

# SPONSOR

*For buyers of broadcast advertising*

INDUSKY, OHIO  
VACATIONLAND



Magazine publishers rely  
on broadcast power—p.

Dr. NEW YORK 20 N Y  
THE HOOKSTELLER PLAZA  
NATL. BROS. CO.  
11070 49-49



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# 2,600

## OF YOUR CUSTOMERS



### *Came to our picnic*

Neighbor ladies from four states herded their families to Sioux Falls on a recent hot July afternoon to join the WNAX Neighbor Lady for her annual picnic.

No fanfare, no blare of trumpets, just an open invitation from YOUR NEIGHBOR LADY extended on her daily homemaker's show brought 2,600 of your customers to get acquainted and exchange back-fence talk. WNAX supplied the coffee, cake and ice cream and originated the Neighbor Lady broadcast from the picnic grounds. Products advertised on the program were sampled and displayed.

Your customers have a friendly neighborly feeling for the Neighbor Lady. That's why they flocked to her picnic . . . that's why your customers wrote 145,814 letters to her last year . . . that's why, for the past eight years, your

customers have been buying the products advertised by YOUR NEIGHBOR LADY.

That same neighborly feeling extends to all WNAX programs and personalities, helping to make WNAX the most influential voice in this 5-state major market . . . as any Katz man can show you.



# WNAX



*A Cowles Station*  
570 KC • 5,000 WATTS



**SIoux CITY - YANKTON** AFFILIATED WITH THE AMERICAN BROADCASTING CO.



# TS...SPONSOR REPORTS...

## ..SPONSOR REPORT

26 September 1949

### 200 stations would take liquor sponsors; ABC refuses

Some 200 stations are now estimated to be willing to take liquor advertising, "under certain conditions." One advertiser, Melrose Distilling, Schenley subsidiary, has obtained agreements from several, through Gordon & Rudwick Agency. Melrose seeks 5- or 15-minute program periods or 1-minute spots next to newscasts or weather reports--all after 10:30 p.m. ABC, reported most likely to break network front against liquor, announces it won't touch stuff now.

-SR-

### Paramount video network starts

KBTW, Dallas, has become first station affiliate of new Paramount TV network. Station's owner, Tom Potter, wealthy Texas oilman, thinks picture company's new web will "soon rival other nets in size and surpass them in quality of films." Some stations are expected to leave other nets and sign with Paramount.

-SR-

### Court stays ban on giveaways

FCC ban on broadcast giveaway shows, scheduled to take effect 1 October, has been stayed by order of Federal Judge Michael L. Igoe, Chicago. Three-man federal court will meet 7 October to prepare for hearings on whether giveaway ban violated Constitution or nation's laws. Temporary injunction was sought by Radio Features, Inc., Chicago. Similar action was taken by New York court.

-SR-

### TV stations want 20-second commercials

TV station managers decry lack of 20-second commercials. They contend that schedule is too tight to permit many of one-minute variety. Ideal arrangement, they say, is for advertiser interested in one-minute films to make a 20-second version, thus having it available if longer film can't be accommodated.

-SR-

### FM cuts line charges

There's a definite trend toward eliminating telephone lines where stations must be fed on a regional basis. FM stations do the transmitting. Latest to adopt technique is WPTF, Raleigh, which brought FM station into operation recently and feeds two commercial shows to WSJS, Winston-Salem, and other outlets in North Carolina and Virginia. Previously reported were efforts by WBRC, Birmingham, and KOCY, Oklahoma City, in same direction.

-SR-

### Net affiliates make most money

Full-time network station affiliates made more money in 1948 than part-time unaffiliated stations, NAB reports. Large (10,000 to 50,000 watts) full-time stations took in average of \$1,016,175, compared with \$826,475 for part-time large stations. Smallest revenues were reported for local stations in small cities, with 1948 average of \$79,963.

-SR-

- Merchandising rouses stations' ire** 107 radio and 35 TV stations on list for Schick electric shaver's first selective campaign (through BBDO) aren't uniformly pleased about sponsor's demands for "merchandising cooperation," aided by contest for best efforts. Stations are asked to get tie-in spots from local dealers, tell dealers by mail of Schick campaign, and make personal calls on at least five of them.
- SR-
- RCA and CBS start color TV tests** State of affairs in Washington will look brighter starting 26 September when both CBS (over WOIC) and RCA (over WNBW) start regular color TV tests, in connection with FCC color TV hearings . . . Tele-tone Radio Corporation plans color TV converter for CBS system, which could be mass-produced to retail under \$100.
- SR-
- Lou Hausman to get Ratner CBS post** Lou Hausman, sales promotion and advertising director, is expected to be named a v.p. soon, to succeed Vic Ratner, who has taken a \$60,000 post as advertising v.p. of R. H. Macy & Co., New York.
- SR-
- Commercial radio starts in India** Radio Goa, located in Goa, Portuguese India, has become first commercial station serving huge sub-continent of India and Pakistan. Pan American Broadcasting Co., New York, is named world-wide commercial manager of station, which will broadcast up to 7,500 watts on four short-wave frequencies.
- SR-
- Offer FM as solution to too-few-channels problem** FM Assn. urges North American Broadcasting Conference to push FM as answer to problem of finding enough channels to accommodate 2,500 stations without interference. Radio facilities of Canada, Mexico and other nearby countries also must have room to expand, they said.
- SR-
- 20-story TV center will rise in N. Y.** Twenty-story, \$9,000,000 building, to be used almost entirely for TV studios and offices, will be erected by Herbert J. Freezer on block at Broadway and 51st street, New York. Reversing recent broad-window trend, building will use minimum of glass.
- SR-
- Theaters will carry world series telecasts** Dual possibility not only that theaters may get big screen TV soon but that live sponsored telecasts of sports and other events may be used, is seen from Baseball Commissioner Chandler's decision to permit theaters to show telecasts of coming World Series. Included are commercials by Gillette Safety Razor. Movie men are making a strong pitch to FCC to get quick go-ahead on theater TV. (See Sponsor Speaks on page 70 for editorial on "chiseling" on series.)
- SR-
- Giveaways don't rate in San Antonio** WOAI has joined anti-giveaway forces with promotion piece titled "Dead giveaways in San Antonio." Station cites Hooperatings for its area, which mention no "show of telephone giveaway variety" among day or night top 10.
- SR-
- Stromberg-Carlson answers TV questions** In campaign in 44 large city newspapers (through Federal Agency) Stromberg-Carlson answers questions currently puzzling TV receiving set prospects. Gist of series is that good present sets can be adapted to color, new frequencies, etc.

-please turn to page 36-



# IMN . . . SPONSORS REPORT .

## SPONSORS REPORT . .

Dear Lynn:

It was certainly a pleasure to have you with us at our sales meeting this past Monday morning.

Nowhere else in our organization do we receive the cooperation that we get from the Intermountain Network; thanks to you, when it comes to promotions, cooperation and human interest you and your organization cannot be beat.

When you add all of these things together, Lynn, you and I know why Folgers Coffee is now first in most of your larger markets.

Lynn, would like to say thanks for everything that you have done for the men in Salt Lake, myself and Folgers Coffee. Each promotion has been greatly appreciated.

Sincerely yours,

*G.A. Patterson*

G. A. Patterson  
Dist. Manager  
FOLGERS COFFEE

### 20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

#### UTAH

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

#### IDAHO

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

#### WYOMING

KVRS, Rock Springs  
KOWB, Laramie  
KDFN, Casper  
KWYO, Sheridan  
KPOW, Powell

#### MONTANA

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

#### NEVADA

KRAM, Las Vegas

## THE INTERMOUNTAIN NETWORK Inc.



*Concentrated Coverage where the people live*

*Avery-Knodel, Inc.* National Representatives

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



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Holiday puts radio to work	One radio station carries entire advertising and distribution load in four-state debut of new food products.	26
Radox expands rating service	Sindlinger's electronic system will compete against Hooper and Nielsen soon in Chicago, New York and other markets.	28
Europe listens to advertisers	Sponsors can get big response when they fit their programs to the interests of different nationalities.	30
Color brings home the bacon	Color has proved its worth in other media. FCC hearings on color television introduce vast new sales potentialities.	32
TV captures the kids	Costs can be low and results high. But effective video shows for the new generation take careful planning.	57

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IN FUTURE ISSUES

Are ad budgets big enough?	Their ratio to other, less important business costs often is much too small.	10 October
Ammident sweeps nation	Selective and network radio play major role in ammoniated tooth powder expansion.	10 October
When stars switch	How much promotion "carryover" does their former sponsor's product still get?	
"Planned spontaneity"	That effect of sparkling freshness on many major shows doesn't just happen.	
Video works for brewers	Whether it's baseball or beauty contests, TV can add sales punch to malt beverages.	

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The winning combination in northern Ohio!

# WGAR and CBS

## OUTSTANDING LOCAL SHOWS



*See-Hear with*  
**STAN ANDERSON**

WGAR Wins Press Radio  
3d Year in Row

## TOP NETWORK SHOWS

9:30



**Bing Crosby**

*The great voice of Radio—  
the peerless "Bing."*



**Edgar Bergen**

*Edgar and Charlie McCarthy—  
Mortimer Snerd, too!*

8:00



**Jack Benny**

*America's foremost comic  
returns with all the gang.*



**Arthur Godfrey**

*A preview of tomorrow's stars on  
"Arthur Godfrey's Talent Scouts."*



**Gene Autry**

*"King of the Cowboys" with songs  
and stories of the Western plains.*

WGAR walked away with the top honors  
annual Press Local Poll for the third

Biggest single vote-getter was  
WGAR's Esther Mullin. Her  
Fairytale Theater picked up 11  
points for the station. She  
gained four points as a per-  
former and her women's show,  
Ladies Day, netted eight points.  
So Miss Mullin alone tossed 23  
points into her boss' tally.

**Record Show**

10 O'Clock Tunes, WGAR  
and WHK (split).  
Morgan's Inn, WGAR.  
Ringwall Presents, WGAR.  
Brooke  
Jim D.

**Daytime, Week-End Show**

Fairytale Theater, WGAR.  
Catholic News, WHK.  
In... Games, WJW.  
R... Presents, WGAR.  
C... b, WGAR.

WGAR placed in... category  
and... out four.



# WGAR

**50,000 WATTS • Cleveland**

Represented Nationally by Edward Petry & Co.

For the third year in a row, readers of the Cleveland Press, Ohio's largest daily, choose WGAR's local programs as their favorites. This fact, together with the greatest line-up of CBS network shows in radio, is paying off for advertisers.

Hitch your sales to WGAR. Reach a receptive six billion-dollar market of WGAR listeners... people who prefer Cleveland's Friendly Station... people who can be *your customers*.

Get the facts from any Petry man.

# charts

on WNAO and WDUK coverage of the Raleigh-Durham area of North Carolina show about the best fishin' ground you'd ever want.

Lines are dropped from early morning 'til midnight and our hooks, WNAO and WDUK, have been sharpened with a discount (as a combination incentive).

Ask Avery-Knodel, our "reps", about the size of catches advertisers (excuse us, we mean fishermen) report.

And there are plenty that get away each day —to be caught tomorrow.

you'll do better with the same line ... and 2 hooks!

★ ONE NETWORK, ABC  
 ★ ONE LOW RATE  
 ★ 2 KEY OUTLETS

**NORTH CAROLINA'S LARGEST METROPOLITAN MARKET**

## 40 West 52nd

### CITY HOOPERATINGS

Congratulations on your splendid article *City Hooperatings* in the 29 August issue of SPONSOR. I noted, too, with more than passing interest, Hooper's "lack of time and inclination" to answer the article.

Broadcasting is never going to work itself out of its present mess until trade publications such as SPONSOR and BROADCASTING throw the cold light of publicity on the falacious reports and bring an inclination on the part of researchers to do a job that doesn't have to be hedged in with literally dozens of disclaimers and explanations.

I should like very much to have 100 reprints of the article for distribution in Dallas and suburbs.

MARTIN B. CAMPBELL  
 WFAA  
 Dallas, Tex.

I would like to congratulate you on your excellent article *City Hooperatings: Their frailties and mis-use*, appearing in your 29 August issue. I am very anxious to obtain 100 to 200 reprints of this article for local circulation. If you do not have these reprints available, what would additional magazines cost us?

J. DRAYTON HASTIE  
 Commercial Manager  
 WUSN, Charleston, S. C.

### KFI-TV HAS THE ANSWERS

It will be of interest to the Grey Advertising Agency to know that KFI-TV, Los Angeles, has been on the air for many months, from noon to 6:00.

This TV station can prove the efficiency of day time television.

It isn't necessary to spend a million dollars. There are quite a few people who could give them the answers for much less.

Besides, isn't the suggestion a confession of ignorance that might cause would-be sponsors to stay off daytime television?

R. E. MESSER  
 Rem Productions  
 Los Angeles

• Grey suggested \$1,000,000 joint research fund to explore opportunities of daytime TV.



# WHAT A CUSHION

(IT WAS NEVER LIKE THIS BEFORE)

**\$4,567,990,000**

BANK DEPOSITS 12/31/48

\$ VAL. SAVINGS BONDS 12/31/48

in the

**228 WOW COUNTIES (BMB)**

IN NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.

THIS IS....

**READY MONEY**

...READY TO BE SPENT NOW or in the FUTURE FOR WHATEVER YOU HAVE FOR SALE!

in

**WOW-LAND**  
An Always Rich Farm Market . . .

COVERED **ONLY** BY

**RADIO WOW, Inc.**  
OMAHA

5000 WATTS • 590 KC  
JOHN J. GILLIN, JR., PRESIDENT  
JOHN BLAIR, REPRESENTATIVE  
AND BLAIR-TV, INC

## "UNCLE MISTLETOE"

I read with a great deal of interest your article on local TV programing in the issue of 15 August and would like to add a footnote to it.

I don't believe that any discussion of local TV programing can be complete without some mention of *Uncle Mistletoe* which is seen five times weekly over WENR-TV, Chicago, and is sponsored by Marshall Field & Company. *Uncle Mistletoe* is probably the outstanding success story among all local television programs throughout the country. Its Pulse ratings since its inception are as follows:

December, 1948	14.3
January, 1949	15.3
February	18.2
March	23.2
April	24.4
May	20.0

*Uncle Mistletoe* went off the air for the summer, and returned on Monday, 5 September.

There are many important national programs that would be ecstatic if they had a similar rating history to point to.

Our office is rather proud of *Uncle Mistletoe* because we are packaging it for Foote, Cone & Belding. Stefan Hatos is the producer, and Ed Skotch, of ABC, is the director.

JAMES L. SAPHIER  
*James L. Saphier*  
*Beverly Hills, Calif.*

## SALES PRESENTATIONS

In connection with some research I am doing on the subject of "How to Write Effective Sales Presentations," I would appreciate your letting me know if SPONSOR has published any articles on this subject.

If you have any other suggestions on sources of information about sales presentations, I would appreciate your including them.

GORDON A. HELLMAN  
*Radio & TV Presentations Dir.*  
*Kenyon & Eckhardt*  
*New York*

## TANGIBLE EVIDENCE

When you are trying to sell a client an idea, there is nothing more heartening than to be able to put your finger on some factual item which puts down in black-and-white the same basic idea you are trying to get across.

It had been our original plan to reduce a five-a-week program schedule to two-per-week for the months of June, July, and August. This particu-



**STILL FIRST IN HOUSTON**

IN BMB

*First*

IN HOOPER

IN THE SOUTH'S FIRST MARKET



To sell Houston and the great Gulf Coast area

**Buy KPRC**

*FIRST in Everything that Counts!*

**KPRC**

**HOUSTON**

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

lar program was a daytime quarter-hour running on 36 Canadian stations. Cold figures seemed to indicate that it was the smart thing to do to continue the program on its original schedule and earn greater frequency discounts.

As well, since we had exclusive rights to the program for the Canadian market, and our monthly costs for the program would continue on a flat rate, returning to the regular schedule for the summer period seemed the logical thing to do. What we all wanted was some tangible evidence of summer listening trends to back up our theory that although city listenership took a drop in the hot months, these same people were listening to their favorite shows in unsurveyed areas at their summer homes, or by unsurveyed means such as car radios, portables, etc.

In the midst of our deliberations along came SPONSOR's *Summer Selling* issue with its valuable information regarding summer listening trends and the experiences of other clients who had used summer radio. That tied the whole thing up.

With the new plan in operation, everyone seems happy: the client, because there doesn't seem to be the usual drop in summer sales; the stations, because they have increased revenue; and the agency, because it gives us a chance to test our idea and prove our theory.

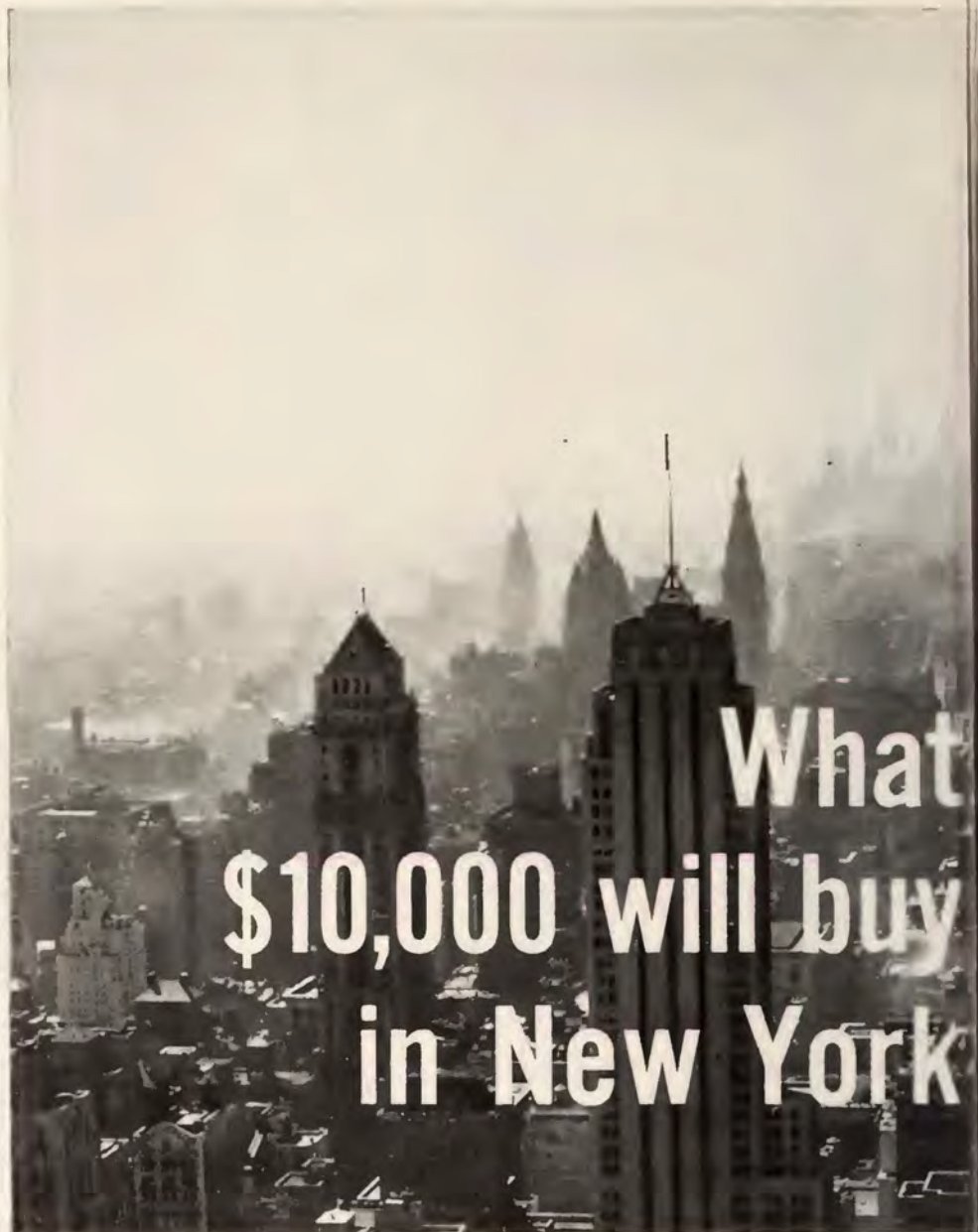
This isn't the only time that SPONSOR has come to our rescue. On numerous other occasions your publication has featured success stories which have turned out to be prime movers in getting an appropriation for a radio campaign. Many of your articles seem to appear at the most opportune moment. It is one of my bi-weekly privileges to earmark the articles in each issue of SPONSOR which I feel will be of interest and value to the individual account men.

Keep up the good work, SPONSOR—you are helping us persuade the others who are less air-minded that radio is the number one advertising medium.

R. D. AMOS  
Radio Director  
F. H. Hayhurst Co., Ltd.  
Toronto, Canada

#### MIAMI RADIO

We were very much interested in the reprint of page 26 of your 23 May SPONSOR, entitled *Radio is getting bigger*.



The largest-circulated newspaper in the nation reaches over one million fewer families than New York's leading radio station. WNBC not only delivers 48% more families than this newspaper, it actually delivers them with *more frequency for the same money*. For the cost of four pages in New York's largest newspaper, you can buy forty-nine daytime quarter hours on WNBC... enough time to reach your prospects once a week for almost an *entire year*.

To find out what specific times your \$10,000 may buy on WNBC and on six other major U. S. radio stations, write, wire or call your NBC

**N B C**



SPONSOR

New York's Largest Newspaper

**4 full pages**

or

**16 quarter pages**

*Total Circulation (ABC)*

**2,329,272**

WNBC—New York's Leading Station

**19 daytime hours**

or

**49 daytime quarter hours**

*Total BMB Daytime Audience Families*

**3,452,571**



ot Salesman. He is equipped to give you the complete story of  
ery availability on each of these stations:

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

**P O T   S A L E S**

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

The figures quoted for Miami, of course, are in no way indicative of present averages. WTVJ did not begin commercial operation until 21 March, and the figures, even at the time of printing, were considerably out of date. As of 31 August, there were 9093 sets in the Miami-West Palm Beach area.

LEE RUWITCH  
*Acting Manager*  
*WTVJ, Miami, Fla.*

**HOOPERATINGS**

Your 29 August issue of SPONSOR reached me in this morning's mail. Upon seeing Mr. Hooper's picture on the outside cover, I opened the magazine to read the story.

I want to commend you for having the courage to print the truth about Hooper. Everything you say is, in my opinion, according to fact. When you state that Hooper ratings have become a power based on the desire of many advertising agencies to replace brain power with rule-of-thumb power, to replace executives with clerks, I heartily agree, and I think I could add that many timebuyers use Hooper ratings more like a crutch to lean upon as an excuse for the choice of a station. In the event of a poor sales response resulting from their advertising, they are always able to say to the advertiser, "Well, I bought the best, the highest-rated station in the town, etc."

Keep up the good work. It is something I don't believe many magazine publishers would have the courage to do.

WILBUR M. HAVENS  
*WMBG*  
*Richmond, Va.*

**MUCH-NEEDED GUIDE**

I have read with great interest the 1949 issue of SPONSOR's *Fall Facts Digest*. It is terrific!

Inasmuch as the issue contains a wealth of timely facts and information, relative to buyer and advertising trends, I am anxious to pass along a few copies to some of WSOC's clients and prospects. Would like you to send ten copies of the *Fall Facts* issue.

You are to be congratulated for producing such a factual and much-needed guide for the radio and television industry.

CLYDE L. CLEM JR.  
*Sales Prom., Pub. Relations Dir.*  
*WSOC, Charlotte, N. C.*

## Outlook

### Industrial production makes first rise in ten months

The President's Council of Economic Advisers has reported for August the first rise in industrial production since October, 1943. Preliminary estimates indicated that August production "fully recovered" July's 4% drop. Major clouds on economic horizon continue to be efforts by Reuther, Murray, and Lewis for further wage increases for auto, steel, and coal workers.

### Automotive boom may end this fall

Demand for new cars, including those of General Motors, Ford, and Chrysler, finally has begun to slacken. Although no sharp decline is indicated, the motor makers admit that their four-year postwar honeymoon is over. Currently the industry is producing cars and trucks at an annual rate of 6,000,000 units.

### Truman plans to cut tariff on 400 items

With passage of the reciprocal trade agreements bill, President Truman is reported to be planning to cut tariff on more than 400 items. Under the bill the president could cut rates to 50% of their 1945 levels. Three-fourths of the nation's foreign trade, both export and import, would be covered by the agreements. A flood of foreign competitors to American products in this country is expected. This will be stimulated by currency devaluation by Britain and a dozen other countries.

### Factory employment rises after summer decline

Although total civilian employment in August was little changed from the July level, the non-farm figure rose 1,368,000. The total number of men and women at work reached 59,947,000, the highest mark of 1949. Meanwhile, the unemployment figure dropped from 4,095,000 in July to 3,639,000 in August.

### Individual incomes reached \$206,000,000,000 in 1948

Incomes received by individuals increased 9% from 1947 to 1948, the Department of Commerce reports, and reached \$206,000,000,000. The largest regional gain, 12%, was made in the Central States; the smallest, 6%, in New England and the Far West. Iowa led all states with a rise of 33%, followed by South Dakota, 22%; Nebraska, 19%, and Arkansas, 16%. Per capita income in 1948 ranged from \$1,391 in New York to \$758 in Mississippi. Illinois, Montana, Delaware, and Connecticut were just below New York in per capita income rank.

### U. S. sues to split A & P into 7 units

The Department of Justice filed suit in Federal Court in New York this month to split the \$2,500,000,000-a-year Great Atlantic & Pacific Tea Company into seven independently-owned retail chains. Attorney General McGrath said the suit was intended to gain relief from a repetition of practices which were found illegal in 1944. The Government seeks, among other things, to separate A&P's manufacturing from its buying and selling business. A&P has started an advertising campaign on its "indispensability" to the consumer.

### Cigarette production shows smaller gain

In the fiscal year ended 30 June, U. S. cigarette production reached a record 390,000,000,000 units, the Department of Agriculture has reported. This was 11,000,000,000, or 3%, above the previous year. About 6% of the current year's total were exported. The department believes, however, that production for the calendar year 1949 will approach 395,000,000,000.

### Du Mont "re-enfranchises" Macy's as a dealer

R. H. Macy & Co. has been re-enfranchised as a DuMont television dealer. Macy's was originally franchised last 5 July, but the franchise was withdrawn later that month when Macy's started to promote DuMont sets at less than the stipulated price. Ronson Art Metal Works, Newark, has just won an injunction against a New York retailer, restraining him from cutting prices on its fair-trade lighters and other merchandise, and has obtained a temporary injunction against a Richmond dealer.

### Philco has to allocate new TV-set production

Response to Philco's 1950 TV-set line, with self-contained electronic aerial systems, has been so great that the company believes "the available supply of merchandise will have to be allocated for some time to come."

### Magazine guarantees advertising results

Broadcasters and publishers are watching with interest the results of a policy introduced by *Coronet*, pocket-size monthly, which "guarantees advertising results." To "any national advertiser of a worthy product," the magazine says: "Buy one page in *Coronet*. If it doesn't produce more inquiries or direct sales than the same ad in *Life*, *Look*, *Saturday Evening Post*, or *Collier's*," the magazine will refund the cost of the page. The offer bears some resemblance to "per inquiry" advertising on the air, under which the station assumes responsibility of getting products sold.

### Hoffman urges more advertising efforts

Paul G. Hoffman, Economic Cooperation Administrator, recently urged all-out advertising and sales efforts to overcome the business decline here and to curb Communist expansion abroad. Addressing the Sales Executives Club of New York, he found that the domestic decline is "receding."

# THE CHICAGO-MIDWEST GROCERY MARKET

*Can Be*

# YOUR MARKET

*This* **NEW BOOKLET** *tells you* **HOW!**

The great WLS market covers Chicago and most of four rich states with 15 million people and  $3\frac{1}{2}$  billion dollars of food stores sales per year. Yet this huge market is one of the easiest to win with the basic, step-by-step advertising campaign explained in this booklet — the story of WLS Feature Foods, a grocery-selling radio program teamed up with continuing merchandising activity. The booklet shows you:

1. Wholesale grocery areas with population and food store sales for each.
2. Division of sales between chains and independents for 14 selected cities.
3. Number of chain stores and independents — and who they are.
4. What it takes to make a grocer stock and push a product — learned from 60 calls a day for 15 years!
5. Proof, through merchandising calls and store promotions, that WLS Feature Foods sells goods.
6. Regular reports to advertisers on the standing of their products and competitors' goods . . . and how advertisers use these reports.

This booklet is the complete story of this big market — over 10% of the nation's food sales — and the complete story of Feature Foods. The success of this 15-year-old program is well attested by the esteem of grocers and advertisers — such as to prompt one to write:

*"In my experience with radio from coast to coast, I can say without qualification that Feature Foods over Station WLS is the best buy of all participating programs."*

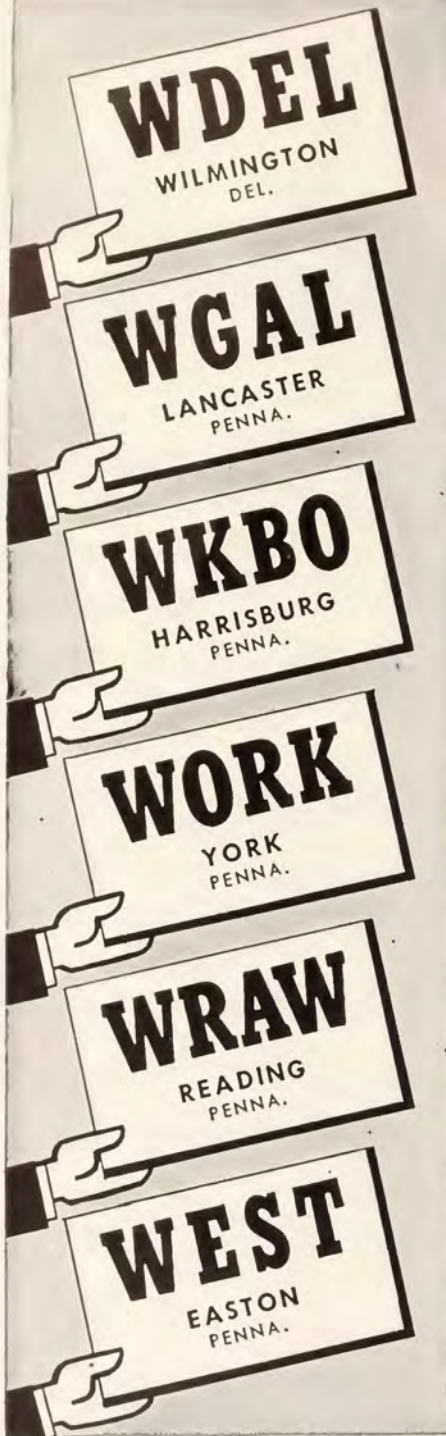
If you are a manufacturer or an agency with a product sold through grocers in this Midwest area, you should see this booklet. It's free. Just write WLS, Chicago 7, or ask your John Blair man.

*A Clear Channel Station*



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

**for profitable  
selling—  
INVESTIGATE**



Represented by



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

Cloir R. McCollough  
Managing Director

**STEINMAN STATIONS**



**Mr. Sponsor**

**James Allen Barnett**

Vice-president in charge of advertising  
Lever Brothers Co., Cambridge, Mass.

In looking for someone to mastermind the promotions of its rapidly increasing soap, toiletries and food business, Lever Brothers' top brass wanted an aggressive, hard-hitting man for the job. Lever carefully checked through the giant organization for a qualified candidate and selected moon-faced, bespectacled James A. Barnett.

Barnett came to Pepsodent in 1943 as vice-president in charge of advertising when Charles Luckman was made president of the firm. At that time, the new Pepsodent executive was put in charge of the most highly-prized property in the Lever domain, Bob Hope. One year later Hope signed a ten-year contract with the company. In addition to handling the Hope show with spirited efficiency, and finding competent summer replacements, Barnett was acutely aware of the necessity for improved packaging to maintain Pepsodent's lofty position in the extremely competitive dentifrice market. For this reason, in 1946 Barnett designed a dazzling new Pepsodent package. The same year he also became general manager of the firm.

Born in the Bayou country of Louisiana 40 years ago, Jim had little formal education until he was sent to the Taft School in Connecticut where he earned a scholarship to Princeton. For his graduating college thesis on the attempted impeachment of Louisiana's fiery Huey Long, the *New York Herald Tribune* awarded him a prize—and what was more practical, offered him a job. For the next seven years he worked for the *Tribune*. Benton and Bowles beckoned in 1938, and he became assistant account executive on Colgate products. Two years later he shifted to Sherman & Marquette, Chicago advertising agency, as account executive for Colgate. Bustling Barnett set such an effectual blistering pace at S & M that in 1942 he was made vice-president and sent to New York to open and operate a branch there. He moved to Pepsodent the following year.

Of Pepsodent's \$2,225,000 ad budget for 1948, \$1,200,000 was set aside for radio. It was the year that Hope switched to Swan, but Barnett came up with *My Friend Irma* as the Hope replacement. In a year *Irma* has become one of the nation's most popular programs, and served as the basis for a current movie.



**A**MONG OLD-FASHIONED ideas you still hear is the story that just one network reaches most Coast towns outside big cities. It's as outdated as this iron horse would be in San Bernardino, the California rail center where 61%\* of the radio families are ABC fans.



**B**EHIND THE WHEEL of this convertible you'd be no more behind the times than those who believe only one network covers *all* Coast markets. ABC's 22 stations deliver big audiences in scores of industrial centers like Santa Ana where 66%\* of the radio homes tune us in.



**C**ARGO CARRIERS like this are almost as hard to find in Coast farming communities as folks who don't listen to ABC. In Chelan County, Washington, for instance, 84%\* of the radio families listen regularly to the same big-time programs that capture big-city audiences, for ABC, too.

## 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**

\*BMB FIGURES

# ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. • TRAFALGAR 3-7000 — DETROIT: 1700 Stroh Bldg. • CHERRY 8321 — CHICAGO: 20 N. Wacker Dr. DELAWARE 1900 — LOS ANGELES: 6363 Sunset Blvd. • HUDSON 2-3141 — SAN FRANCISCO: 155 Montgomery St. • EXBROOK 2-6544

Don't miss the bus!  
Get in on the new  
wonder medium—

# TRANSIT RADIO

No wonder we call it the wonder medium! Results from WWDC-FM'S Transit Radio sound like fairy tales. It's because your message reaches a *counted* audience—buyers *on their way to buy*. Rates are low, based on the audited number in the audience. Every penny you spend goes for just one thing—*listeners*. Call in Transit Radio, Inc., for all the facts.

**Today's Transit Buy!**  
**RUSH HOUR SPOTS**  
*Six Days Weekly*  
**As low as \$81 a week**

## WWDC-FM

The D. C. Independent  
**TRANSIT RADIO**

Represented Nationally by  
**TRANSIT RADIO, INC.**

## New developments on SPONSOR stories

**p.s.**

See: "The Squirt slant"

Issue: 15 August 1949, p. 22

Subject: The Squirt Beverage Company tests TV advertising and finds it profitable.

After the Squirt Beverage Company dropped its sales-stimulating radio program, *Bids From The Kids*, last July, Milton J. Bonn, owner of the carbonated grapefruit drink, bought a series of television spots in Buffalo. The results startled even the most optimistic company executives as retailers began ordering hundreds of additional cases each week.

Key figure in these TV commercials is the "Little Squirt," a midget, dressed in a uniform specially tailored for him, who is rapidly becoming the company's promotional trademark. To garner wider recognition for its undersized advertising gimmick, the firm has provided the midget with a Squirt field car (a Crosley pickup truck) which he drives to the numerous social functions he attends. In addition, he puts up decals, carton displays, and greets dealers.

With sales continuing to climb due to its video spot announcements, Bonn has arranged a deal with the Buffalo Bill Football Club for a cooperative television program to start on the day of the first scheduled game. During the intermission between the halves of each home tilt, the "Little Squirt" will drive onto the field to perform several entertaining capers. Prior to each game he will appear on a five-minute show over WBEN-TV to discuss the details of a Squirt contest. Viewers will be asked to explain why they like the soft drink, or some other similar question. Winners will receive two tickets for the following week's grid tussle, with the duets presented to them on the show by players from the football team. Since the TV station is owned by the *Buffalo Evening News*, the Squirt show and contest will be heavily publicized by the paper.

**p.s.**

See: "How terrific is transitradio?"

Issue: September 1948, p. 44

Subject: Test campaigns prove transitradio is important new advertising medium.

Within the past year transitradio has become a major advertising medium in 14 cities. By year's end the total is expected to increase to 48. This method of FM advertising to users of public transportation gives advertisers an opportunity to reach a highly selective audience at the best psychological moment.

Swift & Company initiated a test transitradio campaign in Houston, Texas, for its Jewel shortening product this past summer. It is during the hot-weather months that sales drop like a lead ball in a pail of water. For May, the first month of the campaign, sales dipped 15.6%, as compared to the normal decline of 40-50%. In June the sales drop was halted, and by the end of the month a 6.3% increase was recorded. By 30 July product-purchases had jumped 44.1%, and in August, the final month of the trial period, the astonishing high of 88.3% was reached. The company had used spot announcements during the Class B time segment (10:00 a.m. to 4:00 p.m.) when the majority of transit travelers are women shoppers.

To soothe the ragged nerves of Cincinnati transit users during rush hours, Miles Laboratories advertised its Nervene tonic. After a six-week campaign, which started last 5 June, sales rose 75.5% in the 24 drug stores carrying the product. In the city's four Dow Chain Stores the increase amounted to 124%.

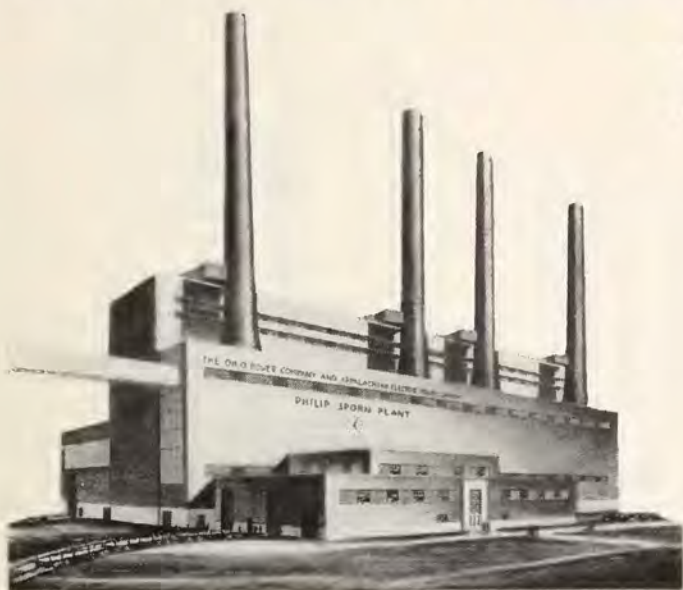
Transitradio has become a "major issue" in St. Louis, where newspapers are attacking, and defending it.



# BIG THINGS HAPPEN IN THE WWVA AREA

## Power...

**FROM THE WORLD'S  
LARGEST STEAM  
POWER PLANT**



● In October the first unit of this electric power generating giant will go into service at Graham's Station, W. Va., on the Ohio River near Pomeroy, Ohio. The world's largest steam generating plant . . . will produce enough electrical current every hour to supply more than one million people . . . will consume 4,800 tons of coal daily in its four ten-story high boilers. Operated as part of the American Gas and Electric Company system.

## WWVA Has the Power to Serve and Sell the Industrial Heart of the Nation

WWVA is a powerful station in a powerful market. Its 50,000-watt voice delivers friendly local programs plus top-flight CBS shows into more than two million radio homes . . . covering eight and one-half million people . . . in the rich industrial and mining heart of the nation: Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

Twenty-three years of service to this vast market has built up a loyal WWVA audience . . . has made WWVA the top medium of the area for alert advertisers. WWVA can stimulate sales for *your* products, too, at a surprisingly low cost. An Edward Petry Man can show you how and why: For good business, it's good business to buy WWVA.



# WWVA

50,000 WATTS . . . CBS . . . WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

*National Sales Headquarters: 527 Lexington Ave., New York City*

# KFH IS TOPS



CHOW TIME, announcement participating show, now broadcast over KFH for a full hour 11:30 a.m. to 12:30 p.m., Monday thru Friday, has been winning new listeners week after week. Its rating of 11.3 at 12:15 p.m. is only exceeded (in the Wichita daytime segments of the Hooper Winter-Spring Report) by 5 other KFH periods and one 15 minute network segment on another station.

Chow Time is only one example of local production on KFH that is keeping pace with the accelerated tempo of CBS network programming.

KFH carries the TOP CBS shows; listeners tune in to get their favorite network programs and stay for the masterfully produced KFH shows that supplement CBS programming. Such personalities as Jack Benny, Red Skelton, Bing Crosby, Burns & Allen, Bergen & McCarthy, Horace Heidt, Amos & Andy, Groucho Marx and many others are scheduled over KFH for listeners in Kansas and Oklahoma this fall.

**5000 Watts - ALL the time**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

**KFH**  
KFH  
- FM  
**CBS**  
**WICHITA, KANSAS**



# New and renew

THE REPORTS LISTED BELOW APPEAR IN ALTERNATE ISSUES



## New on Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Carnation Co	Erwin Wasey	CBS	173	Carnation Hour; Sun 10-10:30 pm; Oct 2; 65 wks
Carter Products Inc	Sullivan, Stauffer, Colwell & Bayles	CBS	148	Sing It Again; Sat 10:30-10:45 pm; Oct 1; 52 wks
Coca Cola Co	D'Arcy	NBC	143	Songs by Morton Downey; TuThSa 11:15-11:30 pm; Oct 4; 39 wks
Doubleday & Co	Huber Hoge	MBS	63	News; Sun 1-1:15 pm; Sep 18; 6 wks
Doubleday & Co	Huber Hoge	MBS	63	Doubleday Quiz Club; M-F 12:15-12:30 pm; Sep 19; 6 wks
Ferry-Morse Seed Co	MacManus, John & Adams	CBS	44	Garden Gate; Sat 9:45-10 am; Sep 10; 8 wks
Ferry-Morse Seed Co	MacManus, John & Adams	CBS	173	Garden Gate; Sat 9:45-10 am; Jan 21; 18 wks
General Foods Corp	Young & Rubicam	CBS	81	Gang Busters; Sat 9-9:30 pm; Oct 1; 53 wks
Greystone Press	H. B. Humphrey	NBC	26	Mr. Fix-It; Sun 12-12:15 pm; Sep 11; 52 wks
M & M Ltd	Lynn Baker	CBS	15	Joe DiMaggio; Sat 10-10:30 am; Sep 17; 52 wks
Philip Morris & Co Ltd Inc	Cecil & Presbrey	ABC		Walter Kiernan—One Man's Opinion; M-F 12:25-12:30 pm
Philip Morris & Co Ltd Inc	Cecil & Presbrey	ABC		Ladies Be Seated; M-F 3:30-3:55 pm
Murine Co Inc	BBD&O	MBS		John B. Kennedy, News; Sat 7:55-8 pm; Sep 24; 52 wks
Rhodes Pharmacal Co	O'Neil, Larson, McMahon	MBS	125	Gabriel Heatter; TuTh 7:30-7:45 pm; Sep 20; 26 wks
Sealtest National Dairy Products Co.	N. W. Ayer	NBC	77	Dorothy Dix at Home; M-F 10:15-11 am; Oct 3; 52 wks
Wander Co	Hill Blackett	MBS	163	Captain Midnight; TuTh 5:30-6 pm; Sep 20; 52 wks



## Renewals on Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
American Cigarette & Cigar Co	Sullivan, Stauffer, Colwell & Bayles	NBC	163	Big Story; Wed 10-10:30 pm; Sep 28; 52 wks
American Home Products Corp	John T. Murray	CBS	173	Romance of Helen Trent; M-F 12:30-12:45 pm; Sep 19; 52 wks
American Home Products Corp	John T. Murray	CBS	173	Our Gal Sunday; M-F 12:45-1 pm; Sep 19; 52 wks
Armour & Co	Foote, Cone & Belding	CBS	157	Stars Over Hollywood; Sat 1-1:30 pm; Sep 17; 52 wks
Armstrong Cork Co	BBD&O	CBS	166	Theater of Today; Sat 12-12:30 pm; Sep 24; 52 wks
Carter Products Inc	Sullivan, Stauffer, Colwell & Bayles	ABC	117	Jimmie Fidler; Sun 10-10:15 pm; Oct 2; 52 wks
Cream of Wheat Corp	BBD&O	CBS	152	Let's Pretend; Sat 11:05-11:30 am; Sep 17; 52 wks
Electric Auto-Lite Co	Newell-Emmett	CBS	165	Suspense; Th 9-9:30 pm; Oct 6; 52 wks
General Foods Corp	Benton & Bowles	MBS	494	House of Mystery; Sun 4-4:30 pm; Oct 2; 52 wks
General Foods Corp	Benton & Bowles	CBS	154	Wendy Warren & The News; M-F 12-12:15 pm; Sep 19; 52 wks
Gillette Safety Razor Co	Maxon	ABC	272	Cavalcade of Sports; Fri 10 pm to conclusion; Sep 9; 52 wks
P. Lorillard Tobacco Co	Lennen & Mitchell	ABC	178	Amateur Hour; Wed 9-9:45 pm; Sep 29; 52 wks
Miles Labs Inc	Wade	CBS	134	Hilton House; M-F 3:15-3:30 pm; Sep 26; 52 wks
Miles Labs Inc	Wade	CBS	147	Curt Massey; M-F 5:45-6 pm; Sep 26; 52 wks
National Biscuit Co	McCann-Erickson	CBS	172	Arthur Godfrey; M-F 10:45-11 am; Sep 5; 52 wks
Pabst Sales Co	Warwick & Legler	NBC	152	Screen Directors' Playhouse; Fri 9-9:30 pm; Sep 23; 52 wks
Pacific Borax Co	McCann-Erickson	ABC	174	The Sheriff; Fri 9:30-9:55 pm; Sep 30; 52 wks
Pillsbury Mills Inc	Leo Burnett	ABC	216	Galen Drake; M-F 1:15-1:30 pm; Oct 3; 52 wks
Prudential Insurance Co of America	Benton & Bowles	NBC	136	Jack Berch Show; M-F 11:30-11:45 am; Sep 26; 52 wks
Standard Oil of Calif.	BBD&O	NBC	23	Standard Hour; Sun 8:30-9:30 pm net; Sep 18; 52 wks
Standard Oil of Calif.	BBD&O	NBC	23	Standard School Broadcast; Fri 10-10:30 pm pst; Sep 30; 26 wks
Sterling Drug Inc	Dancer-Fitzgerald-Sample	NBC	146	Backstage Wife; M-F 4-4:15 pm; Sep 12; 52 wks
Sterling Drug Inc	Dancer-Fitzgerald-Sample	NBC	146	Stella Dallas; M-F 4:15-4:30 pm; Sep 12; 52 wks
Sterling Drug Inc	Dancer-Fitzgerald-Sample	NBC	146	Foreno Jones; M-F 4:30-4:45 pm; Sep 12; 52 wks
Sterling Drug Inc	Dancer-Fitzgerald-Sample	NBC	146	Young Widder Brown; M-F 4:45-5 pm; Sep 12; 52 wks
Whitehall Pharmacal Co	John F. Murray	NBC	60	Just Plain Bill; M-F 5:30-5:45 pm; Sep 26; 52 wks
Whitehall Pharmacal Co	John F. Murray	NBC	59	Front Page Farrell; M-F 5:45-6 pm; Sep 26; 52 wks

## Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Frank F. Bell	Grove Laboratories Inc, St. L., sls dir	Same, vp in chge sls
Maureen E. Blackman	John Shillito Co, Cinci., adv dir	Alexander Smith & Sons Carpet Co, N. Y., adv mgr
Oscar Coe	Leaf Brands Inc (Leaf Gum div), Chi., md-g dir	Same, sls dir
Alden E. Fork		Orange-Crush Co, Chi., adv mgr
Bernard Gould	Gillette Safety Razor Co, market research dir	Toni Co, Chi., sls dir

● In next issue: *New National Selective Business; New and Renewed on Television; Station Representation Changes; Advertising Agency Personnel Changes*

## Sponsor Personnel Changes (Continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Alex Herreborg	Phileo Corp., Phila., vp, dir in chge refrigerator div	American Air Lines, N. Y., sls mgr
W. Paul Jones	Crosley Motors Inc., Cinci., sls mgr	Servel Inc., Evansville Ind., pres, gen mgr, dir
Stanley E. Kess		Same, vp in chge sls
Robert W. Lore		P. J. Ritter Co., Bridgton N. Y., sls mgr
O. E. Lowe	Diamond Match Co., N. Y., mid-western sls mgr	Same, western sls mgr
H. M. MacDonald	Crosley Motors Inc., Cinci., sls superv	Same, sls mgr
Albert L. Morse	Goodall-Sanford Inc., N. Y., adv dir	Same, vp in chge adv
Edward E. Muls	Spreckles Sugar Co., S. F., sls rep	Leslie Salt Co., S. F., sls prom mgr
W. B. Murphy	Campbell Soup Co., Camden N. J., exec asst to pres	Same, vp in chge sls
Lyle C. Roll	Kellogg Co of Canada Ltd, dir, asst gen mgr	Same, Battle Creek Mich., asst to pres
John V. Sautberg	Kraft Foods Co., Chi., adv, sls prom mgr	Lever Bros Co (Pepsodent div), Chi., adv mgr
Jack Siegrist	Picree-Phelps Inc., Phila., sls prom mgr	Admiral Corp., N. Y., adv, sls prom mgr
Walter Sternberg		National Airlines Inc., Miami Fla., vp in chge sls
Stanley Washburn Jr		Pan American World Airways, N. Y., prom dir

## National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
William McCluskey	WLW, Cinci., mgr	WLW-TV, Cinci., sls mgr
Samuel N. Nemer	WLWL, Mupls., slsman	Same, sls mgr
James L. Striton	ABC, Chi., gen mgr	Same, Central Division, sls mgr
Robert D. Thomas	WBNS, Columbus O., natl sls mgr	WBNS-TV, Columbus, O., natl sls mgr
Richard D. Ward	WHSC, Hartsville S. C., sls mgr	WFEC, Miami Fla., sls mgr

## New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Aerie Breweries, S. F.	Beer	Foote, Cone & Belding, S. F.
Aljohn Co., Oakland Calif.	Enduv, for prevention of runs in women's hosiery	Elliott, Daly & Schnitzer, Oakland Calif.
American Women's Voluntary Services, N. Y.	Institutional	Low Kashuk, N. Y.
Arnold & Aborn, N. Y.	Coffee, tea	Donahue & Coe, N. Y.
Stephen Atlee, N. Y.	Men's clothing chain	Levy, Newark N. J.
B.V.D. Corp., N. Y.	Underwear	Doyle Dane Bernbach, N. Y.
Bankers Life & Casualty Co., Chi.	White Cross Health Protection Plan, John Marshall Group Insurance Division	Weiss & Geller, Chi.
Bovril Ltd, Montreal	Food specialties	Ronalds, Montreal
Bradson Co., H'wood	Garden sprays, plant ties	Jordan, L. A.
M. J. Breitenbach Co., N. Y.	Pepto-Mangan	Durland, N. Y.
Buckeye Brewing Co., Toledo O.	Beer	Livingstone Porter Hicks, Detroit Mich.
Cole Products Corp., Chi.	Cole-Spa	Kaufman, Chi.
College Inn Food Products Co., Chi.	Food prods.	Weiss & Geller, Chi.
Colonial Baking Co., St. L.	Baked prods.	Maurice Lionel Hirsch, St. L.
John H. Dulany & Sons Inc., Fruitland Md.	Frozen foods	Foote, Cone & Belding, N. Y.
Durlaque Mfg Co., St. L.	Household cleaner	Warner, Shulenburg, Todd, St. L.
Empire Trade School, N. Y.	Trade school	Arthur Pine, N. Y.
Ted Gamble Enterprises, Portland Ore.	Theater chain	Charles Schlaifer, N. Y.
Gibson Wine Co Inc, Cinci.	Wine	Stockton-West-Burkhart, Cinci.
Greater Indianapolis Amusement Co., Indianapolis	Theater chain	Charles Schlaifer, N. Y.
Handmaecher Vogel Inc, N. Y.	Women's clothing	Philip I. Ross, N. Y.
Industrial Federal Savings & Loan Assn., Denver	Bank	Arthur G. Rippey, Denver
Kendall Foods Inc, L. A.	Kendall Five's Dog Biscuits	Dan B. Miner, L. A.
Francis H. Leggett & Co., N. Y.	Premier food prods.	Peck, N. Y.
Luick Dairy Co., Milw.	Luick-Sealtest dairy prods.	Jim Baker, Milw.
McKesson & Robbins, Bridgeport Conn.	Tartan santan lotion	J. D. Tarcher, N. Y.
McKesson & Robbins, Bridgeport Conn.	Taxn men's toiletries	Ellington, N. Y.
Monarch Brewing Co., Chi.	Beer	C. Wendel Mueneh, Chi.
Morton Manufacturing Corp., Lynchburg Va.	Snow White toilet preparations	William Warren, N. Y.
Norwich Pharmaceutical Co., Norwich N. Y.	Pharmaceuticals	Benton & Bowles, N. Y.
Old Judge Coffee Co., St. L.	Coffee	Gardner, St. L.
Passaic-Clifton National Bank & Trust Co., Passaic N. J.	Bank	Samuel Croot, N. Y.
Penn-Fifth Avenue, N. Y.	Women's fur	Arista, N. Y.
Second Army, Fort Meade Md.	Recruiting	J. N. Hickerson, Wash.
6th Army, S. F.	Recruiting	Russell, Harris & Wood, S. F.
Shirtecraft Co Inc, N. Y.	Buttonless shirt	Botsford, Constantine & Gardner, N. Y.
A. E. Staley Manufacturing Co., Decatur Ill.	Sweetose syrups, Cream Corn, Cnbe, Sta-Flo starch	Ruthrauff & Ryan, Chi.
Trans-Caribbean Airways, N. Y.	Air travel	White, Berk & Barnes, N. Y.
United State Brewing Co., Chi.	Beer	Smith, Benson & McClure, Chi.
Videcraft Television Corp., N. Y.	Videcraft TV sets	Levy, Newark N. J.
Jack Woodford Press Inc, N. Y.	Book publishers	Levy, Newark N. J.

**TWO TOPPERS RETURN  
TO TELEVISION**



**TUESDAY**

**MILTON BERLE**

on the

**TEXACO STAR THEATER  
COAST TO COAST**

beginning 8 PM EDST

September 20th over NBC-TV Network  
and every Tuesday night thereafter

*See local papers for starting  
dates on non-network stations.*

presented by

your **TEXACO** dealer



**THURSDAY**

**OLSEN AND  
JOHNSON**

on the

**FIREBALL FUN-FOR-ALL  
COAST TO COAST**

beginning 9 PM EDST September 22nd over NBC-TV  
Network and every Thursday night thereafter

*See local papers for starting dates on non-network stations.*

presented by your **BUICK** dealer

**KUDNER AGENCY, INC.**

Then Jamison said . . .

“You need Weed, Sir!”



At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

“I hear a lot of talk these days about economic recession,” Manager A was saying. “I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations.”

“True in part,” said Mr. Jamison. “But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful *improves* your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation.”

“Then why is my station losing money?” the manager asked.

“If you don't mind my saying so,” Jamison replied, “you are improperly represented. Spot Radio should be sold as carefully as it is used...You need Weed, sir!”

“I have been employed by this fine organization for some time. We are doing more business for *all* of our clients than ever before. And there's no reason why we can't do the same for you.”

**Weed**  
and company

*radio and television  
station representatives*

new york • boston • chicago • detroit  
san francisco • atlanta • hollywood



JAMES ROOSEVELT APPEARED AS GUEST IN "LIFE'S" TV COVERAGE OF DEMOCRATIC NATIONAL CONVENTION IN PHILADELPHIA

# Broadcasting pulls on the newsstand

**Mass magazines find that their big  
competitor is their star salesman**

**over-all** National magazine publishers have found for a number of years that radio—although a competitive advertising medium—can do a satisfying job of increasing newsstand and subscription circulation. Added to the normal formats of broadcast advertising—network programs and/or national or regional selective campaigns—are the tie-in deals made by publishers with other sponsors of programs or with sustaining network shows.

Famous in radio annals is the story of Street & Smith, which through a commercial series for *Detective Magazine* brought into existence a character known as "The Shadow" and subsequently a magazine to protect that character in the publishing field. Today, 18 years later, *The Shadow*, sponsored by the Delaware, Lackawanna & Western Coal Company (Blue Coal), continues to sell the Street & Smith

# Newsweek

on the **Air**

**"Periscope"**

**WOR**

**9:00 P.M.**

**Mondays**

"Newsweek," employs selective radio, but does not go in for broadcast advertising as strongly as "Time," which had "March of Time" off and on from 1931 to 1945

magazines as well as the heating service.

This formula of publisher-inspired-if-unsponsored programs has been practiced with varying degrees of success ever since. It's followed even by magazines which go in heavily for radio campaigns involving direct spon-

sorship. *Look*, senior publication of Cowles Magazines, Inc., this fall is adding such a program to its already intensive announcement-chain break-news program campaign. The magazine's Photo-Crime feature will be on the ABC TV network once weekly in a half-hour program that will be sus-

taining unless picked up by some advertiser. *Look* will supply the material for the series, will promote the show, and in turn will be promoted visually and orally.

Aside from this, *Look* is currently in radio advertising with both feet. Although newspapers had been used primarily to promote the publication during 1943, last June saw the beginning of a heavy schedule of spot announcements, chain breaks, and participations on news programs not only to increase *Look* circulation but also to introduce the new Cowles miniature digest magazine *Quick*.

Both mags are plugged on 15 stations (NBC, CBS, ABC) in the country's ten largest cities, with announcements and chain breaks spotted from early a.m. to midnight. Participation on programs such as Jack Sterling's and Bob Smith's (both in New York) and *Timekeeper* on WRC, Washington, is also part of the campaign.

Cowles executives feel that *Quick* has been materially helped by the air plugging, and while the new magazine has gotten off to a good start nationally, the greatest newsstand increases have been noted in the areas covered by the campaign.

With *Look's* circulation more than 3,000,000 (300,000 over its guarantee), radio emphasis is presently more on *Quick*. The older magazine receives "reminder" advertising for the first few days following the appearance of each issue, with *Quick* getting predominant plugging for the rest of the fortnightly period between publication dates. Cowles feels that the flexibility of radio is ideal for promoting two publications at the same time.

Curtis Publishing Company shares this feeling. Its circulation department has developed a flexible plan for using spot announcements to promote the newsstand sale of *The Saturday Evening Post*, *Ladies' Home Journal*, and

LEADING NATIONAL MAGAZINES HAVE ALL INCREASED CIRCULATION AT ONE TIME OR ANOTHER THROUGH RADIO





the new 50-cent *Holiday*.

After markets and stations within markets are selected, a weekly schedule of spot announcements is set up. If Curtis decides to promote a particular issue of one of the three magazines more heavily than usual, the weekly schedule can be extended into additional weeks. This month Curtis is using a campaign on more than 400 stations in 129 markets; approximately 2400 spots were bought.

Curtis is no newcomer to radio. For five years prior to its discontinuance last year *The Listening Post* occupied a morning quarter-hour on the ABC web to plug *The Saturday Evening Post*. The publishing house also sponsored election returns over MBS last November.

Although the first outstanding instance of radio's success as a circulation booster for magazines was the campaign broadcast by *Collier's* in the late 1920's and early 1930's—a campaign which turned just another magazine into a mass-audience weekly with a multi-million readership, and which brought John B. Kennedy (then an associate editor of the publication) into radio—*Collier's* has not done much broadcast advertising in recent years. A national spot campaign was undertaken between October, 1948, and June of this year, but at the moment there are no plans for a resumption of the campaign nor for any other form of air plugging of the publication.

*Cosmopolitan Magazine*, one of the major entries in the Hearst stable of publications, has been in radio only via the tie-in angle within recent years. Over the past summer the magazine contributed material to a Sunday half-hour on NBC called *Four-Star Playhouse*, which rotated Rosalind Russell, Fred MacMurray, Loretta Young, and Robert Cummings in the starring roles of dramatizations made from *Cosmo-*

*politian* stories. The show was aired by NBC in the hope that a sponsor would be found, with *Cosmopolitan* meanwhile benefiting considerably from the credit lines on its material.

Macfadden Publications indulges in quite a bit of radio and TV promotion of several of its publications, under a tie-in arrangement with advertisers far removed from the magazine-publishing field. One program developed by Macfadden as a sustainer several years ago is *My True Story*, now jointly sponsored by Libby, McNeill & Libby and Sterling Drug on ABC five mornings a week. Libby has the show three days and Sterling two. As the program's title implies, *True Story Magazine* is the source of material for the daily drama.

Another Macfadden-inspired show is *True Detective Mysteries* on a network of nearly 500 Mutual stations every Sunday afternoon. This is produced with the cooperation of *True Detective Magazine* and was originally

a sustainer for a short time until Williamson Candy Company (Oh Henry candy bars) took over its sponsorship four years ago.

In television, Macfadden's *Sport Magazine* teamed up with Roblee Shoes to present *Baseball Fan Fare* on DuMont's WABD (New York) before all New York Yankees home baseball games this summer. A sports show patterned after this newest Macfadden publication is being planned, with radio and/or TV in mind.

For six months in 1948 and 1949, *Photoplay* collaborated with DuMont in offering *Inside Photoplay* first as a five-times-a-week program and subsequently three times weekly on the DuMont TV web. After a summer hiatus, the screen magazine this month again entered the video scene with *Photoplay Time With Wendy Barrie* on the full ABC network Wednesday nights. As SPONSOR goes to press, the show is still sustaining.

(Please turn to page 42)

## Magazines Use of Radio and TV

**SATURDAY EVENING POST:** Spot announcements on a flexible schedule involving 400 stations in 129 markets at the present time

**LIFE:** In television with a prestige program that also has selling impact, the film version of "Crusade in Europe" on ABC-TV

**McCALL'S:** Radio and TV announcements to plug Eleanor Roosevelt's columnar switch from "Ladies' Home Journal" to "McCall's"

**TRUE STORY:** "My True Story," with the magazine as source material, co-sponsored by Libby, McNeil & Libby and Sterling Drug

**LOOK:** Heavy spot-announcement campaign, coupled with tie-in deal on ABC-TV dramatizations of publication's Photo-Crime series

**PHOTOPLAY:** Collaborating with ABC-TV on a sustaining Wednesday p.m. show, "Photoplay Time With Wendy Barrie," on the full web



# Reading



# vs. Listening

## Agency research directors project the Lazarsfeld findings nationally

### PART TWO

OF A 2 PART STORY

**over-all** The *Psychological Impact of Newspaper and Radio Advertising* study, reported on in part one of this series, is more than a mere set of conclusions describing how Mrs. America reacts when she reads or hears a sales talk.

Hans Zeisel, associate director of research, McCann-Erickson, New York, points out, "Short of sales experiments, in which actual sales are the basis of comparison, the path cut in this study seems the most hopeful approach towards a more systematic understanding of the relative advertising values of different media."

Since the study pioneers into unbroken territory, it is necessary to underscore some of its important limitations, as seen by leading agency research heads. How well does its sample represent Mrs. America across the country? Were the methods used capable of solving the problems posed by Dr. Paul F. Lazarsfeld? (The Columbia University Bureau of Applied Social Research of which he is director did the study for American Newspaper Advertising Network).

Dr. Lazarsfeld states in the report that only white housewives were selected for the sample, in the interests of a homogenous sample. All right. A sample can be anything the sampler wants it to be. But what about the colored population of the United States? They also buy the nationally advertised, low-cost products selected for the test. In projecting conclusions from the study, the fact this important segment of the population wasn't represented must be considered.

The survey aimed, as it said, to be sufficiently well controlled for age and education for the total results to be considered representative of all women in the communities studied. A glance at the charts accompanying this story will immediately raise a question in the mind of any research-minded executive. Is the education-factor in the sample a fair representation for the whole country?

This question assumes greater significance when it is remembered that the nation's colored citizens are as a whole fall into the lowest education and income brackets. Couple this with

the fact radio has greater impact and appeal (as demonstrated again by this survey) for the less educated, and there is another important footnote for interpreting the study.

Several researchers question whether the New Jersey group of communities known as the Oranges, with their considerable percentage of suburban commuters (ratio to local dwellers not stated in the report), is an acceptable representation of the U. S. in cross-section. It doesn't have to be, of course, for survey results to be useful. But conclusions will be qualified by this question.

Another such qualifying factor was raised by a research director whose work has been more closely associated with radio than the others. He points out that the study excluded women in the homes surveyed who did not actually purchase for the family. Influence of these "other women" who do listen to the radio and read newspapers on the buying habits of the purchaser are sometimes enormous.

Without a single exception, researchers who had had an opportunity to

## Sample projections rate radio higher

study the report agreed that the sample itself favors newspapers to the extent it is overweighted with college women (see tables accompanying this story). It is obvious that where this is so, weighting the sample correctly for the education factor is necessary to avoid erroneous conclusions.

An agency research head well-known for his impartial balance in studying the effectiveness of all media (unfortunately, all researchers don't try to be objective all the time) raises the question whether the Bureau's attempts to match radio and newspaper commercials was really successful.

The study used two methods. First it compared memory value of the ads *in general*. Next, it compared specific factors in the matched ads, such as ideas evoked, etc.

What does it mean to compare, *in general*, the power of the two media to impress advertising on the memory? That one or the other had a greater weight of impressions? Unless one could determine what weight of advertising the individual had been subjected to, this method of matching ads isn't very conclusive.

As for the matching ideas and presentation methods, that doesn't get at the *cost* of getting the message to a prospect. To be significant, says this facts-and-figures man, the results would have to be weighted for the cost factor. Furthermore, he questions, is it realistic to present the *same message* in testing various factors in the matched ads without taking into account an "exposure factor"?

The point might be illustrated thus:

Suppose the images produced by newspapers were double the images produced by radio. However, when you advertise on the radio, three times as many people per dollar get your message. Then radio would lead by 3 to 2 rather than fall behind by 1 to 2! Omitting the exposure factor is like omitting the "didn't reads" on a Continuing Newspaper Reading study—the figures wouldn't be projectible, and could therefore be highly deceptive.

It's true Dr. Lazarsfeld admits in the report that "coverage" isn't covered. However, just conceding it doesn't overcome the error in omitting it. The report does say that repetition wasn't taken into account. But this should be emphasized if readers of the report are not to be led astray.

Time spent listening to radio and reading newspapers does not neces-

More Likely to Believe	BASR Sample Figures	BASR Figures Weighted According to 1940 Census
Newspapers	22%	20%
Radio	19	21
Both truthful	21	21
Both untruthful	18	17
Both alike	17	17
Don't know	3	4
<b>Total</b>	<b>100%</b>	<b>100%</b>

In example above the difference isn't great, though the shift is from newspapers to radio.

The difference, according to BASR report, in breakdown by education between its sample and the 1940 Census is as follows:

Education	BASR Sample	1940 Census
Some high school or less	41%	55%
High school graduation	36	28
College	23	15
Not available	—	2
<b>Total</b>	<b>100%</b>	<b>100%</b>

sarily reflect listening or reading intensity, the report reminds readers. One critic observes that a possible erroneous suggestion of advantage to radio might still be given for radio because of the greater number of hours per day respondents spent with their radios than their newspapers. A newspaper might be read *entirely* in the 45 minutes reported as average reading time, while a single commercial on a 24-hour a day station, *might* require 24 hours of listening to be heard (to take an extreme case).

It is important, in this connection, to remember that if one is actually listening to the radio, he must hear any commercial aired while he is listening. There is nothing to compel a reader even to "note," much less read, an advertisement in his paper. However, once a commercial is heard or read, another common factor influences the ability to remember it—the ad most familiar to the housewife would be the one from which more information might likely be recalled.

Remembering a radio commercial is often closely associated with like or dislike for the program on which it appeared, a factor not taken into ac-

count in the BASR tests. This was mentioned by most of the research people who commented to SPONSOR on the study. Such an association is obviously not possible with newspaper ads. And what about the season in which the study was made?

Practically every researcher, after underlining some necessary reservations in interpreting the findings, pointed out the value of Dr. Lazarsfeld's work in developing new yardsticks (see SPONSOR for 12 Sept.) that may be used within careful limitations for comparing advertising impressions from different media. Nobody denies that *much* more work is needed—there are too many ways of doing things on the air to draw fast conclusions from one experiment.

Anyone who has taken part in a decision to switch an appropriation from printed media to radio, or vice versa, knows on what precarious grounds such decisions are often made. As Dr. Zeisel sums it up, "Their basis is usually not more than "successful precedents," and cost-per-thousand comparisons that try to figure out whether three apples are worth more than five plums."



THE MERCHANDISING DEPARTMENT OF WNAX BUILT THESE DISPLAYS AS PART OF THEIR PROMOTION OF HOLIDAY MIXES

# Holiday Mix pulls a triple play

**One radio station carries the whole distribution and advertising load in four-state debut**

**selective** Time and talent and responsive audiences should be enough. But with some strong stations these are still only part of the power an advertiser can put to work. In fact, some stations—such as WNAX of Sioux City-Yankton, S. D.—are willing to step in on occasion and take over the entire distribution and advertising job.

The essence of the WNAX method is called cross-merchandising. It involves unusually close relationship with listeners and with the retail and wholesale trades, and a sort of simultaneous triple-play to get all three groups buying a product.

WNAX can't afford to do for all products entering its four-state listen-

ing area all the things it did to introduce Dolcin (SPONSOR, May 1943; p. 55.) But it wanted to prove that it could put as much distribution and sales weight behind a new food product in grocery channels as it demonstrated a few months before for Dolcin in drug stores.

The product chosen was Holiday macaroon mix of Allied Food Industries, Perth Amboy, N. J. After the radio campaign had run nine weeks, Holiday brownie mix was added. Both were entirely new to trade and consumers in South Dakota, Iowa, Nebraska, and Minnesota, where WNAX is heard. And for this whole area WNAX assumed the entire advertising and the primary distribution job.

In some ways Holiday mixes created tougher problems than Dolcin. A pain-killer. Dolcin had an urgency factor. People who were suffering didn't wait long before writing in or going to the drug store for it. But people wouldn't starve to death without Holiday mixes. In fact, the mixes are "luxury" products, retailing at 49c. And besides, much grocery buying is impulse buying, stimulated by displays at point of sale.

Allied Food Industries' campaign for Holiday macaroon mix was launched over WNAX last 7 November. The schedule was varied and intensive: three announcements a week over *Your Neighbor Lady* home economics program, 3:30 to 4:00 p.m.

please announce over WNAX that John's Super Market  
 (name of store)  
Midville, South Dakota  
 (address) will stock Holiday  
 Macaroon Mix.  
 This is our order for 12 cases (12 cans per case).  
Olson Grocery Company is the wholesaler  
 whom we wish you to forward this order.  
 Signature of store manager: John Jones

Mrs. John Doe:  
 Thank you for your recent HOLIDAY MIX order. It was  
 a pleasure to serve you. Here's a tip that will save  
 you time and effort.  
 Both HOLIDAY MACAROON MIX and HOLIDAY BROWNIE MIX are  
 available at the stores listed below. Why not stop  
 at your grocer's when you make your next HOLIDAY purchase?  
 We'll appreciate your call.  
 John's Super Market -- Midville, South Dakota  
 Cordially,  
 Radio Station WNAX

John's Super Market, Midville, S. Dak.  
 Now stock's Holiday Macaroon Mix. Please read the  
 name of this store over the air so that their cus-  
 tomers will know that Holiday is now available.  
 Yours truly,  
Olson Grocery Co. Sioux Falls  
 Wholesaler

Grocers who ordered early had their names  
 announced on the air. Many consumers  
 placed their orders direct with the station

daily; one quarter-hour of *Sunday Get Together*, 1:00 to 3:00 p.m.; one quar-  
 ter-hour of *Bohemian Band*, 6:15 to  
 6:30 p.m. daily, and two announce-  
 ments a week on the *Billy Dean Show*,  
 a musical, 5:30 to 6:00 p.m. daily.

Before the campaign started, the  
 only trade contacts which Allied Food  
 Industries had developed for Holiday  
 mixes in the four-state area were brok-  
 ers in Sioux City, Minneapolis, Des

Moines, and Omaha.

On 13 October, Robert B. Donovan,  
 promotion manager of WNAX, wrote  
 to 2039 retail grocers to inform them  
 of the coming campaign and to stress  
 the sales potentials of the macaroon  
 mix. He enclosed a Holiday recipe  
 book and a postpaid, return-addressed  
 card to WNAX. The store manager  
 could place his initial Holiday order  
 through WNAX, the order to be han-  
 dled by the wholesaler of his choice.  
 Retailers who returned the cards be-  
 fore 15 November would be men-  
 tioned on the air as "Holiday deal-  
 ers." Seventy-five grocers ordered a  
 total of 100 12-can cases on these  
 cards.

On 28 October, Bob Donovan wrote  
 274 wholesalers about the product and  
 the schedule: "Seven programs per  
 week will be devoted to this one new  
 item." He named the brokers handling  
 Holiday.

Meanwhile, wives of WNAX staff  
 members were baking 50 dozen Holi-  
 day macaroon cookies, which were  
 packed in half-dozen and mailed to  
 100 wholesale grocers. An accompan-  
 ying letter from Wynn Speece (*Your  
 Neighbor Lady*) plugged the product  
 and urged wholesalers still lacking  
 Holiday to contact their brokers im-  
 mediately. That letter was sent 1 No-  
 vember, the date of the first broadcast.

Orders arriving at WNAX from re-  
 tailers were being sent to wholesalers,  
 with authorization for them to ship the  
 product. As each shipment was made,  
 the wholesaler returned a postcard to  
 this effect to WNAX. The station then  
 broadcast the fact that Holiday was  
 available at a particular store. Con-  
 tinued promotion of these stores on

the air and close teamwork with whole-  
 salers produced a steady stream of  
 new outlets and sales.

Commercials urged listeners to ask  
 for Holiday macaroon mix at their  
 favorite grocery store. If their grocer  
 did not carry it, they could order di-  
 rect from WNAX (which had arranged  
 with Allied Food Industries to buy it  
 for direct-mail purposes at a price  
 which would permit mailing a single  
 can for 50c.). When buying from the  
 station the listener was urged to sup-  
 ply the name of the grocer who did  
 not carry it. As distribution increased,  
 the number of direct-mail orders de-  
 clined. But a total of 1306 listeners  
 ordered direct from the station.

On 6 January 1949, Allied Food  
 Industries switched emphasis in com-  
 mercials to Holiday brownie mix. The  
 same type of mail promotion was used  
 for it.

Although the brownie mix was in-  
 troduced and supported by only three  
 participations a week on the *Your  
 Neighbor Lady* show, it was a type of  
 product with greater consumer accept-  
 ance. In a few weeks brownie mix  
 sales had outstripped those of the mac-  
 aroon mix. Robert Tincher, general  
 manager of WNAX, believes that if  
 the macaroon mix had enjoyed the  
 same popularity, the overall sales rec-  
 ord would have been more impressive.

But even so, the results were im-  
 pressive enough.

In the BMB counties in the four  
 states served by WNAX there are 5505  
 retail grocery stores. On 19 Febru-  
 ary a double-postcard questionnaire  
 was mailed to 2039 of them in the  
 station's 50%-or-more BMB counties.

(Please turn to page 67)

"Westernairs" on "Sunday Get-Together" helped sell a lot of Holiday mixes      Single week's performers ran from "Bohemian Band" to this pert miss.



# RADOX: newest in the audience rating

**Sindlinger claims advantages of  
speed, low cost and adequate sample**



Radox was tested in 37 Philadelphia homes (above) before being extended to all that area. The 100 areas for Chicago (below) were outlined by Alfred Politz



**selective** Radox is ready. Sindlinger & Company, developers of this low-cost, electronic, minute-by-minute method of reporting on listeners, will start operations in New York and Chicago about the first of the year. In Philadelphia, ratings are currently based on 75 to 80% of the population of the metropolitan area. Expansion into other areas will follow.

Director of the program, under Albert E. Sindlinger, will be one of the best known executives in the field of radio research, who will resign to become vice-president and general manager for Radox.

"Minute-by-minute" does not quite describe the Radox reports.

On the basis of information then available, SPONSOR said a month ago that ideal information for buying station breaks was "impossible . . . even a figure for the last minute of a program which would include the 20 seconds is impossible, except in a very few Nielsen areas."

Today, Radox is ready to provide this information. Now, with the technical know-how and the equipment thoroughly tested in Philadelphia, Radox is ready to provide what looks like the "ideal" rating service—advertiser, agency, and station response to the service in the major markets already named will determine how speedily it can expand to a national basis. The national sample, to consist of 3200 radio and television homes, is now being prepared by area sampling expert Alfred Politz of Alfred Politz Research, Inc., New York City.

Ralph Bard, Chicago financier and former Under-Secretary of the Navy, is one of Sindlinger's backers. Mr. Bard told SPONSOR over the telephone last week that he had personally investigated the attitudes of important national advertisers and agencies on the contributions Radox offers in the radio rating field. He declared himself satisfied that the need for Radox services is recognized. He was enthusiastic over the company's prospects in the tightly-contested arena of radio ratings. As board chairman of Sindlinger & Company, he vigorously rejected charges that Radox is either technically or economically unsound.

Perhaps this is the place to point out that the A. C. Nielsen Company is already providing clients with such data as minute-by-minute ratings, audience flow, accumulative audience, home composition, etc., on a national basis, and in the "station market areas" of New York, Chicago, and Cincinnati. This report will not be concerned with the significant effects, if any, of the differences in the size and distribution of the Nielsen and Radox samples. Two differences in the service, however, are of vital import to advertisers.

One is cost. The other is speed in delivering reports.

Sindlinger's current pricing estimate place Radox ratings rather in the range of Hooper rates in contrast with the relatively high Nielsen costs. Although it does not concern this story directly, it is fair to point out that Nielsen people have a story to tell in connection with their analysis and cli-

# Competitor arena

ent-service activity, which accounts for most of the cost for Nielsen services.

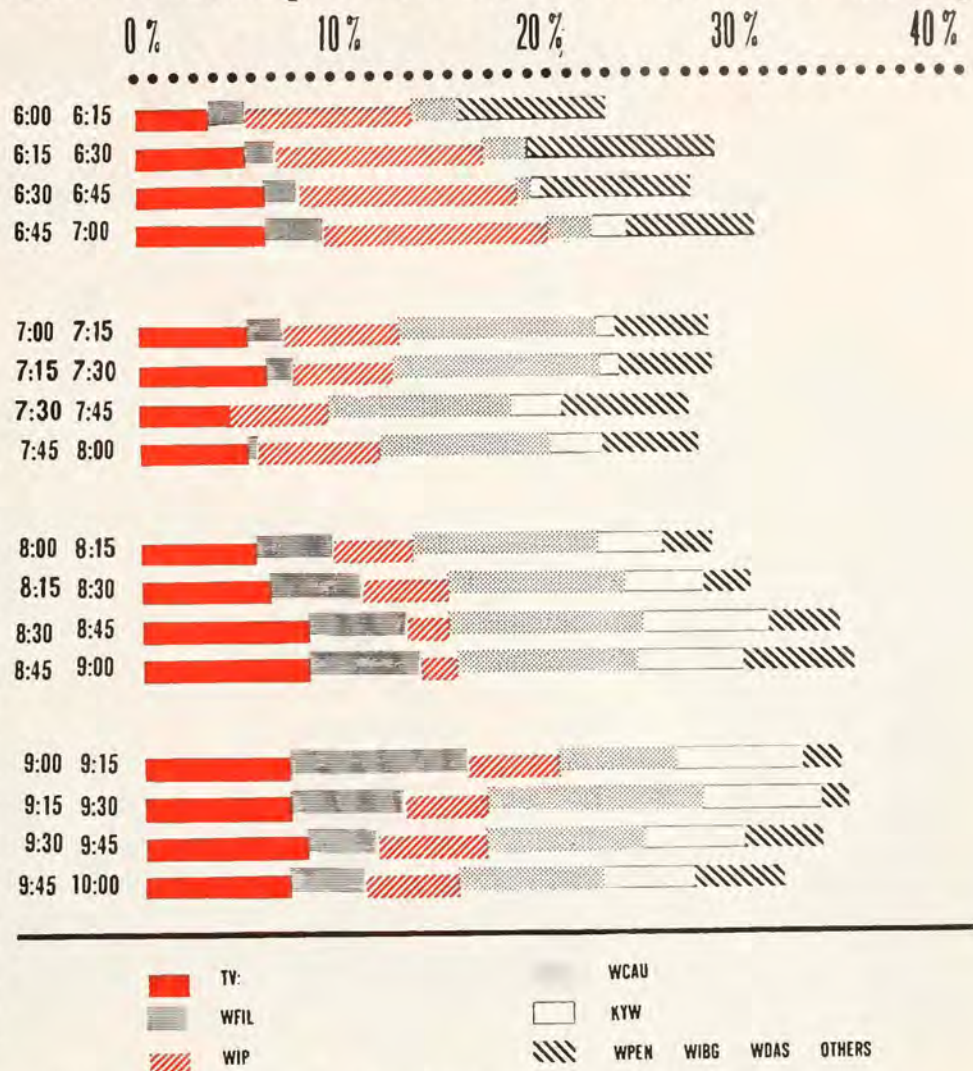
Speed in getting program ratings does more than satisfy a sponsor's curiosity. It enables him to take immediate corrective measures where these are indicated. It helps take guesswork out of urgent decisions to retain or not to retain program elements that can be shown (by absence of tune-outs—steady "holding power") to be liked.

Radox ratings can be provided within minutes following a program's airing. Fifteen-minute ratings on the famous Meehan-Dilworth political debate on local issues in Philadelphia last July were released within ten minutes after they left the air. The *Inquirer*, on the street 45 minutes following the program, carried the story on the number of homes that tuned the debate.

Such a rating, teletyped to the sponsor, would be based on the complete sample, not on a partial sample, as are the Nielsen advance ratings. It's true that with Nielsen's new mailable tapes and electronic computing equipment, time on his pocket piece will be reduced to a week, eventually (and about three weeks for the big book). But even this improvement scarcely compares with the almost instantaneous reports possible via Radox.

The sample ratio of New York City would be approximately 360 homes out of the total national sample of 3200. This, however, obviously would be inadequate for a useful area breakdown. Therefore, the New York sample will be between 800 and 1000 homes. This may be compared with the 275 to 290 Nielsen Audimeters in the New York "station area" sample. The Chicago market sample will be between 400 and 500 homes, approximately the same as Philadelphia. The average ratio of sample homes is one to two thousand.

## How Philadelphia TV homes tuned on a Sunday



Sindlinger made a series of experiments in Philadelphia to determine the adequate ratio. He "over-saturated" some areas with a ratio of one out of every 300 homes. The ratio finally accepted after careful comparisons (1 to 2000) did not yield results significantly different from the saturation ratio (1 to 800). Clients are free to study every phase of the Radox sample, know everything about it, save names and addresses of the families.

Television homes in the three-city cross-section sample will be "installed" first. In addition to compilation of economic, educational, and other data (handled by the Politz organization), on the families of Radox sample homes, "installation" involves a relatively minor hookup by the telephone company.

This consists of fixing a simple device to the audio coil of the speaker of radio and television sets in the home. The device is attached to an outlet (also installed by the telephone people) which pipes what comes

through the speaker, via a telephone line, to the central Radox monitoring equipment. Just how this is accomplished—and the method is the secret of its economy—the Radox people aren't telling.

Key to the system is that the central monitor can match what is actually coming through a loud speaker with what is actually being broadcast by stations in the area (a more detailed description of the system was carried in SPONSOR for 3 January, page 32).

Semi-automatic equipment will scan each home (this new equipment is now operating in Philadelphia) 15 times each quarter-hour, once every minute. Until recently Quaker City ratings have been based on scans of once every three minutes. The data revealed has astounded some advertisers — and changed their policies in buying station breaks. Examples come later in this story.

In each city to which Radox expands, television homes in the basic  
(Please turn to page 43)

# LE CHRIST AUX NATIONS A LA RADIO

chaque semaine venant d'Amérique

Écoutez ces émouvants  
messages évangéliques

Conférences par le  
Speaker renommé



DR. A. MAIER

Musique d'inspiration par les  
meilleurs chœurs américains

Écoutez en Français  
tous les mardis à 14 h. 30 à Radio-Luxembourg

English language listeners may tune  
in to **RADIO-LUXEMBOURG**  
Saturdays at 11.30 a.m. and Mondays at 5.15 p.m.  
for "BRINGING CHRIST TO THE NATIONS" feature.



AG. ROSSEL TEL. 1777.50

OUTDOOR POSTER IN BRUSSELS PROMOTES "LUTHERAN HOUR," RECORDED IN THE UNITED STATES FOR OVERSEAS BROADCAST

## Commercial radio in Europe

**Big response awaits the sponsor who knows**

**what makes a Frenchman or German buy**

**selective** Broadcast advertising on the continent and to the tight little isle has very little to do with sales effectiveness in the U.S. usage of the words. Coca-Cola was on the air over Radio Luxembourg from November 1946 to December 1948 only to cancel because, to quote a European Coke representative "business conditions are impossible." Advertising enables us to sell more Coca-Cola and tie up more money in an economy

that permits practically nothing to be returned to the States in hard American dollars."

In a general way, if there's a choice the mass of Europe's radio listeners will listen to a commercial broadcast (if it's any good at all) in place of a government-sponsored airing. In France, it's not unusual for 30% of a town to turn out to witness the broadcast of *On Chante Dans Vos Quartiers* (*We Sing in Our Neighborhood*). A

newspaper reported recently that when the program visited Messin it was a case of *Trois mille parapluies et beaucoup chanson* (*Three thousand umbrellas and plenty of song*). Big turnouts for important broadcast programs are nothing unusual for commercials in the United States but *On Chante* is a 15-minute once-a-week airing. It has no equivalent in the United States, where a 15-minute-once-a-week is neither a recommended span of time.



nor a frequency which produces effective audiences and sales results.

There is an illusion that Europe is a great expanse where only non-commercial broadcasting is the rule. This is far from the truth. Advertising is accepted not only on Radio Luxembourg but on a 14-station chain in Spain as well as Radio Andorra, by Radio Monte Carlo (which recently advertised in the *New York Times* for sponsors), by both Italian networks, Radio Sarrebruck (Sarre Territory government owned), six Austrian stations and Radio International (Tangier, North Africa).

These stations have audiences, but the audiences for the most part haven't American dollars, or their equivalent, to spend. Although U.S. advertisers have been urged time and time again to advertise abroad, to sell the American way of doing business, one-way streets are expensive even if the dollar is worth many times more on the Continent than it is in the Americas.

When the great Coca-Cola empire can't afford to go on pouring money into a market, which the American GI promoted during the war, it's evident that the average U.S. business firm is in no condition to tie up assets in frozen currencies. The problem is acute. The U.S. must be sold to the English and to all Continentals. It can't be sold alone by what the *Voice of America* beams to Europe, nor what the Armed Forces Networks air for

the occupation troops.

Democracy requires commercial broadcasting overseas. Democracy's business, being activated by the profit motive, can't go on indefinitely doing business on a one-way street. One solution, which has been proposed, is a remitting of a percentage of corporation taxes if money is being poured into the European market for advertising and promotion. Congress, being to a substantial degree anti-advertising, hasn't responded favorably to this proposal but there are forces at work in the State Department which may achieve, by indirection, what is at present short-circuited in the legislative body.

Listening habits vary from country to country in Europe, as is to be expected. There are, however, several canards that can be laid to rest about listening habits in Great Britain. These habits are not different than the U.S.'s. This must be hedged to the extent that the language of the 48 states may be unintelligible to Englishmen. If a gag depends upon an American colloquialism, it is to be expected that it won't be understood abroad. Many of the programs broadcast by the networks in the U.S. can reach even greater audiences in England than they do in the United States.

Typical is the success of *Pin-Up Princess for a Day*, which is the English version of Mutual's *Queen for a Day*. The "Pin-Up" in the program's title has nothing to do with the cheese-

cake pictures which went around the world with World War II. "Pin-Up" is the trade-name for a British version of Toni. It's a Lever Brothers home-permanent wave product. The program has so caught the interest of the British public that even with the limited space available in English newspapers today, they featured, in one edition, the picture of the charwoman who was the "princess" that day. She was photographed on her knees with a scrub pail, washing a floor. It's something unheard of for an English newspaper to recognize the existence of a commercial show broadcast from a foreign station for British ears.

English newspapers are anti-commercial broadcasting but the English are not. Recently, when a Wireless Telegraphy Bill was being considered, the question was asked whether a clause in the bill might not be used to discourage listening to commercial stations. At that time the Attorney-General, Sir Hartley Shawcross, stated "I listen to Radio Luxembourg regularly and intend to go on doing so. I see nothing in this bill which will endanger me. . . ."

The British Broadcasting Corporation is anti-sponsored radio, and has been preparing for some time to prohibit talent appearing over the BBC networks from appearing on commercial programs beamed to England. In early June of this year, there was question of the continuance of Stewart (Please turn to page 65)

Savon soap broadcasts an outdoor show, "On Chante" at Nancy British equivalent of "Queen for a Day" gets strong tabloid build-up





# COLOR

## in advertising

**New sales dimensions for television  
may emerge from FCC hearings**



Color sells. It has always been a dynamic force in advertising, and with increasingly better advertising techniques its use is constantly becoming wider. As an attention-getter, it is used in everything from soap-product packages to the Chesterfield ads on the back cover of *Life* and the circus posters for Ringling Brothers.

Color, perhaps for the first time, is being mentioned seriously in many broadcast advertising circles as well. With the start of the FCC hearings in Washington (26 September) on many new TV developments, such as the proposed new TV stations in the Very-High and Ultra-High frequency channels, a new color-advertising horizon is looming for agencies and advertisers.

As SPONSOR goes to press, the majority of the questions surrounding the development, testing, transmission, and pick-up of color TV are largely unanswered. Whether or not the proposed RCA system (viewable on present black-and-white sets in the lower frequencies) or the CBS mechanical-

color system (viewable only on new sets or via adapters because of its Ultra-High Frequency transmission signal) will be authorized is still up in the air. The RCA system has caught the fancy of many advertisers, but CBS, which has already sunk \$2,000,000 in its brand of color video, is in there pitching, too. How long it will be before the public will be seeing color TV, how much adapters and/or color-TV sets will cost are just a few of the unknowns.

Of one thing broadcast advertisers are becoming reasonably sure. In four or five years (more or less) color TV will be with the industry. A few far-sighted advertisers are already thinking in terms of what their live or film programs, their commercials and spot announcements are going to look like—in color—in the living room. Most TV advertisers have done little actual planning along these lines, for the simple reason that there has been little or no research done recently on the selling problems in color TV.

There are, however, some important basic guides for any advertiser who is

thinking, or has thought recently, of using color TV. These guides are apart from anything the FCC may decide about full-color TV, and are meaningless if color TV is put on the shelf, as it was when CBS made its first pitch in 1946-47.

Color in advertising, so far as most broadcast advertisers are concerned, starts with the packaging or the appearance in color of the product. Some products, such as foods, lend themselves better to good color packaging and color advertising than do others, such as insurance services. The mental connection between a given product and a given color or color scheme in the mind of a consumer is a valuable plus in the advertising plans of many companies.

This was strikingly demonstrated not long ago when Campbell Soup was pressing some litigation against Armour & Company. Campbell was trying to prevent Armour from using a red-and-white color combination in its product packages and cans, since, argued Campbell, the combination was

*(Please turn to page 45)*

# Win with CKLW

**ELEVEN top-notch AUDIENCE PARTICIPATION SHOWS that tempt the Detroit Area with solid cash and prizes!**



"COFFEE QUIZ"—8:45-9:00 A.M.—Monday through Friday.

"GOOD NEIGHBOR CLUB"—10:15-10:30 A.M.—Monday through Friday.

Eddie Chase's "MAKE BELIEVE BALLROOM"—

3:30-5:00 P.M.—6:15-7:00 P.M. Monday through Friday.

"OLD DETROIT QUIZ"—7:15-7:30 P.M.—Monday through Friday.

Oakite "HOMEMAKERS TREASURE CHEST"—

11:15-11:30 A.M.—Monday, Wednesday and Friday.

"THREE QUESTION DERBY"—11:15-11:30 A.M.—Tuesday and Thursday.

"QUEEN FOR A DAY"—2:00 P.M.—Monday through Friday.

"FISHING AND HUNTING CLUB OF THE AIR"—8:30-9:00 P.M.—Thursday.

"MEET YOUR MATCH"—9:00-9:30 P.M.—Thursday.

"TRUE OR FALSE"—7:30-8:00 P.M.—Saturday.

"TWENTY QUESTIONS"—8:00-8:30 P.M. Saturday.

"TAKE A NUMBER"—8:30-9:00 P.M.—Saturday.

**IN THE DETROIT AREA**

**Now!**  
**50,000 WATTS**  
**at 800 kc.—**  
**means more good**  
**listening for more**  
**people!**

# CKLW

**Guardian Bldg., Detroit 26**

Adam J. Young, Jr., Inc., National Rep.

**MUTUAL SYSTEM**



**IT'S 9:30 A. M.:** Saturday: The doors of WRVA's 1300-seat theatre open to admit housewives. Each one writes the name of her grocer on a card and may get a sample of your product or watch your own demonstrator.



**IT'S 10:00 A. M.:** WRVA's handsome News Editor, George Passage, conducts the warm-up. Housewives are called up to the fully-equipped kitchen on the stage to tell all about themselves. They get a basket stacked with samples of each sponsor's product. Plus a sales talk.



**IT'S 10:15 A. M.:** One lucky housewife wins the quiz that makes her the owner of a brand new modern kitchen sink.



**IT'S 10:30 A. M.:** "Calling All Cooks" is on the air with George Passage as emcee. He quizzes a group of chosen housewives on homemaking and homedoings. With loads of laughs and lots of prizes for everybody . . . watches . . . fountain pens . . . clothing, etc. Plus a basket of groceries.

**All This . . .**



**IT'S 10:30 to 11:00 A. M.:** Each participant mentions the name of her grocer on the air. And early Monday morning he gets a dollar bill in his mail. With it is a card saying the dollar comes with the compliments of the "Calling All Cooks" sponsors . . . all named. The flood of dollar bills is an introduction for your grocer man.



**IT'S 11:00 A. M.:** The on-the-air show is over, but the program lingers on. George Passage and WRVA's home economist, Harriett Allen, show off the sponsors' products. Some are cooked right on the stage. Others are demonstrated at the same time, housewives get an opportunity to win a radio . . . or a washing machine . . . or an ironer.



**IT'S 11:45 A. M.:** The show is almost over. But not before the theatre audience marches up to the stage to sample the cookery. And to ask all the questions they want of home-making expert Harriett Allen.



## and the Kitchen Sink too!

Buy a participation on "Calling All Cooks"—WRVA's big new quiz and prize show for housewives aired from 10:30 to 11:00 Saturday mornings—and you get everything but the kitchen sink. *That goes to a lucky housewife!*

It's much, much more than you bargain for, too. Because you pay a surprisingly low cost for a participation on a half-hour broadcast. And you get two hours and fifteen minutes of product-pushing performance. As you can see, from 9:30 a.m. to 11:45 a.m., your product is made an important part of the show—before it goes on the air . . . while it's on the air . . . and after the broadcast. All adding up to lots of mentions and lots of sales . . . with a *Grocer Promotion* that makes *Your Salesman Welcome in His Store!*

To take advantage of all the sales opportunities that come with "Calling All Cooks," call us or Radio Sales. We'll show you how it can cook up big returns for you in a \$1,412,700,000† market where 434,253 radio families\* live and listen most to 50,000-watt WRVA.

† Sales Management Survey of Buying Power, May, 1949  
\* 50-100% BMB Daytime Audience Area

Richmond and Norfolk, Virginia  
Represented by Radio Sales

# WRVA

**RETAIL  
SALES  
NOW  
UP 11%  
in WGAC-Land!**

**Bank Clearings UP  
\$5,000,000 over 1948  
for first eight months!**

**More than 100,000,000  
retail dollars now paid  
every twelve months in  
WGAC-Land!**

**and**

**The number of Radio  
Homes in WGAC-Land  
has increased substantially — 175,280 (1949  
BMB)**

**ADVERTISERS  
Are making new sales  
records on**

**WGAC**

**580 Kc. - ABC - 5,000 Watts**

**AUGUSTA, GA.**

**Avery-Knodel**

## RTS... SPONSOR REPORTS...

-continued from page 2-

### **Department stores increase promotion**

Department stores in different sales groups expanded promotion expenditures in 1948 from 10.2% to 10.9% from 1947 levels, in effort to maintain sales volume, reports National Retail Dry Goods Assn. Newspaper expenditures rose 2%. Direct mail also increased. Broadcasting proportion was unchanged.

### **N. Y. City College drops radio awards**

City College of New York has discontinued annual radio awards, after five years, because of "excessive number of annual contests" in broadcasting.

### **NBC turns one table on CBS: gets Sam Spade**

NBC finally has made one major raid on CBS, by getting Wildroot's "Adventures of Sam Spade" (BBDO). Program began on NBC in 8 p.m. slot, Sunday, 25 September. NBC hopes soon to announce several more accounts, including major oil advertiser.

### **Hollywood makes bid for TV leadership**

Southern California made first major bid for TV leadership 22 September when Los Angeles Chamber of Commerce backed all-out Hollywood premiere of Ed Wynn's video network show, sponsored by Speidel.

### **"Radiotime" signs 100th station subscriber**

"Radiotime," Chicago, covering radio and TV programs and time availabilities, recently signed WHOT, South Bend, Indiana, as 100th station subscriber. Publication is mailed fortnightly to 4,000 executives.

### **Lang-Worth introduces eight-inch transcription**

Coincident with appointment of James A. Miller as research and engineering director, Lang-Worth Feature Programs, New York, announces introduction of a new eight-inch transcription, which he developed.

### **One-network TV monopoly feared by Allen Du Mont**

In connection with FCC hearings on color, frequencies, etc., Dr. Allen B. Du Mont of Du Mont Laboratories points out that "assignment of channels in VHF and UHF frequencies tends to create one-network monopoly. Many cities would have only one VHF station." . . . At same time, NBC announced five TV additions, bringing its station total to 46.

*Mr. K. Xcell Says:*

"For Coverage of the Pacific Northwest Use the Magic Carpet of Pacific Northwest Broadcasters"

- KXL Portland
- KXL Ellensburg
- KXLY Spokane
- KXLL Missoula
- KXLK Great Falls
- KXLJ Helena
- KXLQ Bozeman
- KXLF Butte
- KING Seattle

SERVING 3,835,800 PEOPLE



**EASTERN Sales Manager**

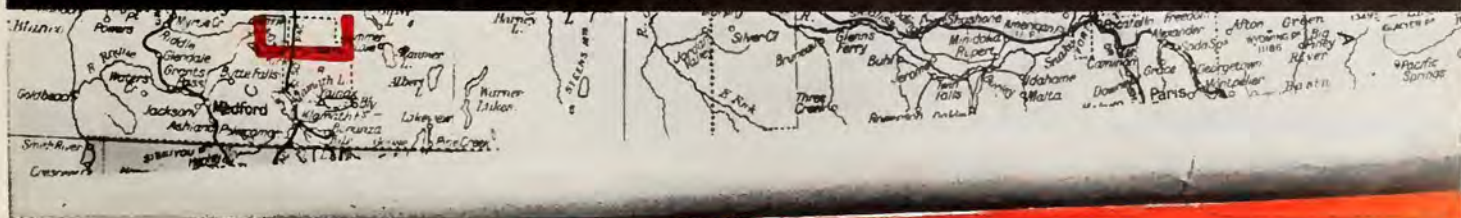
Wythe Walker

551 - 5th Avenue, New York City, N. Y.

**WESTERN Sales Manager**

Tracy Moore

6381 Hollywood Blvd., Hollywood, Calif.





## Mr. Sponsor asks...

### "Should a sponsor buy time to promote his own program?"

Charles W. Shugert

Assistant Advertising Manager, Shell Oil Co.

### The Picked Panel answers Mr. Shugert



Mr. Embry

When an advertiser purchases a program on a station, he should go in with the idea that this is to be a long-pull proposition. It should be looked upon as a franchise to be enlarged and devel-

oped and be made more and more profitable.

It is an obvious fact to all who have been in the radio business for any length of time and to advertisers who have used radio extensively that the best results are secured from this medium by those who are far-sighted enough to continue their radio advertising over a long period of time, with constant promotion and publicity given to their program franchise. Radio results are accumulated.

With this idea in mind, of course, it would be more consistent for the advertiser to spend a moderate amount of money on spot radio advertising to promote his program feature. It is perfectly all right to put some money into newspapers for this same purpose but, just as in any effective, well-rounded campaign, part of the budget should be put into radio announcements in order to achieve the greatest over-all impact

to the listening public. He is much more likely to attract new listeners to his program by the use of every media he can afford than he is by concentrating his money on newspapers.

The same logic should be followed in the spending of promotional money that is originally used in the planning of his over-all campaign.

We recommend to our program advertisers that they not only use newspaper ads and radio spots to promote their shows, but that they also use window displays, signs throughout the store, the front of their monthly statements, portions of their car cards, billboards, truck signs, and any other medium that they have access to. All of this effort pays off in results because the program will capture its audience much faster and make his franchise more valuable.

R. C. EMBRY  
Vice President  
WITH, Baltimore, Md.



Mr. Spector

I think it's axiomatic that any sort of promotion given a product or a program is good. What is involved principally is, do the results justify the expense? We have several ways to promote our show, *Bonny Maid Versatile Varieties*. We give the studio audience photos of the commercial cast ("Wear" and "Tear" and "Bonny Maid"), and we tell the viewing audience to write in for a picture of

our beautiful "Bonny Maid" (Anne Francis). So far, thousands of viewers have written in for the photo. The three characters were created for television by Basch Radio and Television Productions.

We feel it is part of the network's job to promote its commercial shows. We feel the network ought to put slides and aural announcements on the air for a reasonable period prior to a show's premiere, and the evening before the regular performance of any commercial show. Some networks are alert to this responsibility and cooperate nicely with sponsors, with announcements plugging network television shows.

If a sponsor's budget permits, shall he put additional money into spot announcements plugging the show or put that same money into the show budget, to improve the show itself? We feel that depends on the particular program, the budget, and whether a client feels that additional funds could be used advantageously to improve the program.

This brings me to my third thought. If a sponsor is to spend money on spot announcements either on radio or television, would he be smart to spend the entire time plugging his full-length program, or should he also try to sell merchandise? We feel the answer to that one is pretty obvious. I think he should definitely sell his product on both radio or television spots, and then invite the listener or viewer to tune in on his longer program. If they do, he has gotten two plugs for one, and if they don't, he still has the original plug on the spot.

SAMUEL SPECTOR  
President  
Bonafide Mills, Inc., N. Y.





Mr. Swan

A show man building an extravaganza wants to attract as many people as he can. He tries to attract them with the most famous names and the greatest array of talent he can afford.

Isn't running a radio station still show business? Isn't it true that the only thing a station has to sell to anyone—local, selective, or network—is an audience?

And it's just as true that the most famous names, the greatest array of talent that a station can shout about to increase its audience, are on the programs fed by its network.

Not too long ago, during the lush years, some affiliates were content to sit back and count the take. Promote network shows? Give them free spots? Somebody was crazy, that was the sponsor's job . . . or the network's job.

Those days are gone forever. Competition work up those affiliates with a hot-seat that burned holes in their pockets. Today, from a station's own standpoint, it can't afford not to promote programs.

Publicity and promotion on a national scale are admittedly the responsibility of the sponsor, working through his advertising agency. In his program budget the sponsor should allow for the services of a good independent publicity firm. They augment and spur the efforts of the agency and network personnel right down to suggestions for local-station promotion.

But when those suggestions and leads reach the individual city, local promotion becomes the responsibility of the local station. The best tool that the station has at its disposal to promote a network program is usually announcements on sustaining time.

This is not free advertising. The sponsor's name and product are not ordinarily mentioned. It is, however, the cheapest, most effective way for a radio station to build audiences and increase its own value to advertisers.

Local sales and national selective campaigns naturally target on stations that deliver better-than-average ratings for network programs.

ROBERT GILES SWAN  
Radio Director  
Joseph Katz Company  
Baltimore, Md.



WITH AN AUDIENCE-WINNING

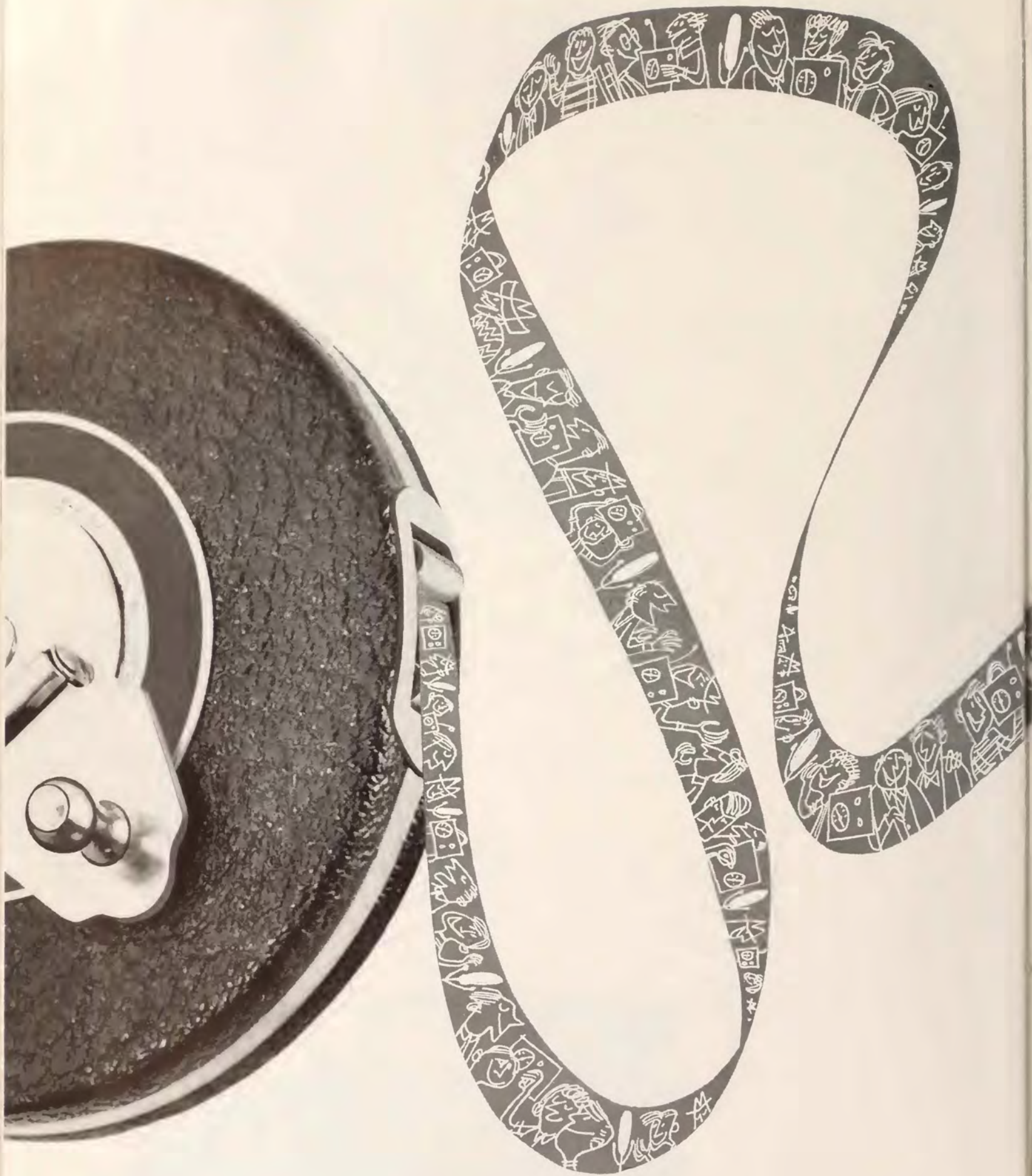
FALL SPORTS CALENDAR

Once again WCFL starts off the autumn sports season with a handsomely packed calendar of top events! Notre Dame football games are back again. The full schedule of the Chicago Cardinals 1949 grid campaign will be carried exclusively over WCFL. Joe Boland, former Notre Dame football coach, will do the play-by-play for both. Horse races from leading Chicago tracks will also be featured.

This unsurpassed line up means a ready-made audience for sponsors of "hot" spots before and after these sure-fire sports shows at bargain rates. Communicate with WCFL or its representatives, The Bolling Company, for remaining availabilities.

**WCFL**

50,000 watts • 1000 on the dial  
The Voice of Labor  
666 Lake Shore Drive, Chicago, Ill.  
Represented by the Bolling Company, Inc.  
An ABC Affiliate



Inside metropolitan Salt Lake City, KSL has the biggest audience . . . a 34.9% average share of the week's listeners. Delivers highest average rating . . . 11.4!

In the outside area, too, KSL leads—with the lion's share of the listeners . . . 32.2% of the audience. Stacks up the highest average rating for the week . . . 9.4!

## EVERY INCH A LEADER

. . . *that's KSL!*

That's what Benson and Benson, Inc.\* found when they measured listening inside the 52 square miles of Salt Lake City and in the outside areas of KSL's 74-county-unit, quarter-million-square mile territory.† This Diary proves that KSL is every inch a leader in every part of Intermountain America—a market where one million of your customers ring up one billion dollars a year in retail sales.

To be a leader in Salt Lake City or in the outside area—or throughout all Intermountain America—buy the leader—KSL. You'll find KSL makes your advertising pay off every inch of the way at less cost per customer than any other station or regional network.

\* Independent research organization  
† 50-100% Common Day-Night BMB Audience Area.



## MAGAZINES

(Continued from page 23)

In addition to programs, Macfadden since last March has been conducting a national spot radio campaign on all its publications, with the schedule to be maintained probably well into 1950. In 1948, Macfadden circulation advertising activities were divided between radio and newspapers about evenly. The publishing house throws all its promotional resources behind the programs on which it collaborates,

and gets the cooperation of its 750 distributors and 80,000 dealers in promoting the shows via truck banners, newsstand posters, and other display pieces.

Still another publication making use of radio without actually sponsoring a program is *Business Week*, one of the 34 magazines published by McGraw-Hill. Although most of the McG-H output is primarily technical, this publisher feels that many more people than top-level executives are vitally interested in labor, marketing, business, and

foreign-trade problems, so in an attempt to jump *Business Week* circulation among the average public a tie-in has been arranged with WOR (New York).

The magazine supplies a panel of experts and some of its staff members on a once-a-week, 15-minute program which is handled by WOR as a sustaining public-service feature, but which is being offered to prospective advertisers. Here again the publication benefits through the repeated mentions of its name in connection with the experts appearing on the program.

McGraw-Hill has been in radio before. A couple of years ago the company used a participation on Arthur Godfrey's then early-morning show on WCBS (New York) to push *Science Illustrated*. McGraw-Hill doesn't blame radio for the fact that instead of having its circulation upped, *Science Illustrated* suspended publication not long after this campaign was over.

*The Reader's Digest* has used selective broadcasting quite consistently in building its 8,000,000 plus domestic circulation. *The Digest* also had a tie-up with Campbell Soup on a network show.

McCall Corporation discovered the selling impact of radio and television only recently. To publicize the shift of Mrs. Eleanor Roosevelt and her column, *If You Ask Me*, from the *Ladies' Home Journal* to *McCall's Magazine*, the latter last June went in for an intensive AM and TV spot campaign. The visual medium was used via film announcements on 15 TV stations in ten cities, while spots went on radio stations in 22 cities, which were increased to 30 in August.

The announcements all centered around Mrs. Roosevelt, and were aimed primarily at women listeners. They followed the basic psychological approach of soap operas ("What would you do if you were married to a man like the President of the United States whom you rarely saw?" etc.), and the results proved to McCall conclusively that radio and TV can sell magazines. The June issue of *McCall's* was a complete sell-out.

Not so happy, however, was the recent experience of Fawcett Publications, Inc., although its testing of broadcast advertising was hardly fair to that medium. Fawcett doesn't believe that radio can sell subscriptions or increase newsstand buying, and had

(Continued on page 47)



# Sail into Sales

ON THE MELLOW VOICE OF  
**KENNY SARGENT**

8 a.m. to 10 a.m. daily

AVAILABLE in a quarter hour of  
listenable music, Memphis' out-  
standing "name personality"

9:45 a.m. to 10 a.m.

The Kenny Sargent Show

**5.9 HOOPER**

(Latest Memphis Continuing  
Measurement)

# WHHM

Independent — But Not Aloof  
MEMPHIS, TENNESSEE

PATT McDONALD, manager  
Representatives:

INDEPENDENT METROPOLITAN SALES



## RADOX

(Continued from page 31)

percentage of radio listening to TV viewing in areas covered. Also included will be weekly newsletters showing trends, and graphic charts showing the cross-section will be installed first, followed immediately by all other homes in the sample. The first New York Radox television report, therefore, will be coming slightly ahead of the first radio report.

Since the area sampling technique involves a "fixed panel" of homes (selected at random within each area), the cross-section will automatically reflect the growth of the television audiences, as additional members of the fixed sample buy sets. The increase in sample TV homes will, of course, be an accurate ratio of the increase throughout the area sampled. This will be a true, "self-adjusting" TV sample.

Non-telephone homes are accounted for in all Radox samples. That this can be accomplished economically is another triumph of ingenious Radox engineering. It also means the approximately 50 areas in which Politz is setting up the national sample can and will include the proper proportion of rural homes.

In each market area where sponsors desire an individual market breakdown of Radox data, the local sample will be increased to the necessary proportion over that required to represent the area adequately in the national sample. Each area (starting with Philadelphia, Chicago, New York) will have its own Radox service. Eventual national reports would be special rating reports based on a composite of individual area reports.


Scanning (monitoring) of Radox homes in the City of Brotherly Love is currently from 3:00 p.m. to midnight Monday through Friday; noon to midnight Saturday; 6:00 p.m. to midnight Sunday. Regular reports show total tune-ins, 6-minute tune-ins, average tune-ins, and share of homes. These and other services are (and will be) sold to clients a la carte, with progressive discounts for more services.

Siudlinger plans to offer some services on a subscription basis. These will include daily competitive program ratings and share of homes. These ratings will automatically show the true

(Continued on page 61)



# WIIP Produces!



**Example  
# 18**

... we attribute our 13.6 percent increase over and above sales quota solely to radio." So writes Automatic Heat, Inc., selling Timken Oil Burners, who originally bought John Facenda's "Night Extra" news program 3 nights weekly . . . then renewed and added two nights a week and a 15-minute pre-football period every Fall Saturday!  
What do YOU have to sell?



# WIIP Philadelphia Basic Mutual Represented Nationally by EDWARD PETRY & CO.

*Real-life examples of*

# how to make a **TIME** sale

## Example 1:

A large beer distributor using a list of New England stations carefully analyzed a SPONSOR round-up story titled "Beer on the Air." Result: it increased its radio appropriation 100% on every station over which it advertised.

## Example 3:

Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1949 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case \$12,000 of radio advertising was reinstated; in the other \$48,000 was reinstated in one area alone.

## Example 2:

A 50,000-watt station in North Carolina advertised an available daily program via a full page in SPONSOR. Result: the advertising manager of a large drug firm contacted his advertising agency and requested that they buy it. They did.

## Example 4:

A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

These are only several of the many scores of sales which have been reported to SPONSOR as a result of its "use value" concept of publishing. One third of all radio stations contacted during a thirty-day across-the-desk survey reported one or more sales that had come about, directly or indirectly, through the use of SPONSOR.

SPONSOR is 100% devoted to the use-interest of broadcast-minded agency and advertiser executives. Its paid subscriptions among broadcast-minded buyers is the largest in its field. Its pinpointed appeal, bright format, and easy-to-read pages insure intensity of readership. Whether your list permits only one magazine or several, SPONSOR is the buy.

# SPONSOR

*For buyers of Radio and Television*

## COLOR

(Continued from page 32)

so identified with the soup firm. Actually, it was not an argument in which color figured as one of the reasons for buying, but two tests made by Professor Nixon, of Columbia University's Department of Advertising, show rather dramatically the sales value of color.

The first test (both were made in large supermarkets) concerned the effect of a fictitious brand name on a can of Campbell's soup where the color combination of red and white remained the same.

Six self-service stores were selected. Campbell had printed some special labels for its cans, and placed displays of the new product far enough away from the regular Campbell red-and-white cans to avoid direct confusion. The labels bore the somewhat lugubrious name of "Gagnoyee" in place of the usual "Campbell." Clerks at the check-out points were told to call the attention of any shoppers to the fact that Gagnoyee soup was not Campbell soup.

At the end of the experiment, it was found that of all the people who had been buying either "brand" (of course, they were identical inside the can), 136 people had been picking up Gagnoyee, thinking it was Campbell, for every 100 who had selected Campbell by name. Every one of the women, when told of their error, returned the Gagnoyee Soup to the shelves and came back with the customary can of Campbell's.

Again, in six self-service stores, Campbell soups were put out on display. However, one-half of each display consisted of the regular red-and-white cans and the other half consisted of cans which were identical in every respect—except that all labels were printed in green and white. A check up of sales showed that the familiar red-and-white labels were purchased in a ratio of 15 to one.

It is easy to understand why Campbell, when it advertises to women, prefers to feature the color of its packages, as well as to set up a colorful picture of the product ready to be served in its magazine advertising. Campbell Soup has long been a broadcast advertiser, and when color TV becomes a commercial reality, it is not



## ED EVANS IS LOOKING FOR A JOB

Ed Evans, for 7 years Research Director of ABC and for 8 years prior Assistant Director of Research for NBC, is now available.

His intimate knowledge and vast background in all fields of advertising and media research is unusual in this day of single field specialization.

He has introduced many new ideas in both qualitative and quantitative research. Recently elected President of the Radio Research Council, Evans is held in high esteem by all members of the research and advertising fraternities.

Thoroughly familiar and conversant with audience and market research, Ed is a prime candidate for any alert management seeking to learn fundamental truths and facts about the distribution and selling of goods and services.

To arrange a meeting call Ed Evans at TRafalgar 3-7000 or write to him at ABC, Television Center, 7 West 66 Street, New York 23, N. Y.

*First In Every Way*

# WSJS

*Dominates Winston-Salem!*

(Gives Bonus Coverage of Greensboro and High Point)

- 1st in Listening (Hooper)
- 1st in Network (NBC)
- 1st in Power (5000 watts)
- 1st on the Dial (600)
- 1st on the Air (1930)

Naturally, it follows that WSJS is  
FIRST in Advertising!-Local-General-Network.

*Your FIRST and BEST Buy!*

Affiliated  
with  
NBC



Represented  
by  
HEADLEY-  
REED CO.



# 650 on the cash register

You can go out to dealers, hundreds of miles from Nashville, or right in town—and there you can see the WSM story on cash registers. They ring up 650 so regularly, these merchants, they know the station has a special power to sell their customers. Go take a look for yourself, as we have, and you'll find it in store after store—all through the Central South.

It isn't just our 50,000 watt, clear channel power, nor the excellent reception we provide dependably over an area that otherwise would be poorly served. Nor the fact that our programs are good, balanced, and specially designed for the audience we know so well.

The reason they act when they listen is that they know they can trust and believe and buy what we sell them.



HARRY STONE, General Manager  
 IRVING WAUGH, Com. Manager  
 EDWARD PETRY & CO., Nat'l Rep.

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

unlikely that Campbell will be a major color TV advertiser.

Over and above the color factors of packaging, the very fact that color is used in ads pays off first as an attention-getter, and also in other qualitative factors of retention and depth of impression, and in intangibles like prestige.

This has been found in such media as outdoor posters and point of sale displays, virtually all of which today are in color. It has been shown in the increasing proportion of four-color to black and white ads in magazines.

The latest figures on this, prepared by Daniel Starch, give a good indication of the value of color in magazine advertising as something that makes a reader stop, look, and read. Using the total number of ads (5687) run in both black-and-white and four-color (full page, half-page, two-thirds of a page) in 1948 in *Life*, *Saturday Evening Post*, and *Collier's* to determine male reading habits, and the same ads in the same magazine, plus 3946 others which appeared in *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, and *Woman's Home Companion* to evaluate female readership, Starch shows clearly the value of color in advertising practice. Here are the Starch findings, which show the increased noting and reading of color ads over black-and-white ads among males:

Men	
"Noted"	"Read Most"
42% more	25% more

Among women, to whom food manufacturers direct appetizing-looking color ads featuring everything from cakes to steaks, the effect was even greater. Following are the Starch figures showing the increased noting and reading of color ads over black-and-white among distaffers.

Women	
"Noted"	"Read Most"
52% more	50% more

It is logical to ask the following question at this point: What has color advertising got in common with color television?

Actually, there are many basic points of comparison. For one thing, the increased production charges for full color in magazines is currently averaging about 25%. Preliminary estimates show that the increased charges for color video (part of the production charges, not time charges)

(Please turn to page 63)



## MAGAZINES

(Continued from page 42)

never used it until last spring. At that time, to reach housewives with a premium offer in connection with one of its women's group of magazines, the publishing firm went on three ABC stations in New York, Detroit, and Los Angeles with 15-second chain breaks. Inasmuch as the "campaign" ran all of one week, radio can scarcely be held to account for the failure chalked up against it by Fawcett.

One of the earliest users of broadcast advertising to build circulation figures was Time, Inc. To hypo the then budding *Time*, a 15-minute weekly news quiz, called *Pop Question Game*, was started in 1924. Four years later the quiz show was dropped in favor of a syndicated series of news broadcasts, prepared by *Time*, and read by announcers on the stations running the series. In 1929 this format was supplemented by brief news dramatizations—the forerunner of the now famous *March of Time* program which made its debut in 1931, on the CBS network.

*The March of Time* remained on CBS until 1939, disappeared from the air for two years, and then went on again from 1941 until 1945, when it was dropped for a second and final time. During its last several years, the program was shifted from CBS to the former Blue network of NBC (now ABC) to the old NBC Red web and back again to the Blue. *Time, Inc.*, sponsored the show throughout its career, except during 1935, when the publishing house alternated sponsorship weekly with Remington-Rand, and during 1941-43, when Serval, Inc., picked it up for several short periods, mostly during summer hiatuses.

*Life*, like its older brother *Time* in the Luce family of publications, has used, and is using, prestige broadcasting that also carries strong sales impact. The picture magazine, naturally enough, is in TV, with *Crusade in Europe*, a 26-reel film—spread over as many weeks—based on General Dwight Eisenhower's book. The film, plus guesting military personages, is on the ABC-TV network.

*Life's* first venture into video came in the summer of 1948 when it televised both the Democratic and Republican national conventions to nominate presidential candidates. The special telecasts comprised a joint promotion

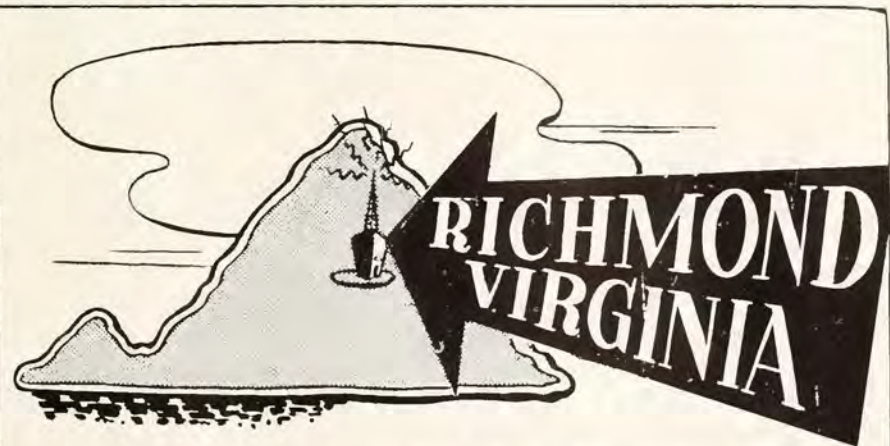
between the publication and NBC, and created considerable favorable comment as one of the first instances of astute public-service features in the visual medium.

When magazine publishers go into radio advertising, it's largely to increase newsstand circulation, since the state of a publication's "health" is determined by that, rather than by its subscription list. Buying a subscription involves only one action; the willingness of a person to go to a newsstand 12, 26, or 52 times a year is a truer indication, publishers feel, of a

real interest in their product.

Circulation figures for leading publications for the first half of 1949 are now being compiled, but industry observers have noticed an upward surge in both newsstand and subscription buying. After the usual seasonal slump in the second quarter of the year, September has been a better-than-normal month for the magazine-publishing field, it's reported.

Those publishers currently using radio feel that the medium is definitely one of the reasons for the overall upward circulation trend. ★ ★ ★



... for every \$1 which you sell  
throughout the nation you should sell  
**\$1.20 here\***

- **RETAIL SALES**—While the nation's sales are up 211% **RICHMOND'S** sales are up 252%.
- **EFFECTIVE BUYING INCOME**—On both a per capita and per family basis, **RICHMOND** and its area are a better buy.

**WRNL** covers and serves this **RICH RICHMOND** marketing area . . . helps you **GET** that **BONUS 20%**.

\*1949 Sales  
Management  
"Survey of  
Buying  
Power"

50% **OR MORE** of the radio families listen to **WRNL**, in 39 of the 72-county **WRNL** coverage area, according to the **BMB** study.

**BUY** a **PROGRESSIVE** station in a **KEY-POSITION** in a **TOP MARKET!**

buy... **WRNL** **WRNL**  
FM

5000-WATT  
ABC AFFILIATE "RADIO CENTER" • RICHMOND, VA.

**EDWARD PETRY & CO., INC.**  
NATIONAL REPRESENTATIVES

# Contests and Offers

SPONSOR	PRODUCT	PROGRAM	TIME	OFFER	TERMS	OUTLET
B. T. BABBITT CO.	Babo	David Harum	MTWTF 3-3:15 pm	Six royal tulip bulbs.	Send four labels from Babo or Glim to program, Box 85, N. Y. 8, N. Y.	CBS
COLGATE-PALMOLIVE-PEET CO.	Dental Creme	Howdy Doody	Tu&Thurs 5:45-6 pm	Howdy Doody miniature TV set.	Send 15c and top from box containing a tube of Colgate Dental Creme to sponsor.	NBC
BACON BOTTLING CO.	Beverages	Sat. Telegram Dance Party	Saturday 10-11 pm	Motorola TV sets	Listener must identify mystery word from clues given on program and in newspaper ads.	WTHT Hartford, Conn.
GENERAL ELECTRIC SUPPLY	FM Radio	Do You Remember?	MTWTF 7:15-7:30 pm	One G. E. table model FM and AM radio weekly.	Awarded to the listeners writing the best jingles on the advantages of FM reception.	WTHT Hartford, Conn.
		Sammy Kaye	Sunday 1:30-2 pm			
		Saturday Dance Party	Saturday 8:30-9 pm 11-11:30 pm			
GENERAL FOODS CORP.	Maxwell House Coffee	Wendy Warren	MTWTF 12-12:15 pm	Expense-free five-day vacation for dog and two persons in addition to other merchandise prizes.	In 25 words or less answer question: "I feel so tired, listless and all woofed out; how do you keep in such fine fettle?" Enclose top from package of Gaines dog meal or Krunchon.	CBS
	Post Cereal	House of Mystery	Sunday 4-4:30 pm	Air speed indicator.	Send 25c and a box top from Post Raisin Bran to Post, Box 60, Battle Creek, Mich.	MBS
LEVER BROS.	Lux	Lux Radio Theatre	Monday 9-10 pm	Beauty contest for 15-year-old girls. Winner will receive trip to Hollywood, screen and TV tests plus a complete wardrobe.	Submit picture of any 15-year-old girl to the sponsor in care of your local station.	CBS
	Spry	Aunt Jenny	MTWTF 1215-12:30 pm	Certificate worth two dollars as credit against the purchase of any Westinghouse product.	Send two Spry wrappers to Levers Home Value Club, Box 84, N. Y. 8, N. Y.	CBS
NASH-FINCH WHOLESALE GROCERY CO.	Nash Coffee	Mary Moore's Homemaker Program	MTWTF 9-9:30 am	One dollar for the best recipe of the day and five dollars for the best recipe of the week. A recipe booklet is sent to everyone who participates.	Send favorite recipe to program.	WJAG Norfolk, Va.
PARTICIPATING	Various	WRFC Telephone Party	MTWTFs 10-10:30 am	Cash prizes.	Listener must answer riddle either by telephone or mail.	WRFC Athens, Ga.
PROCTER & GAMBLE	Duz	Right To Happiness	MTWTF 3:45-4 pm	Kitchen cleaver with a 10-inch stainless steel blade.	Send 60c in coin to sponsor, Cincinnati, O.	NBC
QUAKER CO.	Full-O-Pep Seeds	Man on the Farm	Saturday 12-1 pm	Booklet on how to boost egg production.	Send request to sponsor in care of station.	MBS
RADIO SUPPLY CO.	Zenith FM Radios	Four spots per day detailing giveaway	SMTWTFS Various times	Zenith Radios.	Rules change each week.	WSVS Crowe, Va.

**SPONSOR**

# filed but not forgotten at ESTY and SCHWIMMER & SCOTT

How does a business paper achieve intensity and longevity of readership? That's a question that SPONSOR answers in a word . . . *use-value*. Any broadcast-minded agency executive or national advertiser will tell you that SPONSOR measures high on his list because its facts have use-meaning, its pages are designed for fast reading, its style competes favorably with consumer magazines. Its issues are treasured by buyers of radio and television. It's small wonder that this unique publication has achieved, in three years, more *paid* and more than twice the *total* advertiser and agency circulation of its nearest competitor. Can you think of a more logical market place for your station message?

"SPONSOR talks our language and gives us invaluable and current information. Our office file of back copies of SPONSOR has proven invaluable."

KENDALL FOSTER,  
Director Television Dept.

"SPONSOR to me is the best in the field. As a matter of fact, I have almost all the copies in my files from the day it started publication. For radio and TV news, it can't be beat! I find myself constantly referring to back issues for information of all kinds—most particularly for TV growth and acceptance."

EVELYN R. VANDERPLOEG,  
Schwimmer & Scott

**WILLIAM ESTY CO.**

Subscriptions to SPONSOR				7
Home	3	Office		4
Executives	1	Timebuyers		3
Acct Exec	1	Others		1
Radio Dir	1			

Some Esty clients who subscribe: Colgate-Palmolive-Peet Co., Thomas Learning & Company, R. J. Reynolds Tobacco.

**SCHWIMMER & SCOTT**

Subscriptions to SPONSOR				4
Executives	1	Timebuyers		1
Acct Exec	1	Others		1

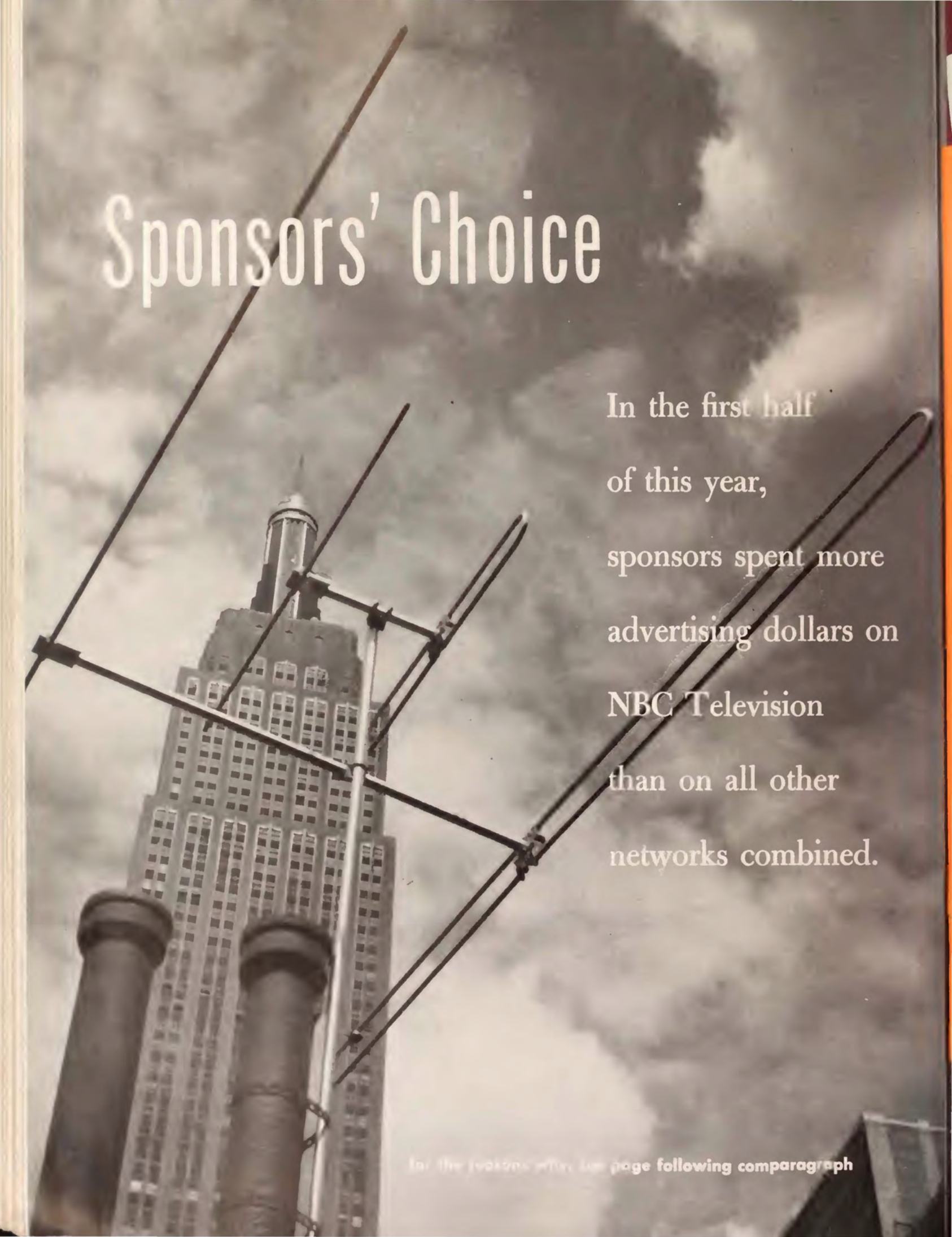
Some Schwimmer & Scott clients who subscribe: Keeley Beer, Schutter Candy Company, Walgreen Company.

# SPONSOR

40 West 52 Street, New York 19

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

For buyers of Radio and TV advertising



# Sponsors' Choice

In the first half  
of this year,  
sponsors spent more  
advertising dollars on  
NBC Television  
than on all other  
networks combined.

For the reasons why, see page following comparagraph





# Midwest

## October 1949

Radio Compendium in next issue

### SPONSORS

Advertiser	Station	Time	Rate	Notes
...	...	...	...	...

### PROGRAMS

Program Title	Station	Time	Rate	Notes
...	...	...	...	...

Day	Time	Station	Program	Station	Program	Station	Program
SUNDAY	4:30	A	...	B	...	C	...
		D	...	E	...	F	...
	4:45	G	...	H	...	I	...
		J	...	K	...	L	...
	5:00	M	...	N	...	O	...
		P	...	Q	...	R	...
	5:15	S	...	T	...	U	...
		V	...	W	...	X	...
	5:30	Y	...	Z	...	AA	...
		AB	...	AC	...	AD	...
5:45	AE	...	AF	...	AG	...	
	AH	...	AI	...	AJ	...	
6:00	AK	...	AL	...	AM	...	
	AN	...	AO	...	AP	...	
6:15	AQ	...	AR	...	AS	...	
	AT	...	AU	...	AV	...	
6:30	AW	...	AX	...	AY	...	
	AZ	...	BA	...	BB	...	
6:45	BC	...	BD	...	BE	...	
	BF	...	BG	...	BH	...	
7:00	BI	...	BJ	...	BK	...	
	BL	...	BM	...	BN	...	
7:15	BO	...	BP	...	BQ	...	
	BR	...	BS	...	BT	...	
7:30	BU	...	BV	...	BW	...	
	BY	...	BX	...	BY	...	
7:45	BZ	...	CA	...	CB	...	
	CC	...	CD	...	CE	...	
8:00	CF	...	CG	...	CH	...	
	CI	...	CK	...	CL	...	
8:15	CM	...	CN	...	CO	...	
	CP	...	CQ	...	CR	...	
8:30	CS	...	CT	...	CU	...	
	CV	...	CH	...	CI	...	
8:45	CJ	...	CK	...	CL	...	
	CM	...	CN	...	CO	...	
9:00	CP	...	CQ	...	CR	...	
	CS	...	CT	...	CU	...	
9:15	CV	...	CH	...	CI	...	
	CK	...	CM	...	CO	...	
9:30	CL	...	CP	...	CQ	...	
	CM	...	CS	...	CV	...	
9:45	CO	...	CR	...	CS	...	
	CP	...	CV	...	CK	...	
10:00	CL	...	CM	...	CO	...	
	CP	...	CR	...	CV	...	
10:15	CO	...	CP	...	CR	...	
	CV	...	CK	...	CM	...	
10:30	CO	...	CP	...	CR	...	
	CV	...	CK	...	CM	...	
10:45	CO	...	CP	...	CR	...	
	CV	...	CK	...	CM	...	



day and night, the  
largest average audiences  
January—June\*

for the first half of  
1949, 5 of the top  
10 television programs\*

ever since network  
television became a  
reality, more advertisers  
and more sponsored  
hours on NBC Television

# NBC

AMERICA'S No. 1  
TELEVISION NETWORK

\*TV Hooperatings








IN AMERICAN PARLORS AT DINNERTIME THERE IS RAPT ATTENTION. CHILDREN VIEW A SHOW ON WASHINGTON'S WOIC

# TV captures the kids

**Costs are low, results often startling. But juvenile shows must be carefully planned**

 A group of 3- to 12-year-old moppets, staring raptly at the TV shows aimed at the juvenile trade, is becoming a familiar sight in American living rooms. The relative novelty of television has caused many to think that TV's juvenile programs are equally "new." Nothing could be more wrong. Basically, entertainment designed to beguile the kiddies is as old as the art of entertaining itself, and has changed less than any other form of theatrical endeavor.

While the Greek poet Homer sang of the brave deeds of Ulysses, Athenian youngsters were laughing at the crude puppet shows staged below the Acropolis. While the Crusaders of Richard I stormed Acre, an Italian puppeteer

For Phillips, more soup sales via "Lucky Pup"



was amusing the moppets in Rome with a set of puppets on strings, the first marionettes. While Napoleon languished on St. Helena, English youngsters laughed at the antics in the travelling "Punch and Judy" shows. Today's TV kid shows—everything from *Howdy Doody* and *Lucky Pup* to *Captain Video* and *Lone Ranger*—are basically the same wonderful land of adventure, imagination, and romance that was visited vicariously by the small fry in the days of the glory of Greece. The intervening years have brought only changes in the method and motive of presentation. Today, kid shows are one of the major factors in commercial television, and are rapidly becoming big business.

An inspection of the weekly pro-



Cartooning: Low-cost "Cartoon Teletales" pay off

Western: Dogs and guns bark on the "Chuck Wagon"

Variety: Age-old success formula is "Super Circus"

gram schedules of the four major TV networks shows this clearly. About one out of every three programs seen on the visual network air today is a show aimed squarely at the juvenile audience. Almost 75% of them are sponsored. In addition to this line-up, a growing list of both affiliated and independent TV stations is devoting increasing time and programming efforts toward building good juvenile shows. Again, more than 60% of them are sponsored.

The advertisers who sell thus in a triple play of moppet-to-mother-to-retailer cover a wide range, from cereal and candy manufacturers to makers of television sets and sportswear. Juvenile shows are proving themselves daily to be among the most effective mail-pullers and result-producers on contest and premium promotions that are to be found in TV.

Sponsor identification reaches heights in juvenile shows never touched by radio. Brand loyalties, something that radio at all times found difficult to establish in the fickle juvenile field, are much stronger. Program ratings on a well-planned TV kid show are

invariably above average, sometimes reaching top-bracket popularity levels.

Costs are below average, on the other hand, and can run as low (according to Wallace A. Ross Associates) as \$750 for 15 minutes, with \$1200 being about the average for a typical 30-minute TV children's program. This sort of pricing compares more than favorably with the Ross-reported \$4500 average for typical 30-minute TV comedy-variety programs. Costs of TV kid shows on a local-station basis are in a similar ratio, often around \$250.

Nearest and dearest to the hearts of advertisers and agencies, however, are the sales and promotional results brought in by juvenile shows in TV, which in some cases have sent sales curves skyrocketing and have had dealers excitedly re-ordering merchandise that has moved faster than ever before. Here are some typical examples:

The shoe firm of Roberts, Johnson & Rand (Poll-Parrot Shoes) recently bought a Wednesday afternoon 15-minute segment of NBC-TV's *Howdy Doody*. Soon after, the manufacturer

decided to run a free-premium promotion, using "photo albums" that were to be given away to the kids by Poll-Parrot dealers. Roberts, Johnson & Rand were well aware that freckle-faced, drawing Howdy Doody is one of the country's best salesmen-on-strings. Accordingly, the shoe company ordered 100,000 albums and sent them to the dealers. This, felt RJ&R, would be more than enough. They were wrong. During the first 24 hours (in some cases, a few minutes after the close of the *Howdy Doody* telecast that made the initial offer) the dealers used up the entire supply. A second order for an additional 75,000 had to be rushed through to appease the block-long lines of kids who wanted them.

Other *Howdy Doody* sponsors have stories that are equally as good. When the candy firm of Mason, Au & Magenheim introduced its Mason coconut bar, the confectionery concern knew it would be up against tough competition from already-established heavily-promoted brands like Mounds and Mars. The company decided to test the pull of *Howdy Doody* on the product in-

Fantasy: Paul Tripp as "Mr. I. Magination"

Science: "Captain Video" penetrates deep mysteries

Storytelling: "Uncle Jake's House" sells dog food



production in New York. Like Poll-Parrot, Mason used only a weekly 15-minute segment of the show.

In a matter of a few weeks, the new candy bar achieved a 90% distribution in New York, due to the demands of small-fry audiences for the new product. Later, a Mason premium of a humming lasso for two product wrappers from the new cocoanut bar racked up 60,000 requests in 13 weeks. Other Mason premiums have pulled equally well. Mason is currently out of TV (its *Howdy Doody* time was snapped up immediately by Mars, Inc.) while it re-aligns its fall-winter advertising plans. When Mason returns, an even more extensive TV campaign, reportedly via juvenile programing, will be undertaken.

The Whitehall Pharmacal Co., for its Kolynos toothpaste, has been getting increasingly higher premium returns (in the case of Whitehall, this means sales, since it's a Whitehall formula to use box tops) since it started sponsorship of a Monday-Wednesday-Friday segment of DuMont's *Small Fry Club*. One such premium was run recently with an "Injun Beanie Cap," a plastic gimmick that fits over the top of a Kolynos tube, and which was offered to the small fry for a box top and a quarter.

During the first month of the offer on an eight-station DuMont network, 12 announcements were made, showing, in every case, the premium. At the end of the four weeks, the agency (Dancer-Fitzgerald-Sample) made a preliminary count. At that point, 25,000 returns were in, with more coming. Cost-vs.-return was about half of what it would be in radio.

Wilson & Co., the meat-packing firm, is one of a group of five sponsors of *Uncle Jake's House*, a sort of TV rumpus room in which Gene Carroll tells stories, reads moppet mail, and congratulates birthdays, seen on Cleveland's WEWS. Wilson plugs its Ideal Dog Food by way of two running characters in the show, "Specs" (dog) and "Clarence" (cat). The latter, a ham actor if ever there was one, took to Ideal with gusto and is able to recognize a Wilson can on the air when offered a choice.

Some idea of what *Uncle Jake's House* and WEWS' well-planned promotion of their high-rated show (it ranks second of all WEWS local shows, on an Ohio advertising agency survey) have done for Wilson, can be

gathered in the statement of WEWS' F. E. Weidman: "It is perhaps too soon to make a positive sales estimate on Ideal, but Wilson reports a 'tremendous spurt in dealer sales and consumer movement.' A spokesman for Wilson says that television is 'responsible for opening several hundred new dealer outlets in Cleveland alone.'" Like the Mason success with *Howdy Doody*, Wilson has discovered that juvenile programing in TV can create distribution facilities almost overnight.

In Cincinnati, the John Shillito Co., the largest department store in town, bought a series of pre-Christmas participations last year on WLW-T's juvenile-appeal *Junior Jamboree*, a Monday-Friday melange of kid films, games, music, cartooning, stunts, and such like. The Shillito commercials featured a series of 18 toys that ranged from 98c to \$39.95. In each case, the toy—despite the increasing prices—was a sell-out before noon the following day.

For some broadcast advertising old-timers, results like these have a familiar ring. They are reminiscent, more than anything else, of the type of results obtained by the juvenile shows that flourished in network radio in the early 1930's. At that time, shows like *Bobby Benson*, *Buck Rogers*, *Tom Mix*, and *Uncle Don* were racking up similar sales gains, making similar overnight product distributions, and were garnering similar harvests of box tops and coins for simple premiums.

These radio juvenile shows, sponsored for the most part by cereal manufacturers and food companies, literally drove themselves out of business in a pyramiding premium war in the late 1930's, during which frantic ad managers continually sought a bigger, shinier, and more attractive premium than the competition. So far, the situation hasn't repeated itself in TV, nor does it show any of the symptoms of the collapse of juvenile programing in the late 1930's.

Since many of the same firms who were participants in the unlamented premium war—firms like Kellogg, Ralston, General Mills—are now sponsoring juvenile TV shows, they are bringing to their TV sponsorship knowledge sorely earned in radio. Premiums are not likely to become boomerangs as far as TV is concerned, nor are any other contest or mail-pulling promotions. Once was enough.



"Howdy Doody" is one of TV's top salesmen



"Kukla, Fran & Ollie" blends whimsy and I.Q.



WPIX's "Pixie Playtime" amuses N. Y. moppets

This knowledge of radio juvenile programming, on the part of agencies, advertisers, and broadcasters, has already been applied to the programming problems of moppet-appeal TV shows as well. True, TV added a visual element that radio never had for the kiddies and for which radio compensated largely by fast-action stories and gunshot sound-effects. However, many of the basic juvenile-appeal formulas are being carried over to TV.

For example, General Mills, which has sponsored *The Lone Ranger* for nearly a decade in radio, is bringing

to the visual air a 52-week, weekly half-hour series of *The Lone Ranger* on film. 34 stations carried the premiere. The opening chapter, which reviewed the origin of the Lone Ranger, had all the elements of the radio series, in which each episode is complete in itself, not like the Saturday-morning Western-movie serials in which the story line is stretched out ad infinitum via a series of cliff-hangers. The characterization of the Lone Ranger as a personification of all the manly virtues is, however, mostly drawn from radio. General Mills ex-

pects to sell cereals and Betty Crocker mixes by the carload, as soon as the show begins to develop its audience.

The bulk of TV kid shows are not of the *Lone Ranger* genre, however. They are drawn partly from radio, partly from motion pictures, partly from juvenile theatrical efforts like those of *Clare Tree Major*, and partly from the visual air medium itself. Most program producers of kid shows in TV are in agreement on the basic approach to the audience, although the method by which audience interest is maintained can vary rather widely.

One of the least expensive forms of kid show is the puppet (worked by hand) and marionette (worked by strings) type, most often with a few live human characters to act as a sort of "bridge" between the young audience and the puppets. *Howdy Doody* (Mars, Colgate-Palmolive-Peet, Poll-Parrot shoes, Unique Art toys), and *Kukla, Fran & Ollie* (RCA), currently seen on NBC-TV network, and *Lucky Pup* (Bristol-Myers, Phillips Packing, U. S. Rubber) now scanned on the CBS-TV web are good examples.

Similar shows, in which the puppets play a straight role without much human aid are *Pixie Playtime* (participating) on New York's WPIX, *Singing Lady* (Kellogg) on ABC-TV, *Punch & Judy* (participating) on Detroit's WJBK-TV, Tuesday evening airings of WBZ-TV's *Carl's Surprise Package* in Boston, and *Paul's Puppets* (Hutzler Bros. Department Store) on Baltimore's WBAL-TV.

A few shows use puppets or marionettes as an occasional feature, along with moppet "club" activities. Examples in this class are *Peter, Clare & Oscar*, seen on Detroit's WJBK-TV, which uses sure-fire kid-appeal material like magic, music, community singing, and story-telling; *Jimmy Valentine Show* on Minneapolis' KSTP-TV, the last half of a block-programmed hour for moppets that begins with *Kukla, Fran & Ollie* and ranges during the week for the rest of the hour from cartoons, drawing lessons, hobby talks, amateur talent, sports, and so on, to film serials and marionettes; and of course DuMont's high-rated *Small Fry Club*, where "Big Brother" Bob Emery is mc for juvenile-appeal films, songs, stories, safety sermons, and recently a puppet named Pirro.

These shows are not designed as marionette shows. They are something

# B M I



## Scripts About Music

It's the successful musicaster who ties together his programming of listenable music with a fresh, bright and pertinent commentary. And hundreds of alert program managers everywhere are cashing in on BMI's "scripts about music." It's not news to remind you that BMI's Continuity Department serves its broadcast licensees with a regular series of distinctive, effective program scripts calling for recorded music.

### ACCORDING TO THE RECORD

Now in its fifth year . . . Timely facts about world events with musical cues that fit into a dynamic 5-minute show—seven times a week for 52 weeks.

### INSIDE STORY

Second series . . . Bright comments on the unusual stories behind our every-day customs, expressions, traditions and songs—15 minutes, 3 times weekly.

### SPOTLIGHT ON A STAR

A headline radio show, now in its second year—15 minutes, three times weekly.

BMI Continuity Service reaches you in monthly kits, weeks before schedule.



## BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD

like the *Uncle Don* program of radio memory, and try to give the kids a wide variety of things that will interest them. Rating on more or less straight puppet shows and those in which puppets are a featured gimmick are fairly close, and the choice of program vehicle can not be governed alone by basic type.

The catch-all, club-type show is on the increase in local TV juvenile programming. They are easy to do, once a good mc who appeals to young audiences has been found. Their appeal lies in variety and a something-for-everyone aspect.

## RADOX

(Continued from page 43)

competitive standing of programs during the preceding four weeks.

Within 24 hours the company will deliver to clients such other "a la carte" services as TV ratings; TV and radio spot ratings; data on audience flow, accumulative audience, duplicated homes, and home composition. Even faster than 24-hour service could be available if necessary.

Average rating figures for program periods can be deceptive—and costly.

One Radox client wanted to buy 9 o'clock Sunday evening station breaks following the Olsen & Johnson TV show on WPTZ. It looked logical. The show customarily held a strong rating throughout the hour. For example, the final quarter-hour figures on 9 August gave it a 43.0 average with a 65% lion's share of the homes.

WFIL-TV had a 20.0 rating and 30% of the homes for the corresponding final quarter-hour. A look at Radox raw tuning data (transmitted to the monitors as people actually changed their dials) revealed, however, that Olsen & Johnson listeners started tuning out at 8:54. By 8:57 their rating had dropped to 29.8, while that of WFIL-TV had increased to 28.9. By 9 o'clock, when the station break would occur, WPTZ had continued to go down and WFIL-TV to go up. As a result, the break following Olsen & Johnson had only 31% (instead of

65%) of the homes, while WFIL-TV had 59% of the homes during the break.

Reference to the records for the period showed this flow from one station to the other took place regularly in a similar pattern. The sponsor made money by buying the breaks at that hour on WFIL-TV.

There is, of course, no set pattern of dial activity—much depends on the type of program and the type of commercial. Some sponsors have doubled (in some cases tripled) their accumulative audiences in Philadelphia by a careful spotting of "spots" on the right station at the right time, with the aid of Radox.

Shows such as mysteries, with a constantly repeated formula and format, usually maintain a rather smooth rating curve, with little sharp fluctuation from week to week. But programs not so rigid in quality or appeal of talent.

ask

**JOHN BLAIR & Co.**

about the

**HAVENS & MARTIN**

**STATIONS**

**IN**

**RICHMOND**

**WMBG—AM**

**WCOD—FM**

**WTVR—TV**

**First Stations of Virginia**



The famed "World News Roundup" (8-8:15 a. m. on 50,000-watt WTOP), now available three days a week. Its 5.0 Pulse rating is highest in its period, highest of the entire morning up to 9:00 a. m. This best seller can be yours if you call Radio Sales . . . now.



Since 1932

6452 Consecutive Broadcasts  
By One Local Advertiser

That is the record of Cohen Furniture Company's 10 P.M. Newscast on WMBD. 17 years on the same station with the same program at the same time. This is one of a number of examples of WMBD's program and advertising effectiveness in Peoria area.

Local advertisers base their advertising on RESULTS . . . and in the highly competitive Peoria market, local AND national advertisers buy more time on WMBD than on the next two Peoria stations combined.

WMBD DOMINATES Peoria area



See Free & Peters

# WMBD

PEORIA, ILLINOIS

AM

FM

CBS AFFILIATE  
AM 5000 watts  
FM 20000 watts

type of story (or other entertainment), and production values almost invariably fluctuate (rating-wise), with changes in the three factors named. This is true of both radio and television, although apparently more marked in the latter. For example, in Philadelphia the Lux show has varied from 12 to 35 on successive weeks. The Kraft show ran on successive weeks ratings of 6, 13, 20, 27, 3, etc.

Obviously, another vital factor is competition. In any case, however, possession of the raw data on what is taking place is necessary in order to exercise the best judgment possible. If people like the entertainment portion of a show, but tune out the commercial in droves, the sponsor needs to know that, too.

The ancestor of Radox, which Sindlinger invented with Harold R. Reiss, goes back to their days in Appleton, Wisconsin, where it was used in 1934-35 in experiments with audience measurement in that little city of 40,000 population. Sindlinger's next radio work was with *The March of Time*. He joined Gallup in 1941 as director of Audience Research Institute and later formed his own New Entertainment Workshop. He and Reiss went at Radox in earnest in September 1946.

In addition to Ralph Bard, some other Chicago investors who became sufficiently sold on Radox to back the company are John Shaw, investment banker; Henry P. Isham, a director of the First National Bank of Chicago; John I. Shaw, Shaw-Isham Company; Julia Rosenwald (Sears, Roebuck family), and others. Philadelphia backers are Thomas D. Searles, president of Equity Investment Company; Morris and Robert Wolf, attorneys; Roy Heyman Jr., realty agent.

Sindlinger and Reiss spent a lot of money to develop and test Radox. Its expansion has come slowly. But rival researchers have watched it with interest and some concern. A year ago C. E. Hooper, Inc., was reported as trying to buy out Sindlinger.

With Radox now ready for expansion, the older services are expected to act vigorously. Publication of this article doubtless will bring blasts from Hooper and Nielsen.

Radox spot ratings for radio and television in three major markets will offer an unprecedented opportunity to numerous sponsors, agencies, and stations to use broadcast advertising more effectively. ★ ★ ★

**HOW TO GET  
SUCCESSFUL  
RESULTS**  
from . . .

Disk Jockey Programs  
Musical Clock Programs  
Women's Service Programs  
Audience Participation

Husband and Wife Programs  
Farm Programs  
. . . and other types of  
**SPONSOR PARTICIPATION.**

**FREE**  
10-Day Trial



**The ONLY**  
complete guide  
on profitable  
low-cost radio  
advertising.

By **ROBERT I. GARVER**

Here, for the first time, is your complete guide on every phase of Sponsor Participation Programs. Gives you hundreds of valuable pointers on stretching your budget . . . how to choose the right program and get the best results from it . . . how to obtain the merchandising aids you are entitled to . . . how to pre-test your program . . . when to use announcements or participations . . . and scores of other profitable ideas for obtaining effective low-cost radio advertising results.

Written by Robert I. Garver, Account Executive, Lynn Baker, Inc., formerly Radio and Television Director Alley & Richards, Inc., and Sales Manager, WJZ. Contains priceless information based on years of experience in the specialized field of sponsor participation programs.

"From this book a prospective or present advertiser can judge better the type of program best suited to the requirements of his product and advertising budget."—George T. Dudman, President, Allen V. Smith, Inc.

**EXAMINE 10 DAYS FREE**

You don't risk a penny to find out how valuable this book can be to you. Just mail the coupon below to get your copy for 10 DAYS FREE TRIAL. If you decide to keep it, send only \$5.75 plus few cents postage, in full payment. If not, return it and owe nothing. A single idea in this book can be worth a hundred times the small cost!

---MAIL THIS COUPON---

Prentice-Hall, Inc., Dept. B-SP-949  
70 Fifth Avenue, New York 11, N. Y.

Send me, for 10 DAYS FREE TRIAL, a copy of "Successful Radio Advertising with Sponsor Participation Programs." Within ten days I will either return it and owe nothing, or send \$5.75 (plus few cents postage) in full payment.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## COLOR

(Continued from page 46)

will run around 20-25%. There is a similar situation regarding audience reached, in terms of the cost of the medium. For example, a full-color ad on the back page of *Life*, which in the case of the current Liggett & Myers series for Chesterfield features motion picture stars as the main attraction and the product commercial as a minor theme, will cost about \$31,750 (less the *Life* discounts). Roughly 60% of *Life's* 12,000,000 primary circulation will "note" the ad. In terms of readers, this means 7,200,000 primary impressions are made by the ad, at a cost of about \$4.40 per 1000.

A comparison can be made, in the case of full-page ads, to hour-long programs in television, such as *Texaco Star Theater*, which costs about \$12,000 a week for talent and about \$11,000 for time (less the NBC-TV time discounts) for a total of \$23,000. There are about 2,250,000 TV sets in the country, with an average of six (for Berle) viewers per set, for an approximate potential total of 13,500,000 viewers in the U. S. Berle's actual share of audience has been running about 80% and is expected to continue, and his Hooper has been in the 80's and 90's. This means that the actual number of people who will see Berle on Tuesday nights this fall is around 5,500,000 each week. In terms of cost-per-thousand, this is about \$4.20 per 1000.

Berle in color, figuring a 25% premium charge on the production-cost figures, would still be a good buy. He would cost theoretically today about \$5 per 1000. Since cost per 1000 on *Life* back covers in color and Berle in color are so strikingly close, and since the same qualitative factors of color magazine ads vs. black-and-white are expected to apply to TV, the Texas Company, long a color advertiser in printed media, will probably be considering the use of color before too long. By the time color TV is actually with the industry, the cost-per-thousand may actually be lower on the Berle show.

Some indication of the type of advertiser who may find color TV a major factor in broadcast advertising plans can be judged in part from the use of color vs. black-and-white in the Montgomery Ward and Sears, Roebuck catalogs, both of which cover an

extremely wide range of products. Color is used in both publications, in nearly every case, where color is a major consideration to buyers, such as in clothing, drapes, rugs, floor coverings, asphalt tiles, blankets, socks, and shoes. Girls' clothing appears both ways, as do mattresses, table linen, and kitchenware. Black-and-white is used on such items as hats, furniture, and silverware. Other probable color TV advertisers will come largely from the food and packaged-product fields, both of which are big users of color in advertising.

Color, when it comes to broadcasting, will cost more. But, on the basis of all existing knowledge, it will meet with initially wide consumer acceptance. Probably the increased viewing and greater effectiveness of color TV, since even black-and-white TV has at least twice the impact of straight radio, will more than offset the extra charges. Broadcasters and advertisers at that time will have what will probably prove to be the most effective advertising medium that man's inventiveness has so far produced.

\*\*\*

**SURE COVERAGE**  
IN A *Booming* OKLAHOMA MARKET

KTUL'S swiftly developing 26 county area packs an \$878,744,000 buying income punch—with 245,580 radio homes—

**48,870**  
MORE than in 1946 by the new corrected BMB report.

**KTUL TULSA**

JOHN ESAU - Vice Pres. & Gen. Mgr.

Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES

AFFILIATED WITH **KOMA**, OKLAHOMA CITY

# Farm case histories

## Shows can produce bonus audiences of other groups

**selective** An interesting farm program often attracts a sizable audience of non-farm listeners. Any alert farm-service director can produce evidence. Some evidence may be indirect, like that in the accompanying WKOW capsule case history. Almost as important (more important to advertisers generally) as the sales effectiveness of Oneida's 13 announcements is the implied fact that numerous non-farm homes must have bought the product. The usual farm family buys potatoes in larger quantities than 10 pounds. This was perfect rifle-radio.

Direct-selling experts from disk jockeys to farm broadcasters have learned that an audience has to be educated to write in, even for free offers. By frequent but judicious urging, listeners can be coaxed into the habit of writing the station for agricultural bulletins, offers by sponsors, etc. Building such a responsive listenership is an art, and takes patience and know-how.

The amazing response to Roy Battles' single offer of a sewing booklet for the sponsor tells you Battles is such an artist. It must be added, however, that no sponsor may rightly expect so sensational a response. In this case the high cost of clothing was a Battles-aid.

The fact that clothing other than work pants and shirts is a good seller to WMT's *What's New In Farming* audience is also significant. If a sponsor can sell suits and top-coats, why not women's dresses (the kind that will stand up in the family wash)? If Sears, Montgomery Ward, and other mail-order houses can sell things unrelated to the business of farming, should others ignore farm dollars?

If it already takes more "sell" in selling to get the same results, why should sponsors be backward in taking advantage—for free—of the close relationship of the experienced farm editor in selling audience? One advertiser decided to offer free a chicken feeder with the purchase of so many bags of feed. The farm director advised that the copy remind farmers they "are always short of feeder space and hens lose efficiency when they either don't get enough feed or spend all of their time in line trying to get to the feeder. Therefore get. . . ." To get action he finally had to send the client a cartoon illustrating the idea. Only then did agency copy come down to earth. ★ ★ ★

## Clothing

SPONSOR: Yager's

AGENCY: Placed direct

CAPSULE CASE HISTORY: "What's New in Farming" and "The Weather and Markets" at 6:00 a.m. daily includes a brief interview with Jack Yager, proprietor of Yager's. Yager tells of his buying trips to pick up clothing bargains, tells the story of how he gets quality merchandise at extra-low cost, and reviews the special buys available at his store each day. During a particular suit-and-topcoat sale, Yager's volume of sales doubled in direct response to the broadcasts, and have not dropped back to normal since.

WMT, Cedar Rapids, Ia.

PROGRAM: "What's New in Farming"

## Sewing Booklets

SPONSOR: National Cotton Council of America

AGENCY: Placed direct

CAPSULE CASE HISTORY: The National Cotton Council of America—whose headquarters are in Memphis, Tenn.—placed one announcement on WLW's "Everybody's Farm Hour." Roy Battles, WLW Farm Program Director, received the following letter from the NCCA: "With the receipt of the latest packages of requests . . . we have handled 1278 requests for our sewing booklet in response to the announcement on your station. We think this response has been more than splendid."

WLW, Cincinnati

PROGRAM: "Everybody's Farm Hour"

## Potatoes

SPONSOR: Oneida Farms, Inc.

AGENCY: Placed direct

CAPSULE CASE HISTORY: Last Christmas Oneida Farms began putting up its Oneida Chief Potatoes in 10-pound consumer sacks. To advertise the fact, Oneida bought 13 announcements on WKOW's morning farm program. The announcements cost a total of \$146.65. Within a very short time, 18 carloads of Oneida Chief Potatoes had been sold, the sales representing \$22,680. Oneida claims that when a firm has high quality, uniform product, and can furnish an adequate supply, radio advertising really can pay off to a tremendous degree.

WKOW, Madison, Wisc.

PROGRAM: Morning farm program

## Machinery

SPONSOR: Happel & Sons

AGENCY: Placed direct

CAPSULE CASE HISTORY: "6:15 News," at that hour daily on WMT, is sponsored by Happel & Sons, a farm-equipment and home-appliance company. The station's promotion of the fourth annual National Farm Field Day, on the grain-storage problem, in addition to Happel commercials on behalf of Kewanee grain elevators, boomed sales on the latter to the highest for any outlet in the Midwest. The usual movement is one elevator a week, on the average. The combined station promotion and advertiser plugging resulted in nine sold in two weeks.

WMT, Cedar Rapids, Ia.

PROGRAM: "6:15 News"



## RADIO IN EUROPE

(Continued from page 31)

Macpherson on the English version of *Twenty Questions*, because his new BBC contract was to prohibit his appearing on a commercial broadcast. (Macpherson records for broadcast from Luxembourg.) The artist regarded himself as a "free agent" and stated he'd sign no contract which prohibited him from doing what he wanted to on the air as long as the broadcasts did not conflict in time with his BBC programs.

Macpherson won out. BBC officials, it seems, "discovered" that the new contract was just a renewal of his previous one and thus new regulations could not be imposed upon him. Actually British radio-tax-paying listeners let it be known in no uncertain language that they wanted Macpherson on *Twenty Questions* and also on *Ignorance Is Bliss*, another BBC show.

There are seven U.S. advertisers using Radio Luxembourg currently. Three out of the seven are religious groups: Lutheran, Adventists, and Revivalists. The latter broadcasts in three languages, English, French and German. The Adventists use German and French, while the Lutheran Laymen's League are currently airing programs in English, French, Czechoslovakian, Polish, Hungarian, and Russian. The religious groups know how much anti-religion has to be fought on the continent and are plowing real money into broadcasts to tell the story of free religion on both sides of the Iron Curtain.

The four other American advertisers concentrate on French language broadcasts over Luxembourg with only Carter Products using English. Colgate-Palmolive-Peet, Goodrich Rubber, and Lever Brothers are the three other firms. As indicated previously, Coca-Cola has dropped out, as has Mars.

French advertisers using the air are very much the same as U.S. broadcast advertisers with the exception that wines and liqueurs are far more numerous. It's also noted that tobacco is nothing like the broadcast factor in France that it is in America, due to the lack of a free market. Cosmetics and beauty products in general are far more active air advertisers than in the United States and hair lotions (brilliantines) are more voluble. Women's undergarments are also air advertisers.



# NEED MORE COVERAGE?

## KFYR

550 KC 5000 WATTS  
NBC AFFILIATE  
BISMARCK, N. DAK.

Then you need KFYR and its five thousand watts on 550 kilocycles. Power, plus a choice frequency, amazingly high ground conductivity and 24 years of intense listener loyalty make KFYR the natural selection for the time-buyer who wants to make sure he picks the best buy. Ask any John Blair man.



## BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do... but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher... yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

### KXOK, St. Louis

630 on the dial

Basic ABC

5,000 Watts

A "John Blair" station



WINSTON-SALEM

Success Story

**HOOPER REPORTS\***

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

\*Continuing Fall-Winter 1948-1949 Report



National Rep: Avery-Knodel, Inc.

THIS IS THE LINE TO INCREASED SALES IN SALT LAKE CITY



Salt Lake City, Utah  
National Representative: John Blair & Co.

Corsets are not air undiscussibles in France.

The sponsorship of special events, for the most part absent in the United States, except for sports, is an accepted way to reach the buying public on the continent. The bicycle race that covers France each year is a Radio Luxembourg exclusive and Europe listens to RL to keep abreast of the day by day progress of the cyclists. Many advertisers buy time on the broadcasts of this event. Basically a shaving cream, cigarette, and a sports publication stay with the event from beginning to end. Great posters showing the route the racers cover carry the names of these three advertisers.

Continental advertisers are promotional minded. They are also just as sales conscious as their American brethren. Cadoricin, a brilliantine, reported in 1947 that after five months on Radio Luxembourg sales increased from 15,000,000 bottles a month to 43,000,000. Only broadcasting had been added to Cadoricin's advertising schedule during the period of the sales increase.

Carter Products (Liver Pills, etc.) are known for their tight controls on their advertising dollar. They reported, during 1948, that six weeks after they started broadcasting to Belgium there was a checkable sales increase of Carter products. The English Record of the Month Club reported that on the basis of a single announcement, they obtain 1,000 paid-for subscriptions each week.

Kent Hairdressing sponsored a musical guessing game three evenings a week (9-9:15 p.m.) and drew over 3,000 answers per broadcast. The prizes? Samples of the product.

Soap operas draw spontaneous mail abroad. Aspro-sponsored *The Angel*

*of the Home*, a half-hour soap-opera once a week (Thursdays 8:30 p.m.), drew 600 letters a week without an offer or any other kind of mail pull. An "identify-the-clue" mystery half hour drew 2,000 entries a week.

A.B. Cinemas, an R.L. sponsor, doesn't depend upon broadcast listening habits to bring listeners to their Luxembourg program. In each of their 400 motion picture houses, between showing of pictures, A.B.C. uses slides with details of the stars that are appearing on their program. In order to make certain that "someone" is listening to the A.B.C.-R.L. programs the motion picture chain offers two tickets in return for a letter on the program. Result? Two thousand letters a week.

Curry's Ltd., wants store traffic. It owns 200 retail radio stores in Great Britain. Curry's decided that the answer to promoting store traffic was to publish R.L. program schedules. Result? Two hundred thousand program schedules distributed weekly. Typical of what Curry's feature are Bing Crosby, *The Tommy Dorsey Show*, *Hollywood Calling*, *Radio Luxembourg Dance Band*, *Swing Requests*, *Johnny Denis and His Ranchers*, *London Playhouse*, and *Ted Heath and His Music*.

Europe, as far as commercial radio is concerned, is promotional minded plus. When Philips (radio manufacturer) wanted to find out what listeners wanted, they ran a 1,000,000 franc prize contest. Entries exceeded 170,000 and 42.81% reported that they listened to Radio Luxembourg only. 5.89% reported that they listened to Radio Andorra only, while 36.35% reported that they listened to Radio Luxembourg and Radio Andorra. Radio Monte Carlo rated 1.95% on an exclusive basis.

**SERVICE DIRECTORY**

**V. S. BECKER PRODUCTIONS**

Producers of television and radio package shows. Representing talent of distinction.

562-5th Ave., New York Luxembourg 2-1070

**Directory Rates on request**



THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

The contest was run in Paris.

Seventy-seven and thirty-one-hundreds per cent reported that they listen to foreign stations. Less than five percent reported preferring the two French networks.

There were many questions in the contest which had a commercial aspect for Philips. These have no bearing on this report of European dialing habits. However, answers to the program listening preference question do have a meaning to U.S. sponsors.

Variety ran a good first.

Dance music ran second and sweet music a good third. "Rebroadcasts," explained as meaning drama, etc., ran fourth. News reporting was a weak fifth. Symphonies a weak sixth and talk was seven, an also ran.

The broadcast weekly, *Radio Programme*, checked listening in France. The survey covered nine broadcasters or chains, from Belgium to BBC (French programs). While the Frenchmen reported that the French "national chain" was heard best (5,678 reports out of the 11,040 respondents), Lux-

embourg ran second with 2,980 and the Parisian chain ran third. BBC ran fourth with 528 votes, with the rest of the transmitters collecting less than 200 votes each. This was a report on the "ability to hear."

It was different when the listeners were asked to vote on station preference. Instead of the French national chain running first, Luxembourg was further ahead of the field than the National Chain was ahead of it on the basis of ability to hear. R.L. received 6,498 votes, while the National Chain tabbed 2,106. The Parisian Chain ran about the same on popularity and the ability to hear: Ability—1,308; Preference 1,348. On a preference basis BBC dropped to eighth, from 528 votes for the BBC on the basis of ability to hear and 62 on the basis of preference.

*Radio Programme* reported the occupation of respondents to its survey  
(Please turn to page 68)

## HOLIDAY MIX

(Continued from page 27)

To grocers the station said simply: "WNAX is conducting a survey to determine the effectiveness of radio advertising in a representative group of prepared bake mixes. We'd like to know if you stock these products."

Listed on the return half of the card, with space for checking "do" and "do not" stock, were seven mixes—including Swansdown, Duff's Dromedary, and Holiday macaroon and brownie. Percentage of return on the card was 60.03. Of these 1221 stores, Holiday mixes were found to have attained a 30.96% shelf distribution in these stores, independents, and chains. Distribution on the wholesale level was even more complete.

Here's how cross-merchandising was brought into play: WNAX wrote each grocer who reported Holiday in stock, giving him the names of his customers who wrote direct to WNAX for the products. These grocers were urged to take advantage of the demand by maintaining stocks and promoting Holiday. At the same time listeners were told the names of their local Holiday grocer or grocers and were asked to buy the products from them.

Allied Food Industries' advertising allowance for Holiday mixes, in estab-

(Please turn to page 69)

# Stretch YOUR RADIO Nickels IN HOUSTON



ON STATION K-NUZ 5c BUYS  
25 SETS IN USE  
ON NETWORK STATION "A" 5c BUYS  
16 SETS IN USE  
ON NETWORK STATION "B" 5c BUYS  
8 SETS IN USE  
ON NETWORK STATION "C" 5c BUYS  
9 SETS IN USE  
ON NETWORK STATION "D" 5c BUYS  
14 SETS IN USE



This survey was compiled from the average June-July, 1949 Hooper Share of Audience Report, and is based on Standard Rate and Data Service's market research for Harris and immediately surrounding counties within five millivolt contour.

Of course, you'll want to buy many nickels worth of Houston's best radio value—K-NUZ—the station that is bringing scores of radio advertisers more results per dollar spent than any other Houston radio station—the station that can bring you just such satisfactory results. For availabilities and complete details call, write or wire Dove Morris, KNUZ general manager, or Forjoe national representatives.

**k-nuz**  
(KAY-NEWS)

9th Floor Scanlan Bldg.  
Houston, Texas

## FINDIN' IT HARD TO DECIDE (Ky.)?

If you're wavering and vacillating about buying radio coverage in Decide (Ky.), better stop fretting and choose up with WAVE!

WAVE made up its mind, long ago, to throw everything we've got at the Louisville Trading Area. We broadcast exclusively to these 27 choice counties. Thus we can't promise you much in the back country, but we do give you Kentucky's greatest metropolitan area, where the standard of living is 46% higher than the rest of our State.

So don't get schizophrenic from indecision. Get decisive, and get results, with WAVE!

LOUISVILLE'S  
**WAVE**

NBC AFFILIATE... 5000 WATTS... 970 KC  
FREE & PETERS, INC.  
National Representatives





## Man Who Comes To Dinner Brews a Nightcap

He comes to dinner five times a week—and his hosts number about 13,500,000 listeners weekly. He likes his coffee and his news hot—and while he roasts no coffee, the subjects of his research are sometimes well-roasted. He finds grounds for comment in the many political pots which are always brewing in the nation's capital.

His nightly "top of the news as it looks from here" puts cream in many a sponsor's cup.

Lively, stimulating, widely followed, his broadcast—the Fulton Lewis Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with prorated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department. **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## RADIO IN EUROPE

(Continued from page 67)

in the following rank order:

Radio Programme Survey Occupation of respondents	
Housewives .....	2,269
Clerks .....	2,010
Workingmen .....	1,832
Students .....	1,094
Civil servants .....	972
Tradespeople .....	586
Farmers .....	394
Teachers .....	382
Liberal .....	424
Artisans .....	360

Variety programs rank first, with respondents in the *Radio Programme* survey, as they did in the Philips contest.

Throughout the continent, popular music leads all other program forms. Except in the nations which use broadcasting for propaganda, the musical programs dominate seven to three.

Musical programs for the French-speaking European must not be too slick. Despite the feeling that the French like sophisticated productions, the smart smooth musical programs produced in America lose out to musical shows that appear to be amateur in production and presentation. The French can't be sold via production techniques. *Pele Mele* is the outstanding variety program in all of Europe. It's meed by Jean Jacques Vital. The production is as casual as a summer resort musical comedy. Before it was signed by Radio Luxembourg, it was a leading attraction of the French National Chain. It was produced by Louis Mehin, who now heads up Radio Luxembourg. Another great French attraction is the *Radio Circus*, an act that travels with a regular circus throughout France and which broadcasts direct from the big top. It is not a circus show, but a radio program that is part of the circus.

The *Radio Circus* "loses" something in every town it plays. Listeners are asked to find the lost article. It's a French national game—finding what *Radio Circus* loses daily.

There is no void in the promotional consciousness of European commercial radio. There is also no current opportunity for a U.S. advertiser to make any cash in Europe. There is still the need to sell the American way of living.

It's a shame that making an honest dollar and selling the democratic way of life can't be combined. The facilities are in Europe, the way is left to Yankee ingenuity.

Has American business lost it? ★★★

## HOLIDAY MIX

(Continued from page 67)

lished markets, was 50c a case. In the "brand new" WNAX market, where these products had been completely unknown to consumers and the trade before the campaign started, advertising costs were only 48.8c a case (excluding the 1306 consumer orders direct to WNAX.)

The station's out-of-pocket cost for merchandising help was about \$177. There were eight mailings to wholesalers and/or retailers. The WNAX people called in person on brokers in Sioux City, Omaha, and Minneapolis. (S. N. Bearman of S. N. Bearman Brokerage Company, Minneapolis, told SPONSOR that Bob Donovan drove the 600 miles from Yankton "just to help us make a sale.")

WNAX also arranged window displays; made phone calls to additional wholesalers; labeled and mailed the 1306 cans to listeners; told the Holiday story to 11,500 wholesalers and retailers through the monthly *WNAX-Extra* merchandising publication; issued newspaper stories about Holiday mixes and promoted them in WNAX program display advertising in newspapers . . . and fired a steady barrage of courtesy announcements to build audience for the "Holiday" programs on WNAX.

Bob Tincer said that the two most necessary factors in effective cross-merchandising are (1) that the station employed have strong mail pull among listeners, and (2) that it be able to get the full cooperation of wholesalers and retailers.

A third important agreement is an awful lot of work.

Herb Gold, account executive on Allied Food Industries, at Franklin Bruck Agency, New York, said he "never saw any station help more" than WNAX, in helping to launch a new product.

Holiday mixes had been sold in 107 markets, but this was their first invasion beyond the Mississippi. Since then the mixes have gone to the Pacific Coast. In most markets radio and newspapers have shared the advertising job. Spots on a dozen television stations have recently been added.

Allied of late has curtailed advertising efforts. The company, Gold said, is consolidating distribution in present areas. But advertising on a larger scale may be resumed soon. ★ ★ ★



# WOC

## FIRST IN THE

QUAD Cities

**DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE**

**AM** 5,000 W 1420 Kc. **FM** 47 Kw. 103.7 Mc. **TV** C.P. 22.9 Kw. visual and aural, Channel 5

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

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

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

**DAVENPORT, IOWA**

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





This is

WSYR ACUSE

AM-FM-TV

21 rich Central New York Counties • 205,000 BMB Station Audience Families

WSYR ACUSE

AM-FM-TV

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

Get Your Share of the Rich

SPARTANBURG-GREenville MARKET!

AIR YOUR WARES OVER

WSPA

SOUTH CAROLINA'S OLDEST STATION

SPARTANBURG, S. C.



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

CBS Station For The  
Spartanburg-Greenville Market

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

# SPONSOR SPEAKS



## World Series TV

Arrangements for televising the World Series, under Gillette Safety Razor sponsorship, has station managers smoldering.

By terms of the deal Gillette pays about \$200,000 to the Office of the Baseball Commissioner, the television networks share in the cable costs, and the stations who choose to do so carry the games without charge.

An interesting precedent. But, as SPONSOR sees it, full of dangers for both television and radio, commercially speaking.

Question No. 1: Should any advertiser ask any broadcaster to carry a commercial message without charge, even if the program renders a useful public service? Our answer is NO.

Question No. 2: Will the World Series precedent result in further de-

mands of a similar nature on broadcasters, both radio and TV? Our answer is YES.

Question No. 3: Is the foregoing good long-range policy for sponsors? Our answer is NO. And we add that we know of no faster way to break down the system of commercial broadcasting, via Washington and elsewhere.

Question No. 4: Should the networks presume to involve the stations, without full consultation with the outlets, in a matter of this sort? Our answer is NO.

Question No. 5: Is \$200,000 a fair price for the TV rights to the World Series at this stage of television's development? Our answer is NO. We think it's at least 100% too high.

Some station managers have pointed out that the pressure on them to carry the World Series for free, while other stations are paid for it, is definitely "discrimination." Thus it might be construed as a violation of the Federal Robinson-Patman Act.

## Magazine Half-Truths

*Life* bought a newspaper page this month to present a "ranking of national advertising media" for the first half of 1948.

*Life* happened to be on top of the list.

The figures of "total investment by advertisers" in this period, taken from Publishers Information Bureau, gave *Life* \$40,059,716 for the six-month period, followed by CBS, \$33,605,205; NBC, \$33,489,085; *The Saturday Eve-*

*ning Post*, \$31,399,968, and ABC, \$23,465,161.

Fourteen other magazines, farm papers and "newspaper magazines" were included in the top 20, and one radio network, MBS, was given \$10,279,274.

In small-type footnotes *Life* mentions that the figures are "gross," and that "radio figures are for network time only."

If *Life* had taken the trouble to do a little checking and reporting on these two factors its "leadership" story could never be told.

From figures for all of these media the 15% agency commission would have to be deducted. Because time discounts on the networks average higher than frequency discounts in magazines—roughly 25% as against 10%—the net network figures would appear even smaller than in this list.

While these discounts would reduce *Life's* figure to about \$36,000,000 (before agency commissions), they would bring CBS and NBC down to about \$27,000,000 each.

But when you compare magazine production costs to network radio talent costs, the picture is changed sharply.

Whereas production costs on magazines average about 10%, network radio talent costs average about 60% of time costs. Thus the amount which advertisers invested in *Life* became about \$40,000,000, and their investment in NBC and CBS was about \$42,000,000 for each.

The major networks might run an ad or two about *this*.

## Applause

### BAB and the Sleeping Giant

Advertising's sleeping giant is slowly coming out of its sales coma.

The sleeping giant is broadcast advertising, which alone of the great advertising media has lacked unified sales purpose and effort. At this writing it feels the competitive force of its hard-hitting magazine and newspaper contemporaries.

If radio fully awakes (and it looks as though it may) much of the credit will go to the Broadcast Advertising Bureau.

The BAB, under the dynamic lead-

ership of practical radioman Maurice Mitchell, has taken a good long look at the Bureau of Advertising of the ANPA. If it borrows a few of its tricks, well it may. For the Bureau of Advertising, in the past few years, has illustrated to the advertising field at large how a central cohesive setup can lift one medium ahead of its competitors.

If the BAB looks to *Life*, *SEP*, *Look*, and practically any of the mass magazines it will learn a few things, too. The inescapable fact is that the printed media have developed the art of influencing buyers of advertising to a

fine point. The broadcast media are just starting.

The agendas of the NAB district meetings now being held in the Midwest strike the proper note. They're built around the BAB. They highlight such subjects as dealer cooperative advertising, increasing radio's share of the advertising dollar, competing media slants, sales aids, trends and potentialities of national selective business.

We're betting on the BAB. And we believe that one year from today radio will be picking up business from quarters too long overlooked.

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**Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.**



# KMBC KFRM HEART BEATS

Kansas City, Missouri

*from the Heart of America*

Early Fall, 1949

## KMBC-KFRM SERVES 3,970,100\* AREA RESIDENTS

### Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Cof-

fee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

### OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 \* people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter - Million people outside the half-millivolt area can also hear KMBC or KFRM clearly!

The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 \* radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the \$4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

\* Sales Management, Survey of Buying Power, 1949.



Primary coverage (0.5 mv/m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.

GARRY J. CARTER INC.

MEET  
"The Gang"



BERT PEARL  
Ace MC and main  
spring of the happy  
gang - sings, plays  
piano, directs



EDDIE ALLEN  
THE "SMOON GOON"  
OF GANG



CLIFF MCKAY  
CLARINET SAX AND  
VOCALIST



KATHLEEN STOKES  
INTERNATIONALLY-  
KNOWN ORGANIST



HUGH BARTLETT  
ANNOUNCER  
COMEDIAN



JIMMIE NAMARD  
SYMPHONIST PIANIST



BOB GIMBY  
TRUMPET AND VIBRA  
RECORDING ARTIST



IDE NIOSI  
BASS VIOLINIST OF  
TOP NET SHOWS



BLAINE MATHÉ  
CONCERT VIOLINIST  
PLUS BOOGIE WOOGIE



GEORGE TEMPLE  
ACTOR AND PRODUCER

Presents

THE  
HAPPY  
GANG

NOW TRANSCRIBED AND AVAILABLE

Here is a half-hour transcribed show that's responsible for the biggest laff-fest in radio history... the show that holds the four topmost honors over the Conodion air-waves.

- largest radio audience
- top doyttime program
- top sponsor identification
- Beaver Award (Radio's Oscar)  
*(for Distinguished Service in the field of Programs)*

Everybody's Happy With The Happy Gang!

✓Ratings?—Sure!

WHEC—Rochester, N.Y.	12.1
CKLW—Detroit, Mich.	5.5
WSGN—Birmingham, Ala.	7.2
WSIX—Nashville, Tenn.	11.1
WBDO—Orlando, Fla.	12.5
WMFJ—Daytona Beach	16.5

✓Agencies?—Yes!

I was not surprised when surveys taken in six cities gave the Happy Gang show a FIRST in five out of six markets.

Mary R. Miller  
Radio Director  
Newman, Lynde  
& Associates, Inc.

✓Sponsors?—Results!

"and signing up in 1939 the sponsor lived happily ever after."

Colgate-Palmolive-  
Peet

11 YEARS

- ... Satisfying listeners.
- ... Providing entertainment.
- ... Increasing sales.

For exclusive rights, order your audition samples NOW. All offers subject to prior sale.

**GARRY J. CARTER INC.**  
NEW YORK 366 Madison Avenue — Vanderbilt 6-3417



Radio Productions  
BUFFALO 1373 Fillmore Avenue — Bailey 0520