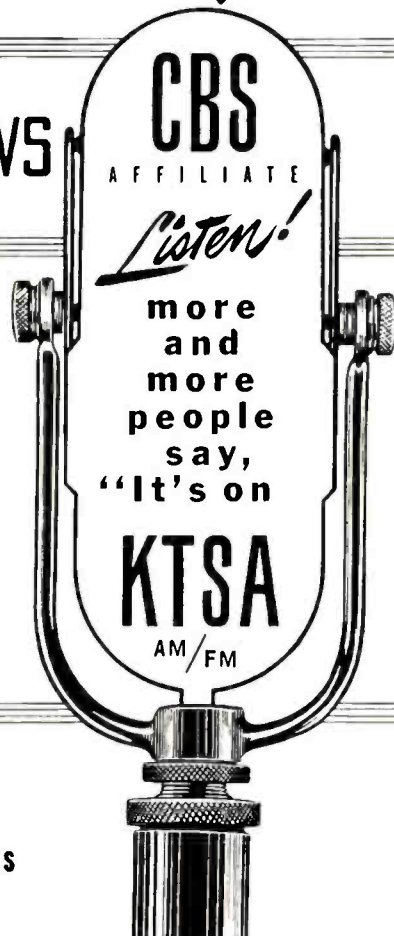
A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market it serves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new

ultra-modern transmitter; new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers . . . services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.



5000 WATTS FULL TIME

KTSA

550 kc AM...101.5 mc FM

SAN ANTONIO



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

**NORTH CAROLINA
IS THE SOUTH'S**

No. 1 STATE

AND

**NORTH
CAROLINA'S**

**No. 1
SALESMAN**

IS

**50,000
WATTS
680 Kc.**

**WPTF NBC
AFFILIATE**

★ also WPTF-FM ★

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BIGGEST SHOW IN TOWN!

Esso Reporter
8 a.m. - 12:30,
5:30 - 10 p.m. Daily

WWL

SPONSOR

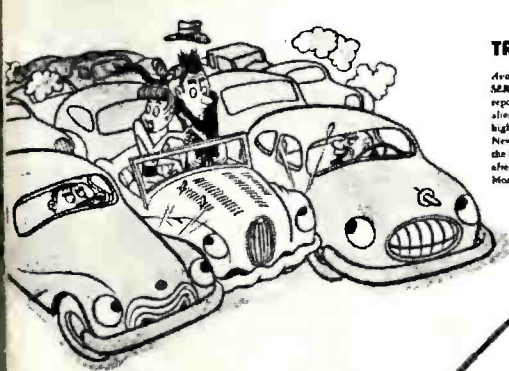
"Esso Reporter" on WWL, New Orleans, and other stations attracts out-of-home listeners

WNEW, New York, informs its roving audiences of good places to drive, play, and listen

The big plus

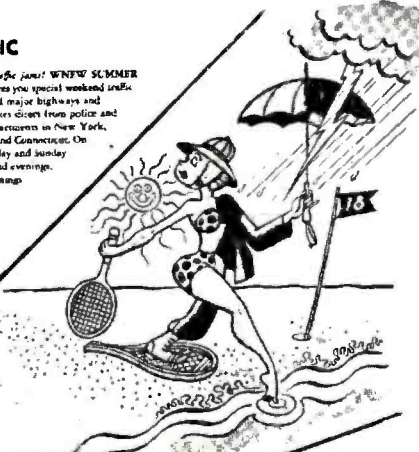
**Continuing study finds
out-of-home listening
offers 25% bonus**

PART TWO
OF A 2 PART STORY



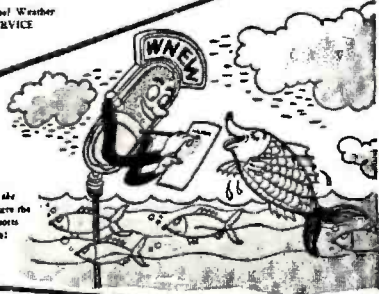
TRAFFIC

Avoid the traffic jams! WNEW SUMMER SERVICE gives you special weekend traffic reports on all major highways and alternate routes direct from police and highway departments in New York, New Jersey and Connecticut. On the hour Friday and Sunday afternoons and evenings, Monday mornings.



WEATHER

Will the sun shine? How hot will it be? Weather changes rapidly. WNEW SUMMER SERVICE reports the weather hourly around the clock to help plan your day, weekend or vacation.



FISHERMEN

WNEW SUMMER SERVICE broadcasts the very, very, very latest information on where the fish are biting... barometer and wind reports for MOTOR BOATERS & SAILORS, too!

PICNIC SPOTS - POOLS - PLAYGROUNDS

Don't want to leave New York? WNEW SUMMER SERVICE tells you things to do, places to go in the city—where, when, how much and how to get there.

BEACHES

WNEW SUMMER SERVICE throughout the day tells you about conditions at the beaches. Water temperatures and tide times are included. And every afternoon at 2:00 you'll hear your favorite tunes on your portable if you request them.

NOW—THRU LABOR DAY

SUMMER SERVICE is a WNEW "extra weather" extra that means more fun in the sun for everyone!
Listen to 1130 on your dial for special reports on the weather, water temperatures, beaches, roads and traffic conditions.
SUMMER SERVICE comes to you more than 100 times weekly over your favorite station for music and news.



EVERY DAY
6, 7, 8, 9 a.m. 2, 9, 10, 11 p.m.
Plus special weekend traffic reports Friday and Sunday afternoons and evenings, and Monday mornings.

Your MORGE Dealer who sells the only refrigerator that defrosts automatically, sponsors SUMMER SERVICE

WNEW
1130 ON YOUR DIAL

over-all Radio listening is personal. Advertisers have delivered thousands of sales messages to millions of people they never counted because people can—and do—listen anywhere. In automobiles, at work, in other people's homes, in public places, etc., they are reaching a vast audience not counted by standard audience measuring services, which normally limit their checking to home listening. These uncatalogued millions are the advertiser's big plus.

Only within the last two years (and then on a sporadic, small-scale basis) have any serious attempts been made to find out who these people are, where they listen, what they listen to, how long they listen, *how many of them listen*. Checks have been made in such scattered places as Chicago, Des Moines, and certain Western vacation areas: in Washington, D. C., Springfield, Mass., and certain areas in Maine.

The first systematic, full-scale measurement of the "big plus" audience

Hundreds of thousands of New Yorkers listen regularly

Who

SEX	Male	54.3%
	Female	45.7
		100.0%
AGE	7-13 yrs	5.2%
	13-19	10.4
	20-34	30.2
	35-44	20.5
	45-64	27.2
	65 and over	6.5
		100.0%
SOCIO-ECONOMIC <small>Median Average Family Income</small>	A (\$7,600)	5.7%
	B (\$4,950)	22.8
	C (\$3,640)	41.6
	D (\$2,260)	29.9
		100.0%
TELEPHONE OWNERSHIP	Phone	62.3%
	Non-phone	37.7
		100.00%

Where*

Automobiles	35.4%
While Visiting	21.3
At Work	20.8
Restaurants and Bars	9.4
Outdoors (portables)	7.5
Retail Establishments	4.9
Hospitals	1.6
Clubs and Schools	0.5
Garages	0.3
Buses	0.3

*Adds to more than 100% because of listening in different places by the same listeners

was made last August by Dr. Sydney Roslow, director of Pulse, Inc., New York, of a ten-county New York-New Jersey metropolitan area. What he discovered is perhaps the most important fact in radio advertising today. Its implications are true in principle for metropolitan areas anywhere.

They hold good, in fact, for markets big and little—because Mr. and Mrs. United States choose to listen to their radios wherever they are. The Pulse study is important because it offers the first definite proof of the tremendous number of people advertisers have been reaching outside their homes.

More than two years ago, station WNEW under the astute generalship of Bernice Judis decided to aim still more sharply at the listening they felt sure the station had in automobiles and other out-of-home listening posts. Acting on the assumption that a very substantial proportion of WNEW listening occurred outside the home, program manager Ted Cott came up with (among other things) an idea for systematic reports on roads, weather, traffic, etc., as a service to motorists during the four months from May through Labor Day.

This *Summer Service*, aired during

station breaks and in other spots through the day, was sold to Norge. Norge has sponsored it for the last two summers. Norge won't say how many people they think bought refrigerators as a result of their summer campaigns, but they have renewed.

The station decided last Spring to commission the Pulse to do a series of pilot surveys on who and how many people they were reaching in places outside the home. The first study came last April. Results were so startling that vice president and commercial manager Ira Herbert just didn't believe them.

Sure as he was of tremendous unmeasured (heretofore) listening, it didn't seem possible—as indicated by the test run—that an average of more than two and a half million people, out of approximately eleven million in the test area, were listening to radios outside their homes every week day.

A further pilot run was made in each of the following three months. Test samples were roughly two thirds the sample of 1,600 men and women interviewed during the first week of last August for the first regular report. Results of the preliminary tests more than convinced both WNEW and Dr.

Roslow they had one of the most important developments to date in measuring the audiences an advertiser reaches through radio.

It isn't only important for the metropolitan area of New York City that more than 35% of all out-of-home dialers listen to a car radio. People drive to work in hundreds of communities. A diary study made by NBC in Washington, D. C., last February revealed that 156,000 people (12% of the metropolitan population of 1,300,000) listened to a car radio on a typical week-day. Average listening time while riding was 50 minutes daily.

The tendency, greatly accelerated during the war years, for people to spread out from congested city areas to suburban areas continues unabated. In the last ten years population changes in the counties of New York's metropolitan area have shown this steady trend. For example, Queens, Nassau, Westchester, and Bergen counties have increased their populations a total of nearly a million. A dozen others have increased from 20,000 to 100,000 each.

A May, 1949, study by Pulse for WOR, New York, showed that between 7 and 9 a.m. and 5 and 7 p.m. from 35% to 41% of cars had radio sets in

a lot of different places

When (and how many)*

MORNING	6-7 a.m.	56,000
	7-8	369,700
	8-9	380,900
	9-10	190,400
	10-11	224,000
	11-12 noon	201,600
AFTERNOON	12-1 p.m.	313,700
	1-2	358,500
	2-3	582,500
	3-4	728,100
	4-5	616,100
	5-6	291,300
EVENING	6-7 p.m.	280,100
	7-8	134,400
	8-9	201,600
	9-10	280,100
	10-11	168,000
	11-12 midnight	156,800

*Total of Monday through Friday unduplicated listeners.

How much*

Station	Daily average	Sat	Sun
Independent A	92	-----	117
Independent E	90	-----	146
Independent F	81	159	128
Independent B	81	81	144
Independent D	81	147	114
Independent C	75	75	102
Network A	71	60	113
Network C	56	60	51
Network B	48	66	75
Network D	35	81	101
All others	69	47	72

*Amount of Out-of-Home Radio Listening per person—average number of minutes

use. This represented about 200,000 listeners in the morning and a quarter of a million in the evening—a 14% plus over the home audience in each instance.

In Chicago last August, Dr. George Terry of Northwestern University found that more than 40% of the radio-equipped cars on the streets between 7 a.m. and 10 p.m. had sets in use.

Listening out of the home isn't confined, of course, to great metropolitan centers. SPONSOR reported in the issue of 24 October (page 28) the Psychological Corporation study for NBC and CBS in Springfield, Mass. and Des Moines, Iowa, the who, where, and how long of listening outside the home. The great significance for advertisers is the fact that the pattern of modern living throughout the nation encourages listening which up to now has been an unrecognized plus to at-home audiences. Not only are one third of America's cars (more than 11 million) driven to work, but housewives drive to super-markets, to shopping centers, etc., in communities small and large. Esso Standard strongly encourages stations carrying its *Esso Reporter* news show to use outdoor posters to plug

the show to motorists.

A special contribution of WNEW and Pulse is the start of a series of regular quarterly reports on the "big plus" audience. Hollywood, says Dr. Roslow, would be the next logical market in which to extend the service. That, of course, depends initially on what agencies and stations think of it. It is logical that when the uses of such a measurement can be demonstrated to advertisers they will not be satisfied without it. Two New York stations (including WNEW) and three agencies had signed for the service when this was written.

Such a measurement, for example, is the only means (along with complete checking of multiple set listening in the home) of arriving at a total audience figure. The Pulse August, 1949, survey of the ten-county New York area (comprising 11 million-plus listeners seven years old and up) showed that between 9-10 a.m. the total New York audience was 813,100—of which 37,000 were outside the home. But by the 11-12 noon period the total audience had risen to over a million and a quarter of which 112,000 were out of home.

The total audience continues to rise

between 8-9 p.m. Out of more than three and a quarter million listeners, over 999,000 (41% of at-home listeners) are listening somewhere away from their homes. Using a single station as an example, between 8-9 p.m. out of a total audience of 147,600, WNEW had 42,000 out-of-home listeners (39.8% of the at-home listeners).

The Pulse technique is the first that furnishes a figure for listening outside the home which is comparable to figures for at-home audiences. Pulse obtained both sets of figures in a single interview. Thus, with a common base, it is possible to add the two sets of figures to obtain a total audience figure.

Even a glance at the first report reveals much information useful to advertisers interested especially in out-of-home listeners in the selection of stations, time, and programs. The audience turnover factor is important. Not all turnover, however, is attributable to tuneouts due to disinterest. Between 6-7 a.m., for example, the audience turns over a little better than twice. Much of this activity occurs as people turn off sets when leaving their cars. (Data for listening before 9 a.m. was obtained in a special Pulse survey for (Please turn to page 57)



Not so mad Muntz

"Radio made us," says ad wizard as his TV sets zoom to 7th place in nation

spot In 1943, a substantial bundle of energy—which apparently had been gaining momentum ever since it appeared on the American scene 29 years before and was tagged Earl W. Muntz—collided with a smaller, but visibly vibrant, bundle of energy named Michael Shore and aged 24.

The collision, if not exactly heard 'round the world, definitely made some pretty deafening noise on the West

Coast, ranging from roars of applause (including approving laughter from Mr. and Mrs. Average Citizen), howls of pain from the competition and the resounding ring of the cash register. The pro and con arguments advanced by veteran buyers and sellers of advertising were not notable for restraint, either.

The pair agreed that their combined energies might well set a modest portion of the world on fire, and make

things really hot in the used car business. As background, Muntz had sold radios direct to the consumer, and had built and raced midget cars. He also had six used cars. At least, he did till one of them had to be turned over to the owner of the lot in lieu of rent. Shore had a conviction he could go places in the field of hard-hitting, unorthodox advertising. (A conviction borne out by the fact that the best advertising brains in the country, wheth-

Key disk jockeys, topflight name announcers and home demonstrations are triple-threat coas



1. jockey "Phone now," urges Phillip's Doug Arthur



2. home Listener does, family obviously approves



3. operator

er enthusiastically or grudgingly. rate him "genius." Before he was 21, he has renamed a New York used car dealer, Tony Holzer, the "Smiling Irishman" and hyped profits via zany ads.)

The pair also agreed they were crazy. The decision to let the public in on the state of their mental faculties started one of the wildest, wackiest and most effective ad campaigns to burst upon a startled public. Muntz, of course, was given the starring role as "Madman Muntz," plus a large replica of Napoleon's tricorne skimmer, a suit of long red underwear and spurred boots. He practised tucking his left hand in under the second button of his shirt, and struck quite an impressively ridiculous figure on billboards, signs and newspaper ads. Behind-the-scenes writer, producer and director was Shore, who went crazy with more privacy, keeping "Madman Muntz" before consumers' eyes and ears and convincing them he really was a bit touched; that it was all family and friends could do to keep him from going off the deep end.

Via spot announcements on West Coast stations, billboards and newspapers, Muntz loudly assured potential customers that "I really want to give 'em away, but Mrs. Muntz won't let me. SHE'S CRAZY!" Shore earnestly took the public into his confidence. "He's really nuts; pays you more for

your car than it's worth, but we can't do a thing with him."

Other enlightening approaches were: "Medical Authorities Agree: Walking is Good for You! Sell Your Car to MUNTZ, the Automotive Madman." "Money Isn't Everything! (You Fool). Give Your Car to Muntz." etc. "Your Car May be Worth EIGHT THOUSAND DOLLARS (Very Unlikely.)" "Just Sound Your Horn (We Pay by Ear.)" ". . . and You Thought they had it buried at Fort Knox!"

One billboard reading, "I Buy 'em Retail, Sell 'em Wholesale! More Fun that Way! did not tickle the Better Business Bureau's sense of humor, and they told him so in no uncertain terms. The framed letter, enlarged four times, has a place of honor in his office.

These shenanigans resulted in some mental confusion among even his closest friends. Was the man a myth, or the myth a man? Had the character dreamed up for him by Shore become second nature, an act he had learned to take on and off as easily as he donned and doffed his three-corner hat, or did Shore's conception of him actually reflect a natural, heretofore unsuspected bent for zaniness? It's a moot question, but most agree Muntz possesses a lusty, gusty and colorful sense of humor and slightly erratic impulses which lend themselves to word-of-mouth even without the script being written for him. He does not need to

be primed, for instance, to give bus boys \$100 tips "because they need it more than the headwaiters," to buy a \$3,500 mink coat for a young lady so his companion could make a fitting entrance at a swank night club, nor to put a few dollars under the mattress before going to bed because "I always like to put aside a little money to retire on."

They resulted, also, in a rash of imitators, including such monikers as the Ticklish Turk and Raving Ralph. (The Smiling Irishman, meanwhile, was being rapidly reduced to tears.) One Brooklyn dealer merely stated, "I'm Crazy." But without Muntz' flair for interpreting Shore's genius, most of these efforts fell flat and people were inclined to take the Brooklyn dealer's statement at face value.

Most remarkable result, of course, was the volume of sales and profits rolled up. By 1944, his used car volume was about 750 cars a month, on which he made a net profit of \$25 per car, or \$18,750 a month. Thus he acted as the middleman in the exchange of around 20 million dollars before he took over the Kaiser-Frazer distributorship for Los Angeles and, subsequently, New York. And several millions managed to stick to his fingers, despite the fact that his New York splurges rivalled those of Diamond Jim

(Please turn to page 38)

coast sales campaign



you can expect us within an hour"

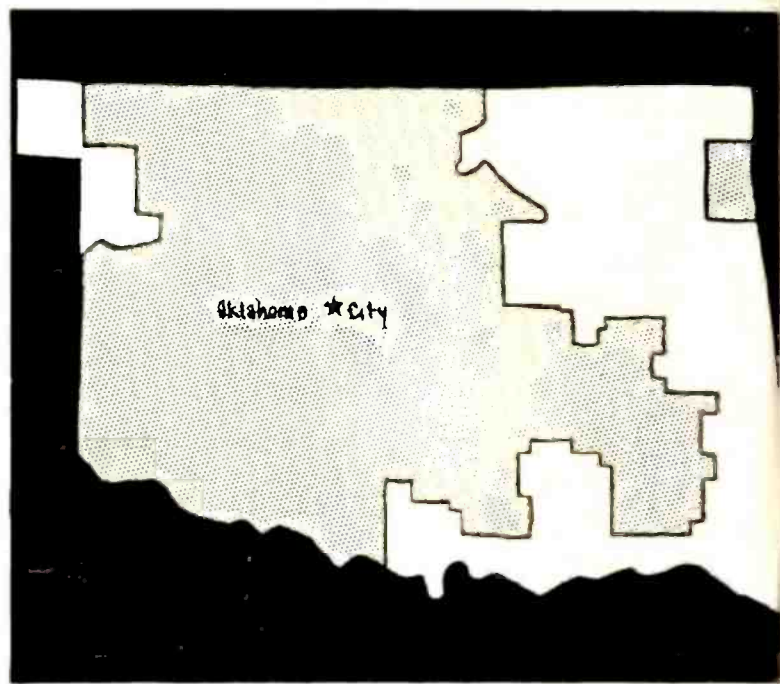
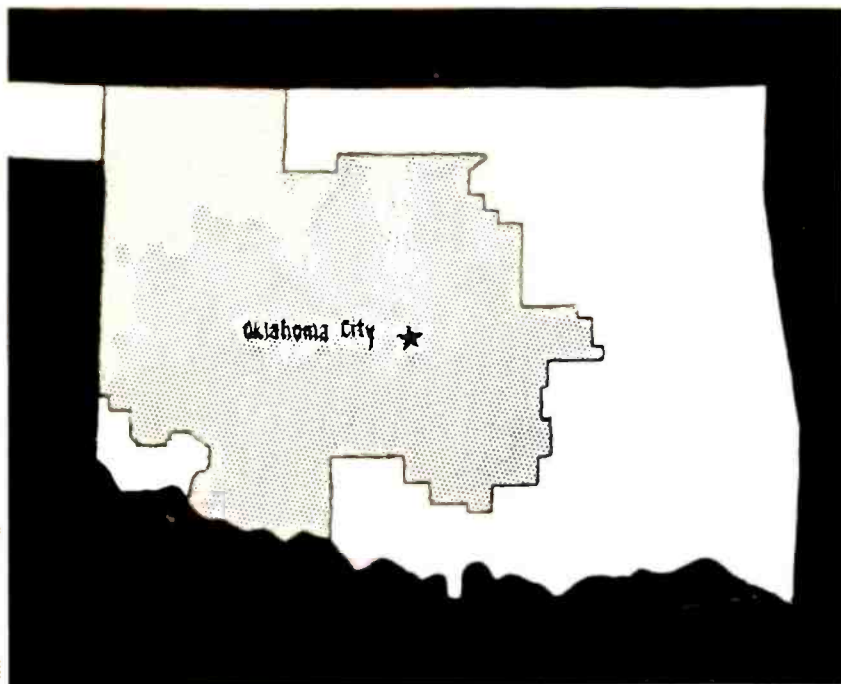
4. trucks

Salesman and set start off immediately

5. one-hour

Kids grab the best seats

Some stations get better "coverage" under BMB



BMB STUDY NO. 1 IN 1946 (RIGHT) GAVE KOMA AN AUDIENCE IN MORE COUNTRIES THAN THE STATION ITSELF HAD REPORTED

Do sponsors want BMB?

Major advertisers and agency executives

unanimously call it a necessary tool

Survey If directors of the National Association of Broadcasters, at their meeting in Washington on November 14, move to kill Broadcast Measurement Bureau, they will act against the almost unanimous opinions and desires of men and women who buy hundreds of millions of dollars worth of national broadcast advertising.

These advertiser and agency executives generally are convinced that the death of BMB would push back the methods of reporting radio station coverage by 10 years or more.

A number of them imply, and some of them even say, that the difficulties and confusion thus imposed would reduce their volume of broadcast advertising.

This note was struck in a resolution of directors of American Association of Advertising Agencies, which stressed the need for "standardized, authenti-

cated, comparable, continuing audience measurements," and added: "We strongly believe that radio as an advertising medium would suffer if such an organization (as BMB) did not continue."

It has been re-emphasized in three current surveys.

The Four A's radio-TV committee, under the acting chairmanship of Linnea Nelson of J. Walter Thompson Company, sought reactions on BMB from executives of hundreds of agencies—large and small, both members and non-members of the Four A's—throughout the country.

Association of National Advertisers, through a radio research subcommittee headed by Joseph M. Allen of Bristol-Myers Company, made a "depth survey" among members of its radio-TV group of 235 leading advertisers, for recommendations on broadcast research standards, including BMB.

Independently, SPONSOR surveyed 70 leading national advertisers and radio executives of 50 large agencies on the question, "Is BMB worth saving?"

The consensus of all the replies is that

1. Despite its shortcomings, BMB Study No. 1 (made in 1946 and covering only once-a-week listening) was a vast improvement over "unreadable maps, mail counts that are five to 10 years old, bad guesses" and "wishful coverage."

2. The 1946 BMB reports have been and still are of day-to-day value, both in specific scheduling of stations and in deciding to use radio at all:

3. The soon-to-be-issued BMB Study No. 2 (made early this year and covering one-and-two, three-to-five, and six-and-seven-day listening) will be of even greater value.

4. But BMB should be continual-

ly improved and strengthened — if possible by an annual study;

5. And it should continue under the tripartite direction of advertisers, agencies and broadcasters.

Some of the buyers were especially grim in their predictions of what would happen to radio if BMB should die. One said that for broadcasters to deny agencies "the kind of information we need to spend money on their stations . . . would sound to me like self-contribution to slow business suicide." Another: "Although BMB costs broadcasters a lot of money, it is a sales tool they will someday be glad to have. Radio is going to have a tougher and tougher time competing with other media." A third: The death of BMB "would indicate that broadcasters cannot agree on anything." And he cited "the progress that is being made by other media in scientific selling."

Miss Nelson's letter, dated October 20, was an "urgent appeal to all who take part in buying radio time." She said that, although "Study No. 2 should be an improvement over the first, . . . the mere publication of an improved study will not save BMB," unless buyers recognize their need for it and make their need known.

Individual agencies—such as Richard Foley Agency, Philadelphia, Ted Bates & Company, New York, Tyler Kay Company, Buffalo — are writing broadcasters on their own to ask them to "give this organization your full support."

To each of some 600 station contracts being placed in the last 10 weeks of this year, J. Walter Thompson Company implies the continued need for BMB coverage maps by attaching a memo requesting stations to submit maps of their areas.

Thompson has found that in working out a recent schedule in one section, only 10 of 38 non-BMB subscribers in it "have submitted anything in the way of audience surveys or coverage information." Data on the others consist largely of such items as a letter from a new station saying that it is ready to receive orders; a brochure showing the new studios; "a blue map of the state with the home county colored yellow."

A number of buyers brought up the growing threat of other media to radio. Replying to sponsor's query, Henry Schachte, national advertising manager of the Porden Company, noted that

Many broadcasters, as well as sponsors, have urged that BMB be continued and expanded. Frank E. Pellegrin—broadcaster (KSTL and WATO); radio sales rep (Transit Radio, Inc.) and former director of broadcast advertising for NAB—has suggested that BMB be reconstituted as a "complete research service."

BMB would function on "a year-round basis, turning out reports regularly, month after month . . . in audience measurements, program popularity measurement, advertising impact measurement, and all the other various fields of sound radio research," and covering AM, FM and TV.

"By doing this, every single broadcasting station throughout the United States could buy some type of service from BMB. So could advertising agencies, and advertisers. Thus BMB could have a continual source of revenue for a continuous service," and "could become the outstanding source for authentic, standard, reliable and useful radio research."

"television is forcing advertisers to look at radio. . . Television's growth is market-by-market, so radio has to be studied the same way."

Many pointed to the necessity, in this highly-competitive period, of specific data on *who, how many, and how much*. One said he could get "no recent audience information for some 200 stations we are using for a network show. The network has nothing

either. At plan board meetings, this timebuyer felt he "wouldn't have a leg to stand on in holding this \$750,000 a year for radio."

Some progressive broadcasters, on the other hand, are so concerned over the possible death of BMB that they would try to set up their own independent versions of it.

But hundreds appear willing to get
(Please turn to page 53)

JWT stresses need for audience data by counties by attaching this memo to each station contract.

STANDARD CONTRACT FOR SPOT BROADCASTING
(STANDARD CONTRACTS 1946, See Over)

J. WALTER THOMPSON COMPANY
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD - LOS ANGELES - SEATTLE
AND PRINCIPAL CITIES THROUGHOUT THE UNITED STATES
NEW YORK 17 • 420 LEXINGTON AVENUE

(Member of A.A.A.A.)

WE URGENTLY NEED STATION AUDIENCE INFORMATION BY COUNTIES IN AUDIENCE AREA. NEED TOTAL FIGURES NOT PERCENTAGE RATINGS. WHEN WILL WE HAVE YOUR NEW BMB DATA? BROADCASTING TIME BUYING DEPARTMENT J WALTER THOMPSON COMPANY

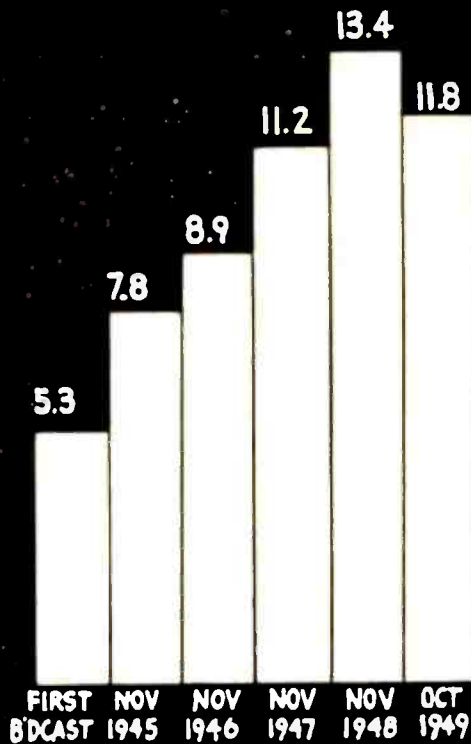
STATION _____ CONTRACT NO. _____
PROGRAM _____ DATE OF FIRST BROADCAST _____
LENGTH OF BROADCAST _____ HOURS _____ RATES _____
EXPIRATION DATE _____
COMMENTS _____

ADDITIONAL INSTRUCTIONS: This contract may be extended for additional periods (either consecutive or otherwise) on the basis of rates now in effect as shown herein. Additional discounts, if any, will be allowed from the date of this contract. In the event of a rate increase during the period of this contract the above client will be protected for one year from effective date of rate increase.

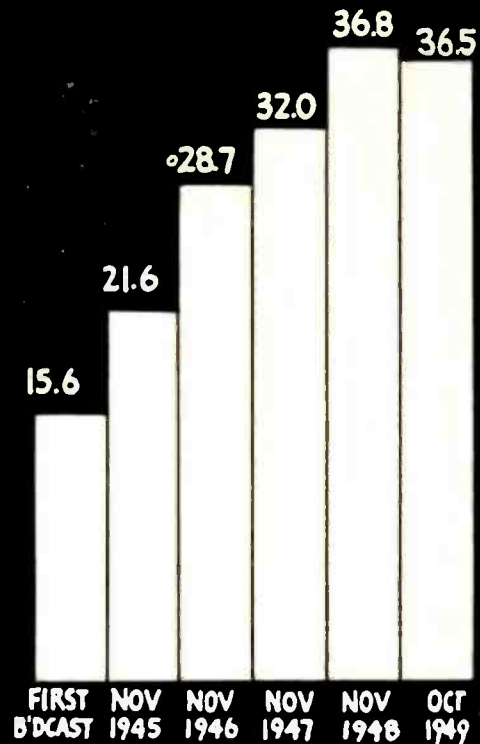
NO CHANGES IN SCHEDULE ARE TO BE MADE WITHOUT ADVANCE APPROVAL FROM US. BILLS WILL BE PAID PROMPTLY UPON RECEIPT OF SATISFACTORY PROOF OF PERFORMANCE INCLUDING SCHEDULE SHOWING PROGRAMS PRECEDING AND FOLLOWING.

SEE CLAUSE #2 ON REVERSE SIDE HEREOF REGARDING TERMINATION.

HOOPERATING



SHARE OF AUDIENCE



Equitable opens the door

"This is Your FBI" program helps 7,000

life insurance salesmen expand business

over-all Equitable is the first life insurance company to make radio advertising do more than open doors for its agents. It's true that Equitable Life Assurance Society of the U. S. pioneered the technique of using radio successfully to get leads and open doors for interviews. But it took the imagination of an ex-sales-promotion man to devise—and sell—a way by which network radio not only

helps deliver prospects, but helps sell them directly.

Equitable traced more than 10% of its ordinary life sales last year to its radio promotions. Just what this means becomes clear when you compare Equitable sales with last year's trend.

Life insurance sales as a whole were down in 1948, and Equitable sales were no exception. But Equitable sales

dropped less than the industry average by approximately the percentage of business accounted for by the radio promotions. This was 10.7% (\$68,326,660) of an ordinary life volume of \$666,834,660.

The previous year, 1947, saw life insurance sales continue to climb, following the surge of postwar buying. Equitable, however, topped the average increase for the industry in 1947

Radio activity, sales, chart parallel course

	Total Dollar Volume, Ordinary Life Sales	Total Dollar Volume Traceable to Radio	Per Cent of Total Sales Traceable to Radio	"FBI" Program Time and Talent Costs
1947	\$764,234,500	\$69,261,616	9.1%	\$ 950,000
1948	\$666,884,789	\$68,326,660	10.7%	\$1050,000

by approximately the same amount of business they could trace directly to their radio promotions.

Equitable decided in the Spring of 1945 to use network radio to help open doors to their agents and back up their selling with institutional messages. The agency, Warwick & Legler, New York, conceived a program based on actual case histories from the files of the Federal Bureau of Investigation. Director J. Edgar Hoover approved the idea, and thus was born *This Is Your FBI*.

The show is carefully checked by FBI officials not alone for technical accuracy, but for the faithfulness with which it portrays the thinking and objectives of the FBI and for its "crime does not pay" theme. This cooperation enables the opening announcement to label the program "... the official broadcast from the Files of the Federal Bureau of Investigation ... presented as a public service. . ."

The program, produced (also written and directed) for the agency by Jerry Devine, started on ABC in April, 1945. A careful study of the audience composition of programs with generally similar formats convinced agency officials that *This Is Your FBI* ought to attract a mass family-type audience with a high proportion of listeners in upper and middle income groups.

Men and women should strongly dominate, and a substantial proportion of the families should include adults with high school or better education, and should include one or more children. Such an audience would be a highly profitable one to talk insurance to. The program succeeded even better than expected in attracting just such an audience.

The most recent audience composition analysis, based on Nielsen data for Feb.-March, 1948, shows that 33% and 36%, respectively, of the families who listen to *Your FBI* are in the upper and middle income groups. Forty-three per cent of the listening families represented have one to two children, 28% have three or more. Sixty-two per cent of the families have high school educations, 21% college. There is reason to believe that the audience pattern is substantially the same today.

Children compose only 17.8% of the audience, only slightly more, for
 (Please turn to page 44)

TIE-IN WITH RADIO PROMOTION OPENS DOOR FOR FIELD MEN

Equitable Underwriters "Cash In" On Opportunities Offered by "This Is Your F.B.I."

"F.B.I." as any youngster can tell you, stands for Federal Bureau of Investigation—but thousands of Equitable field representatives are equally certain that it means "For Better Interviews."

A radio program sponsored by an insurance company cannot give "Buy a package now at your favorite dealer!" Big radio "commercials" can discuss insurance and the listener wants to know more about ways to get help under his financial problems. This is how the commercial messages as "This Is Your F.B.I." set an "insurance" theme. And when they are followed up as planned in the timely radio promotion, they lead to "contract-closes."

Take the case of Paul M. Eckert, of the U. S. Post Office, Philadelphia. As a new underwriter, he remembered the radio promotion as a major sales aid. During the Baltimore income promotion, he began working out the radio message, following each with a personal call. He took full advantage through with the sales material provided. Results in cases closed. Not only did the radio promotion open doors but all of these cases were closed on the first interview. "For Better Interviews" and many of the applications were purchased insurance for the first time.

Up in Boston, Donald B. Ward was chosen prospect in Boston. He also reminds every prospect he meets during the day to listen to the message. "This Is Your F.B.I." When the message says "Now, here's Equitable representative," these Boston listeners get naturally think of Mr. Ward. This is the message through Mr. Ward's 20 cases last

BEST INSURANCE PROSPECTS LISTEN TO "THIS IS YOUR F.B.I."
 Authoritative surveys of the commissioner of the Insurance Department in "This Is Your F.B.I." give again what Equitable representatives have learned from the best of the radio promotion—that the program is reaching their best prospects. These are, in general, the individuals who understand the value and who can afford to buy. Of the listeners, less than 2% are of 12 or less in upper or middle-class income scale and 1% of those had a high school or college education.

CATCH LIFTERS—Equitable's radio program, "This Is Your F.B.I.," broadcast over the nation-wide ABC network of 294 stations, is a welcome "reminder" to millions of buyers every Friday. Each radio promotion, carefully planned up the listening-reminder cards and sales literature with the program's commercial messages, has proved a "done-speak" that leads to "contract-closes" when used by alert Equitable representatives.

House organ tells salesmen FBI also stands For Better Interviews, and how to obtain them
 Conductor checks cues at script session with Jerry Devine, Milton Cross and Dean Carlton





Henry Aldrich, through the years, has paid off for GF

Can your program grow?

Do you know what to do

when it starts to decline?



"Aunt Jenny" then, as now, gave practical help for Lever Brothers to the nation's housewives



The actors have changed but "Just Plain Bill" is still at work for American Home Products

over-all Only slightly over 11% of the network sponsors who were on the air in 1939 are using the same vehicle today. Even the daytime sponsored program fare on the networks hasn't remained constant. Besides the 11% of the sponsors who have been continuously sponsoring the same shows during the past decade, there are others presenting programs that were on the air in 1939. Actually, these programs total another 10%. Thus just slightly under 80% of 1939's network commercial programming is still being sponsored.

The case for program changing, if past experience is to be followed, is even clearer than these figures indicate. A great many of the programs that have the same sponsors today that they did ten years ago are not selling the same product. This is especially true in the daytime. During the serial hours, programs seldom sell the same product day after day. *Backstage Wife*, for instance, carries copy for Dr. Lyon's Toothpaste, Dr. Lyon's Toothpowder, Double Danderine, Astring-O-Sol, Energine Cleaning Fluid, Haley's M-O, Energine Lighter Fluid, Cal Aspirin, Phillip's Milk of Magnesia, Face Cream, Multisified Coconut Oil Shampoo, Dr. Lyon's Ammoniated Tooth Powder, Energine Shoe White and Bayer Aspirin.

What's true of Sterling Drug sponsored programs is also true, in a limited way, of most other daytimers. *Life Can Be Beautiful* carries Proctor & Gamble commercials for Tide, Lava, Ivory Snow and Crisco. American

Home Products (Whitehall) has *Just Plain Bill* sell Anacin, Heet, Bi-So-Dol Mints and Powder, Wizard Wick and Wizard Glass Wax. It's only the limited-product daytime sponsors that keep their programs selling one or two products. Since B. T. Babbitt has Bab-O as a leader, it gets the major play. Even Babbitt uses *Lora Lawton* (CBS) and *David Harum* (NBC) to sell a second product, Glim. The more limited the product line, the more apt a sponsor is to change its program. Manhattan Soap, a limited product sponsor, has changed its program relatively frequently. Ten years ago, its vehicle was *Jack Berch and His Boys*, today it's *We Love and Learn*. At first, Manhattan only had Sweetheart Soap to sell and was a traditional "two for one" promotion user. Today, Manhattan has a second product, Blu-White Flakes, and is giving General Foods' competitive product, La France, a tough battle for the consumer blueing dollar. GF's La France is not currently using airtime, which is some indication of what Manhattan's air advertising (Duane Jones) has done for Blu-White.

Limited-product advertisers in certain fields stick to their programs and change them only slightly. Typical are Firestone Tire and Rubber and Cities Service. The former has kept *The Voice of Firestone* going for years selling Firestone tires. The fact that it operates Firestone Stores which sell a varied line of products really puts Firestone out of the limited-product classification, but its major commercial approach has been to sell Firestone rubber products, mostly tires. *The Voice of Firestone* hasn't changed too much during the years. It's still a mixture of semi-classical music and ballads that drip with sentiment. It still suits the musical tastes of the senior Firestones and the Bible Belt loves it. That's where the most of Firestone's products are sold. *Cities Service Band of America* was *Cities Service Concert* ten years ago, but the change is only in the instrumentation, not in the program appeal. It's easier to promote a brass band than it is a semi-classical orchestra so "Deac" Aylesworth, ex-NBC president, recommended the change as part of his radio-advising the Cities Service Co. Cities Service sells a limited line, gasoline and oil, and feels that the majority of car owners are in the older group who like

(Please turn to page 58)



Ecs I Rathbone and the late Caro'e Lombard appeared early on the 15-year-old "Lux Theater"



Six years ago, the Lyn Murray Singers were a feature of Lucky Strike's veteran "Hit Parade"



Jean Hersholt's characterization of "Dr. Christian," for Vaseline, still attracts audiences

New Premium beer wins Washington

Integrated advertising, spearheaded by air media, does fast job to establish Heurich's "Champeer"

spot

In the middle months of 1948, the venerable Washington brewing firm of Christian Heurich, was in a fast squeeze play. Sales were nosing down, contracts were falling off, and the outlook was anything but bright. It was not that Heurich, the only brewery that actually makes its product in the nation's capital city although the market is large and competitive, wasn't trying its best to sell its well-known "Senate" brand of beer in Washington, Maryland and Virginia. It had one of Washington's most aggressive and saleswise advertising agencies, Henry J. Kaufman & Associates, thinking up plenty of good merchandising ideas. The trouble lay in Senate Beer itself. It was beginning to taste terrible.

The fault lay with the equipment in the Heurich plant where Senate was brewed from the sound formulas of old Christian Heurich, Sr., who had started the firm some 80 years before and had lived on to the thoroughly ripe old age of 102. When Christian Heurich, Jr. took over the family business in 1945, on the death of his father, he inherited one of the oldest brewing businesses in the country . . . and some of the oldest brewing methods as well.

Old Christian Heurich's son, who had literally been raised in the brewing business, had some big plans. For one thing, he had the formula for a very special sparkling malt liquor with a 7% alcoholic content (beer is usually between 3.2% and 4.5%) which his father had brewed up in small batches for favored guests. One day, Heurich, Jr. didn't know quite when it was going to be put on the market. But, before Christian Heurich the younger was going to do anything else, he was going to put Senate Beer back on its feet.

He started in the latter part of 1948 by hiring in some star management performers in the brewing field. Albert J. Bates, former president of New

York's famed Jacob Ruppert Brewery, was hired as general manager. From Liebmann Breweries, one of the country's outstanding examples of a firm built up by consistent advertising ("Miss Rheingold" campaigns in space, outdoor, magazines and broadcast media), Heurich got Kenneth Twyman, Liebmann's sales manager, to be Heurich's general sales manager in January of this year.

Bates began to get things done in a hurry. Under his supervision, and while Twyman began work on new sales campaigns, Bates renovated the

plant from one end to the other, drastically junking antiquated methods. Out went the old wooden vats, partially the cause of dealer and customer complaints about the taste of Senate Beer, and in went a whole series of new steel vats and modern equipment. New formulas were tested for Senate, and the findings used to improve the brew. With a rejuvenated product which test panels showed had a high taste score, Heurich was ready to go.

A sales and advertising campaign had to be started to reverse the slumping sales curve on Senate Beer. The



Pro football TV part of "Champeer" media team. Score: sales double expected total

D-Day of the campaign was set for early February, 1949.

Heurich asked the Kaufman ad agency to come up with an idea which would give Senate Beer a real sales shot-in-the-arm and which could double as a promotion gimmick in the air advertising, newspaper, outdoor, car cards, and point-of-sale advertising that Heurich intended using.

This was no small order. It had to be something around which a campaign theme could be built, which could be used somehow in radio, TV, and space advertising, and which could be promoted in a strong merchandising campaign to the dealers and distributors, and to the public.

What Heurich wanted for Senate Beer was, in short, the thing that most agency men have been getting ulcers for years trying to find: The All-Media Selling Gimmick.

Kaufman found it in three honey-blond singers, Eileen, LaVerne, and Charlotte Mack, better-known in radio and talent circles as an act called "The Mack Triplets." What got Kaufman

started on the idea of using the girls as Heurich's basic advertising idea for Senate was the fact that people, on the average, buy beer for one or more of three good reasons. It looks good, or it smells good, or it tastes good . . . and all the combinations in between. When Kaufman found out that the Mack act was for hire, he made a pitch to Heurich, and the brewing firm went for it.

The basis of the campaign was, therefore, to be around the Mack Triplets. They were good-looking girls, so that was fine for TV, outdoor, and newspaper advertising. They could sing, too, so that was fine for radio and could give an added plus to any personal appearances the girls made at dealer meetings, sales meetings, or at places where Heurich's products are sold, both in packages over the counter or across the brass rail. Best of all, the idea of using pretty triplets, instead of the comely model, offered a perfect opportunity for a triplet campaign theme. Thus was born the "Three Ways Right" (Look, Smell, Taste!)

and the resulting tie-in of the "Triplet Test."

The new campaign for Senate was launched in the middle of February, 1949. About \$200,000—a lot for a fairly modest firm like Heurich—was budgeted to be split in media between radio (25%), television (20%), newspapers (25%), outdoor (10%), car cards (10%), and point-of-sale (10%). Nearly half of the ad budget went for broadcast advertising. The Mack triplets were signed to do a weekly half-hour show on WNBW, (NBC's Washington TV outlet) which was named, with an eye on the merchandising angles, *Senate Get Together*. A special musical jingle was written for the girls to sing during the commercial, which they promptly recorded as a singing radio jingle to be used via a 40-time-weekly frequency on a total of three Washington radio stations.

The TV show was turned into a subtle half-hour commercial by the other media advertising. Like Arthur Godfrey for Chesterfields, like "Miss (Please turn to page 35)

HAMPEER is a champagne-like

Sparkling Malt Liqueur

CHAMPEER is in a class by itself

Smart... Yes. You'll find Champeer served in the better hotels, night clubs, restaurants, private clubs, and fine cocktail lounges.

Champagne-like... Yes. Champeer is a sparkling malt liqueur—it is easy and exciting to the taste—a bit of continental atmosphere—delicious and superbly different.

Expensive... Yes, when compared with the cost of beer. **NO,** when compared with a high ball. **INEXPENSIVE,** when compared with good champagne.

CHAMPEER is America's New Taste Thrill...



The history of Champagne as it appears in the United States is a long one. It is known to have been first introduced to this country in 1792. For many years it was considered a luxury and was served only in the most exclusive circles. It is now available for the enjoyment of all. It is a most delicious and refreshing beverage and is sold in all the leading stores. It is a most popular drink and is sold in all the leading stores. It is a most popular drink and is sold in all the leading stores.



Newspaper advertising emphasizes Champeer's "class" appeal

Teleguide

COMPLETE TELEVISION PROGRAM LISTINGS FOR WEEK OF

WASHINGTON, D.C.

15



Mack Triplets offer perfect tie-in for Senate Beer slogan "Three Ways Right"

-continued from page 2-

**WHAT A
CUSHION**
(IT WAS NEVER LIKE
THIS BEFORE)

\$4,567,990,000

BANK DEPOSITS 12/31/48

\$ VAL. SAVINGS BONDS 12/31/48

in the

**228 WOW
COUNTIES (BMB)**

IN NEBRASKA, IOWA, SOUTH
DAKOTA, MISSOURI, AND
NORTH DAKOTA.

THIS IS....

**READY
MONEY**

...READY TO BE SPENT
NOW or in the FUTURE
FOR WHATEVER YOU
HAVE FOR SALE!

in

WOW-LAND
An Always Rich
Farm Market ...

COVERED *ONLY* BY

**RADIO
WOW, Inc.**
OMAHA

5000 WATTS - 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE
AND BLAIR-TV, INC

Mutual moves to form fifth video network

With opening of WOR-TV, MBS now has video stations operating in New York, Boston, Washington, Chicago and L.A. Among MBS plans for 1950 submitted by President Frank White to recent directors' meeting are TV "network coordination." Mutual, however, continues to move slowly into TV.

"Superman" becomes adult program

After 10 years of derring-doings on radio for edification of kids, "Superman" moved to ABC on Saturday night spot, 29 October, broadened his scope to stress mystery and crime detection, and set out to attract adults. Program isn't yet sponsored.

Mary Pickford to produce radio and TV shows

Mary Pickford, her husband, Charles "Buddy" Rogers, and their radio-TV representative, Mal Boyd, have formed PRB, Inc., 745 Fifth Ave., New York, for radio-TV production and personality management. Rogers currently stars in ABC's five-a-week radio series, "Pick a Date with Buddy Rogers," and will begin "Buddy Rogers' Showcase" on ABC-TV 4 January. Mary Pickford is considering her first radio series in 15 years. She has applied for three TV channels.

Justice Department drops baseball inquiry

Justice Department has suspended study of alleged restraints in broadcasting and televising major league baseball games until it can be seen how new rules adopted by leagues work out. Principal cause of complaint was rule permitting a major league club to stop broadcasts in home territory of games played by other clubs. "Home territory" was defined as a radius of 50 miles from ball park. . .Unique contract, covering AM, FM and TV, has been signed by WAGA and WAGA-TV for exclusive rights to Atlanta Southern Association baseball games for five years.

"Kukla, Fran and Ollie" to take winter hiatus

"Kukla, Fran & Ollie," NBC-TV five-a-week puppet show sponsored by RCA-Victor and National Dairy, will take winter hiatus after Christmas, but probably will broadcast through next summer, best selling season for Sealtest ice cream.

NEW BEER WINS

(Continued from page 33)

Rheingold" for Liebmann, like Chiquita Banana for United Fruit, and like Ed Wynn in the old days for Texaco, the Mack triplets were used as the basis for nearly all the other Senate selling to the point where they became "secondary trademarks" for the advertiser, and the potential for sponsor identification was at the highest possible level.

Weekly newspaper ads, window display material, billboards, and car cards featured the Mack triplets, while doing a selling job for the rejuvenated Senate Beer. The pay-off came quickly. It was not long before the TV show was hitting a rating of 23.4, and had more than 55% of the sets in use tuned to it. The campaign began to pull, and Senate Beer sales started regaining the ground lost earlier.

Heurich soon found that the campaign was working better than even they, or the agency, had hoped. The three girls turned out to be ace trouble-shooters in selling beer, and were perfectly willing to go along with a heavy publicity and personal-appearance schedule.

For example, in the two day period of Wednesday and Thursday, June 1-2, the Mack girls put in a public relations stint that would make most showfolks head for something a good deal stronger than Senate Beer. On Wednesday, at noon, the girls rode around Washington in a new car with a Senate banner on it, posing en route for the newsreel cameras. After a quick lunch, the girls posed for publicity pictures for Barbara Holmes' food page in the *Washington Times-Herald*. At 3:30, they were hustled off to a photographer to be prettied up for newspaper ad photos. At 6:00 they were being interviewed on a Washington TV show, and at 8:00 they were the star turn at an American Legion shindig where Senate Beer (with a commercial, yet, by the Macks) was served to 200 Legionnaires.

On Thursday, they tumbled out bright and early for a rehearsal at WNBW of the *Senate Get Together* show. For lunch, they were whisked away to the influential Cosmopolitan Club where Senate was served (again, with Mack commercials). At 3:30 the Macks were standing before a recording-studio mike, cutting radio jingles. Between 7:00 and 11:00 they



Hey ma!

Have You

heard the

NEW

Lang-Worth

Transcription?

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

Lang-Worth Feature Programs, Inc.

113 West 57 St., N. Y. 19, N. Y.

Gentlemen:

Speak up—I'm listening! Send me, without charge or obligation:

- Complete information on the New Lang-Worth Transcription
- Sample of the New Lang-Worth Eight-inch Transcription

NAME _____

TITLE _____ STATION _____

CITY _____ STATE _____



were rehearsing and airing the TV show.

During the six months that followed the start of the Senate campaign with the Mack triplets in February, 1949, the sales of Senate started climbing again, and kept going up past their old levels to new heights. Christian Heurich's brewing firm was in the black again, but Heurich, like Alexander, began to look around for new worlds to conquer. The famous formula for a premium malt beverage left him by his father began to look more and more like the first "new world" to tackle.

As a result, "Champeer," a sort of semantic head-on collision of the words

"champagne" and "beer," was born. Heurich found that it was practical to brew the product on a big scale with the firm's new facilities, and still obtain the same results that his father had gotten in small batches.

In August, 1949, a test campaign in the Washington area was started for the new product. It was a modest one, but it was carefully planned. The product was introduced in hard-to-sell places, like luxury restaurants and the best hotels.

Expensively-printed, four-color point-of-sale material, such as table tents, menu cover, and back bars was distributed. Heurich's most desirable

radio air spots, some four a day, were turned over to the selling of the new premium-priced product. Some of the other places in media previously reserved for Senate were also turned over to the selling of Champeer. Since Champeer is aimed at only $\frac{1}{3}\%$ of the total beer market being entered, the over-all size of the campaign was not large at the beginning.

Champeer now has a TV show of its own to help establish the new product. Since the Mack triplets were so closely associated with Senate, the girls could not be used to help in the introductory stages of Champeer selling. Instead, Heurich turned to one of the standbys of brewery air advertising: sports.

Champeer's main advertising push is via the TV *National Pro Football Highlights*, a 30-minute sports film narrated by Harry Wismer. Commercials are done live, featuring a club-house-type cocktail lounge set, and a male-female modelling duo who appear on Champeer point-of-sale pieces, somewhat as the Mack girls do.

Champeer's introductory campaign in Washington has been a great success. General manager Bates of Heurich admits that the level of sales already reached is double that originally expected as SPONSOR goes to press. Dealer enthusiasm for both the air show and the new product, which Heurich intends to market nationally in the future, has been high, particularly since the mark-up per case, when consumed on the dealer's premises, is about \$4.00 and is over \$2.50 per case on off-premises-consumption sales.

Somewhat to Heurich's surprise, Champeer's market has turned out to be broader than expected. Even though the price (25c and up for an 8-oz. bottle) is high, it is catching on with consumer groups in lower income brackets than the one originally thought to be the market for a premium-priced brew like Champeer. Heurich plans to use additional TV time and radio spot campaigns as distribution increases, and because of the broader base for appeal.

Just when Champeer will be ready to "go national," not even Christian Heurich is sure. With Champeer's sales building, and Senate Beer's rejuvenated, Heurich is in a strong position to make his bid for national markets pay off. One thing is definite. Radio and TV will continue to play a star role in the air advertising of this expanding Washington brewery. ***

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

BUSINESS *is* GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March

8th in April

6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is UP $4\frac{1}{2}\%$ over the same period in 1948!

WDBJ is a *preferred* medium in a year-'round *preferred* market! Ask Free & Peters!

* Rand-McNally

** Sales Management

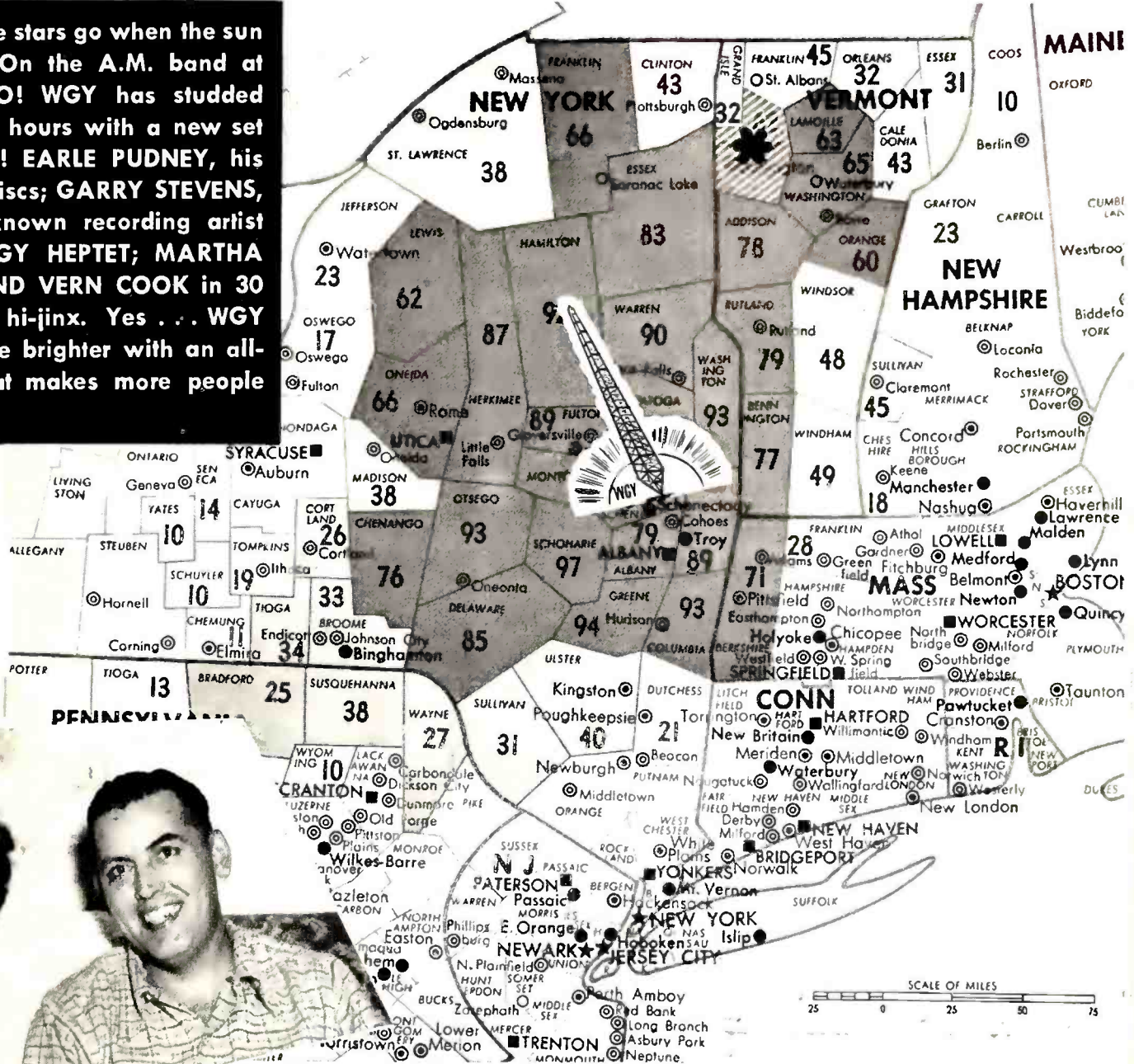
WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
ROANOKE, VA.

FREE & PETERS, INC., National Representatives



No other station makes mornings brighter!

Where do the stars go when the sun comes up? On the A.M. band at EIGHT-ONE-O! WGY has studded the morning hours with a new set of twinklers! EARLE PUDNEY, his piano and discs; GARRY STEVENS, nationally known recording artist with the WGY HEPTET; MARTHA BROOKS AND VERN COOK in 30 minutes of hi-jinx. Yes . . . WGY mornings are brighter with an all-star cast that makes more people listen!



BMB—STUDY NO. 1—1946

Represented Nationally by NBC Spot Sales

* Our name is Thorpe. We are one of 14,900 families that live in Chittenden County, Vermont. Last year the four of us spent 3200 dollars for necessities. WGY has long been our favorite station. It makes our mornings brighter and our evenings happier. And that applies to plenty of folks over here in Vermont. WGY's the "family station" in our part of the country and a daily habit with us.

Roy S. Thorpe

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

NOT SO MAD MUNTZ

(Continued from page 25)

Brady.

The K-F association lasted two years, at the end of which time the "Madman" with the Midas touch met TV engineer Rex Wilson, who convinced him that his ingeniously designed TV set would revolutionize the industry. It needed no antenna except in the poorest locations, eliminated half the troublesome parts of conventional sets and had only three controls instead of six; an on-off switch, a channel selector and a one-knob picture control that automatically adjusted to all variations in brightness, contrast, focus, image sharpness, horizontal and vertical holds.

By November, 1948, over 200,000 of the one million Muntz TV, Inc., shares at \$1 par value common stock had been sold. Sets are manufactured in Chicago and shipped to Muntz TV branches.

The new organization started in Los Angeles in April, 1948, in Chicago in May. In June, they invaded New York City, Boston, Detroit, Philadelphia,

Washington and Baltimore. During July and August, they went into Newark, St. Louis, Cleveland and Brooklyn. Long Beach, Calif., has since been added, and other cities along the coaxial cable, wherever TV can be received, will be opened in the future. (Miami, Buffalo and Cincinnati are slated to be added after the first of the year.)

Taken apart, the Muntz-Shore advertising philosophy has no individual, world-shaking departures from known techniques. The out-and-out wacky approach, while not actually an innovation, admittedly was fresher and brighter than any that had caught the public fancy in many a moon. Yet, despite its unprecedented success, it is a greatly muted version which is being used today. Copy has gone pretty much straight, will continue to do so. As Muntz himself puts it, "There's enough insanity in television without my adding to it." Having spent hundreds of thousands of dollars to build up the "Madman" angle, he's cheerfully willing to spend a similar amount to play

it down. Yet, he retains considerable affection for the old trademark. His only thought of change as regards it—and he swears he's dead serious—is a change in the wearer of the fancy duds. It was, of course, inevitable that competitors, and just plain onlookers, should add a tag to "Madman" Muntz along the lines of "Oh yeh, crazy like a fox." Muntz insists that if he keeps getting all this free advertising and publicity, a fox will soon inherit the red underwear, et al.

Nor is there anything particularly new in skywriting, elimination of the middleman, keeping salesmen healthfully competitive. Hardly new, either is home demonstration of products. Yet Muntz was the first to use the home demonstration method, which had already proven its value; the first equipped to put it to work . . . and has pioneered in showing other manufacturers how to utilize radio to sell TV sets.

Not adverse to taking bows on the well-nigh phenomenal success of his advertising, Muntz is not loath to give credit (and the lion's share of the budget) where credit is due. "Radio," he says, "made us." Backing up that belief in radio, 90 per cent (A "conservative" estimate according to the corporation) of the tentative '49 budget of one million dollars is allocated to radio, the remainder to newspapers. In some of the TV cities served, radio is used exclusively.

As much as anything else, it would seem that a hard-headed insistence on results, which are checked consistently and meticulously, is no small part of the effectiveness of the Muntz advertising. As little as is humanly possible is left to chance: there are no hangers-on on the ad schedule. Willing to spend plenty to make more, the organization is just as willing to reach for the axe when a station or newspaper doesn't show proportionate results.

The same format is followed in all markets. Stations are carefully analyzed as to market possibilities before being approached; no long-term contracts are signed until they have passed the test. Program time is flexible, as long as it adds up to 15 or 20 spots a day, and varies from one, five, 10 and 15-minute arings to an occasional half-hour. Currently, only independent stations are being used, but plans are underway for a network program within the marketing areas.

(Please turn to page 42)

FIGURE THE ODDS... by KXOK



the odds
against
drawing a

STRAIGHT
FLUSH

on the first deal
is

64,999 to 1

NO GAMBLE when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Sang and Dance Parade" on KXOK, in BIG St. Louis. Master Salesman, Hal Fredericks, personalizes your product . . . sets the stage for more sales . . . 3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities . . . or call your John Blair man NOW!

630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS





**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



Mr. Sponsor asks...

"To what extent should station merchandising and promotion influence choice of stations?"

K. C. Gifford

President, Schick Corp.

The Picked Panel answers Mr. Gifford



Miss Dick

Not to any great extent. All wide-awake stations merchandise and promote their program through one or more mediums such as newspapers, direct mail, billboards, car-cards, cooperative tie-ups, window display posters as well as a good public relations program. If a station is doing well commercially, there's a good reason for it ... it is producing the desired results and the sponsors will continue to advertise over that station. No advertiser will continue to put his money into a medium that is not paying off. Salesmanship may land an account but will not keep an account. First things come first. Sales promotion alone will not produce the results the sponsor is after ... but sales promotion coupled with intelligent programming will attract listeners, and the listener in the final analysis is what helps the station pay off. ... Yes, the listener is the precious commodity so highly valued by a station. You must have listeners before you can hope to keep an account on your books steadily.

EDITH DICK
Station Manager
WWRL, Woodside, N. Y.



Mr. Flanagan

As a matter of fact, merchandising aid influences in a most minute degree the choice of stations. It is well known that the smart time buyers are looking for all the factual information they can get in regard to station coverage and cost per thousand. Merchandising aid comes after the order. If the question is "merchandising promotion," then the answer is that it has little or nothing to do with choice of stations. If the question is "program promotion" then it has a lot to do with station choice, since size of audience is affected not only by quality of program, but also by the promotion of programs.

Here is a typical situation involving merchandising aid: The manufacturer finds his finished stock inventory excessive, his orders falling off; he reduces production; he instructs his agency to get up an effective campaign. The agency turns to Spot radio as being uniquely fast and effective in creating consumer demand. But the manufacturer rises up against moving a lot of frozen inventory, so he resorts to the doubtful expedient of trying to get the wholesale and retail trade to load up in anticipation of demand. The agency does its best to comply with the client's wishes. It decides upon the stations it will use, and then begins the task of asking for merchandising aid. The station's business is the financing and management of a broadcast station, a most difficult task, requiring a knowledge of several arts and much science. Its principal problem is programming, divided into a good network affiliation, and a splendid job of local news and events and

programs. Any expense which the station undertakes for merchandising is obviously unfair to the great majority of clients who do not ask for such merchandising aid, but assume themselves the responsibility for their selling efforts and point of purchase advertising.

The worst tragedy of all is that on the accounts on which a station spends its funds for merchandising aid, an early cancellation is entirely likely, and often comes in, so that the merchandising aid has often cost more than the total receipts for time sales. Furthermore, there are likely to be misunderstandings between the time buyer, the client, the station, and the Spot Representative as to how much was promised and how much was delivered. Some of the cynics say that the best policy on merchandising aid is to promise much and do as little as possible.

Program promotion is an entirely different thing. The client and the agency are entitled to expect from the station intelligent and aggressive promotion of the station's programs. This is nothing more than the advertising of the station's product. Since the station is in the advertising business tooth and nail, the station must believe that advertising of its programs will help to increase audience. It is widely observed that time buyers are much influenced by their knowledge of how a station promotes its programs. And even if it doesn't know, good program promotion does build audiences, providing the program promotion is based on good programs.

T. F. FLANAGAN
Managing Director
National Association of
Radio Station Representatives
101 Park Avenue
New York



Mr. Pearson

This is a good question and deserves an honest answer, even though it has overtones of the old cliché "Have you stopped beating your wife?" In short, the stations that merchandise aggressively will feel that I ought to say "By all means take all merchandising and promotional activities into account when buying time!" and the stations that may not be as active along these lines; or who sincerely believe that this is not a function of advertising, will no doubt feel that my reply should be "Buy time on coverage and audience, let the merchandising fall where it may."

Actually, I don't believe that either view is the entire answer. As a long time advocate of close cooperation with distributors and local dealers of nationally distributed products, I feel that a station that does not make the most of its opportunity to contact and work with these people is missing one of the most important functions of a radio station. It is good business for any station to insure the success of all its advertising wherever possible.

As an advertiser or agency placing advertising I would be most interested in knowing whether the station in question could move merchandise off the shelves of the retail outlets. That, in the final count, is what the advertiser buys and pays for and hopes to get! If merchandising, station promotion, programming, or anything else can do the job, it's a good buy for the advertiser, and it is an indication of the extent to which the station may deliver sales. But I would be very foolish, as an advertiser, to pass up a station that moved case after case of merchandise off the shelves, but that lacked even the most fundamental of merchandising departments. Certainly the criteria ought to be: "Can I expect the station to produce sales results?" If the answer is "Yes," I would take the extras, or window dressing along with; but with or without, I would still buy that station!

JOHN E. PEARSON
John E. Pearson Company
250 Park Avenue
New York City, N. Y.

Watch the New WDSU

No Other New Orleans Station Affords Sponsors Such Economic, Hard-Selling Programs.

RADIO

"Dixieland Jazz"

Jazz Authority Roger Wolfe spins waxings and adds colorful tidbits from his own voluminous library of Jazz records and facts.

(Available for Sponsorship)



VIDEO

Racing

Mid-Winter racing televised again this season from the New Orleans Fair Ground's fast oval.

(Available for Sponsorship)



See your JOHN BLAIR Man!

AM - TV - FM WDSU NEW ORLEANS



AFFILIATED WITH THE N. O. ITEM

EDGAR B. STERN, JR.
President

ROBERT D. SWEZEY
Executive Vice-President

LOUIS READ
Commercial Manager

you can
do it better

with the
revolutionary

ALTEC
21 B
MINIATURE
MICROPHONE

It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is blastproof, shockproof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.

*talent deserves
to be Seen
as well as Heard*



161 Sixth Avenue
New York 13, N. Y.
1161 North Vine St.
Hollywood 38, Cal.

NOT SO MAD MUNTZ

(Continued from page 38)

In each city, Muntz sets up a factory-showroom-warehouse, in a low rental district, and moves in a fleet of shiny white trucks and a staff of 200 telephone operators, office workers, TV technicians and salesmen.

The advertising barrage breaks simultaneously: fleets of "Muntz Writers in the Sky" planes skywrite clouds of copy—usually over 700 miles of lettering fill the sky, the Muntz name appears over 100 times, while a dozen different selling phrases are visible. Concurrently, radio stations, newspaper ads and trucks are urging the public to phone in for a free demonstration.

The radio advertising relies equally on live and transcribed plugs. Whenever possible, key disk jockeys are used because of their loyal, ready-made audience. If not, a different type of ready-made audience is taken advantage of by using transcriptions made by such topflight announcers as Harry von Zell, Ken Carpenter, Don Wilson, Bill Goodwin and Harlow Wilcox. Because their names and voices are recognized by practically every radio listener, and their opinions respected, their personal suggestion to "pick up the phone right now" impels a very high percentage to do just that.

The promise of "a set in your home within an hour" usually is fulfilled within a matter of minutes, as the calls are relayed at once to trucks and cars cruising about the streets.

All branches welcome children viewers in their showroom. They arrive by foot, roller skates or bicycle. The gesture on the part of the management is not, of course, purely philanthropic. Engrossed in a show, many a moppet forgets he's due home with a dozen eggs. Many a father is dispatched to deliver junior and the eggs where they belong, and *he* grows a bit forgetful. Then momma goes forth to collect junior, the eggs and poppa. More than a few salesmen have been known to deliver a whole family home—plus one TV set!

The way things are going now, it wouldn't surprise anyone very much to see, in the not too distant future, a keen-eyed fox looking over the prospects from beneath a three-cornered hat that bears a very strong resemblance to one worn by Napoleon—and, more recently, "Madman Muntz." ***

WINSTON-SALEM

Call The Cops

A large Winston Salem store wanted to sell a stock of blue jeans. One announcement was made over WAIRadio exclusively. Result: Mob waiting next morning to buy blue jeans. Cops necessary to keep order. Stock soon sold out. Late sleepers missed out.

WAIR
WINSTON-SALEM
NORTH CAROLINA

National Rep: Avery-Knodel, Inc.

FOR BETTER RESULTS IN THE
Pacific Northwest

The **XL** Stations

Portland
Ellensburg
Spokane
Butte
Missoula
Bozeman
Helena
Great Falls

THE WALKER COMPANY
551 Fifth Ave., New York 17, N. Y.
360 North Michigan, Chicago 1, Ill.

PACIFIC NORTHWEST BROADCASTERS
6381 Hollywood Blvd., Hollywood 28, Cal.
79 Post Street, San Francisco 4, Cal.



"No... (Sob!!)... KJR"

KJR
 SEATTLE 5000 WATTS AT 950 KC.

KJR doesn't reach everybody!

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

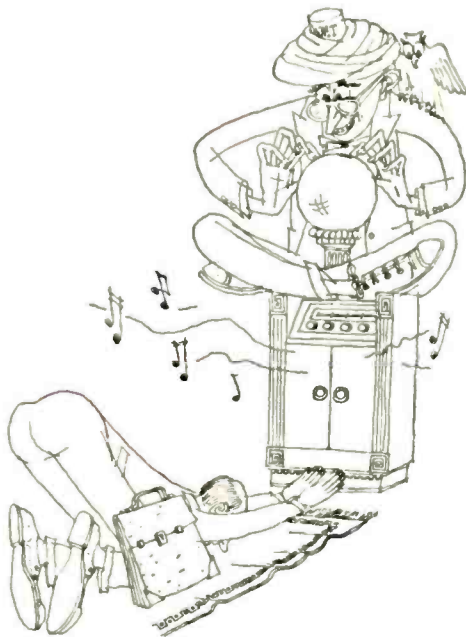
Best of all, KJR'S 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

★ Talk with **AVERY-KNODEL, Inc.**, about KJR!

A Marshall Field Station for Western Washington... an Affiliate of the American Broadcasting Company

WMT is the new oracle of Delhi* (IOWA)



... and The Word goes out, loud and clear, from one end of WMTland to the other: Get a load of WMT, for entertainment (exclusive CBS programming for the area), and information (AP, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 mv line make up an important part of the important Iowa audience (whose per capita income hit \$1,491 in '48, up 33% over '47 and 68% since the end of the war!) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

* Note to purists: We know the ancient oracle was at Delphi, not Delhi. How close can you get?

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

Here's a complete,

time-saving book of

market information



The current 1949-1950 Edition of SRDS CONSUMER MARKETS provides all the basic information that market men and buyers of media use in selecting state, county, and city markets for any consumer product.

Authoritative: It reports market data only from government and other reliable sources.

Many Uses: CONSUMER MARKETS is in the hands of SRDS Subscribers, and others, many of whom already have told how they are putting it to work. "We are laying out new sales quotas and advertising plans from it," wrote a national advertising manager. "Selecting markets for a test campaign on a new product," says an account executive.

Users Like It: "Contains more information than I have ever seen in a single market data book," reports another agency man. A time buyer wrote, "Your book has figures on farm radio homes and farm buying power that I have been looking for for years."

CONSUMER MARKETS was designed as a companion-piece for use with regular monthly sections of SRDS to make all jobs of media-market selection easier, faster, more accurate.

Extra copies of CONSUMER MARKETS are available to subscribers, or to non-subscribers at \$5.00 each.



A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

EQUITABLE OPENS DOORS

(Continued from page 29)

example, than *Lux Radio Theatre's* 16.5% juvenile fans. It's interesting to compare this ratio with the 35.7% kid listenership to *Lone Ranger*.

Advertising manager Leslie R. Shope returned to Equitable from the Army in December of 1945. One of the first jobs assigned Col. Shope was to find a way to make that advertising budget—about \$900,000, practically all going to radio—more productive.

A big reason that more insurance air advertising has failed than succeeded in the last 20 years is a failure to understand the role of audio-selling. The reason for such a lack of understanding only becomes clear when it is realized that few real advertising men sit in the advertising manager's chair at most insurance companies.

By May of 1946 the Equitable had worked out a plan to harness some of the tremendous persuasive power of radio to help sell Equitable policies.

The idea was to organize the air selling around a series of promotions over a period of about ten weeks. The promotions would cover some five fundamental themes, such as home-ownership, educational fund, retirement income, etc. Key to the plan was to persuade the men and women of Equitable's field force to accept and follow carefully a campaign built around the series of broadcasts on each idea.

The crucial point is that individual underwriters, or salesmen, work for agencies who are affiliated with the insurance company by contract. They are free to follow their own devices in obtaining and selling prospects, subject only to the head of the agency.

For each scheduled promotion a sales kit explains, illustrates and demonstrates each step of a procedure by which an agent can make immediate sales. The program commercials for the period of each promotion stresses the particular phase of protection featured in the sales kit, and reiterate the importance of the agent.

Preceding each scheduled broadcast promotion, each agency manager receives an advance sales kit accompanied by a letter from Equitable's agency vice-president Vincent S. Welch, which sells the new promotion. Included is an outline for conducting agency and district meetings relative to the promotion. (Please turn to page 52)



*3 Beauties
of the Deep South*

1. ALBANIA PLANTATION, Jeanerette, La. Built in 1842 by Charles Grevenberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.



2. RICE THRESHING near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are

other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.



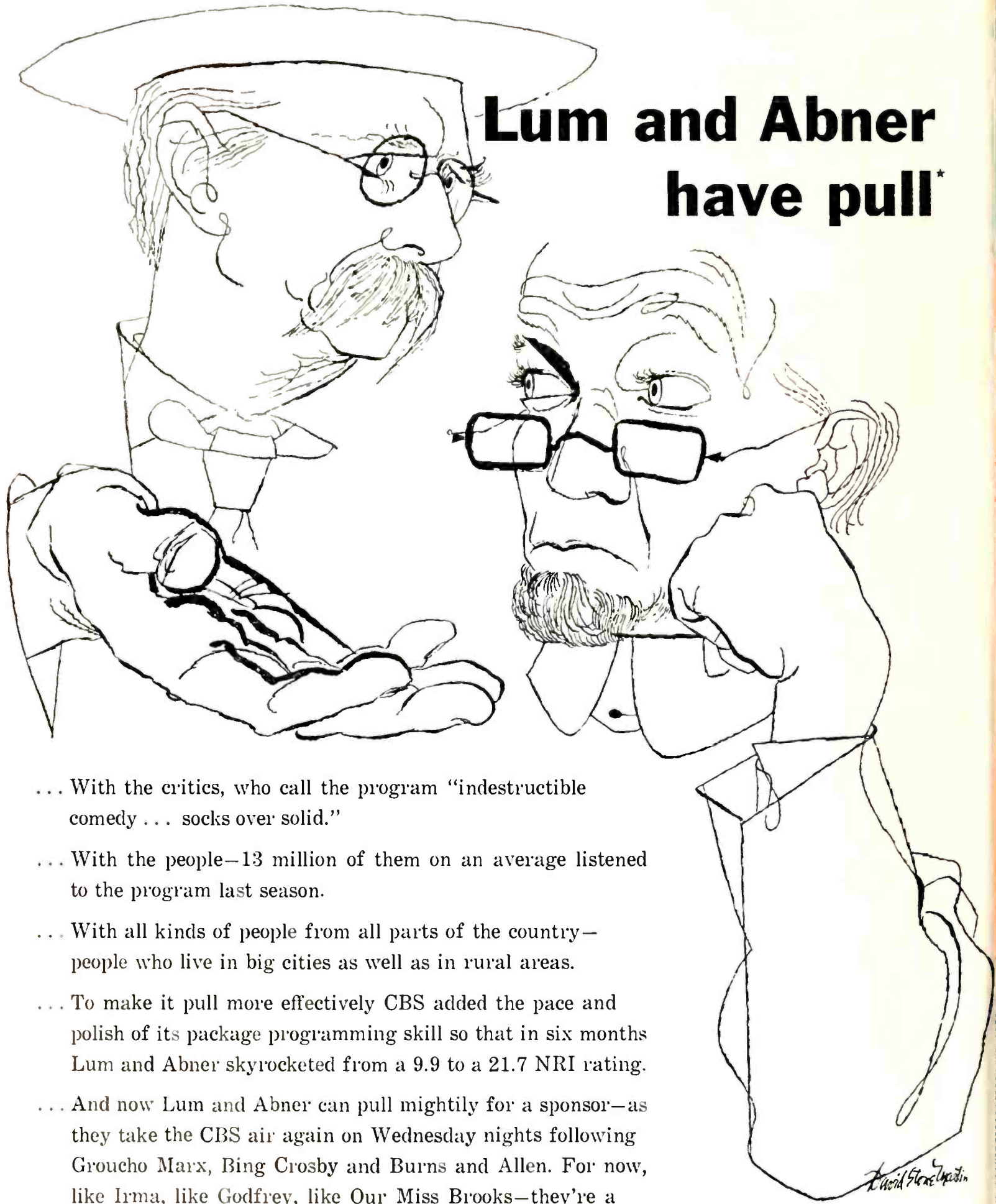
3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.



The greatest selling power
in the South's greatest city
50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

Lum and Abner have pull*



- ... With the critics, who call the program "indestructible comedy ... socks over solid."
- ... With the people—13 million of them on an average listened to the program last season.
- ... With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.
- ... To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.
- ... And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

CBS PACKAGE PROGRAMS

*They have so much pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.



November 1949
TV Compara-graph in next issue

SPONSORS

Table listing various sponsors and their associated programs, including names like 'Sponsor', 'Program', and 'Time'.

Main grid table showing TV schedules for SUNDAY through SATURDAY. Columns represent days and time slots (e.g., 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45). Rows represent programs and their broadcast networks (ABC, CBS, MBS, NBC).



November 1949
TV Compendium in next issue

PROGRAMS
A list of program titles and their corresponding time slots, organized by time of day (e.g., 6:00, 6:15, 6:30, etc.).

Grid of program listings for the week, including network abbreviations (ABC, CBS, NBC, etc.) and specific program titles.

SUNDAY MONDAY NIGHT TUESDAY WEDNESDAY THURSDAY NIGHT FRIDAY SATURDAY

Main grid of program listings for the week, with columns for each day and network, and rows for specific time slots (e.g., 6 PM, 6:15, 6:30, etc.).



RUTGERS In Grid Games,*

WHEC In Rochester

**LONG TIME
RECORD FOR
LEADERSHIP!**

* In 1869 Rutgers won from Princeton the first formal intercollegiate football game. Rutgers has now played well over 600 games, — a record no other collegiate football team can top!

Since 1943 when Rochester's first Hooperating reported the decided WHEC listener preference, this station has maintained Hooperatings no other Rochester station can top!

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	39.4	19.7	10.3	7.0	15.5	6.6
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.7	26.7	6.8	15.2	9.5	3.4
EVENING 6:00-10:30 P.M. Sunday through Sat.	34.3	21.4	8.5	9.8	10.9	

Station Broadcasts till Sunset Only

AUGUST-SEPTEMBER HOOPER, 1949
Latest before closing time.

BUY WHERE THEY'RE LISTENING: —



WHEC



of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

WLOS--ABC

Now
FIRST
in **ASHEVILLE, N.C.**
LATEST CONLAN
Reveals
WLOS 27.4%
STATION "B" 26.6%
 " "C" 24.0%
 " "D" 18.1%

**CONTACT YOUR NEAREST
 TAYLOR-BORROFF
 OFFICE FOR COMPLETE
 DETAILS**

Western North Carolina's MOST POWERFUL RADIO COMBINATION

AM - FM
WLOS
 1,000 Watts Day - 1,000 Night - 1200 Ft.

**SPOT
 RADIO**

sells the millions that buy

ASK

REPRESENTING

YOUR

LEADING

JOHN

RADIO

BLAIR

STATIONS

MAN

**JOHN
 BLAIR
 & COMPANY**

Offices in: Chicago, New York
 Detroit, St. Louis, Los Angeles
 San Francisco

EQUITABLE OPENS DOORS
 (Continued from page 44)

Equitable Items, carries feature articles that highlight the sales possibilities for agents.

The first eight-week promotion (May 3-June 28, 1946) featured an "Assured Home Ownership" plan. Seventy-four agents participated. They sold 208 policies amounting to \$1,300,000 as a direct result of using the promotion. The fourth promotion found 489 agents in on the deal. For the ninth promotion 1,048 were in on the integrated campaign. They sold 4,096 policies amounting to \$13,152,442.

Some 50,000 postcards each week are mailed to new prospects plugging the current promotion and the radio program, to which the prospect is invited to listen for further details. Just starting the normal winter climb in rating, the show had a Hooper 11.8 (October 7) and a Nielsen 12.1 (Sept. 9). It has had a mid-Winter NRI rating as high as 20.8 (last January 21), and has consistently been among the top-rated shows regardless of classification, since its first year.

This Is Your FBI puts the Equitable sales messages into the ears of an average of 16,000,000 people at the rate of approximately \$1 for each 1,170 listeners. Here are some typical ways in which agents in the field use the promotions:

Charles J. McGinn (Dickenson Agency), Philadelphia, sent a letter on financing of mortgages with a radio postcard urging prospects to listen. From these two pieces plus the program he got 25% of the interviews he asked for and sold \$50,000 worth of business.

In Providence, R. I., Jackson H. Skillings (J. D. E. Jones Agency) mailed 50 cards a week for the period of the Retirement Income promotion and followed with calls. He sold 17 prospects in the eight weeks of the promotion. Business amounted to \$137,000.

The most recent promotion (June 17-Aug. 19) for which results have been audited reveal that 882 agents took part in selling 4,739 policies amounting to \$18,185,234. These figures as well as those for the two previous promotions represent a substantial increase over the same period in '48. Equitable believes they have only begun to tap the opportunities for further sales integration and market development.

\$100.00

IS A LOT OF MONEY!

* * *

It will buy tremendous results on KATL to assure proper distribution of your products in the Houston-Gulf Coast market.

* * *

Why not let Jack Koste at INDEPENDENT METROPOLITAN SALES, 55 West 42nd Street, N. Y., show you what \$100.00 a week will buy on KATL.

* * *

A natural for a small budget.

* * *

A.I.M.S. for Houston

KATL, Houston
 State National Bldg.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations - ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions
 KANSAS CITY 6, MISSOURI

DO SPONSORS WANT BMB?

(Continued from page 27)

along with half-millivolt or mail maps, or "guesses," or nothing at all.

Timebuyers made rather caustic remarks about this group. They pointed out that, even with BMB, radio is not too well prepared to meet the aggressive, organized competition of other media, supported by tripartite research.

For 35 years, daily newspaper and magazine circulations have been audited by Audit Bureau of Circulations, and more than 90% of these publications now belong to it. For 10 years, the Bureau of Advertising has financed a continuing study of newspaper reading, conducted by Advertising Research Foundation. ARF is now making similar studies of car cards, farm papers and business papers, and is considering such a study of magazines. Traffic Audit Bureau, also tripartite, analyzes the circulation of outdoor posters and painted bulletins.

Broadcast advertisers point out that of some 900 AM radio stations in the country in 1946, more than 700 helped to finance BMB Study No. 1. But of 2,600 AM stations today, BMB's Study No. 2 is supported by only 604. In other words, the first study gained the backing of more than three-fourths of all AM stations, the current study—after a lot of dissensions as to whether it should be made at all—is backed by less than one-fourth of today's total.

These proportions obtain in large markets and among big stations as well as smaller ones. In the 20 metropolitan districts of 200,000 or more radio families each, as of last March, only 60 of a total of 270 AM stations signed to help finance Study No. 2. Three years ago 104 stations in these areas paid to participate in Study No. 1.

Today such major markets as Baltimore, Buffalo and Milwaukee are not represented in BMB at all — even though the total number of stations in each has about doubled since 1946.

Only six of Boston's 20 stations are in the current study; only six of Chicago's 18 stations; three of the seven in Cincinnati; one of six in Cleveland; two of nine in Detroit; three of 10 in Houston; five of seven in Kansas City; three of 24 in Los Angeles; three of nine in Minneapolis; four of 28 in New York; four of 17 in Philadelphia;

(Please turn to page 56)

2,835 YEARS OF RADIO

WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn't tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What's more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn't mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That's WSM—24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!

HARRY STONE, General Manager
IRVING WAUGH, Com. Manager
EDWARD PETRY & CO., Nat'l Rep.



WSM
NASHVILLE

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

You can't buy TIMEBUYER quotes like these:

Foote, Cone & Belding

"SPONSOR is the brightest newcomer to the field of advertising publications in many a long day."

FAIRFAX M. CONE, *Chairman of Bd.*

Biow

"SPONSOR really keeps us posted on what's going on in radio and television advertising."

ETHEL WIEDER, *Timebuyer.*

Erwin, Wasey

"The SPONSOR method of presentation was long overdue. I feel that SPONSOR greatly deserves the important part it plays on the agency scene."

RAY SIMMS, *Chief Timebuyer.*

Beaumont & Hohmann, Inc.

"We hear nothing but complimentary remarks about SPONSOR within the agency trade. It is definitely on my 'must-read' list regularly."

CLARKE TRUDEAU, *Media Director.*

Benton & Bowles

"SPONSOR has been on my list of home *must* reading for a long time. I find it interesting as well as informative."

GEORGE KERN, *Head Timebuyer.*

N. W. Ayer

"Everyone connected with Radio and Television advertising should read SPONSOR. We at N. W. Ayer read it regularly because it keeps us posted on the latest radio and television activities."

PAUL KIZENBERGER, *Timebuyer.*

Ruthrauff & Ryan

"SPONSOR presents the type of factual information helpful to the agency and client in dealing with radio and television problems. It receives thorough readership in our firm."

ROSS METZGER, *VP & Radio Director.*

Kenyon & Eckhardt, Inc.

"SPONSOR is well-named for it is the only book that really gets down to cases with the problems directly concerning sponsors. We find it a valuable source of ideas and facts."

PHILIP KENNEY, *Radio Timebuyer.*

B. B. D. & O.

"Because SPONSOR fills a need covered by no other trade paper, all of our timebuyers get SPONSOR at home where they can read it in peace and quiet."

FRANK SILVERNAIL, *Chief Radio Timebuyer.*

Kudner

"I read SPONSOR regularly to keep up to date with the happenings in the radio and television field. I consider it an excellent medium for people who are interested in this phase of the advertising business."

DAN J. PYKETT, *Media Director.*

William Esty Co.

"SPONSOR talks our language and gives us invaluable and current information. Our office file of back copies of SPONSOR has proven invaluable."

KENDALL FOSTER, *Director Television Dept.*

Sherman & Marquette

"SPONSOR is given careful reading each issue by most of our key personnel. Moreover, it contains much information which is of permanent reference value."

LOU TILDEN, *Radio Director.*

Doherty, Clifford & Shenfield

"SPONSOR seldom fails to provide some newer, fresher, approach to an industry story or problem."

HELEN WILBUR, *Radio Timebuyer.*

Honig-Cooper

"SPONSOR contains more meaty case histories of advertising in action than any other trade publication in the field."

LOUIS HONIG, *Vice President.*

Maxon

"SPONSOR is a regular in our Maxon radio and television departments. It's solid reading from cover to cover."

ED WILHELM, *Timebuyer.*

Schwimmer & Scott

"SPONSOR to me is the best in the field. As a matter of fact, I have almost all the copies in my files from the day it started publication. For radio and TV news, it can't be beat! I find myself constantly referring to back issues for information of all kinds—most particularly for TV growth and acceptance."

EVELYN R. VANDERPLOEG, *Head Timebuyer.*

Sullivan, Stauffer, Colwell & Bayles

"For up-to-date complete information we consider SPONSOR a must on our reading list of radio publications."

FRANK MINEHAN, *Vice President & Media Director*

Compton

"SPONSOR's the answer to a need in trade papers. Everyone here reads it that should."

HENRY CLOCHESY, *Head Radio Timebuyer.*

J. Walter Thompson

"SPONSOR is a must on the recommended reading list. Its total audience at J. Walter Thompson far exceeds the number of subscriptions."

LINNEA NELSON, *Head Timebuyer.*

McCann-Erickson

"Reading SPONSOR is a must with me. It has to be, with so many of my associates and clients always quoting it. Besides, it's good reading."

BILL DEKKER, *Dir. Radio Serv. & Station Relations.*

SPONSOR

The Magazine That Broadcast Buyers Read and Use

BMB

(Continued from page 53)

three of 18 in Pittsburgh; four of 11 in Portland, Ore.; two of eight in Providence; two of nine in St. Louis; three of 16 in San Francisco-Oakland; four of 11 in Seattle, and three of 14 in Washington, D. C.

SPONSOR has mentioned BMB shortcomings before. It pointed out, for example, last February 28, how hard it is to "make a radio station manager see the value of paying for research

that has the end result of losing business for him." It mentioned the "low denominator of 'once-a-week' listening." and the fact that often a station must show a timebuyer "50% coverage" in order to be considered at all.

Also, the timebuyers don't all agree with the majority of broadcasters even on such things as the "inadequacy" of the one-a-week listening basis. Frank Silvernail, of BBDO, believes it is "probably 80% adequate," and the more-frequent-listening figures may change "only the fringe counties."

Mr. Silvernail pointed out, however, that BMB should be regarded as only one of several factors on which to buy time. Among others are a station's frequency and power, audience surveys, cost, and the buyer's own experience with it.

But BMB is still, he said, "the foundation for buying." Like every other major agency BBDO uses it regularly.

At this agency, "BMB data help us to determine a station's availability for a particular job. This means not only broadcasting but limiting coverage, if desired, to specific areas." If an advertiser makes a special offer in only one area, for example, he wants to get the fullest possible coverage and dealer cooperation.

All advertiser and agency executives covered in SPONSOR's survey were unanimous in saying that they found the 1946 study of value. All but one advertiser and one agency executive believed that the 1949 study, to be released about December 1, would be of more value than the 1946 study. ***

B M I



Musical Categories For Scene Settings

Folks in radio have long asked for a basic guide to be used in setting musical scenes and providing appropriate background music for script situations.

BMI's new CATEGORICAL INDEX is your answer to this need. Here is a catalog containing over 4,000 song titles, each classified and cross-indexed according to subject matter and type of music.

The INDEX, first of its kind ever published, lists those BMI-licensed songs most consistently performed during the year ending March, 1949.

The BMI CATEGORICAL INDEX has been furnished to every AM, FM and TV station licensed by BMI. This is another of the many Special Services available to broadcasters in the interests of better musical programming.

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

WHADDA YOU WANT THAT'S FANCY (Ky.)?

Yearning for sumpin' extra special—like a new sales record in Kentucky? Then *keep away* from such plain little towns as Fancy, gents, because they're just too rural to satisfy any such elegant whim!

But if it's a really decorative Kentucky market you want, WAVE will give you a dandy—the Louisville Trading Area. WAVE's 50% BMB Map is embellished by 26 of these 27 counties, where the standard of living is 46% higher than that in parts of our State we don't cover!

Ain't that fanc—er—exquisite?

LOUISVILLE'S
WAVE

BBC AFFILIATE . . . 5000 WATTS . . . 970 KC
FREE & PETERS, INC.
National Representatives



THE BIG PLUS

(Continued from page 23)

WNEW alone.) At noon, and at dinner time the rate also rises as people tune in as they start their meal and tune out afterward.

The Pulse report reveals that a loyal audience of out-of-home listeners doesn't necessarily mean a comparatively large audience. The top ranking station in the average length of time its audience listens per weekday gets 92 minutes. But this same independent station ranks eighth with only 4.5% of total out-of-home-listeners. WNEW, on the other hand, is tied with two other independent stations for third place in average number of minutes per day (81), but ranks first with 22.7% of all unduplicated out-of-home listeners.

It was WNEW's belief that more people could and would listen to radio outside their homes if somebody took the trouble to plan for them. The *Summer Service*, for example, also included the latest dope on where fish were biting and other things of interest to fishermen; information on picnic

spots, pools, playgrounds, beaches, and other places to go and how to get there. The Pulse findings confirm the station's thesis.

The area covered in the first Pulse out-of-home listening report does not include the entire coverage area claimed by several of New York's higher powered stations (WNEW has 10,000 watts). WNEW garnered the biggest share of the out-of-home listening in the area surveyed, but all broadcasters stand to benefit from the listening facts revealed.

"This measurement," WNEW commercial manager Ira Herbert, told SPONSOR, "proves that radio is even a

better buy than most of us thought it was. It's going to be tough now for any other medium to compete with radio on a cost basis.


"In cold figures," added Herbert, "it means that, on the average, radio's cost in New York per thousand listeners is from 20-25% lower than we've been figuring it." This may well prove true to a certain degree in other areas when additional out-of-home listening facts are developed. But the pioneer New York survey of plus listening nails down for the first time the fact that people will listen to radio whenever and wherever they get the chance, and are given acceptable fare. ★★★

NOW!

5000 WATTS

KHMO HANNIBAL

COVERING THE HANNIBAL-QUINCY TRI-STATE MARKET




42 COUNTIES OF PROSPEROUS Mark Twain Land

ILLINOIS • IOWA • MISSOURI

NATIONAL REP. — JOHN E. PEARSON CO.

KHMO *Mutual Network* **1070 KC**

SERVING THE BICH TRI-STATE AREA
1000 WATTS OF NITE



\$230,600,000.00 IS A LOT FOR FOOD BUT CENTRAL OHIO FOLKS LIVE WELL

—The majority own their homes and spend a total of \$982,521,000.00 at the retail stores. This rich WBNS market has a balanced economy because no one industry dominates the business field. That's why it so easily takes the bumps and jolts of boom times and depressions. . . Yes, it's the ideal test market. This is being profitably proven every day by advertisers who use WBNS to stimulate sales among its 163,550 B.M.B. families.

THE UNITED WOOLEN MILLS HAVE BEEN SELLING THE WBNS MARKET FOR 25 YEARS

—They say, "Ever alert to new and better means of telling our story to the public, we began exploring the possibilities of radio when the industry was in swaddling clothes. When WBNS opened in Columbus 25 years ago, we were among its first advertisers . . . and we have been broadcasting our story over that station without interruption, since then. Our Columbus store has enjoyed a most gratifying growth during the past quarter of a century, and we give due credit to WBNS for its contribution to that growth and success."

IT TAKES WBNS FOR YOU TO DO A GOOD ADVERTISING JOB IN CENTRAL OHIO

If you want sales, results and profits in Central Ohio then you must have WBNS in your advertising picture . . . WBNS has the audience, 163,550 families who listen to this station in preference to all others. Here is the center of their life for entertainment and information. WBNS is their buying guide. Leading advertisers have the proof that they get greater results for less cost when they broadcast their sales message over WBNS.

COVERS CENTRAL OHIO

IN COLUMBUS, OHIO IT'S

WBNS

POWER 5000 D-1000 • N CBS

ASK JOHN BLAIR

WTRF

THE STATION YOU NEED
TO COVER THE
GREATER
WHEELING
METROPOLITAN
MARKET

WTRF (1,000 Watts) and WTRF-FM (20,000 Watts) serve over 350,000 consumers in the primary and over 750,000 in the secondary listening areas of this great and permanent industrial and mining market. It's loaded with sales potential for your product.

Contact Your Nearest
WALKER COMPANY Office

WTRF

Bellaire & Martins Ferry, Ohio
Wheeling, W. Va.

*One Does It
in Mid-America!*

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO

Kansas City's ONE and ONLY

50,000

watt station
810kc

Programmed for
Mid-America Audiences



National Representative—John E. Pearson Co.

Feature Availability

Leon Decker and The News, 12 Noon, Mon. Thru Sat. This 5-minute newscast kicks off KCMO's Hi-Noon Review—a full hour show programmed for Mid-America. Call, write or wire today.

CAN YOUR SHOW GROW?

(Continued from page 31)

yesterday's music, brass band or otherwise.

Musical programs seem to hold their individual audiences, once they have them, better than most other program forms. They don't hit top Hoopers, but they hit a faithful audience that buys the products advertised. These audiences are like the listeners who dial the Mary Margaret McBrides, Housewives' Protective Leagues and the host of other daytime women's sessions. They buy, buy, and buy. Since most sponsors continue to change programs, despite the fact that broadcasters and agencies know that the habit of listening isn't developed overnight, the big question is WHY? And do they do the right thing in changing? And at what point in a program's history has it reached its peak—in audience and in selling impacts. Is a Bob Hope unproductive for a toothpaste after a number of years simply because he's "sold" all his listeners? Or can Lever Brothers go right on using him for that purpose? They didn't, of course, for they shifted him a few years ago to Swan after he'd Pepsodented his audience for years and years. It was the same type of thinking that caused the Pepsodent organization, before it was acquired by Lever Brothers, to drop *Amos 'n' Andy* during the early days of commercial broadcasting.

Normal ratings of programs fail to reveal one very vital fact. A 20 rating this week is not necessarily the same 20 next week, even though it's a 20 for the same program. There is an audience turnover that is seldom weighted, except on special studies by Nielsen. Only Nielsen can report these figures. (Radox, since it covers the same homes week after week, could report audience turnover but since it's 47³/₄ states away from being national, it can't be used as an index at this time, except in Philadelphia.)

One particular daytime program with a Nielsen rating of 5.6 actually reached 66.2% of the radio homes in 20 weeks (100 broadcasts). A long-sponsored ballad-type musical reached a 20.6% of the radio homes with one broadcast. At the end of a 14-week period it had reached 69.3%. An hour-long dramatic program reached 32.7% of the radio homes during a single

Mr. Advertiser:

YOU CAN DO IT AS
WELL (Maybe Better)
AND FOR LESS

with

TELEWAYS TRANSCRIPTIONS

The following transcribed
shows now available

AT LOW COST!

- JOHN CHARLES THOMAS
260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
156 15-Min. Musical Programs
- STRANGE WILLS
26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
132 15-Min. Musical Programs
- MOON DREAMS
156 15-Min. Musical Programs
- BARNYARD JAMBOREE
52 30-Min. Variety Programs
- DANGER! DR. DANFIELD
26 30-Min. Mystery Programs
- STRANGE ADVENTURE
260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
131 15-Min. Musical Programs

Send for Free Audition Platter and low rates on any of the above shows to:

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phones CRestview 67238—BRadshaw 21447



The Case of the Magic Mattress

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devoted one of the spots on his series on "The Emerson Smith Show" to his mattresses—*sold every last one of them.*

That's the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.



Salt Lake City, Utah
National Representative: John Blair & Co.

broadcast hour (not all the listeners stay with the program for the hour, of course). In the course of 14 weeks, it reached 74.1% of the U.S. radio homes at least once. A situation comedy, tops in its class, reached 30.5% of the radio homes during its half hour broadcast. During 14 weeks 76.8% of U.S.'s radio homes tuned it. It may be noted that the situation comedy reached less homes per broadcast (30.5%) than the hour-long drama (32.7%), but reached more homes during a 14-week span. A top mystery half hour reached 24.4% of the radio homes during one broadcast (all one-time figures are for mid-season airings) and was heard in at least 68.7% of the homes during the 14-week period. A low-rated mystery on Mutual reached only 13.5% of the radio homes during one broadcast but was listened to at least once, by over half of the radio homes (52.1%), during a 14-week period.

These figures are important, since they point up the fact that it's possible to reach a high percentage of radio homes in America with even an average program. Having reached each home once, it's simply a matter of bettering the program content to reach each home more frequently—not a matter of changing the entire program.

It's also a matter of promoting the program, of making it "the thing to listen to." Too much audience promotion isn't worth the paper on which it's printed. A few hours study of how the music industry goes to work to sell the nation a song, should be very illuminating to the average advertiser. Some song "hits" are decided upon as long as 12 months in advance of their being introduced to the public. A program "hit" can be handled in the same fashion. It seldom is. *Fibber McGee and Molly* is an ideal example of a program that was made by an advertiser's sticking to his decision that the program was going to be a hit. *Lux Radio Theater* is another example. When it was a New York dramatic program, it had a fair audience. It was decided to *make* it a hit. It was moved to Hollywood, a continuity of theme was added. It was well advertised and promoted. It became the ranking program on the air. *Duffy's Tavern* and *The Aldrich Family* were made programs. Archie was just a character on a Consolidated Edison (New York) commercial. Ed Gardner decided to build a program around Archie. Result: *Duffy's Tavern*. *The Aldrich*

Family was lifted bodily out of a Broadway play. At first it was simply a sketch on the *Kate Smith Program*. Then General Foods built it into a program with the help of the author, Clifford Goldsmith, and the Henry Aldrich of the legitimate play, *Ezra Stone*. Today, neither Goldsmith nor Stone are essential to the success of the program, although their characterizations are.

A well-known manufacturer of automobile parts sponsored a popular musical program in 1948. It reached 16% of the radio homes in midseason, according to Nielsen. It wasn't hitting a broad enough segment of the radio audience frequently enough. This year they changed to a mystery series. They are already reaching 21.5% of the radio homes and they're going higher. A great manufacturer of electric refrigerators sponsored a mystery in 1948 with a Nielsen rating of 15.4 in March. They changed this spring to a situation comedy, a well-known team. Their Nielsen rating in March 1949 was 13.2.

A change is always a risk.

One solid reason for changing a program is that it duplicates the audience of another program sponsored by the same advertiser. That's legitimate. Only a panel-type of survey, such as Nielsen's Audimeter-measured homes or any other group that can be sampled on a continuing basis, can show whether two programs reach the same group of listeners. One Nielsen study showed that a sponsor with three programs on a single network was reaching an audience where his daytime program was attracting practically the same audience that his two evening shows were holding. By switching his daytime program (and daytime network, too) the sponsor increased its audience 9% at an increase in cost of 1%. Multiple program sponsors are constantly faced with the problem of not aiming all their advertising at the same listeners. It's sometimes wiser to sponsor a program with a smaller audience, if that audience isn't the same one that's reached by another of the same advertiser's programs.

There's also another important reason for changing programs. That's when an audience for a specific program isn't the type that buys the sponsor's products. Sherwood Dodge, of Foote, Cone and Belding, speaking at an ANA gathering recently, pointed out that one canned milk firm discov-

(Please turn to page 61)

k-nuz

presents



**THE WORLD'S
LARGEST
DISC JOCKEY
SHOW!**

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS	LITTLE MARGE
TINY SMITH	PETE HUNTER
LEON PAYNE	FLOYD TILLMAN
BEN CHRISTIAN	HANK LOCHLIN
BENNY LEADERS	JERRY JERRICHO
JIMMY SHORT	JERRY IRBY
COLLIE	WOODY &
CORNPATCH	SMITTY

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FOR JOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

EARTHENWARE SETS

SPONSOR: Z.C.M.I. Dept. Store AGENCY: David W. Evans
CAPSULE CASE HISTORY: *The agency built a 15-minute program for the Z.C.M.I. store, using an 11-minute feature and live commercials which combined merchandise and model. Sixteen-piece "starter sets" of Franciscan earthenware (which can be added to from open stock) were featured on the show at \$9.95. Within a few days, 98 per cent of the store's stock was exhausted, and the client was forced to cancel a repeat of the pattern televised . . . substituting duck hunting equipment for its following week's telecast.*
KDYL-TV, Salt Lake City PROGRAM: Not noted

DOG FOOD

SPONSOR: Dr. Ross Dog & Cat Food AGENCY: Placed direct
CAPSULE CASE HISTORY: *To check effectiveness of 13-week, five-times-a-week Telenews series, sponsor offered dog comb for 10 cents and label from can of dog food. One-minute spots, which ran once a day for six days, featured a girl sitting on lawn beside a lake and grooming good-looking pooch. Total replies were 1,071, in an area which numbered some 9,500 sets installed at time of offer. High response (with mail received from 86 cities and towns in 19 counties) led to renewal of contract.*
KPIX, San Francisco PROGRAM: "INS-Telenews"



TV
results

HOMES

SPONSOR: Home Bldrs. Assn., Richmond AGENCY: Placed direct
CAPSULE CASE HISTORY: *Finding a home which offers a prospective buyer the right price, location, facilities and appeal is a search involving considerable time and travel. To take the home to the prospect, the Home Builders Association sponsors a 15-minute show directed to women. Each program analyzes—and shows—a different house built by an association member and his subcontractor. In every single case, the house used on the show has been sold, and its effectiveness has created enthusiasm for the medium throughout the organization.*
WTVR, Richmond PROGRAM: "Women's Video Journal"

PICTURE GUN

SPONSOR: Automagic Picture Gun AGENCY: Lewis Adv.
CAPSULE CASE HISTORY: *Product, on the market 10 years, was steady, but not exciting, seller. TV test campaign of station breaks on such kid shows as "Howdy Doody," "Small Fry" and "Lucky Pup" in New York and Philadelphia area, led dealers to stock up. Results more than justified move. In three weeks, sales were tripled over any like period in the past. Three months after test campaign, sales have been maintained at about a 30 per cent higher level. Video will play major part in future plans.*
Various stations PROGRAM: Test campaign

USED CARS

SPONSOR: North Side Motors AGENCY: Placed direct
CAPSULE CASE HISTORY: *This casual, almost hit-and-miss half-hour features big names and unknowns displaying their talent. Entertainment is supplied by bankers and shoe shine boys, lawyers and dentists, and ranges from "On Wisconsin" played by an investment president clicking a pencil against his teeth to a rhumba performed by a septuagenarian couple. Used car displayed in the studio gets a dialectic commercial from a Dutch-character spieler, and records show the car advertised has been sold immediately the next morning after each show to date.*
WTCN-TV, Minneapolis PROGRAM: "The Show-Off Club"

VENETIAN BLINDS

SPONSOR: Hostess Venetian Blind Co. AGENCY: Klein Co.
CAPSULE CASE HISTORY: *After six once-weekly showings of a 60-second film commercial playing up the extreme abuses that Hostess Venetian Blinds will withstand, the company received a direct result of \$16,000 in immediate orders. An additional \$41,000 in contract business, with negotiations near completion, is also directly attributable to the use of video. The film commercial, shown each Tuesday evening, costs the company \$27.90 weekly—or \$167.40 for the six announcements which precipitated \$16,000 in sales . . . a return of approximately \$95.58 in sales for each dollar spent.*
WBTV, Charlotte PROGRAM: 60-second film commercial

SILVER POLISH

SPONSOR: Oakite AGENCY: None listed
CAPSULE CASE HISTORY: *A one-mention, give-away offered 23 October resulted in 5,480 requests for Oakite's silver cleaning plate, along with a sample of Oakite, as of 27 October. An actress was shown cleaning silver the old-fashioned way. An Oakite representative entered, telling about the company's new silver polishing plate. He dropped the plate in boiling water, let it soak briefly, then lifted the glistening silver from the water. The give-away offer followed. (Figure is the number of letters received not the number of plates requested, which ran considerably higher.)*

CAN YOUR SHOW GROW?

(Continued from page 59)

ered that it's well-rated program had its greatest audience in rural areas that didn't buy evaporated or condensed milk. In fact said Dodge, "If we carried the survey far enough I'm certain that we would have discovered that the program had its greatest audience among the cows." That of course was a typical podium gag, but it pushed the point home that a well-rated program isn't enough. It's important that the show reach, not people, but prospective buyers of the advertiser's product.

When Miles Laboratories dropped its long sponsorship of the *National Barn Dance*, many advertisers wondered why, since it was a low-cost program with a fine audience. It was dropped because Miles discovered that too much of its advertising dollar was going to reach the *National Barn Dance* type of consumer.

Much program changing is of the seeking-the-rainbow variety. It's based also upon looking at program ratings and not upon product sales. Mary Lee Taylor and *Pet Milk Saturday Night Serenade* have never been high-rated programs. They still aren't. Nevertheless, they increased *Pet Milk* sales and profits fantastically. Last year the programs changed networks for reasons that had nothing to do with their success, but they're still doing their top-drawer selling job without big audiences. If *Pet Milk* started after that rating rainbow, there's real doubt if they ever would have continued to increase sales and profits.

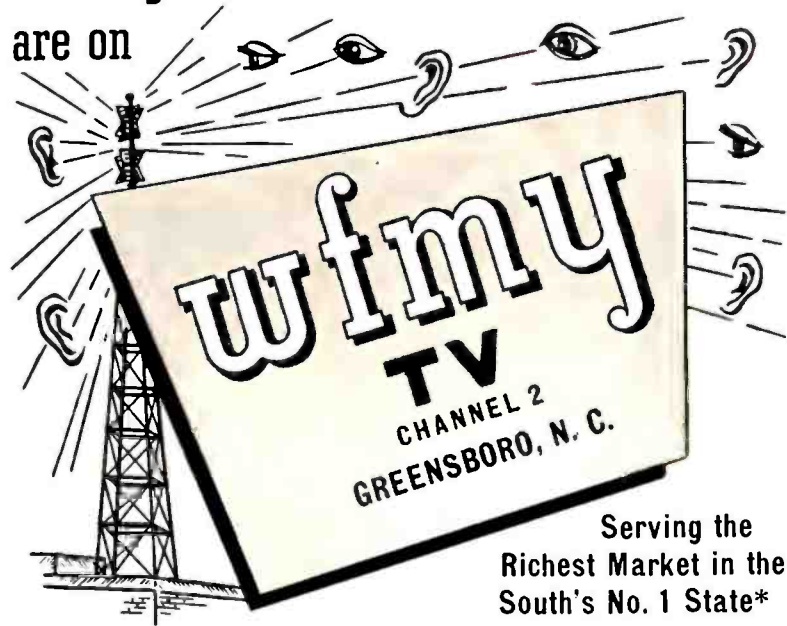
The answer to whether to change, or not to change a program is not too difficult to find. Check the program's selling job. Check its unduplicated audience. Use ratings as relative figures only.

There's another thing that few advertisers realize. A program sells as well as the commercials it carries. One judge in the middle west hearing a suit against an insurance-company sponsor of a class musical program, dismissed the case with the remark that a sponsor of that type of program couldn't do the things the plaintiff alleged.

Never discount the favorable atmosphere produced by the "right" type of programing. Look what it did for duPont. "Don't change to suit yourself" explains one top program authority. Remember your customers. ★ ★ ★

The Eyes and Ears of the Piedmont

are on



Serving the
Richest Market in the
South's No. 1 State*

4608 SETS IN USE AS OF OCTOBER 1, 1949†

SALES REPRESENTATIVES

HARRINGTON, RIGHTER and PARSONS, INC.

NEW YORK CITY: 270 Park Avenue
MU 8-1185

CHICAGO: Tribune Tower
WH 4-0074

Owned and Operated by

GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power"—1949

†Source: NBC Research Dept.

Spot
time buying
made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market . . . their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The KMBC-KFRM Service-Ad* shown here is an example of how many stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to select stations—facts about coverage, audience, programs, station service, for example.

NOTE TO BROADCASTERS: Study the SPOT RADIO PROMOTION HANDBOOK for detailed help in making it easier for Buyers of Time to buy what you have to sell.



The SRDS Television Section is now published monthly in a separate volume.

STANDARD RATE & DATA SERVICE, Inc.

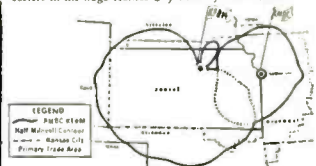
The National Authority Serving the Media Buying Function

Walter E. Botthof, Publisher

333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

Listeners in Kansas City's Primary Trade Area
VOTE FOR
The KMBC-KFRM Team

Again The KMBC-KFRM Team has won top honors in a big, important survey, this time a personal interview survey of the "aided recall" type. Final report of this Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties—all within The KMBC-KFRM Team's Primary Coverage Area, indicated by m.s.p. Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.



The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the \$4,739,317,000 Kansas City Primary Trade area. Only The Team provides "one broadcaster" coverage of this huge area which encompasses all of the area shown within the contours on this map—3,970,100 people!

For current availabilities, contact any
Free & Peters "Colonel", or wire KMBC-KFRM!



*SERVICE-ADS are station ads that supplement listings in SRDS with useful information that helps buyers buy.



Spot—but not spots

More than a year ago the editors of SPONSOR, in collaboration with other advertising business papers, embarked on a campaign to change a name.

We decided to change the word *spot* to *selective*.

By so doing we hoped to eliminate the confusion surrounding the double industry meaning of *spot*. To most advertisers and agencies it expressed not only a market-by-market medium, the radio parallel to daily newspapers, but also announcements, station breaks, chain breaks, singing commercials and all the short shorts of radio advertising commonly referred to as *spots*.

Because the average national advertiser was not educated to distinguish between the two meanings, the lesser

connotation generally had caught on to the detriment of the radio industry. At many a board meeting radio had suffered because spot radio was regarded as an announcement campaign, used to supplement network, magazine, newspaper, outdoor posters and other media if an extra local push were required.

Use of the word *selective* has materially aided the re-educating process. Today national radio-minded advertisers and their advertising agencies think of announcements as the short-shorts within the *spot* or *selective* medium.

To this extent a substantial gain has been made.

But the editors of SPONSOR have learned that a time-honored industry word is not easily changed. The industry knows the word *selective*. It prefers to use the word *spot*.

Recently it was suggested that SPONSOR revert to *spot* to express the medium while *never* referring to the short-shorts as *spots*. Instead, they would be classified for what they are, i.e., chain breaks, one-minute announcements, station breaks, singing commercials, etc.

Thus, only one usage of the word *spot* would continue. And this the term for the medium.

We like this suggestion. It makes sense. It eliminates confusion. It perpetuates an easy-to-say industry word in its important connotation.

With this issue SPONSOR returns to *spot*, but not *spots*.

TV competes with all media

As an advertising medium, television is separate and distinct from all other advertising media.

As a competitor in the advertising appropriations arena, it should fight for its share against all other media.

Then why the almost automatic tendency of many advertisers and advertising agencies to go into television only at the expense of the radio budget?

True, they're both forms of air advertising. But radio is no more a competitor of television than newspapers are of magazines. The argument that the air audience is split with the increase in television sets, registers on us precisely like the argument that the reading audience is split with the advent of a new national magazine. Both arguments must be analyzed carefully. And radio has considerable data to prove that listening is going up constantly.

So we have this to say to television-minded advertisers and agencies:

Sure, television is in competition with radio. But it's also in competition with newspapers, magazines, billboards, and direct mail. If you analyze the whole field of advertising media before deciding how much goes to magazines or newspapers, it's only logical that you do the same with TV.

To the broadcast-advertising industry we say: Recognize radio and television for what they are—two separate and competitive advertising forms.

Applause

On entering our fourth year

As SPONSOR enters its fourth year we say "thanks" to an industry that has taken us to its heart.

We express our appreciation to the thousands of national advertisers, advertising agencies, radio and TV stations, station representatives, transcription firms and others who have helped us prove that the idea of a business paper 100% devoted to broadcast buyers was sound.

We look forward to working closely with them in the years to come.

To all connected with broadcast advertising we pledge a continuation of the credo published in our first issue and annually thereafter:

This credo:

- to give the national advertiser and all advertising agencies what they need to understand and effectively use broadcasting advertising
- to sort out the broadcast advertising

media in their present day perspective

- to make every line of editorial content vital and vivid to the sponsor
- to look at broadcast advertising issues fairly, firmly, courageously, and constructively
- to promote *good* broadcast advertising—advertising that is good for the sponsor and good for the listener.

NORMAN R. GLENN
Publisher

**Starts regular telecasting NOV. 15...
with "Clear Sweep" coverage of the
San Francisco Bay Area**

KRON TV

**SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4**

SAN FRANCISCO

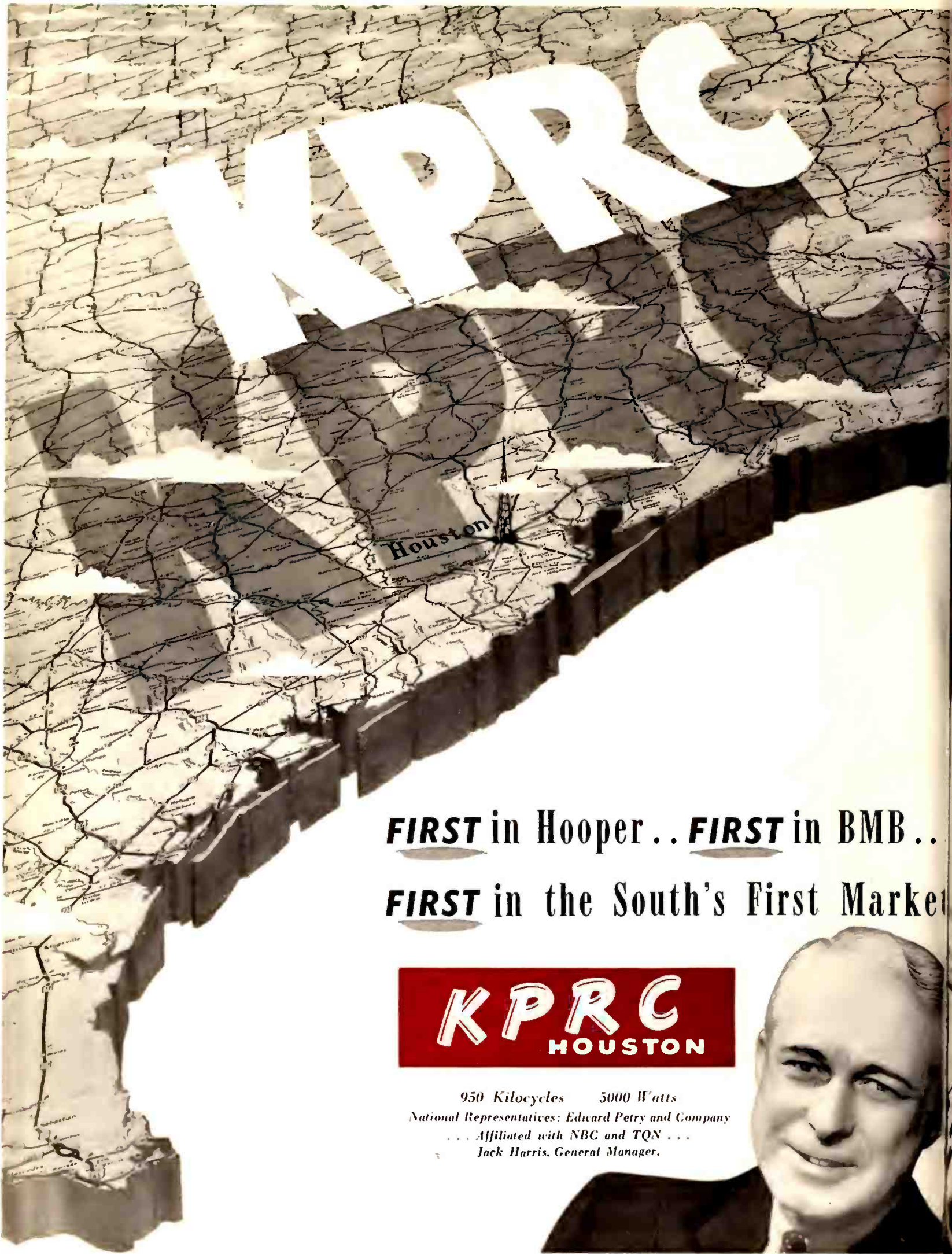
CHRONICLE

NBC

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location— atop San Bruno Mountain, bordering the San Francisco-San Mateo County line—is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest . . . mounted on a tower which is 1,461 feet above sea level.

KRON-TV will present top NBC network television programs, assuring strong audience tune-in from the outset. Local programming, including some day-time television, will also be outstanding. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

• Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco



KPRC

FIRST in Hooper .. ***FIRST*** in BMB ..

FIRST in the South's First Market

KPRC
HOUSTON

950 Kilocycles 5000 Watts
National Representatives: Edward Petry and Company
... Affiliated with NBC and TQN ...
Jack Harris, General Manager.

