

AUDIENCE ANALYSIS

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to reach the American housewife with their selling messages.

Mystery dramas on the average delivered 301 homes per dollar, Nielsen reports. Daytime kid shows

averaged 282 and daytime quiz shows 279 homes per dollar; variety musical shows 234, general drama 226, evening quiz and audience participation shows 218, comedy dramas 193, variety comedy 131, popular music 108, concert music 95.

No summary of last year's pro-

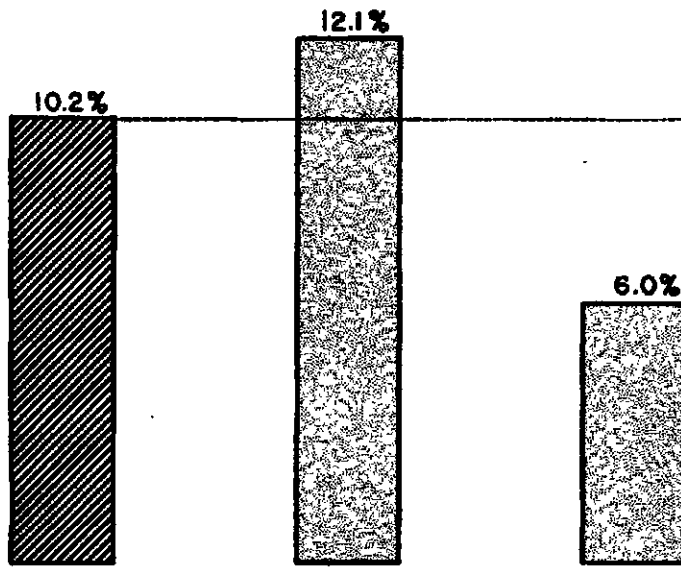
gram trends would be complete without some mention of giveaway programs. During 1949 these shows became so numerous and their sponsors grew so lavish in the amount of money and merchandise distributed to lucky contestants that the FCC decided to call a halt to them as violations of the federal lottery laws. Giveaways are still on the air, with the Commission

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Chart IX

VARIATIONS IN PROGRAM PREFERENCE - PHONE vs. NONE-PHONE HOMES, STOP THE MUSIC, TOTAL U.S. AVERAGE AUDIENCE BASIS MAY 1949

COMPOSITE PHONE HOMES NON-PHONE HOMES



Evans Associates Co.	113,818
Batten, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Birmingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,048
Ewell & Thurber Associates	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones, Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,880
Crook Advertising Agency	30,740
Weston-Barnett, Inc.	23,554
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352

Mutual Billings

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McCann-Erickson, Inc.	1,066,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,124
Gardner Advertising Co., Inc.	864,449
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	490,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	475,537
Erwin, Wasey & Co., Inc.	461,612
Ruthrauff & Ryan, Inc.	456,978
Gotham Advertising Co., Inc.	428,589
Aubrey, Moore & Wallace, Inc.	402,204
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,302
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,481
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,478
Hoge, Huber & Sons	211,203
O'Neil, Larson & McMahon	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	141,668
Harry B. Cohen Advertising Co.	122,688

Brook, Smith, French & Dorance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,801
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc.	5,340
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,904
Charles Schlaifer & Co., Inc.	1,371
Total	\$18,071,695

Note: December billings estimated

By Product Classifications

Foods & Food Beverages	\$4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353
Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionary & Soft Drinks	545,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,394
Paints & Hardware	348,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricants, Petroleum & Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152
Total	\$18,071,695

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