

# SPONSOR

*For buyers of broadcast advertising*

The automotive picture—p. 21

La Rosa aims at market—p. 26

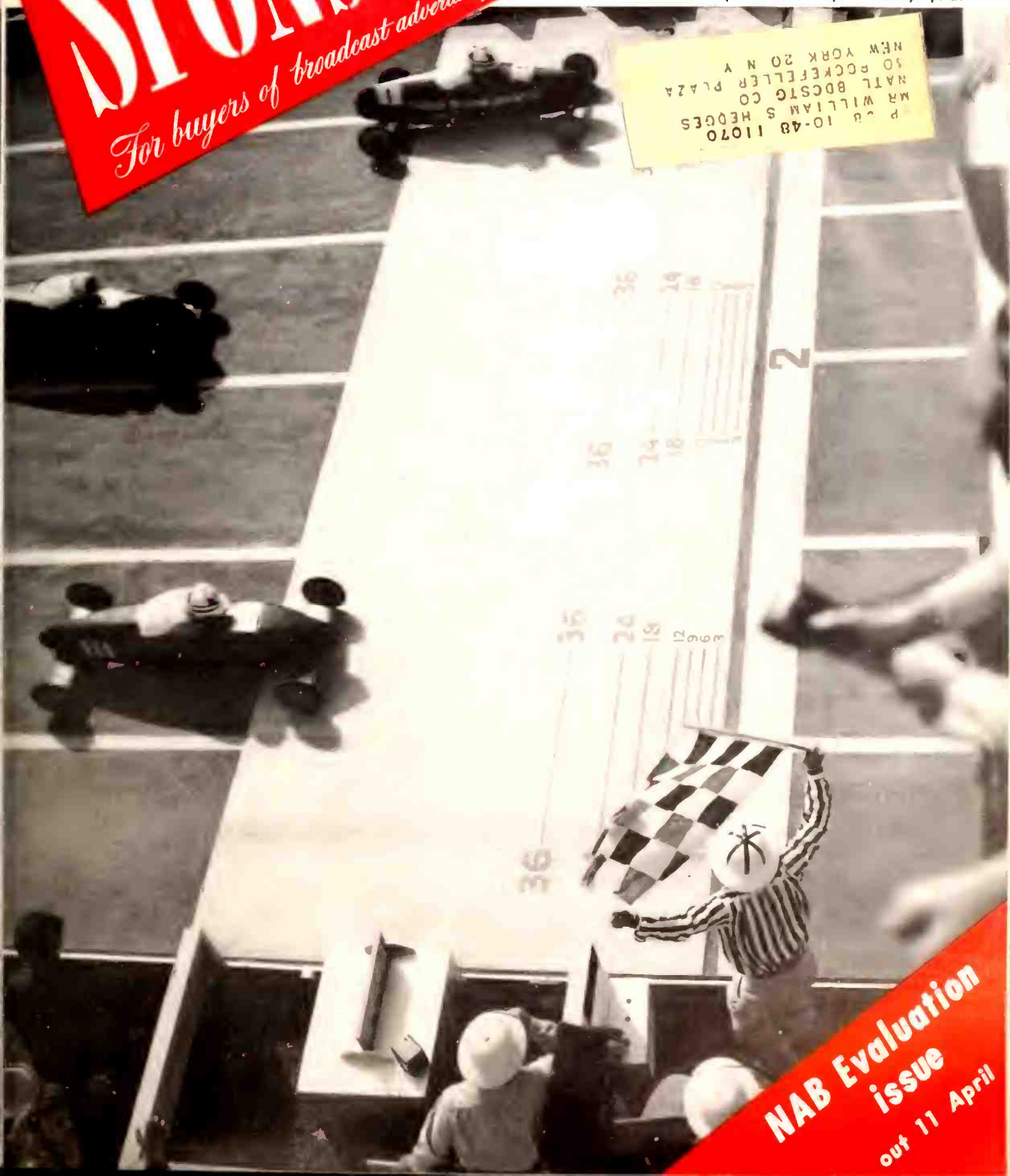
How to make a newsreel—p. 29

Let's tell a story—p. 25

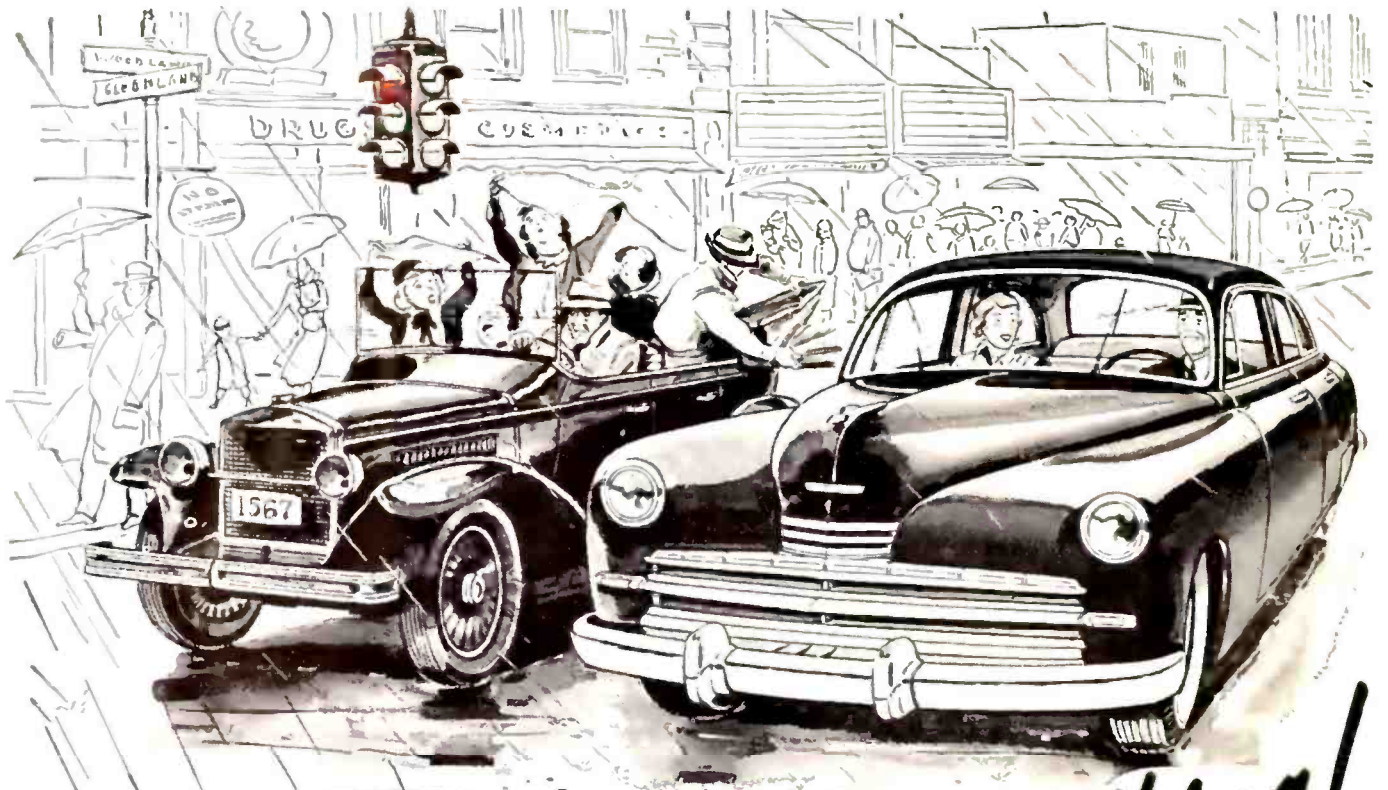


92

Chevrolet sponsors the soap box derby—p. 21



**NAB Evaluation  
issue  
out 11 April**



**PROPER  
COVERAGE**

*means everything!*

Yes, proper coverage is essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's greatest advertising medium.

Call or write  
your nearest  
PETRY office

**WJR**

**CBS**

**50,000 WATTS**

**FREE SPEECH MIKE**



**THE GOODWILL STATION, INC.—Fisher Bldg., Detroit**

G. A. RICHARDS  
Chairman of the Board

FRANK E. MULLEN  
President

HARRY WISMER  
Asst. to the Pres.



# TS...SPONSOR REPORTS...

## ..SPONSOR REPORT

14 March 1949

**Fortune finds radio  
first U.S. leisure-  
time activity**

Radio is still America's number one leisure-time activity, according to Elmo Roper's latest survey for Fortune (March 1949). Men reported they turned to radio first 51% of time, and women stated they turned 54% of time.

-SR-

**Flower seeds are  
big 1949 premium**

Flower seeds are back as premiums in big way. Procter & Gamble is using seed offers on six daytime serials, and General Foods on one. P&G's offer is a part of \$50,000 prize contest. GF's is a self-liquidating box-top and 15¢ deal.

-SR-

**NAB fights  
secondary boycotts**

NAB's fight for amendment to Senate Bill 249 to prohibit secondary boycotts is in reality a fight for entire advertising business. Danger of unions picketing places of business of advertisers when media they use is struck continues to raise ugly head, and only Federal action can prevent it.

-SR-

**Little new on TV in  
Europe**

Progress is being made on TV in England and France but General Sarnoff (Chairman of the Board of RCA) reported, following his recent six-week trip, that he had seen nothing abroad to indicate that developments had reached importance to U.S.

-SR-

**WMGM thesis:  
radio-here-to  
stay**

WMGM, N.Y., is becoming big entertainment business—part of Metro-Goldwyn-Mayer but something that MGM never had before. MGM record division is using WMGM studios for recording, many MGM stars are transcribing special shows for WMGM, which will be syndicated. Station's operation is based upon radio-is-here-to-stay basis

-SR-

**William Morris  
first in TV  
talent business**

William Morris talent agency is number one in TV at present. In band business it runs last of important agencies. First in band business, on or off the air, is Music Corporation of America.

-SR-

**Anti-chain store  
law reduced**

Ten of 28 states which have had anti-chain store legislation on books have repealed discriminatory law. In each of states, case against law was taken to people in part via airwaves.

-SR-

**Newspapers lead  
in TV station  
ownership**

Newspaper publishers lead all organizations interested in TV, according to FCC. Publishers represent 31.3%, broadcasters (broadcast station owners, who are publishers not included) 16.1%, motion picture theaters 6.6%, and manufacturers and retail merchants 6.1% each.

**Fifth net in 1949** Fifth network long talked-about seems destined to become reality in 1949. Several top-flight radio station executives will head up new web and money will come from national investment house.

-SR-

**FCC did not force Berle and Godfrey vacation** Word-of-mouth propaganda anti-Berle and Godfrey is circulating to effect that their month vacation was an enforced one—enforced by Federal Communications Commission. Check with Washington reveals FCC had nothing to do with Berle and Godfrey needing rest.

-SR-

**NBC-CBS TV battle is on** NBC still leads networks in selling "big" TV networks to sponsors. Harry Kopf, NBC sales v.p., claims that NBC TV stations had 128 hours of commercials, while nearest competition had 35. Week of 2 January was used for comparison. CBS currently reports 18 sponsors, NBC 24. CBS claims to have 7 more signed, while future business on NBC is not available for publication at this time.

-SR-

**Sponsors buy first and second picture rights** More and more sponsors are becoming interested in buying first and second rights of motion pictures. Producers sell pictures at less than actual cost, gambling on fact that they'll be worth more after first and second runs since TV will be nationwide for re-run rights. American Tobacco has deal like this for its "Your Show Time."

-SR-

**Lever Bros. turns to "big" packaging** Two major network programs, "Amos 'n Andy" and "Big Town", are featuring Rinso's "giant-size" package. Lever Brothers' deal is based upon feeling that appeal of size and price are synonymous. Price is currently becoming more and more vital to making sales.

-SR-

**Baseball on air tops this season** Baseball will be heard on more stations this season than ever before in history of broadcasting. In some areas, mostly hot minor-league towns, TV will be forbidden, but these areas are very few. Atlantic Refining will have just as big baseball schedule as previously, using three TV stations in Philadelphia in order to present all home games of Quacker City teams.

**CAPSULED HIGHLIGHTS**

IN THIS ISSUE

**The automotive picture** is an index to the economy of a great section of America's working population. How the automobile industry is using radio is reported in detail in this issue. **page 21**

**Letters tell many stories** and not the least of the tales is what they reveal to sponsors. **page 25**

**Selling in both English and Italian** at the same time isn't easy. La Rosa has found how to do it with a Skippy-type English show and a typically latin variety-drama program **Page 26**

**Wire, tape or transcription?** That's the question which Mr. Sponsor Asks in this issue. **page 46**

**FAX!** What is its present status? **page 32**

**What's the Outlook?** It's becoming somewhat muddled but SPONSOR's editors forecast with facts, figures, and no crystal ball. **page 12**

**TV Newsreels are vital.** How INS-IMP builds one is presented with three pages of pictures. **page 29**

IN FUTURE ISSUES

**What makes a soap opera tick.** **11 April**

**Automobile dealers on the air.** **28 March**

**Mr. Sponsor Asks:** "What about radio and TV rates? Can they be integrated?" **28 March**

**NAB projects?** What do agencies and sponsors think of them? **11 April**

**Will there be 3,000 stations in 1952?** **28 March**

# HIGH SETS-IN-USE OUTSIDE OF SALT LAKE METROPOLITAN MARKET

For years time buyers have speculated that smaller urban centers and rural areas probably listen to their radios more frequently than do city dwellers in metropolitan centers. An accurate measurement of comparative sets-in-use was made in the Winter, 1947 Intermountain Hooper survey. Comparing the

sets-in-use in the Salt Lake City metropolitan area with the sets-in-use for the 13 outside Intermountain cities, it was found that there are 52.6% more sets-in-use in the 12:00 Noon to 6:00 PM period, and 100% more sets-in-use in the 8:00AM to 12:00 Noon period!

## SETS-IN-USE • Monday through Friday - Winter, 1947

TIME	SETS-IN-USE 13 INTERMOUNTAIN NETWORK CITIES OUTSIDE OF SALT LAKE CITY	SETS-IN-USE SALT LAKE CITY
8:00 AM-12:00 Noon	28.3%	14.0%
12:00 Noon-6:00 PM	29.2%	19.2%

The high daytime tune-in in the beyond metropolitan areas of the Intermountain West means that in many areas the daytime advertiser on Intermountain Network secures sets-in-use equal to nighttime listening in the Salt Lake metropolitan market.

## SETS-IN-USE • Winter, 1947 Hooper Survey

CITY	EVENING SETS IN USE SUNDAY THRU SATURDAY 6:00 PM—10:00 PM	DAYTIME—MONDAY THRU FRIDAY, 8:00 AM—6:00 PM
Salt Lake City, Utah	35.6	
Rock Springs, Wyoming		32.7
Price, Utah		40.0
Billings, Montana		37.8
Casper, Wyoming		31.7
Idaho Falls, Idaho		32.2
Powell, Wyoming		32.2
Miles City, Montana		28.8

THE INTERMOUNTAIN  
NETWORK Inc.



*Concentrated Coverage where the farmers live*

*Avery-Knodel, Inc.* National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

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Published biweekly by SPONSOR PUBLICATIONS INC., Executive, Editorial, and Advertising Offices, 40 West 52nd Street, New York 19, N. Y. Telephone PLaza 3-1211. Chicago Office: 3-0 N. Michigan Avenue Telephone Financial 1556. Publication Offices, 32nd and Elm, Baltimore, Md. Subscription: United States \$8 a year, Canada \$9. Single copies 50¢. Printed in U. S. A. Copyright 1949 SPONSOR PUBLICATIONS INC.

President and Publisher: Norman R. Glenn. Secretary: Treasurer: Elaine Cooper Glenn. Editor: Joseph M. Koehler. Associate Editors: Frank Banister, Charles S. Blair, Dan Human. Researcher: Stella Brauner. Art Director: Howard Webster. Advertising Director: Lester J. Blumthel. Advertising Department: M. H. LeBlanc (Chicago) Manager: Jerry Glynn Jr. (Los Angeles) Director: A. Scott & Co. (Wichita) Blvd. (San Francisco) Dun and A. Scott & Co. (Missouri) Circulation Manager: M. Ben Kaye.

COVER PICTURE: Chevrolet Super Buick Derby is on the front cover. Illustration effort. It is a fine example of a network and it is a fine example of a network.

## 40 West 52nd

### UNDERESTIMATING KHMO

I wonder if the editorial department of SPONSOR reads the advertisements published in your magazine.

For some months now we have been advertising the fact that KHMO operates at 5,000 watts on 1070 kc, and in one of your January issues you stated that KHMO was "250 watts."

WAYNE W. CRIBB  
Station Manager  
KHMO  
Hannibal, Mo.

### LIKES BIWEEKLY

I like your magazine very much and feel that the change from a monthly to a biweekly was a very good one. I was very glad to see that the quality of the articles and news did not suffer by the change, and hope that you will keep up the good work.

ROBERT G. HAZELTON  
Advertising Manager  
Rubsam & Horrmann  
New York

### RURAL REPRINTS

We should appreciate receiving a reprint of your series of five articles on the listening habits of people in rural communities.

Thank you for your cooperation in this matter.

PAULINE MANN  
Media Director  
Zlowce, N. Y.

• In reply to the many requests for SPONSOR farm series, reprints are not available. The individual issues in which the series appeared are October 1948, November 1948, December 1948, 3 January 1949, 17 January 1949.

### IMPORTANT "FIRST"

Read the article in SPONSOR, January 31 issue, "Commercials with a Plus". Thought this was an excellent feature but incomplete.

Why?

'Cause you omitted perhaps the most revolutionary idea in transcribed commercial announcements—namely, the Ullman Jingle Library which includes singing announcements for 18 types of business. I think you'll agree that no outfit produces one package that consists of 672 separate jingles. (49)

(Please turn to page 51)

# Your Sales in Houston will Match this Index

WHEN YOU USE

# KPRC



**FIRST**  
IN BMB

**FIRST**  
IN HOOPER

**FIRST**  
IN THE SOUTH'S FIRST MARKET

All "vital statistics" show that Houston and its great Gulf Coast market are growing lustily.

Department store sales are up 23% for the first 11 months — tops among Texas cities. Building permits for 11 months jumped from \$65,080,064 in 1947 to \$92,273,372 in 1948. Harris County population increased from 740,000 to 780,000.

To sell Houston and the Gulf Coast, buy KPRC — **FIRST IN EVERYTHING THAT COUNTS.**

# KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast  
Jack Harris, Manager  
Nationally Represented by Edward Petry & Co.

# WAIT HAS THE BUYING AUDIENCE!

## Renewals

...the seventh thirteen-week on your program.

## Complete Sellout

...the new item sold out completely in Marshall Field & Co. and the Fair.

## WAIT Responsible

The only advertising used was the promotion on your program.

## Increased Sales

Field's have sold more of our dryers in the past year than all dryers put together in the past twenty...we can give participation on your program credit for the job.

## Increased Distribution

GOLDBLATT'S are now stocking and selling the Grill...SEARS and WARD'S will soon carry the POLLY Grill.

In the center of the dial  
in  
**CHICAGO**

**FRANK L. POLLARD COMPANY**  
MANUFACTURERS - DISTRIBUTORS  
OFFICE - FACTORY  
1501 37TH AVENUE  
OAKLAND 1, CALIFORNIA  
TELEPHONE ANDOVER 1-2028

CHICAGO REGIONAL OFFICE  
20 East Jackson Boulevard  
Room 800  
Chicago, Illinois 60601  
Telephone MARiston 6031

Chicago, Illinois  
December 5, 1948

Dear Stella:

...tract -- the seventh  
...guess this seventh re-  
...ed that the steadily  
...rest in our line of POLLY  
...you, the new item -- the POLLY baskets  
...pletely in Marshall Field & Co. and its sales story.  
...tested them. The only advertising used was the promotion on your program.  
...your program. The only advertising used was the promotion on your program.  
...they should be  
...You might ment  
...As for the POLL  
...in the past year  
...Again -- we can  
...job.  
...Keep up the good work, and I hope to get together with our dryers  
...week to work out some specific promotion credit for the  
...dealers.  
...By the way, Goldblatt's are  
...because of the many request  
...By Thursday I hope to have  
...and would appreciate your g  
...on the air.

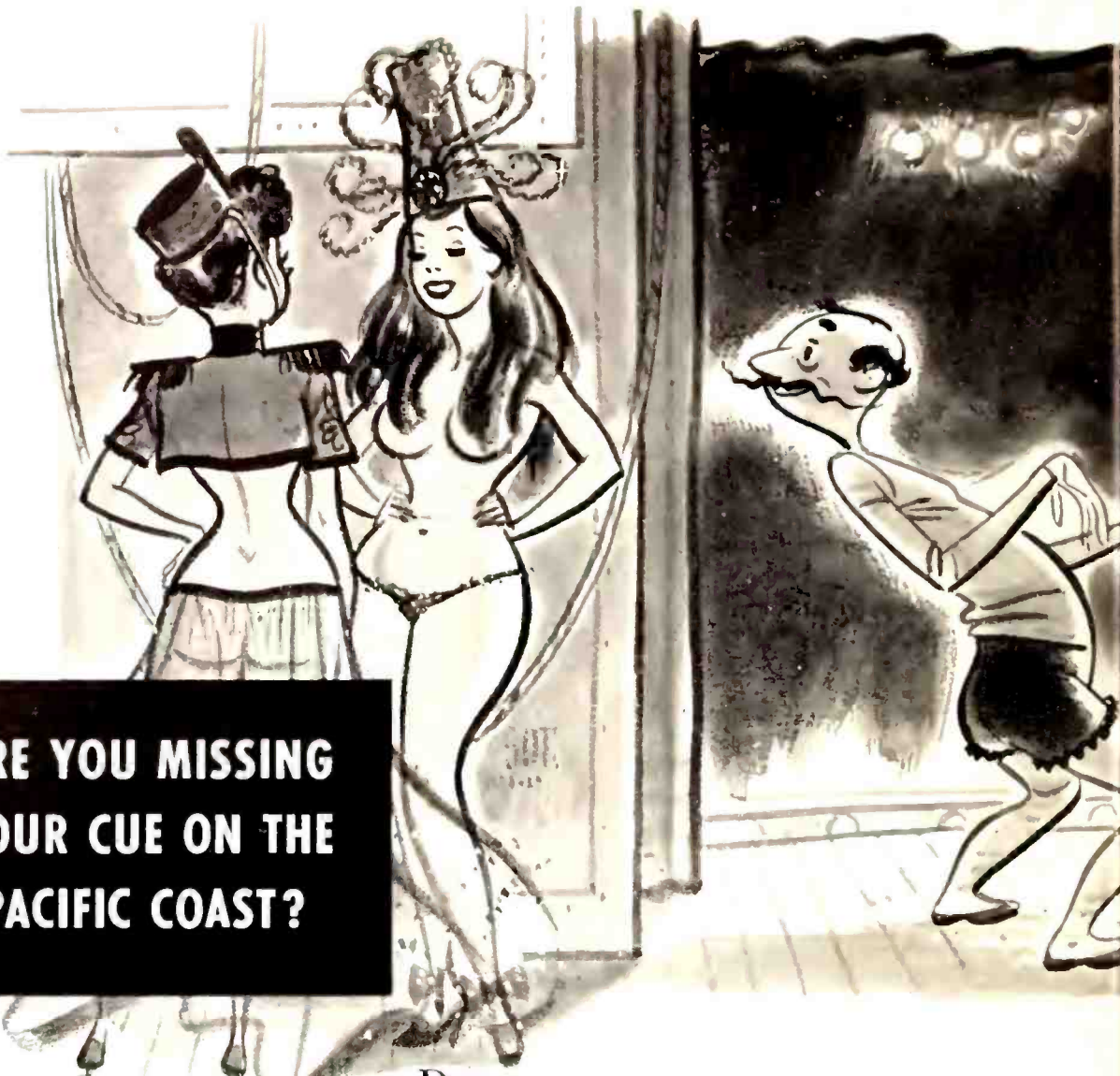
J. J. Brown  
Regional Sales Manager

s will soon carry the POLLY Grill and Cooker  
over the country.

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

**5000 WATTS** **WAIT** **360 No. Mich. Ave. Chicago 1, ILL.**

REPRESENTED BY: RADIO REPRESENTATIVES, INC.



**ARE YOU MISSING  
YOUR CUE ON THE  
PACIFIC COAST?**

**DON'T LET YOUR Pacific Coast radio campaign fall flat by missing your cue for maximum sales!** Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

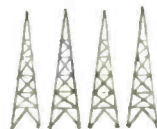
**THE PACIFIC COAST IS BIG!** It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has *enough* stations to cover this vast area thoroughly — nearly as many as the other 3 Coast networks combined!

**PACIFIC COAST RADIO IS Different!** Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station, within

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY

**Of the 45 Major Pacific Coast Cities**

**ONLY 10**  
have stations  
of all 4  
networks



**3**  
have Don Lee  
and 2 other  
network stations



**7**  
have Don Lee  
and 1 other  
network station



**25**  
have Don Lee  
and NO other  
network station







their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released *within 45* of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

----- **DON LEE STATIONS ON PARADE** -----

**KHJ-LOS ANGELES, CALIFORNIA** — Key station and headquarters of the Don Lee Network since 1927. Serves the Coast's largest market with 5000 watts at 930 KC. Just one of 45 good reasons why your Pacific Coast regional advertising should be on Don Lee.

*The Nation's Greatest Regional Network*



# KFH IS TOPS



## HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS

CITY ZONE

MONTHS: NOV.-DEC., 1948

### SHARE OF AUDIENCE

TIME	RADIO STATION B	RADIO STATION C	RADIO STATION D	KFH KFH-FM
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M. — 12:00 NOON	21.1	12.9	31.1	<b>31.1</b>
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P.M.	22.9	22.9	22.9	<b>28.3</b>
EVENING SUN. THRU SAT. 6:00 P.M. — 10:30 P.M.	12.9	32.8	18.0	<b>33.9</b>

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave station D 35.2 and KFH 27.2 *but* as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.

5000 Watts - ALL the time

**KFH**  
WICHITA, KANSAS  
CBS

REPRESENTED NATIONALLY BY EDWARD PITRY & CO., INC.

**SPONSOR****New and renew**

network

**New on Networks**

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Fram Corp	Vansant, Dugdale	MBS	Sports Thrill of the Week; Sat 9:55-10 pm; Mar 12; 12 wks
Lever Bros Co	J. Walter Thompson	CBS 167	Winner Take All; MTWTF 4:30-4:45pm; Feb 28; 52 wks
White King Soap Co	Raymond Morgan	MBS 10	Chandu; Su 10:30-11 pm; Feb 6; 21 wks

(Fifty-two weeks generally means a 13-week contract with options for 3 successive 13-week renewals. It's subject to cancellation at the end of any 13-week period)

network

**Renewals on Networks**

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Falstaff Brewing Co	Dancer-Fitzgerald-Sample	NBC 33	Music From The Heart of America; Th 9:30-10 pm; Feb 3; 52 wks

**National Broadcast Sales Executives (Personnel Changes)**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Bob Bell	—	WCTC, New Brunswick N. J., sls mgr
Fred L. Bernstein	Forjoe, Phila., mgr	WTTM, Trenton N. J., sls mgr
Clarke R. Brown	Gardner, St. L., head timebuyer	Texas State network, Ft. Worth, gen sls mgr
Bryan J. Bush	—	WDOD, Chattanooga Tenn., sls mgr
James Crawford	—	WPEN, Phila., sls mgr
Edwin C. Derryberry	WCTC, New Brunswick N. J., sls mgr	WBAY, Coral Gables Fla., sls mgr
Tom Gallery	DuMont, N. Y., pub rel dir	Same, sls dir
Paul E. Gilmor	WFAH-FM, Alliance O.	WHBC, Canton O., sls mgr
James Kelehan	KWDM, Des Moines, vp, sls mgr	KIOA, Des Moines, sls mgr
Bill Phreanor	KYOR, San Diego, Mgr	KCMJ, Palm Springs Calif., sls mgr
Leo Rosen	WROW, Albany, N. Y. prom mgr	Same, sls mgr

**Sponsor Personnel Changes**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Stanley M. Abrams	Emerson Radio & Phonograph Corp, N. Y., sls prom mgr	Same, sls mgr of TV div
D. C. Bythell	—	Trans-Canada Airlines, Montreal, adv dir
Evelyn M. Corper	Sterling Drug Inc (Centaur-Caldwell div), N. Y., adv mgr	Conti Products Corp, N. Y., adv mgr
Edwin W. Ebel	General Foods Corp (Gaines div), Kankakee Ill., sls, adv mgr	Same, gen sls mgr
Harland C. Forbes	Consolidated Edison Co of N. Y., vp	Same, exec vp
Albert J. Goetz	Pepsi-Cola Co, N. Y., asst vp in chg adv	Same, vp
Archie Herzoff	Columbia Studios, N. Y.	Universal-International Studios, N. Y., studio adv, prom mgr
Frank Johnson	Gamble-Skogmo Inc, Mnpls., asst adv mgr	Same, adv mgr
Ralph T. Johanson	Reynolds Metals Co, Chi., western mgr	G. Heileman Brewing Co., LaCrosse Wis., vp, gen mgr
Ben Z. Kaplan	WNBC, N. Y. asst adv, prom mgr	Motorola Inc, N. Y., adv, prom mgr
Harold E. Karlsruher	Emerson Radio & Phonograph Corp, N. Y., eastern regional sls mgr	Same, sls mgr of home radio div
Emanuel Katz	San-Nap-Pak Mfg Co Inc, N. Y., vp, sls mgr	Same, pres, dir
Seymour I. Kawaller	—	Dr. A. Posner Shoes Inc, N. Y., sls prom, adv mgr
Harry G. Lampman, Jr.	Blatz Brewing Co, Milw., vp, gen sls mgr	Beverwyck Breweries Inc, Albany N. Y., gen sls mgr
George B. Millikan	—	Bowey's Inc, Chi., adv mgr
Joe Risolute	Wilson Sporting Goods Co, Chi., asst adv mgr	Same, adv mgr
Hudson R. Searing	Consolidated Edison Co of N. Y., N. Y., exec vp	Same, pres
William V. Shaftner	Pacific American Steamship Assn	Wine Growers Guild, Lodi Calif., adv, pub rel dir
Arthur A. Starin	Scott & Bowne Inc, Bloomfield N. J., adv, sls prom mgr	Sweets Co of America, Hoboken N. J., adv, sls prom mgr
John L. White	Grapette Co, Camden Ark.	Same, sls dir
Robert Wallace	Zenith Radio Distributing Co, Chi., slsman	Same, sls mgr

● In next issue: New National Selective Business, New and Renewed on TV Advertising Agency Personnel Changes, Station Representative Changes

# New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Air King Products Co Inc, N. Y.	TV, radio sets, wire recorders	Joseph Katz, N. Y.
Allied Florists Association of Greater Baltimore Inc, Balto.	Trade association	Ruthrauff & Ryan, Balto.
Amin-i-dent Inc, Jersey City N. J.	Amin-i-dent tooth powder	Cecil & Presbrey, N. Y.
Barbo Mfg Co, N. Y.	Barbo Compound, Instant Barbo hair colorings	Redfield—Johnstone, N. Y.
Barry's Newark N. J.	Costume jewelry	Advertising & Printing, Newark N. J.
Bell-Brook Dairies Inc, S. F.	Dairy products	Hoefer, Dieterich & Brown, S. F.
Bird Provision Co Pekin Ill.	Meat prods	Mace, Peoria Ill.
Blair Corset Co, Chi.	Fashion Hour foundation garments	Jones Frankel, Chi.
Bos Manufacturing Co, Emeryville Calif.	Snoko Ice Shafers	Ad Fried, Oakland Calif.
Brick O' Gold Corp, Redwood City Calif.	Ice cream, dairy prods	Raymond L. Sines, S. F.
Celco Corp, Santa Monica Calif.	Crayoffs	Mayers, L. A.
Chicago Kosher Packing Co, Chi.	King David Koshered frozen meats	Kaufman, Chi.
Cobbs Fruit & Preserving Co, Little River Fla.	Fruits, preserves	Gottschaldt, Morris & Slack, Miami
Colby Lighter Corp, Mt. Vernon N. Y.	Colby pocket, table lighters	W. B. Doner, N. Y.
Coronet Magazine, Chi.	Magazine	Schwinnner & Scott, Chi.
Dainty Dot Hosiery, Boston	Hosiery	Reingold, Boston
Dandrug Corp, Highwood Ill.	Sulfa-Dandrug	Casler, Hampstead & Hanford, Chi.
Diamond State Brewery Inc, Wilmington Del.	Diamond State, Stockle Premium beer	Yardis, Phila.
Divie Brewing Co, New Orleans	Beer	Sewell, New Orleans
Duncan Coffee Co, Houston	Coffee	Leche & Leche, Dallas
Eagle Oil & Refining Co, I. A.	Golden Eagle Gasoline, Ranger Motor Oil	Gunn-Mears, N. Y.
Edible Oil Institute Inc N. Y.	Trade assn	Beaumont & Hohman, L. A.
Electric Auto-Lite Co, Toledo O.	Automotive equipment	Newell-Emmett, N. Y., for TV adv
Esquire Inc, Chi.	Magazine	Schwimmer & Scott, Chi., for radio adv
Erman, Ford & Co, Mnpls	Paint, glass	Erwin, Wasey, Mnpls.
French Jewelry Co Inc, Phila.	Airflex watchbands	Wayne, Phila.
Fulcrum Oil Co, Franklin Pa.	Petroleum prods	Grant & Wadsworth, N. Y.
Gadget Guild of America, I. A.	Gadgets	Brisacher, Wheeler, L. A.
General Machine Co Inc, Finmaus Pa.	Electric Furnace-Man Stoker, Gemaco Freezer, Gemaco Oil Burner	Gray & Rogers, Phila.
Gioia Macaroni Co, Rochester	Macaroni	Storm, Rochester
Glidden Co (Durkee Famous Foods div), Cleve.	Food prods	Meldrum & Fewsmith, Cleve.
Hoody Peanut Products Co, Portland Ore.	Peanut prods	Blitz, Portland Ore.
Hoyt Brothers Inc, Newark N. J.	Pie, dumpling mix	Lewis, N. Y.
Hudnut Sales Co, N. Y.	Chen Yu products	Kenyon & Eckhardt, N. Y.
Jackson Brewing Co, New Orleans	Beer	Fitzgerald, New Orleans
L. B. Labs, Glendale Calif.	L. B. Hair Oil, shampoo	Smith, Bull & McCreery, I. A.
Lehn & Fink Products Corp, N. Y.	O-Syl	McCann-Erickson, N. Y.
Lehn & Fink Products Corp, N. Y.	Portrait hair prods	Grey, N. Y.
Liberty Laundry Co, Phila.	Laundry	J. M. Korn, Phila.
Oscar Mayer & Co, Chi.	Meats	Sherman & Marquette, Chi.
Miller Table Pad & Venetian Blind Mfg Co, N. Y.	Table pads, venetian blinds	Bobbly, N. Y.
Nalleys Inc, Tacoma Wash.	Mayonnaise	Condon, Tacoma Wash.
National Kids' Day Foundation, Inc.	Juvenile delinquency prevention	J. Walter Thompson, L. A., for publ rel
Thomas Nelson & Sons, N. Y.	Book publishers	Wertheim, N. Y.
Northern California Food Dealers Assn, Sacramento Calif.	Trade assn	Beaumont & Hohman, S. F.
Pacific Turf Club Inc, Albany Calif.	Golden Gate Fields race track	Russell, Harris & Wood, S. F.
Prestige Inc, N. Y.	Women's hosiery	Roy S. Durstine, N. Y.
Procter & Gamble Co, Cincinnati	Bonus	Compton, N. Y.
Ruby Chevrolet Inc, Chi.	Automobile dealer	Kraufman, Chi.
Rum & Maple Tobacco Corp, N. Y.	Tobacco	Gelles, N. Y.
Sayman Products Co, St. L.	Soaps, salve	Olian, St. L.
A. F. Schwahn & Sons, Eau Claire Wis.	Meat packing	C. Wendel Muench, Chi.
Standard Brands Inc, N. Y.	Tender Leaf Tea, Teaballs, Instant Tender Leaf Tea	Compton, N. Y.
Stonckote Co of Ill. Inc, Cbi.	Simulated stone plastic sidings	Louis A. Smith, Chi.
Sweets Company of America, N. Y.	Candy, grocery products	Moselle & Eisen, N. Y.
U. S. Coast Guard	Recruiting	Newell-Emmett, N. Y.
United States Life Insurance Co, N. Y.	Insurance	Wilhelm-Laughlin-Wilson, N. Y.
Union Starch & Refing Co, Columbus Ind.	Pennant table syrups, Marshmal-o Creme	H. W. Kastor, Chi.
Vernor Ginger Ale Co, Detroit	Ginger Ale	Zeder Talbott, Detroit
Viviano & Sons Mfg Co, St. L.	Macaroni products	Maurice Lionel Hirsch, St. L.
Whiting Milk Co, St. I.	Dairy prods	Chambers & Wiswell, Boston
Zion Industries, Zion Ill.	Fig bars, cookies, candies	Goodkind, Juice & Morgan, Chi.

ANNOUNCING

# Jingl-Library

## SINGING ANNOUNCEMENTS FOR 48 TYPES OF BUSINESS

- Appliances
- Auto Accessories, Tires
- Auto Repair
- Bakeries
- Beauty Parlors
- Book Stores
- Breweries
- Camera Shops
- Children's Shops
- Coal and Ice
- Commercial Banks
- Credit Clothing
- Dairies
- Department Stores
- Drive-In Theaters
- Drug Stores
- Dry Cleaning
- Farm Equipment
- Feed and Grain
- Florists
- Food Stores
- Fuel Oil
- Furniture Stores
- Furriers
- Gas Stations
- Hardware Stores
- Ice Cream
- Jewelers
- Laundries
- Loan Companies
- Luggage Stores
- Men's Clothing
- Movers and Storage
- Movie Theaters
- Music Stores
- Opticians
- Optometrists
- Paint and Wallpaper
- Real Estate & Ins.
- Restaurants
- Savings Banks
- Savings and Loan
- Shoes
- Soft Drinks
- Sporting Goods
- Taxi Companies
- Used and New Cars
- Women's Apparel

**Straight copy  
is dull.**



**Musical Spot-  
Frames sparkle  
and sell.**

Here, at last, is a *new* way to increase station income! The life blood of your station is spot announcements. Now you can sell more local business with jingles that are comparable to the best national spots. Jingl-Library\*, with "singies" for 48 different kinds of local accounts, was created by nationally known writers and talent. It will be available to only one station per market.

The 672 jingles sparkle with fresh ideas—each one irresistible and different. Each category has 14 versions. They are designed for chain-breaks and minutes with plenty of room for live copy. In addition, there will be special monthly releases. This brand new idea gives you, *exclusively*, selling ammunition to stimulate new business. The cost is unbelievably low!

Wire or phone  
for  
Audition Record  
(\$2.50 Deposit)  
**No Options! One  
Station per Market!**

**QUICK FACTS**  
**48 Different categories**  
**14 Different jingles  
per category**  
**672 Jingle cuts**  
**Additional monthly releases**

\* Registered Trademark

# RICHARD H ULLMAN, INC.

277 DELAWARE AVE., BUFFALO 2, N. Y. • PHONE CLEVELAND 2066

## Outlook

### Reduced travel hits railroads and airlines

Railroads are feeling the pinch of reduced leisure traveling. Many, like the Pennsylvania, have reported red operation for February. Only roads that are basically freight rather than passenger carriers are operating in black. Association of American Railroads, which is sponsoring an ABC network program may shift its institutional copy to a direct selling approach as has the New Haven Railroad already. While most lines have not been reduced to the bankruptcy stage of the Long Island, some are close to it. Among airlines, only Eastern is operating profitably.

### U. S. world trade off and expected to decline further

U. S. world trade rose 6% in 1948—but in dollar value only. Actual volume of merchandise and food trade dropped 4%. Outlook of 1949 is not only for a decrease in volume, but in dollar value as well. More necessities, which have represented the bulk of U. S. exports, are being supplied locally. Luxuries are making their appearances on European market and are being advertised on the few commercial continental broadcasting stations, but since there's still no dollar exchange available, luxury exports are designed almost solely to keep trade names alive.

### Truman's business leader conferences do help

Although President Truman's conferences (behind closed doors) with business leaders do not seem to have produced any pro-business attitudes on the part of the President, they have. The recent easing of credit buying regulations is directly traceable to one such conference, though outwardly the Federal Reserve Bank alone was held responsible for the change in regulations. Immediate result of the easing was the return to the air of a number of retail furniture and appliance merchants.

### Picture-to-picture thinking in Hollywood

Long term thinking is gone from motion picture industry. A year ago most important Hollywood film producers were planning pictures years ahead with George Gallup's organization being called in to pretest each picture. Today only one motion picture organization is doing any pre-shooting testing. Gallup has cut his staff drastically and is expecting his radio and TV research divisions to carry a major part of his organizational expenses. All that producers can think of is what their last picture grossed.

### Hartley, now TOU head, plans to use broadcasting

Ex-congressman Hartley (Taft-Hartley Act) who recently became head of the right-of-center Tool Owners' Union (not truly a union but an association representing stockholders and other investment holders) will take the case of the TOU to the people in a series of broadcasts. TOU has thus far used only newspaper advertising but Hartley, seeing what broadcasting has accomplished in directing public opinion, wants to take to the air.

### FCC withholding motion picture producers TV licenses

Since ownership of theaters by motion picture producers have prevented a free market for the producers' films, in the eyes of the Justice department, it's expected that the ownership of telecasting stations by film companies may be adjudicated in the same category. Justice Department and Federal Communications Commission have had unofficial talks about the matter. FCC doesn't want to grant licenses which will later bring about restraint of trade suits.

### European vacations being urged by U. S.

"Tourism," the trade name for travel-vacations abroad, is being pushed by both U. S. and foreign governments. Travel agents in the States are being urged to advertise the pleasures of postwar European travel. A number of agents are buying small radio series with even the American Express eyeing a selective broadcast schedule. Appeal is "you get more for dollar—in Europe." Idea is to get some U. S. currency in Europe without the ECA.

### International Harvester dealers backlog being eased

International Harvester, which has sponsored a half hour on the air all through the period when it was oversold, reported a new sales high for its quarter ending 31 January 1949. At the same time it indicated that IH dealers no longer have bare showrooms and were in many cases able to make deliveries "off the floor." Dealers are starting to do some selling.

### Scrap shortage continues as steel tightness eases

Despite the fact that the gray market in steel is rapidly being erased, the need for metal scrap continues. Steel, which is the basis of all "big industry" is in good supply but it won't continue that way if business lets up on scrap collection and selling. Government sources are urging a number of firms with broadcast programs on networks to get across the fact that scrap is still needed.

### Oil producers curtailing output of crude

Oil producing companies are considering reducing their flow of crude to come more in line with current consumption. Despite increased cars on the road, gas storage tanks are full to overflowing. Expectations are that advertising pressure will be turned on to sell oil burner equipment plus other oil consuming devices, thus taking up slack.



# The *Outlook* for Selling Merchandise is GOOD! ..... LOOK WHAT *WLS* IS DOING



**2,391** responses to the first program . . . that's what WLS produced for an advertiser who offered a miniature model of his product for 4-line jingles accepted for use on the program.

A hearing aid advertiser, with 1-minute announcements, offers a booklet for the hard-of-hearing. Week in, week out, it pays off. Inquiries for five recent weeks: 272 . . . 231 . . . 212 . . . 229 . . . 257 requests. Especially impressive considering the limited number of people interested in a hearing aid booklet.

Aunt Rita's Children's Hour over WLS (Sunday mornings) offers pencil boxes for riddles used on the air. Every week, the youngsters write in. For five typical weeks the responses were: 1203 . . . 1287 . . . 1569 . . . 1776 . . . 1454.

The first Monday morning mail brought 380 inquiries to a farm brokerage agency offering a catalog on its Saturday morning program.

**Y**ES, the outlook for selling your merchandise or service is *good*, if you direct your promotion to the loyal, responsive WLS audience of Midwest America. Your John Blair man will gladly tell you more. Just ask him.

*A Clear Channel Station*



890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

Remember the  
story about...

Manhattan  
Island



that grew  
into the



World's Greatest City

The phenomenal growth of New York City is not unlike the growth of W-W-D-C in Washington. It started out small and then it grew—and grew—until today it's the red-hot buy in this rich market. Your sales message over W-W-D-C will get quick, profitable results. Call in your Forjoe man and get the whole story today.

**WWDC**

AM-FM — The D. C. Independent

Represented Nationally by

**FORJOE & COMPANY**

## New developments on SPONSOR stories

**p.s.**

See: "Soft Drink Leadership"

Issue: January 1948, page 27

Subject: White Rock, Hires drop radio, while Pepsi-Cola adds network show.

The real troubles of soft drink satraps and their bottler subsidiaries and licensees aren't with the public—yet. Contrary to impressions reported in the trade press, the trouble so far is mostly within the industry. No national advertising budgets of any consequence have been slashed. Average per capita consumption of bottled soft drinks in the United States was up last year from 141 bottles to 145 bottles a year. These are estimates by the bottle crown industry.

The fear that plagues individual bottlers (and manufacturers, too) is that if they up the price per bottle, as they'd like to do, the public will rebel, go on a buyer's strike, and destroy them. Wholesale prices per case have advanced from an average of 80 cents to a dollar, and sometimes more. A year ago, the majority of bottlers could figure on a margin of eight to 12 cents per case. There are three or four thousand bottlers now who would be happy with half that margin. The industry, squeezed between the rising costs of raw materials and production and their fear of consumer reaction to further price increases, is still searching for an answer.

Meanwhile, advertising tactics of individual manufacturers seek to extract the most from competitive situations. White Rock Corp., for example, wanted to capitalize on its long-famous trademark Psyche, the sprite kneeling on a rock, gazing at herself in a pool of water. This strong visual association is a quality possessed in the same degree by no other soft-drink product. With the advertising budget at its disposal, the company felt it couldn't dominate its markets with selective radio, and also give Psyche the desired promotion. White Rock is therefore out of radio indefinitely, except WNEW and WCBS, New York, and will concentrate on saturating its markets with color billboard impressions of the sprite on the rock.

Following a trend in the industry, the Bireley's Division of General Foods Corp. is going out of the bottling end of the business, and is selling its equipment and licensing local firms to bottle and distribute its non-carbonated orange (and other) flavored drinks. About one bottle of a (soft) non-carbonated beverage is sold to every 75-80 carbonated. Nevertheless, the popularity of non-carbonated drinks is increasing, according to Bireley officials, and they are expanding their facilities for producing concentrates. Tru-Ade, Inc., Chicago, another non-carbonated beverage, is also expanding its markets and using local selective radio to help get fast distribution for each newly franchised bottler.

Pepsi-Cola Co., which up to this year relied on national selective radio and its famous Croom-Johnson and Kent jingle, has taken a new plunge into network radio with a well-tried melodrama, *Counter-spy*, two nights a week over ABC. The famous jingle, sans both the nickle and the twice-as-much theme, is now selling Pepsi "zest" and "best." Hires Root Beer is out of network radio.

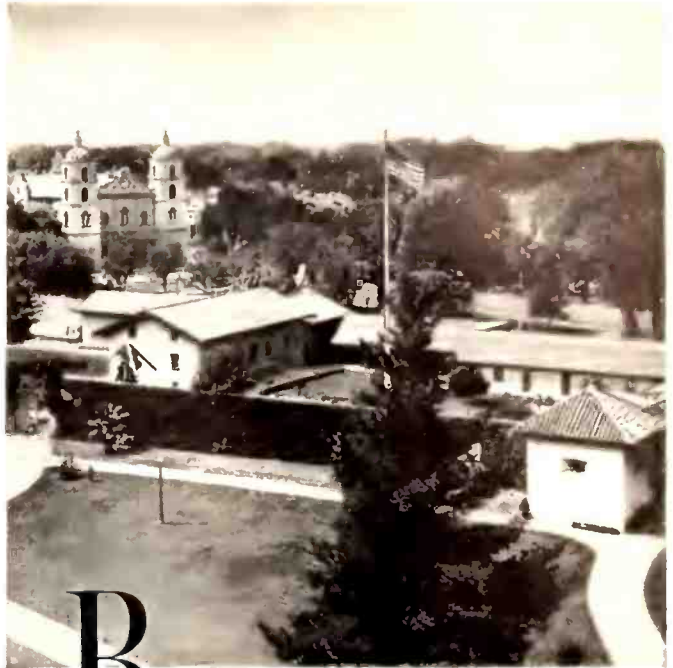
Coca-Cola spent about \$18,000,000 last year for advertising—probably the largest amount ever spent in a year to promote a nickle product. Now the accumulated weight of consumer demand from years of heavy air and other advertising has caused Safeway Stores to resume handling Coke after many years.

Coca-Cola's financial statement for 1948 showed a whopping net income of \$33,794,170, or \$8.22 a share, compared with \$7.59 a share for 1947. What wasn't stressed was the fact that the final quarter showed a whopping decline against 1947. Final quarter 1948 net was \$5,574,073, against 1947 last quarter total of \$7,411,528.





**A**NYONE IN TACOMA can tell you about this Washington mountain. It's as familiar as ABC in Tacoma where 80% of the radio families listen regularly to the Coast's most powerful network. In 42 Coast towns (and 97 counties) ABC has at least 50% BMB penetration.



**B**OOM-DAY MEMENTOS from 1849 are preserved in this landmark, as familiar to Sacramentans as the ABC spot on the dial. To hit a 1949 bonanza in Sacramento, switch to ABC. Even before KFBK boosted its power to 50,000 watts, BMB said ABC reached 89% of Sacramento's radio families.



**C**AN YOU NAME what kind of fruit is almost as numerous as ABC listeners in Watsonville, California? These blossoms should give you a clue. And to reach Watsonville's radio families, take your cue from BMB which proves 84% of them listen regularly to ABC. Outside markets or inside, big or small—ABC delivers them all.

**KEY**

- A—Mount Rainier
- B—Sutter's Fort
- C—Apples

# ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • Circle 7-5700—DETROIT: 1700 Stroh Bldg. • CIlerry 8321—CHICAGO: 20 N. Wacker Dr. DELaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • ENbrook 2-6544

On the coast you can't get away from

# ABC

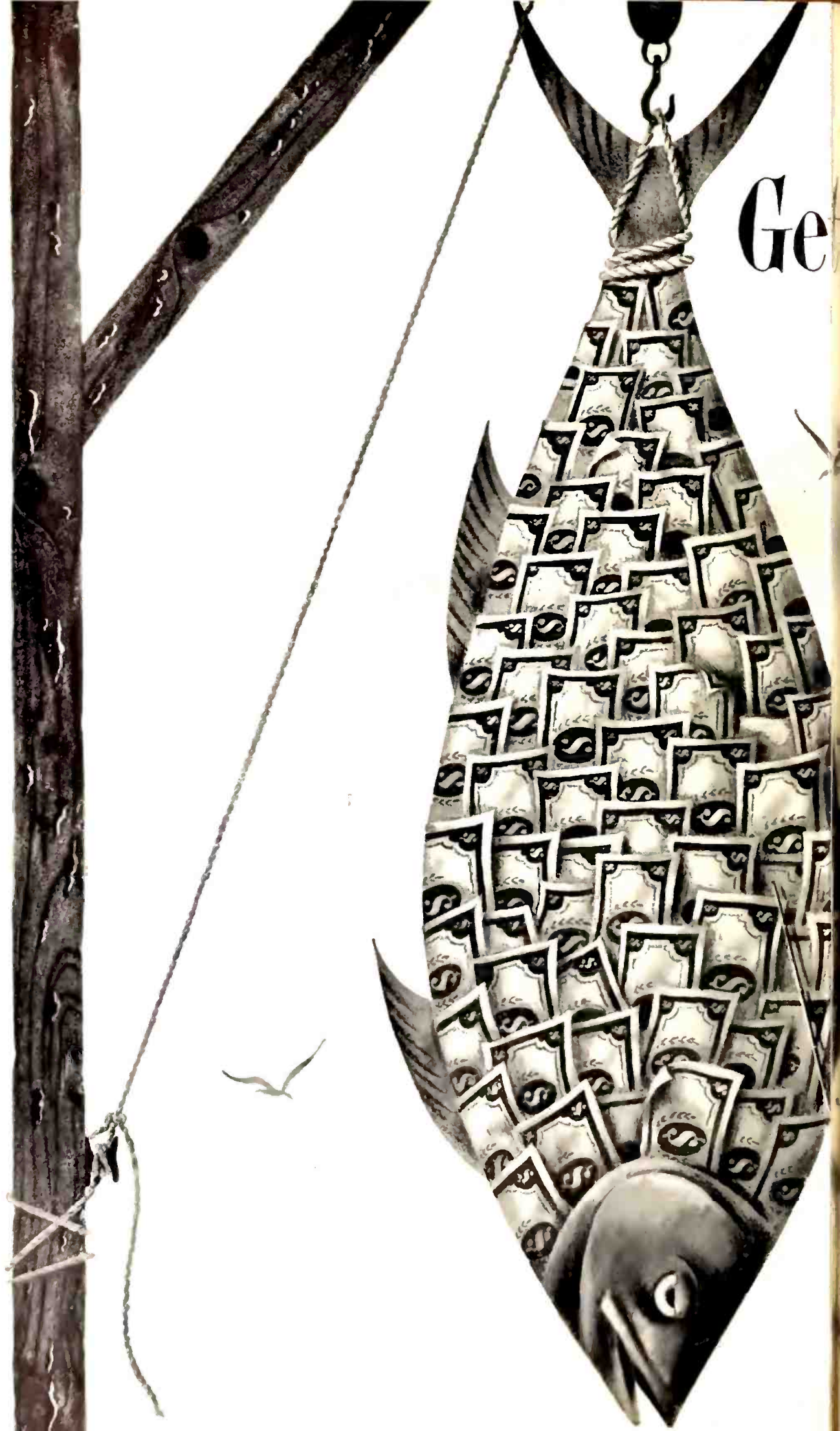
**FULL COVERAGE...** ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

**IMPROVED FACILITIES...** ABC, the Coast's Most Powerful Network, now delivers 227,500 watts of power—53,500 more than the next most powerful network at night. This includes FOUR 50,000 watters... a 31% increase in facilities during the past year.

**LOWER COST...** ABC brings you all this at only \$1.275 for a night-time half-hour. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

**GREATER FLEXIBILITY...** You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

**THE TREND TO ABC...** The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.



Ge

# the ones that get away!

TAKE 13 WEEKS WITH PAY...ON WCCO

You can get your Northwest customers while they're "getting away from it all." With radio. For Summer daytime listening in the Northwest is 12% higher than the national average.

And most of the time in the Summertime, they're having a wonderful time listening to 50,000-watt WCCO. In the Twin Cities, all Summer long, WCCO delivers an average daytime Hooper of 6.0... a 58% bigger average audience than any other Twin City station! (Throughout the *entire* 6-state WCCO area surveyed by the CBS-WCCO Listener Diary in May 1948, WCCO averages 200% more listeners than any other Twin City station.)

With Summer retail sales in WCCO country soaring well over \$699,000,000—just about as high as in any other season—it's no wonder that 48 major local and national spot advertisers (30% more than the year before) stayed "on the job" on WCCO all year 'round last year... Fall, Winter, Spring *and* Summer. They found WCCO sends sales *up* with the temperature!

To land your customers, use WCCO *without a Summer hiatus*. Make your reservation with WCCO or Radio Sales... for 13 wonderful weeks with pay!

*All source material available on request.*

**WCCO**  
Minneapolis-St. Paul  
50,000 watts  
Columbia Owned  
Represented by  
RADIO SALES



for profitable  
selling—  
INVESTIGATE



Represented by



**ROBERT MEEKER**  
ASSOCIATES  
New York • Chicago  
San Francisco • Los Angeles

Clair R. McCollough  
Managing Director

**STEINMAN STATIONS**



**Mr. Sponsor**

**Joseph M. Allen\***

Assistant vice-president  
Bristol-Myers Company, N. Y.

Joe Allen will try anything that promises to sell Bristol-Myers products. Associates call him cautious, but he tried the new-fangled medium called radio in 1925. He is experimental without being spectacular. He's used one or more shows continuously since his first plunge, 24 years ago. It probably gives him a claim (though he'd never make it) to longer, more varied experience with radio advertising than any other national ad-manager to do sales promotion.

He's a native New Yorker who came to Bristol-Myers from the Curtis Publishing Co. They found out he liked and understood people, so he got the job of personnel manager. He landed in advertising because he knew a lot about moving people to action.

In the Summer of 1946, when most agencies were firmly advising clients that commercial television was ten years ahead, Joe Allen huddled with Doherty, Clifford, and Shenfield executives, decided to prospect the visual air. He wanted a cartoon show. Jose diDonato, then in charge of TV production for D-C-S, showed him a picture storyboard depicting a sequence layout of the proposed format. When diDonato started explaining it, Allen stopped him. "These pictures tell the story," he said, then went on to explain his feeling that a video production which told its story properly shouldn't be cluttered with unnecessary talk.

Allen is a persistent student of all his media. The day he first heard about a balopticon unit being used in a production, he went right down to the studio on his lunch hour to see what it did.

He's on hand for most broadcasts and at one time attended all rehearsals. He works closely with the producers of his current radio and television network shows, *Duffy's Tavern* and *Mr. District Attorney* (NBC) and the video *Break the Bank* (ABC). But they know what he wants and he never tries to interfere with their jobs. People with whom he's worked closely affectionately refer to him as "Uncle Joe." The company appreciates the fact that associates work with him without getting ulcers, and it made him vice president in charge of all advertising (February 1946). They expect him to get maximum results from a budget of eight million dollars in 1949.

\*Seen left with Lowry Crites of General Mills

**FOOD ADVERTISERS! A 10-WEEK "PACKAGE"!**

# **WRVA COOKING SCHOOL**

**ON THE AIR FROM WRVA THEATRE, RICHMOND**

**Over 10,000 Women in Person!**

**\$3,500.00 in Special Prizes!**

**Your Displays on Stage; in Lobby!**

**Your Samples to Live Audience!**

**Mary Grosvenor Ellsworth, Conductor!**

Every Saturday morning for 10 weeks, the Cooking School will feature an audience-participation-quiz-on-foods on the air! Your product will be demonstrated—you can set up displays and sample the audience. Backed by WRVA's usual dramatic promotion . . . car cards, newspaper ads, direct mail, etc. *Each product exclusive in its line.*

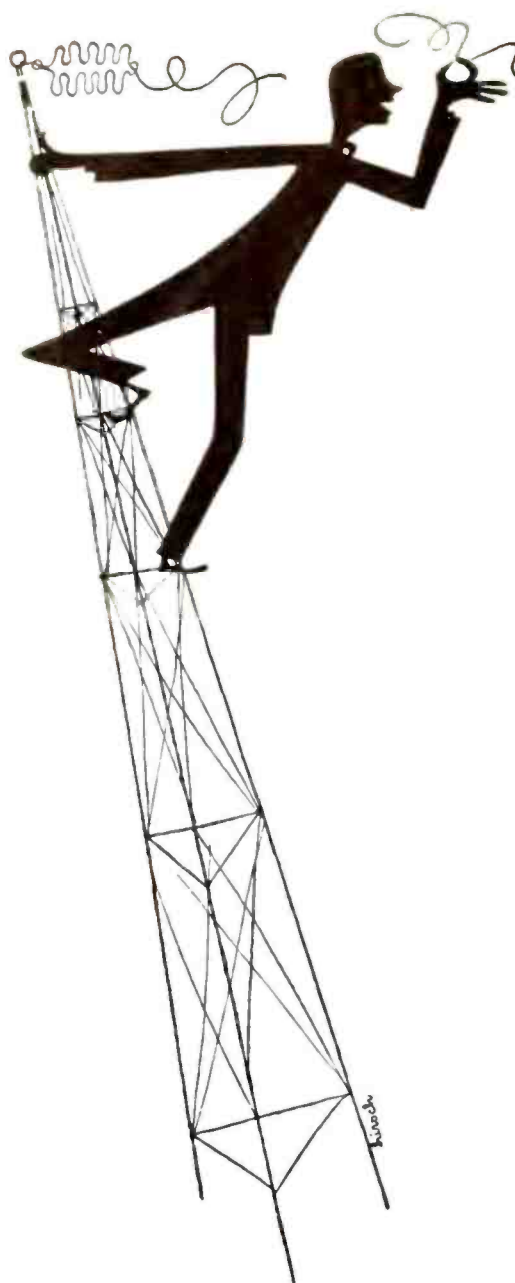
The cost? Your merchandise samples; the one-minute Class C announcement rate plus \$20.00 net talent fee; and two additional Class C one-minute announcements weekly (or the equivalent). Making a total of three-per-week, or \$95.60 per week. A minimum total cost of \$956. for a complete 10-week Spring merchandising and advertising package! *First come —first served!*

**WRVA** *Richmond and Norfolk, Va.*  
*The Edgeworth*  
*Broadcasting Service*



**Miss Ellsworth**  
*author of "Much Depends on Dinner", "ABC of Herb Cooking"; Food Editor of "House Beautiful"; contributor to many leading magazines; gourmet; and world traveller.*

# Mr. Jamison is never up a tree . . .

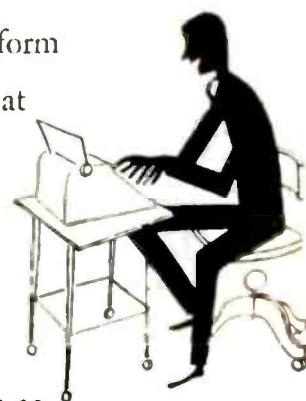


*Our Mr. Jamison is a man of infinite resource.*

Like all Weed and Company representatives, he welcomes the problems of his stations . . . and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform . . . nor all the time they sell — it's *both* that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.



# Weed

and company

*radio and television  
station representatives*

new york • boston • chicago • detroit  
san francisco • atlanta • hollywood



WHEN GENERAL MOTORS SHOWED ITS 1949 CARS AT NEW YORK'S WALDORF-ASTORIA, THE LINES RAN AROUND THE BLOCK

# The automotive picture

**PART ONE**  
OF A SERIES

**Along with the growing scramble for business, some of the airwave results are astounding**

**over-all** By last week, the symptoms were growing increasingly obvious—competitive selling had returned to the automotive industry. Auto shows for General Motors, Ford, Chrysler, Kaiser-Frazer, Studebaker, Nash, Packard and others were breaking out in a rash of chromium-plated, klieg-lighted hoopla. The last logjams on the assembly lines were being broken as parts and raw materials for an estimated 6,000,000 gleaming 1949 autos became increasingly available. Dealers too were hir-

ing flagpole sitters and brass bands to drum up trade, and were trying to forget about things like priority lists and "new"-used cars. The auto-buying public, reverting happily to the role of quarry in the chase for the consumer's dollar, was eagerly picking among the gleaming 1949 models, many of them with markdowns in

price, with the same care lavished on picking a name for a new baby.

For the nation's automakers, and their advertising managers, the meaning was crystal-clear. By the end of 1949, and certainly by the early part of 1950, a buyers' market in autos would put the industry back on its prewar seven-step mass selling system\*. For advertising managers, it

\*Normal selling operations in the auto industry consist of: (1) Consumer research to discover likes and dislikes; (2) Market research to determine sales potentials in every part of the U.S. and abroad; (3) Distribution of new cars through dealer organizations; (4) Dealer

aids to train personnel, help plan local promotions; (5) Sales promotions to dealers and public; (6) Sales estimates to determine exact production schedules; (7) "Custom tailoring" each order as to style, color, and other features.

*way back when . . .*



**ford** sponsored the World Series in 1934 and 1935. Graham MacNamee miked them



**nash** used colorful Floyd Gibbons in 1936-37 to air news and reach new customers



**chrysler** sponsored Major Bowes in 1936 for its line. Talent cost \$25,000 per show

means planning and spending the biggest auto advertising budgets in industry history for broadcasting, publication, space, and outdoor media—budgets expected to total more than \$70,000,000 for the industry.

With an industrywide wholesale volume of \$4.8 billion for passenger cars, and \$2.1 billion for trucks and buses, 1948 had been a good year.

But 1949, the industry for the most part realized, was going to see the pressure turned on in earnest if the pace was to be maintained or passed.

The "Big Four" of the auto industry,

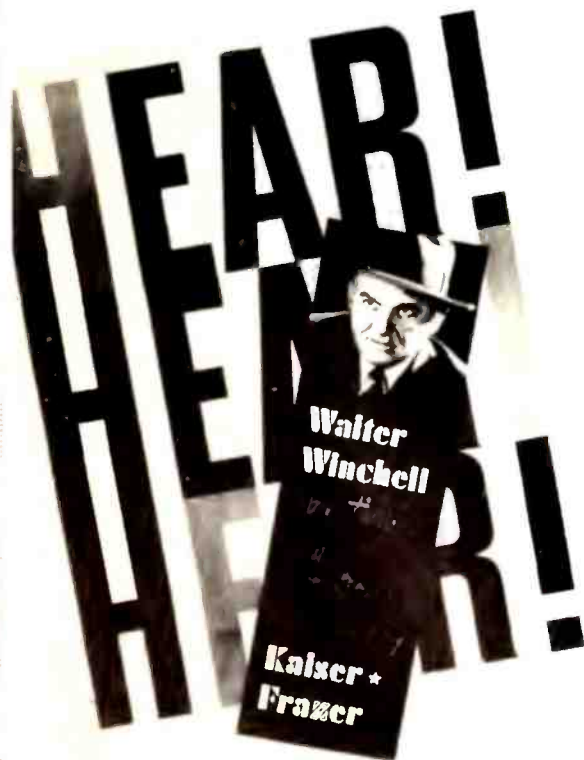
generally considered to be bellwethers for the "independent" automakers, have advertising and promotion campaigns now in progress that match this growing need to do battle for their place in the sun, or to better it. These four firms—General Motors, Ford, Chrysler, and Kaiser-Frazer—will spend budgets that will total over \$50,000,000. All will spend money in broadcast advertising, as will the majority of the leading independents—Nash, Packard, Hudson, Studebaker, etc. Millions more of ad dollars will go for joint dealer-manufacturer campaigns, nearly half of which will be in national selective radio and TV (Note: These campaigns will be the subject of a future SPONSOR study).

Industry leader, and largest ad

spender among automakers, is the 41-year old General Motors Corporation, makers of Chevrolet, Pontiac, Oldsmobile, Buick, and Cadillac cars, a consistent radio advertiser since 1927 and a TV sponsor since 1946. The overall ad budget for General Motors in 1949, part of it still to be set, is estimated to be at least \$25,000,000, with the heaviest portions of it planned for Chevrolet, which will get some \$15 million of the total figure. Oldsmobile, Pontiac, and Buick will get the major share equally of the remainder, with Cadillac getting a boost over the 1948 budget, but still trailing the other (and lower-priced) models.

Chevrolet ad budgets, since the late 1920's, have included money for broadcast advertising. Although the

*today . . .*



**kaiser** has its wagon hitched to ABC's star Winchell



**ford** carries a full hour of drama on CBS. Program directed by Fletcher Markel



**de soto** and Plymouth share the commercial on "Hit the Jackpot!" over Columbia





**buick** bought Roxy and gang for one-time broadcast 1927. Infrequent radio user

**packard** used Walter Damrosch in 1934 to popularize "Ask the man who owns one"

**chevrolet** in 1937 went transcription on 300 stations

major portion (75%) of the 1949 Chevrolet national advertising will be in newspapers, magazines, and outdoor media, the current budget calls for large-scale selective campaigns in both radio and TV, and for the continuance of *Chevrolet On Broadway*, weekly 30-minute TV dramatic program seen in 10 cities, and formerly sponsored on NBC by various local Chevrolet dealer groups. Since the early 1930's, Chevrolet national advertising has been heavily influenced by what the dealers feel will help them sell cars. A sizeable portion of the Chevrolet dealers are not sold on the use of broadcast advertising, preferring to tie-in with newspaper and billboard campaigns which feature a visual selling job on the product. TV

is doing much to change this long-standing antipathy on behalf of Chevrolet dealers towards selling on the air. TV, many dealers feel, is what they've been waiting for in the way of national broadcast selling. Since Chevrolet is the largest seller (out-selling Fords in a ratio of about six-to-five), and since Chevrolet's ad budget spent through Campbell-Ewald agency is the largest (\$15,000,000) for a single make, this rising interest in TV and its corollary usage is already attracting watchful attention throughout the automaking industry.

The other GM divisions have broadcast advertising plans either on the air now, or in the works. A widespread TV campaign featured Chevrolet and Pontiac in a one-shot 20-min-

ute film in major TV cities when the *Transportation Unlimited* show opened late in January at New York's Waldorf-Astoria. Oldsmobile is using the *NBC Newsreel* on NBC's TV network on a once-weekly basis. Buick, Pontiac, and to some extent Cadillac are expected to use selective campaigns in TV and radio (either on a straight or a dealer co-op basis) during 1949.

Ford, runner-up to GM for top place in the industry and a network radio advertiser since January 1927, spends even more money than GM in TV and radio. Ford will be on the air in radio with *Ford Theater*, a weekly hour-long dramatic vehicle true to the best traditions of Ford's prestige-building advertising (Ford is no longer the nation's lowest-priced car), and

### TV firsts . . .



**ord** will sponsor Fred Allen program until June, when comic leaves the air for year



**auto show** was first scanned in 1938 by NBC as a video public service gesture



**chevrolet** presented "Roads to Romance" first TV series for an auto firm

**Automotive** current campaigns cover all forms of broadcast advertising with stress on selective

shaded oblongs report usage of form of broadcast advertising indicated

MAKE	AM NETWORK	TV NETWORK	SELECTIVE AM	SELECTIVE TV	DEALER CO-OP AM OR TV
Buick				planned	
Cadillac					
Chevrolet	one-shots				
Chrysler				planned	
Ford					
Frazer		planned		planned	
Hudson					
Kaiser		planned		planned	
Lincoln					
Mercury					
Nash	one-shots	one-shots			
Oldsmobile				planned	
Packard					
Plymouth					
Pontiac					
Studebaker	regional			planned	
Willys					

the Ford Dealers, like the DeSoto-Plymouth Dealers and *Hit The Jackpot*, will work primarily (until June 1919 at any rate) to reach a mass audience with Fred Allen. In TV, Ford will scan the video counterpart of *Ford Theater* and will feature TV film spot campaigns on a selective basis in major TV cities, coupled with some of selective radio's largest (up to 500 stations) campaigns in both TV and non-TV markets. Altogether, the broadcast end of the total Ford budget (about \$12,000,000) will account for at least 60% of the over-all figure.

Chrysler Corporation, one of the latest major auto firms to be founded (1925), was the last of the major

automakers to bring out its 1919 line, and advertising plans have not completely jelled as SPONSOR goes to press. So far, the DeSoto-Plymouth dealers, a hard group to please all at once with any one radio program, intend to continue with *Hit The Jackpot* on CBS. No other network radio or TV plans have been announced, and none is expected, although Chrysler was using radio as early as September 1927. However, there will be separate national selective campaigns apart from the dealer-manufacturer co-op budget campaigns. Dodge, DeSoto and Plymouth will have campaigns this month (March) running on over 200 stations each in radio with c.t. station

break and selective announcements. TV campaigns are expected to come later, both on a straight advertising and dealer basis. Altogether, about 30-40% of the total Chrysler ad figure of some \$10,000,000 will go for some form of broadcast advertising, the rest going into newspapers, magazines, and outdoor media.

Kaiser-Frazer, the industry's "Johnny-come-lately," has one of the biggest budgets percentagewise in the auto industry for broadcast advertising. About \$1,250,000 of the national budget will go into sponsoring Walter Winchell on ABC, and stressing the dealer angle (as does most of  
*(Please turn to page 42)*



HANDLING MAIL AT STATIONS AND NETWORKS IS VITAL OPERATION. SPONSORS CAN GET EDUCATION VIA STAMP ROUTE

# Letters tell a story

You can't find a

**better way to tell how your program sounds in the home**

**over-all** Last year, more than three and a half million men, women, and children took pens, pencils, or typewriters in hand and wrote the Mutual Broadcasting System. Somewhat less than half that number sped letters and cards to the American Broadcasting Company, while more than a million epistles were delivered to the National Broadcasting Company at its Radio City mail room. But this, however, is only a small fraction of the staggering total of 70,000,000 letters received from listeners by U. S. stations, webs, and sponsors.

While radio audience mail was slightly off for the whole country in

1948, it was up slightly for the three major networks contributing to this report, and there has been no significant drop in several years. Audience mail for 1949 already seems headed for an all-time high.

To some national advertisers this means nothing. (To current official policy at one network, the Columbia Broadcasting System, audience mail response is not regarded as significant to advertisers). To national advertisers like General Foods, Rouson, Speidel, Philip Morris, and others who have discovered the practical uses of listener letters, both solicited and unsolicited, mail response is a healthy sign. More-


over, it's important to them because they are able to use it as a tool in one or more of the following ways:

1. As an indication of program impact in each market where it is heard;
2. As a check on response to program elements, including personalities;
3. To spike word-of-mouth criticism against both company and product;
4. As source of consumer beliefs, favorable and unfavorable, about both company and product;
5. To strengthen the confidence and loyalty of correspondents to the firm and its products;

*(Please turn to page 34)*

# La Rosa follows the Skippy pattern

**Selective radio isn't new to this Italian firm,  
but reaching the general market is**

 The same incisive business acumen that lifted V. La Rosa and Company from a neighborhood store to the largest producer of macaroni products in its distribution area, the Middle Atlantic States, has characterized the firm's use of radio ever since it started in that medium in 1930. La Rosa from the beginning knew where it was going and what route it had to take to get there—and it found bi-lingual broadcast advertising a dependable conveyance for traveling that route.

La Rosa's real beginning as a major producer of macaroni and spaghetti arrived when it became the first Italian manufacturer of those products to package them. Until then,

the so-called Italian-type spaghetti and macaroni (as opposed to the differently-produced American product made by Mueller's and other non-Italian manufacturers) had been sold loose, and brand identification was relatively impossible. La Rosa introduced its traditional Italian foods in one-pound packages in New York, and thereby started itself on the way to becoming the top name in macaroni products in its area of distribution.

The company knew that its economic foundation would have to be the Italian market, that any expansion into the American market would have to come later, and would have to be based on what could be achieved financially through the East Coast's

large Italian-speaking population. So La Rosa turned, almost 19 years ago, to radio to reach the huge first- and second-generation Italian-American population along the Atlantic seaboard.

To insure its sales message getting to the older (and spaghetti-buying) members of Italian and Italian-American families, La Rosa went on WOV, the New York station delivering the largest Italian listening audience, with an Italian-language program whose format has varied little in the 19 years it has been continuously on the air since its debut in 1930. The only major differences between then and now are the substitution of recordings for the live singers and orchestras of

LA ROSA BEAMS TO ENGLISH-SPEAKING MARKET WITH TRANSCRIBED DRAMA SERIES WHICH STATIONS PROMOTED TO THE HILT

EVERY DAY a complete  
★ half hour drama

La Rosa

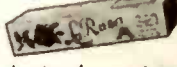
EVERY DAY a famous  
★ HOLLYWOOD star

HOLLYWOOD THEATRE OF STARS

★ WCAU ★

★ Mon. thru. Fri.- 9:30 to 10 A.M. ★

Presented by

  
America's Largest Selling  
SPAGHETTI  
MACARONI  
EGG NOODLES



*Ascoltate*  
 IL PROGRAMMA *La Rosa*  
 con **"IL BIONDINO"**  
 TRASMESSO DALLA RADIO STAZIONE  
**WOV**  
**ALLE 12:30 P.M. OGNI GIORNO,**  
**DAL LUNEDÌ AL SABATO**




LA ROSA BEAMS TO THE ITALIAN MARKET WITH DAILY VARIETY-DRAMATIC PROGRAM OVER SPECIAL NETWORK FROM WOV

the program's early years, and an added emphasis on the serial dramas which have always made up the second quarter-hour of the show.

The program is 30 minutes six times a week (12:30-1 p.m.)—the half-hour length being a "must" in Italian-language radio, if the advertiser cares about prestige among listeners. The song-and-drama format is also almost an invariable in this branch of radio selling, and La Rosa was (and is) taking no chances by not conforming to Italian-language broadcasting's mores.

*The Red Rose Radio Theatre* is fed from WOV to an eight-station network that includes WHAT, Philadelphia; WRIB, Providence; WMEX, Boston; WHOD, Pittsburgh; WOKO, Albany; WSCR, Scranton; WGNY, Newburgh, and WGAT, Utica. An indication of the size of the market

reached can be seen in the Italian population in the New York metropolitan area alone—2,100,000 people comprising 562,000 families. Sets-in-use for the latter total 27.6%, as against 23.7% for all New York City families, according to a Pulse survey. The fact that radio seems to be a more important factor as a source of news and entertainment in Italian homes than in New York homes generally is allegedly traced to language and cultural considerations.

La Rosa has never doubted that its steady use of Italian-language radio through the years contributed more than its share to the emergence of the company as a leader in the macaroni field. But it also realizes that one day in the foreseeable future its 19-year-old standard bearer in radio will no longer be necessary. There is a slow but inexorable change occur-

ring in the La Rosa market that some day will call a halt to the firm's bilingual radio activities.

The Italian market which for so long had been the backbone of the La Rosa market is gradually dying. The older generation of native-born Italians is giving way to their American-born children and grandchildren, most of whom speak little or no Italian; and Italian immigration into this country has been virtually nil for years.

But as the Italian market slowly declines for La Rosa, its progress into the American market has been increasing constantly since its distribution through the Northeastern U. S. began to average 90%. Typical of La Rosa's inroads into markets other than strictly Italian was the addition of egg noodles to its line of products.

*(Please turn to page 52)*

HOLLYWOOD THEATRE OF STARS IS SYNDICATED, BUT C. P. MACGREGOR MAKES IT A LA ROSA SHOW VIA DISK COMMERCIALS



# FARM

## Case Histories

**From rose bushes to trailers,  
rural programming delivers top  
sales at low cost**

From Charlotte, N. C., to Des Moines, Iowa, case histories based upon farm service programs or announcements point to the fact that the rural audience buys and buys and buys. WNAX's report of selling \$30,000 worth of farm machinery with a \$12.00 announcement is unusual, but this station's record of delivering sales includes many other case histories with just as effective selling. This doesn't mean that the Cowles station promises results at this ratio but that it's reaching farmers who want to buy. It must also be remembered that sponsor's *Farm Case Histories* are all based upon advertisers using the know-how of stations for commercials. There have been many other case histories where rural advertisers have failed because they've closed their ears to station men who know the selling answer.

### Rose Bushes

**SPONSOR:** Charlotte Nurseries      **AGENCY:** Placed direct

**CAPSULE CASE HISTORY:** Selling rose bushes via radio advertising would seem to be somewhat of a problem, which makes the results achieved by Grady Cole, WBT's Farm Editor, rather amazing. In three months of plugging the bushes (priced for the first three weeks at \$3.95, and thereafter at \$1), he pulled 54,412 orders—an average of 575 bushes a day. The advertising came on Cole's early a.m. program six times weekly, with a little later spot on Sundays. Programs feature popular and folk music, news, and home and farm service.

**WBT, Charlotte, N. C.**      **PROGRAM:** "Grody Cole Time"

### Auto Seat Covers

**SPONSOR:** Gaylark Compony      **AGENCY:** Robert Kahn

**CAPSULE CASE HISTORY:** The "New England Almanac" on WEEI was bought for Gaylark, manufacturers of automobile seat covers, with a two week cancellation clause in case the show didn't pan out. Within ten days the cancellation clause itself was cancelled, and the campaign continued for a full 20 weeks. Results were 3,907 direct orders for \$23,442 worth of seat covers, at a total advertising cost of \$3,496—less than \$1 per order. Worthy of note is the fact that the campaign went on in the Fall, not a normal time for car seat-cover buying.

**WEEI, Boston**      **PROGRAM:** "New England Almanac"

## Machinery

**SPONSOR:** Francis Beehner      **AGENCY:** Placed direct

**CAPSULE CASE HISTORY:** On 7 July, 1948, Francis Beehner, of Sioux Falls, S. D., bought a 30-second announcement on WNAX to advertise 13 new and used combines. The announcement was broadcast at 6:45 a.m., following Chris Mack's "Farm Journal." All 13 combines—more than \$30,000 worth of farm machinery—were sold as a result of the single \$12 announcement. Beehner reported that he could have sold the combines within 15 minutes, having received immediate long distance calls from three states, in addition to the many local calls.

**WNAX, Yankton, S. D.**      **PROGRAM:** Announcement

## Feed

**SPONSOR:** International Elevator      **AGENCY:** Placed direct

**CAPSULE CASE HISTORY:** The Star-Hi Feed Division of the International Elevator Company staged a weight-guessing contest over Star-Hi's Farm Program. The weight to be guessed was that of "Star", a Star-Hi-fed steer, with the first prize being "Star" himself. One of the rules was that no contestant could submit more than one entry. The contest was plugged 25 times over Star-Hi's program, 12:00-12:30 p.m., Monday through Friday. A remarkable total of 901,238 pieces of mail was received, with no duplication from the same people.

**WDAY, Fargo, N. D.**      **PROGRAM:** Star-Hi

## Breakfast Food

**SPONSOR:** Coco-Wheats      **AGENCY:** Rogers and Smith

**CAPSULE CASE HISTORY:** This breakfast-food advertiser had never employed a salesman or a broker in the state of Iowa, nor had he ever used any advertising medium other than WHO. Within six months after starting on the station, however, the account had 100% distribution in the area covered by WHO, thereby presenting a clear-cut picture of the credit due radio for alone forcing this distribution. An average mail count over a 12-week period totaled 30,216 letters containing more than 36,000 Coco-Wheats box tops.

**WHO, Des Moines, Io.**      **PROGRAM:** Form program

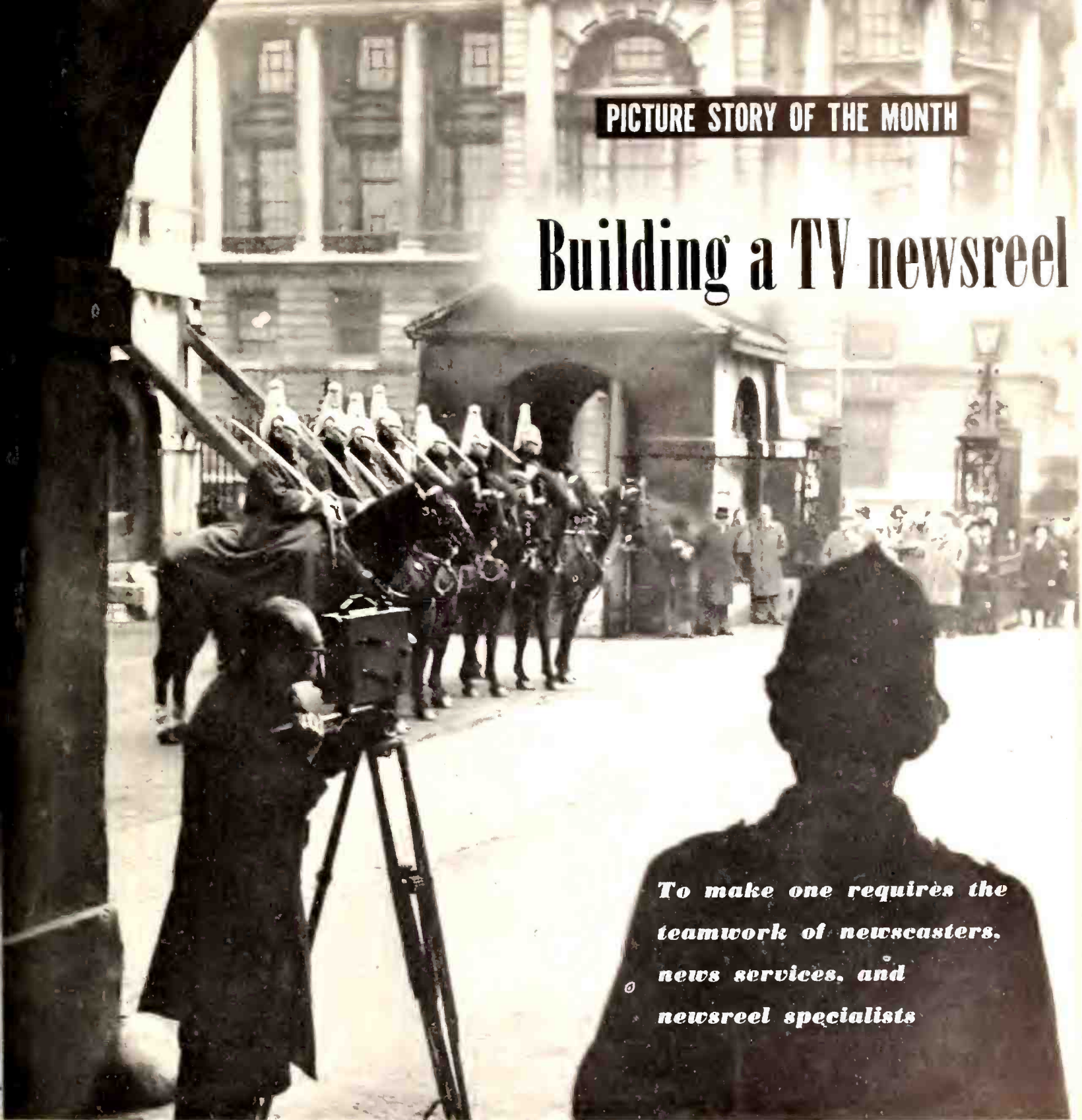
## Trailers

**SPONSOR:** Kansas City Trailer Co.      **AGENCY:** Placed direct

**CAPSULE CASE HISTORY:** The Kansas City Trailer Company sponsored a campaign of one-minute announcements over this Kansas City station, involving a letter-writing contest for 11 prizes. Announcements invited listeners to submit in 25 words an explanation of why they would like to own a trailer. First prize was a house trailer valued at \$2,000, with ten other lesser prizes offered by the trailer company. Result was a flood of more than 15,000 entries from people throughout the rich Kansas City farm trade area.

**KMBC-KFRM, Kansas City, Mo.**      **PROGRAM:** Announcements

# Building a TV newsreel



*To make one requires the  
teamwork of newscasters,  
news services, and  
newsreel specialists*

## 1. the shot

for which the world is waiting is about to be taken. The INS news cameraman is ready for the King's appearance. The Guards are drawn up at attention for the state occasion. Everything is in readiness for the world to view via "Telenevs"



Speed is the essence in building a TV newsreel. This means speed in transportation of the shots; speed in developing, screening, putting the reel together, writing the continuity and getting the finished reel to the stations telecasting it. Several attempts have been made to produce effective newsreels. Of these only *NBC News* and the International News Service-International News Photos produced *Telenevs* have

thus far made the grade. NBC networks its newsreel, while INS-IMP syndicate their's to stations all over the U. S.

There are tricks in every phase of news gathering and showbusiness. A newsreel is a combination of good reporting and good theater. How INS-IMP work to achieve both through their *Telenevs* is pictured in the pages that follow.

OVER ►



**2-on its way** speeds the film. It's flown from London and met at LaGuardia Field by International News messenger



**3-developing** is completed only through the negative stage in time-saving technique. Minutes are vital. Takes one to two hours to process shot

**4-screening** for entire editorial staff is done from the negative. All shots arriving overnight previewed in morning by staff. Editors are used to viewing coverage in reverse (black and white), and make notes of footage they feel each individual clip is worth. Staff previews speed up process







**5-fate** of King's Guard sequence, among others, is determined at INS production meeting



**6-cutting** and splicing mirror the decisions of production meeting as far as possible



**7-continuity** is written while film-cutting takes place. Writer is checking names



**8-shipping** moves via most expeditious carrier. All the speed up to this point is useless if the film doesn't reach the television station in time



**9-WSPD-TV**, typical INS "Telenews" subscriber, checks reel against script for timing, integration of commercial, and special exploitation

**10-commercials** are prepared at WSPD to take advantage of the local sponsorship of newsreel. Worman's Packards make news

**11-results** of "Telenews" sponsorship are easily checked by Worman when TV-viewer prospect asks for demonstration of specific model videod



# FAX: is it a logical advertising medium for the near future?

WFIL (Philadelphia) demonstrates facsimile on a multiplex basis (sound and printed page)



 Facsimile means two things to the advertiser:

It means a newspaper carrying his advertisement delivered right into the home, in many editions, many times a day.

It means a way of delivering, via multiplexing, a sound broadcast implemented by advertising or descriptive copy.

The facsimile newspaper is a specialized publication designed to meet the needs of various segments of the home audience during the course of a day. Scaled down to the size of a sheet of typewriter paper, one-quarter of the size of a regular newspaper, the four-column facsimile newspaper is reproduced in multiple editions at the rate of four pages every 15 minutes. It will be slanted to meet the specific requirements of the members of the family—father, mother, brother, and sister—in their various roles and diverse interests. For instance, the father can be appealed to by the advertiser in his role of provider, sportsman, hobbyist, gardener; mother as cook, clubwoman, shopper, dressmaker; brother as Boy Scout, athlete, student, movie-goer; sister as fashion expert, record collector, reader. Their roles and interests will cross many times, but a basic interest is appealed to in each edition.

A typical facsimile publishing schedule catering to this special interest factor could start with an early morning edition of general news. This edition could act as a "teaser" for those interested in reading fuller accounts in the sponsoring newspaper's street edition. It could be followed by a short school-children's edition, about the time the children are preparing to leave for school. Weather news and

SPONSOR

special bulletins when emergencies necessitate closing the schools or re-routing buses could be announced. News of special school programs could be carried with notices of sports or extracurricular activities.

A later edition could carry a schedule of radio and television programs for the day, with program notes on those of particular interest. The mid-morning edition could contain shopping news and luncheon tips, the noon edition a brief resume of the news and an outline of things of interest in town—movie and theater offerings, exhibitions, and public events. An early afternoon edition could list the music to be played on the disk-jockey or symphonic hour show, with notes on the composers, or any other item of interest. Sewing and hobby programs could follow, or a daily language lesson. After-school editions could carry news and information for youth organizations such as the Boy and Girl Scouts. Five-o'clock comics, which could be in color, since there is color facsimile, could be programed for the pig-tail and short-pants set. (Comics could well be to facsimile what sports are to television, the program support of a whole industry while it is learning.)

During dinner, the recorder could be gathering late spot news bulletins and sports results for father while a recapitulation of the key radio and television programs would suit mother. This is just a fragment of the specialized interests a facsimile newspaper could satisfy. The advertiser using facsimile as a medium can be sure of reaching just the audience he wants.

The uses of facsimile are greatly expanded when facsimile is programed simultaneously with a sound program. This process of double transmission is known as multiplexing. Multiplexing allows the person at home to receive facsimile or to listen to the sound program—or both. This FM-FAX package possesses almost illimitable possibilities from both the advertising and programing points of views.

Program-wise, multiplex offers the FM-FAX set owner a combination much like television. What multiplex programing loses in instantaneous action it gains in permanency. While the ear is listening to the sound program, the eye follows the facsimile recorder.

Facsimile is not limited to the four-column newspaper form. It can be used as white space for printing and transcribing any graphic representation. A sponsor buying multiplex time can

# wghf AIR PRESS

TELEFAX ILLUSTRATED NEWS

CITY EDITION

September 29, 1948

## METROPOLITAN NEWS

New York--Gov. Earl Warren of Calif. opens his metropolitan area campaign tomorrow night with a speech in Newark, N.J. On Thursday the Republican Vice Presidential nominee will cross the river to deliver 3 addresses in NYC.

New York--A mass demonstration of 85,000 dress workers will be staged by the Intl. Ladies Garment Workers tomorrow as a part of the Union's fight against racketeers in the N.Y. Garment industry.

New York--Police are looking

## BULLETIN via UP

Paris--The United Nations Political Comm. has voted down a British Proposal to place the Palestine problem first on the Committee's agenda. The vote was 21 against 16 in favor and 14 abstaining.

## WORLD NEWS by U.P.

United Press Headlines--The Western complaint that Russia's blockade of Berlin violates the U N Charter was laid formally before UN today. The Big

## SHOW DOWN BY WEST HIGHLIGHTS PARIS U.N. MEETING.

Paris--UP--Western powers have formally called for a showdown on the Berlin crisis before the United Nations. Three messengers delivered identical letters to UN secretary Gen. Trygve Lie in Paris today. The Russian reaction to the complaints is expected to be long and bitter...the consequences serious. Each letter included documents spelling out the charge that the Soviet is threatening peace. A Soviet veto is ex-

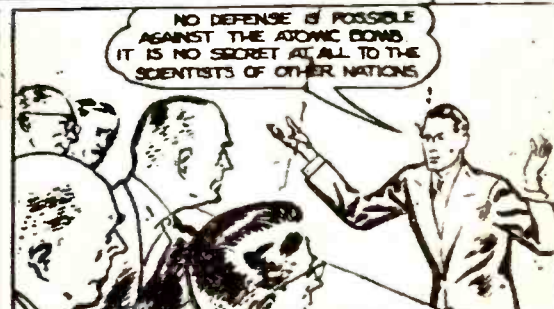
# ATOMIC ENERGY-

## CHAOS or WORLD PLENTY

wghf **AIR PRESS** EDITORIAL



BEFORE WE SIGN AN AGREEMENT ON THE PROPOSED NATIONAL RESEARCH FOUNDATION, DOCTOR J. ROBERT OPPENHEIMER HAS ISSUED A SOLEMN WARNING ABOUT THE FUTURE OF THE ATOMIC BOMB. DR. OPPENHEIMER IS CREDITED BY THE WAR DEPT. WITH HARNESSING THE ATOM FOR MILITARY PURPOSES.



THE THEORY THAT AN OFFENSIVE WEAPON ALWAYS RESULTS IN A SUPERIOR DEFENSIVE WEAPON TO COUNTER IT IS NOW SHATTERED WITHIN SIX MONTHS OR A YEAR. THE



Typical pages of "telefax" Finch transmitted "Illustrated News" from station WGHF (New York)

Wings Field checks WCAU-FM FAX weather report Farmers scan Philadelphia Bulletin's FAX



present a program and leave a printed advertisement in the home of the listener. A manufacturer of sewing machines can leave pictures of his various models. A food manufacturer can reproduce recipes which utilize his product. A publisher can leave reviews of his latest book and interest-catching excerpts. An automobile dealer can entertain the family with a variety show, and leave the equivalent of several pamphlets or brochures for the family to look over. Soap manufacturers will have a sure-fire way of getting a coupon into the home. Real estate operators can sponsor a program that is pure entertainment, and yet leave a picture of houses for sale, with floor plans, right in the living room of a prospective buyer. The possibilities of multiplexing haven't been touched yet; they have only been hinted at.

Since the FCC's authorization last June of the commercial use of facsimile after 15 July '48, a lift has been given to facsimile developers. With standards established by the FCC for the manufacture of scanners and recorders, facsimile broadcasting is on the eve of its greatest expansion. Sets for use in the home are not generally available yet, for until standards were established there was little point in building more than experimental sets, and these were not assembly-line-produced. Individual facsimile recorders when mass-produced should cost around \$60 to \$75, while AM-FM-FAX-phonograph consoles, it is estimated, will range from \$390-\$750. The two major inventors in facsimile, Captain G. W. Finch of Finch Telecommunications, Inc. and John V. L. Hogan of Radio Inventions, Inc., and their licensee manufacturers, are ready to supply the public with recorders as the demand makes itself felt.

Among leaders in daytime facsimile broadcasting have been WFIL-FM and WCAU-FM (Philadelphia), WQAM-FM (Miami), and WGHF (New York). Regular broadcasting schedules have been set up, and daily and weekly editions have been published. All these stations except WCAU-FM have experimented with advertisements since the FCC authorized commercial broadcasting. The rates charged have been token rates and only for experience since there were never more than 75 recorders, scattered around in public places, in any of the areas. The *Miami Herald's* facsimile edition has recently been admitted to membership by the Associated Press, the first fac-

simile newspaper to be so recognized. WGHF's *Air Press* has been a member of the United Press for the past three years.

Facsimile isn't going to spring up overnight as a national, or even local, advertising medium. There are many problems to solve, and public acceptance to be won. But facsimile is in no worse position than radio was when it was in its infancy. The tools are ready for use; the possibilities in programing and advertising are not obscure. One fact can be pointed out to the prospective advertiser—he won't have to jam his foot in the door to get a hearing for his product in facsimile. Facsimile always sits in the living room. \* \* \*

## LETTERS

(Continued from page 25)

6. To avoid "nuisance" suits, particularly where contests and offers are involved.

When an enthusiastic—or an irate—radio listener takes his time and three cents to write a letter, he doesn't ordinarily address it merely to a network or station. He writes it to either the sponsor or the program, and he'll usually address it to the me, if one is featured.

Whatever his reason for writing, it's *always* an intensely personal matter to him. Therein lies its greatest value to sponsors who realize the possibilities in such a contact initiated by the listener himself.

One national tobacco advertiser has had geographical distribution of mail to a network program analysed, state by state, in a representative quarter of each year for the last three years. They consider this form of response to their advertising an important check of its impact in markets of known potential. The company feels the mail record is an important extra tool that enables them to adjust point-of-sale and other advertising pressure more intelligently from market to market. But this isn't all.

Smith Brothers (cough drops) is another advertiser who feels the full usefulness of a large volume of mail is by no means entirely tapped by analysis alone. Experience has shown an amazing harvest of good will to be garnered from appropriate acknowledgment of each individual communication, no matter how trifling. The fact is that no communication is

regarded as trifling by the person who takes the trouble to write it.

Not many sponsors, however, are adequately equipped to handle any considerable volume of program mail. Neither are most agencies. In fact, it is seldom economical for a single sponsor or agency to maintain a mail department for this purpose alone. Neither can the job be properly handled, ordinarily, as a secondary operation in some other department, unless the flow of mail is relatively small.

This often means that an outside organization which specializes in answering mail must be hired to do the job. Of course, it has long been the practice to delegate the handling of contests to specialists like the New York firm of Reuben H. Donnelley (the biggest in the field).

Organizations who specialize solely in analyzing and answering radio program mail are a development of the last few years. They came into being with the discovery by some advertisers of the tremendous possibilities radio inspired mail present for building good will.

An organization like Radioland Mail Service, for example, will receive all listener letters directed to a program (or to the sponsor, if it concerns the program) of a client. Every letter is read and replied to personally over the signature of Bernard O'Donnell, Radioland's head man.

The kind of reply depends upon the nature of the letter. The distinctive feature of Barney O'Donnell's service, however, is that even a routine request for tickets to a broadcast gets an individually typed reply. For shows like *Stop The Music*, *Juvenile Jury*, and *Twenty Questions*, requests for tickets alone run into thousands every month.

O'Donnell's Radioland Mail Service has handled more than seven million pieces of mail since he set out four years ago to win friends and influence people for Ronson and *Twenty Questions*. Barney himself looks at two or three thousand letters every week in order to be thoroughly aware from week to week of what people are thinking about his clients, their programs, and their products.

Program elements have been changed, or eliminated altogether as a result of clues from listener letters. For example, the sixth question in *Twenty Questions* was formerly a "blind" question, until mounting pro-

(Please turn to page 38)

*Now in the Making!*

**A GREATER VOICE**

**—a still Greater BUY!**

*in the* **DETROIT** *Area*



**50,000 WATTS at 800 kc.**

**JUNE 1949**

From 5,000 to 50,000 watts, in the middle of the dial,  
at the lowest rate of any major station in this region!

**CKLW**

*Guardian Bldg., Detroit 26  
J. E. Campeau, President*

*Adam J. Young, Jr., Inc., Nat'l Rep.  
H. N. Stovin & Co., Canadian Rep.*



**In the Middle of the Dial at 800 kc. • Mutual Broadcasting System**

# *Selective* faces an A

*Top network executives advise that AM network broadcasting is at or very near its maximum financial development.*

**T**his statement confirms again the existence of an enormous opportunity for selective radio; for there are hundreds and even thousands of advertisers who, though their distribution and resources will not support network radio, *can* and should use national selective.

But we in national selective face an alternative. Before we can either grasp the opportunity or pass it by, we must understand the full import of the choice to be made.

We must decide whether or not we are going to cling to a restricted concept of our busi-

ness that defines our branch of radio as a minor department of network advertising, a means of patching the holes in network coverage, or at best a medium for the use of regional advertisers. If any big national advertiser does use the medium, this thinking implies that he must either use announcements or regard us as a sort of prep school from which he may eventually graduate to the use of network.

It is a school of thought that is well described by the restrictive and misleading term of spot radio.

# *e Radio* Alternative

The *national* concept, accurately described as national selective, expands our business to a major medium in its own right, a medium where transcriptions will permit the use of the finest talent available, a medium where the advertiser can cover all the country without the restrictive factors inherent in network operation, a medium that permits complete selection of markets and stations.

An understanding of this broader view is vital. Representatives and stations alike must grasp it before national selective radio can grow to its full potential.

Let's get away from the pin-point concept. Let's think of this major medium as the hundred million dollar business that it is. Then we have taken the first step toward making it the two hundred million dollar medium which it ought to be.



## *Paul H. Raymer Company, Inc.*

RADIO AND TELEVISION ADVERTISING

*New York • Boston • Detroit  
Chicago • Hollywood • San Francisco*

# here's proof...

*Championship programming  
pays off on*

# WCFL

## CHICAGO

1,000 on the Dial • 50,000 Watts

DECEMBER 1948		SHARE OF AUDIENCE*
SUNDAY ... 12:00 NOON TO 3:00 P.M.		
STATION		31.6
WCFL		14.2
Station A		12.2
Station B		11.9
Station C		11.9
Station D		7.7
Station E		10.5
FM and TV		

\*From Hooper Station Listening Index.

An imposing array of first-rate sports attractions—Notre Dame football, Chicago Cardinal football, and Blackhawk hockey—are WCFL highlights. Unexcelled programming of fine music is also a special feature of this station. Top entertainment and WCFL's economical rates combine to give the best all-round radio time buy in the rich Chicago market!

*A plus factor in audience loyalty . . . There's a Union member in two of every three families in the great Chicago area—a foundation upon which The Voice of Labor is building one of the most responsive, product-buying markets in radio today.*

# WCFL

**The Voice of Labor**

**666 Lake Shore Drive, Chicago, Ill.**

**Represented by the Bolling Company, Inc.**

### LETTERS

*(Continued from page 34)*

tests in the mail caused the producer to experiment with playing it straight. Subsequent checks proved the change a popular one. As much as 15% of the mail, says O'Donnell, eventually has some direct influence on either the program or the manner of plugging the product.

As for the influence of Barney's letters on correspondents, there's plenty of evidence that they appreciate the consideration he gives them in the name of his clients.

When a listener asks for information about the program or its talent, or if he challenges something said over the air, O'Donnell doesn't close the correspondence until the correspondent is satisfied (and a booster for the sponsor with so understanding and intelligent a representative!)

It took him a month to collect the necessary evidence in answer to a listener who vigorously challenged *Twenty Questions* me Bill Slater's statement that the fabulous Casey Jones was a composite character rather than the living individual of the legend. A famous railroad president wrote O'Donnell that he had been paying a pension to the widow of the fabled engineer. Several hundred people jumped into the fray with strong claims. Barney O'Donnell handled it in a way that may not have convinced everybody that Casey was only a legend—but more important, they were convinced that the sponsor was certainly a gentleman, if no scholar.

It is not widely known outside of trade circles that sponsors who feature contests and offers are frequently plagued with nuisance suits by disgruntled listeners who often feel sincerely that they've been unfairly treated. Radioland's policy of persistent and sympathetic attention to every gripe, legitimate or not—every complaint being legitimate to the complainant, of course—has paid off. Not a single client has suffered a suit at the hands of a listener in the four years of Radioland's existence. The sponsors feel this is one of the most important dividends of proper handling of audience mail. A suit may itself be unimportant, they reason, but the chain of ill-will it engenders is always bad.

A program that doesn't ask for mail doesn't usually get much of it. A partial exception is the broadcast that

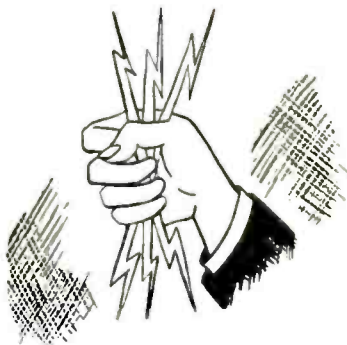


# 9 Important Facts For Radio Advertisers

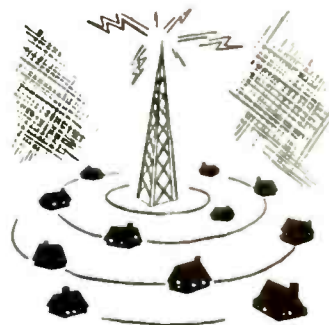
(ABOUT MUTUAL)



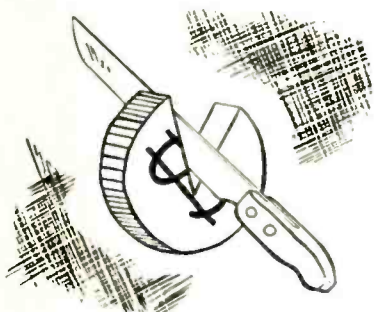
With MORE STATIONS than any other network, Mutual delivers 136 of the 137 U.S. Metropolitan markets (130 at night) —mostly with coverage from within. This represents over 64% of U.S. retail sales.



MORE 1,000-WATT AND UP stations than any other network. (Mutual: 172. Others: 109,122,138). With power where it counts (*strategic distribution*) Mutual's coverage has less waste, more economy.



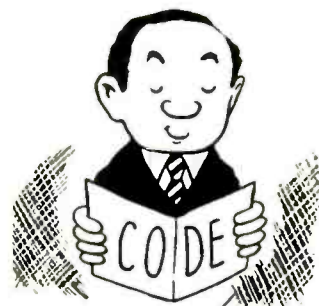
MORE ONE-STATION MARKETS than all other networks combined. Significance is that, with the only station in 320 markets, Mutual dominates listening (day and night) in 23% of U.S. radio homes.



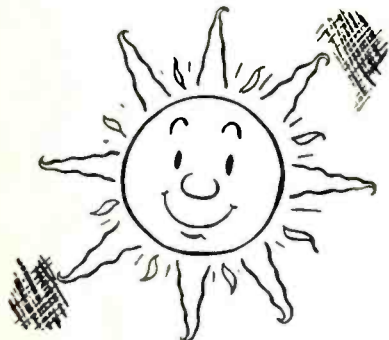
LOWEST COST PER 1,000 HOMES covered. Example: a Daytime Quarter-hour Strip, Full Network, time cost only, based on Nielsen Network Audience Study —Mutual: 47¢. Others: 53¢, 57¢, and 60¢.



PIONEERING IN PROGRAMS. In the last three years Mutual has developed fresh and successful angles on programming—"Mutual Newsreel," "Juvenile Jury," "Queen for a Day" and others.



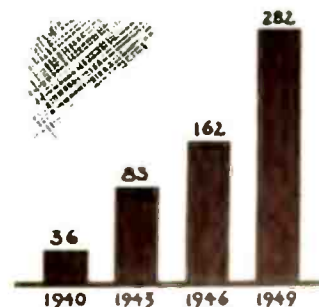
LIVING UP TO THE NAB CODE. Mutual believes in industry self-regulation —and because of our responsibility to listeners, we are Code-minded. We took the lead in ruling out "buying an audience."



No. 1 DAYTIME NETWORK. Mutual's daytime coverage (based on the widely accepted *Listenability* measure) tops that of any other network. The figure for January 1, exceeds 32,900,000 radio homes.



No. 1 CO-OP NETWORK. Mutual developed the Co-op Program idea in 1936, has led the field ever since. With 19 programs (including biggest Co-op names) Mutual is serving over 1,900 local sponsors.



ADVERTISERS ARE USING MORE of our facilities—good indication of results and satisfaction. Average number of stations per commercial program has climbed from 36 in 1940 to 282 in 1949.

## MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

involves a strong human interest or controversial angle. Even so, the suggestion on a network broadcast that listeners write for a simple recipe will usually gather infinitely more responses than the liveliest controversy or most poignant human interest broadcast where no request for mail is made.

It might be assumed even now, despite relatively limited number of television sets in use, that their proved pulling power would have the effect of reducing the amount of mail garnered by AM programs in the same areas. But this has not been evident.

In the field of children's programs, the CBS television network show, *Lucky Pup*, pulled an amazing 28,598 requests for pictures of the puppets, each request accompanied by 15c. Over 91% of the requests came from the New York, Baltimore, and Washington, D. C., areas, where the offer was made ten times between 3-10 January. Yet despite frequent offers on children's television shows which in the last year have racked up several hundreds of thousands of responses, there's been no falling-off in the mail pulled by kid shows on AM.

Just give them the chance—and if the program makes them want it, they'll ask for it! They'll even persuade Mom, or Pop, or brother, or sister to ask for it. A slightly more complex offer than pictures or gadgets is exciting young viewers of *Pow Wow*, a current Sunday morning feature on NBC's WNBT, New York. The program deals with Indian lore and customs. Kids are invited to write in something about themselves, and they then get an appropriate Indian name. Most letters also ask for a name for a brother or sister. Youngsters not too sure of their handwriting and burning not to miss out on that Indian name—frequently dictate their letters to an older brother or sister, or to a parent.

The idea of offering something desirable not readily obtainable elsewhere is emphasized by Donald D. Sullivan, commercial manager of WNAX, Yankton, S.D. WNAX is one of the great direct mail stations of the country.

Sullivan points out what all experienced direct-mail-by-air salesmen know: that a sponsor, in sizing up a station for direct mail selling, must consider not only station coverage, but the educational and economic level of the audience. This in turn largely governs the commercial presentation, the program, and the product itself.

A single WNAX program, *Neighbor Lady*, has pulled as high as 160,000 pieces of mail in one year, most of them with orders for the participating sponsors. Sullivan outlines several other important inducements to direct mail returns as follows:

1. A bargain or special price (less than for a similar product obtainable through regular outlets);
2. Seasonal or holiday appeal;
3. A new or greatly improved product;
4. A product not easily obtainable through any other channel.

WNAX has maintained its success in the mail operation by adhering to rigid standards of programing and sales presentation. The station thoroughly analyzes a product for appeal, quality, and value before giving it a ride on WNAX air.

Even more than in any other type of programing, personalities are important as mail and sale—producing forces. If it's true that, by and large, mail is produced by asking for it, it's even truer that the person who asks for

**SURE  
COVERAGE**  
IN A *Booming* OKLAHOMA MARKET

KTUL'S swiftly developing 26 county area packs an \$878,744,000 buying income punch—with 245,580 homes—

**48,870**  
MORE than in 1946 by the new corrected BMB report.

**KTUL TULSA**

JOHN ESAU - Vice Pres. & Gen. Mgr.

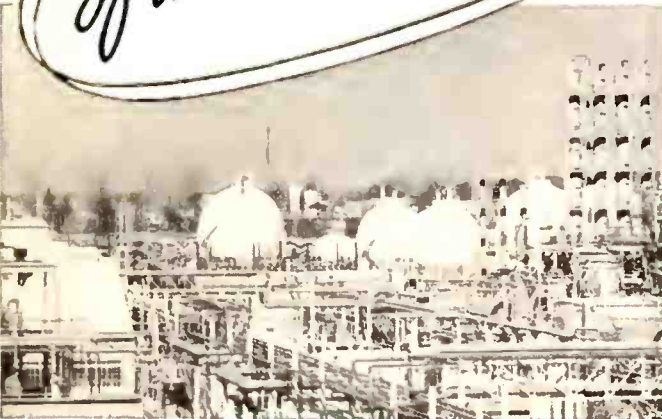
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES

AFFILIATED WITH **KOMA** OKLAHOMA CITY

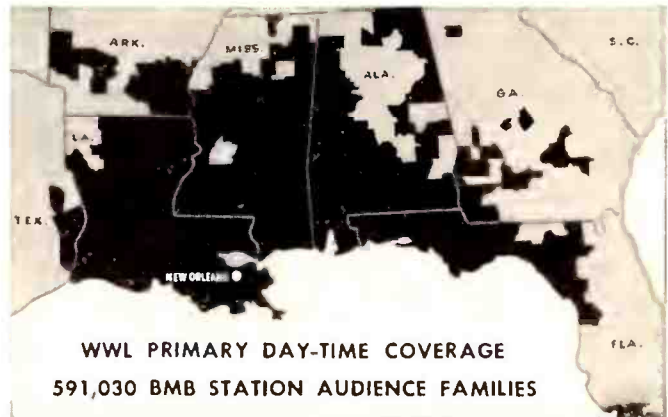


3 Beauties  
of the Deep South

1. **MANRESA HOUSE**, near Baton Rouge. This magnificent home was occupied, for nearly a century, by Jefferson College, Alma Mater of many distinguished Louisianians. Now owned by the Jesuit Fathers and dedicated to religious activities.



2. **BUTYL RUBBER PLANT** of Esso Standard Oil Company in Baton Rouge—world's largest oil-exporting port—another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.



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

*Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.*

The greatest selling power  
in the South's greatest city!

50,000 WATTS    CLEAR CHANNEL    CBS AFFILIATE

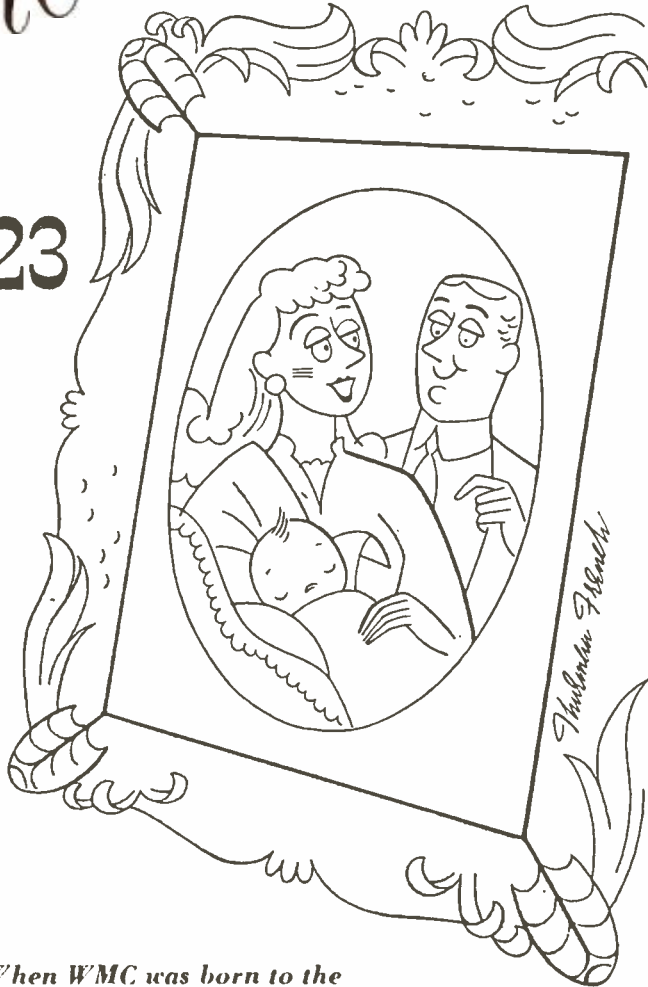


Represented nationally by The Katz Agency, Inc.



# Blessed event...

## 1923



*When WMC was born to the Commercial Appeal back in 1923, the Memphis NBC outlet fell heir to all the prestige and dignity that comes with one hundred and nine years of loyal and faithful service to the people of Memphis and the Mid-South. What a blessed event!—for you—the advertiser, and the 499,379 radio families who await your message!*



NBC • 5000 Watts • 790



50 KW Simultaneously Duplicating AM Schedule  
First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company  
Owned and Operated by The Commercial Appeal

it should be in close rapport with the listeners.

This has been a tenet of the WLS, Chicago—another great mail-pulling station—from its founding by the Sears-Roebuck Agricultural Foundation (WLS, purchased in 1928 by the *Prairie Farmer*, is now celebrating its 25th anniversary). An announcer who sounded like an “announcer” wasn’t for WLS.

Early mail pulls were directly instrumental in building the fundamental program policy which WLS has adhered to successfully ever since. General Manager Glenn Snyder believes that in building a *responsive* audience a station builds a *loyal* audience.

WLS set out originally to build the kind of programs its listeners wanted, using audience mail as a principle guide. They still analyse all mail carefully, as a finger on the listeners’ pulse. For 19 years WLS has averaged over a million letters a year. A station has to have a “personality” to achieve a record like that.

The same is true of an individual program personality. And one of the aims of sponsors who provide for intelligent personalized handling of radio audience mail is to help build a desirable personality in the eyes of people who are moved by radio to write them.

They think it pays to be human—even on paper. \* \* \*

## THE AUTOMOTIVE PICTURE

*(Continued from page 24)*

Ford’s, DeSoto-Plymouth’s, and Chevrolet’s national radio and TV selling), rather than the company itself. About the same amount of money (some sources predict more) will go into national selective radio, using e.t. spots and station breaks on nearly 300 stations (this will work out, at normal frequency, to about 70,000 announcements a year). A TV show built around Winchell and TV selective campaigns are in the plans stage. Broadcast advertising for K-F in 1949, which comes to more than half of a \$6,000,000 budget, will have a real job on its hands. K-F has had to cut production (from 675 to 350 units a day) recently, since a competition-meeting price cut on the existing line was nearly impossible. Although K-F cars are in the upper-middle price bracket, the profit on each (due to K-F’s having to pay premium prices *(Please turn to page 48)*

# THAT LOCAL PITCH GETS 'EM



**RAY MOFFETT**  
"Musical Clock", 6:00-9:00 A.M.



**BETTIE McCALL**  
"Your Friendly Neighbor"  
10:00-10:15 A.M.



Take HAL VICTOR, for instance---the wagster of the keyboard. He knows Baltimore and Baltimore knows Hal. His fifteen minute strip at 5:30 P.M. is completely wacky---but it's bright and fresh and full of original material---and the talk of the town. Then there's RAY MOFFETT and BETTIE McCALL, solid citizens with a solid following and a list of "success stories" a yard long.

When your product needs a good local pitch, these "local folks" can do you a lot of good. *Your Raymer representative can tell you more.*

# WCAO

*"The Voice of Baltimore"*

**CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER**



**To make tele**

Buying television time involves dozens of time-consuming details. To make the time buyer's task a less harried one, NBC Spot Sales has assembled a wealth of data. The information listed at the right on all NBC Spot represented stations is yours for a phone call.

Providing you with each of these 36 items is basic service of the best-informed television representative in the industry, your NBC SPOT salesman.

Backed by the experience and know-how of the nation's first television network, utilizing the

**NBC**

representing television stations: WNBC—New York • WNBQ—Chicago • KNBH—Hollywood

ision buying easier

superior facilities of NBC Programming and Production, Research and Engineering—NBC SPOT SALES is your best source for all spot television information.

The nation's major television stations in the nation's major markets are represented by

**SPOT**

**SALES**

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

WPTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB Schenectady • WTVR Richmond

## Television Buyer's Check List

### MARKET INFORMATION

- television set circulation
- population in coverage area
- radio families in television area
- retail sales
- food and drug sales
- general merchandise sales
- effective buying income
- counties within coverage area
- estimated total television audience
- forecast of set installation

### STATION INFORMATION

- program schedules
- availability lists
- rates
- ratings
- audience characteristics
- coverage maps
- competition's program schedules
- competition's rates
- studio equipment available  
(live and film studio equipment, cameras, etc.)

### PROGRAM INFORMATION

- description of program format
- photographs of talent and set
- biographies of talent
- adjacencies
- competition
- type of audience
- ratings and surveys
- audience response stories
- success stories
- promotion and merchandising
- rates and contract terms

### GENERAL TELEVISION INFORMATION

- audience surveys
- all U. S. television stations
- advertisers using television
- agencies handling television
- technical data
- film



## Mr. Sponsor asks...

"For broadcasting, which is better—platter, wire, or tape recording?"

Patrick H. Gorman | Advertising Manager  
Philip Morris & Co. Ltd., Inc.

### The Picked Panel answers Mr. Gorman



The answer to this question is tape recording. Wire was the medium with which most of the first magnetic recording work in this country was done, and must be given credit

for the interest it created in a new recording method among broadcasters and manufacturers. This interest and demand so pushed development work that within a three-year period we now have magnetic recording equipment that excels the performance of the finest disk recording machines. The development also resulted in the change to tape as a medium with increased performance. Because of this, wire, for broadcast use, can be ruled out.

Three years ago, broadcasters operated entirely without magnetic recording equipment. Today, hundreds of stations are using tape recorders of various degrees of quality and price range, and are accomplishing certain recording work better and cheaper than with acetate recorders. These applications are field recording, delayed broadcast, and show editing. This leaves only spot and straight record programs being done almost exclusively on platters.

Straight musical program conversion from platters to tape involves economical aspects that overshadow the present higher quality obtainable from tape. The first step in this conversion is an industry-wide standard on tape recording and playback equipment. Second is the development of a method for rapid duplication of magnetic tape recordings. (At this stage, spot recording on tape will come into common use.) The final step in the conversion is the replacing of platter library with tape recordings. This final step will take the longest and cost the most.

FRANK MARX  
V.p. in charge of Engineering  
ABC, New York



Most of our special events broadcasts are "live", on-the-spot pickups of news-making events as they occur. However, on one particular program, the week-day *Mutual Newsreel*,

we have found a combination of tape and disk most practicable, with tape doing the major part of the job.

The reasons are several-fold. Firstly, the idea for the *Newsreel* is to present the voices of the people as they make the news. The slogan for the show is "from where it happens, you hear it happen." The use of tape permits close editing of the "recorded copy." On the *Newsreel* we can only use brief excerpts from a speech, a statement, a debate, an interview, etc.,

with most of the "copy" running between 15 and 30 seconds. Use of tape permits us to edit the "copy" closely and quickly for fast pace, accuracy, and entertaining, though informative, reporting. The light weight of our tape equipment is another helpful item since our crews go out into the field for many stories. It has already gotten to the point, particularly around Capitol Hill, where our MBS tape-recording *Newsreel* crews are accepted daily as the "ears" of the nation.

However, before "making up" our nightly *Newsreel* editions, we take our "copy" off tape and place it on disks. The latter are easier to "spot" for the quick-timed, closely-knit production pattern that is necessary for a fast-paced show. We have found the combination of tape and disk to be a good one.

ART FELDMAN  
Special Events Director  
MBS, New York



Should a radio station use wire, tape, or disks for recording? Use all three, I say. We do at WOR. We base our selection upon the conditions under which the recording is to be made.

Naturally, if the recording is to be made from a studio, disk is preferred, since its fidelity is best. We also make an effort to use disk on remotes, but time elements in setting up wire lines on spot news make it almost always



impossible. That's where wire and tape are handy.

The quality of tape recordings is apt to be higher than wire. Also, tape is easily spliced and edited, two features which make it very desirable for use on spot news interviews and descriptions of news events.

Wire recorders are equally as convenient as tape machines, and somewhat lighter to carry.

There's actually little choice between tape and wire, except for the aforementioned fact that tape recordings are apt to have a somewhat better quality for reproduction.

Remember, too, that all radio stations in the country are equipped to reproduce disk recordings, while only a few can use broadcast tape or wire; both methods, however, must be considered not as replacements for disks, but as handy supplements.

**J. R. POPPELE**

*V.p., in charge of Engineering  
WOR, New York*



Currently we are making no use of wire recording, but are using both tape and platters extensively. We are recording a great deal of our original material on tape, and retaining

this tape as our "covers" and protection. However, from an actual broadcast standpoint, we still find disks to be the most practical from the standpoint of quality and ease of handling at the stations. The ease of recording, the speed of playback, and the simplicity of editing make tape ideal for the original recording job, but when you are serving a large group of stations, as we are, you just can't beat top quality disks.

Furthermore, use of tape and wire is not too feasible, inasmuch as the majority of stations throughout the country don't have the facilities to handle them. And the cost of re-tooling existing facilities in order to use tape or wire would not be justified in the minds of station executives at the present time. It's much more economical to continue to use disks.

**JOHN SINN**

*Executive Vice President  
Frederick W. Ziv, N. Y.*

# WFBL

SYRACUSE, N. Y.

# 1ST

in  
**COMMUNITY  
SERVICE**



Above, a Syracuse High School choir takes over one of WFBL's beautiful, new studios. WFBL facilities are placed at the command of Syracuse civic and educational groups for such purposes as rehearsals, meetings and forums.

## "OUR HOUSE AND ALL IT POSSESSES IS YOURS"

This is WFBL's pledge to the community which it serves. It's always "open house" at WFBL . . . a policy which pays off in a loyal following throughout the community as well as in Central New York. For WFBL has earned many devoted friends among Central New York's influential, educational, cultural, civic, church and farm groups.

Loyal friends make good listeners and good listeners build the responsive audiences that make advertising pull results.

Ask Free and Peters for the WFBL Community Service Booklet and current availabilities.



# WFBL

**BASIC  
CBS**

IN SYRACUSE . . . THE NO. 1 STATION

## THE AUTOMOTIVE PICTURE (Continued from page 42)

for steel) is still less than \$100. Advertising and aggressive promotion, K-F feels, is the only way out of the slump that has been hitting K-F sales figures, and the bulk of the job will have to be done by broadcast advertising backed by heavy dealer promotions and point-of-sale support.

Summarized, the "Big Four" firms will be spending more actual ad dollars between them (although less on a percentage basis) for broadcast advertising than they spent either before or during the war. Two new factors stand out in their approach to the air media. One is the stressing of the dealer angle in air advertising, rather than just the selling points of the car or purely institutional advertising. This is due largely to dealer pressure on these big firms for advertising that will sell more directly for them, and as a corrective for the general bad feeling toward dealers that grew quickly in the immediate post-war period of shortages, waiting lists, and under-the-table deals. Secondly, the use of TV, on which the auto in-

dustry has had a watchful eye ever since the first successful use of vision-and-sound auto selling with theatrical "minute movies" in the last years of the 1920's, has brought the visual element to broadcast advertising that many auto manufacturers and dealers have long felt was needed to sell "hard goods." Much of the prewar emphasis on network radio has been switched to large-scale selective campaigns (because of their flexibility) as a market-by-market support for the introduction of new models, auto shows, and to bolster areas weak in sales.

The other leading automakers, those in the so-called "independent" group, aren't far behind the industry's "Big Four." Nash Motors is engaged in the biggest campaign in Nash history, one that will probably top \$4,000,000. Most of this Nash money will go for publication and billboard schedules. Straight national selective and dealer co-op campaigns slated for radio and TV account for 25% of the total. Nash, a periodic user of network radio since 1931, has not network-sold its ears since 1945. Chain radio is in the works now, except for likely-look-

ing one-shots (elections, etc.) that may come along.

Packard, planning currently to boost, rather than cut, its 1948 production figures by 30%, has upped its advertising budget 23% and will spend nearly \$3,000,000 to sell 1949 models. The Packard money will go largely (like Nash's) for space media, but will be back-stopped with a 15-20% expenditure in radio and TV on both a straight and a dealer co-op basis. Packard has been out of network radio since 1938, and plans no return, preferring the flexibility of selective selling.

Studebaker, one of the earliest firms to use broadcast advertising, hasn't revealed its full plans or its budget figures, but they are expected to be divided between newspapers, magazines, and selective radio, and will come to nearly the \$3,000,000 mark. Studebaker prefers selective radio programming, rather than announcement campaigns, and is currently running Monday-through-Friday newscast schedules on more than 75 stations in major markets. The preference for newscasts is explained on the basis of giving the dealers something



that can be promoted locally, as well as affording local tie-ins with the dealer's name on the air. A second reason lies in the spotting of these newscasts at times (usually early evening) when the male-female ratio of the listening audience closely parallels the 75%-25% male vs. female ratio among customers actually buying cars. Since local newscasting nearly always out-pulls network newscasting (except in the case of Studebaker's sponsorship of news on the Columbia Pacific Network), Studebaker plans no return to network radio. Studebaker's selective campaigns cost about \$1,000,000 a year.

The other large "independents," Hudson and Willys, plan to spend larger budgets than last year (nearly \$2,000,000 for Hudson and \$1,000,000 for Willys). The bulk of it will be in space and billboard schedules, but about 10% for each firm will be spent in selective radio, using announcements and station breaks on short-term campaigns with the introduction of new models.

There will be other auto firms who will advertise in 1949 (there are 56 companies producing 21 makes of

cars, 39 makes of trucks and 20 makes of buses in the U.S., plus British and French export models now on the American market) but they are not expected to spend any sizeable amounts for any of the forms of broadcast advertising.

Through the years that followed the first air advertising for auto firms, many lessons have been learned which underlie these 1949 campaigns. Other lessons of aggressive promotion and merchandising were learned almost from the first day in 1893 when the Duryea brothers chugged their way down from Massachusetts in the one-cylinder auto that now rests in the Smithsonian Institute. Europe's cars had the edge until nearly 1906, but the U.S. product, backed by mass production methods and U.S. advertising, soon passed the sale of European imports. Early advertising ran the gamut of the media available in the first two decades of the century. Manufacturers profited by both the production mistakes and the advertising successes of their competitors. At the close of World War I, the auto industry was big business, and so was its advertising.

General Motors and Ford were leading newspaper advertisers by 1919. In the 1920's, when such refinements as the assembly line, four-wheel brakes, closed cars, and safety glass made their appearance, the auto industry leaders—General Motors, Ford, and Chrysler—were producing millions of cars and spending millions in magazines, newspapers, outdoor advertising, spectacles, direct mail, and other media.

It was in 1927, when network radio became a real factor in advertising plans, that the auto industry really came to broadcast advertising. In January of that year, Henry Ford, symbol of the auto industry's rise, bought an hour-long show, *Old Fashioned Dance Program*, that cost him \$10,000 in time charges for the two broadcasts that it ran experimentally on NBC. In March, General Motors bought the first of the once-monthly *Cadillac Concerts* on the old Blue Network of NBC. In July, GM aired a one-shot for Buick, *Roxy and His Gang*, on NBC. In September, Chrysler got its feet wet with the *Dependable Hour Of Music* on CBS. In November, GM was back with bigger

# Cole is a busy ol' soul . . .

- \* 4:30 AM—up before dawn
- \* 5:00 AM—on the air 'til 9
- \* 9:00 AM—meeting with visiting farmers
- \* 10:30 AM—shove and breakfast
- \* 11:45 AM—on the air 'til noon
- \* 12:15 PM—on the air 'til 12:30
- \* 12:45 PM—guest speaker at United Nations Club
- \* 1:30 PM—guest speaker at Youth Luncheon
- \* 2:45 PM—50 miles to Shelby, N. C., for County Fair meeting
- \* 4:30 PM—75 miles to Monroe, N. C., for Civic Club directors' meeting
- \* 7:00 PM—guest speaker at banquet
- \* 8:30 PM—emcee of Civic Club jamboree
- \* 11:15 PM—25 miles back home
- \* 12:20 AM—to bed at last

Being king of radio personalities in the Carolinas is a full-time job, 20 hours a day. No time for fiddlin' around, as you can see by this log of a typical day\* in the life of Grady Cole, WBT farm director. Makes it easy to understand *why* Cole is king in the Carolinas... all the time. On the air 4½ hours each weekday, his average share of the Charlotte audience in all Hooperated periods is a royal 59%—44% better than *all* competition combined.† And outside, in 94 other counties, Grady Cole has virtually *no* Charlotte competition. If you'd like an audience with his majesty—and his majesty's tremendous audiences—Radio Sales will be glad to present you.

## WBT

Jefferson Standard Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales



## A Head Start Counts!

WMBD has a twenty year head start over the next oldest radio station in all Peoria area. Think what this means—

- WMBD established the listening habits of Peoria area.
- WMBD has by far the largest organization for programming, promotion and merchandising in Peoria area.
- Latest C. E. Hooper report reveals that WMBD has more listeners than the next two Peoria area stations combined.

That's why, when national advertisers think of the Peoria area market they think of—and buy WMBD.

- WMBD dominates Peoria area



See Free & Peters

# WMBD

PEORIA, ILLINOIS

A  
M  
T

F  
M  
T

CBS Affiliate  
5000 Watts

and better ideas and the *General Motors Family Party* that was to run through 1929. In the last days of 1927, when the industry was beginning to talk about the fact that radio could sell automobiles, Chrysler went on the air with two half-hour music shows, *Vaughn de Leath* and *Moon Magic*. That did it. In the next five years, nearly every major automaker (some of them, like Graham-Paige, Franklin, and Durant have disappeared) were either in radio with heavy budgets, or had at least tested the medium.

The year that followed the auto industry's first important usage of radio, 1928, brought another important lesson that was shelved under "future" until the 1940's. Chevrolet began large-scale experiments with sight-and-sound "minute movies" in suburban and rural motion picture houses, and proved for the first time how effective the spoken word and the visual image could be in auto selling. Although automakers, (Ford, Plymouth, and others) used "minute movie" advertising, the full scope of what Chevrolet proved in 1928 is just beginning to be apparent in television.

During the 1930's, auto advertising on the air gained real momentum. By the middle of the decade, most of the auto manufacturers were beginning to break away from straight "concert music," and were beginning to produce either high-budget musical extravaganzas, such as Ford's *Fred Waring Show* and *Ford Sunday Evening Hour*, or mass-appeal shows, like Chrysler's *Major Bowes* (still the highest-rated commercial network show of all time in radio). The emphasis began to swing away (with the one exception of a good part of the Ford Company's advertising for many years) from strictly institutional copy to real air-selling that produced direct results.

By the middle of the 1930's too, national selective programming was proving itself. Chevrolet's sponsorship in 1935 of a World Broadcasting c.t. show, *Musical Moments*, on 300 stations for 185 weeks (largest selective campaign of its day) led the way in stressing the theme of "your local dealer" in auto air advertising.

During the war years that followed the 1940's, much of the air-selling for the auto industry was dropped, or was changed to selling that was of a purely institutional nature. The assembly lines rolled out guns, planes, tanks, shells, anti-aircraft guns—nearly \$29,-

000,000,000 worth — during World War II. Once the war was over, the auto industry worked day and night to change over again to civilian production. The first new cars rolled off the lines . . . and the pent-up buying power of the public snapped them up so fast that advertising could do little more than tell people to wait.

By 1946, Chevrolet had experimented with a variety show, *Roads To Romance*, on a 3-station TV network of ABC-DuMont facilities. It was the first sponsored auto telecast (although auto shows were being televised for free as far back as 1938).

During 1949, automakers will air TV shows that will make the modest *Roads To Romance* look picayune. Some auto firms, like Ford and Buick, are now looking over, or have signed TV shows with budgets of \$25,000-\$30,000 a week.

The auto industry is out to sell cars this year . . . and broadcast advertising will play an increasingly important part as the competition gets tougher. \* \* \*



## YOU GOTTA BE HEADS-UP IN COIN (Ky.)!

Yessiree . . . you've got to flip hard in towns like Coin (Ky.) to make a plugged nickel. In fact, we can't see any "cents" in trying!

If you really like the jingle of silver, you'd better stick to the Louisville Trading Area exclusively. There's more income and outgo of cash in this one great trading zone than in all the rest of the State rolled together.

March into this mint with WAVE. We've got NBC keys to almost every door and ear in the area. WAVE costs less, and makes your dollars talk!

**LOUISVILLE'S  
WAVE**

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



# "LOOKIT WHAT MR. HOOPER SAYS ABOUT WDAY, ELMIREY!"



**EXCUSE** us for getting excited, but we just received our December-January Hooper—and it gives WDAY a 67.5% Share of Audience (total rated periods) against 13.1% for Station B. This is an increase of 3.7% over our Conlan-credited 63.8% of last May—despite the opening of 3 new studios here during the year! Thus, WDAY now has five times as many Fargo-Moorhead listeners as any other station—twice as many as all other stations combined!

WDAY's popularity throughout the rich Red River Valley is just as impressive. BMB figures, mail-pull statistics, paid subscriptions to our station newspaper—all prove amazing rural coverage, as well!

Yes, urban and rural, WDAY continues to be your best bet in the wealthy Red River Valley. And toothpicks or tractors, us hayseeds in the Valley have the dough to buy doggone nearly anything we want! Ask us or Free & Peters for any proof you'd like to see!

## HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9



**FARGO, N. D.**

**NBC - 970 KILOCYCLES  
5000 WATTS**





**IN EASTERN  
NORTH CAROLINA  
TOBACCO IS KING**

**WGTM**

**Covers This Rich  
Market... with a  
King-Size Voice!**

**Write or phone us or our  
National Representative**



**"THE VOICE OF  
THE GOLDEN PLAIN"**

**WILSON, N. C.**

**5000 Watts—Full-Time  
590 Kilocycles  
Serving 1,125,000 People**

**NATIONALLY REPRESENTED  
BY WEED AND COMPANY**

MUTUAL EXCLUSIVE IN THIS AREA

**LA ROSA**

*(Continued from page 27)*

Actually, La Rosa's thinking is now in terms of a total market, rather than an Italian or American market.

La Rosa's first radio attempt in the English-speaking field came in 1937. The company's position in the Italian market had been established; the financial structure for expansion beyond that market had been secured because of it. La Rosa was ready for new worlds to conquer—without forgetting the old world that had made it possible, and without removing itself from the Italian-language radio scene.

The company bought 26 weeks on a Mutual split network of 22 stations in 1937, and repeated the formula for the next two years. It presented a series of operatic concerts, featuring strong names such as Alfredo Antonini, Nino Martini, and Vivian Della Chiesa in a weekly 30-minute program. La Rosa knew the show lacked mass appeal, but it was designed to have the Italian flavor its well-known singers and musicians gave it, and to associate La Rosa with the elite of the operatic world. The program didn't sell much spaghetti, but it introduced La Rosa to American radio in an impressive way.

La Rosa's next step in English-speaking broadcasting was more to the sales point, and did a great deal to set the brand name in the minds of American housewives. During the war, the company used women's participating shows—among them, Mary Margaret MacBride.

It wasn't until last October, however, that La Rosa achieved in American radio something comparable to what it had been doing for so long in the Italian-language medium. A half-hour once-a-week program called *Hollywood Theatre of Stars* was offered to the company as an evening show. La Rosa's agency, Kiesewetter, Wetterau & Baker, suggested that the program be used, not as just another evening show that could easily get lost in the shuffle, but as something unusual and big for daytime radio.

The end result was a 30-minute five-times-a-week show, on seven Eastern stations, produced, recorded, and transcribed by C. P. MacGregor in Hollywood. The show is tabbed "the greatest dramatic program of daytime radio" — with justification. Unlike

*(Please turn to page 72)*

**XLing**  
IN THE  
**Pacific  
Northwest**  
Serving 3,835,800 people

- **WASHINGTON**  
KING — Seattle  
KXLE — Ellensburg  
KXLY — Spokane
- **OREGON**  
KXL — Portland
- **MONTANA**  
KXLF — Butte  
KXLJ — Helena  
KXLK — Great Falls  
KXLL — Missoula  
KXLQ — Bozeman

**Pacific Northwest Broadcasters**  
Sales Managers  
Wythe Walker Tracy Moore  
EASTERN WESTERN

for  
**NETWORK  
CALIBRE  
PROGRAMS**

... at local  
station cost

See your station  
representative or write

**LANG-WORTH**  
feature programs, inc.  
113 W. 57th ST., NEW YORK 19, N. Y.

● For these reasons, WFAA can offer you recordings of unsurpassed quality: Acoustically perfect studio design . . . perfectly matched electrical equipment—from microphone to cutting head . . . the best custom-built recording instruments available . . . a staff that knows the recording business. And the most precise man in the entire organization is Mac Weldon Jeffus (left), one of the few recording engineers who is also a member of the Acoustical Society of America.



*Recording* **FINESSE**



**WFAA**  
DALLAS and WFAA FM

**820 NBC • 570 ABC**  
TEXAS QUALITY NETWORK  
Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both frequencies

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY



## Fulton Lewis Jr. and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mallet at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with prorated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet or the Co-operative Program Department, **Mutual Broadcasting System**, 1410 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## 40 West 52nd

(Continued from page 4)

categories of business with 14 separate jingles for each category).

So again, I say I liked your article, but feel you omitted an important "first."

RICHARD H. ULLMAN  
*Richard H. Ullman, Inc.*  
Buffalo, New York

### SUGGESTED ARTICLE

This business of writing "fan letters" is something that heretofore I have left to the radio audience, but now I do want to express my thanks for the many hours of reading pleasure and the numerous new ideas and facts that I have learned from reading your magazine. I might add that I am not the only member of this organization who looks forward to "every other Monday."

Since I have derived so much personal pleasure and helpfulness from your magazine, I have come to feel that it might be possible for me to suggest an article in a forthcoming issue. Recently, this station started an audience-participation program with prizes, stunts, and etc. We would be greatly interested in learning what other stations have done in this respect. The other stations we could learn from should be small-market stations with limited personnel facing the same situations we have faced. Since we are a daytime station, our *Housewives Holiday* is recorded at night at the Viccar Theatre in Williamston, near here, and then played back the next day.

If you can supply us with any information about such programs, as broadcast by other stations, we would be grateful. If an article is forthcoming, and you would like a complete story, to use as you desire, then we would be pleased to assist in any way possible.

DON PIERCE, Program Director  
WRRF  
Washington, N. C.

### BRAND, NOT PRODUCT

We notice in the January 31, 1949, issue of SPONSOR on page 65, you show under the heading "Product" the word "Vaseline."

(Please turn to page 56)



**"KANGAROO ADVERTISERS"?**

**NO SIR!**



Advertisers who want results . . . don't jump around from station to station in Cleveland. They stay on WHK . . . where they reach the largest audience at the lowest (network station) rates! Five local advertisers total over half a century of continuous program sponsorship on WHK. More proof that . . . WHK is the Retailers' Choice in Cleveland.

**THEY STAY  
ON**

**WHK**

The Paul H. Raymer Co.,  
National Representative



One of the world's great thinkers left a very nice compliment for you — assuming you listen to WQXR. "The man," thought Plato the Thinker, "who has music in his soul is in love with the loveliest." That's you — all of you — in the 550,000 families whose souls are replenished regularly with the good music of WQXR. And because you love the loveliest, you're a wonderful audience — in the world's wealthiest market — for advertisers with lovely things to sell. You're interested, alert, responsive. You're why an advertiser, right now, if he'd make the platonic friendships that lead to profits, is reaching for his telephone. Our number is Circle 5-5566.

**WQXR**

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

## 40 West 52nd

(Continued from page 54)

This is incorrect because "Vaseline" is not a product, but is our registered trade mark which we have used exclusively for more than 70 years to distinguish products of our manufacture such as petroleum jelly (petrolatum), hair tonic, lipstick, pomade, etc., from the products of all other manufacturers. Therefore, you can readily see that the use of "Vaseline" as the name of a product is not correct.

Consequently, the correct way to refer to products of our manufacture would be to say "Vaseline" brand products.

F. J. MCGROARTHY, Secretary  
Chesebrough Manufacturing Co.  
New York

### HANDY GUIDE

Am sending out about 60 letters to agencies through the use of your TV Comparagraph (14 February) which is, incidentally, a handy reference and guide—and must be a somewhat prodigious undertaking.

VERN HANSEN  
WMT  
Cedar Rapids, Ia.

### EXCELLENT JOB

Thank you for the most excellent story on Speidel, appearing in your current issue.

I think you did an excellent job considering how little time we had together and how little data we were able to offer you.

HAROLD A. ROSENQUIST  
Advertising Manager  
Speidel Corp.  
Providence, R. I.

### REPERCUSSIONS?

I think the BMB story was well handled and constructive.

I also think your editorial should have good repercussions. We all hope that Study #2 will prove to be a manifest improvement, and that a very large proportion of stations and users will be thoroughly satisfied this time!

E. P. H. JAMES  
Vice President  
MBS, N. Y.

## The Biggest Year in its 26-Year History

**WSYR ACUSE**

... in 1948 carried the greatest volume of advertising ever broadcast by a Syracuse station—

- FIRST in Network
- FIRST in National Spot
- FIRST in Local
- FIRST in Total Advertising
- FIRST in Popularity with Syracuse and Central New York Listeners
- FIRST in Merchandising & Promotion
- FIRST in Coverage Area

**WSYR ACUSE**

570 kc—5000 watts

Headley-Reed, National Representatives  
NBC AFFILIATE IN CENTRAL NEW YORK

A 1 1/2  
**BILLION**  
DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

**KWFT**

THE TEXAS-OKLAHOMA STATION  
Wichita Falls—5,000 Watts—620 KC—CBS  
Represented by Paul H. Raymer  
Co., and KWFT, 801 Tower  
Petroleum Bldg., Dallas

# fi**STILL**rst\*

 **in the morning** (8-12 a. m.)

 **in the afternoon** (12-6 p. m.)

and **in total rated periods**

\*December-January Hooper Ratings.

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest—audience *loyalty*, too!

Witness: recently one of our M.C.'s mentioned that he had some studio tickets available. He mentioned it *just once*—and Uncle Sam's harassed mailmen brought requests for 113,952 tickets.

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ, modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM

# WFBR

FM

**THE BALTIMORE STATION WITH 100,000 PLUS**

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.  
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

# these vital questions . . .

- 1.** *Has the NAB done anything about a realistic rate structure?*
- 2.** *Has NAB president Justin Miller done a good job during 1948-1949?*
- 3.** *Should the NAB be reorganized?*
- 4.** *How well has the NAB handled the Broadcast Measurement Bureau?*
- 5.** *Has the NAB sold the effectiveness of broadcast advertising?*
- 6.** *How do sponsors and agencies regard the NAB Code and its enforcement?*
- 7.** *What kind of a job has Broadcast Music, Inc. done during the past year?*
- 8.** *Has the attitude of the NAB towards TV been constructive?*
- 9.** *Has the NAB helped advertisers in their radio labor relations?*
- 10.** *Has the NAB improved the public relations of broadcasting?*
- 11.** *What do sponsors and agencies think about the NAB's contributions to programing?*

**answered . . .**

*by sponsor and advertising agency executives*

*in the*

**1949 NAB**

**EVALUATION**

*issue*

**OUT 11 APRIL**

- *complete convention distribution*
- *regular mailing*
- *regular rates*
- *a complete lineup of AM and TV developments, tools, facts, and figures*

**SPONSOR**

*for buyers of broadcast advertising*

*40 West 52 Street, New York 19*

each dominates its time period on the air...




94.9% of audience was attracted to Milton Berle's "Texaco Theater" in New York Tuesday, 8 February. Four other shows divided 5.1%



83.0% of audience is what "The Goldbergs" garnered on 1-February. Outstanding program competing achieved 16.5%

# Why they call it "Berlesday"

**How and why a TV program achieves a phenomenal rating**

 Viewing habits are not listening habits—at least, not at this stage in television's development. When there's a well-publicized show being telecast, the great mass of TV set owners tune to the channel carrying the spotlighted event. The video audience does not stay put. It shifts from channel to channel to view the specific programs it desires. A study of both the TV Pulse reports in New York and the New York TV Hooperatings reveals the same pattern (not necessarily the same ratings, since the homes covered by Dr. Roslow's Pulse and C. E. Hooper's TV telephone calls are not the same).

Outstanding example of mass viewing is Berlesday tuning when consistently over 75% of the metropolis' video-equipped homes look at *Texaco Star Theater* to see TV's number one comic, Milton Berle, romp through a number of the world's greatest vaudeville acts. On a typical night, Tuesday 8-9 p.m., 8 February, with Berle ill, 76.6% of New York's TV homes with telephones viewed the *Texaco Star Theater*. The entire TV audience at

that hour was 30.7% of the television-telephone homes, leaving just 4.1% of the homes to view programs scanned by four other New York stations. Thus Berle's program had 94.9% of the available audience.

While Berle's is the outstanding example of a dominant program in the visual medium, it's not the exception. Rather, it accentuates the pattern. On Sunday nights, with one of the best dramatic programs broadcast either in radio or television (*Philco TV Playhouse*) against it, *Toast of the Town* on 13 February attracted 43.0% of the Hooper-covered TV homes. The total homes with TV sets-in-use were 71.6 for the period, 9-10 p.m. The *Philco Theater* attracted just 15.2 of the homes, despite the fact that it's one of the most expensive programs on the visual air. Even a topflight sports event, hockey with the New York Rangers fighting the Toronto Maple Leafs, drew only 4.4% of the television-telephone homes. And hockey is a big attraction in New York.

Arthur Godfrey is an outstanding television attraction. When NBC

moved the *Chevrolet Theater* to compete with the Monday *Godfrey Talent Scouts*, it lost nearly half of the audience which it had the previous rated telecast. Stacked against *Talent Scouts*, it rated 12.3. With normal competition, a half-hour earlier, it had a 23.2.

Did the Godfrey audience stay with the Godfrey network following his talent scouting? It did not. NBC inherited over one-third of Godfrey's viewers, and its *Colgate Theater* rated 30.2. This was tops for Colgate. The viewing audience shifted because CBS was telecasting the Westminster Dog Show, and because Colgate is building an audience.

On Tuesday, Berlesday, his audience doesn't stay with NBC following his airing. On a typical night CBS, which had a 1.1 for a program called *Cross Questions*, jumped, following Berle, to 32.2 for *We, the People*. NBC held only 24.2 of the 76.6 who viewed Berle.

On Wednesday, with Godfrey's *Friends* telecast, CBS rated (9 February) 46.6. The following program, *Kobb's Korner*, garnered only 13.9. The audience shifted to *Kraft TV*



12.7% of audience viewed Arthur Godfrey's "Talent Scouts" (WCBC-TV). Same hour (14 February) Chevrolet reached 15.9%



80.0% of audience saw Admiral's "Broadway Revue" on Friday, 11 February at 8:00 p.m. Top competition reached 3.3%

Theater. The NBC program preceding Kraft had a 2.9. Kraft had 29.7. When Godfrey opened his *Friends* show (12 January), sponsored by Chesterfield, he had a 60 rating. Kraft that night had a 42.4. TV audiences know what they want. They don't stay put on a network, and even block programing doesn't hold viewers against competition.

How audiences move from network to network is evidenced on Thursday evening (Hooper's 10 February report). NBC had 32.1 for Chett Peabody's *Arrow Show*, and lost half of that audience to Chevrolet's *Winner Take All* on CBS. Prior to *Winner*, CBS had a 5.4 rating; with the Chevy program it had 25.7. CBS didn't hold its 25.7, for a third of that audience moved back to NBC for *The Gulf Show*. Publicity and conversation increased NBC's Gulf audience for Bigelow-Sanford, which hit 28.6 on the evening being used for this case study.

Admiral's *Broadway Revue* on WABD-WNBT drew 50.6, but the audience didn't stay with the respective stations, shifting in a major way to WJZ-TV for Bristol-Myers' *Break the Bank* which attracted a 34.7 rating, despite the fact that the station's previous attraction rated only 2.1. After viewing *Break the Bank*, a solid block of the audience returned to NBC for American Tobacco's *Your Show Time*. The Friday evening figures cover 11 February.

One amazing phenomenon, which years ago would have been believed impossible, is an audience tuning to a station that comes on the air for just a  
(Please turn to page 69)

**they compete . . . but check the ratings**



67.0% of audience viewed "Toast of the Town" 13 February. Program pulls top audience

21.2% of audience tuned Philco's "Cyrano" in competition with "Toast". Talent costs \$15,000





## it takes all kinds

People love variety shows . . . best of all they love THE TEXACO STAR THEATRE. But that shining hour is just one type of program. In drama, sports, news, forum, juvenile and nearly every other category that comes to mind, you'll find that NBC has *the* top-rated show, seen by the *biggest* audience.

*You'll find them all on the page following the comparagraph.*





SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Grid of TV program listings with columns for days of the week and time slots (4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45, 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00). Rows represent time slots. Each cell contains program names and network abbreviations (ABC, CBS, DuMont, NBC).

East

April 1949

Realis Comparaph in next issue

SPONSORS

- List of sponsors and their associated time slots:
- 4:00-4:15: ABC, CBS, DuMont, NBC
- 4:15-4:30: ABC, CBS, DuMont, NBC
- 4:30-4:45: ABC, CBS, DuMont, NBC
- 4:45-5:00: ABC, CBS, DuMont, NBC
- 5:00-5:15: ABC, CBS, DuMont, NBC
- 5:15-5:30: ABC, CBS, DuMont, NBC
- 5:30-5:45: ABC, CBS, DuMont, NBC
- 5:45-6:00: ABC, CBS, DuMont, NBC
- 6:00-6:15: ABC, CBS, DuMont, NBC
- 6:15-6:30: ABC, CBS, DuMont, NBC
- 6:30-6:45: ABC, CBS, DuMont, NBC
- 6:45-7:00: ABC, CBS, DuMont, NBC
- 7:00-7:15: ABC, CBS, DuMont, NBC
- 7:15-7:30: ABC, CBS, DuMont, NBC
- 7:30-7:45: ABC, CBS, DuMont, NBC
- 7:45-8:00: ABC, CBS, DuMont, NBC
- 8:00-8:15: ABC, CBS, DuMont, NBC
- 8:15-8:30: ABC, CBS, DuMont, NBC
- 8:30-8:45: ABC, CBS, DuMont, NBC
- 8:45-9:00: ABC, CBS, DuMont, NBC
- 9:00-9:15: ABC, CBS, DuMont, NBC
- 9:15-9:30: ABC, CBS, DuMont, NBC
- 9:30-9:45: ABC, CBS, DuMont, NBC
- 9:45-10:00: ABC, CBS, DuMont, NBC
- 10:00-10:15: ABC, CBS, DuMont, NBC
- 10:15-10:30: ABC, CBS, DuMont, NBC
- 10:30-10:45: ABC, CBS, DuMont, NBC
- 10:45-11:00: ABC, CBS, DuMont, NBC

PROGRAMS

- List of programs and their associated time slots:
- 4:00-4:15: ABC, CBS, DuMont, NBC
- 4:15-4:30: ABC, CBS, DuMont, NBC
- 4:30-4:45: ABC, CBS, DuMont, NBC
- 4:45-5:00: ABC, CBS, DuMont, NBC
- 5:00-5:15: ABC, CBS, DuMont, NBC
- 5:15-5:30: ABC, CBS, DuMont, NBC
- 5:30-5:45: ABC, CBS, DuMont, NBC
- 5:45-6:00: ABC, CBS, DuMont, NBC
- 6:00-6:15: ABC, CBS, DuMont, NBC
- 6:15-6:30: ABC, CBS, DuMont, NBC
- 6:30-6:45: ABC, CBS, DuMont, NBC
- 6:45-7:00: ABC, CBS, DuMont, NBC
- 7:00-7:15: ABC, CBS, DuMont, NBC
- 7:15-7:30: ABC, CBS, DuMont, NBC
- 7:30-7:45: ABC, CBS, DuMont, NBC
- 7:45-8:00: ABC, CBS, DuMont, NBC
- 8:00-8:15: ABC, CBS, DuMont, NBC
- 8:15-8:30: ABC, CBS, DuMont, NBC
- 8:30-8:45: ABC, CBS, DuMont, NBC
- 8:45-9:00: ABC, CBS, DuMont, NBC
- 9:00-9:15: ABC, CBS, DuMont, NBC
- 9:15-9:30: ABC, CBS, DuMont, NBC
- 9:30-9:45: ABC, CBS, DuMont, NBC
- 9:45-10:00: ABC, CBS, DuMont, NBC
- 10:00-10:15: ABC, CBS, DuMont, NBC
- 10:15-10:30: ABC, CBS, DuMont, NBC
- 10:30-10:45: ABC, CBS, DuMont, NBC
- 10:45-11:00: ABC, CBS, DuMont, NBC



**SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY**

SPONSOR	ABC	CBS	Du Mont	NBC	EST	ABC	CBS	Du Mont	NBC	EST	ABC	CBS	Du Mont	NBC	EST	ABC	CBS	Du Mont	NBC	EST	ABC	CBS	Du Mont	NBC	EST
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					10:15					10:15					10:15					10:15					10:15
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					10:45					10:45					10:45					10:45					10:45

**SPONSORS**

Admiral	F	7:00 p.m.
American Tobacco	W	8:30 p.m.
Baltimore	W	9:00 p.m.
Bates Fabrics	F	9:10 p.m.
Equipe-Sandell	Th	8:30 p.m.
Bestfoods Inc.	F	8:00 p.m.
Britalshippers	F	8:00 p.m.
Clarey Parody	Th	7:00 p.m.
Colgate-Palmolive	Th	8:30 p.m.
Disney	Su	9:00 p.m.
DuPont	Th	8:00 p.m.
Electric Auto-Lite	Tu	8:30 p.m.
Empire	Su	8:00 p.m.
Firestone	M	8:30 p.m.
General Foods	Su	7:8 p.m.
M	8:00 p.m.	
General Motors	Th,F	5:00 p.m.
M	7:30 p.m.	
Tu,Th	6:30 p.m.	
General Public	F	9:00 p.m.
Household Finance	Tu	9:00 p.m.
Kalpage	Su	8:30 p.m.
Kraft	W	8:00 p.m.
Liquors & Meysers	W	7:00 p.m.
P. Lorillard	Su	10:00 p.m.
Su	6:00 p.m.	
Miles Labs	Tu	8:00 p.m.
Molokai	Tu	8:30 p.m.
Phoca	Su	8:00 p.m.
Phillips	M	7:30 p.m.
R. J. Reynolds	M,F	4:00 p.m.
Sloan	M	6:10 p.m.
Swift	Tu	7:10 p.m.
Texas	Tu	7:00 p.m.
Whitehall	Su	5:00 p.m.

**PROGRAMS**

Admiral 5-way Raster	F	7:00 p.m.
American	F	8:30 p.m.
Author Meets Critics	Su	7:00 p.m.
Backstage With Benny	Tu	9:00 p.m.
Bekins in Or Not	Tu	8:30 p.m.
Bishop Show	Th	8:10 p.m.
Brawl the East	F	8:00 p.m.
Carnel Revisited	M,F	6:10 p.m.
CBS News	Tu,Th	8:10 p.m.
Character on 5-way	M	8:00 p.m.
Colgate Theater	M	8:00 p.m.
Good Around Town	M	7:10 p.m.
Arthur Godfrey	W	7:00 p.m.
Goldfinger	M	8:00 p.m.
Identify	M	8:00 p.m.
Kid, Fran & Olla	M,F	8:00 p.m.
Lamb, Gambel	Su	7:10 p.m.
Newsweek	Su	9:00 p.m.
Clips, Amateur Hour	Su	6:00 p.m.
Phoca TV Playhouse	Tu	8:00 p.m.
Que. Kid	Th	8:00 p.m.
Phil Silvers	Th	7:00 p.m.
Lenny Ross	Th	7:10 p.m.
Singing Lady	Su	5:10 p.m.
Small Toy Club	M,F	10:10 p.m.
Step by Step	F	8:00 p.m.
Supper Club	F	8:10 p.m.
Supperette	Tu	8:10 p.m.
Television Theatre	W	9:00 p.m.
Tu & Jim	M	7:00 p.m.
Texas Star Theatre	Tu	7:00 p.m.
Theat of the Town	Su	8:00 p.m.
Tournament of Champions	W	9:00 p.m.
Winifred on the World	Tu	8:00 p.m.
Your Show Time	F	8:10 p.m.

Radio Comparagraph in next issue



# the leading shows in network television

Each in its class, these are the top regularly scheduled programs according to latest available Hooperatings:

- Variety* . . . . . Texaco Star Theatre . . . . . NBC
- Drama* . . . . . Kraft Television Theatre . . . . . NBC
- Sports* . . . . . Gillette Fights . . . . . NBC
- News* . . . . . Camel News . . . . . NBC
- Forum* . . . . . Author Meets The Critics—*General Foods* . NBC
- Art* . . . . . You Are An Artist . . . . . NBC
- Feature Film* . . . . . Lucky Strike's Your Show Time . . . . . NBC
- Juvenile*. . . . . Howdy Doody—Mason—Unique . . . . . NBC

**No. 1 in programs . . .**

**No. 1 in advertisers . . .**

**No. 1 in sponsored hours . . .**

*America's No. 1 Network*

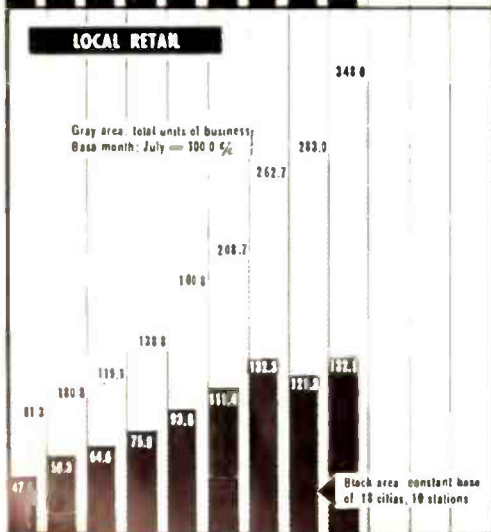
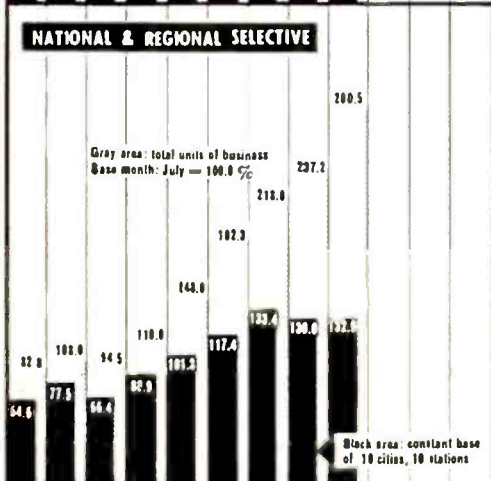
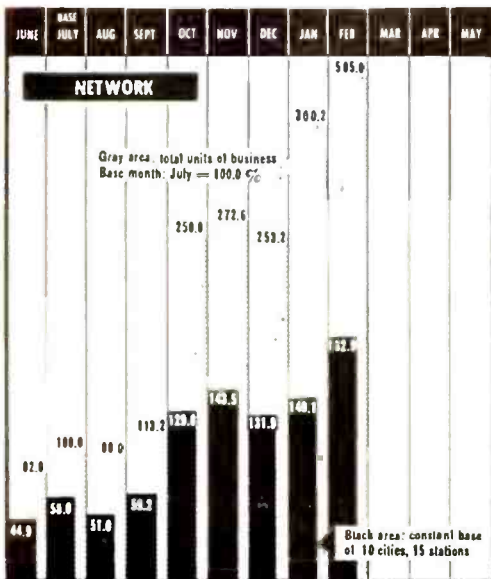
# NBC Television

*A Service of Radio Corporation of America*

# tv trends

Based upon the number of programs and announcements placed by sponsors on TV stations and indexed by Rorobough Report on Television Advertising. Business placed for month of July 1948 is used for each base

## "TOTAL" AND TEN-CITY TRENDS



Only in the network category has business jumped in SPONSOR'S control panel of 10 cities. In national selective and local retail TV business has regained most of the January decline with placement approaching the December level in each category. The network control panel jumped from 140.1 in January to 182.9 in February. Network business in all areas with TV stations jumped fantastically from 300.2 in January to 505.8 in February. Increases in selective with 54 cities reporting was not as spectacular from 237.2 in January to 280.5 in February. Local retail did a few hand springs, jumping from 283.0 in January to 348.8 in February. Over-all index is based upon 50 network stations, 54 stations with national selective business and 53 with local retail. TV isn't moving as fast as it has in the past but it's moving.

## BREAKDOWN OF TV BY BUSINESS CATEGORIES

CATEGORY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Automotive	20.0	18.0	15.5	14.0	8.8	8.6	11.7	12.6	14.6			
Food	11.7	19.5	27.5	20.0	12.0	11.9	11.4	8.7	11.3			
Clothing			4.2	17.0	6.1	6.1	6.8	6.4	6.4			
Radio TV & Appl	20.0	18.0	23.3	20.1	19.7	19.7	21.5	25.3	22.9			
Soaps & Toiletries	6.7		8.4	6.7	23.4	18.5	9.3	11.3	7.9			
Tobacco	39.1	37.5	7.7	10.4	19.4	22.0	22.1	24.4	25.0			
Misc	2.5	7.0	13.4	9.8	8.8	7.6	7.9	3.9	3.2			
Beer & Wine					0.5			1.2	0.7			
Conf & Soft Drinks					1.3			1.6				
Home Furn						3.8	4.1	3.4	4.1			
Jewelry						1.8	1.9					
Drugs							3.3	2.8	2.3			
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

CATEGORY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Automotive	11.9	11.8	8.1	6.9	5.9	4.7	3.4	3.5	4.3			
Conf & Soft Drinks	6.4	5.6	4.7	4.2	5.0	5.4	4.4	4.0	3.4			
Beer & Wine	13.7	14.1	13.3	10.8	8.6	7.3	7.2	7.4	10.9			
Drugs	0.2	0.2	0.3		0.5	0.4	0.1	1.0	1.0			
Food	3.9	2.8	3.7	4.2	6.4	5.3	5.9	7.6	10.5			
Clothing	7.2	6.2	5.3	5.8	6.2	5.5	4.6	3.1	2.8			
Radio TV & Appl	15.4	15.6	11.6	14.2	9.5	8.3	14.2	13.2	9.9			
Soaps & Toiletries	1.1	1.0	1.3	1.0	1.8	1.8	1.4	1.5	1.9			
Tobacco	15.9	16.1	19.8	23.2	21.3	18.9	14.6	15.1	12.3			
Jewelry	17.3	21.8	25.6	25.4	23.8	31.6	35.0	36.4	37.3			
Misc	7.0	4.8	6.3	4.3	6.6	7.0	5.6	3.7	3.6			
Builders & Sup					1.7	1.1	0.9	1.8	0.9			
Home Furn					2.7	2.7	2.7	1.7	1.2			
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

CATEGORY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Automotive	16.3	19.0	21.3	20.0	19.9	18.9	14.2	14.0	12.8			
Books	0.3	3.6	2.9	2.5	3.0	3.6	3.9	6.2	5.9			
Dept Stores	14.6	10.3	10.2	8.0	9.3	11.9	15.6	9.5	9.7			
Food	8.0	6.0	6.1	5.9	1.5	1.7	1.6	3.0	6.3			
Home Furn	3.7	3.6	2.7	4.3	2.8	4.7	4.5	3.5	4.5			
Hotels & Rest	2.3	2.2	2.8	1.4	3.6	2.7	2.9	3.2	2.5			
Clothing	11.0	6.5	7.3	11.2	7.6	7.5	7.5	7.6	7.7			
Personal Services	8.6	7.9	7.3	12.9	10.5	7.7	6.2	8.6	8.0			
Radio TV & Appl	26.9	20.9	20.0	24.5	31.7	31.1	30.6	35.0	28.2			
Misc	8.3	10.6	10.4	9.3	8.6	6.8	5.8	5.4	10.7			
Jewelry					1.5	2.7	5.8	2.6	2.0			
Beer & Wine						0.1	0.8	0.7	0.2			
Drugs						0.5	0.4	0.3	0.3			
Tobacco						0.1	0.1		0.1			
Conf & Soft Drinks							0.1	0.4	1.1			
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

## BERLESDAY

(Continued from page 61)

half-hour program. This was the case (it isn't any longer) of *Howdy Doody*, which without help of any other program on its station (WNBT), or any high audience programs on any other station, still rated 23.3 (week of 8 February). The sets-in-use figures jumped on the week used for this report from 22.3 for 3:30-4:00 p.m. to 46.5 for the *Howdy Doody* period. With WNBT now programming a full afternoon's schedule, the ratings may change, but *Howdy* proved that TV sets are turned on when a program is desired, regardless of the station being off the air previous to its broadcast.

The only thing that holds a TV audience is a program that it wants to see. Sets are turned off when viewers don't find top-drawer eye-and-ear entertainment. The first rating for *The Goldbergs* was 57.9, which was 83% of the total audience viewing television at that hour (Monday, 14 February, 8-8:30 p.m.).

TV is not just an added attraction in a home. It dominates, for as long as two years after a set is purchased, the living habits of a great majority of set owners. When Melvin A. Goldberg, a student of Dr. Leo Srole of Bureau of Applied Social Research of Columbia University, recently did a pilot study on TV it included a section on living habits. Sixty-five percent reported they spent more time at home after purchasing a TV receiver. Sixty-one percent reported they had more guests at home after their purchase. The longer a person is a set-owner the less guests he has, but not to the degree expected. His guests and his visiting are selective. The more friends that have sets, the less the visiting, but also it is noted that TV set-owners tend most to visit homes of friends with TV sets.

Sports are still (as indicated in the Goldberg-Srole-Columbia U. pilot study) the number one reason for having guests for viewing. Eighty-three percent indicate that they frequently invite the gang to view sporting events. Only 14% indicate that they did the same when special events and all-star telecasts were scheduled. Movies caused only 13% to become hosts, while plays and special events rate 10% each as reasons for house cleaning.

Since TV came into the homes of the G-S-C.U. panel, 41% report that



## THE MAN FROM SCOTLAND YARD

A new television mystery series on film. Although each film is complete in itself "THE MAN FROM SCOTLAND YARD" is designed to hold and build an audience week after week. Available on a national or local basis. Wire for screening prints.

Our experience in working with advertisers and agencies and in serving 95% of all television stations daily is now available to you.

Our library of over 100 subjects ranging from cartoons to full length features can be applied to your specific program needs. Write for catalog.

Now in production "Adventure Album," a new television series, based on adventure stories from the Black Emperor of Haiti, to the mysteries of the tombs of Rameses II and Tutkenhamen, featuring the well-known explorer Tom Terriss. Screening prints available.

# FILM EQUITIES CORP.

SERVING TELEVISION

1600 BROADWAY, NEW YORK 19, N. Y. • CI. 7-5850-1-2-3

# Baltimore Television means WMAR-TV

AS MARYLAND'S pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington, (Del.), and from Pennsylvania to the Potomac.

The peerless propagation of Channel Two carries programs from TWO major networks, via the television station of the *Sunpapers* of Baltimore to televiewers in the Chesapeake basin area. WMAR-TV's own coverage of political campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by  
**THE KATZ AGENCY**  
INCORPORATED  
ATLANTA • CHICAGO • DALLAS  
DETROIT • KANSAS CITY • LOS ANGELES  
NEW YORK • SAN FRANCISCO

household expenses have increased. Eight percent report that their expenses have decreased. Their reasons were: "Go to movies less", "less cost for entertainment and food," and "cost of electricity went down" (they no doubt view in the dark). While "less cash for entertainment and food" explains the eight percent who reported decreased expenses, 16% reported the same factors increased their living costs since they installed a TV receiver.

Naturally there are viewing differences in TV families. The differences are generally between children and adults (46% of the time), men and women (16% of the time), children among themselves (4% of the time), and general free-for-alls (6% of time).

Most surveys indicate that radio broadcasting isn't doing a good promotional job among TV set-owners despite the fact that a considerable number of TV combinations are equipped for radio and record playing. Combined figures from three independent surveys indicate that in TV homes the average radio sets-in-use is less than 5%. Questioned as to why they didn't turn to their radio receivers when TV didn't hold their attention, the almost universal report was, "we just didn't think of it." It isn't because TV homes wouldn't listen when not viewing, but just that the big problem is the fact that newspapers, magazines, and word-of-mouth all focus a great percentage of their attention on the new medium. Radio publicity men find they not only have the natural resistance of the printed media to radio but a pro-TV attitude on the part of editors that makes their job even tougher. The combined space given to both TV and radio is more than radio received by itself, but it's far from double.

TV homes have more newspapers than they've had for some time. That's because TV's feature approach to news whets the appetite for further information. In the past few years more and more people have turned to newspapers and away from radio for their news. As reported by the National Opinion Research Center and published by Prentice-Hall, Inc., last year, the consumer panel surveyed by NORC reported that in 1915 35% turned to newspapers for news, while 61% turned to radio. In 1947 a like sample indicated that 43% expected their news from newspapers and only 14% tuned newscasts. Paul Lazarsfeld of

(Please turn to page 72)

ask  
**JOHN BLAIR & Co.**  
about the  
**HAVENS & MARTIN**  
**STATIONS**  
**IN**  
**RICHMOND**  
**WMBG—AM**  
**WCOD—FM**  
**WTVR—TV**  
First Stations of Virginia

## COSTUMES for TELEVISION!

**NOW — Rent COSTUMES**  
... for your Television Shows!  
... Technically Correct!  
... over 100,000 in stock!

from Broadway's Famous Costumer ...

The same speedy service enjoyed by NBC, ABC, CBS-TV, WABD, WPIX and Major Broadway Productions!

If outside NYC, wire or airmail your requirements; 24-hour service when desired!

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# Contests and Offers

SPONSOR	PRODUCT	PROGRAM	TIME	OFFER	TERMS	OUTLET	
AMERICAN MEAT INSTITUTE	Meat	Fred Waring	Thursday 10-10:30 am	Booklet: Six New Ideas for the Thrifty Use of Meat.	Send 5c to sponsor, Chicago.	NBC	
ARMOUR & CO	Meat, Chiffon Flakes	Hint Hunt	MTWTF 4-4:25 pm	Miscellaneous merchandise prizes	Write favorite household hint. Send with Chiffon boxtop to program, Chicago.	CBS	
B. T. BABBITT CO	Bab-O	David Harum	MTWTF 3-3:15 pm	8 greeting cards, plus birthday, anniversary cards	Send 25c and the word Bab-O from green label to program, New Haven	CBS	
CONTINENTAL BAKING CO	Hostess Cup Cakes Wonder Bread	Grand Slam	MTWTF 11:30-11:45 am	Miscellaneous merchandise prizes	Submit 5 questions based on music.	CBS	
E. I. DUPONT CO	Cavalcade of America		Monday 8-8:30 pm	Transformagic booklet.	Send 10c to sponsor, Wilmington, Del.	NBC	
FROHSIN CO	Department Store	Frohsin's Quiz Theatre	Sunday 1:30-2 pm	Various merchandise prizes from store	Contestants selected from audience, answer 5 questions. If 3 questions answered correctly, receive merchandise prize. If 5 correct, receive chance name "Mystery Voice" for additional prize.	WRFS Alexander City, Ala.	
GENERAL FOODS	Maxwell House Coffee & Instant Coffee	Wendy Warren	MTWTF 12-12:15 pm	4 silverplated initialed teaspoons	Send label from jar of Instant Maxwell House Coffee and 50c to Instant Maxwell House, Dept. R, Battle Creek, Mich.	CBS	
HELRPOS WATCH CO	Watches	Quick As A Flash	Sunday 5:30-6 pm	First prize: Kaiser automobile, trip to N. Y. for two, all expenses. 100 other cash prizes.	Get entry blank at jewelers. Send letter of 25 words or less to sponsor, N. Y., why you'd like to own one of these watches.	MBS	
LAMBERT PHARMACEUTICAL CO	Listerine Toothpaste, Antiseptic, Pro-Phy-Lac-Tic tooth brush, Jewelite Brush & Comb Set	Everybody's Hour	Tuesday 8-9 pm	Contestants get packages containing toothpaste, antiseptic, tooth brush, Jewelite set to winner, along with \$10.	Amateur contest with winner chosen for showmanship and ability.	KGMB Honolulu, T.H.I.	
LEVER BROS	Swan, Lux, Lifebuoy, Rinso, Spry, Silver Dust	Amos 'n Andy	Sunday 7:30-8 pm	Total \$50,000 "Tour The World" prizes. First prize: Cruise around world for two. All expenses, plus pocket money, clothes allowance, or \$10,000 cash. Second prizes: 15 trips to Europe, plus pocket money, baggage, or \$2,500 cash. Third prizes: Four hundred \$10 hills	Complete 25-word sentence: "I like large or bath size (product name here) because . . ." Send to contest. New York	CBS	
		Bob Hope	Tuesday 9-9:30 pm			NBC	
		Big Town	Tuesday 10-10:30 pm			NBC	
		Aunt Jenny	MTWTF 12:15-12:30 pm			CBS	
MARS, INC	Three Musketeers	Lux Radio Theater	Monday 9-10:00 pm	\$50 for each tongue-twister used.	Submit tongue-twister of 6 words or less to program, Chicago.	CBS	
		Dr. I.Q. Jr.	Saturday 5:30-6 pm			NBC	
PILLSBURY MILLS	Pillsbury products	Grand Central Station	Saturday 12:30-1 pm	3-piece Rogers Silver Plate set	Send Pillsbury product coupon to sponsor, Minneapolis	CBS	
		Dreft	MTWTF 7-7:15 pm	Compact	Send cardboard liner inside Shasta cap and 50c to Shasta, Cincinnati	CBS	
PROCTER & GAMBLE	Ivory Soap	Big Sister	MTWTF 1-1:15 pm	Coupon worth 15c toward purchase of Duz, Ivory Snow	No requirements, coupon obtainable at dealer, redeemable by mail to sponsor, Cincinnati	CBS	
		Oxydol	Ma Perkins	MTWTF 3:15-3:30 pm	12 gladioli bulbs.	Send either Oxydol or Dreft boxtop and 25c to program, Cincinnati	NBC
		Dreft	Brighter Day	MTWTF 10:45-11 am			NBC
		Oxydol	Ma Perkins	MTWTF 1:15-1:30 pm	7 packages of flower seeds	Send Oxydol boxtop and 10c to Ma Perkins Seed Offer, Cincinnati.	CBS
PRUDENTIAL INSURANCE CO	Insurance	Jack Berch Show	MTWTF 11:30-11:45 am	Vest-pocket-size dictionary.	Free on request to program, Newark	NBC	
ROYAL FURRIERS	Furs, Fur, Cloth Coats, Dresses	People Know Everything	MWF 7-7:15 pm	Cash, fur coat, cloth coat, corsets, theatre passes, Toni Home Permanent kits, phonograph records.	(1) Listeners asked questions. Correct answers get cash awards. Senders of questions share in jackpot. (2) Awards for best letters on good neighbors. At end of 13 weeks best letter gets fur coat.	WKNE Keene, N. H.	
ROYS DRUG STORE	Toni products, Zippo lighters	Roys Gift Shower	MTWTF 1:30-1:45 pm	Wheel spins indicate phone number of winner, who is mailed post card to go to Roys to receive prizes.	Card must be brought to Roys Drug Store within 3 days of postmark.	WCBI Columbus, Miss.	
SHOTWELL MANUFACTURING CO	Puritan Marshmallow	True or False	Saturday 5:30-6 pm	10 Sunbeam Mixmasters awarded each week	Write 2-line jingle beginning with the words Puritan Marshmallow. Send with label of product to sponsor, Chicago	MBS	
U. S. TOBACCO CO	Model, Dill's Best, Tweed tobaccos	Take a Number	Saturday 5-5:30 pm	\$5 for questions used; contents of jackpot if missed. \$50 for correctly-answered jackpot questions	Listeners send quiz and jackpot questions to program, N. Y.	MBS	
YAGER SEED & NURSERY CO	Hybrid Seed Corn	Melody Roundup Time	TuFSu 12:30-12:45 pm	First prize: 1949 Ford. Other prizes: Philco Refrigerator or Home Freezer, Philco Console, portable radios, 21-jewel Bulova watches, Sunbeam Mixmasters	Complete 25-word sentence: "I plant Yager's Improved Hybrid Seed Corn and Farm Seeds because . . ." Entry blank given with each bushel of Hybrid Seed Corn.	KORN Fremont, Neb.	

Hooper\*  
Says:

**WSJS  
STAYS  
ON TOP!**

- Morning
- Afternoon
- Evening

\*Hooper Station Listening Index  
Winston-Salem, N. C.  
December, 1948

**No. 1 MARKET  
IN THE  
SOUTH'S No. 1 STATE**

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

**WSJS**  
**AM WINSTON-SALEM FM**  
THE JOURNAL-SENTINEL STATIONS

**NBC**  
AFFILIATE  
Represented by  
**HEADLEY-REED COMPANY**

Columbia University, who with Pat Kendall commented on the NORC survey, explained the decreased set-owner interest in news by the fact the war had ended. No attempt was made to find out how many of the panel had TV sets. Surveys in TV homes indicate that the NORC trend reports are intensified by the visual medium.

The big job is to reopen the thinking of TV set-owners to the fact that radio is still doing an outstanding news reporting job—that it's there, ready to be turned on.

When there's nothing on the visual air, TV set-owners go to bed. That's not 100% true among the younger generation, but with matured adults the very casual cross plug, "for radio entertainment turn to —", as a TV station leaves the air is generally inadequate to keep them awake. A better integration between the promotion by video of radio and of radio by TV has been recommended by many major advertising and agency executives as well as station men. Since a small percentage of TV stations are independently owned, integrated radio-TV promotion can be planned—although there's no outstanding case that's reportable at present.

TV viewing is beyond imagination for top successes. It isn't so hot for the programs that "also ran." It has all the elements of showbusiness. Like a sensational picture that "everyone" wants to see, a Broadway hit that is "must" seeing, and a new novel that "everyone's talking about," television audiences want to follow the crowd. TV hasn't arrived at the point where viewers are interested in "discovering" programs. Set-owners want to be able to discuss what Berle did last night. If you don't see Texaco on Tuesdays, keep quiet on Wednesdays—everybody will tell you what Berle's latest gag was about. In New York you don't even need a friend with a television receiver—just travel to work on the subway. Wednesdays. \* \* \*

LA ROSA  
(Continued from page 52)

soap operas, it presents a complete drama every day, with a different motion picture personality featured in each script. The impact of a daytime show with nighttime quality has paid off. La Rosa feels, as no quarter-hour cliff-hanger could have.

Hollywood Theatre of Stars is a

**BMI**

**SIMPLE ARITHMETIC  
IN  
MUSIC LICENSING**

<b>BMI LICENSEES</b>	
Networks . . . . .	25
A M . . . . .	1,919
F M . . . . .	405
T V . . . . .	42
Short-Wave . . . . .	4
Canada . . . . .	150

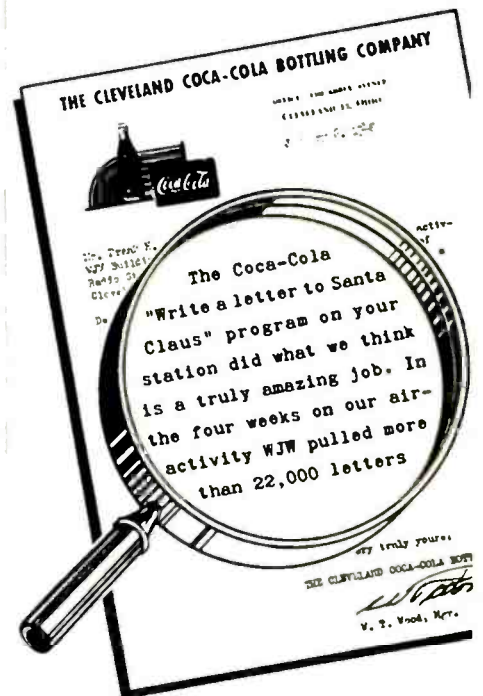
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LICENSEES . . 2,545\***

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complete coverage  
when you program  
BMI-licensed music

\*As of March 3, 1949

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

An excerpt from a letter to Cleveland's  
Chief Station



BILL O'NEIL, President

**WJW**  
CLEVELAND  
ABC Network  
5000 Wm  
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



syndicated transcription series, and is available to other sponsors in different markets and areas. MacGregor integrates the La Rosa commercials in a way that gives it the appearance of being produced expressly for the macaroni company.

Figures from a typical market prove the show's pull. In Boston, a grocery inventory, conducted by the *Boston Herald and Traveler*, reported the following increase in average La Rosa units sold per store in the Boston area for the five-month period of September-January last: 37.8, 44.8, 49.4, 51.4, 63.1. All other macaroni producers' sales remained on an even keel in the same market during the same period; the La Rosa upward trend was coincident with the start of its *Hollywood Theatre*.

La Rosa has noticed the impact of its American radio half-hour in an over-all way. Although the consumption by manufacturers of the raw materials that go into the making of macaroni products (flour, semolina, etc.) is 15% under last year, with over-all industry sales off about the same percent, La Rosa reports sales a little above those of a year ago.

The company's officials feel that they are definitely getting their money's worth in radio. La Rosa's advertising budget is in excess of \$500,000, with more than 60% of that going into radio. While the current distribution of 25% for car cards, 10% for magazines, and 5% for point-of-sale varies from year to year, radio has always gotten the greater part of the advertising allocation.

The stations carrying *Hollywood Theatre* (WOR, New York; WCAU, Philadelphia; WBZ, Boston; WTIC, Hartford; WJAR, Providence; WBZA, Springfield, Mass.; WTRY, Troy, N.Y.) apparently are as impressed with the show as La Rosa's dealers and consumers. Most of the stations carry up to five announcements a day plugging the program, with some of them paying the expense of billboard and car-card advertising.

While too many advertisers have bungled things program-wise with only one language to worry about. La Rosa has made a complete success of bilingual radio. The third plant the company is building (in Hathboro, Pennsylvania; the other two are in Brooklyn, N. Y., and Danielson, Conn.), due to constantly increasing sales, is proof positive of that. \* \* \*

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YEP!  
KFYR-  
LOUD  
AND  
CLEAR!

**KFYR does come in loud and clear in a larger area than any other station in the nation! Not only that, but KFYR is the Number One station in the Number One agricultural state in the nation. Every man, woman and child in North Dakota (and our families are large) had a 1947 income of \$1690.00 . . . largest of any agricultural state.**

**KFYR 550KC 5000 WATTS  
NBC AFFILIATE  
REP. JOHN BLAIR  
Bismarck, No. Dakota**

**FIRST IN THE**  
*QUAD Cities*

**DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE**

**AM** 5,000 W 1420 Kc. **FM** 47 Kw. 103.7 Mc. **TV** C.P. 22.9 Kw. visual and aural, Channel 5

**Basic Affiliate of NBC,  
the No. 1 Network**

The November 1948 Conlon Survey shows WOC First in the Quad-Cities in 60 percent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President  
Ernie Sanders, Manager

**DAVENPORT, IOWA**

**FREE & PETERS, INC., National Representatives**



### Broadcasters! Please note

From the New York Times, 10 February edition:

"Howard C. Haupt, member of the national sales staff of the Bureau of Advertising, ANPA, since March of last year, has been named manager of the bureau's chain store division."

Thus, in a glance, is how intensively the ANPA Bureau of Advertising does it.

The Bureau of Advertising is big business. With a budget of \$1,000,000 annually it educates and influences national, regional, and local advertisers to a buying appreciation of newspaper space.

Our guess is that next year the budget available to the Bureau of Advertising will be upped. It has worked magnificently . . . for newspapers.

And in a number of instances what has been newspapers' gain has been radio's loss.

The Bureau of Advertising makes no secret of its success. And they must often wonder why no similar set-up has been developed by the radio industry for the edification of sponsors and prospective sponsors.

As a matter of fact, we wonder, too.

### Buyers weigh the NAB

Three NAB conventions ago SPONSOR was born. Two conventions ago we published our first NAB Evaluation issue. It was the first time that the men and women who make broadcasting possible through their purchase of time weighed the accomplishments and shortcomings of the NAB.

On 11 April we will publish our third convention issue. Again sponsors and agencies are being asked to evaluate the accomplishments of the NAB. Each current NAB project is being analyzed and checked by advertising men, time buyers, merchandising authorities, account executives, and top policy men at both agencies and advertisers. Broadcasting cannot operate in a vacuum. If the buyers are dissatisfied with what the sellers are doing, then it's vital that the sellers know why.

The NAB Evaluation edition is the issue in which the sellers meet buyers.

SPONSOR is happy to be able to mirror the NAB for itself and all who work in broadcast advertising. It's given to few industries to see themselves as others see them.

### Selective Trends

Knowledge of how to use broadcast advertising effectively isn't too wide spread. There is some understanding of how to use network advertising, but very little appreciation of the selective side of the medium. SPONSOR for over two-and-a-half years has been publishing facts and figures, step-by-step stories of market-by-market radio advertising. It nevertheless has only scratched the surface.

The job hasn't been easy. Advertisers feel that they possess in their use of selective broadcast advertising some secret formula which few others have discovered. Many refuse to permit their agencies to report their selective broadcast advertising schedules to the *Rorabaugh Report on Selective Radio Advertising*. Because of this the *Rorabaugh Report* is not representative in such fields as soap, tobacco, and watches. It is perhaps because of this that SPONSOR's *Selective Radio Trends*, based upon Rorabaugh's report, shows a sharper decline in the use of the selective medium by broadcast advertisers than the facts seem to indicate. *What* an advertiser uses is not the secret of selective broadcast advertising success, but *how* he uses what he purchases. SPONSOR feels that, for the good of all advertising, all manufacturers should be willing to report what they are using.

Until the day when a complete report can be compiled by Rorabaugh or another source, SPONSOR will utilize a revised "Selective Trend" formula, to be uncovered in a forthcoming issue.

## Applause

### Testing Time

There has always been some question in the minds of sponsors and agencies as to what would happen when a major network lost some of its key audience-producing accounts. Some agency men insisted that stations would move from one network to another as fast as their contracts would permit. Others felt that station executives would be "uncooperative" with the network which had lost the accounts. It was generally felt that the network involved would be in a very unpleasant position in relation to both its affiliates and its clients.

It hasn't been so with the National

Broadcasting Company. With the loss of several of its top ranking programs, it has been spurred into production activity which has surprised the field and which, while it has yet to prove itself, gives promise of setting the pace for network broadcasting in 1949-50.

NBC stations were expected to have the knife out for top network policy men. Thus far they haven't even unsheathed their daggers. Instead, NBC's affiliates have voted to work with the senior web and to actually support its promotional efforts with cash and sweat. The very stations that were expected to slug hardest were the stations which have rolled up their sleeves and gone to work hardest to resell radio.

Out of NBC's aches has come a partnership that didn't exist before the Benny exodus. Many of NBC's affiliates have been prone in the past to ride on the network's coattails, both program and promotionwise. This hasn't been healthy, even though it has been very profitable for the stations—and NBC.

Now that the coattails aren't so plush, the stations have voted to stand by NBC and help it regain its former supremacy. It doesn't really matter whether NBC leads the parade again or not. What does matter is that there is a hot team working to bring better programs to the air and to promote them better.

# Listeners In Kansas City's Primary Trade Area VOTE FOR *The* **KMBC-KFRM** *Team*

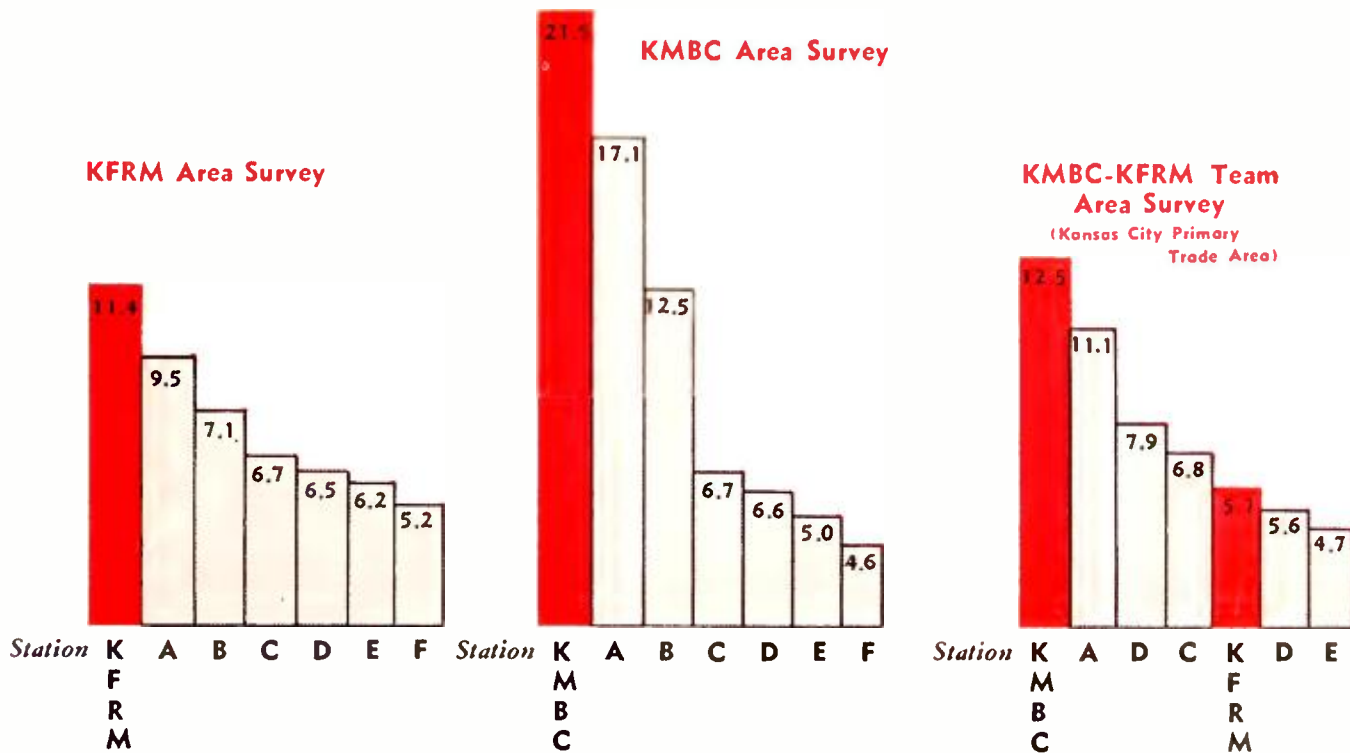
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas) St. Joseph, Topeka, Salina,

Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now

research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

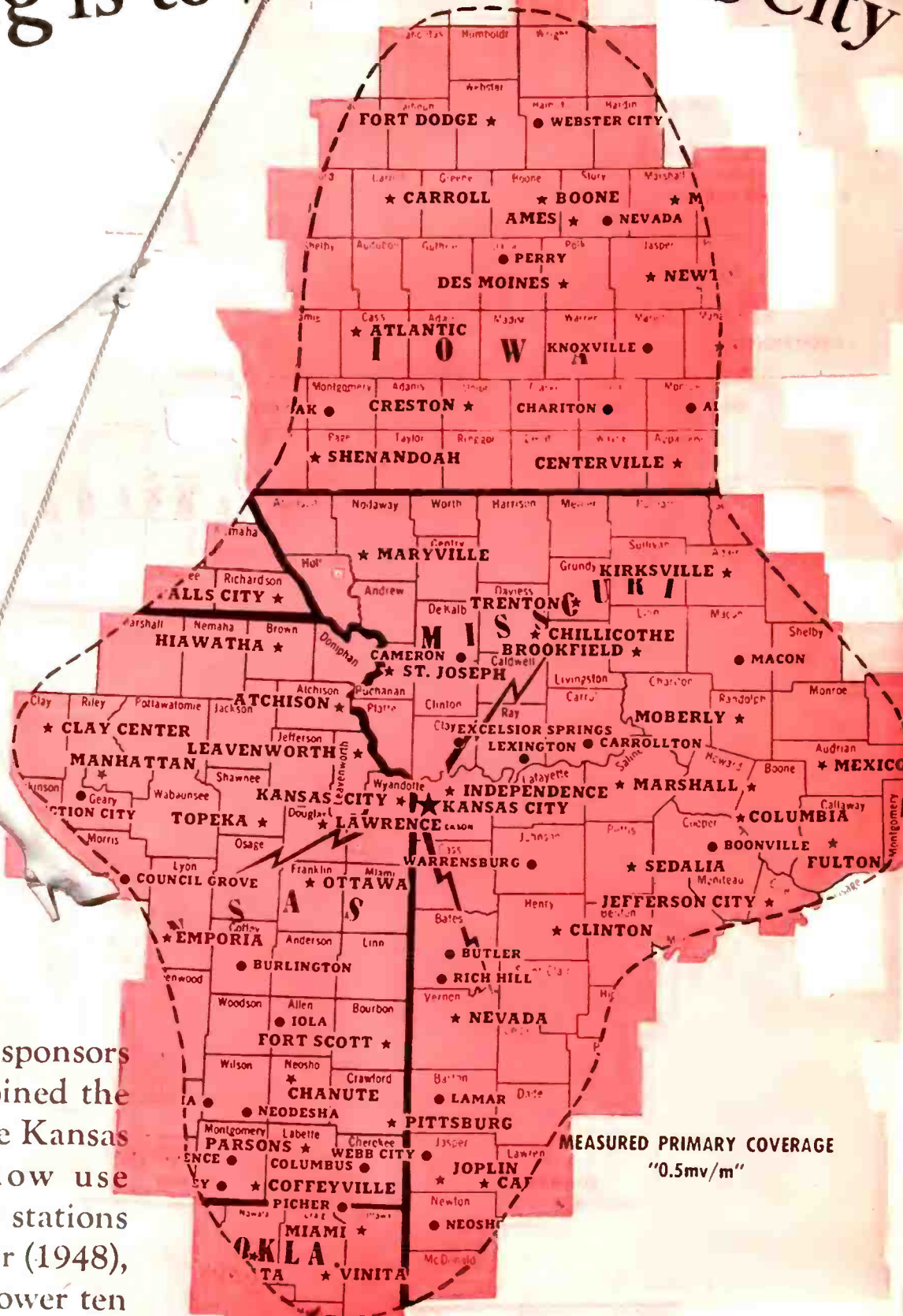
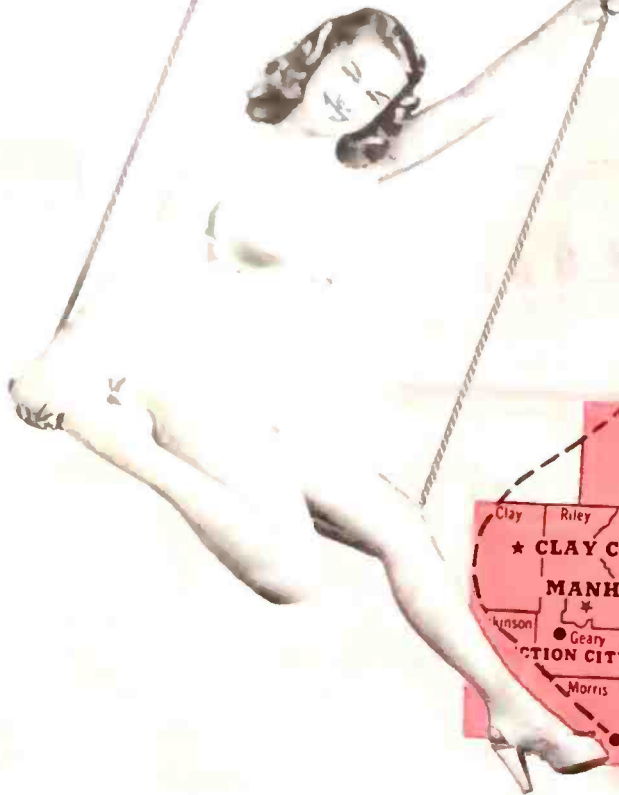


Represented Nationally by  
**FREE & PETERS, INC.**



**OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY**

# The Swing is to WHB in Kansas City



Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times... received 147% more mail... added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.

MEASURED PRIMARY COVERAGE  
"0.5mv/m"

**10,000 WATTS IN KANSAS CITY**  
**WHB AM FM**

Represented by  
**JOHN BLAIR & CO.**  
DON DAVIS, President  
JOHN T. SCHILLING, Gen. Mgr.  
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT