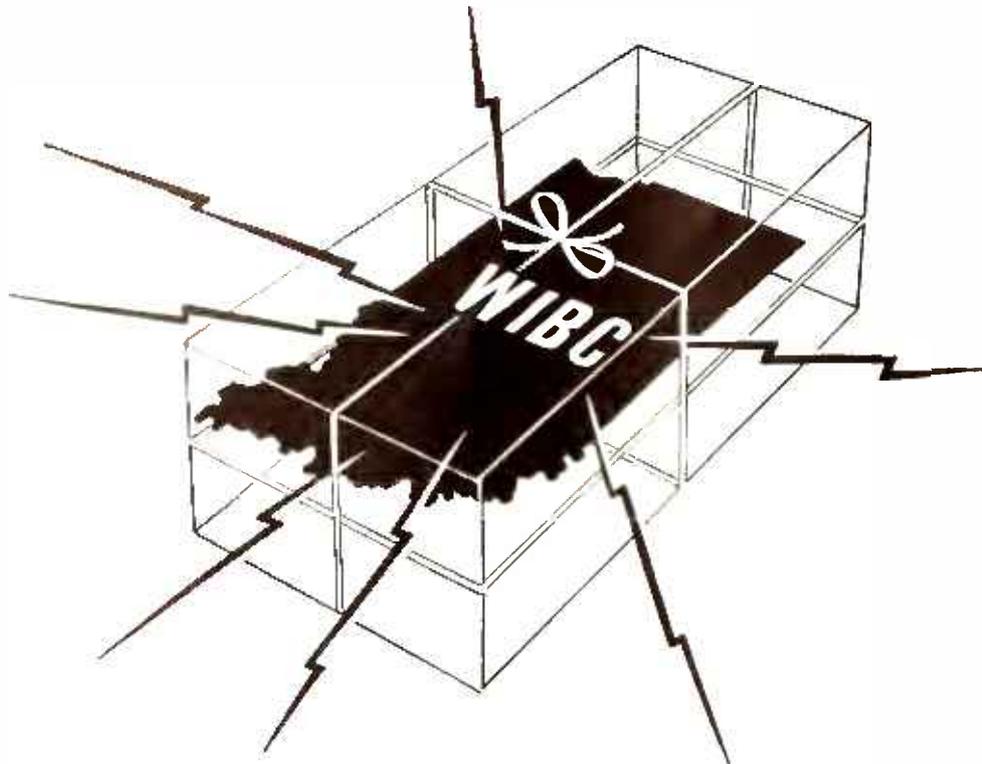


WIBC Indiana's First and Only 50 KW Station



WIBC offers *all* of Hoosierland in *one* profitable package—plus important out-of-state “bonus” coverage—and at the *lowest* rates of any 50 KW station in the middle west.

Within WIBC's 0.5 MV contour live 1,068,166 radio families* . . . with total buying power of \$4,985,952,850.00.**

*1949 BMB

**1950 Sales Management Survey of Buying Power

Ask your John Blair man about valuable time, big coverage, low rates at...



clusively. He uses both chain breaks and one-minute announcements preceding newscasts on WWNC in Asheville. He will not consider any other adjacency. Dr. Goode has used WWNC for over 10 years; his current schedule, 18 announcements a week.

In a recent letter to the station, Dr. Goode wrote, “All in all we are a pleased customer and expect to renew our contract when the present one expires.” Goode's have varied their commercial copy from plugging the photo developing department in the summer (the store has one of the largest developing departments, if not the largest, of any drug store in the country), to pushing prescriptions during the winter.

Holland's Drug Store in Manchester has advertised with WMUR for the past two and a half years. It has steadily increased its radio advertising from originally three supper-hour announcements per week to a present schedule of nine per week, day and night. The one-minute commercials air prescription department institutional copy only. About 60% of the store's ad budget goes for radio. A year ago Holland's found it necessary to expand its prescription department by a third because of increased volume of prescription business.

Transcription companies report that both independents and chains use their transcribed shows or announcements. Ziv has 10 drug stores using major shows like *Wayne King*, *Guy Lombardo*, *Meet The Menjous*, *Boston Blackie*, *Easy Aces*. The World Broadcasting System has 21 drug store sponsors using its shows and jingles, including *Dick Haymes Show*, *Lyn Murray Show*, *Homemaker Harmonies*, time jingles, weather jingles.

Harry S. Goodman Productions has been particularly successful with its two transcribed shows made to order for the druggist: *Baby Days* and *Doctor's Orders*. *Doctor's Orders* was released the first of the year and is in about 50 markets. The 15-minute show dramatizes the average family's need for up-to-date medical service, and tells people about modern medical practice in words they can understand. There are two and a half minutes of commercials interspersed throughout the program; a perfect tie-in is created for the drug store pitch. Costs for the production range from \$3.50 a show in markets under