

## P&G Listens

(Continued from page 18)

Ramsey explained: "When a long run show drops, it doesn't necessarily mean that something's wrong with the show."

On the other hand, taking a show off the air too soon may be just as serious a mistake, he said. "There have been many casualties that could have been successes had the sponsors stuck by them just a little longer," he asserted.

As for pioneering, P&G has done its share of that, too. History will record that NBC was the first nationwide network. But it also will show that P&G broadcast the first commercial network program some years before NBC existed. In 1923 P&G sponsored *Crisco Cooking Talks* on WEAF New York.

P&G officials had been to New York to see the premiere of their new radio production. They were enthusiastic. They felt that if the program could be broadcast elsewhere it would have good acceptance. Permission was granted to link up WEAF with KDKA in Pittsburgh and WGY Schenectady. P&G took care of the details, assisted by the late Graham McNamee, then with WEAF. Thus was broadcast one of the first network programs in history—and a commercial, too.

Another pioneering feat of P&G was the 5-a-week strip begun in November 1930 [BROADCASTING, June 4]. Another was the *Gibson Family*, which went on the air Sept. 15, 1934. That program, publicized as the "new art form", was an hour's musical comedy in which new songs by Howard Dietz and Arthur Schwartz were introduced. The songs were written especially for the program. Out of it came several hit tunes.

Procter & Gamble spent \$10,000 for talent alone—the firm's first big investment in talent. It was a good show and sold Ivory soap, but it was difficult to continue with any great success. The program was discontinued after 39 weeks.

Not all programs have to be created by the sponsor or its agency, Mr. Ramsey will tell you. Many stations have sustaining shows which already have audiences and which make good commercial timber. Such a case was *Vic & Sade*, a show written by Paul Rhymer and on NBC as a sustainer. P&G bought it from the NBC Artists Service in November 1934 for Crisco. The program remained on the air until September last year.

From March to May 1937 *Vic & Sade* was on the air nights during a campaign for Ivory soap, in addition to its regular presentation for Crisco. Of the program the late Hendrik Willem van Loon said: "I consider *Vic & Sade* the finest folk writing being done in America today."

Although the major portion of P&G's radio budget goes for network programs, the company spends \$750,000 annually for spot

## Colgate Discontinues

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap, tooth powder), on June 30 for eight weeks discontinues the *Judy Canova* show on 138 NBC stations Sat. 10-10:30 p.m. Agency is Ted Bates Inc., New York.

time. When a new product is placed on the market or the firm wants to stress an old-line item, spot radio is used effectively in conjunction with regularly scheduled programs.

Bill Ramsey is sold 100% on the effectiveness of broadcast advertising. But all media must be coordinated to make the selling job that much more effective, he emphasized.

*In the concluding installment next week BROADCASTING will tell the story of the 130 programs sponsored by P&G since the firm began broadcasting commercially.*

**For BUYING POWER**  
that pays off in SALES,  
Look to **GREATER KANSAS CITY**

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and only KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment they like—day and night, all night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

**24 HOURS A DAY**—KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"—At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.



## AFRA WINS 16% PAY INCREASE ON WXYZ

AFRA talent on the *Lone Ranger*, *Green Hornet*, *Ned Jordan* and *Challenge of Yukon* shows which emanate from WXYZ Detroit have been granted a pay increase of 16% retroactive to April 18, 1944 by a decision of the 6th Regional War Labor Board, reversing the recent recommendation of the WLB panel. Decision also included grant of special talent fees to staff announcers when they are specifically requested by sponsors or agencies.

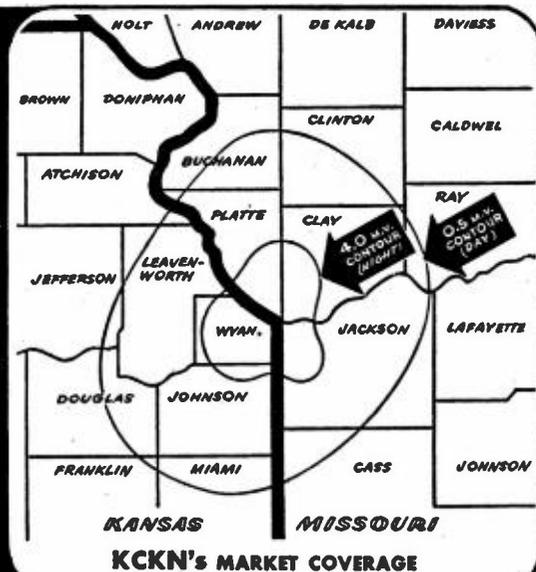
AFRA members are now deciding whether to hold a convention in 1945 and will vote by mail ballot on the issue on June 15. Since the ODT has requested that unnecessary travel not be resumed, it is unlikely that a convention will be held. However regional meetings may be held in Chicago and Los Angeles as an alternative.

## WALV Now WLEE

THOMAS G. TINSLEY Jr., operator of WITH Baltimore and holder of a construction permit for a new station in Richmond, Va. [BROADCASTING, May 7], will commemorate the famed Lee family of Virginia by using the call letters WLEE. Originally assigned the call letters WALV, Mr. Tinsley last week was authorized by the FCC to change the call to WLEE. The station will be dedicated in the near future to the memory of the Lees. It operates on 1450 kc with 250 w power.

## Hunt Available

FRAZIER HUNT's news commentary, scheduled to start on Mutual 9-9:15 a.m., June 11, becomes available for local sponsorship on July 9, Bert J. Hauser, MBS director of cooperative programs, announced last week.



### GREATER KANSAS CITY MARKET DATA

COUNTIES (and Civilian Pop. Important Cities) 2-15-44	O.P.A. Effective Buying Income	Total Retail Sales	Homes With Radios
Jackson (Mo.).....485,900	\$776,365,000	\$380,370,000	133,067
Kansas City.....431,700	705,330,000	364,500,000	112,945
Wyandotte (Ks.)....144,500	196,114,000	78,040,000	36,676
Kansas City.....135,000	182,250,000	74,433,000	31,163
Johnson (Ks.).....40,200	26,739,000	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945. (Reprinted with Permission)

*The Voice of Greater Kansas City*

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

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