

22 v 3



Fall Facts digest—key to fall advertising—p. 23

# SPONSOR

For buyers of broadcast advertising

J. Walter Thompson's Linnea Nelson still smiles at timebuying

SP. 11070  
B-49  
NATL. BROADCAST CO.  
30 ROCKEFELLER PLAZA  
NEW YORK 20 N. Y.



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Ad agency TV dept's page 104

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packages page 114

# Greatest Show In Virginia

Throughout the length and breadth of Virginia there's nothing to equal Havens & Martin Stations.

Top attraction is WMBG, with its scintillating combination of NBC and local highlights, high on the applause list since 1926.

WTVR is Virginia's only television station. Where but WTVR can Virginia viewers turn for visual wonders gathered the world over by NBC-TV.

Nor is FM forgotten. For WCOD serves its enthusiastic audience.

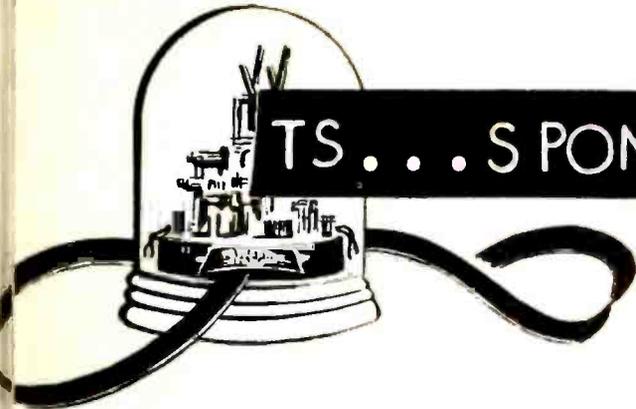
Small wonder that the Havens & Martin trio are the First Stations of Virginia. Small wonder that they're preferred by national advertisers who know Virginia markets.



**WMBG** AM  
**WTVR** TV  
**WCOD** FM

*First Stations of Virginia*

Havens and Martin Stations, Richmond 20, Va.  
John Blair & Company, National Representatives  
Affiliates of National Broadcasting Company



# TS... SPONSOR REPORTS...

## ... SPONSOR REPORT

18 July 1949

### Pat Weaver really boss of NBC-TV

Pat Weaver, new NBC TV-vice president, is first network executive since Frank Mullen to have web's TV operations under his wing 100%. Sales, engineering, and programing all report to Weaver who takes over 1 August. Weaver is bringing Fred Wile, Jr., along from Young & Rubicam to backstop him at web. Weaver appointment means that NBC-TV is virtually autonomous operation.

-SR-

### Death of Regulation W spurs credit-furniture ads

End of credit restrictions (Regulation W) will spark increased competitive air-advertising by furniture credit houses and appliance dealers. Pre-war, more money was made frequently on charges for credit than on products themselves. Credit furniture firms have always found broadcasting tops among advertising media. Semi-annual Chicago furniture market last week reported better sales to merchants than in January but only in low-priced field.

-SR-

### CBS sells Roi-Tan Joan Davis

Effectiveness of network packaging of programs is seen in recent CBS sale of "Leave It to Joan" to Roi-Tan Cigars (American Tobacco). Program features Joan Davis and bowed sustaining 4 July. It will fill first half hour of hiatus-vacated Lux Radio Theater time until 9 September when it goes commercial and shifts to Fridays 9-9:30 p.m.

-SR-

### FLQG organizational committee starts work

Foreign language broadcasting will not flounder from now on. Ralph Weil (WOV) heads Foreign Language Quality Group committee which includes Frank Blair, Jr. (WSCR), George Lasker (WBMS), Samuel Sague (WSRS), and William Jory (WJLB). Plans call for actively selling major foreign markets with facts and figures.

-SR-

### Farm news at all time on air

In Northeast U.S. alone, there are 203 stations carrying farm market news, according to U.S. Department of Agriculture. This is almost 50% of stations (417) in 12 states canvassed by department. Peak farm news periods in area are 6:30-7 a.m., 12:15-12:45 p.m., and 6-6:15 p.m. Latter period changes in importance according to season of year. Farm news programing is at all time high.

-SR-

### Folsom's 2nd in command now executive v.p.

Position of Frank Folsom, as president of RCA, has been strengthened by election of Joseph McConnell as executive vice president of the Radio Corporation. McConnell is a Folsom man.

- 4 networks to sell time for editorials      Although it has only been announced by CBS, all 4 networks will shortly sell time for "opinion" now that the FCC has okayed editorial broadcasting. ABC has always been pro-opinion on air.  
-SR-
- Continental commercial radio men exchange ideas      Commercial broadcasters of Europe have joined hands to work together to build acceptance for advertising-supported radio. Next meeting (1950) will be in Luxembourg with 1951 meeting scheduled for Madrid. Organization was inspired by Louis Merlin (Radio Luxembourg) and Bernard de Pias (French Advertising Federation).  
-SR-
- Zeisel places radio third in national advertising      Over-all figures of Dr. Hans Zeisel for Printers Ink show newspaper advertising first for 1948 (\$1,749,600,000) with radio second (\$596,900,000) and magazines third (\$512,700,000). Over-all tabulation obscures fact that national advertisers' use of media place magazines first (\$512,054,200), newspapers second with \$391,286,700, and radio third with \$376,844,600. It's local advertising, a field that radio has neglected, that makes newspapers lead.  
-SR-
- KXOK leads way in rate card changes      Although there has been great agitation on part of agencies and advertisers to have stations "adjust" rate cards, first station to do so is KXOK, St. Louis. Station has split its former "A" time into "A" and "A-2" time. KXOK class C time has been broadened to include all time prior to 8 a.m. and after 10:30 p.m.  
-SR-
- National ratings under strong attack      Talk of scuttling national rating reports is tantamount to removing only index advertisers have of broadcast effectiveness. More than ever broadcast advertising requires Hooperatings, Nielsen Ratings, and local ratings like Pulse. Advertising industry should fight for improved information from these sources and prevent attempts to throw only media research of it kind in scrap heap. Some of same interests that tried to axe Broadcast Measurement Bureau are now out to eliminate all research that pinpoints listening.  
-SR-
- Sunkist grows fight frozen orange juice      Effectiveness of advertising of frozen orange juice is seen in slant new Sunkist orange advertising is taking. California's Sunkist group calls the orange itself the only "package" of fresh juice. What Sunkist master minds forget is that research recently revealed that users of frozen juice drink 100% more than squeezers, and it all comes from citrus fruit.  
-SR-
- Elgin competition to buy Thanksgiving broadcast?      Shift of Elgin's 1948 Thanksgiving and Christmas broadcasts CBS to NBC, with CBS selling its holiday broadcast to another sponsor and therefore splitting up home dialing has switched Elgin from its traditional sponsorship. While Elgin is spending the \$200,000 in other advertising another watch manufacturer is said to be considering buying the traditional Thanksgiving broadcast for itself. It thinks the Santa hour a waste of time. Watch company president says, "What have they got left to spend on December 25."

# They both love Mr. Mid-America



## GREATER KANSAS CITY

Morning, Afternoon, Evening (Sunday through Saturday)

### Share of Audience

	Nov. 1947	March 1948	June 1948	Nov. 1948	April 1949
Station KCMO	18.3	18.7	19.3	19.0	20.5
Station A	11.5	8.5	9.4	11.5	11.4
Station B	26.7	27.4	27.2	27.8	28.7
Station C	31.0	28.7	21.7	25.9	23.9

## ST. JOSEPH, MISSOURI\*

Morning, Afternoon, Evening (Sunday through Saturday)

### Share of Audience

	Nov. 1947	June 1948	Nov. 1948
Station KCMO	17.4	16.6	19.4
Station A		1.6	5.6
Station B	9.6	6.8	9.9
Station C	20.5	17.8	21.9

Source—Robert S. Conlan & Associates

\*Kansas City stations only

## One Does It In Mid-America

# 1

Station  
Rate Card  
Spot on the Dial  
Set of Call Letters

**50,000 WATTS**  
Day  
**10,000 WATTS Night**  
810 Kc.



National Representative:  
John E. Pearson Co.

Since KCMO jumped to 50,000 watts power back in September, 1947, our listenership has steadily increased. And—not only has KCMO's popularity risen with Greater Kansas City's 700,000 "home-folks"... but we are fast becoming one of nearby St. Joseph's most popular stations. There, too, 52 miles up the broad Missouri, you'll find KCMO up front with an ever increasing share of the radio listeners!

Reasons? First, there's KCMO's keen ability to plan and produce programs keyed to Mid-America! And second, it's a supercharged signal that always comes in fine! A signal that blankets 213 rich counties inside KCMO's 1/2 mv. measured area. Smart timebuyers agree that for low, LOW cost per 1000 coverage it's KCMO... of Kansas City.

# KCMO

and KCMO-FM

KANSAS CITY, MISSOURI—94.9 Megacycles  
Basic ABC for Mid-America

SPONSOR REPORTS	1
40 WEST 52ND	4
ON THE HILL	10
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COVER PICTURE: Timebuying problems have tripled due to all of broadcast advertising's new facets, but Linnea Nelson (L. Walter Thompson) can still smile over a desk piled high with everything from transcriptions to film shorts.

## 40 West 52nd

### EYE-AND-SCISSOR-WORN

SPONSOR is certainly to be congratulated for the many excellent articles on radio and television. Your publication is one of the most eye-and-scissor-worn that this agency subscribes to.

The only complaint is a natural one; naturally, there just aren't enough clipping copies of SPONSOR for agency personnel, accounts, and friends. This is especially true of one particular article, *How to Read a TV Rate Card*. Is it at all possible to secure permission to reprint part of this article for distribution to some of our TV clients? If so, please advise. Naturally, proper credits would be given SPONSOR.

HERBERT TRUE  
Radio, TV Director  
Carter Advertising Agency  
Kansas City, Mo.

### RAILWAY FAIR PUBLICITY?

There seems to be a difference of opinion about the press or radio giving much attention to the Railroad Fair. *Life* issue of July 11th (page 104) starts off its story "Variety Recalled Its Surprise Success of 1948" and front paged the story "Chicago Railroad Fair Tees 2nd Year to Boff Crowd."

Paul Harvey in his radio program last Tuesday evening paid a glowing tribute, and the Chicago newspapers issued special editions.

Now as to question of selling travel—last year in our exhibit while talking to two visitors, who had planned to drive west. I made train reservations for four people (two compartments), Chicago to New Orleans and return on our Panama Limited. The tickets were picked up the next morning.

Come on out to Chicago and enjoy the "World's Greatest Show" then you can retract your article.

2½ million in 1948 couldn't be wrong.

A. W. ECKSTEIN  
Advertising Agency  
Illinois Central Railroad  
Chicago

### "CRIME" MARCHES ON

We at Schwerin Research read with great interest your 20 June article about the qualitative research done on  
(Please turn to page 6)

When  
You  
Use  
**WKDA**  
in  
**NASHVILLE**  
Your  
Average  
Cost is just  
**1.2 MILLS\***  
Per  
Radio  
Home

\* Based on 101 half minute daytime rate and employing C. E. Hooper's Nashville Reports on WKDA's 1/10 millivolt area.

# WKDA

**MORE RADIO HOMES**

for your

**ADVERTISING DOLLAR**

Forjoe & Co., Inc.  
National Representative

# Still Climbing

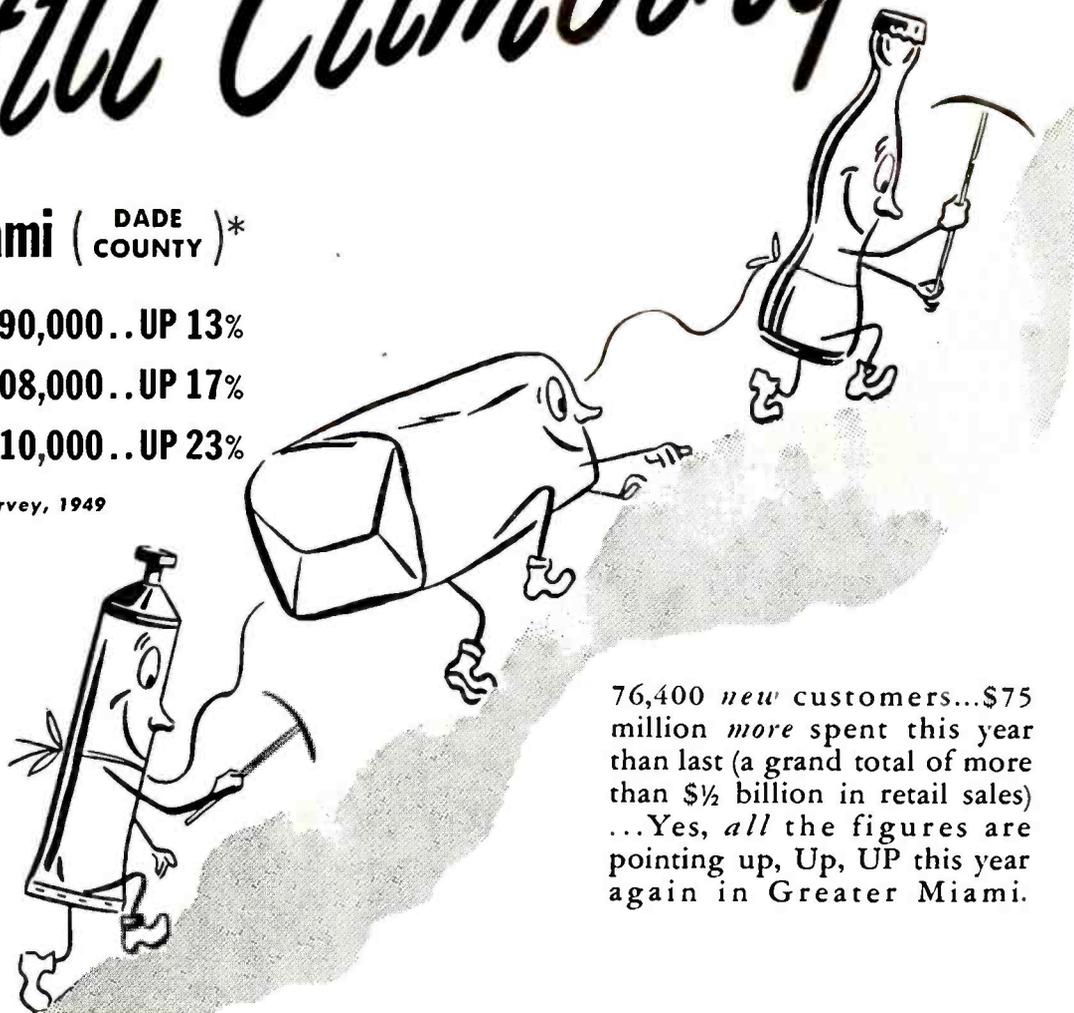
**Greater Miami ( DADE COUNTY )\***

**Net E. B. I. \$511,190,000 .. UP 13%**

**Retail Sales \$517,808,000 .. UP 17%**

**Population 410,000 .. UP 23%**

*\*Sales Mgt. Survey, 1949*



76,400 *new* customers...\$75 million *more* spent this year than last (a grand total of more than \$½ billion in retail sales) ...Yes, *all* the figures are pointing up, Up, UP this year again in Greater Miami.

**And here are the top selling media in this bustling year-round market**

**1 - The Miami Herald;** 3rd in the nation in Total Advertising Linage for 1948 -- First paper in Florida to reach a Quarter-Million circulation -- Offering blanket coverage of Metropolitan Miami and the entire Gold Coast market.

**2 - WQAM, Miami's First Station,** whose non-directional transmitter is located in the heart of Greater Miami's population center, and whose record Hooper indicates more listeners at lowest cost per listener in Greater Miami and its 15 adjacent counties.



National Representatives  
**STORY, BROOKS & FINLEY**  
A. S. GRANT, Atlanta

**A. B. C. in Miami**  
OWEN F. URIDGE, General Manager

(Continued from page 4)

*Suspense*. It is an excellent example of the growing importance of such research, and all of us in the field owe a real debt to the pioneering of Frank Stanton and Paul Lazarfeld, out of whose work the Program Analyzer activities grew.

May 1, however, correct one unfortunate implication? The comparisons made in the story would leave the casual reader with the idea that while *Suspense's* audience has grown by leaps and bounds, that of *Crime Photographer* has been standing still. To review the record:

*Suspense* has been on the air for seven years. *Crime Photographer* is a much younger show, having been on for less than 3½ years. In spite of this difference, a comparison of average Hooper audience figures during the past two years shows a nip-and-tuck situation:

		1948	1949
Suspense	Rating	12.5	14.7
	Share	38.6	38.8
Crime Photographer	Rating	12.3	14.6
	Share	40.0	40.0

Five editions of *Suspense*, according to your article, have been tested in the past seven years. Twelve episodes of *Crime Photographer* have been tested by the Schwerin System in the course of one year.

The Toni Company, sponsor of *Crime Photographer* through July of this year, as well as John Dietz, its producer, and Alonzo Deen Cole, its writer, has throughout been very forward-looking in applying research's findings to improvement of the program. That these efforts have paid off so rapidly attests to such healthiness of attitude and is reflected in steadily rising reaction scores. Under Toni's sponsorship to date, the average Hooper rank of *Crime Photographer* has been 18th, as compared to an average of 39th place under the previous sponsor.

Far from detracting from the import of your article, therefore, I feel this *Crime Photographer* story serves as still another example of how the intelligent use of qualitative research—whether over an extended seven-year period or in large doses within a shorter period—can contribute to a radio program's success.

HORACE S. SCHWERIN  
Schwerin Research Corp.  
New York      \* \* \*



**Going... GOING!**

**TO THE MAN WHO  
WANTS TO REACH THE  
GREATEST AUDIENCE  
IN THE RICH CENTRAL  
NEW YORK MARKET**

*...and they'll be GONE  
IF YOU DON'T ACT FAST!*

This Fall, CBS presents, over WFBL, the greatest line-up of top-talent shows ever offered by any network. The newcomers shown above are just a part of this great listener-building schedule. If you have spots before your eyes, make sure they're WFBL spots . . . spots that are highest in Hooperatings and sales results. So get your order in early before the many choice spots—day and night—are all gone.



We'll be glad to show you the list of availabilities. 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**

Reminder... for a **CIGARETTE** manufacturer:



**SPOT  
RADIO**

sells the **79,000,000** who smoke!

If you have a *new* cigarette to establish, or an established brand that needs *new* sales . . . Spot Radio will do the job! Take your choice: hammer home 15-second chain breaks all day long all over the country . . . sponsor the best programs in selected markets . . . or combine both plans. Any way you work it you get radio's *impact*, right where you want it . . . selling cigarettes profitably for you!

Your John Blair man knows how to put Spot Radio's selective power to work selling products costing 5 cents or 5 G's! He's ready now to apply his knowledge of radio, markets and merchandising to your own problems. Ask him today!

**ASK**

REPRESENTING

**YOUR**

LEADING

**JOHN**

RADIO

**BLAIR**

STATIONS

**MAN!**

**JOHN  
BLAIR  
& COMPANY**

OFFICES IN CHICAGO • NEW YORK • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

18 JULY 1949

**ARE YOU SELLING 'EM  
WHERE THEY LIVE  
ON THE PACIFIC COAST?**



**DON LEE AND ONLY DON LEE** can give you local network radio sales coverage on the Pacific Coast... because only Don Lee is *designed especially for the Pacific Coast*, where markets are big but mighty far apart.

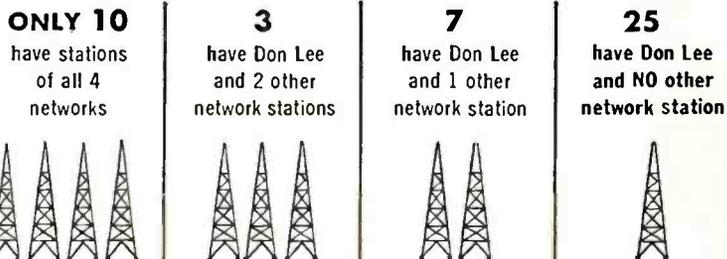
Think we're kidding? Take a look at a map; compare the Pacific Coast with the East Coast. The Pacific Coast is just as big, but there's also a *big difference*. The Pacific Coast is covered with mountains - high ones - many of them over 14,000 feet. Nearly every worthwhile market is surrounded by mountain ranges.

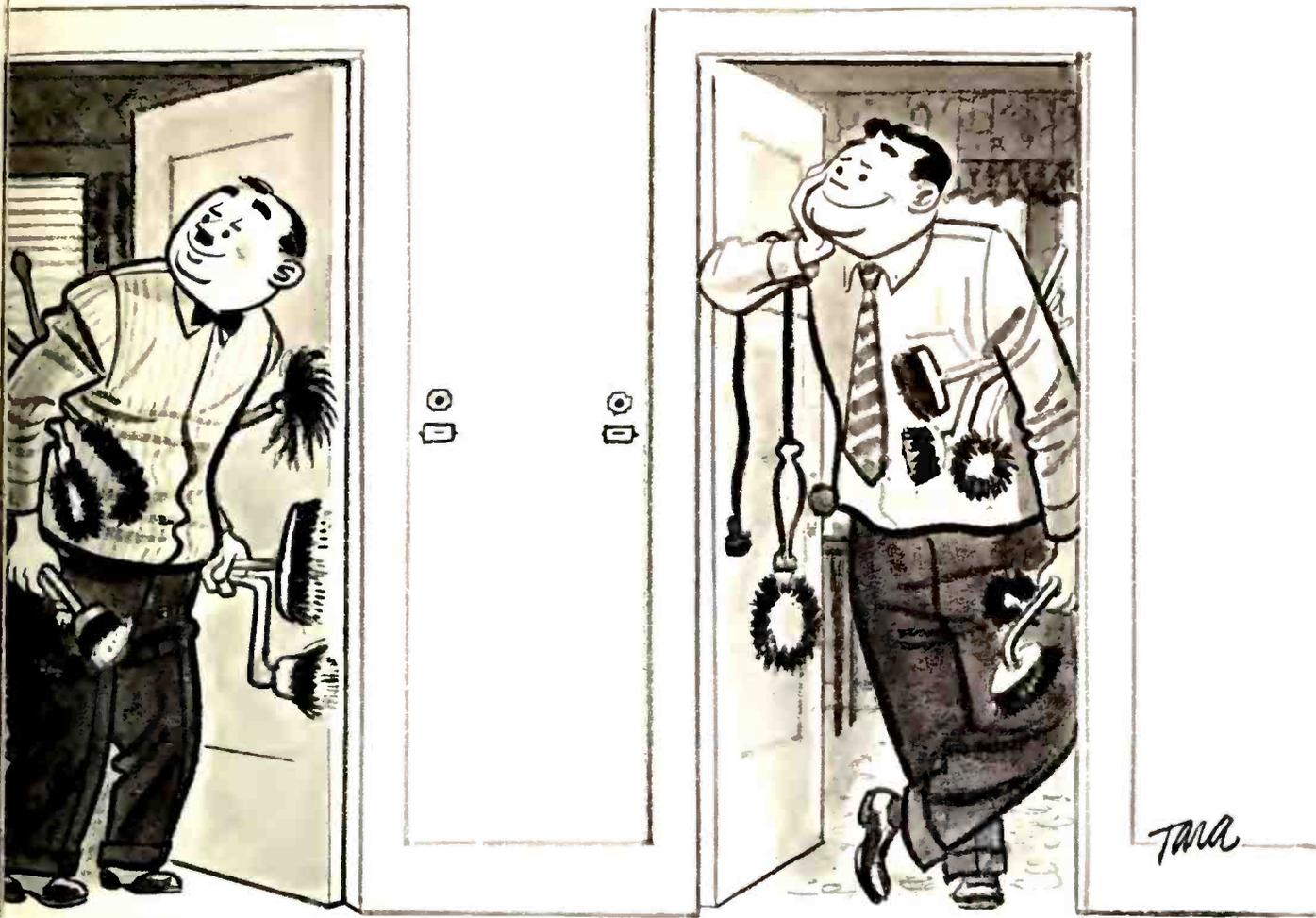
Look how many stations the networks use to cover the East Coast. Well, long range broadcasting is even more unreliable on the West Coast. If you need complete coverage, complete local penetration of this big, rugged, 1,352-mile-long Pacific Coast, you need the network that has enough stations (45) to

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



**Of 45 Major Pacific Coast Cities**





release your sales message *locally* from within the 45 important buying markets . . . THAT'S DON LEE.

To completely cover the Pacific Coast's 15½ billion dollar sales markets — locally — buy the Pacific Coast's own point of sale network: DON LEE . . . and sell the people where they live.

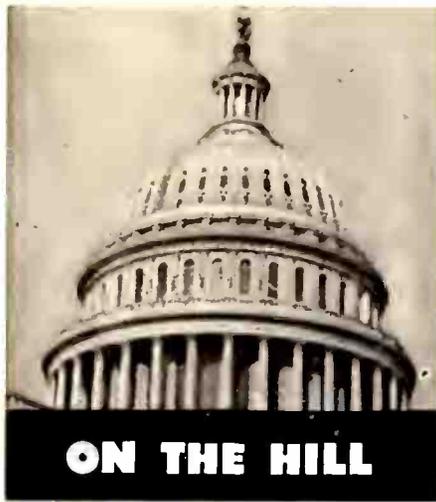
**Don Lee Stations on Parade: KWAL—WALLACE, IDAHO**

*KWAL is one of three Don Lee stations used to give localized coverage of the wealthy northern section of Idaho, which would otherwise be virtually without network service. Mountain ranges and mineral deposits between this area and other remotely located network stations make "long-distance" reception unreliable. Shoshone, KWAL's home county, alone has a population of 19,100 and 1948 retail sales of \$25,799,000 according to Sales Management's 1949 Survey of Buying Power. KWAL typifies Don Lee's policy of rendering localized service where your best Pacific Coast customers live — where they spend their money.*

*The Nation's Greatest Regional Network*



*Mutual*  
**DON LEE**  
 BROADCASTING SYSTEM



### **Low-cost housing builders and modernization firms start expanding**

U. S. housing bill just passed commits the nation to a subsidized building program that will run until 1994. Immediate results will be more advertising for low-cost housing developments which the bill is set up to help. Just as important will be the modernization sections of the bill, which will help materially buildings firms which do most of their business in repair work. Expect firms that compete with Johns Manville to open up their advertising war chests. The U. S. will be spending \$500,000,000 a year for the next six years through the Federal Housing and Home Finance Agency.

### **FCC pressure starts easing on most fronts**

Pressure on the Federal Communications Commission by prospective licensees has tapered off to practically nothing. A number of firms would like TV permits (freeze is still on) but the word has spread that it's possible to lose millions before getting into the black and this has cooled the ardor of even the most ambitious prospective TV station operator. Result FCC can and does now operate with some degree of order and matters like theater-TV, color-TV and the hundreds of others services regulated by the commission, are being handled with unpressured intelligence. Even the perennial hot potatoe, the clear channel fight, is being taken in FCC stride, despite plenty of needling from Senators who speak for the anti-clear channel forces.

### **Drys making capital of U. S. 1948 alcoholic spending**

Capital will be made, it's expected, of the figures recently announced on U. S. consumer expenditures for alcoholic beverages. In 1948, drinkers in the 48 states spent \$3,300,000,000 for distilled spirits, wine, and beer. This includes the tax on these products and service charges of places which serve liquor. Taxes, state and U. S., amounted to \$3,000,000,000 of which the U. S. took \$2,200,000,000. Despite the fact that these figures are down from 1947 (14%), drys are making capital of the billions, and their philosophy is creeping into newscasts as well as newspaper reports on the so-called recession.

### **Congress would like U. S. departments to get together**

Feeling in Congress is that it's time for some direction on national policy. Governmental department releases range all the way from being depression-slanted to car-in-every-garage optimism. Some congressional groups were prepared to attack radio commentators until fact that these newscasters were using U. S. releases as basis for reports was made clear to them. Only a man without a job is sure that "business is bad."

### **1949 profits expected to be half of 1948 but still okay**

Indicative of profit trends are unofficial estimates by Department of Commerce sources. Unless the unexpected happens (unexpected means war), net profits after dividends and taxes will be half of what they were in 1948. They will still be better than most years prior to 1946. Dividend payments, which the public likes, will be only \$100,000,000 under 1948. \$7,700,000,000 as against \$7,300,000,000. This is good news and won't be heard or read much. Communications' net (that includes radio and TV) will be exactly that of 1948, which was at an all-time high.

### **Attempts to pass mandatory fair-trade acts hurt fair-trading**

Fair-trade laws which make it possible for manufacturers to include prices in their national advertising aren't being helped by attempts, like that in the District of Columbia, to force products under mandatory fair-trade regulations. These regulations compel every product sold in a specific classification to be fair-trade priced. Fair-trade acts have tough sledding even after they're on the books. Florida's Supreme Court killed one such act and Florida had to pass another. California's legislature only recently killed an amendment which would have made its fair-trade statute impotent. It's one thing however to permit a manufacturer to fair-trade his products and another to compel him to do it. Honest fair-traders don't want mandatory acts.

### **Don't be too big, it isn't even half-safe**

It's dangerous to be too big. That's the low-down from the anti-trust thinkers. U. S. versus DuPont, AT&T-Western Electric, and other suits in the making all point to On the Hill planning to break up inter-organization financing and "working agreements." RCA was on the agenda of the Justice Department, but NBC's loss of top programs crossed it off.

### **Kenough's trade-mark bill raises plenty fuss among big corporation**

While most national advertisers would like tighter trade-mark regulations, Representative Gene Kenough's bill, which would give the U. S. "the power to regulate the use and ownership of trade-marks," makes their hair stand straight up. Trade-mark owners want to be what the name implies. "owners," not permittees using trade-marks by governmental sanction and under governmental regulation.

Has it ever happened to you!

By ALDRICH



## Now! The Presto Executive

THE PLAYBACK OF BROADCAST STATION QUALITY

Nothing kills a client audition as quickly as a poor playback. Wows, wavers, turntable rumbles and harmonic distortion can make your best recording sound sour.

Don't let a tired playback kill a sale for you. Get a PRESTO EXECUTIVE. It's the transcription turntable you will see in most broadcast stations, made by the world's largest producers of broadcast station equipment. PRESTO EXECUTIVE is durable, time-tested, dependable. It's a complete transcription playing unit with 16-inch turntable, high fidelity amplifier, 12-inch speaker, and lateral reproducer for both standard and microgroove recordings.

No wires, cables or separate amplifier and speaker will confuse your presentation of the program. And high fidelity sound—just as you get from a broadcast station—is guaranteed! Presto Executive includes microphone input for auditioning live talent. (Microphone, extra equipment.)

For highest fidelity, record your programs on Presto Discs.

See your dealer or send coupon for complete information.

**PRESTO**  
 RECORDING CORPORATION  
 Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: Walter P. Downs, Ltd., Dominion Square Building, Montreal

PRESTO Recording Corporation, Dept. S  
P. O. Box 500, Hackensack, New Jersey

Please send me full information about the PRESTO EXECUTIVE playback and name and address of nearest dealer.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

**for profitable  
selling—  
INVESTIGATE**

**WDEL**

WILMINGTON  
DEL.

**WGAL**

LANCASTER  
PENNA.

**WKBO**

HARRISBURG  
PENNA.

**WORK**

YORK  
PENNA.

**WRAW**

READING  
PENNA.

**WEST**

EASTON  
PENNA.

Represented by



ROBERT **MEEKER**

ASSOCIATES

New York • Chicago  
San Francisco • Los Angeles

Clair R. McCallough  
Managing Director

**STEINMAN STATIONS**



**Mr. Sponsor**

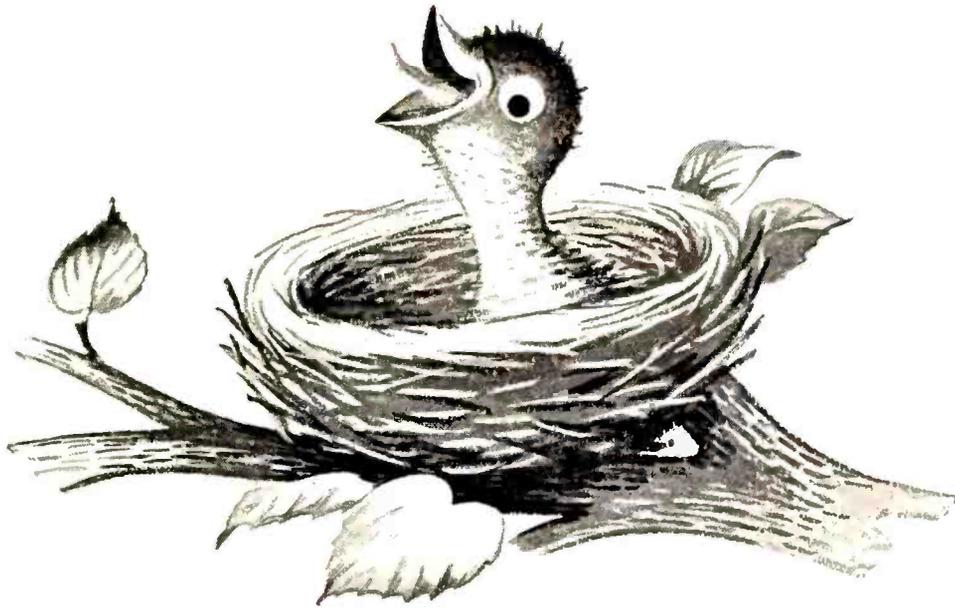
**Edward L. Mabry**

President  
Vick Chemical Company, New York, N. Y.

Vicks VapoRub was concocted in 1885 in the back room of a Greensboro, N. C., drugstore. Like other famous nineteenth-century drugstore-originated products, such as Captain Emerson's Bromo-Seltzer and Dr. Bunting's Noxzema, VapoRub was first sold at retail only. By the time young Ed Mabry, Greensboro-born, graduated from high school and took his first job with Vick, VapoRub was a leading seller to the cold-and-cough contingent. That was in 1916, when Mabry was 17. They tried to make an auditor of him, but the personal side of figures interested him more; so he got himself transferred to sales. He became president of the firm late last year.

Mabry was more of a thinker than a talker; but when he spoke up there was plenty of meat in what he said. Early in his career he became interested in better ways to promote, and when Vicks Cough Drops and Va-tro-nol were launched he had a big share in their promotion. From early days the company was advertising-and-promotion-minded, and this aspect of selling fascinated Mabry. Vick experimented with network radio as early as 1928. They tried both daytime and nighttime shows, including news, drama, and musical. Nelson Eddy and Jeanette McDonald were among the famous names who sold Vick products. When Vick acquired Prince Matchabelli, Inc. in 1941 Mabry gave loving attention to the famous *Stradavari Orchestra* program that sold perfume for several years.

Matchabelli became a part of the Vick family in a move started some ten years ago to diversify the company's products. One of Mabry's chief responsibilities as executive assistant to the president was in the acquisition of subsidiaries. Among other firms acquired were Vitamins Plus, Inc., The Sofskin Co. (hand creams for women), Seaforth toiletries for men. Seaforth and Sofskin have been promoted via selective radio, and for several years the entire radio budget for Vick cold-and-cough products has been concentrated in a 26-week winter-season schedule over approximately 100 stations. Announcements account for most of the effort, although 5-10-15-minute programs are used in markets where experience has shown they pay off. Believing that advertising is the life-sustaining element of Vick business, Mabry puts constant thought into ways of making it do more work for his products.



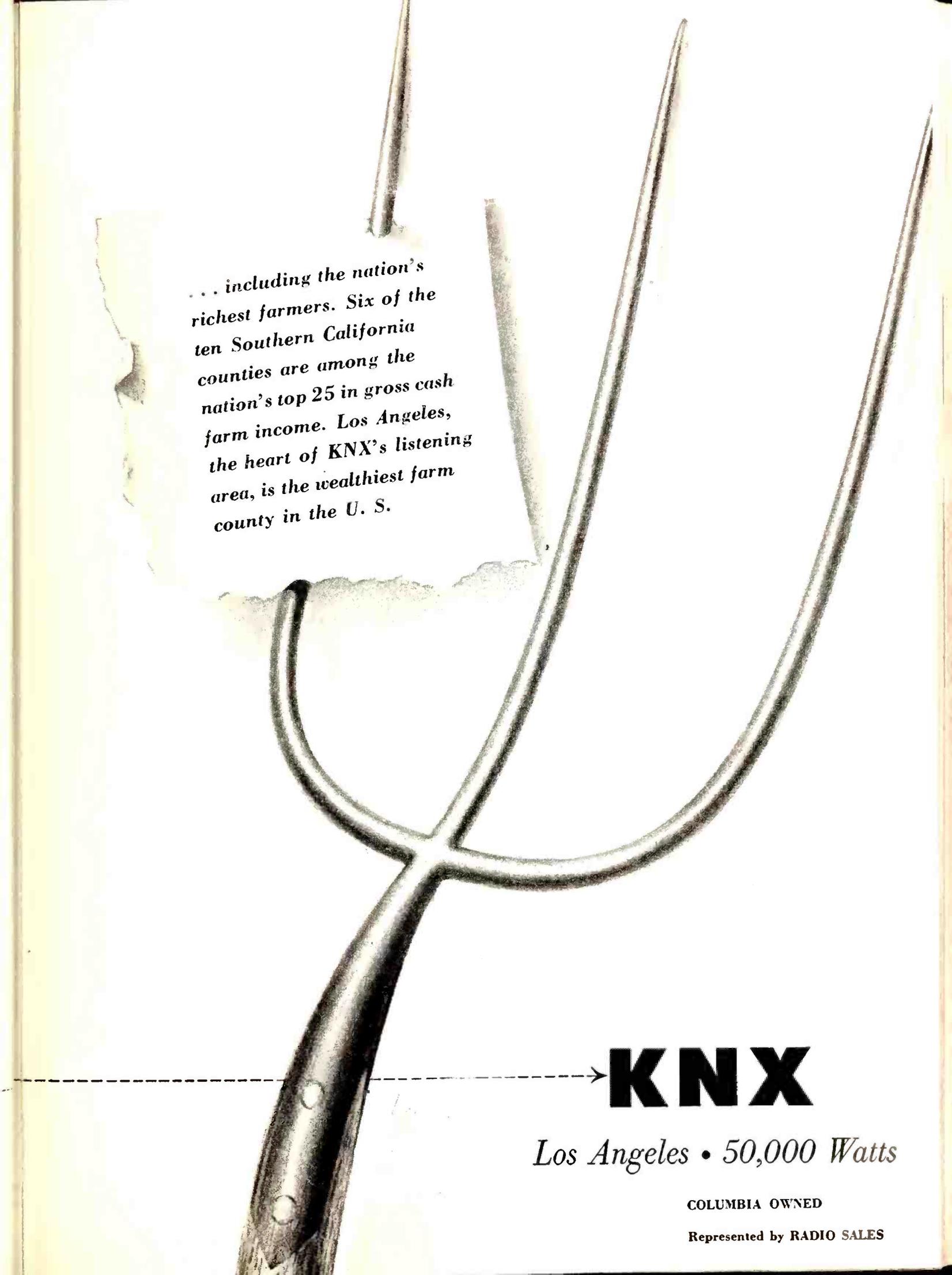
**Du Mont has only one "baby."**

With the Du Mont Television Network, it's television and nothing but television. When you talk television advertising to a Du Mont representative you will talk only television—he has nothing else to sell. And over the Du Mont Television Network, your message can reach 99% of all the television receivers in America.

DU MONT TELEVISION NETWORK **DU MONT** 515 Madison Avenue, New York 22, N. Y.

COPYRIGHT 1949, ALLEN B. DU MONT LABORATORIES, INC.

...over  
five million  
people  
listen to  
one station  
every week



*... including the nation's  
richest farmers. Six of the  
ten Southern California  
counties are among the  
nation's top 25 in gross cash  
farm income. Los Angeles,  
the heart of KNX's listening  
area, is the wealthiest farm  
county in the U. S.*

**KNX**

*Los Angeles • 50,000 Watts*

COLUMBIA OWNED

Represented by RADIO SALES

More  
than

5,000



Yes, more than 5,000 busy farmers and ranchmen left their important spring work to participate in the second Annual KVOO Calvacade of Greener Pastures held May 23 through 27th! Cooperating with the KVOO Farm Department in sponsoring this great week of progress were: The Oklahoma Extension Service, The Arkansas Extension Service, Chambers of Commerce, Civic Clubs, and other agricultural agencies of the USDA. The purpose? To show some of the more than 3,000,000 acres of Southwestern pastureland which is entered in the KVOO Greener Pastures Contest! Why? To promote and encourage the building of better pastures in the Southwest; to demonstrate methods and materials which produce better pastures; to provide a place for KVOO Farm Department advertisers to show their products; to better serve the Southwestern farmer and rancher . . . the prime purpose behind the KVOO Farm Department!

"The best field day ever held in Arkansas!" so said Mr. Lipert S. Ellis, Dean of Agriculture at the University of Arkansas, and this was typical of other comments from agricultural leaders who attended this great cavalcade.

Advertisers who have products of interest to farm and ranch folk will find the great Southwest a profitable place to sell, especially if they tell their story over KVOO, Oklahoma's Greatest Station — the station farm and ranch listeners always depend on for entertainment, information and news!

**RADIO STATION KVOO**

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

SPONSOR

## New and renewed

THESE REPORTS APPEAR IN ALTERNATE ISSUES

selective

## New National Selective Business

SPONSOR	PRODUCT	AGENCY	STATIONS	CAMPAIGN, start, duration
Bank of America	Timeplan service	Chas. R. Stuart (San Fran)	Indef* (Test campaign in Pacific mkt)	Time signals; early Jul; 13wks
Bristol-Myers Co.	Ipana	Doherty, Clifford & Shenfield (N.Y.)	5-10* (Limited expansion in South, S.W. mkt)	E.t. spots, breaks Jun-Jul; 13 wks
Falstaff Brewing Corp.	Falstaff Beer	D-F-S- (N.Y.)	Indef* (Adding mkt in Southwest)	E.t. spots, breaks; var dates in Jul; 13 wks
Federal Life & Casualty Co.	Insurance	William Warren (N.Y.)	1* (Fall test. May expand later)	Partic. spots; about Sep 1; 13 wks
G. & R. Laboratories	Floradent toothpaste	direct	Indef* (Slow expansion planned in N.W. mkt)	Live spots to introduce new product; early Jul; 13wks
General Mills, Inc.	Gold Medal Flour	D-F-S- (N.Y.)	Indef* (Spasmodic purchases in farm mkt)	Farm-appeal prgms; thru Jul; 13 wks
H. J. Heinz Co.	"57 Varieties"	Maxon (N.Y. & Detr.)	20-30* (Part of summer all-media drive)	E.t. spots; Jul 18; 6 wks
Lever Bros. (Pepsodent Div.)	Ammoniated Pepsodent powder	J. Walter Thompson (Chi.)	Indef* (National campaign planned)	Var e.t. spots, breaks, etc; Jul-Aug; 6-13 wks
Mason's Chicks, Inc.	Baby Chicks	Metropolitan (N.Y.)	Indef* (Fall expansion planned)	Spots in farm-appeal prgms, breaks; early fall; 13 wks
Messing Bakeries	Bakery products	Blain-Thompson (N.Y.)	4-5* (May expand in Eastern mkt)	Partic, breaks; Jul-Aug; 13 wks

\*Station list set at present, although more may be added later.

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



## New and Renewed Television (Network and Selective)

SPONSOR	AGENCY	NET OR STATIONS	PROGRAM, time, start, duration
Alliance Mfr. Co	Foster-Davies	WNBT, N. Y.	Film spots; July 1; 14 wks (n)
American Television Co	Turner	WNBQ, Chi.	Film spots; June 15; 13 wks (n)
American Tobacco Co (Lucky Strike)	N. W. Ayer	WNBT, Chi. WNBQ, Chi. WPTZ, Phila. KTLA, L. A.	Film spots; June 30; 13 wks (r)
Benrus Watch Co	J. D. Tareher	WNBT, Chi.	Film anncts; June 20; 12 wks (n)
Borden Co.	Young & Rubicam	WPTZ, Phila.	Film spots; June 1; 52 wks (n)
Bowman Gum Co	Franklin Bruck	WNBT, N. Y.	Film spots; June 15; 52 wks (n)
Bowery Savings Bank	Wilson-Bird	WCBS-TV, N. Y.	Film spots; June 15; 13 wks (n)
Brown & Williamson Tobacco Corp (Kools)	Ted Bates	KTLA, L. A. WABD, N. Y.	Slides; July 4; 52 wks (n)
Lorraine Burton Foods	McNeil & McCleary	KNBH, H'wood	Film anncts; June 20; 13 wks (n)
Carter Products, Inc (Arrid)	Sullivan, Stauffer, Colwell & Bayles	WCBS-TV, N. Y. WABD, N. Y.	Film anncts; July 16; 13 wks (n)
Chevrolet Dealers	Campbell-Ewald	WABD, N. Y.	Film spots; July 1; 13 wks (r)
Cushman Bakeries, Inc	Samuel Croot	WABD, N. Y.	Film spots; July 5; 52 wks (n)
Eastern Wine Corp (Chateau Martin)	Feldman	WABD, N. Y.	Slides; June 29; 39 wks (n)
Fedders Quigan Co (Air Conditioning Equipment)	BBD&O	WCBS-TV, N. Y.	Film spots; July 15; 5 wks (n)
Hill Shoe Co	Schank	WABD, N. Y.	Film spots; Aug 5; 52 wks (n)
Kendall Mfr. Co	Kastor, Farrell, Chesley & Clifford	WBZ-TV, Bost.	Film spots; June 15; 13 wks (r)
Levi-Strauss Co	Honig-Cooper	WCBS-TV, N. Y.	Film anncts; July 6; 12 wks (n)
McKesson & Robbins, Inc	Benton & Bowles	KTLA, L. A.	Film anncts; May 28; 12 wks (n)
Philip Morris & Co	Biow	WCBS-TV, N. Y.	Ruthie On The Telephone; M-F (except Wed) 7:55-8:00 pm; Aug 7; 52 wks (n)

● In next issue: New and Renewed on Networks. Sponsor Personnel Changes. National Broadcast Sales Executive Changes. New Agency Appointments

## New and Renewed Television (Continued)

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start duration
Peter Paul, Inc (Mounds)	Platt-Forbes	WPTZ, Phila. WABD, N. Y.	Film spots; June 30; 13 wks (r) Film spots; July 14; 26 wks (n)
R. J. Reynolds Tobacco Co (Camels)	William Esty	KTLL, H'wood	Film spots; June 10; 52 wks (n)
Romson Art Metal Works Jacob Ruppert Brewery (Beer)	Cecil & Preshrey Biow	WPTZ, Phila. WABD, N. Y.	Film spots; July 1; 26 wks (r) Film spots; July 13; 13 wks (n)
U. S. Army & Air Force Recruiting	Gardner	WCBS-TV, N. Y.	Red Barber Club House; Sat 6:30-645 pm; July 2; 13 wks (n)
Waring Products Corp	Grey	WABD, N. Y.	Film spots; July 25; 6 wks (n)

## Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
L. E. Ahlswede	Reincke, Meyer & Finn, Chi., acct exec	Fuller & Smith & Ross, Chi., acct exec
Richard Ash	Blaine Thompson, N.Y., gen mgr	Getschal & Richard (new), N.Y., vp
G. N. Beecher Jr	—	Kenyon & Eckhardt, N.Y., acct exec
Byron A. Bonnheim	—	Weiss & Geller, Chi., acct exec, Elgin American div, Illinois Watch Case Co
Bob Bright	Bob Bright Productions, N.Y., head	Emil Mogul, N.Y., radio, TV dir
J. L. Brotherton	PictSweet Foods, Mt. Vernon Wash., adv mgr	Brisacher, Wheeler, S. F., acct exec
George I. Chatfield	—	Compton, N.Y., vp
W. R. T. Cory	Harry E. Foster, Toronto Canada, acct exec	Dancer-Fitzgerald-Sample, N.Y., acct exec
Anthony C. De Piero	Buchanan, N.Y., media dir	Geyer, Newell & Ganger, N.Y., media dir
Herschel Deutsch	Small & Seiffer, N.Y., vp	Dorland, N.Y., vp
Milton Douglas	DuMont, N.Y., producer, dir	Stanton B. Fisher, N.Y., TV dept mgr
Chester W. Dudley Jr	Benson & Benson, N.Y., vp	Compton, N.Y., acct exec
Hutchinson K. Fairman	Hewitt, Ogilvy, Benson & Mather, N.Y., acct exec	Same, vp
James H. Frankenberry	—	Jackson, N.Y., acct exec
Fred Freeland	WBKB, Chi., program coordinator	Ruthrauff & Ryan, Chi., TV dir
Budd Getschal	Stuart Bart & Getschal, N.Y., vp	Getschal & Richard (new), N.Y., pres
Gerald H. Gould	Rossum & Stanley, N.Y., vp, acct exec	Norman D. Waters, N.Y., acct exec
Henry H. Harjes	—	Doremus, N.Y., acct exec
Fran Harris	Ruthrauff & Ryan, Chi., TV dir	Same, H'wood., TV dir
Lou Holzer	Lockwood-Shackelford, L. A., radio dir	Same, vp in chge radio
Fred M. Jordan	—	Erwin, Wasey, L. A., vp
Eric T. Lifner	Walt Disney Productions, H'wood., adv mgr	Erwin, Wasey, L. A., acct exec
William J. McLaughlin	Hamilton Copper & Brass Works Inc, Hamil- ton O., adv, sls prom mgr	Venahle-Brown, Cinci., acct exec
Everard W. Meade	Young & Rubicam, N.Y., vp, radio dept mgr	Same, radio dept dir
Frederick A. Mitchell	Marathon Corp, Menasha Wis., marketing research, sls analysis head	Needham, Louis & Brorby, Chi., acct exec
Thomas M. Mullins	Irwin Vladimir, N.Y., asst to pres	Atherton, L. A., prodn mgr, acct exec
Howard J. Murfin	—	Doremus, N.Y., vp
Maurice V. Odquist	Newell Emmett, N.Y., mdsg dir, acct exec	Kenyon & Eckhardt, N.Y., acct exec
John K. Ottley Jr	Atlanta Journal, Atlanta Ga., adv dir	Liller, Neal & Battle, Atlanta Ga.
Frank B. Patterson	—	J. M. Lenz, H'wood., acct exec
Doris A. Pilat	—	Artwil, N.Y., acct exec
Murray Platte	—	Norman D. Waters, N.Y., media dir
John H. Porter	—	Buchanan, N.Y., acct exec
Elliot R. Rose	—	David Malkiel, Boston, acct exec
Arthur Rubicam	—	Morey, Humm & Johnstone, N.Y., acct exec
Victor Seydel	—	Anderson, Davis, & Platte, N.Y., radio, TV head
Samuel Sheplaw	—	Luckoff, Wayburn & Frankel, Detroit, radio, TV head
Frederick B. Sherman	Ralph H. Jones, Cinci.	Grey, N.Y., acct exec
Bert K. Silverman	Berk T. Silverman, Wash., head	Henry J. Kaufman, Wash., acct exec
Athol Stewart	McConnell, Eastman, Montreal	Walsh, Montreal, radio dir
George Vonderlin	BBD&O, Detroit	Same, Chi., acct exec
Kenneth Warden	—	White, Berk & Barnes, N.Y., vp
Robert B. Wesley	Atlas Film Corp, Oak Park Ill., pres	Turner, Chi., acct exec
Bob Williams	Hamel Food Inc, Dallas, adv dir	Ross Sawyer, L. A., acct exec
David P. Williams	Erwin, Wasey, L. A., acct exec	Same, vp
Sidney B. Wolfe	I. T. Cohen, Wash.	Same, TV dir
Jeff York	KLAC, L. A., acct exec	Hunter, L. A., acct exec
Iz Zain	—	H. W. Hauptman, N.Y., acct exec

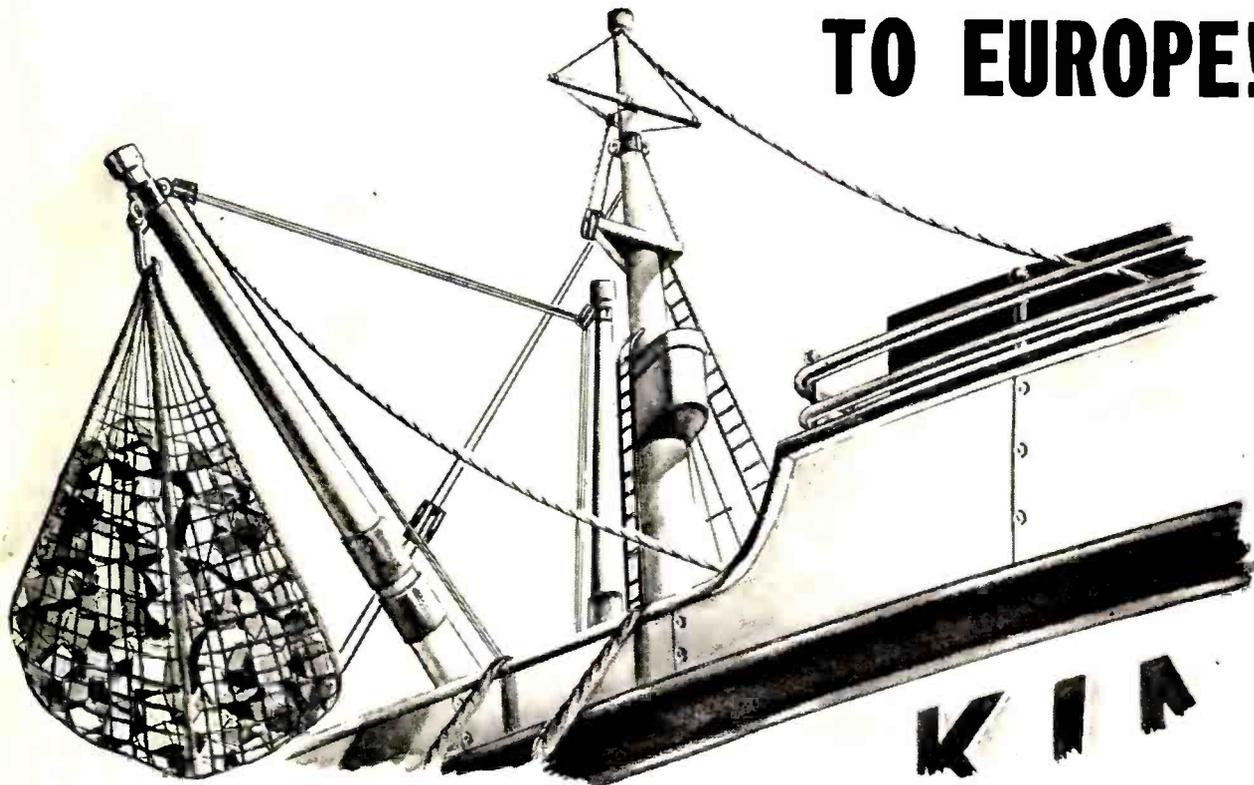
## Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
WFMY-TV, Greenshore N. C.	ABC, CBS, DuMont, NBC	Harrington, Righter & Parsons
WHTC, Holland Mich.	Independent	W. S. Grant
WLAM, Lewiston-Auburn Me.	ABC	Everett-McKinney
WNEL, San Juan P. R.	NBC	Ashcroft & Banninger, for N. Y.

# WHO LISTENERS

## SEND 260,000 PARCELS

### TO EUROPE!



In December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: *Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!*

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners *stepped up* their rate of giving—*have now sent more than 260,000 parcels to eight European countries!*

What sort of star-studded program does WHO use for this European

Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the *proof*—write for your copy of the 1948 Iowa Radio Audience Survey.

# WHO

✦ **for Iowa PLUS** ✦

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives

## New developments on SPONSOR stories

**P.S.**

See: "Squeezing the most out of Bing"

Issue: 4 July 1949

Subject: Sponsor shift on WCBS, New York

The fact that the 10:15-10:30 daytime Godfrey wasn't heard during the first few weeks of his sponsorship by Spray-a-Wave was not due to any Crosby-Godfrey or Minute Maid-Spray-a-Wave contretemps. It was just a case of a third sponsor who couldn't be moved for three weeks, due to contractual obligations. Crosby is now heard in New York at 10 a.m. and Godfrey starts at 10:15. Thus the Crosby-Godfrey back-to-back scheduling hasn't changed and *everyone's* happy, except perhaps the sponsor who isn't on the WCBS air any more. Everything is okay between CBS and Minute Maid. The Columbia *friendship* recently brought Minute Maid from WHDH (Boston) to the CBS owned-and-operated outlet in the Hub, WEEI.

**P.S.**

See: "Per-inquiry advertising"

Issue: 4 July 1949

Subject: A few misplaced credits

While Harry Goodman has won awards for his weather jingles and other programs, it is the Frederic Ziv transcription organization that represents *Calling All Girls* and that won the CCNY accolade for promoting this transcribed program.

No estimate of the business placed on a per-inquiry basis was made in the 4 July report. This omission was deliberate. There are no accurate figures available. Any estimate is crystal-balling.

**P.S.**

See: "The national rating problem"

Issue: 6 June 1949

Subject: Cost-per-thousand figures, etc.

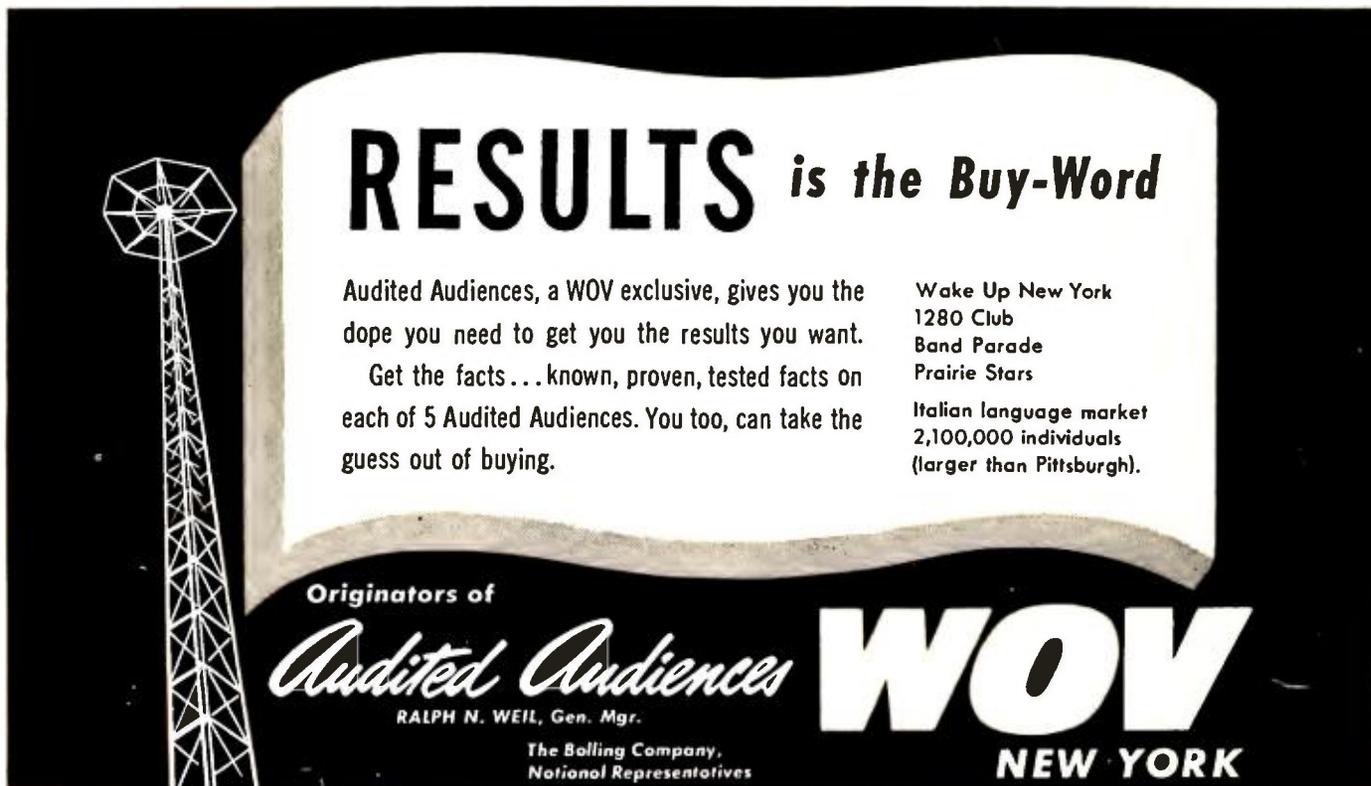
Although it has been generally understood that Nielsen's computation of his cost-per-thousand figures (which he reports on the inverse basis of "homes reached per dollar") was based upon gross-time figures, they have instead been figured on "a series of discounts which develop a figure very close to the net amount actually paid by the sponsor."

Also, most recent Nielsen figures are based upon the newly BMB-reported 39,275,000 radio homes, rather than the old 37,623,000 figure.

It is also Nielsen's claim that his unusable tapes which average "less than 10% of the total tapes," create program-rating differences of only a fraction of 5%, which it's claimed is "well within the margin of statistical error inherent in all sampling operations."

It is also reported that with the new mailable Audiometer tapes, Nielsen's advance ratings will not be at variance with his final ratings.

The expected violent opposition to Hooper's network-TV ratings has thus far not materialized. There is nothing to prove Hooper's figures wrong and he's gambling that there won't be.



**RESULTS is the Buy-Word**

Audited Audiences, a WOV exclusive, gives you the dope you need to get you the results you want.

Get the facts... known, proven, tested facts on each of 5 Audited Audiences. You too, can take the guess out of buying.

Wake Up New York  
1280 Club  
Band Parade  
Prairie Stars

Italian language market  
2,100,000 individuals  
(larger than Pittsburgh).

Originators of  
*Audited Audiences*  
RALPH N. WEIL, Gen. Mgr.  
The Bolling Company,  
National Representatives

**WOV**  
NEW YORK

# Pick **KPRC** and Be **FIRST** In Sales in this Fabulous New Chemical Empire

**FIRST**  
IN BMB

**FIRST**  
IN  
HOOPER

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

HOUSTON has become the capital of another gigantic industry! Ninety new chemical plants—a 900-million-dollar industry, or 1/7 of the nation's total—have mushroomed up in and around the coast of this thriving metropolis. Nothing like it is happening anywhere else in the United States!

Wise time buyers will single out the station that delivers most listeners, at least cost, in this opulent market of the Southwest. That's KPRC. KPRC's primary signal reaches Houston *plus*... the great shipping ports nearby—Beaumont, Port Arthur, Texas City and Galveston. BMB says we're first in listeners in this booming Gulf Coast area... Hooper confirms!

If you're looking for a tested formula for sales, pick KPRC... **FIRST** in listeners—not in cost. Call Petry now. We'll oblige with availabilities quick.

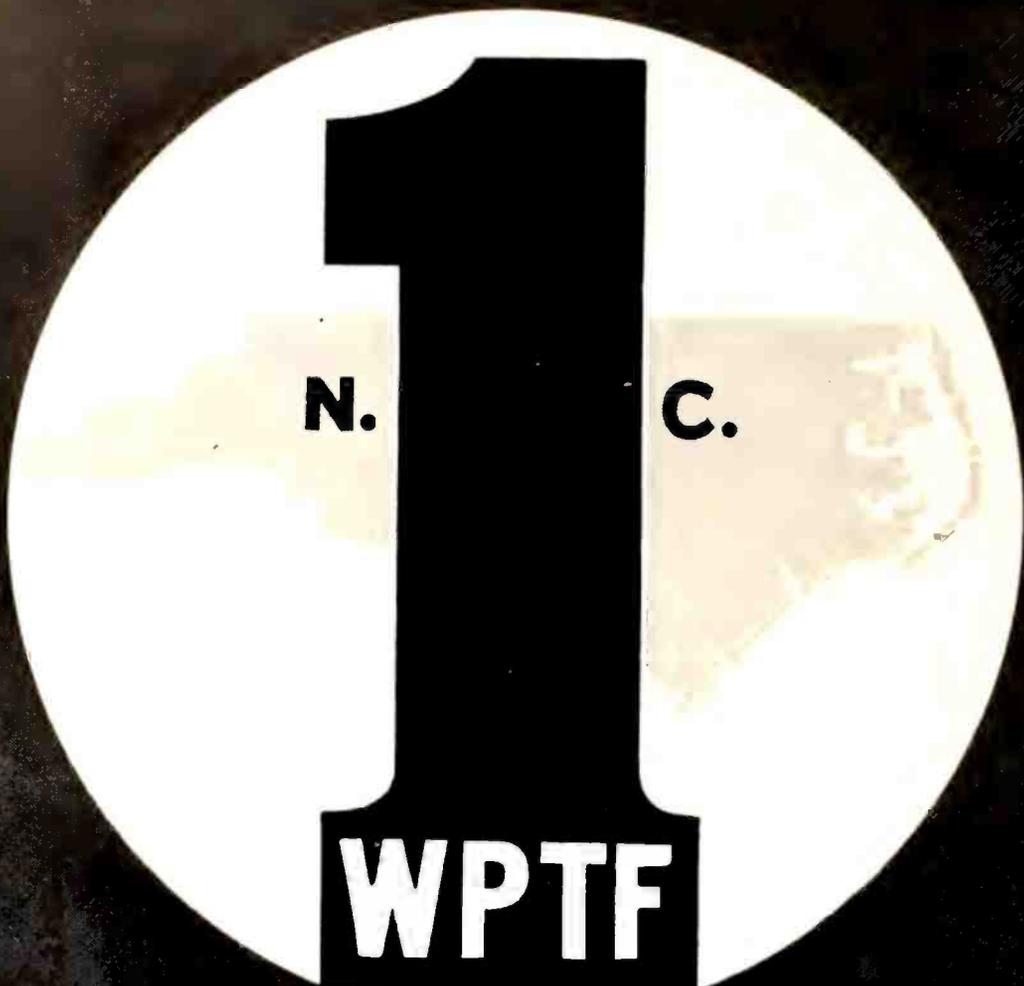
# KPRC

## HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company  
Affiliated with NBC and TQN • Jack Harris, Manager





**NORTH  
CAROLINA**

**IS THE SOUTH'S  
NUMBER ONE STATE  
AND NORTH CAROLINA'S  
NUMBER 1 SALESMAN IS...**

**50,000 WATTS 680 KC**  
**NBC AFFILIATE**

**WPTF**

**RALEIGH, N. C.**  
**FREE & PETERS, INC.**  
**NATIONAL REPRESENTATIVE**

**SPONSOR**

# *fall facts* *digest*

SUBJECT

DESCRIPTION

PAGE

**Forecast**

Of the 31 industries checked and forecast by SPONSOR in this Fall Facts issue over half will be using advertising more aggressively in 1949-1950 than last year. Business is off in many of the fields and advertising will be price-conscious.

**25**

**Checklist**

SPONSOR's Checklist, revised in this issue for the third time, is life-insurance for every broadcast advertiser. One peculiarity of the air is that the more you do with it the more it does for you.

**28**

**Scope of selective radio**

Every market is different. The sales and entertainment appeals of broadcast advertising frequently can do their best job when they're tailored to the individual market.

**29**

**Farm audience**

The farmer has 10-15% less money to spend and asks more questions before he spends it. Rural America is still a great market.

**30**

**Out-of-home listening**

An important segment of the U.S.'s over 140,000,000 listen to radio away from their firesides. That's important to advertisers and data is being gathered on it.

**32**

**Block programing**

Back-to-back scheduling of same-appeal programs insures sponsors of reaching regular listening audiences.

**38**

**Availabilities**

Station breaks and other choice announcement time will be available this Fall.

**41**

Continued on next page ▶

## Fall Facts Digest: 1949 (Continued)

SUBJECT	DESCRIPTION	PAGE
<b>Station representatives</b>	The national salesmen for stations have turned into national sales ambassadors for broadcast advertising. They're the good right arm for many an advertising manager too.	<b>42</b>
<b>Independent stations</b>	The station that couldn't achieve a network affiliation was a fringe outlet a few years ago. Now, in many cases, it leads the parade in its market.	<b>46</b>
<b>Regional networks</b>	Highpowered FM stations help build regional networks. Sponsors are finding that intense coverage, blanketing a market, is ideally achieved by state-wide or area-wide chains.	<b>48</b>
<b>Transcriptions</b>	Although the quality of recorded programs has been high during the past few years, it's even better this year.	<b>56-67</b> <b>78</b>
 <b>FM</b>	Frequency Modulation has suffered outrageous setbacks. Once again, it's on the way up. Transitradio and storecasting are helping it.	<b>69</b>
 <b>Network</b>	The names of the networks are the same but they're different as Fall 1949 approaches.	<b>73</b>
<b>Network packages</b>	One way the different chain picture is revealed is through the programs they are building for sale.	<b>81</b>
<b>Contests and offers</b>	The "million dollar" contest has gone on its way. The new radio promotions are tied to charities, box tops, and proof-of-sale.	<b>80</b>
 <b>Research</b>	Radio research still sets the media pace.	<b>82</b>
<b>Rates</b>	"Mr. Sponsor Asks" has a few answers to the question of "cost-per-thousand" figures.	<b>88</b>
 <b>TV</b>	It's an advertising medium now.	<b>97</b>
<b>Film facilities</b>	An industry of major size awaits the TV sponsor.	<b>98, 101</b>
<b>Ad agency TV department</b>	While most agencies only have one man departments hundreds are ready to cope with sponsor problems.	<b>102</b>
<b>TV programs</b>	Networks, stations, and independent packagers, are all building programs despite the fact that it costs great sums to audition a visual show.	<b>107</b>

# FALL FORECAST

**1. The food industry has generally adjusted its inventories** and its sights so that it knows where it's going this Fall. Food sales continue at all time high with the U. S. and Canada eating better than they have in their entire histories. There will be no shortages despite the drought which has hit the Northeast and the farmers in this area. With Europe scheduled to take less foods from the Americas than in 1948 and 1947, food processors will find it necessary to step up domestic consumption. Luxury products are not selling, and forecasts indicate that they will not sell this fall. Result is that lush products like canned fruit for cocktails are being price-revised in an effort to put them in the staple class.

All food processors and marketers are adding to their budgets for promotion. Broadcast advertising will have more extensive campaigns from radio's regulars. A number of food firms that haven't used the medium to any extent will also take to the air. Because of spotty distribution of most food products, more selective broadcast advertising will be used than network, although network food business will also be up this fall. From a profit view point food processors will report lower incomes for this year with increased grosses. How low the profit-margin-per-dollar can go and still pay dividends is a debatable point.

**2. Cigarette smoking will continue up** this fall and winter. There is no indication of a reversal of the trend of the past few years. Most cigarette advertising is directed at the yet-to-start-smoking age group and the female of the species. Only a small percentage of smokers can be persuaded to change their favorite brands. It requires so much advertising to accomplish brand switches that most copy appeals try to accomplish this only while selling the new smoker.

Cigar smoking continues on the decline, with pipe puffing maintaining an even keel but not increasing. An attempt will be made this fall to reverse the downward trend in cigar smoking with leading manufacturers spending more than in previous years to make the cigar socially acceptable.

There is nothing startling scheduled in radio or TV for tobacco sponsors. Most programs and commercials will follow accepted formulas. Philip Morris, as usual, is looking for something different, but hopes that Horace Heidt will continue to do okay. Old Gold still likes the *Original Amateur Hour*, with a switch in TV networks, but tobacco on the air, with the possible exception of Roi Tan's sponsorship of Joan Davis, will not be very different from the 1948-1949 season.

**3. Gasoline and oil are in over abundance.** This follows the forecast of SPONSOR in its 1948 *Fall Facts* issue. The only difference, as fall 1949 approaches, is that it's generally conceded that this is so, while in 1948 general predictions were for a continued tightness in supply. Thus far there hasn't been any great rush of the oil companies to the air. Instead, the refiners have been thinking of new approaches to the product itself. Conferences have been and are being held with motor manufacturers looking towards bringing out new gasolines with extra power and pickup. These gasolines are useless unless automobile engines are manufactured that can take advantage of the possibilities of the product.

A number of brands that have not been too active in advertising will return to the air this Fall. Budgets of several of the brand leaders are being increased as this issue of SPONSOR goes to press. Because television enables gasoline refiners to demonstrate claims, there's great interest in this medium.

The radio regulars, Esso, Gulf, Standard Oil of New Jersey, American, Atlantic, etc., have no intention of forsaking the aural medium—they'll be using both.

There is no possibility of the U. S. consuming gasoline at the current rate of production, so some fields will have to be shut down and others operated on a partial-week basis. There'll be a real battle for that gasoline dollar this Fall and Winter.

**4. The beer industry will end 1949 with a banner year.** The strike in New York which shut down leading

1. food
2. tobacco
3. gasoline and oil
4. beer
5. soap
6. beauty products
7. automobiles
8. pens and pencils
9. drugs
10. fuel
11. department stores
12. milk
13. coffee
14. flour
15. baked products
16. men's wear
17. women's wear
18. insurance and finance
19. candy
20. radio and TV sets
21. home wares
22. watches and jewelry
23. farm machinery
24. farm feed and seed
25. home appliances
26. building
27. soft drinks
28. books
29. home furnishings
30. auto accessories
31. travel

brewers in that city for weeks will hit the profits of these firms, but the rest of the nation will report good brewing, thank you.

Beer is one of the leading sponsors on the air in dollar volume, although this is seldom noted because the money is not spent on network broadcasting but on a regional or selective basis. Some of the biggest special networks are assembled for sportcasts of brewers like Goebel.

Brewers will continue to sponsor baseball, fights, and all other sports that permit beer sponsorship. They now agree that beer drinking is an all-year-round habit, and most of the big regional firms budget on a 12-month basis.

There'll be no curtailment of beer advertising on or off the air.

**5. Two major shifts in advertising emphasis may be noted this Fall in the soap field.** P&G and Lever Brothers are expected to emphasize their use of selective announcements with a far greater percentage of their advertising budget going into this form of radio than these two companies have set aside for this purpose in the past. At the same time, Colgate-Palmolive-Peet is expected to use some daytime air on the networks. In the past C-P-P has spent most of its network radio advertising money for nighttime programs.

Production in the soap field has now reached the stage that Lifebuoy can be half-priced for an "introductory" sale.

The housewife who made her own during the war is being won back by the soap companies. The leading detergents are now controlled by the leading soap manufacturers so that the soap firms no longer worry about a shift from standard soaps to detergents. The independent chemical firms that were expected to invade the home washing field haven't made much progress and are not expected to do so.

While the death of Lord Leverhulme has raised some questions about who will control the Lever Brothers business in the United States—and that has a bearing on the soap business in the U. S.—there is not apt to be any shake-ups within the next six months. After that !

**6. Cosmetics and all beauty products have been having a bad time this spring.** Many of the firms have run out of consumer appeals to use in

advertising and require new creative blood. Unlike Toni, which keeps reversing the field and thus leading it, there is little being done to make milady feel naked without a specific brand of beauty aid.

Buyers of cosmetics and other beauty aids are price conscious at present, but the past has proved, as will the future, that price is no deterrent when the product is something that she *must* have to enhance her beauty.

Beauty products, except Toni, have not used broadcast advertising to any degree during the past 12 months. Neither have they flocked to television, although the latter seems ideally suited to creating the urge to buy. Participation in video fashion shows and an occasional one-minute announcement-type commercial is the extent of the beauty field's use of TV.

One beauty firm will break the ice this fall and sponsor a program which will be heard on radio and seen on TV at the same time. If it goes—and the product is new and may start a trend—the advertising approach of the entire field will change. The success of Toni's use of broadcast advertising hasn't convinced most beauty product advertisers that broadcast advertising is for them. Early cosmetic failures on the air still rankle the make-them-beautiful contingent.

**7. The automobile business has left the ranks of rackets** and is now operating on a buyer's market basis. The \$1,000 under the counter, the used-new car, the "must-extras," and all the other dodges which forced the public to pay as high as 50% more than the list-price for a new car, have departed. Automobile manufacturers' advertising is in full swing. Detroit loves television and most of the leading manufacturers will have at least one TV program on the air this Fall. Most of them will also have a radio program on the air, despite statements of firms like Ford, that all its air dollars would go for the visual medium.

By December 1949, there will be cars available for delivery on the floors of most dealers. That means hard-hitting selling and getting away from the institutional approach.

**8. The bottom dropped out of the pen and pencil business during 1948-1949.** With the bottom went most of the broadcast advertising of these firms. With the bottom also went

the president of Eversharp, Martin Strauss. He was forced to resign by stockholders. Nevertheless, Eversharp is still on the air and expected to spend more money on its \$64 question program than ever before. Eddie Cantor is taking over from Garry Moore shortly. It's expected that the program formula will also change with Cantor, although the quiz device will continue. Eversharp hasn't suffered a gross-sales drop as big as some other firms, but its net loss has been greater, and that's why Strauss had to go. Eversharp's razor business has helped sustain the firm. Ballpoint pens at \$.25 to \$1 have hit all pen firms and it will be several years, it's expected, before the business rebounds. As most pen firms see the future, they must return to a holiday and gift business, which the high-priced pens were for so many years. When the pen and pencil firms have something they can sell the public at a profit, they'll be back on the air. It doesn't look like it will be this Fall.

**9. While the leading drug firms hide their annual statements** much better than the U. S. seems to hide its diplomatic secrets, business has settled to a pre-war level with many leading firms. Ammoniated toothpastes upset the mouth wash and standard toothpaste business this Spring and will continue to do it this Fall. Several mouthwashes will add the same ingredients that make the ammoniated products effective and thus offset the business drop they have suffered since the first of the year. It's been found that people using the new toothpowders and pastes still wash out their mouths afterwards and thus lose the benefits. An ammoniated mouthwash will find a market, despite the fact that it isn't needed, if America uses the powder or paste properly.

Standard drug products have leveled off inventories and manufacturers will continue to sponsor the programs they have on the air, with the usual revolving commercials. There is not expected to be any upsurge, or drop, in drug broadcast advertising. There'll be the usual new products with test campaigns, etc, but nothing startling. The drug business is in good shape.

**10. Coal is a glut on the market** and will continue to be for the next 12 months. This will be so whether or not John L. Lewis calls a strike. Coal's problem is that it is rapidly losing its

status as a low-priced fuel. Cost of mining has gone up and up and this cost must be passed on to the consumer. For a number of years there has been talk of an industry campaign to sell coal to the public, but nothing has come out of it. The new "dust-less" coal for stokers has garnered some acceptance, but nothing really has hit the market since Blue coal. *The Shadow, D. & H. Miners* and a few other regional programs will continue to do a good selling job competitively. The big job—to sell coal itself—will continue undone.

**11. Department store business is sliding** and there will be a number of mergers and a few failures this Fall. While upstairs business has declined, basement business has increased, for this is a price-conscious America. Despite the fine NAB-Joske experiment, department store advertising departments are still run by black-and-white advertising executives, and department stores generally have not learned how to use broadcast advertising. TV has interested them more than the aural medium, but there hasn't been too much use of the visual medium, because in most areas there is very little daytime video—and department stores feel that they should sell in daytime. (Same-day impact is important to these stores, or at least they think so).

There will be less emphasis on department store selling via radio on the part of the new NAB department, the Bureau of Broadcast Advertising. The new local-retail emphasis is to be placed on the smaller retailer who hasn't too many fixed notions about advertising.

Department business will continue to ease off. The stores will use more TV advertising and for the most part very little radio.

**12. Milk has over-priced itself out of the adult market** in many areas of the country. It still continues to be a must for Junior and sister, but mother and dad generally think that it's too expensive for them. The dairy interests thus have a two-fold problem. They must find ways of reducing the price of fluid milk, and re-educate adult America on the necessity of drinking it for goodness and health's sake.

Dairy advertising budgets will be watched very carefully. State regulatory bodies have been investigating the

marketing costs of milk, and advertising is one of these costs.

Advertising for milk by-products, cheeses, etc., will expand this Fall. Warehouses have been filled to overflowing with various cheeses and they must be emptied to permit new cheese to age. Cheese prices will be lower this Fall and "rare" cheeses will be available.

**13. Coffee prices will be lower this Fall**, and Coffee advertising will continue at a high level. No new national coffee brands will be introduced and selling pressure on liquid and powdered coffee will be lessened. Many coffee merchandisers feel that the concentrates will find their buying level this Fall and will stay there. Only the liquid coffees, which do not compete with a bean or ground coffee, will be pushed.

**14. Aggressive selling of flour will return to the air this Fall.** The nation produces 50% more flour than it requires and with a lessened demand from Europe, it becomes a highly competitive matter as to who will sell the commercial as well as the home baker. All the important mills will use broadcast advertising on or before 1 October.

**15. "Buy It Baked" will be a sales rallying cry for the bakery industry this Fall.** National advertisers of products that bakers use will be asked to use this slogan, or one like it, in their air copy, and local-retail bakers will combine in many towns to sponsor campaigns to sell the idea that commercially baked bread and cake are better. Test campaigns have proved that these local campaigns increase bakery business as much as 20% during the campaign.

**16. There will be little national advertising on the air or in magazines for men's wear this Fall.** The greatest part of the money spent to sell men clothing will be spent at the local-retail level with manufacturers paying part of the cost for the men's clothiers.

Price levels this Fall will be from 20 to 40% lower than they were a year ago, and they won't be window dressing. Men just won't pay top prices for daily wearables. Lower prices will

be the major appeal even of the class retailers.

**17. There has been little national broadcast advertising in the women's wear field.** Until *Mademoiselle, Glamour, Seventeen, Calling All Girls*, and like magazines were published, there had been very few national brands in the women's wear business. A few years ago Teen-Timers, Inc., came to radio with an idea, a product, and a good junior-trade name. It was a top bobby-sox program, both on NBC and later on MBS with top point-of-sale promotion. It introduced the firm and its line of dresses and built an acceptance outstanding for a Seventh Avenue dress house. When the better garment market went to pieces in the bobby-sox field, Teen-Timers had to retrench. It's off the air and no nationally advertised line has thus far considered network advertising for the Fall. A few of the dress houses are making transcriptions available and paying part of the cost of local-retail advertising for their key outlets. A number of other firms are shooting film for use on local TV stations and a few like Handmacher-Vogel are selling via film spots in certain TV areas. H-V is the exception rather than the rule but its success has prompted other women's suit makers to consider similar operations. TV may bring more women's wear makers to the air.

More women's wear specialty shops used broadcast time this Spring than in many previous seasons. The formula hasn't been developed which permits them to use TV yet, but plans are afoot at a number of stations which should make it easy and inexpensive for women's specialty shops to use telecasting.

**18. Insurance had its best year in 1948** and the first half of 1949 was even better. However, all insurance firms on the air, regionally as well as locally, are currently selling aggressively. This Fall, there will be even more pressure in broadcast commercials selling insurance and a number of life underwriters who have not used the air before will use national selective advertising. It's possible that one national insurance firm that has been off the network air for years may return this Fall and that another firm, new to broadcast advertising, may take  
(Please turn to page 64)

# Sponsor check list

how to use broadcast advertising †

<input type="checkbox"/> <b>1</b>	Determine what you expect broadcast advertising to do for your organization.*	<input type="checkbox"/> <b>11</b>	Make certain that talent pictures, biographies and full program information (week-by-week details) are available to everyone requiring them.
<input type="checkbox"/>	a. Force distribution	<input type="checkbox"/> <b>12</b>	Plan tie-in advertising, point-of-sale material, dealer mailings.* *Correlation of all advertising activity with broadcasting pays substantial dividends.
<input type="checkbox"/>	b. Move product	<input type="checkbox"/> <b>13</b>	Plan the program debut as a show, not as an opportunity for organization executives to discourage listeners through long talks.
<input type="checkbox"/>	c. Build Prestige	<input type="checkbox"/> <b>14</b>	See that effective on-the-air promotion of program starts at least two weeks before the program makes its bow.* *Free network and station time is available but many advertisers are finding it productive of sales and increased audiences to buy bigger announcements to supplement what the stations and networks do.
<input type="checkbox"/>	d. Build brand name acceptance	<input type="checkbox"/> <b>15</b>	See that a complete promotion kit goes out to stations (if yours is a network program, the web's publicity department will work with your agency and your advertising manager on this).
<input type="checkbox"/>	e. Improve dealer-manufacturer relations	<input type="checkbox"/> <b>16</b>	Design a dealer and distributor promotion kit on the program.* *Make certain that the material does not duplicate that which network stations will use for the same purpose.
<input type="checkbox"/>	f. Impress stockholders	<input type="checkbox"/> <b>17</b>	Once the program has started to build its audience, travel it.
<input type="checkbox"/>	g. Improve employee relations	<input type="checkbox"/> <b>18</b>	Formulate plans for continuing promotion. Only through week-in-week-out exploitation can a new program really be sold to its full audience.
<input type="checkbox"/>	h. Supplement printed media advertising	<input type="checkbox"/> <b>19</b>	Tie program in with all merchandising and advertising plans.
<input type="checkbox"/>	i. Carry organization's primary advertising burden	<input type="checkbox"/> <b>20</b>	Make certain that everything that is done promotion wise—guest stars—special exploitation reaches the publicity departments of the stations, networks and your distributors and dealers in time for them to obtain newspaper space.
	*The nine items cover general requirements of manufacturing and sales organizations but each organization has its own peculiar problems. These must be ascertained in advance or else any advertising campaign will probably fail.	<input type="checkbox"/> <b>21</b>	Plan mail-pulls (contests and give-aways) far enough in advance so that they may be merchandized at the point-of-sale as well as on the air.
<input type="checkbox"/> <b>2</b>	Determine territorial coverage desired.	<input type="checkbox"/> <b>22</b>	Don't forget to write "thank you's" to the stations that make promotion reports on your program.
<input type="checkbox"/> <b>3</b>	Centralize responsibility for broadcast advertising.	<input type="checkbox"/> <b>23</b>	Where possible have product packaging include reference to the program.
<input type="checkbox"/> <b>4</b>	Working with your organization's advertising agency select the broadcast form (selective radio, network radio, TV, FM, storecasting, transiradio) to carry the campaign.	<input type="checkbox"/> <b>24</b>	Check newspaper reaction to the program.* *A special press clipping order is broadcast advertising life insurance.*
<input type="checkbox"/> <b>5</b>	Build or buy the proper program or announcement to reach the market for the product.		
<input type="checkbox"/> <b>6</b>	The program and stations or network being selected, hold conferences with your staff so that the entire organization knows the campaign and its objectives.		
<input type="checkbox"/> <b>7</b>	Hold district meetings with your sales staff, briefing them on the broadcast advertising campaign. There should be preliminary meetings during which ideas of the sales staff in the field are obtained on the campaign.		
<input type="checkbox"/> <b>8</b>	Set up a public relations conference with network or station publicity men, your organization's publicity department, agency's press staff, independent publicity relations men of talent, and perhaps package owner publicity men.* *Working as a team these men can increase the audience of any program. Without organization and cooperative operation, waste through duplication of publicity material is inevitable.		
<input type="checkbox"/> <b>9</b>	Establish a publicity plan for the campaign.		
<input type="checkbox"/> <b>10</b>	Make certain that everyone involved knows the person in the organization who is responsible for your broadcast advertising.* *That executive must be briefed on not only what the broadcast is supposed to accomplish but the public relations aspects of the program.		
			† Broadcast advertising is a living thing; it requires broadcast-by-broadcast watching, nursing, cultivating. It's a product that is being sold as well as one that is selling for you. Broadcasting has to be worked at and with to return full dividends. The easy way is the non-productive way.



selective

# It's a basic medium

## Age of specialization

### **Specific buying groups can be reached as a result of pinpoint programing**

Radio listening is a habit. It's a habit that pays substantial dividends to broadcast advertisers. For years, it has been a habit which most advertisers have felt was built, nurtured, and promoted almost solely by networks and their affiliated stations. This has never been 100% true, but it has been a common misconception. It's a greater fallacy today that it ever has been. That's because stations all over the nation are no longer trying to reach the great mass audience and are programming for specific segments of the public. One outlet becomes known as a sports station. Another is the music-and-news station. Still a third sta-

tion becomes the favorite of the folk-music coterie. Competition has forced stations to stop trying to be something to everyone. Instead many are trying to reach and satisfy a vertical segment of the listening public. Stations are not only trying to build, but actually are building, audiences on this basis and are delivering sales at low cost.

There was a time when it would have seemed impossible for any area to support over ten stations. Today there are a number of sections where it's possible, through AM and FM combined, to tune over 20 stations and find most of the 20 doing a good job for advertisers.

Vertically programed stations make it increasingly difficult for timebuyers to buy selective announcement and program time. They require a custom-tailoring of time buy to product and they also require careful scheduling of the correct advertising message. As stations develop specialized audiences, agencies must conceive and release specialized advertising copy. This has always been done for foreign-language stations. It now must be done all over the nation when buying low-cost-per-listener outlets.

Not only have non-network stations become very important during the past ten years, but recently many network outlets have let down the bars, and it's now possible, even on web owned-and-operated stations, to buy announcement time between any and all programs. This does not mean that time is available on all stations for announcements, but that all station break

time is sold. There were a number of stations prior to 1948 that said "no" to announcements between top-appeal programs. There are practically none of them today. Not all announcement copy is acceptable by all stations, for in letting down the bars for station-break commercials the nation's great stations set up acceptance standards that are just as high for the announcements as network standards are for in-program commercials.

Timebuyers face a herculean task in setting selective schedules. Whereas it was a question of some 900 stations prior to the war, today it's a question of evaluating three times that number, without including the growing field of the visual air (76 stations this month). The total listening audience is increasing annually. Each radio receiver (in non-TV homes) is receiving more usage per month because there's more and more varied fare on the air than ever before.

Selective broadcast advertising has

grown faster than any other form of radio advertising. It's the air medium that permits an advertiser to spend as little or as much as his budget will permit. It's the air medium that enables the advertiser to evaluate, market-by-market, the effectiveness of his advertising. It has flexibility. It's backed with a maximum of station promotion. There's an extra plus this coming season. Program availability will be tops during the 1949-1950 season.

TV is a great selective medium also. In this, SPONSOR'S third annual *Fall Facts* edition, video has been considered as a unit. The TV section, starting on page 97, reports on the visual air as a network, selective, and local-retail medium. It even considers it as a storecasting device. The time will come, however, when TV will be accepted as just part of the broadcast advertising picture. It will then be reported upon in the selective, network, and local-retail sections of SPONSOR'S *Fall Facts* edition. \* \* \*

contacts a sponsor can have to ascertain the feeling of a given farm market about supplies, equipment, etc. are the station farm director (where a full-time specialist is employed) and the County Agricultural Agent.

The actual "farm market" doesn't consist merely of a farmer-prospect for supplies and equipment. Some phases of the farm business are almost exclusively under the control of the farm wife; in others her influence is important. She too will have to be convinced that a buy is *good* before she is favorably disposed to okay other than minimum necessary expenditures.

Another aspect of the selling problem is the actual breakdown of high-producing and low-producing farmers because of this influence on income. No substantial farm advertiser can afford to spend his ad-dollars in ignorance of who the high income group is and where it is located. According to a special report of the 1945 sample census of agriculture of the Census Bureau, 8.7% of the farmers get 50% of the farm income.

This same report shows that instead of the nearly 6,000,000 "farmers" reported (1945 Census) only about 3,000,000 actually produce food for the market.

These facts, including the distribution throughout the country (as shown in charts accompanying the special report referred to above) of higher income farmers, strongly influence (or should) the programing policies of agricultural advertisers.

It has been well-demonstrated that highly specialized farm service programs appeal to the higher-producing, more prosperous farmer.

One of the important checks of potential audience-getting power, in addition to previous sales records of farm programs, is whether the show is conducted by a qualified farm expert (the problems of farm programing are discussed in detail in a SPONSOR series starting October, 1948). Once an advertiser has determined to use a certain station, it is to his interest to insist that the farm director be in on all phases of the campaign, particularly the commercials. He is in a unique position to understand his farm audience.

For the advertiser, a cheerful inference to be drawn from the Census report previously referred to, is that the most lucrative part of the farm market—the higher-income group—is increasing. \* \* \*

## The farm audience

### **Rural listeners are worth cultivating, but don't forget to talk their language**

The term "farm market" may mean everything or nothing to an advertiser, depending on what he has to sell. That follows from the fact that there are big and little producers; that women, and to an important degree children, may be included in the phrase "farm market." It is not enough at this time for an advertiser to know that the "farm market" despite an income slightly off from last year, still has more to spend than it ever had before (lush war years excepted).

Farmers will still be buying what they need. But they'll be buying more closely. That has two implications important to advertisers. First, the days of being able to sell a prosperous farmer anything up to a mechanized silo are slipping away, and no amount of advertising is likely to halt the trend. The shoe is a psychological one, and it's on the other foot.

The successful advertising pitch for the foreseeable future will show the farmer how the product actually enables him to cut operational costs, or in some positive manner add countable dollars and cents to his profits. While

this has always been a foundation of solid selling to farmers as well as other producers, the fact is that now it must, in the light of the current economic mood, be emphasized at the expense of other approaches.

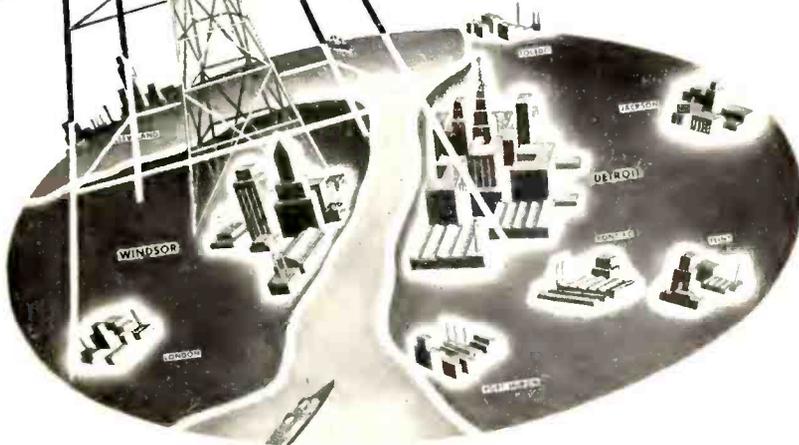
It will also be necessary for many advertisers to carefully convince farm audiences they are not being robbed by increased prices for whatever the item may be. Frank and literal explanations of any price increases will be very much in order if sponsors succeed in avoiding a sales resistant wall of resentment at increasing prices in face of (at best) static farm incomes.

Farmers are generally anticipating produce price declines in the Fall, and are therefore attempting to reduce their inventories. In situations where it can be definitely shown that conditions are such as to make lower prices on given commodities unlikely, the advertiser may do both himself and the farmer a favor by clarifying the matter. Nobody is served if a farmer delays buying, for example, needed fertilizer only to discover later in the year that its cost is higher or at best the same. The best

# CKLW Now 50,000 Watts

5,000 WATTS

COVERS 198 COUNTIES IN 5 STATES  
... PLUS 24 COUNTIES IN CANADA



MIDDLE  
OF THE DIAL  
**800**  
K I C

## A GREATER VOICE... A GREATER BUY... IN THE DETROIT AREA

Guardian Building, Detroit 26 • Mutual System  
National Rep.  
Adam J. Young, Jr., Inc.

Canadian Rep.  
H. N. Stovin & Co.

IT'S ONLY A FEW  
BILLION

**DOLLARS**

...but  
**WILL YOU GET  
YOUR SHARE?**

**\$2,995,897,000.00**

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

All authorities agree this year's re-  
tail 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 mer-  
chandise stores—inc. ap-  
parel 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 fig-  
ures—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

Cooperative programs

**MBS and ABC constantly building new  
programs for selective sponsorship**

Network shows available as cooperatives to local and regional sponsors give ABC and MBS networks a big stake in selective radio selling. For several years as good time periods have become scarcer. CBS co-ops have diminished. This Fall there will be only three, all news programs offered affiliates. NBC, who reached this happy state ahead of CBS, has four news shows available as co-ops.

ABC is already offering four network TV programs to local advertisers. MBS, the leader in number of radio co-ops offered locally and in total number of sponsors, will probably offer TV programs to local advertisers when the MBS-TV network is set. DuMont so far has made only one show. *Small Fry*, available on a local basis. Neither NBC nor CBS has any present plan to offer network TV programs as cooperatives.

With 21 radio shows MBS leads ABC by seven in number available to local sponsors. The theory of Bert Hauser, co-op department head, in selling programs is to provide station salesmen with a continuous stream of promotion ammunition and keep ever-

lastingly at them with suggestions on how to use it. ABC's Hal Day is also strongly promotion-minded. By last 1 June, 304 MBS stations had co-op sponsors. Newsmen Fulton Lewis, Jr. leads in number of stations sold. News has always been leading seller among the co-ops on all nets. Automotive agencies are Lewis' biggest sponsors, and news is a favorite program type with automotive people generally. Sales to them account for 15% of all MBS co-op sales.

Kate Smith, John Nesbitt, Cedric Foster, and Gabriel Heatter follow in that order in number of MBS stations sold.

ABC's 14 co-op programs have over 800 sponsors. Best sellers are *Agronomy*, *Baukhage*, *Breakfast In Hollywood*, *Headline Edition*, *Dorothy Dix*, and *Elmer Davis*, in that order. The highly touted *Abbott & Costello* went off in June, never having attracted more than 50 sponsors at one time.

Automotive dealers and suppliers still lead the parade of sponsors, but dairies, household appliance firms, and building suppliers have made strong gains over last year. \* \* \*

Out-of-home listening

**The "big plus" in radio audiences is  
being measured for the first time**

The measuring of out-of-home listening has really started. In the past few years there were a few stations like WRC, Washington; WHHM, Memphis; WHDH, Boston; WOR, WNEW, New York, and WITH, Baltimore, that invested a few research dollars into different phases of out-of-home listening. The great mass of stations simply forgot all about it.

WRC wanted to find out about the listening that went on in automobiles in the nation's capital as did many sponsors. They found out that during certain early a.m. hours it exceeded listening in homes. WOR checked listening at beaches and found out that it was sizable. WNEW checked fac-

tory and other out-of-home listening. It also found that it was sizable. WITH checked listening in business places.

The problem that now faces advertisers who are interested in reaching out-of-home audiences is to obtain facts and figures on just which stations dominate in each area. Many are convinced that the out-of-home listening is important.

There is little question but that station WITH leads in radio audiences in Baltimore's commercial establishments. The Johns Hopkins School of business had two seniors make a survey of the business area of the city. WITH was first in grocery, and drug  
*(Please turn to page 36)*

AK

6666

w



# IDENTIFYING BRANDS IS EASY

...when you *know* what to look for!

**B**RANDS are read from top to bottom ↓ and from left to right →.

They represent plane geometry in its **ABC** form. For example, a straight horizontal line — is a *rail*, such as a  takes to build a corral. A similar line turned at an angle \ or this / is a *slash*. A shorter horizontal line — is a *bar*. Here's a *box* □ ; a *circle* ○ is larger and rounder than the letter *o*. Sometimes a rancher uses a *quarter circle* ⤴ , or a *half circle* ⤵ . Upside down ⤶ it may become a *rocking symbol*, thus: 

the *Rocking R*. A *running brand*, such as the *Running M*,  extends itself and leans slightly ahead. *Lazy brands*, like the *Lazy 3*, lie down: 

Brands *fly*, too, in the manner of the *Flying X*: . Many brands explain themselves. There are millions of combinations possible to produce these

romantic  pyroglyphics  of the range. Using the above tips, how many of the brands on this page can you identify? **Identifying brands is**

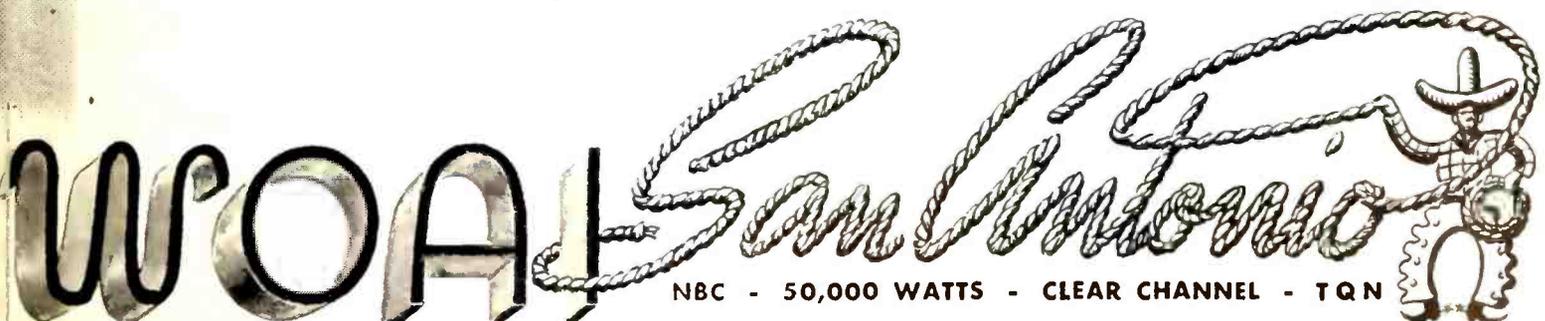
easy, pardner, when you know what to   for. In the 

Southwest folks have a *cinch* identifying brands of *products*  , too, because  campaigns over the *Famous Brand Station* **WOAI** tell them what to   for. Are 

telling them about **YOURS?**

Here's a message in Brand Language from **WOAI**

4 NÖNE VLU AT A/N \$ GO 2



**Exclusive Representatives:**

**Radio**

ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BOSTON-SPRINGFIELD	WBZ-WBZA
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WAYNE	WOWO
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WBMD-WDZ
PHILADELPHIA	KYW
PITTSBURGH	KDKA
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

**Television**

BALTIMORE	WAAM
FT. WORTH-DALLAS	WBAP-TV
LOUISVILLE	WAVE-TV
MINNEAPOLIS-ST. PAUL	WTCN-TV
NEW YORK	WPIX
ST. LOUIS	KSD-TV
SAN FRANCISCO	KRON-TV



*Old Colonel F&P isn't really an elderly fellow—his average age is slightly under 40. But he's certainly "been around"! For instance, our 22 Free & Peters Colonels have had an aggregate of 69 years in college, alone, even though some of us didn't ever get past High School!*

# MEET

# COLONEL F & P<sup>99</sup>—

*Bachelor of Arts, Sciences,  
Radio and Television!*

YESSIR, he's a graduate of Amherst, Brown, California, Columbia, Duke, Northwestern, Wisconsin, and lots more!

That's why he kin read and rite so good!

But far more important to you, Colonel F&P (who is all the men at Free & Peters) has his degree in the field of radio and television selling, too.

To F&P, "selling" does not mean the art of slapping backs, passing out cigars, or

remembering your childrens' names. To us, selling means *knowing all there is to know about our "product"*—organizing all this data and information so that we can find it when you want it—then passing it on to you promptly and in whatever detail you wish, whenever you need it in your business.

What facts or figures on national spot radio or television do you want, now? We'd certainly like to supply them!

# FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

**OUT-OF-HOME LISTENING**  
(Continued from page 32)

stores, in barber and beauty shops. It was also first in bars and grills. Other stations had sizable audiences in Baltimore business establishments but WITH appeared, in the Johns Hopkins survey, to lead in most categories. However it's only in Baltimore that such a survey has been made. Other surveys have been one-station surveys and do not show listening to all stations.

To indicate the size of the audience that listens in commercial establish-

ments, Johns Hopkins survey revealed that 17.1% of its sample among grocery stores had radio receivers in operation. In other types of establishments the percentages ran in the following manner.

Business	% in which radio was playing
Drug Stores .....	13.0%
Bars & Taverns .....	20.7%
Barber Shops .....	42.2%
Beauty Shops .....	24.3%

New figures for out-of-home listening in greater New York will be released by WNEW shortly. However the Pulse figure of last April revealing that 23.7% of a sample which it inter-

viewed in New York reported that they listened to radio out of the home on an average day is startling enough to prove how important this unreported audience really is. Pulse's out-of-home listening showed that

percent	listened in
39.8	automobiles
26.4	at work
32.0	visiting
9.7	bars and grills
7.3	retail stores
1.0	outdoors*
1.4	misl

\* low because this was not studied for this report during the summer months.

The 39.8 percent figure for automobile radio listening is vitally important since WOR's figures reveal that there are 1,523,802 car radios in metropolitan New York—72.8% of all the cars in New York being radio equipped.

Seldom has there ever been an advertising medium that has so short-changed itself as broadcast advertising, by not counting millions of its circulation. It is as if the outdoor advertising field only counted the people in the buildings around a billboard and never stopped to count the people who walked past or drove past the spot. The outdoor advertising field will never do that.

Out-of-home listening is market-by-market listening. There are hundreds of thousands for instance who go out of their way to listen to play-by-play broadcasts of baseball games. One cigarette sponsor admitted that he had bought the home games of a team practically 100% on the basis of public-place listening. To this tobacco advertiser, the home audience was the bonus and the at-work and public-place listeners his audience.

The survey which this great cigarette firm made will never be released. It was made for the tobacco firm and the research organization that made it turned all raw figures as well as the finished survey over to the client.

Before another *Fall Facts* issue rolls around, there will be plenty of out-of-home listening data available. Broadcast advertising is being forced out its lethargy—is being forced to stop taking the impact of its medium for granted. Sponsors will have the necessary facts that will tell them just what they're buying besides Hooperated or Nielsen indexed homes.

Certain products can be sold better to the listener who's out of the home. The advertiser should know the size of this audience—and should plan his commercials so that he can effectively sell it.

\*\*\*

**SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION**

**25 YEARS**

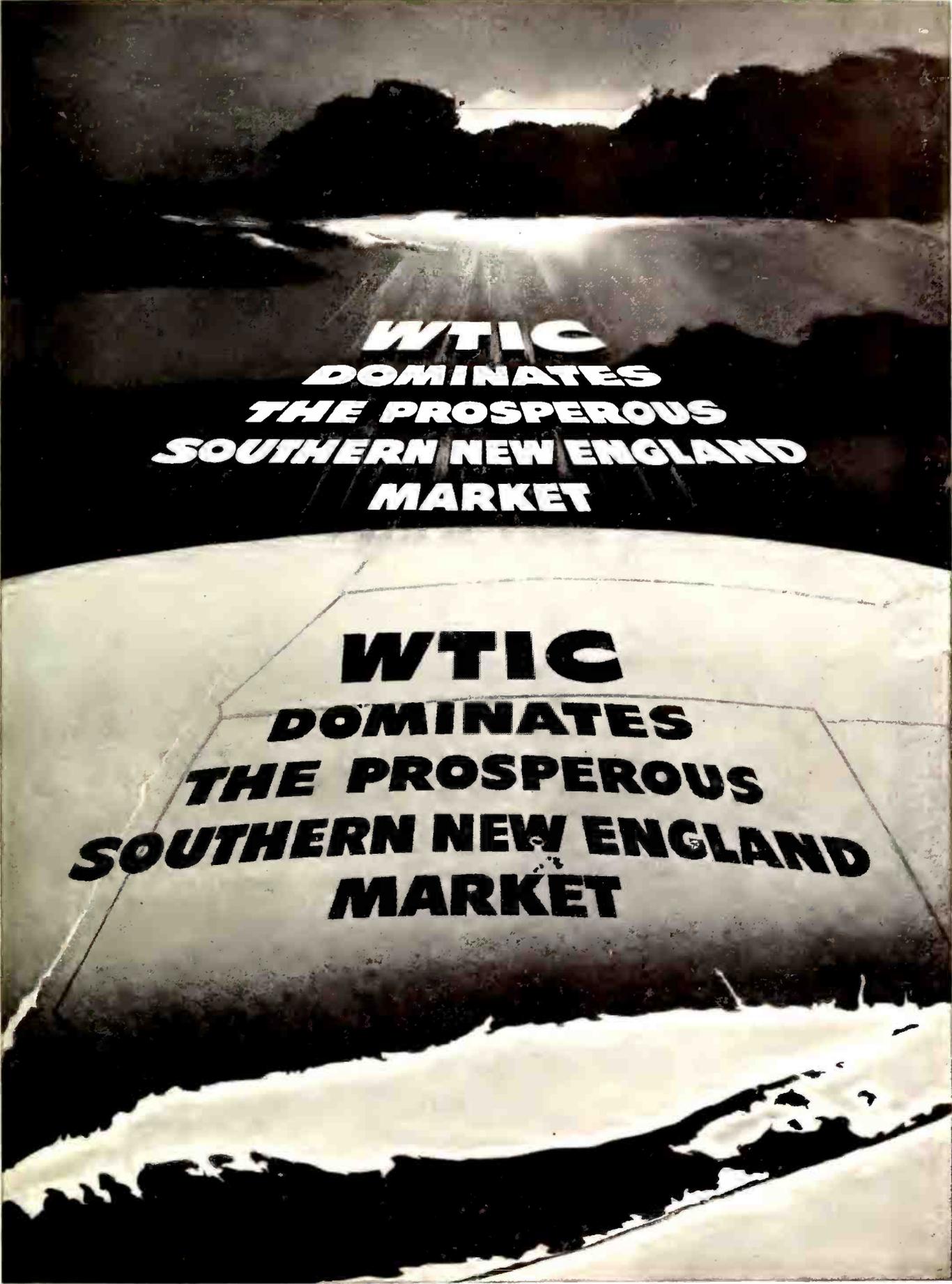
*of continuous service to Roanoke and Southwest Virginia, and our 20th consecutive year with CBS.*

WDBJ's potential audience is over a million people who can spend almost a billion dollars yearly.

❧ 1924—1949 ❧

**WDBJ** CBS • 5000 WATTS • 960 KC  
 Owned and Operated by the  
 TIMES-WORLD CORPORATION  
 ROANOKE, VA.  
 FREE & PETERS INC., National Representatives





**WTIC  
DOMINATES  
THE PROSPEROUS  
SOUTHERN NEW ENGLAND  
MARKET**

**WTIC  
DOMINATES  
THE PROSPEROUS  
SOUTHERN NEW ENGLAND  
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

# Carl is Touched!



Carl has been touched by Dame Fortune and Miss Fortune!

He has been touched by relatives and in-laws!

But the thing that really touches our Carl is when he re-reads some of the nice fan mail we get from our cash customers.

Such nice things they say about WDSM and WEVE. For instance, a local brewer. His sales were in a bad tail-spin. So 7 weeks ago he bought WDSM and WEVE . . . . figuring that because he could get these 2 stations for the price of ONE Duluth station . . . . he'd have two horses in the race!

Yesterday the brewery's sales manager sent Carl a letter telling how nicely sales were going . . . and admitting that because he was only using WDSM and WEVE to tell their story . . . that must be the reason for the pick-up in sales.

Yes, it's things like fan-mail from clients and pats on the back from our listeners that make running a radio station such a pleasure.

Business is good because local and national advertisers are finding out that WDSM (Duluth) and WEVE (the Iron Range) can really do a selling job, if used in combination. Best of all you pay only the ONE station cost; and get 2 ABC stations working for you, telling your story to everybody in our neck of the woods.

There are more powerful stations than ours, there are stations with nicer upholstery in the waiting room, but there aren't any stations in this area that'll work harder to promote your show on the air than WDSM and WEVE.

Just ask a Free & Peters man for the whole story. Thanks.

## Block programing

### Mood scheduling can deliver a specific audience in tune with sponsor's product

There is no substitute for block programing, when it comes to buying an audience for broadcast advertising, except perhaps a \$20,000-plus name program with an assured following. Even the "big name" may fall on his face, which is why Jack Benny continues to sweat every time a new Hooper and Nielsen rating is published.

The perfect example of block programing on the networks is the back-to-back presentation of the soap and drug sponsored daytime serials, radio's low-cost commercial audience-getters. NBC's Tuesday night comedy skein, CBS's Monday evening drama festival and ABC's Friday night chill-and-thrill-them group are limited nighttime versions of the fact that the listening audience does not want a variety of programs but a lot of the same thing.

CBS' Frank Stanton discovered this when he was doing qualitative diary research. He labeled it "mood programing." Bernice Judis' very sensitive station pocketbook had discovered it at WNEW sometime before Dr. Stanton.

The listening habit may even be broken by a newscast, although a five-minute news session seldom chases even a small percentage of an audience. Patt McDonald at WHHM, checking his ratings, discovered early in the operation of WHHM that they didn't want to hear the news regularly over his outlet. Being an old hand of giving his listeners what they want and not what listeners want in another section of the country, McDonald cut his newscasts to a minimum, keeping only those that justified themselves by producing ratings.

McDonald discovered to what extreme block-program listeners will go. WHHM's special breed of fans wanted their music sessions unbroken, even by news. In contrast, most stations throughout the country find that five minutes of news, on the hour or half hour, holds on to ears.

While many sections of the country want their disks played with a minimum of conversation, there are sections where plenty of the right kind of talk produces more sales than just spinning disks.

The local personality is vital in disk jockeying. Tommy Dorsey and Duke Ellington have built some audiences with their disk sessions, but it's the Martin Blocks of America who really deliver audiences and sales.

Sponsors have asked time and time again how to determine whether or not a block-programed stretch had an effective audience. In areas that have City Hooperatings it's possible to look at the ratings. That helps. However, it doesn't tell the entire story. Jockeys of block-programed musical disk sessions frequently may not have the highest Hooperatings but just as frequently that have the most faithful buying audiences. The safe way for a sponsor to check a block-programed station or disk session is to ask the station for a result-story on the show. There isn't a successful disk jockey

## WORRIED ABOUT YOUR LIFE SPANN (Ky.)?

If your ulcers are getting worse, it's time to stop worrying about sales in places like Spann (Ky.)!

For health, happiness and prosperity in Kentucky, the Louisville Trading Area is the only tonic you need. Its 27 Kentucky and Indiana counties give you what the doctor ordered, 365 days a year — a big audience whose *Effective Buying Power averages 45% above that of folks in all the rest of the State!*

So quit worrying, Bud, and enjoy life with WAVE! Ready? Set? Let's go!



**BIGGEST-studio audiences!**  
**BEST-in station promotion!**  
**FIRST-in total rated periods\*!**

\*December through April Hooper Report

## **STUDIO AUDIENCES**

Over 100,000 people visit WFBR every year  
—no other Baltimore station is even close!

## **STATION PROMOTION**

Just won 3rd award nationally in the annual  
BILLBOARD competition. No other Baltimore  
station won any award!

## **HOOPER RATINGS**

Tops in Baltimore! First in morning, first in  
afternoon, first in total rated periods!

When the last ounce of intensive coverage is needed  
—when the advertising has to deliver—in the  
Baltimore market, you need look no further than...

AM

**WFBR**

FM

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

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

holding down a block of time who hasn't at least one astounding success story. The amount of merchandise these musical salesmen have sold is enough to turn the current recession into inflation.

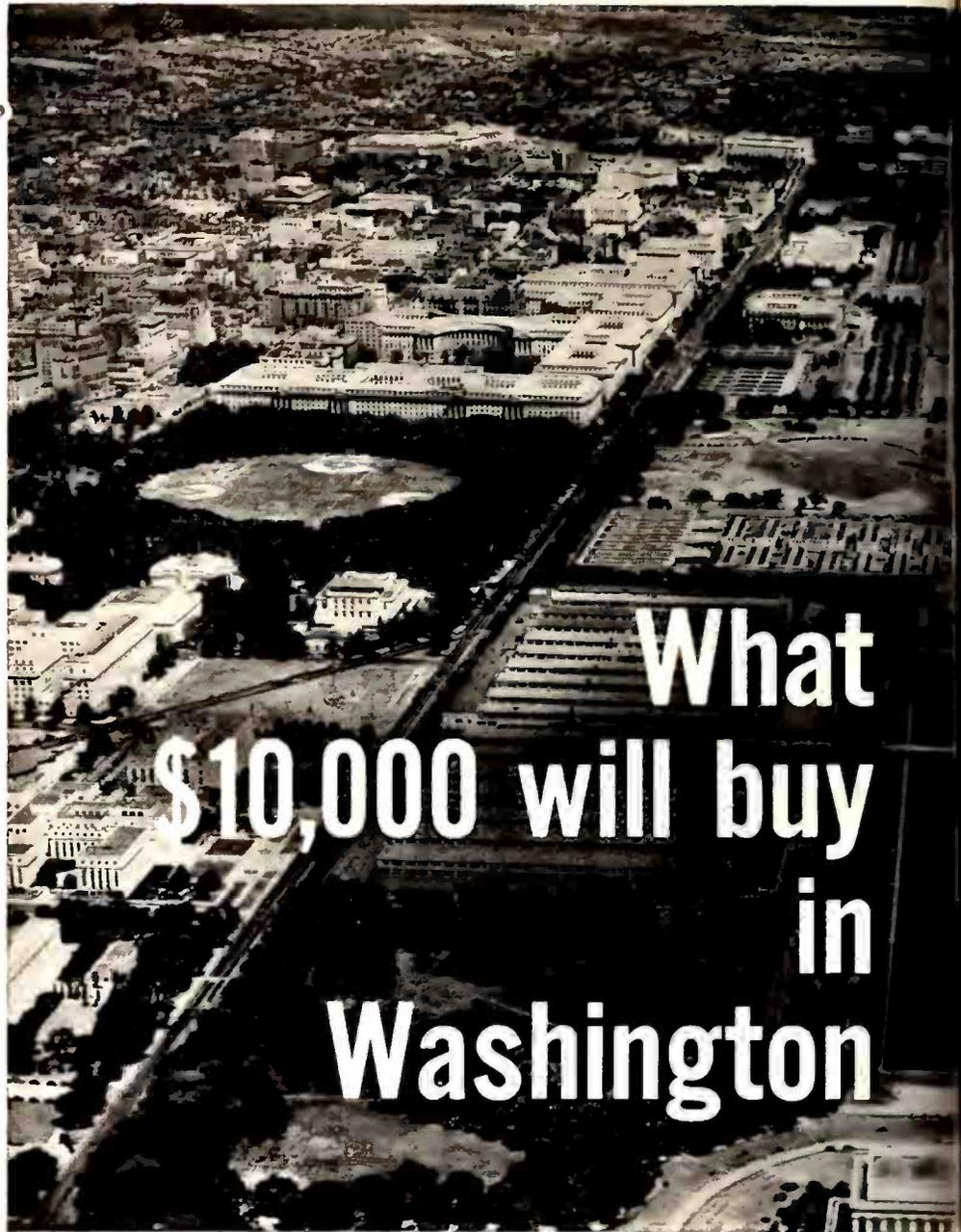
Block programming must be handled differently at different hours of the day. What is effective from midnight to dawn can be obnoxious at three o'clock in the afternoon. What is zany-effective at 7 a.m. would kill them at noon. A block-programmed musical session in the morning wouldn't be satisfactory in the 5:30 to 7:30 p.m. hours. These latter two hours are top-flight disk jockey time. Martin Block does his best selling on WNEW during this period. These are the dinner-preparation hours—when the American housewife listens with a faint hope that some day hubby will purr like Block, or his counterpart in other sections of the U.S.A.

It is important to realize that when a station forsakes the block program formula, and nearly every station under sponsor pressure forsakes it at sometime of the day, that some other station can and frequently does pick up the audience that was listening to the block-programmed station before the mood was shattered. This audience-stealing device is less common than it might be, for the stations that are in a position to program against the competition are frequently block-programming themselves and can't afford to break their own mood. There are, however, a number of stations that use the contra-programming device and have proved it successful.

There's nothing difficult about contra-programming. All that sponsor or station has to do is to see what is not on the air at any specific time and program that. Thus if there is no sweet music being broadcast—schedule it. If the air is full of mystery, give them music. If all is music, it's time for a whodunit.

It's possible to collect on a block-programmed station, or network skoin inexpensively—it doesn't require a big name or expensive program to do it.

One thing is certain, when a sponsor buys 15 minutes in a block-programmed period he doesn't have to build an audience. He's buying one ready to be sold. There is something else that's certain. A program log of a block-programmed station is easy to identify. Shows are not scheduled by 15 minute periods but by a minimum of 90 minutes. \* \* \*



# What \$10,000 will buy in Washington

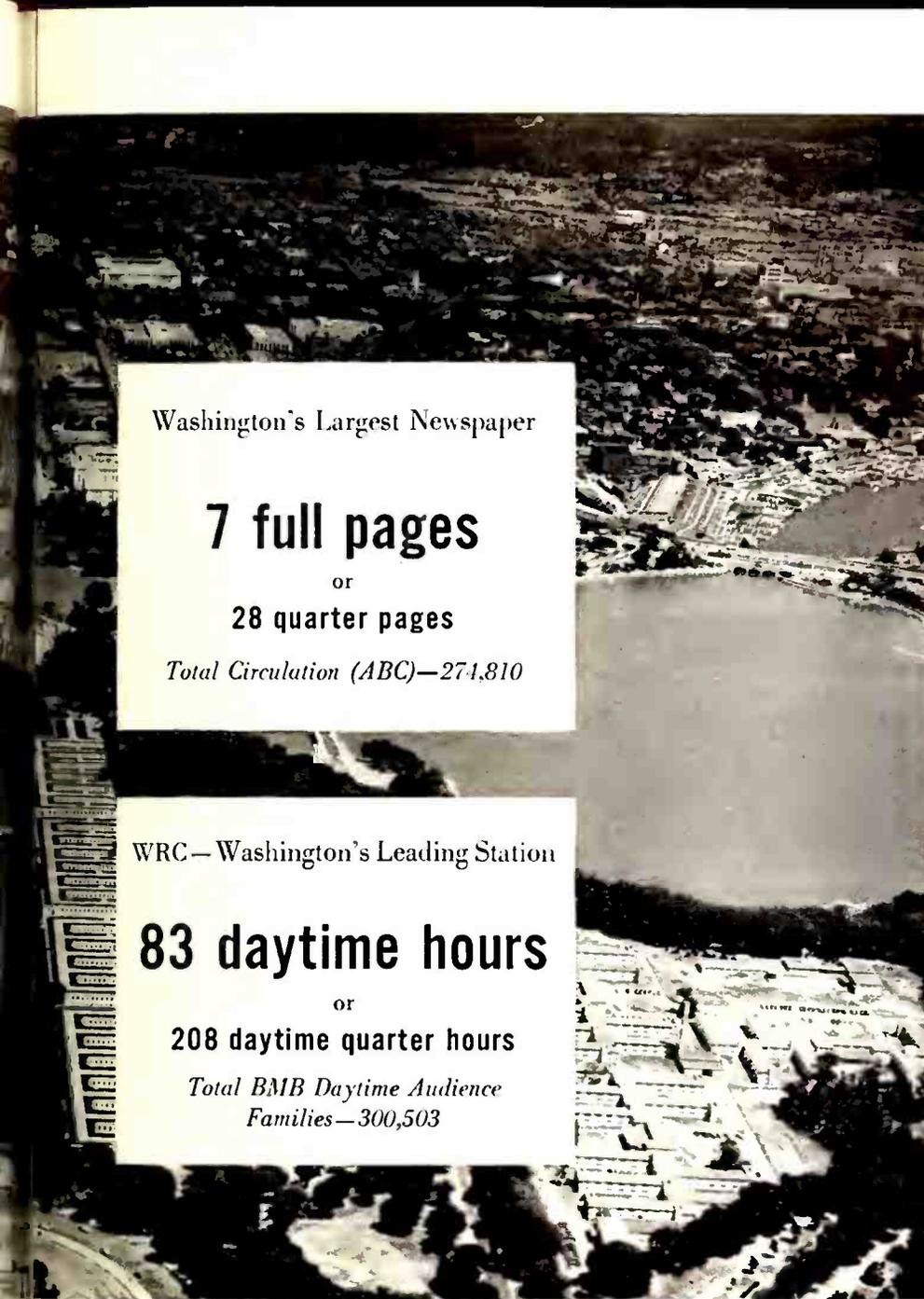
Yes, radio offers *more* impressions for the same money. Surveys have proved also that more people listen to the average *daytime* quarter hour program than notice the average national advertisement in the nation's largest newspapers.

For example, in Washington 32,300 adults listen to the average daytime quarter-hour program on WRC, while only 13,300 adults *note* (not necessarily *read*) the average national advertisement in Washington's largest morning newspaper.\* Your NBC Spot salesman has a comprehensive radio listening—newspaper reading analysis of the Washington

**N B C**



SPONSOR



Washington's Largest Newspaper

**7 full pages**

or

**28 quarter pages**

*Total Circulation (ABC)—274,810*

WRC—Washington's Leading Station

**83 daytime hours**

or

**208 daytime quarter hours**

*Total BMB Daytime Audience  
Families—300,503*

market. Write, wire or call your NBC Spot salesman for full information and availabilities on all these major U. S. radio stations.

*\*Sources available on request.*

New York . . . . .	WNBC
Chicago . . . . .	WMAQ
Cleveland . . . . .	WTAM
Washington . . . . .	WRC
San Francisco . . . . .	KNBC
Denver . . . . .	KOA
Schenectady . . . . .	WGY

## SPOT SALES

New York · Chicago · Cleveland · Hollywood · San Francisco · Washington · Denver

### Availabilities

## It's good hunting for "breaks" this Fall

Announcement availabilities are not tight this Fall. That's due to a number of factors, not the least of which is lack of prohibitions against them on big network and important local stations. The fight against "over-commercialization" has gone by the boards. NBC is no longer urging its affiliates not to sell evening chain breaks and 20 second announcements are heard even on the key stations of NBC and CBS.

The big stations still shy away from plug-uglies, and there are very few irritant commercials on these outlets. Surveys conducted by McCann-Erickson, and a number of other agencies, have revealed that while irritant announcements may achieve identification for a product, they do not necessarily sell. The commercial that irritates and sells is the exception. (It can be and has been done.)

Weather announcements were used this past season almost as frequently as time breaks by sponsors. Amazing as it may sound, however, there was and is plenty of time and weather announcement selective time available. Many advertisers believe that time announcements are restricted to watch manufacturers. While this is true to a limited extent, there are many other advertisers that can use a time quality in their selling that can purchase time breaks simply by submitting suggested continuity to stations.

One sponsor who found how well time and weather breaks can sell has been trying out a station break purchase on an "if" basis. If it rains his copy for rubbers and umbrellas is used on open weather and time breaks. Stations generally do not like this "if" business, but accept and do a fine job with it, when it comes their way. Motion picture theaters have discovered time breaks to be ideal. "The time is 6 p.m., time to see Alan Ladd in *The Great Gatsby* at the Paramount" type of announcement has been found to do all that's necessary for top pictures. Pictures without top names, or pictures that have not received a good press, may need more selling, but it can be and is being done with time announcements.

Any service or informative type announcement fits into a public service type of station or chain break. Every-

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



**Y**ES, the hand is quicker than the eye, but down here in Deep Dixie, the *ear* is quicker than either. An extra "r" in the accent, or a little lack of tact about several subjects—well, *you* know. . . .

We of KWKH are Southerners. We talk *and think* like all the rest of our people down here.

For 23 years we've studied our audience, and the results are reflected in our Hooper ratings. For March-April, 1949 our showing for Total Rated Periods was 38% better than our next "competitor."

Whatever you have to sell in our market, KWKH is your best radio buy. We can *prove* it. Interested?

# KWKH

**Texas**  
**SHREVEPORT LOUISIANA**  
**Arkansas**  
**Mississippi**

50,000 Watts

• CBS

The Branham Company, *Representatives*  
Henry Clay, *General Manager*

body's interested in the weather and the time. The commercial copy used with time and weather breaks must fit in with the time and weather announcement. Stations will not generally accept copy for these breaks which does not belong with the information.

Advertising agency and station representative executives point out that the number of products that can effectively use time breaks are almost legion. The reps haven't stressed ten-second time break availabilities too much because they'd rather sell programs and minute participations.

The request for such availabilities and information on the limitations that individual stations place upon their use must originate with the advertiser or his agency.

Time breaks are ideal periods in which to make a test of a product or campaign. They usually bring immediate results. They've built Bulova and Benrus. to mention just two watch manufacturers, and they can be used to build a number of other products.

"It's four p.m. Have you Glass-Waxed your windows lately? Glass Wax is available at your grocer, drug, or paint store."

Weather or time, those announcements achieve attention without irritating. \* \* \*

## Station representatives

## **Station sale agents know, sell product**

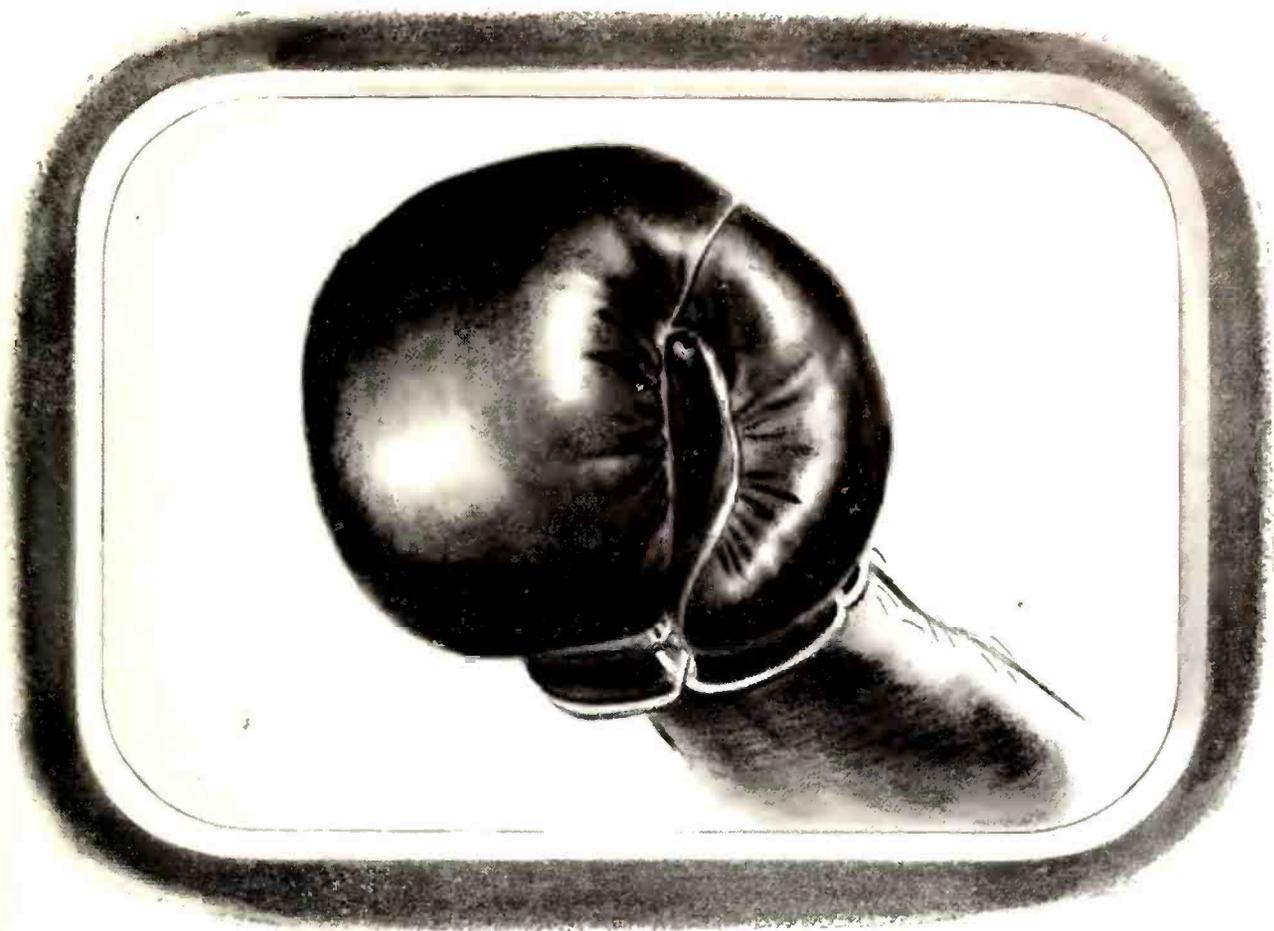
Station representatives during the past year have accepted a new job—they're selling broadcast advertising. a job that the NAB's Bureau of Broadcast Advertising is scheduled to do, when it gets going.

Not only have representatives individually been active selling broadcast advertising, not just the stations they represent, but their association has been making presentations on behalf of the selective medium to firms like Waltham Watch.

The story of selective broadcast advertising has been told only occasionally. Stations have been bought in many markets almost entirely because they were affiliated with a network, and announcement time has been bought "between two top programs." The stations as entities have been, for too long, just transmitters.

Station representatives can be of

SPONSOR



## *Right where it SELLS!*

Ever observed people watching a good TV Show? . . . Then you've noticed that their eyes and ears both are "at attention" . . . that a good TV commercial can hit them with the impact of a punch right on the button.

To make sure your TV punch reaches the

greatest possible number of people, be sure to schedule Fort Industry's 3 TV stations: WSPD-TV (NBC, CBS & DuMont), Toledo; WJBK-TV (CBS & DuMont), Detroit; WAGA-TV (CBS & DuMont), Atlanta. Get your guard up—call Katz for availabilities. Now—today!



## THE FORT INDUSTRY COMPANY

WSPD, Toledo, Ohio • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.  
 WLOK, Lima, Ohio • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.  
 WSPD-TV, Toledo, Ohio • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

great help to a sponsor in merchandising his broadcast advertising. Each station has its own routine of handling matters like courtesy announcements, car cards and other forms of display, newspaper advertising, and the host of other program promotions that help increase audiences and dealer acceptance for broadcast-advertised products. They are ready these days not only to sell but to service accounts—and in many cases station representatives have men in their organizations who are promotion specialists, even though they may double as salesmen.

Station representatives are basically salesmen. They are successful *only* when they do an effective job of selling for their stations. Stations may appreciate all the operating help a representative gives them, but they judge their reps 100% on the basis of the volume of business they sign. It's much easier for reps to visit timebuyers at agencies and fight for their station's share of existent business than it is to contact advertisers that are not using broadcast advertising. For this reason advertisers in many cases have to inquire of a station representative in

order to discover just what broadcast advertising can do for him. The National Association of Station Representatives stands ready to present the selective side (market-by-market) side of broadcast advertising. Since this is the direct result side of the medium, advertisers are apt to learn more of how radio can sell through station representatives than they can through any other group in broadcasting.

Of late, station representatives in many cases have separated their radio and television operations, even going so far in the case of John Blair as to set up a distinct corporate entity for TV station representation. Other representatives haven't gone this far, but they have TV specialists in their offices who know television and very little else. The tendency, more and more, is for TV to be treated as a medium distinct and apart from radio.

Station representatives, just as other factors in television, are not making money in this field. Their radio selling pays for their TV servicing, in most cases. The important thing for sponsors to keep in mind is that station representatives can help them make broadcast advertising a more effective sales medium. \* \* \*

# BIGGEST AUDIENCES

*in New England's 2nd Largest Market*

# LISTEN TO WPRO

*the Whole\* Year 'Round!*

HOOPER STATION AUDIENCE INDEX							
CITY: Providence, Pawtucket, R. I. MONTHS: Dec., 1948 thru Apr., 1949							
SHARE OF AUDIENCE							
TIME	WPRO	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
MON. thru FRI. 8 A.M.-NOON	38.5	17.5	20.9	13.5	4.5	2.0	1.8
MON. thru FRI. NOON-6 P.M.	31.8	20.0	18.8	11.8	11.2	5.7	1.6
SUN. thru SAT. 6-10:30 P.M.	35.4	26.9	14.8	18.3	(Off Local Sunset)		

### MORNINGS:

WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations B and C . . . and almost **EQUAL** to the COMBINED SHARES of network stations B, D, and indies E, F, and G.

### AFTERNOONS:

WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations C and D . . . and **EQUAL** to the COMBINED SHARES of network stations B and D.

### EVENINGS:

WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations C and D . . . and 8.5 percentage points higher than network station B.

*\* All latest seasonal reports (available on request) show WPRO FIRST in Share of Audience.*

# WPRO

**PROVIDENCE**

**BASIC CBS**

**5000 WATTS**

**AM & FM**

**630 KC.**

*Represented by Raymer*

**97,410 Radio Homes**  
*in the area served by*

# KMLB

*— the station with more listeners than all other stations combined —*

**IN N.E. LOUISIANA**

Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's milevolt contour. Sell it on KMLB!



# KMLB

**MONROE, LOUISIANA**

★ TAYLOR-BORROFF & CO., Inc.  
National Representatives

★ AMERICAN BROADCASTING CO.  
5000 Watts Day • 1000 Watts Night

# DOUBLE COVERAGE for DALLAS - FT. WORTH!



s-t-r-e-t-c-h  
that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination... over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

"THE BILLION DOLLAR AUDIENCE"



**KFJZ**—FORT WORTH

**WRR**—DALLAS

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.  
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

# WANTED ALIVE- Description:

**Age:** Old enough to realize that a buyers' market prevails, and interested in making his advertising dollars go further.

**Identification:** Shrewd, intelligent and interested in reaching a vast new potential customer audience for his product at the lowest cost per prospect in Houston radio. Goes by the name of sponsor, olios on-the-boll merchant.

## REWARD

To the agency or account that brings in this WANTED PERSON . . . KNUZ will clear "COLLIE'S CORRAL" 12:30 p.m. to 12:45 p.m. Monday thru Friday, or "COLLIE'S CORRAL" 12:45 p.m. to 1:00 p.m. Monday thru Friday. BOTH quarter hour segments of the "CORRAL" have the \*NUMBER ONE LISTENING AUDIENCE IN HOUSTON. WITH A QUARTER HOUR HOOPER RATING of 4.5 and 5.4 respectively.

\* (Winter-Spring Hooper report Dec., 1948, thru April, 1949). Anyone knowing the whereabouts of the above person

Contact Nearest  
"Sheriff's" Department  
Forjoe  
or  
"Sheriff" Dave Morris  
Central 8801

### k-nuz

9th Floor Scanlon Bldg.  
Houston, Texas

## Independent stations

### Big sponsors eye non-net outlets with interest as result of proved impact

The independent station is pulling its own weight and then some for broadcast advertisers. Its sports, music, and news formula reaches an audience that is seldom served by stations that do not block-program their schedules. It is not unusual in reading Hooperatings' new pocket piece to note that the independents' share-of-audience is bigger than any single network attraction.

It has only been of late that non-network stations have had a sufficient audience in all of Hooper's 36-city random telephone home sample to make reporting their share-of-audience figures necessary. Taking the 15-21 June Hooper report for reference, there are periods in the week when independent stations have a greater audience than *Chesterfield Supper Club*. Tuesday 21 June saw the *Supper Club* with a Hooper of 4.0 and a non-network station rating of 5.2, the independent stations' share of audience being 26.2%. Even mid-evening on the same Tuesday, 8:30-9 p.m., independent stations were within .8 of a rating point of the top mystery, *Mr. and Mrs. North*. The independents had a rating of 6. Other network programs on the air at the same time had ratings of 2.3, 4.2, and 4.1.

Tuesday night is not an unusual night on the air for independent non-network stations. After 10 p.m. on Monday (20 June 1949) against the top-appeal *My Friend Irma* with a rating of 11.9, the non-network stations in the 36 Hooper cities had a rating of 7.5. The top network program aside from *Irma* had 3.8.

Night after night the Program Hooperatings' pocket piece has evidence of the growing audience of the independents. Since these ratings are averaged for the entire 36 cities, with the cities being located from coast to coast, they give consistent proof of regular listening to non-network outlets. The ratings include stations without big audiences and also top listening outlets like WHDH, Boston; WHHM, Memphis; WNEW, N. Y., and WCKY, Cincinnati. These are representative of the block-programmed stations but they are not all of the same breed. WHDH, Boston, owes its great audiences to its top sports' schedule.

WNEW, N. Y., is a music-news-promotion programs outlet. WCKY is music, news, and sports program scheduled, but also depends to a substantial degree on its western disk jockey scheduling. WHHM, is disk jockey programmed and uses a great deal of folk music (no jug bands). WHHM proves that although every section of the country that supports a *City Hooper Report* has a Bing Crosby disk session in its *First Ten* programs, a well programmed independent can even get along without Bing. WHHM hasn't played a Crosby record yet.

The success of the non-network station is based upon the fact that it does not try to program for everyone. Its schedules are designed for a specific segment of the listening audience. Thus WOV serves Italian New York in the daytime, swingsters to around 10 p.m. and then goes Western Hillbilly. Since there's very little range music heard on the air in the metropolis, Rosalie Allen's boots-and-saddle disc spinnings have amazing audiences.

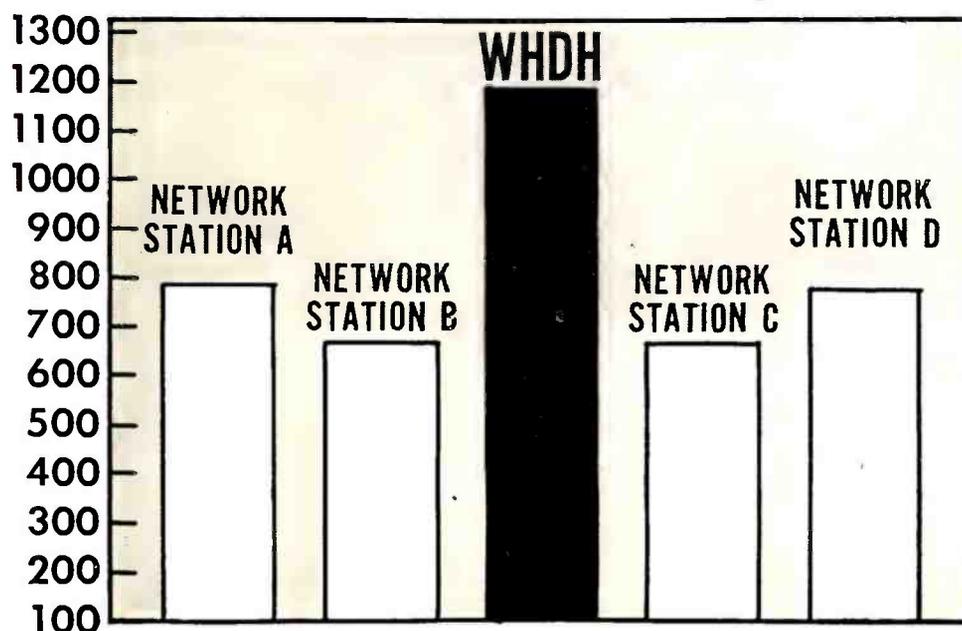
When WVNJ started to compete with the New York stations from Newark, N. J. it decided to pay, as a general policy, "sweet" music—neither too hot nor too cold. Now as an interviewer walks along the streets of New York, hearing the sweet strains of WVNJ are not unusual. In certain sections, during certain hours of the day, it's a veritable little symphony of WVNJ, just as in other sections WQXR plays the major melody.

When WLIB (with the blessing of the FCC) passes to the control and management of Morris Novik, it plans to be programmed for the two-million English-speaking Jewish in New York and its vast colored population. These are two groups which have not had any special programming, and there is every reason to believe that WLIB, which hasn't reached a really top commercial audience during its several managements, will under its new plan have something very special for advertisers.

Under the shadow of New York's great stations, and under the shadows of the great stations in most metropolises, there is a suburban station programmed for its own select neighbors. (Please turn to page 76)

# *Every* MONTH IN THE YEAR **WHDH** IS BOSTON'S BEST BUY!

Number of Greater Boston Radio Homes  
 Reached for Each Dollar Spent\*



\*Based on the latest 12 months Haaper "Share of Audience" Reports April-May 1948 —  
 April-May 1949 and average cost per spot on the four network stations and WHDH.

**W**hen you buy WHDH you will reach 50% more Greater Boston radio homes than on Network Station A; 77% more than Network Station B; 78% more than Network Station C; and 54% more than Network Station D. Ask your John Blair man for the complete information on how to get more for your radio dollar in Boston.

NOW 50,000 WATTS

# WHDH

OWNED AND OPERATED BY  
 THE BOSTON HERALD-TRAVELER

Represented Nationally by John Blair & Co.

18 JULY 1949

47

## Regional networks

### Inherent advantages of sectional webs boost commercial use throughout nation

The growth of television, transit-radio, and facilities that permit intensive coverage, is causing sponsors to consider more and more carefully selling methods that will let them make the most of markets that have their own peculiar problems.

These problems range from strong

listener bias for certain program types and personalities to highly individual local conditions affecting both distributor and retail phases of marketing. One way of taking advantage of local peculiarities is through the use of the regional network. Where the management is aggressive and member sta-

tion managements have grown close to the communities they serve, these webs are in a position to do an unusual job for an advertiser.

Even with program costs down, it's still expensive, from an operational standpoint, to cover a market with individual programs, station by station. A regional web can cover a section with a single program and one billing. Working closely with distributors and jobbers in getting distribution, in placing point-of-sale material, etc., the abbreviated network can deliver a maximum of service to its advertisers.

The regional chain may not in individual cases cover markets that correspond with exactly an advertiser's market divisions. But despite the trend toward tightly knit market coverage, a regional set-up permits the great flexibility of selective broadcasting on a broad area base.

Few of the more than 50 area chains maintain big promotional staffs. In the majority of cases one man with the assistance of people at member stations does the work. There are exceptions, of course, and as it to be expected webs like Yankee (New England), Don Lee (Pacific Coast) and West Coast segments of the four na-

## "THINK I'LL BUY BOTH THEM HEIFERS!"



If you'd like to see some doggone wonderful "impulse buying," you oughta watch us Red River Valley hayseeds! We got far higher than national average income—and, by golly, we spends it!

And if you'd like to get your share of this lavish North Dakota spendin', you'd better use *W*DAY! Many advertisers don't even consider other outlets. Latest Hoopers prove *W*DAY's a 5-to-1 favorite in Fargo and Moorhead. And we've got proof of exceptional rural loyalty, too!

Write to us direct, or ask Free & Peters for all the dope. You'll be amazed—and convinced!

# W DAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives

## Get Your Share of the Rich

### SPARTANBURG-GRENVILLE 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

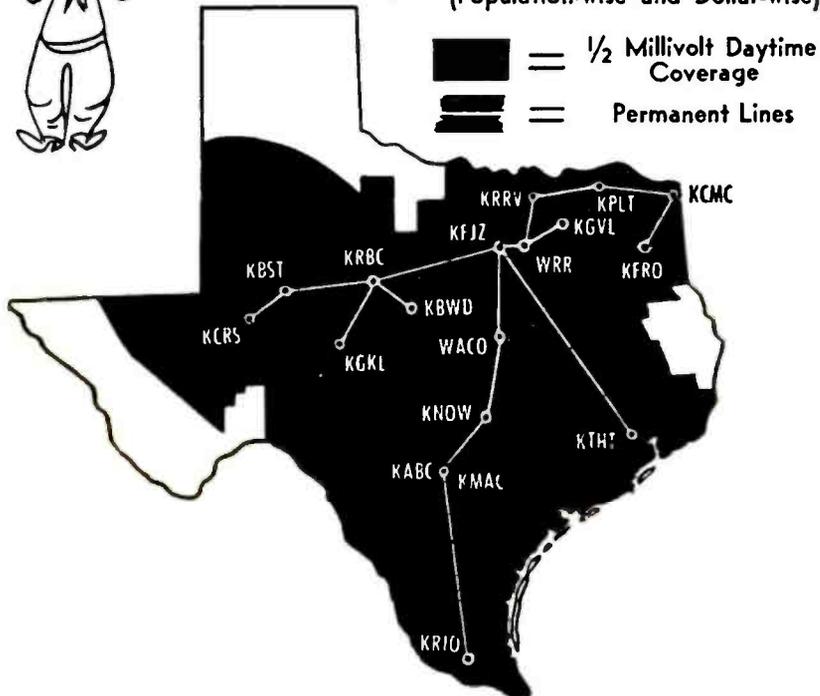
5,000 Watts -- 950 On Your Dial  
WSPA-AM and WSPA-FM Are Sold As  
A Single Service

# We're Sorry!

## All We Can Deliver Is

# 90% of Texas

(Population-wise and Dollar-wise)



KFJZ (Key)	Fort Worth	1,270 Kc.	5,000 W.	MBS
WRR	Dallas	1,310 "	5,000 "	MBS
KRRV	Sherman	910 "	1,000 "	MBS
KPLT	Paris	1,490 "	250 "	ABC
KCMC	Texarkana	1,230 "	250 "	ABC
KFRO	Longview	1,370 "	1,000 "	ABC
KGVL	Greenville	1,400 "	250 "	MBS
KRBC	Abilene	1,470 "	5,000 "	ABC
KBWD	Brownwood	1,380 "	1,000 "	MBS
KGKL	San Angelo	960 "	5,000 "	ABC
KBST	Big Spring	1,490 "	250 "	ABC
KCRS	Midland	550 "	5,000 "	ABC
KTHT	Houston	790 "	5,000 "	MBS
WACO	Waco	1,460 "	1,000 "	ABC
KNOW	Austin	1,490 "	250 "	ABC
*KMAC	San Antonio	1,240 "	250 "	MBS
*KABC	San Antonio	680 "	50,000 "	ABC
KRIO	McAllen	910 "	1,000 "	MBS

\*Only one San Antonio Station to be used.

## TEXAS STATE NETWORK

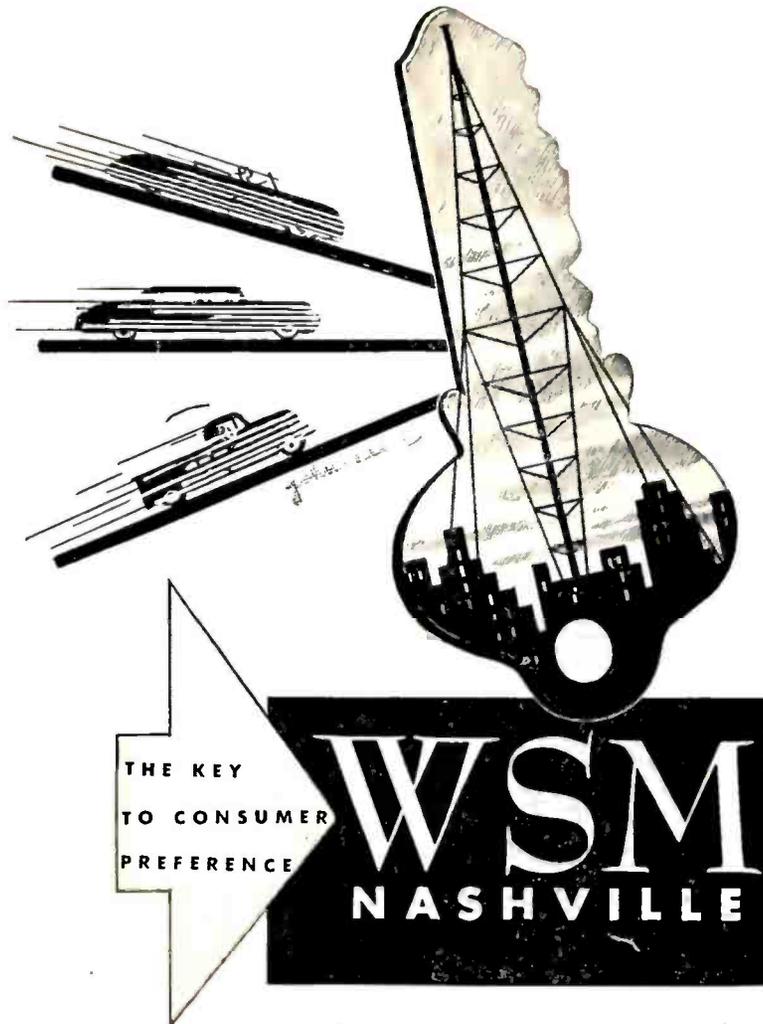
1201 W. Lancaster

Fort Worth, Texas

18 Stations 250 Watts to  
50,000 Watts 1/2 Millivolt  
Daytime Coverage of  
90% of Texas!

National Representatives  
Weed & Company  
New York • Detroit • Boston • Chicago  
Atlanta • Hollywood • San Francisco

follow any **WSM** listener  
 ... to town



There are millions of WSM listeners, in a circle with many hundreds of miles radius. They are all kinds of people—urban, rural, rich and poor.

Pick any family, or any hundred families—and follow them to town. Watch them buy. Then check what they have bought against the list of WSM sponsors—and you'll see what we mean when we talk about the exceptional pulling power of WSM.

Then ask those families why they buy from the WSM list, why is it so definitely their shopping guide? The answer will be very simple. "We've been listening to WSM for a right long time, now, and we never have had cause to disbelieve anything we hear on it." Is there, anywhere, a more powerful background for selling?

**WSM**

HARRY STONE, Gen. Mgr. • IRVING WAUGH, Com. Mgr. • EDWARD PETRY & CO., National Rep.  
 50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

tional nets are among those who tell their stories elaborately and often.

Beyond the extra service regional chains are in a position to render advertisers, they form an important testing ground for both products and new programs and commercial techniques. A variation on this theme is being developed in Oklahoma by the Oklahoma Group Broadcasters, and in Alabama by Associated Broadcasting Service (see *No Telephone Lines*, SPONSOR 4 July 1949, p. 30).

In these operations key FM stations, KOCY-FM, Oklahoma City, and WBRC-FM, Birmingham, feed regular programs and special events to groups of AM affiliates via FM relay. Under the ABS arrangement affiliates take 17 hours of WBRC (AM) programing daily, more than half of which is live. An advertiser can buy various blocks of the 24 affiliated local AM stations. Most of them are low-powered and they cover the length and breadth of Alabama. The case is similar with OGB, and one check to the network takes care of the bookkeeping.

Both nets make sports events, top regional and local sports, available to affiliates that on their own could not afford them, or to whom the events

## FALL AND WINTER SCHEDULES NEED

**W  
T  
R  
F**

AM-FM

Covering the  
 Prosperous  
 Greater Wheeling  
 Market From  
**BELLAIRE, OHIO**

Represented by  
**THE WALKER COMPANY**

# Network Programs Available on Local Stations

TITLE	TYPE	NET	APPEAL	TIME	PRICE	EXPLANATION
MARTIN AGRONSKY	News	ABC	Adult	15-min, 6 wk	\$6-\$336	Early morning news commentary from Washington
ALEXANDER'S MEDIATION BOARD	Drama	MBS	Adult	30-min, 1 wk	\$5-\$500	Advice on listener problems
AMERICAN FORUM OF THE AIR	Forum	MBS	Adult	30-min, 1 wk	\$3-\$300	Authorities debate subjects of national interest
AMERICA'S TOWN MEETING	Forum	ABC	Adult	60-min, 1 wk	\$7.50-\$360	Lively discussions of vital issues
BAUKHAGE TALKING	News	ABC	Adult	15-min, 5 wk	\$5-\$280	News reports and commentary from Washington
BREAKFAST IN HOLLYWOOD	Aud Part	ABC	Family	30-min, 5 wk	\$9-\$600	Fun at the breakfast table with Jack McElroy as MC
CECIL BROWN	News	MBS	Family	15-min, 5 wk	\$6-\$350	Commentary on domestic and foreign events
CAPTAIN MIDNIGHT	Drama	MBS	Juvenile	15-min, 5/wk	\$5-\$280	Daytime serial thriller
NANCY CRAIG	Commentary	ABC	Women	15-min, 5/wk	\$5-\$280	Chatty, informal interviews with guests
BILL CUNNINGHAM	News	MBS	Family	15-min, 1 wk	\$2.50-\$140	Veteran reporter's comment on inside of news
ELMER DAVIS	News	ABC	Adult	15-min, 5/wk	\$7.50-\$420	Reports and Commentary from Washington
DDRDTHY OIX	Commentary	ABC	Adult	15-min, 5 wk	\$5-\$240	Counsel on human relations problems
FINAL EDITION	News	NBC	Family	15-min, 3 wk	\$6-\$168	Late news with Morgan Beatty and Leon Pearson
FISHING AND HUNTING CLUB	Sports	MBS	Family	25-min, 1 wk	\$5-\$280	Advice, tips, prizes to fishers and hunters
CEDRIC FOSTER	News	MBS	Family	15-min, 5/wk	\$5-\$280	Domestic and foreign news commentary
PAULINE FREDERICK REPDRTS	News	ABC	Adult	10-min, 5 wk	\$5-\$180	Only woman news reporter in network radio
HARKNESS	News	NBC	Family	15-min, 2 wk	\$10-\$266	Analysis of national scene from Washington
HEADLINE EDITION	News	ABC	Adult	10-min, 5/wk	\$6-\$280	News and interviews with people who make the news
GABRIEL HEATTER'S MAILBAG	Commentary	MBS	Family	15-min, 5/wk	\$7.50-\$560	Heatter discusses his fan mail
GEORGE HICKS	News	NBC	Family	15-min, 5 wk	\$10-\$270	Hicks replaces McCormick; reports on world events
INSIDE OF SPORTS	Sports	MBS	Men	15-min, 5/wk	\$5-\$280	Behind locker doors from coast to coast
JOHNSON FAMILY	Drama	MBS	Family	15-min, 5/wk	\$5-\$250	Love, life, laughter with the Johnsons
IRENE & ALLAN JONES	Mr. and Mrs.	ABC	Family	15-min, 5 wk	\$6-\$300	About their travels: taped in faraway places
KALTENBORN	News	NBC	Family	15-min, 3 wk	\$10-\$400	Commentary by dean of radio correspondents
HENRY LACOSSITT	News	MBS	Adult	15-min, 5/wk	\$5-\$250	Anecdotes, stories, news on the unusual side
FULTON LEWIS JR	News	MBS	Adult	15-min, 5 wk	\$6-\$560	Comments on day's developments from Washington
LUNCHEON AT SARDI'S	Interview	MBS	Adult	30-min, 5 wk	\$6-\$560	Man-on-the-street in a restaurant
MEET THE PRESS	News	MBS	Family	30-min, 1/wk	\$5-\$280	Air press conference with names in news
MR. PRESIDENT	Drama	ABC	Family	30-min, 1/wk	\$7.50-\$360	Edward Arnold in true episodes in lives of Presidents
MUTUAL NEWSREEL	News	MBS	Family	15-min, 5 wk	\$5-\$500	Pickups and interviews from coast to coast
JOHN NESBITT	Commentary	MBS	Family	15-min, 5 wk	\$7.50-\$560	Odd and unusual stories of people, places, things
NEWS OF AMERICA	News	CBS	Family	15-min, 6/wk	\$2-\$324*	What's happening in the 48 states
PIANO PLAYHOUSE	Musical	ABC	Family	30-min, 1/wk	\$4-\$120	Outstanding piano virtuosi and Milton Cross
KATE SMITH SPEAKS	Commentary	MBS	Women	15-min, 5/wk	\$7.50-\$1000	Covering women's angle on variety of topics
GEORGE SOKOLSKY	Commentary	ABC	Adult	15-min, 1 wk	\$4-\$120	Comment on topics of contemporary interest
TELL YOUR NEIGHBOR	Commentary	MBS	Women	15-min, 5 wk	\$5-\$280	Over-the-back-fence stories, household hints
THIS IS PARIS	Variety	MBS	Family	30-min, 1 wk	\$3-\$1000	Maurice Chevalier, European stars taped in Paris
HARRY WISMER	Sports	ABC	Family	15-min, 1 wk	\$3-\$84	Comment on week's major sports events
WORLD NEWS ROUNDUP	News	CBS	Family	15-min, 6 wk*	\$2-\$324	Remote pickups, domestic and foreign
WORLD NEWS ROUNDUP	News	NBC	Family	15-min, 6 wk	\$12-\$280	John McVane from Washington
WORLD NEWS ROUNDUP	News	NBC	Family	15-min, 1 wk	\$6-\$56	James Fleming with Sunday edition
WORLD TONIGHT	News	CBS	Family	15-min, 7 wk*	\$2-\$324	Richard C. Hottelet summarizes world news

## Network TV Available on Local Stations

AMERICAN MINSTRELS	Minstrel	ABC	Family	1-hr, 1/wk	\$115-\$1500	Traditional minstrel style
CHICAGO WRESTLING MATCHES	Sports	ABC	Family	2-hrs, 1 wk	\$60-\$600	Professional wrestling from Chicago's Rainbo Arena
HOLLYWOOD SCREEN TEST	Drama	ABC	Family	30-min, 1 wk	\$67.50-\$675	Screen tests for talented young artists
SMALL FRY	Melange	Du Mont	Juvenile	30-min, 5 wk	On request	Traditional "Uncle Don" stuff
TOMMORROW'S CHAMPIONS	Sports	ABC	Family	2-hrs, 1 wk	\$37.50-\$375	Amateur boxing bouts from Chicago's Rainbo Arena

\*Estimated by SPONSOR

wouldn't be available for other reasons. The network also gets from the key stations (programed in each case by the AM parent station) popular regional talent and programs, including regional news coverage.

It is to be expected that similar AM-FM regional operations will develop to give advertisers new opportunities for flexible, economical coverage of areas where they need either a pick-up or to maintain consistent pressure.

Still another variation on the regional theme is the per-occasion, or

custom-built, network. They are most productive for special occasion broadcasts of intense interest to listeners of an area. Their main justification is the difficulty of lining up for one occasion regular network stations with established commitments. They are relatively expensive, but results for certain regional types of business, such as breweries, gas and oil, etc., have more than justified the cost of setting them up. The actual task of setting up the net is not difficult for an agency acquainted with the problems involved.

It is with sports that these nets are most effective, since the right events can actually guarantee an audience whose minimum total can be fairly well predicted. Yet sports weren't the first events for which special nets were put together. Pioneer in building the special chains is Stanley G. Boynton, Detroit. The agency that bears his name organized the first special webs for Sunday morning religious broadcasts when several years ago all major chains but Mutual dropped commercial religious broadcasts.

Discovering how productive these specially assembled nets could be, Boynton moved into the most obvious field for the custom-built network, sports.

Listening appeals of football, baseball, etc., vary with each event under a variety of conditions. The vast majority of all such events have only a local or a regional interest. Practically every football clash appeals to a different audience. Therefore, to keep reaching maximum audiences a sponsor must during the season keep changing his network line-up from week to week.

(Please turn to page 76)

# WSBT

—and only WSBT

—commands the

## South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

*The Texas Rangers*  
"AMERICA'S FINEST WESTERN ACT!"

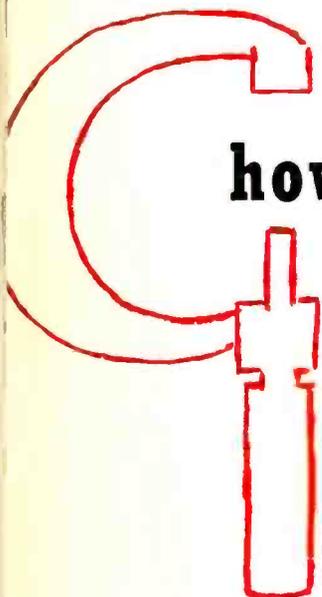


The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions  
KANSAS CITY 6, MISSOURI



# how do we measure up at Dancer-Fitzgerald-Sample...

## OR AT SHERMAN & MARQUETTE?

SPONSOR gives you exactly what you need for trade paper advertising value. Its purpose is simple: a magazine 100% devoted to the interests of broadcast advertising buyers in the national field. Its circulation is pinpointed: 3 out of every 4 copies (8,000 guarantee) go to buyers. Its prestige is potent because it's a sound, easy-to-take, use magazine. Ask any timebuyer, or your own national representative.

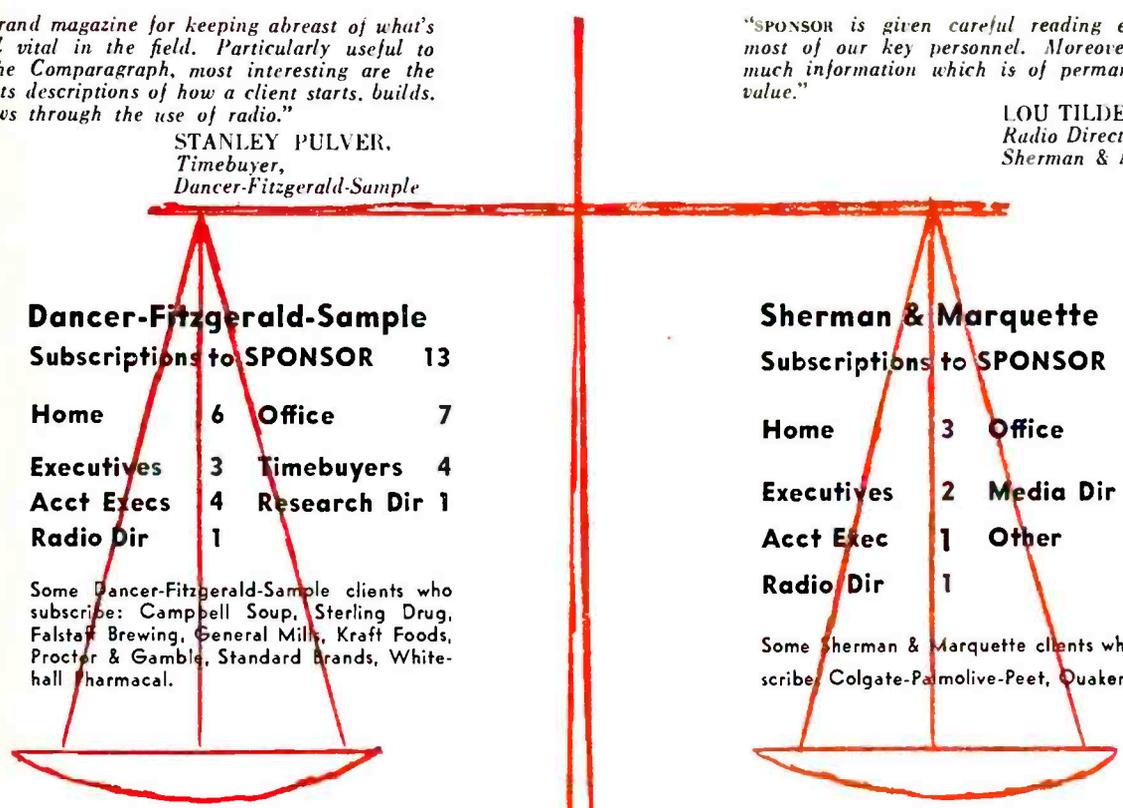
An average of 10½ paid subscriptions go to readers at each of the 20 top radio-billing advertising agencies.

*"It's a grand magazine for keeping abreast of what's new and vital in the field. Particularly useful to me is the Comparagraph, most interesting are the grass-roots descriptions of how a client starts, builds, and grows through the use of radio."*

STANLEY PULVER,  
Timebuyer,  
Dancer-Fitzgerald-Sample

*"SPONSOR is given careful reading each issue by most of our key personnel. Moreover, it contains much information which is of permanent reference value."*

LOU TILDEN,  
Radio Director,  
Sherman & Marquette



**You're sure to hit home with sponsors and agencies  
when you advertise in SPONSOR**

**SPONSOR**

For buyers of Radio and TV advertising  
40 West 52 Street, New York 19

# It's a happy marriage!



**H**APPY for you. Now you can be sure of selling virtually the entire southeastern United States, without ever leaving your desk. And without paying for expensive extra coverage you don't need.

Because, for the first time, the two giants of the southeast—50,000-watt WRVA in Richmond and 50,000-watt WBT in Charlotte—have combined for a joint broadcast every Saturday night of the South's famed OLD DOMINION BARN DANCE . . . a giant of a program!

It's a *perfect* marriage!

On WRVA, BARN DANCE (10:00-10:30 PM) has an 11.7 Hooperating\*—a 33% bigger rating than a big-name comedian on the second station. Moving into the 10:00 PM period on WBT, it follows a four-hour lineup of programs already Hooperated at an average 16.3\*\*—a 101% higher average than any other station and 28% higher than ALL other stations combined.

It's a *wealthy* marriage!

The combined 50-100% BMB nighttime area of WRVA and WBT totals 193 counties in six states, with retail sales of more than \$3,400,000,000† . . . a dowry well worth our time—and yours!

It's a *marriage of convenience!*

Your *convenience*. Available as a half-hour package or in quarter-hour segments, BARN DANCE can be sponsored on WRVA and WBT at blissfully low cost. For your convenience, one call to either station or the nearest Radio Sales office will provide complete information . . . and a contract.

**WBT**

CHARLOTTE,  
NORTH  
CAROLINA

**WRVA**

RICHMOND  
and NORFOLK,  
VIRGINIA

\*Richmond, Oct. 1948-Feb. 1949. \*\*Charlotte, Oct. 1948-Feb. 1949  
†Sales Management Survey of Buying Power, May 1949.

# Syndicated Transcription Availabilities

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
A CHRISTMAS CAROL	Drama	Family	30-min, 1 time	\$12.50 minimum	Famous Dickens story starring Tom Terriss	Kasper-Gordon
A DATE WITH MUSIC	Musical	Family	15-min, 3-5 wk	\$5 minimum	Musical revue with Phil Brito	Charles Michelson
ADDISON PELLETIER SHOW	Narrative	Women	15-min, 1 wk	\$5 minimum	Unusual stories and experiences	Kasper-Gordon
ADVENTURES IN XMAS TREE GROVE	Drama	Juvenile	15-min, 3-5 wk	\$5 minimum	The Santa Claus family and friends	Kasper-Gordon
ADVENTURES OF BUDDY BEAR	Drama	Juvenile	15-min, 1 wk	\$5 minimum	Childrens' adventure stories	Kasper-Gordon
ADVENTURES OF DR. KILDARE	Drama	Family	30-min, 1/wk	On request	The popular MGM movie series	MGM Radio
ADVENTURES OF FRANK FARRELL	Drama	Juvenile	15-min, 1-5 wk	On request	Juvenile and teenage sports stories	Russell C. Comer
ADVENTURES OF FRANK RACE	Drama	Family	30-min, 1/wk	O.R.F.S.	Mystery-adventure around the world	Broadcasters Prog Synd
ADVENTURES OF PINOCCHIO	Fantasy	Juvenile	15-min, 1-5/wk	Based on mkt	Scripts adapted from the famous book	Edward Sloman Prods
ADVENTURES OF ZORRO	Drama	Family	30-min, 1/wk	On request	Adaptation of the Johnson McCully stories	Bob Davey
AIR ADVENTURES OF JIMMIE ALLEN	Drama	Juvenile	15-min, 5 wk	Based on mkt	Story of 17-year-old airplane pilot	Russell C. Comer
AIRMAIL MYSTERY	Drama	Family	15-min, 1 wk	O.R.F.S.	Mystery drama with airmail background	Broadcasters Prog Synd
ALBUM OF LIFE	Drama	Family	15-min, 1 wk	O.R.F.S.	Dramatic vignettes of love, mystery, adventure	Broadcasters Prog Synd
ALLEN PRESCOTT THE WIFE SAVER	Variety	Women	15-min, 3 wk	\$4.50-\$51	Household hints flavored with laughs	NBC Radio-Recording
ALL STAR WESTERN THEATRE	Variety	Family	30-min, 1/wk	\$10-\$300	Western stories and music with Foy Willing	Harry S. Goodman
ANYTHING FOR LAUGHS	Comedy	Family	5-min, 6/wk	On request	Peter Donald's amusing dialect stories	Ray Green
ARMCHAIR ROMANCES	Drama	Family	15-min, 1/wk	O.R.F.S.	Historical, mystical, romantic drama sketches	Broadcasters Prog Synd
AT HOME WITH LIONEL BARRYMORE	Talk	Family	51-min, 3/wk	On request	Famous actor in anecdotes, memoirs, philosophy	MGM Radio
AT THE OPERA	Musical	Family	30-min, 1/wk	O.R.F.S.	A review of great operatic music	Associated Prog Serv
AUNT MARY	Drama	Women	15-min, 5 wk	\$5-\$50	Small-town woman's struggle for human dignity	NBC Radio-Recording
AVENGER, THE	Drama	Adult	30-min, 1/wk	\$10 minimum	Unusual approach to detective stories	Charles Michelson
BABY DAYS	Talk	Women	15-min, 1-2/wk	\$4-\$50	Dr. D. S. DeLoya discusses child care	Harry S. Goodman
BAND CONCERT	Musical	Family	15-min, 1/wk	\$6 minimum	Music by famous English service bands	Kasper-Gordon
BARBERSHOP HARMONIES	Musical	Family	15-min, 6/wk	\$4-\$40	Nostalgic songs by top barbershop singers	Richard H. Ullman
BARNYARD JAMBREE	Variety	Family	30-min, 1/wk	\$5-\$150	Hillbilly music and comedy	Teleways
BEHIND THE SCENES	Narrative	Family	5-min, 5 wk	25% class-A	Human-interest stories, starring Knox Manning	Universal
BETTY AND BOB	Drama	Women	15-min, 5/wk	\$3.50-\$20	Human-interest serial drama	NBC Radio-Recording
BEULAH KARNEY'S MEAL OF THE DAY	Talk	Women	5-min, 5/wk	\$8-\$25	What to eat each day in the year	William J. Powers
BITS OF LIFE	Drama	Adult	15-min, 1/wk	O.R.F.S.	Series specializing in character study	Charles Michelson
BLAIR OF THE MOUNTIES	Drama	Family	15-min, 3/wk	\$3-\$15	Stories of the Northwest Mounted Police	Walter Biddick
BOB'S SCRAPBOOK	Talk	Family	15-min, 1-5/wk	On request	Wit, wisdom, friendly philosophy	Domion
BOSTON BLACKIE	Drama	Family	30-min, 1/wk	Based on mkt	Mystery-adventure, starring Richard Kollmar	Frederic W. Ziv
BOX 13	Drama	Adult	30-min, 1/wk	\$7.50-\$300	Screen star Alan Ladd in mystery-adventures	Mayfair
CALLING ALL GIRLS	Variety	Women	15-min, 3-5/wk	Based on mkt	Feminine chatter, fashions	Frederic W. Ziv
CAN YOU IMAGINE THAT?	Drama	Family	15-min, 1/wk	O.R.F.S.	Dramatization of unusual facts	Broadcasters Prog Synd
CAPTAIN GANGER	Drama	Juvenile	15-min, 3/wk	25% class-A	Adventure serial for children	Universal
CAPTAINS OF INDUSTRY	Drama	Family	15-min, 1/wk	O.R.F.S.	True-life dramatizations of industrial pioneers	Broadcasters Prog Synd
CAPT STUBBY AND THE BUCCANEERS	Musical	Family	15-min, 3/wk	O.R.F.S.	Rolling humor, antics, and novelty tunes	Broadcasters' Guild
CAREER OF ALICE BLAIR	Drama	Women	15-min, 3-5/wk	Based on mkt	Serial of ambitious girl	Frederic W. Ziv
CARSON ROBINSON AND BUCKAROODS	Musical	Family	15-min, optional	\$5-\$31.00	Western music and entertainment	NBC Radio-Recording
CAVALCADE OF MUSIC	Musical	Family	30-min, 1/wk	On request	Large orchestra, chorus; name guest stars	Lang-Worth
CHUCK WAGON JAMBOREE	Musical	Adult	15-min, 3-5/wk	\$3.50-\$40	Western-type show, starring Ken Curtis	Teleways
CISCO KID	Drama	Juvenile	30-min, 3-5/wk	Based on mkt	Drama, mystery, adventure in the old West	Frederic W. Ziv
CLIFF EDWARDS SHOW	Musical	Family	15-min, 5-6/wk	O.R.F.S.	Ukelele Ike doing the songs that made him famous	Broadcasters' Guild
COME AND GET IT	Aud partie	Women	15-min, 3/wk	\$3.50-\$50	Radio's original food quiz and commentary	NBC Radio-Recording
COMEDY CAPEKS	Musical	Family	15-min, 1/wk	O.R.F.S.	Musical revue with 16-piece orchestra, Bob Burns	Broadcasters Prog Synd
COUNTRY CHURCH OF HOLLYWOOD	Talk	Adult	15-min, 5/wk	O.R.F.S.	Home-spun wisdom by pastor Josiah Hopkins	Broadcasters Prog Synd
CRIME DOES NOT PAY	Drama	Family	30-min, 1/wk	On request	Adaptations of MGM prize-winning two-reelers	MGM Radio
THE CRIMSON TRAIL	Drama	Juvenile	15-min, 3-5/wk	25% 1 1/4 hr class A	Story of the building of Canadian Pacific R.R.	C. P. MacGregor
CANDLELIGHT AND SILVER	Musical	Family	30-min, 6/wk	O.R.F.S.	A favorite dinner-music program	Associated Prog Serv
CURTAIN CALLS	Drama	Family	30-min, 1/wk	O.R.F.S.	Great moments of opening nights on Broadway	Associated Prog Serv
CURTAIN OF TIME	Drama	Adult	15-min, 3-5/wk	On request	Dramatic narrations of little-known incidents	Mayfair
DAMON RUNYON THEATRE	Drama	Adult	30-min, 1/wk	\$9.40-\$500	Runyon's most popular stories dramatized	Mayfair
DAN DUNN, SECRET OPERATIVE #48	Drama	Juvenile	15-min, 1/wk	\$5 minimum	Juvenile series based on cartoon-strip hero	Kasper-Gordon
DANGER, DOCTOR DANFIELD	Drama	Family	30-min, 1/wk	\$7.50-\$300	Murders solved by psychology and deduction	Teleways

O.R.F.S.—on request from station.

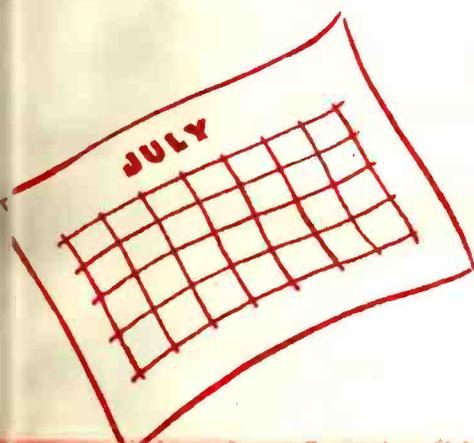
4 Months Ago We Said

*Standard Star Shows*

are **BUILT TO BE SOLD**"

**...and today when  
sales are needed most**

**They're  
Selling!**



**"SOLD STAR SHOWS  
FOR THREE TIMES  
LIBRARY COST!"**

"Programs sold within the first few weeks after we received our audition discs and literature have already paid for the entire cost of the Standard Program Library three times over!"

**"CAME JUST AT THE  
RIGHT TIME!"**

"The Standard Star Shows were timed just right. They are selling time for us just when we need sales most. We have had the Star Show material just a week now, and have already sold two shows!"

**"SELLING TIME FOR US—  
MOVING GOODS FOR THE  
SPONSOR!"**

"Standard Star Shows are just what we've been looking for! From the sales angle they are terrific; from the listening angle, they are even more so. Our sponsors for these shows range from a hardware store to a taxi stand—and all agree that Standard Star Shows have a powerful selling punch!"

**"BEST THING STANDARD  
HAS EVER DONE!"**

"'Meet the Band' audition discs arrived noon today and we have already sold the series. It's a great show—and so are the others. This is the best thing Standard has ever done!"

**"SOLD ACROSS THE BOARD!"**

"It might be of interest to you to know that we have already sold 'Personality Time' across the board to an automobile dealer. Looks like we're going to do a real selling job with Standard Star Shows!"

Names in our files; furnished an request.

- ★ HOLLYWOOD CALLING
- ★ MUSIC IN THE MODERN MOOD
- ★ PERSONALITY TIME
- ★ MEET THE BAND
- ★ 20TH CENTURY SERENADE

**WRITE FOR FREE PRESENTATION  
AND AUDITION DISC**

*Standard Radio*

TRANSCRIPTION SERVICES, INC.  
Hollywood • Chicago • New York



# Fred Allen

**LIFE**

"What do you think  
of television, Mr. Allen?"  
July 4, 1949

"There's something about the television screen that prevents the close, personal contact between the actor and the audience that you had in radio—the kind of familiar connection with the listener that Tony Wons and SINGIN' SAM were able to establish."

R. L. LANG, *druggist*, on SINGIN' SAM . . .

"Since I have been airing 'Remiscin' With Singin' Sam' my business has shown a big increase. Prescription business has more than doubled and all departments in my store are doing better than ever before."

EARL L. SAUNDERS, *agency V.P.*, on SINGIN' SAM . . .

"We have had this department store on the air continuously for over twelve years, using various types of programs, and our client is highly pleased with results from 'Singin' Sam.' The show seems to fit in with practically every type of listener, which certainly is the ideal setup for any advertiser."

BRO MINGUS, *commercial manager*, on SINGIN' SAM . . .

"Prior to placing 'Singin' Sam' on KRBC at 6:45 to 7:00 each evening we were scheduling a newscast at that period. The Robert S. Conlan survey showed the news broadcast with a rating of 7.8. The last Conlan survey showed that 'Singin' Sam' in the same 6:45 slot had a rating of 18.2."

## SALES

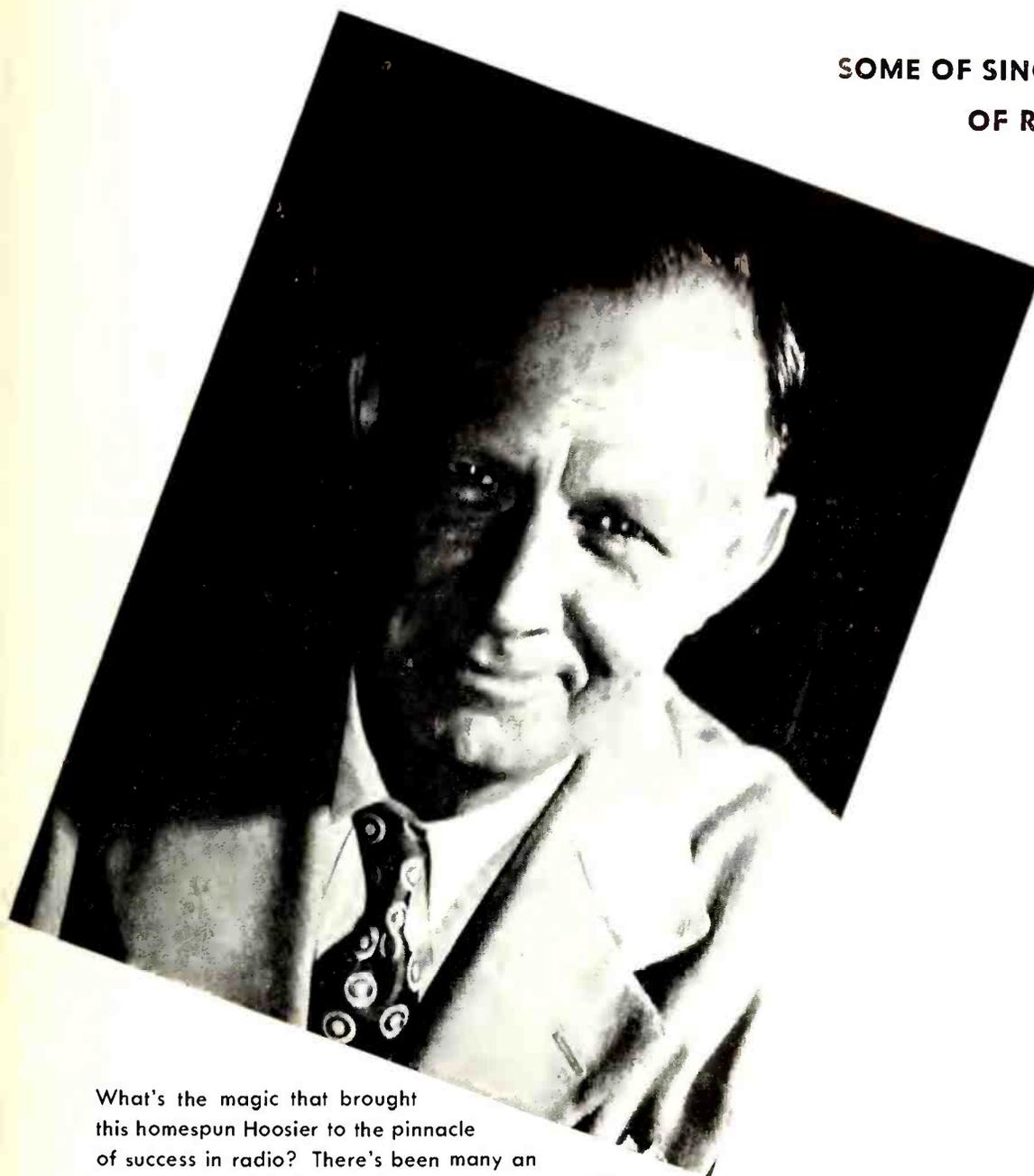
# SINGIN' SAM...An American Institution

Entertainers like Singin' Sam happen along once in a generation. And when they do you know you've got something. For there's a homey, down-to-earth, irresistibly friendly quality to this reminiscing Hoosier that reaches the listener all the way from his heart to his pocketbook. Sam is best known for his Barbasol and Coca Cola successes, but he's sold everything from lawn mowers to peanuts with striking results. Two hundred sixty (260) high quality 15-minute transcriptions are available.

**WRITE, WIRE, OR**

# on SINGIN' SAM . . .

## SOME OF SINGIN' SAM'S HUNDREDS OF REGIONAL AND LOCAL SPONSORS



What's the magic that brought this homespun Hoosier to the pinnacle of success in radio? There's been many an argument about that . . . but never about his ability to produce for his diversified sponsors. Ask us for his sales experiences in any of the retail classifications. We'll be glad to send you the record.

Carolina Beverage Sales  
(soft drinks)  
Davison-Paxton Co. (department store)  
Hamm Brewing Co. (brewery)  
National Stores (food stores)  
Rhodes Furniture Co.  
(furniture store)  
Evans Cut Rate Drugs (drug stores)  
The Jewel Box (jewelry store)  
Grasso Shoe Co. (shoe store)  
Republic Oil Co. (gas and oil)  
Twin Falls Motor Co. (auto dealer)  
Nelson Hardware (hardware store)  
State Laundry Co. (laundry)  
Cloverleaf Dairy (dairy)  
Nickles Bakeries (bakery)  
Folger Coffee Co. (coffee)  
Durkie Foods Co. (food processors)  
Mathis Construction Co.  
(building)  
Valley Butane Co. (public utility)  
Home Insurance Agency  
(insurance)  
Henry Radio Service  
(appliances)  
Vicks Chemical Co. (drugs)  
Interstate Theaters Corp.  
(theaters)  
McFarland Implement Co. (farm implements)

### **TRANSCRIPTION SALES, INC.**

PHONE . . .

117 West High St.,

New York



Chicago

Springfield, Ohio



Hollywood

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
DAREDEVILS OF HOLLYWOOD	Variety	Family	15-min, 2/wk	\$3-\$15	Dramatized scenes of thrilling Hollywood films	Walter Biddick
DEAREST MOTHER	Drama	Women	15-min, 3-5/wk	Based on mkt	Dramatic serial specifically designed for women	Frederic W. Ziv
DEERSLAYER, THE	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	Fenimore Cooper's virile tales of Colonial wars	Broadcasters Prog Synd
DESTINY TRAILS	Drama	Juvenile	15-min, 3/wk	\$3.50-\$50	Authentic adaptations of Cooper's stories	NBC Radio Recording
DICK COLE	Drama	Juvenile	30-min, 1/wk	\$7.50 minimum	Military-academy life dramatized for children	Charles Michelson
DIME-A-RIME	Aud partie	Adult	15 or 30 min	On request	Laughs and mounting interest via prizes	Transcription Sales
DOCTOR'S ORDERS	Talk	Family	15-min, 3/wk	\$4-\$80	Authentic series on modern medicine	Radio Providence Prodns
DREAM WEAVER, THE	Talk	Adult	15-min, 1/wk	\$4 minimum	Down-to-earth prose and expressive poetry	Transcription Sales
EASY ACES	Comedy	Family	15-min, 3-5/wk	Based on nkt	Jane and Goodie Ace in the long-time hit	Frederic W. Ziv
EAT-ITORIALLY SPEAKING	Talk	Women	15-min, 1/wk	\$4 minimum	Food show with Dickman Stone	Kasper-Gordon
EDGAR WALLACE	Drama	Adult	15-min, 1/wk	On request	Thrilling intrigue stories	S. W. Caldwell
FACT OR FANTASY	Drama	Adult	5-min, 2-6/wk	On request	Weird stories of mental and psychic phenomena	Charlie Basch
FAIRYTALES	Drama	Juvenile	15-min, 3-5/wk	25% ¼ hr class A	Dramatizations of world-famous fairytales	C. P. MacGregor
FAMILY ALBUM, THE	Musical	Family	15-min, 1/wk	\$6 minimum	Pictures in family album recall favorite songs	Kasper-Gordon
FAMILY DOCTOR, THE	Drama	Family	15-min, 5/wk	O.R.F.S.	True-to-life stories about a family doctor	Broadcasters Prog Synd
FAMOUS ROMANCES	Drama	Adult	30-min, 1/wk	O.R.F.S.	History's greatest lovers relive their romances	Broadcasters Prog Synd
FAVORITE STORY	Drama	Family	30-min, 1/wk	Based on mkt	Ronald Colman in a brilliant dramatic program	Frederic W. Ziv
FIREFIGHTERS	Drama	Juvenile	15-min, 3-5/wk	On request	True adventures of a big-city fire department	W. F. Holland
FIVE-MINUTE MYSTERIES	Drama	Family	5-min, 2/wk	\$1.40-\$20	Complete mysteries in five-minute packages	NBC Radio-Recording
FRANK PARKER SHOW	Musical	Family	15-min, 3-5/wk	\$4-\$50	Musical variety show featuring name talent	Teleways
FRONTIER FIGHTERS	Drama	Family	15-min, 1/wk	O.R.F.S.	Exploits of men who built America's frontiers	Broadcasters Prog Synd
FRONTIER TOWN	Drama	Family	30-min, 1/wk	O.R.F.S.	Radio's answer to grade-A Western movies	Broadcasters Prog Synd
FRONT PAGE HEADLINES	Drama	Family	15-min, 1/wk	O.R.F.S.	Dramas about the newspaper world	Broadcasters Prog Synd
FUN FEST	Variety	Family	15-min, 1/wk	O.R.F.S.	A blend of fast comedy and popular music	Broadcasters Prog Synd
FUN WITH MUSIC	Musical	Family	15-min, 1/wk	\$5 minimum	Program stars Sigmund Spaeth, tune detective	Kasper-Gordon
FURS ON PARADE	Talk	Women	15-min, 1/wk	\$4 minimum	Interview-type program for promotion of furs	Kasper-Gordon
GENERAL STORE, THE	Comedy	Family	5-min, 1/wk	O.R.F.S.	Down-to-earth show with warm, rural humor	Broadcasters Prog Synd
GETTING MOST OUT OF LIFE TODAY	Inspirational	Adult	5-min, optional	\$1.20-\$16	Down-to-earth inspirational talks	NBC Radio Recording
GHOST CORPS, THE	Drama	Family	15-min, 1/wk	O.R.F.S.	Mystery drama laid in the Near and Far East	Broadcasters Prog Synd
GLORIA CARROLL ENTERTAINS	Musical	Family	15-min, 1/wk	\$6 minimum	Program stars Gloria Carroll, Frank Bell, Belltones	Kasper-Gordon
GOLF DOCTOR, THE	Sports	Family	15-min, 1/wk	On request	Golf instruction, plus comedy from name stars	Low Features
GOOD NEWS FROM HOLLYWOOD	News	Family	15-min, 3/wk	On request	Hollywood news, gossip, with George Murphy, guests	MGM Radio
GREEN JOKER, THE	Drama	Family	15-min, 1/wk	O.R.F.S.	Mystery stories based on actual fact	Broadcasters Prog Synd
GREEN VALLEY LINES	Drama	Family	15-min, 2/wk	\$3-\$15	Story of Green Valley Railroad's tribulations	Walter Biddick
GUESS WHAT?	Quiz	Family	15-min, 1/wk	O.R.F.S.	Novel, unique quiz program for all ages	Broadcasters Prog Synd
GUILTY OR NOT GUILTY	Drama	Adult	15-min, 1/wk	O.R.F.S.	Court-room dramas, with audience as jury	Broadcasters Prog Synd
GUY LOMBARDO SHOW	Musical	Family	30-min, 1/wk	Based on mkt	"The sweetest music this side of Heaven"	Frederic W. Ziv
HAPPY THE HUMBAG	Drama	Juvenile	15-min, 3/wk	\$4.90-\$70	Whimsical adventures in the world of make-believe	NBC Radio Recording
HAPPY VALLEY FOLKS	Musical	Family	15-min, 1/wk	O.R.F.S.	Actual mountaineers singing hillbilly songs	Broadcasters Prog Synd
HARMONY ISLE	Musical	Family	15-min, 2/wk	\$3-\$15	Singing and playing of Hawaiian music	Walter Biddick
HAUNTING HOUR, THE	Drama	Adult	30-min, 1/wk	\$7-\$100	Original psychological mystery thrillers	NBC Radio Recording
HAWAIIAN FANTASIES	Musical	Family	15-min, 1/wk	O.R.F.S.	Native Hawaiian band and singers	Broadcasters Prog Synd
HEART SONGS	Musical	Family	15-min, 1/wk	O.R.F.S.	Kenny Baker, Nadine Connor, quartette	Broadcasters Prog Synd
HENRY KING SHOW	Musical	Family	30-min, 1/wk	25% ½ hr class A	King orchestra and guest stars	C. P. MacGregor
HI-SPORTS	Sports	Adult	5-min, 5/wk	On request	Stan Lomax interviews big names in sports	Affiliated Prog Serv
HISTORY IN THE MAKING	Drama	Family	15-min, 1/wk	\$6 minimum	Dramatizations of important historical events	Kasper-Gordon
HOLLAND ENGLE SHOW	Musical	Family	15-min, 5/wk	On request	Complete variety of musical numbers	Broadcasters' Guild
HOLLYWOOD CALLING	Musical	Women	30-min, 1/wk	O.R.F.S.	Music from films; interviews with stars	Standard
HOLLYWOOD CASTING OFFICE	Variety	Family	15-min, 1/wk	O.R.F.S.	Fast-moving comedy revue with Hollywood atmosphere	Broadcasters Prog Synd
HOLLYWOOD'S OPEN HOUSE	Variety	Family	30-min, 1/wk	On request	Variety show with Ray Bloch orchestra, Jim Ameche	Ray Green
HOLLYWOOD SOUND STAGE	Drama	Family	30-min, 1/wk	25% class A ¼ hr	Love, romance, adventure in film capital	C. P. MacGregor
HOLLYWOOD SPOTLIGHT	Variety	Family	15-min, 1/wk	O.R.F.S.	Bob Burns, Martha Raye, Phil Harris, and others	Broadcasters Prog Synd
HOLLYWOOD THEATRE OF STARS	Drama	Family	30-min, 1/wk	50% class A ½ hr	Network caliber show with Hollywood names	C. P. MacGregor
HOLLYWOOD, U.S.A.	Interviews	Family	15-min, 5/wk	On request	Paul Stone interviews film names	MGM Radio
HOMETOWNERS, THE	Musical	Family	15-min, optional	\$4-\$90	All types of music by Earl Randall, Betty Bennett	Morton Radio Prodns
HOME, SWEET HOME	Drama	Family	5-min, 5/wk	O.R.F.S.	Typical family living in an average town	Broadcasters Prog Synd
HOPALONG CASSIDY	Drama	Family	30-min, 1-2/wk	On request	William Boyd in his famous movie role	Commodore Prodns
HOUSE IN THE COUNTRY	Drama	Family	30-min, 1/wk	\$12.50-\$275	Situation comedy about city couple gone rural	NBC Radio Recording

O.R.F.S.—on request from station.

*Harry S. Goodman*

PRESENTS

Jim

AMECHE

Storyteller



### The Program

"JIM AMECHE-STORYTELLER" . . . 260 15-minute OPEN-END transcribed programs. Absorbing, educational and true-to-life stories based on little known facts in the lives of the world's most well-known people.

### The Star

JIM AMECHE . . . Prominent in radio since 1933, JIM AMECHE has appeared in more than 11,000 radio shows! He has starred in countless high-Hooper shows including "Lux Radio Theatre," "Grand Hotel," "Mercury Theater," "Grand Marquee," and "Welcome Traveler." The dramatic personality his voice transmits has created a permanent niche in the high-Hooper hall of fame for the personable Jim Ameche.

FOR *your* AUDITION RECORD: *write! phone! wire!*

*Harry S. Goodman*

RADIO PRODUCTIONS

19 EAST 53rd STREET

NEW YORK, N. Y.

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
HYMNS OF THE WORLD	Religious	Family	15-min, 3-5 wk	\$5-\$175	Dignified program of sacred hymns of all faiths	Teleways
HYMN TIME	Religious	Family	15-min, 3-5 wk	\$3.75 minimum	Smilin' Ed McConnell in inspirational songs, talk	Charles Michelson
IMPERIAL LEADER	Drama	Family	15-min, 1 wk	\$4 minimum	Dramatization of the life of Winston Churchill	Kasper-Gordon
INCREDIBLE, BUT TRUE	Drama	Family	15-min, 1-5 wk	\$2-\$50	Unusual phenomena which cannot be explained	Unusual Features S
MUSIC FROM HOLLYWOOD & VINE	Musical	Family	15-min, 5 wk	\$7.50-1/4 class-A	Roy Bargy's orchestra, song stylist Jeannie McKeon	Selected Radio Features
MUSIC IN THE MODERN MOOD	Musical	Family	30-min, 1 wk	On request	Popular concert arrangements of standard songs	Standard Radio Trans Serv
MUSICAL COMEDY THEATRE THE	Musical	Family	30-min, 1 wk	\$15 minimum	Well-known musical comedies and light operettas	Charles Michelson
MUSICAL ROUNOUP	Musical	Family	15-min, 5 wk	On request	Western, hillbilly, and folk singing and playing	Standard Radio Trans Serv
MY PRAYER WAS ANSWERED	Drama	Adult	15-min, 1-3-5 wk	\$5 minimum	True stories of how prayer helped people	Charles Michelson
MYSTERY CHEF, THE	Talk	Women	15-min, 1-5 wk	\$2.50-\$40	How to eat well and at the same time cheaply	Harry S. Goodman
MYSTERY HOUSE	Drama	Family	30-min, 1 wk	\$10-\$300	All-star whodunit; each story complete	Harry S. Goodman
NAME YOU WILL REMEMBER, THE	Talk	Family	5-min, 3 wk	\$1.20-\$16	Word-portraits of notables in the news	NBC Radio Recording
NEMESIS, INC.	Drama	Family	15-min, 1 wk	O.R.F.S.	Clever feminine-detective series	Broadcasters Prog Synd
NEW ADVENTURES OF MICHAEL SHAYNE	Drama	Family	30-min, 1 wk	\$7.50-\$300	Mystery, excitement, suspense, but no gore	Broadcasters' Guild
NICKEL-A-NAME	Adult partic	Adult	15-30-min	On request	Fast-moving audience participation show	Transcription Sales
NULL AND NULL	Comedy	Family	5-min, optional	O.R.F.S.	Capsules featuring a fast-talking comedy team	Broadcasters Prog Synd
NONSENSE AND MELODY	Variety	Family	15-min, 1 wk	O.R.F.S.	Comedy review embodying a trip around the world	Broadcasters Prog Synd
OBSESSION	Drama	Family	30-min, 1 wk	50% class-A 1/2-hr	Psychological dramatic program	C. P. MacGregor
OLO CORRAL	Variety	Family	15-min, 3-5 wk	Based on mkt	Western variety musical with Pappy Chesire	Frederic W. Ziv
ONE FOR THE BOOK	Sports	Men	5-15-min, 3-5 wk	Based on nkt	Real-life sports adventures told by Sam Balter	Frederic W. Ziv
ONE I'LL NEVER FORGET	Sports	Men	5-min, 2-3-5 wk	\$2 minimum	Jack Stevens tells unusual, unknown sports tales	Kasper-Gordon
ORIGIN OF SUPERSTITIONS	Drama	Adult	15-min, 1 wk	O.R.F.S.	The truth about popular superstitious beliefs	Broadcasters Prog Synd
OUTDOOR LIFE TIME	Sports	Men	15-min, 1 wk	\$7-\$125	Stories, advice on fishing, hunting, camping, etc.	Harry S. Goodman
PAPPY SMITH & HIS HIRED HANDS	Variety	Family	15-min, optional	\$6 minimum	Music, down-to-earth comedy, philosophy	SESAC
PARENTS' MAGAZINE OF THE AIR	Talk	Adult	15-min, 3-5 wk	Based on nkt	Advice on rearing children from crib to college	Frederic W. Ziv
PAT O'BRIEN FROM HOLLYWOOD	Variety	Family	15-min, 1 wk	O.R.F.S.	Dramatized narration by screen star Pat O'Brien	Broadcasters Prog Synd
PERSONALITY TIME	Musical	Family	15-min, 5 wk	On request	Name vocal, instrumental, and acting talent	Standard Radio Trans Serv
PHILO VANCE	Drama	Adult	30-min, 1 wk	Based on nkt	S. S. Van Dine's sophisticated detective	Frederic W. Ziv
PINTO PETE AND HIS RANCH BOYS	Musical	Family	15-min, 1 wk	O.R.F.S.	Songs of the Western range	Broadcasters Prog Synd
PINTO PETE IN ARIZONA	Musical	Family	15-min, 1 wk	O.R.F.S.	Western folk music and philosophy	Broadcasters Prog Synd
PLAYHOUSE OF FAVORITES	Drama	Family	30-min, 1 wk	\$9-\$200	Vivid dramatizations of the world's great novels	NBC Radio Recording
POLICE HEADQUARTERS	Drama	Family	15-min, 1 wk	O.R.F.S.	Thrilling stories of modern crime detection	Broadcasters Prog Synd
PORTS OF CALL	Drama	Adult	30-min, 1 wk	O.R.F.S.	Drama against the background of different lands	Broadcasters Prog Synd
RADIO STUDIO MURDER	Drama	Family	15-min, 1 wk	O.R.F.S.	Mystery story set against a radio background	Broadcasters Prog Synd
RADIO THEATRE OF FAMOUS CLASSICS	Drama	Family	30-min, 1 wk	On request	Adaptations of stories by Zola, Dumas, Ibsen, etc.	Ray Green
REFLECTIONS	Musical	Adult	15-min, optional	\$5-\$64	Mood music for relaxed, meditative listening	NBC Radio Recording
REMINISCIN' WITH SINGIN' SAM	Musical	Family	15-min, 1-5 wk	\$4 minimum	Singin' Sam sings favorites of past and present	Transcription Sales
RENOEZVOUS WITH OAVIO ROSS	Musical	Family	15-30-min, 1-5 wk	\$3.50-\$75	Ross' stories and poetry leading into loved music	Harry S. Goodman
RHAPSODY IN RHYTHM	Musical	Family	15-min, 1 wk	O.R.F.S.	Pianistics, vocal sextette, and singing soloists	Broadcasters Prog Synd
RHUMBA RHYTHMS & TANGO TUNES	Musical	Family	15-min, 1 wk	O.R.F.S.	South-of-the-border music by Chuy Perez orchestra	Broadcasters Prog Synd
RIDERS OF THE PURPLE SAGE	Musical	Family	15-min, 3-5 wk	\$4-\$42	Popular Western singing group	Teleways
RIP LAWSON, ADVENTURER	Drama	Juvenile	15-min, optional	\$4 minimum	Wholesome adventure stories for children	Transcription Sales
ROBBINS' NEST	Musical	Family	60-min, 6 wk	On request	Fred Robbins' disk-jockey show, plus guest stars	Ray Green
ROMANCE OF MUSIC	Musical	Adult	15-min, 1 wk	O.R.F.S.	Donald Novis, singer, and Jan Rubini, conductor	Broadcasters Prog Synd
SACRED MUSIC	Musical	Family	15-min, 1 wk	\$10 minimum	Sacred, religious music played by full orchestra	Walter Biddick
SADDLE ROCKIN' RHYTHM	Musical	Family	15-min, 3-5 wk	\$2.50-\$25	Typical Western music starring Shorty Thompson	Radiozark
SANTA'S MAGIC CHRISTMAS TREE	Drama	Juvenile	15-min, 3-5 wk	\$5 minimum	Fantasy built around a magic lamp	Kasper-Gordon
SEALED BOOK, THE	Drama	Adult	30-min, 1 wk	\$10 minimum	Companion mystery series to "The Avenger"	Charles Michelson
SECRET AGENT K-7 RETURNS	Drama	Family	15-min, 1 wk	\$3-\$35	True stories of espionage, with Jay Jostyn	Harry S. Goodman
SEXTETTE FROM HUNGER	Musical	Family	15-min, 3 wk	\$4 minimum	Dixieland jazz, plus name guest stars	C. P. MacGregor
SHAMROCKS	Musical	Family	15-min, 1 wk	O.R.F.S.	Kenny Baker, Barbara Luddy, Irish songs and romance	Broadcasters Prog Synd
SINGING WEATHERMAN, THE	Jingles	Family	1-min, unim	\$5-\$35	Open-end singing jingles	Bloch-Joseph
SINGING BAKERY ANNOUNCEMENTS	Jingles	Family	1-min, unim	\$5-\$35	Open-end jingles in Latin tempo. For bakeries only	Bloch-Joseph
SOMETHING FOR THE FAMILY	Comedy	Family	15-min, 1 wk	25% class-A 1/4-hr	Variety-comedy with George Jessel, Joan Barton	Universal
SONGS OF CHEER AND COMFORT	Musical	Adult	15-min, 1 wk	\$5 minimum	Stars gospel singer Richard Maxwell in songs, philosophy	Kasper-Gordon
IN HIS STEPS	Drama	Family	30-min, 1 wk	\$10-\$75	Story of tolerant, kindly preacher	Harry S. Goodman

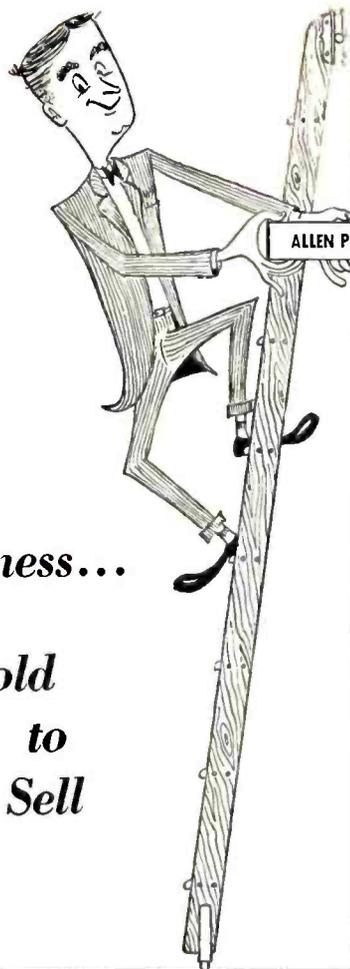
O.R.F.S.—on request from station.

# Commercial in Purpose

...on purpose

**Built  
for  
Business...**

**Sold  
to  
Sell**



NAME	TYPE	APPEAL	TIME	No. PGMS
HOUSE IN THE COUNTRY	Drama	Family	30-min, 1/wk	52
HAUNTING HOUR	Drama	Adult	30-min, 1/wk	52
PLAYHOUSE OF FAVORITES	Drama	Family	30-min, 1/wk	52
WEIRD CIRCLE	Drama	Adult	30-min, 1/wk	78
ALLEN PRESCOTT, THE WIFE SAVER	Variety	Women	15-min, 3/wk	156
VAN DAMME QUINTET, LOUISE CARLYLE	Musical	Family	15-min, 3 wk	117
AUNT MARY	Drama	Women	15-min, 5/wk	605
BETTY AND BOB	Drama	Women	15-min, 5/wk	390
COME AND GET IT	Aud partic	Women	15-min, optional	156
DESTINY TRAILS	Drama	Juvenile	15-min, 3/wk	156
HAPPY THE HUMBUG	Drama	Juvenile	15-min, 3/wk	54
MAGIC CHRISTMAS WINDOW	Drama	Juvenile	15-min, optional	25
MAN WITH THE STORY	Drama	Family	15-min, optional	52
REFLECTIONS	Musical	Adult	15-min, optional	104
CARSON ROBISON & HIS BUCKAROOS	Musical	Family	15-min, optional	117
STAND BY FOR ADVENTURE	Drama	Family	15-min, optional	78
THREE SUNS AND A STARLET	Musical	Family	15-min, 3/wk	78
THROUGH THE SPORT GLASS	Sports	Men	15-min, optional	52
TIME OUT SERIES	Musical	Family	15-min, optional	65
FIVE MINUTE MYSTERIES	Drama	Family	5-min, 2 or more/wk	260
GETTING MOST OUT OF LIFE TODAY	Inspirational	Adult	5-min, optional	117
NAME YOU WILL REMEMBER	Personalities	Family	5-min, 3 or more/wk	260
TIME TO SING	Musical	Family	5-min, 3/wk	156

## NBC SYNDICATED SHOWS are truly commercial

...written, directed and produced by people who know your local and regional sales picture and special production problems

...designed to fill your programming needs: there's an NBC recorded show for every audience and every advertiser in every market

...priced to fit a modest budget through the NBC cost-sharing feature.

NBC SYNDICATED SHOWS are complete commercial packages, each wrapped in a record of continued listenership and sponsorship.



*Bigger than ever  
for the football season:*

**TOUCHDOWN TIPS  
with Sam Hayes...**

ready for the fall line-up

Wire or  
write today  
for availabilities  
and  
full details



A Service of  
Radio Corporation  
of America

## ... Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

## FALL FORECAST

(Continued from page 27)

a 13-week spin. There's no question but that insurance broadcast advertising will hit a ten-year high during the 1949-1950 season.

**19. Candy sales slumped during the first half of 1949.** National broadcast advertising for sweets has dropped somewhat, but usually for reasons that had nothing to do with sales of the individual confectioner. Most leading candy and gum manu-

facturers will be using network or selective advertising by 1 October 1949. Some of the firms that have used broadcasting only as a special promotion, not as a week-to-week sales tool, will not be back on the air this Fall. The five-cent candy bar is back and so is competitive candy advertising.

Since an increasing quantity of candy is sold through automatic vendors, advertising becomes daily more important in the sweets field—and there is little question that broadcast advertising is a potent factor in selling an "impulse item" like candy.

**20. Radio and television set manufacturers, after a number of years of not using the air to sell their products, have once again scheduled a number of radio network, TV network, and selective TV and radio schedules for this Fall.**

The reason is obvious. Radio listeners can be sold television sets. Both TV viewers and radio listeners can be sold records and the new multi-speed playing phonographs which will be available this Fall. Record business has been off, due to the battle between RCA and its 45-rpm disks and Columbia with its 33 $\frac{1}{3}$ -rpm LP disks. This battle will be resolved with all the more important recording companies issuing disks in all speeds, 33 $\frac{1}{3}$ , 45, and 78 rpm. (The latter speed is the old standard.)

The public will want a record player that will handle all disks, and that's a new market to be sold via radio and TV. Admiral, RCA, Philco, Emerson, and a number of other manufacturers, whose plans have not reached the announcement stage, will be on the air this Fall.

**21. Home wares, except for novelties, have not used broadcast advertising to any extent.** On the other hand, they have used television frequently during TV's short commercial life. Over 50 home ware manufacturers are shooting film for TV which will be made available to their retailers. In some cases there will be cooperative advertising allowances and in other cases the retailers will have to pay for time themselves.

**22. Watches and jewelry sales will be off this Fall.** The sales decline will be more apparent in the jewelry field than in the watch industry. Many watch firms hit new highs in 1948, while others, out of step with the times, approached failure. Prices have been revised and credit jewelry houses no longer have to adhere to any set down payments.

Longines has two CBS network programs on the air and Gruen will be partially sponsoring *Hollywood Calling* this Fall. Other firms have plans for network programs and TV sponsorship but aren't ready to reveal them. Selective time signals, a mainstay of Bulova and Benrus advertising, continue to keep these two firms spinning. Both are using radio and TV, with Bulova having pioneered the 10-second TV time break. Elgin is said to be out of radio and TV, but that decision is

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# IMPORTANT ANNOUNCEMENT TO ALL STATIONS

## SUBJECT:

### BLACKSTONE WASHING MACHINE CO-OPERATIVE CAMPAIGN

- "BLACKSTONE, MAGIC DETECTIVE," quarter-hour transcribed program, is again available on a co-operative 50-50 basis for Blackstone Washing Machine radio advertising.
- The strike, which has been in progress these past few months, has been settled, and the factory is authorizing all distributors and dealers to reinstate the broadcast of Blackstone, Magic Detective on the 50-50 basis as originally established. Contact your Blackstone dealer and distributor for your authorization to resume on the same basis as previously.
- If your market is one which hasn't contracted for the Blackstone, Magic Detective program for Blackstone Washers, then write us immediately for complete details as to how your station can sell this excellent Blackstone series on a co-operative basis. Or, refer to our letter of October 22nd, 1948, which gave the information for your market.
- Give this your immediate attention, so that you may resume the Blackstone campaign, or, if you are a new market, get the campaign started. We will be glad to answer any questions you may have concerning the campaign. Your immediate attention is suggested.

## CHARLES MICHELSON, INC.

Radio Transcriptions

23 West 47th St., New York 19, N. Y.

Plaza 7-0695

TITLE	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
IN THE AIR WITH ROGER GALE	Drama	Juvenile	15-min, 3-5/wk	Based on mkt	Juvenile air background plot	Russell C. Comer
IT TAKES A WOMAN	Drama	Women	5-min, 2-5/wk	On request	Capsule soap operas, each episode complete	Charlie Basch
IT'S A GREAT SHOW	Comedy	Family	15-min, 5/wk	On request	Joey Adams, Tony Canzoneri in comedy variety show	Ray Green
IT'S SHOWTIME FROM HOLLYWOOD	Musical	Family	15-30-min, 3-5/wk	Based on mkt	Fredly Martin's orchestra and guest stars	Frederic W. Ziv
JEFF BRYANT AND HIS COWHORN	Comedy	Family	5-min, 3-5/wk	\$1.50-\$16	Delightful outdoor yarns told by Jeff Bryant	Gordon M. Day
JERRY AT FAIROAKS	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	Story of a boy at Fair Oaks Military Academy	Broadcasters Prog Synd
JERRY OF THE CIRCUS	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	Boy's adventures backstage with a circus	Broadcasters Prog Synd
JEWELS OF DESTINY	Drama	Family	5-15-min, 3/wk	On request	Interesting stories of famous jewels	Affiliated Prog Serv
JIM AMECHE, STORYTELLER	Drama	Family	5-15-min, 1-5/wk	\$3-\$75	Narration of little-known events in famous lives	Harry S. Goodman
JOE AND CYNTHIA	Comedy	Family	5-min, 1/wk	O.R.F.S.	Situation comedy around Mr.-Mrs. theme	Broadcasters Prog Synd
JOE EMERSON'S HYMN TIME	Musical	Adult	15-min, optional	\$3.25-\$90	Friendly philosophy, familiar hymns and spirituals	Morton Radio Prods
JOE MCCARTHY SPEAKS	Sports	Men	5-min, 5/wk	\$2-\$30	Inside stories by famed baseball manager	Richard H. Ullman
JOHN J. ANTHONY HOUR	Drama	Adult	15-min, 3-5/wk	\$5 minimum	A favorite program since 1936	Charles Michelson
JUDGE HARDY'S FAMILY	Comedy	Family	30-min, 1/wk	On request	From the MGM "Andy Hardy" movie series	MGM Radio
JORDANAIRE QUARTET	Religious	Adult	15-30-min, 1-7/wk	\$2.50-\$25	Gospel and spiritual singing	Radiozark
JUMP JUMP OF HOLIDAY HOUSE	Variety	Juvenile	15-min, 1/wk	\$8-\$56.25	Elfin character in adventures for kids	Harry S. Goodman
KAY LORRAINE MEMORY TIME	Musical	Family	15-min, 1-2/wk	\$7-\$125	Radio's versatile songstress, and Frank Gallup	Harry S. Goodman
KING COLE COURT	Musical	Family	15-min, 2/wk	\$4 minimum	King Cole Trio and musical guest stars	C. P. MacGregor
KOMEDY KINGDOM	Variety	Family	15-min, 1/wk	O.R.F.S.	Hilarity coupled with music	Broadcasters Prog Synd
KORN KOBBLERS	Variety	Family	15-min, 3-5/wk	Based on mkt	Band of a thousand gadgets and gags	Frederic W. Ziv
LADY SKYHOOK STORIES	Drama	Juvenile	15-min, 1/wk	On request	Fairy tale adventures appealing to children	Russell C. Comer
LAFF PARADE	Variety	Family	15-min, 1/wk	O.R.F.S.	Ken Niles, Gene Morgan, and headline acts	Broadcasters Prog Synd
LAST OF THE MOHICANS	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	Famed "Leather Stocking" tale by Cooper	Broadcasters Prog Synd
LEAHY OF NOTRE DAME	Sports	Family	15-min, 1/wk	\$9.65 minimum	Noted coach discusses football, predicts winners	Lew Green
LEISURE HOUSE	Drama	Women	15-min, 1-2/wk	\$10-\$100	Public utility, appliance commercial in drama form	George Logan Price
LIFE IN THE GREAT OUTDOORS	Sports	Family	5-min, 1/wk	\$2 minimum	Informative, exciting talks on nature	Transcription Sales
LIGHTNING JIM	Drama	Juvenile	30-min, 3-5/wk	Based on mkt	Western adventure story with star network cast	Frederic W. Ziv
LINDA'S FIRST LOVE	Drama	Women	15-min, 5/wk	\$3-\$50	Soap opera now in its 11th year	Harry S. Goodman
LIVING PAGES FROM BOOK OF LIFE	Drama	Family	30-min, 1/wk	\$10-\$100	The world's most-loved Bible stories	George Logan Price
LONDON TOWN	Variety	Adult	30-min, 1/wk	On request	Tour of London night life	S. W. Caldwell
LOUISE MASSEY & THE WESTERNERS	Musical	Family	15-min, 1-7/wk	\$4-\$90	Popular Western musical with big rural appeal	Morton Radio Prods
LOVE TALES	Drama	Women	15-min, 1/wk	O.R.F.S.	Modern romantic dramas	Broadcasters Prog Synd
MAGIC CHRISTMAS WINDOW, THE	Drama	Juvenile	15-min, optional	\$4.00-\$70	Traditional and original Christmas tales	NBC Radio-Recording
MAGIC ISLAND	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	People living under water on a disappearing island	Broadcasters Prog Synd
MAISIE	Comedy	Family	30-min, 1/wk	On request	New radio adaptations of MGM picture series	MGM Radio
MGM THEATRE OF THE AIR	Drama	Family	1-hr, 1/wk	On request	Adaptations of MGM film successes; top names	MGM Radio
MAMA BLOOM'S BROOD	Comedy	Family	15-min, 1/wk	O.R.F.S.	Witty domestic situation comedy	Broadcasters Prog Synd
MARION AND REGGIE	Comedy	Family	5-min, 1-5/wk	O.R.F.S.	Fast, clean humor smartly paced and produced	Broadcasters Prog Synd
MARY FOSTER, EDITOR'S DAUGHTER	Drama	Women	15-min, 5/wk	\$3-\$50	Soap opera now in its 10th year	Harry S. Goodman
MASTERS MUSIC ROOM	Musical	Family	15-min, 1/wk	O.R.F.S.	Familiar semi-classical, light-opera music	Broadcasters Prog Synd
MEET THE BAND	Musical	Family	15-min, 6/wk	On request	Top name bands in popular tunes	Standard Trans Serv
MEET THE MENJOUS	Mr. & Mrs.	Family	15-min, 3-5/wk	Based on mkt	Screen actor Adolphe Menjou and his wife	Frederic W. Ziv
MELODY LANE	Musical	Family	5-min, 1-5/wk	O.R.F.S.	Songs by the Troubadour, soft rhythm orchestra	Broadcasters Prog Synd
MEMORIES	Drama	Juvenile	15-min, 1/wk	O.R.F.S.	Tales of wanderings in foreign countries	Broadcasters Prog Synd
MEMORIES OF HAWAII	Musical	Family	15-min, 1/wk	O.R.F.S.	Sol Hoopii arrangements of Polynesian melodies	Broadcasters Prog Synd
MERCER McCLEOD	Drama	Family	15-min, optional	\$3.50-\$50	One-man portrayal of suspense stories	NBC Radio-Recording
METROPOLIS	Drama	Adult	15-min, 1/wk	O.R.F.S.	Gripping stories of a great city	Broadcasters Prog Synd
MIKE-ING HISTORY	Drama	Family	5-min, optional	\$2 minimum	Famous historical events reenacted	Transcription Sales
MIKE MYSTERIES	Musical	Family	15-min, 5/wk	On request	Musical incorporating complete 2-minute whodunit	Lang-Worth
MIRACLES OF FAITH	Narrative	Family	5-min, 3/wk	\$10-\$50	Bob Swan narrates stories of world's miracles	Fred C. Mertens
MIRTH PARADE	Variety	Family	15-min, 1/wk	O.R.F.S.	Comedy with Don Wilson, Bob Burns, Tizzie Lish	Broadcasters Prog Synd
MR RUMPLE BUMBLE	Narrative	Juvenile	5-min, optional	\$3 minimum	Children's stories of Wallie the Walrus, etc.	Transcription Sales
MODERN HOMEMAKERS INSTITUTE	Aud partic	Women	30-min, 3/wk	On request	Modern hints and facts for housewives	Jack Parker
MOON DREAMS	Musical	Adult	15-min, 3-5/wk	\$3.50-\$40	Musical background to poetic readings	Teleways
MOON OVER AFRICA	Drama	Family	15-min, 1/wk	O.R.F.S.	African jungle mystery, black magic	Broadcasters Prog Synd
MORNING ALMANAC	Variety	Family	60-min, 6/wk	O.R.F.S.	Headlines from history, anniversaries, noted dates	Associated Prog Serv
MOVIE TIME	Musical	Family	10-min, 6/wk	O.R.F.S.	Music from best Hollywood films, notes about stars	Associated Prog Serv
MOVIE WESTERN THEATRE	Drama	Family	30-min, 1/wk	On request	Radio adaptation of Western motion pictures	Bob Davey

O.R.F.S.—on request from station.

for  
**NETWORK  
CALIBRE  
PROGRAMS**

... at local  
station cost

See your station  
representative or write

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

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



**DOCTOR'S ORDERS**

**R** for programming to answer new national interest in health. Self-contained quarter-hours of human interest drama, authentic medical statements. Network production and casting—but the "star" is your hometown doctor!

For retail druggists, pharmaceutical manufacturers, insurance, banks—a new program service listeners really want.

For Medical Societies, Pharmaceutical Associations, community welfare—a public relations campaign that can pay its own way.

*"We wish to compliment you on the high fidelity of your pressings, the excellent production, and especially on the general idea—which enables broadcasters to open an entirely new field of revenue."—KRNO San Bernardino.*

Write for audition package:

**RADIO PROVIDENCE**

Howard Building, Providence 3, R. I.

open to change if some other watch firm seems to be using the medium to cut into Elgin sales.

**23. Farm machinery hit its high point in sales during the Fall of last year.** Machinery is still selling well, but it must be pushed and the fact that it has the International Harvester label isn't enough any more. A high percentage of the nation's farms have still to be mechanized. To reach these prospects it will be necessary to produce a lower priced line of equipment and to advertise aggressively. There has been very little "reason-why" copy addressed to farmers on equipment. There will be considerable this Fall.

**24. Feed and seed sales were high in the drought section of the country** but off in the rest of the nation. Farm income is 10-15% lower than a year ago, but is very high in comparison to what it was prewar. There was some feeling among station farm directors that there would be drastic cuts in agricultural programming this Fall. There won't be, except on stations that never should have had farm programs to start with. The rural population will be high grade consumer prospects for at least two years to come. Since Madison Avenue agencies have discovered the rural market, farm programs will continue to be sponsored, with new advertisers cutting their wisdom teeth in this field monthly.

**25. Home appliances are still in great demand.** Washing machines, especially the automatic type, lead the appliance parade for even the lush suburban homes install them to avoid top laundry costs. Refrigerator prices have been cut to keep pace with the declining price index and as a result they too are in big demand. However, the appliance industry is convinced that no line will sell itself any longer and there'll be plenty of appliance advertising on the Fall air, both radio and TV.

For the first time in years, some of the secondary names in the appliance field will use selective air time to open doors to house-to-house selling crews that will be making the rounds. Radio has been found to be the most superior door-opener of any advertising medium. Fuller Brush doorbell-pushers of years ago still recall how housewives sang their program's theme song in answer to the Fuller Brush salesman's knock.

(Please turn to 107)

*How spot time buyers  
benefit from  
Service-Ads\* in SRDS*

Take this WGY ad, for instance. It highspots up-to-the-minute information on Coverage, Sales Potential, Audience, Moil Pull, Results, Cost . . . additional information that helps you when you're making station selections or that suggests the availability of further data you may want to consider.

Time buyers tell us such Service-Ads\* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets of specific interest.

**WGY** *Why?*

**THE FACTS**

**COVERAGE**

**SALES POTENTIAL**

**YEAR TO YEAR PERFORMANCE**

**MOIL PULL**

**RESULTS**

**COST**

**THE PROOF**

*They've found it Pays!*

**WGY**  
GENERAL ELECTRIC

We're doing what we can to get stations to make real Service-Ads\* of all the space they use in SRDS Radio & TV Section. For example, the SPOT RADIO PROMOTION HANDBOOK we've just published describes the kind of station information time buyers say they want. If you would benefit from better station promotion, why not mention the Handbook to your radio friends. They can get copies from us or a dollar per.

\*Service-Ads in SRDS are informative ads near listings that sell by helping buyers buy.

**SRDS** ANN 1 1949

**Spot Radio Promotion**

**STANDARD RATE & DATA SERVICE, Inc.**  
The National Authority Serving the Media-Buying Function  
333 NORTH MICHIGAN AVENUE • CHICAGO 1, ILL.

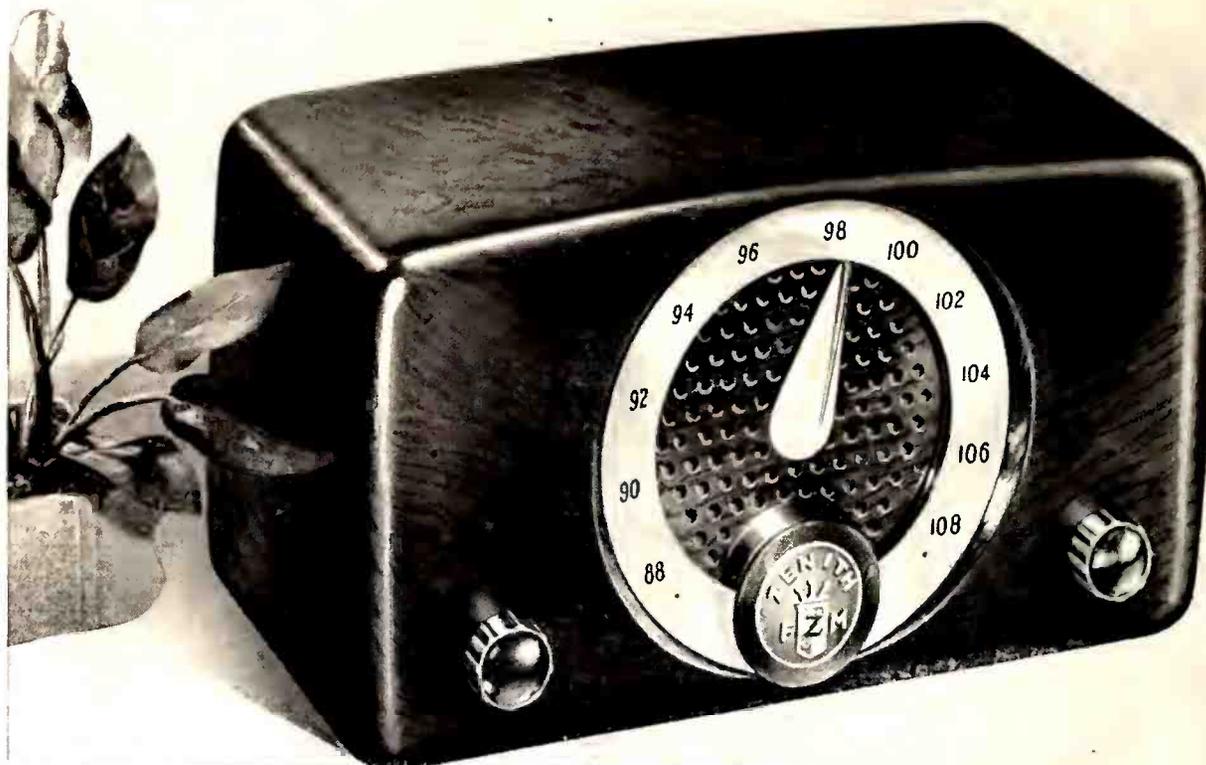
NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
MUSIC FOR AMERICA	Musical	Family	30-min, 1 wk	O.R.F.S.	Star-studded musical revue featuring top radio names	Associated Prog Serv
SONG OF THE WEST	Musical	Family	15-min, 1 wk	O.R.F.S.	Real cowboy songs by real cowpunchers	Broadcasters Prog Synd
SONG OF YESTERYEAR	Musical	Adult	15-min, 1 wk	O.R.F.S.	Favorite old-time songs in an old-home setting	Broadcasters Prog Synd
SONG WITHOUT WORDS	Musical	Family	15-min, 1 wk	O.R.F.S.	Salon musicale under direction of Mahlon Merriek	Broadcasters Prog Synd
SONNY AND BUOOY	Variety	Juvenile	15-min, 2 wk	\$3-\$15	Two youngsters on a medicine-show tour	Walter Bidlick
SONS OF THE PIONEERS	Musical	Family	15-min, 3-5 wk	\$4-\$50	Western group known for its movies, records	Teleways
SO THE STORY GOES	Narrative	Family	15-min, optional	\$3-\$90	Human-interest stories about well-known people	Morton Radio Prodn
SOUVENIR SONGS	Musical	Family	5-min, 6 wk	O.R.F.S.	Words and music of past and present hit songs	Associated Prog Serv
SPEED GIBSON	Drama	Juvenile	15-min, 1 wk	O.R.F.S.	Aviation and mystery in the Orient	Broadcasters Prog Synd
SPICE OF LIFE, THE	Musical	Family	30-min, 1 wk	\$15 minimum	Musical-variety show, written entirely in rhyme	Kasper-Gordon
SPORTS-A-POPPIN	Sports	Family	15-min, 3 wk	\$10-\$50	News, views, and interviews of the sports world	Capico Kapps
STAND BY FOR ADVENTURE	Drama	Family	15-min, 2 wk	\$3.50-\$50	A magic carpet to thrilling experiences	NBC Radio Recording
STARS SING, THE	Musical	Family	15-min, 5 wk	O.R.F.S.	Vic Damone, Kay Armen, Phil Brito, Evelyn Knight, others	Associated Prog Serv
STONEHILL PRISON MURDER	Drama	Family	15-min, 1 wk	O.R.F.S.	Excellent detective mysteries	Broadcasters Prog Synd
STORY BEHIND THE SONG, THE	Drama	Adult	15-min, 1 wk	O.R.F.S.	Dramatizations of the lives of great composers	Broadcasters Prog Synd
STRANGE ADVENTURE	Drama	Family	5-min, 3-5/wk	\$2-\$10	Dramatic stories narrated by Pat McGeehan	Teleways
STRANGE ADVENTURES	Drama	Family	15-min, 1 wk	O.R.F.S.	Strange stories of strange lands	Broadcasters Prog Synd
STRANGE WILLS	Drama	Family	30-min, 1 wk	\$7.50-\$275	Strange stories of peculiar wills left by people	Teleways
STRATOSPHERE MURDER MYSTERY	Drama	Family	15-min, 1/wk	O.R.F.S.	Mystery aboard an airliner	Broadcasters Prog Synd
STREAMLINED FAIRY TALES	Drama	Juvenile	15-min, 1-3 wk	\$3.50-\$50	Modernized versions of well-known fairytales	Harry S. Goodman
STRIKE UP THE BANJO	Musical	Family	15-min, 1 wk	O.R.F.S.	Brass-band music, military and classical	Associated Prog Synd
STROLLIN' TOM	Narrative	Family	15-min, 1-5 wk	On request	Homespun philosophy with a friendly approach	Cominore Prodn
SUSPICION	Drama	Family	15-min, 1-3 wk	\$5-\$25	A literate, intelligent whodunit	Transcribed Radio Show
TEXAN, THE	Drama	Juvenile	30-min, 1 wk	\$12.50 minimum	The adventures of Jerry Braden, Texas Ranger	Kasper-Gordon
THAT WAS THE YEAR	Drama	Adult	15-min, 1 wk	O.R.F.S.	Re-creation of notable events in recent years	Broadcasters Prog Synd
THEATRE OF FAMOUS RADIO PLAYERS	Drama	Family	30-min, 1/wk	\$7.50 minimum	Stories played by leading radio actors	Les Mitchell
THIS IS THE STORY	Narrative	Family	15-min, 1-5 wk	\$4.50-\$150	Little-known facts about well-known people	Morton Radio Prodn
THIS THING CALLED LOVE	Drama	Women	15-min, 1-5 wk	Based on mkt	Drama cameos of the world's greatest love scenes	Edward Sloman Prodn
THREE SUNS AND A STARLET	Musical	Family	15-min, 3 wk	\$6.60-\$76.35	A favorite instrumental trio, plus guests	NBC Radio Recording
THRILLS FROM GREAT OPERAS	Drama	Adult	15-min, 1/wk	O.R.F.S.	Drama around musical highlights from great operas	Broadcasters Prog Synd
THROUGH THE LISTENING GLASS	Musical	Family	30-min, 1 wk	On request	Facetoscope of the finest music written	Lane-Worth
THROUGH THE SPORT GLASS	Sports	Men	15-min, optional	\$3.50-\$30	Thrilling moments in sports history	NBC Radio Recording
TIME IN RHYME	Jingles	Family	10-sec, unlim	On request	Singing time jingles featuring the Debonaires	Bloch-Joseph
TIME OUT FOR FUN & MUSIC	Musical	Family	15-min, optional	\$4.50-\$31.50	Songs and banter with Allen Prescott and others	NBC Radio Recording
TIME TO SING WITH LANNY & GINGER	Musical	Family	5-min, 3/wk	\$1.90-\$20.50	Breezy songs and cheerful patter	NBC Radio Recording
TIME WAS	Drama	Family	15-min, 1 wk	O.R.F.S.	Historical review of recent years set to music	Associated Prog Serv
TOBY'S CORNTUSSEL NEWS	Comedy	Family	15-min, optional	\$3 minimum	Comedy tribulations of small-town newspaper editor	Transcription Sales
TOUCHDOWN TIPS WITH SAM HAYES	Sports	Men	15-min, 1/wk	\$10-\$50	Famed sportscaster in series of grid facts, forecasts	NBC Radio Recording
TRANS-ATLANTIC MURDER MYSTERY	Drama	Family	15-min, 1 wk	O.R.F.S.	Detective story with luxury-liner background	Broadcasters Prog Synd
TREASURE OF THE LORELEI	Drama	Family	15-min, 2 wk	\$3-\$15	High-seas adventure, piracy, buried treasure	Walter Bidlick
TROPICANA	Musical	Family	15-min, 3 wk	O.R.F.S.	Latin-American music	Associated Prog Serv
TUNE TIME	Musical	Family	15-min, 5/wk	O.R.F.S.	Sophisticated music by top small bands	Associated Prog Serv
TWENTIETH-CENTURY SERENADE	Musical	Family	30-min, 1/wk	On request	Popular concert arrangements of standard songs	Stand Radio Trans Serv
UNCLE EZRA	Talk	Family	5-min, 6 wk	\$2-\$16	Country-style philosophy	Co-op Bldestg Serv
UNCLE JIMMY	Drama	Family	15-min, 1-6 wk	\$5 minimum	Daytime soap opera starring William Farnum	Kasper-Gordon
UNEXPECTED, THE	Drama	Adult	15-min, 1-3/wk	25% class A 1/4 hr	Drama, adventure, suspense, comedy, variety	Universal
UNSOLVED MYSTERIES	Drama	Family	15-min, optional	\$5 minimum	Dramatizations of famous unsolved mysteries	Kasper-Gordon
UNUSUAL MUSICAL	Musical	Family	15-min, 5 wk	On request	Clever and amusing musical program	Affiliated Prog Serv
VAGABOND ADVENTURER, THE	Drama	Family	15-min, 1-2-3 wk	\$5 minimum	Stars Tom Terriss, internationally-known adventurer	Kasper-Gordon
VAN GAMME QUINTET, LOUISE CARLYLE	Musical	Family	15-min, 3 wk	\$4.30-\$50.80	Subtle swing rhythms and lilted vocals	NBC Radio Recording
VAN TEETERS, THE	Comedy	Family	05-min, 1/wk	O.R.F.S.	Satire on current social and financial structure	Broadcasters Prog Serv
VARIETY FAIR	Musical	Family	15-min, 3-6 wk	25% class A 1/4 hr	Music-variety show located at mythical fair grounds	Universal
WEIRD CIRCLE, THE	Drama	Adult	30-min, 1 wk	\$7-\$100	Fantasy and mystery classics dramatized	NBC Radio Recording
WESTWARD HO	Musical	Family	5-min, 5 wk	\$10-\$50	Curley Bradley, cowboy singer, story teller, philosopher	Wiederheld
WE THE JURY	Drama	Family	15-min, 1-3 wk	\$5-\$25	Crime stories, with audience participation	Transcribed Radio Show
WHAT DIFFERENCE DOES IT MAKE?	Narrative	Family	5-min, 5 wk	\$2.50 minimum	Elaboration of choice, unusual news hits	Broadcasters' Guild
WINGS OF SONG	Musical	Family	15-min, optional	\$5 minimum	Emile Cote and his Serenaders, Warren Sweeney inc	Transcription Sales
YOUR GOSPEL SINGER	Musical	Family	1-7 wk	\$3.50-\$35	Edward MacHugh singing gospel songs, hymns	Harry S. Goodman
YOUR HYMN FOR THE DAY	Musical	Family	5-min, 5 wk	\$10-\$50	Familiar hymns by Gere Baker and Irma Glen	Wiederheld

*Zenith Challenges Any Comparison*

WITH THIS

**The Most Sensitive FM Radio Ever Built**

FOR THE PUBLIC



**ONLY ZENITH GIVES YOU THIS**

**Most Sensitive Performance**

Superb reception even on weak signals.

**Longer Distance**

Because of high sensitivity, brings in stations in fringe areas others miss.

**No Interference**

No whistles, no overlap, no cross-talk, no background hiss.

**No Static**

Even in the worst storms. Only rich, glorious tone.

**No Special Antenna**

With Zenith's patented Power-Line Antenna, just plug in and play.

Whatever has been your experience with FM—whatever FM radio you have ever heard—Zenith† now asks you to listen to a new marvel of Radionict science.

This all-new Zenith Model is the climax of years of acknowledged leadership in genuine Zenith-Armstrong FM—that hundreds of thousands know as true FM—the FM radio that leading FM stations over the nation rely upon to monitor and test their own broadcasts—truly the FM of the Experts! Now, in a new Super-Sensitive circuit that gives perfected performance even on signals too weak for ordinary sets to catch.

So we say—hear, compare! Be prepared to hear the most sensitive FM receiver you have ever listened to—a genuine Zenith-Armstrong receiver at a sensation-ally low price.

**The Super-Sensitive "MAJOR"**

The lowest price ever for genuine Zenith-Armstrong FM! . . . only

**\$39<sup>95</sup>\***



\*Suggested Retail Price. Prices subject to change without notice.



# It's on the way up again

## The FM fog is clearing

### **Low price receivers, better promotion, storecasting, and transitradio all help**

The most significant FM development during the past year has been in the field of engineering. Only recently have enough first-class sets in lower-price brackets began to reach the market to give great numbers of people a taste of FM's unique staticless, full-range reproduction program. Zenith is currently leader in production of a low-price high-quality receiver.

Despite the promotion already done by FMA and individual stations, it's still necessary to educate most listeners in large metropolitan areas to the fact that they can hear not only many (or all) network shows via FM affiliates

of web outlets, but numerous exclusive shows available only on FM. This is no problem in those few areas where because of combined FM promotional activity and poor AM receptivity FM is already the dominant system of aural broadcasting.

Edgar Kobak, former Mutual president, deplored the amount of "blue sky" being sold in AM coverage. Nevertheless, there is, compared with other media, a super-abundance of circulation and sales information available to a sponsor considering AM radio. This hasn't yet been provided prospective sponsors to a satisfactory

degree by most FM stations. As Linea Nelson of J. Walter Thompson, and others in the trade have bluntly emphasized, there isn't enough information on the sales effectiveness of FM commercial programming. The FMA has unfortunately been overly preoccupied with fights inside the industry and thus unable to concentrate fully on this vital problem.

There are more than 700 commercial FM stations in operation in about 450 cities. But these facts don't yet impress many advertisers—even the fact that the coverage is as interference- and static-free at night as in the day—until they can be shown what it means to them in terms of returns per dollar invested. This is a joint station and industry job that will have to be licked before sponsor dollars flow FM-way in the quantities the industry believes it justifies.

The public in some localities has had a growing tendency to regard the medium as a facility instead of a different and superior form of transmitting a broadcast signal. Thus transit-radio and storecasting (see separate reports in this issue) have already come to mean something to thousands whose only notion of FM was "long-haired" music.

Other thousands, interested either because they wanted staticless, interference-free reception or FM exclusives, such as sports (by no means the

only type of exclusive available), became disillusioned by purchasing poor-quality sets that performed little better than AM sets in the same price-range and which "drifted" regularly. This situation is rapidly being corrected. But many advertisers as well as listeners have unfortunately judged the medium by poor receivers.

Another negative that is being corrected is the bottle-neck caused by retailers whose salespeople have been woefully ignorant of the FM facts of life. It hasn't been too long since some

salesmen were actually discouraging customer inquiries with remarks such as FM isn't really different from standard broadcasting, that FM is dead and will soon disappear, etc. These may be extreme examples of the ignorance and misinformation at one time widely prevalent among radio retail sales people, but they illustrate why manufacturers and stations had to undertake a campaign to educate retailers to the facts about FM.

Numerous FM construction permits, it is true, have been turned back to the FCC, as holders realized the system was not going to be the bonanza once predicted. This trend will not continue if advertisers can be shown that in many areas today FM is the only way many listeners—their customers, or potential customers—can hear network programs at night is through the web station's FM affiliate. The medium is growing steadily. It still has to be sold. \* \* \*

**\$17,500,000**  
 ... that's what goes into  
 the pay envelopes of the ILGWU  
 membership **WEEKLY!**

### EARS TO HEAR



A nucleus of the Union's quarter million members, bound by a unique loyalty to their own station...with the prospect of steadily growing "workshop listening."  
 Plus consistent growth among all FM listeners through expert programming.

### WILL TO BELIEVE



To this favorably disposed audience, a station of inherent social responsibility must carry conviction. 50% of WFDR's time in each cycle must be non-commercial, in the public service. Selected commercial sponsors will benefit by the resultant audience receptivity.

### MONEY TO SPEND



The Union's quarter million members who earn \$17,500,000 weekly rank high in proportion of a spendable income. They are alert, progressive, interested in the commodities and services of modern America.

**WFDR** FM-104.3  
**BROADCASTING CORPORATION**

Sponsored as a public service by the  
 International Ladies' Garment Workers Union  
 1710 Broadway, New York City, Columbus 5-7000

### Storecasting

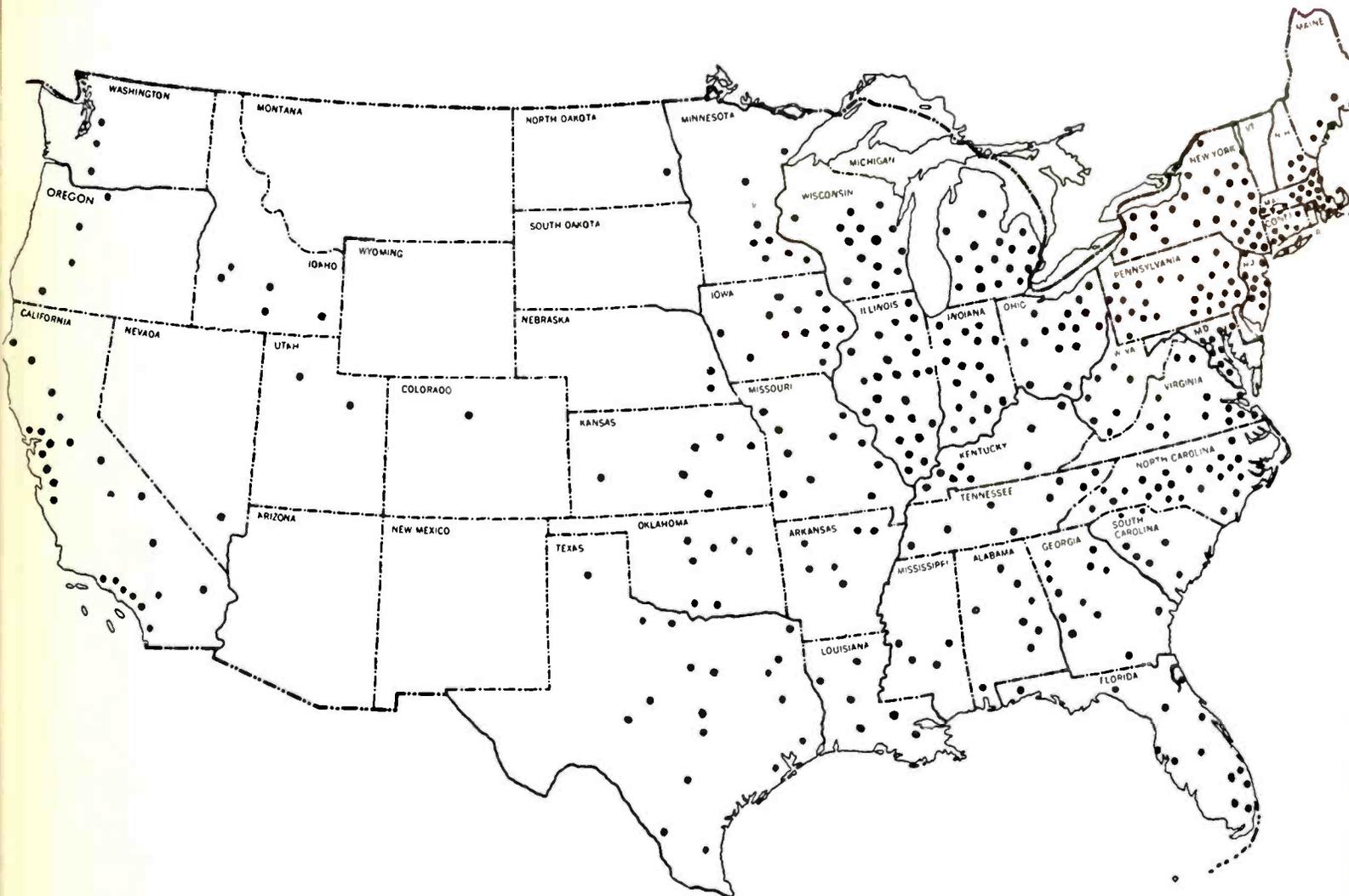
### Point-of-sale FM developing rapidly

Virtually all storecasting operations are now serviced by FM stations. There are still a few marketing spots where stations and point-of-sale merchandisers haven't come to terms with broadcasters. The Acme Markets of Philadelphia, and 81 independent stores serviced by Musicall in New York, are still linked by telephone lines. This is also true of the Baltimore Markets in Philadelphia. They are operating their own storecasting service.

The original Stanley Joseloff Storecast Corporation of America operation in New England has switched from land line to being served by WMMW, Meriden, Conn. Three chains in Pittsburgh (Thorofare, Giant Eagle, and Sparkie) are served by WKJF-FM. In Chicago there are three storecasting operations. WMOR serves the Jewel Food Stores through Consumers Aid. WEAW serves IGA super markets for WEAM-FM and WEHF programs for Storecast's National Tea operation.

In Des Moines, Storadio Advertising services 21 Thrift Way super markets through KSO-FM. In the South, Winston-Salem's WMIT is servicing a group of Colonial Stores.

Before the year is out, giant mar-



# The FM picture: Fall 1949

Dots on map indicate where FM stations are on the air.

Number of stations in operation in each town are listed below

ALABAMA	San Jose	2	Columbus	3	Woodstock	1	Topoka	1	Haverhill	1	Hattiesburg	1	Cortland	1	Reidsville	1	PENNSYLVANIA	1	TENNESSEE	1	Norfolk	1
Annisston	San Luis Obispo	1	Gaithersville	1	INDIANA	1	Wichita	1	Holyoke	1	MISSOURI	1	DeRuyter	1	Roanoke Rapids	1	Allentown	3	Bristol	1	Portsmouth	1
Birmingham	Santa Ana	1	La Grange	1	Anderson	1	KENTUCKY	1	Lawrence	1	Cape Girardeau	1	Elmira	1	Rocky Mountain	2	Allioma	2	Chattanooga	3	Richmond	1
Gadsden	Santa Maria	1	Macon	1	Columbus	1	Ashland	1	Lowell	1	Clayton	2	Endicott	1	Salisbury	1	Bethlehem	1	Clarksville	2	Roanoke	1
Huntsville	Stockton	1	Newnan	1	Connersville	1	Bowling Green	1	New Bedford	2	Jefferson City	1	Hempstead	1	Shelby	1	Butler	1	Jackson	1	Suffolk	1
Lanett	1	Rome	1	Crawfordsville	1	Henderson	1	North Adams	1	Joplin	1	Hornell	1	Statesville	1	Chambersburg	1	Johnston City	1	Winchester	1	
Mobile	1	Savannah	2	Elhart	1	Louisville	1	Pittsfield	1	Kansas City	4	Ithaca	2	Wilmington	1	Dubois	1	Kingsport	1	WASHINGTON	1	
Montgomery	3	Toccoa	3	Evansville	2	Louisville	2	West Yarmouth	1	Kennett	1	Jamestown	1	Wilson	1	Dubois	1	Knoville	1	Longview	1	
Sylcauga	1	Valdosta	1	Ft. Wayne	2	Worcester	2	Poplar Bluff	2	St. Joseph	1	Lockport	1	Winston-Salem	2	Erie	1	Memphis	2	Seattle	2	
ARIZONA	0	Danbury	1	Hammond	1	MICHIGAN	1	St. Louis	5	Massena	1	Springfield	1	Winston-Salem	2	Harrisburg	2	Nashville	2	Tacoma	2	
Blytheville	1	Greenwich	1	Indianapolis	1	Ann Arbor	2	New York City	12	New York Falls	1	Niagara Falls	1	Fargo	1	Johnstown	2	TEXAS	1	WEST VIRGINIA	1	
Conway	1	Hartford	3	Lafayette	1	Baton Rouge	2	Ogdenburg	1	Quebec	1	Quebec	1	Longcaster	2	Lebanon	2	Abilene	1	Beckley	1	
Ft. Smith	2	Meriden	1	Michigan City	1 <td>Lafayette</td> <td>3</td> <td>Omaha</td> <td>2</td> <td>Lincoln</td> <td>1</td> <td>Omaha</td> <td>2</td> <td>Albion</td> <td>1</td> <td>Alliance</td> <td>1</td> <td>Ames</td> <td>2</td> <td>Bluefield</td> <td>1</td>	Lafayette	3	Omaha	2	Lincoln	1	Omaha	2	Albion	1	Alliance	1	Ames	2	Bluefield	1	
Jamestown	1	New Britain	1	Marion	1	Lafayette	1	NEVADA	1	Omaha	2	Onesite	1	Ashland	1	Ashland	1	Baytown	1	Clarksville	1	
Sloss Springs	1	New Haven	4	Muncie	1	Monroe	1	Las Vegas	1	Las Vegas	1	Rochester	1	Bellevue	1	Bellevue	1	Beaumont	1	Huntington	1	
Little Rock	1	New London	1	New Castle	1	Monroe	1	Reno	2	Las Vegas	1	Schenectady	3	Bellevue	1	Bellevue	1	Belmont	1	Logan	1	
CALIFORNIA	1	Stamford	1	Shelbyville	1	NEW ORLEANS	5	Grand Rapids	2	NEW HAMPSHIRE	1	South Bristol	1	Canton	3	Cincinnati	3	Bellevue	1	Dallas	4	
Bakersfield	2	DELAWARE	1	Aurora	1	Jackson	1	Shreveport	1	Cloremont	1	Syracuse	4	Lima	2	Reading	1	Bellevue	1	Edinburg	7	
Berkeley	2	Washington	1	Bloomington	1	Terre Haute	2	Wabash	1	Manchester	2	Troy	2	Scranton	3	Scranton	3	Bellevue	1	Ft. Worth	1	
Eureka	1	DIST OF COL	1	Canton	1	Wabash	1	Washington	1	Nashua	1	Turn	1	Scranton	3	Scranton	3	Bellevue	1	Galveston	1	
Fresno	1	Washington	8	Carbondale	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Herington	1	
Long Beach	1	FLORIDA	1	Centerville	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Houston	4	
Los Angeles	9	Daytona Beach	1	Centralia	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Longview	1	
Chico	1	Ft. Lauderdale	1	Champaign	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Lufkin	1	
Marysville	1	St. Petersburg	1	Chicago	12	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Morgantown	1	
Merced	1	Gainesville	1	Decatur	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Oak Hill	1	
Modesto	2	Jacksonville	3	Elmwood Park	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Parkeburg	1	
Monterey	1	Miami	4	Evansport	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Oakland	1	Miami Beach	2	Freeport	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Ontario	1	Orlando	2	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Pasadena	1	Palm Beach	1	Herrin	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Redding	1	Jacksonville	3	Jacksonville	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Richmond	1	Kankakee	1	Freeport	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Riverside	1	La Grange	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
Sacramento	3	Mt. Vernon	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
San Bernardino	1	Oak Park	2	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
San Bruno	4	Peoria	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
San Diego	1	Quincy	2	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
San Francisco	8	Rock Island	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Springfield	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Urbana	6	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton	3	Bellevue	1	Wheeling	1	
		Waukegan	1	Harrisburg	1	Wabash	1	Washington	1	Portsmouth	1	Utica	2	Scranton	3	Scranton						



kets in Los Angeles and San Francisco will be served by music, news, and spoken advertising. Both the Musicall and WJZ-TV New York pilot operations are being carefully studied. The visual musical shopping service of ABC's Eastern key station, a plan of Modell and Harbruck, serves super markets in the Grand Union chain.

Most merchandising experts insist that until the New York market is really opened, storecasting can't be weighed as a national advertising medium. There is little question but that the metropolis will have storecasting service from an FM station before 1950.

A&P is currently testing in Pittsburgh and Chicago. The Kroger chain, one of the food merchandising field's most active users of broadcasting, is also testing in Pittsburgh. Both of these chains are using copy for private brand items which they control.

Most problems of equipment which have plagued storecasting operations have been overcome. The speakers located underneath food bins have been replaced with ceiling units well distributed throughout the store. Receiv-

ers in each store have been designed so that it's possible with a "beep" note to raise the sound level for the commercial sections of the broadcasts. It's also possible where a number of chains in an area are serviced by one station to cut off all speakers in the chains not scheduled for certain commercials.

Indicative of the varied commercials carried by in-store broadcasting are the eleven heard over WMOR in Chicago; Borden's Milk, Clapp's Baby Food, Diamond Crystal Salt, Holsum Baked Products, McCormick Spices, Minute Maid Products, My-T-Fine, Salerno-Megowen Biscuits, Pepsi-Cola, Quaker Oats, Reed's Candy, Silvereup Bread, Allen V. Smith foods and Thomas J. Webb coffee.

Effectiveness of this type of point-of-sale spoken-word broadcast advertising is indicated by fact that practically all

the advertisers that started with Consumer's Aid (the list in previous paragraph) are still heard in the Jewel Tea stores and that Stanley Joseloff's Storecast Corporation has a record of almost 100% renewals.

Also important to broadcasting is fact that less than half of the users of storecasting are regular broadcast advertisers. Since all storecasts are heard on the air as well as in the stores, these advertisers are getting their first taste of the air's effectiveness. Several are finding that their commercials not only are selling at the point of sale but in other stores not serviced by storecasting. While storecasting, as a facet of FM radio, was not conceived as a device to introduce advertisers to the effectiveness of FM broadcasting, it is doing it just the same. \* \* \*

### Transitradio

## Over 500 advertisers using new "captive audience" medium for direct results

Despite equipment problems which would have defeated any other major

project of its kind, transitradio is moving along with amazing speed. It's the first time in the history of radio advertising that broadcasters have had an investment in receiving equipment.

Music, news, and commercials are being fed to public service transportation vehicles in 14 cities with Kansas City slated to be number 15 this fall. These are the areas served with the "official" brand of transitradio service. There are a number of independent operations and a few car-card sponsored transitradio operations also functioning.

Stromberg-Carlson is building most of the equipment and with its experience in building equipment that is required to stand the hardest of service knocks, it's expected that the Rochester firm will be able to overcome the equipment failure problems which has beset some of the areas being transitradio served.

The May list of transitradio sponsors was nearly 500. Two hundred and fifty-six of this half-thousand were signed by Transit Radio, Inc. since February of this year. While a high percentage of transitradio advertisers are local firms, many of them have been able to use this "captive audience" form of aural advertising because of the availability of dealer-  
(Please turn to page 87)

# Getting your pressings when you want them?

You have a right to expect speedy handling of your recording jobs and pressings—with no sacrifice of quality. Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

*First in the field!*



When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street  
New York 10, New York  
MUrray Hill 9-0500

445 North Lake Shore Drive  
Chicago 11, Illinois  
Whitehall 4-2900

1016 North Sycamore Avenue  
Hollywood 38, California  
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!



**Old**

# names in new places

## Network ratings

### **No new coverage maps but average ratings of networks indicate changes**

There are no new coverage maps of the four networks. Sometime this next December or January, the Broadcast Measurement Bureau is expected to have the network report for the second BMB study available. Since BMB indices provide for recording the two important factors in coverage—the ability to hear a station and the desire to hear a program on that station—the report should indicate effectively the impact of recent switches in top programs.

In lieu of any coverage basis on which to report network standing, the next best index as to how networks rank can be the Hooper report (36) cities and the Hooper standing of each network in terms of "Total minutes of rated sponsored time by network."

The third week in February is usually the peak of the listening season. A comparison of average evening Hooper ratings (6 to 11 p.m.) between 15-21 February 1948 and 1949 should show

the trend of listening at least in the big city telephone homes surveyed by Hooper.

Average evening network commercial ratings (6-11 p.m.)

Network	15-21 February, 1948-1949	
	1948	1949
ABC	9.3	9.3*
CBS	10.2	11.4*
MBS	4.8	4.1*
NBC	13.8	11.1

\* Does not include cooperative programs

The relative standing of the four networks is also indicated by the number of minutes they have sold during the week rated.

Minutes of sponsored time (6-11 p.m.)

Network	15-21 February, 1948-1949	
	1948	1949
ABC	1045	930
CBS	1600	1560
MBS	690	500
NBC	1635	1575

The spread between NBC and CBS

has been reduced during the 12 months but as of 15-21 February 1948 NBC still was ahead of CBS. Only a few of the programs which switched their networks had been on CBS for any length of time so the full impact, rating wise, of the switch. Beside there are other programs due to make their CBS debut this fall which should intensify the switch towards Columbia. Naturally it all depends upon what NBC develops in the way of new programs. *Hollywood Calling* may build a great Sunday night listening habit just as *Stop the Music* has for ABC. A number of new NBC dramatic programs show great promise in the audition stage. NBC is working hard also on a number of comedy variety programs and if it has any of the success that CBS has had with programs like *My Friend Irma*, the relative standing of the two networks can continue neck and neck as they have been for so many years.

The second Hooper report for June in the average-evening-ratings of commercial programs gives a greater edge to CBS than the mid-season rating. Many of NBC's top programs were off the air when this report was made. Regardless of the reason, the four networks had to face the following Hooper comparison:

Network	15-21 June 1948	1949
ABC	5.0	5.4
CBS	6.0	6.5
MBS	3.6	2.4
NBC	7.3	5.5

These "average ratings" cover the following minutes of sponsored pro-

gram time:

Network	15-21 June 1948	1949
ABC	755	765
CBS	1335	1500
MBS	540	360
NBC	1485	1485

Thus for the summer, CBS appears to have been the network to have held, or sold, the largest number of commercial minutes. ABC had added ten minutes to its commercial time in June, with NBC holding its own and MBS suffering the greatest loss, 180 minutes of commercial time.

There's nothing static about broadcast advertising from a network or any other basis. While Hooper figures have been used in this report to show what's happened since the last *Fall Facts* edition of SPONSOR was published. Nielsen's figures are reported to indicate just as great a shift in audience. The U.S. Hooperatings (Hooper's projectable ratings) do not, because of difference in network facilities, show as great a shift as the 36-City telephone coincidentals. U.S. Hooperatings were average figures for January-February 1949 and thus could not show the real effect of program shifts that started during the first week in January.

There's no question but that the network picture is changing. The only possible way to make certain that a time-buy is the best is to know what happened last week and have the figures of what happened a year ago as a comparison.

Everything is relative, but don't depend on last year's data. \* \* \*

sequencing principles established during the years he worked with CBS programs.

This won't mean an overnight revolution in MBS programming. Renovation will start from scratch in September and proceed gradually. Another approach will be to add a sprinkling of shows with star appeal.

No network program executive thinks agency and independent producers can't (or shouldn't) take a major role in producing shows for network sponsors. They'll privately admit it keeps them on their toes. Nets can often produce shows in a given price bracket more economically by using staff people who have several assignments. They also have more opportunities to give a program air time to build an audience. Sponsors are less resistant to buying a show they can't control (move to another network, if it is built up on the air before it is offered them).

But networks have to have proved audience producers, whatever the source. They feel they have what it takes to produce audiences: creative people and facilities for testing and showcasing. \* \* \*

### Independent packages

## Producers not too radio interested

This year shows a sharp downward swing in the number of live package programs available from independent producers. One reason for the quantitative decline in this field is the constantly increasing number of network-built programs. Independent producers are more and more up against network feeling that the web's ability to build a show and keep it running and increasing its audience is most important in establishing salable properties for sponsors.

With the greater number of net-produced programs, and the resultant decrease in time availabilities, the independents are turning to TV production. In some cases, independent producers offer AM and TV versions of the same show; in other instances, independent concentration is on TV solely. The latter course might seem to be the ultimate salvation for independent producers. \* \* \*

### Net-built programs

## All chains now building their own shows in industry's program sweepstakes

With house-built packages increasingly important to web economy, networks are still sharing with agencies and independent producers the showman's mantle they donned three years ago after their gradual abdication over the years. House-built shows will be a major factor in NBC program tactics this fall, just as they have been at CBS. ABC will rely strongly on its own packages in its drive to capture audiences—and sponsors—with budget-conscious programs. Part of ABC strategy

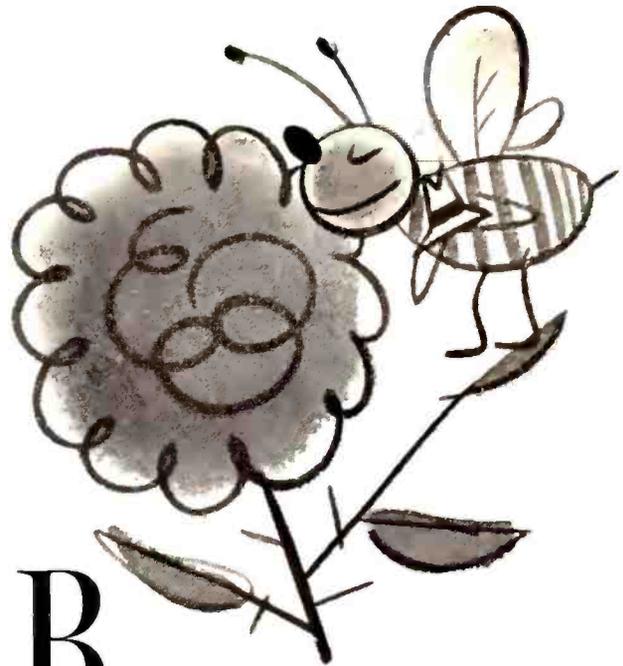
is to make Wednesday night the mystery-adventure session of the week.

Mutual, with revamped program department and program policies, will attempt to compete for radio ears by applying the block-programming technique to both day and night sequences.

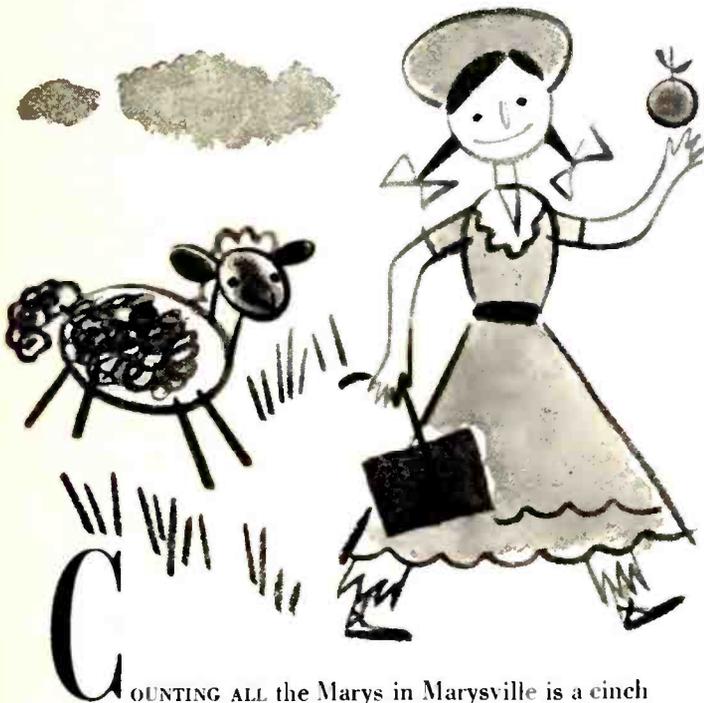
The new program outlook for MBS is sparked by program director William Fineshriber, who moved over from Columbia where he was program department manager. Fineshriber plans to apply program-building and mood



**A**LL THE BELLS in Bellingham won't make more noise for you in this Washington fishing center than ABC. For ABC rings the bell with 69% of all the radio families there, says BMB. In 42 Coast towns (inside AND outside) ABC has 50% or better BMB penetration.



**B**UZZING DOWN to California, we find all the roses in Santa Rosa hardly outnumber the ABC fans there. It's a honey of an audience, says BMB, for 81% of the radio families are regular ABC listeners. Big towns or small, on ABC you reach them all (and sell 'em).



**C**OUNTING ALL the Marys in Marysville is a cinch compared to totting up the ABC fans there. Yet BMB did it and found 72% of this California town's radio families have the ABC habit...and it's a good one for you to get, too, if you want primary coverage of 96.7% of all Coast radio families.

On the coast you can't get away from

# ABC

**FOR COVERAGE...** ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

**FOR COST...** a half hour on ABC's full 22-station Pacific network costs only \$1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network  
or intend to be—talk to ABC

## ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. • TRAFALGAR 3-7000—DETROIT: 1700 Stroh Bldg. • CHERRY 8321—CHICAGO: 20 N. Wacker Dr.  
DELAWARE 1909—LOS ANGELES: 6363 Sunset Blvd. • HUDSON 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXBROOK 2-6544

# Available Independent Live Package Programs

TITLE	TYPE	APPEAL	TIME	PRICE	DESCRIPTION	PRODUCER AND/OR SALES REPRESENTATIVE
ACT FOUR	Aud partie	Family	15-min, 2-3 wk	On request	People's critiques of plays or movies in interviews	Sels Prodns
ADVENTURES OF FU MANCHU	Drama	Family	30-min, 1 wk	On request	Dramatization of the famed Sax Rohmer stories	Basch Radio & TV Prodns
BACK HOME AGAIN	Musical	Family	30-min, 1 wk	\$2000	Folk-music show featuring radio name acts	W. M. Ellsworth
BATTLE OF WORDS	Quiz	Family	30-min, 1 wk	\$2500	Unique quiz program with new twists	Roy W. Dickson
BIG JOE'S HAPPINESS EXCHANGE	Disk Jockey	Family	3-hrs, 7 wk	On request	Disk-jockey show with a public-service angle	WOR, N.Y.
CIRCLE C RANCH	Variety	Family	30-min, 1 wk	\$2000	Western variety musical with DeZurik Sisters	M. W. Ellsworth
CROSSROADS	Drama	Family	30-min, 1 wk	On request	Audience determines outcome of suspense mysteries	Gainsborough Assocs
DREAM STREET	Drama	Family	30-min, 1 wk	On request	Dramatic show with a dream format	Basch Radio & TV Prodns
FOX AND HOUNDS	Aud partie	Family	30-min, 1/wk	On request	Part of audience participates, shares in profits	Basch Radio & TV Prodns
WALTER GREENTREE	Comedy	Family	30-min, 1/wk	On request	Stars Eddie Mayehoff as small-town store-owner	John E. Gibbs
GUESS APPEARANCE	Aud partie	Family	30-min, 1 wk	On request	Quiz show with laughs, prizes, and forfeits	Basch Radio & TV Prodns
HELP YOUR NEIGHBOR	Talk	Women	15-min, 5 wk	On request	Judy Logan with informal chat, interviews	Sels Prodns
HERE'S HEIDY	Drama	Juvenile	15-30-min, 1-5/wk	On request	Fantasies, childhood tales narrated by Heidy Mayer	Gainsborough Assocs
HINT HUNT	Aud partie	Women	30-min, 5/wk	\$3350	Chuck Acree show with strong feminine appeal	Feature Prodns
HDRATIO ALGER, JR.	Drama	Family	30-min, 1/wk	\$2500	Meretore untold stories of the famous Alger	Charles Michelson
HOUSE OF DISTINCTION	Drama	Women	15-min, 2-3-5/wk	\$1500-\$2000	Serial built around beauty-salon proprietress	Lewis & Bowman
LAFF LAB	Comedy	Family	15-min, 1 wk	\$1750	Bill Thompson emulates people's foibles	Mitchell Gertz
WILLIAM LANG	News	Family	15-min, 5 wk	On request	Newsworthy feature stories narrated by Lang	Claude Barrere
LET'S PLAY REPORTER	Aud partie	Family	30-min, 1 wk	On request	Quiz show with newspaper-office background	Basch Radio & TV Prodns
MASKED SPOONER, THE	Musical	Women	15-min, 1-3/wk	On request	Much-publicized Spooner does romantic songs	Jack Rourke Prodns
MEET MY SISTER	Variety	Family	30-min, 1/wk	On request	Comedian Eddie Mayehoff, Betty and Jane Kean	John E. Gibbs
MERRY GO-ROUND QUIZ	Aud partie	Juvenile	30-min, 1/wk	\$2000	Children's quiz, comedy characters asking questions	Junior Programs, Inc.
MOVIE AWARD	Aud partie	Family	30-min, 1 wk	On request	Quiz questions based on film stars and stories	Jack Rourke Prodns
MUSIC BOX TALES	Musical	Juvenile	30-min, 1/wk	\$2500	Humorous fairytales in operetta form	Junior Programs, Inc.
PEOPLE, PLACES AND THINGS	Narrative	Juvenile	15-min, 5 wk	On request	Narrations for youngsters by William Lang	Claude Barrere
QUIZ BALL	Aud partie	Family	30-min, 1/wk	\$3500	General quiz; two teams in baseball setting	Feature Prodns
SEARCH FOR A STAR	Drama	Adult	30-min, 1/wk	On request	Search for movie talent via auditions	John E. Gibbs
SOMETHING TO TALK ABOUT	News	Family	30-min, 1 wk	\$1600	Unusual news items, human-interest stories	Feature Prodns
STATE FAIR	Variety	Family	30-min, 1 wk	\$4500	Barn-dance type of program; community singing	Leslie Clucas
THOSE WEBSTERS	Comedy	Family	30-min, 1 wk	\$4500	Family-type situation comedy	Leslie Clucas
THREE THIRDS OF A GHOST	Aud partie	Family	30-min, 1/wk	On request	Well-known spelling game adapted to radio	Feature Prodns
TOM SAWYER SMITH	Drama	Juvenile	30-min, 1 wk	\$1500	Two boys trying to live Tom Sawyer's adventures	Junior Programs, Inc.
WHAT DO YOU THINK?	Drama	Family	30-min, 1-3-5/wk	On request	True cases of mental and psychic phenomena	Basch Radio & TV Prodns
WHIRLAGIG	Drama	Juvenile	15-min, 5 wk	\$2500	Suspense and humor stories for 8-14 years olds	Junior Programs, Inc.
DOWN WRIGHT CHORUS	Musical	Family	30-min, 1 wk	On request	Familiar music by 14-voice mixed choir	S. W. Caldwell

## REGIONAL NETWORKS

(Continued from page 52)

While this doesn't hold true of baseball, it is on the other hand necessary to hand-tailor the nets for following a specific team in order to realize the maximum from fan interest in each club.

One of the earliest users of the custom-built web for sports is Atlantic Refining Company that is famous in the East for collecting on the fierce loyalties of high school as well as collegiate sports fans. They have also sponsored Boston's two major league baseball teams in New England with Narragansett Brewing Company. Most of Atlantic's approximately \$300,000 a year for broadcasting is spent for

custom-built nets for baseball and football.

The kind of event leading itself best to the per-occasion web is one that would lose its impact unless aired live. Obviously such a net isn't ordinarily put together where existing facilities cover the area desired and where rival commitments interfere. The fact that such instances do often interfere makes the regional custom-built chain a must for certain advertisers. \* \* \*

## INDEPENDENT STATIONS

(Continued from page 46)

neighborhoods that does intensive selling within its own bailiwicks. It may be Eli Godofsky's WHLI at Hempstead, N. Y., WFAS in White Plains, N. Y., or

WPAT in Paterson, N. J. Or it may be a station in Chester, Pa., or any one of hundreds of stations on the fringe of a great city, yet dedicated to the problems of its own 25 miles. The station will not have a Hope, a Benny, a Lux Radio Theater, a *Stop the Music* or a *Shadow*, but it will have an awareness of the need of its community and it will do something about it.

It's a more difficult problem to buy time on independent stations than it is on network outlets. That's because networks have a leavening effect on their stations. There is a great variation in the effectiveness of NBC stations for instance, but there is apt to be more variation than in the case of independents. The non-network stations are sometimes very good and they are sometimes just apologies for broad-



*"Ugh... no (sob) ... KJR"*

**KJR**  
SEATTLE 5000 WATTS AT 950 kc.

### **KJR doesn't reach everybody!**

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!  
Talk with **AVERY-KNODEL, Inc.,** about KJR!

**for Western Washington...An Affiliate of the American Broadcasting Company**

*A Marshall Field Station*



*the Winner  
ran Second!*

- Highest Percentage increase in Hooper Ratings\*
- Lowest cost per thousand Radio Homes
- Serving 90% of the market at 50% of regional rates.

\* Only Savannah station to show an increase in all rated time periods. (Hooper Station Audience Index—Fall 1948)

Ask any Adam J. Young office for all details.



ABC AFFILIATE

Winner 1948 George Foster Peabody Award for Outstanding Public Service by a local station.

cast advertising outlets. Because many of them haven't BMB coverage reports as yet, and because the BMB reports that many do have do not accurately reflect their impact, a timebuyer must personally know each independent or else buy mongrels along with pedigreed stock.

The reason why BMB reports frequently do not reflect the real impact of the non-network stations is because many of these independents do not have star names to capture the imagination of their listeners. They just day-in and day-out program music, news, and sports that the listeners want. It's the Bennys, Hopes, and Charlie McCarthys who plant themselves in the memories of their fans. These name programs help to implant the call letters of the stations over which they are heard in the minds of listeners. They build good BMBs. It's more difficult for a non-network station to achieve this recognition. Even if an independent is among the top-rated stations, it's apt to have a far greater audience than its index indicates.

For years it has been admitted that the independent stations with baseball, basketball, football, and hockey gathered audiences. Emphasis was usually on the baseball broadcasting and naturally on the fact that this meant only top daytime audiences. That's changed now. Baseball is just as much a nighttime event as it is a daytime.

and the baseball audience for the night games is many times what it is for the daytime innings. Football hasn't become as much a night game as baseball, yet Friday nights in many sections of the country during the football seasons see great listening audiences tuned to the Friday night college games. Professional football is switching a little bit at a time to the "under lights" routine, and it too will contribute to the audiences of non-network stations. It's possible for the webs to carry Saturday afternoon football games because the networks generally haven't been too successful in selling Saturday p.m. time. Friday night, on the other hand, has been a good network commercial time. There isn't any one of the seven nights a week on which a network could afford to broadcast a football game. Then it must also be considered that the "big" games are for the most part games with local or regional appeal. There are very few games, even Bowl games, that appeal to the entire nation. Thus they build great audiences for non-network stations because these independents broadcast home team games.

Buying broadcast advertising time is the toughest media assignment at any agency. It's the hard-fighting, big-audience-delivering non-network stations that have made it so difficult. (TV hasn't helped either.) \* \* \*

### Transcriptions

## **Better names, better prices, better use of library services, mark Fall 1949**

Despite the fact that radio is being unreasonably and inaccurately sold short in the face of the growing television onslaught, the transcription field is heading into what appears unquestionably to be its biggest year.

One strong factor that will make the 1949-50 season a banner year for e.t.'s is the considerably improved quality of syndicated transcriptions. Up to this year there was very little available among recorded programs that was really new. The trend was toward proved vehicles which in many cases had been available for years.

That picture is changing now. New quality shows are being made available by top e.t. firms like Frederic W. Ziv, Harry S. Goodman Productions,

and the Bruce Eells-administered Broadcasters Program Syndicate. Ziv's expansion is best exemplified by the new and successful *Meet the Menjous* Mr.-and-Mrs. program (screen actor Adolphe Menjou and his wife, Verree Teasdale). Goodman's *Rendezvous with David Ross* and *Jim Ameche*. *Story-teller* are both brand-new productions of network caliber.

Broadcasters Program Syndicate, formed last year, offers its 150 station members programs such as *Pat O'Brien From Hollywood* and *Frontier Town*, plus 73 other program series. Another major move in the e.t. field is the entrance of Metro-Goldwyn-Mayer Radio Attractions with eight new top-talent transcribed programs

starting about 1 September. All with a Hollywood slant, and utilizing MGM's stars and properties, these shows will be offered to stations at a lower cost than any other programs of comparable quality, according to MGM Radio Attractions.

More and more transcribed shows are now available for a greater number of weeks and a greater number of times a week. Advertisers thus have the opportunity to make their sponsorship of these programs mean much more over a 52-week period than they could over 13 weeks. Pricing e.t. shows in keeping with station costs is still another factor in the increased importance of syndicated transcriptions in agency and advertiser plans.

The disk-jockey fad of a year ago has simmered down considerably. The 1949-50 e.t. outlook shows nothing like the 1948 scramble of name bandleaders such as Tommy Dorsey and Duke Ellington to do transcribed programs. This significantly points up the fact that disk-jockey shows are primarily a local-station operation.

There's no doubt that the coming season will be a transcription year. That's because more quality and care are going into their production, and prices are being kept commensurate with station time costs.

There is still a major problem that faces a sponsor or an agency that desires to find the ideal vehicle for a specific product in a specific market. There's no central transcription clearing house to which the advertiser or his agency can turn to obtain audition disks of the available programs of the type best suited to his product or his market. Even when the advertising radio director finds a program which he feels fills the sponsor's need he often as not finds that it's not free in the very markets he must cover.

The *Fall Facts* transcription directory covers five full pages, yet SPONSOR makes no pretense that it's complete. Even if it were, there is no indication that it's available in the markets that a specific advertiser desires, or that it's the ideal show for the product involved. Yet the directory is the most complete of its kind. Every program listed is actually on disk. Every series indexed is complete and ready to go to work for an advertiser. There are no "if" programs among the many hundreds reported.

It's time for a transcription clearing house. \* \* \*

# We've Got the Stuff That Makes SALES!



WIOD's energy is directed up and down the Florida East Coast -- the most heavily populated section of Florida. *This is your market!*

Check the background and the history of WIOD. Learn *why* WIOD is the top station in Southeast Florida...by every count!

For a complete and detailed analysis of the radio situation in Miami...call our Rep...

George P. Hollingbery Co.



James M. LeGate, General Manager

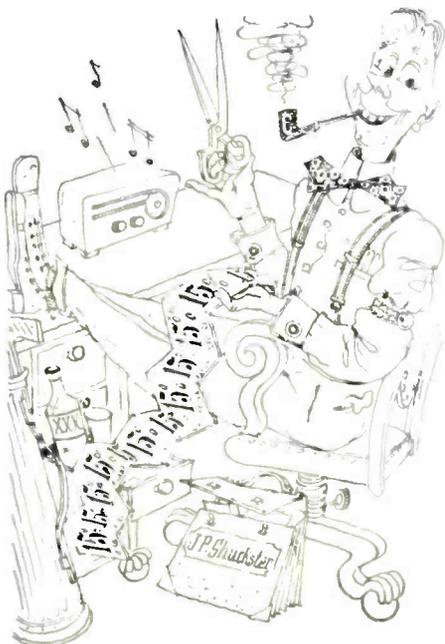
5,000 WATTS • 610 KC • NBC



## WMT couldn't locate an account exec in Agency (IOWA)

... but there are plenty of big time buyers there. They buy what they need — and have enough to buy what they want, because necessities and luxuries are amply provided for in their high per capita income. Agency, plus a thousand other communities, add up to WMTland, one of the nation's most prosperous markets, well-balanced with farm and industry income, well-covered with Iowa's best frequency—600 kc.

Though far from Fifth Avenue, the 1,121,782 people within WMT's 2.5 mv line are worth the attention of agency men interested in expanding markets. Get full details from the Katz man about Eastern Iowa's exclusive CBS outlet.



**WMT**  
**CEDAR RAPIDS**  
 5000 Watts 600 K.C. Day & Night  
 BASIC COLUMBIA NETWORK

## Contests and offers

### Smaller direct-result sales promotions replace giant prestige give-aways

The mammoth radio contests of previous years, almost without exception, were not a factor last season in the promotion plans of the country's leading broadcast advertisers. Instead, the emphasis in the mid-1948-1949 period was on smaller contests, run more frequently. A sizeable increase in the number of premium offers on the air, both in radio and TV, could be traced almost directly to buyers' markets in foods, drugs, cigarettes, and soaps, fields in which the seller no longer had things all his own way. With the success of the contest-charity drives of *Truth Or Consequences* (the various switches on the original "Mrs. Hush" idea) on the record, there was an increase too among contest-users of the various forms of promotions and air contests that tied-in with national charity drives. At the local and regional levels of broadcast advertising, the various contests and offers continued to be largely a reflection of what was being done nationally.

The first major contest of 1949 was a Lever Brothers affair, which offered travel-hungry Americans a world cruise (or \$10,000 cash), 15 round-trip jaunts to Europe, and other cash prizes. Although the two-line jingle contests run by Lever during 1948 worked well, the travel contest took the familiar form of the 25-word letter requirements. The contest received wide promotion, being plugged on all of the various Lever nighttime network shows.

Helbros, a new figure in the air contest field, offered a Kaiser-Frazer car and an all-expense trip to New York as the big prize in a somewhat similar contest aimed at Americans who have an urge to travel a bit. Like Lever's travel contest, Helbros' contest also used a 25-word letter.

Procter & Gamble, perhaps the largest user of contests and offers in broadcast advertising (8-12 big promotions annually; smaller premium offers every few weeks), combined the straight "Name-so-and-so" type contest and the premium offer during the spring season of 1949. Three P&G wrappers or boxtops brought the contestant a package of new-type red zinnia seeds. At the same time, a con-

test was held for a name for the new flower, with \$25,000 as the first prize (Total prizes: \$50,000.) The contest was promoted via eight P&G daytime serials. To break any ties, contestants had to write the usual 25-word letter about their "favorite P&G product for housecleaning," a bit of promotional timeliness that P&G uses every spring when American homemakers spring-clean their homes.

Largest straight contest in the 1948-1949 period covered in this report was that of Colgate-Palmolive-Peet, which ran a "'49 Gold Rush Contest" on three network nighttime programs. For a wrapper and a 25-word letter about any C-P-P soap product, listeners had a crack at a \$100,000 prize list, with a first prize of \$49,000. This C-P-P contest was the only one among network advertisers that made any serious attempt to battle the big jackpot come-ons of give-away shows like *Stop The Music* and *Hollywood Calling*, the major reason for the falling-off of mammoth money-prize contests among national air advertisers.

The contest-charity promotions were bigger and better. Typical of these was the contest run on Jimmy Fidler's Hollywood gossip show by Carter Products. A "Mystery Star" had to be identified from air clues, after which listeners wrote a 10-word slogan and sent it in with a contribution for the "National Kid's Day Foundation," a project near and dear to Fidler's heart. Ralph Edwards had another series of charity tie-ins, one of the outstanding being the "Whispering Woman" gimmick (She had to be identified on a long-distance call to listeners). Listeners wrote letters urging support of the American Heart Association, sending a contribution with it. Best letters received weekly got the pay-off call. Recently, Lever Brothers whooped it up for a charity-type promotion in which listeners to Bob Hope's show mailed in two Swan wrappers to Levers. For every two wrappers sent in, the soap firm sent a cake of Swan overseas to needy families. Although it was a necessary and worthy cause, and the public received nothing, it still sold over 1,000,000 cakes of Swan.

Procter & Gamble had a similar, if

less international, promotion in the early summer of 1949. Church groups, women's clubs, Boy Scout troops discovered, via P&G's nighttime and daytime shows, that they could raise money for themselves by collecting P&G wrappers. P&G paid off on Duz, Ivory Flakes, and Camay boxtops and wrappers at the rate of 1/2¢ apiece, with cash awards in addition for the largest collections in various states. Preliminary reports show that the promotion was a success.

Bromo-Seltzer, a frequent buyer of broadcast advertising, modelled a national sales contest on radio and TV air contests. Druggists only were offered \$2,500 in prizes in a campaign designed to promote Bromo-Seltzer as a good seller. The requirements: Set up a "Profit Planagram" display during the run of the contest; complete a 25-word letter beginning—"I consider Bromo-Seltzer a good display item because . . ." It boosted sales interest, but radio gets credit for the air-originated formula.

Radio and TV premium promotions, primarily sampling devices and quick methods of capitalizing on weeks of steady air-selling for a product, are on the upswing. Two of the latest efforts in this field are typical of the promotional field days that good premiums afford. Lever Brothers is currently promoting a tie-in between themselves and Westinghouse Electric. In return, some 60,000 Westinghouse dealers are arranging promotions with local grocers. Under the plan, the housewife who sends two wrappers or boxtops to Lever will get a certificate worth \$2.00 toward the purchase of a wide line of Westinghouse appliances. Lever Vp Walter McKee enthusiastically calls the promotion: ". . . one of the most powerful sales-building devices in the history of soap and shortening advertisings." Airwise, the promotion will be plugged heavily on *Big Town* and *Aunt Jenny* during July and August, months traditionally "off" as far as appliance sales go. For this reason, the promotion is a hit with Westinghouse dealers.

This month too, Kellogg, one of the largest of cereal broadcast advertisers, is promoting a new series of on-the-package premiums that is based on a tie-in promotion. On the bottom of the new Kellogg Variety Package is the first of a series of movie star and costume cut-outs. On the sides of the individual boxes are more cut-outs of

(Please turn to page 86)

# Available Network Package Programs

TITLE	TYPE	APPEAL	NET	TIME	PRICE	TESTED?	EXPLANATION
MEL ALLEN	Sports	Family	MBS	15-min, 1 wk	\$500	Yes	Interviews, news scores
AS OTHERS SEE US	News	Family	CBS	15-min, 1 wk	\$1300-\$1800	Yes	As foreign radio and press see U. S.
B-BAR-B RANCH	Drama	Juvenile	MBS	30-min, /wk	On request	Yes	Adventures of 12-year-old ranch owner
BEAT THE CLOCK	Quiz	Family	CBS	25-min, 5/wk	\$3500-\$4500	Yes	As clock ticks prizes decrease
BIG TOP	Drama	Juvenile	MBS	30-min, 3/wk	\$2000	Yes	Circus adventures of youthful hero
BREAKFAST WITH BURROUGHS	Comedy	Family	CBS	30-min, 1 wk	On request	Yes	Starring Loy friend of girl with the three blue eyes
BROADWAY'S MY BEAT	Drama	Family	CBS	30-min, 1/wk	\$4000-\$5000	Yes	Mystery with Times Square background
CHARLES COLLINGWOOD	News	Family	CBS	15-min, 1 wk	\$925	Yes	1 p.m. news and commentary
BILL COSTELLO	News	Family	CBS	10-min, 1 wk	\$950-\$1050	Yes	Sunday morning headlines at 11:05 a.m.
RICHARD DIAMOND	Detective	Adult	NBC	30-min, 1 wk	\$5000	Yes	Dick Powell as a "Private Eye"
JOHNNY DOLLAR	Drama	Family	CBS	30-min, 1/wk	\$4600	Yes	Wages of crime is disillusionment—dollar-wise
DRAGNET	Detective	Adult	NBC	30-min, 1 wk	\$4000	Yes	Based on actual police cases
EARN YOUR VACATION	Quiz	Family	CBS	30-min, 1/wk	\$4200-\$5000	Yes	Contestants limited to school teachers
ELEANOR AND ANNA	Commentary	Adult	ABC	15-min, 5/wk	\$2500	Yes	Mrs. FDR & daughter
ESCAPE	Drama	Family	CBS	30-min, 1/wk	\$4000-\$5000	Yes	Classic tales of high adventure
THE EYE	Detective	Adult	ABC	30-min, 1/wk	\$1900	Yes	Terror of the underworld
GARDEN GATE	Commentary	Family	CBS	15-min, 1/wk	\$1200	Yes	Old Dirt Dobber on how to grow things
GREEN LAMA	Drama	Family	CBS	30-min, 1/wk	\$4000-\$5000	Yes	Mystery adventure series
IT PAYS TO BE IGNORANT	Comedy	Family	CBS	30-min, 1/wk	\$8000-\$9000	Yes	Tom Howard's famous slapstick session
LADIES BE SEATED	Aud partie	Adult	ABC	30-min, 5 wk	\$2675	Yes	Starring Tom Moore
HAWK LARABEE	Drama	Family	CBS	30-min, 1/wk	\$2600-\$3700	Yes	Western adventure in resettled ghost town
LEAVE IT TO JOAN	Comedy	Family	CBS	30-min, 1/wk	\$9500	Yes	New series starring Joan Davis
LARRY LESUEUR	News	Family	CBS	15-min, 1/wk	\$1000	Yes	Saturday's news to 6:45
LIFE WITH LUIGI	Comedy	Family	CBS	30-min, 1/wk	\$9000	Yes	Life lightly hectic
JOHNNY LU JACK	Drama	Juvenile	ABC	30-min, 3/wk	\$2950	Yes	Notre Dame star in kid strip
ROBERT Q. LEWIS	Variety	Family	CBS	30-min, 5/wk	\$8000	Yes	Lewisian whimsy a la zany
MAKE BELIEVE TOWN	Drama	Family	CBS	30-min, 1/wk	On request	No	Stories with Hollywood background, each episode complete
MARTIN & LEWIS	Comedy	Family	NBC	30-min, 1/wk	\$10,000	Yes	Situation comedy
MEET YOUR MATCH	Aud partie	Family	MBS	30-min, 1/wk	\$1750	Yes	Musical quiz
MODERN ROMANCES	Drama	Adult	ABC	30-min, 5/wk	\$4200	Yes	Based on stories from Modern Romances magazine
MY GOOD WIFE	Comedy	Family	NBC	30-min, 1/wk	\$5000	Yes	Family situation comedy revolving around wife
MY SILENT PARTNER	Comedy	Family	NBC	30-min, 1/wk	\$5000	Yes	Faye Emerson, not quite silent
PHILIP MARLOWE	Detective	Adult	CBS	30-min, 1/wk	\$4150	Yes	Emphasizing mystery angle
JOHNNY OLSEN'S GET TOGETHER	Aud partie	Family	ABC	60-min, 1/wk	\$2000	Yes	Fun & prizes
POOLE'S PARADISE	Musical	Family	MBS	25-min, 5/wk	On request	Yes	Records, chatter
JIMMY POWERS	Sports	Family	MBS	15-min, 1/wk	\$300	Yes	Interviews, news scores
ROMANCE	Drama	Family	CBS	30-min, 1/wk	\$3000-\$4000	Yes	Stories of love and romance
LANNY ROSS	Musical	Family	MBS	15-min, 5/wk	\$2500	Yes	With Bobby White & group
SING IT AGAIN	Quiz	Family	CBS	60-min, 1/wk	\$3700 per 1/4 hr	Yes	Similar to Stop The Music; phone gimmick
JAY STEWART'S FUN FAIR	Aud partie	Family	ABC	30-min, 1/wk	\$880	Yes	Kids and their pets
STRIKE IT RICH	Quiz	Family	CBS	30-min, 1/wk	\$5500-\$6000	Yes	Pyramiding cash prizes instead of merchandise
TELL IT AGAIN	Drama	Family	CBS	30-min, 1/wk	\$2600-\$3000	Yes	Adaptations of famous junior classics
THIS IS BROADWAY	Variety	Family	CBS	60-min, 1/wk	On request	Yes	Talent clinic
THINK FAST	Aud partie	Adult	ABC	30-min, 1/wk	\$1500	Yes	Can you stump the experts?
TWIN VIEWS OF NEWS	News	Family	MBS	15-min, 1/wk	\$650	Yes	Hy Gardner & Danton Walker
WHERE THE PEOPLE STAND	Opinion	Family	CBS	15-min, 1/wk	\$1200	Yes	Vox pop on questions in the news
YOU AND . . .	Interview	Family	CBS	15-min, 5/wk	\$2000	Yes	Authorities on topics of health and happiness
YOU ARE THERE	Drama	Family	CBS	30-min, 1/wk	\$5900	Yes	Simulating radio coverage of famous historical events
YOUNG LOVE	Drama	Family	CBS	30-min, 1/wk	\$5000	Yes	Situation comedy with college background

# over-all

## Ratings: take your pick

### Research

#### **Radio inspired survey still the best media research in advertising business**

Research has moved along substantially since SPONSOR's 1948 *Fall Facts* issue came off the press. Nielsen has changed from a partial U.S. report of listening to network programs to a service that covers all but 3% of the U.S.A. (the Mountain States). The 1949 U.S. Hooperatings, despite an increased diary sample and a greater coincidental telephone home sample, did not find the universal acceptance that Hooper had hoped for his projectable ratings, Radox, the Sindlinger system, has yet to grow beyond Philadelphia, and Sindlinger's present limited capital may hold back the development of his system, as it has thus far.

CBS's radar-inspired research system hasn't come out of the Columbia

laboratories and while the other networks have evinced interest in the system, which would have to be four-network supported to cover expenses, it's a research method for the future rather than for today.

Pulse, the roster-recall research method, has expanded to six cities, the latest city being Washington, and has added acceptance for its monthly reports, due at least in part to its being pushed by CBS in the cities in which it operates.

Nielsen is speeding up his operations. As soon as all the Audimeters which require Nielsen researchers to pick up tapes are replaced by Audimeters which permit the tapes being mailed the time lag between broadcast and Nielsen rating will be cut.

Nielsen's Audimeters are being re-located on an area-sample rather than the group-sample basis which he has used for years and the report is certain to be more statistically sound than it has been. Nielsen will continue to report all the data that he has in the past, with the figure representing listening at least five minutes being called the Nielsen Rating. The other two NRI reports will be "Total Audience," and "Average Minute" listening audience.

Nielsen delivers figures not available from any other source. They include "commercial audience," listeners who heard commercials on a program, and "homes per dollar," a figure which takes into consideration talent and net time costs to indicate just what an advertiser is getting for his money. Nielsen's "pantry check-ups" help relate advertising to buying in a way that few other studies in any other advertising medium are able to do.

In TV research, *everybody* is in the act. Agencies, networks, all the regu-

lar radio research organizations and most of the colleges with radio and television departments are making news with their studies.

Hooper is first with his Network TV-Hooperatings and his regular semi-monthly pocket pieces contain not only radio network and non-network station shares of audience but TV audience share figures as well. Because Hooper's 36-City base for his radio report covers also a high percentage of the cities in which TV sets are installed in quantity, the growth of television can be Hooper reported twice a month. His TV-Hooperatings, in its third release, covered 31 cities, the June report covered 33 and the July report is said to cover 37 cities.

Hooper not only reports network TV audiences in his monthly TV-Hooperatings but city-by-city data as well. His figures not only show the size of the TV audience but he also reports standings for programs on a TV home base, thus making it possible for a sponsor to evaluate the quality of his program. If Hooper were only to release ratings on a random-home basis, all programs would show increasing audiences and ratings simply because the number of TV homes is jumping

daily. Only by basing a rating on TV homes is it possible to gauge show quality.

Hooper's TV ratings cover not only network shows but station-by-station ratings. Thus it's possible to judge the impact of each TV station in each city he covers at the same time that programs are being checked on a national basis. Hooper reports that he lost 95% of the cost of his first TV report. His losses are expected to be reduced with each successive issue.

Pulse interviewers cover both TV and radio when they ring door bells and Dr. Roslow's figures are not based upon telephone homes but on a cross-section of all homes. He issues share-

of-TV-audience figures as well as share of total audience reports.

The first Nielsen TV-report was expected in March but while TV is being measured by Nielsen, his television reports are not being issued yet, except as trial runs and as confidential indices.

Agencies and colleges are devoting most of their studies to the effect of TV on living habits. Newell-Emmett has a video town in which living habits are being carefully monitored. Set ownership and other data have just been released by the agency in its second videotown report.

There is no question but that television is growing up under the glare

**NOW!**

**5000**  
WATTS  
**KHMO**  
HANNIBAL  
COVERING THE  
HANNIBAL-QUINCY  
TRI-STATE  
MARKET



**42 COUNTIES OF**  
*Mark Twain Land*  
ILLINOIS • IOWA • MISSOURI  
NATIONAL REP.—JOHN E. PEARSON CO.

**KHMO** *Mutual Network*  
**1070 KC**  
SERVING THE RICH  
TRI-STATE AREA  
1000 WATTS at NITE



**LOOKING FOR A BARGAIN IN RADIO?  
WBNS HAS IT IN CENTRAL OHIO—**

Yes, for just 74¢ per thousand tuned-in homes you can broadcast your sales message to this rich Central Ohio area. It's low cost advertising with high results. That's because WBNS has the listening audience of Central Ohio . . . an audience that goes out and buys your product when they "Hear it on WBNS."

**TOP TEN COLUMBUS HOOPERATINGS  
AGAIN PROVE WBNS LEADERSHIP—**

Hooperatings—Winter-Spring 1948-49—Monday thru Friday daytime, show the top ten to be WBNS programs. Another demonstration of the station's intensive coverage of Central Ohio.

**BILL ZIPF'S "FARMTIME"—  
TOP DAYTIME HOOPER  
FOR LOCAL PROGRAMING  
IN CENTRAL OHIO—**



Go into the rural areas of Central Ohio and ask them if they know Bill Zipf. You will run into thousands who day after day depend upon Bill for information on farming.

Newspaper columnist, authority on agriculture, broadcaster, friend—that's Bill Zipf to the farmer and city dweller of this area. A novel twist to this farm packed program is Sally Flowers with her salty songs and snappy humor.

Here's a sales harvest for advertisers.

**IN COLUMBUS IT'S**

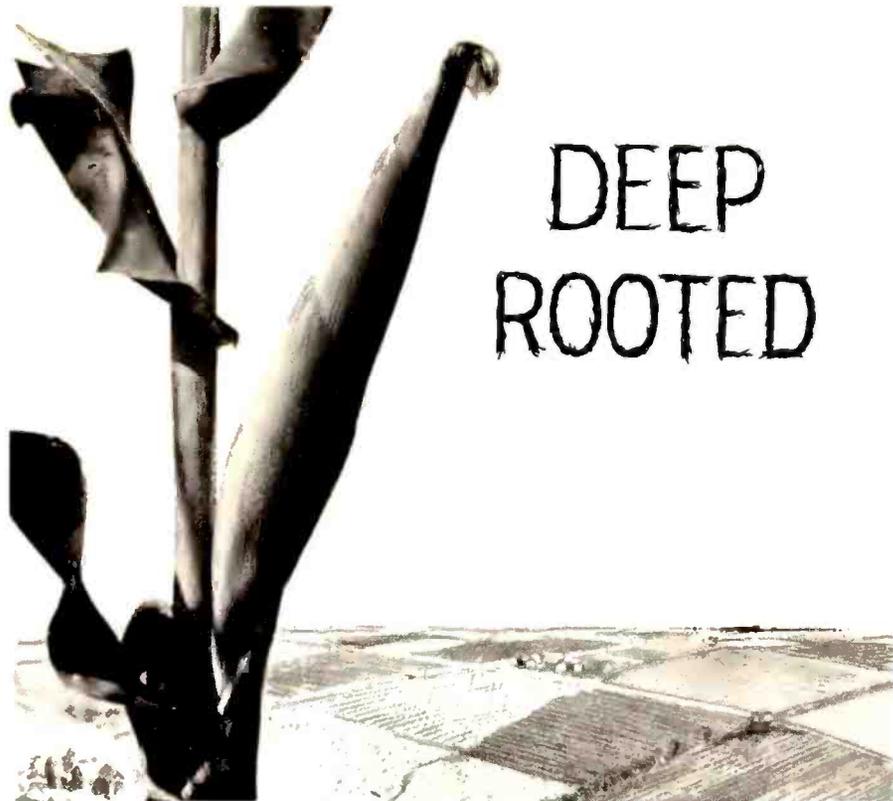


**WBNS**

POWER 5000 D-1000 • N CBS  
ASK JOHN BLAIR

of high-powered research searchlights. The growth of storcesting was materially aided by a research study conducted in the Baltimore Markets for N. W. Ayer some years ago under the supervision of Matthew Chappell. The point-of-sale impact was so resultful that the figures were put under lock and key and have not been released by Ayer. Other studies are just now being planned by groups in the field. Transiradio research has been conducted in St. Louis and Washington,

D. C., by Edward Doody, who is making a specialty of reporting on how the man and woman who ride in public service vehicles react to spoken advertising in buses and streetcars. While broadcast advertising research is further advanced than any other media research and delivers far more definitive facts, it must go even further into the minds of all who listen and look before they buy. It's the best media research ever conceived. It must be and will be better in 1949-1950.



Once again, roots of corn and wheat are reaching deep into rich Kansas soil to produce what promises to be still another record-breaking crop.

WIBW is deeply rooted in the farm homes of this area . . . has been for 25 years. It's the station most listened to by Kansas farmers. That's why so many advertisers depend upon WIBW to help them reap a rich harvest of SALES.

**W I B W**

SERVING AND SELLING

**"THE MAGIC CIRCLE"**

WIBW · TOPEKA, KANSAS · WIBW-FM



C  
B  
S

Rep: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

Standards of practice

**Code not too well honored first year**

The code that broadcasters put into practice last year to govern their standards of practice still stands a structure of utmost long-range importance to radio and its advertisers. But various seams, rents, and structural strains have appeared under the stress of competition for business that steadily appears less lush.

Adherence by stations and networks to good taste provisions of the code has been rather uniform—that isn't the place that pinches broadcasters in the sensitive spot—advertising revenue. Recommendations on commercial time have been reasonably well followed with certain exceptions. Early morning and late night periods generally continue to bulge with fat pre-code proportions of commercial time. Shopping programs and participating shows are other instances in which code time limitations are widely ignored.

The NAB board, meeting in Ports-

**WHICH IS LARGER?  
(Black or White)**



**IF YOU SAID BLACK—**

**YOU'RE RIGHT!**

**AND YOU'RE ALWAYS  
RIGHT WHEN YOU**

**ADVERTISE**

*The "XL" Way*

**BECAUSE XL STATIONS**

*Get Results*

**Pacific Northwest Broadcasters**

Sales Managers

Wythe Walker

Tracy Moore

Eastern

Western

mouth. N. H. as this went to press took a long look at code compliance after a year's operation and planned an "educational" campaign to strengthen adherence.

During the year just past some gaping holes opened in the code structure. They are quietly insisted to be necessary "for business." Critics are bitter at relaxation of standards they've already called too lax.

NBC gave up the ban on mystery programs before nine p.m. and on give-aways. The hour at which any mystery is broadcast will depend on its individual nature. CBS has announced already, following the FCC action on the Mayflower policy, that the net will sell time for controversial discussions. Other webs haven't made public announcements, but they will go along, each writing its own controversy policy regulations.

Privately admitting, "We need the revenue," ABC became the second network to sell time for commercial religious broadcasts. MBS was the first.

All-out supporters of the code have argued that the health and ultimately the life of free radio depends on self-regulation in the direction attempted by the code.

Critics like the Radio Listeners of Northern California would impose much sterner standards, and are backing up their viewpoint with strong representations to both individual stations and sponsors. The group consists mainly of parents with a sprinkling of educators and professional people strongly backing them. Similar groups have arisen in other parts of the country. If their enthusiasm holds out, they may yet, by pressure on sponsors, do infinitely more than a NAB educational campaign toward influencing a healthy standard of broadcast practice.

One of the points made off-the-record by National Broadcasting Company executives on why NBC no longer is fighting the battle of keeping mystery off air until after 9 p.m. is that women's clubs and Parent-Teacher organizations didn't back up their "protect the children" stance.

"It can make no sense for a business, and NBC is a business, to refuse millions of dollars of broadcast advertising to satisfy organizations that forget that what you're doing is what they asked for," is the way one NBC executive phrases it.

The customer is always right—when he does something about it. \* \* \*



*We Do This  
Every Day!*

At KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—billboard, newspaper, and special theater tie-ins—is one reason why our ratings are consistently good. And spot revenue-wise, KQV is among the top five Mutual stations of the nation.

**KQV** PITTSBURGH'S AGGRESSIVE  
RADIO STATION  
Basic Mutual Network • Natl. Reps. WEED & CO.

**WHY buy just the Birmingham area?  
Buy all Alabama for less on WVOK**

**WVOK**

**10,000 watts  
690 Kc.**

*Alabama's most  
powerful A. M.  
station*



**Primary Mail Coverage Map**

**WVOK**

IRALEE BENNS  
President  
WILLIAM J. BRENNAN  
Commercial Manager

**Voice of Dixie  
Birmingham, Ala.**



**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

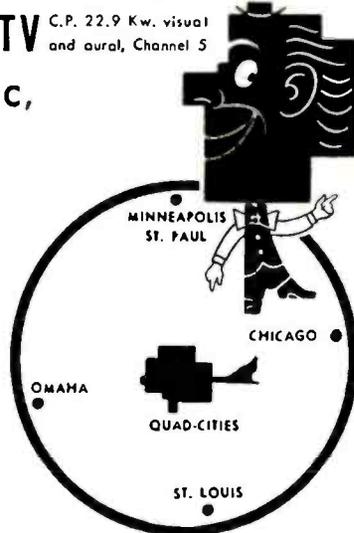
**Basic Affiliate of NBC, the No. 1 Network**

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 Fleisch. 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**



## SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

**KXOK, St. Louis**

630 on the dial

Basic ABC

5,000 Watts

A "John Blair" station

## CONTESTS AND OFFERS

(Continued from page 80)

stars and sound-stage equipment. The deal for the first set was worked out between Kellogg and Columbia Pictures, with *Photoplay* magazine getting the credit for the selection of the stars. All are cooperating on the joint razzle-dazzle promotion.

Other premiums during the year for air advertisers ran the usual gamut of housewares, kitchenwares, jewelry, flowers, and booklets. P&G offered plastic food bags, gladiolus bulbs, and rain scarfs. General Foods offered silverplated teaspoons, plastic tumblers, plastic food bags, cameos, and art supplies. General Mills offered pastry cloths, silverware, and candid cameras. Lever Brothers offered a "Neptune's Daughter" pin (a movie tie-in with M-G-M) on *Lux Radio Theater*, lockets, Spry cookbooks, and aluminum saucepans. Other big premium users in the 1948-1949 period included Ralston, Brown & Williamson, Sterling Drug, Wander, Cudahy, and Whitehall Pharmacal.

Locally and regionally, air contests and offers ran higher in proportion to the national picture. Crosse & Blackwell, a national food advertiser, ran a special local promotion via a show called *How Well Do You Know Me?* on Baltimore's WFBR. Contestants were phoned, asked to list C&B products available at their grocer, the "product of the week," and the "Mystery Host" (prominent Baltimoreans like Reginald Stewart and Ogden Nash). Sales for C&B products in Baltimore shot up, and the product line moved into a total of 55 Baltimore stores where it had not been previously handled. That's a lot, when you think that C&B is a Baltimore firm, and the home town market appeared to be saturated.

The success of Crosse & Blackwell on WFBR is typical of the kind of results that well-planned local contests and offer bring. The Butte Brewing Company has for nearly two years been conducting the *Butte Beer Quizmaster* on KXLF, Butte, Montana, and has been boosting beer sales with a "true or false" quiz format. The weekly prize is a free case of beer. In Honolulu, station KPOA, long a promotion-conscious broadcaster, has built sales and listener ratings for the nearly half-a-hundred participating sponsors who bankroll baseball games

on the station. Weekly contests, with prizes coming from the sponsors, have had Hawaii's baseball-loving listeners predicting ball scores for prizes and bringing a whopping 6,000 weekly mail pull to KPOA. There are hundreds of similar case histories where national formulas for air contests and offers have been given a successful local twist to the benefit of both the station and its advertisers. Good programs deserve good promotions. \* \* \*

## TRANSITRADIO

(Continued from page 72)

cooperative funds of national advertisers.

Co-op funds are available from many firms for transitradio. Included in this category are Crosley, RCA, Zenith, General Electric, Frigidaire, Westinghouse, Dodge, Chrysler, Kaiser-Frazer, Seven-Up, Dr. Pepper, and Royal Crown.

National advertisers using transitradio without dealer participation include Bendix, Swift, Miles Laboratories, Sears Roebuck, B. C. Remedy, F. W. Fitch, Coronet, International

Correspondence Schools, and Gruen Watch.

With equipment failures virtually overcome, transitradio will in the 1949-50 season prove itself and set sights to become a really national advertising vehicle.

New York, Boston, and a host of other top population centers, are even now talking with transitradio operators about installations. In the case of New York where rapid transit operations for the most part are municipally owned, it takes time to sign contracts.

The big cities are looking to the 14 areas now served before they make up their individual and collective minds. There seems little doubt but that advertising-while-you-ride will be the normal transit service before another ten years has passed.

There is one big problem. That is a matter of programing. While music, news, and commercials do the job, there may be something better.

P.S. All transitradio is FM served. It can only operate because of FM's static-free design and service. \* \* \*

**WINSTON-SALEM**



*Success Story*

**How To Lose An Account**

A Winston-Salem dry cleaner, using WAIRadio exclusively, cancelled his news strip. Reason: He outgrew his plant and could not handle the increased business WAIRadio brought. We lost this account for six months. Now he's back on the air, the new plant in operation and business is booming.

**WAIR**  
WINSTON-SALEM  
NORTH CAROLINA

National Rep: Avery-Knodel, Inc.



**The KEY to the  
\$5,968,461,750.00\*  
market in  
NEW ENGLAND**

**4,357,300 people live in 20 of New England's richest counties which WLAW serves . . . from Portland, Maine, to Newport, Rhode Island . . . folks who last year spent \*\$1,160,643,000.00 for FOOD . . . \$110,602,000.00 in DRUG STORES . . . \$194,437,000.00 for HOUSEHOLD FURNISHINGS AND RADIOS . . . \$514,930,000.00 for GENERAL MERCHANDISE.**

**\*Special Market Analysis prepared by Sales Management, based on 0.5 MV/M Listening Area — 1948.**

**STUDIOS IN LAWRENCE, BOSTON, LOWELL  
Boston Sales Office:  
216 Tremont St.**

**PAUL H. RAYMER CO.,  
NATIONAL REPRESENTATIVES**

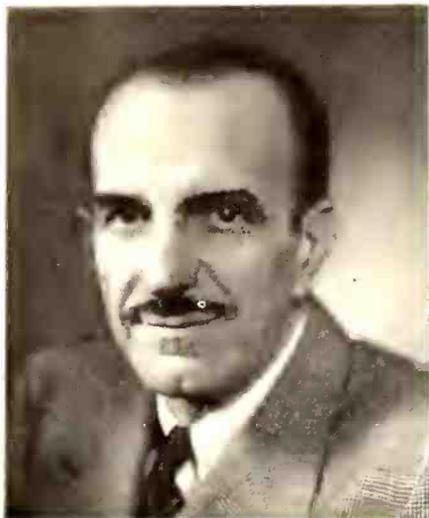
**We're telling you, it's really so . . . you'll get results on 6-8-0.**

**50,000 WATTS · 680 KILOCYCLES**

**W L A W**

**NEW ENGLAND'S MOST POWERFUL RADIO STATION  
WLAW-FM 20,000 WATTS - 93.7 MEG.**

**ABC BASIC STATION, LAWRENCE, MASS.**



## Mr. Sponsor asks...

"Radio station rates seem to be established without any statistical or factual basis. Why isn't it possible to have broadcasting rates based upon a suitable cost-per-thousand"?

**William H. Ritter** | President  
P. J. Ritter Co., Bridgeton, N. J.

### The Picked Panel answers Mr. Ritter



The only sound basis on which one can compare radio circulation with that of newspapers or magazines is to compare radio receiving sets with copies of the publication. In

other words, the newspaper or magazine furnishes the advertiser with reasonably exact information as to the number of copies either sent via subscriptions or sold through newsstands. The broadcaster furnishes the equivalent information when he supplies the number of receiving sets in homes served by a station. There is no guarantee by periodicals that the subscriber or publisher of a magazine or newspapers reads either the magazines or the advertisements. There is no guarantee by the broadcaster that the owner of the receiving set either listens to his station at any particular hour or hears the advertising message.

Both publications and broadcasters attempt to supply additional information pertaining to readership on the one hand, or listening habits on the other. These attempt to establish actual circulation for a particular advertisement. One has to go even fur-

ther, however, to establish the real information required by the advertiser, namely, the sales effectiveness of the advertising, be it in publication or on radio.

Most of the confusion in connection with radio circulation has arisen because of the attempts to measure "actual circulation" to a particular message, rather than to evaluate available circulations. Also, there has been a tendency to lay greater stress on popularity of a radio program than on the sales effectiveness of the advertising message in the program. I believe this is one reason why spot advertising has had such a tremendous growth in relation to program advertising. In the case of spot advertising, the advertiser is able to narrow his analysis of results.

It would be folly to establish radio advertising rates based on what I have termed above "real circulation," as against potential circulation. Obviously, "real circulation" varies with the time of day, the type of program, the habits of the listeners, and many other factors. There are too many instances where a good program on inferior facilities has a larger "real circulation" than a poor program on superior facilities. The examples are countless and well-known to the trade. It is also well-known that many so-called "low rating" programs have had high sales effectiveness, so that the real cost per thousands of listeners, after all, depends in radio, as it does in publications, on the effectiveness of the advertising and on the securing of what I term "real circulation" through a superior technique and approach to either the readers or the listeners.

FRANK E. MULLEN



It's quite obvious that in the final analysis, the continued use of a station by its advertisers is based on a satisfactory relationship between expenditure and return.

In the establishment of our own rate structure at WFAS, we don't feel that it has been set without a factual basis of expected circulation.

I would surmise that any progressive station maintains a careful watch on its circulation. I borrow the term "circulation" rather than use coverage, because campaigns pay off on the number of homes in which the message is heard, rather than on the potential homes that fall within the station's technical service area.

Rates which have been set for WFAS are the result of considerable study in which the circulation of the station, as revealed by Conlan listener study surveys, mail-counts, and other means, has an important part. Of course we must arrive at a reasonably happy union between cost-per-thousand to the advertiser and how much revenue is needed to operate the station and show a reasonable return. Since the operating revenue needed today is considerably higher than it was a few years ago, it is logical to expect some deterioration is to be encountered in the cost-per-thousand figure.

In my opinion it is unrealistic to tie cost of selective radio advertising to specific period ratings. Take an account using five spots daily, run-of-schedule: to bill them \$10.00 for a spot

with double the rating of another spot charged at \$5.00 is obviously impracticable since the ratings of the spots may very well fluctuate extensively from week to week. even though the average day-by-day circulation of the station remains fairly constant. Furthermore. requiring consideration by station management. though unfortunately not a point of interest to the advertiser, the cost of operating the station is likely to remain as high for times of less favorable ratings as it does for top-flight periods. Even publications with ABC figures usually make no distinction in run-of-paper schedules. although readership of an advertisement on page 3 may be twice that of page 7 or 8.

In the final analysis, I feel strongly that a well-run radio station makes a very real effort to pitch its rates at a point which combines a worthwhile economy per thousand families reached. with a reasonable return to the station.

FRANK A. SEITZ,  
*Managing director*  
 WFAS—WFAS-FM  
 White Plains, N. Y.



Radio, radio station, and radio station rates are like "Topsy"—they just grew. Advertising rates for radio should be established with a yardstick, using several factors:

1. Frequency
2. Soil conductivity
3. A half millivolt or greater measurement

From the above three factors, the actual number of radio homes within any station's given area can be accurately determined. With continuing diary studies over the same area. the average tune-in of a given station can thus be determined.

Rates from such conclusions can be established on an accurate cost-per-thousand radio family-tune-ins. A fairly high factor of tune-in must be used. as occasional listening is of no value to the advertiser or station.

BEN LUDY  
*General Manager*  
 WIBW, Topeka, Kan.

\* \* \*

# Watch the New WDSU

No Other New Orleans Station Offers This Complete Coverage  
 AM - TV - FM

## DIXIELAND JAZZ!

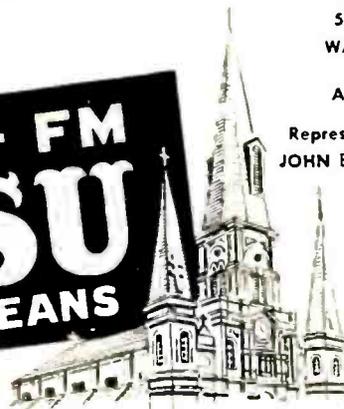
Oscar "Papa" Celestin  
 and his Tuxedo Jazz Band  
 (Sponsored by  
 The Paddock)



"Sharkey's" Original  
 Dixieland Jazz Band  
 (Available for  
 Sponsorship)



AM - TV - FM  
**WDSU**  
 NEW ORLEANS



5000  
 WATTS  
 •  
 A B C  
 •

Represented by  
 JOHN BLAIR CO.

EDGAR B. STERN, JR.  
 President

ROBERT D. SWEZEY  
 Executive Vice-President

LOUIS READ  
 Commercial Manager



*Experience shows that the spoken word is far more persuasive than the written. To hear is to do, if what you hear is well and truly spoken.*

"Inhale!"

# YOU DO WHAT YOU'RE TOLD!

*In Radio the spoken word reaches its greatest power of persuasion. And because CBS has more of the most powerful facilities in radio, more people can hear better the firm and persuasive accents of its advertisers.*

# CBS

*...for the largest audiences in the world*





August 1949

TV Comparagraph in next issue

PROGRAMS

Table listing various TV programs and their corresponding times and channels.

Table listing TV programs for the week of August 1949, including days of the week and time slots.

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Main grid of TV program listings for each day of the week, including channel numbers (ABC, CBS, MBS, NBC) and program titles.



# Ty Cobb On The Bases\*

## WHEC In Rochester

**LONG TIME  
RECORD FOR  
LEADERSHIP!**

\* In 1915 "Ty" Cobb stole 96 bases. During his major league career he stole the amazing total of 892 bases. Cobb's record for stolen bases *has never been topped since!*

Back in 1943 Rochester's first Hooperating reported the decided WHEC listener preference. WHEC's Hooperating leadership *has never been topped since.*

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
<b>MORNING</b> 8:00-12:00 Noon Monday through Fri.	40.4	22.6	8.2	6.5	15.1	5.5
<b>AFTERNOON</b> 12:00-6:00 P.M. Monday through Fri.	32.9	27.3	8.5	14.0	14.0	2.8
<b>EVENING</b> 6:00-10:30 P.M. Sunday through Sat.	36.8	30.3	7.2	9.8	14.5	

**WINTER-SPRING HOOPER REPORT**  
December '48—April '49

Station Broadcasts till Sunset Only

**BUY WHERE THEY'RE LISTENING: —**



# WHEC



*of Rochester*

N. Y.

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

# IS THERE A DOCTOR IN THE HOUSE? THE HOUSE?

● We mean a "Specialist," not a general practitioner. Radio and Television are highly competitive media. And since they began to vie for the advertising dollar, there has been an urgent need for "specialized" representation of each.

On the proven theory that one man cannot efficiently serve two masters, Blair-TV, Inc. was born.

We are specialists...TV sales specialists devoting 100 percent of our energy and talents to the sale of television time and programs.

Blair-TV, Inc. has developed its own sales technique which will mean more dollars for TV Station owners.

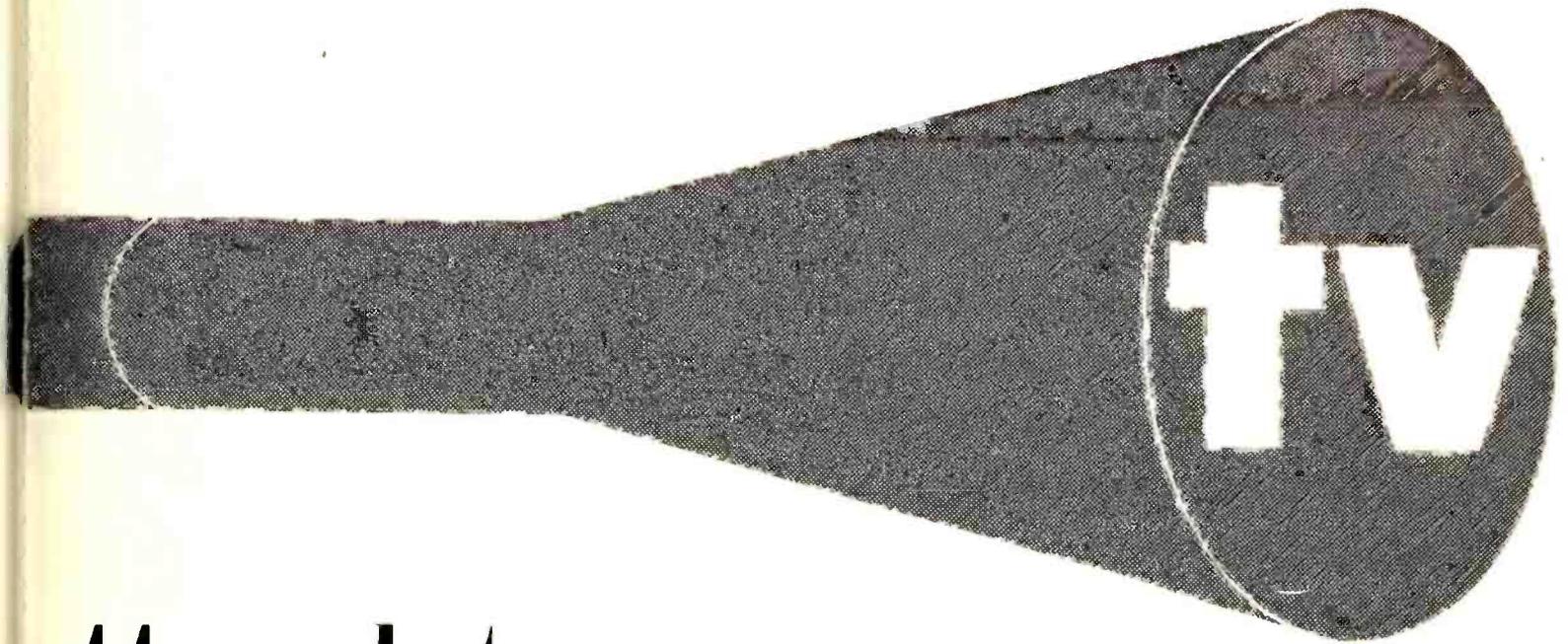
*May we tell you about the Blair-TV "Ten-point Sales Plan?"*

Write Blair-TV, Inc., 22 East 40th Street, New York 16, N. Y.

**BLAIR TV INC.**

NATIONAL REPRESENTATIVES OF  
LEADING TELEVISION STATIONS

NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES • SAN FRANCISCO



# 44 markets now

# 2,000,000 homes before 1 January

## TV for results

### **It's very costly for broadcasters, but the advertiser isn't doing badly**

TV is an important advertising medium. A year ago it was to be important in the future. That future is now.

This does not mean that TV has supplanted radio, or that it will supersede the aural form of broadcast advertising. Radio and video can and will live together.

There is telecasting in 44 markets or will be by 1 August. The medium is growing so fast that a recently published TV index was three stations short on its operating list the day it was published.

With 1 August issue of SPONSOR, the 13th *TV Trends* will be published.

It will show that network-TV sponsored broadcasting was 257.8% of the average month from June 1948 to May 1949. Even in the fixed sample of 10 cities and 15 stations, network advertising on the air was 188.6% of the average month in the same cities. These figures are based on the *N. C. Rorabaugh Report for TV* which itemizes the commercial telecasts on every station and network on the air, every month.

Local-retail business on the air for June was 262.2% of the average for the past twelve months and national selective-TV was 185.6%.

America's advertising leaders have dropped their wait-and-see attitudes. All the leading automotive manufacturers are on, or will be on, television this Fall. Procter & Gamble, American Tobacco, Lever Brothers, Kraft, General Foods, General Mills, American Home Products, Pabst, Gillette, Miles Laboratories, Texas, Colgate, Bristol-Myers, Philip Morris, Chesterfield, R. J. Reynolds, Philco, Borden, Toni, Peter Paul, General Electric, Admiral, National Biscuit, Electric Auto-Lite, and RCA-Victor are just a few of the blue-chip names that have TV in their budgets. Many of these haven't cut their radio advertising. Others have.

Television sets are no longer restricted to the wealthy or top salaried homes. With plenty of receivers available this fall in the under-\$250

**WSYR ACUSE**

the Only  
**COMPLETE**  
**Radio**  
**Institution**  
in  
**Central New York**



*and this Fall—*



**WSYR ACUSE**

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

class and Regulation W being suspended so that they may be sold on the \$5.00 down and a dollar a week basis, television sets will flow into homes at an increasing rate of speed. Estimates of set distribution in New York alone point to 771,000 TV equipped homes by 1 January 1949.

NBC-research, which is the only organization reporting TV homes on a monthly basis, itemized 1,853,000 TV sets-in-use as of 1 June 1949.

With an average of 150,000 sets produced each month during the first five months of 1949 (128,000 by Radio Manufacturers Association members and balance by non-members) the 2,000,000 TV-home figure will be passed long before 1 January 1950.

The problem of VHF (Very High Frequency) stations will not stop the progress of TV. Present day sets plus a low cost adapter will be able to receive VHF programs. Recent demonstrations for the Federal Communications Commission and many other television factors have proved that new engineering developments are overcoming the interference of stations with each other on the present wavebands (one of the reasons for the freeze of station license grants). Many of the developments are nominal in cost and are being added by transmit-

ing stations and receiver manufacturers as rapidly as they come out of the laboratory.

Color, which is also a potent device for holding back the public acceptance of monochrome TV, may be forced upon manufacturers by some congressmen, who feel that RCA and others are in a league to withhold full color TV from the public. There'll be no color on the air commercially for five years and it will be longer than that before sets capable of receiving color have wide home distribution.

Adapters, which will enable TV black and white sets to receive full color pictures, are said to be in the laboratory. As yet they are bigger than the TV sets which they convert. Adapters which enable today's TV sets to receive monochrome pictures from stations transmitting on very high frequency are available for production whenever the FCC authorizes VHF transmission.

Telecasting is selling products for U. S. advertisers. As advertisers learn better how to use their latest medium, TV should contribute mightily to counteracting the present "put your money in the bank" recession.

Bank on TV in 1949-1950, but don't forget all other forms of broadcast advertising. \* \* \*

#### TV films

### **Picture organizations learning art of producing air film for sponsors**

The day when first-run, feature-length Hollywood films entertain the TV viewer in his living room is still a long way off. But, TV film sources as SPONSOR goes to press are offering newer and better film program packages than most ad men suspect. Some firms, like Jerry Fairbanks, Ambassador Films, Media Productions, and Gallaghers are deep in the work stages of making TV low-cost feature films and shorts. Watching the activities of these independent producers closely are the major companies, both in New York and Hollywood. Already, planning for TV films at the majors, now that TV budgets for live programs have been touching \$25,000 for a 30-minute show, is a serious thing. The biggest gripe of the independents now producing TV films revolves around the attitude of buyers of TV films

when it comes to the kind of money they are willing to spend. Says one mid-west producer: "If buyers don't offer encouragement to producers, then they are going to get only the high-priced productions from only the few."

Commercials are, however, a different story. The TV film spot has virtually assumed the same importance in visual advertising that the transcribed announcement has had for years in sound broadcasting. Costs run the gamut depending on the nature of the job to be done. It's possible to buy a 1-minute, silent-film spot for as little as \$100. Sound-on-film spots, where such trick effects as stop-motion, animation, fancy opticals and so forth are involved can range up to \$10,000 for a 1-minute spot. Making movies is a specialized art, and judging costs is not easy. One Chicago commercial film

firm states: "Almost always, the client or agency will do far better to line up, work with, and rely on a good producer, rather than award orders on the basis of bids."

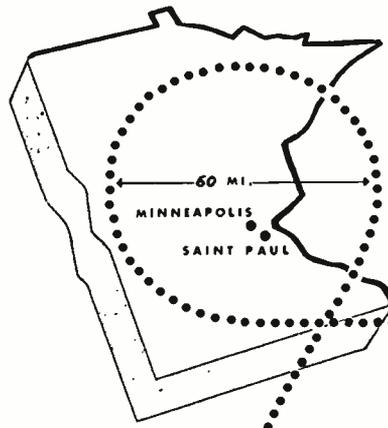
Several famous advertising names in broadcasting are at work on their own custom-made films, or have recently aired custom-made series. General Mills is having the radio-famous *Lone Ranger* transformed into a TV film hero by Apex in Hollywood, in a deal that will run well over a million dollars for the series. American Tobacco completed, not long ago, a run with *Your Show Time*, a series of 30-minute films shot to TV's exacting technical requirements. Procter & Gamble, who for years has quietly been experimenting with TV film techniques, has plans for film versions of the familiar daytime-radio "soapers" in the works. Other familiar radio program names, from dramatic and musical programs to jingle series, such as Harry Goodman's well-known *Weather Forecast* spots, are planning to jump the gap between sound and visual broadcasting . . . via TV films. \* \* \*

## TV packages

### Half of fall shows package produced

The Fall crop of available TV live packages runs the gamut from acted-out charades to zoological lectures, with production ranging from one-set, one-character shows to elaborate revues with star casts and top acts. Costs also run the full range, with network-intended packages for sale at prices in the \$1,000-\$10,000 class, with the average running around \$4,500. Costs are usually rock-bottom, since most advertisers are still price-conscious when it comes to TV show-stopping.

Visual versions of several well-known radio shows are for sale this year, following the path of *Arthur Godfrey*, *We The People*, *Stop The Music* and others which have made the jump from radio to video successfully. The *ABC Barn Dance*, *Blind Date*, *Duke Fagin*, *Ladies Be Seated*, *R.F.D. America*, *TV Telephone Game*, and *Viz Quiz of Two Cities*, all for sale as TV live packages, had their start in radio. Famous producers in other fields, like Broadway's George Abbott and Jules Ziegler, and radio's Charlie



**STARTING JULY 1**  
*WE'RE COOKIN'*  
**WITH TV!**

All new equipment, new studios, and a crack-a-jack staff of Telecast Technicians—That's WTCN-TV.

Take another look at the line-up shown in the cut above. We're not foolin'! We're in Television on a professional basis from the start! Some top-flite spot TV for sale! For availabilities and details, write, wire, or phone.

### TV FACTS

MINNEAPOLIS—ST. PAUL

17,100 TV sets installed in our coverage area.

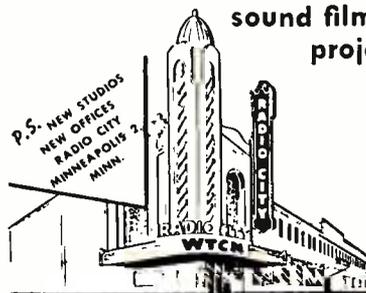
Scores of new TV sets being installed weekly.

Coverage . . . sixty mile radius of the Twin Cities.

1,611,200 people in our coverage area spending \$1,850,986,000 in retail sales.

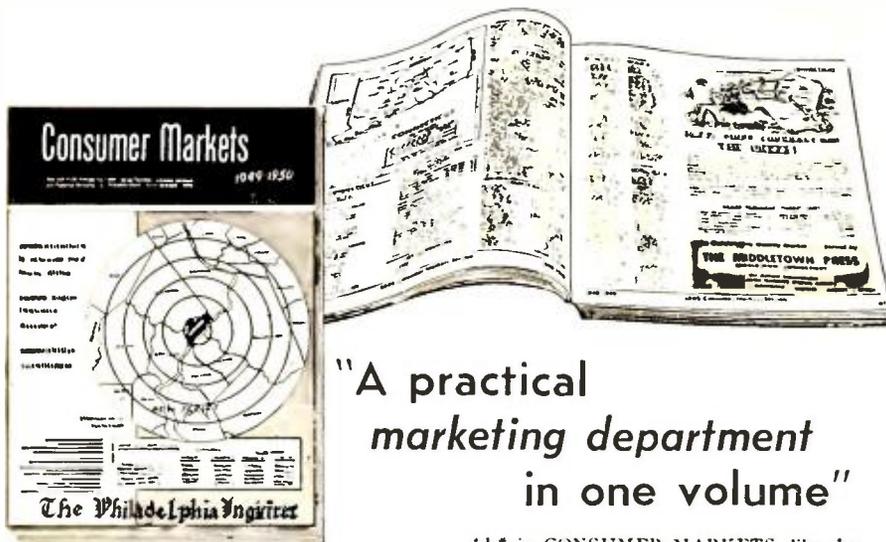
82% of installed TV sets are in homes.

Facilities include 3 RCA studios and remote cameras, mobile unit and relay equipment, 16 mm sound film projector, slide projectors, etc.



**WTCN**  
AM • FM • TV • BASIC ABC

See cut above for TV affiliations  
FREE and PETERS Representatives



**"A practical marketing department in one volume"**

That's how one agency head describes CONSUMER MARKETS.

And many other agency marketing and media executives, sales and advertising managers in all parts of the country have commented on CONSUMER MARKET'S completeness and easy-to-use format.

In addition to its popular and extremely useful maps; its statistical coverage of all states, all counties, all cities and towns of 5,000 population and over; media Service-

Ads\* in CONSUMER MARKETS, like the one illustrated, offer market searchers useful supplementary information right on the spot.

Are you one of the thousands who are finding CONSUMER MARKETS a valuable workbook whenever they need information on any local market in the U. S., the U. S. Possessions, Canada, or the Philippines?

The new 1949-1950 Edition will be out on September 1, with the most recent market data and estimates available from the most reliable sources.

\*SERVICE-ADS are advertisements that supplement the listed data in CONSUMER MARKETS with useful information that sells by helping buyers buy.



**STANDARD RATE & DATA SERVICE, Inc.**  
The National Authority Serving the Media-buying Function  
333 NORTH MICHIGAN AVENUE • CHICAGO 1, ILL. . .

Service . . . Quality . . . Ingenuity! Geared to lick your advertising problems in the visual field of advertising. Skilled technicians, creative artists, clever writers . . . organized cooperatively for the sole purpose of producing better motion pictures.

**SPOT COMMERCIALS • FEATURE FILMS  
PROGRAMMING • ANIMATION**

**Vidasonic ENTERPRISES**  
INCORPORATED  
TWENTY EAST FORTY SECOND STREET • NEW YORK CITY 17, NEW YORK

Producers and Creators of 16mm Motion Pictures for

**TELEVISION INDUSTRY EDUCATION**

Basch and John Gibbs are actively in the TV package game as well. Several well-known literary and dramatic properties such as *Bomba*, *The Jungle Boy* of Advertiser's Television Service and Charlie Basch's *Adventures of Dr. Fu Manchu* have also made their TV appearance.

TV, with its own special entertainment qualities, its limitations, and its visual aspect has played the role of god-father to some purely-TV-created shows. MCA's *Roller Derby*, Jack Parker's *Tele-Puppets Theatre*, and charade shows like *Say It With Acting* are typical. The success in TV of shows like *Admiral Broadway Revue* and dramatic vehicles like *Ford Theater* have opened the way for package shows like *Sidewalks of New York* with Eddie Dowling, and World Video's *Actor's Studio*.

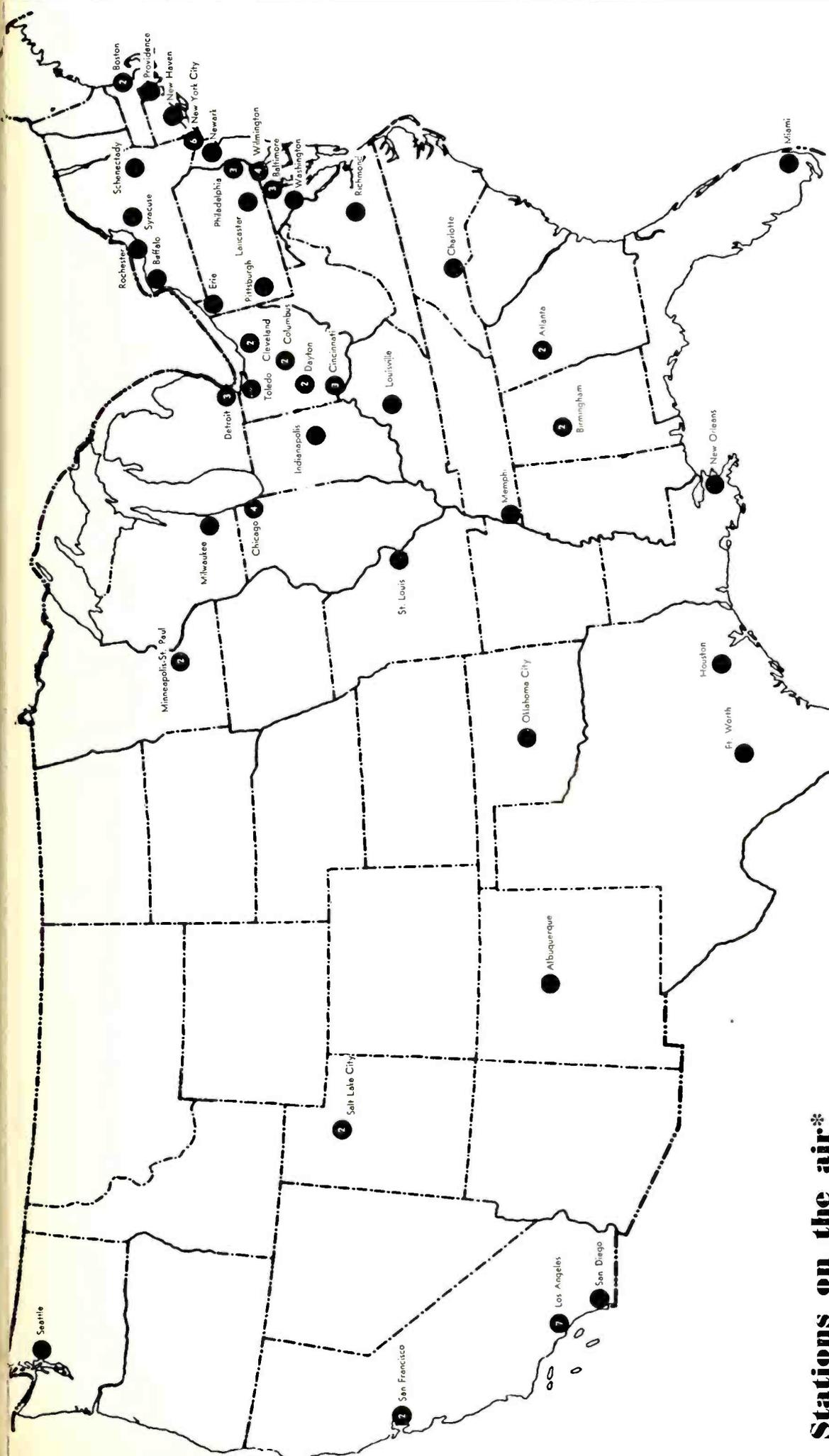
The types of shows represented in SPONSOR's *Fall Facts* listings for 1949, and the audiences they attract are as varied as most advertisers could wish for. They are a long way from being as polished as the Broadway or Hollywood product, but the quality is steadily improving, as the men who call the shots in TV control rooms become seasoned hands at visual programming.

**Ad agency TV departments**

**Judge agencies by their TV staffs?**

With nearly four-score TV stations on the air now, the field of ad agency operations in TV has moved quickly to keep up. Television advertising for regional and large local accounts in cities like Chicago, Detroit, Los Angeles, San Francisco, Baltimore, and Cleveland has grown in importance to the point where it can no longer be handled out of the agency's home office TV department, usually in New York, alone. Just as the handling of radio advertising for regional accounts, such as foods, beverages, and retail chains, requires special knowledge of regional conditions and market situations, TV advertising at this marketing level is growing to the point where the same specialized treatment is called for. Such well-known agencies as Ruthrauff & Ryan, McCann-Erickson, Campbell-Ewald, J. Walter Thompson (Please turn to page 105)

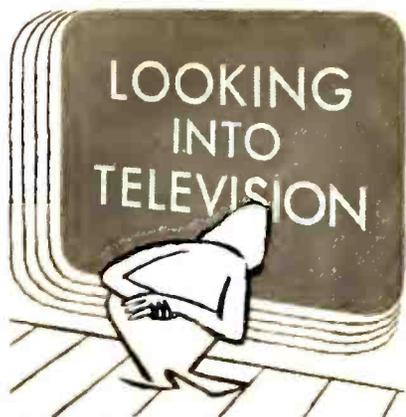
# TELEVISION: Fall 1949



## Stations on the air\*

City	Call Letters	City	Call Letters	City	Call Letters	City	Call Letters	City	Call Letters	City	Call Letters
Birmingham, Ala.	WAFM-TV	Wilmington, Del.	WDEL-TV	Louisville, Ky.	WAVE-TV	Newark, N. J.	WATV	Cincinnati, O.	WCPO-TV	Philadelphia, Pa.	WCAU-TV
Los Angeles, Calif.	WBRC-TV	Washington, D. C.	WMAL-TV	New Orleans, La.	WDSU-TV	Albuquerque, N. M.	KOB-TV	Cleveland, O.	WKRC-TV		WFIL-TV
	KECA-TV		WNBW	Baltimore, Md.	WAAM	Buffalo, N. Y.	WBEN-TV		WLW-TV		WPTZ
	KFI-TV		WOIC		WBAL-TV	New York N. Y.	WABD		WNEWS		WDTV
	KLAC-TV		WTTG		WMAR-TV		WCBS-TV		WNBK		WJAR-TV
	KNBH	Miami, Florida	WTVJ		WBZ-TV		WJZ-TV		WNLW-C		WMCT
	KTLA	Atlanta, Georgia	WAGA-TV		WNAC-TV		WNBT		WTVN		WBAP-TV
	KTSL		WSB-TV		WJBK-TV		WOR-TV		WHIO-TV		KLEE-TV
	KTTV	Chicago, Ill.	WBKB		WWJ-TV		WPIX		WLW-D		KDYL-TV
San Diego, Calif.	KFMB-TV		WXRZ-TV		WXYZ-TV				WSPD-TV		KSL-TV
San Francisco, Calif.	KGO-TV	Minneapolis, Minn.	KSTP-TV		KSTP-TV				WKY-TV		WTVR
	KPIX		WNCN-TV		WTCN-TV				WICU		KRSC-TV
New Haven, Conn.	WNHC-TV	Indianapolis, Ind.	WFBM-TV		KSD-TV				WGAL-TV		WTMJ-TV

\*As of 1 August, reported 1 July. Numbers in black circles indicate stations on air in each city.



LOS ANGELES:—"Let's have more of Bergen," said a card we got the other day. Our Southern California viewers had seen Edgar Bergen in his first TV appearance since retiring from radio . . . of course, on KTTV. Top drawer talent has always been part of our strong locally-produced shows here. Hollywood is a vast reservoir of singers, dancers, actors — gifted entertainers — and we have been drawing on all these people to program bright, refreshing television. For instance, last week such well-known names as Alan Mowbray, Sonny Tufts, Billy Burke, Vincent Price, Marjorie Reynolds and others appeared on regularly-scheduled KTTV shows. Then the New York Chevrolet dealers bought our "Pantomime Quiz," the first Hollywood production to break into the Manhattan market. From CBS-TV we have Toast of the Town, Fred Waring, Arthur Godfrey and more. The point is we're offering our viewers not only high-rated network shows . . . our local shows are loaded with talent, production know-how, and audience pulling power.

**L**IKE KIDS, we boast of our "parents" (because they can be boasted about.) KTTV is 51% owned by the Los Angeles Times and 49% by CBS. No question in anybody's mind that the Times is Southern California's leading newspaper. And CBS programs certainly have been stealing the ratings. That gives us the best in network shows . . . plus the strong right arm of this area's greatest newspaper. So we're part of a sound, expanding local picture that also finds us as CBS's Hollywood TV station.

**B**ANKERS are supposed to have steely eyes, at least when asked to part with money. When the 35-branch Citizen's Bank started the Vienna Philharmonic series over KTTV recently, we thought that television certainly had arrived. Now along comes the world's largest bank, Bank of America, and starts "Kieran's Kaleidoscope" with us on Sundays. You're not only in good company on KTTV, but in company that knows how to look at a buck.

**R**ADIO SALES knows our latest availabilities. Ask them and get the usual speedy reply.



## Advertising Agencies with TV Dep'ts

AGENCY	CITY	TV DEPT HEAD SUPERVISDR	TV STAFF	FILM DEPT	CLIENTS IN TV
AGENCY ASSOCIATES	L. A.	J. B. von Breeht	No	Yes	1
AGENCY SERVICE CORP	Chi.	Alfred C. Houser, Exee Vp	No	No	1
ANDERSON, DAVIS & PLATTE	N. Y.	Victor Seydel	Yes	No	None
ARNOLD & CO.	Bost.	Arnold Z. Rosoff	No	No	6
ATHERTON & CURRIER	N. Y.	John P. Atherton	No	No	1
AUBREY, MDDRE & WALLACE	Chi.	J. H. North	Yes	Yes	None
N. W. AYER	N. Y. H'wood	H. L. McClinton, Vp Chet Brouwer	Yes Yes	Yes No	6 None
BACON, HARTMAN & VOLLBRECHT	St. Aug.	John L. Vollbrecht	No	Yes	2
BADGER & BROWNING & HERSEY	N. Y.	Doty Edouarde	Yes	No	1
FREDERICK E BAKER	Seattle	Peter Lyman	No	No	None
BALDWIN, BOWERS & STRACHAN	Buffalo	Everett L. Thompson	Yes	No	5
BALL & DAVIDSON	Denver	Mark Schreiber, Vp	No	Yes	None
B B D & O	N. Y.	Herbert B. West	Yes	Yes	19
BENTON & BOWLES	N. Y.	Walter Craig, Vp	Yes	Yes	6
BERMINGHAM, CASTLEMAN & PIERCE	N. Y.	George C. Castleman	Yes	No	None
BING & HAAS	Cleve.	Ernest W. Joseph	Yes	No	2
BIOW COMPANY	N. Y. San Fran.	William Morris Norman E. Mork	Yes Yes	Yes No	2 1
BLAINE-THOMPSON	N. Y.	Marlo Lewis, Vp	Yes	No	3
BROOKE, SMITH, FRENCH	Detroit	Hugh Hole	Yes	No	3
E L BROWN	Phila.	Roland Israel	No	No	4
FRANKLIN BRUCK	N. Y.	Mort Heineman	No	No	1
BUCHANAN & CO.	N. Y.	John R. Sheehan	No	No	1
H W BUDDEMEIER	Balto.	Mareus E. Smith	No	No	4
LEO BURNETT	Chi.	Clair C. Callihan	No	No	6
BYER & BOWMAN	Columbus	Bill Copeland	Yes	No	2
HAROLD CABDT	Bost.	Jan Gilbert	Yes	No	4
CALKINS & HOLDEN	N. Y.	Chester H. Miller	No	No	1
CAMPBELL EWALD	N. Y.	Winslow H. Case, Sr. Vp	Yes	Yes	5
SOLIS S CANTOR	Phila.	Robert A. Weiner	No	No	4
CARTER ADVERTISING	Balto.	Herb True	Yes	No	None
CAYTON, INC.	N. Y.	Allan Black	Yes	Yes	3
CECIL & PRESBREY	N. Y.	David McAneny	Yes	Yes	1
JAMES THOMAS CHIRURG	Bost.	Edmund J. Shea	Yes	Yes	None
CLEMENTS CO	Phila.	Alice V. Clements	Yes	No	5
HARRY B COHEN	N. Y.	Edward Aleshire	No	Yes	None
COMPTON ADVERTISING	N. Y.	Lewis H. Titterton	Yes	Yes	1
COOPER & CROWE	Salt Lake	Jon Duffy	No	No	2
CRAMER-KRASSELLT	Milw.	J. S. Stolzoff	Yes	No	10
D'ARCY ADVERTISING	Cleve.	Stan Seward, Vp	Yes	Yes	7
DANCER-FITZGERALD-SAMPLE	N. Y.	Adrian Samish, Vp	Yes	Yes	3
DEUTSCH & SHEA	N. Y.	Stephen Lewis	Yes	No	2
ZAN DIAMOND	N. Y.	Stanley Diamond	Yes	Yes	1
DOHERTY, CLIFFORD & SHENFIELD	N. Y.	Chester MacCracken	Yes	No	2
DORLAND, INC	N. Y.	Howard G. Barnes	Yes	Yes	2
JOHN C DOWD	Bost.	Theodore B. Pitman, Jr.	Yes	Yes	8
DOYL DANE BERNBACH	N. Y.	Maxwell Dane	Yes	Yes	None
ROY S DURSTINE	N. Y.	Maurice Condon	No	No	None
EMERY ADVERTISING	Balto.	R. I. Highleyman	No	No	3
ROBERT J ENDERS	Phila.	Robert J. Enders	Yes	Yes	7
ERWIN WASEY	L. A. N. Y.	C. H. Cottington, Vp R. L. Eastland, Dir	Yes Yes	Yes Yes	None 1
FEDERAL ADVERTISING	N. Y.	Francis C. Barton, Jr. Vp	Yes	Yes	2
FITZGERALD ADVERTISING	N. Orl.	Aubrey Williams	Yes	Yes	3
FLACK ADVERTISING	Syracuse	Arnold E. Bowden	Yes	Yes	2
RICHARD A. FOLEY	Phila.	James L. Tabor	No	No	2

AGENCY	CITY	TV DEPT HEAD SUPERVISOR	TV STAFF	FILM DEPT	CLIENTS IN VT
FDDTE, CDNE & BELDING	N. Y. Chi. San Fran.	Roger Prvor Richard L. Davis Charlie Triesehmann	Yes Yes No	Yes No Yes	6 3 None
ALBERT FRANK - GUENTHER LAW	N. Y.	John V. McAdams	No	No	None
FRENCH & PRESTON	N. Y.	Jerome B. Harrison	Yes	No	2
OAKLEIGH R FRENCH	St. Louis	A. Maescher, Jr.	Yes	No	4
AD FRIED	Oakland	Don Santo	Yes	No	2
FULLER, SMITH & ROSS	N. Y.	Lee Williams; Dick Reynolds (Cleve)	Yes	Yes	12
GARDNER ADVERTISING	N. Y. St. Louis	Roland Martini, Vp Arthur J. Casey, Dir.	No No	No Yes	None 2
GARFIELD & GUILD	San Fran.	William A. Morrison	No	No	2
GILLHAM ADVERTISING	Salt Lake	Victor V. Bell	Yes	Yes	2
GOTHAM ADVERTISING	N. Y.	Arthur A. Kren, Exec. Vp	Yes	No	None
GRAY & ROGERS	Phila.	Edmund H. Rogers, Partn.	Yes	Yes	5
GRANT ADVERTISING	Chi.	Harry Holeombe	Yes	No	2
GREY ADVERTISING	N. Y.	Joe Bailey, Mgr.	Yes	No	3
GUENTHER-BRADFORD	Chi.	Charles J. Zeller	No	Yes	8
LAWRENCE C. GUMBINNER	N. Y.	Paul Gumbinner	Yes	No	3
M H HACKETT	N. Y.	Montague H. Hackett	Yes	No	None
HENRI, HURST & McDONALD	Chi.	W. E. Jones	Yes	No	4
HICKS & GREIST	N. Y.	Peter A. Frug	Yes	Yes	1
HONIG-CODPER	San Fran.	Louis Honig, Vp	Yes	Yes	3
E. ROSS HUMPHREY	Chi.	E. Ross Humphrey	Yes	Yes	1
INDUSTRIAL ADVERTISING	Chi.	Milton G. Peterson	No	No	1
DUANE JONES	N. Y.	Walter Ware	Yes	No	2
KAL, EHRLICH & MERRICK	Wash. D.C.	Alvin Q. Ehrlich, Vp	Yes	No	17
KAMMANN-MAHAN	Cinci.	Ernestine Sicker	Yes	Yes	1
BEN KAPLAN	Providence	Robert M. Kaplan	No	Yes	3
KASTOR, FARRELL, CHESLEY & CLIFFORD	N. Y.	Theodore R. Palmer	Yes	Yes	2
JOSEPH KATZ	Balto.	Robert G. Swan	Yes	No	1
HENRY J KAUFMAN	Wash. D.C.	Jeffrey A. Abel	Yes	Yes	1
KENYON & ECKHARDT	N. Y.	Len Erickson, Vp	Yes	Yes	3
KIESEWETTER, WETTERAU & BAKER	N. Y.	Edward G. Chase	No	No	2
ABBOTT KIMBALL	N. Y.	Miriam Trae'er	No	No	2
KIRCHER, HELTON & COLLETT	Dayton	Chuck Gay	Yes	No	4
PHILIP KLEIN	Phila.	Edward Felbin	No	No	3
KUDNER AGENCY	N. Y.	Myron P. Kirk, Vp	Yes	Yes	4
R L KULZICK	Madison	C. Beffa	No	Yes	None
LAKE-SPIRD-SHURMAN	Memphis	Hugh Murphy	No	Yes	None
LAMBERT & FEASLEY	N. Y.	Ray Kremer	No	No	1
C J LARDCHE	N. Y.	William R. Stuhler	No	No	1
LAYNE LEENE & GREENE	N. Y.	H. Donald Lavine	Yes	Yes	1
AL PAUL LEFTON	N. Y.	Edwin S. Friendly, Jr.	Yes	No	2
LENNEN & MITCHELL	N. Y.	Nicholas Keesely	Yes	Yes	2
LILLER, NEAL & BATTLE	Atlanta		No	No	3
LOISE MARK	Milw.	Loise Mark	Yes	Yes	4
EARLE LUDGIN	Chi.	Jane Daly	Yes	Yes	3
MARK, MAUTNER & BERMAN	Milw.	N. W. Mautner	Yes	No	2
MARSCHALK & PRATT	N. Y.	Edward J. Whitehead	Yes	Yes	1
J M MATHES	N. Y.	William H. Vilas	Yes	Yes	4
MAXDN	N. Y.	Ed Wilhelm	Yes	No	1
McCANN-ERICKSON	N. Y. Cleve.	L. O. Coulter Robert W. Dailey	Yes Yes	Yes No	5 3
McKEE & ALBRIGHT	Phila.	James A. McFadden	Yes	Yes	1
DAN B. MINER	L. A.	Hilly Sanders	Yes	No	3
MITCHELL-FAUST	Chi.	Holman Faust	Yes	Yes	None
EMIL MOGUL	N. Y.	Emil Mogul, Pres.	Yes	Yes	3
RAYMOND R MORGAN	H'wood	James C. Morgan, Vp	No	No	1
MORSE INTERNATIONAL	N. Y.	C. C. Slavbaugh, Mgr.	No	No	None

**FOR**

**SMART**

**TELEVISION**

**COMMERCIALS**

**1 VV RESPONSIBILITY**

**2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS**

**SYMBOL OF**

**RESPONSIBILITY**

**VIDEO VARIETIES CORPORATION**

OFFICE  
41 E. 50th ST.  
STUDIOS  
510 W. 57th ST.  
NEW YORK  
MURRAY HILL B-1162

**BMI**

**SIMPLE ARITHMETIC IN MUSIC LICENSING**

BMI LICENSEES

Networks . . .	22
AM . . . . .	1,969
FM . . . . .	409
TV . . . . .	77
Short-Wave . .	4
Canada . . . .	150

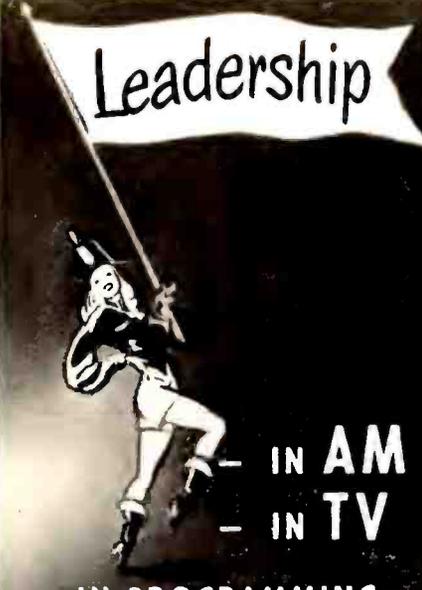
**TOTAL BMI LICENSEES . . 2,631\***

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

\* As of July 11, 1949

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

**Leadership**



— IN AM  
— IN TV  
— IN PROGRAMMING  
— IN POPULARITY  
— IN UTAH

**KDYL**  
UTAH'S NBC STATION  
AM-FM-TELEVISION

National Representative:  
John Blair & Co.

FREE with your subscription to  
SPONSOR . . .

## 99 TV RESULTS

. . . the 26-page booklet (now in its  
third printing) that capsules for you  
99 outstanding case histories of suc-  
cessful television advertisers.

Send for your copy today!

**SPONSOR**  
40 West 52 Street  
New York 19, N. Y.

Send "99 TV RESULTS" to me as a gift  
for subscribing to SPONSOR now . . .  
only \$8 a year for 26 Every-Other-Mon-  
day issues.

Remittance enclosed  Bill me later

name .....

company .....

address .....

city..... zone..... state.....

AGENCY	CITY	TV DEPT HEAD SUPERVISOR	TV STAFF	FILM DEPT	CLIENTS IN TV
H. C. MORRIS	N. Y.	A. Jay Segal	Yes	No	None
MOSS ASSOCIATES	N. Y.	Ely A. Landau	No	Yes	4
NEEDHAM, LOUIS & BRORBY	Chi.	Alan Wallace, Vp	Yes	No	2
NEFF-ROGOW	N. Y.	William Rogow	Yes	No	None
NEWELL-EMMETT	N. Y.	George Foley, Jr.	Yes	No	5
OHIO ADVERTISING	Cleve.	Melvin Tenenbaum	Yes	No	7
OLIAN ADVERTISING	Chi.	I. J. Wagner, Vp	Yes	No	3
OLMSTED & FOLEY	Minn.	James D. McTighe	No	No	2
ROBERT W. ORR	N. Y.	Stephen G. Bowen, Med. Dir.	No	No	None
OWEN & CHAPPELL	N. Y.	David Hale Halpern, Vp	No	No	1
PACIFIC NATIONAL	Seattle	Trevor Evans	Yes	No	4
PECK ADVERTISING	N. Y.	Arthur J. Daly	Yes	Yes	2
LARRY PENOLETON	L. A.	L. W. Pendleton	Yes	No	None
PLATT-FORBES	N. Y.	Sherman E. Rogers	Yes	Yes	1
POSNER ZABIN	N. Y.	James B. Zabin	No	Yes	None
PRATT & BURK	Pittsb.		No	No	3
RADIO ADV CORP. OF AMERICA	Jersey City	Michael A. Fiore	No	Yes	1
CHARLES DALLAS REACH	N. Y.	Jerome B. Harrison	Yes	Yes	1
REDFIELD-JOHNSTONE	N. Y.	LeGrand L. Redfield	No	Yes	2
KNOX REEVES	Minn.	Russell Neff	No	No	4
FLETCHER O RICHARDS	N. Y.	Kenneth Young	Yes	Yes	3
ROCHE, WILLIAMS & CLEARY	Chi.	Phil Stewart	Yes	Yes	1
IRVING ROSEN	N. Y.	Irving Rosen	No	No	None
RUTHRAUFF & RYAN	N. Y. Chi. H'wood Houston Balto. St. Louis	Wilson Tuttle, Vp Fre-I Freeland Marvin Young H. Donald Hopton Tom H. Reese Osear H. Zahner	Yes Yes Yes Yes Yes Yes	Yes Yes Yes No No No	4 3 1 1 1 2
ST GEORGE & KEYES	N. Y.	James J. Freeman	No	Yes	3
WALKER SAUSSY	New OrL.	Walker Saussy	Yes	No	1
SCHECK ADVERTISING	Newark	E. Grant Scheck, Vp	No	No	2
SCHOLTS ADVERTISING	L. A.	T. D. Scholts	No	No	None
GOROON SCHONFARBER	Providence	Claire R. Grenier	No	Yes	1
RUSSEL M. SEEDS	Chi.	Jaek Simpson	No	No	None
SHERMAN & MARQUETTE	Chi.	L. D. Griffith	Yes	No	2
SIMONS-MICHELSON	Detr.	Marian Sanders	Yes	No	2
SMITH, BULL & McCREERY	L. A.	Diek Garton	Yes	No	2
SMITH, TAYLOR & JENKINS	Pittsb.	Thomas J. MacWilliams	Yes	Yes	3
STERLING ADVERTISING	N. Y.	Myron Broun	No	Yes	None
STEWART-JOROAN	Phila.	Garry Buh, Vp	Yes	No	2
CHARLES R. STUART	San Fran.	H. L. Buccello	No	No	1
SULLIVAN, STAUFFER COLWELL & BAYLES	N. Y.	Phil Cohen, Vp	Yes	No	2
TAGGART & YOUNG	L. A.		No	No	1
J WALTER THOMPSON	N. Y. Chi. H'wood San Fran. L. A.	John U. Reher Harold R. Rorke Earl Ebi Henry M. Jackson Leon Benson	Yes Yes Yes Yes Yes	Yes Yes Yes Yes Yes	2 3 1 — 1
TURNER ADVERTISING	Chi.	A. F. Marthens	No	Yes	3
VAN SANT, OUGDALE	Balto.	Dan J. Loden	Yes	No	2
HUGO WAGENSEIL	Dayton	Jim Bridges	Yes	No	2
WALKER & DOWNING	Pittsb.	R. C. Woodruff	Yes	Yes	3
WILLIAM WARREN	N. Y.	Stevens P. Jackson	Yes	Yes	7
WARWICK & LEGLER	N. Y.	Trevis Huhn	No	Yes	4
MILTON WEINBERG	L. A.	William Kraueh	No	No	1
WILLIAM H. WEINTRAUB	N. Y.	Noran E. Kersta, Vp	Yes	No	None
WEISS & GELLER	Chi. N. Y.	Marvin Mann Lester J. Mallets	Yes Yes	No No	3 1
WEST-MARQUIS	L. A.	George M. Wolfe, Jr.	Yes	Yes	3
WOLFE-JICKLING-DOW & CONKEY	Detr.	James A. Christensen	Yes	No	2
YOUNG & RUBICAM	N. Y.	Everard Meade	Yes	Yes	7

## TV Available Films Facilities

FIRM & CITY	TV FILMS AVAILABLE	TV FILM SERVICES	mm	CDSTS
ACE TV PICTURE SVCE (N. Y.)	5 F (Sil); 50 Sh	2-mill ft SS	35 & 16	OR
ATURE FILMS (N. Y.)	8 F; 4 Sh; others	—	16	\$150 up rental
ATED PRGM SVCE (N. Y.)	53 OES	—	16	OR
ILMS (N. Y.)	44 Sh; French Newsreel	—	35 & 16	OR
& ALLEN PRODTNS (L. A.)	Var wild life Sh	—	16	OR
NDER FILM (Col Spr)	7000 OES (breaks)	Film processing; spots	35 & 16	Rental \$7 up
DOE PICTURES (H'wood)	—	Anim, spots etc	35 & 16	OR
SSADDR FILMS (N. Y.)	52 TV Sh (Musical)	Production to order	35 & 16	OR
FILM CO (Phila.)	10 Car; 70 F; 52 W; 52 Sh	Commls to order	35	OR
FILM PRDDUCERS (N. Y.)	3 Sh; Documentaries	Production to order	35 & 16	OR
LCO (L. A.)	—	Anim, commls, prgms	35 & 16	Spots \$175-\$1100
RODTNS (N. Y.)	—	Anim; production&	35 & 16	OR
RADID & TV (N. Y.)	—	Production to order	35 & 16	OR
BAYM FILMS (N. Y.)	28 Car; 128 Sh; 8 W; 13 Music Sh	Film clips; commls	16	\$15 \$40 (reel) rental
PICTURES (N. Y.)	12 F; others	—	35 & 16	OR
I. INC (Wash D C)	—	Production to order	16 only	OR
N PROD (H'wood)	1 15-min F series	Commls, spots etc	35 & 16	Spots av. \$150-\$250
FILM EFFECTS (N. Y.)	—	Anim, spots etc	35 & 16	OR
GO FILM LAB (Chi)	—	All phases production	35 & 16	OR
FILM ENTRPR (N. Y.)	14 Sh (on China)	Production to order	16	\$1200 \$8000 (reel) prod; \$25 up rental
RAFT PRODTNS (Cleve)	—	Production to order	16 only	OR
ART (N. Y.)	—	Production to order	35 & 16	OR
ELE (H'wood)	Var TV film pkgs	—	16	OR
VEYA PRODTNS (H'wood)	5 12-min series; SS	Production to order	16	\$150 \$1000
JS CULHANE (H'wood)	1 Car	Anim, straight commls	16	\$750 up min
DN M DAY (N. Y.)	—	Commls; musical spots	16	\$600-\$2500
Y PICTURES (N. Y.)	55 Sh	1.5-mill ft SS; studio	16	OR
NT TV NETWORK (N. Y.)	Var film-recorded pkgs	"Tele-Transcriptions"	35 & 16	Base \$8 min
LO BRIT FILMS (N. Y.)	300 Sh (Educ)	Short subj to order	35 & 16	\$25 up rental
SIOR PICTURES (N. Y.)	Var F, Sh, News	—	35 & 16	OR
FAIRBANKS (N. Y.)	(See NBC Listing)	Creative; production	35 & 16	OR
ASSOCIATES (Dayton)	Var OES	Commls, anim, lab work	16	Spots \$82.50 up
QUITIES (N. Y.)	150 Car; 500 F; 400 Sh etc	Consultant on commls	35 & 16	OR
TAR PRODTNS (H'wood)	6 Car series	Anim; commls; prgms	16	Comml \$150 up
NGD FILMS (N. Y.)	25 Car; 10 F; 150 Sh etc	—	16	OR
FILMS (N. Y.)	13 5-min Sh; 6 10-min Sh	Anim; commls; prgms	16	OR
ATION FILMS (L. A.)	15 Sh (Religious)	—	16	OR
GHER FILMS (Green Bay)	3 Sh; others	Commls; prgms; spots	16	OR
E. PRODTNS (N. Y.)	—	Commls, shorts to order	16	\$500 \$1400
'S GODDMAN (N. Y.)	3 OES series	Commls, spots to order	16	Based on mkt
R'DREILLY STUD (N. Y.)	—	Production to order	35 & 16	OR
PRODTNS (H'wood)	2 F; 2 Sh (Religious)	Commls to order	16	OR
EY PRODTNS (N. Y.)	4 Sh; others	Production to order	16	OR
PARNELL (H'wood)	13 Sh	Production; Commls	16	80% 10-min rate
INC (Culver C ty)	1 Car series; 13 F; others	Production to order	35 & 16	Rental; OR
PTV DEPT (N. Y.)	INS-Telenews service	"Projectall" balop.	35 & 16	OR
JCTIONAL FILMS	3 TV Sh series	—	16	OR
ILM FNDTN (N. Y.)	2 Car; 37 Sh (Travel)	Some production	35 & 16	OR
P SVCE (N. Y.)	2 F (Palestine)	Production to order	35 & 16	Cost-plus
ELE-FILM (N. Y.)	52 TV Sh	Production to order	35 & 16	OR
SDN FILMS (Dallas)	—	Production to order	35 & 16	Spots \$100 up
TZ PRODTNS (N. Y.)	2 Car; 1 F; 8 Sh	Production to order	35 & 16	\$500 \$15,000

On Request  
 Legend: Car=Cartoon, F=Feature, OES=Open-end Spots, OR= On Request, Sh=Shorts, S=Sports, SS=Stock Shots, Western=Western.

## AD AGENCY TV DEPT'S (Continued from page 100)

son, and Foote, Cone & Belding have semi-autonomous TV departments in the agency branches that are busy handling their own TV campaigns.

Only about 15% of the total number of agencies in the United States and Canada actually have TV departments. Of these TV-minded agencies, roughly a quarter of them have one or two-man departments with no clients actually on the visual air. However, the nearly-two hundred agencies that are actively in TV operations now control the majority of the advertising billings in all media, and their client lists read like the *Who's Who* of advertising. There isn't an agency with any sort of sizeable broadcast advertising billings that hasn't felt the influence of TV.

There are still only a handful of agencies, like Kudner, Young & Rubicam, BBDO, and K&E, etc., that can carry the enormous overhead of a completely-staffed TV department, with all the creative, technical and film-trained people necessary. Other agencies are keeping up though, largely by doubling-in-brass with their radio departments, and by calling in outside help from a growing list of TV-wise consultants, package producers, and film companies, who function, on a sort of "piece-work" basis, as additional agency TV personnel. The advertiser who feels that visual air advertising is necessary for a successful campaign for his product or services doesn't have to look far today to find an agency that can handle it. \* \* \*

### TV ad placement

## Network telecasting up 1000% in year

In a little more than a year's time, the total number of "units of business" placed by advertisers at all levels of TV air advertising has skyrocketed. Network TV has shown the largest growth: 1000%. Selective TV shows a sizeable 500%, and TV at the local-retail level just under 300%. These figures, while they do not represent industrial expansion as such, are the results of a running comparative study, *TV Trends*, that has appeared monthly in SPONSOR. Using the figures of July, 1948 as a base (10 cities, 19 stations

FIRM & CITY	TV FILMS AVAILABLE	TV FILM SERVICES	mm	CDSTS
KNICKERBOCKER PRODTNS (N Y)	—	Production to order	16	OR
KNOWLEDGE BUILDERS (N Y)	2 Car; 68 Sh	Anim; spel effects	16	\$750 \$9000
HERB S LAUFMAN (Chi)	—	Commls; spel effects	16	OR
FRANK LEWIS (Chi)	—	Commls to order	16	Spots \$500-\$1000
BDB LOEWI PRODTNS (N Y)	15 TV Sh (Sports)	Commls; production	16	OR
LOWE FEATURES (H'wood)	13 15-min TV Sh	—	35 & 16	OR
MOGULL'S (N Y)	4 F; 30 Sh (Religious)	—	35 & 16	OR
M. P ASSOC (MI Ephraim)	1 OES; SS	News, sports coverage	16	10 min \$300
NATL SCREEN SVCE (N Y)	—	Trailers, commls etc	35 & 16	OR
NBC-TV (N Y)*	SERIES; 1 Car; 3 F; 2 Sh; Newsreel; 1 W	3.5 mill ft SS	35 & 16	OR
NU-ART FILMS (N Y)	2 Car, 68 F; 130 Sh; 35 W	—	35 & 16	\$25 \$400 rental
OLIO VIDEO TV PRODTNS (N Y)	18 F; 30 W	Production to order	35 & 16	Based on mkt
PARAMOUNT TV PRODTNS (N Y)	Var TV film-recorded peks	"Video Transcriptions"; anim etc	35 & 16	OR
PARLET PRODTNS (Balto)	—	Production to order	35 & 16	Spots \$175 \$1200
PHOTO & SOUND (San Fran)	1 Sh (Travel)	Anim, commls, effects	16	Spots \$100 \$3000
POLARIS PICTURES (L A)	—	Przms, commls, slides	35 & 16	OR
PAUL PARRY PRODTNS (H'wood)	3 F; 3 OES; 3 Sh	Production to order	16	Spots \$475-\$2000
GERARD PICK PRODTNS (N Y)	—	Anim; commls to order	35 & 16	Spots \$160 up
PICTORIAL FILMS (N Y)	11 Car; 2 F; 152 Sh; 43 W;	—	16	OR
POST PICTURES (N Y)	9 F; 37 Sh; 1 W	—	16	\$25 reel up
RALPH POWERS (Balto)	—	Commls, prgms to order	16	Spots \$150 up
RARIG M P CD (Seattle)	—	Anim, straight commls	35 & 16	OR
REID H. RAY (St Paul)	—	Commls, anim to order	35 & 16	Spots \$350-\$2200
RELIGIOUS FILM (N Y)	4 Sh (Religious)	—	16	\$15 reel up
RKO PATHE (N Y)	—	Commls, prgms to order	16 & 35	OR
SALES WINNERS (N Y)	—	Animat; commls to order	35	OR
SACK TV ENTRPR (Dallas)	20 F; 220 Sh; 10 W	—	35 & 16	\$25 up reel
SCANDIA FILMS (N Y)	10 Sh; Newsreels	—	35 & 16	\$50 up
SCREEN GEMS (N Y)	150 Car; 25 OES; 104 Sh	Commls, prgms to order	35 & 16	OR
SENTINEL PRODTNS (H'wood)	4 F; Sh series	Commls to order	16	Spots \$1500-\$4000
SIMMEL-MESERVEY (H'wood)	40 Sh	Production to order	16	OR
SKIBO PRODTNS (N Y)	7 F; 100 Sh; 1 W	Production to order	35 & 16	OR
SIGMUND SPAETH (N Y)	2 Sh (Musical)	Music prgms to order	16	OR
SOUTHERN TV (Louisville)	Var OES, Sh, SS, News	Production to order	16	Cost 10%
SQUARE DEAL PICTURES (N Y)	1 F; 4 Sh	Production to order	35 & 16	OR
SUN DIAL FILMS (N Y)	—	Commls, prgms to order	35 & 16	OR
TELEFILM INC (H'wood)	52 Sh; etc	Anim, commls to order	16	Spots \$125-\$2500
TV CARTOON, INC (N Y)	Car (Musical) series	Anim, spel effects	35 & 16	Anim \$254 5 min
TV WRDLD, INC (H'wood)	Var TV Sh in series	Educ, travel films	16	OR
TELENEWS (N Y)	(See INS Listing)	Library; spel TV jobs	35 & 16	OR
TRI-Z-FILMS (Chi)	SS; 26 5-min TV Sh	All types film jobs	16	Spots \$100-\$10,000
TRANVIDEO CORP (N Y)	4 F; 16 Sh	Production to order	35 & 16	OR
20th-FDX (N Y)	Daily 10 15 min News	Full facilities, all jobs	35 & 16	OR
UNITED ARTISTS TV (N Y)	20 Car; 10 F; 200 Sh	—	35 & 16	OR
UNITED TELEFILM (N Y)	3 F; 13 OES; 6 Sh etc	Production to order	35 & 16	OR
VARIETY PICTURES (Dallas)	50 3-min TV Sh	Production to order	35 & 16	Rental \$40
VIDASONIC ENTRP (N Y)	Var TV Sh series	Anim, commls to order	16	OR
VIDED VARIETIES (N Y)	Var TV Sh series	Commls, prgms to order	16	Spots \$500 up
VISUAL SPECIALISTS (N Y)	2 Sh	Production to order	16	Spots \$100-\$3000
WILLARD PICTURES (N Y)	—	Shorts, commls, etc	35 & 16	Av. \$1000 min
WORLD VIDEO (N Y)	—	Commls (TV clients only)	16	OR
YOUNG AMERICA FILMS (N Y)	Var TV Sh (Educ)	—	16	OR
WPIX INC (N Y)	13 F; W reks	—	35	OR

\* NBC-TV is contractual sales agent for various Jerry Fairbanks-produced TV films.

OR=On Request

† Legend: Car=Cartoon, F=Feature, OES=Open-end Spots, OR= On Request, Sh=Shorts,

Sp=Sports, SS=Stock Shots, Western=Western.

comprise the panel for the study), the healthy increases shown above give clear evidence that TV advertising is on the upswing.

This does not mean, however, that every broadcaster in TV is stuffing his safe-deposit box with cash. Time sales up, yes, but except for a few rare cases among the nation's over 70 TV stations. TV station operating expenses are still a good jump ahead of the financial returns from advertising.

The year past has seen entire categories of business become a major factor in TV air advertising. Taking 100% to be the total number of "units of business" placed in any given month, and figuring percentage shares for the various categories on the air, the situation in June of 1948 for network TV showed the following:

Category	%
Automotive	26.0
Food	11.7
Radio, TV, Appl.	20.0
Soap, Toiletries	8.7
Tobacco	39.1
Miscellaneous	2.8

A year later, in May of 1949, the situation had changed considerably. Beer and wine advertising, clothing, confectionery, and soft drinks, home furnishings, and drugs had become increasingly-important as TV advertisers. Auto advertising, up in terms of dollar volume, was down percentagewise due to the influx of new business, and was typical of those that had slipped in the per cent column.

Here is where the network TV dollars come from in May, 1949:

Category	%
Automotive	14.0
Food	8.5
Clothing	7.1
Radio, TV, Appl.	25.4
Soaps, Toiletries	11.5
Tobacco	15.9
Miscellaneous	5.7
Beer & Wine	1.3
Conf. & Soft Dr.	4.0
Home Furnishings	5.8
Drugs	0.8

In national selective and regional TV figures, comparing June of 1948 and May of 1949 show similar effects in many of the same categories, for the same reasons: An unbalanced, but over-all increase in TV units of business. The entry of watch firms into TV on a wide scale was responsible largely for a sizeable increase in the share of the business placed at the national-regional selective level in the jewelry category. That category went from having a 17.3% share of the business placed in June, 1948 to a 30.8% (largest in this level of TV advertising) share in May, 1949.

At the local-retail level of TV ad-

## TV Available Live Package Programs

TITLE	TYPE	TIME	EXPLANATION	PRODUCERS/AGENT
ABC BARN DANCE	Variety	30 min, 1 wk	Americana, rustic humor	ABC Spot Sales
ACTORS STUDIO	Drama	30 min, 1 wk	One-act plays, short stories	ABC & World Video
ADD ANOTHER ONE	Aud partie	15 min.	Visual quiz show	Gerard Piek
ADVENTURES OF CAESAR	Drama	30 min, 1/wk	Live-film story of a loyal dog	John Gibls
AMERICAN LEGEND	Musical	30 min, 1/wk	Live-film dramatizations	Martin Video
AT HOME WITH MANVILLES	Comedy	30 min, 1/wk	Light domestic comedy	Gordon M. Day
ADVENTURES, FU MANCHU	Drama	30 min, 1/wk	Sax Rohmer's famous Mystery	Basch Radio & TV
AFTER DINNER SCIENCE	Hobby	15 min.	Do-it-yourself science tricks	Olio Video
ALL ABOUT PEOPLE	Interview	15 min, 1/wk	Ruth Ley chats	NBC Spot Sales
BALLET STORY TIME	Dance	15 min, 1 wk	Fairy tales in dance form	Video Drama
BALDRAMA	Dance	15-30 min.	Ballet and modern dance program	A. S. Anderson
RED BARBER SPORTS	Sports	30 min, 1/wk	Live-film sports quiz show	John Gibls
BETWEEN US GIRLS	Aud partie	15-30 min.	Potpourri of feminine news	Film Features
BLIND DATE	Aud partie	30 min, 1 wk	The famous wartime show	Bernard Schupert
BOMBA, JUNGLE BOY	Drama	15 min, 5/wk	Bomba and his young animal friends	Adv TV Svec
BRIGHT SIDE	Musical	30 min, 1/wk	Topical revue	Ted Nelson
BROADWAY DETECTIVE	Drama	30 min, 1/wk	A whodunit	West Hooker
BRUNCH AT BLACKSTONE	Interview	30 min, 1/wk	Celebrities "brunching"	H. S. Laufman
CAPTAIN D'ROURKE	Drama	30 min, 1/wk	Live-film mystery series	Martin Video
CARL'S SURPRISE PKGGE	Variety	15 min, 2/wk	Kid's show with clowns, puppets	NBC Spot Sales
CARD CALLING	Musical	15 min, 2/wk	Carol Reed sings, chats	WPTZ & NBC
CARTOON COMICS	Variety	15 min, 5/wk	Kid's show with Pete Boyle	WPTZ & NBC
CARTOON TELETALES	Drama	30 min.	Animal stories for moppet set	ABC Spot Sales
CHILDREN'S DISK JOCKEY	Musical	15 min, 2/wk	Colby plays kid's recordings	Video Events
CONCENTRATE ON YOU	Aud partie	15 min, 1/wk	Educational identification dramas	Video Drama
LARRY COTTON	Musical	15 min, 1/wk	Larry Cotton sings	WKY-TV
COURT OF CURRENT ISSUES	Interview	60 min, 1/wk	Discussion program	Irvin Paul Sul's
CRAZY AUCTION	Aud partie	15-60 min.	Charity auctions and gag situations	Tri-Z-Films
CURTAIN CALL	Drama	30 min, 1 wk	Percival Wilde's one-act plays	Hile-Damroth
CUSTOMER IS RIGHT	Comedy	15 min, 3/wk	Situation comedy	Ted Nelson
DATE FOR THREE	Comedy	30 min, 1/wk	Problems of college students	Adv TV Svec
DINNER PLATTER	Musical	60 min, 5 wk	TV disk jockey show	WEWS
DISAFF	Home svec	partie, 5/wk	TV women's show with news	WEWS
DOC'S SWAP SHOP	Variety	15-30 min.	Storekeeper sells anything	Ted Nelson
DOLLARS AND SENSE	Aud partie	30 min, 1/wk	Quiz show testing five senses	World Video
DOUBLE YOUR MONEY BACK	Comedy	15 min.	One-man comedy show	Waas Assocs
DR FIX-UM	Home svec	15-30 min.	Household hints	ABC Spot Sales
DUDE RANCH	Musical	30 min, 1/wk	Hillbilly variety	WTVR
EYE-QUIZ	Aud partie	var, 1/wk	Charades	KSTP-TV
DUKE FAGIN	Drama	30 min, 1/wk	Sophisticated action detective series	Video Events
FAITH HOPE & CHARLEY	Comedy	30 min, 1/wk	Situation comedy	George Abbott
FAMILY PARTY	Aud partie	30 min, 1/wk	Pie-in-the-face prazs, stunts	KSTP-TV
FAMILY QUIZ	Quiz	8-12 min.	TV version of magazine photo quiz	Havee-Parnell
FARE ENOUGH	Aud partie	30 min, 1/wk	Travel quiz with trips as prizes	Basch Radio & TV
SKIP FARRELL SHOW	Variety	15 min, 1/wk	Skip Farrell sings.	ABC Spot Sales
FATHER & SON	Drama	15 min, 5/wk	Walter Abel, answers kids	Ted Nelson
FLAME SHOW	Musical	30 min, 1 wk	Jive show, featuring "Three Flames"	West Hooker
FLORAL TRAIL	Home svec	15 min, 1 wk	Joyce Smith, garden expert	WDSU-TV
FLYING CARPET	Variety	15 min, 1/wk	Harem revue with comic Caliph	Visual Arts
FROM NOWHERE TO B'WAY	Variety	30-60 min.	Talent-search show	Jules Ziebler
GARROWAY-AT-LARGE	Variety	30 min, 1 wk	Dave Garroway and his friends	NBC
GEORGIA MAE	Musical	10 min, 1 wk	Telegenic Georgia Mae	WBZ-TV & NBC
GOLDEN SPOTLIGHT	Musical	15 min, 1/wk	High-brow musical and dance talent	Visual Arts
GISMO GOODKIN	Variety	30 min, 4/wk	Puppet tells fairy tales	WKY-TV
BUMP HADLEY PITCHING	Sports	15 min, 2/wk	Sports news of day and sports guests	WBZ-TV & NBC
HEADLINE MYSTERIES	Drama	15 min, 5 wk	Real-life crimes are acted out	George Abbott

vertising, the entry into dealer advertising or local-firm TV advertising by many of the same categories (Jewelry, beer and wine, drugs, tobacco etc.) that had in the period June 1948-May 1949 become major factors in TV advertising also caused a major realignment of the percentage shares of TV business units placed.

Here are the local retail percentages for June of 1948:

Category	%
Automotive	16.3
Banks	0.3
Dept. Stores	14.6
Food	8.0
Home Furn.	3.7
Hotels & Rest.	7.3
Clothing	11.0
Personal Svcs.	8.6
Radio, TV, Appl.	26.9
Miscellaneous	8.3

Twelve months later, in May of 1949, the majority of these categories were off percentagewise, due to the failure of spending by these groups to match the spending being done by the categories that had become recently (usually about six months before) active in visual air advertising.

Here are the figures for May, 1949, which show the changes caused by new local-retail business advertising in TV, by those firms who are finding that the visual air is the selling air:

Category	%
Automotive	12.9
Banks	4.3
Dept. Stores	8.0
Food	9.9
Home Furn.	3.9
Hotels & Res.	2.2
Clothing	7.3
Personal Svcs.	8.3
Radio, TV, Appl.	24.7
Miscellaneous	13.4
Jewelry	1.7
Beer & Wine	0.9
Drugs	0.7
Tobacco	0.1
Conf. & Soft Dr.	1.7

There are more changes to come this Fall. TV advertising will continue on the upgrade, and the amount of new money that will come in each category will not bear any relationship to new money in another. One thing is certain: TV is an important advertising factor in advertising plans of buyers of broadcast advertising at all economic levels. \* \* \*

### FALL FORECAST

(Continued from page 66)

**26. Building products and homes themselves have only now reached the point where it's possible to sell the consumer en masse** on the advisability of modernizing or buying a home. In part, this has been made possible by the new multi-billion dollar bill passed by Congress to help low-cost housing and modernizing. Tests

conducted by WNEW in conjunction with the much-publicized Bendix washer and Levittown experiment proved that radio can move homes by the hundreds, and that it can sell homes even before they are built.

Housing will use broadcast advertising in a healthy manner this year. Developers of acreage will also use radio this Fall, as they have been using it this spring and summer. There is a million-plus home shortage in the U. S. Builders are looking forward to filling the void and the record of broadcast advertising in helping them is interesting, to say the least.

**27. Soft drink sales have held up this past summer.** In fact the extra hot weather has helped many bottlers hit new highs. Some of these bottlers will start advertising this Fall to try to keep the business that the hot weather has brought them. Pepsi-Cola and Coca-Cola will battle it out on the network air, but in this battle it will be almost unfair competition since Coke has millions where as Pepsi has thousands. There will be little change in the soft drink picture this Fall.

**28. Book sales, off this Spring, will rebound this Fall** as more workers have more leisure reading time. Advertising will continue to be placed on an "immediate-results" basis, as there is no long-term thinking in the publishing field. Books are not sold because Random House, for instance, publishes them, but because the particular book is desired by the advertising reader or listener. Millions of books have been sold on the air, but the desire to read generally has yet to be promoted by the medium.

**29. Home furnishings, with the exception of floor coverings and a tiny group of furniture manufacturers like Kroehler, have not been nationally advertised,** except through the limited-appeal "shelter magazines." Last season Bigelow-Sanford bought a TV program of popular appeal. Mohawk Carpet sponsored a musical TV *Showroom*, and Bonafide Mills presented a number of TV programs for Bonny Maid floor coverings. All are expected back to the visual medium this Fall, with more along with them. They have a great deal to learn about how to sell home furnishings on the air, but then most television advertisers have plenty to learn about the medium.

The most successful users of the air

## TV Available Live Package Programs

TITLE	TYPE	TIME	EXPLANATION	PRODUCER AGENT
HERE COMES TEENA	Comedy	30 min, 1 wk	Situation comedy	Video Drama
HIGH ADVENTURE	Drama	30 min, 1 wk	Suspense mysteries	George Abbott
HOBBY MERRY-GO-ROUND	Hobby	15 min, 1 wk	Different hobbies	KSTP-TV
HUGO THE HORSE	Comedy	15 min, 1 wk	Evans family, and horse, Hugo	Julian Lesser
I'D LIKE TO SEE	Variety	30 min, 1 wk	Old newsreel clips	B. E. Karlen
IF YOU HAD THE CHANCE	Aud partie	30 min, 3 wk	Wish-fulfillment show	B. E. Karlen
ITEM PICTORIAL PARADE	News	10 min, 5/wk	Latest news pix	WDSU-TV
IT'S A HIT	Aud partie	30 min,	Quiz show with baseball gimmick	David Sievers
JUNIOR PARADE	Variety	15 min, 1 wk	Child talent show	WNHC-TV
JUST US KIDS	Variety	90 min, 1 wk	Dave Kaigler reads comics.	WCAU-TV
KID'S ATHLETIC CLUB	Sports	30 min, 2 wk	Boy's clubs compete	West Hooker
LADIES BE SEATED	Variety	30 min, 1/wk	Female audience with stunts, gags	ABC Spot Sales
LAFF LAB	Comedy	15 min, 1 wk	Bill Thompson demonstrates quirks	Mitchell Gertz
LAND OF THE FABLE	Drama	15-20 min.	Live talent, puppets act out fables	Film Features
LATIN FANTASY	Musical	30 min, 1/wk	Pancho and his orchestra	Martin Video
LAZY-H RANCH	Musical	10 min, 2 wk	Western songs	WAAM
LET'S GO EXPLORING	Interview	30 min, 1 wk	Famous explorers show films	Gerard Piek
LET'S PLAY REPORTER	Aud partie	30 min, 1 wk	M.C. gives out "assignments"	Basch Radio & TV
LIVES OF FOUR WOMEN	Comedy	30 min, 1 wk	Live-film soap opera	Visual Arts
EVELYN LYNNE SINGS	Musical	15 min, 1 wk	Evelyn sings and kibitzes	WKY-TV
MANHATTAN HOST	Interview	30 min, 1 wk	Eddie Black visits	Martin Video
HUGH MARTIN SHOW	Musical	30 min, 1 wk	Hugh Martin and guests	George Abbott
HOWARD MILLER SPORTS	Sports	15 min, 7 wk	News and views of world of sports	Republic TV
MIMI'S MUSIC SHOP	Musical	30 min, 1 wk	Mimi Benzell and Felix Knight	Gainsborough
MODES & MANNERS	Aud partie	30 min, 1 wk	Low-down on etiquette	Jules Ziegler
MONSIEUR GERARD	Drama	15-20 min.	Educational soapier	Film Features
BRET MORRISON SHOW	Musical	15 min, 1 wk	Capsule musical short stories	Barnard Sackett
MUNRO LEAF CLUBHOUSE	Hobby	30 min, 1 wk	Kid's show	Hile-Damroth
MUSIC-CAMERA	Musical	15 min, 1 wk	Musical pantomines	Video Drama
MUSIC FROM EVERYWHERE	Musical	15 min, 1 wk	Folk songs of different countries	Gerard Piek
MUSIC GAME	Musical	30 min, 1 wk	Guest stars, popular recordings	WCAU-TV
MUSIC SHOP	Variety	15 min, 1 wk	Ben Taylor m.c.'s light musical show	WTVR
MYSTERY MISS	Variety	30 min, 1 wk	A gorgeous masked singer	Martin Video
NAME YOU WILL REMEMBER	News	5 min, var	Lang's short, punchy profiles	Clau le Barrere
NATURE OF THINGS	Hobby	15 min, 1 wk	Dr. Roy Marshall's science talks	WPTZ & NBC
NEW ORLEANS SHOWCASE	Musical	30 min, 1 wk	Capsule review from Blue Room	WDSU-TV
NEW VOICES	Musical	30 min, 1 wk	Simulcast talent-search show	WDSU-TV
NOCTURNE	Musical	15 min, 1 wk	Julia Herman plays light harp music	WKY-TV
CLAIRE NUN SHOW	Musical	15 min, 1 wk	Song stylist Nunn	WDSU-TV
JEAN D'BRIEN	Interview	15 min, 1 wk	Visiting firemen and personalities	WNHC-TV
DH! CANDANCE	Drama	30 min, 1 wk	Situation comedy	Sanft-Costa
ONCE UPON A TIME	Musical	30 min, 1 wk	Pat Adair pantomines stories	Jules Ziegler
ONE NIGHT STAND	Musical	30 min, 1 wk	Series of "one-nighters"	World Video
OPERA THEATER	Musical	60 min, 1 wk	English versions of famous operas	Video Events
OPERATION FUN CLUB	Variety	15-30 min.	Leon Janney does "Uncle Don"	Hartley
OUR HOUSE	Comedy	30 min, 1 wk	Engaging family drama series	Video Events
OUT OF PRINT	Drama	30 min, 1 wk	Dramatizations of news	Ted Nelson
PARTY TIME	Aud partie	30 min, 1 wk	Viewers throw their parties	Martin Video
FATS PICHON SHOW	Musical	15 min, 1 wk	Fats Pichon at jazz piano	WDSU-TV
PLEASANT PASTIMES	Hobby	30 min, 1 wk	Unusual hobbies	WKY-TV
POW-WOW	Variety	30 min, 1 wk	Indian songs, dances, adventures	Video Events
R.F.D. AMERICA	Quiz	30 min, 1 wk	Famous farm quiz program	NBC
RHUMBA CLUB	Musical	30 min, 1 wk	Rhumba lessons on TV	WTMJ-TV
RHYTHMASTERS	Musical	30 min, 1 wk	Live-film musical sessions	Martin Video
ROLL CALL OF SPORTS	Sports	15 min, 1 wk	Dowty discuss sports topics	WDSU-TV
ROLLER DERBY	Sports	60 min, 3 wk	Mavhem on roller skates	MCA & ABC

## TV Available Live Package Programs

TITLE	TYPE	TIME	EXPLANATION	PRODUCER AGENT
SAVDYARDS	Musical	15 30 min.	Gilbert & Sullivan	H. S. Laufman
SAY CAN YOU SEE	Aud partie	30 min, 1 wk	"New" John Reed King quiz	Hile-Damroth
SAY IT WITH ACTING	Aud partie	30 min, 1/wk	B'way shows Casts play charades	West Hooker
SCIENCE CIRCUS	Variety	30 min, 1/wk	Popular science and dramatizations	ABC Spot Sales
SCIENCE ON PARADE	News	30 min, 1/wk	Scientific news	Olio Video
SEEING IS BELIEVING	Quiz	15 30 min.	Viewer-quiz with puzzles	Ralph Powers
SHDW BUSINESS	Variety	30 min, 1 wk	Musical-comedy performers	Visual Arts
SIDEWALKS OF NEW YORK	Musical	60 min, 1 wk	Eddie' Dowling stars in revue	Jules Ziegler
SING-A-GAME	Musical	30 min, 1 wk	Oscar Brand sings folk songs	Video Events
SMITHS & THE NEWS	News	15 min, 5 wk	American family views news	Irvin Paul Sults
SDNG STYLINGS	Musical	15 min, 1/wk	Williams and Moran sing	WTM.U-TV
SO YOU WANT BRADWAY	Aud partie	30 min, 1 wk	TV "screen test"	Visual Arts
SPORT HEADLINERS	Sports	15 min.	Sports review with Dunphy	Hartley
SPORTING EYE	Sports	15 min.	Viewers test knowledge of sports	Ralph Powers
SPORTS RDDM FINAL	Sports	15 min, 5 wk	Late results from world of sports	WAAM
STAND BY FOR CRIME	Drama	30 min, 1 wk	Inspector Webb whodunits	ABC
STAR BOARDERS	Drama	30 min, 1 wk	Typical theatrical boarding house	Ted Nelson
STUDIO PARTY	Aud partie	30 min, 1 wk	Johnny Slagle m.c.'s quiz show	WXYZ-TV
STARLIT STAIRWAY	Variety	30 min, 1 wk	Talent-search show.	WXYZ-TV
TAKE A MISTAKE	Aud partie	30 min, 1 wk	Contestants guess error	Ted Nelson
TEEN TOWN HALL	Variety	30 min, 1 wk	Of, by, and for, teen-agers	Martin Video
TELEFOTD NEWS	News	5 min, 5 wk	Locally-produced news show. Film	KSTP-TV
TELEKIDS	Variety	30 min, 1/wk	Moppet talent, games, cartoons	WDSU-TV
TELE-PUPPETS THEATRE	Variety	12 min, 1 wk	Puppets act out situation comedy	Jack Parker
TELE SKETCHES	Interview	15 min, 5/wk	Joe Kaliff sketches famous guests	Basch Radio & TV
TV BAR-TEN RANCH	Variety	30 min, 5 wk	Western songs and cowboy films	WCAU-TV
TV CROSSWORD PUZZLE	Aud partie	30 min, 1 wk	Viewers fill out crossword puzzles	Harry S. Goodman
TELEVISION SALUTE	Aud partie	30 min, 1 wk	Adult talent-search show	WNHC-TV
TV SPORTSCAST	Sports	13 min, 6/wk	Sports interviews and news	N. J. Malter
TV SPDRTS WORLD	Sports	15 min, 5 wk	Daily sports round-up of latest news	WCAU-TV
TV TELEPHONE GAME	Aud partie	15 min.	Legal bingo	Harry S. Goodman
TELEWDRO	Aud partie	15 min.	Crossword puzzles on TV. Prizes	Al Buffington
THREE FLAMES	Musical	15 min, 5 wk	Jivy, colored trio with comedy	West Hooker
TOPIC OF THE DAY	Mr. & Mrs.	15-30 min.	Table chit-chat, gossip and guests	Film Features
TOP OF THE EVENING	Variety	30 min, 1/wk	Revue around a theatrical "angel"	World Video
TROUBLE SHDDTER	Comedy	15-30 min.	The life of a Jack-of-all-trades	Ted Nelson
GEDRGE VAN KELT	Drama	30 min, 1 wk	Dramatized archeology	Visual Arts
VIDEO CLUES	Aud partie	30 min, 1/wk	TV quiz in which viewers participate	Adv TV Svec
VIZ-QUIZ OF 2 CITIES	Aud partie	30 min, 1 wk	Visual quiz	Al Buffington
VERA WALLACE	Drama	30 min, 1 wk	Girl solves murders	Film Features
WANTED	Drama	5 min, 5/wk	TV version of police posters	Visual Arts
WE'LL FIX IT FOR SURE	Variety	15 min, 1/wk	Slapstick solutions to problems	Visual Arts
WESTERN BALLADIER	Musical	30 min, 1 wk	Cowboy songs and story line	WPTZ & NBC
WHAT AM I BID	Aud partie	30 min, 1 wk	Auctioneer sells	Visual Arts
WHAT'S COOKIN'?	Home svce	partie, 1/wk	How to cook just about anything	KSTP-TV
WEST 67TH ST.	Drama	30 min, 1/wk	Backstage life of young actors	Barnard Sackett
PAUL WHITEMAN CLUB	Variety	60 min, 1/wk	Talent jamboree	ABC
WHO'S CHAMPI	Aud partie	30 min, 1/wk	Viewers compete	Sanft-Costa
WILE AND GENE	Musical	15 min, 2/wk	Western songs and situation comedy	WKY-TV
WIN-PLACE SHDW	Aud partie	30 min, 1/wk	Quiz game with racetrack gimmick	Richman
WOMAN'S VIDEO JOURNAL	Home svce	15 min, 1/wk	Fashion news, food hints, gossip	WTVR
KEN WRIGHT	Musical	15 min, 1/wk	Ken Wright at the organ	WKY-TV
YOU CAN DO IT	Home svce	15 min, 5/wk	Practical household hints	Sanft-Costa
YOUR HEALTH	News	15 min, 1/wk	News and medical discoveries	Olio Video
YOURS TRULY	Aud partie	30 min, 1/wk	Hull and writing analyst Stafford	Gainshorough
YOU TOO CAN BE LOVELY	Home svce	15 min, 5 wk	Leo de Bray tells all	Basch Radio & TV

to sell home furnishings are the time-payment merchandisers. All over the nation there are stores that broadcast advertising has built. These stores will be selling hot and heavy this Fall because they'll have furnishings to sell at prices the public wants to pay *now*, and because there are no governmental restrictions to the terms on which they can sell. There will also be considerable cooperative advertising money to be spent by these stores.

**30. Automobile accessories do not sell themselves.** The manufacturers that supply the automobile firms with the accessories also sell them under their own tradenames and have an association budget that runs into the millions to establish a buy-from-the-original-maker theme.

Individual firms have cooperative budgets and several firms besides Electric Auto-Lite and Fram will be using network time to fight for the lush accessory business.

**31. Travel and vacation resort business wasn't as good this summer as it was last year—but it was good.** The resorts that did the "extra" business were frequently those that used broadcast advertising to sample their wares to the public. This Fall these resorts will continue to use radio to sample their services. Vacations are no longer restricted to the ten weeks of the summer, they're an all year round business—and broadcast advertising will help the resorts get, and hold, the business.

Railroads have plans to promote special Fall all-inclusive excursions, ski trains and a number of other specials that should increase business. All these will be air-promoted.

Planes will also increase their use of advertising on and off the air. Recent crashes and near-crashes of overseas air transports hasn't helped air business, especially when some of the near accidents had big-name performers like Danny Kaye aboard. There'll be plenty of travel advertising this Fall.

Many things can happen to make the plans reported in this forecast blow up in smoke. Last year the forecast was, happily over 85% correct. SPONSOR covered less industries in its *1948 Fall Facts Forecast* than it has this year. However, the sources made available to SPONSOR are of the best. This is the way the Fall situation looks as SPONSOR goes to press with *Fall Facts: 1949*. \* \* \*



**Fall Facts**

Broadcast advertising has grown so much during the past 12 months that this year, perhaps more than ever, SPONSOR's *Fall Facts* edition is an essential guide to the immediate future. It's regrettable that there's no new station-by-station evaluation of listening for advertisers. There are no new maps of the networks which SPONSOR could publish without being open to criticism of mixing research apples and oranges to arrive at coverage patterns. Nevertheless there are in *Fall Facts* literally hundreds of tools to enable sponsors to understand what has happened and is happening to broadcast advertising.

Visual advertising on the air has assumed the stature of a full-fledged medium with daily viewing by millions. FM has entered a new constructive stage. There's no longer one network

that leads all the rest in size of audiences. Even network Standards of Practice have undergone vast changes.

Literally. Broadcast Advertising: 1949-1950 is a different medium than its predecessor. Broadcast Advertising: 1948-1949.

SPONSOR hopes that in this *Fall Facts* issue it has introduced you intelligently to what it firmly believes to be the world's greatest distribution tool—the air during the next 12 months.

**How're you working this summer?**

It's been a scorcher thus far this vacation period. What has made it worse is the fact that agencies and advertisers have been right up against the buzz saw. Managements for literally thousands of firms have adopted a "wait and see" attitude. Commitments for fall advertising are far behind schedule. There are exceptions, of course, but they are in the nature of advertisers having been sold on coming back to the air, newspaper, or magazine advertising after a summer hiatus earlier than usual, or continuing to advertise throughout the summer. Exceptions also have been noted for selective and local-retail air advertisers. Reasons for the latter are ticked off under *Applause* on this page.

By and large, it hasn't been a pleasant season for the advertising profession. It's one thing to take it easy when you know that budgets are set and that your account or firm will be in high advertising gear once the summer is over. It's another to try and be calm, cool, and collected when you're

not even sure whether your account will be yours, or whether your firm will be spending any budget come September.

Accounts are changing agencies almost daily. Sponsors are getting "new" ideas on how to use different media almost hourly. Fourth-round wage increases aren't the rule, but they're being asked frequently enough to make management thinking not too certain about advertising.

All of which raises the question, "How're you working this summer?"

Some agencies and advertising departments are foregoing their short Mondays (get in late) and Fridays (leave early). As rapidly as top managements of sponsors arrive at even tentative decisions, these active agencies and departments go to work on plans. They're in there battling.

It isn't pleasant to have to sweat it out—even in air-cooled offices. Nevertheless, that's the way it's going to be this summer. There's going to be a great deal of "waiting at the church" before advertising plans and production are on their way. There's going to be a great deal of wet-nursing before new plans are okayed.

The agency or advertising department that takes it easy this summer may have no campaigns to worry about this fall.

Not a pleasant thought—but "did you hear of .....the multi-million-dollar advertising account that just changed agencies, and about .....the new advertising manager of .....?" It all happened in the good old summertime.

**Applause**

**Broadcast selling is up**

Almost since radio began, there's been very little aggressive selling of broadcast advertising. For years advertisers turned to the air because they decided on their own volition that it would sell for them. Sales records of the networks and stations will consistently show that most of the great manufacturing companies became broadcast advertisers without so much as an original solicitation.

Once on the air, sponsors have been apple-polished to extinction. Networks and stations have battled for each air

advertiser's business. Accounts have been spoon-fed until a high percentage of them have used broadcast advertising as keystones of their business.

The cold canvas, the actual test of real sales intensiveness, has been shunned, up to recently. It isn't any more.

While it's still true that a number of new broadcast advertisers continue to come to the air without being sold by stations or networks, there's an increasing number of sales being made, not just serviced, by radio.

Two leading advertisers in Canada who had cancelled their schedules for the summer reinstated them when their

agencies fought the cancellations with facts and figures. (We're happy that they were in part SPONSOR-supplied figures.) U. S. Steel, which has in the past stayed off the air during the summer, is sponsoring the NBC Symphony for the summer. Philco, which had no intention of coming back to TV before the fall, has been sold on returning in the middle of the summer. Gruen Watch, for years not a continuous network sponsor, will underwrite half of *Hollywood Calling* on NBC. Colgate-Palmolive-Peet, a big nighttime sponsor, will join the daytime brigade this fall. Business comes to him who works.

# a good market

**DESERVES A GOOD SALESMAN**

Put WHAS to work for you in  
*steadily growing Kentuckiana\**

RADIO FAMILIES	1946	588,740
	1948	689,580
NET EFFECTIVE BUYING INCOME	1947	\$2,350,296,000
	1948	\$2,430,737,000

*The only radio station serving and selling  
all of the rich Kentuckiana Market*



\* Figures given for Kentuckiana include all counties in which WHAS gives 50% or better BMB daytime coverage. "Radio Families" from BMB 1946 and 1948 statistics. "Net Effective Buying Income" from Sales Management Survey of Buying Power.

50,000 WATTS \* 1-A CLEAR CHANNEL \* 840 KILOCYCLES

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY



# Anniversary Year

1924 - 1949

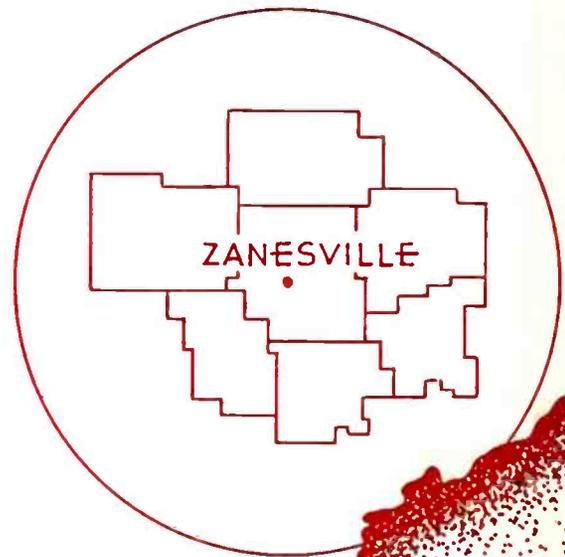
**T**O RADIO LISTENERS in Southeastern Ohio WHIZ is an old friend—a friend welcome and influential in every home.

For a quarter-century WHIZ has served Zanesville and all Southeastern Ohio with programs and services particularly designed for specialized local appeal.

After 25 years what do our listeners think of us? According to Mr. Hooper, WHIZ is one of the highest Hooper rated stations in the nation—an average of almost 60% share of audience.

After 25 years how is WHIZ accepted by local retailers? Over 60 retail accounts have been advertising regularly on WHIZ for 5 years or more.

On the threshold of its second quarter-century, WHIZ is preparing to bring television to its thousands of friends in Southeastern Ohio—a promise of continued progress and service through the years.



Affiliated with  
**NBC**

# WHIZ

VERNON A. NOLTE, MANAGING DIRECTOR