

# SPONSOR

*For buyers of broadcast advertising*

UNITED  
BALTIMORE  
MD.  
2 CENTS 2

Millions of uncounted listeners—p. 19  
The per-inquiry problem—p. 24  
Where Sponsor Identification fails—p. 27  
Bing sells orange juice—p. 22

JUL 7 1949

MICROPHONE and audiences go outdoors for 4 July—p. 19

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



# DECLARATION

*of an*

# INDEPENDENT



**WHHM** *believes . . .*

*That* a station serves best which gives its audience music, news, and sports in balance.

*That* the satisfaction of a contented listener is riches beyond compare.

*That* an alert staff, coupled with responsible management, can't help but produce pleasant listening.

*That* a progressive station is both friendly and cooperative.

*That* it is the reaction of its audience, expressed in Hooper ratings of listenership, phone calls, and letters, that helps build a loyal audience.

*That* service to its audience is what makes a station great . . . and listened to . . . and believed in



# WHHM

**Independent — But Not Aloof  
MEMPHIS, TENN.**

*R e p r i n t e d b y r e q u e s t*



# TS...SPONSOR REPORTS...

## ..SPONSOR REPORT

RECEIVED

JUL 7 1949

4 July 1949

**Walcott-Charles  
fight plays to  
SRO**

Theater-TV is becoming better and better. RCA is actively pushing direct (no film) system in competition with Paramount-DuMont's film device. All theaters TV-showing Walcott-Charles fight (22 June) played to standing room only.

-SR-

**Bendix-WNEW  
sells \$3,800,000  
homes**

Because homes in Levittown are Bendix Washer equipped, Bendix commercials on WNEW for entire week were devoted to homes for sale in this giant development. Result: 432 homes (all that were available at time) sold. Another two days of Bendix-Levitt commercials brought 1,500 requests for applications for homes yet to be built. Cash involved in direct sales was \$3,800,000.

-SR-

**"The Shadow"  
sold to Grove-Fitch**

First national purchase by Grove Laboratories of time since Grove bought F. W. Fitch Company is 400-station MBS network for "The Shadow." Grove and Fitch products will share commercials.

-SR-

**Networks to report  
on anti-recession  
moves**

All four networks will have anti-recession broadcasts this summer. "Talent" will run gamut from Charles Luckman (Lever Brothers) to Professor Dan Smith (Harvard School of Business Administration). All will preach "understanding the causes of present business slow down."

-SR-

**Transcription  
availabilities  
continue up**

Pointing up transcription industry's firm belief in radio's expansion, WMGM (N. Y.) announced that, starting 1 September, 8 big Metro-Goldwyn-Mayer-produced series will be available on disks. Stars like Lionel Barrymore, Charles Laughton, Marlene Dietrich, Lew Ayres, and properties like "Maisie," "Dr. Kildare," "Crime Does Not Pay," and "Judge Hardy's Family" are scheduled for plattering.

-SR-

**Contests and  
promotions to be  
ripe this fall**

Practically all major manufacturers will run contest and promotions between 1 August and 1 November. From candy to refrigerators and automobiles, there will be jingle and other air stunts which will pay off, it's hoped, in increased product sales. More products will also be available for give-away programs.

-SR-

**Ziv gets raves  
for "Menjous"**

Frederic Ziv's "The Menjous," first of top-drawer-transcribed Mr. and Mrs. programs, has been receiving outstanding newspaper reviews that ignore fact that it's on disk. New York Times' Jack Gould gave it rave.

**Network-TV Hooperatings are released**

Network-TV Hooperatings are a fact. New York section of industry introduced to them 28 June, while rest of nation will hear them explained in series of cross-country meetings. Both TV-based home ratings and random-sample ratings are included in report, which assembled greatest collection of TV-rating data ever presented. Hooper is standing 95% of cost of making first report with only 17 charter subscribers.

-SR-

**Nearly 3,000,000 new AM radio sets up to 1 June 1949**

Nearly 3,000,000 AM radio sets were produced this year up to 1 June, with Radio Manufacturers' Association members alone reporting 2,586,135. RMA members produced 181,803 auto radios and 132,091 portables in May.

-SR-

**Pulse reports N. Y. sets-in-use up**

Average radio sets in use in New York City per quarter-hour from 6 a.m. to midnight was up in June from May-June a year ago according to Pulse. This, despite fact that New York is TV's number one area. Average quarter-hour figure was 23.7%. Comparative figure for May year ago was 22.6%, June 21.2%.

-SR-

**Cushman's and A&P buy TV time**

Two firms that haven't used radio to any extent in years are telecasting. A&P is buying spot on DuMont's Kathi Norris program and Cushman's Sons has bought Harry Goodman's weather puppets for WABD five times a week.

-SR-

**Farm income not much below 1948 peak**

Farm income, despite Eastern drought, will not be much below 1948 peak rate of \$31,000,000,000. There is even a possibility that it may hit 1948 peak, although that is remote at this time.

-Please turn to page 34-

## capsuled highlights

### IN THIS ISSUE

**Uncounted millions** listen to broadcasting all year 'round. For the first time in radio history, SPONSOR gives some idea of this tremendous bonus audience. **page 19**

**Orange juice salesman**, Bing Crosby, helps build a one product business in competition with the great food corporations of America. **page 22**

**It's more than a matter of ethics**, the problem of per-inquiry broadcasting. Some sponsors just don't want time on a station that has a great deal of direct-selling business. **page 24**

**Sponsor identification** does not always mean sales. Some sponsors do an amazing job with practically no listeners knowing who sponsors their programs. **page 27**

**Regional networks**, without telephone line connections, may solve state-wide market coverage for advertisers. Two FM-served networks (Alabama and Oklahoma) are developing the new formula. **page 30**

**\$400,000 in TV sets** is one month record that a dealer set through using TV advertising to reach prospects. **page 48**

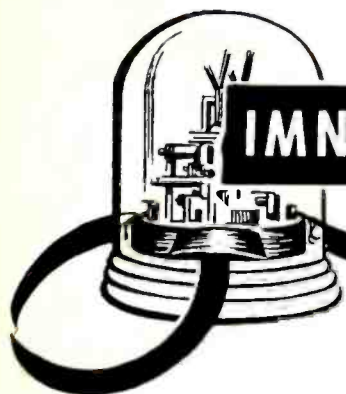
### IN NEXT ISSUE

**Fall Forecast** for every business that uses radio, TV, or other form of broadcasting. **18 July**

**Film sources** for all forms of TV advertising. **18 July**

**Transcription index** for selective advertising. **18 July**

**Fall Facts**, it's the name of, and it's the contents of, SPONSOR's next issue. **18 July**



# IMN . . . SPONSORS REPORT .

# SPONSORS REPORT . .

Occasionally one feels like sitting back and evaluating the gains made over a course of years.

When I consider that virtually our entire advertising budget for this area is concentrated in our twice-daily Frank Hemingway newcasts on the Intermountain Network, certainly KALL and the other stations comprising this network are entitled to an expression of thanks on my part.

There is no question in my mind but that our fine sales gains of the last couple of years are due largely to the widespread audience that this network has been able to capture for Hemingway.

In addition, the individual stations of your network have been most cooperative in handling special merchandising campaigns, such as our "Folger's Coffee Week" promotion, to the end that substantial sales gains have been made locally in every instance.

All of which is merely my way of saying that the Intermountain Network rates tops as an advertising vehicle for Folger's Coffee. So keep up the excellent work of the past.

J. L. MOORE, Sales Manager,  
J. A. FOLGER & CO.

## 21 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

### UTAH

KALL, Salt Lake City  
KLO, Ogden  
KOVO, Provo  
KOAL, Price  
KVNU, Logan  
KSVC, Richfield  
KSUB, Cedar City

### IDAHO

KFXD, Boise-Nampa  
KFXD-FM, Boise-Nampo  
KVMV, Twin Falls  
KEYY, Pocatello  
KID, Idaho Falls

### WYOMING

KVRS, Rock Springs  
KOWB, Lorumie  
KDFN, Cosper  
KWYO, Sheridan  
KPOW, Powell

### MONTANA

KBMY, Billings  
KRJF, Miles City  
KMON, Great Falls  
KOPR, Butte

### NEVADA

KRAM, Las Vegas

# THE INTERMOUNTAIN NETWORK Inc.



*Concentrated Coverage where the people live*

*Avery-Knodel, Inc. National Representatives*

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

**40 West 52nd**

**SPONSOR REPORTS** 1  
**40 WEST 52ND** 4  
**NEW AND RENEW** 9  
**OUTLOOK** 12  
**MR. SPONSOR: CHARLES H. PERCY** 14  
**P.S.** 16  
**THE BIG PLUS** 19  
**BING CROSBY AND MINUTE MAID** 22  
**PER-INQUIRY PROBLEM** 24  
**WHEN PRESSES STOP ROLLING** 26  
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COVER PICTURE: 4 July starts the great outdoor listening period for broadcasting.

**TV RESULTS**

It was particularly gratifying to notice the West Coast's representation in SPONSOR's 99 TV Results report. The sponsor being the \$64 question in TV, I think this report comes under the heading of public service to the industry. The TV producer has got to keep mighty close to the sponsor to see how his video thinking-cap fits and how TV can make merchandise move. The TV producer has also got to do some heavy thinking about how to make the sponsor's investment in television pay off, both well and soon.

In other words, the TV packager and producer should never miss an issue of SPONSOR.

MAL BOYD  
*President*  
*Television Producers Ass'n.*  
*Hollywood*

**UP-TO-DATE SOURCE**

May I request permission to quote from articles in SPONSOR in my forthcoming publication on radio and television advertising for McGraw-Hill? I've found SPONSOR an up-to-date source of information on the industry and extremely helpful for instructional purposes.

Full credit will be given in the footnotes to SPONSOR as the source of data.

E. F. SEEHAFFER  
*Ass't. Prof. of Journalism*  
*University of Minnesota*  
*Minneapolis*

● Permission has been granted Professor Seehafer.

**SUMMER ISSUE HELPFUL**

Congratulations on your summertime edition. We have looked over the copies and made notes, and I think that there are some very good articles and also statistics in here which we will try to use to good advantage.

Incidentally, here's a suggestion (and I hope you don't think I am forward in making this). Why not suggest to the radio stations throughout the nation that they brief down some of these facts to a line or two and insert them in their local newspaper ads and other forms of promotion.

(Please turn to page 6)

**ONE STATION  
in Houston  
leads all  
others**

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



To sell Houston  
and the great  
Gulf Coast area

*Buy KPRC*  
**FIRST**  
in Everything  
that Counts

**KPRC**  
**HOUSTON**  
950 KILOCYCLES · 5000 WATTS

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

# How are your sales in..



**NORTHERN  
OHIO**

Increase your sales in this six billion dollar market.  
Hitch your sales curve to WGAR . . . and watch it soar!

**and here's why:**

\*WGAR is consistently the leader in regular audience reports . . . WGAR ratings exceed national averages . . . WGAR is the only Cleveland radio station to have gained listeners over last year . . . WGAR has nine of the top fifteen daytime programs . . . WGAR has eight of the top fifteen evening programs . . . more than all other Cleveland stations combined!

Add to this the fact that WGAR has the strongest, most listenable signal of any Cleveland station in Cleveland, in Akron, and in Canton! Here you have an open door to an assured audience in a rich market area. To sell them . . . simply tell them your sales story through Cleveland's Friendly Station.

\*Cleveland Winter-Spring  
Hooper Report  
Dec. '48—April '49



# WGAR

**50,000 WATTS**

*Cleveland*

Represented Nationally by Edward Petry & Co.

# WFBL

SYRACUSE, N. Y.

# 1ST

(AGAIN)

in



### AVERAGE RATINGS

Dec. 1948 thru April 1949

Weekday — Monday thru Friday

	WFBL	Station B	Station C	Station D	Station E
Morning	8.15	4.57	3.61	1.80	.72
Afternoon	6.17	3.94	3.63	2.26	1.83
All Day	7.16	4.26	4.26	2.03	1.28

### Share of Audience

	WFBL	Station B	Station C	Station D	Station E
Morning	43.4	24.6	19.7	7.9	3.6
Afternoon	36.1	21.9	19.6	12.9	9.0
Evening Sun. thru Sat.	27.9	21.7	27.6	12.6	8.1

C. E. HOOPER WINTER-SPRING REPORT, 1949

WE'D BE GLAD

to show you the complete quarter-hour breakdown — just call . . .

FREE & PETERS, INC.

Exclusive National Representatives



# WFBL

BASIC SINCE 1927

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

40 West 52nd

(Continued from page 4)

giving SPONSOR credit wherever possible.

I think that the job now started by NAB is splendid, but I think also it must go into local channels more so that the *people* at home and the *local retailers* will know more about radio also.

JOHN G. BALLARD  
Nat'l Sales. Advertising Dir.  
Nunn Stations  
Lexington, Ky.

### DISK JOCKEY FILMS

I am very glad that Mr. A. E. Reynolds, vice-president in charge of sales for the Barbasol Company, asked. "Is there any TV program form that can fill the place of radio's disc jockey?". in the 6 June issue of SPONSOR, as it gives me a chance to publicly answer my friend Martin Block, whose opinions. I am sorry to see, have not changed since the morning last March when we discussed this very same problem in the conference room at WNEW (New York).

It's quite true that music alone on the video screen is pretty deadly—just as deadly as the "Soundie" type of film which Mr. Block describes, which would simply show the musicians at work, doing their "job." Such a sight would not add to the music—it would detract. To quote Mr. Block verbatim. "On television a music show needs more than music. It needs action. How can a disc jockey supply visual action on TV? What will he do?"

Here is the answer. He can augment the music by supplementing the viewers' imagination with dramatized motion pictures, in pantomime, of the story of each song, synchronized in timing to the individual recording of the selection. These motion pictures would be made available to TV stations on a rental basis, similar to present-day radio library transcriptions. They should be financed by the record companies themselves, due to the varying tempos and playing times of different recordings of the same selection. It would be a sales promotion for them that would soon pay off and become a profitable business in itself.

Also, record companies might soon  
(Please turn to page 17)

SPONSOR



1949 is the Silver Anniversary for  
the Silver State's only 50,000 watt station

FIRST IN DENVER

**KOA**



50,000 WATTS • 850 KILOCYCLES

## Program Schedule FOR MONTH OF JUNE, 1949

All KOA Programs are Broadcast Simultaneously Over KOA-FM, 95.7 mc

### SWAN SONG!

This will be the final KOA schedule to be produced in this form. Effective June 20, the schedule of NBC's owned and operated Denver outlet will appear bi-weekly in a new publication, **RADIO-TIME**.

**RADIOTIME** has been acclaimed by busy time buyers in the nation's leading advertising agencies as filling a long-felt need. It will circulate to approximately 4,000 agency people, advertisers and representatives every two weeks. KOA's schedule will be included in **RADIO-TIME** along with schedules of most of the nation's stations, in one convenient, standardized publication. Regional distribution of **RADIOTIME** will be handled by KOA, and all firms now receiving this KOA schedule will be mailed **RADIOTIME** henceforth.

Thank You KOA!

REPRESENTED BY NBC SPOT SALES

# RADIOTIME, INC.

53 WEST JACKSON BLVD.

## CHICAGO 4, ILLINOIS

# KFH IS TOPS


KFH IS TOPS IN LOCALLY PRODUCED PROGRAMS. Over \$50,000 was spent for this purpose last year and the listening habits of the KFH area have been materially influenced by the uniform excellence of the broadcasts. For example, the sports programs scheduled for this fall include play by play broadcasts of 10 games voted most desirable in the KFH area. A KFH crew of 4 will travel 5500 miles through six states to bring out-of-town games to KFH and KFH-FM listeners. This is only one of the enterprises that make a station great.

All sports events of listener interest are adequately covered by sports editor Larry Stanley and chief announcer, Dave Wilson. These men have a long record of popularity on KFH and KFH-FM; their following is tremendous and their record of achievement for commercial sponsors is an enviable one. Ask any Petry man for evidence.




## Sports Fans

### IMPORTANT NOTICE!!!



Larry Stanley  
SPORTS DIRECTOR



Dave Wilson  
CHIEF ANNOUNCER

## 1949 FOOTBALL BROADCASTS

ARE BEING ARRANGED NOW!

For 8 years KFH has carried the "Big Seven" games and many of our listeners have asked why Wichita U. contests were not included. Now is your chance to vote for the games you want to hear; KFH will broadcast the 1949 games that most of you vote for. Get your ballot in today. Don't delay, the voting closes February 25th.

YOU ARE THE JUDGE:

### VOTE TODAY

You are the judge. VOTE TODAY. Choose the games you want to hear this Fall. MAIL THE BALLOT NOW.

Address of Mr. LARRY STANLEY, Sports Director  
Radio Station KFH  
7th Floor KFH Building  
Wichita 2, Kansas

FOR FREE TICKETS TO EACH OF THE SPORTS BROADCASTS... (small text)

TEAR HERE AND MAIL YOUR SELECTION TODAY

### KFH Football Broadcast Ballot

SEPT 24	OCT 31
<input type="checkbox"/> Kansas University <input type="checkbox"/> Colorado <input type="checkbox"/> Colorado State <input type="checkbox"/> Kansas State <input type="checkbox"/> Oklahoma State <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Texas University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Kansas University <input type="checkbox"/> Kansas State University <input type="checkbox"/> Colorado State University <input type="checkbox"/> Colorado University <input type="checkbox"/> Nebraska University <input type="checkbox"/> Missouri University <input type="checkbox"/> Missouri State University <input type="checkbox"/> Kansas State University <input type="checkbox"/> Kansas University
OCT 1	OCT 8
<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University
OCT 15	OCT 22
<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University
OCT 29	NOV 5
<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University
NOV 12	NOV 19
<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University
NOV 19	NOV 26
<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University	<input type="checkbox"/> Kansas University <input type="checkbox"/> Oklahoma State University <input type="checkbox"/> Oklahoma University <input type="checkbox"/> Texas Tech University <input type="checkbox"/> Texas A&M University <input type="checkbox"/> Texas University <input type="checkbox"/> Wichita University

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

SIGN BELOW

### KFH FOOTBALL SCHEDULE FOR 1949

- Sept. 24 — Kansas University vs. Colorado University at Boulder, Colo.
  - Oct. 1 — Wichita University vs. Houston University at Houston, Texas
  - Oct. 8 — Bradley University vs. Wichita University at Wichita, Kans.
  - Oct. 15 — Kansas University vs. Oklahoma University at Norman, Okla.
  - Oct. 22 — Kansas University vs. Oklahoma A&M Univ. at Stillwater, Okla.
  - Oct. 29 — Kansas State College vs. Kansas University at Lawrence, Kon.
  - Nov. 5 — Kansas University vs. Nebraska University at Lincoln, Neb.
  - Nov. 12 — Oklahoma University vs. Missouri University at Columbia, Mo.
  - Nov. 19 — Missouri University vs. Kansas University at Lawrence, Kans.
  - \*Nov. 24 — Detroit University vs. Wichita University at Wichita, Kans.
- \*Thanksgiving Day

KFH went direct to the listeners to find out which games they wanted.

## 5000 Watts - ALL the time

# KFH

KFH - FM

---

# CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

SPONSOR

New and renew



## New on Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Bruner-Ritter Inc	Raymond Spector	ABC	187	Sun 9:30-10 pm; Sep 4; 52 wks
General Foods Corp	Benton & Bowles	MBS	221	Juvenile Jury; Sun 3:30-4 pm; Oct 2; 13 wks
Gillette Safety Razor Co	Maxon	MBS	517	All Star Baseball Games; Tu July 12; 1:15 to conclusion
International Harvester Co	McCann-Erickson	NBC	165	Harvest of Stars; Sun 5:30-6 pm; Jun 28; 52 wks
Kraft Foods Co	J. Walter Thompson	NBC	164	MTWTF 10:30-10:45 am; Oct 3; 52 wks
Liggett & Myers Tobacco Co	Newell-Emmett	NBC	163	Chesterfield Supper Club; Th 10-10:30 pm; Sep 8; 52 wks
Miles Laboratories Inc	Wade	NBC	160	Quiz Kids; Sun 3:30-4 pm; Sep 11; 52 wks
Philip Morris & Co Ltd	Biow	CBS	171	Horace Heidt; Sun 9:30-10 pm; Sep 4; 52 wks
Procter & Gamble Co	Benton & Bowles	CBS	169	Red Skelton; Sun 8:30-9 pm; Oct 2; 52 wks
Quaker Oats Co	Sherman & Marquette	MBS		Man On the Farm; Sat 12-12:30 pm; Aug 27; 39 wks
Serutan Co	Roy S. Durstine	ABC	57	Victor Lindlahr; MWF 10:45-11 pm; Sep 5; 52 wks
Standard Oil Co of Calif	BBD&O	NBC	21	Standard School Broadcasts; Fri 10-10:30 pm pst; Sep 30; 26 wks
Sterling Drug Co	Dancer-Fitzgerald-Sample	ABC	204	My True Story; TuTh 10-10:25 am; Jun 7; 57 wks
Wildroot Co	BBD&O	NBC	164	Adventures of Sam Spade; Sun 8-8:30 pm; Sep 25; 52 wks



## Renewals on Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Borden Co	Kenyon & Eckhardt	CBS	166	County Fair; Sat 2-2:30 pm; Jul 9; 52 wks
Campbell Soup Co	Ward Wheelock	NBC	131	Douhle or Nothing; MTWTF 2-2:30 pm; Jun 27; 52 wks
		CBS	155	Club 15; MTWTF 7:30-7:45 pm; Jun 27; 52 wks
		CBC	154	Edward R. Murrow; MTWTF 7:45-8 pm; Jun 27; 52 wks
Colgate-Palmolive-Peet Co	Ted Bates	CBS	152	Our Miss Brooks; Sun 9:30-10 pm; Jul 3; 52 wks
	Sherman & Marquette	CBS	151	Mr. & Mrs. North; Tu 8:30-9 pm; Jul 5; 52 wks
Cudahy Packing Co	Grant	MBS	471	Nick Carter; Sun 6:30-7 pm; Sep 11; 52 wks
First Church of Christ Scientist	H. B. Humphrey	MBS	63	Healing Ministry of Christian Science; Sat 4:45-5 pm; Jul 2; 13 wks
Fruehauf Trailer Co	Zimmer-Keller	ABC	97	This Changing World; Su 3-3:15 pm; Jun 19; 52 wks
General Foods Corp	Benton & Bowles	NBC	147	Aldrich Family Th 8-8:30 pm; Jun 30; 52 wks
		NBC	145	Burns & Allen; Th 8:30-9 pm; Jun 30; 52 wks
Kraft Foods Co	J. Walter Thompson	NBC	148	Kraft Music Hall; Th 9-9:30 pm; Jul 21; 11 wks
Mars Inc	Grant	NBC	115	Curtain Time; Wed 10:30-11 pm; Jul 6; 52 wks
Noxema Chemical Co	Sullivan, Stauffer, Colwell & Bayles	MBS	220	Gabriel Heatter; Mon 7:30-7:45 pm; Jun 27; 52 wks
Procter & Gamble Co	Biow	NBC	151	Life Can Be Beautiful; MTWTF 3-3:15 pm; Jun 27; 53 wks
		CBS	149	FBI In Peace & War; Th 8-8:30 pm; Jul 7; 52 wks
		NBC	154	Road of Life; MTWTF 10:30-10:45 am; Jun 27; 53 wks
		NBC	152	Right to Happiness; MTWTF 3:15-4 pm; Jun 27; 53 wks
		CBS	83	Lowell Thomas; MTWTF 6:15-7 pm; Jun 27; 52 wks
	Dancer-Fitzgerald-Sample	NBC	151	Brighter Day; MTWTF 10:45-11 am; Jun 27; 53 wks
		NBC	118	Ma Perkins; MTWTF 3:15-3:30 pm; Jun 27; 53 wks
		CBS	83	Beulah; MTWTF 7-7:15 pm; Jun 27; 52 wks
		CBS	84	Jack Smith; MTWTF 7:15-7:30 pm; Jun 27; 52 wks
		NBC	155	Pepper Young; MTWTF 3:30-3:45 pm; Jun 27; 53 wks
Quaker Oats Co	Pedlar & Ryan	NBC	501	Roy Rogers; Sun 6-6:30 pm; Jul 3; 52 wks
Ralston Purina Co	Sherman & Marquette	MBS	362	Tom Mix; MWF 5:30-6 pm; Sep 26; 39 wks
R. J. Reynolds Tobacco Co	Gardner	MBS	162	Jimmy Durante; Fri 9:30-10 pm; Oct 7; 26 wks
Ronson Art Metal Works Inc	William Esty	NBC	165	20 Questions; Sat 8-8:30 pm; Jul 2; 52 wks
Whitehall Pharmacal Co	Cecil & Preshrey	MBS	53	Hollywood Star Theatre; Sat 8-8:30 pm; Jul 2; 52 wks
	Sullivan, Stauffer, Colwell & Bayles	NBC		

## National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
George Arkedis	CBS-TV, N. Y., acct exec	Same, Western sls mgr
Murray C. Evans	WHLL, N. Y., acct exec	WGBB, Freeport N. Y., sls mgr
Robert F. Laws	KGO, S. F., sls prom, adv, publ dir	ABC, Western div, sls mgr

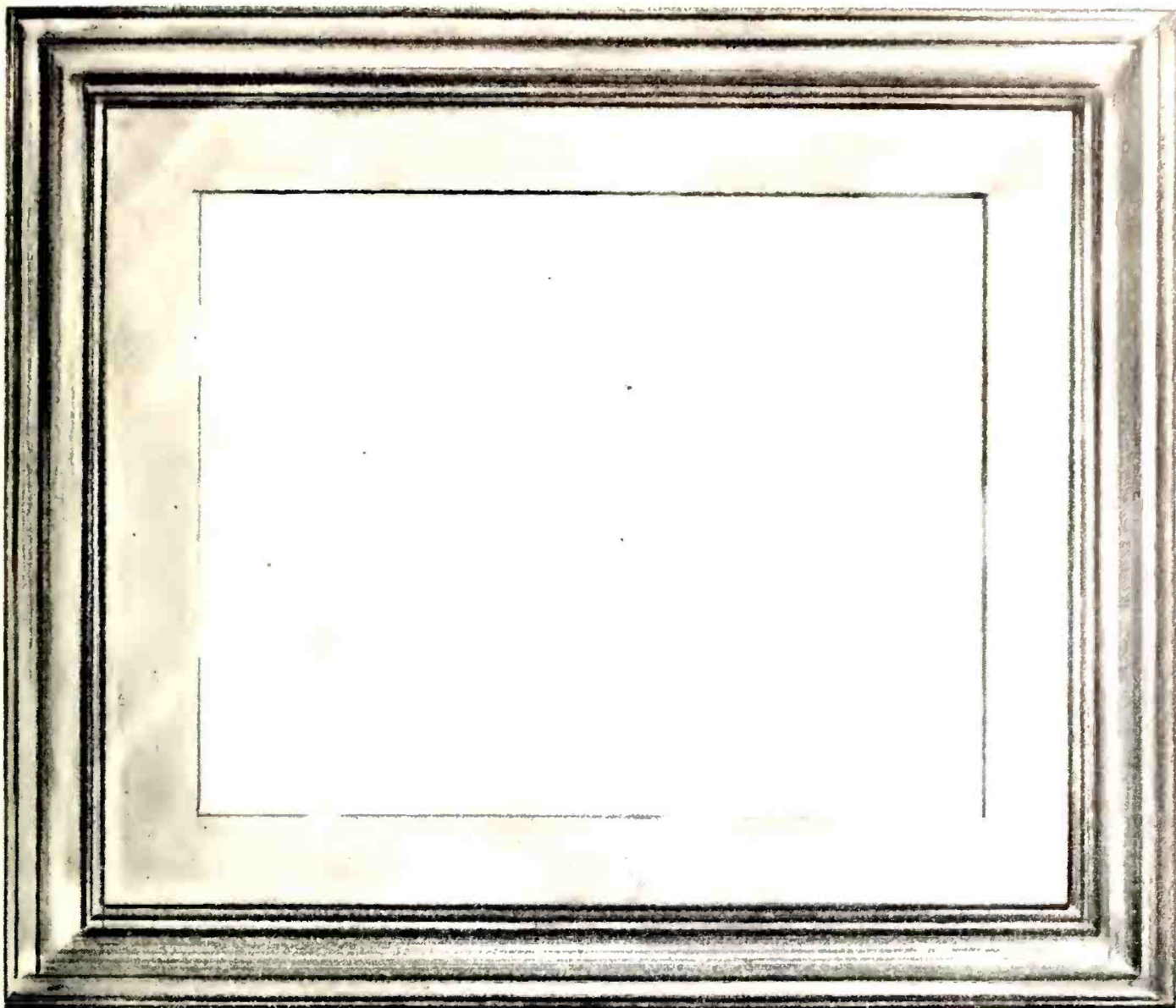
• In next issue: *New National Selective Business. New and Renewed on TV Advertising Agency Personnel Changes. Station Representative Changes*

## Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
John R. Barry	Arnold Schwinn & Co, Chi., adv mgr	Wilson Brothers, Chi., adv mgr
Harry W. Bennett Jr	Honel Corp, Bronxville N. Y., adv, sls prom dir	John F. Jeike Co, Chi., adv mgr
Russell Brown	General Mills Inc, Mnpls.	Dad's Root Beer Co, Chi., adv, mdsg mgr
T. F. Delafield	Delta Air Lines, Atlanta Ga., passenger sls mgr	Same, gen sls mgr
H. A. Goodwin	Falstaff Brewing Corp, St. L., gen sls mgr	Same, vp in chge sls
George R. Frederick	Loft Candy Corp, N. Y., excc vp	Same, pres
E. W. Gutelius	General Electric Co, N. Y., asst sls prom mgr lamp dept	Sylvania Electric Products Inc, N. Y., adv, sls prom dir lamp, fixture div
John L. Hallett	Kaiser-Frazer Corp, Willow Run Mich., chief engineer, works mgr	Same, gen mgr
Virginia MacAuley		I. B. Kleinert Rubber Co, N. Y., adv mgr
Edmund F. Ortmeyer		F. W. Cook Co Inc, Evansville Ind., exec vp
H. M. Robinson	Armour & Co, Chi., asst adv mgr packinghouse prods	Same, adv mgr soap, industrial prods
Val A. Schmitz	White Rock Corp, N. Y., adv, sls prom mgr	Blatz Brewing Co, Milw., adv dir
Edward Sigelson	A. Holthausen, Union City N. J., sls prom mgr	Diana Stores Corp, N. Y., adv, sls prom mgr
Albert W. Smith	Central Arizona Light & Power Co, Phoenix, residential, suall counsl sls section mgr	Same, sls prom, adv mgr
James C. Swan	Hiram Walker Inc, Detroit, adv mgr	White Rock Corp, N. Y., adv, sls prom dir
George F. Swartz	Textron Inc, N. Y., sls prom mgr	Same, adv mgr
Richard Weil Jr	R. H. Macy & Co, N. Y., vp	Macy's New York, N. Y., pres

## New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Albert's Products Co, Portland Ore.	Portland Punch	H. C. Morris, H'wood.
Anti Decay Drug Corp, N. Y.	DK Ammoniated toothpaste	Dunay & Rader, N. Y.
K. Arakelian Inc, Madera Calif.	Mission Bell Wine	Young & Rubicam, S. F.
Automatic Radio Mfg Co, Boston	Tom Thumb portables, TV sets	Hare, Boston
B. T. Bahhitt Inc, N. Y.	Swerl Suds	Kenyon & Eckhardt, N. Y.
H. C. Brill Co Inc, Newark N. J.	Brill's Spanish Rice	Tracy, Kent, N. Y.
Bruner-Ritter Inc, N. Y.	Bretton watch attachments	Raymond Spector, N. Y.
Buckeye Brewing Co, Toledo O.	Beer	Livingstone-Porter-Hicks, Detroit
Clinton Home Improvements Inc, East Orange N. J.	Building materials	Mike Goldgar, Boston
Coro Inc, N. Y.	Costume jewelry	Hirshon-Garfield, N. Y.
R. B. Davis Co, Hohoken N. J.	Cocomalt Davis baking powder, Swel, new chocolate frosting and fudge prod.	Brisacher, Wheeler, N. Y. Duane Jones, N. Y.
Edelstein Foods Inc, N. Y.	Foods	Friedlander & Meyer, N. Y.
Federal Television Corp, N. Y.	TV equipment	Lancaster, N. Y.
Fenway Wine & Liquor Co, Boston	Wine, liquor	Mike Goldgar, Boston
Geigy Co Inc, N. Y.	Pharmaceutical prods	L. W. Frolich, N. Y.
Grove Laboratories, St. L.	Fitch toiletries	Harry B. Cohen, N. Y.
Headquarters Fifth Army, Chi.	Recruiting (13 Midwestern states)	John W. Shaw, Chi.
Morris Hessel Inc, N. Y.	Furrier	Marcel Schulhoff, N. Y.
Ice Cream Novelties, N. Y.	Ice cream novelties	Monroe Greenthal, N. Y.
Linen Mart, Wilmington Del.	Linens	Weightman, Phila.
Mitchell Manufacturing Co, Chi.	Room air-conditioner	Jones Frankel, Chi.
Mother's Food Products Inc, Newark N. J.	Foods	Ray-Hirsch, N. Y.
Nestle Form Co, Balto.	Brassieres	Robinson, Balto.
Nineteen Hundred Corp, St. Joseph Mich.	Home laundry equipment	Beaumont & Hohman, Chi.
Occidental Life Insurance Co, Raleigh N. C.	Insurance	Piedmont, Salisbury N. C.
Ohrbach's Stores, N. Y.	Department stores	Doyle Dane Bernbach, N. Y.
Park View Inc, Phila.	Collingswood N. J. apartment center	Clements, Phila.
Pictsweet Foods Inc, S. F.	Frozen, canned foods	Brisacher, Wheeler, S. F.
Pure-Pak Council, Detroit	Milk containers	Fred. M. Randall, Detroit
Regal Amber Brewing Co, S. F.	Beer	Abbott Kimhall, S. F.
Robin Airways Inc, L. A.	Air travel	Dan B. Miner, L. A.
A. Santaella & Co, Tampa Fla.	Optimo cigars	Kastor, Farrell, Chesley & Clifford, N. Y.
Santa Fe Vintage Co, L. A.	Santa Fe Wines	Lockwood-Shackelford, L. A.
Scatena York Co, S. F.	York refrigerator equipment distributor	Hocfer, Dieterich & Brown, S. F.
William S. Scull Co, Camden N. J.	Boscul coffee, tea	Louis & Gilman, Phila.
Selco Coffee, Phila.	Coffee	Yardis, Phila.
Sylvania Electric Products, N. Y.	TV sets	Kenyon & Eckhardt, N. Y.
Veronica Oil Co, S. F.	Peanut oil	Small & Gautreaux, Oakland Calif.
A. A. Walter & Co, Inc, Albany N. Y.	Blue Ribbon Potato Chips	Norman D. Waters, N. Y.
Waltham Watch Co, Waltham Mass.	Watches	Daniel F. Sullivan, Boston
Whitchall Pharmacal Co, N. Y.	Kolynos tooth paste, anti-decay tooth powder	Sullivan, Stauffer, Colwell & Bayles, N. Y.



## **DOES YOUR PICTURE BELONG IN THIS FRAME?**

It does . . . if you're one of the "little men who isn't there" with straight thinking about summer business in the Duluth-Superior Market.

Strange to say in this enlightened age of time buying on facts, there still are advertisers who believe business falls off in summer. Why they do, we can't understand. Because *fact it is*, that business actually is better in summer in this market.

That's not difficult to understand when you realize that hundreds of thousands of free-spending tourists vacation in this area. Your advertising dollar can produce a bonus return for you if you reach this market while it's loaded with extra cash.

Why not start your planned fall campaign early in this market to take advantage of this bonus business?

**WEBC** ★ **DULUTH-SUPERIOR** ★ **KDAL**  
NBC MINNESOTA WISCONSIN CBS

## Outlook

### **Real estate down 20-25%; only small homes selling**

Private real estate has taken a bad beating in past six months. Homes in the over-\$20,000 class have dropped from 20 to 25% of the asking price since 1 January 1949. Federal Reserve Board indicates there is still a great demand for homes, but in the under-\$10,000 class. Builders agree but complain that buyers want house, lot, completely-equipped kitchen, and then some, at this price. FRB reports 3,000,000 prospective home-buyers. Most of them want ranch-type homes, with Bendix washers and television sets installed.

### **Sports appeal for women increased via television presentations**

Box-office appeal of all sports is rapidly taking on a skirted slant. That's because women, as well as men, are TV viewers and are frequently forced to look at sports if they initially want to or not, and thus are won over to action events. Many a housewife with a television set can tell her husband more about baseball than he ever knew, and they're specialists also on the groan-and-grunt sport. Maison Blanche (New Orleans) tested a \$1 vegetable grater on a TV sports program and did better than most other advertisers did with it on a straight women's scanning. They'll be putting skirts on ushers soon.

### **CPI needs revision; Congress asked for \$ \$ \$**

Although the Consumers' Price Index is an accurate gauge of what it reports, the changed buying habits of the American public make it a less-than-accurate picture of what it costs the average family to live. Even the Bureau of Labor Statistics admits that what a family bought in 1935-39 is no true index to what it's buying today, and that therefore its CPI is an outdated trend line. BLS is asking Congress for money to set up a new standard of "living requirements," and expects to get it. Future CPI will be tuned to today's living—when the money is appropriated.

### **More products being advertised; newspaper and radio use up**

Number of items being advertised is 10% above 1948. Magazine linage is down, newspapers and radio up. Most attention is being given to jewelry, cameras, gasoline, automobiles, travel, and resorts. Advertising stress will continue to increase until December, with trend beyond that beyond forecasting.

### **Men's summer clothing staying on racks at retailers**

Lack of planning in the men's summer-clothing field has caught both retailers and manufactureres with their inventories up when they should be down. Advertising has been notable by its absence. Prices have been out of line with current market. Most of all, there's been no concerted industry-wide thinking or promotion. Fact that heavy clothing worn in the summer not only is uncomfortable but actually detrimental to the clothing, and fact that summer clothing costs a fraction of the equivalent year-round clothing haven't been promoted. If it hadn't been for an unusually humid June, the men's clothing industry wouldn't have been really crying the blues.

### **Railroads trying the "fair" routine**

Chicago has started the fairs going again with a giant Chicago Railroad Fair that's costing participating railroads over \$3,000,000. Neither the press nor radio has given the Fair much attention, for the advertising budget is nothing to talk about, and the media look upon it as a commercial enterprise. None other than former NBC president Lenox Lohr heads up the enterprise which will keep going, it hopes, until 2 October. The Fair is said to have "everything" from an hour documentary pageant to a wild-west show, but it's questionable as to whether or not it will sell travel by rails as glamorous. There's not a plane in an acre.

### **More women than men is 1940-1948 trend**

Latest figures released by Census Bureau show that the sex ratio in the past ten years has changed from an excess of males in 1940 of 500,000 to a deficit of males in 1948 of 500,000. The 1948 figure is an estimate, for no official census will be taken until 1950. Bureau officials refuse to indicate if the million shift indicates a trend, or whether the war is responsible.

### **U. S. Savings Bond push a great big ache**

Push on U. S. Savings Bonds is disturbing short-range thinkers in Washington. Idea is that any stress on savings at this time merely serves to curtail further consumer buying—buying that is urgently needed now. Short-range thinking is based upon need to do something now, and they say now is not the time for mass saving. It can only build a greater recession. Radio can help by not pushing bonds, despite Treasury Department urging.

### **Door-bell ringing ahead for department-store salesmen**

Department stores, which haven't indulged in door-to-door selling, will start changing their minds about it this fall. Merchandise men at a number of stores in markets which can absorb more appliances and home furnishings are going to send out crews of bell-ringers. This is a new field for this type of retailer, but department stores aren't going to stumble over tradition. They plan to back up the salesmen with a door-opening radio broadcast campaign. That's also new for the stores.

# WHAT DOES YOUR SALES OUTLOOK CALL FOR TODAY ???

? establishing a *new* product in grocer stores of Chicago and territory?

(See what Martha and Helen and WLS have done for Rap-in-Wax!)

? stepping up sales of your already-established grocery store items in wide Chicagoland?

(Ask the makers of "Old Dutch Cleanser" or Chase and Sanborn coffee about "Martha and Helen" on WLS!)

? getting regular reports on just *how your product is doing* in retail grocery outlets of Chicago and territory?

(The makers of Creamettes and many other grocery-store-sold items will tell you about Martha and Helen's report service!)

Martha Crane and Helen Joyce with their WLS Feature Foods program combine (1) powerful radio selling to a loyal, responsive audience of housewives who spend money in grocery stores, (2) an in-grocery-store merchandising and reporting service available only to Martha and Helen's sponsors.

For availabilities and other facts about this outstanding way to move merchandise into and out of grocery stores in Chicago and territory—and how you can participate—call or wire Sales Manager, WLS, Chicago 7, Illinois today!

*A Clear Channel Station*



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

**for profitable  
selling—  
INVESTIGATE**

**WDEL**  
WILMINGTON  
DEL.

**WGAL**  
LANCASTER  
PENNA.

**WKBO**  
HARRISBURG  
PENNA.

**WORK**  
YORK  
PENNA.

**WRBW**  
READING  
PENNA.

**WEST**  
EASTON  
PENNA.

Represented by



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

Clair R. McCollough  
Managing Director

**STEINMAN STATIONS**



**Mr. Sponsor**

**Charles H. Percy**

President  
Bell & Howell Co., Chicago

With Ted Briskin's Revere Camera Co. advertising like mad to win the hearts and dollars of amateur and semi-pro movie-making hobbyists, conservative, old-line Bell & Howell has had to soup up the traditional stately pace of its advertising and selling. Despite the slogan "Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World." B & H supplies probably no more than 5% of Hollywood's professional movie-making equipment. It's the nearly 300,000 amateurs who use B & H cameras and associated equipment who accounted last year for the major share of sales totalling more than seventeen-and-a-half-million dollars. But the competitive cloud on the horizon was already more than the size of a man's hand when Charles Percy took over last January as president. The "stately pace" gave way instantly to a fast gait.

Percy started working summers for the firm in 1938 while attending the University of Chicago. President McNabb (who died early last January) sized him up as a young man keen on finding better ways to do a job, made him an officer of the company at the age of 22, upon his graduation from the university. While stationed on the West Coast, Percy spent his spare time studying industrial organization and strike causes. He believes men should understand not only what they are doing but why they are doing it. It's reported that, back in Chicago, in charge of industrial relations, he asked some workmen what they were doing with lumber they were moving. When the workmen said they didn't know, Percy bawled out a v.p.

He's a bug on using films for education, and is probably more responsible than any other one man for the way companies like Ford, Chevrolet, Singer, Simmons, and Westinghouse are using films to sell their products through sales films . . . and on television.

Percy isn't content to "cultivate" the present class market of hobbyists, he's out to widen it. Major moves to do it consist of the video *Action Autographs*, five-minute films showing famous people using B & H equipment; e. t. *Hollywood Heritage* spots and breaks provided free to dealers who buy radio time (campaigns are going now in four major markets). Legal understanding is part of running a business, so Percy studied law at night school—as part of his job of keeping B & H growing.



TELEVISION GOES BERSERK! ON THE

★  
**FIREBALL FUN-FOR-ALL**  
*starring*  
**OLSEN & JOHNSON**  
★



★  
*Directed and Staged by  
Ezra Stone*

*A Kudner Agency, Inc. TV Production*

★  
**EVERY TUESDAY NIGHT 8 P.M. E.D.S.T.**

*Coast to Coast*

*Beginning June 28th over NBC-TV Network  
and July 12th on non-network stations*

*presented by your BUICK dealer*



**Remember the story about...**

**the old general store**



**that grew into today's**



**department store?**

Such development is much like that of WWDC in Washington. WWDC has come to be a huge power for producing low-cost sales in the rich market of the Nation's Capital. And incidentally, big retailers are among our most successful advertisers. Check into this with your Forjoe man.

**WWDC**

AM-FM—The D. C. Independent

Represented Nationally by

**FORJOE & COMPANY**

**p.s.**

**See:** "Letters Tell A Story"

**Issue:** 14 March 1949, p. 25

**Subject:** Audience mail up; best pullers are shows with specific appeals

The upward trend in radio audience mail throughout the country reported last March has continued. This is partly due to new radio and TV shows that stimulate letter-writing. By the end of June the flow of letters will have hit the bottom of the seasonal mail slump. It starts about 15 April as if at some invisible signal, hits low ebb toward the end of June, and doesn't start to climb again until the end of July. Vacations, plus hot weather in many areas, discourage people from putting gripes, praises, or requests on paper. Events that solidly grip the imagination of people in any area tend to curb letter-writing. The national election in November caused a sharp dip in the normal audience mail curve for that month. The pick-up that normally starts in August continues slowly until about two weeks past Labor Day, when it begins a fast climb. October and November are just short of the peak months of January and February. The pre-Christmas slump begins the second week in December, and mail continues slow until 10 January. This is the general pattern of letter-writing to national network programs as reported by Bernard O'Donnell's Radioland Mail Service (Long Island, N. Y.), and it holds roughly true for most areas of the country.

Not all radio and television programs are letter-stimulators; but many are built around a gimmick that requires communication of some kind with the program. Kid shows on video are strong on this, and it's amazing what the moppets will do between programs to share in the fun. In the last year, for example, 75,000 youngsters drew and submitted cartoons of figures appearing in ABC's *Cartoon Teletales*. Simple drawing instruction is part of the show.

Where individual stations are concerned, live shows produce the most mail, and by and large, hillbilly programs are the champion pullers on stations that cater to rural audiences. As general manager Ben Ludy of WIBW, Topeka, points out, there are exceptions. On WIBW, for example, the transcribed *Judy and Jane* is a top mail-getter. Quiz shows are special examples of the rule that the way to get mail is to make people want to write—then ask them to write. Their reason for writing may be anything from a sponsor's product for which they will enclose cash, to the mere satisfaction of communicating with a radio "personage."

**p.s.**

**See:** "Blackstone's 50-50 Deal"

**Issue:** 14 February 1949

**Subject:** Why Blackstone Corporation suspended cooperative advertising

A strike at Blackstone's Jamestown, N. Y., plant early in March quickly left the company's approximately 50 distributors without washing machines. Dealers and distributors felt they couldn't stay on the air indefinitely at their own expense without machines to sell. Blackstone advised them all to cancel *Blackstone, Magic Detective*, their transcribed radio program, at the end of its current 13-week cycle. For fear of prejudicing listeners with news of the strike, each show left the air without announcement of any kind.

On 25 May the strike was settled, and assembly lines are rolling again. Ad-manager James E. Peters is notifying distributors directly when to expect deliveries, and these dates will determine start of individual campaigns. Not all Blackstone distributors retained their

*(Please turn to page 38)*

(Continued from page 6)

find themselves the proud possessors of a new method for building songs up into the hit class. Recordings that could never quite make a hit on their musical merit might be pushed into the hit class on the strength of their accompanying motion pictures, and record companies would be vying with one another to outdo each other on film production, needless to say, a very healthy situation for video.

Film production companies such as Cinemart, Inc., would be glad to lend their know-how and experience to the production of such films for the record companies.

I have discussed this idea with several recording executives, all of whom like it. However, I wonder how TV program directors feel about it. I'd like to receive some opinions from them.

PAUL V. E. PEREZ  
*Director of TV Sales  
Cinemart, Inc.  
New York*

#### GARDEN PROGRAMS

Last year the *American Nurseryman* ran a story on garden radio programs using, for the most part, excerpts from SPONSOR's original story on the subject.

From personal experience with garden radio shows, I considered your article to be the most intelligent analysis which I have ever read on the subject. I am one of the few persons who still believe that an entertaining garden show can be created to sell merchandise. Your story was an inspiration.

D. MURRAY FRANKLIN  
*President  
National Garden Supply  
Merchandiser, Baltimore*

#### FM A GOOD "BUY"

I have read with considerable interest your article, *Radio Is Getting Bigger*, in the 23 May issue of SPONSOR.

With no wish to distract from the growing importance of TV, I do want to say that I feel you are doing the sound-broadcasting industry a great service in bringing the AM, FM, TV  
(Please turn to page 35)

**WIIP**  
*Produces!*

*Example*

# 15

15 years ago Tappins Stores, retailers in Jewelry and Optical Goods in the Philadelphia area, started buying time on WIIP. They have been with us—52 weeks a year—without interruption ever since. And they have just renewed for another year.

**WIIP**  
*Philadelphia  
Basic Mutual*

*Represented Nationally*

*by*

**EDWARD PETRY & CO.**

# WREN

Topeka, Kansas

ABC affiliate

covering half a million radio families in a 2 billion dollar retail market

announces the appointment effective July 1, 1949 of...

# Weed

and company  
*radio and television  
station representatives*

new york

boston

chicago

detroit

san francisco

atlanta

hollywood



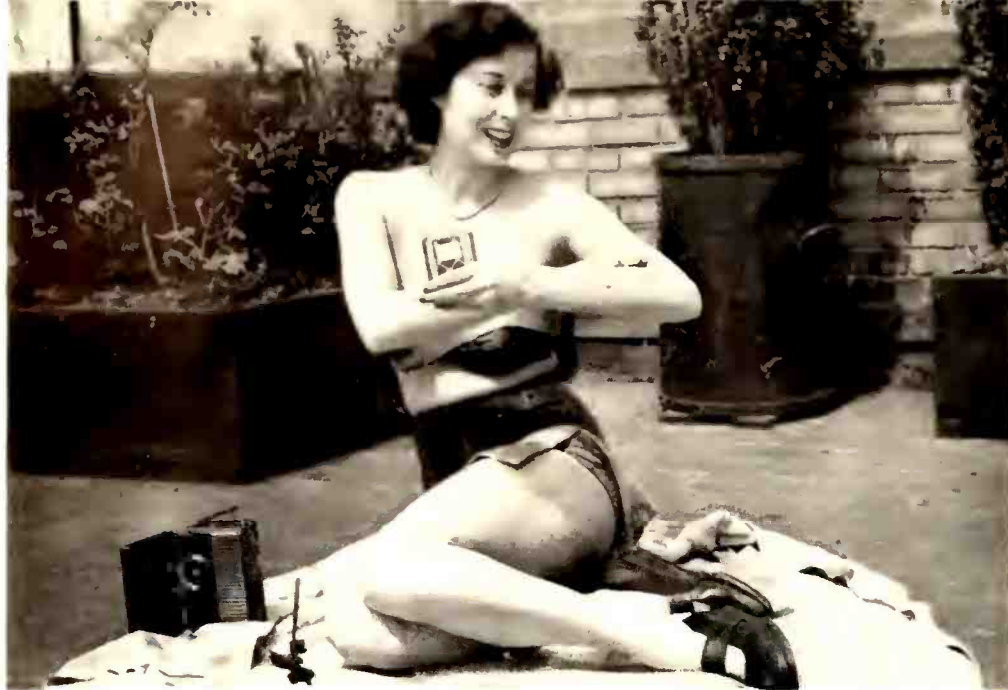
HUNDREDS OF FANS ATTEND BASEBALL GAMES WITH PORTABLES TO MAKE SURE THEY DON'T MISS FAVORITE SPORTCASTERS

# The big plus

**Amazing facts about  
"outside-the-home" listening**

**over-all** Broadcast advertising is being shortchanged by all ratings: Hooper, Nielsen, Pulse, Radox, or any other home-based rating system. All will be ready to admit that their ratings do not take into account out-of-the-home listening.

It's not possible to ignore listening away from the fireside. If a sponsor wants to obtain an accurate guide to what he's buying. At-work radio listening is amazing. It frequently amounts to more hours per day than the at-work



**outdoor** listening increases every year and while it hits annual high in summertime, it's not just a humid-weather habit. Millions of portable radios are being used throughout the year

listener enjoys at home. The use of automotive radio per-person does not bulk as high in hours as home receivers but auto sets-in-use figures for certain hours of the day are far higher than home radio. As the summer approaches and city home radio usage is said to decline, car radio usage goes up, up, and up.

Sets in public places (restaurants, bars, clubs, groceries, dairies, shoemakers, automatic laundries, beauty and barber shops) are in use many hours longer than sets at home. Individually they reach many more people than a home set, while at the same time reaching a few people (storekeepers and employees) far more hours than a home radio.

These are all permanent installations. Listening in each case can be measured—and in a few areas, like New York, Baltimore, Washington, and Boston, is being measured spasmodically now. It's costly to measure listening out-of-the-home. Thus it hasn't been done on a continuing basis. Nevertheless, it's important both quantitatively and qualitatively. The total out-of-the-home listening at certain hours of the day may be actually more than all listening at home. It's being measured for TV in many cases because viewing at bars and during the early days of telecasting in any city exceeds viewing in homes. For sports events, the number of viewers always may run so high at eating and drinking places as to be a great factor in a sponsor's consideration when buying a fight, race, football, or baseball

game. Listening to these events in public places has been almost completely ignored—except in an occasional sales presentation made by a station or network sales executive. No matter how great the viewing in a radio-TV town, listening still exceeds viewing even in public places on a morning-to-midnight basis.

Stations like WNEW are currently measuring out-of-the-home listening. For years this station has sold its bar, grill, and lunchroom audience on an after-midnight basis. It seldom stopped to think that the self-same spots listened to WNEW all-day long. The spots do not turn on their sets when the clock strikes 12. What's true for this music-and-news station is also true for practically all leading music-

and-news stations like WHHM (Memphis), WHDH (Boston), WCKY (Cincinnati), WITH (Baltimore), and literally hundreds of other stations throughout the U. S. and Canada.

When the network stations have a big sporting event exclusively, then public-place listening may shift to these outlets. For day-in and day-out listening, eating and service establishments stick to non-talk stations. There is an exception to this in foreign-language areas. Stores in Italian sections of New York, for instance, have been checked and found in the daytime to be heavily pro-WOV. The Yorkville section (German) tunes WBX and WWRL. The foreign-language audience is faithful to the stations that speak their language and that goes for public places as well as home listening.

From coast-to-coast, neighborhood retailers enjoy and use radio receivers in their stores. The big "downtown" stores do not have radios but their impact on the population of any town is a fraction of that of the neighborhood merchant, the man with his radio turned on.

A recent "living-habits" survey indicated that the average housewife visits at least one neighborhood store per day and stays in that store at least 15 minutes. The average time per customer per-store in this report was indicated as 28 minutes. It's somewhat less in chain stores and super markets, where clerk-customer conversation is at a minimum, but even then it's checked at 20 minutes. There's less chance of there being a radio playing in giant markets, but this is rapidly being corrected through store-

**factory** dialing is pro-music and news. The great majority of factories in the U. S. today permit workers to have radio entertainment while they work. Radio helps produce better workers



casting installations which combine radio and point-of-sale selling.

The yen for music-while-you-ride is pretty universal. The "silent car" is the exception on the road. Turning on the radio is a protection from back-seat driving, as well as a relaxation. A great segment of the male population drives to work. Because key advertising agencies and home offices of manufacturers are located in big cities, executives are apt to forget this twice-daily mass-migration on wheels. The average time taken in driving to work is 40 minutes. Driving-home runs nearer 50 minutes, due to errands, etc., which are part of the daily grind.

Since the after-dark use of cars varies with each family, it's difficult to arrive at any conclusive figure as to the number of hours per night that an auto radio is in use.

In May 1940, Station WOR commissioned Pulse of New York to determine the percentage of automobiles in metropolitan New York that were radio-equipped. Pulse's figure, as of May 1949, was 72.8%. Estimates of automobiles-with-radio nationally runs from New York's 72.8% downward to 63%. In Greater New York (16 counties), there are 2,093,000 autos. This means there are 1,523,802 radio-equipped cars in Metropolitan New York.

Another Pulse-conducted survey, this time for WNEW, New York, indicated last April that 28.7% of New Yorkers enjoy broadcasting outside the home. Of this 28.7%, 39.8% enjoy it in a car. This means that 11.4% of New York listens while riding. That's an amazing audience—an audience that



**auto radios** are almost as much a part of automobile equipment as brakes. Listening on wheels is sometimes more than listening at home. Auto radios are turned on every hour of day

has never been included in any listening index to date.

Pulse's figure for at-work listening is 26.4% of those who listen away from home, or 7.6% of New York. The at-work audience is difficult to gauge. Nine years ago when Muzak was evaluating the possibilities of installing its music-while-you-work service in factories around New York, a special survey of 1,000 factories was conducted by SPONSOR's editor, then assistant to the general manager of the various Muzak services. The figures developed amazed him as they did the g.m. In the 1,000 factories, 684 permitted radio to be played during working hours in the factory section of the plant. (Very few permitted radio in the offices). The average workers

within ear reach of the set in use were 132. Thus in these 1,000 factories there was a radio audience of 89,288 individuals. The average length of time during which the factory sets were in use was three-and-a-half hours per day. The programs tuned were for the most part music and news but in a number of factories where the work was 100% of a repetitive nature, and the workers mostly women, soap operas were permitted. In the factories where the employees were of U. S. origin, the music was popular through WNEW, WMCA, WINS, etc. In factories where the workers were of European origin, WQXR was an important listening factor.

On baseball days, broadcasts of the most important game were permitted in a number of factories where the work wouldn't be slowed down by play-by-play airings. Where production would be lowered by play-by-play listening, managements frequently permitted sets to be tuned to stations that included scores in hourly newscasts.

More and more factory work is of an assembly-line nature. Even in garment factories, where years ago one workman would do everything on a garment, today each tailor or dress-maker does just a few operations and passes the garment on to the next worker. In the age of specialization, the specialist can listen and work—and does.

Today is the era of the portable radio. At a baseball game anywhere in the nation, some fans come to enjoy  
(Please turn to page 47)

**unchroom** radio is as much part of operation as food and drink. From morn to night and sometimes round the clock, music and news can make many customers forget the food



# Swing with Bing to Minute Maid Fresh-Frozen Orange Juice



Tune in — "This is Bing Crosby" \*\*

WHDH Mon. thru Friday 12 noon

\* COURTESY OF PHILCO CORP.

POINT-OF-SALE POSTERS HAVE THE GROANER, HIS PROGRAM, AND LOCAL STATION, SELLING MINUTE MAID JUICE AND PRICE

## Squeezing the most out of Bing

— personality

Minute Maid moves ahead with dynamic — product

— medium



selective

The stockholders in Vacuum Foods Corporation last October approved an increase in the authorized common stock issue of the company to 480,000 shares. This was done to provide for the sale of 20,000 additional shares to Vacuum's parent company, Orange Concentrate Associates, Inc., to replace a similar number of shares which OCA had sold to a gentleman named Harry Lillis Crosby, Jr. It was at the same time that the same Mr. Crosby became a member of the board of directors of Vacuum Foods.

Thus, in small, cold type, state the corporate records of Vacuum Foods, inasmuch as corporate records don't unbend enough to call a spade a spade, even though everyone in the United States and most of the rest of the civilized world knows that Harry Lillis Crosby, Jr., is, of course, The Groaner,

Der Bingle, the No. 1 man in American entertainment—in a word. Bing.

Bing Crosby's connection with Vacuum Foods and its one and only product, Minute Maid, a quick-frozen orange-juice concentrate, has meant considerably more than the sale of a block of stock and a listing as a board director. Since last October Crosby has been the principal salesman for a new product which in the three years of its existence has risen from an idea to a multi-million-dollar business. Bing's 15-minute Monday-through-Friday daytime program for Vacuum has been responsible to a large degree for the fast sales rise that has increased Minute Maid business more than six times over what it was in 1947.

Vacuum Foods was organized originally to produce an orange-juice powder, an idea which had been developed

▼ Minute Maid's own deep freeze sells orange juice





BING CROSBY TOASTS WORKING EXECUTIVE, SALES, ADVERTISING STAFF OF MINUTE MAID FROM NEW FOUNTAIN DISPENSER

after two years of research by the National Research Corporation of Boston. During the war, NRC scientists had experimented with a high-vacuum process for reducing orange juice first to a type of sherbet concentrate, then to a pure orange-juice powder. In 1945, John M. Fox, now president of Vacuum Foods, then sales head of NRC, procured an Army contract for the powder; with this as a nucleus, Vacuum Foods Corporation was formed.

After the war, the plans to manufacture the orange-juice powder were dropped in favor of marketing the concentrate itself in frozen form. Vacuum started commercial production in April, 1946, manufacturing 360,000 gallons of the frozen concentrated juice during 1946-47, and 1,300,000 gallons the following year. Vacuum expects to produce this year

about 40% of the total 8-9,000,000 gallons that will be manufactured by the dozen or so frozen-juice companies in the field.

Vacuum lost money during the first couple of years of its existence, but by the end of the third fiscal year (July, 1948), it had emerged into the black by a comfortable margin. The detailed three-year profit-and-loss figures are as follows:

Year	Sales	Net	Deficit
1946	\$ 374,501		\$ 79,173
1947	453,919		371,089
1948	2,972,267	\$149,566	

The company has at present two plants in Florida, and later this year it will put into operation a third plant, located in California. This move will be tied in with the firm's plans for national distribution for the first time in its operation.

Until H. L. Crosby, Jr., entered the Minute Maid picture as board director

and radio salesman, Vacuum's use of broadcast advertising had consisted solely of a September, 1947, to March, 1948, participation on the Galen Drake *Starlight Salute* program on WJZ, New York. Crop shortages resulted in a curtailment of Minute Maid advertising over the summer of 1948—until John Hay (Jock) Whitney, an important factor in the destinies of Vacuum Foods, introduced Bing Crosby to a drink of Minute Maid orange juice...

Vacuum's advertising budget for 1949-50 will be in excess of \$1,500,000, spread over radio—which will get more than 50% of the total—news-papers, magazines, and point-of-sale. When Crosby first started his tape-recorded Minute Maid show, he was heard in only five markets. The past several months have seen that number increased to 13, extending as far West  
(Please turn to page 45)



## *The case for and against*

# Per

**selective** Most stations that have a lot of per-inquiry advertising on the air are outlets unable to sell time nationally to regular sponsors, or are stations that have developed such a mail-order business that they find it highly profitable to take PI deals. No one really likes per-inquiry advertising. Agencies find it difficult to handle. Stations have to check each product to find out if the offer is priced fairly. If they don't they run the great danger of airing PI advertising for a product that may kill off a great section of that station's listeners.

PI advertising is in part responsible for radio's so-called excesses in advertising. Per-inquiry copy, by its very nature, has to go all-out selling. Since it's impossible for the listener to examine the product before buying, PI copy has to intrigue, picture, demonstrate, and finally get the money or order in the mail. Most advertising, on or off the air, is called upon to do only part of this. The final acts, inspired by advertising, i.e., demonstration and sales, take place at the local-retail level. Advertising's number-one objective is to inspire the ownership or use of a product. PI advertising has to do that and make the sale besides. Naturally that requires a heavier impact on listener ear drums. To the listener who is not a direct-mail buyer, it can be, and frequently is, offensive. Since the station, once it has accepted a PI deal, must produce direct sales at once to collect, it naturally has the announcers go to town.

This is true of both straight PI deals and direct-mail deals where the advertiser pays for time in the accepted manner, but who cancels at once as soon as the station fails to pro-

# inquiry advertising

duce enough direct-mail sales to justify its rates. Frequently what is a straight PI deal on one station is broadcast by another station under a regular rate card contract, but with special cancellation clauses. As soon as direct-mail sales fall below a certain figure, in comes the cancellation. Thus, the Literary Guild may buy *Hi Jinx* on the NBC flagship station WNBC for a minimum contract and "gamble" on producing enough direct sales of memberships to the Guild under the maximum cost-per-member, but everyone involved in the contract knew that as soon as WNBC's audience had been book-milked dry, *Jinx* Falkenburg and Tex McCrary would have to find new sponsors—and they did, despite a really top-notch selling job for the Guild. This is PI advertising with rate-card blessing. It isn't loved by anyone in broadcasting, and there are very few agencies equipped to watch all the stations on the list for a campaign such as this, so that memberships are sold at the right cost.

Has PI advertising any place on the air?

The National Association of Broadcasters officially says "no" and does its best to discourage it. It does not discourage the buying of time for direct-mail selling, even though it realizes that it's PIng by firms that can afford to do it with cash. Even newspapers with the toughest of advertising-acceptance rules, such as *The New York Times*, have of late added "shopping sections" that are really direct-mail selling sections. Thus, a great metropolitan newspaper recognizes PI advertising, for if an advertisement doesn't produce enough direct sales in a section like this, it isn't run again.

There is one outstanding difference between printed advertising that is run only if it produces direct sales to pay off, and broadcast advertising of the same type. The reader doesn't have to read those advertisements. It's practically impossible to avoid them on the air if the radio set is tuned to the station carrying them.

Broadcasters are most concerned with per-inquiry advertising that wants to get on the air without paying for time but only paying for sales. A great portion of this type of advertising pays such a high percentage of the direct-mail sales price as to tell the station manager at once that the product is dangerously over-priced. There's a reducing product direct-mail priced at \$2.50, with the station getting \$1.00 per order. Harmonica lessons with a "free" harmonica at \$1.69 bring the station \$.70. A *Lone Ranger* pen set with belt sells on the air for \$1.98, with the station getting \$.70 per sale. This pen set is advertised in the merchandise section of *The Billboard* for \$.50 in gross lots. The fact that another PI operator offered the identical pen set to stations to sell on the air for \$1.00 (the station keeping \$.25 per order) will give some idea of how "deals" like this operate. The *Lone Ranger* pen offers were made by an agency in New York and a firm with a post-office box number in Waterloo, Iowa, for an address. The higher-cost deal operated from New York. Many of the per-inquiry offers are for products advertised in "merchandise" sections of publications like *The Billboard*, which have high readership among "specialty" salesmen.

The danger to a station in giving way to temptation and airing the *Lone*

*Ranger* pen offer at \$1.98, while another station takes the \$1.00 offer, needs no detailing. Newspapers and magazines may have comparative shoppers who are equipped to check "fair-value" of advertised products. Obviously stations haven't—and everything that's said on the air is credited by a great majority of listeners as originating from and endorsed by the outlet. Complete and devastating evidence of this is obtainable at any station when a situation, or even a word, that shouldn't be on the air is broadcast. The switchboards at the stations light up like a Christmas tree when such a slip passes the microphone.

Most per-inquiry sold products are willing to protect stations by refunding full purchase price if the buyer isn't satisfied. There's a rub to this. It's best explained by reprinting a postscript of a letter from a PI agency: "\_\_\_\_\_ will refund the full cost to any purchaser through your station who is dissatisfied *BUT* do not make this fact part of the advertising copy." In other words, the seller will make good if the buyer squawks, but do not let the buyer know it.

Some of the direct-mail sellers do use the "return if not satisfied and full purchase price refunded" appeal but they are the exception not the rule. Any station with a good listening audience can insist on this copy being included in the broadcast commercial, but few know this. And even if it is included it doesn't help a station if the listener is unhappy with a purchase. Newspapers aren't blamed if an advertised product doesn't live up to the reader's expectation. Neither are magazines. But broadcast stations are.

(Please turn to page 60)



# When presses stop rolling

The public as well

as advertisers must be served when no newspapers are available



It's the advertisers in newspapers who haven't, or aren't using broadcast advertising who are the most hit by a newspaper strike. The advertiser who uses both black and white and radio also has his problems.

While the results for non-radio advertisers are interesting, it's also important to see what happens to regular local-retail broadcast advertisers during a newspaper strike. George's Radio and Television Company, one of Washington's largest appliance dealers, is a regular radio and TV advertiser. They use as high as 125 radio announcements and 60 TV commercials during a week. Their agency, during the strike, decided that the regular broadcast approach had to be forgotten. They used straight price-selling copy. Enders, the agency, wrote hard-hitting copy, preceded it by a fanfare, and then used as many as four prices per station break (20 seconds) and more prices in one-minute announcements. The results were, to quote the sponsor, "amazing." Actual sales results were

up over the same pre-Easter week the year before.

How were stations able to accept all this announcement business? Most of them rightly construed that retail advertising was just as much public service as promotional announcements, and cancelled all of the latter for the duration. On a single station like WTOP station-break announcements were increased from 36 to 52 per day, one-minute announcements from 33 to 53.

What do stations do to serve the news needs of their listeners? The independents that broadcast news at regular intervals every hour found no need of increasing the frequency of their newscasts. The network stations did increase their local news coverage, and in a number of cases cancelled their national newscasts and replaced them with local news shows. While everyone recalls the classic example of reading the comics that brought the newsreel spotlight on New York's late Mayor LaGuardia, Washington found that reading the comics required a Fiorello, and they didn't have one. During the

one-day strike they did report the doings of the characters who live in the strips, but didn't during the three-day walk-out.

WTOP decided that radio logs were important, and broadcast the highlights of the stations in D. C. that were requested by the 20 stations in the area. That found WTOP (CBS) plugging WRC (NBC).

WTOP had scheduled its log to run in seven suburban weeklies. The strike was over before the logs ran, but it turned out to be a good promotional stunt for the station. This station also sent cards (10,000) listing its news periods to every important political name in Washington. That also rated special comment.

A few of the advertisers who were introduced to the medium through the strike have stayed on radio and TV in Washington. Most of them reverted to their normal newspaper schedules. None of them had any doubt that broadcast advertising had been profitable for them during the newspaper void, but broadcast advertising failed

(Please turn to page 59)



BROADCASTING'S BIG JOB IS TO MOVE PRODUCTS OFF SHELVES SUCH AS THESE THROUGHOUT THE 48 STATES AND CANADA

# How's your sponsor identification?

**PART TWO**  
OF A SERIES

**High sponsor identification is only part of the answer. Is your show selling?**



The ability of a listener to identify the sponsor of a program and the sales effectiveness of the program do not necessarily go hand-in-hand. Many shows with really low SI's do a top selling job for their sponsors. Some advertisers never look at their Sponsor Identification figures because they know in advance that they will be low. This doesn't mean that all firms with low SI indices want them that way. Every advertiser would like to feel that his product name has been well sold.

The ache is that selling a product name doesn't necessarily sell a product.

For years Edgar Bergen had a top Sponsor Identification. When Standard Brands dropped the wooden-head's mentor, the program had an SI of 51.8, good considering the fact that the program was selling both Chase & Sanborn Coffee and Royal Puddings. The program, however, was not doing a good job selling C&S Coffee, despite the number of years Charlie McCarthy had been delivering an audience for that purpose. The low-selling impact of this program and its commercials is one of the reasons why Standard Brands today is not an "enthusiastic sponsor."

The high critical response to Standard Brands' *One Man's Family* and its low SI and sales impact merely intensified the great food organization's switch from broadcast advertising. Sponsor Identification is not enough in many cases to sell a product. A program with a high audience rating is a great help in selling a product. It puts it directly up to the advertising agency to build commercials which can turn the audience into product buyers. If a successful program with a great audience doesn't sell, then it's time for the sponsor to find a new agency, or at least a new advertising approach.

**Sponsor identification not important to American Home Products' programs**

Some air advertisers approach the use of the medium in the same manner that they approach the use of any other advertising medium. The medium delivers prospects. The advertiser sells them.



Mr. Keane 16.6



Just Plain Bill 22.3

Frequently *Lux Radio Theatre* leads all programs on the air in audience size. Regularly *Lux Radio Theatre* is very near the top in Sponsor Identification. In the Hooper February 1949 report (SPONSOR, 20 June) *Lux Radio Theatre* was second with an 86.3 SI. Only *Dr. I. Q.* topped it. Nevertheless, in area after area where *Lux Radio Theatre* is heard, *Lux Soap* is an also-ran in product sales. On the other hand, *Lux Soap Flakes* shows a substantial sales impact in most areas. Marketing experts do not credit the success of the flakes to the broadcast program, for upon analysis of *Lux* commercials they can discover very little "reason why," or "selling copy."

There can be little question that *Lux Radio Theatre* has real impact. Twenty-one-point-seven percent of all the telephone homes in America can be safely said to listen to and recognize the sponsor of this program. It makes use of endorsement-type commercials, which have sold facial soaps for eons. During its hour broadcast, it has plenty of time to impress its listeners on why they should buy *Lux*.

It has almost as many women-per-listening-set as the average daytime serial (1.18). It has every attribute of a solid-selling vehicle. *Lux* facial soap does not lead the parade.

Thus, even impact-ratings aren't the complete answer to evaluating the effectiveness of a broadcast advertising campaign. It takes a "consumer product study," something like a Nielsen pantry survey to give a really true picture of the buying impact of a broadcast program. It's also true that not even a pantry check-up tells the entire story, and Nielsen's staff research men go as far as marking packages to indicate usage between calls, etc.

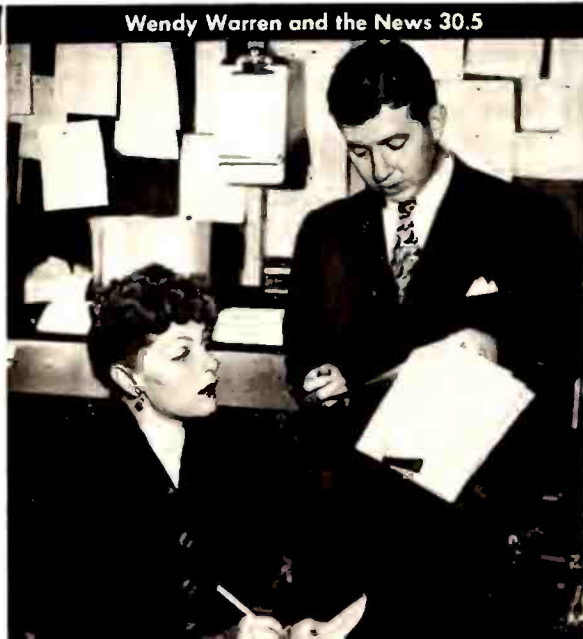
The only method by which the complete impact of a broadcast program could be evaluated is through a control sample, and there are many who feel that a control sample or consumer panel delivers only indicative figures, not data that is 100% conclusive. Research men have long hoped for an advertiser to come to radio with a product that would not be advertised in any other medium but broadcasting and which would be introduced to the

listening audience only through the air. They would like the sales organization to eliminate, for the test, all sales promotion at the dealer level. Some radio research men would even like to see broadcasting force distribution as well as sales at a retail level, but others, being more realistic, would like distribution to be complete at the outset of the broadcast advertising campaign. Then the effect of the campaign and radio's impact could be measured without other unmeasurable advertising factors contributing to radio's results. Even then there are marketing authorities who point out that the competitive picture would have a bearing that could not be measured. They point out that a hard-hitting advertising campaign for one trademarked soap flakes, for instance, will increase sales of all soap flakes during the campaign. They further point out that the price of the product will have a bearing on its acceptance, as will its packaging, dealer discount, and a host of other non-advertising considerations.

Hooper has conducted surveys for a

**Sponsor identification important to General Foods' programs**

General Foods owns a number of great names in the food field. Thus, it's interested in associating program name and product. When one of General Foods program properties is recalled by a listener, GF would like her to think of the product sponsoring show at the same time.



Wendy Warren and the News 30.5



Juvenile Jury 41.0



Front Page Farrell 15.9



Romance of Helen Trent 20.6



Hollywood Star Theater 13.9

number of clients in radio homes that listened to the clients' programs. In these homes he checked on usage of the clients' products before and after certain specific campaigns. He has not, however, endeavored to develop correlation figures which would make it possible to convert SI's into sales-impact figures. Marketing experts explain that "we wouldn't believe any such correlation figures no matter who developed them." In one type of product a high SI would mean a high sales impact. In the case of another product the same SI wouldn't mean a thing in the way of sales.

Certain advertisers, like American Home Products, ignore their SI's entirely. If they didn't, they'd really be unhappy. A tabulation of American Home Products reveals a top SI of 22.3 and a low of 13.9.

Program	Sponsor	Identification
Front Page Farrell		15.9
Just Plain Bill		22.3
Mr. Keen		16.6
Our Gal Sunday		19.8
Romance of Helen Trent		20.6
Anacin Hollywood Star Theater		13.9

No one questions the advertising acumen of the American Home Pro-

ducts and its subsidiaries. Its daytime programs have been successful for years and they continue that way. *Mr. Keen* is frequently within the *Top Twenty* Nielsen rated programs on the air, and it costs peanuts compared with practically every other program which it nudges in the *TT*.

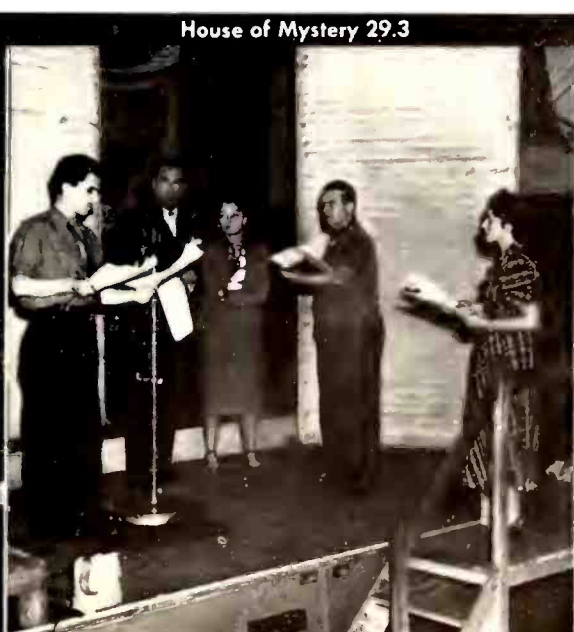
AHP watches the ratings of its programs carefully. It understands that Hooperatings, within the limitations of telephone homes, or Audimeter-measured homes, give it an index of the size of the audience for which it is paying. It is not interested in establishing the fact that Anacin, Bisodol, Koly-nos, Aerowax, Wizard Glass Wax, or any other item is a Whitehall or American Home Product. Instead, the audience it buys is judged as a number of ears upon which to imprint "reason why" commercials. The commercials are rotated, and the schedule is set to give the individual product the push it requires, when it requires it. No attempt is made, except in the case of the *Anacin Hollywood Star Theater*, to relate product with program because policy may dictate that the program sell

another product over-night. American Home Products looks upon, right or wrong, radio as just another advertising medium. It judges each "impact," consumer's reading or hearing an advertising message, as what it's buying. Its interest in building a property is simply in order to have ears ready to hear an advertising message, not to display to the world something that belongs to AHP. It's a corporation which isn't interested in selling itself to the consumer. It is interested in selling its products, and while not a great enthusiast about any advertising medium, it proves its satisfaction with radio by its continued sponsorship of programs.

Quite the opposite of Standard Brands is General Foods' satisfaction with broadcast advertising. At the time that the Hooper organization made its February Sponsor Identification report, General Foods had 11 programs on the networks, with SI indices that range from 52.1 for George Burns and Gracie Allen, selling Maxwell House Coffee, to 22.2 for *Gangbusters*. The latter had been selling for Procter & (Please turn to page 42)



Jack Carson 29.0

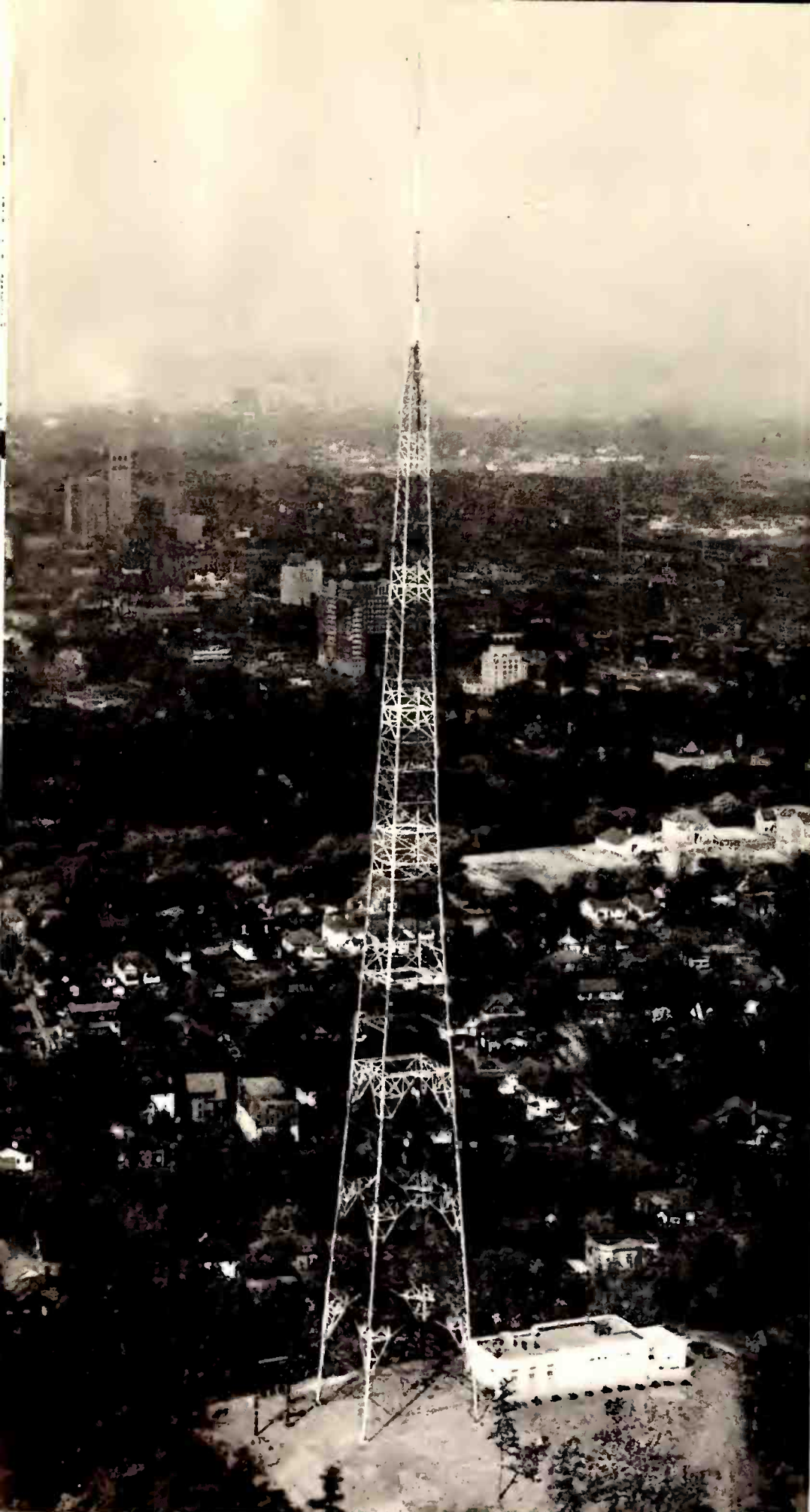


House of Mystery 29.3



When a Girl Marries 36.9

# No tel



WBRC-FM's tower not only dominates Birmingham skyline but its signal serves 24 Alabama stations

**network** When Matt Bonebrake proposed to a group of AM station-owners in Oklahoma that they install FM receivers and let him feed them sports and special events from his powerful KOCY-FM (Oklahoma City) transmitter, most of them were skeptical. Eastward in Alabama, Eloise Smith Hanna proposed to spend a quarter-of-a-million dollars and put WBRC-FM in full-power operation immediately. Birmingham bankers insisted, "you'd be crazy to do it." A high-priced example of engineering talent shook his head at the notion of feeding a network of Alabama AM affiliates via FM relay.

Problems of feeding a network of FM stations from a key FM station had been solved successfully by the Rural Radio Network in New York. But critics were skeptical about an FM-fed commercial AM network.

The fact that these pioneering broadcasters refused to give up their ideas for a network without telephone lines has practically meant survival to a number of newer stations. To all 22 affiliates of Bonebrake's Oklahoma Group Broadcasters, and to the 24 of Miss Hanna's Associated Broadcasting Service, the two key stations, KOCY-FM and WBRC-FM, provide programs for use as both sustaining and commercial vehicles without the expense of lines. Both projects make sports events of top local and regional interest available to many major network and small independent stations that either could not afford them or to whom the events wouldn't be available for other reasons.

From both key stations popular regional talent and programs, including news coverage not available to many local stations, are fed to affiliates. These programs are available either to national advertisers at the network rate over a block of stations or to local advertisers at the individual local station rate.

The idea for an Oklahoma AM network fed by FM occurred to Matthew



# Phone lines

FM-AM regional networks,

minus land lines, are serving state-wide needs

H. Bonebrake, general manager of KOCY and KOCY-FM, who was familiar with the experiments with FM relay by Dr. Edwin H. Armstrong. One of the first AM-station people to set up the simple equipment required for the reception of the KOCY-FM signal was general manager Milton B. Garber of KCRC, Enid, Okla., 70 miles distant.

Although Bonebrake started his experiments around 1947, the service didn't emerge as a full-fledged operation until early in 1949, following the erection of a new 938-foot tower radiating 70,000 watts power. The network was born when one of Bonebrake's KOCY sponsors wanted to broadcast his KOCY program in Tulsa on KAKC (1,000 watts) and in Seminole on KSMI (500 watts).

Before any station could affiliate with the Oklahoma Group Broadcasters, its market area had to receive the KOCY-FM signal with sufficient power to guarantee good reception under any condition. Engineering checks completed, suitable antennas and receivers were installed, market by market. This was the only expense necessary for affiliates.

A national or regional advertiser can buy any number of stations in the group. There is no minimum. He pays one check to the network, and OGB in turn pays each station in accordance with its rate. Rates were agreed upon between network and affiliates so that the final rate to the advertiser would be competitive with other media serving similar areas. The rates were also set to enable combined groups of stations to compete in price as well as coverage with high-powered stations coming into the area.

KOCY sustaining programs are made available to affiliates at nominal cost. Each station is free to sell such a sustainer locally. Plaza Court Broadcasting Co., which owns KOCY and KOCY-FM, obtained the network broadcast rights to last season's basketball games of Oklahoma A&M College

and Oklahoma University. These games had previously been sponsored in Oklahoma City only over KOCY and KOCY-FM.

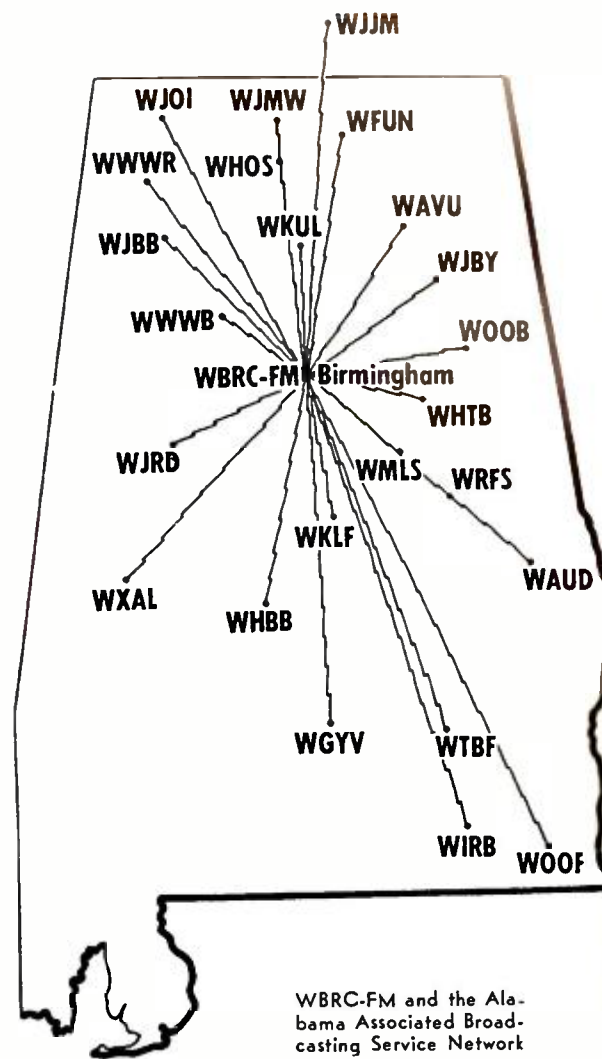
OGB affiliates got the right to carry and sell the games locally for a fee of \$25 a game. Most did sell them.

A group of KOCY sustaining programs is available to affiliates, and most of the independents take full advantage of these shows. Major network members of OGB take fewer OGB sustainers. A variety of programs is available to appeal to both rural and metropolitan listeners. Programing first proved a problem because OGB included ABC and MBS affiliates as well as independent stations. The network has experimented until it feels it now offers programs appealing to all important segments of Oklahoma listeners.

Many OGB stations claim a local daytime audience much greater than outside "power" stations, and some of them claim night audiences with little "outside" competition because of directional antennas and nighttime interference. Associated Broadcasting Service feels this is also the case with many of its affiliates. Both feel this gives them a strong competitive position, particularly since they can, without extra charge, localize commercials in any individual station market the advertiser desires.

Bonebrake believes his experiments were the earliest that led to the actual formation of a commercial AM network fed by an FM station. However, Associated Broadcasting Service started regular network operation in November, 1948, a few months ahead of the official debut of OGB.

The ABS operation, while offering similar coverage opportunities to national and regional advertisers, differs in several important respects. Affiliates contract to take the full 17 hours daily of programing offered by the network (6:00 a.m. to 11:00 p.m.). More than half of this is live.



Like OGB, ABS specializes in sports events. The network has acquired full broadcast rights to many collegiate and professional events, including football, baseball, and basketball games. A variety of news, music, farm, and novelty programs round out a schedule designed to appeal to the widest listening preferences of ABS audiences.

When the time was at hand for Birmingham Broadcasting Co. to decide whether to carry on a limited-power interim operation, Eloise Smith Hanna, who heads the company, consulted local bankers and the heads of Birmingham business organizations. What was the outlook? The unanimous reply was, in effect, "Don't throw your money away."

One man thought differently. That was technical Director G. P. (Jerry) Hamann. He was convinced that Alabama's more than 48,000 FM sets sold in the last two years would increase steadily. He discerned the lean days ahead for small AM stations, particularly new independent outlets. He (Please turn to page 44)

BENSON & BENSON  
INCORPORATED



\*BMB 50-100% Day-Night Area  
\*\*Sales Management Survey of Buying Power, May 1949

# MASTER OF ALL SURVEYED!



**N**ow again in 1949, 50,000-watt KMOX is the undisputed master of all surveyed, inside and outside. In metropolitan St. Louis. And throughout 70 bursting-rich counties of Mid-America.\* According to the new 1949 CBS-KMOX Listener Diary, conducted by impartial Benson and Benson, Inc....

**IN METROPOLITAN ST. LOUIS**—KMOX is way ahead of all competition as usual, with the biggest audience in 59.9% of the total 504 weekly quarter-hours... first in almost 3 times as many quarter-hours as any other St. Louis station.

**THROUGHOUT ALL MID-AMERICA**—KMOX is first in 78% of all quarter-hours all week

long...with 6½ times as many firsts as any other St. Louis station and 3 times as many as ALL competition combined!

Once again—as in 1946, 1947 and 1948—the Diary proves KMOX is the unchallenged leader in two big-buying, big-spending markets: metropolitan St. Louis, where city-dwellers buy all kinds of retail products to the tune of nearly a billion dollars a year...and all Mid-America, where total retail sales in 1948 reached a new high of more than two and a half billion dollars.\*\*

To be a leader in St. Louis...or master of all Mid-America—or both—let KMOX (or Radio Sales) show you how.

The Voice of St. Louis **KMOX**  
50,000 watts • Columbia Owned

# NO RECESSION HERE!

Retail Sales **UP**

Bank Clearings **UP**

Employment **UP**

Population **UP**

With one and one-half million dollars monthly payroll from the newly re-activated Camp Gordon (14,000 men) plus the seventy-two million dollar Clark Hill dam in midst of construction plus all our industries still running full speed . . . well, merchandise is still easy to move in WGAC-Land.

## AND

WGAC billings were up 24% first half of 1949 over any previous year.

Advertisers are making real sales success histories on—

# WGAC

580 Kc.—ABC—5,000 Watts

**AUGUSTA, GA.**

Avery-Knodel

—continued from page 2—

### 72 TV stations on air in 41 markets for summer

Television Digest, reporting on state of TV health, as of 1 July 1949, states that one out of ten families in TV-served areas owned a TV set. As of same date, 72 stations and 4 networks are on air in 41 markets. TV-program material is being furnished by 402 firms, and sets by 119 manufacturers.

### NBC staff changes in August and September. Net still commercial leader

NBC staff changes will be announced during August and September. Commercial time is tighter on U.S.'s senior network than on CBS, but the span is closing monthly.

### 12-month protection for TV advertisers urged by station representative organization

Twelve-month protection on rates in TV is being urged on stations by National Association of Radio Station Representatives. NARSR is also urging that all advertisers be treated alike, with no long-term protection for anyone.

### 7-8 p.m. children's hour in TV; adult peak at 9-10 p.m.

Children's hour in TV, according to recent survey made by WRGB, Schenectady, is 7-8 p.m. It's much earlier in radio. Adult audience peaks at 9-10 p.m.

### S.M.P.E. presentation aimed at selling use of film by sponsors

Motion picture industry, anxious to show advertisers and agencies that film can be produced at reasonable rates if facts of lighting are known, went all-out with coaxial-cable showing of good and economical use of light 28 June at S.M.P.E. meeting. This was motion-picture industry attempt to sell sponsors on film.

### West Coast leads in selective radio use; drugs lead industry classification

Selective business on West Coast continues to be better than nation as whole. Drug business leads industries in selective use during May. Rorabaugh report indicates continued healthy condition of market-by-market broadcasting.

(Continued from page 17)

coverage picture into proper perspective. We circularize regularly 25 Washington, D. C., agencies as a part of the WASH-FM promotion campaign, and I would like very much, if possible, to receive 25 reprints of this article so that we can forward same to them as one of the mailings in our regular promotion campaign.

It is my feeling that "anti-radio" propaganda, as you describe it in your note, has almost gotten out of hand and certainly far beyond the realm of facts. Your efforts to evaluate properly the importance of all factors of broadcasting at this time are, I believe, a very commendable objective on your part and will, I know, be appreciated by all factors of the broadcasting industry.

Incidentally, you may be interested in the mail received from one single spot announcement made on 7 May, requesting mail from FM listeners to WASH-FM commenting on baseball reception. This single 30-second announcement offered no gimmicks, giveaways, or any other inducements for writing—it was a simple request to find out the reaction of the baseball audience to reception on FM. It tells the story that I am prone to believe too many agencies and advertisers are overlooking.

FM rates are very low compared to AM rates as of now, and it is my feeling (in many cases particularly regarding small advertisers who cannot afford heavy radio budgets) that advertising on FM stations progressive enough to program specifically for the FM audience is a good "buy" based upon the cost per thousand listeners. This might at an early date be an excellent subject for you to investigate—perhaps publicize.

EVERETT L. DILLARD  
General Manager  
WASH-FM  
Washington, D. C.

### SUMMER SERVICE TEST

WNEW's "Summer Service" which was inaugurated Decoration Day weekend 1948 was, we believe, a pioneering project in an aggressive, planned campaign by a local station to build audience during the vacation months in

(Please turn to page 39)



## The Second Most Famous Amateur Pianist in Washington

Although his recitals are never reviewed by music critics, he, like the gentleman in the White House, plays to a vast audience. By Carnegie Hall standards his keyboard performance may be limited, but in his professional field his technique is widely admired.

As one of the networks' best known news commentators he displays the same desire to get behind the news that he discloses in his recreational curiosity about the innards of a piano or organ keyboard. His nightly "top of the news as it looks from here" is heard by an estimated weekly audience of 14,000,000 listeners—and even his severest critics acknowledge his great influence.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original news "co-op" it offers local advertisers network prestige at local time cost, with pro-rated 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**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).



**Mr. Sponsor asks...**

**"How can the buying of selective radio time be made as easy as the buying of network time?"**

**Joe V. Getlin** | Manager, cereal sales and promotion  
Ralston Purina Company, St. Louis

**The Picked Panel answers Mr. Getlin**



Under any conceivable system of buying selective radio or TV time, it cannot be made as easy as the purchase of network time. It is always easier to buy quantities, but quality is nearly always purchased with more care and selectivity. The very nature of selective radio or TV timebuying demands more selection, more research, more careful attention to the individual sponsor's needs in the specific places where his advertising dollar can be most effective.

Buying time to promote one of Allied's house-brand lines is a perfect example. The only possible way for us to cover our 80-odd stores properly with the *right* time on the *right* stations for the *right* audience would be time bought either through present national selective channels, or locally. It would be very easy for us to buy a network show for the same promotion; the spot way would be much harder to undertake. But, for us the use of national selective broadcasting is the only way to guarantee maximum return, proper coverage, and complete coverage to fit our needs, no matter if

such timebuying methods are harder. The buying of selective radio and TV time can be made *easier* by a central research and a "clearing house" type of set-up. But, from my seat, I cannot see any possible way to make it *as easy* as network timebuying.  
**WALT DENNIS**  
Radio & TV Director  
Allied Stores, N.Y.



This is a good question, because in spite of all the old adages, it is still a good principle of salesmanship to make it easy for the prospect to buy. But let us not, in our desire to make life easier, lose the most important thing we want to buy, namely, advertising impact in our best markets, where customers are most responsive, where they have the money to buy, with advertising at the time best calculated to reach our specific customers, and at the lowest cost-per-thousand of listeners, and per case of sales. With the warning that easy buying is not by any means an important consideration in broadcast advertising, I suggest the following ways to make buying of selective advertising easier:  
1. *Analysis.* In the competitive era that is upon us, with the need for larger advertising expenditures at low percentage cost to sell, close analysis of sales figures and markets is the first requirement. If we know where we are now selling our products, what the total market is by states, including

cities, rural and urban, by sizes and styles, we then have the beginning of an easy way to buy broadcast time.  
2. *Travel.* Those who are buying time on broadcast stations will benefit enormously by seeing the United States: its great size and potentialities, its activities, its local needs and habits, its divergencies. Several large agencies have established the practice of having their time buyers visit stations and markets. All agree that such experience is helpful and beneficial to the buyer of broadcast time.  
3. *Your Program.* A knowledge of what program you need to sell your product will make buying easy. Is it a time signal, a service report on the weather, a jingle, a 15-minute news program, a half-hour dramatic show, a baseball game, or football, or Roller Derby, or other sports package; or is it popular songs or comedy, or a broadcast of the opera? Somewhere there exists the program best calculated to sell your goods as newscasts sell Esso and Peter Paul Mounds; as time signals sell Bulova and Benrus; as sports broadcasts sell gasoline, beer, cigars, and safety razors; as dramatic shows sell Skippy Peanut Butter and La Rosa Macaroni.  
Close analysis of sales, and markets, and product, and program furnish the foundation on which to buy time. And such fundamental knowledge makes it possible to buy time quite simply, without the waste of unproductive markets, without wide variations in unproductive time periods, with the purchase of time on specific stations, and with the piling-up of enormous impact.  
**FRANK M. HEADLEY**  
President  
Headley-Reed Co., N. Y.



In my opinion, this cannot be accomplished, because it is like comparing the problem of purchasing 26 four-color pages in *Life* with that of running a local-

ized newspaper campaign, nation-wide, because the work involved in determining papers and markets is overwhelming when compared with determining rates for one publication. However, improvements can be made along the following lines:

1. *Complete standardization of TV and radio rate cards.* There are a great many improvements possible in both radio and TV rate cards. Because we have had selective radio advertising for a great many years, in many cases rate cards have generally become standardized. This was undoubtedly accomplished by experience and practice. However, the television rate card of today needs a complete standardization as soon as possible, so that as new TV stations go on the air, their rate cards will conform with the form used by TV stations already in operation. In most cases today, each TV station produces a rate card without any consideration as to how the other TV stations have set up their rate cards; in many cases, they do not show the type of equipment available to the advertiser, particularly in reference to the Balopticon and also the size and number of the projectors a TV station has. The Balopticon problem is a very important one, particularly for advertisers using clocks or movable electric equipment.

2. *Standardization of the exact number of words allowable in a live station break.* In some cases the station states the number of words available, in other cases they state the number of seconds available, in still others the station states both. Here again, standardization of the length of copy available to the advertiser is extremely important.

3. *Standardization of rate-protection structures for both radio and TV stations.* This is a very important problem in both the purchase of radio and television time. Here, too, TV stations are notoriously lax in supplying complete standardized data that can be readily and easily interpreted. Many TV stations give nebulous answers re-

(Please turn to page 46)

# Sweet Music

**TO A SPONSOR'S EAR**

## WCFL

### *Fine Music Programming*

8:00- 9:00 p.m.

**Chicago Symphony Orchestra**  
for Chicago Title & Trust Co. (Wednesday)  
(Renewed for fifth year)

9:00- 9:30 p.m.

**Treasury of Music**  
for Chicago Federal Savings & Loan

10:15-11:00 p.m.

\* **Music Lovers Hour**  
for Goldenrod Ice Cream

11:00-11:30 p.m.

**Community Concert**  
for Community Builders

\*After two years' sponsorship of Music Lovers Hour had developed a permanent mailing list of 25,000 listeners who were sent the monthly program lists of selections to be played on the program, Goldenrod decided to eliminate "deadwood" from the list and to verify the continued enthusiasm of these listeners.

In March of this year the entire mailing list was cancelled. Announcement was made that names would be restored only upon specific request of the listener. Reacting immediately, the majority requested that their names be placed on the new list, which is as great today as it was before the cancellation. Seldom has the validity of a mailing list been so conclusively demonstrated. Seldom has the loyalty of an audience been so conclusively proved.

## WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

An ABC Affiliate

# 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

**P.S.** (Continued from page 16)

franchises during the strike, and the company is setting up new distributors in several areas. Also awaiting resumption of the campaign are dealers and distributors who have signed for the series on 30 new stations and two regional networks, Columbine (Colorado) and Arrowhead (Minnesota).

**P.S.**

**See:** "The automotive picture" (Parts One, Two)

**ISSUES:** 14 March 1949, p. 21; 28 March 1949 p. 26

**Subject:** Latest broadcast advertising developments in the automotive field.

Television is due for a big play in the fall advertising plans of the country's leading automakers. Three General Motors divisions, Chevrolet, Buick, and Oldsmobile, will be using TV as the virtual cornerstone of their fall broadcast advertising plans. Chevrolet, industry sales leader and largest dollar-volume advertiser for a single line in the auto field, is setting the G-M pace. Chevrolet will continue the Monday-night NBC telecasts of *Chevrolet on Broadway*, and has lined up some impressive fall programming through the Campbell-Ewald agency. Coming up fast for Chevrolet is a heavy sports schedule in TV, the auto firm having purchased the network telecast rights to the Notre Dame football schedule for over \$100,000. Also coming up, although later in the fall, is a big-time 30-minute variety package on CBS-TV, *Inside U. S. A.*, a biweekly show, with a whopping \$25,000 talent cost for the half-hour, that will alternate with Jack Benny on TV. The Chevrolet dealer group in New York, already on the air with the high-rated *Winner Take All* on WCBS-TV, will scan a TV kinescope series, of West Coast origin, called *Pantomime Quiz*. In addition, the New York Chevrolet dealers may possibly sponsor the Roller Derby on WJZ-TV, as well as filmed weather spots on several New York TV stations. Other Chevrolet dealer groups, notably in Boston, are following the lead of the New York organization in getting into TV to sell Chevrolets in a softening auto market.

The other two G-M divisions, Buick and Oldsmobile, are also deep in fall TV plans. Buick is sponsoring, through the Kudner agency, its new Olsen & Johnson package, *Fireball Fun-For-All*, on NBC-TV, and is going the limit on promotional activities surrounding the show. Oldsmobile is sponsoring TV news, and expects to expand its visual advertising sometime after Labor Day.

The Ford Motor Company, long one of the leading auto air advertisers, will rely heavily on the visual medium this fall. Ford's hour-long radio *Ford Theater* on CBS goes off the air as of 1 July, and no plans have been announced by Ford, or Ford's agency, Kenyon & Eckhardt, for a return to network radio selling. The *Ford Television Theater*, however, will step up its frequency as of this October to an every-other-week operation, telecasting dramatic shows on Friday nights, 9-10 p.m. Tentative plans, now in the works, call for a weekly operation, beginning sometime around January of 1950. In addition, Ford will continue its use of selective radio and TV announcement campaigns. Meanwhile, the Lincoln-Mercury Dealers have been going all-out in their promotion of CBS' *Toast of the Town*, and the Ford Dealers have whooped it up for *Through The Crystal Ball*.

Radio continues to do a less spectacular, but still efficient selling job for auto sponsors. Kaiser-Frazer has been meeting with success in its recent special promotions via Walter Winchell on ABC. K-F has been plugging on the air the fact that its salesmen will offer 10,000 people weekly the chance to use a Kaiser or a Frazer car, free, for a day's driving, the salesmen making their calls just as Winchell signs off. Among auto dealers, too, radio is doing its job. Some 364 stations now carry, and 1,089 Chrysler-Plymouth dealers are sponsoring the e.t. *Sammy Kaye Showroom* thrice-weekly.



(Continued from page 35)

strategic out-of-the-home areas, not usually reached by audience-measuring services . . . in particular, *beaches and autos*. The service, as you know, was sold to Norge, which has returned again this year, three months earlier. Basically, the service consisted of approximately eight daily spots, plugging public recreational facilities, giving beach and tide information, suggesting motor trips . . . and, on weekends, hourly bulletins *reporting traffic conditions* on all major highways in and around Metropolitan New York, New Jersey, and Connecticut! . . . To obtain these up-to-the-minute traffic bulletins, WNEW Special Events Department had to arrange its own special traffic-news-gathering set-up in cooperation with a dozen different police departments in the area.

Another feature of the service was special material in the daily afternoon two-hour *Music Hall Show*—i.e. dedicating numbers to beach parties, different resort communities, etc. . . . in addition, a special promotional tie-up—aimed at reaching the auto audience—was made with The Good Humor Corp. WNEW was plugged on all Good Humor cars, via posters (as you know, these are always stationed at major highway points), plus plugs on backs of all Good Humor wrappers. In 1949, the Summer Service will be basically the same . . . traffic news, beach material, travel tips, etc. . . . plus an important new promotion tie-up designed to hit auto listeners . . . a tie-up with the Automobile Club of New York . . . Club is getting a half-hour musical series of its own (music plus AA Travel tips, etc., safety plugs, etc.) . . . WNEW, in turn, gets large posters in each of the AA's branch offices in Metropolitan N. Y. . . . posters in each of the several hundred AAA official garages in this area . . . plus nearly 100,000 mailing inserts during the summer in AAA Club mail.

Results from last year? . . . Well, originally the Summer Service was designed as strictly a sustaining public service project . . . but when the publicity broke, the sales department was able to sell the service almost immediately . . . so actually the Summer Service is a Triple Threat project: public service—good business—and a

wonderful audience-promotion device. . . . According to Pulse, WNEW's summer rating 8 a.m.-8 p.m. (June, July, August) went up 12% in 1948, as compared to the previous summer . . . which is probably traceable to Summer Service . . . and we had no way of measuring the audience increase on beaches and in cars. (although this year we intend to make special surveys). As for direct audience reaction . . . we offered listeners a listing of all the public swimming pools in New York City . . . and this simple offer regularly drew an average of a 1,000 requests a week . . . and the station also received anywhere from 50 to 100 phone calls a day following up the summer spots, with requests for additional information. . . .

RICHARD PACK  
Special Events  
WNEW, New York

### RADIO IS GETTING BIGGER

Your article titled *Radio Is Getting Bigger* is a doozie.

AARON BECKWITH  
Commercial Manager  
WAGE, Syracuse

Your recent reprint of *Radio Is Getting Bigger* is really worthwhile sales ammunition.

KAY MULVIHILL  
Promotion Department  
KSFO, KPXA, San Francisco

● These and the letters reprinted in SPONSOR's last issue are representatives of the hundreds of comments SPONSOR has received on this article. Thousands of reprints have been distributed.

### FEDERATED NAB

Congratulations on your very excellent article on *A Federated NAB*.

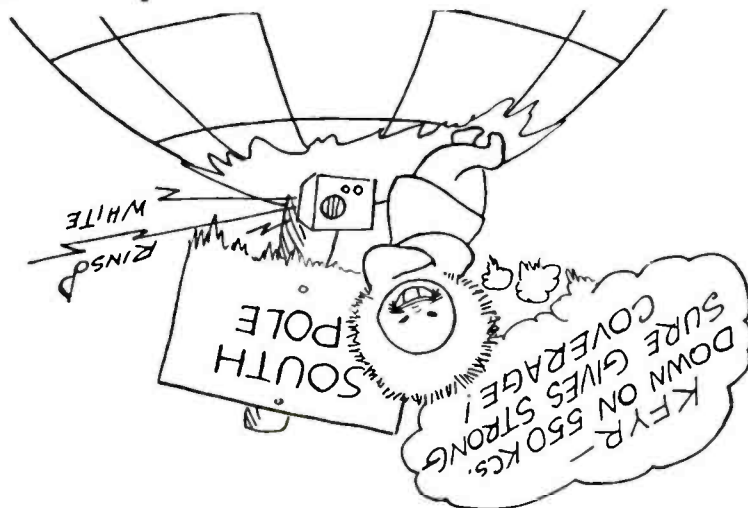
I agree with you that something must be done to separate the activities of the three methods of present-day broadcasting. Otherwise, the NAB will cease to justify its existence.

LOUIS N. HOWARD  
President  
Coastal Broadcasting Co.  
New Bern, N. C.

Recently, I have noticed with growing appreciation and enthusiasm the improved coverage job on the FM segment of the radio industry being done by SPONSOR. I can assure you  
(Please turn to page 42)

Yes **KFYR** 550 KC 5000 WATTS  
NBC AFFILIATE  
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.



# an open letter to Bill Rine, WWVA...

subject: LET'S SELL OPTIMISM

You asked for more about the "Let's sell optimism" idea. So here it is.

The following idea was outlined to me by Les Blumenthal, our advertising director, who talked it over with station managers in San Antonio, Houston, and Dallas before calling it to my attention.

He tells me that the idea kindled a spark in such men as Hugh Half, Martin Campbell and Harold Hough. It hits me with considerable impact.

In a nutshell: Let's sell optimism via the air.

Individually, or preferably in collaboration with other stations in Wheeling, let's sell optimism with this simple, two-fold, public-service program:

1. A series of announcements beamed at the businessman  
At the moment the business is weighed down by doubts and fears...world fears, business uncertainties, summer letdowns, confusion about radio's place as a dominant advertising medium.  
So let's sell optimism in a series of announcements. Let's sell truth. The U.S. Chamber of Commerce, every local chamber of commerce, the Commerce Department, merchants associations, trade publications can all supply statistics which prove that there's plenty of reason for optimism and substantial rewards for the fellow who fights for business.
2. A series of announcements beamed at the consumer  
Better buying values are available than ever before. A campaign which convinces the consumer of this will loosen pursestrings (small-depositor money in the banks is at the highest peak in history).

What do you have to gain?

At the expense of preparing a campaign of commonsense commercials and donating some announcement time you stand to gain:

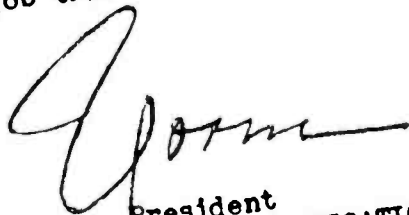
1. The gratitude and appreciation of businessmen locally and nationally.
2. A substantial improvement in business conditions (the present letdown is mostly psychological and will improve with increased optimism).
3. A greater appreciation and use of radio advertising at a time when the medium needs it most.

If hundreds of stations should get behind an aggressive "Let's sell optimism" campaign the results will be felt everywhere.

Let's make this radio's campaign.

The stakes are high. This is a job that radio can do best.

Norman R. Glenn/abs



President  
SPONSOR PUBLICATIONS Inc.

If you need U.S. statistics for use in your "Let's sell optimism" campaign SPONSOR will be happy to supply them on request.

...and all other  
station managers.

## 40 West 52nd

(Continued from page 39)

that a continuation of this trend will ultimately be greatly beneficial to your fine publication.

In the 6 June issue, which I have misplaced, there was an article recommending changes in the NAB. This proposed "Federated NAB" fits exactly with the need of the radio industry in general.

As secretary of the FM Association,

I have long upheld a stand by that organization, in regard to rumored mergers with the NAB, that the FMA should only consider such an affiliation if the FMA were to be an autonomous group along with other such autonomous groups under the general overall association. My proposal fits almost completely with those outlined in your article.

My station resigned from the NAB nearly a year ago because our membership proved of no value to us. I will vehemently oppose any merger until and unless it is presented under

such terms as outlined in your Federated NAB.

Since I misplaced the only copy I had of the story, I should appreciate receiving an additional two copies of that issue, if they are available. You may bill us when they are mailed.

I should like to comment, now, on an item in *Sponsor Reports* of the 20 June issue. The item was headed, "FMA Tries Tearing Down AM to Build Up FM." I would like to say that it was past time for such vagaries as the ABC cut in Chicago of FM broadcasting hours, to be exposed publicly. If I may, I should like to quote from a letter I recently received from Major Edwin H. Armstrong in which he was discussing another matter. It seems to apply equally here:

"In the old days the attitude of 'the public be damned' was usually kept under cover. Now it is brazenly brought out into the open, and people who try to do things in this world which are manifestly in the public interest are subjected to open attack for disturbing the vested interests. It is about time that they were called."

I think that it is obvious that FMA does not need to tear down AM to build up FM. AM has long been tearing itself down. The FMA merely needs to present the facts, which is all that was done in connection with the Chicago ABC development—or rather, retardation.

E. J. HODEL

Manager

WCFC, Beckley, W. Va.

**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 radio 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

## SPONSOR IDENTIFICATION

(Continued from page 29)

Gamble up to the Hooper November 1948 report. At that time it had an SI of 31.5. Its shift from P&G to General Foods lost it one-third of its P&G SI. That's not surprising. What *Gangbusters* will do in the future is another question.

It's not surprising that substantial Sponsor Identifications are returned by most General Foods programs, without the SI's being in the stratosphere. General Foods seldom switches products sold on a program until it feels that the program has sold the great portion of its audience on the GF product being advertised. Its low SI programs are frequently shows selling two or more General Foods products

# Contests and Offers

SPONSOR	PRODUCT	PROGRAM	TIME	OFFER	TERMS	OUTLET
CANTON WHOLE-SALE GROCERY	Canned foods	A Date With Fame	MTWTF 10:30-10:35 am	Canned foods.	Listener called must answer phone saying "Fame famous for flavor."	KHMO Hannibal, Mo.
CHRYSLER CORP	Plymouth, De Soto	Hit The Jackpot	Tuesday 10-10:30 pm	Chance to hit jackpot via telephone.	Send post card with name, address, telephone number to program, N. Y.	CBS
CROSLY CORP	Radios, TV sets	Who Said That	Saturday 9-9:30 pm	Crosley portable radio, plus cumulative jackpot.	Listeners send in a 50-word or less "All Time Quote" on a specific weekly subject, including where, how and when it was said, to program, N. Y.	NBC
E. I. du PONT DE NEMOURS & CO	Institutional	Cavalcade of America	Monday 8-8:30 pm	Booklet entitled "Nylon Gives You Something Extra."	Send name and address to sponsor, Wilmington, Del.	NBC
GENERAL FOODS	Various	When a Girl Marries	MTWTF 5-5:15 pm	Swansdown recipe folder for "guessing gone" cakes	Send name and address to sponsor, Battle Creek, Mich.	NBC
GENERAL MILLS, INC	Cheerios	Lone Ranger	MWF 7:30-8 pm	Grand prize: \$3,000. First prize: \$1,000. Ten prizes of \$100 each; twenty five prizes of \$10 each.	Identify Mystery Deputy and send to program, Minneapolis.	ABC
T. J. KURDLE CO.	Meat	It's Fun To Cook	MTWTF 12:45-1 pm	Book, "The Joy of Cooking," and 10 theatre passes for correctness and promptness.	Listeners must answer five true and false statements about cooking.	WFBR Baltimore, Md.
LEVER BROS CO	Various	Lux Radio Theatre	Monday 9-10:00 pm	Sterling silver "Neptune's Daughter" scatter pin.	Send 35¢ and two Lux Toilet soap wrappers to sponsor, Cambridge, Mass.	CBS
LIGGETT & MYERS TOBACCO CO, INC	Chesterfield Cigarettes	Chesterfield Supper Club	MTWTF 7-7:15 pm	Carton of Chesterfields, if letter is read on air.	Send letter telling why you smoke Chesterfields to sponsor, N. Y.	NBC
P. LORILLARD CO EVERSHPARP, INC SPEICEL CORP	Old Gold Cig Pens, razor Watch band	Stop the Music	Sunday 8-9 pm	Various cash, merchandise prizes. (Minimum \$1,000).	Listeners called must identify tune played plus "Mystery Melody."	ABC
MANHATTAN SOAP CO	Sweetheart Soap	We Love And Learn	MTWTF 11:15-11:30 am	Lady of the Land Rodgers Silverplate	Send three Sweetheart Soap coupons and 25¢ to sponsor, Wallingford, Conn., for teaspoon.	NBC
MARS, INC	"Snickers" Candy Bars	Dr. I.Q.	Monday 9:30-10 pm	Various cash prizes for questions and sketches used on the air.	Send brief sketch of famous personality and/or set of "Right & Wrong" statements with 6 "Snickers" wrappers to program, Chi.	NBC
NICKLES BAKING CO	Baked goods	Nickles Quizmaster	MTWTF 9:45-10 am	Money, with sum increased each day question goes unanswered.	Telephone contestant asked to answer question.	WTRF Bellaire, Ohio
	Various	Lunch At 1450	MTWTF 12:15-12:45 p.m.	Merchandise prizes awarded daily	Various studio contests. (Quizzes, stunts, assignments, jingles). Listener contest changes weekly.	WWDC Washington, D. C.
	Various Foods	Market Basket	MTWTF 10-10:15 am	Radio, mixer, toaster, and waffle iron.	Send recipes to program, Canton, Ohio.	WCMW Canton, Ohio
PARTICIPATING						
	Various	Reid's Record Shop	MTWTF 2-5 pm When Detroit Tiger games are not carried.	Different gift in each sponsored 15-minute segment, plus cumulative jackpot.	Listeners called must identify tune played.	WHFB Benton Harbor, Mich.
	Various	1370 Streamliner	MTWTF 5-5:40 pm	Carton of Camels.	Listeners asked to identify orchestra leaders, songs, etc.	WFEA Manchester, N. H.
QUALITY BISCUIT CO	Crackers	Play or Pay	MTWTF 11:30-11:45 am	Bedspreads	Contestant must identify song.	WDUZ Green Bay, Wis.
ROGERS	Women's apparel	Mr. Mystery	MTWTF 9-9:30 am	Savings bonds, assorted prizes.	Telephone contestant asked to identify "Mr. Mystery."	WFEA Manchester, N. H.
TRU-ADE BOTTLING CO	Tru-Ade	Sweet vs. Swing	MTWTF 5:15-5:30 pm.	Cases of Tru-Ade, and a portable radio.	Listeners sending in best letter on sweet music, and best letter on swing music daily receive case of Tru-Ade. Listener sending in best letter of week awarded portable radio.	WWDC Washington, D. C.



**YOU NEVER KNOW  
YOUR REAL FRIENDS  
UNTIL YOU GET IN TROUBLE!**

OVER 900 Calls in 6 1/2 hours . . .

May 24th was a normal day at WMBD . . . then BANG . . . bedlam broke loose! A transformer burned out and for the next 6 1/2 hours, WMBD was off the air and WMBD's switchboard operators handled a call every 20 seconds!

During this time, an avalanche of over 900 telephone calls was received from people clamoring to know about WMBD's power failure, the first serious breakdown in over 20 years, and about their favorite WMBD-CBS programs.

So . . . what if everything did go wrong? The spontaneous interest in WMBD's power failure showed clearly the station's far-reaching influence and that Peoria listeners do have a favorite radio station.

Yes, WMBD does have a loyal audience!

**WMBD DOMINATES Peoria area**



See Free & Peters

**WMBD**  
PEORIA, ILLINOIS

AM FM

CBS AFFILIATE  
AM 5000 watts  
FM 20000 watts

and having two agencies handling commercials on the vehicle. That's like *Second Mrs. Burton*, with commercials for Swansdown flours and Minute Rice (27.4 SI). *When a Girl Marries*, (36.9), with Benton & Bowles handling commercials for Diamond Crystal Salt and Young & Rubicam doing commercials for Calumet and Swansdown flours, and *Portia Faces Life* (26.4 SI), with Foote, Conc & Belding handling Instant Postum commercials and Benton & Bowles handling the advertising copy for Post's Bran Flakes. *When a Girl Marries*, being a highly-promoted daytime program, with commercials for its two products having been fairly consistent on the program, rides much higher in SI than the other two programs that share product sponsorship.

Meredith Willson hasn't a long history of General Foods sponsorship, but his very special multiple-voice commercials build a top identification of program with sponsor and product quickly. *Juvenile Jury*, being a quiz type of program, also builds a good SI quickly. Since the product is not a routine air item (Gaines Dog Food), it helps the identification problems. General Foods' programs (as of February, 1949) and their products and Sponsor Identification indices are:

Program	Product	SI
Gangbusters	Grapenut Flakes	22.2
Burns & Allen	Maxwell House Coffee	52.1
House of Mystery	Raisin Bran	29.3
Jack Carson	Sanka Coffee	29.0
Juvenile Jury	Gaines Dog Food	41.9
Meredith Willson	Jello	34.4
Portia Faces Life	Instant Postum	
	Post's Bran Flakes	26.4
Second Mrs. Burton	Swansdown flours	
	Minute Rice	27.4
Wendy Warren	Maxwell House Coffee	30.5
When a Girl Marries	Swansdown, Diamond Salt, Calumet	36.9

General Foods believes in broadcast advertising as it believes in all advertising. It believes in a coordinated sales and ad policy, since advertising and sales policy is in the hands of one man for each division, despite an over-all advertising supervision from the top.

Sponsor Identification indices do one thing. They reveal the fact that a certain percentage of the listening audience knows that a program is commercial and who is paying the bill. Hooper is the first to admit the limitations of the SI figures, just as he is usually the first to admit the limitations of any of the ratings which his firm issues. A high SI is no guarantee that a commercial program is doing a selling job. It all depends on what an advertiser expects from his show. It's true that unless the program has an audience it can't sell — but it's also true that programs do a great selling

job despite the fact that their SI's touch bottom.

SEZ hasn't much of an SI in the area in which it's broadcasting — but oh, how it sells. \* \* \*

**NO TELEPHONE LINES**

(Continued from page 31)

believed that WBRC-FM's signal radiating from a 558-foot tower atop the crest of Red Mountain, with 54,600 watts, could carry programs to every 250-watt station the length and breadth of Alabama. The stations could buy programs cheaper than they could produce for themselves — and they could sell locally for revenue in addition to ABS network sales.

Equipment and studios for the operation would cost a quarter-of-a-million dollars. Other members of the staff were dubious, but Jerry Hamann's vision won the day. Miss Hanna said, "Go ahead."

Hamann then went out and sold every 250-watter in Alabama, plus several outlets of higher wattage. Half of them sold during last May ABS programs to local sponsors amounting to 454 quarter-hours of news, 1,432 quarter-hours of sports, 936 quarter-hours of musical programs, and 94 quarter-hours of other programs.

The first sponsor to buy the network was the Cosby-Hodges Milling Company of Birmingham, which is sponsoring two daily programs across the board for Tulip Flour and Jazz Feeds. The LeBlanc Corporation, Lafayette, La., makers of Hedacol (for rheumatism), presents Dr. Donovan Reid, handwriting expert, Monday through Friday.

A distributor of Admiral radios and appliances, Long-Lewis Hardware Co., Birmingham, sponsors the *Guy Lombardo Show*, a Ziv transcribed production, on Sundays. Air Engineers, distributors of General Electric radios, underwrites the baseball games of the Birmingham Barons.

At present the FM coverage is bonus to network advertisers. ABS network operations, as this was written, were just \$3,000 from the break-even point, with enough new business already in negotiation to put them in the black.

Radio is not only getting bigger — the inexpensive linking of small-market stations via FM relay will provide national and regional advertisers with additional opportunities for intensive local coverage. \* \* \*

## MINUTE MAID AND BING

(Continued from page 23)

as Chicago and as far South as Miami. As Minute Maid gains national distribution, the Crosby quarter-hour will be heard in every major market, with the possibility of a daytime network program, if all of Vacuum's national plans materialize.

There can be no doubt that Crosby has been of infinite help in the promotion of Minute Maid. From the beginning, Vacuum's main pitch has been that anyone tasting Minute Maid would become a steady customer—that the quality and taste of the concentrate far exceed those of the fresh fruit itself. Bing, aided and abetted by announcer Ken Carpenter and a daily guest, and using the same informal, congenial song-and-chatter technique that in the past has so successfully sold cheese and radios, continually emphasizes this theme of just-try-it-and-see. That, coupled with Crosby tie-ins at point-of-sale and in newspaper advertising, has led many consumers. Vacuum believes to sample a product, which because of its "brash" attempt to improve on nature, would have had a tougher time establishing itself. The magic Crosby touch and popularity have done much to break down sales resistance, and once that has been accomplished, the firm feels that word-of-mouth can do—and has done—a further sales job.

The major premise of Vacuum's ad campaigns is: Minute Maid orange juice is a better product than juice squeezed from fresh oranges. The company bases that broad statement on several things: the concentrate is made up of a blend of different oranges, it retains the flavor and nutritional values of the juice of tree-ripened fruit, it has more vitamin C content than there is to be found in juice squeezed from oranges off a grocer's stand, time and effort are minimized in preparing the juice (the concentrate returns to natural taste and strength merely by adding three parts of water).

The biggest single victory Vacuum has won in its endeavor to overcome the normal resistance to canned juices as against freshly-squeezed juice came with the acceptance by many hospitals of Minute Maid. In a number of hospitals and clinics Minute Maid is being used to the exclusion of juice from ordinary oranges because of the sanitary angle, for one thing, that makes it unnecessary for it to be touched by



# WOC

## 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**

WOC is the **FIRST** individual station . . . the **only** Quad-Cities station . . . to offer its clients **commercial copy analysis**. On request WOC's Research Department tests WOC advertisers' copy for sales effectiveness through listening ease and human interest . . . according to a proved formula developed by renowned analyst Dr. Rudolph Flesch. All WOC-written copy is so evaluated. *Another* in WOC's long list of "FIRSTS"!

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

**DAVENPORT, IOWA**

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





WHICH IS TALLEST?

"C" is an optical illusion!

But It's No Illusion That

ADVERTISING

ON YOUR

"XL" Stations

Get Results


Put Advertising Dollars to Work the "XL" Way

Pacific Northwest Broadcasters

Sales Managers

Wythe Walker  
Eastern
Tracy Moore  
Western

WINSTON-SALEM



Success Story

HOOPER REPORTS\*

WAI Radio leads in Winston-Salem with the HIGHEST rated Day, Night and Sunday Afternoon Half Hours.

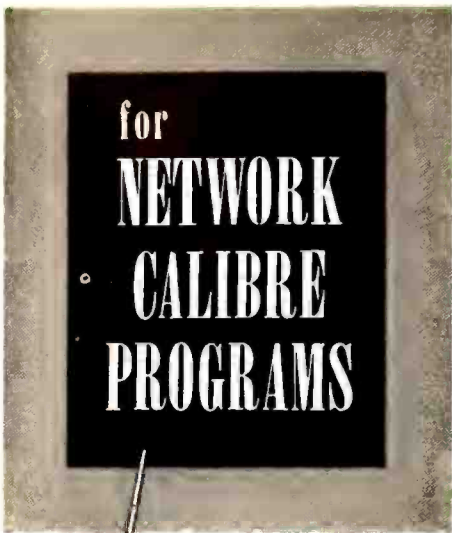
\*Continuing Fall-Winter 1948-1949 Report

WAIR

WINSTON-SALEM

NORTH CAROLINA

National Rep: Avery-Knodel, Inc.



... at local station cost

See your station representative or write

**LANG-WORTH**  
feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

**Get Your Share of the Rich**

**SPARTANBURG-GREENVILLE MARKET!**

**AIR YOUR WARES OVER**

**WSPA**  
SOUTH CAROLINA'S OLDEST STATION

**SPARTANBURG, S. C.**

★  
Represented By:  
John Blair & Company  
Harry E. Cummings  
Southeastern Representative  
Roger A. Shaffer  
Managing Director  
Guy Vaughan, Jr., Sales Manager

**CBS Station For The Spartanburg-Greenville Market**

**5,000 Watts -- 950 On Your Dial**  
WSPA-AM and WSPA-FM Are Sold As  
A Single Service

human hands. Vacuum makes much of this hospital acceptance in its ad copy, plus the fact that it packs Minute Maid for sale to hotels, airlines, and divers institutions.

One drawback to 100% distribution of a frozen-food product is the inability of most grocery-store outlets to handle frozen foods. Out of the country's 450,000 grocery outlets, only about 150,000 have the proper facilities for storing frozen foods. Vacuum plans to get around this handicap by supplying groceries with a special cabinet for Minute Maid juice, letting dealers have the cabinet on a rental basis until they own the containers outright. Vacuum expects in this way to be in most, if not all, of the country's retail food outlets within the next three years.

Vacuum and its advertising agency, Doherty, Clifford & Shenfield, Inc., New York, have had remarkably clear sailing in the promotion of Minute Maid. The only threat to their plans occurred recently when an awkward situation developed at CBS regarding the time slot for the Crosby broadcast over WCBC, the network's New York outlet. The contretemps arose when Arthur Godfrey entered a deal to do an extra quarter-hour morning network show for Spray-a-Wave, California hairdo outfit, in return for a block of the company's stock, and it was understood that he would fill the 10:15-10:30 a.m. time preceding his hour coast-to-coast program.

What complicated things a little was the fact that Crosby had been allocated the same spot for his Minute Maid show. It thus became a case of transcribing Godfrey and airing him in the afternoon in New York, or pulling Bing out of the time set for him. It was at this point that Jock Whitney, as a Vacuum Foods guiding light and as CBS head man William S. Paley's brother-in-law, straightened things out to everybody's satisfaction, except Godfrey's. Crosby remained in the 10:15 slot.

Vacuum Foods, off to an exceptional start with its orange-juice concentrate in three short years, plans considerable expansion in the future. The next step is opening markets west of the Rockies, via the California plant: then will come complete national distribution, set for this coming fall. Advertising, particularly broadcast advertising, will keep pace with those developments. Vacuum feels that its use of radio can be extremely flexible.

since it markets only one product. Although plans call for the addition to the Minute Maid line of other citrus fruit concentrates, the company still considers that it will be selling just a single product. All its future advertising will be geared that way.

Thus far, a sound idea, shrewd merchandising, and a board director named Harry Lillis Crosby, Jr., have combined to put a frozen-food staple on grocers' shelves in a big way.

\*\*\*

## MR. SPONSOR ASKS

(Continued from page 37)

garding rate protection. Rates are determined by the number of sets in the market, and are increased when the higher number of sets is reached. Who determines the information regarding where the number of sets comes from, and how accurate the information might be, has never been adequately handled.

4. *Coverage.* TV stations have not established among themselves any basic material regarding coverage. NBC gives the station credit for all TV sets in a 40-mile service radius. C. E. Hooper gives the station credit for coverage for all TV stations within 50 miles. Standardization should be accomplished quickly.

5. *Program Schedules.* In spite of all the shortcomings that exist in many cases in rate cards for both radio and TV, undoubtedly the worst hodgepodge of information is submitted to advertising agencies in the form of program schedules for both radio and TV. I realize, of course, that radio and TV shows change rapidly, TV more rapidly than radio. Nevertheless, one single form could be set up so that timebuyers, secretaries, etc., could determine what programs a particular spot precedes and follows without having to check representatives or stations. Wherever possible where spots have been sold to advertisers, the advertisers' names holding these adjacencies should be incorporated on the schedule. This, I realize, in most cases would be a task for the station management, but certainly would pay off in the long run, because availabilities, subject to final clearance, could be picked off the schedules rapidly by assistant timebuyers or secretaries.

ADRIAN J. FLANTER  
Advertising Director  
Benrus Watch Co., N. Y.

\*\*\*



**THE BIG PLUS**  
(Continued from page 21)

the game and bring their portables. At one stadium in New York, during a normal weekday 438 portables were brought into the park. Actually, the number was no doubt larger, since every gate was not under constant surveillance by the stadium staff assigned for the day to this survey duty. The portable carriers not only listened to the broadcast of the games they were attending but other games when action on the field lagged.

A year ago, April-May 1948, Hearst Publications checked the ownership of portable radios in Metropolitan New York. Hearst's published figures reported that 10.7% of New York families (387,200) owned a portable receiver. Radio dealers in the city report that portable sales from May 1948 to May 1949 have jumped, and claim that the current figure would be nearer 15%.

These portable receivers are used at picnics, beaches, and wherever people gather for relaxation. A check-up at Grand Central Station in New York, of people going away for the Deco-

ration Day weekend, revealed that in a two-hour period (the only period checked) 33% of the non-suburban travelers carried portable radios that could be seen. How many had them in luggage was of course not checkable.

People don't carry equipment away for a weekend without having the intention of using it. Nevertheless, their weekend use of the portable sets was uncheckable, and no survey reported to sponsors what they were receiving from this away-from-home listening.

While a considerable part of out-of-home listening is daytime listening, this does not apply to auto listening. There is, of course, considerable dialing in cars between 6:45 and 8:00 a.m. and between 4:30 and 6 p.m. This doesn't mean that there isn't considerable automobile-set listening at other hours. In a recent Gilbert Youth Survey made for NBC, the 13-19 year old audience was discovered as listening to radio in automobiles between 9 and 11 p.m. to a considerable extent:

Time	% listening in auto
9:00 p.m.	2.5
9:30 p.m.	3.3
10:00 p.m.	3.9
10:30 p.m.	3.2
11:00 p.m.	3.3

While parent-teacher organizations and educators may find this time schedule something to cavil at (the kids ought to be home and in bed), it can be seen why composition-of-audience figures frequently show so few youngsters listening at home. They're just not at home. During the same period, over three percent are visiting their friends and listening to radio in their friends' rooms, while .5 percent are listening while they work.

Shifting to another group, the hospitalized section of the nation, exposes another section of radio's unsurveyed audience. Even in municipal hospitals patients frequently have portable sets in wards and semi-private rooms. In private hospitals there is generally a special radio-rental service, if there isn't a special installation in every room. Hospitalized men and women find radio God-sent while they are ill.

Most hotels are radio-equipped these days. A check-up of rooms by the chambermaids in one Chicago hotel indicated that the radio equipment was used by over 65% of the transients. (The check-up was based upon the switch-setting one night compared with

(Please turn to page 60)

**Please  
Count Carl  
Out!**



Some station managers are executives and let the hired help do all the work.

Please count Carl out!

Some station managers just open the mail and take a peek to see who sent in some new business, and then go fishing.

Please count Carl out!

Then there are station managers who take a personal interest in business that comes in, even if it's only a one-time spot.

And that's where you can count our Carl in!

Carl goes over the availabilities with a fine toothcomb looking for the best times to run spots which agencies send in. He's a hard man with the traffic dept. and worries them half-silly demanding the best . . . not just a lot of hand-me-down availabilities. The traffic dept. says he couldn't be more finicky if it were his own money he were spending.

But then maybe that's why WDSM and WEVE are doing such a good job for advertisers here in our neck of the woods. We admit we got a weak signal in Los Angeles County, but we really cover the Duluth-Superior market and the Iron Range with our 2 ABC stations . . . which you can buy in combination for the price of ONE Duluth station!

Want to make Carl keep his nose to the grindstone for you? Then check on WDSM (Duluth-Superior) and WEVE (Eveleth). Ask any Free & Peters man for the lowdown.

**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



SUNSET MANAGES TO DEMONSTRATE ITS TV SETS WHILE ITS PROGRAMS ARE ON THE AIR, SELLING UP TO \$400,000 A WEEK

# Scientific



# salesman

## Sunset puts \$3,000 weekly into TV advertising. It pays off



The U. S. market for TV and radio sets, and for most home appliances, has in recent months shown all the alarming symptoms of softening. Price-cutting is common, and in some areas, particularly New York, it is hard to sell a big set or a large appliance without giving a 20% discount. However, to merchandising-conscious dealers in the set-and-appliance field, slow sales are no reason to reduce advertising. Latest nation-wide figures show that almost a quarter (24.7%) of the video advertising placed at the dealer level is by radio, TV, and appliance retailers. Selective radio, which in these dealers' eyes seems to lack much in not having the visual element of TV, receives about 8.7% of the money going to

radio advertising locally from local radio, TV, and appliances business.

Typical of the dealer-level advertisers in the field of sets and appliances who have found TV to be productive sales-wise is a New York one-store firm with the ambitiously-pluralized name of Sunset Appliance Stores, Inc. This firm, currently spending some \$3,000 a week on New York's WPIX, is one of the heaviest TV advertisers at the dealer level. About half of the Sunset ad budget is co-op money from DuMont and RCA, but the actual dollar expenditures of Sunset rank it as one of the leading advertisers among dealers in the set-and-appliance field.

Sunset, which opened for business in the Borough of Queens in the fall of 1946, is largely the brainchild of

Joseph Rudnick, a soft-spoken, promotion-conscious dealer to whom selling sets and appliances on a large scale is an old story. Rudnick, who used to run an appliance store in nearby Brooklyn for years, knows his territory and his customers the way a Queens resident knows his stop on the Independent subway.

As a result of well-planned TV advertising and above-average business acumen, Rudnick's Sunset Appliance Stores (he is president of the firm) is doing what amounts to a land-office business in TV sets, most of it, surprisingly, in the large-size models. Rudnick has grossed as much as \$30-\$35,000 a week on one of his two leading lines (RCA and DuMont) alone. Rudnick's business is a steady, 52-week

business. Nearly a third of the deals he closes involve a trade-in on an older set, usually a matter of a set-owner swapping it in for a set with a larger screen than the one he had before. Rudnick is quick to point out that his selling operation is not a bargain-basement one. He does not cut prices right and left in an attempt to bring in the trade. Sunset has built its business by steady advertising, an efficient and reliable repair service (Rudnick has 11 repair trucks and 40 TV-trained technicians), and several ingeniously simple merchandising wrinkles.

From the beginning, the programming axis of the Sunset air advertising has been sports. Sunset came to TV on the 5th of December, 1948, for a 13-week run on WPIX. The program was a telecast of the New York Rovers hockey game from Madison Square Garden on WPIX. Previously, Sunset had been a consistent newspaper advertiser, with good results, but the return from Sunset's sports sponsorship was a surprise, and a pleasant one, for Rudnick from the beginning. Sunset was actually in the category of "experimenter" when they went on the air to sell television receivers via television programming. A few dealers had been buying spots and

station breaks, still fewer, such as the across-the-board daytime TV programming of Southern Wholesalers (RCA-Victor distributors in Washington) on WNBW, had gone in for actual air advertising via visual programs. Rudnick felt that television could do a job of selling his goods and services, but at the beginning it was largely a gamble.

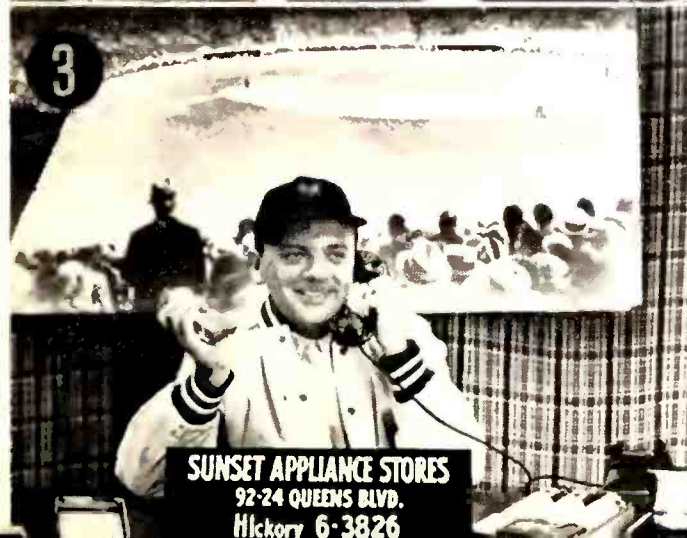
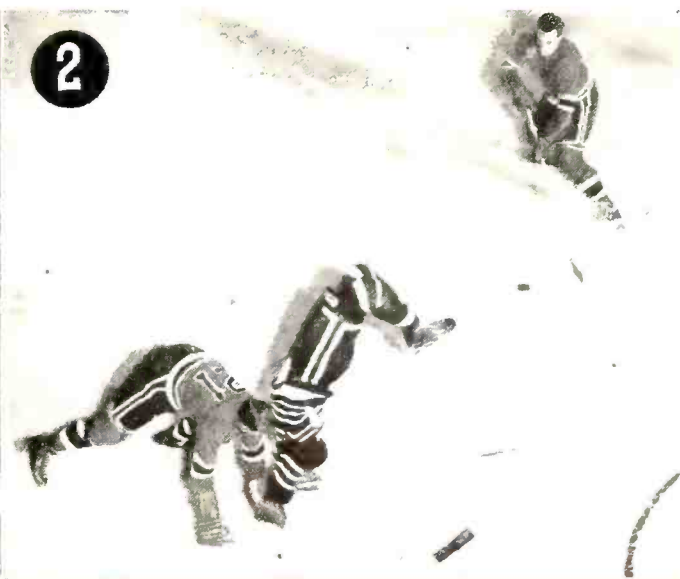
On the first Rovers hockey game, televised on a Sunday afternoon, he had the store's phone number flashed on the screen several times. Quickly, an average of 30 phone calls during the show began coming into Sunset. In the first week, about 50 people came into the store as a direct result of TV advertising for Sunset they had seen the previous Sunday. They bought an average of \$350 worth of merchandise (mostly the air-sold models) for a weekly take of \$17,500. Nothing convinces a dealer of the power of an advertising medium like a healthy sales curve. Rudnick was no exception. Sunset had come to TV, and, as far as Rudnick was concerned, there Sunset was going to stay for quite awhile.

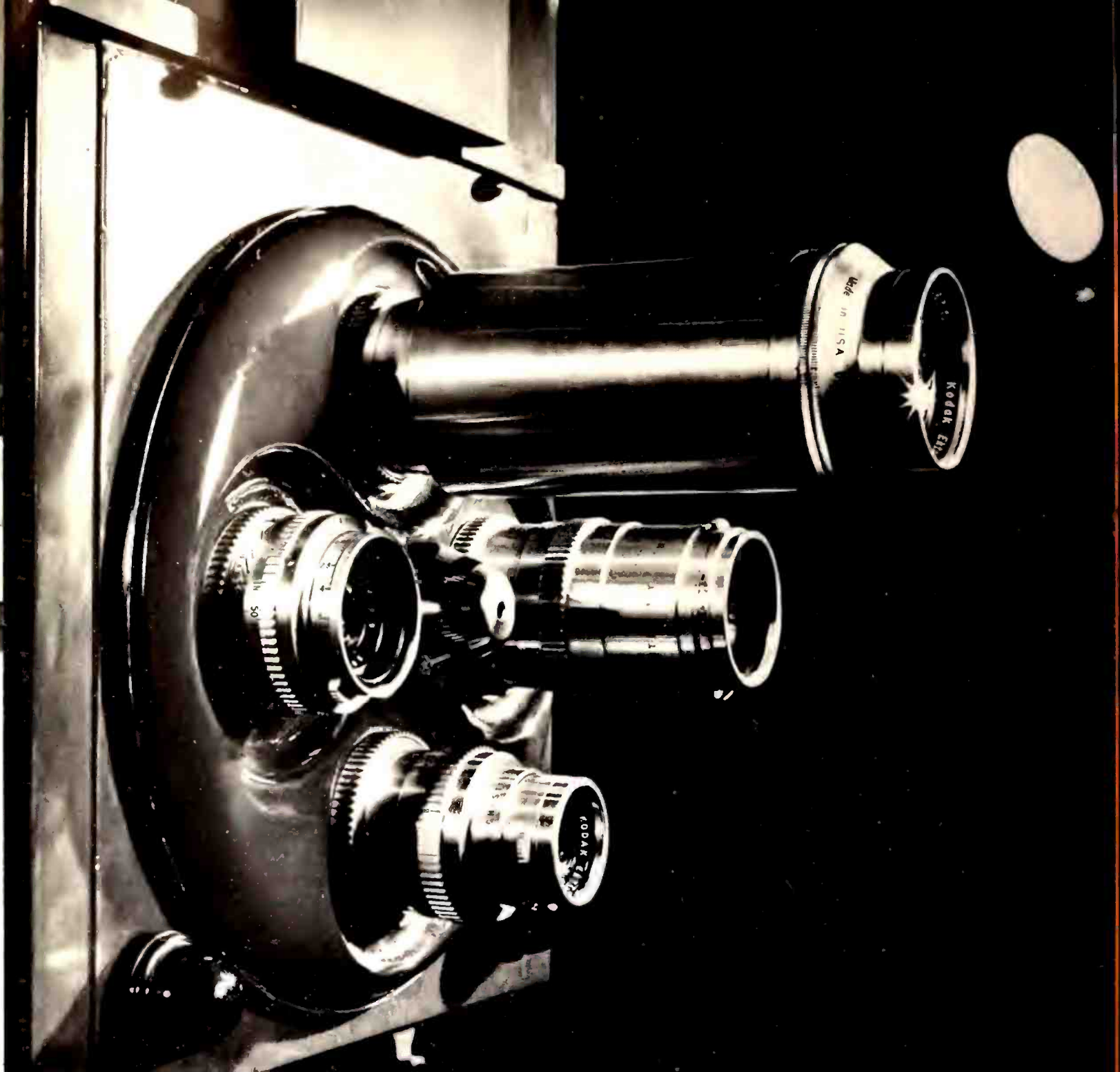
At the end of the 13-week contract, which ran out in mid-March of 1949, Sunset promptly started the sponsorship of a second TV series. Again,

Rudnick chose a sports show. There were several reasons for his continuing with this type of programming. For one thing, Rudnick knew, from talking with his customers and making calls on neighborhood bars and taverns in Queens, that sports shows on TV drew a sizable share of the TV audience. For another, WPIX, faced with the problem of operating as an independent TV station in a major network TV market, was trying hard to build up an impressive "block" of TV sports programs, and was promoting them heavily to viewers. Rudnick saw the value of riding the station's theme and was quick to buy one of WPIX's top-rated sports shows, the wrestling matches televised from the Eastern Parkway Arena. Since TV-wrestling has a preponderantly female viewing audience at home, Rudnick changed his sales pitch to the distaff angle, and plugged hard on the eye-appeal of his sets, and on the reliability of his service organization. The commercials grew better and more elaborate. Since Rudnick was "co-opting it" with firms like DuMont and RCA, he began using open-end TV films prepared by these firms. Again, as it did with the Rovers hockey, the

(Please turn to page 58)

SPORTS HAVE HELPED PUT SUNSET ON MAP. IT HAS TELECAST (1) BOXING, (2) HOCKEY, (3) SPORTS QUIZ, (4) WRESTLING





*more than meets the eye*

More than the cameras, the lights, the settings—  
*and NBC has the finest the industry can offer . . .*

more, too, than the superb NBC amplifiers, transmitters,  
mobile units—the whole complex array of television facilities . . .

*more than any of these . . .*







it's *experience* that makes NBC programs the most viewable in America.  
For back of the varied skills of the NBC engineer, producer,  
director, and cameraman are *more than twenty years* of NBC-RCA  
experiments in sight-and-sound . . . brilliant innovations, advanced  
techniques, tested and refined on five owned-and-operated stations.

***It's experience that has made NBC Television America's No. 1 Network.***

## VACUUM CLEANERS

**SPONSOR:** The Hoover Company    **AGENCY:** Leo Burnett, Inc.  
**CAPSULE CASE HISTORY:** The Hoover Company sponsored the program "At Our House" for a 13-week period over WENR-TV in Chicago. The show was used to promote the Hoover vacuum cleaner, with only one broadcast set aside to plug the Hoover iron. For demonstration purposes, the iron was used to affix "No-Darn" mending patches. The "No-Darn" kit was then offered to viewers sending postcards to the station. At the expiration of the time limit, 1,750 requests for the kit had been received as a result of this one-time offer.  
WENR-TV, Chicago    **PROGRAM:** "At Our House"

## MEATS

**SPONSOR:** Juengling Meat Co.    **AGENCY:** Placed direct  
**CAPSULE CASE HISTORY:** Viewers of the "Kitchen Klub," the oldest commercial program on WLW-T, were shown a Juengling recipe book and were told if they would call or write the station they would receive a card telling them where to go to the nearest Juengling dealer to get the book. Within 30 minutes after the program 320 calls were received at the switchboard at Mt. Olympus. Eighty calls were received throughout the second day, although the offer was made only once, and the sponsor received 280 pieces of mail direct.  
WLW-T, Toledo, Ohio    **PROGRAM:** "Kitchen Klub"

**TV**  
**results**

## POLAROID FILTERS

**SPONSOR:** Office Equipment Co.    **AGENCY:** Placed direct  
**CAPSULE CASE HISTORY:** The Office Equipment Company of Louisville, Kentucky, reported some recent success as a result of using a Polaroid Filter one-minute TV film commercial. Company received 12 calls on the day following the announcement, and made eight sales directly traceable to the TV-advertising. The Shackleton Piano Company carried the same announcement the following week, resulting in the sale of two more filters by Office Equipment to people who remembered the announcement of the previous week.  
WAVE-TV, Louisville, Ky.    **PROGRAM:** Announcement

## SPRING WATER

**SPONSOR:** Glacier Springs Water    **AGENCY:** Placed direct  
**CAPSULE CASE HISTORY:** On the first "Peter Grant News" broadcast sponsored by this company, viewers were offered a free gallon bottle of the product delivered to their homes, if they would call a given telephone number. Three hours after the show, 132 calls had been taken; since there was no switchboard, it was impossible to judge the number of calls which could not be completed. Sponsor found equal success with subsequent programs, dropping them only because spring water is essentially a seasonal product.  
WLW-T, Toledo, Ohio    **PROGRAM:** "Peter Grant News"

## VAN COMPANY

**SPONSOR:** J. Norman Geipe, Inc.    **AGENCY:** C. D. Ferguson  
**CAPSULE CASE HISTORY:** John W. Geipe, of the J. Norman Geipe Van Lines, Inc., reports: "In the 33 years that our company has operated in Baltimore, we have found our television spots on WMAR-TV to be the most productive medium of advertising we have ever used. We are in the position of being able to trace directly the source of our business, and we have found that our WMAR-TV spot has delivered the goods time and again." This is only one of many tributes received by this TV station from its local advertisers.  
WMAR-TV, Baltimore, Md.    **PROGRAM:** Announcements

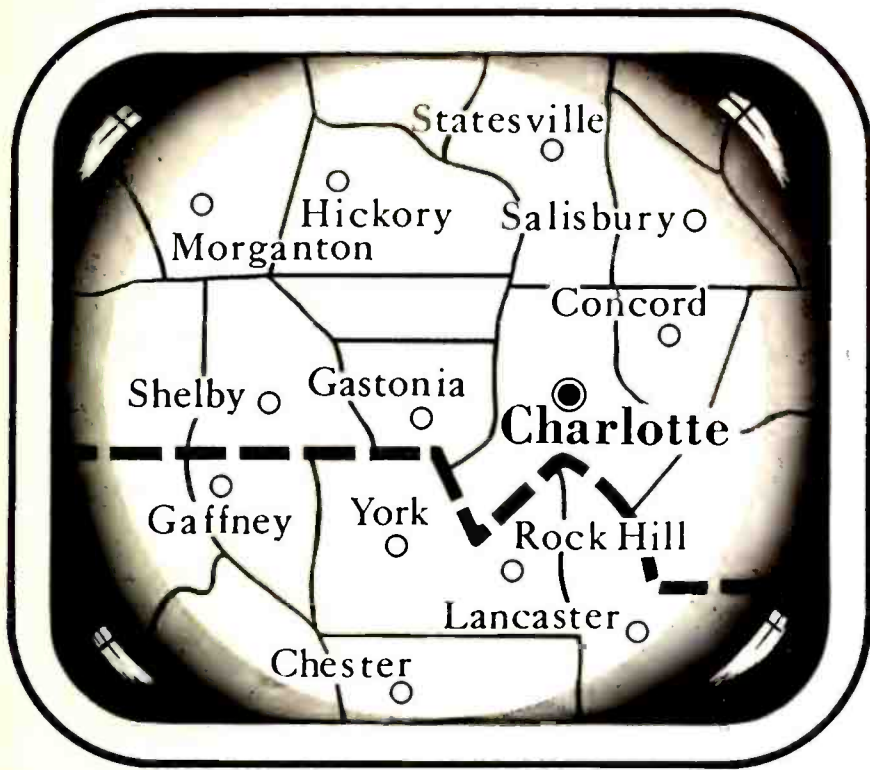
## HAIR CREAM

**SPONSOR:** Venida Hair Net Co.    **AGENCY:** Placed direct  
**CAPSULE CASE HISTORY:** The makers of Venida Hair Cream, Venida Hair Net Company, participating sponsors on "... And Everything Nice," starring Maxine Barratt, offered a jar of Venida hair-dressing cream to televiewers. The jar normally retails for \$1.50, but on this special television offer, viewers could have a jar free merely by sending in a Venida hair-net envelope. The offer was carried over a period of one week only—at the end of which time the company had received more than 400 envelopes.  
WABD, New York    **PROGRAM:** "... And Everything Nice"

## BOOKLETS

**SPONSOR:** None  
**CAPSULE CASE HISTORY:** On "The Television Shopper," WABD's Monday-through-Friday morning half-hour program, Kathi Norris, who conducts the show, recently had as a guest a woman from the State Department whose job consists of setting women up in careers. This woman had just published a booklet entitled "A Business of Her Own," and just happened to mention that if any of the women tuned in to the program would like a copy, she would be glad to send it to them. The one casual mention resulted in over 500 requests.  
WABD, New York    **PROGRAM:** "The Television Shopper"





## The Fireworks Will be a Little Late This Year

Carolínians are holding their fireworks until July 15 this year—the debut of the Carolinas' first television station—WBTV—Charlotte.

For years Carolínians have been looking forward to their own television service—a natural outgrowth of the South's Pioneer AM Station, WBT. For months, distributors and retailers have been flooding the Charlotte area with television sets.

TV reception in an area embracing 1,000,000 North and South Carolínians is assured from WBTV's Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated Power will be 16,300 watts for video, 8,200 watts for audio.

Contracts already signed with the four major TV networks will give Carolina viewers a choice selection of the best in network television programs on film.

WBTV offers advertisers the first television approach to the south's market-on-the-move, a minimum of 16 counties with Effective Buying Income\* of close to a billion dollars.

**Represented Nationally by Radio Sales**

\* \$961,964,000 Sales Management—1949

*Channel 3*

# WBTV



**ON THE AIR JULY 15<sup>TH</sup>**

**JEFFERSON STANDARD BROADCASTING COMPANY  
CHARLOTTE, NORTH CAROLINA**

**SPOT COMMERCIALS**

**FEATURE FILMS**

**PROGRAMMING**

**ANIMATION**

## **VIDASONIC ENTERPRISES**

**Incorporated**

Producers and Creators of  
16mm Motion Pictures for  
Television - Industry - Education

20 East 42nd Street  
New York 17, New York  
Murrayhill 7 0463

## **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 Pro-  
ductions!

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

# **EAVES**

**COSTUME COMPANY**

Eaves Building

151 WEST 46th ST. • NEW YORK 19, N. Y.

Established 1870

## **SCIENTIFIC SALESMAN**

(Continued from page 49)

grunt-and-groan telecasts from Eastern Parkway Arena brought a happy gleam to Rudnick's eyes. The business at Sunset Stores, at this point almost 90% concentrated in television sets and service, had actually doubled, between the time Sunset went on the air on WPIX in December 1948 and May 1949, when the wrestling series ran out.

When the time came to buy another TV show, Rudnick took a real plunge. Instead of one show, Rudnick bought three on WPIX, all basically sports shows. The first two were nighttime telecasts, boxing from Queensboro Arena on Thursday nights, and wrestling from the Coney Island Velodrome on Tuesdays. Both (they are still running on the air as SPONSOR goes to press) are done with co-op support, the former in conjunction with RCA; the latter with DuMont. The third show, also still a current item, is *Sport of Call*, a 20-minute telephone sports quiz which is scanned just before the home games of the New York Giants, and which is scheduled at a time when it gets the benefit of the heavy viewing of baseball fans for the Chesterfield-sponsored Giant games.

Like the others, *Sport of Call* is a co-op effort, done in conjunction with the makers of Rembrandt TV sets. The shows (*Sport of Call* is usually scanned twice on a weekend, before Saturday and Sunday games), when not plugging a particular make of TV set with Sunset being identified as the place to buy it, is stressing the fact that Sunset accepts phone calls for repair service as late as 10 o'clock at night. Several of Rudnick's own merchandising gimmicks are worked smoothly into the commercials on the three shows.

Since a lot of New Yorkers, Rudnick has found, are just waiting around to see if TV-set prices will tumble down when the market is saturated, Rudnick offers a written year's guarantee to refund the difference between the price a customer bought a standard make for and the new price in the event that one of the major companies drops the price levels on its TV line. Actually, Rudnick is playing it pretty safe. Since nearly 95% of the sets he sells are DuMont and RCA, and since neither firm plans any price-cutting moves in the near future, there is not much likelihood that Rudnick will be handing out

refunds in wholesale quantities. It does, however, make a good merchandising point in the commercials, since most RCA and DuMont prices are fair-traded and not subject to dealer-cutting, thus giving Rudnick the edge over most of his nearby competition. Says Rudnick: "I wish RCA and DuMont would cut the price on the line. If I had to hand out \$10,000 in refunds, I guarantee I'd get \$50,000 worth of business out of it from a publicity standpoint in the long run. Every refund check would be a top drawer promotion. I'll bet 50 to 100 people would see each refund check and the name of Sunset."

Rudnick, who knows his New Yorkers as generally sound credit risks, also plugs away at the time-payment plan for buying a TV set as another inducement for immediate buying. To backstop this, and to appeal to viewers who already have a TV set, Rudnick offers trade-ins of \$100 to \$500 for TV receivers taken in by Sunset toward a newer model.

Rudnick has a few special shots in the sales-promotion locker. One of them is to offer a large TV set, usually in the \$1,000 bracket, to a bar-and-grill for a night's trial. By pre-arranged coincidence, the set and a Sunset installation man usually show up on a night when one of Sunset's shows is on the air. Smiles Rudnick: "Our man tunes the set to WPIX and leaves it on. The owner is exposed to our commercials and our set most of the evening. The combination seldom fails."

Another recent Rudnick-invented promotion stunt was to give away two choice tickets to a New York Giants game to the first person who bought a TV set specifically as a Father's Day gift. Although the tickets were given away shortly after the announcement on the air, several other orders continued to come in, the idea prompting the action. Rudnick is a great believer in promotion, and although his ad budget is 100% in television advertising, he and his sales force try to work out a new merchandising wrinkle every other week or so.

The close integration between sales and advertising pays off. Some 60% of the TV sets sold by Sunset, Rudnick estimates, are sold as a direct result of TV advertising. Keeping the customer sold on Sunset, just as auto dealers try to keep themselves sold to motorists after a car has been pur-

chased, is a continuing part of the job, too. The service business is important, just as it is to dealers in the automobile business, and the service end of the Sunset operation receives frequent mentions on the air. Rudnick has also found that his business is already reaching the point where his old customers are bringing in their 1947 and 1948 model TV sets to trade in for new ones, usually asking for a screen size larger than their old ones. To encourage this, Rudnick usually manages to have a heavy neighborhood store traffic passing through the TV department of Sunset on a night when one of his shows is on, giving visitors a chance to see new-model sets in operation.

Sunset Appliance Stores, Inc. has no ad agency. This has been something of a problem to Rudnick. His account is not big enough to interest seriously any of New York's major agencies with TV departments, and the smaller agencies haven't been able to convince Rudnick that they can do a job for him in TV. As a result, Rudnick has been handling his account with WPIX on a direct basis, as many TV-set dealers do, and has hired a TV-trained girl copywriter, Marjorie Shields, to write the copy needed for live narration over the slides and silent films that tell Sunset's sales story visually. Rudnick is a real student of TV, going out on remotes with the WPIX crews and supervising the telecasting of his commercials at the director's elbow. With Sunset's business growing all the time, doubling in brass as boss of Sunset and as his own agencyman has Rudnick frequently on the run.

Rudnick has some big plans for the future of Sunset Stores. The plural title is no accident. Rudnick intends to expand his operation in the next year or so. He also intends to continue with his TV advertising, now averaging nearly five hours of programming a week and going as high as six-and-three-quarters when Sunset is sponsoring a WPIX sports one-shot. The existing contracts for Sunset's three sports shows run out this fall, and renewing each will be a matter of scheduling and options, and also, according to Rudnick, "how much money I have in the bank." In any case, Sunset will definitely continue its successful TV advertising, with the probable emphasis on sports programming. The reason is simple: it sells.

\* \* \*

## WHEN PRESSES STOP

(Continued from page 26)

to collect upon its opportunity. Business isn't too bad in the capital, so why . . . . .

When the newspaper strike hit Seattle in 1945, broadcast advertising business was lush — there were waiting lists on several of the stations in town. Thus it became a problem of public service, rather than a matter of commercial time on the air. And Seattle's stations did a top job. KOMO carried a classified section on a staggered a.m. and p.m. schedule, with ads for free, if they justified it — lost, found, sell, buy, etc. Fleetwood Lawton, network newscaster, was replaced with a local news program. Church and school notices were given the right of way. Time was also cleared for commercials for theaters. It was, to repeat, time sold on a "service" basis, rather than a commercial basis.

KOL carried an obit column. Its local newscasts were increased also, but it was the who-died-yesterday news that received the play.

KIRO had to drop all its sustaining programs. It sold the time to local retailers, It's *Swap 'n Shop Department*, which started during the strike, ran for two years afterwards to good audiences. It found that a good part of the local-retail business that came to the station during the strike stuck with it, if not in as great a quantity, afterwards.

KJR added some local newscasts and double-spotted commercials to make room for all who wanted to use the air. As a result of a previous newspaper strike in 1936, Bon Marche, an important department store, had come to radio and continued right along. It carried as many as seven newscasts a day on WJR, had a heavy schedule on KOOM up to recently. Bon Marche is now trying TV.

The independent stations in Seattle practically came of age during the strike. There was business for all, and they proved they had listeners.

The big problem presented to advertisers by newspaper strikes is that they have to use broadcast advertising at once to replace newspaper advertising. They have neither the time nor the facilities to change over to radio thinking overnight. Even when strikes, like Seattle's, run for months, the day-to-day problems are paramount — the intelligent use of the medium is still a great big question-mark.

\* \* \*



## The Case of the Salesman Who Got What He Wanted!

He had just checked into his hotel room when the phone rang . . . sales manager calling from New York. "Just decided to run a radio schedule in your market. What station do you recommend?"

"Had to think fast," says the salesman. "Didn't have time to check Hoopers, coverage and all that. So I told 'em, 'Give Me KDYL.' I knew I couldn't go wrong on that."

Of course we're pleased he thought of KDYL first—but then, practically everybody does in the Salt Lake market.

And with television success stories we have to show, they're thinking first of KDYL-TV too!



National Representative: John Blair & Co.

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

**WE'RE NOW ABC!**

**ABC**

**TELL! SELL!**

**The WLOS Market**

Whose Busy Center Is

**ASHEVILLE**

and whose reach embraces over a million folk in 25 North Carolina-South Carolina-Tennessee counties.

"MOUNTAIN MIKE"

**Retail Sales: \$606,991,000**

Primary and Secondary Listening Areas (Sales Management Estimate for 1948)

**Radio Homes 1945 BMB: 178,410**

Contact Taylor-Boroff for Full Market Facts

**AM — FM**

**WLOS**

**ABC**

5,000 Watts Day—1,000 Night—1380 Kc

**ASHEVILLE, N. C.**

**BMI**

**SIMPLE ARITHMETIC IN MUSIC LICENSING**

<b>BMI LICENSEES</b>	
Networks . . . . .	23
A M . . . . .	1,962
F M . . . . .	408
TV . . . . .	68
Short-Wave . . . . .	4
Canada . . . . .	150
<b>TOTAL BMI LICENSEES . . . . .</b>	<b>2,615*</b>

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

\* As of June 27, 1949

**BROADCAST MUSIC, INC.**

580 FIFTH AVE., NEW YORK 19

NEW YORK • CHICAGO • HOLLYWOOD

**THE BIG PLUS**

(Continued from page 47)

the setting the following night. If the setting was the same the radio set was marked down as not being used. This may have shortchanged radio, since it's conceivable that the occupant of the room might have wanted to listen to the same station that the previous occupant enjoyed.

Uncounted millions listen to radio daily. As the summer reaches its peak, these uncounted millions increase due to vacations and summer bungalows. Nevertheless, the uncounted summer listening is only a small part of radio's shortchanging of itself as an advertising medium. At work, at meals, relaxing away from home, or on wheels, America listens with no Hooper, Nielsen, Pulse, or other survey to check its dialing.

It's time now to count broadcast advertising's bonus audience. \* \* \*

**PER-INQUIRY ADVERTISING**

(Continued from page 25)

There's a relationship between broadcaster and listener that doesn't exist between publisher and reader.

Broadcast advertising can be a direct selling medium. Years ago, the networks and great stations decided to keep radio out of the nickle-and-dime advertising field and concentrate on selling with a broad stroke. They forgot that all sales are local. They know it now and there's no lack of realization of radio's selling impact. This doesn't mean direct-mail selling impact. There are ever so many areas in which direct-mail selling just shouldn't be and isn't a factor. It doesn't make sense for stations to by-pass the local retailer. When a broadcaster stresses direct mail, he at the same time inferentially sells the retailer short. The most successful stations, like WLW, Cincinnati, stress the importance of the local retailer. What's true of this Crosley operation is true of most outstanding broadcasters.

It's quite different when the station covers a broad expanse where listeners are far removed from population centers and are devout direct-mail buyers—the Scars and Montgomery Ward country. Then stations like WNAX (Yankton, S.D.), WLS (Chicago), and a host of others serving rural America know they do not offend retailers for

there aren't retailers at every cross-road—even today. Direct mail at stations like WNAX is like blood in a human body. When it ebbs, station executives worry. When it hits the normal flow, then there are smiles at the station with the Big Aggie tower.

There has been a great increase of firms trying to crash the per-inquiry field of late. Several devices are slick and several "insult" station managements. One of the slick devices is to record a program with the PI offers in the show—and then suggest to stations that they run the program at 1/3 to 1/2 the national rate. The operator further suggests that the program be sold to a local sponsor so that the station will get its full rate for time. A list of prospects for the program is sent with the offer—the prospects being firms with products that do not conflict with the PI offers included on the disk. The same firm also suggests that if the station doesn't like this idea, it can use "live" continuity to sell the products on a straight PI basis.



**WE DON'T DRIFT INTO SNOW (Ky.)!**

No, Sir, our signal doesn't melt buyers in Snow (Ky.) ... but it's so hot in the Louisville Trading Area that it welds at least a 50% BMB Audience to us, in practically every corner of this big and important area!

Sleet, rain or shine, our great 27-county market is far more important than any other section of the State — does almost as much effective business as all the rest of the State, combined!

With WAVE around, you don't have to be Snow-bound! Shall we help dig you out—now?

**LOUISVILLE'S WAVE**

NBC AFFILIATE . . . 5000 WATTS . . . 970 KC

**FREE & PETERS, INC.**

National Representatives

Another slick device is that practiced by a number of magazines that record top-drawer material from their issues and offer the transcription free or at a nominal cost. In some cases local stores that carry the products advertised in the magazine are suggested as sponsors, and stations frequently have been able to sell the disk to local retailers. Up to this point there's no per-inquiry slant to the program. If the promotions stopped there, and most do, then everything would be satisfactory. The PI'ing starts when the circulation manager of the magazine realizes that the programs are building up good will for him, and he decides to do something about it. A typical example is the case of *Parents' Magazine*, which sends *Parents' Radio Forums* to stations. Last December it invited stations using the *Forum* to air offers of "Seven issues for \$1.00," with the stations retaining \$.50 of each subscription received. When the NAB called the attention of *Parents' Magazine* circulation manager to its violation of the industry's code of ethics, he confessed that he did not know that he had violated "the ethical standards of the radio industry."

Some programs tied up with national publications are excellent shows and highly salable. Typical is *Calling All Girls*, for which the Harry Goodman office won an award for top-drawer promotion from the College of the City of New York. There's no PI'ing to these programs, both the producer and the publication working together to create a top audience-appeal program which is made better because it carries the name of a national magazine and is promoted through the publication.

Broadcasting is a most effective advertising medium. A good advertising medium must sell products at a low enough cost per sale to justify a manufacturer's using radio. It's this approach that PI deals of all kinds use. What is forgotten is that it forces radio to produce at the very moment the advertising is aired. It forces the commercial to use the "hurry, hurry, HURRY" technique. It forces radio to deliver its audience for milking at regular intervals, until it's completely milked and disgusted with broadcasting. Using the air to make a pressure sale, rather than the reasoned sale, hurts both the stations and the regular merchants and manufacturers using the medium.

Typical of these sales are the piano-

playing courses sold throughout the U. S. via the air. The salesman who sits down to the piano and then asks the audience, "wouldn't you like to play as I do?", naturally is a potent lure. The number of courses returned for refund is a good index to how listeners buy products for which they have no need. The number of fans who have sent in their money for a course or paid for it COD when the mailman called, and yet had no piano at home on which to study, is amazing.

While few per-inquiry broadcast advertising plans originate among the top hundred advertising agencies, there are important agencies in practically every big city in the U. S. that do make PI plans available. A favorite device is to buy time for PI sale product and then use the results on the stations from which time has been bought to influence other stations to gamble. For every PI offer that's turned over to the National Association of Broadcasters to investigate, there are ten that go on the air, without anybody being the wiser. Because a station may turn down a hundred per-inquiry deals and accept offer 101, the agencies and manufacturers keep trying.

They can't get away with it in printed media. America's pitchmen and specialty salesmen are a diminishing brood. So the man who wants to do business on the other man's dollar has only broadcasting left. There are too many stations on the air. The competition of TV and the increasing buyers' market are softening some station managements—managements that perhaps shouldn't have been in the advertising business to start. The result is more and more PI advertising creeping into broadcast schedules.

It's a good plan to follow the rules of one outstanding advertising manager of a leading food corporation. If a station takes PI it doesn't get this firm's selective business. The station never knows why it doesn't get anywhere with this national advertiser because he never tells station representatives or even his own agency why he turns down certain stations. He explains that it might be taken as coercion.

"If they want per-inquiry business, they have a right to take it and I have the right not to want to be on the same station with PI products. We don't advertise in the pulps, for similar reasons."

To which the PI stations answer, "We have to keep alive." \* \* \*

IT'S ONLY A FEW  
BILLION

DOLLARS

...but  
WILL YOU GET  
YOUR SHARE?

\$2,995,897,000.00

1948 Retail Sales\* in WOW-LAND  
counties (BMB).

All authorities agree this year's retail sales may be slightly lower . . . BUT . . . they also say . . .

26% of 1949 retail sales will be made in the third quarter;

28% of 1949 retail sales will be made in the fourth quarter.

So-o-o-  
the Best is yet  
to come!

Get YOUR share of the . . .

22% Spent in food stores;

40% Spent in general merchandise stores—inc. apparel and furniture;

38% Spent in other retail outlets.

You WILL get Your share if you use the advertising facilities of Radio WOW—the ONLY single advertising medium that covers the vast territory within 150 miles of Omaha in every direction.

For availabilities see your John Blair man, or telephone Omaha, Webster 3400.

\* (Based on SALES MANAGEMENT'S figures—May 10, Survey of Buying Power—except for Iowa, which is based on state sales tax receipts.)

RADIO  
WOW, Inc.  
OMAHA  
5000 WATTS • 590 KC  
JOHN J. GILLIN, JR., PRESIDENT  
JOHN BLAIR, REPRESENTATIVE



### Uncounted Millions

Four months ago SPONSOR decided to check on the size of radio's unsurveyed audience. As each week went by, the staff became more and more amazed at the millions who listened and went uncounted as part of the great air audience.

It wasn't alone the great audience on wheels which ran up into the multi-millions every day, nor the enormous number of men and women who listened as they ate. These were the obvious uncounted millions, but they were only part of the audience which wasn't being surveyed. There are the "at work" audience numbering into the multi-millions, the resort and vacation millions, and the millions who own

portable receivers and use them at any time or place, even when they're attending a baseball game.

If no one listened at home, the out-of-the-home broadcast advertising audience would be the greatest advertising audience in the world—and yet it has never been sold—it has never been counted as part of what the sponsor buys when time is purchased.

SPONSOR reports on *The big plus*, the great uncounted audience, on page 19. It's the first report on the "great unmeasured," yet it is a logical part of SPONSOR's first audience revelation, *Radio is getting bigger*, 23 May, reprints of which, in excess of 4,000, have been placed in the hands of key advertisers by agencies and stations.

It's important that advertisers know what they're buying, when they buy time. If broadcasting wants to throw in millions of listeners as bonus audience, it has the right—but sponsors should know it, so that they can merchandise the fact.

If you have read this editorial before reading *The big plus*, mark this current article as "must" reading. Know what you're buying that can't be checked by Hooper, Nielsen, or Pulse.

### Summer Business Up

Nothing happens of itself. The fact that business is better at a number of stations throughout the nation than it was at this time last year is no accident. Neither can we of SPONSOR take top billing for this increase.

WCCO, Minneapolis, tried fighting the summer advertising slump last year and found that the fight paid off. This year, SPONSOR decided to carry the good word that business can be and should be good in the summertime to all who advertise or live by broadcasting. It published a *Summer Selling* issue, without fanfare, without undue promotion. The broadcasting industry took the ball from there. Stations all over the nation, agencies in both the U. S. and Canada, took the SPONSOR-uncovered facts to clients. Outlets like WOR, New York, started with SPONSOR facts and went further to prove that summer broadcast advertising pays.

It's too early for SPONSOR to make a report on summer broadcast advertising that wasn't on the air last year. Even now, however, agencies report summer broadcast advertising five million dollars above 1948.

Advertising moves people to buy 365 days in a year. Its impact is neither less nor more in the summertime. What is different is where people listen, since in many thousands of cases they're not at home.

Advertising is always important. It is extra-important now, since it must change a war-inspired habit of saving to a peace-desired habit of spending. To have stopped doing it this summer might have had disastrous results.

Some minds haven't been changed, but enough have reversed the field to permit the nation to think constructively in terms of year-round selling.

## Applause

### Hands Across The Border

Broadcasting, U. S. and independent Canadian brand, is cut from the same pattern. It's all to the credit of the north of the border contingent that this is so. For years they have gone out of their way to have the men and women of U. S. who make their living from commercial radio feel at home in Canada, in or out of convention time.

Timebuyers, who want to know the facts of Canada's markets, are welcomed as are transcription producers, music-rights representatives, researchers, executives of NAB, and U. S. station managers. Once they visit Canada it's no problem to bring them back.

In 1949, the U. S. contingent numbered over 75. The NAB was well represented on the program from Judge Justin Miller to Lee Hart, who talked retail radio. The Broadcast Measurement Bureau, in the person of Ken Baker, talked BMB and the Bureau of Broadcast Measurement, which are one and indivisible.

The Broadcast Music organization, that protects broadcasters in Canada as it does those in the U. S., had a sizable contingent, headed by Carl Haverlin, kept the Canadian broadcasters aware of BMI progress. To U. S. radio men it appeared as though it were another NAB convention.

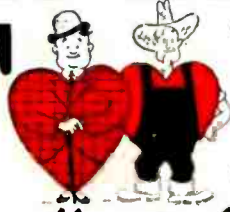
That's no accident because Canadi-

ans attend the annual NAB meets with a regularity that makes Harry Sedgwick, Jim Allard, George Chandler, to mention three, seem part and parcel of state conventions.

The physical border between Canada and the U. S. is a line seldom patrolled and one that both Canadians and Americans cross without a second's thought. The air-waves cross the self-same border as though it weren't even a line on the map. Broadcasters know this and happily feel and act as one great fraternity. In their relations with each other they serve as perfect examples of good international relations. They work together for the good of broadcasting.

KMBC - KFRM

# HEART BEATS



*from the Heart of America*

Special Trade Paper Edition

Kansas City, Early Summer, 1949

## KFRM Again First In 1949 Survey

### KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

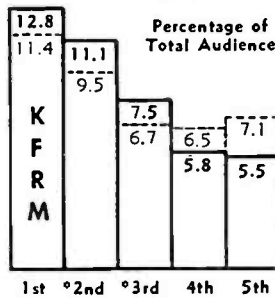
Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area — western Missouri, all of Kansas, and portions of adjacent states — are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".

KFRM AREA SURVEYS  
SPRING—1949 AND  
FALL—1948

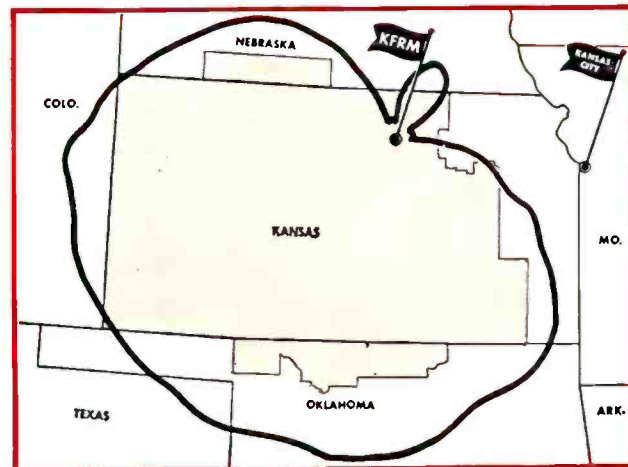


#### LEGEND:

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey.

A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study.

The Kansas, Oklahoma and Nebraska counties are dramatically pictured on the map below. All counties are within KFRM's 0.5 mv/m contour.



### Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and north-eastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas

which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods — first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!

# CENTRAL NEW ENGLAND - - -

## *A Dominant Market*

RECEIVED  
JUL 1949  
NBC GENERAL LIBRARY

Active

Prosperous

Stable

Consider sales potentials.  
**In the 139 top markets**  
of the nation, Sales Management's Survey of Metropolitan County Areas ranks Worcester County:

**32nd**  
in  
Population

**34th**  
in Number  
of Families

**38th**  
in Net Effective  
Buying  
Income

**41st**  
in Total Retail  
Sales

**26th**  
in Food  
Sales

**49th**  
in Furniture,  
Household and  
Radio Sales

**51st**  
in Drug  
Sales

National manufacturers, whether their products be food, drug, hardware or clothing, find Worcester and the great Central New England Market a thriving market for sales and an effective market for test campaigns. WTAG covers this area completely, and WTAG has more audience than all other Worcester stations combined. WTAG alone delivers the great Central New England—Worcester and outside.

Source: Copyright 1949 Sales Management Survey of Buying Power; further reproduction not licensed.

**WTAG** WORCESTER  
580 KC 5000 Watts



PAUL H. RAYMER CO. National Sales Representatives.  
Affiliated with the Worcester Telegram & Gazette.

