

1 + #2

SPONSOR

For buyers of broadcast advertising



Bretton finds way back — p. 24

CBS's prize package—page 21



SP 10-49 12220
MISS FRANCES PRAGUE
NATIONAL BROADCASTING
CORPORATION
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

RECEIVED

JAN 17 1950

NBC GENERAL LIBRARY

works
Canada
page 26

Bretton
learned from
Speidel
page 24

Airlines on
the air
page 28

TV
commercials
page 32

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on co-op
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Mr. Sponsor;
Walter
Mack, Jr.
page 16

Mr. Spobser
Asks
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P. S.
page 18

New &
Renew
page 13

TV Com:
paragraph
page 47

Sponsor
Speaks
page 62

Applause,
page 62

My

Friend

Irma

COMING TO LOUISVILLE

Television
IN THE
WHAS Tradition



and therefore Selling
THE ONLY RADIO STATION *SERVING* ALL OF THE RICH KENTUCKIANA MARKET

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
REPRESENTED NATIONALLY BY
EDWARD PETRY AND COMPANY

RECEIVED

JAN 17 1950

BC GENERAL LIBRARY



TS... SPONSOR REPORTS...

.. SPONSOR REPORT

16 January 1950

New BMB Study probably out in mid-February

Best estimate available now is that new BMB study will not be out until about 15 February. Tabulating delays have plagued hardworking Ken Baker, BMB head.

-SR-

Lever expects 20% sales gain in 1950

Lever Brothers faces the new year with optimism. Company president Charles Luckman anticipates a 20% sales gain in 1950. Advertising and merchandising budgets will be "substantially increased" over 1949 totals. Lever's new synthetic detergent "Surf," the non-rinse clothes cleaner, has equalled the sales rate of "Rinso" in Philadelphia, Chicago and Los Angeles.

-SR-

Broadcast Advertising Bureau to be Strengthened

Recommendation of NAB Radio Committee, Television Committee, and BAB Committee provides for freer rein for Broadcast Advertising Bureau. Action in Washington 10 January calls for BAB to report only to President Justin Miller. NAB Board will act on recommendation.

-SR-

Ford uses radio extensively in 1950 model showings

The Ford Motor Company has bought large segments of radio time to exploit its 1950 model showings. Through J. Walter Thompson, the company signed to sponsor 15 Mutual Broadcasting System package shows, from January 4-18; a total of six hours and five minutes of broadcasting time during this period. Ford has launched a big spot campaign.

-SR-

Big demand for radios in 1949

The demand for radios in 1949 compared favorably with prewar years. By year's end the nation had bought 10 million sets. In his annual statement, John W. Craig, vice president of the Avco Manufacturing Corporation, predicted that in 1950 the country will buy approximately 6,000,000 home radios and 3,000,000 automobile sets.

-SR-

1950 a year of agency shifts?

Important account changes are in the wind, one or two that will soon startle the industry. Television is at root of much advertiser restlessness, with TV-wise agencies due to benefit.

SPONSOR Moves to 510 Madison Avenue

SPONSOR PUBLICATIONS INC. has moved its New York Headquarters from 40 W. 52 St. to 510 Madison Avenue, Zone 22. Nearly all of the third floor of the Professional Building will be occupied by SPONSOR's nine-office suit. An expanded switchboard service is utilized. The new telephone is Murray Hill 8-2772.

REPORTS... SPONSOR REPORTS... SPONSOR RE

NBC has record sales year Despite the loss of many of its top programs, and stars in 1949, the National Broadcasting Company closed the year by amassing a record shattering gross income, resulting from sales of its radio and television facilities. NBC's gross network billings for the past year topped all other networks.

-SR-

Anahist sponsoring two radio network programs The Anahist Company has strengthened its efforts to capture the bulk of the newly established antihistamine market. The company is currently selling its product on two AM shows over 345 stations of the Mutual Broadcasting System; The Falcon, Sunday, 7-7:30 p.m. EST; and True and False, Saturday, 5-5:30 p.m. EST. Anahist sponsored, ABC's Counterspy during the last month of 1949.

-SR-

TV film deal completed First rate motion pictures will be a steady diet for viewers in 1950. Standard Television Corporation has concluded a contract with the J. Arthur Rank Organization, Inc., in the United States for 75 feature films. Many of the pictures have not been released yet. The total production costs of these films is \$50,000,000.

-SR-

Omaha gets Transiradio Residents of Omaha polled in a two week test conducted on 25 radio-equipped buses, voted 5-1 for transiradio. KBON-FM will beam programs to 235 buses from 6 a.m.-9 p.m. on weekdays and from noon to 9 p.m. on Sundays.

-SR-

Dodge fights for fourth place in 1950 automotive sales race With an increased advertising budget for 1950, which includes radio as a major medium, the Chrysler Corporation will attempt to raise the Dodge national sales standing from seventh place to fourth. In 1950 the corporation will make considerably more than the 270,000 vehicles it produced in 1949.

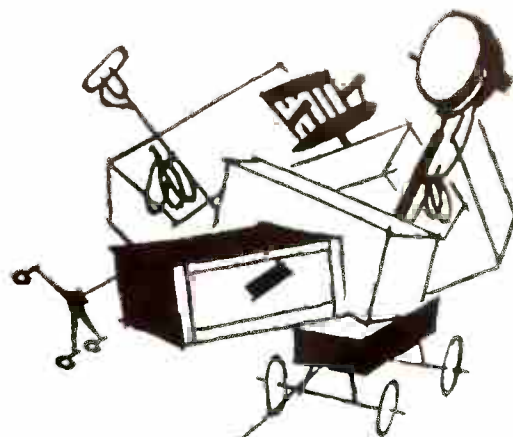
-SR-

TV may aid education Television may be an important educational aid in the future. A survey is being conducted by the University of Cincinnati in 14 city high schools to determine to what extent television can supplement standard teaching methods. Radio station WLW, and the Crosley Broadcasting Corporation are financing the project.

-SR-

Jack Benny again leads Hooperatings For the second time this season Jack Benny has climbed to the top of Hooper's program ratings. Benny, who in recent years has consistently led Hooper's lists, had slipped to eighth place in the September 15-21 ratings. Walter Winchell squeezed up to tenth place from twelfth.

-please turn to page 40



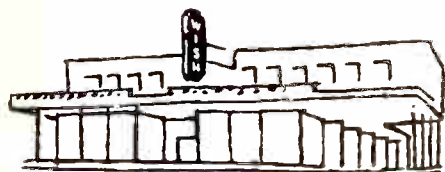
willie wish . . .

is all packed and ready to move into a beautiful, spanking new building. From here, more efficiently than ever, Willie WISH makes advertiser's dreams come true, producing results at one of the lowest sales costs in radio.

Why is this so?

Ask your Free & Peters Colonel!

that powerful puller in Indianapolis . . .



wish

OF INDIANAPOLIS

affiliated with AMERICAN BROADCASTING COMPANY

GEORGE J. HIGGINS, General Manager



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ARTICLES

Packaging returns to the networks	All four chains are busy building their own shows for sponsorship . . . and with reason.	21
Bretton doesn't mind being shown	When friendly competitor Speidel learned how watchbands could be sold, Bruner-Ritter caught on quick.	24
BBM works in Canada	Advertisers and broadcasters say that money invested in Canadian radio measurement is well spent.	26
Airlines on the air	It's ceiling zero for many an airline when it comes to radio sponsorship. A SPONSOR survey.	28
Does your TV commercial sell?	Two New York area studies on first-time purchases via TV.	32
Critique on co-op	Advertisers can improve their use of co-operative radio advertising. Here's how.	36

IN FUTURE ISSUES

Lightning that Talks	SPONSOR'S SOUVENIR EDITION will be 100% devoted to the all-radio presentation film.	30 January
Department store radio	Department stores in many parts of the country are using radio . . . with great results.	13 February
After midnight audience	A SPONSOR analysis on the commercial possibilities of reaching the midnight-owl millions.	13 February
The Banana gal	United Fruit and radio have made a national institution . . . Chiquita Banana.	13 February
Radio gets out the vote	Politicians are learning to use radio and TV as effectively as any soap ad expert.	

Editor & President: Norman R. Glenn
 Secretary-Treasurer: Elaine Couper Glenn
 Managing Editor: Ellen L. Davis
 Senior Editors: Frank M. Bannister, Irving Marder, Miles David
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 Art Director: Howard Wechsler
 Vice President in charge advertising: Norman Knight
 Advertising Director: Lester J. Blumenthal
 Advertising Department: Jerry Glynn, Jr. (Chicago Manager), Edwin D. Cooper (West Coast Manager), M. H. LeBlang, Beatrice Turner, William Ethe
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 Circulation Department: Ann Ostrow, Emily Cutillo, Victoria Woods
 Secretary to Publisher: Augusta Shearman
 Office Manager: Olive Sherban

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Which would YOU take?



Are you eyeing the bigger one? That's natural. We all want the most for our money.

And that makes a point about the audience you get when you advertise on WGAR.

The pie is bigger than it was last year. The potential audience is greater!

***Sept. Oct. '48 Sets-in-use 21.9**

Sept. Oct. '49 Sets-in-use 23.4

And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

***Sept. Oct. '48 Share of audience . . 23.1**

Sept. Oct. '49 Share of audience . . 24.8

This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.

Call your Petry man for facts about Cleveland's Friendly Station.



WGAR

50,000 WATTS · CLEVELAND

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

Represented Nationally by Edward Petry & Company



If you're prospecting for sales in French Canada, keep in mind that you can reach 7 out of every 10 French radio families through CKAC, Montreal.

CBS Outlet in Montreal
Key Station of the
TRANS-QUEBEC radio group



CKAC

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago

William Wright - Toronto

510 Madison

2,250 MEN REPORTED

We have recently experienced a great success story for radio's power as an advertising medium as well as its flexibility.

A few days before Christmas the mail piled up in the Boston and Maine's North Station to such a degree that they had to have additional help to handle it quickly.

George Hill, Publicity Director of the Boston and Maine Railroad, called us that morning at 10:30. We bought a schedule of announcements on four Boston radio stations (the first one went on the air at 10:59 A.M.) and they were scheduled through 2:30 P.M. At 11:50 A.M. Mr. Hill called us advising that they had more men than they needed then. The balance of the schedule was cancelled. The final count—2,250 men reported.

We would be very happy to have you use this story in SPONSOR if you wish to do so.

JAN GILBERT
Timebuyer
Harold Cabot & Co., Boston

WAG WAGNER & DENNIS DAY

Enjoyed reading Wag Wagner's letter (19 December). I think that your readers would be interested to know that Wag is not only a great "jingle-smith," but also a very fine tunesmith. His latest song, "Pancho Is a Fool" was recently recorded by Dennis Day for RCA Victor.

DAVID KOHLENBERG
Kohlenberg Furniture Co.
Detroit, Michigan

MINITAPE RECORDER

Would you be kind enough to let me know the make of the wire recorder that is shown on the cover of your December 19 issue. It appears to be a new lightweight model that might have good uses in market research work as well as in publicity interviewing.

M. F. HOUSE,
Exec. vice president
Morse International
New York

• The Minitape wire recorder can be purchased through Stancil Hoffman, 3857 Berry Court, North Hollywood, Calif.

Is frequency important?



you bet it is!

...and it's doubly important in radio. For example, WHTN has Huntington's most favorable frequency (800 kc.) and is Huntington's only clear channel station. That gives WHTN the best .5 mv/m contour of any station in town, regardless of power, plus a clear, strong signal that reaches the homes of over 100,000 families. Add to this an FM bonus on WHTN-FM, most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market ...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION



HUNTINGTON, W. VA.

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC.,

Advertising

Huntington, West Virginia

National Representatives

99 TV RESULTS

My friend, J. C. Smith, advertising manager of Brown-Dunkin Co. (department store), Tulsa, Oklahoma, has asked me for case histories of TV successes on the part of department stores.

Our television department here at BBD&O tells me that you have issued your "99 Case Histories" in booklet form. I have seen several of the stories in our company scrapbook and they look like the material Mr. Smith seeks. I'll appreciate it greatly if you will send him a copy. If there is any charge I will gladly send a check.

LLOYD N. DAY
BBD&O, N. Y.

• 99 TV Results is available to new subscribers without charge. Additional copies cost \$1.00 each.

TUNE-O

Thank you most sincerely for your excellent report on MUSICAL TUNE-O in the P.S. column, December 19th issue of SPONSOR.

To clarify some of the statements regarding the creation of Tune-O, however, we would like to pass along this additional information for your files.

Tune-O is a Richard H. Ulman Inc production. The show was created by Robert D. Buchanan, copyright owner and a member of our organization. All copyrights on Tune-O have been assigned to Richard H. Ulman Inc and we are exclusive sales representative for Tune-O.

Incidentally, Tune-O is not only setting records in New York City, but in some 150 other markets from Miami to Honolulu. Tremendous results in these additional markets duplicate the smash sales success story in New York.

RICHARD H. ULMAN, *President*
Richard H. Ulman Inc
Buffalo, New York

RURAL LISTENERS REPRINT

We would like to reprint a condensation of the article, "Rural Listeners are Worth Cultivating But Don't Forget to Talk Their Language," which appeared on page 30 of the July 18 issue. May we have your permission to do so?

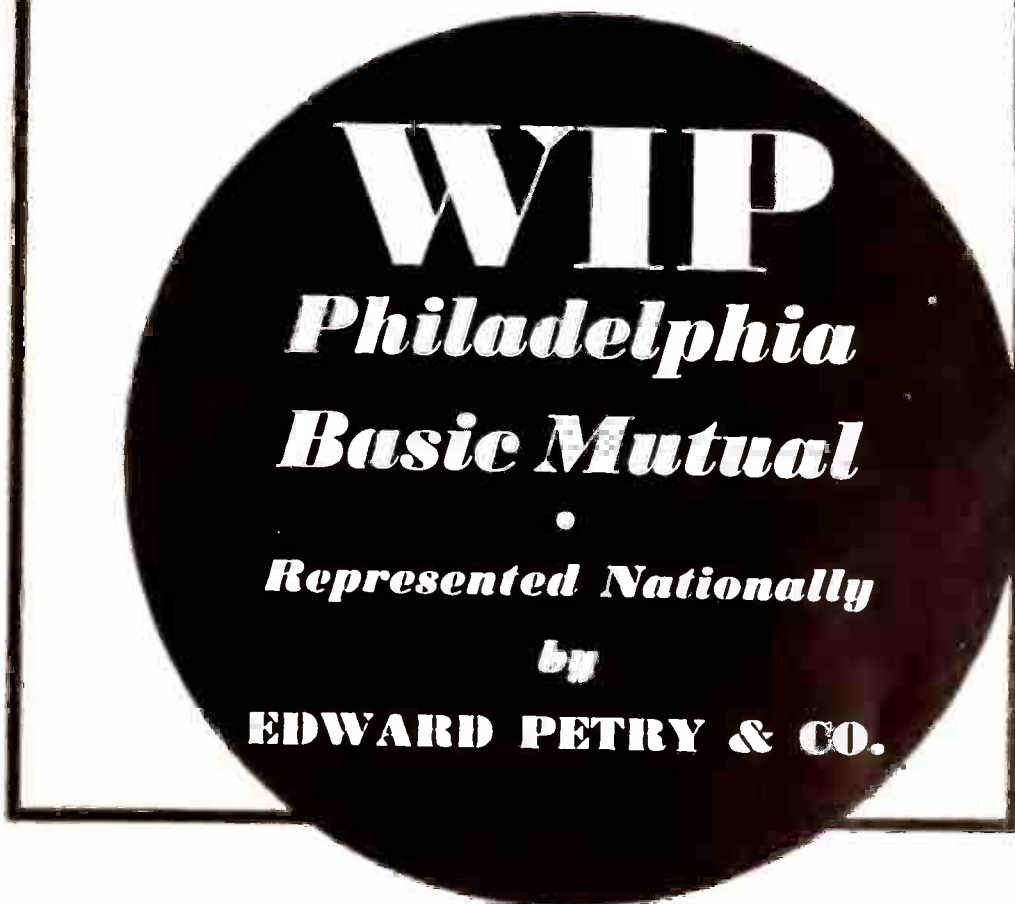
Full credit will, of course, be given.

M. A. SHALLAT
Editorial Director
Publishers Digest Inc
Chicago, Illinois

• SPONSOR'S policy of authorizing only full reprint of its articles is relaxed to permit *Publishers Digest* to maintain its condensation formula.



WIP produces promotion, too! From a letter written us by the Gillette Safety Razor Company . . . "It is hardly necessary to mention how vastly pleased we are with the very complete promotional job you do for us on the World Series each year. As we have told you before, your aggressive merchandising ranks right up with the very best that we enjoy anywhere in the country." Nice?



Outlook

Commerce Secretary foresees volume business in early 1950

General optimism is reflected in reports to the National Association of Purchasing Agents which predict good business for the first quarter of 1950. Meanwhile, Secretary of Commerce Charles Sawyer says the volume of business in early 1950 won't be materially different from the high rate of the second half of 1949.

Radio, TV manufacturers expect alltime industry record

The nation's radio and television manufacturers expect their final figures to show \$800,000,000 of radio and video sets sold, at factory prices, for an alltime industry record. Television is expected to account for 65 per cent of the dollar total. However, some 10,000,000 new radio sets were turned out to bring the total now in use to about 85,000,000.

Niles Trammell says radio keeping apace with tv

Looking ahead, NBC Board Chairman Niles Trammell says "television is taking the country by storm" but that radio "also is getting bigger all the time." "Even in 1951," he adds "the radio homes without television will exceed the total radio homes of 1946."

Radio time sales close to last year's total

Radio broadcast time sales will run close to the 1948 figure approximately \$400,000,000. At the same time, there was an increase of some 225 stations to bring the total now on the air, both standard and frequency modulation, to more than 2,800. Television is still in the red but time sales should end up around \$30,000,000 or three times the 1948 total.

FCC expected to continue new TV station ban

Although there are some 350 applications pending for new TV stations, the best guess is that the FCC ban on new stations will continue until this summer. The ban was imposed 14 months ago to let the commission decide whether television should be lifted out of the present restricted very high frequency area to the almost limitless ultra high frequency sphere. Meanwhile, only 12 stations remain to be built under permits obtained before the ban was imposed.

TV networks will have own channel next summer

The major television networks which now share time on the east to midwest coaxial cable will have their problems

solved by next summer. The American Telephone and Telegraph Company has completed construction on a system of radio relay towers between New York and Chicago which will add another westbound channel to the present three coaxial cable channels—one for each of the four tv nets.

1950 may mark radio-tv-film tie-ups

Despite denials from Metro-Goldwyn-Mayer, rumors persist that the film company is thinking of moving into Mutual as the first step toward establishing a TV foothold. At the same time, ABC and 20th Century Fox are rumored to be negotiating. A big advantage to a network-movie tie-in would be the acquisition of Hollywood talent for top radio programming.

Amendments may save nets thousands of dollars

Two significant benefits that will save the radio stations and networks thousands of dollars may be noted in the recently enacted amendments to the Fair Labor Standards Act. One, the amendments, exclude a wide range of talent fees from overtime calculations; and they allow child labor in radio and television.

Use of film to increase in video programing

Since increased revenue has not offset operating losses, the use of film will increase in this year's tv programming. Rising costs of live production, rehearsal charges and cable charges will force the "put it on film" economy measure.

Zenith phonevision up for FCC hearings

The Zenith Radio Corporation, which feels that advertising will be unable to support television, hopes to offer the video viewer first-run movies and plays with its Phonevision. Telephone lines would be used and the cost to the viewer would appear on his phone bill. Hearings on the proposed Phonevision service start 16 January before the FCC.

BAB research planned for this year

Two major projects are scheduled in radio by the new Broadcast Advertising Bureau. A research staff is to be set up and a preference-type survey and a radio results study will be made. There will be more emphasis in 1950 on studying the out-of-home audience.

Non-net time sales loom importantly in 1950 scene

Since 1937 non-network time sales to national and regional advertisers and sponsors have steadily increased, and spot radio in 1950 will probably be emphasized by advertisers. Starting with a little over \$23 million in time sales in 1937, spot sales have increased for well over a decade. 1948's figure of \$104,759,761 was 14.4% higher than the 1947 figure. \$110,000,000 is the expected figure for 1949 with hopes of 1950 being another banner year.

WLS Sphere of Sales



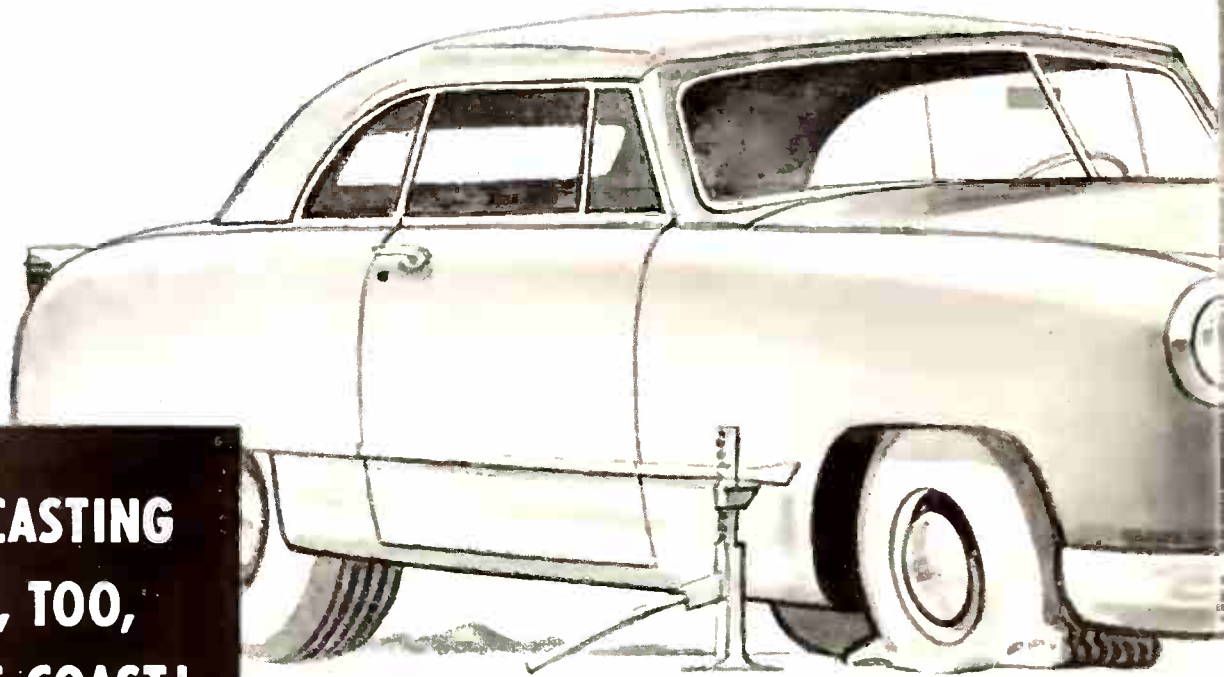
Over 10% of U.S. Population
Over 10½% of U.S. Buying Income

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

Your John Blair man can tell you more. 890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE

**RADIO BROADCASTING
IS DIFFERENT, TOO,
ON THE PACIFIC COAST!**



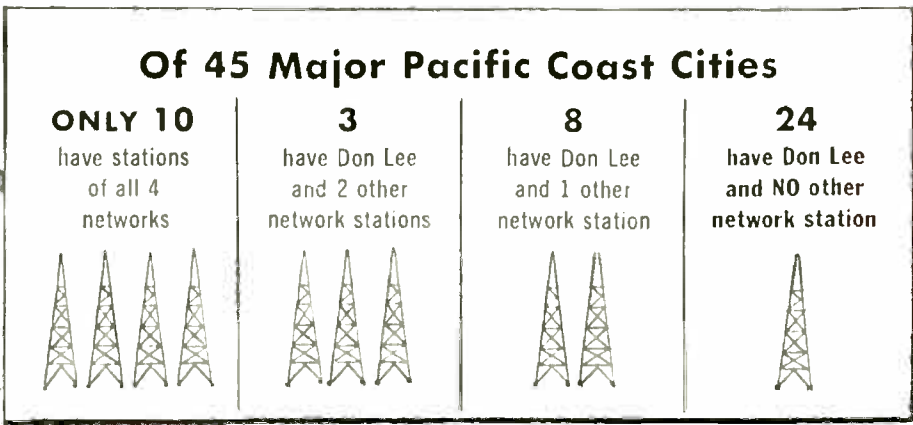
RADIO BROADCASTING certainly is different on the Pacific Coast. Thousands of mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity all put the Indian sign on long-range broadcasting.

It is necessary to use *local network stations* located in the important markets to reach all of the people all of the time.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 15 important markets (the three other networks *combined* have only 48 stations).

Only Don Lee has the flexibility to offer a *local network station* in the Pacific Coast markets where you have distribution.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by JOHN BLAIR & COMPANY*





It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why only Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

Don Lee Stations on Parade: KNEW—SPOKANE, WASHINGTON

According to Sales Management's 1949 Survey of Buying Power, Spokane County has a population of 216,200 and retail sales totaling \$260,199,000. The per capita buying power of Spokane County is 23.6% greater than the national average while the city of Spokane beats the national average by 35.2%. When you buy Don Lee in Spokane, the 5000 watts of KNEW deliver your sales messages with localized impact throughout this wealthy eastern Washington area. KNEW is only one of 45 LOCAL Don Lee stations that reach Pacific Coast families where they live—where they spend their money!

The Nation's Greatest Regional Network



Looking for the biggest?

**Daytime, too,
station breaks
on WCBS
are New York's
biggest
buys**

By day, *all ten* of Pulse's "Top Ten" network programs—plus *seven* of the ten biggest local programs—are on WCBS.* And thanks to our rotating average-rating plan, WCBS station break advertisers get next to several of these big-audience shows each week (they don't just reach the same listeners each day).

Night *and* day, WCBS station breaks give greatest circulation at lowest cost per thousand. Let us prove it!

*Pulse of New York, Nov. 1949

Represented by Radio Sales





New and renew

THE REPORTS LISTED BELOW APPEAR IN ALTERNATE ISSUES



New on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Anahist B. T. Babbitt Doubleday & Co	Foote Cone & Belding Duane Jones Huber Hoge Huber Hoge	MBS CBS 149 CBS 57 CBS 57	Adventures of the Falcon; Sun 7-7:30 pm; Jan 1 Nona From Nowhere; M-F 3-3:15 pm; Jan 9; 52 wks Galen Drake; Sun 2:30-45 pm; Jan 8; 13 wks Quiz Program; Sun 2:45-3 pm; Jan 8; 13 wks Richard Diamond; Sun 5-5:30 pm; Mar 19; 13 wks Dr. I.Q.; W 8-8:30 pm; Jan 1; 52 wks
Helbros Watch P. Lorillard	Dorland Geyer, Newell & Ganger	NBC 63 ABC 52	Edwin C. Hill; M-F 7-7:05 pm; Jan 2 One Man's Family; Sun 3-3:30 pm; Feb 19; 52 wks Rehuttal; Sun 9:15-30 pm; Jan 15 House Party; M-F 3:30-55 pm; Jan 3; 52 wks Cedric Adams; M-F 3:55-4 pm; Jan 3; 52 wks
Miles Laboratories Miles Laboratories Muntz Corp Pillshury Mills	Wade Wade Shore Burnett Burnett	ABC 67 NBC 160 MBS CBS 151 CBS 151	



Renewals on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Babbitt Cities Service Oil Co Colgate-Palmolive-Peet Colgate-Palmolive-Peet Colgate-Palmolive-Peet First Church of Christ Scientist Goodyear Tire & Rubber Co Andrew Jergens Co Johns-Manville Lever Brothers	Duane Jones Ellington Sternman & Marquette Bates Bates Humphrey Kudner Robert W. Orr J. Walter Thompson BBD&O	NBC 135 NBC 82 NBC 139 NBC 144 NBC 144 MBS 63 ABC 72 ABC 266 MBS 400 NBC 153 & CBC	David Harum; M-F 11:45-noon; Jan 9; 52 wks Cities Service Band of America; M 9:30-10:10; Jan 30; 52 wks Sports Newsreel; Fri 10:30-45 pm; Jan 6; 52 wks A Day in the Life of Dennis Day; Sat 9:30-10 pm; Jan 7; 52 wks Judy Canova Show; Sat 10-10:30 pm; Jan 6; 52 wks Religious; Sun 9:45-10 am; Jan 1 The Greatest Story Ever Told; Sun 5:30-6 pm; Jan 1; 52 wks Louella Parsons; Sun 9:15-30 pm; Jan 1; 52 wks Bill Henry & The News; M-F 8:55-9 pm; Jan 2; 52 wks Boh Hope Show; Tu 9-9:30 pm; Jan 3; 52 wks
Lever Brothers Lever Brothers Lever Brothers Metropolitan Life Insurance Co Philip Morris Philip Morris Procter & Gamble	Needham, Louis & Brorby J. Walter Thompson Foote, Cone & Belding Young & Rubicam Biow Biow Benton & Bowles Compton Dancer-Fitzgerald-Sample Compton Compton Compton Erwin, Wasey Hewitt Ogilvy Benson & Mather	CBS 169 CBS 174 CBS 174 CBS 26 CBS 150 NBC 146 CBS 69 CBS 97 CBS 110 CBS 105 CBS 87 CBS 82 MBS 225 NBC 34 CBS 150 MBS 340 MBS 382	Junior Miss; Sat 11:30-noon; Jan 7; 52 wks Lux Theatre; M 9-10 pm; Jan 2; 52 wks My Friend Irma; M 10-10:30 pm; Jan 2; 52 wks Erie Severeid; M-F 6-6:15 pm; Jan 2; 13 wks Crime Photographer; Th 9:30-10 pm; Jan 26; 52 wks This Is Your Life; W 8-8:30 pm; Jan 18; 52 wks Rosemary; M-F 11:45-noon; Jan 2; 52 wks Big Sister; M-F; 1-1:15 pm; Jan 2; 52 wks Ma Perkins; M-F 1:15-30 pm; Jan 2; 52 wks Young Dr. Malone; M-F 1:30-45 pm; Jan 2; 52 wks Guiding Light; M-F 1:45-2 pm; Jan 2; 52 wks Brighter Day; M-F 2:45-3 pm; Jan 2; 52 wks Gabriel Heatter; W 7:30-45 pm; Jan 4 Sunoco Three Star Extra; M-F 6:45-7 pm; Jan 16; 52 wks Give & Take; Sat 1:30-2 pm; Dec 31; 52 wks Man Next Door; Sat 8:30-9 pm; Jan 7 Martin Kane Private Eye; Su 1:30-5 pm; Jan 1
R. B. Semler Inc Sun Oil Co Toni Co U. S. Tobacco Co U. S. Tobacco Co	Kudner Hewitt Ogilvy Benson & Mather Foote, Cone & Belding Kudner Kudner	ABC 72 MBS 225 NBC 34 CBS 150 MBS 340 MBS 382	

National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Roger Baker	WKBW, Buffalo, comml mgr	Same, asst to president
Robert E. Chapman	The Daily Oklahoman & Oklahoma City Times, natl adv dept	WKY, Oklahoma City, comml mgr
Sam Cook Digges	CBS Radio Sales-Television, N.Y., acct exec	Same, Chl. office, mgr of tv
Alfred J. Harding	WCCO, M'pls, St. Paul, sls mgr	TV staff of CBS Radio Sales, Radio & TV Stations' Representative, acct exec
Sheldon B. Hickox, Jr	NBS, N.Y., mgr of stu rel dept (AM & TV)	NBC, N.Y., dir of tv stu rel dept
John Paul Lrr	Special radio sls work in Texas	KMAC, KISS, San Antonio, comml mgr
Norman Louvan	KRON-FM, S.F., comml rep	KRON-TV, S.F., sls mgr
Carl Ward	WCCO, M'pls, St. Paul, sls staff member	Same, asst sls mgr
Gene Wilkey	WCCO, M'pls, St. Paul, asst gen sls mgr & program dir	Same, gen sls mgr

● In next issue: New National Spot Business; New and Renewed on Television; Station Representation Changes; Advertising Agency Personnel Changes

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
John R. Allen	Luni Co, Chi., adv mgr	Lever Brothers, N.Y., tv mgr
Howard R. Bloomquist	Textron Inc, N.Y., dir of fashion publ	Lever Brothers, N.Y., adv mgr for a group of brands
Julia Iverson Cowles		Mouror F. Dreher, N.Y., publ and merchandising for several accounts
Rubert H. Davidson	Jell-O division of General Foods, N.Y., asst to distribution planning mgr in the General Foods Sales Division	Same, asst adv mgr of Jell-O division
George T. Duram	Dancers-Fitzgerald-Sauble, N.Y., media dir	Lever Brothers, N.Y., media dir
Cecil W. Farrar	Richmond Products, N.Y., dir of sls prom	Richmond Radiator Co, N.Y., vp and gen mgr sls
Lewis Gruber	P. Lorillard Co, N.Y., sls mgr	P. Lorillard Co, N.Y., genl sls mgr
John G. Guardiola	Phillips Petroleum Co, Bartlesville, Okla., asst mgr pub rel	The Weatherhead Co, Clevel., dir pub rel
Frank R. Hale	Cunningham Drug Stores Inc, Detroit, prom mgr	Bristol Myers Co, N.Y., dir of a new merchandising dept
Larry L. Hardy	Phileo Corp, Phila., vp of tv-radio div	Same, pres of tv-radio div
T. W. Hardy	Murray Corp of America, Detroit	Same (Scranton), vp in charge of home appliance div
Frank Hupewell	P. Lorillard Co, N.Y., vp in charge of sls	Same, vp of newly-created cigar div
David N. Jones	Grant Advertising, N.Y., vp	Harriet Hubbard Ayer Inc, N.Y., adv mgr
Alan Kayes	RCA Victor, Camden, N.J., publ mgr	Same, comml mgr of Red Seal Records
William H. Kingsley	Ideal Electric & Mfg Co, N.Y., district manager	Fairbanks, Morse & Co, Chi., sls mgr electrical division
F. B. Mahoney	Richmond Radiator Co, N.Y., genl factory mgr	Same, vp
M. L. Nelson	U. S. Steel Corp, N.Y., mgr of exhibits	De Dorn Displays, Cleveland, vp
Bernard J. Oos	Liquid Carbonic Corp, Chi., asst adv mgr	Same, adv mgr
Richard D. Pallin	Richmond Radiator Co, N.Y., adv dir	Gray Mfg Co, Hartford, adv dir
Clyde E. Rapp	J. Walter Thompson, N.Y.	Theo. Hamm Brewing Co, St. Paul, adv dir
Banning Reppeller	Lionel Corp, N.Y., asst adv mgr	A. C. Gilbert, New Haven, adv & sls prom mgr
Frank A. Schotters	Trailmobile Co, Cincinnati, vp in charge of operations	Reynolds Metals Co, Louisville, operations mgr of parts div
Raymond K. Serfass	York Corp, York, Pa., industrial sls mgr of North Atlantic district	Same, asst genl sls mgr
George B. Smith	Foute, Cour & Belding, N.Y., acct exec	Lever Brothers, N.Y., adv mgr for a group of brands
Morris R. Stanley		Virtor Chemical Works, Chi., dir of sls
Nesle E. Stearns	Inland Steel Products Co, Milwaukee, asst genl sls mgr of parent firm in Chi.	Same, exec vp
Herbert S. Waters	Kresge Dept Store, Newark, vp and sls mgr	The Dayton Rubber Co, Dayton, vp and dir of products

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
American Tea & Coffee Co, Nashville	"American Ace" coffee	Simon & Gwyno, Memphis
American Tobacco Co, N.Y.	Lucky Strike Cigarettes (Television advertising)	EBD&O, N.Y.
Argus Inc, Ann Arbor, Michigan	Cameras and optical equipment	Fletcher D. Richards Inc, N.Y.
Askef Co, Stamford, Conn.	Proprietary medicines	Seymour Blum, N.Y.
Arwell Inc, Waukegan, Illinois	Sanitation engineers	Schoenfeld, Huber & Green, Chi.
Bib Corp, Lakeland, Fla.	Orange juice	Charles W. Hoyt, N.Y.
Blaw-Knox Co., Pittsb.	Clamshell bucket div	Russell T. Gray Inc, Chi.
The Borden Co, N.Y.	Chemical division	James Thomas Chirurg, N.Y.
Org Warner Corp, Detroit	Norge division	Duane Jones Co Inc, N.Y.
Bristol-Myers Co of Canada Ltd, Toronto	Resistab	Kenyon & Eckhardt Ltd, Toronto
Cobbs Fruit & Preserving Co, Little River, Fla.	Jams and jellies	Newman, Lynde & Associates, Jacksonville, Fla.
Coro Inc, N.Y.	Costume jewelry	Charles Jay Co Inc, N.Y.
Crown Poultry Co, Columbia, S.C.	Poultry	Walter J. Klein Co, Charlotte, N.C.
Brake America Corp, N.Y.	International trading company (candy and food div adv)	H. B. LeQuatte Inc, N.Y.
Eclipse Food Products Inc, Providence	Coffee and fruit syrups	Joseph Maxfield, Providence
Evans Case Co, North Attleboro, Mass.	Jewelry	McNeill & McCleery, Hollywood, Calif.
Fred Fear & Co, Brooklyn	Vanilla extract	Peter Hilton Inc, N.Y.
Garton Toy Co, Sheboygan, Wis.	Toys	Schorufeld, Huber & Green, Chi.
Gioia Macaroni Co, Buffalo	Macaroni products	Storm, Rochester
Glycol Generator Chemical Air Purification Corp, Chi.	Air purifiers	Morris F. Swaney Inc, Chi
Guome Bakeries, N.Y.	Pre-baked rolls and bread	Lester L. Wulff Inc, N.Y.
H. W. Gussard Co, Chicago	Foundation garments	Weiss & Geller Inc, Chi.
J. D. Jewell Inc, Gainesville, Ga.	Frying chicken	Crawford & Porter, Atlanta
Kaunengisser & Co, N.Y.	Delicacies	Paris & Peart, N.Y.
J. Langrall & Brother, Baltimore	Canned foods	Moses, Baltimore
LalPlaya Products Inc, N.Y.	Hair color blenders	Grant, N.Y.
Leacock & Co Inc, N.Y.	Linens	John A. Cairns & Co, N.Y.
Lever Brothers, N.Y.	Pepsodent tooth powder	Foute, Cour & Belding, N.Y.
Lever Brothers, N.Y.	Rayne shampoo	J. Walter Thompson, N.Y.
Lloyd Mfg. Co, Menominee, Mich.	Outdoor furniture manufacturer	Charles W. Hoyt, N.Y.
Walter Maguire Co, N.Y.	Flouring	O. S. Tyson & Co, N.Y.
Mail Pouch Tobacco Co, Wheeling, W. Va.	Tobacco products	Charles W. Hoyt Co, N.Y.
Market Forge Co, Everett, Mass.	Steam pressure cooker	Cory Snow Inc, Boston
Masonite Corp, Chi.	Building materials	The Euchen Co, Chi.
David Michael & Co Inc, Phila.	Vanilla products	Adrian Bauer, Phila.
Nalley's Inc, Seattle	Food products	Ruthrauff & Ryan, Seattle
Procter & Gamble Co, Cincinnati	Special advertising project	Leo Burnett Co Inc, Chi.
Robert Reis & Co, N.Y.	Underwear & Pajamas	Erwin, Wasey & Co, N.Y.
Renault, France	Automobiles	Smith, Smalley & Fester Inc, N.Y.
Remzit Home Products Co, Phila.	Spot removers	McKee & Albright, Phila.
Rikors Inc, N.Y.	Restaurant chain	William Warren, Jackson & Delaney, N.Y.
The Roberts Technical & Trade Schools, N.Y.	Trade schools	William Warren, Jackson & Delaney, N.Y.
Rosefield Packing Co, Alameda, Calif.	Skippy Peanut Butter	Guild, Bascom & Bonfigli
Schwarz Sausage Co, S.I.	Sausages	Phil Van Slyck, S.I.
Monson G. Shaw Co, N.Y.	Wine and whiskey importers	Alley & Richards Inc, N.Y.
The S.S.S. Co, Atlanta, Ga.	SSS Tonic	Henry J. Kaufman Associates, Washington
Standard Varnish Works, N.Y.	Manufacturers	Lucerna Co Inc, N.Y.
Toy Productions of Hollywood, L.A.	Ladking toys	Bichanan & Co, L.A.
Triumph Hosiery Mills Inc, York, Pa.	Stockings	R. D. Jula Co, N.Y.
Willour-Lills Co, S.I.	Canned sea food	West-Marquis Inc, S.F.



FRANK BOLIN presents the WHK 6:00 P.M. NEWS to his many devoted listeners in a direct, comprehensive, understandable style. His public acceptance guarantees advertisers the best cost-per-thousand in Cleveland...

COMPARE

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

6:00 - 6:10 PM	WHK	NET. B	NET. C
HOOPERATING AVERAGE	5.3	6.2	5.1
HOMES PRIMARY AREA	952,244	874,385	705,393
HOMES REACHED DAILY	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

WHK

The Paul M. Raymer Co.,
National Representative

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

© Hooper Fall-Winter 48-49
Winter-Spring 48-49

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

© Projected rating for primary area

FOR HIRE

2 Super Salesmen

**Bellowing
Bowlegged
Boy
Biff Collie**

& Ken Grant

on the 7:45 p.m. to 8 p.m.,
Monday through Friday seg-
ment of KNUZ's Houston
Hoedown.

Consistently high Hoopers
prove that this is *the* show
with the western punch, as
well as pull, in Houston's
fabulous market. You pay day-
time rates for a high Hooper-
rated nighttime audience.

Here's Your Share Of Audience . . .

MONDAY	4.8
TUESDAY	5.0
WEDNESDAY	4.4
THURSDAY	4.6
FRIDAY	3.6

SOURCE:

Hooper Report May-Sept., 1949

KNUZ salutes the Port of Houston,
3rd Largest Port in the United States

K-nuz

Call, Wire or Write
Dave Morris, Mgr.
Forjoe, Nat. Rep.
CE. 8801

9th Floor, Scanlon Bldg.
HOUSTON, TEXAS



Mr. Sponsor

Walter S. Mack, Jr.

President
Pepsi-Cola Company, New York

When Pepsi-Cola president Walter S. Mack, Jr. took over active control of the company in 1939, Pepsi was not hitting the spot. The firm, which was purchased from receivers for \$12,000 in 1931 had not made any important progress. Mack, an accomplished businessman with impressive credentials, came to Pepsi determined to overtake Coca-Cola's lead in the soft drink industry. The company's productivity was increased and a new bottle and labels were designed. Pepsi's annual ad budget, which was upped to \$600,000 that year, looked puny compared to Coca-Cola's \$15,000,000. The same year, Pepsi's singing commercial (Pepsi-Cola hits the spot, etc.), which was the first to win the admiration of advertising men and the favor of the nation, was placed on the air. The chase was on.

By 1947, Mack's campaign to overtake Coca-Cola showed some results. The company's annual ad budget had jumped to \$4,500,000, of which \$2,200,000 was used for radio and newspapers. *Everess*, the firm's sparkling water product marketed two years before was a growing success. Mack's decision to keep the 12 ounce bottle and embarrass competitors into explaining their smaller portions, had proved a definite sales aid. Pepsi moved to the number two position in the soft drink industry.

The 51 year old Harvard alumnus has made a habit of success. In 1919, after serving two years as a naval ensign in World War I, Mack joined Bedford Mills as a salesman. Seven years later he was president of the concern. Then, he became Chairman of the Board and Director of the United Cigar-Whelan Stores Corporation. Two years after he was defeated as the Republican candidate for the New York State Senate, 1934, he was the vice-president of the Phoenix Securities Company; three years later he headed the firm.

Last year Mack lost some ground in his race to catch up to Coca-Cola. Pepsi's president hired New York City's Town Hall to tell his stockholders that the company's net income had dropped \$3,769,834 in 1948, and its first quarter sales for 1949 were below those of the same period in 1948. Said Mack justifying his \$104,000 annual salary, "Good executives don't come a dime a dozen."

Telephone Co. Protests Popularity Of CKLW Show

Detroit—A CKLW disc show has brought a "Cease Fire" order from telephone officials who say three exchanges were put out of service during a broadcast of the program.

The avalanche started when Eddie Chase on the Make Believe Ballroom described a used car which was offered for sale by the Hall-Dodds Co., Detroit Ford dealer. CKLW listeners were asked to estimate the exact price of the car in question and receive a jackpot prize. The jackpot started at \$25 and increased \$5 for every incorrect answer.

The telephone company stepped in to the picture on the third day when their service broke down. Officials visited E. W. Wardell, CKLW sales manager, and requested a change or an end of the program feature. The telephone men estimated that several thousand calls were placed before the exchanges went out of service with thousands of other calls that could not even get into the exchanges.

EDDIE CHASE and his



MAKE BELIEVE BALLROOM

*Setting
New Sales
Records
in the
Detroit
Area!*

RADIO DAILY

Thursday, December 8, 1949

middle-of-the-dial
at 800 kc.

Adam J. Young, Jr., Inc.
National Representative

CKLW

GUARDIAN BUILDING • DETROIT 26

THE 50,000 WATT GOOD NEIGHBOR STATION • MUTUAL BROADCASTING SYSTEM

16 JANUARY 1950

17

**2 Hometown Stations
1 Low Rate**

KBON 1490
Omaha

KOLN 1400
Lincoln

offers you
coverage of
Population 674,500
Families 200,000
Radio Homes 172,880

with an
Effective
Buying Income
of
\$1,071,583,000

Coverage
Equal to

60% of the
Buying Power

81% of the
Radio Homes

of the
**ENTIRE STATE
OF NEBRASKA**

KBON Omaha
KOLN Lincoln

Paul R. Fry, Gen. Mgr.
World Insurance Bldg., Omaha, Nebr.
Natl. Rep: RA-TEL, Inc.

New developments on SPONSOR stories

p.s.

See: "What makes a TV program click?"

Issue: 22 September 1949, p. 64

Subject: Television programing

When the National Brewing Company started using television two years ago, the organization had to find its own program line-up, which would sell beer effectively. The medium was new and National Brewing was a pioneer sponsor. At the outset the company sponsored all available sporting events over WMAL-TV, Baltimore. However, sporting events proved to be hit and miss affairs. They were seasonal, and therefore did not afford the company an opportunity to develop strong viewer patterns, or a loyal, growing video audience. When sport programs became highly-prized TV attractions, they also became financially undesirable.

National Brewing began looking for other types of programing. After carefully studying various formats, the company started a half-hour show, *The National Amateur Hour*. The grand finalist, selected after six weeks of competition, was guaranteed a spot on the network program, *The Original Amateur Hour*. National Brewing then added the sponsorship of the professional wrestling matches in Baltimore, and a combination sports and variety videocast, *The National Sports Parade*, Monday-Saturday. The program was slanted to interest men at public places and women at home. By this time the company was sponsoring a minimum of eight and a half hours of TV programing a week.

With sales mounting as a result of its extensive use of television, the organization began microwaving its top attraction, *The National Sports Parade*, to Washington, D. C. To round out a full eight and a half hour TV schedule for the nation's capitol, National Brewing beamed in the professional wrestling matches from New York, handled by the veteran video sportscaster Dennis James. Executives at National Brewing noted that during the past two years the outfit has expanded faster than at any other time in its history. It was during this period that the company used television as its major advertising medium. In 1950, National Brewing will spend 20% of its \$1,000,000 annual ad budget for TV.

p.s.

See: "Who listens to FM?"

Issue: March 1948, p. 29

Subject: FM listening in Washington, D. C.

A special survey conducted by the National Association of Broadcasters revealed that a total of 51,232 families comprising 179,437 persons listen consistently to FM radio in the metropolitan district of Washington, D. C.

Of the 102,200 who tune in to FM programs on an average day in metropolitan Washington, 37.2% consider FM reception worth the additional cost. Listening time for the average daily audience is approximately 106 minutes a day. In this comprehensive survey, prepared by Arthur Stringer, NAB staff director who is secretary of the NAB's Executive Committee, extensive use was made of diary study and interview techniques.

Although FM broadcasting has gained an impressive foothold in the nation's capital, the plight of FM radio in the rest of the country is very discouraging. In New York, WMCA-FM planned to suspend operation of its FM affiliate claiming that the station had an insignificant listening audience, in addition to losing \$4000 a month.

Get the picture



What about the market? Philadelphia is the third city in the U. S. And it's second in number of television receivers (TV audience has nearly trebled since February, 1949).

What about station? Take WCAU-TV. Transmitter located at the hub of the market. Strongest signal and best picture in the center of population.

What about program? Again take WCAU-TV. Latest Telepulse gives WCAU 8 of top 10 daytime shows, 3 of top 5 nighttime shows, and 5 of the top 10 local shows.

To get in the picture in Philadelphia, get on WCAU-TV.

WCAU  **AM**
TV
FM

CBS AFFILIATE

The Philadelphia Bulletin Stations

WEED

and company



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD



NBC IS DOUBLY PROUD OF "HALLS OF IVY": FIRST, ITS STARS RONALD COLMAN, BONITA HUME; SECOND, ITS SPONSOR, SCHLITZ

Packaging returns to the networks

Luigi and My Friend Irma

**have proved what can be done. All four
chains plan to do more**

network Network salesmanship, entering 1950 as the year of toughest competition since crystal-set days, is now in the hands of broadcasting's biggest brass. But what's more important to the buyer—the sponsor, the client, or the advertising agency—is this: the networks really have something to sell. That something is the network developed package program—a program owned or at least controlled by the network.

In 1950, the package program will probably be the biggest bargain buy on the networks.

That fact will hold true whether the salesman is Columbia's Bill Paley, who was largely responsible for starting the new network packaging trend, or one of Paley's competitors. Frank White of Mutual, trained in Paley's own shop, has taken a leaf out of the CBS book of packaging experience. Niles

These three net packages are sponsored



NORWICH PHARMACAL has sponsored "The Fat Man" on ABC ever since February, 1947



WILLIAM WRIGLEY pays for "Life With Luigi" on CBS beginning in January, 1950



PHILIP MORRIS is the current sponsor of Mutual-developed package, "Queen for a Day"

Trammell, freed of NBC presidential duties so that he can be a super-salesman as chairman of the board, has his own carton of packages. The same is true of Mark Woods, whom ABC has just relieved of administrative duties so that he might concentrate on selling as vice-chairman of the network board.

The trend toward network produced packages is really a postwar phenomenon. But it is also a return to network responsibility for their own major shows.

Radio packaging has gone through three stages. In the beginning, when radio was new, only the networks bothered with the creation of programs. No one else *would* touch that expensive game. After a while, when advertisers found that radio was worthwhile, they asked their advertising agencies to find suitable programs. The agencies discovered there were not enough shows in the network showcases to suit the client's needs or fancies. Being enterprising, the agencies started packaging programs for their clients. Independent packagers also got into the business. It was a profitable business for everybody concerned, and the networks really didn't care if the agencies took over the headaches and the initial expenses of building shows. The networks were interested in selling time—and, in a seller's market, they could afford to let someone else do the program building.

Those were the days, incidentally, when longhair critics of radio—including some at the FCC—howled against the practice of letting advertising agencies do most of the program-building. Amusingly enough, however, some of these adverse critics are far behind the parade now. Only last month, former FCC Chairman James Lawrence Fly delivered a speech in which he pulled old figures out of the hat, showing that advertising agencies control programs. Unfortunately, Fly had not looked at programing recently with sufficient care. The fact is that the program-building function is, once more, in the hands of the networks. And the agencies are happy about the development.

The modern trend in packaging dates back to a meeting held in the offices of Bill Paley shortly after the big boss of CBS returned from his war chores. CBS' schedule had been virtually broken apart. It had lost Fred Allen, Burns & Allen, Bing Crosby, Duffy's Tavern, Life of Riley, The Hit Parade,



NETWORK PACKAGE SALESMEN: MARK WOODS, ABC; WILLIAM PALEY, CBS; FRANK WHITE, MUTUAL; NILES TRAMMELL, NBC

and other programs and stars.

Paley laid down the law. With the help of psychologist Frank Stanton, already on the way from academic research to the CBS presidency, Paley worked out three principles for bolstering his network's position. Here—for the first time in print—are those principles:

1. *Control*
2. *Content*
3. *Competition*

Just what those words meant was a mystery to the CBS staff. But the veil was lifted by Paley, fast. In effect, his lecture went something like this:

"We've lost control of the situation. We must regain *control*. How do we do this? By insuring program *content*. That means, we'll build our own shows—regardless of costs. Then we'll be in position to hit hard on the third principle: *competition*."

The word went out, down the CBS lines. Paley himself took hold of programing. Did it pay off? Here are two examples:

(1) "My Friend Irma." It went on the air April 11, 1947. Cost: \$3,500 a week. After 16 weeks, "Irma" was sold. Investment in sustaining "Irma": \$56,000. Gross income *now* from time-sale for "Irma": \$688,000 per year.

(2) "Life With Luigi." On the air as a sustainer from September, 1948 to January, 1950, at \$3,500 a week. Total cost as sustainer, including special promotion, about \$200,000. Gross income from future time sales: at least \$688,000 a year.

The other networks were not asleep. Adrian Samish was ABC's programing vice-president, and Bob Kintner had just assumed responsibility as executive vice-president, a job which trained

him for the presidency which he holds now.

Between Kintner and Samish, ABC started working out its own packaging ideas. This network had already had some experience with packages. There was "Ladies Be Seated" which started in June, 1943 and stayed as a sustainer for about two years. It wasn't an expensive show, cost only about \$150,000 for the two-year period. But when the sustaining period was over, "Ladies" started to pay off in sponsorship which lasted almost four straight years, from June, 1945 to March, 1949.

Samish and Kintner put other shows into the works on their own. One of these was "The Fat Man." For a little over a year, this one rolled along without a sale. It set the network back a total of \$125,000. But Norwich Pharmacal took up "Fat Man" in Feb-

(Please turn to page 58)

Luigi: From Cradle to Rave

1. **BIRTH:** Cy Howard, having clicked with "My Friend Irma," gets another idea in spring of 1948, decides to build a program around a warm-hearted little Italian immigrant. Locale: Chicago. Tentative title: "The Little Immigrant."
2. **DEVELOPMENT:** Howard feels he should know more about his immigrant's background, spends summer of 1948 in Italy.
3. **AUDITION:** CBS cuts platter of Howard show, August 1948.
4. **SUSTAINING:** Show goes on air, September 1, 1948. Hooperating starts from scratch. December 1949—Hooperating has gone up to 11.5.
5. **SPONSORSHIP:** After network has spent about \$200,000 on program, it gets sponsor, Wrigley's Gum, January 10, 1950. Cost of talent to sponsor: \$3,500 a week.

Two of Nielsen top four are packages

Program	Rank Year Ago	Rank This Report
Lux Radio Theater	1	1
Godfrey's Talent Scouts	3	2
Jack Benny	8	3
My Friend Irma	6	4
Mystery Treater	10	5
Fibber McGee and Molly	4	6
Charlie McCarthy	16	7
Day in the Life of Dennis Day	20	8
People Are Funny	11	9
Walter Winchell	2	10
Amos 'n' Andy	17	11
Bob Hope	5	15
Inner Sanctum	13	18
Mr. District Attorney	9	19



These lucky ladies won their "Chance of a Lifetime" on the Bretton radio show—a luxury cruise

The way back

**Speidel blazed the watch band
advertising trail but friendly competitor
Bretton caught on fast**



Among those who snickered when the Speidel Corp. decided to try selling watchbands by radio, in the spring of 1948, was Speidel's biggest rival, Bruner-Ritter, Inc. Saul Ritter, president of the latter firm, freely admits that he shared in the majority pre-broadcast opinion: Speidel was off its rocker.

Ritter and Marvin Bruner, the company's vice president, were as wrong as everyone else—and as surprised—when Speidel's participation in *Stop the Music* on ABC turned out to be a phenomenal success. (SPONSOR, 28 Feb. 1949.) The fact that *Stop the Music* increased the sale of Speidel watchbands by more than 25% provoked much deep and sober thought in the Bruner-Ritter camp.

Two obvious conclusions offered themselves: (a) Speidel's pioneering plunge into radio had proved that it is possible to create brand-name consciousness about a watchband; (b) radio was far and away the best medium for selling watchbands by brand-name.

Bruner-Ritter Inc. was neither too proud nor too smug to borrow a leaf from the book of a competitor—even from a rival firm which it had once eclipsed as the leading manufacturer in its field. Bruner-Ritter held that distinction in the watchband world until the start of the recent war. Some time before the U. S. began hostilities, the company converted most of its factory facilities in Bridgeport, Hartford, and Montreal to munitions production. As a result, Bruner-Ritter had to relinquish its dominance of one vital part of the watchband business—that of supplying new bands to wholesalers for over-the-counter sales and repair-replacements. The company retained, however, its preeminence in the other important segment of the industry—supplying bands to the major watch manufacturers, such as Bulova, Gruen, and so on.

With the advent of peace and reconversion of industry to civilian production, Bruner-Ritter was faced, along with thousands of other manufacturers, with the problem of regaining its position in a fast-moving, highly-competitive field. In their case, the problem was how best to recapture Bruner-Ritter's pre-war leadership in the over-the-counter sale of watchbands.

Deciding on an orthodox approach, the company turned to the consumer

BUSINESS FORECAST
Smooth sailing ahead
for jewelers who tie in
with this
"Chance of a Lifetime!"

The Bretton Band

SPECIAL
NACJ
CONVENTION
ISSUE

Vol. 1, No. 1

CHICAGO, ILL., JULY 25, 1949

★★★★★

JEWELERS HAIL CHANCE OF A LIFETIME



Bretton "Bets Million" New Plan Doubles Jeweler Traffic!

MORE PEOPLE buy watch bands than any other single item in jewelry stores! Any plan that doubles watch band traffic, doubles retailer opportunities to sell higher-priced watches, rings, silverware—everything!

This is the basic principle behind the spectacular new Bretton plan acclaimed by jewelers who pre-

BRUNER-RITTER FOLLOWED THROUGH ON RADIO WITH DYNAMIC PROMOTIONS WHICH BUILT DEALER INTEREST TO NEW PEAK

magazines in a effort to hypo sales of its "Bretton" line of watchbands. (The Bretton line today includes more than 60 styles of metal watchbands and bracelets, in a \$3.95-\$59.95 price range.) Saul Ritter and Marvin Bruner hopefully invested between \$250,000 and \$300,000 for full-page spreads in newspapers and such national magazines as the *Saturday Evening Post* and *Life*, and alerted their dealers to stand by for the rush of customers.

The stampede started by the ads would easily have overflowed a phone booth, Bruner and Ritter recall sadly. The ads were beautiful, the copy crisp and apparently compelling—but it was

just so much money down the drain.

By this time the Speidel people had launched their now-historic radio campaign over ABC, and the scoffers in the jewelry business were beginning to sit up and take notice. For the first time in the memory of the oldest watchband men, customers were asking for the product by name—not for just a watchband but for a Speidel band, "the one they told about on *Stop the Music*."

With complete frankness, Bruner and Ritter admit that they got into radio principally because Speidel forced them into it—that is, because the competitive pressure wouldn't per-

mit them to stand idly by. Bruner and Ritter were convinced at the same time that Speidel's spectacular success with radio represented only a surface-scratching of the potential watchband market.

They felt, that is, that the watchband capacity of the nation was many times greater than any one had imagined. Bruner and Ritter agreed with Speidel that the way to sell more watchbands was to make people conscious of them as something more than a link between watch and wrist. Jewelers themselves have been selling watchbands for years by the simple expedient of polishing

(Please turn to page 60)



WHEN "CHANCE OF A LIFETIME" IS ROAD-SHOWN, BRETTON MISSES NO BETS. WDSU HELPED PLENTY IN NEW ORLEANS

BBM works in Canada

Herewith a report
on a radio measurement
that everybody likes



The four questions we ask are: (1) Who is the owner of the station—is his operation successful—and what type of personnel does he employ? (2) What attention is paid to programming? (3) What are the programme popularity ratings? (4) What is the actual station coverage as shown by BBM? It is our feeling that the time will soon arrive when any station not in a position to supply BBM information will run the risk of not being included in the list of stations carrying our programmes.

HAROLD E. STEPHENSON.
*Advertising Manager,
The Canada Starch Co. Ltd.*



BBM gives essential information we can get in no other way. BBM figures are confirmed by our own survey among users of our products. BBM surveys reach residents of rooming houses who have radios, but no individual telephones; they cover village and rural residents not reached by co-incidental telephone surveys.

GILBERT TEMPLETON.
*General Manager,
Templetons Limited*

over-all Canada may be "different." But the fact remains that, while plans have been completed for the formal wind-up of the affairs of the Broadcast Measurement Bureau in this country on 31 December—after a strife-ridden five-year career—Canada's older and parallel Bureau of Broadcast Measurement never was more alive.

BBM is all set to undertake in 1950 its fourth biennial study. As in BMB's Study No. 2, now being released, BBM will report for the first time not only once-a-week but six-and-seven times, three-four-and-five times, and one-and-two times a week listening. The quota will be 90,000 ballots. This sample means more than one ballot for every 40 of a total of some 3,147,000 radio homes in the Dominion.

Like BMB, BBM is a cooperative, tripartite organization engaged in measuring radio station coverage. Directed jointly (three representatives from each) by Association of Canadian Advertisers, Canadian Association of Advertising Agencies and Canadian Association of Broadcasters, it is financed, as is BMB, almost entirely by the broadcasters.

BBM was initiated by the Canadian broadcasters at their annual meeting in 1912. They suggested the formation of a tripartite committee to study current methods of measuring radio coverage. As in the United States, some stations were estimating coverage in terms of mail count; others by half-millivolt contour; still others by combinations of these and other projections. The tripartite group set out to find a fair

and uniform method for all Canadian stations.

The first biennial BBM study was made, in 1944, on the basis of these seven criteria:

"1. Impartial: It must not be controlled by interests who had something to sell, or something to be gained by publication of the results;

"2. Simple: The results and data must be easily understood and easily used;

"3. Flexible: The method must allow for future changes without affecting the value or usability of previous data and information;

"4. Uniform: The method must be the same for all stations, so that a unit of measurement applied to one station means exactly the same thing when applied to another;

"5. Comparable: Data obtained must be comparable, not only station by station but also market by market, as well as being comparable with other market facts and other media;

"6. Accurate: The method must be accurate within the commercial limits of cost;

"7. Practical: The job must be done in a reasonable time, at a reasonable cost, and by the people available."

Ten methods were tested. Discarded promptly was the "arbitrary circle" on a map. Mail analysis and analysis of stimulated mail were dropped because it was felt they measured specific programs rather than station coverage, and because these could not provide national comparative figures. Signal strength measurement told "where the station could be heard—but not who listens" Audimeters and personal interviews were discarded because of the cost. Telephone surveys would "leave out the thousands of families who didn't have telephones."

A postcard popularity poll method, by which the Dominion would have been saturated with cards asking recipients which stations they listen to most, was found unreliable for several reasons but chiefly because "it endeavors to combine a quantitative with a qualitative measurement. It scrambles total numbers of listeners with each individual's conception of what constitutes his favorite station."

The committee finally decided that a pre-tested controlled mail ballot came closest to meeting the requirements of all seven criteria. Early in 1944 it was officially endorsed by the ACA. CAAA

(Please turn to page 51)



The data supplied by the BBM in Canada provides our Marketing, Research and Advertising Departments with a yardstick which helps to determine the approximate coverage of any radio station subscribing to the BBM whether it is used for local programmes, network programmes, or spot availabilities. Whilst having a number of limitations the service is still of definite value.

ROBIN E. MERRY,
Group Marketing Director,
Lever Brothers Limited.



To get the most for the least we must distribute our advertising investment to meet the varying circumstances in all our different markets. We find BBM Audience Reports of definite value, not only in buying radio coverage, but in checking the adequacy of our advertising penetration in relation to sales targets.

JOHN WHITEHEAD,
Advertising Manager,
Shirriff's Limited.



In our opinion BBM ranks with rating services and other radio measurement devices from the standpoint of necessity. Every choice of stations reflects an examination of BBM data if it is available. To eliminate BBM would be similar to eliminating the automobile for a return to the horse and buggy.

CARLTON W. HART,
The Procter & Gamble Co.
of Canada, Ltd.



LONELY PROGRAM: This is one of few airline-sponsored 15-min. shows



FREE RIDE: American Airlines got plug from NBC's Banghart after trip

Airlines on the air

It's ceiling zero

for many airlines in their use of broadcast advertising

over-all Broadcasting is still a small, but a growing, factor in the promotion programs of most domestic airlines. It is attracting a higher proportion of the score of scheduled airlines than of the 135 Class 1 railroads (SPONSOR, January 2).

Nearly all of the airlines are "air-minded," and most of them are now on the air. But too often these "campaigns" are only of short-term announcements, "when we have something special to talk about."

One company, however, Northeast Airlines, reports that it is allocating 50% of its entire advertising budget to radio. Others including Colonial, Delta, National and Western are expanding radio efforts. Several have gone into television.

But collectively the airlines still have no network program to parallel the Monday night "Railroad Hour" of the Association of American Railroads. A few years ago the Air Transport

Association, Washington, considered various ideas for a network show, to supplement or replace the \$600,000-a-year campaign which ATA was running in magazines through Erwin, Wasey & Co. But a short time after that the association's entire cooperative campaign was dropped.

The biggest domestic operator, American Airlines, spends only 5 to 10% of its \$1,000,000-plus advertising budget for broadcasting, said J. A. Dearborn, advertising manager. "We have used only news announcements when we've had a special story to tell"

such as the "family half-fare" plan. Then American schedules (through Ruthrauff & Ryan) a total of 100 or more stations in 40 to 50 on-line cities. Such campaigns usually run only three or four weeks. American may be back in spot broadcasting in 1950, as such "special stories" materialize.

United Air Lines was "the first airline to use TV commercially begin-

ning in May, 1948," reported Robert E. Johnson, advertising director. "We plan to continue our present TV campaign, which emphasizes 'dependability,' in a series of one-minute spots," through N. W. Ayer & Son. These announcements run five times weekly in New York, Chicago, Los Angeles and San Francisco. Although 1950 plans had not been completed, "we may step up the intensity of our effort in the cities named, and possibly go into comparative fare advertising (air vs. rail) in Eastern cities."

Mr. Johnson reported United's results from TV as "satisfactory."

For more than four years United's news bureau in Chicago has been sending to stations throughout the country a series of weekly scripts on "Aviation in the News."

Another coast-to-coast operator, Northwest Airlines, St. Paul, replied simply: "We are not using radio or television at the present time," but

may start broadcasting, "to some extent," during 1950.

One of the comparative old-timers in the use of radio advertising is Eastern Airlines. At present, Eastern is using radio on 37 stations in 17 cities—mainly along Eastern air routes—New York, Florida, Chicago, Houston, New Orleans and Atlanta. The "Silver Fleet" is plugged via one-minute announcements and 15-second station breaks with an average total of 240 spots a week. This schedule will be continued during 1950.

On the video scene, Eastern is experimenting with a five-times-a-week 15-minute live and film news program on WSB-TV. Should these prove successful, Eastern's TV advertising will expand during 1950.

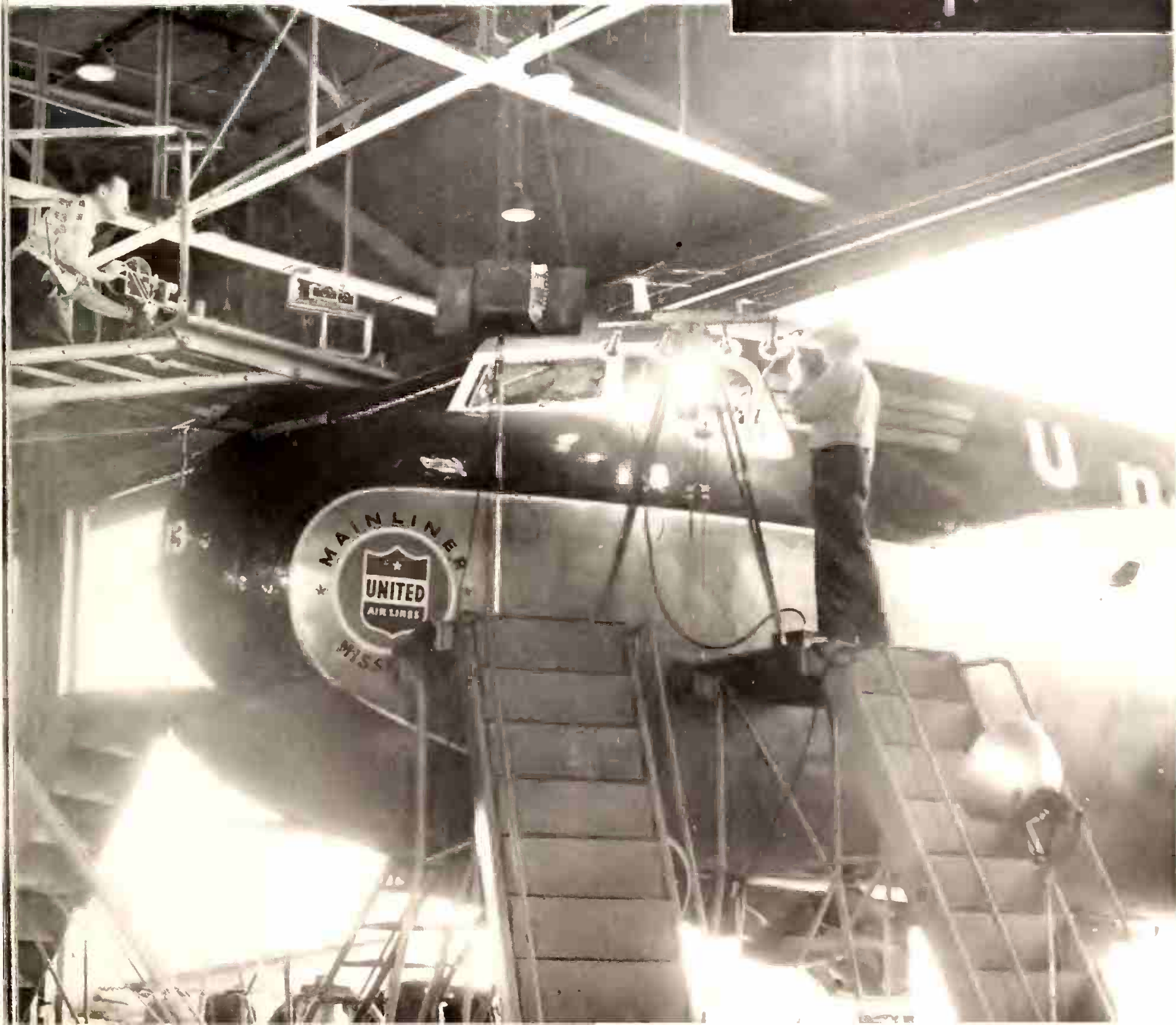
TWA has "taken to the air" with a radio and tv spot campaign consisting of one-minute commercials and station breaks. Their spot radio campaign will cover 12-14 cities (principally those along their air routes) from New York to San Francisco and Los Angeles.

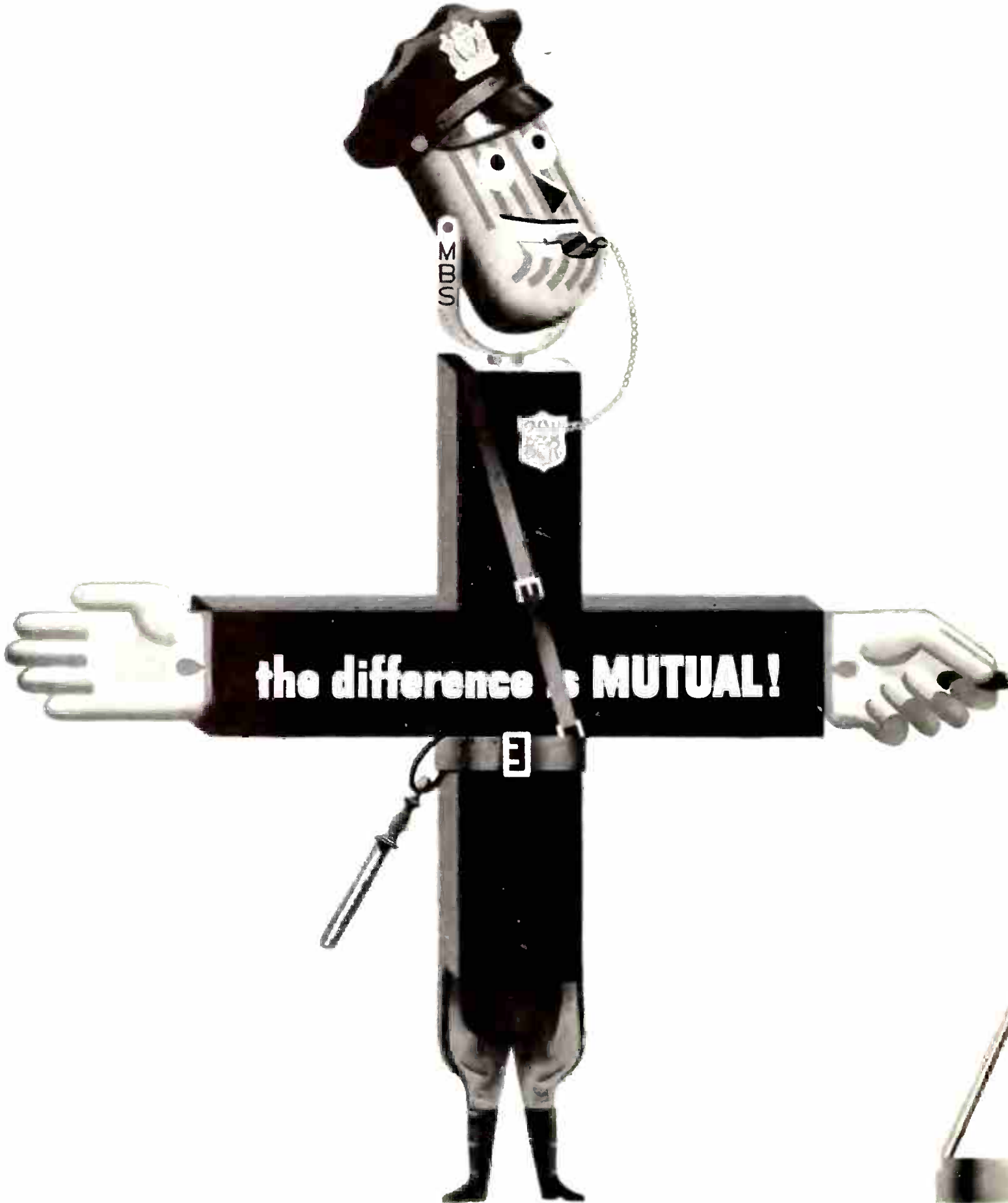
TWA's television plans for the coming year call for one-minute spots and station breaks on New York and Chicago stations.

Northeast Airlines, Inc., Boston, has really tried to take hold of radio's potentialities, and is pleased with the results. A Northeast executive told SPONSOR that "broadcasting accounted for roughly one-half of our advertising program in 1949." and both radio

(Please turn to page 53)

Passengers in flight enjoy comfort, safety, and service in this TV still from a TWA commercial. Plane sits for its portrait: movies went into TV spot commercial stressing airline's dependability.





ST

the difference is MUTUAL!

E



**. . . . for 29.5 seconds — and
Make Dealers
Happy**

It is actually possible, contrary to a lot of recent convention oratory, to make dealers happy these days. All you do is fill their stores with customers.

Network radio, of course, is the most store-filling medium known. And there are several solid reasons why the radio network named *Mutual* can fill your dealers' stores with more customers (per dollar *and* per dealer) than any other network.

High among these reasons is the fact that on Mutual alone—at *no extra cost for facilities*—you can *stop* your listeners and tell them where to *go* to buy your product...with 29.5-second messages identifying local dealers by name and address. And Mutual can localize your message in almost twice as many markets as any other network.

Yes, you can tell your sales story best in network radio—but many a sales story is incomplete without this Mutual-exclusive signpost right to the dealer's door.

Obviously, this applies the power of *point-of-sale merchandising* to network broadcasting. Obviously, this extra, home-stretch effort makes dealers very happy indeed.

The Difference is MUTUAL!



REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

- Lowest Costs, Hookup by Hookup, of All Networks
- Largest Audiences Per Dollar in All Network Radio
- 500 Stations; 300 the Only Network Voice in Town
- Maximum Flexibility for Custom-Tailored Hookups

the

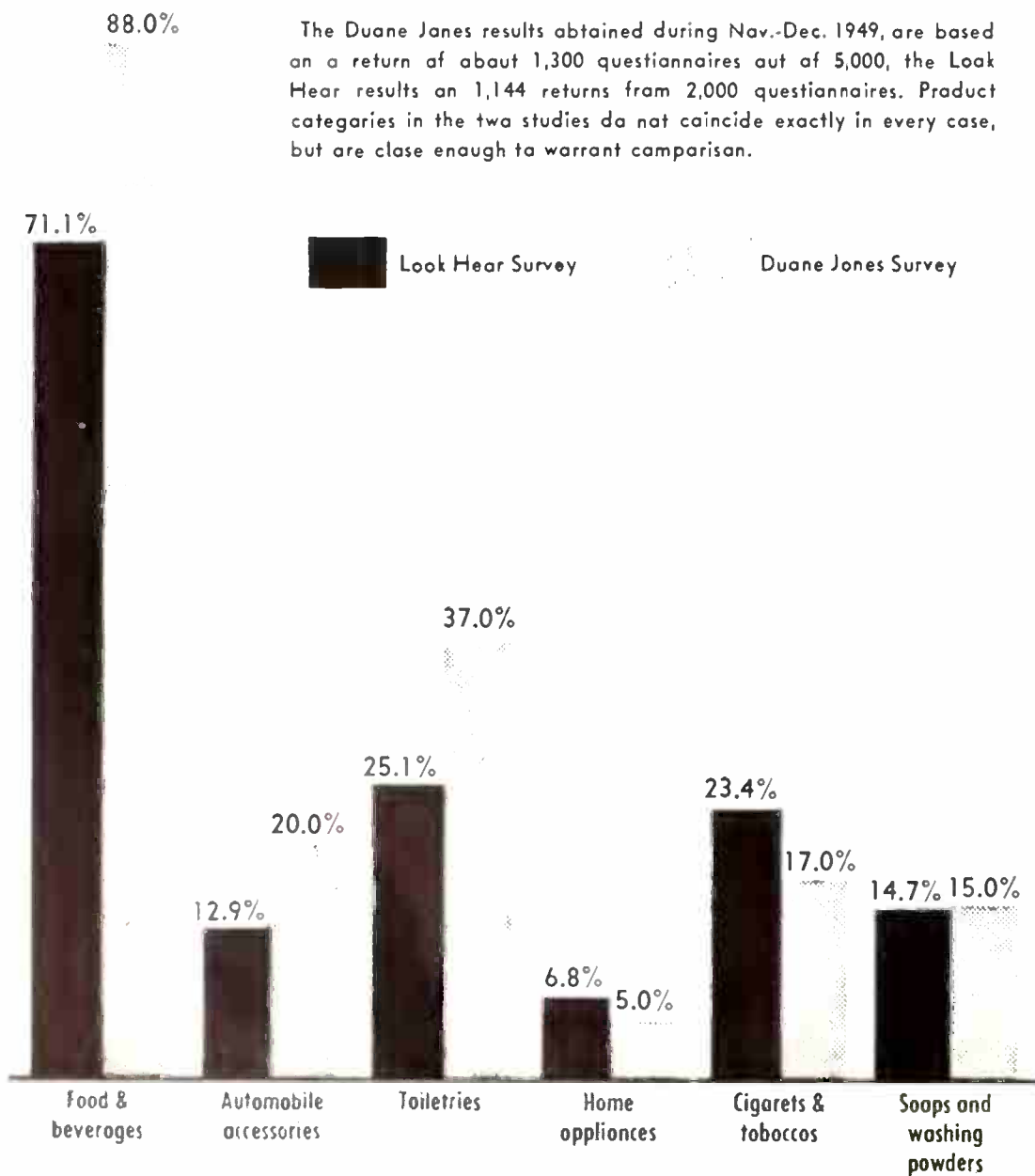


broadcasting
system

How well does your TV commercial sell?

Two recent studies show qualitative research on commercials necessary

Two New York area studies show similar results for TV commercials:



Percentage of respondents who bought products advertised.

Most sponsors don't try to analyze the efficiency of their sales messages in terms of results as fervently as they study the popularity of their programs, or the number of listeners to their announcements.

One of the reasons for this is lack of knowledge of the exact pulling power of individual commercials. More important, even where some knowledge of individual commercial effectiveness is revealed, as in the study sponsored last October by the commercial TV column *Look Hear*, the factors of frequency of broadcast, facilities used, type of commercial, etc., do not by themselves explain the astonishing differences in the selling power of various commercials.

Where external, quantitative research leaves off, qualitative techniques must be assigned the job of telling the advertiser more about the elements in his selling message that make it produce well, poorly, or not at all. This is perhaps even more important in TV than in AM broadcasting, because audio and video, instead of supplementing each other's sales punch, may actually tend to cancel each other out.

A chart accompanying this story shows an interesting agreement between a survey made last December by the Duane Jones agency of some 5,000 viewers in the New York metropolitan area and 2,000 members of the *Look Hear* TV Critics Club. Despite the evidence, however, of similar buying in

similar categories of goods, that phase of the studies does not reveal the significant differences in the *individual brands* purchased because of television's influence.

The *Look Hear* sample, selected at random by the American Management Council from among members of the column-sponsored club, is confined to the metropolitan circulation area of the New York *Daily News* and *Herald-Tribune*. The column appears weekly in both papers. Characteristics of the sample are given in detail in parts one and two of this series.

Slightly more than half of the respondents were women, of whom about three quarters were married. Sixty percent of the men were married.

The outstanding characteristic of the breakdown by brands of each product category is the dominance by one or two brands by percentage of respondents who bought the products for the first time as a result of TV commercials. Electrical appliances, for example:

General Electric	24.2%
Westinghouse	12.1
Philco	9.1
RCA	6.1
Admiral	6.1
Not specified	33.3
Miscellaneous	9.1

Three out of eight beers show some strength, although the leader is over four times as popular—sales-wise—as number three:

Ballantine	43.5%
Schaefer	30.0
Rheingold	10.0
R & H	3.3
Piel's	3.3
Blatz	3.3
Kreuger	3.3
Pabst	3.3

Lipton and Kraft products easily dominate a list of 16:

Lipton's Products	31.9%
Kraft Products	10.9
Borden's Products	4.9
Hi-V Orange Juice	5.2
Betty Crocker Mixes	2.8
Reddi-Whip	2.8
Libby Foods	2.5
Messing Bakery Items	2.1
Swift's Peanut Butter	2.1
Peter Pan Peanut Butter	1.8
Jane Parker Products	1.4
Horn & Hardart	1.4
Spry	1.4
Crisco	1.4
Miscellaneous Items	18.6
Brands not specified	8.8

Coffee purchasers gave Sanka a margin of 80.0% to 10.0% for Maxwell House, 5.0% for Old Dutch, and 5.0% for "coffee," no brand specified. Nestle's candy commercials were three times more productive with the *Look Hear* sample than the next three brands, Mason, Musketeer, and Bonom's, each with 11.1%. Whitman's followed with 5.5. Twenty-seven point nine percent mentioned "candy" without naming a brand.

These examples highlight the range in quantity of people who were in the *Look Hear* sample moved to buy a particular brand on account of TV commercials. The various objective, external factors that affect a commercial's power to move people favorably, such as time, frequency, facilities, competition, etc., are well known.

Not so well known are the new techniques being developed for studying the more subjective, qualitative elements that make a commercial sell.

Newspapers were the favorite source of program information of Critics Clubbers, as shown by the following:

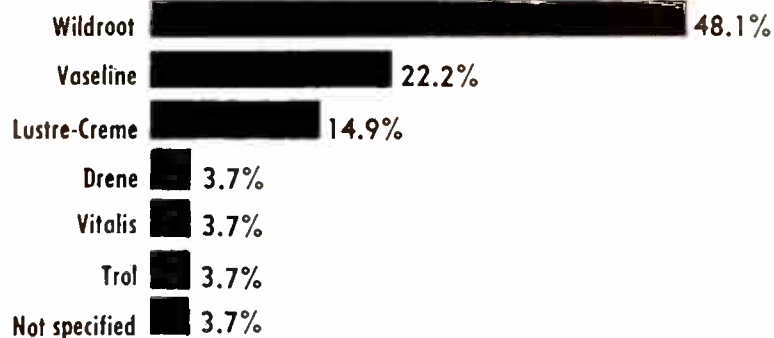
	First Choice	Second Choice
TV columns	38.5%	32.6%
Program schedules	38.7	30.8
Friend's recommendation	8.4	9.7
Newspaper advertising	4.9	13.3
Magazines	7.1	4.8
TV station announcements	2.5	8.8

Harry E. Garret, Professor of Psychology of Columbia University, says in his recently published book, *Psychology*, that an advertising reader forgets what he sees or hears 46% within two days. He goes on to say, however, that by repeating an ad or the copy appeal of a campaign at five-day intervals the average reader may recall as much as 73% after 35 days. ★★★

First-time purchases via TV

Dominance by one or two brands in first-time purchases via TV is a significant characteristic of each category below.

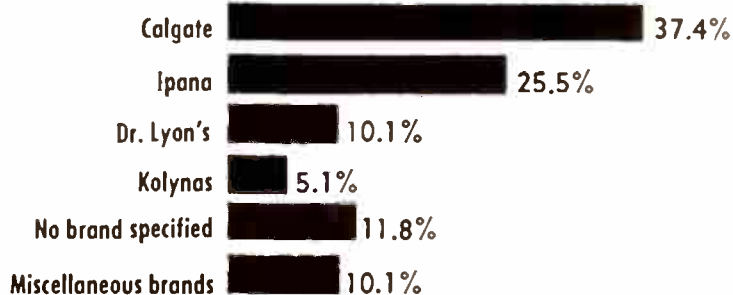
Hair Preparations



Washing Products



Dentifrices



WESTINGHOUSE ELECTRIC CORP. (APPLIANCE DIVISION)
246 E. Fourth Street, Mansfield, Ohio

am/fm

Products Covered: Refrigerators, ranges, Laundromats, dryers, water heaters, Waste-Aways, water coolers, fans, vacuum cleaners, roasters, bed coverings, irons, toasters, mixers, warming pads, waffle makers, sandwich grills, coffee makers, hot plates

Type Radio Approved: All types. (Station reports to BAB indicate, among programs used, a preference on the advertiser's part for news and sports shows. Both live and transcribed announcements are being used, but stations reporting use of transcriptions were less numerous.)

Split of Costs: Manufacturer, 50% - Dealer, 50%

Other Media Approved: Newspapers, outdoor and identification

Please do not write the manufacturer. Contact your local dealer or distributor.

... gtr. 1949. No. 1. Au. 1. Broadcasters

Issued by BAB: July 1949

dealer co-op data | Broadcast Advertising Bureau



THE CIRCULAR CHART ON THE RIGHT IS BASED ON DATA CONTAINED ON BAB CO-OP INDEX CARDS LIKE THE ONE ABOVE

Critique on co-op

Lots of advertisers are doing it,

but most of them the hard way



What's wrong with dealer co-operative radio advertising? Why is it so often a headache? The answer to both questions: most co-op plans are much too unwieldy, are being handled the hard way.

To reach the dealer who is his direct link with the buying public, the co-op advertiser must first clear an obstacle course of middlemen—regional distributors, state distributors, and area distributors. Each has his own

slant on merchandising and advertising problems within his own bailiwick. While they bicker, the hottest campaign grows stone-cold, customers go elsewhere.

Many a dealer co-op plan that was a joy on paper collapsed at the crucial moment because of a single snag in the long line of intermediate parties linking manufacturer and dealer. On the other hand, the plan may work like a charm. The operation is a model of merchandising logistics but

the customer gets away. Who threw the monkey wrench? Nobody. But a plan worked out at a factory in Terre Haute, Ind., let us say, will not often work with equal success for a dealer in Scranton, Pa., and another dealer in Orlando, Fla.

How can such situations be improved? The manufacturer can save himself a lot of grief at the outset by the simple stratagem of conducting his co-op campaign with the dealer directly, thus bypassing the regional, state, and area distributors in the middle, and saving much valuable time. Meanwhile, the manufacturer is in position for a frontal attack on one of the more valid criticisms of co-op advertising: the contention that the sales message often loses impact because it isn't localized enough.

It's common enough for dealers who participate in co-op campaigns to charge that they aren't getting a fair shake because their local identification with the nationally-advertised product amounts to a mere mention or two. Perhaps it was a line like this at the end of a one-minute announcement:

(Please turn to page 55)

How does your co-op program measure up?

1. **Simplicity**—too many co-op plans are cluttered with non-essential elements slowing the machinery, adding to the costs.
2. **Flexibility**—each plan should be tailored to fit the individual, or local situation.
3. **Follow-through**—close supervision at every level is essential.
4. **Information**—everyone concerned must know the whole story.

Categorical breakdown of 94 radio co-op advertisers*

CATEGORY	ADVERTISER	RADIO TYPE APPRVD.	COST SPLIT %
WATCHES	Elgin Notl. Watch Co. Horvel Watch Co. Gruen Watch Co.	Announcements Live Announcements Announcements	% of purchases Fact. 50, Dealer 50 % of dealer purchases
CLOTHING— HOSIERY, UNIFORMS, SPORTSWEAR, SHOES	A. Sagner's Sans, Inc. (Northcoal suits) NaMend Hosiery, Inc. White Swon Uniforms Goodall Co. F. Jacobson & Sans, Inc. (Joyson shirts, sportswear) Acrobat Shoe Co.	Announcements Announcements Unspecified Announcements Announcements Pgms., Announcements	Mfr. 50, Dealer 50 Factory 50, Dealer 50 Mfr. 50, Dealer 50 Generally 50-50 % of purchases Mfr. 50, Dealer 50
DRUGS, COSMETICS, TOILETRIES	Colgate-Palmolive-Peet Co. Calanial Dames, Inc. Dorothy Groy, Ltd. Milkmaid, Inc.	Announcements Live Announcements (arranged individually) Women's pgm. participations	% of gross sales volume, all products Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50
TIRES, TUBES, ACCESSORIES	B. F. Goodrich Co. Gates Rubber Co., Soles Div. Armstrong Rubber Co. Seiberling Rubber Co.	Pgms., Announcements Announcements Various, including sparts pgms. ETs, Announcements, Pgms.	Various Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50
PAINTS, VARNISHES, ETC. WALLPAPER	Valentine & Co. (Volspor) Fay Paint Co. Devoe & Reynolds, Inc. Moriotta Paint & Color Co. Schorn Point Mfg. Co. Jonney-Semple-Hill & Co. Notianol Lead Co. (Dutch Boy) American Moriotta Co. (Valdura Paints, etc.) Sewall Paint & Varnish Co. DuPont de Nemours W. P. Fuller & Co. (paints & wallpaper) Lowe Brothers Co. Pittsburgh Plote Gloss Co. Baltimore Paint & Color Works (Gleem paints) John Lucos & Co.	Pgms., Announcements Announcements Pgms., Announcements Unspecified Unspecified ET Announcements, also live if preferred Pgms., Announcements Unspecified Unspecified Announcements Announcements Announcements 1-min. Announcements Announcements Announcements	Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Fact. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50
GASOLINE AND OIL	Sinclair Refining Co. Standard Oil of Col.	Announcements, music, sports, news pgms. Unspecified	Mfr. 50, Dealer 50 % of dealer purchases
BOTTLED GAS	Pyrafax Gas Div., Carbine & Corbon Chem. Corp.	Pgms., Announcements	Mfr. 50, Deal. 50
PENS, PENCILS DEHUMIDIFIER, SOOT DESTROYER PHARMACEUTICALS CLEANER, SOAP POWDER INSURANCE SOFT DRINKS AUTOMOBILES	Parker Pen Co. G. N. Coughlon Co. Rhodes Phormacal Co. (Imdrim) Lon-O-Sheen, Inc. Jefferson Standard Life Mission Dry Carp. Nosh Motars	Pgms., Announcements ET Announcements 1-min. Announcements Announcements 1-min. Announcements Announcements All types	Deal. 50, Mfr. 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Mfr. 50, Dealer 50 Company 50, Agent 50 Mfr. 50, Deal. 50 Fact. 50, Deal. 50

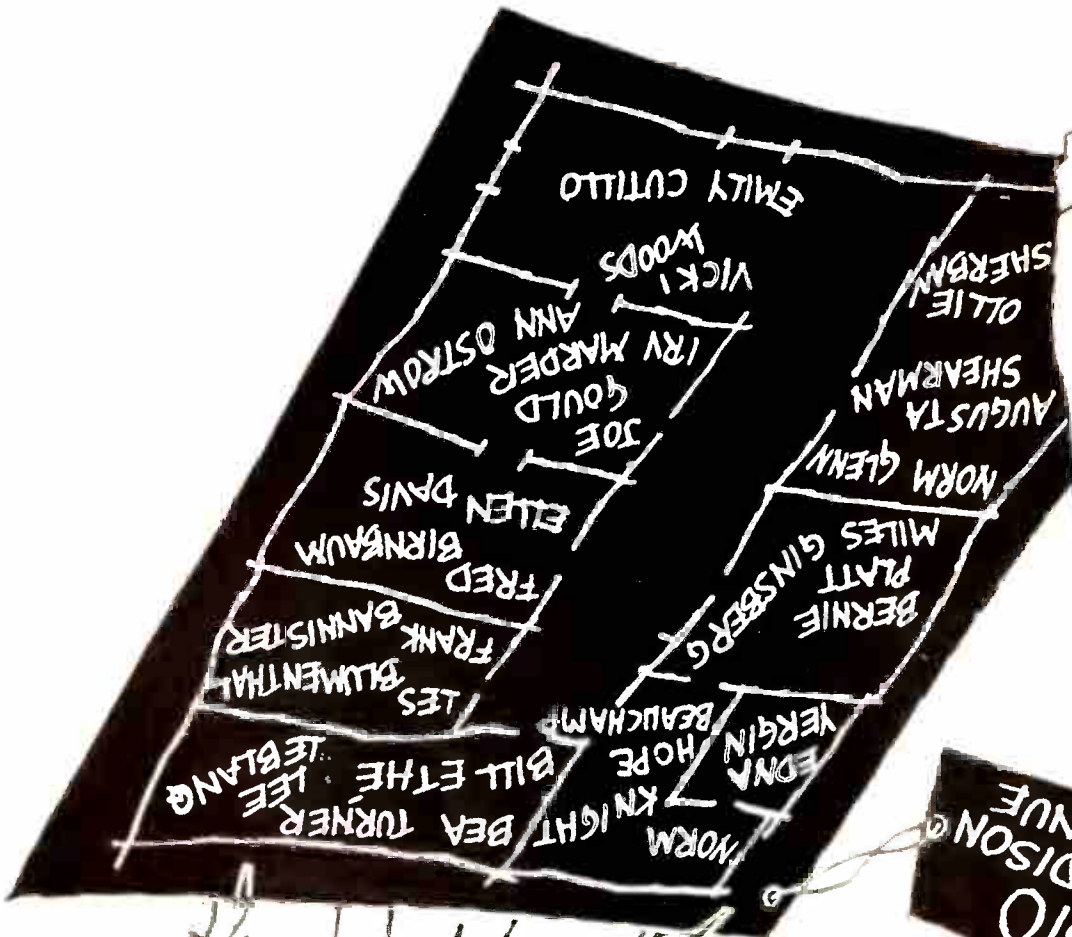
*Source: Broadcast Advertising Bureau.

Continued on next page

Categorical breakdown of 94 radio co-op advertisers (cont'd)

CATEGORY	ADVERTISER	RADIO TYPE APPRVD.	COST SPLIT %
RADIO, TV SETS, RECORDS, PHONOGRAPHS	Stromberg-Carlson Co.	Live Announcements	Mfr. 30, Dist. 20, Deal. 50
	Columbia Records	Announcements, Pgms.	Mfr. 50, Dealer 50
	RCA	Announcements, Pgms.	Mfr. 25, Dist. 25, Deal. 50
	Motorola, Inc.	Announcements	Mfr. 50, Dealer 50
	Zenith Radio Corp.	Announcements	Mfr. 50, Dealer 50
HOME APPLIANCES, EQUIPMENT, REFRIGERATION, HEATING SYSTEMS, ETC.	York Corp.	Announcements, Pgms.	Mfr. 25, Dist. 25, Deal. 50
	Westinghouse (Appliance Div.)	All Types	Mfr. 50, Dealer 50
	Gen. Refrig. Div., Yates-American Machine Co.	Announcements, mainly during sports pgms.	Fact. 75, Dealer 25
	Leeson Steel Products, Inc.	Announcements	Fact. 50, Deal. 50
	Ea:y Washing Machine Corp.	Pgms, Announcements	Fact. 50, Deal. 50
	York-Shipley, Inc.	Announcements	Fact. 25, Dist. 25, Deal. 50
	Gibson Refrigerator Co.	Announcements, Pgms.	Mfr. 50, Deal. 50
	Lewyt Corp., Vacuum Cleaner Div.	Live Announcements	Mfr. 25, Dist. 25, Deal. 50
	Arvin Div., Noblitt-Sparks, Inc.	Live Announcements	Deal. 50, Dist. 10, Arvin Factory Fund, 40
	Iron Fireman Mfg. Co.	Announcements	Fact. 50, Dealer 50
	Ironrite Ironer Co.	Announcements	Fact. 50, Dealer 50
	Williams Oil-O-Matic Div., Eureka Williams Corp.	Announcements	Mfr. 50, Dealer 50
	Landers, Frary & Clark	Pams., Announcements	Mfr. 50, Dealer 50
	Deepfreeze Div., Motor Prod. Corp.	Pgms., Announcements	Mfr. 33 1/, Dist. 16 2/3, Dealer 50
	Crane Co.	Announcements	Mfr. 50, Dealer 50
	Stewart-Warner Electric	Pgms., Announcements	Mfr. 25, Dist. 25, Deal. 50
	Servel, Inc.	Announcements	Mfr. 33 1/3, Deal. & Dist., 66 2/3
	U. S. Machine Corp.	Pgms., Announcements	Mfr. 50, Deal. 50
	Carrier Corp.	Pgms., Announcements	Mfr. 25, Deal. 50, Dist. 25
	Barlow & Seelig Mfg. Co.	Not Specified	Believed to be 50-50
	Frigidaire Div., GMC	Pgms., Announcements	Fact. 50, Deal. 50
	Dexter Washing Machines	Pgms., Announcements	Mfr. 50, Dealer 50
	American Stove Co.	Announcements	Mfr. 50, Dealer 50
	American Central Div., AVCO	Announcements, break-fast club pgms.	Mfr. 25, Dist. 25, Deal. 50
	Dearborn Stove Co.	Announcements	Fact. 50, Dealer 50
	1900 Corp. (Whirlpool Home Laundry equipment)	Announcements	Mfr. 50, Dealer and/or Dist. 50
	Hotpoint, Inc.	Pgms., Announcements	Mfr. 40, Dist. 10, Deal. 50
	Belmont Papers, Inc.	Pgms or Announcements	Up to 2% of dealer's net purchases
	Blackstone Corp. (washing machines)	Package ETs	Fact.-Deal.-Dist., 33 1/3
	American Coolair Corp.	Live Announcements	Factory 50, Dealer 50
	Rheem Mfg. Co.	Announcements, Pgms.	Fact. 25, Wholesaler 25, Dealer 50
	Fowler Mfg. Co. (water heaters)	Announcements	Mfr. 50, Dealer 50
	Horton Mfg. Co.	Pgms., Announcements	Fact. 25, Dist. 25, Deal. 50
	Sealy, Inc. (furniture)	Pgms., Announcements	Fact. 50, Dealer 50
Tappan Stove Co.	Announcements	Not Specified	
Coolerator Co.	Announcements	Mfr. 50, Dist. 50	
Airtemp Div., Chrysler Corp.	Unspecified	Mfr. 50, Dealer 50	
Nash-Kelvinator Corp.	Announcements	Mfr. 50, Dealer 50	
International Harvester Co.	Announcements	Wholesaler 50, Dealer 50	
General Electric Co., Appliance and Merchandise Dept.	Announcements	Various	
Day & Night Div., Affiliated Gas Equipment Co., Inc.	ET Announcements	Mfr. 50, Dealer 50	
Amana Society, Refrigeration Div.	Announcements, News	Factory 50, Dealer 50	
Crosley Div., AVCO Mfg. Corp.	Announcements	Various	
Nestle LeMur Co. (permanent wave machines, accessories)	Live Announcements	Mfr. 50, Dealer 50	
A. O. Smith Corp., Water Heater	Announcements	Mfr. 67, Dealer 33	

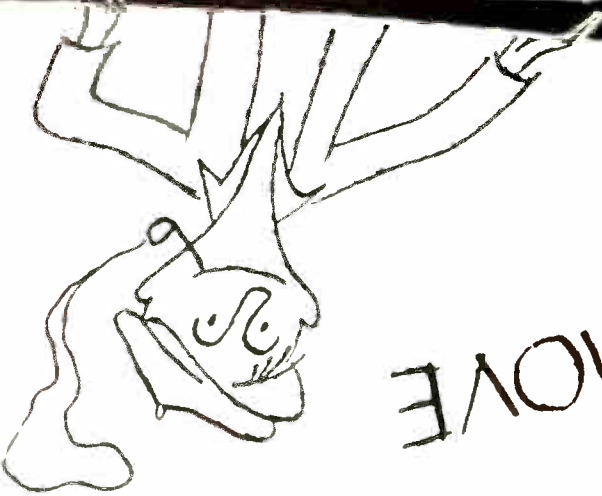
IT'S OUR NEW ADDRESS
IN NEW YORK
NO, 510 ISN'T
OUR FREQUENCY



510
MADISON
AVENUE

IS ON THE MOVE

SPONSOR



And now the HPL is in

**January 16: Columbia's great 50,000-watt affiliate in
Richmond, WRVA, became the tenth station to broadcast...
locally... radio's most sales-effective participating
program—"The Housewives' Protective League."**

You can get rich in Richmond. And in 77 other counties of 3 big-buying states. For WRVA—the only 50,000-watt station in Virginia—carries "The Housewives' Protective League" programs throughout a market with 490,000 radio families whose retail spending adds up to a neat \$1,112,700,000 a year!

Or take all 10 of the great HPL markets. Now, with the addition of WRVA to the nine other big stations already broadcasting—locally—"The Housewives' Protective League," your product-moving HPL commercials can be carried throughout 10 of the country's most important markets—covering 11,657,010 radio homes... 37.3% of the national total! And these product-consuming families buy every

kind of product to the tune of \$51,612,021,000 a year in retail sales. That's 39.6% of the national total!

It will pay you to take a tip from the more than 200 sales-minded national spot and regional advertisers who have had their products sponsored by the HPL during the past twelve months. Their dollars and sense testimony is proof that "The Housewives' Protective League" is the most sales-effective participating program in all radio.

For more information about the HPL on WRVA or any of the nine other great CBS stations carrying the program, get directly in touch with any of the stations, their national spot representatives, or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

A DIVISION OF CBS: 485 MADISON AVE., N.Y.—COLUMBIA SQUARE, HOLLYWOOD

Richmond... on WRVA!

HPL Eastern Markets

NEW YORK <i>(50,000-watt WCBS)</i>	PHILADELPHIA <i>(50,000-watt WCAU)</i>
WASHINGTON <i>(50,000-watt WTOP)</i>	RICHMOND <i>(50,000-watt WRVA)</i>
MINNEAPOLIS <i>(50,000-watt WCCO)</i>	SEATTLE <i>(50,000-watt KIRO)</i>
CHICAGO <i>(50,000-watt WBBM*)</i>	SAN FRANCISCO <i>(5,000-watt KCBS)</i>
ST. LOUIS <i>(50,000-watt KMOX)</i>	LOS ANGELES <i>(50,000-watt KNX)</i>

HPL Midwest Markets

HPL Western Markets

- Absorene
- Ac'cent
- Aljohn Co.
- Amozo
- American Cranberry
- Austin Point
- Awful Fresh MacFarlane
- Bakers Cocoa
- Beatrice Foods
- Bell Brook Dairies
- Beltone Hearing Aid
- Bertrand's Printing Co.
- Block Poultry Co.
- Bliss Coffee
- Borden's
- Brentwood Mart
- Briggs & Co.
- Butler Mfg. Co.
- Cabony Products
- Calif. Limo Beans
- Campbell Soups
- Canada Dry
- Candelight House
- Copper Publications
- Carbonoid
- Cargill Inc.
- Childs Restaurants
- Cinch Cake Mix
- Citizens' Federal Savings
- Clear Tone Hearing Aid
- Coco-Cola
- Colonial Airlines
- Columbio Fed. Savings
- Congress Oil
- Constitutional Life Ins.
- Continental Baking
- Corn Products
- Cowles Publications
- Crock-O-Lets
- Craig Oil
- Crowell-Collier
- Crunchy Cookies
- Dairy-Aide
- Dixie Preserves
- Doeskin Products
- Donald Duck Orange Juice
- Doubleday Co.
- The Drackett Co.
- Drano
- Dugon Brothers
- Durlocque Mfg. Co.
- E & S Frozen Foods
- Eggo Waffle Mix
- Family Laundry Assn.
- Family Reading Club
- Federal Life & Casualty
- First Federal Savings
- Flex-O-Loce
- Florsheim Shoes
- Fred Astaire
- French's Instant Potato
- Freshrap
- Fritos
- Fuller Brushes
- M. A. Gedney Co.
- General Electric
- General Foods
- General Motors
- Gordon Baking Co.
- Glim
- Green Spot Orangeode
- Greystone Press
- Griffin Shoe Polish
- Gwaltney Meats
- H & P Coffee Co.
- Halliburton Erle Co.
- Harry & David
- H. J. Heinz Co.
- Hi Lite Dog Food
- Hills Brothers Co.
- Holiday Magazine
- Holm Tomatoes
- Holsum Bread
- Home Bldg. & Loan Assn.
- Hotpoint
- Hot Shoppes
- Hunt Foods Inc.
- Illinois Electric Co.
- International Harvester
- Irving's Dairy
- Isotex
- Jay's Pototo Chips
- Jekyll Island Shrimp
- Jeike Margarine
- Herb Jones Co.
- Juice Industries
- Keri Gloss
- Kirby Vacuums
- Kleever Kook Food Co.
- Kraft Products Co.
- Kristoferson Dairy
- Lo Choy Chinese Dinner
- Ladies Home Journal
- L & M Plostic Aprons
- Longendorf Bakeries
- Leach Co.
- Lettuce Leaf Oil
- Lever Brothers Co.
- Linens of the Week
- Lite Soap Co.
- London Specialties Co.
- Lubertone
- Lyon Van & Storage
- Mojestic Mayonnaise
- Meadow Gold Ice Cream
- Megowen-Educator Foods
- Menner's Rice
- Metropolitan Fed. Savings
- Miami Margarine
- Michigan Bulbs
- Michigan Mushrooms
- Microtone Hearing Aid
- Milnot
- Mirza Rug Cleaners
- Modglin Co.
- Mors Cheese Co.
- My-T-Fine
- The Nestle Co.
- New England Confectionery
- Nu Tone Chimes
- Nu-Trishus Corp.
- Oakite
- Occident Flour
- Ocean Sproy Cranberries
- O'Connell Packing Co.
- Ohrbach's
- Oil Heat Institute
- Old Manse Syrup
- Olympic Gardens Bulbs
- Omnibook
- Pon American Coffee
- Parodise Garden Bulbs
- Perfex
- Perk Dog Food
- Pictsweet Frozen Foods
- Pillsbury Mills
- Pioneer Savings & Loan
- Plostic Food Bags
- Plymouth Motor Corp.
- Premier Foods
- Pritz Cleaner
- Pradential Bldg. Assn.
- Puritan Marshmallows
- Puget Sound P & L Co.
- Reolemon
- Rislone
- Roman Meal Co.
- Rusco Windows
- Schick Shavers
- Schneider Baking Co.
- Geo. E. Shompson Co.
- Sherwood Gardens Bulbs
- Simoniz
- Snow Crop
- S O S
- Spork Stove Co.
- Sterling Salt
- St. Louis Fed. Savings
- Stokely Foods
- Ten-B-Low
- Tony Solad Dressing
- T W A
- Twin City Fed. Savings
- Twinlock Hongers
- Van Houten's Cocco
- Virginia-Moryland Milk
- Word Boking Co.
- Washington Post
- Wosh. Stote Fruit Comm.
- Webb's Coffee
- Western Reddi-Wip
- Wilkins Coffee
- Willys Jeeps
- Windex
- Wipe-On
- Wise Potato Chips
- Wm. H. Wise Books
- Yes Tissues

*The Paul Gibson Show

To Sell the Southeast

Be Sure to Include
The Station That—

1. Not only covers its home market completely but reaches a vast rural audience as well in its total Georgia-South Carolina area.

2. Has more daytime coverage area than any other 5,000 watt station in the entire Southeast.

3. Offers as its best recommendation a large list of spot clients, including many of the nation's leading advertisers.

ADVERTISERS

Are making new sales records on

WGAC

580 Kc. - ABC - 5,000 Watts

AUGUSTA, GA.

Avery-Knodel

RTS...SPONSOR REPORTS...

-continued from page 2-

NBC operates experimental UHF TV transmitter

After NBC completes its experimental operations with its satellite ultra-high-frequency television station in Bridgeport, Conn., looking toward re-assignment of TV channels, it will submit the results of the experiments to the Federal Communications Commission. NBC expects to be more successful convincing the FCC to reassign TV channel frequencies than it was in its battle for color television.

Network package show boom continues

Networks continue to promote their package shows successfully. Currently, about one-third of all the Columbia Broadcasting System's commercial radio network time consists of sponsored CBS package shows. By the end of 1949, CBS television programming increased from 28½ hours a week to 45½ hours, of which 30½ hours are CBS package shows. (See p. 21)

Liberty Broadcasting System will operate coast to coast during baseball season

More than a hundred stations in 28 states have signed option agreements for the Liberty Broadcasting System's baseball broadcasts. This expanded network operation will give LBS a coast-to-coast hook-up during the diamond season.

Radio's income increased in 1949

Gross income for the radio broadcasting industry in 1949 increased 4.5% as compared to 1948. However, operating costs for the year rose 4%. Federal taxes amounted to 16% against 17.1% for the preceding year. Total gross 1949 income for the industry was approximately \$435,279,000, as compared with \$416,720,279 in 1948.

Roper reports on televiewing

Average TV set owner watches television two hours per day, according to Elmo Roper's latest national survey. Two-thirds see a program every day. Women spend more time televiewing than men; lower income people more than those in higher brackets.

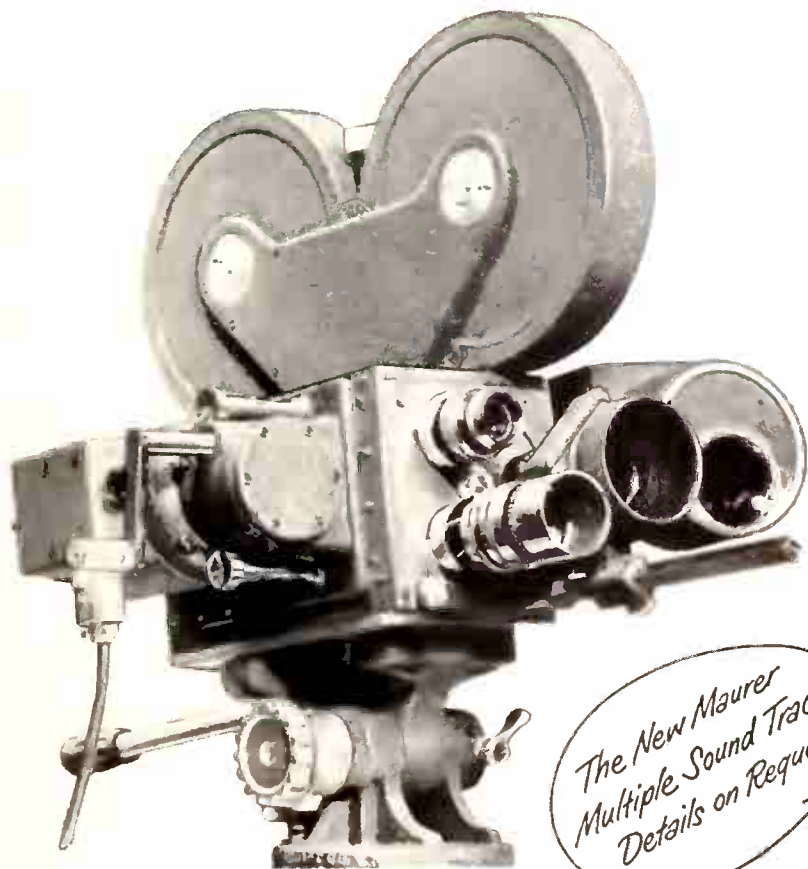
\$400,000,000 auto industry ad program

The \$400,000,000 to be spent by the automotive industry in 1950 for advertising is a record breaking amount. Expenditures by General Motor's Chevrolet division tops the list with \$27,000,000. Ford follows with an outlay of \$22,000,000.

TV FEATURES

OF THE
MAURER

16 MM. CAMERA



*The New Maurer
Multiple Sound Track
Details on Request*

The Maurer 16 mm. camera is the answer to your exacting TV production requirements. Designed specifically for professional use, it produces steadier, sharper and more accurately composed pictures under all conditions. Ease of operation, combined with many other unique features make the Maurer Professional tops in performance and dependability.

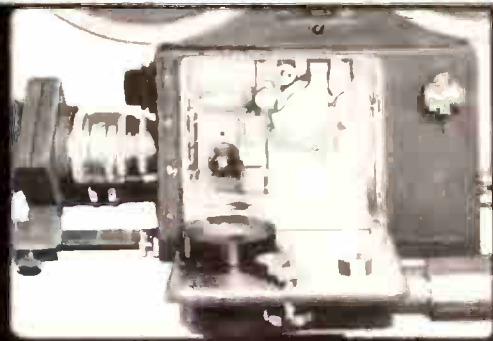
***The 16 mm. Camera Designed
Specifically for Professional Use!***

*For details on these and other exclusive
Maurer features, Write:*

J. A. Maurer, INC.

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

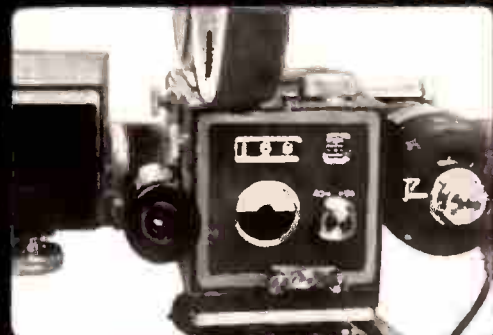
**16mm
maurer**



In the exclusive Maurer intermittent movement the functions of the pull-down claw and registration pin are combined, giving accurate registration in old or new film. Because it depends to a minimum extent upon the accuracy of 16 mm. perforations, this movement provides the most accurate registration obtainable.



The unique Maurer focusing system provides full field composition through the taking lens. The image seen through the clear glass reticle permits the greatest magnification ever obtained in a motion picture camera for critical focusing, therefore obtaining the greatest accuracy.



The Maurer variable shutter has a 235° open segment . . . allowing use of a smaller aperture with the same lighting . . . giving greater depth of field. Calibrated in 1/2 lens stops, it permits quick and accurate change of exposure while shooting. The additional light transmission permits you to shoot your originals in color easily, a factor which is valuable now and may become much more important.



Mr. Sponsor asks...

“Can advertising be expected to supply sufficient revenue to finance a television system giving complete national coverage?”

William H. Ewen | Assistant Advertising Manager
Borden Company, New York, N. Y.

The Picked Panel answers Mr. Ewen



Mr. Ross

Yes . . . and No. When you add the words “to the best possible programming” at the end of that question, I begin to qualify. As an analyst of programming — its techniques, talent

and costs — I have watched and waited in vain for television to emerge from the restrictive patterns of radio broadcasting. To a great degree, AM radio’s label of mediocrity has been imposed by advertisers’ compromising with costs. How much more then is the quality of visual programming likely to suffer if advertisers continue to adhere to radio formulas is coping with the acknowledged many-times-higher costs of television broadcasting?

Yes, advertisers will continue to finance television because it is the best salesman they have ever had. A casebook can be built up to support this thesis. *Television Advertising* has proved to be *Selling Advertising*. It will justify increased budget appropriations by dint of the increased volume of business that it generates. And there are several possible routes open to the advertising industry in meeting the overall costs of the likeliest business giant of the new half century.

Assuming that this is the time to act, any one of the following paths are worth tackling to divorce the adver-

tising industry from this compromising with costs:

1. Networks can follow up the explorations of DuMont and NBC in block programming . . . that is, the building and telecasting of programs to affiliates, who can sell time in and around these programs locally. DuMont’s daytime operation is directly aimed at the local merchant for whom television can be his salesman in the home. Television has already been proved to pay off in direct sales.

2. Spot Advertising—both regional and local—can assume an even more prominent role than in AM broadcasting. The use of film promises to outstrip the achievements of recorded transcriptions, and it can bring more and direct profits to both advertisers and local stations.

3. Divided sponsorship—the trend toward alternate weekly broadcasts, both as a cost saver and talent saver (Inside USA, Ford Theater, Big Story, Ken Murray, Berle?) as well as a possible alternate sponsorship of a weekly show—may enable more sponsors to “get into the medium.”

But television as a salesman warrants great improvement in television as an entertainer. If financial maintenance by advertising continues to prove a limitation on creative accomplishments through compromising with costs, then I, for one, would welcome “boxoffice television” or what have you as an adjunct. Both advertising and the motion picture industry have proved two of the dynamic influences on this country’s recent economic growth. Wedding the two offers a potential prodigy that can attain new heights—economically and aesthetically—while alleviating financial worries of both parents.

If, as at least one recent study has advised, “pay as you see” television

can be profitable to the motion picture industry, profitable to the broadcaster, aid the advertiser by assuming a great part of television’s fixed costs, and cater to the viewer by giving him increased quality programming, I’m for making the experiment.

Mr. Sponsor would be missing the boat if he didn’t hire television as a salesman. Mr. Moviemanager must get into television somehow. Mr. Broadcaster is obligated to pay his bills. And Mr. Viewer is owed a debt of good programming. If advertising cannot supply welcome programming while meeting television’s growing costs, I’m for giving advertising some help.

WALLACE A. ROSS
Publisher
Ross Reports on Television Programming, N. Y.



Wayne Coy

I don’t know the answer to it. I do know that the broadcasting industry had better get seriously concerned with the full implications of the question. Faught’s book makes you think about this problem. If broadcasting, as we know it, cannot provide the programs the American public wants to see, some form of boxoffice television must be found to supplement the present commercial sponsorship of commercial shows.

WAYNE COY
Chairman
Federal Communications Commission
Washington, D. C.

ART BOOK

SPONSOR: Doubleday & Co. AGENCY: Huber Hoge

CAPSULE CASE HISTORY: *A \$1.00 art instruction book was the offer on this 10 p.m. Saturday night quarter-hour "art lesson." At the end of this three-program series featuring artist Jon Gnagy, 3,066 people had sent a dollar for the book. The client was surprised at the staying power of the TV audience since the program followed two hours of continuous variety entertainment. Would-be artists are still sending in their dollars and Doubleday is well pleased with its artistic success.*

WFIL-TV, Philadelphia

PROGRAM: Jon Gnagy

CONFECTIONERY

SPONSOR: Circus Peanuts

AGENCY: Direct

CAPSULE CASE HISTORY: *The program is a half-hour show built around the circus motif. A free Bozo mask was offered at first for every vote sent in for Bozo For Mayor—886 votes were received. The following spot announcement was a special test. Audience was offered a small viewer with Bozo's picture on it for two empty peanut bags plus 10 cents. In two weeks there were 540 requests and the final count reached over 1,000—all on two announcements.*

KTTV, Los Angeles

PROGRAM: "Bozo's Circus"



TV
results

BAKERY GOODS

SPONSOR: Dutchess Pie Co.

AGENCY: Walter Klein

CAPSULE CASE HISTORY: *A one-minute slide announcement once weekly is worth this baker's dough. Each week the portrait of a famous man in history is flashed for five seconds. People correctly identifying the "History Mystery Man" receive a coupon good for one 50c pie. This 60-second spot had a total of 651 returns in three viewings—an excellent response considering there are but 10,000 TV owners in the station's area. The cost was slightly more than 10c per response.*

WBTB, Charlotte

PROGRAM: Spots-

AUTO DEALER

SPONSOR: Gilmore Chevrolet

AGENCY: Direct

CAPSULE CASE HISTORY: *The program is a one-half hour live telecast on Sundays in which eight guests from the studio audience play charades. On one telecast, the sponsor wanted to see how many calls or customers he would receive if he made a special "service" offer to all Chevrolet car owners in the area. The response was well over 2,000 calls from this one video show—a bigger response than he had ever had from any other medium of advertising. TV advertising had passed Mr. Gilmore's test!*

KPIX, San Francisco

PROGRAM: "Share a Charade"

MUSIC COMPANY

SPONSOR: Clark Music Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *This sponsor normally goes in for institutional advertising on large items such as pianos and organs. On a weekly talent show, however, \$15 music boxes were plugged and the cash registers were playing a merry jingle. Before the program went off the air, there were three telephone calls for positive orders. The next day showed a complete sell-out on the item with a brisk floor trade asking for the music boxes.*

WHEN, Syracuse

PROGRAM: "Command Performance"

GIFT SHOP

SPONSOR: Silard's Shop

CAPSULE CASE HISTORY: *Sponsor carries an exclusive line of China, porcelain and Irish belique. TV was selected because it reached the type of audience sponsor wanted. Previously, only direct mail was used. A participation was used on a late-evening live musical show and items ranging from \$2.50 to \$65 were used on the telecasts. Response was excellent and customers coming in to the gift shop to buy the \$2.50 item spent many times that total before they left.*

KDYI-TV, Salt Lake City

PROGRAM: Participation

FURNITURE

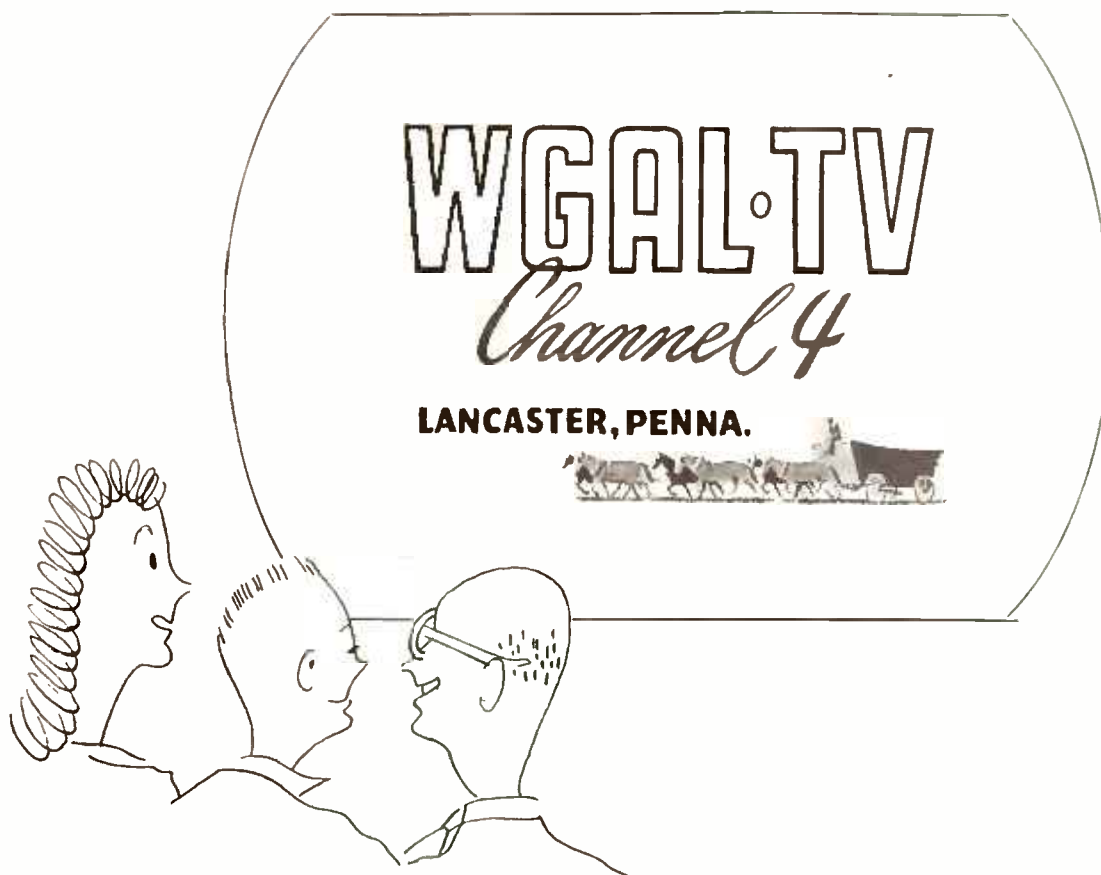
SPONSOR: Harbour-Longmire

AGENCY: Direct

CAPSULE CASE HISTORY: *This firm took a 5-minute spot following "The Square Dance" show to help move a supply of new-type posture chairs and move them they did! Advantages of the chair were demonstrated and the retail price of \$207 was announced. The firm later reported that 53 chairs had been sold with at least 10 of the sales definitely traced to the TV one-time shot. That's \$2,070 worth of results for a satisfied TV advertiser.*

WKY-TV, Oklahoma City

PROGRAM: Spots



delivers a buying audience

WGAL-TV is the consistent choice of *all* viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that's growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the *only* station that delivers you this consistent, buying audience. Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

STEINMAN
STATIONS
Clair R. McCollough
General Manager

WGAL
WGAL-TV
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WORK
York, Pa.

WRWA
Reading, Pa.

WEST
Easton, Pa.

WDEL
WDEL-TV
Wilmington, Del.



TV-AFFILIATE

*“Imitation is the
sincerest form of flattery”*

**SPONSOR is the most
imitated advertising
trade publication
today.**

SPONSOR

**510 MADISON AVENUE
NEW YORK 22, NEW YORK**

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



Midwest February 1950

Radio Comparagraph in next issue

SPONSORS

Table listing sponsors and their programs, including American Radio, International Show, and various local stations.

PROGRAMS

Table listing programs and their times, including 'The Clock', 'The Playhouse', and 'The Big Show'.

Main grid table showing broadcast schedules for stations ABC, CBS, DuMont, and NBC across all days of the week from 4:15 to 11:00 PM.

BBM IN CANADA

(Continued from page 27)

and Canada's broadcasting industry.

When, a year later, organization work for Broadcast Measurement Bureau got under way, BBM says, the American group was "able to study BBM organization and profit from BBM experience. In return BMB developed many refinements in method and practice" which have been made available to BBM. Since BMB's Study No. 1 in 1946, and before, the two organizations have used the same system, have worked in close cooperation, and have used one another's data and technical consultants.

Advertisers and agencies in both countries have cooperated with these organizations, and have been virtually unanimous in calling both BBM and BMB needed tools for the effective buying of broadcast time.

Why, then, is BBM succeeding, while BMB has failed?

The answers will vary according to whether a Canadian or an American is giving them. They will vary also with buyers and sellers of broadcast time, on both sides of the border.

One leading American time-buyer replied with some irritation: "Because American broadcasters are too damned dumb!"

From the parallel histories of BBM and BMB, however, certain facts emerge:

1. BBM has gained the support of more than 75% of Canada's 141 AM stations, as well as 58 agencies and 41 advertisers. Thirteen of the agencies and two of the advertisers — Campbell Soup and Miles Laboratories — are in the

United States.

On the other hand, BMB's Study No. 1 was supported by about 75% (700 of 900-plus AM stations in the U. S. in 1946), whereas its Study No. 2 is financed by only about 25% (600 of the present 2,500 AM stations).

Canada as yet has no television stations, and only 35 FM stations, to "complicate the picture" there. All stations of Canadian Broadcasting Corporation belong to BBM.

2. Whereas charges of "waste" and "extravagance" have been leveled against BMB (which has expensive quarters on Park Avenue in New York), the BBM people say they have operated on the basis of strictest economy. Nearly all who work at BBM's Toronto headquarters contribute so many hours a week to keeping BBM going. BBM has only a few paid employes.

But BMB people will tell you that one factor in BMB's "economy" was that in the early days BMB helped to keep BBM going by buying its data. Also, BMB in New York continues to handle research and statistical work for BBM.

3. Perhaps BBM has been able to meet the "gripes" of broadcasters more effectively than has BMB. L. E. Phenner, president of BBM since 1945 (and president of Canadian Cellucotton Products Company), and such veteran associates as Glen Bannerman and Adrian Head, have worked for years to keep BBM going by keeping the broadcasters sold on it. Mr. Phenner, who recently was given a gold medal by the Association of Canadian Advertisers for his work with BBM, or-

Leadership

- IN AM
- IN TV
- IN PROGRAMMING
- IN POPULARITY
- IN UTAH

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

ask

JOHN BLAIR & Co.

about the

HAVENS & MARTIN

STATIONS

IN

RICHMOND

WMBG-AM

WCOD-FM

WTVR-TV

First Stations of Virginia

SERVICE DIRECTORY

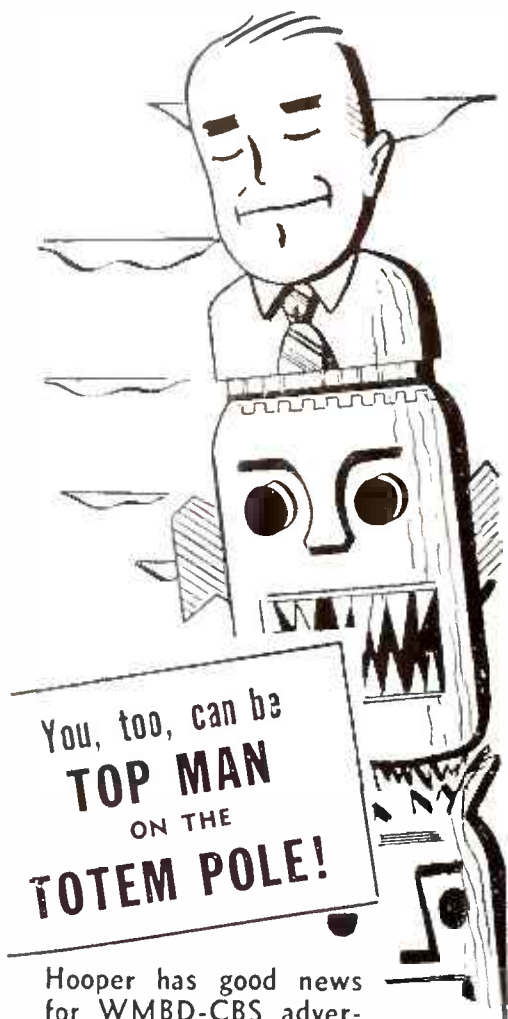
V. S. BECKER PRODUCTIONS

Producers of television and radio package shows Representing talent of distinction

562-5th Ave., New York Luxembourg 2-1040

Directory Rates
on request

CKNW
CKNW
THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"



Hooper has good news for WMBD-CBS advertiser! The October-November, 1949, Hooper station share of audience index for Peoria reveals:

- 1) Morning (8:00-12:00) WMBD 49.5% Monday-Friday
- 2) Afternoon (12:00-6:00) WMBD 46.9% Monday-Friday
- 3) Night (6:00-sign-off) WMBD 48.8% Sunday-Saturday

WMBD is, of course, still the leading Peoria station—and with an increase over the March-April Hooper in every time segment! Thus WMBD Peoriarea dominance, plus outstanding CBS programming, again proves to be an effective blueprint for sales.

Let WMBD-CBS carve a place for you at the top of the totem pole!

WMBD DOMINATES Peoriarea



See Free & Peters

WMBD

PEORIA, ILLINOIS

AM

FM

CBS AFFILIATE
AM 5000 watts
FM 20000 watts

ganized the tripartite committee two years before BBM made its first study.

BBM's research and development committee weighs suggestions for improvement in standards and services, and makes recommendations to the board of directors.

1. Measurement of station coverage in Canada would appear to be simpler, because of fewer stations and less competition between them. Canada's 13,000,000 population (less than one-eleventh of the population of the U. S.) is scattered across 2,500 miles from Nova Scotia to British Columbia. Only 15 "metropolitan areas" embrace other municipalities, and only three—Montreal, Toronto and Vancouver—are "primary metropolitan areas." Nearly two-thirds of the population of all nine provinces is in Ontario and Quebec.

(The 1950 study also will cover, for the first time, Canada's new 10th province, Newfoundland.)

However, as Honore Chevrier, research director of the Canadian Broadcasting Corporation, and vice-chairman of BBM's research and development committee, told SPONSOR, Canada confronts special language problems. "Four million Canadians," he said, "are of French extraction. These people have their own station listening habits. A large number of French Canadians are bilingual, speaking English as well as French, and listen both to their own and to the English language stations. Thus BBM must report by three language groups."

The problem of station participation in BBM probably is simplified by the fact that many of the stations in the Dominion are owned by Canadian Broadcasting Corporation. In the United States no network or other single group may own more than seven stations; no network members among its affiliates as much as one-fourth of all AM stations, and all four coast-to-coast networks together do not have as affiliates half of all the AM stations now operating.

BBM operates on an annual income of less than \$100,000. Even so, in the years between the biennial studies, 1949, for example, BBM is "slightly in the red." This loss is overcome in the "study" years.

But, he added, "we've no surplus for the Canadian tax authorities to worry about."

Because it costs less to send advertising messages over the air than to distribute them by mail or truck—especially to sparsely-settled areas many Canadian advertisers have their own reasons for being sold on radio advertising, and specifically on BBM's efforts to tell them about station coverage.

One large Canadian advertiser, who preferred not to be identified, pointed out that in the breadth of Canada, "a distance hundreds of miles greater than from New York to San Francisco, there are many small units of population which must be reached by small local radio stations, if at all. Because our population is small, we cannot afford to ignore scattered groups of people here and there that a national advertiser in the United States might very well pass up."

Advertising expenditures for this company's two principal products averages \$1 for every 60 people in Canada. "If in a certain area there is a population of 300,000," this advertiser said,



VODKAN YOU VANT EEN MOSCOW (Ky.)?

Believe us, Comrade, you won't find borsht, caviar or vodka in Moscow (Ky.)! For all its capital-sounding name, it's just too small to buy much goodskis.

The Louisville Trading Area is Kentucky's one great thriving market for your goods. People in this 27-county area also have a 46% higher standard of living than do folks in the rest of the State. And WAVE gives you your rubles' worth in this market because we don't have to charge you for covering the collective rest of the State. Want to travel with us, Fellows?

LOUISVILLE'S

WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

"presumably we can spend \$5,000 in that area. The figures supplied by BBM help us to decide on what station or stations to spend the money allotted to radio advertising in that area."

The \$1-for-60-people ratio, he explained, "represents more in Canada than it does in the United States. Although the population of the United States is only 12 times that of Canada, the buying power of the United States is 18 times as great. Forty people in the U. S. could supply as much buying power as 60 in Canada."

But advertisers and agency executives in both countries agree on the continuing need for uniform and impartial station coverage data. With competition increasing among broadcasters, and more competition from other media, they say that the need today is greater than ever.

America's BMB may be replaced by a membership corporation. Canada's BBM will continue to go its cooperative, tripartite way. ★ ★ ★

AIRLINES

(Continued from page 29)

and newspaper efforts are being stepped up in 1950.

Northeast's broadcasting response has been especially good since it started the "Yankee Fleet" as a singing commercial. This was taken from an old New England sea chantey, "A Yankee Ship with a Yankee Crew," and was appropriate for Northeast's "Yankee Fleet." The song has been sung over networks, and the company's offices have been "deluged by requests for sheet music and records" of it.

Until recently, "by far the greater proportion of our advertising budget was devoted to newspaper and magazine advertising," said Alfred M. Hurson, vice-president for public relations of Colonial Airlines, Inc., New York. "However, during November we appropriated about \$5,000 for a series of spot announcements on WJZ, New York. This is the first really concentrated radio effort we have made.

"We are more than pleased with results," but the company had not yet had time to determine the percentage of inquiries being turned into sales, nor to compare them with newspaper and magazine inquiries."

In 1948 Colonial bought a participa-

tion in the television show *Swing into Sports* over WABD, New York. "This visual selling of our services to winter sports lovers," Mr. Hudson said, "helped us to get our story over. . . . We carried small 56-line ads on the sports pages of New York newspapers, calling attention to the program and at the same time selling our service."

National Airlines, Miami, intends to increase this year both its overall advertising program and the radio-TV part of it, replied John M. Stoddard, assistant to the vice-president. Broadcasting, which in 1949 represented only 1 per cent of the total, will be stepped

up to 7½ per cent.

"Extremely favorable" results from spot broadcasting in test cities in 1949 have led National to plan a consistent announcement campaign. Among stations used have been those in cities served by National which are near government installations, such as army camps and navy bases. Currently, the airline is participating in a tie-in with the New York Giants baseball club on WMCA, New York, promoting travel to the Mayfair Inn at Sanford, Fla.

Delta Air Lines, Atlanta—which operates in the Southeast and north to Chicago—is now sponsoring an un-

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of \$36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes \$45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-billion dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

usual, daily 15-minute newscast on WCON, Atlanta, and expects to start telecasting on WCON-TV when that station goes on the air, probably in March.

The newscasts, explained James H. Cobb Jr., public relations and advertising director, are "actual taped interviews with passengers, made in flight, and replayed as the middle commercial." The interviews are made by Newscaster Don Elliott, who gets a two-month supply from one round-trip between Atlanta and Chicago.

Delta also uses announcements in Birmingham and New Orleans. Cur-

rently, it sponsors spots on WSB-TV, Atlanta, and it has used TV in Chicago, Dallas, New Orleans and Miami. These spots are one-minute movies, with sound on film, showing passengers boarding a Delta DC-6, being made comfortable by a stewardess, enjoying a meal . . . and then enjoying themselves at their destination.

"We believe television is especially well suited to travel advertising," Mr. Cobb pointed out, "and we expect to make increased use of this medium as audiences multiply."

Braniff International Airways, Dallas, sponsored telecasts of several news

programs in 1949, an executive said, "but radio advertising has still to be considered in connection with our international advertising program."

Some aviation executives implied that the railroads were merely cutting their own throats by accepting recent fare increases. Kenneth E. Allen, advertising and publicity director of Western Air Lines, Los Angeles, expressed the belief that "we have in our family plan and coach service two good price appeal elements which can outsell the railroads any day in the week, regardless of the relative proximity of fares."

Western uses spot radio for such appeals and recently has been buying strip radio on "numerous disc jockey shows on independent stations." Mr. Allen said, "It is too early to tell the drawing power of such shows, but we are confident it is going to show some good inquiry results."

An executive of pan American World Airways said that "our use of radio and television has been so meager that we cannot contribute anything of tangible value."

But Pan Am, TWA and other overseas lines are expected to step up promotion sharply to attract some of the

Let WIBW fill your Sales Silo!

Sales Managers! Here's a tip from Kansas farmers. These far-sighted operators depend on ensilage (the stuff that's stored in silos) to keep livestock growing when there's a shortage of green stuff.

Incidentally, there's no shortage of green stuff — money, that is — in WIBW's five-state farm audience. You can count on *immediate* sales when you use WIBW.

At the same time, you'll be filling your sales silo with name preference and built-up demand for your product. You'll find this mighty valuable in keeping your sales growing—especially during seasons that are normally "off."

Let WIBW Fill Your Sales Silo



SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



C
B
S

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



Oct.-Nov. 1949

MORNING	42.8
AFTERNOON	36.1
EVENING	29.6

First By Far!

WFB

SYRACUSE, N. Y.

Represented by
FREE & PETERS, INC.

scores of thousands who will go to Rome for the Holy Year observance. The American lines also are promoting both reduced fares abroad and bigger spending power of the American dollar when one gets there.

Meanwhile, in this country, many airlines, such as Capital, regard the railroad fare increase as opening "a new market for air coach passengers on the scheduled airlines of the country." J. H. Carmichael, president of Capital Airlines, Washington, said that, as a result, "the air coach has become the closest price competitor to bus transportation." Capital intends to make promotional capital of it.

More smaller airlines also are aggressive, promotionally. John V. Weesner, president of Nationwide Airlines, Inc., Detroit (which serves only Michigan), reported that "our spot announcements now represent approximately one-quarter of our total advertising budget." ★ ★ ★

CO-OP

(Continued from page 34)

"Residents of Conshohocken will find a full line of Blank washing machines at Fred's Appliance Store, 212 Main Street." Other Blank dealers might get a plug on other days, but all the plugs are alike. The big reason for this uniformity is the section of the Robinson-Patman Act which says that a manufacturer must not discriminate among his dealers—that is, whatever he offers one must be offered all others.

Proponents of the simplified approach to dealer co-ops suggest the following method of strengthening the sales message at the individual level without circumventing the letter or spirit of the Robinson-Patman Act. Let the manufacturer prepare several identical lines of copy for each dealer. Then make this stipulation: "These two lines of copy about my product must be included in your local announcement if you want to share in our co-op plan. As long as you've used this copy verbatim, you're on your own, with no strings attached."

At that point the dealer can write his own commercial, making it as local and individual as he likes. His aim, of course, is to persuade listeners to buy their Blank washer from him rather than from a competing dealer. It is understood, of course, that in

shaping the commercial to his own requirements he will do nothing to distort the manufacturer's several lines of copy, or to weaken its punch.

Such an arrangement would do much to nourish good-will between dealer and manufacturer, in addition to its other virtues. Under the present setup many dealers are "going along with the herd" only reluctantly, and not with any conviction that they personally will benefit from the arrangement. More serious, from the national merchandiser's viewpoint, is the feeling among some dealers that their con-

tribution to co-op funds is really a "gouge," with the manufacturer riding the gravy train.

Certainly no manufacturer sets up a co-op campaign with the intention of "shaking down" his dealers. Nonetheless, the disgruntled dealers have a point—one which goes back to the inflexibility of the copy that is handed to them. Even though prepared with the purest intention, the average co-op announcement gives the national brand-name a much better break than the dealer who handles it. This obviously implies a shortsighted outlook if

WINSTON-SALEM'S



STATION

FIRST

- **IN LISTENING** (Hooper)
- **IN NETWORK** (NBC)
- **IN POWER** (5000 WATTS)
- **ON THE DIAL** (600)
- **ON THE AIR** (1930)

Your FIRST and BEST Buy!

Affiliated with

N B C



Represented by

Headley-Reed Co.

1930

TWENTIETH ANNIVERSARY YEAR

1950

one considers that the avowed purpose of dealer co-op advertising is to move the product from dealer to customer. Its purpose is not *primarily* to create demand; that's the job of national advertising. It's true that the two forms must necessarily overlap, to a degree. But to earmark funds for a sales pitch at the dealer level and then to delegate the dealer to second fiddle in the commercial is obviously muddled merchandising—aside from the fact that it peeves the dealer.

One big reason for the general confusion about dealer co-ops is the surprising lack of information, all along the line from manufacturer to distributor to dealer, on how they are supposed to operate. The NAB's Broadcast Advertising Bureau has taken some monumental strides toward clarifying the situation. BAB's position on co-ops is objective. Being a part of the broadcasting industry, the Bureau is working for the best interests of radio advertising in general, and does not recommend one type of radio buy over another. But in every instance where a co-op program is in operation or is contemplated, BAB has been on

hand to present radio's case for inclusion in the campaign.

The chart which accompanies this article represents a digest, by product categories, of co-op information BAB has collected as part of its service to advertisers and stations. The chart represents most of the dealer co-op "case histories" that BAB had compiled at this writing, with other reports coming in steadily. SPONSOR's chart does not purport to be the complete national picture of co-op advertising. But it is extensive enough and sufficiently representative to support some conclusions about who's doing what in radio co-op advertising.

Co-op advertisers tend to conform to one of three general patterns in allocating their radio funds—the Straight Split, the Three-Way Split, and the Percentage Limitation. The first type is a down-the-middle division of costs, with the manufacturer paying 50% and the dealer paying 50%. The great majority of co-op deals fall into this category, as the adjoining chart illustrates. Columbia Records, Zenith Radio, U. S. Machine Corp. and American Stove Company are examples of this breakdown.

Under the Three-Way Split, costs are shared in varying ratios by dealer, manufacturer, and distributor. The most popular formula in this bracket is manufacturer 25%, distributor, 25%, and dealer 50%. Typical users are the York Corporation, air-conditioning and refrigeration-equipment; Radio Corp. of America, RCA Victor Radios, phonographs, combinations, records and television sets; and York-Shibley, Inc., oil burners and furnaces. The other three-way split most frequently encountered is: manufacturer 30%, distributor 20%, and dealer 50%. The Stromberg-Carlson Co. uses this plan for dealer-advertising its radio and TV sets.

There are a substantial number of cases where other types of three-way splits have been worked out to fit individual needs. Deepfreeze Division, Motor Products Corp., for example, splits it this way: manufacturer, 33⅓%, distributor 16⅔%, dealer 50%. Noblitt-Sparks Industries, Inc., Arvin radios, heaters, appliances, offers the following formula: dealer 50%, distributor 10%, Arvin Factory Fund, 40%.

The other basic form of co-op cost split is the Percentage Limitation. In this setup the manufacturer bases a

dealer's advertising allowance on a percentage of his purchases by dollar volume during a calendar year. Under the Gruen Watch Company's plan, the percentage varies from 2% for an annual volume of less than \$15,000, to 8% of purchases of \$500,000 and over, with a graduated scale between those extremes. The Elgin National Watch Co. has a similar plan, starting with minimum purchases of \$1500 a year.

Closely related to the Percentage Limitation plan is the Unit Allowance arrangement, used extensively by the major appliance manufacturers. Servel, Inc., follows this plan: manufacturer 33⅓%, dealer and distributor 66⅔%, with the proviso that the maximum expenditure by the manufacturer will be \$2 per refrigerator purchased by the dealer, and 50c to \$2 per water heater, depending on the model. The Ironrite Ironer Co., with a straight 50-50 split, sets up its co-op fund on the basis of \$3 per ironer purchased by the dealer. The dealer must match this, which makes a total of \$6 to be spent locally for promotion for each ironer delivered to the dealer.

Another type of co-op advertising used by several manufacturers on a small scale is the so-called "Factory Help" plan, in which the manufacturer contributes no money but instead furnishes prepared advertising material. Auto-Lite sends stations 15-minute transcriptions of a program called Gasoline Alley, together with a list of local Auto-Lite distributors. Window streamers and other point-of-sale material are also available. On the same basis, the Anderson Company sends stations five-minute transcriptions for its Anco windshield wiper blades.

Most co-op advertisers who use radio are very specific about the type of radio advertising they approve, stating whether live or transcribed announcements are preferred, and carefully outlining copy limitations. Most of them point out in no uncertain terms that they will share costs only of announcements devoted exclusively to their own products.

The wide diversity of advertisers who are using co-op radio is evident from a glance at the chart drawn from the BAB index cards. While a preponderance of co-op money is invested in the appliance and home equipment fields, there is no limiting categorical factor. Colgate-Palmolive-Peet uses co-op to sell tooth powder. Goodrich uses it for tires and tubes. Devoe & Ray-

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.
Phone CRestview 67238—BRadshaw 21447

199 TV RESULTS


**First it was 83
TV RESULTS,
then we published
99 TV RESULTS.
So far, we've exhausted
three printings.
The fourth will be
199 TV RESULTS, and will
be fully categorized
and indexed for
day-to-day use. You'll
love this one,* even
more than you did the others.**

***We're accepting limited advertising with a 10 February deadline. Regular insertion rates apply. Advertising was not available in previous TV RESULTS booklets.**

SPONSOR

510 Madison Avenue, New York 22

WINSTON-SALEM



How To Put A Client Out Of Business

A WAIRadio client had several hundred surplus trousers to sell. One announcement over WAIRadio at 6:45 AM sold entire stock by 10:30 AM. Advertising cost less than one cent per garment. With new, larger stock, this merchant is again using WAIRadio sales magic.

National Rep: Avery-Knodel, Inc.

WAIR
WINSTON-SALEM
NORTH CAROLINA

BMI

**SIMPLE ARITHMETIC
IN
MUSIC LICENSING**

BMI LICENSEES	
Networks	23
AM	2,046
FM	407
TV	89
Short-Wave	4
Canada	150
TOTAL BMI LICENSEES . . .	2,719*

You are assured of complete coverage when you program BMI-licensed music

**As of January 5, 1950*

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19,
NEW YORK • CHICAGO • HOLLYWOOD

nolds uses it for paints and varnishes.

Even though there is no common denominator, product-wise, for the buyer of co-op radio advertising, there are several important factors which all such advertisers should bear in mind in order to get the best results from their co-op dollar. The first of these is simplicity—too many co-op plans are cluttered with non-essential elements which slow down the machinery, while adding to the cost. The second is *flexibility*—tailor the plan to the individual situation; it's unreasonable to expect a single plan to work successfully for hundreds or thousands of dealers in all sections of the country. The third requisite is follow-through—perhaps no form of advertising demands closer supervision at every level; there are any number of directions in which it can go haywire without proper guidance. The fourth is *information*—once a co-op plan is organized, don't keep the details a secret. The better informed all parties concerned, the better it will work for them. ★ ★ ★

NETWORK PACKAGES

(Continued from page 23)

ruary of 1947 and seems still happy with it.

Not all network packaging experiences have happy endings. Last summer, for instance, NBC spent a total of \$423,923 for packages, and the return as yet is not at all satisfactory in terms of dollars. *But*—and here is the big modifier—NBC is not discouraged. It's going right ahead, spending more hundreds of thousands. For the summer of 1950, NBC already has lined up a total of 32 packages on a "hang the cost" basis. None of these new NBC shows will be overly-expensive. All will be budgeted at under \$10,000 a week—most of them falling into the \$5,000-a-week or under class. But, all in all, NBC will spend at least \$500,000 on these packages.

On every one of the four major networks clients can now, and will increasingly be able to, buy packages that have the following advantages:

(1) A network package show has the bugs taken out of it before it is sold. It is "tested and weeded."

(2) It has a rating history. The client or agency does not have to guess what the show *may* do on the air; it

buys on the basis of what the show *has* done. The audience has been built; in most cases, the time-slot has been fixed to the show.

(3) The client is sure that the network will give a net-owned or controlled package a lot of extra ingredients. These may include a larger orchestra, extra cast, and certainly extra push and promotion.

(4) The client is sure of the price. Since the network owns or controls the package, there is no doubt as to whether the price will vary greatly. Both ad agencies and clients welcome a deal where the financial headaches are kept to a minimum. As clients shift gears into television, this factor becomes even more important, because in video there are so many possibilities for "extras"—an extra lightman, extras for sets, extras for rights to certain literary properties, etc., etc.

After reading all this a client or agency may come up with his own \$64 query: "Why are the networks doing it? Are they philanthropists?"

The answer is: "No." True, when a client buys a network package in which the chain has invested \$100,000 and the client pays only so much a week, the 100-G is the network's "loss." But it's only a bookkeeping minus. The CBS chief was smart enough to see that when he laid down "Paley's Law" of "control . . . content . . . competition."

When a network sells its own package, it gains in four ways:

(1) The show will stay on its network. It will not be built up, get audience confidence, develop stars—and then find the client shifting the show to a competing network. The show is tied to the network.

(2) The network is interested not only in selling one time-slot, but in selling *all* time-slots. That means the network must worry about adjacencies. It may want to build "mood" programming. It may seek a certain balance on certain nights. If the network ties the package to a definite time-slot on a definite night it controls the schedule, retains whatever "mood" it wants, and helps the shows preceding and following the net's own package.

(3) Owning a number of packages gives the network the opportunity to hire, or retain, better manpower. This is true whether that manpower is on the commercial side, the technical, or the artistic. For instance, ABC just recently hired four writers to work on

its own packages. Those writers will be on hand for whatever other duties the network might want to allot.

(4) There is one additional advantage. The network, by tying up its own packages, ties up stars and featured players who are available for big public functions as emcees, guest stars, etc. The networks know they need the public's good-will. More network-owned, network-originated, or network-controlled packages — mean more, and better, public good-will.

A check among advertising agency executives shows that most agencies appreciate the new situation. Several agency heads were willing to discuss the subject. None, however, was willing to be quoted by name. The ad men told SPONSOR they like many things about network package programming. But they are not willing to put themselves in the position where, tomorrow, their client may say to them: "Why should I buy your show, when you yourself said that the network packages are a better buy?"

One agency man handling radio and television pointed out that he not only likes network packages but helps the networks build them. Referring to a

show that went on television recently (very successfully) he said he had prescribed every major ingredient that went into the program. Having done so, the ad-man was willing to let the network own the program. "But," he said, "I got first crack at it, of course, and I knew what I was getting, including just how much it would cost me."

What this man said was echoed by others SPONSOR interviewed. Agency executives are not throwing away their privilege of building shows but they are quite happy to let the networks do the job, as long as they get good, tried, tested shows for their clients.

Agency men pointed to good buys on every one of the networks. CBS no longer has the monopoly in the field. Mutual's Frank White and Bill Fine-shriber—having been in on the formulation of "Paley's Law"—have made good use of the principles themselves. Kintner's interest in program building is well known. Trammell goes to town without old inhibitions—as the new spirit blowing through NBC reveals new spending, new courage, and new imagination. The program-makers and the super-salesmen have something to sell.

They have not only programs actually on platters taken from previous airings or from auditions, but many more on the script editors', program directors' and salesmen's desks. Each of the four major nets has an average of fifty such tailor-made jobs—and the know-how to build many more. Of this total, at NBC alone the buyer will find at least 27 programs on records—including 12 from the 1949 summer-hiatus crop, and 15 of the 32 scheduled for the summer of 1950. CBS has an immediate availability of 41, every one of them recorded. But both these organizations—as well as Mutual and ABC where no accurate count was immediately at hand—have any number of other good, saleable items on their shelves. All the sponsor—or his agency—need do is to ask that the "goods" be shown.

The immediate advantages will be the sponsor's—because he can, and will be able, increasingly, to buy important network shows on which "the other fellow" made the heavy initial investment and provided the buildup. But the networks stand to gain, and they know it. Some have gained in the past year or two. In 1950, they'll spend more—but will sell more too.

★ ★ ★



This is
WSYR ACUSE
AM-FM-TV

21 rich Central New York Counties • 205,000 BMB Station Audience Families

WSYR ACUSE
AM-FM-TV
NBC Affiliate in Central New York
HEADLEY-REED, National Representatives



Keep Your
OMAHA-DES MOINES
Sales On An
"EVEN KEEL"
with
KMA
Shenandoah, Iowa

Our BMB Area is 184 Counties in Iowa, Nebraska, Kansas, and Missouri. The dominant trade centers for this area are Omaha and Des Moines.

HOWEVER

73.2% of this population live on farms or in small towns (under 10,000 population). Conlan and mail pull prove KMA is the dominant station in this rural and small town area. Without KMA you lose impact, miss the prosperous farm and small town families.

AND

we mean prosperous! Iowa-Nebraska Agricultural Income Increase, 1948 over 1947, was the highest in the nation. The 1949 estimate indicates another increase due to larger marketings, veterans' bonus.

Get All the Facts From
Avery-Knodel, Inc.
National Representatives

KMA
Shenandoah, Iowa

For Omaha
TV Coverage

Use Television Station KMTV. With programs from CBS, ABC and DuMont, KMTV leads the way in reaching your Omaha customers.

KMTV Television Center
Omaha

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa

THE WAY BACK

(Continued from page 25)

the case, when a watch is brought in for repair, so that the band or bracelet looks tawdry in comparison.

There are many other such merchandising gimmicks—every trade has its own. There's nothing new about the technique of creating public consciousness of one item or another. It's been done with heels, with suspenders, with belts. But it had never been tried with watchbands until Speidel's experiment which Bruner-Ritter shrewdly emulated, with many added wrinkles and refinements.

It's interesting to note the points of similarity and of dissimilarity—in the approach to radio of Bruner-Ritter and of Speidel. Both chose the same network—ABC; the same night—Sunday; and the same general type of show—audience participation-give-away. Speidel has a quarter-hour participation in *Stop the Music*. Bruner-Ritter, however, has a half-hour show of its own—*Chance of a Lifetime*.

Once the latter firm decided on radio, little time was lost in implementing the decision. After scanning net-

work availability, Bruner-Ritter bought the 9.30-10 time slot on ABC Sunday night—a solid choice, since it follows Walter Winchell and Louella Parsons. At the same time, Bruner-Ritter bought the rights to an ABC package show called *Go for the House*. This was a giveaway m.c.'d by John Reed King. The show had been on as a sustainer for about a year, but had not made much of a stir and acquired only a mediocre rating.

At this point Bruner-Ritter changed agencies—the account was given to the Raymond Spector Co. The agency's president is an old hand at radio, and this fact undoubtedly had much to do with the appointment. Saul Ritter, Marvin Bruner, and Ray Spector did a demolition job on the rickety "House" package and in its place built *Chance of a Lifetime*.

Said show, its creators feel, has more point, and because of that more selling power, than the average giveaway program. They have no fault to find with shows that shower contestants with mink bathmats or gold-plated lawnmowers. But Bruner-Ritter feels that its show is getting somewhat closer to reality and everyday life with the

Chance of a Lifetime jackpot prize—a handsomely furnished house "built for you in any community of your choice." and surrounded by its own lot. This and other weekly prizes are donated by the manufacturers, of course.

Before the show was launched in September, Bruner-Ritter began a vigorous promotional supporting campaign aimed at the 300 wholesale jewelry dealers who supply some 26,000 retail jewelry stores which carry the Bretton line. The first volley in this merchandising broadside was a colorful brochure describing *Chance of a Lifetime* and summing up thus its value to the dealer: "You know, and national surveys prove, that more people buy watchbands than any other single item in jewelry stores! Obviously, any plan that increases watch band traffic 2 to 3 times, doubles and triples opportunities to sell highpriced, high-profit watches, rings, silverware, etc. NOW—at last—here's a unique plan, a dynamic plan, that will do just that! It's sparked by . . . the most spectacular radio program in jewelry history!"

This optimistic trumpet blast was not mere wind, as it turned out. The year 1948 was a good one for Bruner-Ritter, profit-wise. But the first six months of 1949 were grim—sales for the first six months were 25% below the year before. *Chance of a Lifetime* went on the air in September, and Bruner-Ritter finished 1949 "substantially ahead" of 1948—making up that big deficit and then some. Bruner and Ritter believe they were the only jewelers in the U. S. who improved their 1949 business over the year before—and credit this almost solely to their radio campaign.

"Six months ago," said Bruner, "nobody, but nobody, asked for a Bretton watchband by name." Today, he declared, 60% of all watchbands are sold by name; of that total, seven of each ten sold are Speidel and three are Bretton. The ratio is a very healthy one, Bruner feels, when one considers that Bretton started from scratch in brand-name selling.

Bruner-Ritter's merchandising support of their radio infant was not limited to rosy-colored brochures. The company was galvanized from top to bottom into a lather of activity, out of which came new product and package design, the issuance of guarantee bonds, greatly widened use of display material, and extensive publicity.

WMT holds the fort in Garrison (IOWA)



. . . with exclusive CBS program ming in Eastern Iowa . . . with extra ammunition in the form of complete news coverage via AP, UP, INS, and local correspondents throughout the state . . . with long range signal strength on Iowa's best frequency, 600 kc.

There are no tremendous cities in WMT-land—just hundreds of small ones like Garrison with a combined population (within our 2.5 mv line) greater than any other station's in Iowa. It's an audience worth laying siege to. Ask the Katz man to shoot over the details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

NOW IN OUR 27th YEAR!

Bruner and Ritter are convinced that their success in radio, striking and gratifyingly prompt though it has been, is still on the upgrade. They feel that, at present sales rates, the watchband market will be doubled two years from now. The company is planning to expand its radio investment accordingly. Already the greater part of the firm's \$1,000,000 annual advertising budget is invested in radio, with only a residual \$200,000 going toward trade publication advertising.

Near the top of their agenda are plans for "simulcasting" their radio show—*Chance of a Lifetime* was designed originally with an eye to eventual duplication on television. Early next month Bruner-Ritter will inaugurate a new radio show in Canada. (A Canadian ban on giveaway precludes piping the ABC show across the border, and so some format changes are anticipated.)

Bruner-Ritter's regard for its hottest competitor, Speidel, is undiminished. Relations between the rival firms are so amicable that salesmen for each refer to the other company in their respective sales presentations by name and with nothing but kind words—an uncommon thing in the hard-bitten jewelry business. Anytime a competitor can push it into a venture as profitable as radio, all that Bruner-Ritter will need is a nudge. ★ ★ ★

MR. SPONSOR ASKS

(Continued from page 43)

two groups represented only 18% of our stations, they accounted for over 55% of the revenues of all broadcasting stations in the country.

Television development will continue to occur more frequently and to expand most rapidly in our largest markets; from there it will spread to other major markets and the resulting structure will stabilize an increase in advertising effectiveness substantially before any widespread growth occurs in our smaller market areas. This will not detract one iota from the value of television as an advertising medium, for the opportunities to be seized in our major markets are sufficiently large and the probability of rate is sufficiently great to challenge private enterprise to television development.

If the above reasoning is correct, the

likelihood of networks, stations and advertisers being faced with Dr. Faught's hypothetical annual \$1.7 billion dollar dilemma in the predictable future is practically non-existent. Much more likely is the development of facilities roughly paralleling revenue potentialities, although the entrepreneurial risks of networks and of station owners in TV undoubtedly will be considerably higher than they were in the fine, free-riding days of early radio.

A word about Dr. Faught's "box of-

vice" thesis. As I remember the various unsuccessful attempts at wired radio in this country, now extending two decades, I am convinced that such television service would be out of context with American habits and ways of thinking. I doubt, therefore, whether it ever could be made a "salable commodity."

HERMAN S. HETTINGER
Associate Director
of Research
McCann-Erickson, N. Y.



NRB'S "RADIO CAMPAIGNS AND SALES KIT" is a COMPLETE SERVICE for all STATION OPERATORS

Ishpeming, Michigan
November 5, 1949.

NATIONAL RESEARCH BUREAU, INC.
NRB Building
Chicago 10, Illinois.

Gentlemen:

During the past, we have tried many continuity services and after experimenting, we found that NRB is the most complete one of them all. We, here at WJPD, especially enjoy the wide range that it covers. NRB offers everything from Programming and Sales Ideas to chatter for early morning programs. And, of course, there's the wonderful selection of continuity to choose from. This is the most helpful aid for writing spots that we have ever had the pleasure to use.

Congratulations on your fine service!

Very sincerely,

Lois Holmgren

Lois Holmgren
Women's Program Director

One more reason for using NRB's
"Radio Campaigns and Sales Kit"

Complete Coverage of Sales Programming & Continuity.

Write today for further particulars on NRB's "Radio Campaigns and Sales Kit" now being used by more radio stations than all other services combined. The coupon mailed today will bring you a sample copy of this money-making COMPLETE radio service.

TO: The NATIONAL RESEARCH BUREAU, INC.,
NRB Building, Chicago 10, Illinois

Please send us a free sample and further particulars on your NRB "Radio Campaigns & Sales Kit."

My Name

Title

Station

City & State



200,000,000 hours

You can't laugh off 200,000,000 hours.

A. C. Nielsen estimates that Americans spend 198,000,000 hours daily listening to home radios.

Add a conservative 2,000,000 hours for daily out-of-home listening and you hit the 200,000,000 mark.

That gives you a fresh approach to the importance of radio on the national scene. T. J. Flanagan, livewire managing director of the National Association of Radio Station Representatives, suggests that the radio industry cash in on its popularity by using the 200,000,000 in some phrase that will register with advertisers.

We're game.

But who's got the right phrase? Suggestions are welcome and we'll publicize the best.

If some genius can figure out a way to write 200,000,000 on an abbreviated basis we'd relish that, too.

Applause

Open season on Transit Radio

The radio industry is indebted to Radio Station WWDC and Transit Radio of Washington, which successfully defended its bus and street car franchise before the District of Columbia Public Utilities Commission.

With a precedent established, the danger to Transit Radio in other areas is appreciably lessened.

For some time it has been apparent that printed media don't welcome the

Lightning That Talks

When the All-Radio Presentation Film, *Lightning That Talks*, is premiered before 1,000 or more leaders of the nation in New York the first of March, a new era will begin for radio advertising.

For the first time hundreds of big business executives will be introduced to the commercial importance of a great advertising medium. And with a positiveness and logic that will serve as bedrock for individual presentations to come.

The radio advertising industry has short-changed national advertisers by its lack of suitable presentation material for top executives. Long ago the policy of rarely approaching the advertiser himself was established: a policy partially developed by scarcity of proper presentation data, a policy at variance with the practices of other important advertising media.

Lightning That Talks is the common-sense rectification.

We say this with the knowledge that *Lightning That Talks* is a unique film. We know enough about it to say that its impact will surprise even its most rabid enthusiasts.

We urge the men who look to advertising to make their businesses more productive to see *Lightning That Talks*, either at the Waldorf-Astoria showing or at others to be held in every section of the United States.

Railroads, air lines, and air time

SPONSOR has now completed its report on the use of broadcast advertising by the railroads and the air lines.

Aside from sporadic announcement campaigns, the brunt of rail-

road radio advertising is borne by the American Association of Railroads' "Railroad Hour" over NBC. Last season the program was 45 minutes weekly over ABC. This season it is reduced to 30 minutes. About 15% of the railroads' small \$25,000,000 advertising appropriation goes to radio and television.

Aside from a newscast over WCON and a telecast over WSB-TV, both Atlanta, SPONSOR's study failed to reveal anything beyond announcements carried by any of the airlines. TWA put 25% of its total budget into radio announcements last year and plans to continue. On the other hand, American Airlines, largest of domestic carriers, uses practically no radio. And second-place United Air Lines, whose radio use is light and spotty, finds it possible to get free time via its regular commentator-type release to radio stations, "Aviation in the News."

The newspapers day after day carry an impressive bulk of airline advertisements. Transoceanic lines, such as the mammoth Pan American and KLM (Dutch Air Lines), report little air advertising if any.

Each field of industry is influenced by precedent. The strong suspicion exists that radio has not sold itself either to the railroads or air lines. The precedent has never been established.

The railroads and airlines (and the buslines as well) are watching television carefully. As one air lines official put it, "We're intrigued with the possibilities of showing what places look like." We'll be surprised if 1950 doesn't develop into a big year for television travel advertising.

encroachment of more broadcast competition, and are out to fight it. Both in Washington and New York (where the Grand Central Terminal just announced its decision to cancel its recently inaugurated broadcasts) black-and-white interests spearheaded the attacks.

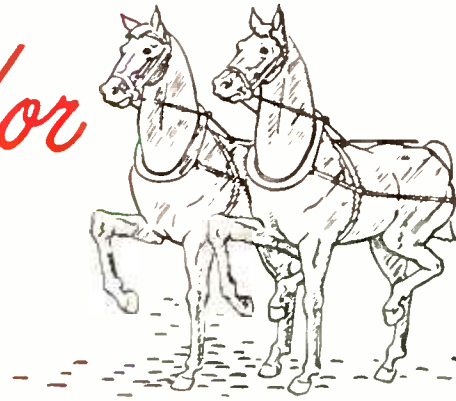
On December 21 the New York *Herald Tribune* editorialized: "There is, we think, something to be said for the Washington protestant who foresaw the rein of rolling juke boxes. In a sum-

mer of open bus windows, and street corner stops, the bus radio can be expected to invade sidewalks and homes, in town or country."

We think that the *Herald Tribune* meant "rain" instead of "rein." But either way, its reasoning is all wet.

Most of the protests have been so obviously "planted" that it isn't difficult to detect the inconsistencies. As a result of the Washington action other Transit Radio groups will be in a better position to defend themselves.

Teamed for



SERVICE



PHIL EVANS



KEN PARSONS



BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

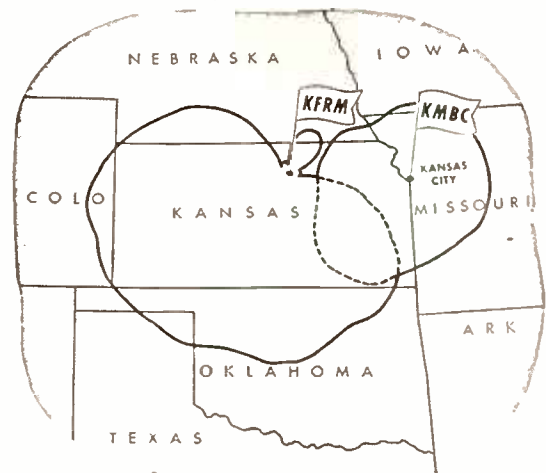
Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm audience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup...just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.



The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY
5000 on 980



Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



A SALUTE TO 1950

and Best Wishes to Everyone in Radio—for the most prosperous New Year in Broadcasting history.

To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let's All Tell the World in 1950 That Radio Is America's Greatest Advertising Medium*

Represented by:
PETRY

WJR

50,000
WATTS

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the board

CBS
DETROIT

HARRY WISMER
Ass't to the President

MICHIGAN'S GREATEST ADVERTISING MEDIUM

*It's estimated there will be more than 90,000,000 radio sets serving America in 1950