

SPONSOR

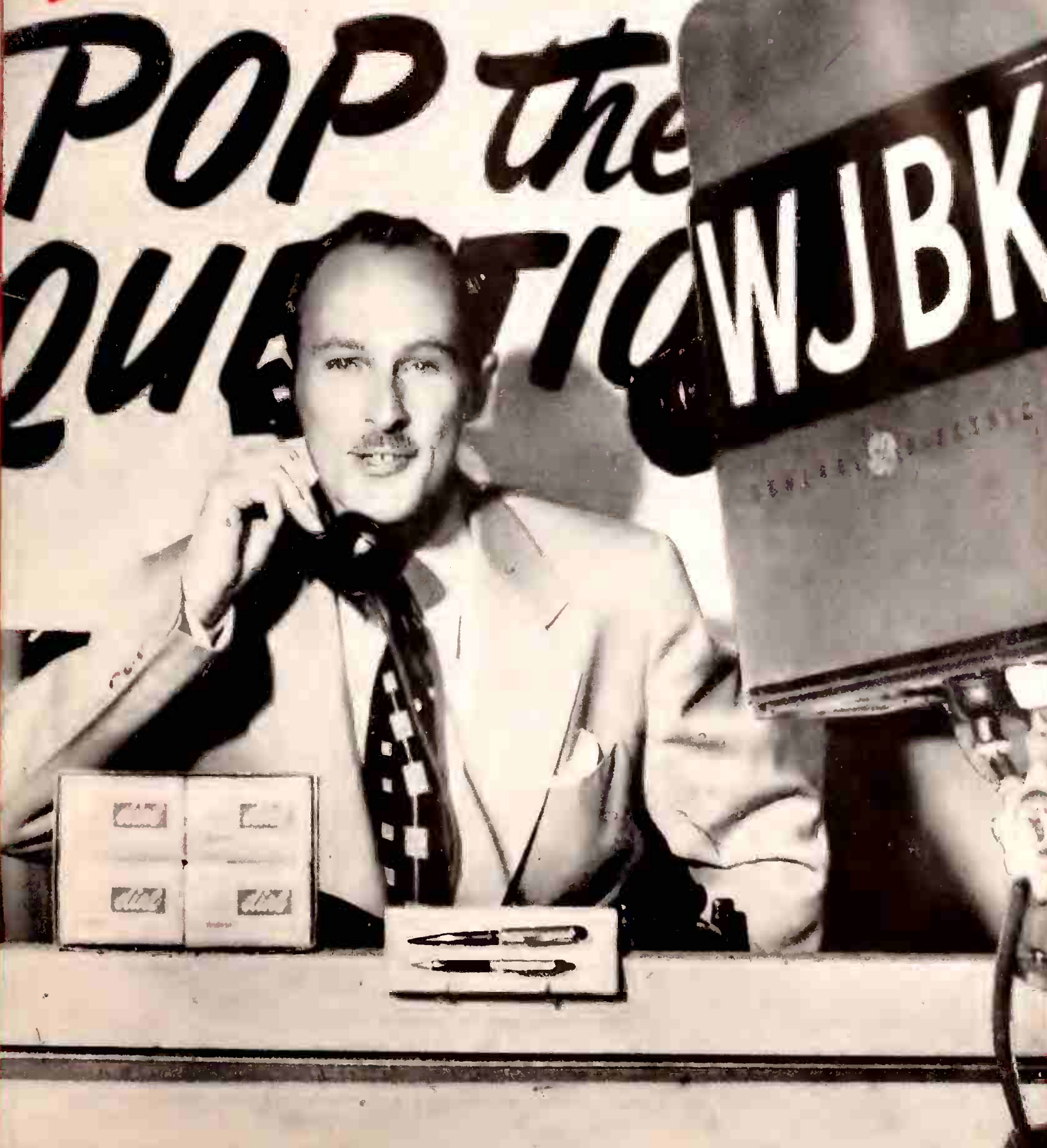
For buyers of broadcast advertising

UNITED STATES
BALTIMORE
MD.
CENTRE

One measurement for all media—p. 24

Do telephone shows pull on TV?—see p. 26

SP 10-47 12227
MIS. FRANCES SPRAGUE
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y



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Mr. Sponsor: John Moone

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Roundup

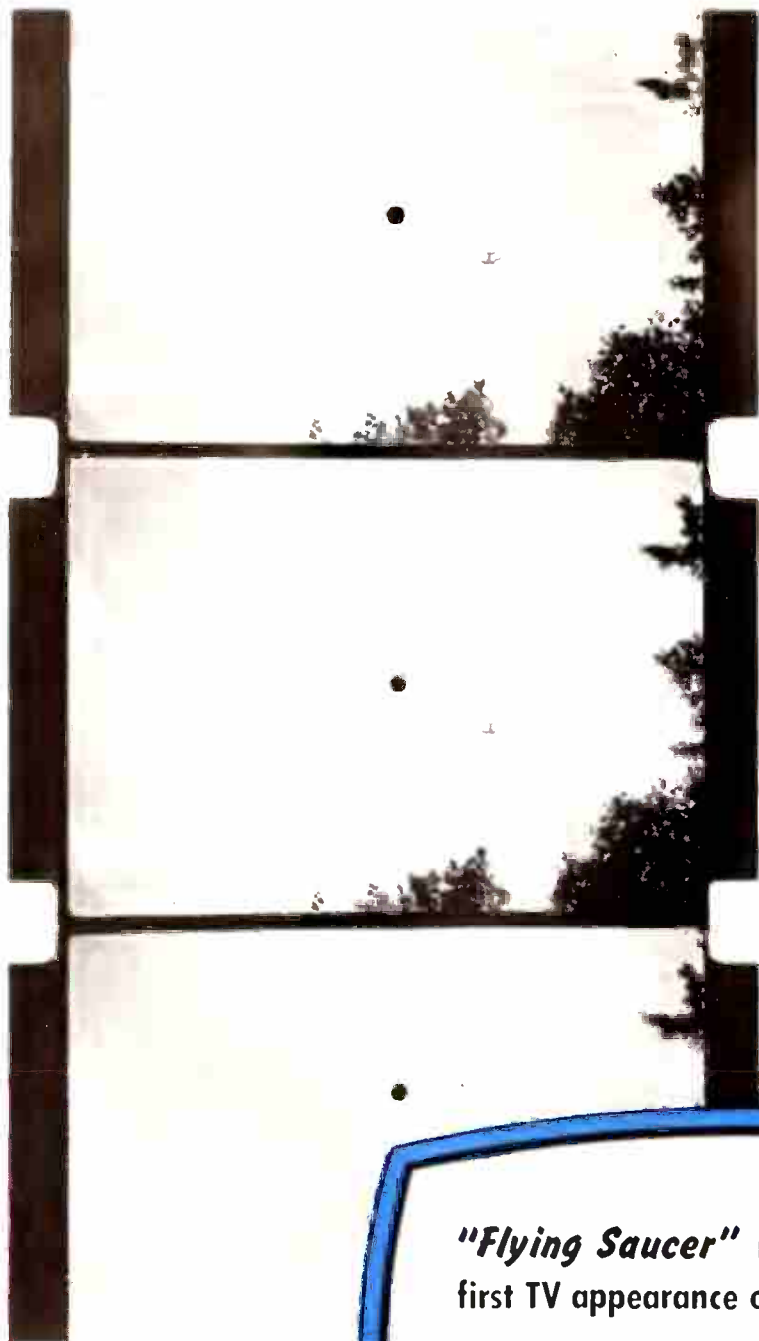
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LOOK at

TELEVISION IN THE **WHAS** TRADITION



"WHAS-TV News"

WHAS-TV offers the top news show in Louisville, featuring the city's first and only TV newsreel. Each day WHAS-TV cameramen cover the top news stories in the Louisville area, and the films they take are processed for showing the same night. The result is lively and timely local coverage . . . "Today's News Today".

In addition to local film highlights and guest appearances, a complete local, national and international round-up is presented by WHAS News Director Dick Oberlin and Pete French, Kentuckiana's two best known newscasters.

The show is the work of the same outstanding news staff (now expanded) that in 1949 was voted the best newsroom in broadcasting by the National Association of Radio News Directors.

"Flying Saucer" makes its first TV appearance on WHAS-TV News

On his way to cover a routine assignment, an alert WHAS-TV cameraman saw—and captured on film—this unique movie shot of the so-called "flying saucer". WHAS-TV viewers saw the movie as part of their WHAS-TV NEWS, "Today's News Today".

News Director
DICK OBERLIN



Newscaster
PETE FRENCH



*A Basic CBS Affiliate . . .
and the Cable is coming in October*

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



TS... SPONSOR REPORTS...

... SPONSOR REPORT

31 July, 1950

How much is radio worth?

Radio's true worth, subject of much puzzlement by advertisers, is not 100% assessable at present. Big obstacles are lack of concrete information on long-range TV influence on listening, lack of common denominator in weighing radio and TV worth in relation to black and white media. In this issue (see page 24) SPONSOR suggests a yardstick for basic comparison—the number of minutes each gets of an individual's time.

-SR-

20,000 weekly BBD&O spot placements sets record

In a compilation for SPONSOR, BBD&O (largest spot radio agency) estimates that its weekly spot radio placements, counting each announcement or program as one unit, comes close to 20,000 for nearly 50 clients. In TV, the figure runs 500 weekly units for 35 clients.

-SR-

Battle looms for soluble coffee sales

Prominent on the air this fall will be Minute Maid and Snow Crop soluble coffees, both racing for national distribution and consumer preference, both showing a partiality to TV. But fast increase in markets may bring radio into picture. Soluble coffee has economy edge over vacuum-packed variety. Whole field of juice and beverage concentrates will be hopping this fall.

-SR-

Trend to suburban stores brings new ad strategy

Radio may be big gainer from trend toward suburban shopping and erection of branch department stores. In one city where department stores are strictly anti-radio, suburban branch of top store may be forced into medium because another outlying store uses air strongly. 1950 census reveals that throughout U.S. big population expansion is in suburban areas while big cities lag.

-SR-

TV in Canada by 1952—maybe

Canadian broadcasters don't expect any TV in the Dominion until 1952, when stations should be on the air in Toronto and Montreal. But such cities as Winnipeg, Vancouver, Edmonton aren't expected to be TV markets until 1955 or later. Situation between government-owned CBC, which wants to control TV as it does radio, and private broadcasters hasn't speeded the medium.

-SR-

FM going up in Iowa

Don't write off FM as a medium yet. Besides transit radio and store-casting, it's showing vitality elsewhere. For example, WHO study of Iowa listening, just completed, shows 2% of Iowa homes with FM sets in 1948; 7.7% in 1948; 13.4% in 1950. Zenith reports that FM production, since February, is ahead of corresponding months last year. And in Washington there's Congressional agitation to do something to stimulate the medium.

TV stimulates music, furniture sales

In wake of furniture manufacturers, who report that parlor furniture is booming with advent of TV set, music merchants claim that TV has upped music instrument sales at least 10%. 1950 sales are expected to hit close to \$250,000,000.

-SR-

Advertising should be upped—Gamble

Despite record \$5 billion invested in advertising in 1949 Fred Gamble, head of AAAA, is urging bigger budgets. Increase in advertising isn't keeping pace with expanding national income and sales potential. Radio gain in 1949 over 1948 was about 3%.

-SR-

88% of listening-viewing hours go to radio: Nielsen

Nielsen reports that although television is the rage of many markets, nationally radio still commands 88% of all listening-viewing hours. Radio homes total 40,700,000 against some 6,500,000 TV homes. In April 1950 combined radio and TV usage in the average radio home totalled four hours, 47 minutes daily.

-SR-

Radio-TV will get more of department store ad dollar

Impact of NRDGA education plus outstanding radio and TV results some department stores are gaining should greatly accelerate department store use of air this fall. In 1949 average department store invested 54¢ of every dollar in newspaper space, 3¢ in radio. Only 18% of specialty stores used radio during year.

-SR-

TV station makes newsreel in Korea

KTTV, Los Angeles, believes TV is big business; demonstrates by rushing own newsreel specialist to Korea. Film will be made available to other stations under syndicated plan recently unveiled by station.

-SR-

Denver station tells citizenry why no television

KLZ, Denver (in one of larger markets minus single TV outlet), has taken to air to explain why city has no TV. KLZ experts are now on FCC freeze. Station manager Hugh B. Terry and department heads take listeners behind the scenes each Saturday with "Let's talk it over" series.

-SR-

Standard TV rate card nearly ready

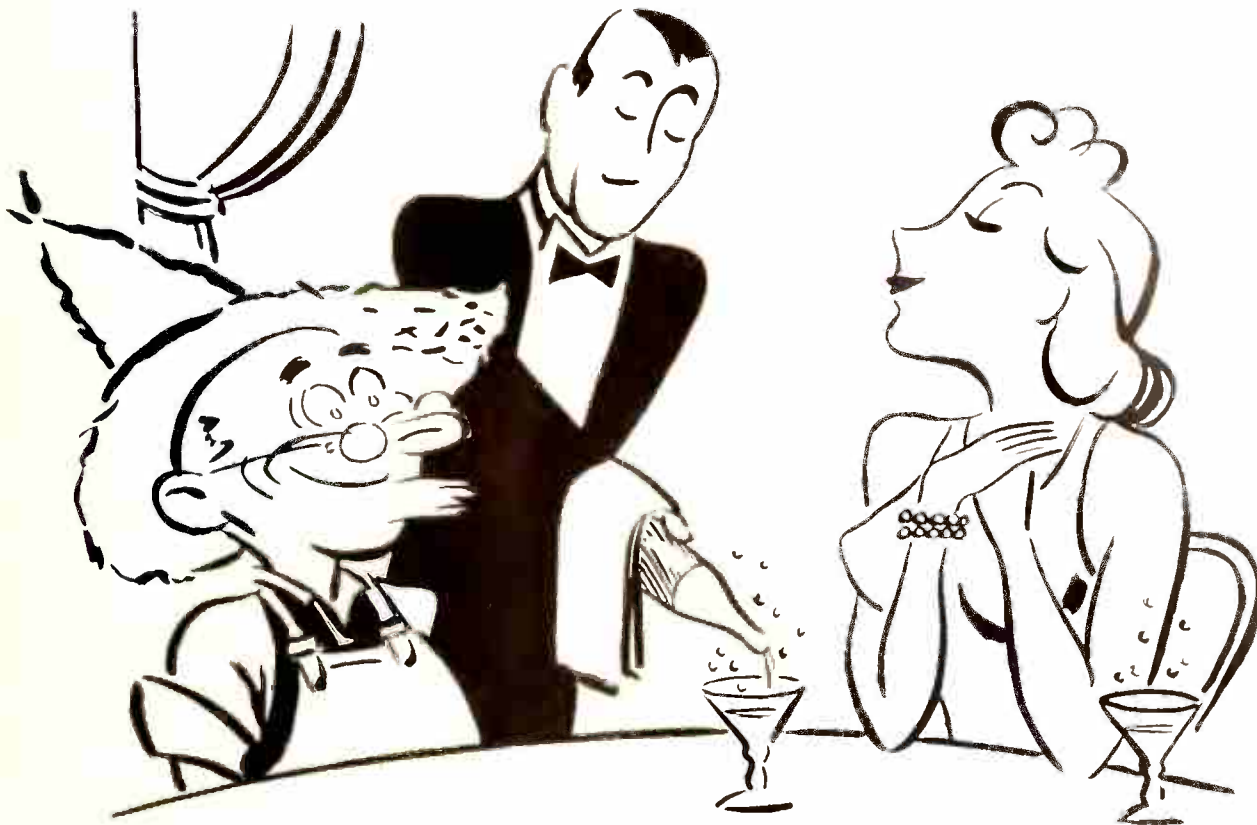
Advertisers, agency executives, and NAB officials have been quietly meeting on subject of standardized TV rate card and are now at virtual agreement. Last big stumbling block was over property responsibility, a big item when anything from a valuable string of pearls to a Chevrolet truck may be sent to studio for televising purposes . . . and are sometimes injured, strayed, or stolen. Standardized rate card, approved by NAB Board, will be a valuable assist to TV buyers.

-SR-

Lanham Trade-Mark Act protects radio and TV service marks

Sponsors, stations, TV film producers are becoming increasingly interested in applicability of Lanham Trade-Mark Act to their protection of program titles, station call letters, characters, slogans, and unique sounds. To be applicable for registration a trade mark "must not be entirely incidental to the advertising or sale of merchandise." Harry P. Warner, Washington radio/TV attorney, has written full article on subject in April 1950 issue of Southern California Law Review.

"BUBBLES LIKE GINGER ALE, DON'T IT, MIRANDEY?"



WINE, women and song! With Effective Buying Income 38.2% higher than the national average, our "landed gentry" can certainly afford the gay life!

What's more they've got plenty left over for soup and soap, housewares and hair tonic. That's where WDAY comes in, *because no station in the Northwest can match WDAY for both rural and urban coverage!*

A new 22-county North Dakota Agricultural

Survey proves that WDAY is preferred by 78.8% of the farmers in these 22 counties . . . Station "B" by only 4.4%!

Hoopers prove that WDAY is an overwhelming favorite in Fargo. For Total Rated Periods, Dec. '49-Apr. '50, for example, WDAY got a 63.5% Share of Audience—the next station 16.0%!

Write to us or ask Free & Peters for all the amazing facts!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives



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Cover shows scene which is becoming increasingly familiar on TV. Phone shows are ringing up sales for sponsors on the visual medium just as they do on AM radio. (See story page 26.)

ARTICLES

How to sell on Saturday night
 Barn dance programs with their fun, frolic and friendly appeal are rounding up larger audiences than ever, still delighting sponsors with their sales punch 19

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 For local trouble-shooting, Nabisco's dog biscuit product chooses radio to point up its other advertising efforts 23

Let's put all media under the same microscope
 All media compete for time. Based on this, SPONSOR suggests a technique for common-denominator measurement of radio, TV, magazines, newspapers 24

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 Telephone gimmick shows are a ringing success on TV as well as on the radio, guarantee high interest, low cost audiences to sponsors 26

What media team up best with TV?
 Sponsors puzzled as to which media to drop, which to keep, in a TV market may be aided by CBS circulation studies on other media vs. TV 30

Furs on the air
 Resultful use of broadcast media is being made by a few ad-wise retailers, though most suffer from lack of national push, inept promotion, excise tax 32

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IN FUTURE ISSUES

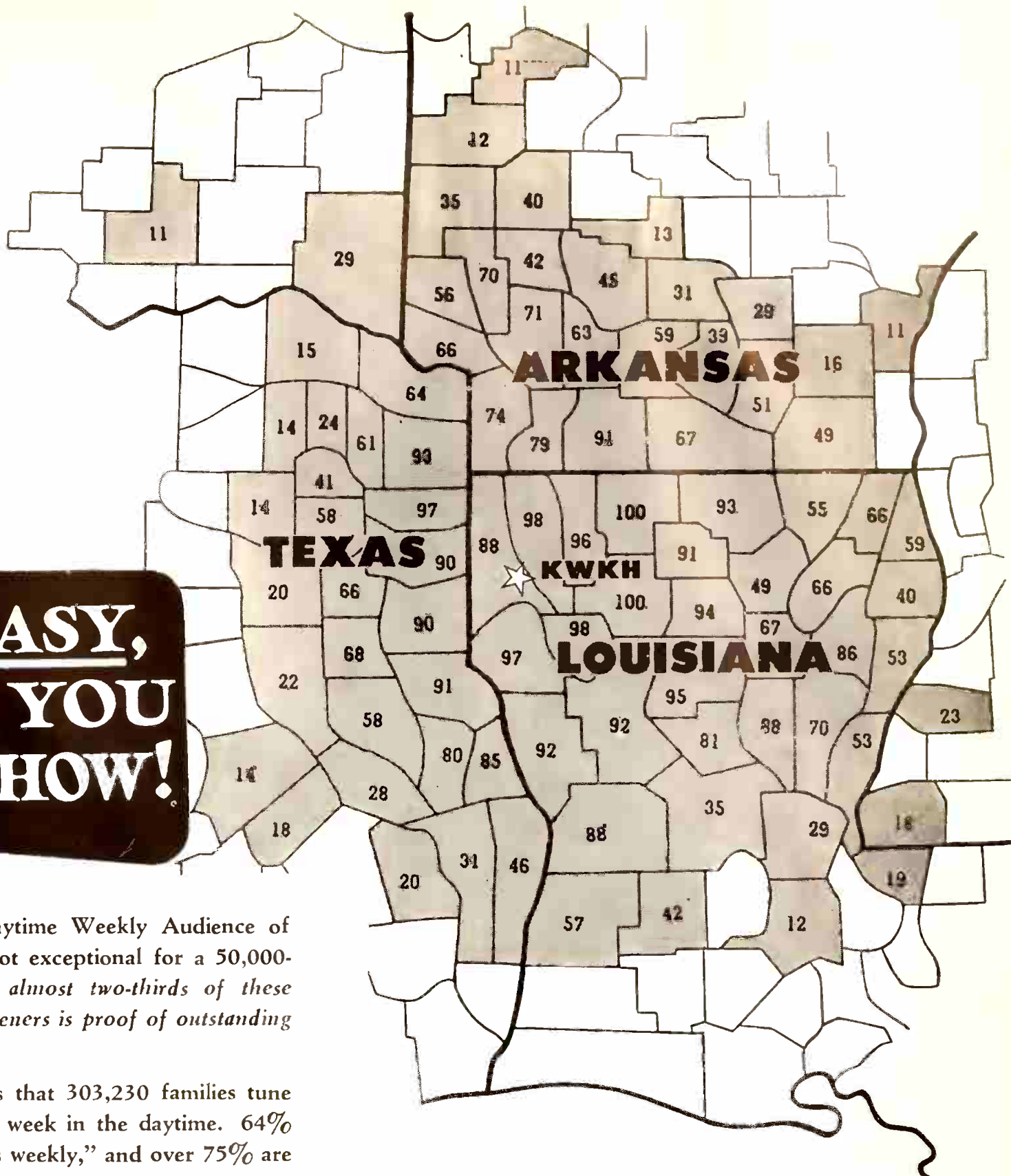
What ad-men would tell sponsors—if they dared
 What should advertisers know about the radio and TV department of an agency? SPONSOR has asked ad-men that question, comes up with provocative answers 14 Aug.

How children influence TV viewing
 An Ohio State University study shows that children exert a tremendous influence on the ratings of adult television programs 14 Aug.

Negro disk jockeys
 They are spearheading the drive into the Negro markets, where an undeveloped sales potential exists for advertisers 14 Aug.

Station merchandising for advertisers
 What does an advertiser expect in the way of station promotion on the retail level, and what are stations willing to give them? SPONSOR finds the answers varied and heated 14 Aug.

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



KWKH DAYTIME BMB COUNTIES

Study No. 2

Spring, 1949

KWKH

Texas

SHREVEPORT

LOUISIANA

Arkansas

The Branham Company
Representatives

Henry Clay, General Manager

GETTING a BMB Daytime Weekly Audience of over 300,000 families is not exceptional for a 50,000-watt station. But getting almost two-thirds of these weekly families as daily listeners is proof of outstanding Know-How!

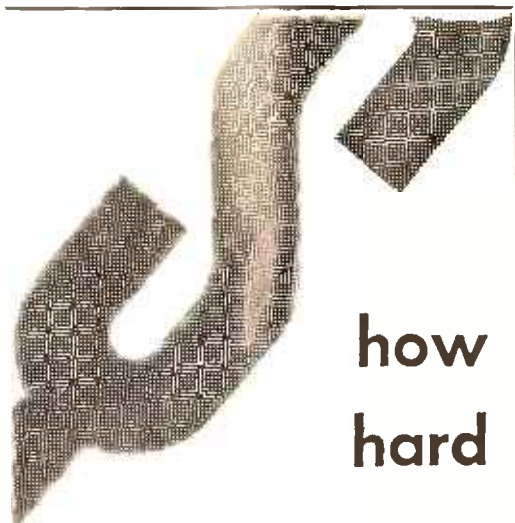
BMB Study No. 2 reveals that 303,230 families tune to KWKH at least once a week in the daytime. 64% of them listen "6 or 7 days weekly," and over 75% are "average daily listeners*".

Shreveport Hoopers give further proof of KWKH's ability to attract and hold listeners. Throughout 1949 KWKH got far and away the largest Share of Audience—Morning, Afternoon and Evening—and this holds true for 1950 Hoopers, too!

Get all the facts about KWKH and the job it can do for you in our three-state area. Write direct, or ask The Branham Company!

*Weighted in BMB-approved manner.

50,000 Watts • CBS •



how
hard
can
an
advertising
dollar
work?



Sponsors love receiving letters -- especially when they come at the rate of one every 7.5 seconds!

That's just what happened as a result of a certain show* on CKAC during the week of May 13-19. In seven short days, this show pulled 78,718 replies, each containing proof of purchase. Mathematically speaking, this means one reply each and every 7.5 seconds, twenty-four hours a day, for the full seven day week!

Amazing? Not when you consider that CKAC takes you into 450,000 French radio homes -- more than 70% of the total number of radio homes in the Province. It's no wonder that CKAC gets results--at a very modest cost per listener.

*CKAC's "CASINO". Present co-sponsors. Odex, Super Suds, Noxzema. Segments of "Casino" still available for sponsorship. Write for full details.

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

WYTHE OR WITHOUT?

After seeing the face of Wythe Walker in SPONSOR this week I cannot help but wonder who he is.

However, last night while reading Mother Goose rhymes to my young son I ran across two of her rhymes which I think, slightly revised, are application to this situation. Here they are:

There was a man, as I've heard tell,
Who called on agencies with time to sell;

He met Norm Knight on a sunny day,
And sent his picture up SPONSOR way!

Then came a printer, a scurrilous lout,
Who turned his features all round about!

Who put a mustache on his open phiz,
Until his face no longer was his!

And when this man his face did spy
He began to shiver and then to sigh;
He began to wonder and began to cry,
Oh! deary, deary me, this is none of I!

But if it be I, and I can't agree,
I've a dog at home, and he'll know me!

If it be I, he'll wag his tail,
And if it be not I, he'll loudly wail:

Home went the man, all in the dark,
Up got the dog and began to bark:
He began to bark, and the man did sigh,

"Lack a mercy on me, tis none of I!"

I do not like thee Norman Glenn;
The reason why I do not ken,
But this I know, and this I ken,
I do not like thee, Norman Glenn!

WYTHE WALKER
The Walker Co.
New York

• SPONSOR's mistake was quite a corker. We're sorry it happened to our pal Wythe Walker.

HOPALONG ON WNBT

In your excellent issue of 19 June, you have a very interesting story entitled "How to use TV films effectively." The story is built around a series of photographs of one station's treatment of a Hopalong Cassidy film and how the film is edited to make room for commercials, station breaks, etc.

The technique that is shown in your photographs was a technique developed by WNBT when *Hopalong Cas-*

sidy was sold in New York to a local sponsor. The illustrations are delightful and are some of the best that we have in our WNBT files. However, in the story there is no reference whatsoever to the fact that the illustrations were the work of WNBT and that the sponsor so vividly portrayed in the third picture of the series is the sponsor who carries "Hoppy" in our New York market.

SCHUYLER G. CHAPIN
Director of Publicity
WNBT
New York

• SPONSOR regrets the omission, agrees with Reader Chapin on the blood and guts beauty of the WNBT pictures.

BASEBALL ON KATL, KLEE

In your 22 May issue of SPONSOR, under the column titled "Briefly" you mention that KTHT of this city becomes the first station in Texas League history to broadcast Buff baseball direct from field of play.

Obviously you have been misinformed, since KATL and KLEE are also broadcasting all Buff games direct and KATL has always during previous seasons made a number of direct Buff pickups.

Incidentally, KTHT is not even carrying the complete Buff series since they eliminate Sundays from their schedule.

You probably don't know, but KATL was Houston's original full season baseball station -- now on our fourth season of coverage. We are the only Houston station carrying a seven-day schedule of both Texas League and major league games.

KING H. ROBINSON
General Manager
KATL
Houston

OUTLOOK ON TEA

In your 5 June issue you included an item headed "Tea drinking increases as coffee prices rise."

Since we are handling the Tea Council campaign, we are always interested in published data regarding Tea as a product, and would therefore be most interested in hearing from you as to the source of the material contained in the article mentioned.

GEORGE A. RINK
Leo Burnett Co.
Chicago

• This information was gathered from *Wall Street Journal* economists.

in the rich West Virginia market . . .

it's "personality" that counts!

WKNA
WKNA-FM
Charleston
950 KC—ABC
5000 W Day
1000 W Night

WJLS
WJLS-FM
Beckley
560 KC—CBS
1000 W Day
500 W Night

WKWK
WKWK-FM
Wheeling
1400 KC—ABC
250 W Day
and Night



the famous Personality Stations®
deliver the BETTER HALF! ❁

BMB has proved it! The "Personality Stations" are first in the rich, densely-populated area where West Virginians spend the better half of their dollar. Furthermore, it's such an easy task to capture your share . . . one advertising order, one bill and presto—you earn a smackingly low combination rate that makes the three "Personality Stations" the one really outstanding buy in the field.



50.65% of total population
52.38% of retail sales
56.94% of general merchandise sales



represented nationally by **WEED & CO.**

Outlook

1950 radio set production 32% higher than preceding year

Home, portable, and auto radio production in the first four months of 1950 is 32% ahead of the 1949 figure. This April, 882,706 sets were made as compared to 506,469 in April, 1949—an increase of 376,237. Portable set sales promotion during the coming summer months should keep sales and production figures at a continuing healthy level.

Tobacco industry competition increases as cigarettes, pipe tobacco, cigars vie for favor

Cigarette smoking is now at about 355,000,000,000 units a year, up 3,000,000,000 from 1949. Pipe smoking is up 8%, with pipe tobacco consumption 45% higher than it was during 1935-1939. The major cigarette companies will rely on big names like Godfrey, Como, Hope, and Benny to keep cigarette sales at a high level. Pipe smokers are being lured by *Martin Kane—Private Eye* (Model, Old Briar, Dill's Best, and Tweed on NBC-TV); *Grand Ole Opry* (Prince Albert, NBC); *Sports For All* (Mail Pouch Tobacco, MBS). The cigar makers appeal to their audience through newscasts and sports (Vandeventer & The News, WOR; Yankee baseball, WINS); and through national spot campaigns.

Beer drinking at home is trend attributed to TV

With the growth of TV, there is a trend toward more beer drinking at homes and less in public drinking places, according to R. J. Cheatwood, president of the National Beer Wholesalers' Association. This may precipitate a shift in merchandising and advertising, with heavy radio and TV advertisers like Pabst, Schlitz, Ballantine, and Blatz emphasizing the carry-home carton and no-deposit containers.

Mechanical dishwasher potential second only to television

Approximately 500,000 mechanical dishwashers have been installed in homes in the last three years. And, says C. K. Reynolds, Jr., product sales manager of Apex Electric Manufacturing Company (Cleveland), "Our market potential is second only to television." He believes the industry will sell 300,000 dishwashers in 1950. With Hotpoint, General Electric, Westinghouse, Thor, and Apex in hot competition, broadcast advertising probably will be used. Less than 3% of more than 37,000,000 electrically-wired homes have switched to mechanical dishwashing. This compares with such "saturation" figures as 73% for clotheswashers; 80% for refrigerators; 18% for electric stoves; 13% for irons.

Concentrated milk is latest in the frozen food field

Frozen and concentrated milk is slated for sales tests later this year. If the success of hi-V, Snow Crop, and Minute Maid frozen fruit juices is any indication, frozen milk will find a ready market. Beatrice Foods Company researchers and other laboratories have been experimenting with quick-freezing concentrated milk for a year. Major drawback: the frozen product tends to have a slightly curdled appearance when it is made soluble. C. H. Haskell, president of Beatrice Foods, says the product should find its best market in states like Florida where milk sells for 25c to 30c a quart. When the product is ready, the success of spot radio for dairy firms points to use of that medium.

Airlines, railroads take to the air to compete for passengers

The airlines, both scheduled and non-scheduled, have had an exceptionally busy month. One airline executive attributes airline increases in the Chicago area to the rail strike in May. With travel increasing in the summer months, the airlines and railroads will fight it out for passengers through radio, TV, and other media. For example, T.W.A. and New York Central are both using broadcast advertising to gain passenger favor. T.W.A. is using spot radio and TV in New York, Chicago, and Los Angeles as well as some programing. The New York Central runs a spot radio campaign and non-scheduled airlines have also found spot advantageous.

Video will be tested as medium for motion picture promotion

The movie makers have long relied on newspaper lineage to bring the customers into the nation's theatres. Then, for some time, companies like 20th Century Fox, Paramount, and Warner Brothers used spot radio to spur lagging attendance. Now TV, supposedly the movie "menace," will be added to Hollywood's promotion artillery. Columbia Pictures will use seven Los Angeles TV stations in a test against all other media in San Francisco. The campaign, costing around \$14,000, will feature coming attractions of upcoming films designed to get the video viewer out of the house and into the movies. Success of the test will mean a sizable motion picture appropriation to TV.

1950 looms as record year for automobile production and sales

Auto production is expected to total 6,000,000 passenger cars and a million trucks in 1950—a 13% increase over last year. Production is matched by heavy demand brought about by an increase in family income, family spending, and a strong replacement demand caused by the 16,000,000 pre-war cars still in operation. Because of this bright sales picture, major auto makers are expanding their use of broadcast advertising. For example: the Ford Company is now plugging "two Fords to a family," showing the advantages of owning two low-priced automobiles as compared to ownership of one expensive model. Oldsmobile (General Motors) is scheduling a weekly series of 18 radio and 10 video announcements this fall.

THE LARGEST LISTENER MAIL IN WLS HISTORY

IN the face of constant stories that AM radio is losing audience and that public interest is turning elsewhere, WLS listener mail in the first six months of 1950 was the largest of any like period in the station's history.

WLS has always proved its audience and the responsiveness of that audience by letters from listeners. For twenty years we have been proud of the fact that more than a million listeners wrote the station each year.

This year only slightly less than a million letters were received *in the first six months!*

This mail increase was not prompted by any extraordinary incentives. Only usual program offers were used. Certainly it is proof that the WLS audience is not being led away; that it listens—and responds.

For case histories on how this responsiveness has produced sales for WLS advertisers, write WLS, CHICAGO 7, or call any John Blair man.

THE WLS MARKET is worthy of your consideration. 16,922,600 people in this WLS coverage area spent \$15,692,981,000 on retail sales last year out of their effective buying income of \$24,209,870,000. These people can best be reached by radio—most effectively and economically so by WLS.



CLEAR CHANNEL Home of the **NATIONAL Barn Dance**

CHICAGO 7

B90 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Simple
Arithmetic!

in the great
MIAMI
market area
13 AM STATIONS
DIVIDE 121,000
RADIO HOMES

but
THE ONE
EXCLUSIVE TV
STATION HAS
30,000
FAMILIES
ALL TO
ITSELF

Programmed
by all four
major networks

WTVJ
Channel 4
miami

FREE and PETERS-Natl. Representatives

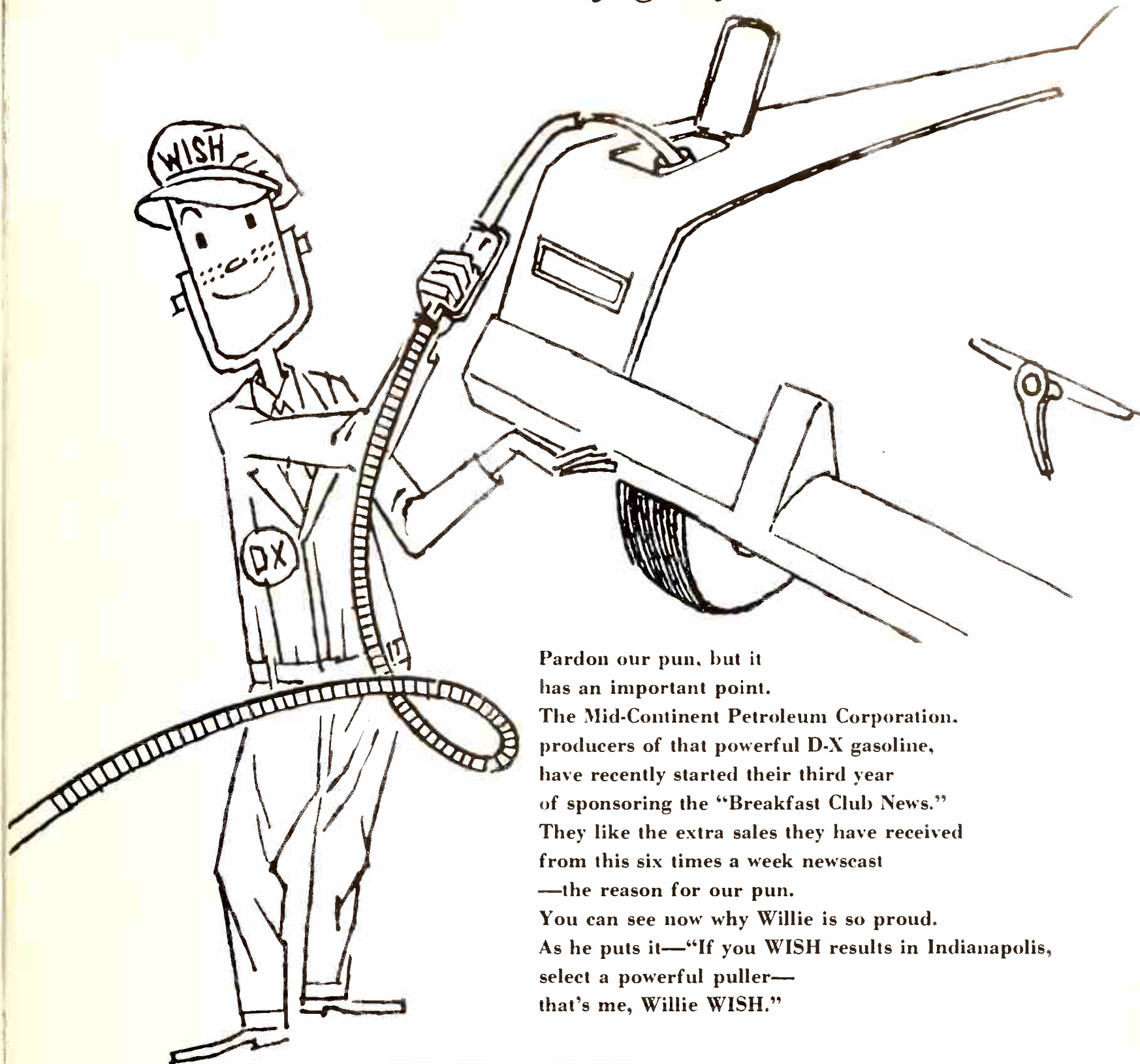
Queries

This new feature will present some of the most interesting questions asked of SPONSOR'S Research Dept. Readers are invited to call or write for information. Address: 510 Madison Avenue, New York 22, N. Y.

- Q.** Can you give us the number of Spanish speaking listeners reached by stations WWRL, WLIB, and WHOM in the New York area?
Soap manufacturer, New York
- A.** There are approximately 40,000 listeners in the metropolitan area, but the stations have made no surveys showing how these break down in number. WWRL broadcasts Spanish programs about 35 hours each week; WHOM between 15 and 18 hours. Write the Foreign Language Quality Network, 70 East 45th Street, NYC; perhaps they can give you more detailed information.
- Q.** Can you tell me which station has *Break the Bank* and when?
Advertising agency, New York
- A.** NBC, 9:00 p.m. Wednesday; NBC-TV, 10:00 p.m. Wednesday.
- Q.** We have a client who is in the bridal gown business interested in testing television. Have you information that would be helpful?
Advertising agency, Pittsburgh
- A.** Our 199 *TV Results* shows department store and specialty store results; see pages 16, 17 and 37. (199 *TV Results* are available free to SPONSOR subscribers; otherwise \$1.00 per copy. Bulk rates given on request.)
- Q.** Have you had an edition which contained television cost charts?
Radio and TV packager, Chicago
- A.** The 22 May issue, beginning on page 25, has an article "Television program costs;" included are illustrations of various type programs and costs breakdown.
- Q.** Who sponsors *Boston Blackie* in New York? They are offering a premium and we'd like to know about it, as we understand that it is a genuine cameo brooch given for 35 cents.
Jewelry company, New York
- A.** Conte Castile Shampoo sponsors *Boston Blackie* on WOR, New York. The company advertises: "Send a top of a Conte Shampoo box and 35 cents to Box 361, Brooklyn, N. Y."
- Q.** Do you have any information on pioneer sponsors in daytime radio?
Advertising agency, New York
- A.** Our 1946 issues carried the "20-Year Club" series; these should be of some help. Perhaps some of the oldest radio stations can be of more help; check: KDKA, Pittsburgh; WGY, Schenectady; WOR, New York; WWJ, Detroit; WTIC, Hartford; WOWO, Fort Wayne; WKY, Oklahoma City.
- Q.** Have you ever had a story on the *Lucky Social Security Numbers*?
Advertising agency, Baltimore
- A.** Not a story, but we had mention of it in our "Roundup" department. See our 19 June 1950 issue, page 38.
- Q.** Can you supply us with the names and addresses of the first 50 leading television manufacturers in the country?
Advertising agency, Philadelphia
- A.** Contact the *Television Digest and FM Reports*, 1519 Connecticut Ave., N.W., Washington, D. C. They have available a list of approximately 90 names.

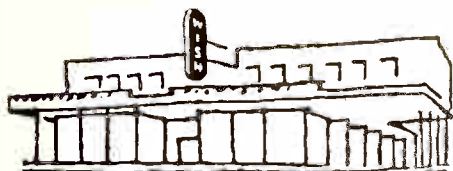
SPONSOR

D-X likes D-Xtras they get from willie wish



Pardon our pun, but it has an important point. The Mid-Continent Petroleum Corporation, producers of that powerful D-X gasoline, have recently started their third year of sponsoring the "Breakfast Club News." They like the extra sales they have received from this six times a week newscast—the reason for our pun. You can see now why Willie is so proud. As he puts it—"If you WISH results in Indianapolis, select a powerful puller—that's me, Willie WISH."

that powerful puller in Indianapolis . . .



wish

OF INDIANAPOLIS

affiliated with AMERICAN BROADCASTING COMPANY

GEORGE J. HIGGINS, General Manager

FREE & PETERS, National Representatives

PLAY BALL!



PHILLIES
and
ATHLETICS

Games on

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

All Saturday home games of these two teams are telecast over these two stations. This baseball feature is important because of its strong appeal in these markets. Because it is only one of many popular features, the result of effective long-range programming. These stations are keeping their audiences growing, loyal and responsive. They offer TV advertisers a fine opportunity for market testing for profitable business.

WDEL-TV, Wilmington, Del.

Only TV station in Delaware. Brings viewers a clear picture, all top NBC Network shows.

WGAL-TV, Lancaster, Penna.

Only TV station in this rich Pennsylvania section. Presents top shows of NBC, CBS, ABC, DuMont.

Clair R. McCollough,
General Manager

STEINMAN STATIONS

Represented by

ROBERT MEEKER
ASSOCIATES

New York

Chicago

San Francisco

Los Angeles



Mr. Sponsor

John I. Moone

President

Snow Crop Marketers, Inc., N. Y.

Jack (John I.) Moone, president of Snow Crop Marketers, Inc., strives for impact when it comes to advertising and selling.

"Our expenditures for advertising are not based on past sales," says this husky, hustling 38-year-old executive, "but are made in anticipation of expected sales." His manner is casual and confident. "We don't project our advertising thoughts in advance of six weeks. If we run across something good, we hit it with all the impact within our means. Right now that goes for television."

Snow Crop spent \$60,000 in 1949 for radio spot announcements. Last April they tried five weeks of television, featuring Sid Caesar on *Your Show of Shows*. The company used the program to launch its new frozen coffee concentrate. Four weeks later the product had reached a 68% retail distribution in the markets covered. Jack Moone was sold.

Now, a 60% chunk of the \$2,000,000 ad budget will be devoted to TV. Plans call for Sid Caesar's NBC show (34 cities) to begin in the fall at a cost of \$25,000 per week. The company currently sponsors Faye Emerson in *Fifteen With Faye*, a 15-minute TV program (NBC); and co-sponsors the 15-minute TV *Susan Adams Kitchen* (DuMont). In addition, Snow Crop recently began to telecast about 25 announcements per week in the Los Angeles area over KFI-TV.

Jack Moone learned the meaning of impact in his earlier days as a salesman. Born in Chicago, he attended Georgetown University and later became a salesman for Armour and Co. In 1937, again as a salesman, he went to work for Birds Eye; did well, but left them in 1945 to organize his own company, Snow Crop. In 1946, Clinton Foods, Inc. bought out the majority interest in Snow Crop; Jack was retained as top executive.

Jack brought the company from scratch in 1946 to rank today as number one among producers of frozen orange juice concentrates. The company is second only to Birds Eye in the entire frozen food field. Sales in 1946 were \$3,200,000; last year, \$26,000,000 (profit: \$1,300,000). They expect to top \$40,000,000 for the current year.

For Jack Moone social life and recreation are at least temporarily limited. The company is growing by leaps and bounds, constantly keeping him on the move. His is a hot pace in a cold industry.

New and renew

These reports appear in alternate issues

New on Radio Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Botany Mills Inc	Alfred J. Silberstein- Bert Goldsmith Inc	ABC 65	The Botany Song Shop; Sun 10:15-10:30 pm; 52 wks
Brown Shoe Co	Leo Burnett	NBC 162	Smiling Ed McConnell & His Buster Brown Gang; Sat 11:30-noon; 12 Aug; 52 wks
Derby Foods Inc (sub- sidiary of Swift & Co.)	Needham, Louis & Brorby	MBS 400	Sky King; T, Th 5:30-5:55 pm; 12 Sep; 52 wks
Miles Laboratories	Wade	NBC 160	Quiz Kids; Sun 3-4 pm; 10 Sep; 52 wks
Norwich Pharmaceutical Co	Henton & Bowles	ABC 181	Modern Romances; T, Th 11:15-11:30 am; 8 Aug; 52 wks
Pabst Sales Co	Warwick & Legler	NBC 156	Blue Ribbon Sport of Kings; Sat 5-5:30 pm; 8 Jul; 13 wks
RCA	J. Walter Thompson	NBC 156	Life of Riley; F 10-10:30 pm; 6 Oct; 52 wks
R. J. Reynolds Tobacco Co	William Esty	NBC 166	Take It Or Leave It; Sun 10-10:30 pm; 10 Sep; 52 wks
Wilson Sporting Goods Co &	Ewell & Thurber	ABC 233	The Fat Man; F 8-8:30 pm; 6 Oct; 52 wks
General Mills Inc	Knox Reeves	MBS 500	All-Star Football Game; F 9:30 pm to conclusion; 11 Aug only

Renewals on Radio Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Emerson Drug Co	BBD&O	CBS 158	Hollywood Star Theatre; M 8-8:30 pm; 24 Jul; 52 wks
General Foods Corp	Young & Rubicam	CBS 150	Gang Busters; Sat 9-9:30 pm; 26 Aug; 52 wks
Hall Brothers	Footo, Cone & Belding	CBS 159	Helmerik Playhouse; Th 10-10:30 pm; 7 Sep; 52 wks
Liggett & Myers Tobacco Co	Cunningham & Walsh	CBS 182	Bing Crosby; W 9:30-10 pm; 20 Sep; 52 wks
Sterling Drug Inc	Dancer-Fitzgerald-Sample	CBS 151 CBS 151	Mystery Theatre; T 8-8:30 pm; 1 Aug; 52 wks Mr. Chameleon; W 8-8:30 pm; 2 Aug; 52 wks

New National Spot Radio Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKETS	CAMPAIGN, start, duration
American Cyanamid Co	Tobacco weed killer	Hazard (N. Y.)	10 stns; South	Annemts; staggered starting dates from 24 Jul; 10 wks two days
American Cyanamid Co	Cotton defoliant	Hazard (N. Y.)	21 stns; South	Annemts; staggered starting dates from 17 Jul; 8 wks
Columbia Breweries Inc	Beer	How J. Ryan & Son (Seattle)	KFAB, Fairbanks, KENT, Anchorage	The Heidelberg Harmonaires; three 15-min prog a wk; 17 July; 13 wks
General Foods Corp	La France	Young & Rubicam (N. Y.)	30 stns; scattered mkts	Annemts on partic prog; 3 Aug; 4 wks
F. Schumacher & Co	Fabrics	Lawrence Boles Hicks (N. Y.)	16 stns; 16 mkts	Parties; early Sep; 8 wks
The National Cigar En- joyment Parade Inc	Cigar manufacturers and distributors	Wesley (N. Y.)	32 stns; 32 mkts	One-min annemts and parties in early morning broadcasts; last wk in Aug to last wk in Sep

National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Norman D. Brown	National Broadcast Sales, acct exec	Radio Times Sales, Ontario, pres. mgr (new radio stn rep agency, 147 University Ave., Toronto)
Edward J. Devney	William G. Bambeau Co, N. Y., vp	Devney & Co (new station representative firm) 317 Madison Ave
Henry L. Douglas	WLW-TV, Cincinnati, set-up dept	Same, prod staff member
Mrs. Ann Evans	WPAY, Portsmouth, O.	WBNS, WELD-FM, Columbus, prog prom dir
George W. Faust	DuMont Television, N. Y., asst tfe mgr	Same, tfe mgr
Cliff Ferdon	General Motors Corp, Detroit	WKRC-AM-TV, WCBS-FM, Cincinnati, dir pub rel
Victor E. Forker	WPIX, N. Y., prog prom	Same, adv mgr
John F. Hardesty	WOIC-TV, Wash., dir of spec events	NAB, Wash., asst to pub affairs dir

- In next issue: **New and Renew on Television (Network and Spot); Station Representation Changes; Advertising Agency Personnel Changes**

National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
David Lasley	NBC, Chl., radio-TV net adv. prom mgr	Same, radio net sls staff, acct exec
Berry Long	KOA, Denver, sls mgr	WNBC, N. Y., sls mgr (1 Aug)
Joseph L. Merkle	DuMont, N. Y., stn rel mgr	ABC, N. Y., tv regional mgr in stn rel dept
Maurice E. Mitchell	NAB, N. Y., dir of BAB	NBC, N. Y., exec (eff 15 Aug)
John F. Screen	WABB, Mobile, comml mgr	WAFB-AM-FM, Baton Rouge, comml mgr
Frank Sisson	WOOD, Grand Rapids, Mich., disc jockey	Same, prog dir
James T. Vandiveer	KEGA-TV, L. A., dlr remote telecasts	Same, exec prod in charge spec events and sports
George Wallace	NBC, N. Y., mgr radio sls planning and research	Same, mgr of adv and prom dept for sound broadcasting
Henry S. White	CBS-TV, N. Y., assoc dir	CBS, N. Y., bus mgr radio, tv net prog
William J. Williamson	Ralph H. Jones Co, Cincinnati, acct exec	WLW-D, Dayton, sls mgr

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Roger E. Brickman	Illinois Meat Co (Broadcast brand prod), Chi., sls, adv and prom dept	Same, sls mgr of canned meat dept
Robert A. Davis	Kraft Foods Co., Chi., asst to adv mgr	Same, prod adv mgr in charge of salad dressings, margarine, malted milk, caramels and mustards
Cyril G. Fox	Fels & Co. Phila., vp. gen mgr	Same, pres
J. H. C. Gray	Campbell Soup Co., Camden, asst adv mgr	Same, suprv of media
Harold H. Horton	Singer Sewing Machine Co., N. Y., adv mgr	Same, dir of adv
Charles V. Lipps	Carnation Co., N. Y., eastern div sls mgr	Simoniz Co., Chl., gen sls mgr
Richard Lockman	Mennen Co., N. Y., asst dir of adv, sls prom	Bourjois Inc., N. Y., adv mgr
Louis H. Miller	General Electric Co., Bridgeport, mgr of refrigerator div	Same, mgr of marketing appliance and merchandise dept
G. L. Newcomb Jr	Singer Sewing Machine Co., N. Y., asst adv mgr	Same, adv mgr
Don Peltier	Hunt Foods, L. A., sls	Same, L. A. sls suprv
Robert M. Prentice	General Foods Corp., N. Y., sls, adv asst in Maxwell House div	Same, assoc sls, adv mgr of Calumet div
Richard E. St. John	Swift & Co., Chi., adv mgr	Langendorf United Bakeries, S. F., adv mgr
James F. Stark	General Electric Co., Bridgeport, sls mgr of fan div	Same, sls mgr heating device div
Herbert M. Stein	Ranson Art Metal Works Inc., Newark	Same, asst adv dir

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
ABC Popcorn Co., Chi.	French Boy popcorn	Frederic R. Kleinman, Chi.
Animal Foundation Inc, Sherburne, N. Y.	Hunt Club dog food	Moser & Cotius Inc, Utica
Fred Astaire Dance Studios, N. Y.	Dancing instruction	A. M. Sneider & Co, N. Y.
Berkshire Fine Spinning Assoc., Providence	Combed cotton fabrics	J. Walter Thompson, N. Y.
Big League Togs Inc, Phila.	Clothing	Weightman Inc, Phila.
Galatina Citrus Co, Cambridge, Mass.	"Moja" orange juice	Harry M. Frost, Boston
Cameron-Bessen Corp, Cleve.	Portable dishwashers	Palm & Patterson Inc, Cleve.
Coble Dairy Products Inc, Lexington, N. C.	Dairy products	Piedmont, Salisbury, N. C.
Consolidated Products Co, Danville, Ill. (Div of National Dairy)	Pig and sow emulsions	Dancer-Fitzgerald-Sample Inc, Chi. (eff 1 Sep)
Crone-Fredericks Travel Service Inc, N. Y.	Travel service	Lawrence Boles Hicks Inc, N. Y.
Crown Products Co, Ralston, Neb.	Rubber products	Langhammer & Assoc, Omaha
Doray Inc, Phila.	"Doray" automatic defroster	A. E. Aldridge Assoc, Phila.
Eastern Sewing Machine Co, sls agency for Elna International sewing machines, Phila.	Sewing machines	Yates, Wertheim & Babcock Inc, N. Y.
General Shoe Corp, Nashville (Edgewood Shoe Co div)	"Friendly" shoes	Anderson, Davis & Platte Inc, N. Y.
Howe & Co, Seattle	"Howe's" nail polish remover	Pacific National, Seattle
Lakewood Park Inc, Long Beach, Calif.	Housing project	Dan B. Miner Co, L. A.
Lucien LeLong, N. Y.	Toiletries	Irving Serwer, N. Y.
Lucky Stride Shoes Inc, Maysville, Ky.	Shoe manufacturer	Rockmore Co, N. Y.
Majestic Fabricators Inc, Evansville	Chrome furniture	Jimmie Boyd Jr, Evansville
Marine Brothers Inc, N. Y.	Television, radio and appliances	McLaren, Parkin, Kahn Inc, N. Y.
Thomas Martindale & Co, Phila.	Food distributors	The Martin Agency, Phila.
Louis Milani Foods Inc, Maywood, Calif.	Food products	Marketers Inc, L. A.
Miltone Textiles Inc, N. Y.	Worsted jersey	Seymour Kameny Assoc, N. Y.
Moak Seed Co, Pittsb.	Lawn seed	Cabbott & Coffman Inc, Pittsb.
Modern Food Process Co, Bldgeton, N. J.	"Thrivo" dog and cat food	Lamb & Keen Inc, Phila.
Pacific Cracker Co, L. A.	"Treats Thin Flake" crackers	Mogge-Privett Inc, L. A.
Santa Clara Packing Co, San Jose	"Glorietta" fruits	Glasser-Gailey Inc, L. A.
Scrutan Co, Newark	Scrutan	Street & Flaney, N. Y. (handle Canadian advertising eff Sep)
Stener Laboratories Inc, Pittsb.	Pharmaceuticals	Susman & Adler, Pittsb.
Tip Top Foods Inc, Oakland	Whipped cream in self-dispensing containers	Garfield & Guild, S. F.
Thomson-Porcelite Paint Co, Phila.	Paint manufacturer	Wayne, Phila.
Vanton Pump Corp, N. Y.	Non-corrosive pump	Leonard F. Fellman & Assoc, Phila.



IN SAN FRANCISCO

He moves mountains

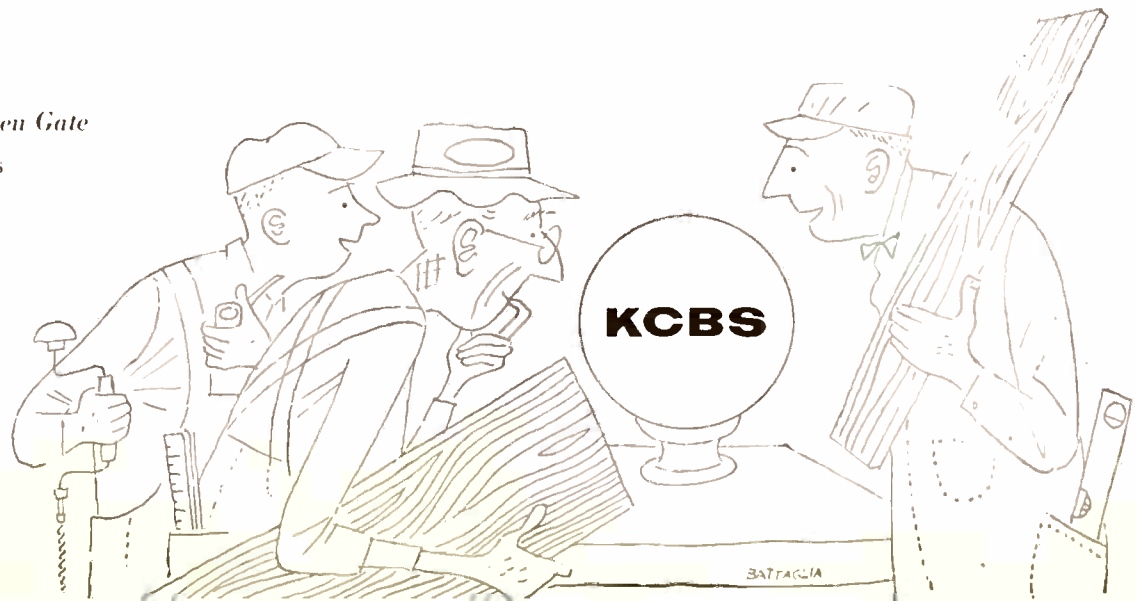
Nothing stops Jim Grady. On KCBS' "This Is San Francisco," he moves mountains, houses... and merchandise.

They're calling him Mahomet of the microphone around one of the local boys' clubs. For the lack of a mountain site, they couldn't go camping... until Jim came through. A few words to his listeners, and offers of mountains poured in from one end of the Coast Ranges to the other!

He's a handy man at moving houses, too. officials of a local lumber company agree. When Jim told the story of their new prefab houses, the dazed but happy businessmen had to hire an extra sales staff *just to handle the inquiries he drew!*

It's positive proof that KCBS' Jim Grady can move merchandise... *mountains of it!* Call us or Radio Sales, and let our prophet spell p-r-o-f-i-t for you in San Francisco.

KCBS, San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales



**TIME BUYERS
AGREE...**

*it's a
good
deal*

**INCREASE
in Power**
**NO
INCREASE
in Rates**

KONO

**NOW
860
kc.**

**5000 watts DAY
1000 watts NIGHT
Directional**

**San Antonio's Oldest
Music and News Station**

*Represented Nationally
by Forjoe & Co.*

New developments on SPONSOR stories

p.s.

See: "Once a year"
Issue: 31 January 1949, p. 32
Subject: Single broadcasts

"One-shots," properly planned, can give a big pay-off.

Sanson Hosiery Mills did it for the Easter Parade. The company followed closely SPONSOR's thinking in its article "Once a year." It made the point that: "The most profitable use of the one-time broadcast has been where they were planned ahead so as to take full advantage of merchandising and promotion tie-ins."

When Sanson was offered the two-hour Easter Parade on NBC's full, interconnected television network, the company grabbed it. But only two weeks before Easter. The company saw a logical tie-in between the event and its Picturesque stockings; immediately cancelled its newspaper campaign and diverted the budget to the television coverage.

Letters went out to all the company's outlets in the coverage area (29 cities). The stores were asked to cooperate promotion-wise at point-of-sale, in local newspapers, buses, and television programs. The network sent out directives to its outlets; local stations combined efforts with various stores. The response at the local level was resounding: posters went up in elevators and throughout the stores; stores placed ads, made special displays. Retailers were told they could advertise themselves as co-sponsors of the Easter Parade.

All ran smoothly the day of the parade with Maggi McNellis and Ben Grauer handling the street interviews and commercials.

In the course of the two hours, Sanson used six commercials spaced about 20 minutes apart, each of about a minute to a minute and 20 seconds in duration. The fashion-integrated commercials were done live rather than on film. Many of the women interviewed wore Picturesque stockings, which made for perfect tie-ins.

According to Howard G. Barnes, vice president of Dorland, Inc., "One additional feature that made the program so pointed toward the local audience in each market was the use of cut-ins, following the commercials, which named the local outlets for Picturesque stockings in each community."

The response was outstanding. Over 250 major stores that handle Picturesque stockings wired and wrote letters of appreciation and congratulations. The company had the same response from viewers. Re-orders and sales followed immediately and at a time when business in the stocking industry was at low ebb.

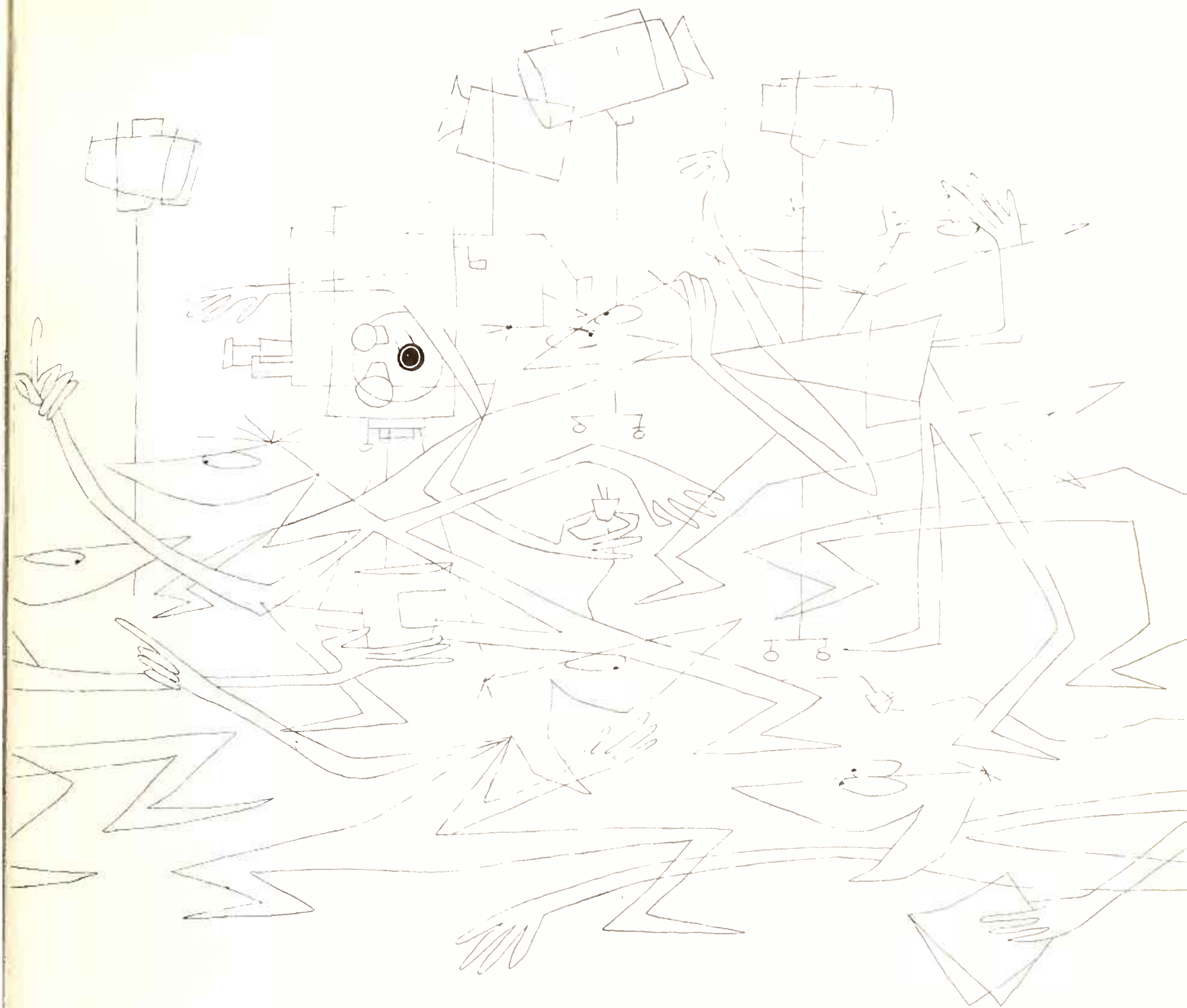
p.s.

See: "Millions more call for Philip Morris"
Issue: 24 October 1949, p. 26
Subject: PM sets sales increase

Last October SPONSOR reported, in "Millions more call for Philip Morris," big PM sales increases for the fiscal year ended March 1949.

Sales for the first quarter this year rose another 19%, a rise of \$12,448,000. Total sales for this period were \$75,859,000, compared to \$63,411,000 for the same period last year. The increase was completely in domestic sales.

A heavy user of radio advertising, the company recently signed for the most comprehensive and intensive spot campaign in the ABC network history. The campaign, on behalf of Spud Cigarettes, calls for 155 spot announcements per week on the network's five owned and operated stations: WJZ, New York; KECA, Los Angeles; WXYZ, Detroit; WENR, Chicago; and KGO, San Francisco.



B.T.O.

Big Time Operation — that's television in Southern California, where you reach the nation's second largest TV audience via KTTV... smack in the middle of this dynamic market!

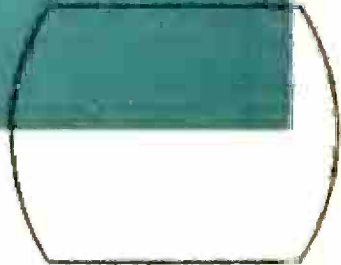
With joint support from the Los Angeles Times and CBS... both BTO's from way back... we've cornered a big audience that looks and stays and buys. Today many KTTV shows originate from Hollywood's newest, most modern motion picture studios... with big plans for even brighter, sales-producing shows tomorrow. Who, for example, but KTTV would take the air at 1 pm. with the Jack Gregson Show from the Country Club Hotel swimming pool? (Note: participations available.)

To sell in Southern California in the Big Time, ask Radio Sales for **KTTV** LOS ANGELES TIMES · CBS TELEVISION



WEED

A N D C O M P A N Y



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

SPONSOR

How to sell on Saturday nite

Advertisers love radio's barn dances for their fun, frolic, and potent sales punch

over-all Duck for the oyster, dive for the clam.

Duck for the one in the tuna can!

Square dance calls such as this ringing over the airwaves delight millions of listeners who wouldn't miss their favorite barn dance program come Saturday night for anything in the world. And barn dance programs are delighting a growing number of sponsors who've found them tops for tapping the sales potentialities of an intensely loyal audience.

Not long ago, this type of entertainment was shrugged off by many big-city sponsors as "corn" with appeal only for a rural audience. Nowadays they know better. It's not "corn," and, by cracky, the folks are going for it in city and country alike. What's more, they buy what's advertised on these programs; results prove it. Miles Laboratories credits the almost overnight development of Alka Seltzer in great part to its sponsorship of a *National Barn Dance* segment (WLS, Chicago) for 14 years (1933-46). Here's the first four-year record:

- 1931: Alka Seltzer introduced
- 1932: Sales not so hot
- 1933: Started on *Barn Dance*; sales fair
- 1934: Up over 500%!
- 1935: One month (January) alone ahead of whole year 1933: sales up-up



EVERY SATURDAY NIGHT BARN DANCES LIKE THOSE PICTURED ABOVE WOW FARM, TOWN, AND BIG-CITY LISTENERS ALIKE

And this fabulous sales reaction was by no means limited to the rural areas - it was also surprisingly evident in such metropolitan centers as Chicago, Milwaukee, South Bend, Indianapolis. Following the WLS-only success, Miles sponsored its half-hour *Barn Dance* segment for years over NBC Blue.

More results? In 1947, the Ralston Purina Company, using *Grand Ole Opry* (WSM, Nashville), found that one of their products which had either dropped in sales or remained the same as the year before in all other parts of the country, enjoyed a 45% increase in the area covered by *Opry*.

Hundreds of other sponsor success-stories bear similar evidence.

As traditionally American as the hot dog, the barn dance harks back to the Saturday night fun, music and dancing of the early American pioneers. Though indigenous to the rural areas, within recent years this type of entertainment has seeped into the cities as well. And it's bigger than ever in rural communities. Radio has been

chiefly responsible for spreading the barn dance gospel.

The nostalgic appeal of barn dances for the many city folk who have country roots is a factor which helped the barn dance grow in the city. Today there is scarcely a large city in the United States that doesn't have its square and folk dance centers. Cosmopolitan New York City has many, one located in (of all places) Carnegie Hall. Summertime public square dances in New York (sponsored by Pepsi-Cola since 1944) have turned thousands of city sophisticates into stomping folk dance enthusiasts. It's estimated that well over 250,000 flocked to these rustic affairs in 1949. Similar dances held for test purposes in Chicago, Dallas, Richmond, Hartford, Washington, D. C., and Atlanta, also met with gratifying success, reports Pepsi-Cola.

City slicker or country cousin, it's the warm, friendly, down-to-earth, "folksy" appeal of the barn dance radio program that gets 'em. A combina-

tion of folk-song artists, comedy numbers, square dance calling, yodeling, novelty acts and instrumental specialties, these shows are good, clean, wholesome fun for every member of the family. And *how* millions of families enjoy them - every Saturday night!

On a barn dance program the commercials are virtually part of the entertainment. The announcers talk in homey, familiar terms that ring "right" to the listener - rarely jar with shouting, high pressure, or synthetic talk (maybe via transcription) that doesn't "belong" in the setting.

From a humble start some 25 years ago when several stations around the country began to offer local folk talent (and got surprisingly wide listenership), barn dance programming has blossomed. Back in 1931, the WLS *National Barn Dance* moved to Chicago's Eighth Street Theatre from the the WLS studio when the traffic of rural visitors overwhelmed the station. Then not once, but twice nightly, ca-



GOOD-HUMORED ANTICS, GUITAR PLAYING, FIDDLEING, SINGING, NOVELTY ACTS ARE INGREDIENTS OF ALL BARN DANCES

capacity crowds of 1,200 paid admission and filled the theatre for both of the two-hour shows into which the four-hour stage program was divided. An average Saturday night at the *Barn Dance* would see some 25 or more states represented in the audience (and still does).

Another example of not-enough-space, the *Iowa Barn Dance Frolic* (WHO, Des Moines) moved in 1933 from an 800-seat auditorium in Davenport to the 1,300-seat President Theatre in Des Moines, then in 1935, to the Shrine Auditorium where 4,200 seats were often inadequate to accommodate the throngs that flocked from far and near. WWVA, Wheeling, and KWKH, Shreveport, are other stations where the barn dance sign generally reads SRO.

These in-person radio-stage broadcasts with paid admissions have become characteristic of the major barn dance shows and are a powerful hypo to listener-interest. Most of the barn dance personalities have programs of

WNAX barn dance merchandises via newspaper ads



MIRTH-FILLED MOMENTS LIKE THIS ONE ON WLS' NATIONAL BARN DANCE HELP GIVE ALL BARN DANCES UNIVERSAL APPEAL

their own spotted throughout the weekly schedule of the station, which enable them to create their own legion of fans to draw to the big weekly windup on Saturday night.

Daddy of the barn dance programs is the WLS *National Barn Dance*, which started with the opening of that station back in 1924 and is the oldest continuous commercial radio program on the air. It still adheres to the original format of singing, dancing (mostly square), and authentic American folk

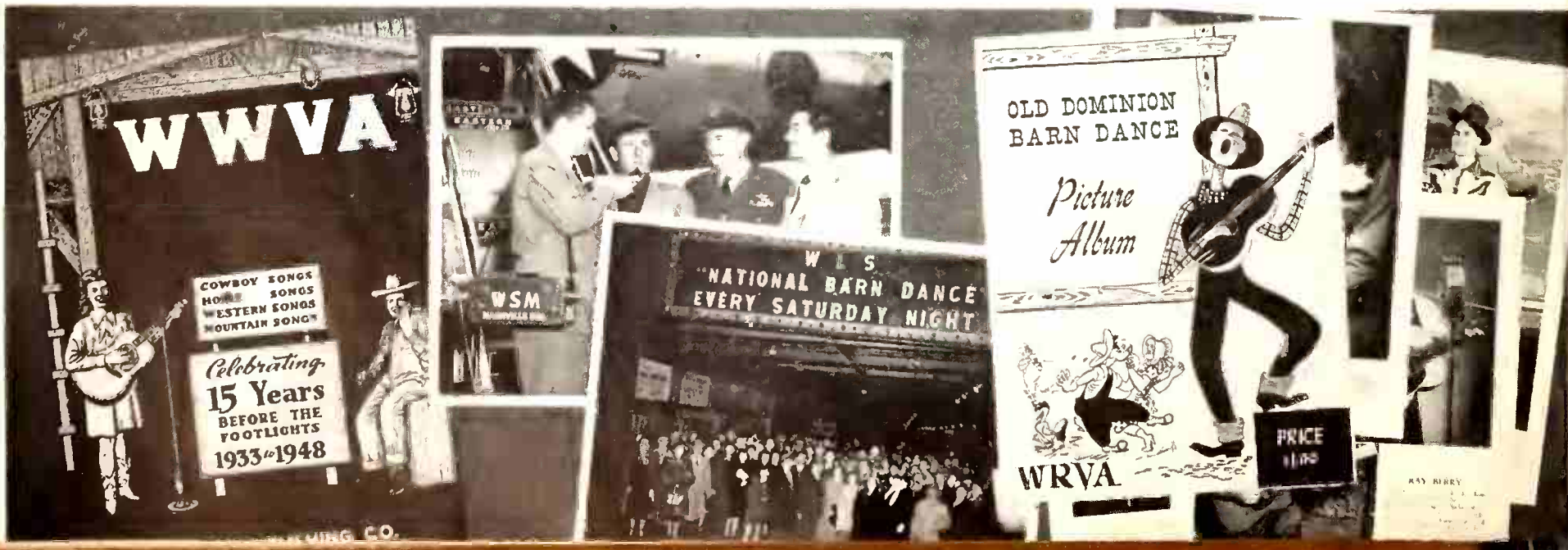
music, featuring Lulu Belle and Scotty, Bob Atcher, Captain Stubby and the Buccaneers, John Dolce, the Arkansas Woodchopper, the Maple City Four and others in the cast of almost 50. Up to 1 April, nearly 2,000,000 people had attended the *National Barn Dance* broadcasts in Chicago. Another 772,775 had paid to see and hear WLS acts in personal appearances in 1949.

National Barn Dance sponsors jealously guard their segments on the show. The Murphy Products Company

(feeds) has sponsored a half-hour segment every Saturday night for 20 consecutive years. Keystone Steel & Wire Co. (fencing equipment) has been a sponsor for 16 years; the Flex-O-Glass Co., 12 years; Phillips Petroleum, six years. Newer sponsors are Dolcin Corp. and Lehon Co., both on two years.

Grand Ole Opry, famous folk show aired over WSM, Nashville, will be 25 years old in October 1950. Though it (Please turn to page 48)

BY-PRODUCTS THAT HELP SPONSOR INCLUDE SONG BOOKS, PICTURE ALBUMS, PAID-PERFORMANCES, PERSONAL APPEARANCES



Task force for Milk-Bone

**Radio takes on job of providing
local impact when going gets rough
for Nabisco dog biscuit**



Radio is the National Biscuit Company's advertising task force as far as its dog food, Milk-Bone, is concerned.

In most markets where sales are off or below the apparent potential, local radio participations get the nod from Stewart Boyd, advertising manager of the National Biscuit Company's cereal and dog food divisions. So far radio has never failed to pay off in increased sales. Since 1940, when Milk-Bone bought its first local participation, expenditures for radio have grown steadily (except for a wartime intermission).

Milk-Bone is not one of the most important products of the \$300,000,000 Nabisco operation—such as Premium Crackers or Ritz—but it is a profitable end of the business. And Milk-Bone dominates the baked dog food market in dollar volume as well as quantity output.

Milk-Bone has been able to achieve this position on only a small fraction of the total Nabisco advertising budget. About half of the annual Nabisco advertising appropriation of \$6,000,000 is spent in radio and television. Of this \$3,000,000-odd kitty, about \$1,000,000 is earmarked for Arthur Godfrey's plugging of a variety of Nabisco products on CBS. A large slice of the Nabisco radio budget—about \$500,000—is spent each year on Mutual's *Straight Arrow*, for Shredded Wheat.

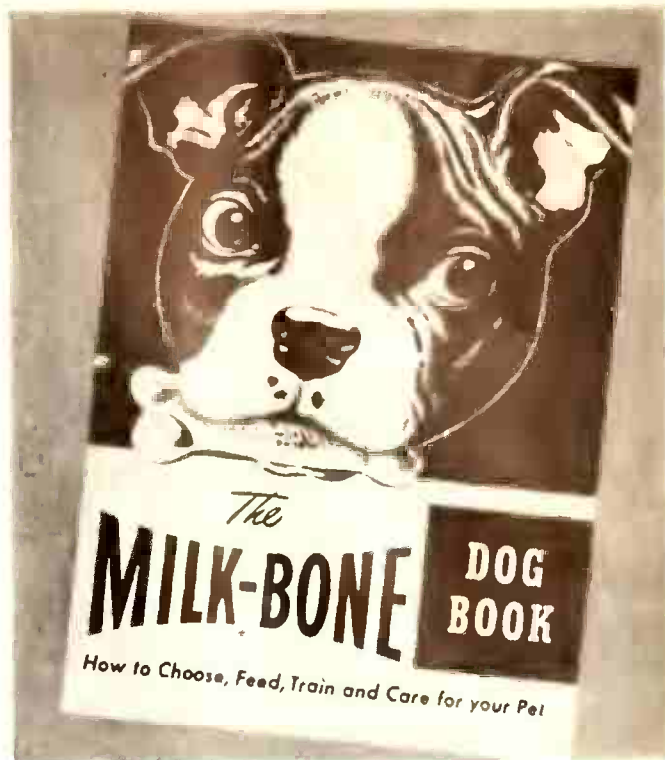
The funds for Milk-Bone radio and TV are drawn from a separate radio

Milk-Bone fund. Only about 20% of each Milk-Bone advertising dollar is spent in broadcast media. The rest goes into printed media—*Life*, *Saturday Evening Post*, various farm and sporting publications—and point-of-sale. The total broadcast expenditure comes to about \$200,000 annually.

Today Nabisco is using radio participations for Milk-Bone on 19 stations in 12 scattered states, and a video participation in Cincinnati (Ruth Lyons' show on WLW-TV). The average frequency of the radio participations is three times weekly, but there is one cross-the-board Milk-Bone participation (WFMJ, Youngstown) and several twice-weekly schedules. The AM station lineup follows:

Connecticut	Hartford	WTIC
Indiana	Indianapolis	WFBI
Kentucky	Louisville	WAVE
Maine	Bangor	WLWZ
	Portland	WCSH
Massachusetts	Boston	WBZ-A
Michigan	Detroit	WJR
Missouri	Kansas City	WIB
	St. Louis	KWK
Nebraska	Omaha	KOIL
Ohio	Akron	WAKR
	Cincinnati	WLW
	Cleveland	WJW
	Youngstown	WFMJ
Pennsylvania	Pittsburgh	KDKA
Rhode Island	Providence	WJAR
Texas	Dallas	WRR
	Ft. Worth	KFJZ
	Houston	KNUZ

(Please turn to page 42)



Premiums given to test shows include this book



Milk-Bone has participation on "Ed Wilson Show"

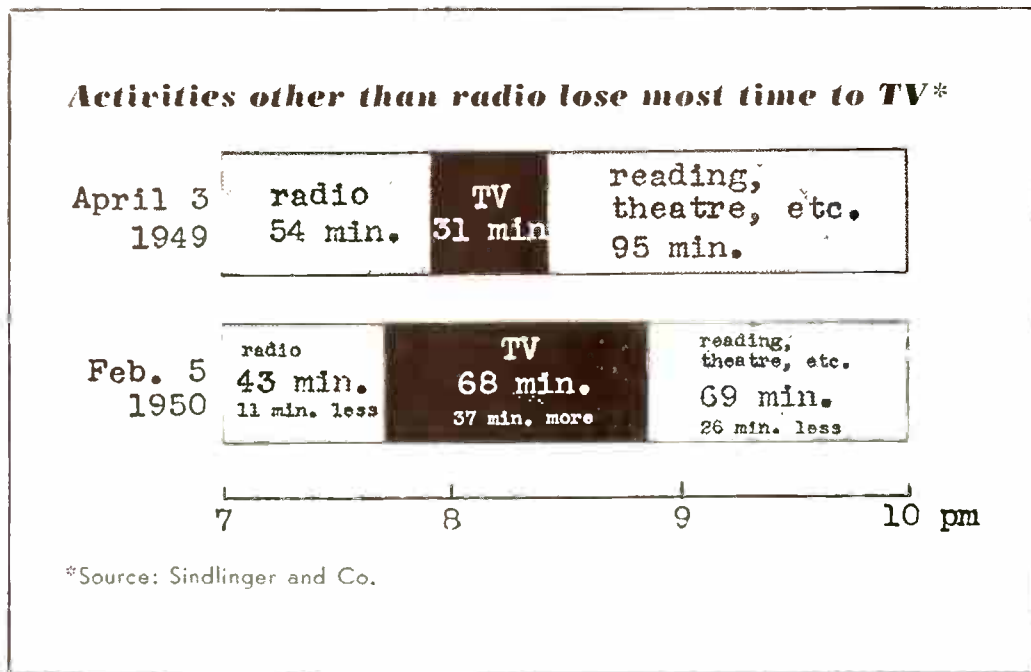


Company sponsored dog show on TV for prestige

LET'S PUT ALL MEDIA UNDER

****Share of time** is a valid basis for common-denominator**

measurements of radio, TV, magazines, and newspapers



How much is radio worth? That's a question that the Radio and Television Steering Committee of the ANA is currently attempting to answer. And we are convinced that, in the American tradition of fair play, advertisers are seeking an honest answer. They want to pay what radio is worth—no more, no less.

Radio's worth as an advertising medium (particularly network nighttime radio) is being challenged today principally because of the growth of TV viewing. Signs multiply that magazines and newspapers will soon be in for similar analysis.

The effect of TV viewing on other advertising media is changing rapidly—so rapidly, in fact, that researchers hesitate to make specific statements. But one fact is clear: radio listening returns to TV homes increasingly (especially on an individual listening basis) as the novelty of TV viewing diminishes.

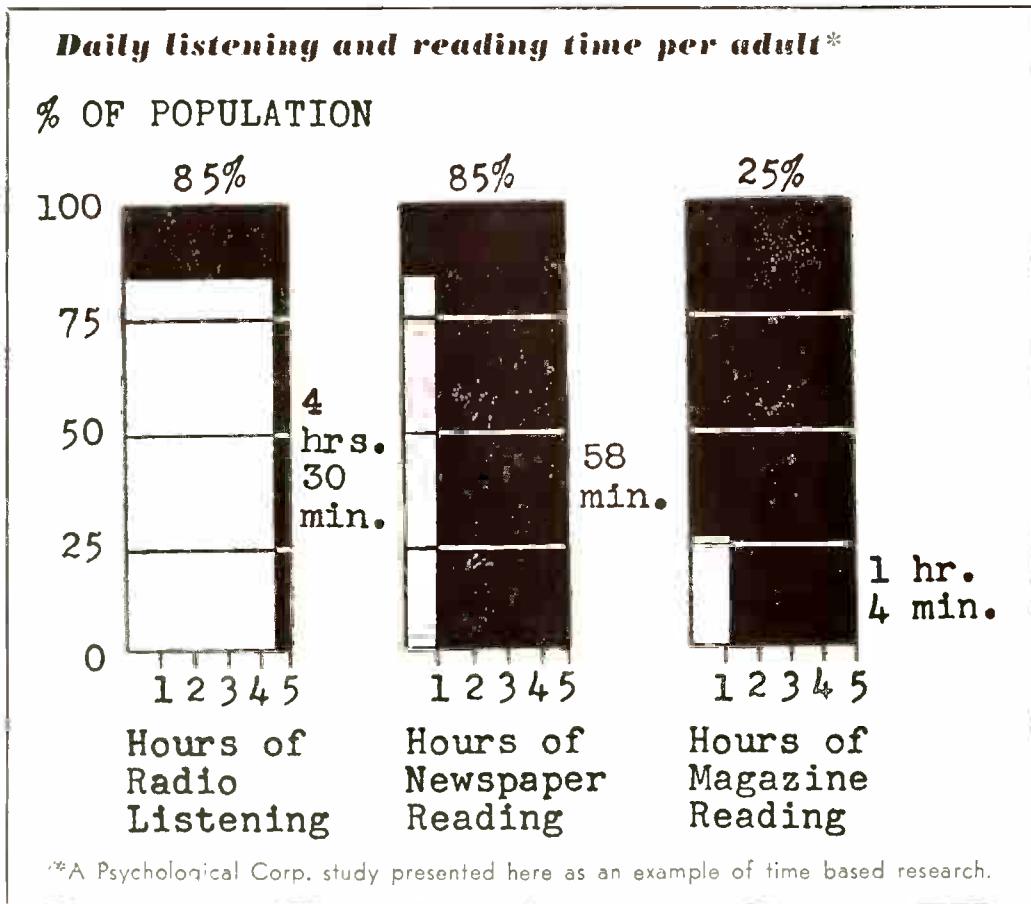
How much is radio worth? That's an intriguing question—but not one that can be answered fairly yet.

In the article that follows SPONSOR advances a revolutionary technique by which radio (and TV, magazines, newspapers) can be measured fairly and accurately soon.

There's something radically wrong with radio (and TV) research.

It's not just that a multiplicity of rating services is turning out more and varied figures than advertisers and broadcasters can properly digest. Just as important is the fact that the mass of ratings, sets in use data, share of audience, and the like put radio at a distinct disadvantage.

Advertisers frequently take one frightened look at broadcasting statistics and go where the air is clearer.



THE SAME MICROSCOPE

This means the printed media, whose main selling tool is nothing more fearsome than a mere circulation figure.

SPONSOR suggests a common denominator which will permit advertisers to judge all media by the same yardstick. This yardstick is TIME.

With time as a measure, the broadcast media would be under the microscope only to the same degree as newspapers and magazines. Done under ANA or AAAA sponsorship, all media could be sure of fair and equal treatment.

Measuring the amount of time people spend with each medium is not an original SPONSOR idea. A. C. Nielsen has used the concept of late. And, in its 3 July 1950 issue, SPONSOR reported on the Sindlinger research done in Philadelphia. It pointed out then that TV borrowed time from all activities, not just radio listening. And "all activities" include newspapers and magazines.

The most appealing feature of the time concept is its simplicity. The basic research can be done in several ways. There would be no confusing statistics, no arguments over whose method was right. The present uncertainty of San Francisco's KJBS (and countless other broadcasters) over whether researcher Hooper or Roslow is right would never arise. The basic time scale, serving as the take-off point for more qualitative information would be so simple that a retailer who knew nothing about "media effectiveness" could understand it.

In 1945 and 1947 The Pulse did several definitive studies of human activities during specific time periods. But they were dropped because "there was no apparent need or use for such data." Today the need exists. Only competent research can discover how people are actually spending their time; mere guesswork is dangerous.

Researchers and advertisers point out that charting people's activities for even part of the day is expensive. The total bill might be large, but if all in-

terested parties split the cost of such basic common-denominator studies, instead of financing a myriad of disconnected ones, the individual tariff would be small. One way of reducing cost might be to adopt the suggestion of Dr. Roslow of Pulse that frequency counts of activities be made at regular intervals. By a house to house coincidental survey, the activity of every person at the time of interview can be

tabulated. Such a study would be done directly for advertisers, rather than for media.

Why this hue and cry for a uniform look at media? For the simple reason that research in radio has focused attention on radio's slightest variation. The radio research microscope immediately reports if Fibber McGee & Molly have dropped two Hooper points. Does
(Continued on page 55)

Pulse measurement of home activities*

	7-8 a.m.	7:00	7:15	7:30	7:45
Sleeping		60.5%	52.5%	42.0%	36.6%
Getting up, dressing		18.1	17.8	17.5	10.7
Shaving, shower, bath		2.6	7.1	7.1	3.1
Eating breakfast		5.8	7.6	10.7	18.5
Getting breakfast		5.2	8.4	12.6	11.7
Feeding baby		2.3	2.9	2.1	2.6
Housework		3.9	5.0	5.8	7.6
Reading paper			0.3	0.8	1.6
Listening to radio		1.6	0.3	1.3	2.1
Listening to radio in bed		0.8	1.0	0.3	0.3
Not at home		2.1	3.1	3.7	6.5
Leaving for work		1.6	2.1	3.7	6.5
				0.3	0.3
TOTAL		104.5	108.1	107.9	108.1

(Over 100% due to multiple activities)

* This study is presented only as an indication of what researchers can do by way of measuring activities on a time basis. It was conducted in 1945.


Nearly every station has one

TV telephone gimmick shows guarantee sponsor

high interest, low cost audiences on net and individual stations



HARRY GOODMAN'S PHONE OPERATORS ARE THE EXCEPTION ON TV TELEPHONE PROGRAMS; MOST MC'S CALL VIEWERS

 Telephones are jingling in TV homes and studios just as insistently as they are on radio. And, as TV producers and sponsors grasp the potentialities of linking home and studio by wire, telephone gimmick shows on television may well equal their radio counterparts in number.

Big reason for the telephone's success on the visual medium is the powerful feeling TV gives that "you are there." A viewer calling the studio can see the MC, even the phone operator who answers. The full potentialities of this personal contact type of program haven't yet been realized. There is still room for clever exploita-

tion of the phone gimmick on TV.

SPONSOR made a random survey of television telephone shows, found nine afternoon and 12 evening stanzas. The many different types of formats in these 21 shows can be broken down this way:

1. Game (1)
2. Quizzes
 - a. Variety show—usually musical (4), b. News (4), c. Sports (2), d. General (2)
3. Auction—viewers bid for, or trade articles (4)
4. Disk Jockey (2)
5. Shopping Service (2)

Most of the TV shows outlined above are still in swaddling clothes. This

makes it difficult to present detailed sales results as was done in a previous article about radio telephone programs. A notable exception is the *TV Telephone Game*; it's been on the air long enough to pile up an impressive sales record for its sponsors.

The *TV Telephone Game* is a Harry S. Goodman production which opened on WJZ-TV 14 months ago under a \$1,000,000 contract with ABC. Since then the game has spread to WFIL-TV, Philadelphia, and WGN-TV, Chicago. Stations in Detroit, Boston, Cleveland, Cincinnati, Los Angeles, and Baltimore are expected to take it on soon.

What's so remarkable about the *TV*

Telephone Game? Reddi-Wip, a recently-launched whipped cream, bought a 13-week participation. Distribution in New York before sponsorship totaled 18,000 cans a week; it jumped to 60,000 cans a week after the first 13 weeks.

Wizard Wick, a liquid deodorant made by Boyle-Midway (subsidiary of American Home Products) followed a similar pattern. During the first nine months of 1949, total Wizard Wick sales in New York brought in only \$9,000. Less than two months after joining the *TV Telephone Game*, Wizard Wick sales zoomed to over \$10,000—for a single month.

Swift & Co. could tell a similar story about their peanut butter. The company tried unsuccessfully to break into A & P supermarkets for years, but several weeks' participation on the show brought admittance. Swift was so pleased it used the show for cleanser, pork sausage, frankfurters, and hamburgers as well.

Altogether there are six participations on WJZ-TV Wednesday thru Saturday at 2:30 p.m. Weekly cost for this four-day stint is \$480. Other stations are charging \$325 a week for a five-day schedule.

The *TV Telephone Game* is like Bingo. You write the station call letters at the top of a sheet of paper and under each letter one figure from your telephone number. Contestants without a phone can use the last five figures of their social security numbers. The game proceeds with the MC asking questions, then offering a choice between a right and a wrong answer. Each answer has a number attached to it. For example: "Is a mandarin a Chinese official or a musical instrument? If you think a mandarin is a Chinese official and you have a 5 under the W in WJZTV, then circle that 5. If you think it is a musical instrument, circle the number 4 under the W. If you have neither a 4 or 5 under the W, then disregard this question."

Every day between 1,500 and 2,500 people call in to check their cards. Between 400 and 600 of those who call

(Please turn to page 44)

1. Quiz "Stop the Music" is heavy on entertainment
2. WJBK-TV adaptation of AM quiz adds drawings
3. Shows like WOR-TV's "What Am I Bid?" do well
4. Games like this Goodman standout are scarce





WRVA'S EXTRA STEP

MEANS EXTRA SALES FOR YOU!

Even a tot-size budget
can fill big sales-shoes on WRVA,
through our extra-step programs
that give you
top, big-time talent
at little more than announcement cost!

Participation in these established
programs with proven personalities
and planned promotion
can step your sales up
from the bootee class
into seven-league boots!

OLD DOMINION BARN DANCE

Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm.
Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis.
*(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA



What media team up best with TV?

CBS circulation studies show how well various forms of advertising link with television for total coverage of a market

Example: St. Louis market

This is what happens when eight national magazines join TV but radio is dropped:

<p>-31.7% circulation loss inside TV area</p>	<p>-58.5% circulation loss outside TV area</p>
--	---

But results are quite different when three national magazines equalling cost of a 30-minute nighttime network radio program are dropped and a second radio program is ADDED:

<p>+46.1% circulation gain inside TV area</p>	<p>+47.8% circulation gain outside TV area</p>
--	---

The highly significant figures shown above were compiled by CBS for a circulation study of media in the St. Louis market. Complete breakdown of CBS figures below. The figures demonstrate radio's superiority to printed media for use with TV to cover area inside TV area and counties beyond.

MEDIA	Without television		With television		Radio show added	
	Families inside TV area	Families outside TV area	Families inside TV area	Families outside TV area	Families inside TV area	Families outside TV area
Radio (KMOX)	458,079	248,861	dropped	dropped	916,158	497,722
Newspaper (Post-Dispatch)	233,697	27,876	233,697	27,876	233,697	27,876
Television	—	—	136,000	—	136,000	—
McCall's	43,663	24,054	43,663	24,054	43,663	24,054
Ladies' Home Journal	49,121	23,929	49,121	23,929	49,121	23,929
Saturday Evening Post	38,463	19,166	38,463	19,166	38,463	19,166
Life	44,542	18,557	44,542	18,657	dropped	dropped
Look	27,456	18,125	27,456	18,125	27,456	18,125
Good Housekeeping	38,226	17,720	38,226	17,720	38,226	17,720
Woman's Home Companion	45,325	15,876	45,325	15,876	dropped	dropped
Collier's	36,465	11,054	36,465	11,054	dropped	dropped
Units of circulation (total families)	1,015,037	425,318	692,958	176,457	1,482,784	628,592
Percentage of increase or decrease in circulation	—	—	-31.7%	-58.5%	+46.1%	+47.8%



One of the toughest problems facing national and regional advertisers today is deciding where to cut current budgets (if new money isn't available) to provide money for television. Who gets cut is the all-important question. For from it emerges the answer to who will provide advertising coverage in regions beyond the intense, or merchandisable, coverage of television stations. This primary area usually extends 40-50 miles from the transmitter.

Whether an advertiser decides to cut network radio or printed media can mean the difference between solid, meaningful coverage in "outside" markets—and circulation so puny as to leave a market wide open to a swift steal by the competition.

St. Louis, and surrounding counties making up the primary coverage of KMOX, a 50 kw radio outlet, provide an example basically typical of other parts of the country where spacing of TV stations now leave important areas without merchandisable sight-and-sound coverage. An analysis of the number of families living within that part of KMOX's primary service area which lies outside the TV primary area, and the extent of their buying power, provides a good example of similar situations in other TV markets.

Suppose a radio advertiser decides to make network television his Sunday punch in metropolitan centers. What would happen in the "outside" territory where KMOX has a BMB audience of 50-100% (50% or more families in each county listening to KMOX at least once each week)?

In this "outside" market live about 377,000 families. They have a buying power of well over a billion dollars. About 333,000 of these families own one or more radios. The total radio families in this area make up 40% of all radio families in the entire example area.

The "inside" market (that 40-50

mile area with primary TV coverage) has about 529,000 families. Approximately one out of four of them owned TV sets as of 1 July. Here too, as in practically all metropolitan areas, more than 96% of all families own radio sets.

There are 44% as many family "subscribers" to KMOX alone living "outside" as live within TV's primary area. This example area is a fair sample of the situation in many others. What happens to "outside" coverage when television comes in and some other media goes out can be applied generally to many other important markets.

What about radio, magazine, and newspaper coverage in the St. Louis "outside" market? The facts, plus a little arithmetic, will give us a clue as to where those TV dollars can come from without seriously damaging the basic "outside" coverage.

Life, the nation's biggest weekly magazine, gets into more homes in

Morgan County than any other county in the area. But that adds up to only 12% coverage (source: Audit Bureau of Circulation). *Life's* circulation in Morgan County is still far below the 50% BMB (half of all families listening at least once a week to a given station) most advertisers use as a gauge of minimum primary coverage.

In Montgomery County 77% of the 3,800 families listen to KMOX once a week. *Life* "covers" the County with 165 copies a week (source: Consolidated Circulation Service, February 1950), 4.3% coverage. On the same basis—total families, whether radio owners or not, KMOX has 70% circulation in this County.

In the entire primary area—including the TV 40-50 mile area—KMOX provides 66% coverage of all families. This again includes non-set-owners in the base. Over 47% of these total families listen to KMOX 6-7 nights a week.

Life's average coverage for the entire "outside" area is only 18,657 copies, or 5%.

Throw in the 19,166 copies of the *SEP* and you add only 5.1% more. *Look's* 18,125 copies add another 4.8% and *Collier's* 11,054 copies 2.9% more. That's 12% coverage to add to *Life's* 5% for this outside area.

Add in the monthly coverage of the four leading women's service magazines (*McCall's*, *Ladies' Home Journal*, *Good Housekeeping*, *Woman's Home Companion*). You still get only 21.6% more coverage. That's a combined total, not counting duplication, of 33.6%. Cutting down on magazines to help pay for television would generally mean minimum loss of circulation in "outside" markets.

How does newspaper circulation stack up in this outside area?

The leading paper is the St. Louis *Post-Dispatch*. Its top circulation is in Perry County, with 28% of its (Please turn to page 52)

Example: Radio coverage outside the St. Louis area

How LIFE and radio compare in
MONTGOMERY COUNTY

11,000 population

LIFE

circulation—165 copies

applying Politz 4.8 "readers" per copy, 792 readers

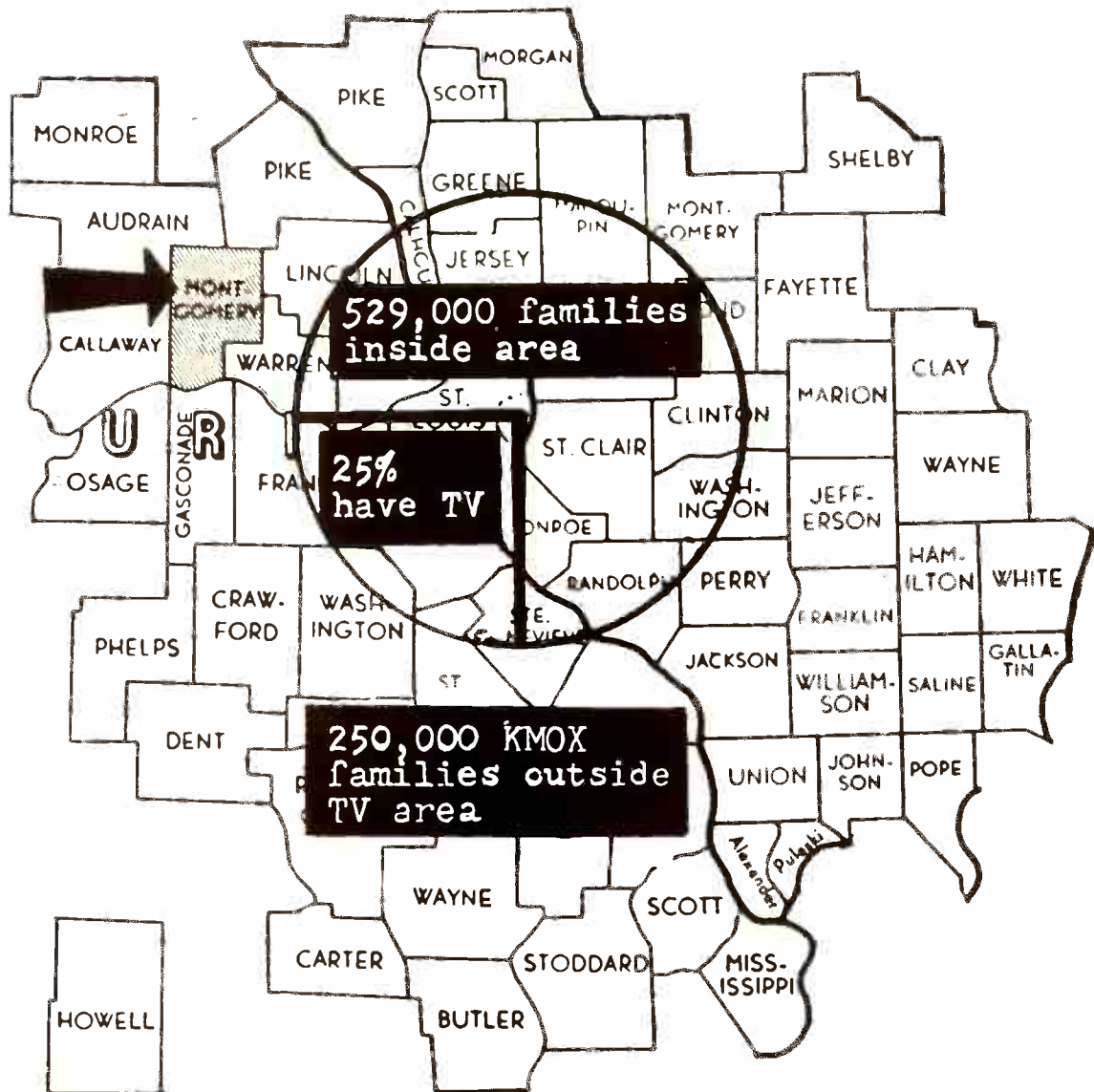
or 7% coverage

KMOX

circulation—2,600 families

applying audience composition 2.34 listeners per set, 6,248 listeners

or 56% coverage



BEN TUCKER

DAILY BROADCASTS

IN ACTION

OVER **WINS** 1010 ON THE DIAL

SALES HAVE PROVED WORTH OF TUCKER USE OF RADIO. BUT MOST FURRIERS LAG IN PROMOTION, SUFFER AS RESULT

A SPONSOR roundup:

Furs on the air

Handful of ad-wise retailers do well; most furriers suffer from lack of national push, inept promotion, excise tax

over-all Things haven't been going well for the fur industry. From fur breeders to retailers, very little coordination exists; there's an appalling lack of sound organization throughout the whole industry. With a few notable exceptions, fur advertising has been spasmodic and as disorganized as the fur business it attempts to plug.

The 20% federal excise tax is a tremendous obstacle.

The wails of despair are not without reason. There has been a steady decline in business since 1946. The Broadcast Advertising Bureau of NAB recently prepared a report about the fur industry. BAB found that in 1946 the total retail sales were \$450,000,000 (even then \$50,000,000 below 1940).

Today sales amount to no more than an estimated \$350,000,000, are off about 33%. The industry needs plenty of good sound promotion.

One national organization, recognizing the need for fur promotion, is attempting to do something about it. The Associated Fur Manufacturers, with its 700 members, has begun a nationwide campaign to promote furs,



Indiana Fur Co. is another standout sponsor

using radio and TV as the primary media. The Association, backed with \$300,000, has given Eleanor Lambert the job of making the pitch. Her task is to spread knowledge about furs to the consumer at large. Three TV films (1-, 15-, 30-minutes) have been prepared.

Other trade organizations exist, such as the American National Fur Breeders Association and the Master Furriers' Guild of America. None of them do much promoting: the door is wide open.

Furs pass through eight stages before they reach the ultimate market: (1) trapper or breeder; (2) collector; (3) dealer or merchant; (4) auction houses; (5) dressers and dyers; (6) manufacturers; (7) jobbers; (8) retailers. There is no unity among these various levels, little exchange of information, and practically no coordinated effort in promoting sale of furs. Yet each segment is ultimately dependent upon the whims of the consumer.

The industry has ruffled its own furs with its advertising ineptness. Mrs. America's confidence has been badly shaken. One leading fur buyer sums it up with: "Women no longer believe what they hear about the entire fur trade because they have come to believe that furriers are just like many retail fur ads . . . inclined to exaggerate." This combined with a general lack of knowledge about furs and pelts, increases the buyer's wariness. Add to this a high-unit-priced item, and you practically have a barrier to sales.

With national activity at a low ebb, practically all promotion or advertising is done by retailers. Generally, it's not expert. Most retailers' efforts are highly seasonable and lack solid planning. Because sales are declining, and costs are doing the opposite, a majority of the outlets have all but choked their ad budgets. This vicious cycle doesn't lead to increased sales.

Proof of what can be done in advertising is illustrated by a few of the better-organized, promotional-minded fur firms. Dupler's in Denver, Evans in Chicago, Canadian in New York, Ben Tucker's Hudson Bay in New York, and Davidson's in Indianapolis, to name a few. Their advertising is well-planned and generally year-round. A large slice of the ad budget goes for radio. Since the fur industry is one of style, the ad-minded firms are giving TV more than a cursory glance.

(Please turn to page 52)

A cross-section of fur advertising on the air

SPONSOR	STATION	PROGRAMING	SCHEDULE
Clearfield Furs; Clearfield and Pittsburgh, Pa.	KDKA; Pittsburgh	announcement transc. muscl. show	12/mo. winter mo's.
London Alaska; Amarillo, Tex.	KFDA; Amarillo	newscast announcement	2/wk. 5/wk.
Conrad Furs; Winona, Minn.	KWNO; Winona	muscl. prog.	5 wk. - 52 wks.
Cappels Furrier; Dover, Ohio	WJER; Dover	muscl. jingles	5 wk.
Victor; Philadelphia, Pa.	WFIL-TV; Philadelphia	announcement	2/wk.
Hamilton Furs; Portland, Or.	KGW; Portland	newscast (15 min.)	3 wk.-seasonal
Troy Laundry; Norwich, Conn.	WICH; Norwich	muscl. jingles	10/wk.
Wermuth Furs; Sioux Falls, S. D.	KIHO; Sioux Falls	30 min. show	Sundays
Louis Furs; Worcester, Mass.	WNEB; Worcester	announcement	10/wk. - 52 wks.
French Way; Des Moines, I.	KIOA; Des Moines	15 min. muscl. show	3/wk.
Hertzberg Furs; Rocky Mount, N. C.	WEED; Rocky Mount	muscl. jingles	1/dy.
Davidson's; Indianapolis, Ind.	WFBM-TV; Indianapolis	muscl. show announcement	1/wk. 5/wk.
Canadian; NYC & Newark, N.J.	WNEW; New York WHOM; New York WAAT; Newark	dj show announcement announcement announcement	4/wk. 60 to 70/wk. variable variable
Ben Tucker; NYC	WINS; New York	15 min. show announcement	4/wk. 18/dy.
Lockguard Furs; Meriden, Conn.	WMMW; Meriden	muscl. jingles	1/dy.
Bicha Furs; LaCrosse, Wisc.	WKBH; LaCrosse	15 min. show	Sundays
Sully's Furs; Detroit, Mich.	WKMH; Dearborn	5 min. prog. announcement 5 min. show	5/wk.-6 mo's. 5/wk.-2 mo's. 5/wk.-4 mo's.
American Furs; Salt Lake, Utah	KSL; Salt Lake	15 min. news	5/wk.
Kussell Furs; Boston, Mass.	WEEL; Boston	partic. progr.	5/wk.
Glen Falls Furs; Glen Falls, N. Y.	WWSC; Glen Falls	weather jingles	20/wk.

Here's the way fur sales vary from month to month

January	11.3%	July	3.4%
February	6.9	August	11.5
March	5.9	September	10.5
April	4.7	October	12.2
May	1.6	November	15.2
June	1.1	December	15.7

(Federal Reserve System, 1949)

BAKING COMPANY

SPONSOR: Ward Baking Co. AGENCY: J. Walter Thompson

CAPSULE CASE HISTORY: *The Ward Baking Company wanted to bring their name and product to the attention of more St. Louis customers. They decided to use the Housewives' Protective League program and offer listeners a free calendar. The result: in three weeks the HPL pulled 27,036 requests. And the cost for bringing the Ward name to the attention of listeners was only three cents per inquiry.*

KMOX, St. Louis

PROGRAM: Housewives' Protective League

RADIO RESULTS

BAKERY

SPONSOR: Kaufmann's Pastry AGENCY: Direct

CAPSULE CASE HISTORY: *Kaufmann's Pastry Shop of Omaha used one announcement at a cost of \$12.50 on the Polly The Shopper program. By four o'clock in the afternoon, as the result of this one announcement, the bakery had sold 200 coffee cakes and 200 pumpkin pies, or approximately \$300 to \$400 worth of baked goods. And people who had heard the announcement swarmed into the bakery until its 6 p.m. closing time.*

KOHL, Omaha

PROGRAM: Polly The Shopper

TELEVISION SETS

SPONSOR: Lee Television AGENCY: Direct

CAPSULE CASE HISTORY: *The Lee company decided to use radio to test its effectiveness in promoting customer sales. The firm ran five announcements at a cost of \$25. As a result of these announcements, they sold 86 television sets which have a retail value of \$8,000. The firm made a gross profit of more than \$3,000. The sponsor adds: "We can estimate sales will be well over \$10,000 as a result of our small investment."*

WLOW, Norfolk

PROGRAM: Announcements

APPLIANCE STORE

SPONSOR: John E. Larrabee Co. AGENCY: Direct

CAPSULE CASE HISTORY: *This company, selling appliances, hardware and sporting goods, used two nighttime 15-minute programs. This was backed up by announcements during the day for several days selling television exclusively. The firm used no other media and the staff was unable to handle all of the calls resulting from their air advertising. Final sales reached a total of \$4,125 while cost to sponsor was \$100.*

WCSS, Amsterdam

PROGRAM: Musical Stars

BOOKS

SPONSOR: Doubleday & Co. AGENCY: Huber Hoge

CAPSULE CASE HISTORY: *These book publishers gave one of their \$2.95 books a one-time plug. The offer was made on a news commentary show, a WGN rebroadcast of the Sidney Walton program. From this one broadcast, Doubleday & Co. received over 1,200 book orders. The gross amounted to about \$3,600 worth of business; the advertising cost of their radio offer came to 16c per order. \$3,600 worth of books for about \$192 in programming costs.*

WGN, Chicago

PROGRAM: News commentary

FREE PREMIUM

SPONSOR: Victor Adding Machine AGENCY: John W. Shaw

CAPSULE CASE HISTORY: *The Victor Adding Machine Company wanted to give something useful to their radio listeners. They decided to offer a farm record book. Participating announcements (approximate cost \$54) were used on WLS Farm World Today. Twenty announcements were used for this offer. Some 2,400 requests were received for the record books for an average of 120 books per announcement and increased goodwill.*

WLS, Chicago

PROGRAM: Farm World Today

GROCERY STORE

SPONSOR: Fairway Grocery AGENCY: Direct

CAPSULE CASE HISTORY: *For the past two autumns, this grocery store has successfully used announcements in a participating show to sell Jonathan apples. Two announcements at a cost of \$6.60 each sold one carload. Four more announcements helped sell another carload. An interesting sidelight to this story is that the grocer and the majority of his customers are located some 48 miles from the station.*

CKX, Brandon, Manitoba

PROGRAM: Announcements

50,000

WATTS

**EXCELLENT
FREQUENCY**

(1130 on the dial)

**BIG, RICH,
GROWING MARKET**

(see latest census figures)

FULL-TIME OPERATION

(6 A.M. to MIDNIGHT)

ECONOMICAL
(Low Rates for Such High Power)

THE NEW

WDCY

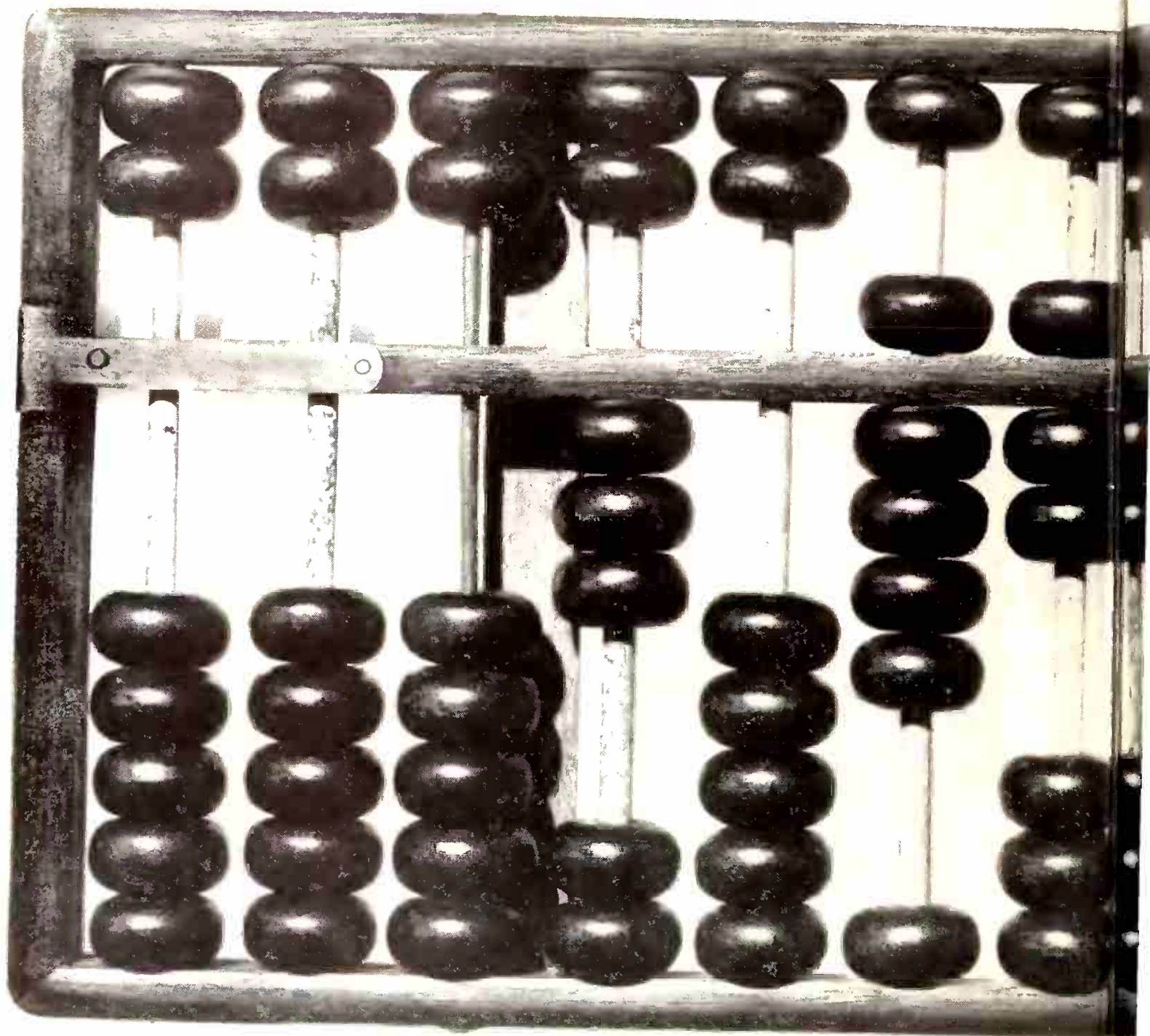
MINNEAPOLIS • ST. PAUL

The Northwest

Empire Station

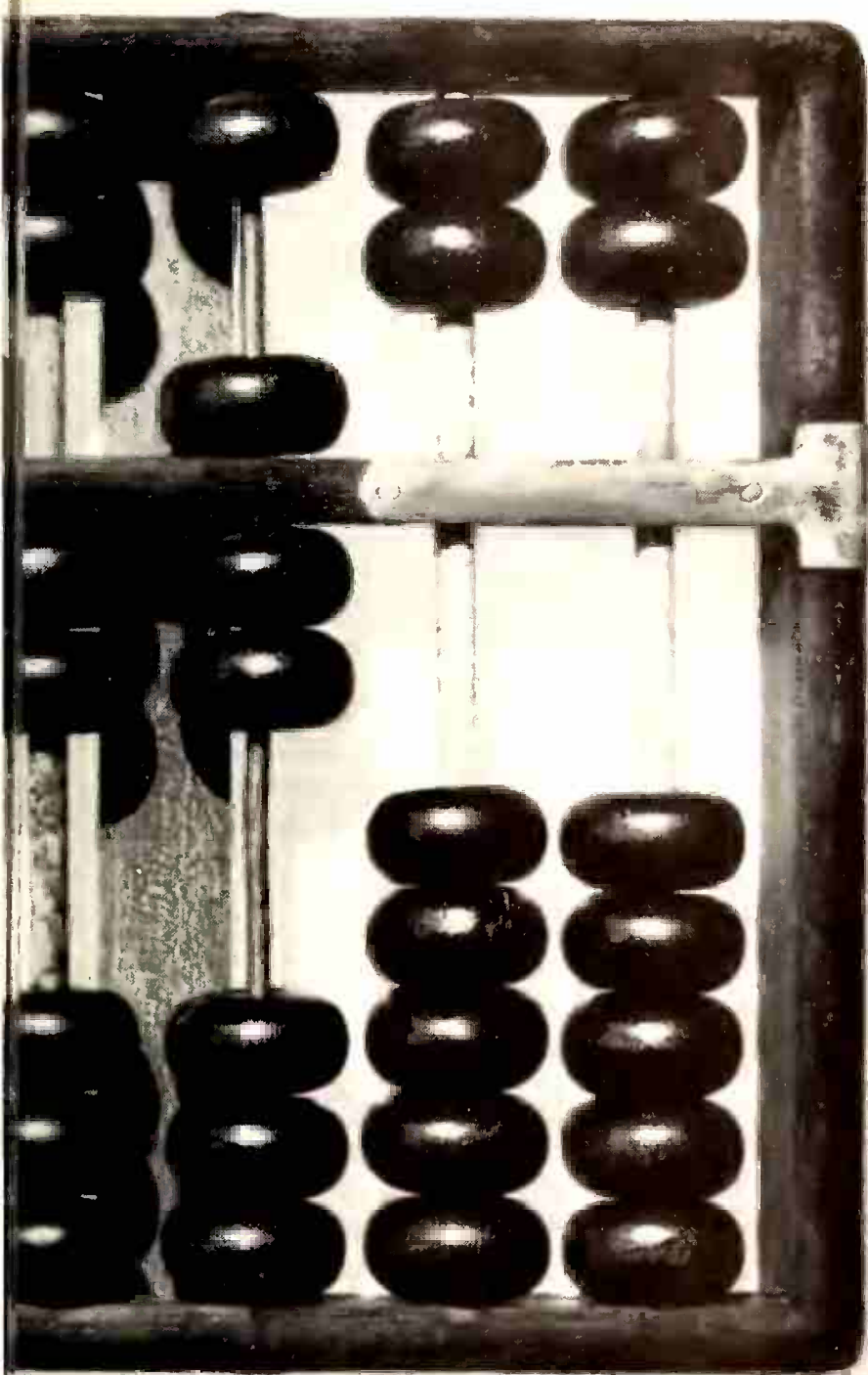
Represented Nationally by **EVERY-KNODEL, Inc.**

By anybody's



3 0 , 9 7 2

count . . .



2 , 7 0 0

There's been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter *who* totals them . . . no matter *what* you count . . . two things come clear every time. Radio's clear leadership over all media in reaching people. And the continuing leadership of CBS in all radio.

COUNT CIRCULATION... CBS reaches 30,972,700* different families weekly . . . biggest circulation in radio. (And far bigger than any other advertising medium.)

COUNT PROGRAM POPULARITY... CBS has broadcast 15 of the 20 most popular programs this year** . . . more than 3 times as many as the second-place network.

COUNT AVERAGE RATING... CBS has an average nighttime rating of 11.9 . . . 32% higher than the second-place network.**

COUNT HOMES PER DOLLAR... CBS reaches the average of 489 . . . 17% more than the second-place network.***

COUNT TOTAL BILLING... CBS advertisers increased their investment to \$23,911,229**** . . . giving CBS the only 1950 network gain . . . 8% higher billings than the second-place network.

This is CBS in 1950

—the greatest single advertising opportunity of them all . . . and you can count on that.

* NRI, February-March, 1950
** NRI, January-April, 1950
*** Time and talent night—January-March, 1950
**** PIB, January-April, 1950



Mr. Sponsor asks...

What is the outlook for time availabilities on independent radio stations?

A. Spector | Vice president, sales and advertising
Bonafide Mills, Inc., New York

The picked panel answers Mr. Spector



Mr. Schorr

From the looks of present business inquiries and contemplated schedules now being submitted to clients by agencies, and in comparison to other years, I feel that by the end of August availabilities

will be scarcer than hen's teeth.

More and more it is becoming quite evident that buyers of spot radio are looking for saturation. A term growing very popular these days is "cumulative ratings." The buyer who formerly wanted a 5 or 6 rating for a spot would rather have, today, three or four spots . . . provided the cumulative rating is the same and the price not very much more. In the case of independent stations, the value of cumulative ratings is even more valuable, due to the added effectiveness and impact of the commercial delivered by a local disk jockey whose audience is extremely loyal and responsive.

This opinion is based squarely on our current experience. For instance, one important advertising agency (which prefers to remain anonymous here) told us of the experience of one of their clients, in the proprietary medicine field. For two years, this advertiser had used one announcement daily on a large New York station. Early this year they dropped that sta-

tion and used the same appropriation to purchase one announcement daily on each of three independent stations. Not only was their cumulative rating larger, but the advertiser reported a sharp increase in sales in the New York area. There was no other change in their advertising or merchandising operation here.

Several weeks ago, we at WOV developed a new "Unit Purchase." for the specific purpose of capitalizing on the cumulative rating approach. Before inaugurating an extensive promotion program on this unit (the WOV "Daily Triple") our salesmen made eight preliminary calls on the larger agencies to get their reaction. When these eight calls resulted in one schedule to start immediately, and the inclusion of the "Daily Triple" on two other schedules for early fall broadcasting, we had good reason to believe we were on the right track.

Because of this new concept in spot radio timebuying, which in my opinion certainly makes sense, advertising agencies will be doubling and tripling the number of spots on each schedule. The client will get more for his money and will be happy. The radio station will be sold out of spots and will have to sell programs to clients who are too late to buy spots. Consequently, the client will learn the value of building a franchise with a good program and will be gratified. All in all, it looks as if 1950 will wind up being a terrific year for everyone . . . except the guy who waited until it was too late to buy either spots or programs.

HERB SCHORR
Sales manager
WOV
New York



Mr. Kelly

In general, the outlook is good. In my opinion we should be able to buy a good range of time, perhaps a shade better than a year ago. And this, during the period 6:00 to 10:00 p.m.

I see no indication that radio is withering before TV's onslaughts or intends to drop by the wayside. Yet it is no secret that many staunch radio advertisers now have plans, completed or under way, to embark on television advertising. Radio and TV are in collision, and unquestionably, TV is on the move. The newcomer has grown from 1,000,000 sets at the beginning of 1949, to 5,800,000 sets as of 1 May 1950. And an "industry estimate" places the sets at 9,000,000 by the end of this year. An upcurve so spectacular must be considered in any long-term view of radio availability.

In TV homes, radio listening is said to have been cut from three hours and 40 minutes before TV, to 24 minutes afterward. This is bound to have an effect on actual and potential radio advertisers and thus has some bearing on availability. The apparent vigor of the new, competing medium should make our answer more decisive if the same question should be asked say a year from now.

WILLIAM S. KELLY, JR.
Media director
J. M. Hickerson, Inc.
New York



Mr. Spencer

Although world conditions have remained unsettled. I am of the opinion that spot radio will reach an all-time high this fall. Each year the dollar volume has increased in leaps and bounds,

despite the fact that competitive media have redoubled their efforts to get their share of the advertisers' dollar. This can mean only one thing: Spot radio is the cheapest, most flexible, and most productive form of advertising yet devised by man. Schedules right now are extremely tight, and fall buying has not yet really started. When the usual rush gets under way within the next few weeks, all stations will be hard pressed to clear suitable time for advertisers.

Timebuying is becoming more and more scientific each day, and buyers are depending in most cases pretty much on program adjacency ratings to substantiate their purchases. It is obvious, therefore, that with these conditions stations in a market are rated, 1, 2, 3, or 4 despite power or affiliation. When station 1 with high ratings no longer has top availabilities to offer, the agencies and advertisers will try to obtain choice time on stations 2, 3 or 4 rather than buy something inferior. This means that all stations, in my opinion, will enjoy a banner year. The independent station, which ordinarily has the greatest difficulty in building substantial ratings, will particularly profit by this condition because, with time so tight, the agencies and advertisers will be more willing to review the entire picture before a purchase is made. Consequently, the independent will be given more opportunity to show its wares than ever before, and as a result its business is bound to increase.

I am a great believer in the old saying: "If you make enough calls, you are bound to get results." Therefore, with a more receptive audience among the buyers, which will enable the independent to get its story over better, the situation should improve for them this fall.

F. EDWARD SPENCER, JR.
General Manager
George P. Hollingbery Co.
New York



To the national advertiser, this means that any one of the five ROBERT MEEKER offices now can supply you quickly with facts and figures on both our AM and TV operations.

Station WTTT (5000 WaTTT—1370 K.C.) is located in the heart of the world-famous limestone center, in Bloomington, Indiana, which is also the home of Indiana University.

Bloomington is the only little city of its size (between 25 and 30 thousand) in the whole nation with its own television station.

Station WTTV affiliations include NBC-TV . . . ABC-TV . . . CBS-TV, and Dumont Television Network.

With balanced audience (rural, industrial and urban population) we offer an ideal test market at low cost.

THE SARKES TARZIAN STATIONS



BLOOMINGTON
INDIANA

Represented Nationally by
ROBERT MEEKER ASSOCIATES, INC.
New York • Philadelphia • Chicago • San Francisco
Los Angeles (Tracy Moore)



"... and in Richmond we picked"

WRNL

THE 1 AND ONLY RICHMOND, VA. STATION THAT GIVES BIG DAY-TIME COVERAGE AND AUDIENCE!

The RICH RICHMOND trading area is IN-THE-BAG saleswise when you BUY WRNL. SURE-FIRE SALES strategy calls for A-NUMBER-1 salesmen. That means WRNL, and . . .

HERE'S WHY

There are 5 Radio Stations in Richmond, Virginia.

1. 50,000 WATT
1140 KC—DIRECTIONAL
2. 5000 WATT
1380 KC—DIRECTIONAL
3. 250 WATT
1450 KC—LOCAL
4. 1000 WATT
950 KC—DAYTIME

AND THE **1** AND **ONLY**

WRNL

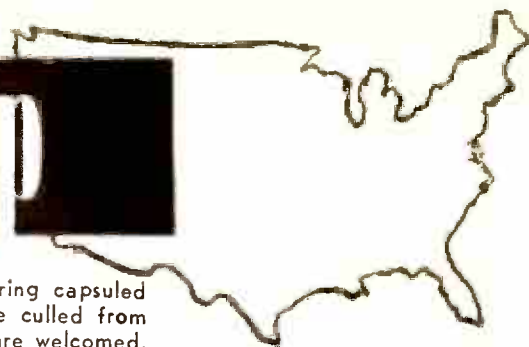
5000 WATTS
NON-DIRECTIONAL
910 KC
ABC
AFFILIATE



EDWARD PÉTRY & CO., INC.
NATIONAL REPRESENTATIVES

ROUNDUP

This is a new SPONSOR department, featuring capsuled reports of broadcast advertising significance culled from all segments of the industry. Contributions are welcomed.



KOME's Lewis Meyer makes novel participation pay off

A half-hour show divided into four acts and shared by seven sponsors may start a new trend in participation programming.

The Lewis Meyer Variety Show broadcast over KOME, Tulsa's 5,000 watt MBS affiliate, has a sponsor waiting list to back up its success story wherein Lewis Meyer spurns disk jockeying and makes chatter pay off.

Meyer divides his time into four main "acts," plus a time signal, a late ball score summary, and a signoff cab call.

Act one is the John Zink Book Shelf, sponsored by Tulsa's giant floor furnace and burner plant. In this segment, Meyer selects the John Zink "Book of the Week" and reads a portion of it each night.

In act two, sponsored by the Talbot Theatres, Meyer moves on to movie reviewing. Each night he reviews a current attraction at one of Tulsa's downtown theatres. After the mid-way time signal (sponsored by Doenges Ford) and the day and night baseball



Meyer samples sponsor's wares while on the air

scores (sponsored by Martin's day-and-night prescription service) music aids the transition to act three.

Act three is the Kenby Poetry Pickup . . . here again the unusual approach to radio selling pays off. Meyer sells cut-rate gasoline through poems of inspiration and poems of the open road.

In act four, Meyer dishes himself out some Hawk's Home Town Ice

Cream while discussing philosophy from his *Home Town Scrapbook*. Then, when the closing theme, *Sentimental Journey*, comes on, Meyer dials a Checker Cab and engages in a brief and imaginary conversation, finally ordering a taxi to take him home.

Horton's reaches for cream via concentrated plugs

Concentrate your TV announcements on a specific time slot instead of scattering them over various channels



Commercials win fans for Horton's ice cream

at odd times. That's the way the Horton's Ice Cream Company has achieved low-cost television coverage in a single market.

The Horton's announcements, eight-second station breaks produced by Doherty, Clifford & Shenfield, are seen on WABD, New York, immediately preceding the New York Yankee home games.

The Horton's announcements start with drawings by *New Yorker* cartoonist Sam Cobean. Two characters that denote emotional conflict are used. A motorist and a taxi driver, a ball player and an umpire, a bride and groom. One says, "I love chocolate," and the other, "I love vanilla." Copy that follows is slugged. "But everybody loves Horton's cream-my ice cream!"

The same characters used on the TV announcements appear also in some 25 New York and New Jersey newspapers giving the Horton's ads double impact.

KUTA has 'radioactive' merchandising program

KUTA in Salt Lake City calls it radioactive merchandising.

It's their answer to the question of how a 5,000-watt station operating in a market of 500,000 or less can do an effective merchandising job with a spot rate of less than \$25 for the class "A" time.

The station uses an attractive point-



Sampling booth spurs sales for KUTA sponsors

of-sale sampling booth. It contains a built-in phonograph and amplifier with portable speakers that are set up throughout the store and add greatly

New TV filming technique may cut costs

A new TV filming process called Vidicam may cut down production costs, the bugaboo of many a TV show.

Television Features Incorporated, a division of Larry Gordon Studios, recently displayed the system which eliminates the one-camera system and makes it possible to film a half-hour television show in less than an hour.

The filming process works like this: A monitor board is connected to three RCA Victor Vidicam-TV cameras. Each camera is synchronized with specially adjusted motion picture cameras and linked together by camera cable.

From a monitor board, directors watch the filming, viewing the three different pictures in the monitors. By using an intercom system to each cameraman and an automatic change-over system to each camera, a film control director can make cuts from one camera to another. And, as each film camera is automatically turned on or cut off a synchronization mark is made on the film identifying splicing points.

The Vidicam system will make it possible to shoot four or five half-hour to hour shows in one day's time. And, as the bulk of TV film production expenses are figured by the day, production costs will be cut by one quarter.

to the amount of attention attracted.

The station hires a woman to demonstrate the product and she is qualified to answer all questions concerning the item being plugged. The whole operation belongs to KUTA. The advertiser needs only to have plenty of stock on hand and stand back.

The station is prepared to put a dozen such stands in operation to bolster sales. And, considering that each of them serve 1,500 to 3,000 customers on an average Saturday, that's good coverage.

In return for the four to six feet of floor space the grocer provides, KUTA gives him a few announcements plugging the products to be featured in the booths on Saturday.

In addition to bolstering sagging sales, the scheme also increases the station's personal contact with its listeners.

Briefly . . .

WCCO, Minneapolis, has started the audience promotion phase of its third annual summer sales drive by moving Friday and Saturday night local shows to a picnic pavillion. Move is supported by on-the-air plugs to attract an audience of 2,000 a week.

* * *

WCOP, Boston, recently gave its listeners an idea of the processes involved in the brewing of beer. WCOP mikes and recording equipment were taken down to a Miller Hi-Life mobile unit and listeners got a verbal picture of how the brew was concocted.

* * *

KFOR, Lincoln, Nebraska, awarded a certificate of appreciation to the Hardy Furniture Company for its



KFOR awards 8-year sponsor with certificate

eight continuous years of newscast sponsorship. On the anniversary date, the station used the personnel that had appeared on the newscast eight years ago when the show began.

GREATEST STATION

OKLAHOMA'S

**Reaching
More
People**

**at
Lower
Cost**

K

V

O

O

**NBC
AFFILIATE**

The 1946 Broadcast Measurement Bureau Study gave KVOO a total of 347,450 daytime and 378,520 nighttime families.

The 1949 BMB Station Audience Report showed *increased KVOO coverage* as follows: daytime BMB families, 411,380; nighttime, 455,920.

With *no increase* in rates since 1946 these *increased KVOO BMB families* mean increased coverage at *lower cost per family*.

An added factor of great importance is that *64% of KVOO BMB families report 6 and 7 day per week listing* to Oklahoma's greatest Station!

This important bonus comes to advertisers as a direct result of KVOO's 25 years of dominance in Oklahoma's number one market.

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

50,000 Watts

25th Anniversary Year



WHAT'S HAPPENING

to Houston and **K-NUZ**

**K-NUZ Ranks No. 2 for
10 Hours
Monday Through Friday,
or 50 Hours Per Week**

K-NUZ Share of Audience:
Morning, Monday Through Friday—
8 AM to Noon 19.4*, No. 2 in
Houston
Afternoon, Monday Through Friday
—Noon to 6 PM 15.3, No. 2 in
Houston

* (Hooper Index, April-May, 1950)

**Now More Than Ever
Houston's Best Dollar Buy!**

No. 1 Availability:
"K-NUZ Corral"—11:30 to 11:45
AM, Monday Through Friday
Hooper* 5.0, No. 1. In Houston
Source: April-May Hooper, 1950

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz

(KAY-NEWS)

9th Floor, Scanlan Bldg.
HOUSTON, TEXAS

MILK-BONE

(Continued from page 23)

Milk-Bone uses printed media nationally, radio and TV sectionally. Nabisco uses the broadcast media for "trouble shooting." Whenever an individual market develops a sagging sales curve, out comes the radio hypo. The magazines, meanwhile, do the broad, national selling job, backed by the tremendous Nabisco sales organization of more than 3,500 persons, biggest in any field.

The current U. S. population, from the viewpoint of the Milk-Bone admen, is narrowed down to about 45,000,000—20,000,000 dogs, and 25,000,000 cats. (Cats go for Tiny Bits, small pieces of Milk-Bone.) Those 45,000,000 cats and dogs, then, represent the fullest extent of the potential U. S. market for Milk-Bone or any other dog food.

The dog food industry as a whole has strengthened considerably since the war, in line with the improved general economy. Dogs, as a matter of fact, have never had it so good. The canned dog food industry—virtually extinct during the war, although many ex-G.I.s will dispute this—is picking up too. Today about 50% of all dog food sold in this country is canned, the rest being dry. Milk-Bone and Tiny-Bits represent a good share of the remaining 50%. Annual sales total about \$10,000,000.

Dog owners last year bought about a billion pounds of dog foods and spent about \$120 million. They spent \$2,000,000 to attend dog shows all over the country; and 150,000 dog owners spent \$600,000 in entrance fees for dogs entered in the various shows.

Milk-Bone's history goes back 40 years to a small factory-bakery in Brooklyn. The original firm was taken over in 1928 by the National Biscuit Company, which built a new and much larger Milk-Bone factory. Nabisco bought its first radio time for Milk-Bone on New England's Yankee Network in 1940. The original buys were local participations. These have proved so successful for Milk-Bone that Nabisco has seen no reason to change the original radio pattern.

When it comes to actual timebuying, the Nabisco agency, McCann-Erickson, takes an active hand in the reviewing of Milk-Bone markets and the selec-

tion of stations. Milk-Bone buys the female audience almost exclusively. If it came to a hard choice, they would buy a low-rated program with a solidly female audience over a higher rated mixed audience show—a new program, for example.

A study of 6,000 dog-owning families by the Psychological Corporation backs up Milk-Bone's reasoning. The study showed that mothers actually feed the dog 73% of the time.

All Milk-Bone air time is bought during daylight hours, mostly mid-morning and early afternoon. The firm buys the standard 13-week cycle, and seldom remains in an individual market for less than two years.

Boyd feels that it is impossible to measure directly the extent to which radio ups sales in a given market. In all cases, use of radio is tied in with other efforts such as direct mail, or extra merchandising. He believes that one important result of local radio advertising is the increase it brings in interest among Nabisco salesmen themselves. When the salesmen feel their market is getting special attention, they make a special effort to push Milk-Bone.

The Milk-Bone commercials themselves are usually ad-libbed rather than read verbatim. Nabisco sends each participating broadcaster sample commercials containing the essential Milk-Bone selling points—high nutritional value, vitamin content, pleasant flavor. However, broadcasters are encouraged to adapt the basic commercial to their individual selling style, and thus heighten the personal appeal. Nabisco keeps tabs on the situation by collecting copies of the commercials that have actually been broadcast, and maintaining close liaison with the broadcasters.

Boyd is a firm believer in the strategy of using local radio and local TV to give "local endorsement" to the product. Locally is where such endorsement is needed, he points out, since purchase is the pay-off. Boyd is keeping a sharp eye on television, and concedes that Milk-Bone may one day have a video show of its own—as distinguished from participations—when it becomes "economical" to do so.

By this he means when the build-up in set-ownership reaches a point where it can whittle down considerably the present cost-per-viewer figure. He recalls that Nabisco has used film spots

WOW!!

TALK ABOUT RESULTS !!!

... On the **GOLDEN GATE QUARTET**

(260 brand new transcribed selling quarter-hour episodes)

SINCE OUR AD IN THE JUNE 5th SPONSOR . . .
RESPONSE HAS FAR EXCEEDED OUR FONDEST HOPES

In the SPONSOR announcement alone . . .

five stations phoned us, ordered the show, asked how soon they could start.

Within four days of its presentation . . .

Biow bought the Golden Gate Quartet, its first open-end show, for Pepsi-Cola.
. . . ordered special Golden Gate commercials and took color movies of their recording session.

In less than two weeks . . .

over 200 stations, agencies and clients requested audition discs.

As this issue goes to press . . .

requested auditions near the 400 mark.

NO MINIMUM CONTRACT REQUIRED!

Your FREE AUDITION shipped PREPAID on request — No deposit fee

THE GOLDEN GATE QUARTET

Built to produce real honest-to-goodness
cash register ringing results

THE GOLDEN GATE QUARTET

The best produced, most readily saleable
series available today

PRICED REALISTICALLY FOR AN EASY SALE

TRANSCRIPTION SALES INC.

47 West 56th Street, New York 19, N. Y.
Phone: COlumbus 5-1544

117 West High Street, Springfield, Ohio
Phone: 2-4974

Best Buy in SOUTHERN NEW ENGLAND WTIC

Families
in the WTIC
BMB* Area
have a gross
effective
buying income
of
\$3,265,518,000**

*BMB Study # 2, 1949

**Copyright Sales Management Survey of Buying Power, May 10, 1950

SUGGESTION — For complete
WTIC-BMB Study call
Weed & Co.

PAUL W. MORENCY
Vice President — General Manager

WALTER JOHNSON
Assistant General Mgr.-Sales Mgr.

WTIC's 50,000 Watts
Represented nationally by
WEED & COMPANY



for Milk-Bone in the New York area and found the cost rather high. While there appears to have been no reliable research into the correlation between TV-set ownership and dog ownership, there is no doubt that the two go together in a high percentage of cases.

For the past two winters, Nabisco has sponsored a telecast of the blue-ribbon dog show event on behalf of Milk-Bone—the annual Westminster Kennel Club show at Madison Square Garden, New York. Boyd feels that such special events give Milk-Bone a distinctive prestige appeal which is invaluable to such a product. Especially in view of the increasing competitiveness of the dog food market. Nabisco's president, George H. Coppers, wasn't thinking only in terms of Milk-Bone when he addressed a stockholders' meeting recently, but his words apply equally to Milk-Bone as to the other Nabisco products:

"We believe that sales of our products are going to continue at high levels through the remaining months of 1950, although we expect and are preparing for more active competition for the consumer's dollar."

Nabisco checks on the size and loyalty of Milk-Bone's radio audience at intervals with offers of dog-leashes and various booklets and brochures on Care and Feeding, in return for product box tops.

The Milk-Bone booklet contains advice to dog owners on Coping With Bad Habits (Jumping Up On People, Chasing Cars) preceded by a recital of the sterling qualities of the animal in question:

"Dog is a gentleman through and through. He shares your fortunes and misfortunes cheerfully . . . other friendships wax and wane but a dog's love never diminishes. He would lay down his life for you if need be . . . but all he asks in return is a pat on the head, a kindly word, food enough to subsist on."

There is a strong implication that if the faithful old fellow could only speak his mind, he would ask nothing more for his reward than a bellyful of Milk-Bone. This is pretty much the same view that is taken in the Milk-Bone radio and TV commercials. And it must be true, because not a single potential Milk-Bone customer has ever indicated otherwise. Can 20,000,000 dogs and 25,000,000 cats be wrong?

TV PHONE SHOWS

(Continued from page 27)

in or write by mail are winners each week, which puts the total number of winners since the game began in New York at 30,000. Merchandise prizes provided by each sponsor are the key to the show's success. Winners get prize coupons which must be redeemed at their local grocers. These prizes are worth only about \$6.00 at retail, yet redemption ranges around 38%—considerably higher than the usual 15% or so redemption of conventional coupons given away. When a winner walks into his neighborhood store to claim the prizes, he is unaware of his role as a distribution lever for the program's sponsors. For, if the local grocer or supermarket doesn't stock a prize product, the winner is asked to call the company. A company salesman promptly visits the local merchant, points out that this winner and many to follow will be in to collect their prizes. Would they care to have old customers cash their prize coupons elsewhere? The retailer usually gets the point and orders a case or two, maybe more.

Unlike many other telephone-quiz games, the *Telephone Game* is on firm legal ground. It was passed by the U. S. Post Office because chance is not involved: every possible combination of numbers is called regularly, in cycles. Duplicate prizes are offered throughout each cycle to avoid unfairness when sponsors change.

This safety from anti-lottery prosecution is a big reason why a large movie theatre chain will shortly introduce the game into its many houses. Bingo may be coming back, but with a Goodman twist.

Quiz shows as a class are still the most popular telephone gimmick programs on TV, as they are on radio. Network productions like ABC's *Stop the Music* and *Sing it Again* on CBS are of the variety show type with elaborate entertainment. On *Stop the Music*, for example, Admiral Corp. and P. Lorillard Co. (Old Gold) pay \$6,500 each for half-hour segments every Thursday between 8:00 and 9:00 p.m.

Besides the two big network shows, SPONSOR surveyed two other variety-type quiz shows. Crosley Broadcasting's musical quiz-participation program, *Get On The Line*, has just started on WLW-T, Cincinnati; WLW-D, Day-

ton; and WLW-C. Columbus. John T. Murphy, Crosley's Director of TV operation, tells why this summer show was put on: "We simply wouldn't accept the idea that summer time was bad television time. Our revenue from this eight-week summer series will exceed what we stood to lose from the customary network hiatuses." All participations on the one-hour, five-day a week show have been snapped up by such national and regional sponsors as *Reader's Digest*, Chesterfield, Continental Baking Co., Autobrite, Sun Oil Co., Red Top Beer, and Oxydol.

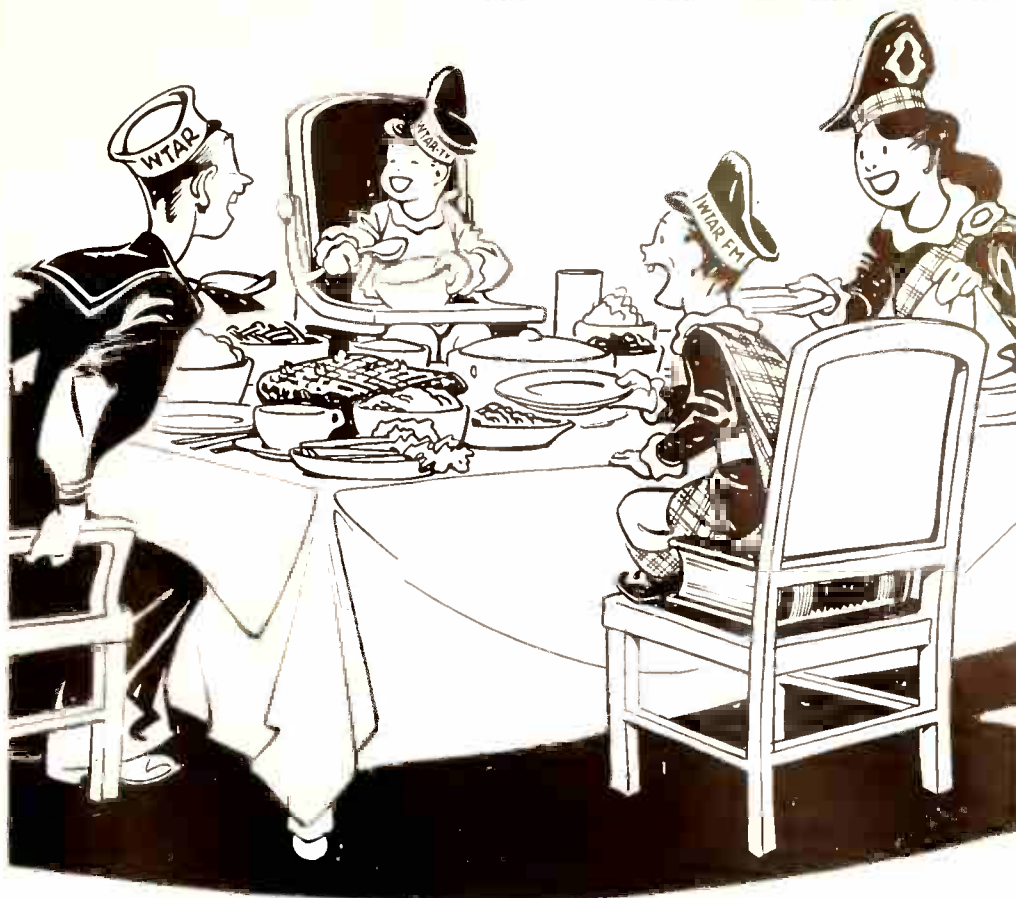
Telephone gimmick shows can do more than counteract the summer hiatus. Although WCBS-TV is saying little, on 3 July it launched what may be strong competition for Anchor-Hocking's *Broadway Open House* on WNBT five weekday nights at 11:00. The WCBS-TV venture is *Variety Quiz*, a clever use of the 1,040 three-minute shorts put out by Official Television, Inc. as "Music Hall Varieties." This package of novelty acts and musical numbers was described in a SPONSOR article on films for TV (5 June 1950).

Format of the 45-minute *Variety Quiz* involves the screening of shorts followed by questions about these by phone. Winners among the dozen or so persons called each night get merchandise prizes.

Other types of quizzes are also popular on TV. No less than 13 of the 21 programs surveyed by SPONSOR were quizzes. Among the straight general-type quiz programs is the TV version of *Tello-Test* on WJBK-TV, Detroit. Its television twist is the sketching of clues by an artist. Merchandise prizes are included in the sponsor's package price of \$40 per participation for the daily 3:30 to 4:00 p.m. show.

A similar general quiz is *Time for Terry* on WBAP-TV, Fort Worth. Sponsored by Chicago-Webster Recording Equipment, the program fills a 9:00-9:30 p.m. slot every Wednesday.

Sports, which have been a big TV subject from the first, provide subject matter for several very successful telephone quiz shows. Tom Moorehead, WFIL-TV, Philadelphia sportscaster, calls several people each week from a stack of 8,092 postcards received during the first two-and-a-half months of *Name the Star*. Regina Cigar Co. pushes Hillcrest Cigars on the 15-minute program. Contestants who an-



FOOD SALES GROW FAT, TOO

when WTAR and WTAR-TV sell the Norfolk Metropolitan Market for you!

The potential is plump for food products in the \$100,000,000.00* Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Virginia. WTAR and WTAR-TV bring home the sales for food advertisers because . . .

WTAR delivers more listeners-per-dollar than any combination of other local stations. Check any Hooperating to see the overwhelming listener preference for WTAR.

WTAR-TV, on the air since April 1st, is already selling to more than 15,000 set owners (as of May 1). That's right, 15,000 sets in one month's operation in a brand new television market. Proof enough of WTAR popularity.

So, get your food products on the heaping tables of the Norfolk Metropolitan Market with WTAR and WTAR-TV. Ask your Petry office, or write us.

*Sales Management Survey of Buying Power, 1950



Norfolk, Virginia

AM—NBC Affiliate
5000 watts Day and Night
TV—Inter-Connected
NBC, CBS, ABC, and Dumont Affiliate

To a radio advertiser who can't afford Godfrey

In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an ookelele, but who eats ookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more, WMT has more sponsors than Godfrey!

WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at \$27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes. Please ask the Katz man for additional data.

5000 WATTS 600 KC



DAY & NIGHT

BASIC COLUMBIA NETWORK

COMING!

5000
WATTS
ON KLX

910 ON YOUR DIAL

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

answer a preliminary sports question get a crack at naming the mysterious star athlete of past or present. Weekly clues to his identity help contestants in their bid for a \$2,000 jackpot.

News provides grist for many quiz-program mills. George Putnam MC's *Headline Clues* for WABD, New York, from 12:00 to 12:30 p.m. every weekday. News pictures are the source of questions about people and incidents in the news. Another WABD news quiz is *Broadway to Hollywood* on Wednesdays from 10:00 to 10:30 p.m. Questions concern news of the movie and theatrical world. Tidewater Associated Oil Co. has sponsored the show for the past three months.

WJBK-TV, Detroit, has a more elaborate news quiz called *Pop The Question*. Contestants must identify persons or events depicted on a short sequence of newsreel film.

SPONSOR found a straight merchandising-type program being used on two stations. *Shop at Home* on WTNV, Columbus, operates weekdays from 11:00-12:00 noon by demonstrating merchandise before the TV camera. Housewives can call in and designate the items they'd like to see. Rich's Department Store in Atlanta performs a similar service over WSB-TV. This show grew out of an expedient used by the store during the recent 37-day transit strike in Atlanta.

TV Trades on WICU, Erie, Pa., shows how simple an appealing TV program can be. The show acts as a clearing house for traders. The MC holds up an item sent in and invites trades. Phones begin buzzing as home viewers offer a highchair for a tricycle, or a wash basin for a pitcher.

SPONSOR found the old-fashioned auction being dressed up and put on television. *Telesales*, which recently went on summer hiatus at WMAR-TV, Baltimore, was scheduled in the 8:00-8:30 p.m. Thursday slot. Format of the show had studio and home audiences bidding against one another for valuable merchandise prizes provided by one of the five participating sponsors. All reported heavy sales of articles auctioned off on the program. Handing out studio audience tickets at the advertisers' stores helped build traffic.

Cleverest use of the auction format with a telephone gimmick is to be found in two programs soon to be merged into one. They are *What Am*

SPONSOR

*FROM NOW ON, WWJ-TV's
advertisers can take audience
for granted. With the number
of sets now well beyond the
quarter-million mark, television
in the booming Detroit market
has emerged completely from the
experimental stage and reached
the age of full productivity.*

Stabilized!

*WWJ-TV supports its belief
in the stability of television in
Detroit with its new rate card
(#8) which is guaranteed to
advertisers for one full year!*



FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

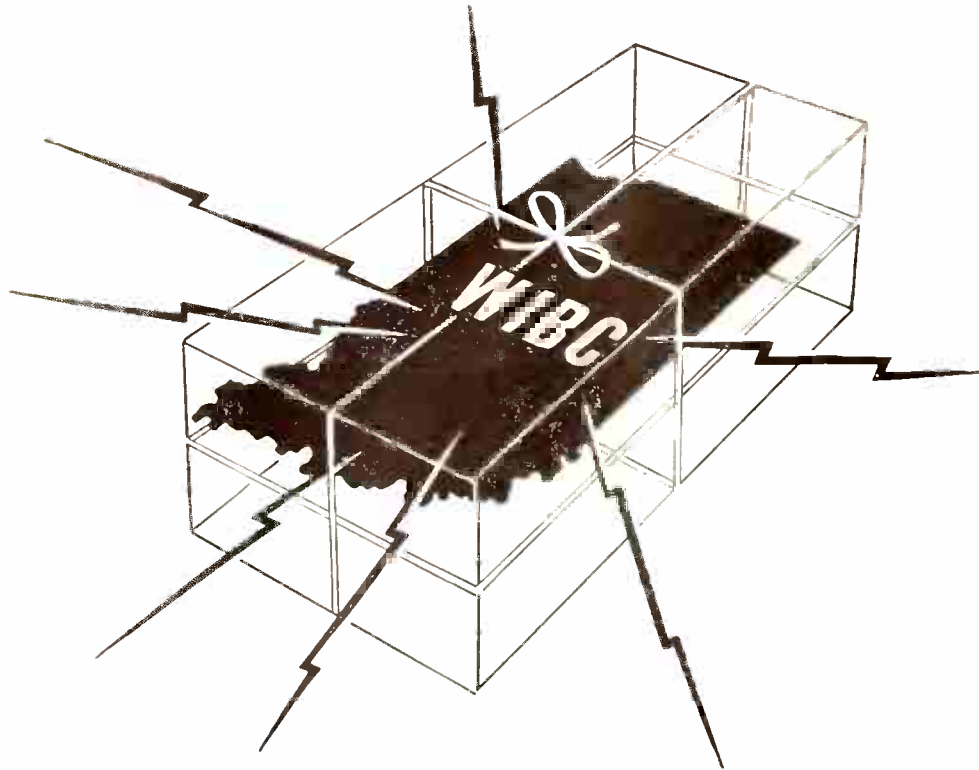
National Representatives: THE GEORGE P HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

WIBC Indiana's First and Only 50 KW Station



WIBC offers *all* of Hoosierland in *one* profitable package—plus important out-of-state “bonus” coverage—and at the *lowest* rates of any 50 KW station in the middle west.

Within WIBC's 0.5 MV contour live 1,068,166 radio families* . . . with total buying power of \$4,985,952,850.00.**

*1949 BMB

**1950 Sales Management Survey of Buying Power

Ask your John Blair man about valuable time, big coverage, low rates at...



I Bid? and *What's Offered?*, on WOR-TV. Both operate the same way. Home and studio audience bid on attractive prizes like gas ranges, refrigerators, radios, luggage, watches. But the merchandising angle which makes these shows unusual is that instead of money, bidders must use tickets obtained from stores in the plan.

Finally, SPONSOR found the disk jockeys moving into TV studios, too. On WTVN, Columbus, Jimmy Leeper and six telephone operators answer record requests. The hour-long week-day show includes guest interviews with celebrities.

At WATV, Newark, Paul Brenner is expanding his activities to a TV stint called *Dialing With Music*. This ambitious daytime show has music, guests, and calls viewers on the phone to ask questions. Questions are visual whenever possible. The program is expected to spread out to five days soon.

Clever planning is evident in many of the telephone gimmick shows SPONSOR found on TV, but there is room for more good ones. Games seem slowest to get underway, yet parlor games for a mass audience could be a natural for TV. Harry S. Goodman, producer of the *TV Telephone Game*, has a *Crossword Puzzle* program in which viewers work out puzzles at home, phone in when they've solved them. This is just one possibility.

Whether on radio or TV, the telephone is the only direct link between broadcasters and their audience. Properly handled, that link has been a very effective selling route. ★ ★ ★

BARN DANCES

(Continued from page 22)

does not regard itself as a barn dance program, its entertainment is in the same simple, informal spirit. Each Saturday night, 5,000 persons flock to the broadcast show (8 p.m.-12 midnight) in Nashville's Ryman Auditorium. Touring *Opry* acts have been seen by additional millions. By special request of the War Department, an *Opry* troupe went to Europe in the fall of '49 to entertain military personnel.

R. J. Reynolds (Prince Albert), *Opry* sponsor for over a decade, invests in the NBC coast-to-coast pickup of the show (10:30-11:00 p.m.). Other net sponsors want in, but the Reynolds “exclusive” prevents anyone but local sponsors from moving into the picture.

NOW—by transcription...

this Sensational New Quarter-Hour Series!

THE ALL NEW

beatrice kay show



beatrice kay

with all-star
supporting cast!

The Equal of Top-Rating Network Shows...for Less than the Cost of Local Talent!

The inimitable Beatrice Kay...plus ex-Glenn Miller-Claude Thornhill-vocalist Artie Malvin...music by the Kay Jammers...large male chorus...guest stars! Humor, variety, human interest...beloved oldies and sparkling new melodies...a timely answer to America's latest touch of nostalgia! MC-ed brilliantly by Bea, herself—never more entertaining—seldom more heart-warming! A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.

"Competes with the best... outrates the rest!"



RICHARD H. ULLMAN, Inc.

Phone Cleveland 2066

295 Delaware Avenue
Buffalo 2, New York

Mr. Philip Cohen
Sullivan, Stauffer, Colwell & Bayles
New York City
Dear Phil:

You agency fellers is allus lookin' fer brite spots, ain'teha? Well, here's one yuh won't have ter polish! Charleston, West Virginia, th' home town o' WCHS, is shore ashinin'! Why Phil, Kanawha County alone has increased nearly 30 percent in population since 1940, an' th' other counties served by WCHS' 5000 watts on 580 is really boomin', too. Add ter that th' fact that department store sales in Charleston is up 20 percent o'er last year, an' yuh've got one w th' brightest spots in th' whole durned country! It'll pay yuh ter remember that, Phil!



Yrs.
Algy

W C H S
Charleston, W. Va.

Other Opry sponsors include Purina Mills (over 10 years), Stephens Mfg. Co., O'Brien Brothers, Royal Crown Cola and Warren Paint.

Success stories by the hayrick are available from sponsors of such rustic funfests as KWKH's *Louisiana Hayride* (Shreveport), KMBC's *Brush Creek Follies* (Kansas City, Mo.); WHO's *Iowa Barn Dance Frolic* (Des Moines); WRVA's *Old Dominion Barn Dance* (Richmond); the WWVA *Jamboree Show* (Wheeling), and scores of others.

Single quarter hour participations on WWVA's *Jamboree* have sold 2,703 magazine subscriptions, 2,866 hosiery orders, 973 sewing machine attachments, 787 plastic aprons. In 1949, this program pulled 73,765 pieces of commercial mail for its sponsors, which include Dr. LeGear (poultry medicine), Saf-Kil, Flex-O-Glass, Lexington Mail Order Company.

The KWKH *Louisiana Hayride* has been selling everything from doughnuts to automobiles for regional and local advertisers in the Southwest for three years. The Southern Maid Doughnut Company, using one 50-word announcement during the *Hayride*, found that the direct response, i.e., the big rush they got every Saturday night as soon as the show was over, more than justified the cost. The cumulative benefits were gravy. The owner of the Joe Lewis used car lot, Shreveport, sold 15 automobiles in one day, also as a direct result of one 50-word announcement on the show. One customer came from more than 300 miles away.

The *Missouri Valley Barn Dance* (WNAX, Yankton, S. D.) has been sold out since its inception three years ago with Keystone Steel & Wire, Flex-O-Glass, Michigan Bulb among its sponsors. Current on this one-hour Saturday broadcast (8:30-9:30 p.m.) are Murphy Products and Sioux Steel.

The "get out and meet the people" appearances of barn dance talent all year round at theaters, auditoriums, state and county fairs are a major reason for their artistic and sales success. The remote barriers of broadcasting are removed by these personal appearances: their keynote is an informal, shirtsleeve, just-stopped-by-for-a-visit atmosphere. Listeners are anxious to see what their favorite artists really look like. Non-listeners acquire an interest in listening to the performers

BIG!

To **SELL** the **PEOPLE** Who Buy
The **MOST** in the **BIG**

MIDDLEWEST

POPULATION
Over 4 Million
RETAIL SALES
Over 2 Billion

Use The **BIG**
STATION

THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS OMAHA BASIC CBS

SELL THE COTTON BELT WITH THE "COTTON BELT GROUP"

WGVM GREENVILLE, MISS.
1000 watts-1260 Kc
KDMS EL DORADO, ARK.
1000 watts-1290 Kc
KTFS TEXARKANA,
TEX.-ARK.
250 watts-1400 Kc

Sell over a million* folks in the Delta—South Arkansas and East Texas—by use of the Cotton Belt Group. One low rate gives you blanket "not secondary" coverage in this multi-million dollar market!

*Primary .5mv

**COTTON • OIL • LUMBER
AGRICULTURE**

"The South's Billion \$ Market"

Write—Wire—Phone
Cotton Belt Group
c/o KTFS
Texarkana, Tex.-Ark.

BMI

MUSICAL CATEGORIES FOR SETTING SCENES

Since the publication of BMI's CATEGORICAL INDEX, you don't have to be a music expert to find the right musical setting for any script situation.

Radio and TV program producers are finding this handy volume indispensable. More than 4,000 individual song titles are cataloged, classified and cross-indexed to provide a ready answer to the problem of choosing appropriate background music.

The BMI CATEGORICAL INDEX has been furnished to every AM, FM and TV station licensed by BMI.

If your copy has been worn out through constant use, write to BMI for another free CATEGORICAL INDEX.

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

they've seen. Typical of the popularity of these visits, the touring WNAX *Missouri Valley Barn Dance* reports that demand for local appearances of the show is so great they have bookings for one year in advance (at \$1.25 admission per person).

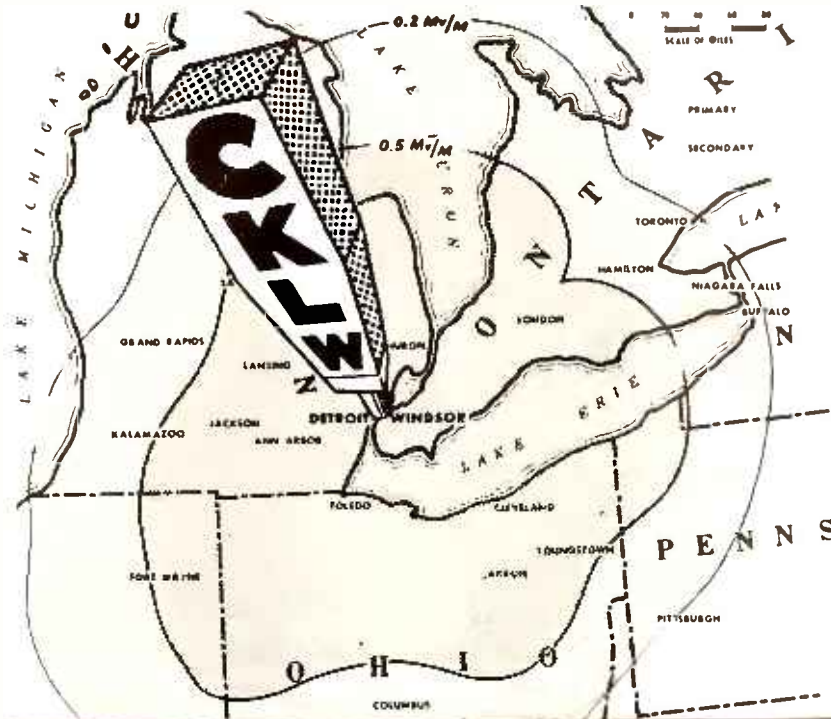
Listeners tend to feel a real closeness to the barn dance entertainers, with their simple, neighborly, "meet-me-after-the-show" informality. When the artists are scheduled to appear in various places on personal appearance tours, they receive invitations galore to dinner from devoted fans along the route. Should a barn dance personality be afflicted with a cold, or not look quite up to par, the intense personal interest and concern of the listeners is evidenced in an avalanche of anxious letters. This feeling of intimacy expresses itself in high listener loyalty.

The amount of good will built for sponsors by these personal appearances is incalculable — and it's free! But that ain't all the sponsor gets. Nope, not by a ukelele. He reaps the benefit of recordings which most of his barn dance personalities make for the major record companies. Such outside activities have added new lustre to stars like Roy Acuff, Ernest Tubb, Red Foley, Cowboy Copas, Hank Williams of *Grand Ole Opry*, Eddy Arnold (ex-*Opry*) and many others, whose disks have been outselling the usual pop records. For instance, *Chattanooga Shoe Shine Boy*, recorded by Red Foley for Decca (and written, incidentally, by two WSM executives) has sold over 1,000,000 copies from its Christmas-time release to date.

Decca reports not only a tremendous increase in the sale of country-type records, but in the influence of this type of music on the field of pop. You have only to look at a list of recent juke box favorites to see the heavy sprinkling of hillbilly, folk and Western-flavored tunes.

Swing, boogie-woogie and be-bop may come and go, but the barn dance stays on, safely ensconced in America's heart. Its basic appeal was summed up some years ago by H. S. Thompson, advertising manager of Miles Laboratories, when Alka Seltzer had just zoomed to success: "After all, the majority of us are just plain folks. We like the man who is informal and friendly. We like the man who takes us by the hand and calls us by our first name." ★ ★ ★

50,000 WATTS COVERING A 17,000,000 POPULATION AREA!



The DETROIT Area's Greater Buy!
— at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This mighty power, coupled with the **LOWEST RATE OF ANY MAJOR STATION IN THIS REGION** means that you get more for every dollar you spend in this area when you use CKLW. Get the facts! — plan your Fall schedule on CKLW now!

CKLW

ADAM J. YOUNG, JR., INC.
National Rep.

J. E. CAMPBELL
President

Guardian Building • Detroit 28

GROWING GROWING GROWN

Now First in Mobile
MORNING PERIOD*

PLUS...

a 14.8 Over-all Audience
Increase Since 1949

ANOTHER BONUS FOR ADVERTISERS...

Special merchandising
department for extra
promotion of sales.

*January, February, 1950 Hooper

WABB AM 5,000 Watts
FM 50,000 Watts
AMERICAN BROADCASTING
COMPANY

OWNED AND OPERATED BY
THE MOBILE PRESS REGISTER
NATIONALLY REPRESENTED BY
THE BRANHAM COMPANY



KQV was the only Pittsburgh station on the scene during a recent headline-making probe in Pittsburgh. The hearings involved free work by employees on city time. KQV made tape-recordings of all essential testimony to give its listeners first hand service on the town's biggest political story in years.

KQV

Pittsburgh, Pa.

MBS — 5,000 Watts — 1410

WHAT MEDIA WITH TV?

(Continued from page 31)

families subscribing. But average coverage of the *Post-Dispatch* in all counties in the "outside" area is only 7.4% (source: Audit Bureau of Circulation, September 1949).

A 50 kw outlet has been used in this comparison, which is based on a study of "outside" markets by CBS market researcher E. P. J. Shurick. But the same kind of circulation comparisons are possible for less extensive "outside" markets covered by lower-power radio stations, though not necessarily with equally sensational results in every case.

Assume that an advertiser is using network radio plus some combination of printed media as shown in one of the charts accompanying this story. He plans to add network television. Where can he squeeze money from his current budget to help pay for television without sacrificing essential "outside market" coverage?

Coverage figures shown in the chart for the St. Louis sample area illustrate the relatively overwhelming "outside" coverage of 50 kw KMOX as compared with all or any combination of the printed media shown. From these analyses two conclusions emerge: (1) your TV money can come from printed media with minimum loss of "outside market" coverage; (2) stepped-up advertising pressure via television should in many cases be balanced by additional radio pressure. Cutting back certain magazines, as illustrated in the chart just mentioned, makes this possible. As an example, the cost of full-page insertions in the magazines shown as "omitted" approximately equals the cost of a half-hour network nighttime program heard over KMOX.

The illustration used does not assume that an advertiser would be using all the printed media shown in the example chart. Network radio advertisers might be using one or more of these printed media on some kind of a staggered basis. Smaller advertisers may object that network radio is too costly because it has to be used on a continuous basis. Network radio is flexible. You can buy one-shot broadcast in any open time available, and some of the top advertisers have. ★ ★ ★

FURS ON THE AIR

(Continued from page 33)

For example, Davidson Brothers Indiana Fur Company in Indianapolis recently featured a low-priced garment over their WFBM-TV program. The item was sold out after the first program. Following a Kathi Norris TV show over WABD in New York, three coats (\$300 each) were sold by Sachs Quality Clothes within 90 minutes.

The feeling among these top-notchers is well stated by Robert Ross, advertising manager of the Evans Fur Company, Chicago: "Radio has always played an important role in our sales picture. As an instrument of promotion, it has proven to be most effective, and though we are finding television growing in importance, radio will always be carefully considered in our budget thinking." It is estimated that Evans spends over \$100,000 yearly on several local stations, uses Jim Ameche transcribed, locally produced shows, announcements, foreign language programs, quiz and giveaway

WAVE WON'T SETTLE IN REDWINE

(Ky.)!

Chilled, warmed or room temperature, the people of Redwine (Ky.) can't pull our cork, pore things. . . . Why, we'd be plumb musty before we arrived. . . .

Instead, we concentrate on the Louisville Trading Area—a fabulous territory fairly bubbling with money. For instance, people here invest \$1139 more per family than neighbors in the more watered down portions of our State.

So we get all the effect we can from this potent market. For proof, let us send you the facts on the eatin' and drinkin' folks around Louisville!

LOUISVILLE'S
WAVE

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



shows. They've used practically every Chicago station in the past 20 years.

Davidson's, one of Indiana's oldest and largest fur companies, spends nearly \$50,000 a year on radio and TV. In addition to a unique 15-minute TV show, Davidson's purchases fur storage announcements five nights per week, both over WFBM-TV, Indianapolis. On the 15-minute *Paradise Island* TV show the following effective technique is employed: The program begins with "Davidson's Indiana Fur Company presents," followed by the start of a movie (one of pleasant background scenes). The movie is stopped at the point where identically painted scenery, previously created, is placed in focus. Live models then walk into the scene. They consistently use two or three radio stations, announcements and musical programs, to air "fashions of tomorrow."

According to the Canadian Fur Corporation in New York and Newark, their business is constantly increasing. When the firm celebrates its 35th an-

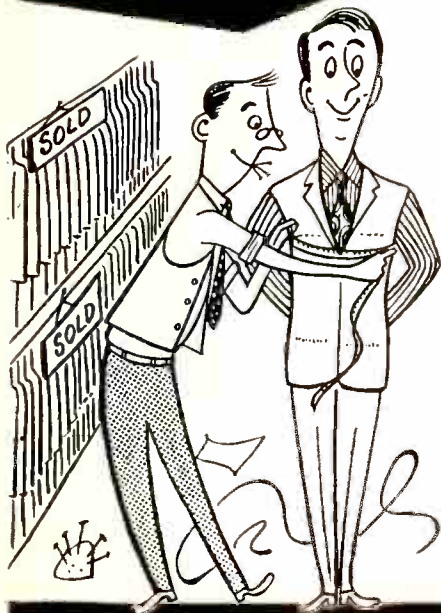
niversary this year they will have invested well over \$1,000,000 in radio. More than \$100,000 was spent last year. They began their radio in 1934 with Martin Block over WNEW, New York; still use him on the *Make Believe Ballroom*. At one time or another, the company has been on all local stations in the New York area; and radio has always been one of their basic media. It gets approximately 50% of the ad budget in New York. Last year they used programs, announcements, jingles, and straight commercials on three stations—WNEW and WHOM, New York; WAAT, Newark. At times WNEW beamed 70 announcements per week. Except for a short hiatus in July, Canadian stays on year-round. Though not yet in TV, the company contemplates using it this year; perhaps as early as this fall.

The Ben Tucker Hudson Bay Fur Company *knows*, to the customer, how effective its radio has been. Says Ben Tucker, owner of the company and president of the Metropolitan Fur Retailers Association of New York. "From August to March, we ask each customer who enters our store how he happened to come in. We use a special card system for this; and have found that a majority of customers came from our radio advertising." Tucker estimates that radio has increased his business more than 50% since 1940. The company is on year-round, airs about 18 announcements a day plus four 15-minute shows per week, all on WINS. They are currently spending over \$100,000 for radio, by far their basic medium. Ben Tucker, like Canadian, appeals to the masses, and contemplates the use of TV in the near future.

Whether or not the industry decline has reached the point of survival of the fittest isn't yet certain. But it's apparent that the fittest, the well-organized outfits, are reaping a harvest during this era of high family income. Planned long-term advertising and promotional campaigns are paying off.

But planning isn't easy. Business is highly seasonable, and is greatly dependent upon weather conditions. Department stores appear to be in the best position to handle the unpredictable factors. Advertising plans and budgets for fur departments are usually well organized, as is the departmental structure of the average department store itself. In addition, the de-

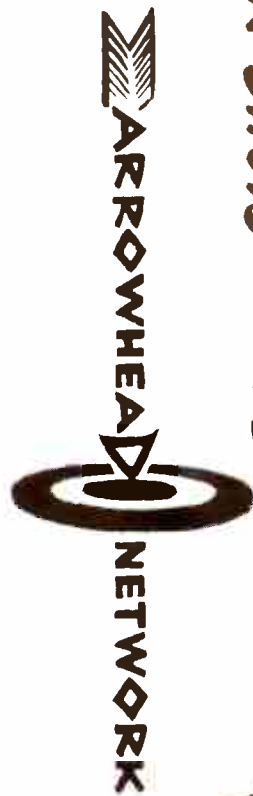
LANG-WORTH
FEATURE PROGRAMS
SELL
CLOTHING!



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

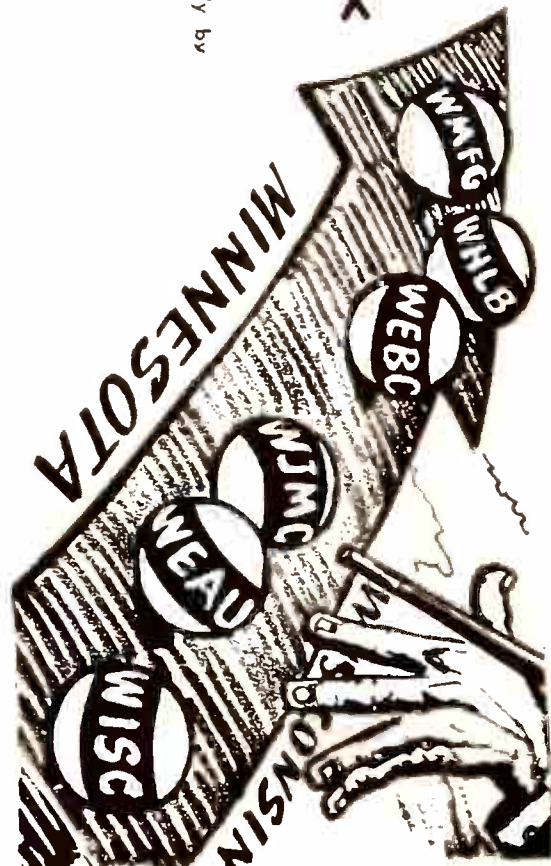
YOU CAN CALL YOUR SHOTS ON THE

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!



Represented nationally by R.A.T.E.L. Repts., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

- WMEG
HIBBING
- WHLB
VIRGINIA
- WIBC
DULUTH
SUPERIOR
- WJMC
RICE LAKE
- WEAU
EAU CLAIRE
- WISC
MADISON





The Spirit of Memphis Quartet, another good reason for WDIA leading all the nation's independents in share of audience April-May 1950, in Hooper Radio Audience cities; why WDIA has one-third more daytime listeners Mon-Fri. than any other Memphis station (see below); why these advertisers* buy and renew:

*Swift & Co. *Lipton's Tea
 *Grennan Cakes *Cook Kill
 *Nucoa *Stokely-Van Camp

HOOPER RADIO AUDIENCE INDEX
 City: Memphis, Tenn. May-June 1950

Time	Sets	WDIA	A	B	C	D	E	F
M-F 8AM-6PM	18.8	25.6	19.0	17.8	15.7	9.9	6.2	4.9

"WDIA, Memphis, Tennessee, Bert Ferguson, Mngr., Harold Walker, Com'l Mngr., John E. Pearson, Rep."


EXPERIENCE
HELPS, TOO


COMPLETE
COVERAGE

Of Houston's entire market area from KATL's full-time 5 Kw. operation. And, too, the experienced "Know How" from 33 hard working "Cattle" broadcasters.

Houston's Oldest Independent

KATL
 HOUSTON, TEXAS

partment store can more readily carry an adequate inventory, and buy and sell on volume terms. Macy's, for example, makes it as easy as possible for the buying customer, will announce tremendous sales with easy payment plans.

Department stores and specialty stores account for about four-fifths of all the furs sold. Independent retail furriers sell no more than 20% of the total. The three (department stores, specialty stores and independent retail furriers) are the main fur outlets in the nation; together number about 13,820.

According to a recent survey made by MacFadden Publications, Inc., 41% of all wage-earner wives own fur coats. More women in the 30 to 40 age group own fur coats than any other; only 18% of those over 45 own one. The survey revealed that 37% of the women who owned fur coats bought them since 1946; 37% bought their furs between 1942 and 1945. Only 11.2% of the coats bought cost over \$400. According to the survey, only 2.4% of the women plan to buy a fur coat within the year; and 81% expect to pay less than \$300.

August is the most highly promoted month among the three groups. The top month is December; the lowest is June (note chart). Retailers with facilities attempt to maintain income during the seasonal lows with fur servicing departments. Cleaning, repairing, storage and remodeling are becoming increasingly important, have accounted for substantial profits. One of the best known in this field is the Hollander Company which successfully promotes servicing. Hollander ran a TV program for seven weeks ending in June which featured Wendy Barrie over WNBT from 10:45 to 11:00 p.m., and plugged fur cleaning and rejuvenation. No other advertising was done during this period. They spent \$12,000 for time and talent. Result: figures in the New York market spurted far ahead of all other markets.

The Certified Cold Fur Storage Association in Kansas City, Missouri actively promotes the use of cold storage for fur preservation. A complete advertising and promotion kit is available to its 229 members. The kit, built around the theme "Time to Store Your Furs," contains spot radio suggestions, direct mail pieces, car cards, decals, and displays.

Sully's Furs in Detroit, on the air

52 weeks a year, illustrates the retailer who capitalizes on fur servicing during the off months. During May, June and part of July, Sully's broadcasts a *Fur Facts and Fashions* program on WKMH in Detroit. The show is sponsored solely to stress the advantages of storing furs, the importance of proper care and treatment.

Consistency in advertising has key-noted the major successes. In addition to those mentioned, scores of others have practically built their businesses on the use of radio. The American Fur Company has stayed with radio since 1933 over KSL in Salt Lake. The sponsor is so firmly convinced of its value that he has taken steps to have the schedule protected in his "Use and Occupancy" insurance policy. If his store should be closed because of fire or other calamity, his KSL schedule would continue and be paid for by the insurance company.

Kussell Furriers in Boston is quick to give radio full credit for their successful fur business. It was 23 years ago that Kussell's decided to drop all newspaper, magazine and direct mail advertising, and concentrate on radio. Not only has the firm carried this out, but it has used the same program, *Caroline Cabot's Shopping Service*, for the same number of years over WEEL, Boston. Furriers like I. J. Fox in New York admit that radio played an important part in their substantial growth. Dupler's in Denver, and Zlotnick's in Washington, are prime examples of successful organized planning; both have used radio extensively.

Most of the companies noted, plus many others, use transcriptions. Dupler's bought 39 Harry Goodman transcriptions last year, at a cost of \$20 each. Goodman reports over 200 users of fur transcriptions; World reports approximately 150. Both list sponsorship of shows as well as short announcements. Jingles have come in for widespread usage. Music library scripted programs are used extensively by many furriers.

V. S. BECKER PRODUCTIONS
AVAILABLE

Women's appeal, musicals, serials, dramas, comedies and children's shows completely packaged for television. Representing talent. 562 - 5th Ave., N. Y. Luxemburg 2-1040

But, by and large, the industry is in a bad way. Sales are down; unity is lacking; promotion is poor. The little promotion that is being done falls on the shoulders of the retailers. As a whole, they aren't bearing their burden well. It isn't as if the task can't be done; a few are doing it and staying on top. The wailers are in a slump, with no sound planning or national guidance to get them out.

There is no rule that says promotion has to fall exclusively to the retailers. The industry is not necessarily scattered; most of the manufacturers are located in New York, some 3,000 of them. Over a third of the milk farms are centralized in Wisconsin and Minnesota; 57% of the silver fox farms are located in Wisconsin. The industry appears to be structurally conducive to organization. If the levels of production (breeders, dealers, manufacturers, dressers and dyers, etc.) would do their part, if retailers would decide to get expert advertising advice and allocate funds to do a long-range job, the fur industry might discover that times are only what you make them, after all. ★ ★ ★

★ ★ ★ ★ ★ ★ ★

Is your station in the black? Are you satisfied with your profit statement? Radio competition today requires intelligent sales effort by management!

I have a successful background of profitable station operation, including self-owned and managed major market station.

If you own an east coast station—network or independent—in a metropolitan market and interested in good management and increased profits, write to Box 8,

SPONSOR
510 Madison Avenue
New York 22, N. Y.

MEDIA MICROSCOPE

(Continued from page 25)

newspaper research tell whether Westbrook Pegler was read by the same number of people this week as last?

Wading through all the claims and counterclaims made by radio stations and networks was hard enough for sponsors. Now it looks as though television may well be the final straw. Because it, too, is an electronic medium, researchers have neatly bundled TV and radio together. It is easy to fall into the dangerous habit of imagining that each minute spent with television automatically steals a minute from radio. As Sindlinger and others have shown, TV is in competition on its own with every human activity. There is no such thing as a rigid "entertainment by electronics" period during the day.

Broadcasters themselves have succumbed to this fallacy, with the result that they spend too much time squabbling over ratings. As station time salesmen on the firing line all over the country will readily admit, local advertisers need selling on radio's effectiveness as a medium. Instead they get bewildering displays of ratings, share of audience figures, sets in use, coverage data. The poor local advertiser throws up his hands after the third station in that market gives him the same sales pitch but the third distinct set of figures. His reaction to all the minute data so expensively gathered: "all I know is the newspaper guarantees me 100,000 circulation. I'll buy that."

How much more effective radio (or TV) sales would be if its salesmen could present, as a basic presentation, one simple bar graph to the advertiser. It would include the minutes in a day devoted to each medium by a sample of that market. This and the rates would be the determining factors. At last there would be a common denominator in the media equation.

Acceptance of a time scale to measure media will not eliminate all the problems that advertisers face, but it will greatly reduce the present confusion. Until some such device is adopted, all parties should at least recognize that they are not measuring with equal accuracy when they compare radio and printed media for effectiveness. Radio and TV are under the microscope—alone. ★ ★ ★

MORE THAN A MILLION

Letters and cards have proven that men and women like to listen to

TOM DICK and HARRY

A new show (156 15-min. variety programs) starring these three zanies is now available at low cost from

TELEWAYS RADIO PRODUCTIONS, INC.

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

Other top TELEWAYS transcribed
program availabilities are:

- RIDERS OF THE PURPLE SAGE
156 15-Min. Musical Programs
- JOHN CHARLES THOMAS
156 15-Min. Hymn Programs
- STRANGE WILLS
26 30-Min. Dramatic Programs

Send for Free Audition Platter and low rates

ask

JOHN BLAIR & Co.

about the

HAVENS & MARTIN

STATIONS

IN

RICHMOND

WMBG-AM

WCOD-FM

WTVR-TV

First Stations of Virginia



Johnny Gillin

The broadcasting industry lost one of its best-loved figures when John J. Gillin, president and general manager of WOW and WOW-TV, Omaha, passed on 19 July.

Of all U. S. broadcasters, Johnny Gillin was probably best known and admired in Canada, and for years has attended the annual CAB Conventions as an unofficial ambassador.

Johnny was an ardent exponent of good broadcasting practices. He believed that "the program's the thing" and demonstrated it over his radio and TV stations. He worked selflessly for civic and industry projects, and for

14 years was a member of the NAB Board.

His unfailing courtesy and kindness won't soon be forgotten. Johnny will be remembered when broadcasters get together.

Howdy, neighbor

There's no quicker way to discover yourself and your product a friend of the family than to buy a portion of a barn dance.

It doesn't matter whose barn dance, providing it's the real stuff—not the synthetic variety.

As soon as you buy in you'll discover that "howdy, neighbor" are more than a couple of words. You occupy a special niche with the Saturday night regulars: you belong. And a word to the program director will push your product slambang into the fun, frolic, and general good clean commotion that's part and parcel of the shindig.

The fellow who's writing this editorial knows. For 204 consecutive Saturday nights he served as sound effects man, sign putter-outer, general factotum on one of the nation's big barn dances. Why, once or twice he was even mistaken for a performer.

SPONSOR tells what barn dance sponsorship can do for you on page 19. But here's the big hitch—how to get on. We hear that most all of them are darn nigh sold out.

Media yardstick

An advertiser is entitled to know what he's buying, and to decide whether he's paying a fair price.

So the current inquiries of the ANA are certainly in order.

But to make the investigation valid, one thing is needed. That's a single yardstick for measuring all the advertising media—otherwise how can you compare values?

The rating confusion in the radio field, now extending into television, is reaching the chaotic state. Advertisers and agencies are peering microscopically at the air media via BMB, Nielsen, Hooper, Pulse, American Research Bureau, Conlan, Sindlinger, Videodex, and what have you. The more they peer the more confused they become. In the end, more than one advertiser has decided to stay with something simple, like newspapers.

And what could be simpler than analyzing newspapers. All you ask is circulation and maybe a breakdown of where the copies go. Occasionally you look at the Continuing Study of Newspaper Reading.

Why ask to see radio through a microscope; newspapers at a distance of 100 yards? Wouldn't a common denominator yardstick be fairer?

SPONSOR suggests one such yardstick in this issue. Please turn to page 24.

Applause

Mitch's pitch

When the word went out that Maurice B. Mitchell, director of the Broadcast Advertising Bureau, was going over to NBC on 15 August, station managers and sales managers let out a wail that could be heard from coast to coast.

Typical was the telegram by Paul G. White, general manager of WEIR, Weirton, W. Va.: "Urge you exert all support SPONSOR magazine to influence Mitchell reconsider resignation. Wired NAB directors today to rouse membership to organize concerted drive against resignation."

Mitch bows out of the BAB, reluctantly, after 15 months of hustling, speech-making, planning, selling, and

promoting that would make a whirling dervish seem to be standing still in comparison. One day he was in Georgia; the next in Minnesota. On Saturdays and Sundays he handled the load of dictation and sundries that had accumulated during the working week. He wrote his never-ending brochures, slide films, presentations at home; read proof on the run. And, with it all, he was never too busy to take time out when you called.

It was apparent that Mitch loved the BAB . . . and though some may not believe this, in light of his departure, still does. He believes that through it sponsors and agencies will recognize radio and TV for what they are, the greatest of all sales-producing advertising media. He hopes that his leaving

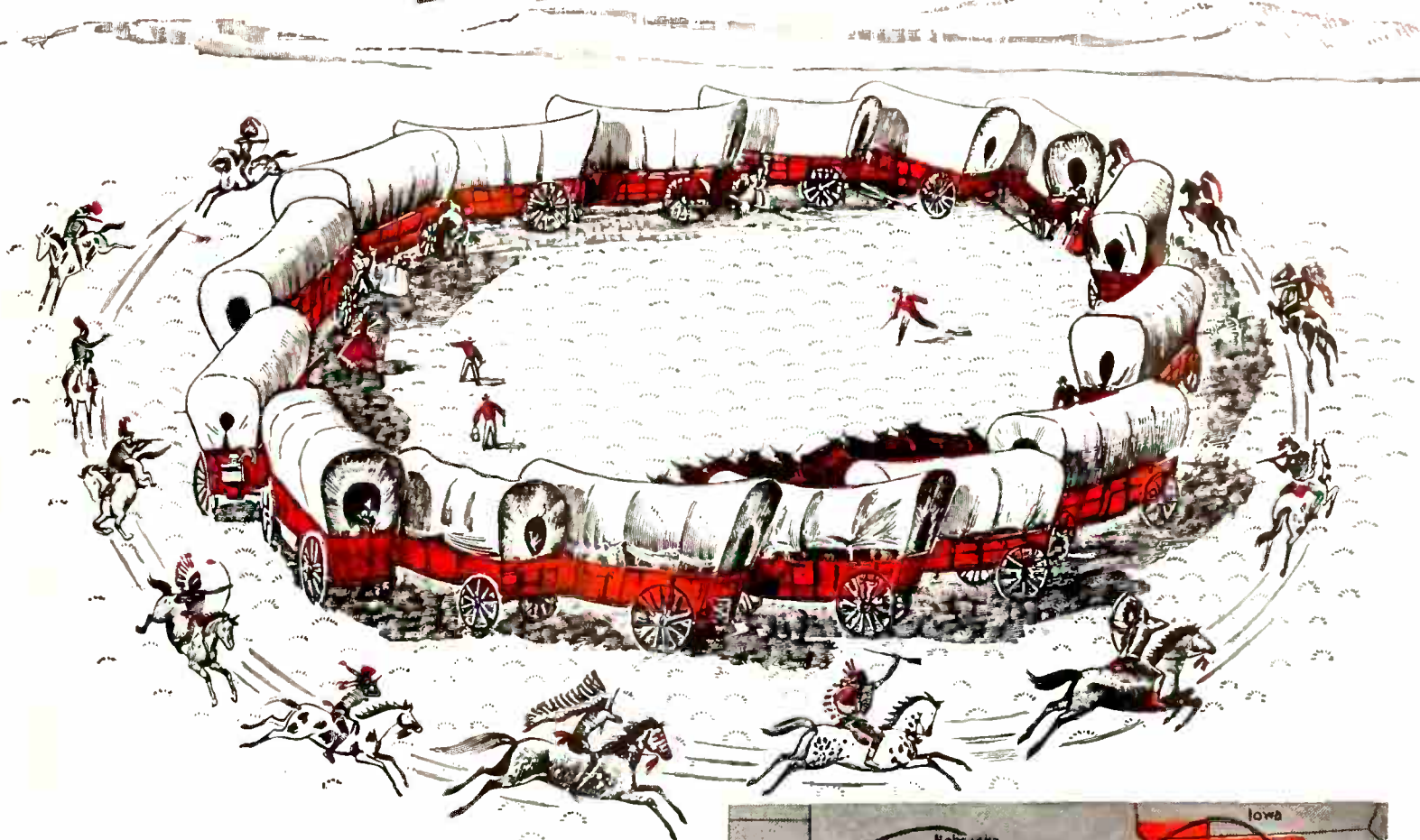
will point up the hopelessness of doing a \$1,000,000 job with a \$200,000 budget; the importance of making BAB available to all segments of the broadcast industry. NAB members or not; the impossibility of helping boost broadcast advertising revenue to where it should be with a handful of personnel.

He leaves this message: "Why doesn't the NAB Board keep the membership more closely informed regarding the BAB? If BAB does a job now, it can do a bigger one, but it takes station support. How big does the membership want BAB to be?"

Mitch gave unstintingly, unselfishly of himself at the BAB. Wherever he is, nothing will make him happier than a bigger, better BAB after he's gone.

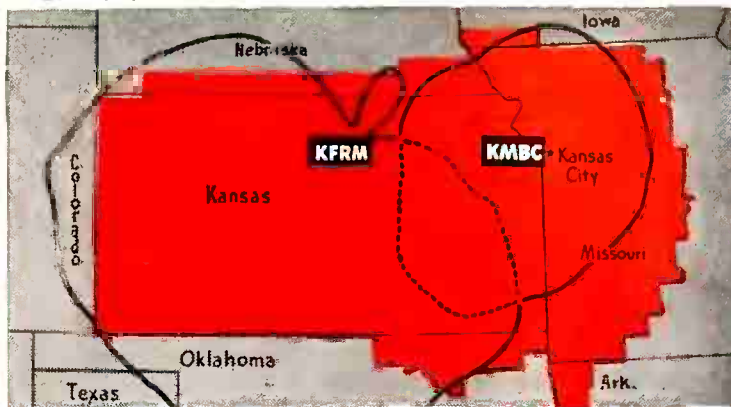
THE KANSAS CITY MARKET

Does Not Run in Circles!



It's a Rectangle...

and Only The **KMBC-KFRM Team**
Covers It Effectively
and Economically!



Daytime half-millivolt contours shown in black.

Is The Team's great potential audience responsive, you may ask?

Last year the program "Rhymaline Time" alone—broadcast each weekday morning 7:30 to 8:15—pulled 24,082 responses. 22,892 of these cards and letters came from the Kansas City Primary Trade Area (shown in red) representing all but 8 counties within The Team's half-millivolt daytime contours.

Currently the response is running even greater, with the lusty two-year old KFRM pulling 35%.

The Conlan 1950 Spring KFRM Area Survey proves that The Team retained first place among all broadcasters serving the area, and leads the closest Kansas City competitor 5 to 1.

To examine this proof, contact KMBC-KFRM, or any Free & Peters "Colonel".



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

This is CBS
in summer,

More CBS viewers are tuning more programs on CBS
than on any other network — 18% more than last summer

1950...

creating

Last season 5 of the top 20 programs on CBS were CBS originals
Talent Scouts, My Friend Irma, Suspense, Game Photographer, Lingo.

“top 20”

programs

The CBS eye is out for new programs in all new series of all
types and sizes — comedy, variety, drama, quiz, music

for '51

