

# 24

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# Broadcast advertising offers more value — p. 28

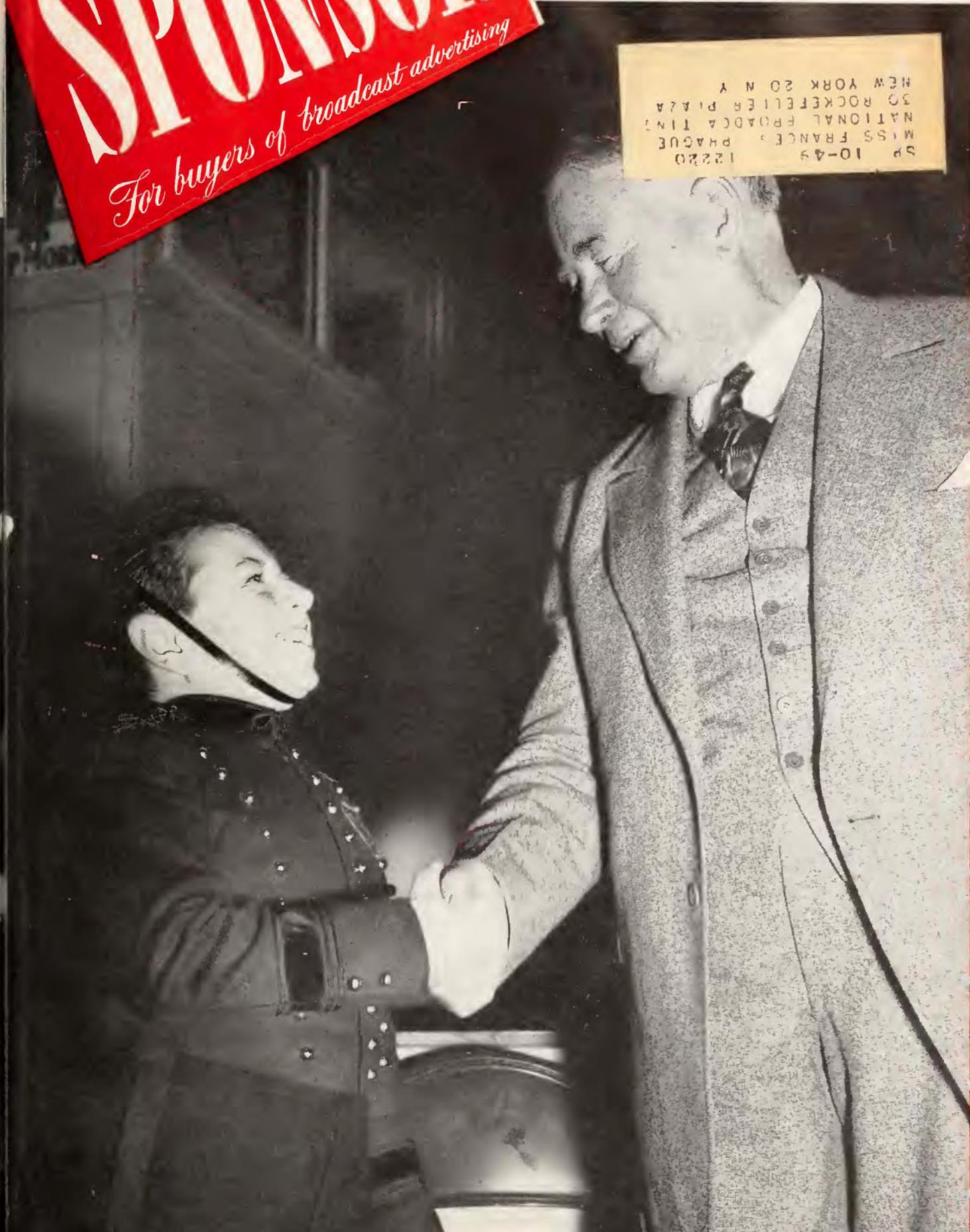
Johnny Morris sells the "Veepee"

# SPONSOR

*For buyers of broadcast advertising*

UNITED STATES POSTAGE  
SALTIMORE MD.  
2 CENTS

SP 10-49 1220  
MISS FRANCE, PHAQUE  
NATIONAL PRODUCA TINI  
30 ROCKEFELLER PLAZA  
NEW YORK 20 N Y



Teenage technique page 22

Phillips strikes oil page 19

How to build Negro sales page 30

PM bests ciggie Big 5 page 26

More radio dollar power page 28

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Digest

*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:**

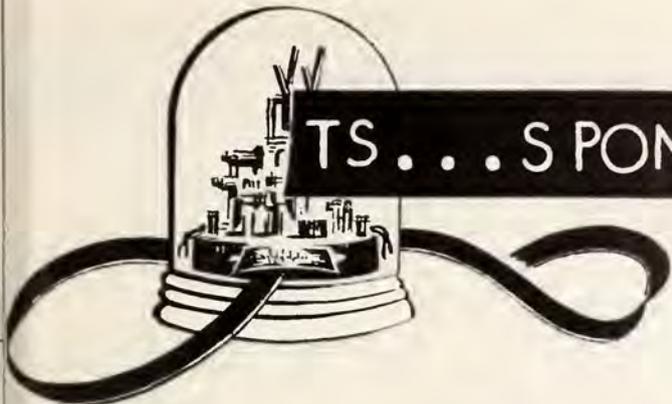
A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

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*



# TS...SPONSOR REPORTS...

## ..SPONSOR REPORT

24 October 1949

### World Series gets record audience

Record 26,000,000 radio homes were tuned to current battle between Yanks and those embattled Dodgers, MBS reports from special Crossley survey. Nearly two-thirds -- 65.1% of all homes were tuned in one or more of five days, with a peak of 54.6% on Sunday, 9 October. Not included are millions who heard series in offices, factories, taverns; who saw it over 50-station East-Middle West video hookup, and on movie screens in New York, Chicago, Boston, Scranton and Milwaukee. Gillette Safety Razor and its agency, Maxon, Inc., are pretty pleased.

-SR-

### Olsen & Johnson quit Buick show

Because they "need a rest at this time," Olsen & Johnson will end Buick Motors series on NBC-TV, through Kudner Agency, on 27 October. Not mentioned in formal announcement was high cost of such full-hour network TV shows. Another Kudner client, Texaco, considers possibility -- despite continued top ratings -- of putting Milton Berle show on NBC-TV every other week.

-SR-

### Waltham sponsors ABC quiz show

Waltham Watch Co., currently in receivership, has decided sponsorship of "Share the Wealth," studio audience quiz show on ABC, may help solve its financial problems. Each contestant picks next from audience. Starting with \$1 for correct answer to first question, prize doubles with each. If all 12 answer correctly they divide \$6,144. Hirshon-Garfield is agency. . .National Assn. of Radio Station Reps. made strong pitch to Waltham trustees last spring, on experience of Bulova, Benrus and others, to get Waltham in spot radio.

-SR-

### Shouse would lift 50,000-watt limit

Radio broadcasting, facing TV competition, may have to lower program standards sharply unless FCC lifts "present archaic 50,000-watt ceiling on power," James D. Shouse, Crosley Broadcasting chairman, told Boston Conference on Distribution. "Some broadcasting units will have to be made stronger. . .to prevent complete deterioration of service to public." . . .Crosley's WLW, Cincinnati, formerly was only U.S. station with 500,000 watts.

-SR-

### McConnell named NBC president

Further strengthening RCA control of its lusty subsidiary, Joseph H. McConnell, former executive v.p. of RCA, has been named president of NBC. Niles Trammell, president of NBC for nine years, takes new post of board chairman there.

-SR-

**TV rates boosted  
with more audience**

With about 2,500,000 receiving sets now in use, compared with 1,000,-000 early this year, most TV stations are raising rates. -- from 16% to 100%. On 1 December WFIL-TV, Philadelphia, will increase evening hour rate from present \$500 to \$1,000. NBC network of 25 stations will cost \$11,675 an hour after 1 November, compared with present \$8,500. Both WNBT and WJZ-TV, New York, are increasing from \$1,500 to \$2,000, and WOR-TV is starting at \$1,200. . .Weed & Co. reports trend toward "class time," with 35 TV stations now offering A, B and C time; 28, A and B, and 26 -- mainly newcomers -- one class rate.

-SR-

**Helen Hayes quits  
"Electric Theater"**

Following death of her daughter, Mary MacArthur, actress Helen Hayes has cancelled both scheduled Broadway production of "Good Housekeeping" and her part in "Electric Hour," sponsored by some 200 utilities on CBS through N. W. Ayer & Son.

-SR-

**WGY accepts  
beer and wine**

WGY, General Electric's station in Schenectady, reverses long-standing policy against taking beer and wine advertising, to enable listeners to receive such programs as Blatz' "Duffy's Tavern" and Pabst's "Life of Riley."

-SR-

**Don Lee alters  
"Tello-Test" to  
giveaway rules**

Although Don Lee's "Tello-Test" served as test case under FCC's proposed giveaway ban, West Coast regional network decided to comply with proposed FCC rules. In new version, "carryover" objection is met by using different jackpot question for each five-a-week show. Jackpot, however, will continue to grow until day's key question is answered.

-SR-

**TV gets 11.49%  
of all listeners**

C. E. Hooper, Inc., has found that TV's share of all radio-TV audiences between 6 and 10 p.m. doubled in first eight months of 1949, from 5.41% in January to 11.49% in August. But radio still held healthy 88.51%. . .Effective 1 November, Program Hooperatings will be separated from TV to provide "consistent, comparative source of relative (radio) talent popularity. . .just as though TV had never happened."

-SR-

**Radio tube sales  
decline in year**

Sales of radio receiving tubes in August totaled 13,505,940, compared with 10,117,925 in July, reports RMA. But August figure was more than 3,000,000 below 16,722,177 of August, 1948. More than half of current August volume was for new sets.

-SR-

**DuMont is cool  
to color TV**

Allan B. DuMont looked at both RCA and CBS color TV methods, now being tested before FCC in Washington, and found them wanting. RCA test, Dr. DuMont said, "confirmed my previous opinion that color television is still many years away." . . . CBS color propaganda emphasizes "it's ready now" theme, with manufacturers telling FCC color TV sets can be mass produced 60 to 90 days after go-ahead, and sets retailing at about \$220.

-please turn to page 32-



**Gordon Owen**

Ten thousand members of the Salt Lake Council of Women's Clubs are wholeheartedly back of Gordon Owen and his delightfully different type of radio program. These women act as testers for the products advertised on the program, and cooperate in helping achieve greater civic activity in the Intermountain area.

The Gordon Owen "HOMEMAKER'S PROGRAM" has rapidly become a definite part of the radio listening of Salt Lake City and the Intermountain country.

*Broadcast on KALL and the Intermountain Network, Gordon Owen is available on a participating basis for your select accounts. Call Avery-Knodel for an audition.*

## 2 MONTHS, 7 SPONSORS and 10,000 club women later - - -

In August of this year the Intermountain Network announced the establishment of Gordon Owen's "HOMEMAKER'S PROGRAM."

Today, two short months later, Gordon Owen is serving the following happy sponsors:

**Z.C.M.I. — America's First Department Store.**

**Royal Baking Co. — One of the West's largest bakers.**

**Coronet Magazine.**

**Gordon Wilkins Distributing Company and 61 Ironrite Dealers throughout Utah, Idaho and Wyoming.**

**Ladies Home Journal.**

**American Cranberry Exchange.**

**"K" Lotion.**

### 20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

#### UTAH

KALL, Salt Lake City  
KLO, Ogden  
KOVO, Prava  
KOAL, Price  
KVNU, Lagan  
KSVC, Richfield

#### IDAHO

KFXD, Boise-Nampa  
KFXD-FM, Boise-Nampa  
KVMV, Twin Falls  
KEYY, Pocatella  
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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<b>More Calls for Philip Morris</b>	Devoting two-thirds of its budget to radio (\$7,000,000 a year), PM makes best gains of tobacco's Big 5	26
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<b>Forgotten 15 Million</b>	Local advertisers profit from Negro-beamed programs, but few national advertisers are cashing in on ready-made audiences	30

IN FUTURE ISSUES

<b>Return of the box top</b>	With greatly intensified competition premiums are riding rampant on the air waves	7 November
<b>Radio sells life insurance</b>	Equitable has found that "Junior G-Man" opens a lot of doors for its salesmen	7 November
<b>How to keep your show alive</b>	The problem is to adapt it to new conditions before audience has worn thin	7 November
<b>New beer wins Washington</b>	Heurich Beer junks old equipment and ideas, gains new flavor and friends	7 November
<b>Radio works for railroads</b>	In addition to network "Railroad Hour," individual roads boost travel on air	
<b>Chevrolet tackles TV</b>	Biggest automotive advertiser telecasts half-dozen different shows	

President & Publisher: Norman R. Glenn  
 Secretary-Treasurer: Elaine Couper Glenn  
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 Managing Editor: Elen L. Davis  
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 Assistant Editors: Stella Brauner, Joe Gould  
 Art Director: Howard Wechsler  
 Advertising Director: Lester J. Blumenthal  
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For the most economical



complete coverage



of the West's

2 largest Markets, buy Don Lee KHJ



in Los Angeles



and Don Lee KFRC



in San Francisco



with 25 years'

selling



experience. KHJ and KFRC

are key stations



of Mutual-Don Lee, the

World's



Greatest Regional Network

with 45 stations



to cover the Coast.

MUTUAL-DON LEE is represented nationally by JOHN BLAIR and COMPANY

24 OCTOBER 1949

**KPRC**  
**Top station**  
**in**  
**HOUSTON**

IN BMB  
 IN HOOPER  
**First**  
 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, Gen. Mgr.

Represented Nationally by  
 Edward Petry & Co.

**40 West 52nd**

**NIELSEN RAPS RADOX**

In your September 26th article on "RADOX" you predicted that there would be "blasts from Nielsen." While I can't oblige you with a "blast," there are a few points which should be amplified—for the benefit of your readers. . . .

Our own inventions of types similar to RADOX (and on which patents are pending) were conceived some years ago. The fact that, possessed of an entirely free choice, we selected the Nielsen Audimeter signified clearly our considered view of the relative practical merits of the two methods. . . .

While we applaud any system which, like the Nielsen Audimeter, is capable of producing rapidly an indisputably accurate record of radio or TV listening in each sample home, we . . . question the practical *economics* of any such system unless it meets the following vital requirements. . . .

Ability to draw (economically) from a *true sample* of U. S. radio homes—including *small-town* and *farm* homes. . . . Ability to measure *simultaneously*, in a sample home: (1) network radio, (2) local radio and (3) television. . . . Ability to operate *without a continuous labor charge*. . . . Radio listening, being a 16-hour-a-day, 7-day-a-week operation, requires about 3 persons for each job—and costs mount with astounding rapidity.

Delivery of basic listening data in a form capable of rapid, accurate and economical *conversion to IBM tabulating cards*. . . . Facilities for gathering, from each home, reliable data on the *use of brands and commodities*—needed in the solution of those radio and TV problems which relate to the *selling of goods*. . . .

Research men who really understand the various systems realize that the Nielsen Audimeter is the only one which can meet all of these economic requirements. . . .

Finally, you may assure your readers that my company is not wedded to any one method of measuring radio and TV audiences. Our patent position gives us a clear field to use any of the presently known methods that seem to offer the most practicable combination of accuracy, speed, economy and usefulness.

We have now had 13 years' practical

experience in electronic audience research, and when we refrain from using any specific system, that fact really should suggest that, no matter how fascinating the system may appear to the observer, it is lacking in one or more of the qualities which are essential to the conduct of an audience research service that is unchallengeable as to accuracy, highly useful in actual practice and capable of operation at reasonable cost.

Yours very sincerely,  
 ARTHUR C. NIELSEN  
 President  
 A. C. Nielsen Co.  
 Chicago, Ill.

Although there are many trade paper personalities who are sincere and honest, I was very impressed with Bannister's responsibility to his readers and to the industry which you are serving. It was genuine and enthusiastic.

In the story I feel that you probably went further than most others would dare. It took real courage to do the article in the manner in which it was done when you realize that so many "capable" writers have seen Radox but have lacked the "guts" to report what they saw. The closest to it was Jerry Franken's article in Billboard.

Before I met Bannister and before the story on Radox was published, I must confess that your publication was one of the few that I have always read with any degree of continuity. Your publication gives me the feeling of real journalistic integrity which I feel is lacking in many trade papers.

I have spoken to at least twenty people who read your story and who know the facts about Radox—their reactions are very much the same as the one I have expressed above.

I think it is safe to say that your story is one of the most important events in the history of Radox. It may prove to be a turning point in recognition.

I can assure you that in the future, as long as you keep the editorial integrity which you have so ably demonstrated, we will go out of our way to cooperate with you in our mutual endeavor to serve the industry which needs facts.

ALBERT E. SINDLINGER  
 President  
 Sindlinger & Co., Inc.  
 Phila.

## THE "IDEAL DEAL"

The article in the October 10 issue entitled "Tailor-made transcriptions" interested me. It was good, and very explicit.

I wonder why no mention was made of what I'd say is the ideal deal.

When a regional or spotty national advertiser in effect goes into partnership with a transcription outfit. The advertiser (or his agency) contributes what his budget is for a show, including his separately recorded commercials, and the producer makes up the difference for the world syndication rights. There are variations of the contracts all up and down the scale, but some of our best shows got their start that way.

It gives the advertiser a better show than he could afford; guarantees that the markets he wants will be available; enables him to get a show he knows will be just what he wants. The producer gets a new show with a sales story right off the bat, and at a minimum of outlay.

Cordially yours,

CLAUDE BARRERE  
Manager, Syndicated Programs  
Central Information Bureau  
New York

## SAY IT AGAIN

As a subscriber and a constant reader I have enjoyed SPONSOR since its inception and I feel that it is doing a better job with each issue.

I believe you will find others who will agree with me that there are many articles that appear in SPONSOR worthy of repeat attention in some form or other.

I would like to request permission for reprinting "Seeing vs. Listening" in the September 12th issue. Of course, SPONSOR will receive the usual "credits."

Cordially yours,

S. R. SAGUE  
President  
WSRS, Cleveland Heights, O.

● "Seeing vs. Listening" has been reprinted in folder form and can now be ordered by writing to SPONSOR.

## VIA WESTERN UNION

"Holiday" story terrific. Already getting reaction. Rush 50 copies.

ROBERT TINCHER  
General Manager  
WNAX, Yankton, S. D.



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?



## Outlook

### Advertising expenditures will be unchanged in 1950

Appropriations of national advertisers generally will be unchanged in 1950 from 1949 levels, the Association of National Advertisers has found. Industries that would spend more are, in order, beer and liquor, office equipment, business and finance, gas and oil, and food and groceries. Predominantly unchanged would be industrial, soft drinks, drugs and cosmetics, automotive and accessories, and household equipment. The trend in textiles is slightly downward. Sales volumes of reporting companies in 1949 were generally unchanged from 1948, and profits were less.

### Some companies buck trend by expanding budgets

G. Rowland Collins, dean of New York University's Graduate School of Business Administration, told the ANA that "a number of well known companies" recently have "sharply increased their advertising expenditures. Many advertisers, however, this year have curtailed expenditures in direct relationship to declining sales, "without any traceable relationship to earnings, to additions to surplus, or to changes in the ratio of liquid assets to current or to total assets or to the intensity of competition.

### Decline in farm income may be checked in 1950

The 10% decline in farm income in the last year probably will be slowed or checked in 1950 by farm price support programs, "even allowing for moderate deflationary influences from the recent widespread foreign currency devaluations," Louis H. Bean of the Department of Agriculture told a recent Four A meeting in New York.

### Retailers are expanding broadcast promotion

Meanwhile, with department store sales currently running 12% below a year ago, many major retailers are stepping up promotion, emphasizing sales, and reducing markups. A "be-kind-to-customers" approach, reports the *Wall Street Journal*, is being instilled in retail sales people. Some retailers, such as Gimbels, with a new half-hour comedy program on WPIX, New York, are increasing their broadcast advertising. . . . Incidentally, Kasper-Gordon, Inc., Boston e.t. producer, is offering department stores "Adventures in Christmastree Grove" as a TV series on film.

### Consumer credit continues to rise

Almost all types of consumer credit continue to expand, says the Federal Reserve Board. On 31 August, consumers owed \$16,452,000,000 on instalment sales, charge accounts, service advances and loans on retail buying. Total instalment credit reached a postwar peak of \$9,613,000,000. Automobiles, television sets and furniture were mainly responsible.

### Potter of Eastman named ANA chairman

W. B. Potter of Eastman Kodak Company has been elected chairman and Albert Brown of the Best Foods vice-chairman of Association of National Advertisers. Mr. Potter succeeds Bill Connolly of S. C. Johnson & Son. . . . Eastman has used some selective radio but has never been on a network. Reports persist that, because of the "visual" nature of its products, the company might be ripe for video. Eastman spent nearly \$2,000,000 in magazines last year.

### King-size cigarettes win larger market

With all major manufacturers now promoting them, king-size cigarettes are getting a larger—but still relatively small—share of the total market. While the industry as a whole gained only about 9% in 1948, the king-sizers are said to have expanded 52%. American Tobacco's Pall Mall is now reported running neck-and-neck with Lorillard's Old Gold for fifth place. Liggett & Myers is making progress with Fatima (SPONSOR 12 and 26 September). Reynolds has introduced Cavaliers in a few test markets. American also has Herbert Tareyton; Philip Morris, Fleetwood and Dunhill Majors; Lorillard, Embassy, and Brown & Williamson, Wings.

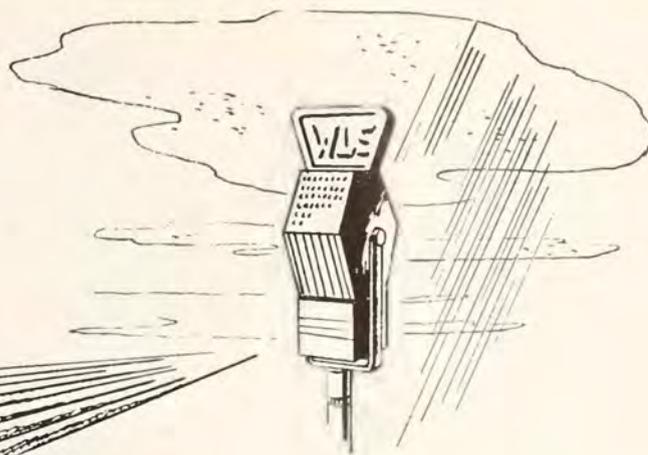
### 6,000 more super markets are predicted by 1960

The steady increase in the nation's population will require 6,000 additional super markets by 1960, Lansing P. Shield, president of Grand Union Company, has predicted. This increase would add more than \$6,000,000,000 to retail food sales annually.

### Personal savings trend begins to level off

The rate of personal saving, which continued to rise moderately in the early years after the war, has tended to level off since the third quarter of 1948, the Department of Commerce has found. It will be some time, however, before the pattern of postwar saving becomes apparent, it was said. Although saving is simply the difference between income and consumption, the department showed, it may take a variety of forms, including an increase in cash and securities, additional insurance, a reduction in debt, or net investment in capital goods.

# MORE...



## ... FARM SERVICE

Farm Bulletin Board (daily) • Farm World Today (daily) • Dinner Bell Time (daily) • This Farming Business (daily) • Prairie Farmer Air Edition (daily) • Daily specialist from Board of Trade (grain markets) • Remote broadcasts direct from Union Stock Yards (twice daily) • Weather reports direct from U. S. Government Weather Bureau

- Temperature and humidity every station break
- Such special features as "Your Land and My Land," "Visits with Med Maxwell," "Great Stories About Corn."

## ... Trained Agricultural Editors:

Arthur C. Page	Paul Johnson
Larry McDonald	Ralph Yohe
Al Tiffany	Bill Renshaw
Lloyd Burlingham	Gladys Skelley
Bill Morrissey	Frank Bisson
Dave Swanson	



- ... IMPORTANT AGRICULTURAL GUEST SPEAKERS AND INTERVIEWS
- ... REMOTE BROADCASTS FROM AGRICULTURAL EVENTS

*And So* More reasons why farm folks all over Illinois, Indiana, Michigan and Wisconsin listen more to WLS... and to our advertisers. For details, write Sales Manager, WLS, Chicago 7, or see a John Blair man.

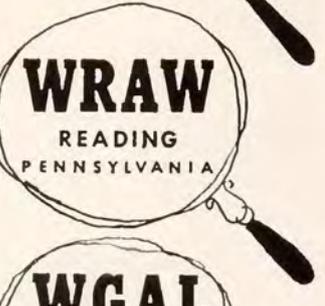
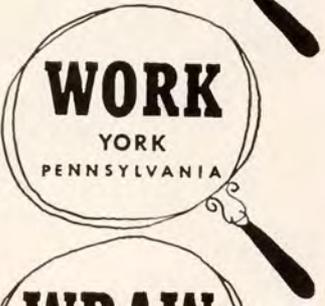


*A Clear Channel Station*

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

24 OCTOBER 1949

for profitable  
selling  
**INVESTIGATE**



Represented by



**STEINMAN STATIONS**



**Mr. Sponsor**

**Victor M. Ratner**

Vice-president in charge of advertising  
R. H. Macy & Co., New York

By selecting tired-looking, thin-haired Victor M. Ratner as its new vice-president in charge of sales promotion and advertising, Macy's has indicated that in the future a large segment of its \$4,000,000 ad budget will be allocated to television and/or radio. Ratner, who currently holds the same job at the Columbia Broadcasting System, will assume his post 1 November.

At CBS the hulking, 45-year-old veepee did more than a competent job; his uncanny ability to hatch fecund promotional brainchildren; his impeccable logic in selling radio and TV, and his calm, capable, handling of CBS campaigns have resulted in the network's leadership in the radio field. At Macy's, Ratner explained, he will not use any medium that will not produce quantitative sales results. Considering the 13 years he spent at Columbia writing convincing copy and engineering high-powered activities to impress advertisers with the effectiveness of radio and video as advertising outlets, it can be safely concluded that Macy's will be using one of these by year's end.

At the world's largest department store, Ratner will succeed veteran retail merchandiser William H. Howard, who has become a vice-president of Young & Rubicam, New York. His chief competitor will be Gimbel Brothers, whose Bernice FitzGibbon has been making things hot around Herald Square for several years.

If Macy's hired Ratner purely on the basis of his background, talent and personality, the department store will still get an advertising giant. In 1930, he came to work at CBS as assistant sales promotion director to venerated Paul Kesten. Five years later, Kesten was promoted and Ratner became the director of the department. Lord & Thomas bid for his services in 1941, and he resigned his CBS spot to join the firm's Planning Board. Later that year, the U. S. A. went to war and Ratner shifted to Washington as an information specialist with the OPA and the War Department. He returned to CBS as vice-president in 1947. At Macy's, Ratner will receive an estimated \$60,000 annually. It is generally agreed that, for this sum, he can get as enthusiastic as a cheer-leader about anything.



# FREE! 186 pages of Christmas continuity and program ideas

## READY NOW FOR YOUR RICHEST SELLING SEASON

NRB's monthly "Radio Campaigns and Sales Kit" contains the only *station-produced* and *station-tested* program ideas appearing in any service of its kind . . . *in addition* to radio copy outlines packed with sales and copy research information not available in any other radio service. As a leader in the field for more than 13 years . . . with a subscriber list of more stations than all services of this kind combined . . . the National Research Bureau, Inc., makes this offer to the industry so that more stations may avail themselves of the splendid, already proven material that our current subscribers rave about.

### HERE IS WHAT YOU GET IN EACH MONTH'S ISSUE

1

"Station Managers" gives you the outstanding selling figures for the month in retailing, gathered from more than 650 trade magazines reviewed each month for up-to-the-minute information by NRB's Research Staff . . . *plus*, the finest examples of local newspaper promotions by the stations in the United States and Canada, selected from the more than 2,000,000 ads reviewed each week. Trade publications report on television and radio . . . read it first in "Station Managers" which carries features from the magazines your local retailers are reading . . . and "Ideas Too Important to Miss" gives you fingertip control of the entire issue as it goes to the various departments in your station.

2

"Sales and Programming" contains program ideas and case histories that have earned more than \$1500.00 for station people this year in awards from NRB alone. These are the ideas that have brought listener response to sponsors and stations. *Plus* the first complete, tested telephone selling presentation to bring in extra dollars to your station. The "Calendar of Musical Events"—this year more than 1,000 separate musical events were reported—an average of 3 musical program builders per day. This feature has a 92.1% acceptance in stations, with direct program sales to prove its worth. (These survey figures are available on request.)

3

"Radio Campaigns" in the "Continuity" section give you copy outlines for over 80 lines of business each month . . . written only after 10 years of study to find out just what makes people want to buy. *All* the copy outlines in every issue are written to the 34 persuasive elements which resulted from this study. The copy is written by radio people from stations such as yours, who know local sponsors and their problems . . . the "Library of Copy Research" and "Do You Know's" on every campaign page give you the background material from the sponsor's viewpoint—it is the newest addition to the pages of NRB's "Radio Campaigns and Sales Kit", referred to by one subscriber as "the finest Continuity Service in Radio." (Name on request.)

**CUT YOURSELF IN ON THIS OFFER NOW**

### THIS YEAR—SALES NOT ULCERS!

**FILL IN** the coupon now and mail. Your Christmas issue will be sent absolutely free and without obligation—in time for the season that generally produces ulcers—but *this year produces sales*. Once you have seen the *big* Christmas issue you'll want to become a regular subscriber to NRB's monthly "Radio Campaigns and Sales Kit" . . . the only service based on tested and proven successful ideas. As a subscriber to SPONSOR, you know the programming and continuity "ideas" that sell. They're the only commodity we have to offer . . . they're the commodity we believe you'll want to be sure of receiving every month—*planned one month in advance—for the coming year.*



Merchandising Division  
**The NATIONAL RESEARCH BUREAU, Inc.**  
*"A Clearing House of Tested and Successful Ideas"*  
NATIONAL RESEARCH BLDG., 415 N. DEARBORN  
CHICAGO 10, ILLINOIS

NATIONAL RESEARCH BUREAU, INC.  
415 N. Dearborn St.  
Chicago (10) Illinois

O.K. Send us, without obligation, your FREE 186 page Christmas issue of NRB's "Radio Campaigns and Sales Kit," packed with saleable program ideas and copy outlines for the holiday season.

Name..... Title.....

Station .....

City and State.....

(Our supply of this big, sale-packed edition is limited, so MAIL THIS COUPON TODAY.)

# KFH IS TOPS



**BRUCE BEHYMER** KFH FARM SERVICE EDITOR  
**HAS SERVED KANSAS AND OKLAHOMA FARMERS FOR 30 YEARS**

Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH aerea. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.

**5000 Watts - ALL the time**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

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

**SPONSOR****New and renewed**

THE REPORTS LISTED BELOW APPEAR IN ALTERNATE ISSUES

**New on Networks**

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
American Federation of Labor	Direct	MBS 147	News Commentary; M-F 10-10:15 pm; Jan 2; 52 wks
Association of American Railroads	Benton & Bowles	NBC 164	Railroad Hour; Mon 8-8:30 pm; Oct 3; 52 wks
Burrus Mill & Elevator Co.	Tracy, Locke	MBS 179	Light Crust Doughboy Show; MWF 12:30-12:45 pm; Sep 5; 52 wks
Citizens Committee for Election of Herbert Lehman	Biow	CBS 10	Political; Wed 6:15-6:30 pm; Sep 28; 7 wks
H. J. Heinz Co.	Maxim	ABC 270	Ozzie & Harriet; Fri 9-9:30 pm; Oct 14; 39 wks
Hellros Watch Co.	Dorland	MBS 399	Quick As A Flash; Sat 7:30-7:55 pm; Sep 24; 39 wks
Liggett & Myers Tobacco Co.	Newell-Emmett	NBC 140	Dragnet; Th 10:30-11 pm; Oct 6; 52 wks
Lutheran Laymen's League	Gotham	ABC 190	Lutheran Hour; Sun 3:30-4 pm; Oct 2; 52 wks
Quaker Oats Co.	Sherman & Marquette	MBS 283	Man On the Farm; Sat 11:30-12:30 pm; Oct 8; 26 wks (expanded time)
U. S. Army & Air Force Recruiting Service	Gardner	ABC 270	Game of the Week; Sat 1:45 pm to conclusion; Oct 1; 8 wks
William R. Warner & Co. Inc. (Richard Hudnut div)	Keuyon & Eckhardt	ABC 272	Walter Winchell; Sun 9-9:15 pm; Jan 1; 52 wks
Wildroot Co	BBD&O	CBS 170	Arthur Godfrey; alt MWF-TuTh 10:15-10:30 am; Sept 27; 35 wks

**Renewals on Networks**

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
American Home Products Corp	J. T. Murray	CBS 149	Mr. Keen, Tracer of Lost Persons; Th 8:30-9 pm; Oct 20; 52 wks
Chesebrough Mfg Co	McCann-Erickson	CBS 157	Dr. Christian; Wed 8:30-9 pm; Oct 19; 52 wks
Chrysler Corp	BBD&O	CBS 172	Hit the Jackpot; Tu 10-10:30 pm; Sep 27; 52 wks
Club Aluminum Products Co	Leo Burnett	ABC 66	Club Time; Tu 10:45-11 am; Nov 1; 52 wks
Electric Company Advertising Program	N. W. Ayer	CBS 163	Electric Theater; Sun 9-9:30 pm; Oct 2; 52 wks
Faultless Starch Co.	Bruce B. Brewer	NBC 52	Faultless Starch Time; Sun 11-11:15 am; Oct 9; 52 wks
First Church of Christ Scientist	H. B. Humphrey	MBS 63	Healing Ministry of Christian Science; Sat 4:45-5 pm; Oct 1; 13 wks
General Foods Corp	Young & Rubicam	CBS 151	Goldbergs; Fri 8-8:30 pm; Oct 7; 52 wks
General Foods Corp	Young & Rubicam	CBS 152	My Favorite Husband; Fri 8:30-9 pm; Oct 7; 52 wks
Hudson Coal Co	Clements	NBC 13	D & H Miners; Sun 9:45-10 am; Oct 9; 52 wks
Lever Bros Co	Ruthrauff & Ryan	CBS 149	Amos 'n' Andy; Sun 7:30-8 pm; Oct 9; 52 wks
Pet Milk Sales Corp	Gardner	NBC 117	Pet Milk Show with Kay Armen; Sun 10:30-11 pm; Oct 23; 52 wks
Pet Milk Sales Corp	Gardner	NBC 148	Mary Lee Taylor; Sat 10:30-11 am; Oct 22; 52 wks
Quaker Oats Co	Sherman & Marquette	ABC 207	Challenge of the Yukon; MWF 5-5:30 pm; Sep 12; 52 wks
Swift & Co	J. Walter Thompson	ABC 270	Breakfast Club; M-F 9:15-9:45 am; Oct 24; 52 wks
Voice of Prophecy Inc	Western	MBS 291	Voice of Prophecy; Sun 10:30-11 am; Sep 25; 52 wks

**Sponsor Personnel Changes**

NAME	FORMER AFFILIATION	NEW AFFILIATION
Robert F. Anthony	WJR, Detroit, in chge adv, sls prom	Briggs Manufacturing Co (Plumbing Ware div), Detroit, adv, sls prom dir
Edward G. Bern		Pan American-Grace Airways Inc, N. Y., sls mgr
John L. Bradley	Conde-Nast Publications Inc (Vogue Pattern div), N. Y., gen mgr	Crosley Distributing Corp, N. Y., sls prom mgr
Henry J. Coleman		Standard Oil Co, Cleve., adv mgr
Harry J. Deines		Westinghouse Electric Corp, Pittsb., adv prom mgr
W. E. Dermody	Gulf Oil Corp, Pittsb., specialty sls mgr	Same, adv mgr
J. A. Fouche	Seihrling Rubber Co, Akron, O., asst to adv, mdsgr dir	Same, adv, mdsgr dept mgr
Hugh L. Hayward		U. S. Rubber Co (Fisk-Gillette tire div), N. Y., adv, sls prom mgr
Howard Laue	Runson Art Metal Works Inc, Newark N. J.	Same, adv mgr
Roy Linden		Union Oil Co of Cal. I. A., sls mgr
John B. McLaughlin	General Foods Corp (Post cereal div), Battle Creek Mich., adv mgr	Kraft Foods Co, Chi., adv, sls prom mgr
Charles F. Mosiman	Rainier Brewing Co, S. F., city sls mgr	Same, sls mgr
Victor M. Ratner	CBS, N. Y., vp in chge adv, sls prom	Macy's Herald Square, N. Y., vp in chge sls prom, pub rel, adv
George E. Simon		Avco Manufacturing Corp (Crosley div), Cincinnati, adv mgr

● 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
Leonard C. Truesdell R. P. Wagner	Hotpoint Inc, Chi., sp. in chge mktg	Zenith Radio Corp, Chi., household radio, TV sls mgr Westinghouse Electric Corp (Apparatus divs), Pittsb., ad. sls prom mgr
Leslie W. Walker	General Motors Corp (Pontiac Motor div), Pontiac Mich., parts sls mgr	Same, sls prom mgr
G. F. Weisenbach E. N. Whitacre John A. Wood	Selberling Rubber Co, Akron O., adv. mdsg dir	Deep Freeze Corp, Chi., sls mgr M. K. Gutz Brewing Co, St. Joseph Mo., sls dir Willner-Suehard Chocolate Co Inc, Littitz Pa., sp. sls, adv dir

# National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles W. Barton James R. Cunnison William Doty Edwards James Gates Dave Golden Leon P. Gorman Paul A. Kehler Howard L. Lazarus Robert Livingston Harold A. Soderlund Dunn Spencer	Bolling, N. Y. Badger, Browning & Hersey, N. Y., timebnyer WCAX, Burlington Vt. WPAT, Paterson N. J., pub, prom dir WPOR, Portland Me., sls, prom mgr WTBF, Trny Ala.  Radio Sales, N. Y., WBBM rep KFAA, Omaha, in chge regional sls KVOE, Santa Ana Calif, slsman	WARE, Ware Mass., natl sls mgr Selective Radio Advertising, N. Y., natl sls mgr KFWB, H'wood, sls mgr WIDE, Biddeford Me., sls mgr WTTT, Coral Gables, Fla., sls mgr WABI, Bangor Me., sls, prom mgr KVER, Albuquerque N. M., gen sls mgr WPGH, Pittsb., sls mgr WBBM, Chi., sls mgr Same, sls mgr Same, sls mgr

# New Agency Appointments

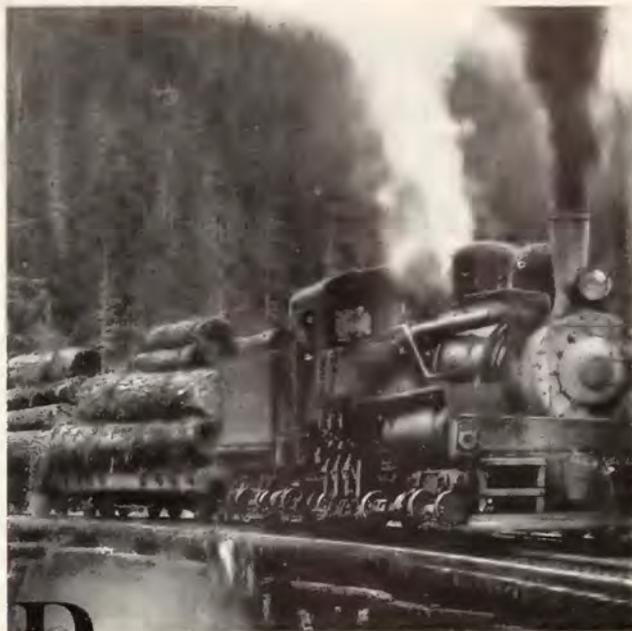
SPONSOR	PRODUCT (or service)	AGENCY
Adolph's Food Products, L. A. Amerlean Tobacco Co, N. Y. Bankers Federal Savings & Loan Assn, N. Y. Bond Clothing Stores, N. Y. Booth Fisheries Corp, Chi. Burdin Co, N. Y. Rosco Co, N. Y. Campbell Soup Co	Meat tenderizer Rio-Tan Cigars Bank Clothing Fresh, frozen foods Elsie comic book Milk amplifier Franco-American Spaghetti, Macaroni, American Beef Gravy School Institutional Institutional Plumbing, heating supplies Dairy prods Insecticide Dairy prods Insurer Automobiles	Mayers, L. A. Lawrence C. Gumbinner, N. Y. Deutsch & Shea, N. Y. Cayton, N. Y., for TV adv Garhan Best, Chi. Kenyon & Eckhardt, N. Y. Robert W. Orr, N. Y. Dancer-Fitzgerald-Sample, N. Y.
Dale Carnegie Sales Training Courses, St. L. Chicago Coal Merchants Assn, Chi. Cigar Institute of Amerlea, N. Y. James B. Clow & Sons, Chi. Consolidated Dairy Products Co, Seattle Wash Cook Chemical Co, Kansas City Mo. Dean Milk Co, Chi. Farmers Automobile Insurance, L. A. Ford Motor Co, Detroit	Curtains Frozen spaghetti sauces Restaurant Automotive wax, polish Macaroni, spaghetti Industrial adhesives prods Bank Bicycles Meat packers Cutex manicure line Odo-Ro-No prods Institutional Old Man maple syrup TV sets Hairdresser Packard automobiles Pharmaceuticals Ammonia Scope, cigaret holder La Magnita Cigars Jewelry Corned beef hash, chili con carne Household cleaning prods Bank Men's wear Theatre-size TV Recruiting Insurance Storage, moving Walkers Pickles Retail food chain Bakery prods Nylon Dip	Warner, Schulenburg, Todd, St. L. Gebhardt & Brockson, Chi. Benton & Bowles, N. Y. Symonds & MacKenzie, Chi. Mac Wilkins, Cole & Weber, Portland Ore. Gardner, St. L. Len Burnett, Chi. Brisacher, Wheeler, L. A. Kenyon & Eckhardt, Detroit, for institutional adv Dunin & Duhrowin, N. Y. Sheldon, Quick & McElroy, N. Y. Robert Hilton, N. Y. J. T. Crossley, L. A. Charles L. Runnill, N. Y. Cayton, N. Y. Emil Mogul, N. Y. E. H. Brown, Chi. N. W. Ayer, Chi. Abbot Kimball, N. Y. J. M. Mathes, N. Y. Oakleigh R. French, St. L. E. H. Brown, Chi. Milton Stern, N. Y. Mort Jurger, N. Y. Benham, Phila. Victor van der Linde, N. Y. Brisacher, Wheeler, N. Y. Paul Smith, N. Y. Franklin Bruck, N. Y. Warner, Schulenburg, Todd, St. L. W. Earl Bothwell, Chi. A. W. Lewin, Newark, N. J. Kopeland, Wash. Hirshon-Garfield, N. Y. Cayton, N. Y. Fletcher D. Richards, N. Y. John Mather Lupton, N. Y. Wright, Chi. Clements, Phila. Friedlander & Meyer, N. Y. Grant, Chi. Abbot Kimball, Chi.
House Beautiful Curtains Inc, N. Y. La Salsa Corp, Riverside Conn. Leighton's Woodlands Lake Restaurant, Ardsley N. Y. Mae's Wax, L. A. Meisenzahl Food Products Inc, Rochester N. Y. Miracle Adhesives Corp, N. Y. Modern Industrial Bank, N. Y. Monark Silver King, Chi. John Morrell & Co, Ottumwa Ia. Northan Warren Corp, Stamford Conn. Northan Warren Corp, Stamford Conn. Off Heat Institute of St. Louis Inc, St. L. Oerlich & Berry, Chi. Olympic Radio & Television Inc, N. Y. Peter Pace, N. Y. Packard Dealers of Greater Philad elphia, Phila. Pan Pharmaceuticals Inc, N. Y. Parson's Ammonia Co Inc, N. Y. Risdon Mfg Co, Nantucket Conn. A. Siegel & Sons, N. Y. Shear Jewelry Co, St. L. Silver Skillet Brands Inc, Chi. Slick Shine Co, Newark N. J. Suburban National Bank, Silver Spring Md. Texton Inc, N. Y. Trail Television Corp, Astoria Park N. J. U. S. Coast Guard United States Life Insurance Co, N. Y. Victor Storage & Moving Co, Chi. Walkers Foods, Phila. Waldbaum Stores Inc, N. Y. Wander Co, Chi. Earl Witt Inc, Chi.		



**A**NY WAY YOU LOOK at San Jose, orchards frame the picture. This busy canning community is another juicy market for you via ABC...one of 42 coast cities big and small in the "50%-plus" BMB penetration column. (80% of San Jose's radio families are ABC fans.)



**C**AN'T CALL Modesto's commercial activity modest! It ranges from milk production to wineries. 61% of Modesto's radio families like ABC. In fact, (says BMB) ABC gives primary coverage of 96.7% of all coast radio families...at famous ABC low prices.



**B**IG TIMBER BOOMS business in bustling Everett. Its busy citizens are not too busy to have the ABC habit, though...which makes 'em just like practically everybody else on the coast. Because 84% of Everett's radio families tune regularly to ABC, says BMB.

## On the coast you can't get away from ABC

**FOR COVERAGE...** ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

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

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

# ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • Circle 7-5700—DETROIT: 1700 Stroh Building • CHerry 8321—CHICAGO: 20 N. Wacker Drive  
DElaware 1900—LOS ANGELES: ABC Television Center • NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

**2 Hometown Stations**  
**1 Low Rate**

**KBON** 1490  
Omaha

**KOLN** 1400  
Lincoln

offers you  
coverage of  
**Population** 674,500  
**Families** 200,000  
**Radio Homes** 172,880

with an  
Effective  
Buying Income  
of  
**\$1,071,583,000**

**Coverage**  
Equal to

**60%** of the  
Buying Power

**81%** of the  
Radio Homes

of the  
**ENTIRE STATE  
OF NEBRASKA**

**KBON** Omaha  
**KOLN** Lincoln  
Paul R. Fry, Gen. Mgr.  
World Insurance Bldg., Omaha, Nebr.  
Natl. Rep: RA-TEL, Inc.

**New developments on SPONSOR stories**

**p.s.**

See: "Selling the undergraduate"  
Issue: February 1947, p. 15  
Subject: Intercollegiate Network still does better with local than national advertisers

The Intercollegiate Broadcasting System (public relations office at Bethany College, Bethany, W. Va.) began this month to carry the *Harry James Show*, a quarter-hour, weekly transcribed musical series urging young men to join the Navy.

Now in its 10th year, IBS is an association of nearly 100 campus-confined stations which limit their coverage, via "wired radio," to college communities. Although the U. S. College Market Survey, conducted for National Advertising Service, Inc., New York, showed that college students buy 37% more products at retail than the average American, member stations have received advertising primarily from local concerns.

One exception on some stations has been Chesterfield cigarette, through Newell-Emmett Company. Columbia University's WKCR told SPONSOR that it hopes to attract "several" national advertisers this year.

The number of stations, or colleges, in the network has nearly doubled in the last two and one-half years. At such colleges as Princeton and Union (Schenectady) it was shown that the IBS station have a higher listener loyalty than the leading network or independent station in that area.

Program preferences lean heavily toward music, with popular nosing out semi-classical, and news ahead of symphonic music. Sports and bebop were rather far down the list.

**p.s.**

See: "Radio creates a new living habit"  
Issue: June 1948, p. 36  
Subject: Air-Wick to use TV for the first time

As part of Air-Wick's biggest and most expensive advertising campaign in its six-year rapid sales rise, the company will use television for the first time when it takes over a ten-minute segment of Dorothy Doan's *Vanity Fair* on CBS-TV. The show is entirely aimed at the female market. Miss Doan presents a panorama of fashion, and highlights the videocast with guest appearances of women celebrities.

William H. Weintraub Agency, which is handling the Air-Wick account, will have the campaign underway, late this month, in three major mediums: radio, print, and TV. The firm will continue to sponsor its two sales-producing radio network programs: Don Gardner's *Monday Morning Headlines*, which follows the mass-appeal broadcasts of crusading commentator Drew Pearson; and *Allan Jackson and the News*, heard on CBS, Saturdays, 11:00 a.m. For its print promotion the country's top-selling deodorizer will be featured in full-page ads in prominent national magazines starting with the 17 October issue of *Life*.

Theme of the new campaign will be a tactful reminder to America's housewives to be on guard against foul odors that normally result from cooking and cleaning. To illustrate the ad the Weintraub braintrust has originated a photographic symbol of "Mrs. Nextdoor," the friendly neighbor who can be expected to drop in at any time for a brief visit. "Mrs. Nextdoor" will be used in all of the firm's printed media.



## How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall—and rightly figure that WCAO is a better buy than ever in the Baltimore market. ☆ Ask your Raymer representative about availabilities on some of these popular

WCAO local favorites—"MUSICAL CLOCK"—"HOLD EVERYTHING"—"YOUR FRIENDLY NEIGHBOR"—"AFTERNOON CAROUSEL"—"THE HAL VICTOR SHOW"—"SATURDAY NIGHT FROLIC"—and many others. It's a *bonus* audience—backed up by constant WCAO local promotion and showmanship.



and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

# WCAO

*"The Voice of Baltimore"*

**CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER**

# Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.

Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.



**Weed**  
and company

*radio and television  
station representatives*

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



# RADIO - SELLING



VOL. I, No. 1

BARTLESVILLE, OKLA., MARCH 1, 1949

★★★★★

## PHILLIPS 66 LAUNCHES FIRST BIG NATIONAL RADIO SHOW

### Sponsors Famous "National Barn Dance" Weekly on ABC Network Starting Saturday, March 19

STORY ON PAGE 2



#### HUGE CAST. ➤

Now in its 25th year, the National Barn Dance is the oldest continuous program on the air. It boasts one of the biggest entertainment casts in radio, more than 30 actual performers, plus a large staff of producers, directors, writers and technicians.

#### 'PHIL, THE PHILLIPS MAN'

He might be you — he is you, "Uncle" Phil depicts the character of the Phillips organization. He's friendly, warm, approachable—and he'll tell listeners the Phillips 66 story on each broadcast.

#### ◀ MOUNTAIN SWEETHEARTS

Lulu Belle and Scotts, long America's best known and most popular folk music singing couple, teamed up in 1933 after careers in which each starred as a "single" on National Barn Dance. A year or so later, they teamed up in real life and became Mr. and Mrs. Scott Wiseman. Adding to their laurels gained on National Barn Dance, they have been featured in a number of movies and are favorites on folk music records.



# Phillips 66 takes its pick

Hard selling on strongly-promoted shows helps regional oil company build \$500,000,000 volume

Phillips goes all out to tell dealers of its coast-to-coast sponsorship of "National Barn Dance" on ABC

**over-all** The radio station rep or station manager who tries to sell a program to aggressive, expanding Phillips Petroleum soon discovers an interesting fact. It is not enough to offer Phillips a network show with a high rating among rural audiences, although Phillips is selling now via *The National Barn Dance* on an 81-station, custom-built ABC network. It is not enough to offer Phillips a good local newscast, although Phillips sponsors top newscasts in 14 markets in the rich Midwest. It is not

enough to offer Phillips a good sports roundup, although a five-station, five-announcer sports show sells Phillips 66 products nightly on Montana's Z-Bar network. It is not enough to try to sell Phillips on the idea of a good locally-produced "talent search" show, even though Phillips sponsors two such vehicles in the North Central states. Phillips, or its ad agency, Lambert & Feasley (N.Y.), is going to get around in short order to a question which has dashed the budding hopes of many a program salesman.

That question is: "What do you do in the way of audience and program promotion?" This is no idle thought on the part of Phillips, or its agency. For all purposes, it is as close as one can get to some sort of "lowest common denominator" in the Phillips air-selling operation. Back of the extreme interest on the part of Phillips in whether a station or network thinks enough of its clients and programs to do a thorough merchandising job is an extreme love of



Lulu Belle and Scotty, the "Carolina Sweethearts," set "Barn Dance" keynote on Chicago's WLJ

efficiency in general on the part of Phillips. Getting the most for the money has been an integral part of everything that Phillips does. Recently, *Fortune*, in writing a general report on the state of the oil industry, tossed a literary bouquet at Phillips: "This big, integrated, midwestern independent is probably one of the most efficient processors of a raw material and marketers of its end product to be found in any industry."

Phillips, under the guidance of dapper, high-powered Kenneth F. "Boots" Adams, president of Phillips, has the most concrete proof of all that it pays to follow-through efficiently in selling petroleum products. The 32-year-old oil firm of Phillips Petroleum is an "integrated" producer, that is, it handles the discovery, shipping and refining of crude oil and natural gas down to the last stages of marketing through its 14,500 independent dealers. So closely-knit is Phillips that it ranked 12th last year among U. S. oil firms in gross income (with \$487,165,287) and 9th in net income, three whole notches higher, (with \$72,630,997). At the same time, Phillips, due to recent expansions (by purchasing some smaller independent oil firms; tapping new crude sources in Gulf waters, Canada, and South America) is growing faster, in proportion, than the overall growth of the nation's blue-chip, 20-billion-dollar oil industry!

Such a bright picture is not easy to come by. The way up to one of the

top spots among the so-called "independent" oil firms was a matter of hard selling every inch of the way. The lessons are not lost on Phillips executives, who expect the same kind of efficiency and productiveness from Phillips advertising that they get in Phillips business operations.

This does not mean that Phillips follows any basic programing "formula" in using radio. Some oil companies, like industry-leading Jersey Standard,

prefer to use low-pressure institutional air advertising to carry their banner. Others, like Atlantic Refining and Tide Water Associated (Western Div.) have built up a formula over the years of using college sports on regional or custom-built networks. Esso Standard has for years been using the successful news formula of the *Esso Reporter* in its Eastern markets, which builds listening, and selling, of Esso products by frequency of impact. Others, like



THIS IS A SOUVENIR PHOTOGRAPH FROM YOUR LOCAL PHILLIPS "66" DEALER OF THE WDAY TALENT PARADE AND RADIO REVUE ARTHUR, N. D., MARCH 16

The Phillips "Talent Parade" on WDAY, Fargo, draws both talent and audiences in Northwest towns

Your  
**PHILLIPS 66**  
**DEALERS**

present



Dick  
Godon  
with



"10 O'CLOCK  
HEADLINES"

10 pm Mon. thru Fri.

**KHQ**

590 on your dial

Dick Godon handles hot headlines on KHQ, Spoken



"Barn Dance" flies to Texas. Ray Kremer, agency radio head, center; George Biggar, show director, left

Phillips does not use chainbreaks and announcements to sell gasoline and oil, feeling that programing lends itself better to selling its wide line of petroleum products, as well as the Lee Tires with which Phillips has a selling franchise in most of the Phillips markets, to both city and rural audiences. Phillips, as of 19 March, 1949, has been spearheading its radio activities with the network broadcasting of the 25-year-old *National Barn Dance*. This is primarily a horizontal selling operation by which Phillips, to quote Phillips' Kenneth Adams, "can assure the same high level of salesmanship in every market just as it assures the uniformly high level of gasoline performance the year 'round by the famous Phillips 66 'Control'." The *Barn Dance* broadcasts, fed to an 81-station ABC network from Chicago's promotion-minded WLS, sell the name of Phillips to a ready-made audience of ruralites and city dwellers, while doing a broad selling job for the Phillips 66 line, with the exception of Lee Tires, which are not sold by all Phillips dealers.

Gulf and Texas, use nighttime network radio and TV to sell their products on a broad, semi-institutional basis.

Not so Phillips. The method by which Phillips approaches the problem of how best to use broadcast advertising, although it parallels in some ways the methods of nearly all oil companies using radio, still has some unique features all its own. When Phillips sets out to allot money for radio (its current radio budget is about \$1,000,

000 annually out of a total 1949 budget of some \$2,500,000). Phillips first investigates the distribution and gallonage factors of the markets it intends to sell to on the air. Any money set aside for radio usage in such a case bears a given ratio, about the same in all cases, to what Phillips can do in that area in the way of business. Only then, the hunt for a station and program starts . . . and programs must be well-promoted before Phillips buys.

Back-stopping this horizontal approach are the vertically-selling Phillips selective operations. These sell Phillips petroleum products on 22 stations via programs which range from classical music to hillbilly talent, and from newscasts to sportscasts. (Phillips *does* use spot announcements to

(Please turn to page 37)

KMBC KFRM  
**HEART BEATS**  
*from the Heart of America*  
KANSAS CITY'S RAPID MERCHANDISER

**Erle Smith Sets New Record As He Begins Second Decade For Phillips**

Erle Smith, managing news director, hit a new, all-time record at KMBC recently when he entered his second decade of newscasting for Phillips Petroleum Company. His



News caster Erle Smith builds Phillips' business in Midwest



Phillips executives award Sabina Ann Godfredson a \$1000 scholarship on "Talent Parade" over WCCO



**waiting to go on** Keen interest—and apprehension—mark offstage audience as the time nears for these teenagers to do their stuff

# The Galesburg Technique

**Sweaters and plaids sell like mad**

**via Youth Center talent show**

**selective**

The problem that furrowed the normally placid brow of manager Bert Kieffer of Stern and Field, men's specialty shop, had creased the brows of many an impresario before him. He merely wanted to hit upon a way to reach and sell teenagers in profitable numbers. He also nurtured the hard-headed dream of making his shop the style leader of the 8,111 private homes and 33,000 souls of Galesburg, Illinois.

What was the illusive but vital twist his advertising didn't have? The kids themselves gave him the answer. They talked, laughed, played, sang, danced and talked some more their enthusiasm for Stern and Field fashions. They do it every Wednesday night for a half hour starting at 8:00 o'clock on station WGIL, Galesburg's 250 watt, in-

dependent community station. It's 100% their own show. They call it *Teen Town Talent*.

The key that Mr. Kieffer claims is now the open-sesame to Galesburg teenage youth and their pocketbooks (and their parents') is partly community-forged. The kids write, direct, and produce the show that rocketed Stern and Field into the limelight and keeps it there. WGIL program manager Larry Edwards lends them technical supervision. But it is the community service tie-in that gives this project an unbeatable tie-in with community hearts and heads.

It makes for virtually unlimited promotional opportunities. The show has established, on a profitable footing, a new department in less than three months that it ordinarily takes two



**on the air** The big moment these young men have as amateur performers is in best traditions

years to put on a firm basis.

It has introduced new teenage styles from scratch to a money-making volume. It has put Stern and Field on lips for 30 miles around as the place to shop in Galesburg. And just let the parent of a *Teen Town Talent* fan suggest that Levis from a Stern and Field competitor are just as smart!

The radio program is a natural salesman from the opening announcement, and it's all part of the fun and attraction for teenagers (and parents, too). But it's more than fun, more than an amazing sales tool for Stern and Field. It is a Galesburg community project, which got under way last Spring.

Leading citizens of the city were concerned with where and how their youthful sons and daughters were

GALESBURG YOUTH CENTER'S  
**TEEN·TOWN·TALENT**

Sponsored by **STERN & FIELD**  
GALESBURG'S Complete  
STORE FOR MEN

Have a Coke



waited so eagerly has arrived. Rivalry between show business: intense, professional, sportsmanlike.

spending their leisure time. The end result of their deliberation with interested groups of parents, educators, and others was creation of a Youth Center. It became a part of the local Community Chest. The Youth Center comprised facilities and a program of constructive activities. It is open to all teenage boys and girls.

Robert W. Frudeger, who knows that good citizenship happens to be good business as well, huddled with backers of the Center and came up with an idea for an all-youth variety program. The kids themselves were jubilant over the idea of producing their own show, and promptly formed themselves into committees to take responsibility for various phases of the  
(Please turn to page 58)



**the payoff**

At the studio, show pays off in applause; at Stern and Field in hard cash as store and station executives prepare for run of customers

# How Radio rates in TV homes

In New York this summer

radio was preferred for music, news, sports;

TV for comedy-variety and drama

Red Barber is typical of radio's lead in sports



Music has little visual but strong ear appeal

**over-all** The advertising man who's a dyed-in-the-wool TV enthusiast is a hard man to talk to about radio. According to him, it's just a matter of months, days perhaps, before radio has to fold its tent and silently steal away into the limbo of silent movies. Like Mark Twain's comments on the reports of Mark Twain's death, such statements are, however, "highly exaggerated."

A research report prepared by Robert M. Hoffman, director of research at New York's WOR, throws a good deal of light on whether or not AM radio is really holding its own in major TV areas. This report, titled *Effect of Television on Specific Types of Nighttime Radio Programs*, is the second in a series of such studies which WOR, with a heavy stake in radio listening, has made as a guide to the possible effects of WOR-TV on the AM parent. Briefly, the survey, when correlated with other research findings, gives a strong indication that radio, although finding the going tough in some cases against TV, is still doing all right for itself.

The survey was made by WOR in the New York City area, basing its figures on the Pulse reports for June, 1949. At that time, there were an estimated 650,000 TV sets in the New York area, and many AM broadcasters felt increasingly that a good deal of the evening radio listening audience was deserting to the visual medium. WOR's research department decided that the effect of TV on certain specific types of radio programming could best be measured by comparing the listening done to each type in radio homes and TV homes. (Information on TV homes came from June Telepulse and non-TV homes from a special tabula-

tion by Pulse which eliminated TV homes from the June Pulse station-audience reports.)

Radio vs. TV listening was analyzed in the period of 6-11 p.m., since daytime TV has not as yet made a serious dent even in New York. This time period was subdivided again into a 6-8 p.m. period and an 8-11 p.m. period, due to basic differences in listening habits, audience, and programming before and after 8:00 p.m. Sunday programming and listening was a special case, because of the similarity of the Sunday structure between 6-8 p.m. and 8-11 p.m. during the rest of the week. Sunday's 6-8 p.m. programs were thus included in the 8-11 p.m. classification.

All the New York TV stations—WCBS-TV, WNBT, WJZ-TV, WABD, and WPIX—and nine AM stations—WOR, WCBS, WNBC, WJZ, WNEW, WMCA, WINS, WMGM, and WQXR were included in the survey. Not included were such New York independents, who do a good job in special local, language, or FM fields, as WOV, WLIB, WHOM, WNBX, WEVD, WWRL, WFDR, etc.

In presenting the findings of its survey, WOR pointed out that radio-TV competition factors true of New York City were not necessarily true of the country at large. This is very much the case. According to the A. C. Nielsen Company's latest figures, there are 39,280,000 radio homes in the U. S. (based on BMB). There are 2,250,000 TV-equipped homes (based on findings of NBC Research). This means, since the amount of TV-only homes is microscopic, that the TV-equipped homes represent about 5.62% of the radio homes in the country. In metropolitan areas like New York, of course, the TV-radio ratio figures in a city-

by-city check run higher, since TV is still largely concentrated in big markets. Again, according to A. C. Nielsen, radio listening, off somewhat in big cities, is growing in medium-size cities. A four-month average study of early 1949 vs. early 1948 in medium cities shows listening up 4%. A similar study in rural areas by Nielsen shows that radio listening is up 2%. A check of the total ratings by Nielsen, Hooper, et al, for the months so far expired in 1949, as against the same period of 1948, will show that the average evening network program rating, even allowing for any major-market losses, was just about as high in 1949 as it was in 1948.

WOR's Research staff examined all the radio programs aired by the nine AM stations listed earlier, and classified them by type. Next, a general comparison was made between the percentage of radio listeners tuned to each program type in TV homes (actually, they are radio-TV homes) as against radio listeners in radio homes. The reasoning: (1) Whenever the radio audience for a particular program type was greater in radio-TV homes than in radio-only homes, that particular type of show had above-average appeal. (2) Whenever the share in TV homes was below the figure for radio-only homes, that type of show had below-average appeal.

In measuring radio listening on this basis, WOR invented what it calls the "Program Durability Index." For a given program type, this is the share of the radio audience in TV homes divided by the share of the radio audience in radio homes, multiplied (to give an index number) by 100.

To give a typical example of how this worked out in practice, in the 6-8 p.m. time period, 7.7% of the radio listeners in TV homes were tuned to classical music. (A good deal of this listening was accounted for by those tuned-in around dinnertime to WQXR, which wisely schedules light classics for just this purpose). At the same time, listening to classical music from 6-8 p.m. in radio-only homes accounted for 3.9% of the audience. The "Program Durability Index" of classical music in the 6-8 p.m. time slot across-the-board is thus 194.9, a healthy showing against TV. All music-show types (classical, concert and familiar, popular, variety) in this time slot showed up with a composite index of 99.9, this taste being somewhat the

result of the socio-economic factors of TV ownership.

In the early-evening hours, several other program types did well for themselves. News and sports had a composite index of 104.5, with sports commentators drawing the highest index in the group, a 126.8. Drama also stacked up well against TV competition in the before-8 p.m. hours, drawing a composite index of 109.1, with adventure dramas holding top honors with a 111.4 (due principally to well-established habits of listening to such early-evening dramatic shows as *Lone Ranger*, *Counterspy*, etc.). Various "talks"

programs, usually of the round-table type or political speeches, did not fare as well as TV, but since, like music shows, motion and visual action are secondary, they drew an 86.6. Hardest hit was comedy, both the variety brand and the situation-comedy brand, in the before-8 p.m. hours, which drew a 72.7.

To review, such program types as classical music, sports commentators, concert and familiar music, and most dramatic shows held up best against TV competition in the New York area. Comedy, straight newscasts, and variety

(Please turn to page 36)

Video drama, such as CBS' "Suspense," tells story in two dimensions, as against radio's one



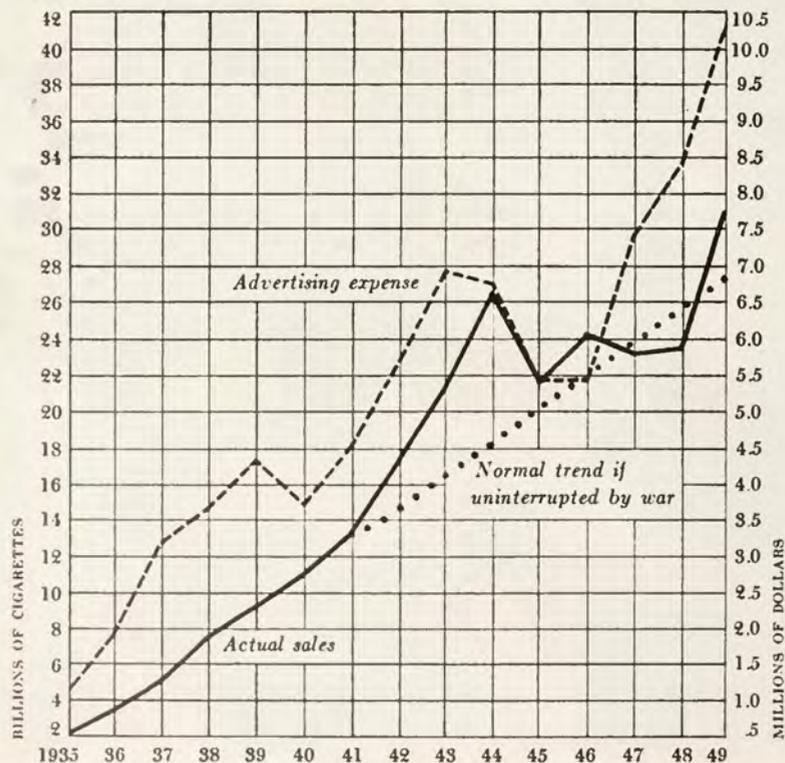
Olsen & Johnson brand of comedy-variety has a high visual advantage over similar radio shows



Horace Heidt gives young amateurs an opportunity Staats Cotsworth, "Crime Photographer," gets a lead from barkeep Ralph Edwards offers facts

# Millions more call for Philip Morris

**With \$7,000,000 a year broadcast budget  
PM sets sales increase pace for Big 5**



PM advertising pushes ahead of sales. (Chart from "Fortune.")

**over-all** The pamphlet report to the 16,123 stockholders of Philip Morris & Co., Ltd., for the fiscal year ended 31 March 1949, featured a double-spread on the company's advertising.

Four of five pictures portrayed broadcast advertising: the Horace Heidt *Youth Opportunity Program*, now on CBS; Ralph Edwards' *This Is Your Life*, on NBC; *Preview*, with Tex McCrary and Jinx Falkenberg, which last month was replaced, on CBS-TV, with Allen Funt's *Candid Camera*, and a grocer participant on a Philip Morris show.

The fifth was a reproduction of a newspaper ad on the "no cigarette hangover" theme, which for two years has dominated—with "Johnny" the bellhop, of course, and his "call for Feelip Maww-riss!"—the company's advertising for its leading cigarette brand.

Alfred Emanuel Lyon, board chairman, told stockholders that, from the year before, sales had risen 7.4 billion units, or 29%, to a total of 33.1 billion. In dollars this meant an increase from \$171,000,000 to \$228,000,000. Meanwhile, net earnings had doubled from \$6,035,278 to \$12,498,058.

Although Philip Morris still was a far fourth among cigarette brands, with less than 10% of the total, as compared with about 27% each for Lucky Strike and Camel and about 22% for Chesterfield, its rate of gain was nearly three times as fast as the industry as a whole.

(The Department of Agriculture has estimated U. S. cigarette production



of her life to an Irish poetess

Walter Kiernan broadcasts "One Man's Opinion" five days a week

"Ladies Be Seated" strikes some responsive female chords

for the year ended 30 June at 390 billion units, or 11% more than the previous year.)

And in contrast with its own situation three years ago, the news which Chairman Lyon brought was especially cheerful: Philip Morris had pulled out of a bad slump.

While its four major competitors—American Tobacco (Lucky Strike), R. J. Reynolds (Camel), Liggett & Myers (Chesterfield), and P. Lorillard (Old Gold)—were lifting their combined sales from \$1,419,195,000 in 1944 to \$1,514,167,000 in 1945 to \$1,965,829,000 in 1946 to \$2,169,816,000 in 1947, the steady Philip Morris gain since 1933 had come to an abrupt halt.

After reaching an all-time peak of \$185,299,000 in 1944, PM sales dropped to \$178,686,000 in 1945, and then to \$170,906,000 in 1946. In 1947, when combined sales of the other four were climbing more than \$200,000,000, the PM volume moved up only \$352,000, to \$171,258,000.

For 20 years before World War II, cigarette smokers—now representing about two-thirds of all the men and one third of all the women in the country—had developed definite brand loyalties. Virtually every smoker bought pre-determined brands. Mass advertising was responsible. The 600,000 dealers—including tobacco, grocery, drug, department-store, and other types of outlets—merely supplied what consumers wanted. They did not have to sell.

But with the war, manufacturers found their tobacco-leaf supplies restricted by government allocations, based on the percentage of the crop

which they purchased in 1939-41. This worked a special hardship on Philip Morris, which had had the largest wartime gain of any cigarette brand. It worked in favor of smaller manufacturers, who took advantage of the situation to introduce, or reintroduce, "war babies."

The situation was further complicated, for the major brands, by the facts that the armed forces had taken a high proportion of their total output, and that, during the war, the use of foil and cellophane for retaining moisture in cigarette packages was banned.

Civilians were glad to get any brand they could, in any old package.

Right after V-J Day, as *Fortune* pointed out in its October 1949 issue, Philip Morris proceeded to make several mistakes:

1. It took dealers off allocation before its plants could reconvert to foil and cellophane for packaging.

2. At the same time it accepted "fantastically unrealistic dealer orders and full-blast production of paper-packaged cigarettes." (The trade was buying far beyond consumer demand in anticipation of an OPA increase in manufacturers' prices.)

3. Seeking new leaf sources, PM placed the high bid for Axton-Fisher's plants and inventories, and sought to float preferred stock and debentures to finance the purchase. On 28 January, 1946, subscriptions had been received for 95.6% of the \$14,600,000 preferred offering, when Wall Street discovered that for the last five months of that fiscal year, PM earnings would

(Please turn to page 55)



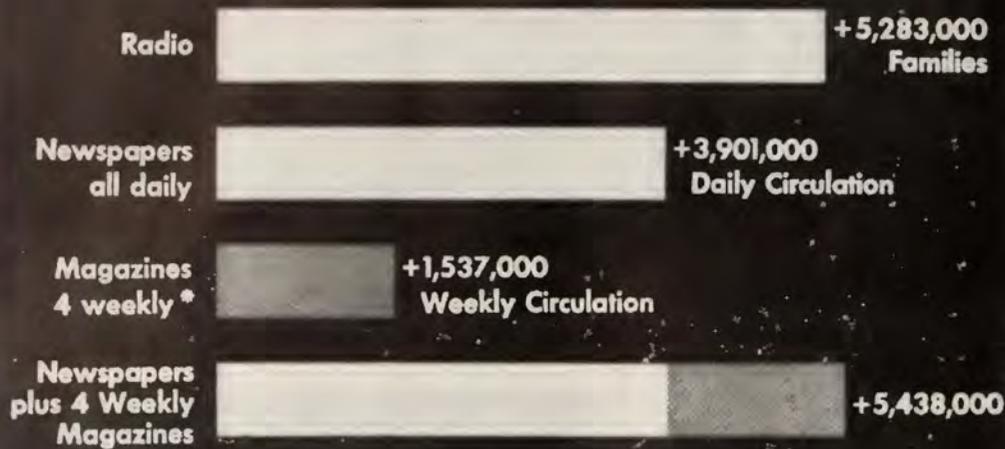
"Ruthie" makes nightly conquests on phone over CBS-TV



Allen Funt's "Candid Camera" has replaced Tex and Jinx

## Postwar Growth of Media

(Increases Between Jan. 1946 and 1949)



\* Life, Post, Colliers and Look

# More power!

More sets

more listening

more brand acceptance

build broadcast advertising value

The strength, size, and popularity of radio are still growing. More people are spending more time listening to AM radio than ever before. The statistics of radio's popularity are signposts to advertisers entering a new era of tough competitive selling. Radio's pre-eminent position with the public is one of the reasons its circulation costs are lower, its penetrative power higher than at any time in its history. The public's phenomenal loyalty and favor still enable the broadcast medium, in a period of generally rising costs, to offer advertisers more for their money than ever before.

The charts accompanying this story show how the post-war growth in radio families has far outstripped the circulation growth of printed media. There were in round numbers in 1948 41,693,000 U. S. families. From 1946 through 1948 they purchased 44,000,000 radios—more than the combined purchases of toasters, washing machines, refrigerators, and vacuum cleaners. This despite the post-war boom in appliance (other than radio) sales. The breakdown looks like this (in millions):

Toasters .....	12.1
Washing Machines .....	11.1
Refrigerators .....	10.0
Vacuum Cleaners .....	9.6
<b>Total .....</b>	<b>42.8</b>

The increase in radio families since 1946 (about 5,000,000), when combined with the extra time spent listening by families generally, give this picture of how home-hours of listening have jumped:

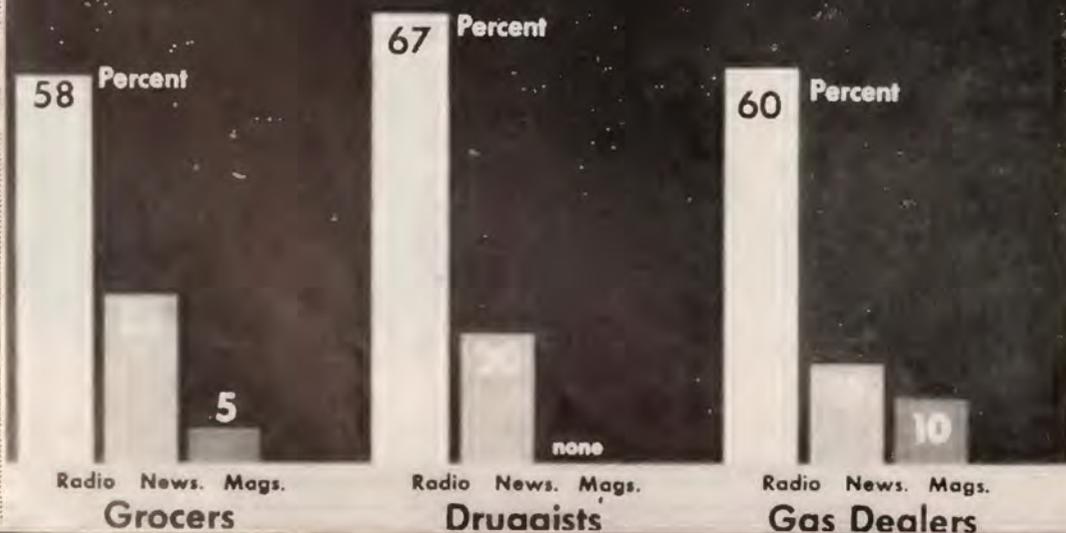
1943—	129,000,000
1946—	156,000,000
1949—	198,000,000

These figures, compiled by the Nielsen Radio Index for January-March periods, show a listening up-curve of 53% over the last six years.

In a test market study conducted in 1948 by Dun and Bradstreet, dealers were asked: "In your opinion, which particular kind of national advertising has done the most to make your best selling trade-marked brands sell so well?" Another question concerned their preference of media for a national campaign for products they carried. Charts with this story give their answers.

On an average day in April, Psychological Corporation, New York investigators in a survey for NBC and CBS, found in Springfield, Mass., and Des Moines, Iowa, that 85% of the adults listened to the radio for an average of

## Preferred Medium for National Advertising Campaign



four hours and thirty minutes each, including listening outside the home. The same per cent read some daily paper. But the amount of time thus spent averaged only 58 minutes per reader. Only 25% of the citizens (based on the sample) said they read any magazine at all on an average day. Those who did read magazines read them an average of one hour and four minutes. An accompanying chart illustrates this graphically. If we project these figures, as an indication, for the country as a whole the affect is startling. Translated in'o man-hours of listening, it looks like this:

Radio .....	373,000,000
Newspapers .....	79,000,000
Magazines .....	26,000,000

Using both C. E. Hooper and A. C. Nielsen figures as a base, either of the two senior networks (CBS and NBC) alone can demonstrate listening to programs broadcast by themselves and their affiliates far exceeding the total of either newspaper or magazine readership as illustrated in the accompanying chart.

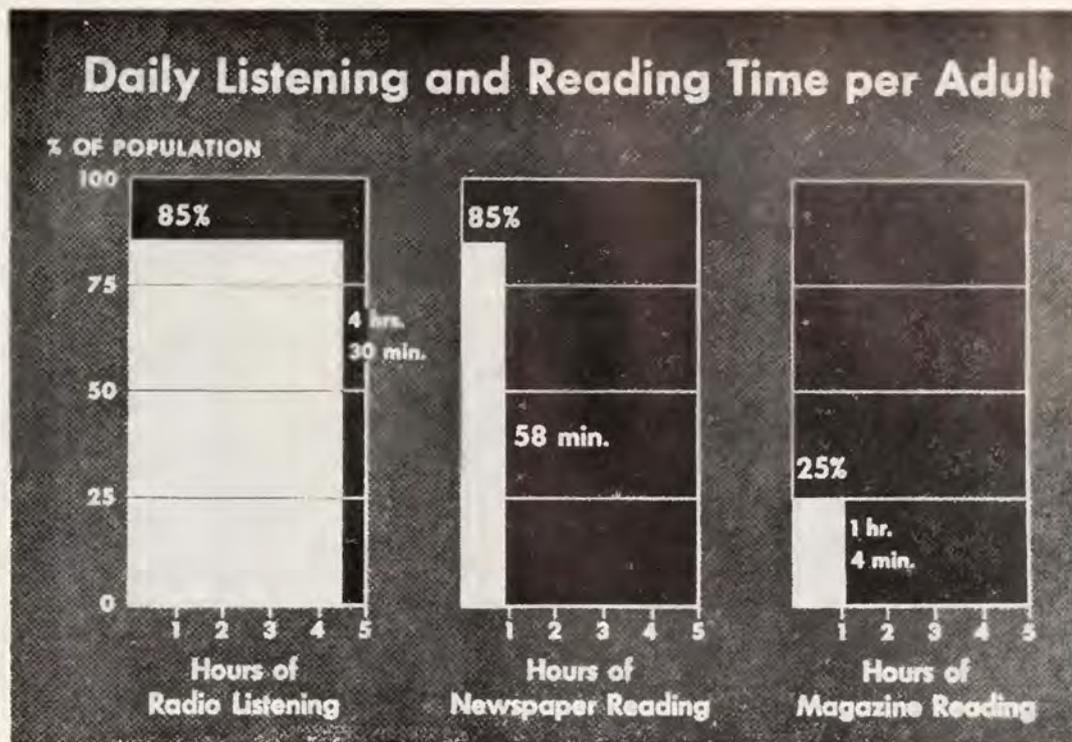
Both network and local radio give away countless bonus audiences not measured by any regular service. Results of special surveys in large metropolitan centers were published in SPONSOR for last May and August. The Psychological Corporation surveyed this plus audience in Des Moines-Springfield study already referred to. Among people who listened to the radio the day before they were questioned, 57% said they listened inside the home. Twenty-three percent said they listened both inside and outside the home. Five percent said they listened outside only.

The average daily listening time of all the people interviewed was 196 minutes. This includes those who did not listen at all. Of the 196 minutes each person listened, 27 minutes were spent listening outside the home. This means that 14% of all listening was outside the home. A little less than a third of all the people interviewed said they did some listening outside their home on an average day.

Where is this outside listening done? The people interviewed gave the following breakdown on where they spent (out of a total of 196) 93 listening-minutes out of the home:

Public places .....	14 minutes (15%)
Other homes .....	22 minutes (24%)
Autos .....	27 minutes (29%)
At work .....	30 minutes (32%)

This popularity at home and away



from home agrees clearly with *Fortune* magazine's survey published last March. Both men and women named radio their favorite leisure time activity. Men favored it 51% to 15% for reading magazines. Women favored it 54% to 19% for magazines. Seventy per cent of people in *Fortune's* survey said they were listening as much or more than they did a few years ago. This agrees with both Hooper and Nielsen that people are listening more today than they did three years ago.

It is obviously inevitable that television will reduce radio listening in the homes where it is installed. Nevertheless, total advertising opportunities are substantially increased with the

advent of television. What happens is shown by Nielsen figures on evening listening (when television is strongest):

	Hours per Evening Before TV	After TV
Radio .....	1.65	.45
Television .....	.....	3.22
Total .....	1.65	3.67

While radio listening dropped off an hour and a half in radio-television homes, total time of listening and viewing increased by two hours.

Last August, a month of traditionally low listening, radio held 88.5% of the national audience during periods of top television programming, as shown by Hooper figures. Hooper data shows a .33 drop in audience rat-

(Please turn to page 35)





Home economist Willa Monroe cooks with gas for her housewives



Listeners love Maurice "Hot Rod" Hurlburt, and he loves those letters!

# The forgotten 15,000,000

## PART TWO

OF A 2 PART STORY

**Local advertisers profit from Negro-beamed programs, but few national advertisers have joined them**



If national advertisers generally tend to ignore the potentially lucrative \$10,000,000,000 market represented by America's 15,000,000 Negroes, either through ignorance or temerity or both, the same cannot be said of advertisers and radio stations at the local-retail level. While top sponsors and their agencies continue to overlook the tremendous but under-developed buying power of today's colored segment of the population in this country, local stations in rapidly increasing numbers are breaking into the Negro market with programming directly beamed at Negroes—and local advertisers, noting the growing Negro listening audiences these stations are developing, are jumping on the band wagon with gratifying results.

The radio division of Interstate United Newspapers, Inc., alone represents 22 effective independent stations

which aim programs at an identifiable colored audience. These outlets are not limited to any one section of the country; they cover the larger cities in the East, South, Midwest, and along the Pacific Coast. And there are many other small stations which, without benefit of a national representative, are successfully programming to Negroes and selling additional time thereby.

The swing toward planning Negro programs for Negro consumption has been particularly apparent in the South. Whether that's paradoxical or normal depends upon one's prejudicial or financial feeling. While it would seem that stations owned or operated by whites would shy away from appealing to Negroes in that part of the country where racial discrimination reaches its highest peak, nevertheless from the business point of view the South, with its great concentration of

Negroes, offers a vast potential for stations and advertisers who feel that they're in business to make money and not for laughs.

The Memphis market is typical of what is happening throughout not only the Southern states but the rest of the country as well. A year ago it was almost impossible for a Negro, however affluent or anxious, to buy, beg, or beguile time on a local station in Tennessee. Negro accounts, as well as Negro listening interest, just weren't considered. It was figured that the Negro advertising dollar and the Negro buying dollar were not worth bothering with.

Then something happened. E. R. (Bert) Ferguson and John R. Pepper, two youthful Southern white men who own Memphis' WDIA, faced with tough competition locally, got to thinking. They got to thinking about such facts as Negro buying of radios—and

## Negro use of all food products in Memphis

Compilation based on Memphis Consumer Panel Study, Jan.-June, 1949.  
 Figures from *The Commercial Appeal* and *The Press Scimitar*.

Baking Mixes	29.00%	Oleomargarine	31.20%
Cold Cereals	40.03	Peanut Butter	41.25
Cooked Cereals	63.43	Pudding and Pie Filling	31.71
Instant Coffee	19.67	Salad Dressing	45.51
Regular Coffee	29.82	Shortening	43.32
All-Purpose Flour	59.21	Spaghetti & Macaroni	65.29
Frozen Food	13.10	Laundry Bar Soap	65.81
Fruit Juices	37.77	Packaged Soaps and Detergents	42.90
Gelatin Desserts	32.64	Toilet Bar Soap	44.40
Lard	86.54	Tea	28.04
Mayonnaise	43.19	Vegetable Juices	28.73
Canned Meat	41.55	Waxes and Polishes	46.58
Canned Milk	63.54		

## Negro use of all drug products in Memphis

Deodorants	57.23%	Rezor Blades	27.48%
Facial Cream	53.51	Shampoo	20.10
Face Powder	54.27	Shave Cream	20.71
Hand Lotion	51.13	Tooth Powder	42.00
Laxatives	50.54	Tooth Powder or Liquid	52.74
Lipsticks	30.05		

buying of things mentioned on the air. They got to wondering about how Negroes would feel if they could have some local station which would be *their* station—a station which still would attract white listeners, but which also would make it publicly clear that colored accounts and listening interest

were welcomed and expected.

Ferguson and Pepper stopped thinking and wondering and decided to act. They started with the hiring of the mid-South's first Negro disk jockey, Nat D. Williams, whose job it was to provide acceptable entertainment from a Negro angle for the 481,000 Negroes

in WDIA's primary area. In the short space of nine months, Williams' *Tan Town Jamboree* now boasts about a dozen participating sponsors.

WDIA's idea of appealing to Negro tastes doesn't stop at pop and race recordings played by a Negro d.j. Williams, an instructor in English at Booker T. Washington Negro high school in Memphis, also has cultural duties at the station. Each Sunday morning he conducts the Universal Life Goodwill Hour, during which top Negro religious personalities of Memphis are interviewed; every Sunday afternoon Williams runs a half-hour forum discussion program, again with leading Negro figures appearing and discussing important events of the week.

WDIA has another Williams on its present roster of Negro talent—A. C. "Moohah" Williams, an instructor of music at Manassas High School in Memphis. Saturday afternoons Williams presents a 30-minute WDIA show featuring a group of talented Negro high school vocalists doing popular and spiritual selections.

There are several other colored personalities with regularly-scheduled programs on WDIA, prominent among them being Willa Monroe, with her half-hour daily morning spot, *The Tan*

(Please turn to page 42)

JACK THE BELLBOY (RIGHT) AND GUEST ARTISTS ARE INTEGRAL PART OF WEAS' VERSATILE PROGRAMING FOR NEGROES



# WGAC-LAND LEADS the SOUTH in RETAIL SALES!

•  
**With Retail Sales UP  
12% Over 1948, WGAC-  
Land is the South's  
No. 1 Economic Bright  
Spot!**

•  
**This Leading Southern  
Market**

**PLUS**

WGAC-Land's Large Rural  
Audience — 145,000 Radio  
Homes — are Helping

**ADVERTISERS  
MAKE NEW SALES  
RECORDS ON**

# WGAC

**580 Kc.—ABC—5,000  
Watts**

**AUGUSTA, GA.  
Avery-Knodel**

## RTS...SPONSOR REPORTS...

-continued from page 2-

### **CKLW, 50,000 watts, "invades" U.S.A.**

Relations between U.S. and Canada otherwise are peaceful but CKLW of Windsor-Detroit, Mutual affiliate, which has just moved up from 5,000 to 50,000 watts, now claims to cover 198 counties in Michigan, Indiana, Ohio, Pennsylvania, and New York, plus 24 counties in Ontario. Population of primary and secondary areas is 18,809,420 and total retail sales more than \$15,000,000,000.

### **N. Y. FM homes exceed AM of some states**

New York metropolitan area has more FM-equipped homes than there are AM-equipped homes in any one of 26 states, Pulse, Inc., has found. Some 520,000 homes in NY area are FM-equipped. Nearly 42% of these sets were bought in 1948 and 21.1% bought in first half of 1949.

### **BAB's seven people do full-size job**

With staff of only seven people and budget of only \$125,000, BAB is doing effective job for broadcast industry. BAB's budget is only fraction of many individual radio, magazine or newspaper organizations. Curtis Publishing alone, for example, spends about \$4,000,000 annually in promotion. "New York Times" alone has 60 people in promotion and research.

### **Kennecott Copper starts farm series**

Utah Copper division of big Kennecott Copper Corp. has started 52-week sponsorship of "This Business of Farming" over KSL, CBS affiliate in Salt Lake City, through Axelson Agency there, to stress link between two basic industries.

### **Radio and airlines argue antenna height**

NAB, Television Broadcasters Assn., Air Transport Assn., and Civil Aeronautics Authority have been granted leave by FCC to intervene in proceeding involving application of WOR, New York, for construction permit to increase height of antenna towers 228 feet above present 410 feet. WOR contends increase "will not menace aircraft in Newark Airport area."

**50,000 Watts!**

**middle of the dial!**

**at 800 kc.**

*in the* **DETROIT** *Area*



Now You Get even **MORE** for your money, on

**CKLW**

WITH A 17,000,000 POPULATION-AREA, AND COVERAGE IN  
5 STATES, CKLW, NOW WITH 50,000 WATT POWER, WILL  
SELL MORE GOODS AT LESS COST TO MORE PEOPLE!

*Guardian Building  
Detroit 26*

**CKLW**

Adam J. Young, Jr., Inc.  
Nat'l Representative

.....  
50,000 Watts Day and Night



Mutual Broadcasting System

# "The NEW Lang-Worth Transcription"

## **Majesty in Miniature**

Brilliant clear as the sun-drenched mountain top . . . Quiet as the bottomless lake, cradled in the foothills . . . This is Perfection—at its peak

## **...Acme in Sound Reproduction**



**LANG-WORTH**  
**FEATURE PROGRAMS, Inc.**

113 WEST 57th STREET, NEW YORK 19, N. Y.

## MORE POWER!

(Continued from page 29)

ings on half-hour evening programs from 9.18 in 1948 to 8.85 in 1949 (figures obtained from summarizing Mid-Winter 1949 projectable ratings and compared with 1948). Overshadowing this drop, however, is the increase in homes able to listen (increase in radio families estimated as 2,000,000 in 1949 over 1948). The result is an average increase of 20,000 homes listening to evening sponsored network programs (from Mid-Winter 1948 to Mid-Winter 1949).

While television creates a decline in radio listening in metropolitan areas, radio is getting stronger in Medium Cities and in Small-town, and rural and farm areas, which comprise an important share of the total market for most products. These markets, which are the most difficult to reach efficiently with advertising, are the very markets where the strength of radio advertising will remain at a high level for a long time to come. This trend is shown in the following figures from the Nielsen Radio Index:

	Homes Using Radio	
	Jan.-Apr. 1948	Jan.-Apr. 1949
U. S. A. ....	38.4	37.7
Metropolitan areas .....	42.5	40.2
Medium cities .....	36.1	37.2
Small-town, rural, farm.....	34.0	34.8

One must take a many-sided look before the amazing popularity of Mr. and Mrs. America's favorite leisure time activity begins to take tangible shape. It is worth many looks, however, for upon this steady appeal is based radio's power to deliver the advertiser's message into more homes at a lower cost per home than any other media. The *American Weekly* increased its circulation over 800,000 during the last three years to reach more than nine and a half million. *Life* jacked up its total readers during the same period by over 600,000 to reach more than five and a quarter million.

But calculations based on BMB, Nielsen and U. S. Hooperatings all show that both the two senior networks in the same period each upper their circulations more than 5,000,000 families to reach a total considerably exceeding thirty-six million. The three year gain of either of the senior webs practically equals the entire circulation of *Life* magazine.

A study by the research department of the American Broadcasting Com-

pany based upon Nielsen data illustrates the cumulative effect of a series of broadcasts in reaching an ever-widening circle of homes. The first illustration is based on a composite of four evening programs (one from each of the four major networks), a popular comedian, a family situation comedy, an adventure drama, and a commentator. One broadcast reaches 14,728,125 listeners. Four broadcasts later the number who have heard the program once or more has reached the staggering total of 32,107,313.

Radio by its very nature continues to reach *new* listeners while attracting

*repeat* listeners. This means intense coverage combined with maximum coverage—dynamic rather than static circulation.

The preference of local retailers, as shown in the charts on the first page of this story, for radio as an aid to moving goods is based upon their experience with it. This report has presented some of the facts which account for the results that make retailers vote for radio.

There is a steadily growing tendency for retailers to increase *their own* advertising of national brands. This trend in the amount of advertis-

THE SOUTH BEND MARKET MUST  
BE COVERED . . . AND ONLY

## WSBT COVERS IT!

WSBT *completely* covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The *total* population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-billion dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases last year!

The South Bend market is one of America's biggest and best. It must be covered! It *is* covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WSBT duplicates its entire  
schedule on WSBT-FM—at  
no extra cost to advertisers.



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ing done by retailers is shown by the Nielsen Food Index Service for 33 major commodities:

1942 (index figure).....	100
1944 .....	68
1947 .....	105
1949 (1st 6 mos).....	147

Perhaps the most significant fact in advertising today is that while ABC statemen's reveal a shrinking circulation for numerous national magazines and metropolitan daily newspapers, radio's circulation is a continuous upward spiral. At the current rate of *rad'o* listening per home, by 1951 an estimated 34,960,000 exclusive radio homes will represent 176,000,000 listening hours per day. Six million radio-television homes will represent 16,000,000 hours. ★ ★ ★

### RADIO IN TV HOMES

(Continued from page 25)

ty-musical shows bowed to TV, but not by wide margins.

The later-evening hours showed a different, and surprising picture. Most big-time TV shows land somewhere between 8 p.m. and 10 p.m., so the going

for AM in New York was as tough as it is likely to be for some time. However, WOR's study of the distribution of radio audiences by program type in the 8-11 p.m. hours shows up-grading in certain program categories over the radio listening in the early evening.

The "Program Durability Index" of music shows, for instance, in the later hours is a 114.8, with classical music (actually it represents only a total of less than 10% of the radio audience in TV homes) drawing a 198.2. Listening to newscasts, news commentators, and sports commentators was mixed, but radio sports events (night baseball, boxing, racing and so on, carried largely on New York's big independents like WMCA, WINS, WMGM) got an index of 217.7, showing that interest can out-pull visual action in many cases. Drama, since it was competing with TV drama which tells its story with two dimensions instead of one, fell off to a 75.6. Comedy, on the other hand, bounced back from the early-evening low to more than hold its own with a 105.8, due to such headline radio comics as Bob Hope, Jack Benny, and *My Friend Irma*. Quiz programs in radio did not do as well as their TV counter-

parts, and drew a fair 88.7. A loose "miscellaneous" grouping of shows such as *Talent Scouts* and *Amateur Hour* drew a better-than-average 109.3.

In brief, during the later-evening hours, the shows which did best in radio-TV homes were low-visual or personality shows like sports events, classical music, concert and familiar music, most comedy shows, and talent shows. At the same time, radio dramatic shows, popular and variety music, quiz shows, and audience participation shows (all highly-visual categories) were hardest hit by TV.

This is not a representative situation. New York City has something like one-third of all the TV sets in the country within its metropolitan area. New York has had TV on a going scale longer than any other major market.

There is one inescapable fact. In the market in which it has its toughest competition from TV, radio is in a very healthy state. The added FM audiences, growing out-of-home audiences in factories, cars, resorts, and the addition of extra radios in homes, not covered by the WOR study, make it harder for TV to catch up to radio. ★ ★ ★

**Q** When is a hillbilly not a local yokel?

**A** When he's a WBT star.  
For WBT local talent is as familiar with and familiar to the big-league as *Sardi's*.



ITEM: You'll see WBT's Claude Casey in the upcoming movie, "Square Dance Jubilee"—his second featured role.

ITEM: You saw WBT's Fred Kirby in the news-reels and newspapers ... riding his horse in last January's inaugural parade — by special invitation.



## PHILLIPS "66"

(Continued from page 21)

sell Philgas, a bottled natural gas product, in some 18 farm areas.)

The programs that Phillips uses today are all the result of some careful hand-picking. Like Peter Paul, Inc., another successful user of the selective air, Phillips Petroleum prefers to buy programs that are already well-established with diallers. But audience alone is not the thing that sells Phillips on the final purchase of a show.

Phillips has found that local-station promotion of the shows Phillips sponsors on a selective basis has an important pay-off in sales, dealer enthusiasm, increased ratings, and in higher rural interest in both the shows and the products sold on them.

The farmer is a big, important individual to Phillips. More than a third of the Phillips business is done with farmers. With farm incomes going ever-upward in the postwar years, air-selling to the farmer has proved to be a wise move for Phillips and one of the major reasons contributing to the oil firm's financial success.

For over a decade, Phillips has been sponsoring the nightly newscasts of Erle Smith on Kansas City's KMBC. The KMBC campaign started in 1939, when KMBC told Phillips it was willing to back Erle Smith with some solid promotion. Soon, the Phillips schedule was expanded from three times a week to six, although never changing from the 9:30-9:45 p.m. time slot. KMBC whooped it up for Smith. The station promoted the newscaster in newspapers, car cards, and outdoor advertising. Posters, amounting to many thousands in the past ten years, have been placed by KMBC in Phillips' service stations. In return, Phillips has promoted Smith and KMBC with some aggressive promotion of its own, and has called the attention of its dealers, friends, and contacts to the fine job done by KMBC. With Smith as their star news performer, and with the high listening obtained by his 9:30 newscasts, KMBC has been able to build up a reputation for newscasting that is tops in Kansas City, as well as a staff of newsmen that is one of the best independent station news staffs in the U. S. Promoting Phillips' newscasting

has meant increased prestige and more business for KMBC over the years.

Similar situations have been created with the promotion given to other Phillips newscasters, such as Bruce Palmer, Phillips' man on Oklahoma City's WKY, Dick Godon on Spokane's KHQ, and Gordon Gammack, ace newsman on Des Moines' KRNT. In almost every case when a station began laying the promotion on heavily, the ratings of the newscast (and the adjacent shows and station breaks) jumped, the station's prestige went up, and the results meant more local and national business for the station.

The effects of promoting the talent shows which Phillips sponsors, *Talent Parade* on WDAY, Fargo, and WCCO, Minneapolis (the name is a coincidence) are even more striking. In the case of the former, WDAY has promoted its weekly 30-minute talent show for Phillips until it is a regional phenomena. The show now takes to the road as a two-hour stage presentation which tours the nearby towns around Fargo. For many, it is the first live entertainment they have seen. For others, it is the big social event of the sea-



**ITEM:** Your great-great-grandchildren will hear WBT's Arthur Smith. Winding up an Eastern theater and nightclub tour, his Quartet stopped off in Washington last month to help enshrine the 2,500,000th record of Arthur's "Guitar Boogie" in the Library of Congress.

**ITEM:** You can hear the whole roundup of WBT talent for 30 minutes each week on CBS' *Carolina Calling*—now in its 4th year coast-to-coast.



These are only items taken at random. The point is, of course, that WBT talent is a smart local buy for national spot advertisers ... as WBT's first-by-far Hoopers prove. (All week long, WBT leads the nearest competition by an average 152.9%!) For a big-time buy at small-time cost, ask us or Radio Sales about our big-league hillbillies.

\*Oct. 1948-Feb. 1949

Jefferson Standard **WBT**  
Broadcasting Company

50,000 watt • Charlotte, N.C. • Represented by Radio Sales

# Let's Review Results!



## One sponsor writes:

"In retrospect, going back over the various areas, it was rather startling to compare the tremendous success we have had in the Richmond area as compared to the pleasantly moderate cost of radio promotion on WRNL. As you know, we have been using WRNL continuously now since last February—and to say that we are pleased with the results is putting it mildly. Actually, I don't know where radio coverage of the caliber that WRNL provides in Richmond can be bought for anywhere near the type of money we have been spending."



WHY NOT LET  
WRNL  
DO A SIMILAR JOB  
FOR YOU?

5000 Watt ABC  
Affiliate

# WRNL

Richmond, Virginia

EDWARD PETRY & CO., INC.  
NATIONAL REPRESENTATIVES

son. WDAY (like the four-hour shows of the *National Barn Dance* of WLS, 30 minutes of which is sponsored by Phillips) charges admission to the show . . . and gets it gladly. Every 13 weeks or so, the winners of the *Talent Parade* are brought to Fargo, and are given a week's work on the station's sustaining shows (as well as \$50), during which the winners are plugged heavily on WDAY as being "the winner of the Phillips 66 *Talent Parade*." Annually, the winners go through eliminations for a grand cash prize, as well as scholarships. The resulting newspaper publicity is tremendous, and WDAY promotes it for all it's worth.

At WCCO, Minneapolis, Phillips' other *Talent Parade* air show is built around one of the U.S.'s outstanding local personalities, Cedric Adams. WCCO has a reputation for doing a top-notch promotional job for its advertisers, and for Phillips all the stops are pulled out. Cedric's weekly half-hour is a big drawing card, and when it goes on the road to nearby towns, as the WDAY show does, the halls are jammed and the ratings go up. WCCO promotes the show in local newspapers, in outdoor advertising, on the air, and hustles Adams around to talk to dealers and distributors in the area, who are thoroughly sold on him. The program's angle is a little different from the WDAY operation, since the show at WDAY often uses "guest star" talent from nightclubs to augment the local talent, and Cedric Adams makes a point of using young talent (18 years or under) on his show. This leads for endless tie-ins with schools, clubs, and all sorts of high school and college promotions, which WCCO is quick to seize upon. Cedric Adams was, of course, a hot item in Minneapolis before the Phillips show came along. But the promotion that has been given his talent show for Phillips has resulted in greater publicity for him and for the station, and has increased the value of Adams as a performer to the station. This is typical of how selective station promotion has helped both client and broadcaster in the case of Phillips.

The network promotion given by ABC and WLS to the Phillips Saturday night broadcasts (9:00-9:30 p. m.) of *National Barn Dance* is equally good.

(Please turn to page 41)

**WINSTON-SALEM**



## Success Story

**How To Put A Client Out Of Business**

A WAIRadio client had several hundred surplus trousers to sell. One announcement over WAIRadio at 6:45 AM sold entire stock by 10:30 AM. Advertising cost less than one cent per garment. With new, larger stock, this merchant is again using WAIRadio sales magic.

National Rep: Avery-Knodel, Inc.

# WAIR

WINSTON-SALEM

NORTH CAROLINA

*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

*the only magazine*

**100%** *tuned*

*to broadcast-minded*

*national advertisers*

*and advertising agencies*

**SPONSOR**

**SPONSOR specializes in USE-VALUE**



## Mr. Sponsor asks...

### "Should client share costs, above commissions, for agency preparation of a TV show?"

**Bernard O. Holzinger** | Advertising and Sales Promotion  
Sylvania Electric Products

### The Picked Panel answers Mr. Holzinger



It seems to me that a complete answer to this question must be divided into two parts: (1) if the show in question is a package show produced outside the agency, and (2) if the show is produced within the agency.

In the first instance, it is the practice of our agency, under normal circumstances, to operate on the accepted 15% commission. The service performed by our television department is that of lending its experience, knowledge, and research.

The show and time purchased, the service includes supervising and consulting with the package producer and overseeing the production so standards are maintained. In addition, the television department is responsible for the execution of the client's commercials. However, if called upon to perform feats "above and beyond the call of duty," the extra cost should be open for discussion.

In the second instance, if the agency television department produces the show, then all costs involved, plus 15% commission, should be borne by the client. The phrase "all costs" is, of course, the important factor. These in-

clude out-of-pocket expenses by the agency, the allocation of time involved by key personnel working on actual preparation and production.

We are all aware of the fact that it is difficult to set up an exact figure in estimating a television budget. A contingency fund is indicated since television is growing so rapidly that it is virtually impossible to estimate even month-to-month costs in advance.

Clients who have been in television for some time are aware of this situation and have arrived at suitable financial arrangements with their agencies through trial and error. However, it is the duty of the agency to make it clear to prospective clients that the costs are as yet unpredictable; and it is during the planning discussion that an agency must clarify the question of financial responsibility.

**VICTOR SEYDEL**  
*Director of Radio, TV*  
*Anderson, Davis & Platte*  
*New York*



in the future—why should agencies alone have their day-to-day profits protected?

The client has a right to expect his agency's television department to be manned with top-flight personnel—and the payroll of the television department is no more a client's concern than the

payroll of the checking department. If a client's account, from an overall standpoint, isn't profitable, then resign the account or charge him a fee—but don't put the onus on your television department. Instead, be grateful for every opportunity your agency has to acquire more television know-how. It will pay off.

**DAVID G. LYON**  
*Vice President*  
*Cecil & Presbrey, Inc.*  
*New York*



We believe it is too early to establish a permanent policy on television charges. We have charged only the usual commission to date, regardless of profit, in the belief that we

should do the best possible job for our clients . . . and in the belief that agencies, at least to some extent, should share the development costs of the new medium with media and advertisers.

It is entirely likely that in the future growth and development of the medium, agencies may find it possible to conduct a sound and efficient television operation within the traditional commission. If not, it is a fundamental of American economy that no business can run at a loss, at least for very long—a fundamental that, if the problem becomes acute, we are sure will be recognized by clients as well as by agencies.

**THOMAS H. LANE**  
*Vice President*  
*McCann-Erickson, Inc.*  
*New York*

## PHILLIPS "66"

(Continued from page 38)

Over 2,000,000 people have paid to see the show since 1932, and both the originating station and ABC keep up a running promotional broadside through ABC stations now that Phillips is sponsoring a portion of it. *National Barn Dance*, with its good ratings, loyal audience, and continuous promotion, has done a good job for Phillips, particularly in establishing the Phillips 66 name in new areas in which it is selling for the first time.

Phillips' use of radio has been growing, as the firm itself has been growing, since the oil firm first came to broadcast advertising in November, 1932, with a program called *Phillips 66 Flyers*, a Monday-Saturday 30-minute musical show which was fed to a small, 5-station network in the Midwest for just 13 weeks. As Phillips, like other oil companies at that time, was pulling its way out of the depression sales low in 1933, it was sponsoring, for an eight-week run, a 6-station comedy-detective quarter-hour network show, *Milligan and Mulligan*, which featured an unknown young Chicago actor named Don Ameche. Later, Phillips was to sponsor, on some 20 stations in its growing Midwestern sales area, a weekly half-hour musical-variety show, *Phillips Poly Follies*, from November, 1936 to May, 1938, which was a forerunner of Phillips' sponsorship of *National Barn Dance*. The total time billings for all the network shows sponsored by Phillips between 1932 and 1938 (when the oil firm switched to selective programming, returning to network broadcasting in March, 1949) amounted to a total of \$335,000, just a few thousand over the \$310,000 that Phillips is currently spending.

The continuous promotion by the stations that have carried Phillips shows, something that Phillips has made virtually a prerequisite to closing a deal for a program, has had a double pay-off. It has given Phillips a real selling tool, which when added to the other media used and the sales drives of its own dealers, jobbers, and distributors, has more than doubled the gross income and more than tripled the net income of the independent oil firm. It has also meant, so far as stations are concerned, that as Phillips grows bigger, it spends more for broadcasting advertising. ★★★



# WCFL

## Variety Programming . . .

### A PROFITABLE SPICE FOR SPONSORS

Variety is spicing the listening life of WCFL's audiences, too. There's Notre Dame and Chicago Cardinals football . . . Marty Hogan with his sparkling show of melody and outstanding guest interviews . . . a personality like Rush Hughes immediately following Don McNeill's famous Breakfast Club . . . and evenings filled with Chicagoland's greatest fine music programming . . . Chicago Symphony, Music Lovers Program, and others.

Join the long list of WCFL's satisfied sponsors who are profiting two ways . . . first, from WCFL's audience-building variety-programming, and secondly, from WCFL's attractive, budget-easing rates. Call or write WCFL or The Bolling Company for 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

# is the Weight....



## "Where you need it?"

We can't distribute your avoirdupois over your frame, but we can help distribute your product and build up your sales. In the sound and growing market of the Central South there are thousands of merchants with millions of loyal customers, who move merchandise when WSM supplies the buying impulse.

This great area is a good cross-section of the USA—farms, towns, cities. And it becomes richer and more potent as a market every year.

You can work it economically via WSM, where a staff of 200 is ready to produce network-quality shows, and to help point up your commercials for this exceptionally responsive audience.

WSM delivers a package of power (50,000 watts, clear channel), audience (many millions), confidence (23 years in the building), trade cooperation (they know WSM moves goods), and network-quality shows (we've built many shows for the network for many years).

Perhaps this is the answer to keeping your business on the road to the volume you want. Worth looking into, anyhow.



# WSM

## NASHVILLE

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

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

## NEGRO MARKET

(Continued from page 31)

*Town Homemaker.* Miss Monroe does interviews with women (mostly of her own race), reports on Negro social and civic happenings in Memphis, and gives home-making hints to housewives.

That Ferguson and Pepper took a step in the right direction by programming for Negroes without sacrificing their white audiences is pretty well demonstrated by the result of a special C. E. Hooper report for the Memphis area. The study gave WDIA up to as high as 69.7% share of audience during certain hours of the day.

WUSN, in Charleston, S. C., has also gone in for a strong pitch to the colored segment of its area's total population. With Negroes totaling better than 48% of all Charlestonians, WUSN has for more than a year been programming a show called *The A Train*, broken up into two parts (early morning and late evening) Monday through Saturday. Program material is comprised of carefully selected recordings of Negro orchestras and singers, the disks being chosen by the manager of the largest record house in Charleston, and based on day-to-day colored purchase preferences.

Through an independent advertising agency (Hawkins, of North Charleston), WUSN conducted a house-to-house survey of colored listening habits in the metropolitan Charleston area during one week last June. 515 interviews were conducted between 6:00 and 11:00 p.m. by five Negro students selected from among the top 20% of the senior class of a local high school. The survey revealed some interesting data on a Southern Negro market typical of many others which are being ignored by national advertisers and developed by local sponsors.

The WUSN-Hawkins study showed that 94.9% of Negro Charleston homes have radios, and that 63.6% have more than one radio, while only 33.7% have telephones. (The latter indicates the difficulty of making coincidental telephone surveys in most Negro localities, with the result that timebuyers in New York, Chicago, and Coast agencies are generally unaware of the huge Negro radio audience, the size

(Please turn to page 44)

# NATIONAL RADIO WEEK—

*Oct. 30<sup>TH</sup>—Nov. 5<sup>TH</sup>*



Radio is today's greatest medium of entertainment... for all members of the family. Never before has such a variety of fine programs, such notable entertainers been available to you.

Full enjoyment of these programs, however, depends upon your having today's new radio with its extra features, its extra fine quality.



*Listen, enjoy the world's greatest talent—  
with a new, finer Radio—today*

Today's newest radios—AM-FM, consoles and table models, radio-phonograph combinations, and portables—will be on display throughout National Radio Week... Your dealer cordially invites you to come in and see and hear them.

Improved technical qualities and new beauty in designs, together with current modest prices, make today's new radios the best buys in the industry's history.



**a radio for every room—a radio for everyone—everywhere!**

Hooper\*  
Says:

**WSJS  
STAYS  
ON TOP!**

- Morning
- Afternoon
- Evening

\*Hooper Station Listening Index  
Winston-Salem, N. C.  
December, 1948

**No. 1 MARKET  
IN THE  
SOUTH'S No. 1 STATE**

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

**WSJS**  
AM WINSTON-SALEM FM  
THE JOURNAL-SENTINEL STATIONS

**NBC**  
AFFILIATE  
Represented by  
HEADLEY-REED COMPANY

## NEGRO MARKET

*Continued from page 421*

of which can't be determined by such phone surveys.)

The Charleston study revealed further that the average Negro family listens to its radio 7.34 hours each day, with heavy listening preference during early-morning and late-night periods. Programing preferences placed music as highest of specifically chosen types of programs with 27%; sports garnered 17%; all other program types totalled 42%. In type-of-music preferences, the breakdown was as follows:

Musical preference	Percentage
Colored singers and orchestras.....	32%
Popular music .....	26%
Religious music .....	20%
Classical music .....	9%
Billbilly and folk music.....	3%

On being asked to pick their first, second, and third choice of Charleston stations, 196 of the Negroes interviewed named WUSN first, as against 96 for the station's nearest competitor.

WEAS, Decatur, Ga., is still another Southern station to recognize the heretofore untouched Negro market in its

coverage area. With 191,000 Negroes in nearby metropolitan Atlanta out of a total local population of half-a-million, and with that colored segment having a recorded purchasing power of over 30% of the total retail sales volume for Atlanta of \$693,795,000 for 1948, WEAS has contributed some notable "firsts" in reaching a local Negro market.

The station was the first to air all-Negro sports events—full coverage of the Atlanta Black Crackers baseball games for the 1948 season; coverage of the Atlanta Negro College football games during the past gridiron year. WEAS also was first in making available a weekly gratis hour during which Atlanta's Negro churches broadcast their services. It was the first radio station in the U. S. to carry (for over a year) a program from a colored youth center, with a resulting 38% decline in Negro juvenile delinquency in that territory.

E. D. Rivers, Jr., owner and operator of WEAS, and the son of a former governor of Georgia, plans other stations in the South which will operate  
*(Please turn to page 53)*

**We're Not . . . But We Could Be Starry-Eyed  
About The Radio Job We're Doing, Cause . . .**

# We Get Results



During the past 23 years  
★ we've won lots of friends  
★ earned some heavy prestige  
★ enjoyed a wide social acceptance  
★ and we've done a good selling job for our advertisers, too!

All because we know how to program  
...and have the enthusiasm and interest to follow through in detail.

For complete data on WIOD,  
call our Rep...

*George P. Hollingbery Co.*

**WIOD**  
FIRST IN MIAMI

James M. LeGate, General Manager

**5,000 WATTS • 610 KC • NBC**

Only a combination of stations can cover Georgia's first three markets



**THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by  
**THE KATZ AGENCY, INC.** New York • Chicago • San Francisco • Dallas  
 Atlanta • Detroit • Kansas City • Los Angeles

# YOUR TV AUDIENCE IS LIKE A BABY



## YOU'VE GOT TO NURSE IT TO BUILD IT!

The time to build an audience is NOW . . . when viewing habits are being formed. Just putting your show on the air isn't enough! You've got to go *after* the audience . . . build a habit . . . hold the habit.

**LOOK HEAR**—the TV column for program promotion—offers you the most effective, yet inexpensive, audience building plan available! **LOOK HEAR** appears regularly in the New York Daily News and New York Herald Tribune and is ready to go into 17 additional key television markets.

And **LOOK HEAR** gives you the biggest *PLUS* ever offered an advertiser—the "TV Critics Club." Over 1000 televiewers a week write to **LOOK HEAR** requesting membership in the Club. This loyal, *merchandisable* group will grow and grow . . . and provide you with spontaneous audience reactions to your shows. Club members receive more complete news about programs—your programs—in the monthly "TV Critics Club News."

More viewers mean more buyers! Let **LOOK HEAR** deliver its loyal following to your TV shows. It offers you . . .

- personal recommendation of your shows on the program log page . . .
- "large space" attention at "small ad" cost . . .
- valuable editorial sponsor identification . . .
- and the giant "TV Critics Club" *PLUS!*

Week in . . . week out program promotion pays when you can do it the low-cost **LOOK HEAR** way!

**LOOK HEAR** 145 E. 53rd Street • New York 22 • PLaza 9-1530

Publisher: Maxine Cooper • Sales Representative: Evan Mandel

**Look Hear!**  
by  
MAXINE COOPER



Hundreds of TV fans have joined the TV CRITICS CLUB! You too should belong so your TV views *count*. Send your name and address to Look Hear, 143 E. 53rd St., N. Y. 22. You'll get a MEMBERSHIP CARD . . . news about TICKETS to telecasts, and a SUBSCRIPTION to the "TV Critics Club News"—all about TV stars and shows. It's all FREE! Join today!

Wasn't Milton Berle terrific last week! You'll see another laughcapade tonight But first tune in—

**TELEPIX Newsreel**

WPIX, Ch 11, Sun-Fri. 7:15 pm and Sign-Off: If you're in the thick of any big local news event today, there's a good chance you'll see yourself on TELEPIX Newsreel tonight. It's the pictorial review of the day's important happenings. Remember to see TELEPIX News nightly. It's another public service of Con Edison.

Life of Ril





# Standard Bearer In Radio . . .

**NOW**  
**LEADER IN**  
**T-V TOO!**

WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees — with four years of intensive television training behind them — and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kinescope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

**WOW-TV**

OMAHA, NEBRASKA

**CHANNEL SIX**

**RADIO STATION WOW, Inc.**

*John J. Gillin, Jr., Pres. & Gen'l. Mgr.,  
John Blair & Co., & John Blair T-V, Inc., Representatives.*



## NEGRO MARKET

(Continued from page 44)

along the lines of WEAS in relation to the Negro audience. Aside from its sports coverage and disk-jockey programs, WEAS goes in heavily for public-service activities directed toward Negroes. The station currently is running contests among Negro college students, with suitable prizes awarded to stimulate educational interests; planned programs of on-the-job training for Negro personnel; daily Negro newscasts for a greater dissemination of news among Negro communities; planned activities seeking better equalization of economic opportunity for Georgia Negroes.

What all this has meant to the station sales-wise can be seen in the advertising success stories of only a few of the local sponsors using WEAS' Negro programs.

Hollywood Credit Clothiers doubled its business after 90 days on the station; Lincoln Cab Company felt it necessary to increase its fleet of cabs two months after starting on WEAS; Royal Crown, after nine years on other Atlanta outlets, found greater results on the Rivers station; Speers Jewelry and Black Brothers Jewelry reported sales increases of over 50% after using WEAS for less than 60 days; Mather Brothers furniture store recorded the highest Negro sales in its history following participations on WEAS programs. All these concerns are white-owned. The 65 local Atlanta Negro-owned businesses which use the station exclusively have reported comparable degrees of sales success.

There are a number of other similar stories of Southern stations programming directly for Negroes to the great benefit of the stations and the advertisers using them. Space makes detailing their individual stories prohibitive. And the successful attempt to reach the Negro buying market is not limited to stations below the Mason-Dixon line. Large cities recognize the advantages of beaming programs directly to colored folk. Morris Novik recently bought New York's WLIB and intends to program specifically for Negroes. WWRL, also in New York, has a high Negro share of audience. WHAT in Philadelphia started a Negro home-maker program on 1 September, with four food accounts participating at the show's in-

On the Air September 22

a new TELEVISION STATION

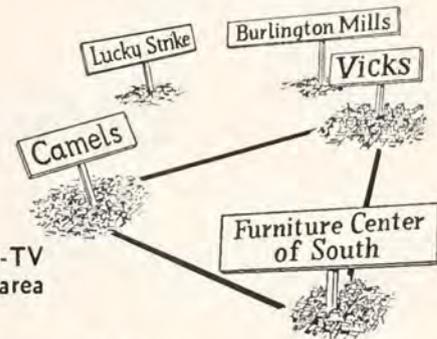
wfmy  
TV

Serving North Carolina's  
Rich Tri-City Market,

Channel 2, Greensboro, N. C.

GREENSBORO  
WINSTON-SALEM  
HIGH POINT

Now, for the first time, WFMY-TV  
makes it possible to sell this rich area  
as *one market*.



AFFILIATED WITH  
CBS — NBC — ABC — Dumont  
and First in the Carolinas with Live TV

Sales Representatives

HARRINGTON, RIGHTER and PARSONS, INC.

New York City  
270 Park Avenue  
MU-8-1185

Chicago  
Tribune Tower  
WH-4-0074

Owned and operated by  
GREENSBORO DAILY NEWS — and — THE GREENSBORO RECORD

### STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (39 U.S.C. 233)

OF SPONSOR, published bi-weekly at Baltimore, Maryland, for October 1949.

The names and addresses of the publisher, editor and business managers are:

Publisher: Norman R. Glenn, Scarsdale, N. Y.  
Editor: Lawrence M. Hughes, Freeport, L. I., N. Y.

Business Manager: Bernard Platt, New York, N. Y.

The owner is: SPONSOR PUBLICATIONS Inc., New York, N. Y.

Stockholders of one percent or more of stock are: Norman R. Glenn, Scarsdale, N. Y.; Elaine C. Glenn, Scarsdale, N. Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neil, Cleveland, Ohio; Henry J. Kaufman, Washington, D. C.; Pareli Bloom, New York, N. Y.; Pauline H. Poppel, New York, N. Y.; Edwin D. Cooper, Torrance, Calif.; Henry J. Cooper, Brooklyn, N. Y.; Judge M. S. Kronheim, Washington, D. C.; Norman Reed, Washington, D. C.; Mortimer C. Lehowitz, McLean, Va.; John Pattison Williams, Dayton, Ohio; Jerome Saks, Washington, D. C.; Catherine E. Koste, Hawthorne, N. Y.; William B. Wolf, Washington, D. C.; M. L. Kave, New York, N. Y.; Adna H. Karns, Dayton, Ohio; Harold Singer, Washington, D. C.

That the known bondholders, mortgagees, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities are:

None.

That the two paragraphs above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated.

Norman R. Glenn, President  
Sworn to and subscribed before me this 6th day of October 1949.

SEAL: Walter C. Sundberg  
(My commission expires March 30, 1951)

ask

JOHN BLAIR & Co.

about the

HAVENS & MARTIN

STATIONS

IN

RICHMOND

WMBG-AM

WCOD-FM

WTVR-TV

First Stations of Virginia



## 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 "Jahn Blair" station



# 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

ception. WSBC in Chicago, WJMR. Detroit, WINX in Washington, WITH in Baltimore, WJMO in Cleveland, and WZIP in Cincinnati are other big-city outlets with large Negro audiences.

News of general interest geared to Negro participation started on Pittsburgh's KQV a year ago, the program presented by the *Pittsburgh Courier*, the nation's leading colored newspaper. Sponsored by three Negro business firms and a brewery, the program, on the air three times a week, draws its audience from the Negro population of 100,000 in Pittsburgh and the surrounding Allegheny county.

Joe Adams, on KOWL in Santa Monica, California, is typical of the 100-odd Negro disk jockeys who have sprung up around the country in the past year or so. Running a daily 15-minute contest on his 90-minute (12:00-1:30 p.m.) seven-days-a-week program, Adams racked up one response of 2800 calls in one day, the calls coming in from 57 telephone exchanges in Los Angeles county. The contest involved a mystery tune, and the rewards were nothing more than six \$4 merchandise prizes. Adams, like other Negro platter spinners, numbers among his sponsors such varied accounts as foods, used cars, gasoline, clothing, liquor stores, and furs.

More and more local advertisers are learning that Negroes in their communities can be sold by radio when local stations take the trouble to set up colored programs with colored talent and make a determined, intelligent effort to let the Negro know that these programs are for *him*—that the station they're on is *his* station. He has the money to respond to the sales messages leveled at him. And because he has always felt discriminated against, the very fact that a station removes some of that feeling of discrimination by "talking" directly to him is almost enough to guarantee that he will spend his money on the products and services advertised on that station.

It has worked and is working wherever stations and advertisers on the local level have realized that Negroes represent an important segment of the buying public. Whether national advertisers and networks will come to that realization and do something about it is at the moment a moot question. But at least local sponsors are beginning to get their share of that very lucrative ten-billion-dollar Negro market. ★★★

## PHILIP MORRIS

(Continued from page 27)

average only \$86,000, compared with \$567,000 for the first seven. Subscriptions for nearly all the shares were withdrawn. Philip Morris' shares dropped sharply.

Despite the heavy orders of early fall, 1945, profits had fallen when distributors and dealers turned back cigarettes which went stale on their shelves. Consumer demand for Philip Morris was declining rapidly. Drastic steps had to be taken—among them, even more vigorous advertising.

Since introduction of the present Philip Morris blend in 1933, Philip Morris & Co. has been the largest advertiser, in proportion to sales, of any of the Big Five companies. (As early as 1936 it was spending \$1,200,000, or 6% of gross sales of \$20,000,000.) The emergency of late 1945 and early 1946 led to drastic economies. Advertising expenditures were cut from the peak of \$7,000,000 to \$5,500,000. But even then they held a close ratio.

And since then advertising expenditures have been pushed ahead even more rapidly—to \$8,500,000 in 1948

and to \$10,500,000 in 1949. While sales in the first half of the 1949 calendar year gained only 2%, in the June quarter they started moving ahead a brisk 25%, from \$50,600,000 to \$63,400,000.

O. Parker McComas, former banker who last year was named president of Philip Morris & Co., summarized for SPONSOR four reasons for the sharp comeback of the last three years:

1. Better control of inventory, production, and distribution, to assure quality and freshness;

2. An expanded and rejuvenated sales force of 500 men;

3. Development of younger executives (among them Patrick H. Gorman, advertising manager; Robert S. Larkin, promotion manager; Zenn Kaufman, merchandising director);

4. Aggressive advertising, chiefly on the air, on the "no cigarette hangover" theme.

McComas admitted that the "no

hangover" theme is more than reminiscent of the "direct approach" of the late George Washington Hill of American Tobacco (who sold a lot of Luckies and other products on such themes as "Reach for a Lucky instead of a sweet" and "Nature in the raw is seldom mild"). Hill "knew how to sell the millions," McComas said, with some admiration.

About two-thirds, or \$7,000,000, of the \$10,500,000 Philip Morris advertising expenditures for 1949, are in broadcast advertising, and the balance in newspapers, point-of-purchase and other media.

To stockholders last May, Alfred Lyon said:

"In order to reach the greatest possible audience in the most effective and productive way we use both nighttime and daytime radio programs. Entertainment value is of first importance in attracting audiences. . . At the same time, however, programs are planned

**Leadership**

- IN AM
- IN TV
- IN PROGRAMMING
- IN POPULARITY
- IN UTAH

**KDYL**  
UTAH'S NBC STATION  
AM-FM-TELEVISION  
Salt Lake City, Utah  
Notional Representative: John Blair & Co.

Radio Sales

IN THE WEEK OF THE MEEK THE BEST BUY

**THE BEST BUY OF THE WEEK**  
IN *Birmingham*

An 8.4 Hooper rating at 8:15-8:30 in the morning (Mon.-Fri. average, May-Sept. 1949). The show is "Call for Music" on WAPI, and it's first in its period—by 42%. Emcee is Maury Farrell, major league sportscaster. Now available—call Radio Sales.



## Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original news co-op. It offers local advertisers network prestige at local time cost, with pro-rated 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 Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1410 Broadway, NYC 13 (or Tribune Tower, Chicago, 11),

to afford various opportunities for the public. . . We believe this is of value not only because it creates wide community interest but also because it helps build good will and prestige. . .

"We have used television advertising for approximately one year (as of 25 May) and recently presented a full-time television show. We believe that television will develop into an important selling medium and are continuing our study to develop a full knowledge of its potentials. 'Johnny,' our living trademark, is particularly well-adapted to TV presentation."

The "no hangover" theme was suggested by the Biow Company, which has handled the bulk of the company's advertising since 1933. (Cecil & Presbrey, of which Alfred E. Lyon, Jr., is a vice-president, handles two daytime shows.) The "no hangover" idea is based in part on the hygroscopic or moisture-retaining agent used in Philip Morris cigarettes. Where other cigarettes use glycerin, PM uses diethylene glycol. The company has paid for tests on rabbits'

## LOOKIN' FOR SOMETHING IN OGLE (Ky.)?

If you're peering into Kentucky, and eyeing towns like Ogle (Ky.) — then Mister, we suggest a Census Specialist. Our State's scattered towns don't have the people or the dough to cure astigmatism of the sales curve!

WAVE focuses perfectly on the Louisville Trading Area. This 27-county area is a real eyeful—has a Net Effective Buying Income of over a billion dollars, and a standard of living 45% higher than the rest of the State. And all of it within WAVE's primary purview!

So why not stop squinting, and let us give you 20-20 vision?

**LOUISVILLE'S  
WAVE**  
NBC AFFILIATE . . . 5000 WATTS . . . 970 KC  
**FREE & PETERS, INC.**  
National Representatives

eyes, which showed not only that diethylene glycol was less irritating than glycerin but was less irritating than no hygroscopic agent at all.

Philip Morris has done a lot of promotion to doctors about all this. Camel has replied that it has more doctor smokers than any other brand, and Old Gold advertises "a treat instead of a treatment."

McComas admits that some people and organizations have kicked about the "no hangover" theme, but he believes the "results have warranted it."

Some people also have kicked about the Horace Heidt *Original Youth Opportunity Program*, because they claim that Heidt has done more than anyone else to start young people smoking. (Which may be just what Philip Morris wants!)

The thinking behind every Philip Morris advertising campaign—and the company has had nearly 40 radio programs alone in the last 16 years—has been to reach the largest possible mass audience. "No program is segmented" to appeal just to a particular group, McComas explained.

The company two years ago pioneered among cigarette manufacturers in five-a-week daytime radio shows. Obviously, these shows are heard primarily by women, but the company points out that women do the bulk of the family purchasing. It's worthwhile to remind them to buy Philip Morris by the carton when they visit grocery stores and super markets. (A lot of them are concerned about "hangovers," too.) Recently, Philip Morris dropped its sponsorship of *Against the Storm and Queen for a Day*, on Mutual, for *Ladies Be Seated and One Man's Opinion*, 25-minute and five-minute daytime shows on ABC.

Both the Ralph Edwards' *This Is Your Life* and the Horace Heidt youth programs emphasize the "opportunity" angle. Philip Morris calls the Edwards' show "a giveaway with a purpose." The Edwards' staff digs into the past of some unimportant or important person, brings together friends and relatives who haven't seen each other for years, keeps the subject in the dark about it all until show time—and then winds up with a "Philip Morris future," which might include money for education, or a vacation, or equipment for a shop.

Heidt and his orchestra travel 50,000 miles a year, making one-night stands in towns ranging in size from Zanesville, Ohio, to Chicago. Talent discovered en route is used on the weekly broadcasts from whatever big town Heidt may be in on Sunday nights. Usually there are five contestants. Weekly winners are chosen by measurement of audience applause. They receive \$250. At the end of each 13-week cycle, winning contestants of that period enter quarter-finals for a prize of \$750. The grand finals bring a prize of \$5,000 and a gold championship belt.

The Heidt shows may attract 5,000 or 10,000 people, and the quarter-finals at the Hollywood Bowl drew 18,000.

Along the way, Heidt and "Johnny" try to get retailers to sell more Philip Morris cigarettes.

Except for summer hiatuses, Heidt has been promoting Philip Morris since November 1947 and Edwards since November 1948.

*Crime Photographer*, a half-hour mystery drama on CBS, has been sponsored by Philip Morris since 4 August, after it was dropped by Toni.

## SERVICE DIRECTORY

### V. S. BECKER PRODUCTIONS

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

562-5th Ave., New York Luxemburg 2-1040

Directory Rates  
on request

★  
5TH YEAR  
AS CANADA'S TOP  
250 WATTER  
★

Now  
1000  
WATTS  
CKNW

*First*  
in Dollar Value  
*in*  
**NASHVILLE**  
*Because*  
**WKDA**  
*Delivers*  
*the*  
*Audience*

### HOOPER STATION AUDIENCE INDEX

CITY: NASHVILLE, TENNESSEE MONTHS: July-August, 1949

Total Coincidental Calls — This Period — 15,115

INDEX	HOMES USING SETS	"A"	"B"	"C"	"D"
31.1	21.9	21.5	18.6	15.5	11.5

Represented By  
FORJOE & CO., INC.  
T. B. Baker, Jr., General Manager



*Notes*  
FROM C.K.A.C. LAND



What time is newstime? For hundreds of thousands of radio listeners in Quebec, newstime is 6:45-7 P.M.

each day. That's when Albert Duquesne comes on the air for Molson's Brewery, as he has been doing since 1938. In each of the 66 counties of Quebec, nearly everyone listens to Duquesne on CKAC. Like most other sponsors, Molson's has selected CKAC because CKAC reaches 78 out of 100 families in this billion dollar market . . . dominates in 37 counties with coverage ranging from 69% to full saturation.

It's no wonder that CKAC gets results—and at a very modest cost per listener.

CBS Outlet in Montreal  
Key Station of the  
TRANS-QUEBEC radio group



**CKAC**

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago  
William Wright - Toronto

Allen Funt's *Candid Camera* interview show was taken over on CBS-TV 12 September, replacing *Tex and Jinx*, *Ruthie on the Telephone*, Goodman Ace's new six-a-week, five-minute nightly "comic strip" on CBS-TV, already has been changed from gag to situation comedy. It features a husband-hunting, not-so-bright blonde and handsome screen star, Philip Reed. Philip Morris admits that the audience ratings of all its radio and TV programs "probably don't add up to Benny's," for *Lucky Strike*. But the costs are lower, and the company is pleased with its sponsor identifications—hammered home by "Johnny" and "no cigarette hangover."

If these don't work out, Philip Morris will change. The company has been willing to experiment with a lot of different types of shows—musicals, quizzes, talent shows, revues, comedies, dramas, and melodramas—since 17 April, 1933, when it first hired Ferde Grofe to put on a quarter-hour, three-a-week musical on NBC. (In September 1933 PM radio announcers were telling listeners to "play safe with Philip Morris.")

Leo Reisman's half-hour musical program on NBC lasted four years through 1937. The company paid for *It Pays to Be Ignorant* for two years, through January 1946. But *Swingo*, a half-hour musical, was sponsored only the month of May 1940; *Crime Doctor*, a half-hour mystery, only the month of August 1940, both on CBS, and *Music You'll Remember* was strictly a one-timer on NBC last November.

"We've made a lot of mistakes," McComas said, "but we come up fighting. In whatever we do, we try to be flexible—and always aggressive." ★★★

**GALESBURG TECHNIQUE**

(Continued from page 23)

project under the guidance of WGIL's program head Larry Edwards.

But time and facilities cost money, and Center leaders agreed that the show could be commercially sponsored with their blessing if a suitable sponsor could be interested. Galesburg, in north-central Illinois, is the middle of a rich agricultural district. In addition to two high schools, Knox College and a branch of the University of Illinois make the community an educational center. Seventy per cent of the community's private homes are owned



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



sells the millions that buy

**ASK**

REPRESENTING

**YOUR**

LEADING

**JOHN**

RADIO

**BLAIR**

STATIONS

**MAN**



Offices in: Chicago, New York  
Detroit, St. Louis, Los Angeles  
San Francisco

by their occupants . . . these and other items were in Bert Kieffer's mind as he sized up the prospects for building profitable business from a new prep-age department for boys and girls.

When Frudeger asked him to consider sponsoring *Teen Town Talent*, Kieffer talked it over with ad-manager Paul Gibberdiel. It looked like a natural. But would it boomerang? Talk—the word of mouth treatment that can make or break a show, an automobile, or a clothing store—would be the key element in success or failure. What would people say, how would they react? How would the youngsters themselves react to the promotion—would they take it seriously?

Time was another important factor. Two years is not too long to spend building a new department from scratch. While Stern and Field had always carried sportswear and some teenage items, building up the necessary stock for a fast-moving boys and girls line involved numerous problems, not the least of which is money. Few shops in a city the size of Galesburg can afford the space, time, or money to take the plunge. Could Stern and Field afford the time to nurse a program along until its advertising force began to pay off?

Kieffer decided to underwrite a half-dozen broadcasts before school was out last Spring and try to get the "feel" of the advertising pressure. The impact was instantaneous. WGIL is the only station in Galesburg. Numerous stations from all around — Chicago, Peoria, St. Louis, Des Moines, etc. — come in to compete for Galesburg ears. It's an open secret—despite some station managers who never seem to have met it face to face—that the most successful local station is most likely the one that has identified itself closely with community needs. WGIL belongs to Galesburg and its environs, and Frudeger wasn't worried about a following for *Teen Town Talent*. And Kieffer discovered he had no worries about building an enthusiastic new following for Stern and Field. He signed to start regular sponsorship early in September.

The format of the program was variety with a little news of the local high schools and schools in neighboring towns. The three commercials allotted the store in the half hour were simple, fairly short, direct selling for specific items. About 10% of the time was allotted to institutional buildup.

The direct selling copy, however, strongly emphasizes the style and fashion angle.

September found the WGIL air splashed with announcements about the new show and its sponsor. Announcements blossomed in newspaper and window card promotions (which have been used continuously since). Members of the Center (a "dry night club") send post cards to parents of all members announcing each new show and names of performers. Guest

stars from neighboring towns appear regularly. This promotional angle is not neglected.

Sports clothing was a minor also-ran in sales before *T-T-T* took over. Now it leads all others in sales for the approximately two months since the Center youngsters went to work for Stern and Field. Square dance styles were introduced from zero. Frudeger credits the program directly, for example, with selling 100 dozen plaid shirts; 25 dozen each of men's and lady's Levis; 150 sports jackets.

**Oklahoma City's Only 50,000 Watt Station**

**REPRESENTED BY**  
*Avery Knodel*  
**INC.**

The following quotation is from a letter to KOMA by the Herbert A. Rogers Advertising Co. of Dallas, Texas.

**A VERY PARTICULAR SPONSOR SAYS**

... "I'm sure you will be pleased to know that our client was most impressed and pleased with the splendid cooperation that KOMA has given Airmaid Hosiery. We should like to add our compliments also, to those of our client, inasmuch as we feel KOMA's aids and services to Airmaid surpassed all other stations carrying the Frank Parker Show."

**FOR SELLING OKLAHOMA  
FIRST CHECK KOMA**

**KOMA**

Outlet for the Columbia Broadcasting System

The show itself manages to be one long Stern and Field commercial by the nature of the format. The kids and their talent are the attraction. They appear on the show dressed in a variety of items that come from nowhere else but S. & F. The m.c. tells listening teenagers—and others, for teenagers seldom listen alone at night—just what each boy and girl participant is wearing as they come to the microphone.

"The girls just put their new jackets on the rack over there . . . a MacGreag-or triple threat green; a cotton gabar-

dine sport jacket with a mouton collar . . . really snappy . . . girls wearing long sleeved gaucho shirts . . . lady Levis . . . very cute." Don't think the listening youngsters would want to miss out on what a single "star" is wearing. Jules Rubenstein, head of Teen-timers, Inc., New York, capitalized on the same kind of interest in his famous *Teentimers Club* show on NBC and MBS in promoting Teentimer Originals.

Just as *T-T-T* is their show, Youth Center youngsters already are feeling

that Stern and Field is "their shop," and the feeling has a tendency to become infectious. The store decided to introduce "Skipper Blue" four-patch pocket suits as dress wear for young men. Right off, thirty style-conscious young men walked in and bought suits as a result of the program announcements. From word of mouth reports, however, Kieffer is aware of the terrific influence of the program itself in building up the feeling of fashion-consciousness with the youngsters. And they love it.

Customers have driven in from as far as 45 and 60 miles away to buy items publicized on the show, although 30 miles is the usual radius of the program's influence. Even in the short time the show has been selling for Stern and Field the increase in overall store traffic and its prestige in Galesburg and surrounding towns, says Kieffer, "is so great that specific sales effect is immeasurable in dollars."

A study last year by the Gilbert Youth Survey Organization for NBC gave more definite research evidence for what Kieffer has long been sure of, that brand consciousness tends to weaken as youth grows older. Firmly established buying habits are so much

**B M I**

**Down Memo Lane**

*The inter-office memo is no novelty to the radio executive . . . nor is the BMI MUSIC MEMO.*

Now in its fifth year, **MUSIC MEMO**, a bright, sparkling newspaper, is the radio man's guide to who's who and what's what in BMI music.

If you want to keep abreast of current affairs in music—if you need a ready reference to timely and interesting program material—watch for your copy of **MUSIC MEMO** as it reaches your desk each month.

You'll find such features as *Platter Spinners Parade* — *Pin Up Patter* — *Recordata* — *Reviewing the Records* — *Week's Top Tunes* — *New Transcription Releases*—and many odd items you should know about BMI Music.

If your copy of **MUSIC MEMO** gets lost in the mail — let us hear about it.

**B M I**

**BROADCAST MUSIC, INC.**  
NEW YORK • CHICAGO • HOLLYWOOD

FOR BETTER RESULTS IN THE  
**Pacific Northwest**

The **XL** Stations

**Portland**  
**Ellensburg**  
**Spokane**  
**Butte**  
**Missoula**  
**Bozeman**  
**Helena**  
**Great Falls**

THE WALKER COMPANY

551 Fifth Ave., New York 17, N. Y.  
360 North Michigan, Chicago 1, Ill.

PACIFIC NORTHWEST BROADCASTERS

6381 Hollywood Blvd., Hollywood 28, Cal.  
79 Post Street, San Francisco 4, Cal.

more easily maintained and capitalized on than the weakly conditioned habits of an older prospect. This is another reason for addressing an advertising program to high and prep school ages. In this same connection the Gilbert study, made in Chicago, Pittsburgh, Philadelphia, and New York, revealed a strong correlation between program loyalty and brand preference of the advertised product. Although the study in question did not check on clothing attitudes, there is no reason to believe that clothing would be an exception.

While Stern and Field has not attempted to survey the question, it is Mr. Kieffer's belief, from his intimate knowledge of the town, that a considerable portion of the youngsters augment their spending power with part-time and some full-time work. This would agree with the Gilbert findings that between the ages of 13-15, the youngsters have about \$4.00 a week to spend, and up to \$25 between 18-19 years. These figures, of course, represent averages only, but they emphasize what is too often forgotten, that nationally teenagers spend somewhere between eight and ten billion dollars annually, about six billion of which is spent by urban youth.

Stern and Field, in deciding to go after a part of the market usually treated very casually, pinned its faith to the intimate, personal touch of youth to youth that radio makes possible. Kieffer wrote warmly, "I intend to hold sponsorship of this program as long as our doors are open and there's a Youth Center in Galesburg." But that isn't all.

Stern and Field's amazing experience with radio has already led Kieffer to start an announcement campaign in support of the "Radio Special of the Week." This promotion produced within two weeks another instantaneous upsurge in store traffic. Each clerk concludes each interchange with a customer with the question, "Have you seen this week's radio special?" and directs him to where it is displayed.

*Teen Town Talent* costs the store \$75 a week. This covers time and announcer's fee. Talent, of course, isn't an expense in this instance. Including the new traffic-builder spot campaign, Stern and Field spends about one-third its total ad-budget for radio. This percentage will be increased as other programs are developed to promote new merchandising plans now in the works.

★ ★ ★



# KFYR

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

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

## Getting your pressings when you want them?

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

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

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

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

114 East 23rd Street  
New York 10, New York  
MUrray Hill 9-0500

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

1016 North Sycamore Avenue  
Hollywood 38, California  
Hillside 5171

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

*First in the field!*



# SPONSOR SPEAKS



## BMB Must Go On

On the surface, there may seem to be more reasons for scrapping Broadcast Measurement Bureau than for trying to continue it.

BMB's 1946 report, covering only once-a-week listening, gave a distorted picture which damaged many stations. The 1949 report, to be issued in a few weeks, will partly overcome this objection. Listening will be broken down into one and two days, three-to-five days, and six and seven days a week. But even this may not be adequate. And the data, on publication, will be eight months old.

The 1946 report was not accompanied by a time-buyers' manual to help agencies use its data more effectively, and BMB has not announced whether this omission will be overcome.

At this time, when many stations are not making money, a lot of broadcasters have felt that the results to be gained from Study No. 2 (based on their experience with Study No. 1) would not be worth the cost — and might only add to the confusion.

On the positive side, however, are the facts that

1. Most large advertisers and agencies, led by the ANA and Four A's, want BMB to continue.

2. Many of them now use BMB data, and more of them probably will do so with Study No. 2.

3. Today, when broadcasters must meet increasing competition, not merely from newspapers and magazines, but from hundreds of new radio stations and scores of new television stations, they must go out selling armed with all possible facts.

4. Whatever the shortcomings of BMB "data," advertisers and agencies at least have confidence in the tripartite policies under which they have been obtained. It could be a solid basis on which to grow.

Addressing the eastern meeting of the Four A's in New York this month, Melvin Brorby of Needham, Louis & Brorby, Chicago agency, and a BMB director, warned that NAB directors might decide at a meeting on 14 November to scrap BMB.

He urged NAB to wait at least until the report on the 1949 study reaches advertisers and agencies.

And he suggested that *then* a committee of broadcasters, advertisers and agencies be appointed "to restudy the current facts on BMB and make a recommendation about its future."

Melvin Brorby echoed the opinions of a lot of advertising buyers when he said that, from such a study, "a BMB could emerge that would give us annual reports of increasing value, without interfering with . . . private research organizations," nor with "the efforts of all sincere broadcasters who seek to deliver an honest value."

Such a project would merit the support of more than the 600 stations now supporting BMB.

## Radio and TV Week

Radio is growing bigger (and so is TV) with the help of an annual event that gains impact with each year.

Throughout the U. S. hundreds of AM, FM, and TV stations will commemorate Radio and Television Week (October 30 through November 5) with a barrage of programs and announcements. More than 500 newspapers will participate with ads furnished by the RMA and NAB.

Hard hitting teamplay, led by Westinghouse Radio Stations' W. B. McGill, is responsible for making this a big promotion. And the end result is more sets . . . and more potent air mediums.

Every air advertiser is benefitted by Radio and Television Week.

# Applause

## Sell Selective

Any broadcasters who fear they've reached the limit of their business sources might write to the National Association of Radio Station Representatives, 101 Park Ave., New York 17, for a copy of Frank Headley's recent remarks at Birmingham.

President of NARSR and of Headley-Reed Company, Mr. Headley told Alabama Broadcasters Association that, of 15,000 national and regional advertisers, only 223 are now on networks and only 1,000 national adver-

tisers are now using spot or selective broadcasting.

But equally important with getting more advertisers into selective broadcasting, he said, is getting present advertisers to make better use of it:

"Too many have tried it badly, without proper knowledge of program, commercial copy, and station choice."

And too many are using it in a "piddling fashion. . . . They build up good availabilities, and give them up. They use broadcast advertising in emergencies, and forget it when there

is smooth sailing. They use it to build up weak territories and haven't gotten around to using it in the strong ones."

If broadcasters employed "the finest kind of research, documentation of successes, the highest calibre of personal selling and sales promotion," Mr. Headley said, such selective broadcasting case histories as Bulova watches, Skippy peanut butter, La Rosa macaroni, and of soap, oil and beer companies, could be multiplied.

For many stations, one factor would be to "make that national spot rate more attractive to the advertiser."

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!

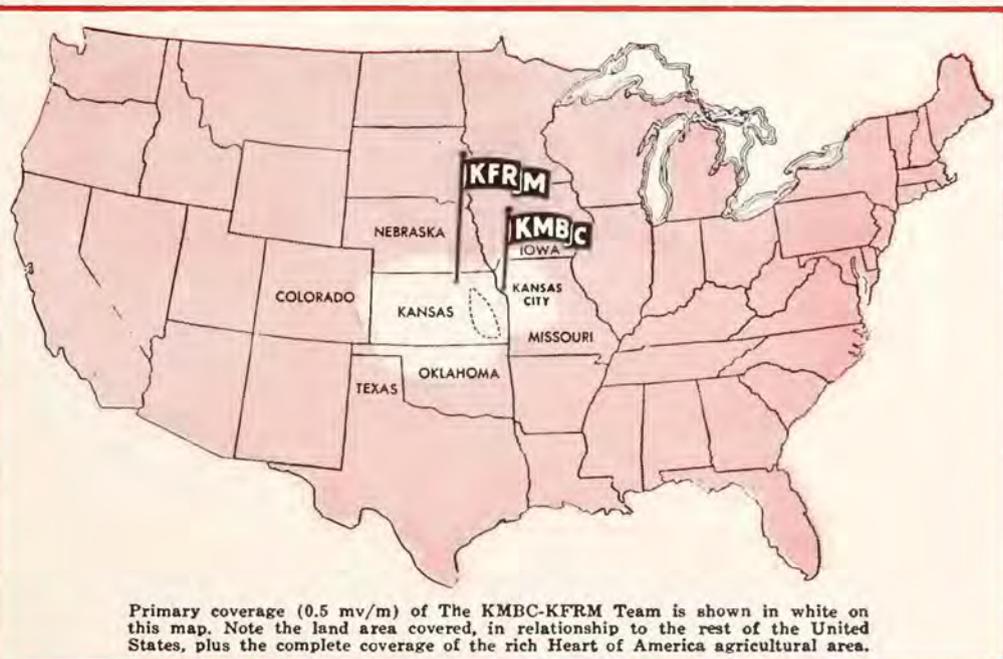
The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

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.





Ralph Bateman  
Katz—Detroit



Martin F. Beck  
Katz—New York



Thos. J. Flanagan, Jr.  
Katz—Kansas City



Theodore E. Kruhlak  
Katz—New York



Frank Brimm  
Katz—Dallas



Michael J. Flynn  
Katz—New York



A. J. Underwood, Jr.  
Katz—Detroit



Stanley J. Reulman  
Katz—Los Angeles



Fred M. Bell  
Katz—Atlanta



William S. Wright  
Katz—New York



Harry M. Harkins  
Katz—Atlanta



Roy Miller  
Katz—Chicago



Donald C. Staley  
Katz—San Francisco



David H. Decker  
Katz—Chicago



Abe Doris  
Katz—New York



Morris S. Kellner  
Katz—New York

**G**ENTLEMEN, here's a buxom beauty worth cultivating! Popular? A 1948 diary study showed that listeners prefer her 94.7% of the time over 43 rivals mentioned. Influential? She reigns supreme over the world's richest agricultural area — 308 counties in Minnesota, the Dakotas, Nebraska and Iowa — accounting for nearly \$3-billion in net farm income last year. Ask for an introduction through one of her admirers shown here. **One date with BIG AGGIE will make you mad for matrimony.**

Too bashful to be photographed, these stalwarts are nevertheless ardent admirers of BIG AGGIE. Let them give you the lowdown.

- Richard B. Stark, Katz—New York
- William W. Joyce, Katz—Chicago
- Walter E. Nilson, Katz—Chicago
- Robert Salk, Katz—Chicago



*A Cowles Station* Affiliated with ABC  
**570 KC — 5,000 WATTS**

**SIoux CITY YANKTON**

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