



Summer facts say:

"NO HIATUS"—p. 25

Radio goes with them—See digest page

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# SPONSOR

*For buyers of broadcast advertising*

SP 10-49 12220  
MRS. FRANCES SPRAGUE  
NATIONAL BROADCASTING  
30 ROCKEFELLER PLAZA  
NEW YORK 20 N.Y.

5 P.M.  
HAVEN R.R.  
MERCHANTS  
LIMITED  
BOSTON  
EXTRA FARE TRAIN  
NEW HAVEN  
NEW LONDON  
PROVIDENCE  
BOSTON

PULLMAN  
CAR  
NUMBERS  
GRILL  
COACH  
261  
262  
263  
264  
DINER  
NOW  
SERVING  
266  
268  
269  
OBS

BACK BAY  
SO. STATION  
TELEPHONE SERVICE  
ENROUTE

VISITORS NOT PERMITTED  
THROUGH GATE



Reports

Outlook

Mr. Sponsor:  
Ida  
Rosenthal

P. S.

Grapette

Summer  
sales

TV summer  
programming

WCCO's  
approach

Summer  
hints

AM summer  
programming

Mr. Sponsor  
Asks

Radio  
Results

Sponsor  
Speaks

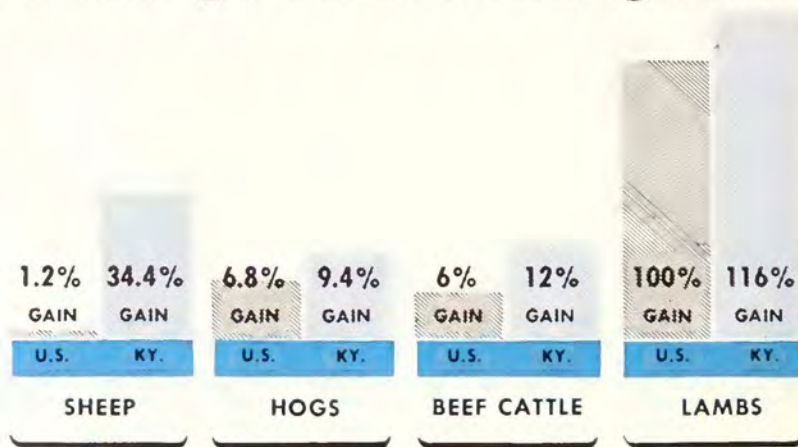
Applause



# Kentucky leads the nation...

## in livestock production gains

This increase in livestock production spells cash-in-the-bank prosperity for Kentucky farmers . . . for livestock receipts represent well over one-half of Kentucky's total farm income.



Based on a recent University of Kentucky College of Agriculture report of livestock gains over a years period.

## WHAS alone serves all of Kentuckiana

with the only complete  
**Farm Programming Service**  
 for Kentucky  
 and Southern Indiana

### Here is the WHAS FARM PROGRAMMING

Market Report	6:05-15	M thru F
Farm News	6:15-30	M thru S
Noon Markets	12:40-50	M thru F
Farm Features	11:30-50	Saturday

The Kentuckiana farmer depends on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

*The only radio station serving and selling  
 all of the rich Kentuckiana Market*



VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



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# TS...SPONSOR REPORTS...

# ...SPONSOR REPORT

8 May 1950

## New York station hits high listener rating

In New York, No. 1 TV market, Radio Station WNEW hit its highest March Pulse since 1942. Its March 1950 rating was 14 percent higher than the same month last year. WOR reports its highest April on record, with 57 percent more listening than in 1942 when Pulse ratings began. According to Pulse, radio listening in the five-county Metropolitan Boston area has increased 19.8 percent between January 1948 and January 1950.

-SR-

## New York's "Advertising City"

Directly across from CBS, new 488 Madison Avenue building may soon be tagged New York's "Advertising City." Just moving in are such advertising standouts as Ziv, The Katz Agency, Look, William H. Weintraub & Co., Edward Petry, BROADCASTING Magazine, Joseph Katz Co., Esquire. SPONSOR's offices are two doors away at 510 Madison.

-SR-

## Mutual expands adventure-mystery block programing

Mutual believes that adventure-mystery is what listeners want. Success of Monday night (7 to 10) mood programing expands adventure-mystery offerings to include Sunday night key hours. Mutual combining field for suitable programing. Louis G. Cowan's "Murder at Midnight," offered on transcription few years back, is newest selection as this goes to press.

-SR-

## Color hearings on last lap

TV color hearings will be concluded following FCC sessions in San Francisco about mid-May to assess CTI system. Decision is expected before 4th of July when some Commissioners leave for vacations. Majority of Commission still on fence on RCA, CBS, or CTI preference, with ex-Congressman Robert F. Jones outspoken advocate of CBS system or any that can be put into operation now. Informed sources now don't expect freeze lift until end of year, at earliest.

-SR-

## Summer bugaboo on way out

Closer examination of summer facts is convincing many sponsors that summer is time to step up air activity, rather than cut down. Home appliances, cigarettes, men and women's clothing, department store sales are some categories hitting sales peaks in summer months. With only 6.8 percent away from home at any one time during summer the audience is waiting. Program hiatus is tough to lick (due to stars' demands for vacation), but advertisers are figuring ways and means to maintain high-calibre programs on air.

-SR-

## Hooper on why radio advertisers get more today

Nighttime radio sponsors, says C. E. Hooper, get more for their money today because there's as much evening listening as four years ago, but 37 percent fewer network sponsored programs. As a result, the fewer sponsors get more listeners.



**Are Nielsen's 2,000 Audimeters enough?**

Puzzling note in listening measurement picture is whether A. C. Nielsen's 2,000 Audimeters in 1,500 homes (1-1/3 Audimeter per home) conforms to average number radio sets in home. Pulse, Hooper, Whan, American Research, Sindlinger studies show 1-1/2 or more sets in average home as personal set listening increases. If Nielsen Audimeters fail to measure all listening in sample homes, National Radio Index will need adjustment. February 1950 figure shows 4 hours, 42 minutes listening per home per day against 5 hours, 3 minutes for February 1949. New type Audimeter measures up to four sets, but only handful are in use. (Corrected version, item previously printed in 24 April issue.)

-SR-

**BAB direct-mail series makes seven key points**

Broadcast Advertising Bureau direct-mail folders just released as seven-piece series makes these basis points: 1) radio reaches most people: 2) radio is personal selling: 3) radio lets advertiser talk to specialized groups; 4) radio delivers message fast, frequently, cheaply: 5) radio gives advertiser full credit for program content: 6) radio offers repetition to pound ideas home: 7) radio uses human voice to make greatest impact on customer.

-SR-

**Major film studios still thumbs down on releases to TV**

With nation's 100-plus TV stations hungry for feature films, supply is limited to B-picture releases of such independents as Monogram, PRC (Eagle-Lion); odd lots from United Artists and others when titles have changed hands; J. Arthur Rank, Korda foreign films. Beset by exhibitor protests, Hollywood bigwigs won't consider lucrative re-release offers. As result Ziv, Gene Autry, Crosby Enterprises, KTTV are going into feature film producing. Most stations getting top ratings with present showings. Major company attitude hurts Television chances most, since Commander McDonald's project requires use of high-quality feature films.

-SR-

**RMA members predict 5,000,000 TV sets for '50**

Eighteen RMA directors late in April guessed at 1950 TV set production. "Guess-estimates" ranged from 6,500,000 to 4,500,000. Average was 5,350,000. Hugh M. Beville, NBC Research Director, estimated 5,343,000 sets installed as of 1 April, with 500,000 put into service during April.

-SR-

**Philip Morris makes record sales gain**

Prolific radio-TV sponsor Philip Morris reports sales for year ending 31 March at \$255,752,000--a 12 percent increase over preceding year. Net earnings, after taxes, were up 20 percent over 1948-49. Broadcast advertising highlights Philip Morris ad appropriation.

-SR-

**Sindlinger (Radox) out of business**

Lack of financing has discontinued Radox measurement system of Sindlinger & Co. Firm operated with 342 home sample in Philadelphia, planned expansion to New York and Chicago. Sindlinger has suit pending against Nielsen, Hooper claiming restraint of trade. (See editorial, page 72.)



# WHAT'S THE **AH** AND **OOH** ABOUT?



**AH** is your  
**At-Home**  
radio audience

**OOH** is your  
**Out-Of-Home**  
radio audience

**TOGETHER** they make **TOTAL AUDIENCE**—  
all the potential customers you reach with your radio dollars

AT-HOME or OUT-OF-HOME, *listeners are listeners!* Wherever they happen to tune in—kitchens, bedrooms, living-rooms, cars, stores, at work or play—they are still *THE SAME PEOPLE!* All their radio listening, AT-HOME and OUT-OF-HOME, is now documented fact. *TOTAL audience, wherever they listen, is what your radio dollars buy.*

A sizeable part of your **TOTAL** audience listens **OUT-OF-HOME** all year round. Even in snowy February, **PULSE** found some 2,000,000 Greater New Yorkers tuning in **OUT-OF-HOME** each day.

**WNEW** had more of these **OUT-OF-HOME** listeners than any other station. **WNEW** delivered for its advertisers *one* **OUT-OF-HOME** sales message for every *six* **AT-HOME**. Combining **OUT-OF-HOME** and **AT-HOME** listeners, **WNEW** had the *second largest TOTAL audience in Metropolitan New York.\**

You can count your **TOTAL** audience with Report No. 3 **TOTAL RADIO LISTENING IN THE NEW YORK AREA**, February, 1950. Write for your copy to **WNEW**, 565 Fifth Avenue, New York 17. Or ask your **WNEW** representative.

\*avg. ¼ hr., 8 a.m.-8 p.m., entire week

*AH and OOH, your favorite  
station for music and news*

# WNEW

1130 | ON YOUR DIAL

Represented by John Blair & Company

8 MAY 1950

3



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**Cover** is pictorial reminder that people (even Conover models) take no vacation from listening in the summer. (See story page 25.)

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Published biweekly by SPONSOR PUBLICATIONS, INC., Executive, Editorial, and Advertising Offices: 510 Madison Ave., New York 22, N. Y. Telephone: Murray Hill 8-2772. Chicago Office: 360 N. Michigan Avenue, Telephone: Financial 1550. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: United States \$4 a year, Canada and foreign \$9. Single copies 50¢. Printed in U. S. A. Address all correspondence to 510 Madison Avenue, New York 22, N. Y. Copyright 1950. SPONSOR PUBLICATIONS, INC.

ARTICLES

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IN FUTURE ISSUES

<b>Direct mail brings direct results</b>	
Using only spot radio, RCW enterprises sold more than \$1,000,000 worth of toy balloons in a mail offer campaign	<b>22 May</b>
<b>B-Bar-B riders</b>	
The Bobby Benson show has no sponsor, yet it has sold \$300,000 worth of cowboy duds and equipment since March	<b>22 May</b>
<b>Aid for timebuyers</b>	
Valuable method of judging station's share of audience from new BMB ratings has been developed. A description will appear in the near future	



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

**F**AR-SIGHTED radio advertisers know that experienced stations with a flair for programming are the only ones that can really drive home a sales story. And that's especially true here in Dixie. . . .

At KWKH we've built up a terrific Southern Know-How during 24 years of broadcasting to our own audience, in our own area. Shreveport Hoopers prove that we're spectacularly successful in attracting and holding this audience:

**For Jan.—Feb. '50, KWKH got a 100.9% greater Share of Audience than the next station, weekday Mornings—16.6% greater, weekday Afternoons — 76.2% greater, Evenings!**

KWKH commands a tremendous rural listenership throughout the booming oil, timber and agricultural regions of the Central South, as proved by BMB.

Write to us or ask The Branham Company for all the facts! You'll be glad you did!

**50,000 Watts • CBS •**



# KWKH

**SHREVEPORT**

**Texas  
LOUISIANA  
Arkansas**

The Branham Company  
Representatives

Henry Clay, General Manager



MORE THAN  
**1/3** OF ALL **KIDS**  
 IN CULLMAN\*, ALABAMA

VOTED FOR

"**CISCO**  
**KID**"



\*Population (1940 Census)—5,074

**SENSATIONAL PROMOTION  
 CAMPAIGN**  
 From buttons to guns—is breaking traffic records!

**LOW PRICED!**

1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



Do kids love "Cisco Kid?" Klein's Dairy says: "Yes!"

. . . 857 kids (1/3 of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air!—we love Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!



Here's the Sensational  
**LOW-PRICED WESTERN**  
 That Should Be On Your Station!

**510 Madison**

**199 TV RESULTS**

I would like any back numbers that have stories pertaining to fur storage or fur repair pitches, made through the medium of television.

I recall reading some of them in the past, but cannot place the issue.

E. JOHNNY GRAFF  
 Vice president  
 Kaufman & Associates  
 Chicago

• 199 TV Results contains capsule results of fur coat advertising. SPONSOR has not carried other stories on this subject.

**OUT-OF-HOME**

I have read with considerable interest the almost unanimous, therefore suspiciously biased views of the picked panel on increased rates based on out-of-home audience, published SPONSOR 27 February 1950. Luckily one of them threw in the comparability of multiple sets in the home. They are undoubtedly related.

Several inconsistencies with fundamental advertising precepts occur to me, even though promulgated by this panel of highly trained advertising people.

1. "Repetition" gained by multiple set listening.
2. "Impact" is not gained by circulation alone.

1. This panel would all agree that "Repetition" is valuable. It's true whether the frequency is increased in one or more frequent issues or programs. The law works something like "If you shoot at a target all day you are bound to hit the bull's-eye eventually even if in mistake." Multiple sets, wherever placed, provide Repetition. A strip show could be heard Monday in the wash room, Tuesday in the kitchen, Wednesday in the bedroom, Friday at club during bridge, Saturday in the pub and Sunday in the car—providing all these places are eventually saturated with receivers.

2. "Impact" of course is created much the same. I have separated it because of the panel's complete agreement that circulation is the standard. Here we really differ. The potential circulation is continually rising because the population is increasing.

Circulation alone, however, is not the answer to "impact." We must hit

SPONSOR



**TO A  
TIME-BUYER'S  
EARS!**



**INCREASE  
in Power  
NO  
INCREASE  
in Rates**

**KONO**

**NOW  
860  
kc.**

**5000 watts DAY  
1000 watts NIGHT  
Directional  
San Antonio's Oldest  
Music and News Station**

*Represented Nationally  
by Forjoe & Co.*

most of the potential buyers most the time. If we could "force" the ad on him every time he turns around, the job would be almost complete. This is the very thing we do with multiple set listening.

The panel has likewise failed to take into account the *actual increase* in multiple-set homes and out-of-home listening. All say "they have always been there." That's true but they have not always had the same opportunity to listen.

Let us look at the Iowa Radio Audience Survey of 1949 to see what "force" we are now using on the radio home.

	1940	1949
% of all homes owning radios	90.8	98.6
2 sets in the home	13.8	33.3
3 or more sets in the home	4.4	12.4

Note particularly the almost three-fold increase of multiple set homes. Now — do these sets mean more listening?

% of families using 2 sets simultaneously (average weekday) in:	1949
Homes equipped with 2 sets	26.4
Homes equipped with 3 sets	14.3
Homes equipped with 4 or more	67.7

Subsequent tables show the average Iowa home *daily* uses two sets simultaneously more than FOUR quarter-hours. This additional hour by the 45.7 percent of Iowa radio homes having multiple-sets represents extra listening—extra repetition—extra "IMPACT." This "impact," as shown by the next table in the survey occurs during *every half-hour period of the radio day* from 6:00 AM to midnight.

So much for the multiple set home. Now let us take a look at the "other radios *owned* by Iowa families":

	1940	1949
Auto owners, with sets	23.9%	51.9%
Truck owners, with sets		9.7
Tractor owners, with sets		0.4
Farm barn owners, with sets		12.5

These sets are used!

"Yes, I used the radio while riding yesterday":	Women	Men
Between 1 and 5 miles	38.0%	33.8%
Between 6 and 25 miles	52.0	53.0
Between 26 and 50 miles	63.5	68.3
Between 51 and 100 miles	69.0	69.1
More than 100 miles	63.0	80.5
Urban riders	50.1	52.5
Village riders	53.6	50.6
Farm riders	49.5	57.5
Riders 21-35 years of age	57.4	63.8
Riders 36-50 years of age	50.1	52.1
Riders over 50 years of age	45.2	38.8

More sets — more listening — more repetition — more IMPACT.

One panel member says. "The advertisement (Please turn to page 10)

**IF YOU'RE  
PROSPECTING FOR  
SALES IN  
FRENCH CANADA  
KEEP IN MIND  
THAT YOU  
CAN REACH 7  
OUT OF EVERY 10  
FRENCH RADIO  
FAMILIES THROUGH  
CKAC MONTREAL**

CBS Outlet In Montreal

Key Station of the

TRANS-QUEBEC radio group



**CKAC**

MONTREAL

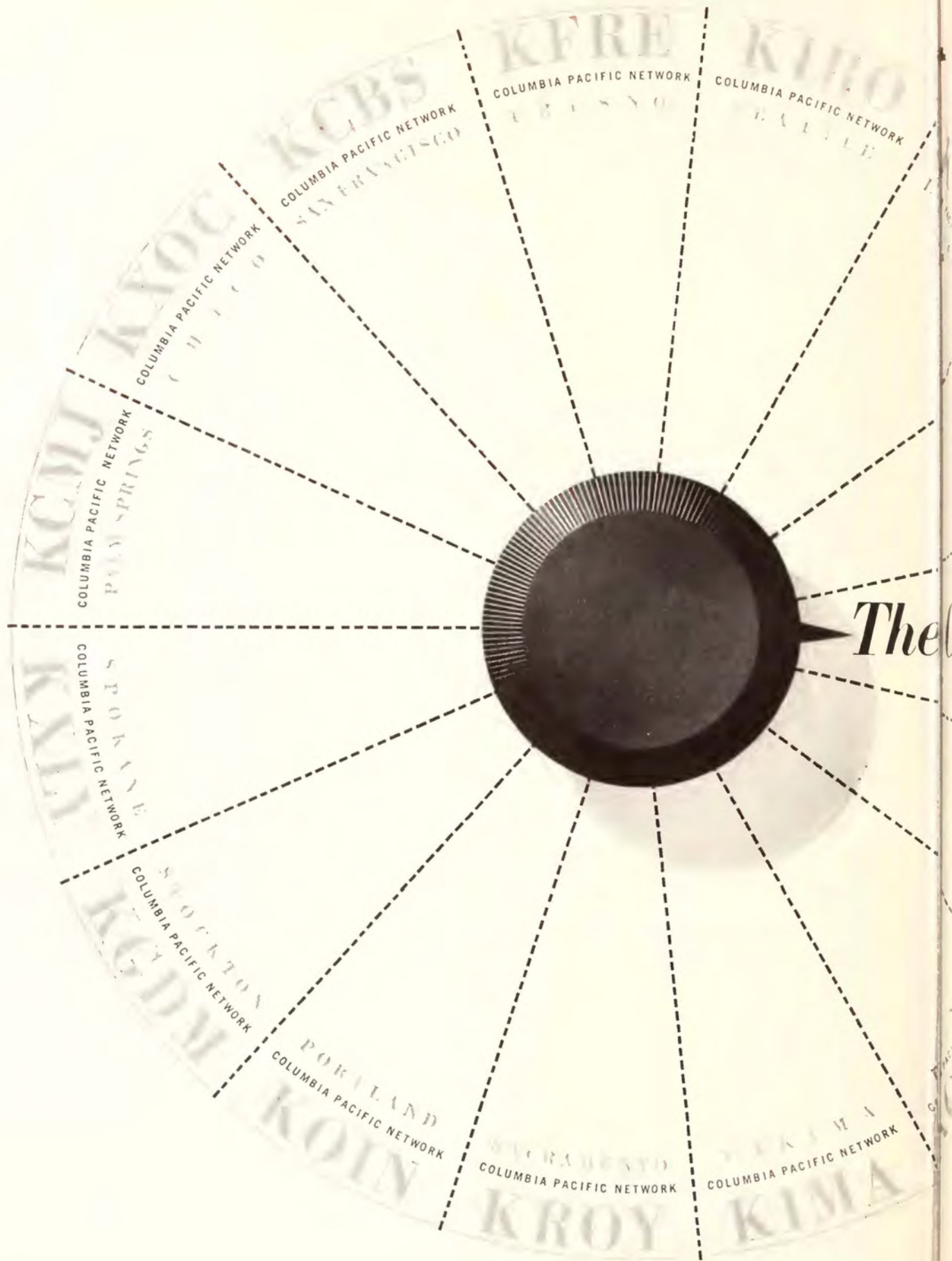
730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago

William Wright - Toronto





*The*





# *Coast listens most to Columbia Pacific*

Day and night . . .

Columbia Pacific now delivers a larger share-of-audience than it did a year ago.\*

Day and night . . .

During the average quarter-hour, *more families listen to Columbia Pacific than to any other Coast network.\**

The Coast listens most to Columbia Pacific . . . because Columbia Pacific has the best programs—as well as the most effectively placed and powered stations.

To get the most for your advertising dollar, remember . . .

The Coast listens most to . . .

\*Nielsen Pacific Coast Report.  
January, 1949-1950

**Columbia Pacific**

. . . the *IDEA* Network







# Here's the Score in Syracuse

## 1<sup>ST</sup> WFBL in Hooperatings in 27 of 40

**quarter hour daytime  
periods - Mon. thru Fri.**

October, 1949, through February, 1950

HERE'S THE  
BOX SCORE OF  
PROGRAM RATINGS

	WFBL	Station B	Station C	Station D	Station E
Hooper of 10 or better	6	0	0	0	0
Hooper of 7.5 or better	14	2	0	0	0
Hooper of 5 or better	25	7	7	3	0
Average Hooperating of 40 periods	6.73	3.78	3.27	2.60	1.01

**Out of the Top 15 daytime quarter-hour periods  
WFBL HAD THE FIRST 14!**

**HOOPER Share-of-Audience Oct. 1949 thru Feb. 1950**

	WFBL	Station B	Station C	Station D	Station E
Morning	40.6	20.3	24.4	9.9	4.3
Afternoon	35.1	21.9	14.4	17.7	6.4
Evening	27.5	23.3	14.6	11.2	9.6

Compare and you'll buy . . .

# WFBL

• Syracuse, N. Y.



FREE & PETERS, INC. Exclusive National Representatives



## 510 Madison

(Continued from page 7)

tiser is already paying for the little man who's not at home." Is he?—If he bought a Hooper, he isn't. Neither did he pay for a second or third impact in the same issue so that if the guy missed the first, the second would get him. That is essentially what multiple-set listening does. It is like feeding the same black and white space to him in several rooms in the home, at the office and at the club—with one important difference. He takes the commercial if he wants to listen. Furthermore, the advertiser pays what we ask of him if his experience with radio has produced results. None can gainsay the record of 20 years in this regard.

Before listener surveys, radio coverage was sold on an engineering measure of area, which was without precedent. Radio was sold even before we had adequate engineering surveys. What then fixed the rate? It certainly was not competitive media since we had no yardstick.

Radio rates, like so many other things, just grew up like "Topsy." The real rate structure was and is set by the little 100 or 250 watt. Originally he was just trying to pay the bill (some still are) and because he was small he had a very high personnel and service cost. It was and is the basic problem. As time went on he put more income in personnel and service but still had a profit. To most investors the profit set the ceiling rate after the building was filled with personnel. To make more, one had to subject himself to criticism from many sources.

Rate structures for larger stations bear roughly a logarithmic relationship to these small stations. Otherwise the rate for a 50,000 watt station would be extremely high. Wattage itself, like area, is a squared function and thus is somewhat comparable. Area in itself, however, is not the whole answer because many towns at the fringe of the area (rural) do not receive a sufficient signal to override local noise. This is where the local station comes in—and it accounts for the logarithmic consideration in rates.

It is my opinion therefore, that in spite of area and listener surveys, present rates are largely based on the pre-war small stations' ability to exist with



a fair to good profit. I'm equally doubtful that radio rates have increased in any proportion to sets, population, or total purchasing power of the audience.

There are probably few ways to compare media effectiveness. This was brought home the other day in appraising the gross billing of the top nine media in which the magazine *Life* topped NBC, the largest of the networks. This is astounding in light of some of our knowledge. *Life* is a weekly of some 100 pages with a circulation of 5,200,000 — CBS, according to their estimate of last year has a total weekly audience of 99 million.

If a network carried nothing but talk for 6 hours daily out of 18 hours (probably not uncommon considering soap operas) something like 250,000 words alone would be carried per week against some 3,000 in *Life*.

But is there any question about which could influence the most people for good or evil? Those 18 hours of radio appeal to emotions, not intellect. Can one imagine Roosevelt appealing to the masses thru *Life* to win a 4th term? Are readers ever likely to feel they are part of the magazine's family as they do with radio talent? Would readers of *Life* send in \$6,000,000 direct to *Life* for War Bonds instead of buying locally? They did to WHO, just one radio station. Could a magazine influence people to send 400 tons of clothing at their own expense to needy Europeans? WHO, one radio station, did.

In my own feeble way I just can't imagine one issue of a magazine doing as much to make life worth while for so many people as one network can in a week. Whether you consider education, general or specific information, amusement, etc., or just killing time pleasantly, radio should get an easy nod.

Concluding this somewhat rambling discussion of rates is hard to do. I can think of many more reasons why the people would rather retain their radio (lots of surveys) than any other so-called modern convenience. Of one thing I feel sure—that the advertiser on radio is buying something he cannot procure in other media and is buying it at a most reasonable rate.

PAUL A. LOYET  
Vice-President  
WHO  
Des Moines, Iowa



**WE  
DON'T MIND**

*Being a Guinea Pig!*

● It's okay with us if advertisers want to test their TV on WTTV. In fact, we love it, and we get "litters" of results. Because our's is a true test market, advertisers have found if TV pulls on our station (where rates are lower) it'll do the job elsewhere. Look at this ideal, Bloomington test market: low cost . . . balanced audience (rural, industrial and urban population). And, remember, WTTV is a pioneer in small-town TV operation.

THE SARKES TARZIAN STATIONS

**WTTS**

For Information  
Call or Write  
ROBERT LEMON  
Sales Manager

**WTTV**

Represented Nationally by  
BARNARD and THOMPSON, Inc.  
299 Madison Avenue  
New York City

BLOOMINGTON  
INDIANA



## Outlook

### Labor FMers picking up sponsors

In addition to transit radio, storecasting and functional broadcasting, another category of FM is making its way commercially, the union-owned station. Vim Stores and WFDR-FM, New York (owned by the International Ladies Garment Workers Union), have combined to merchandise two evening newscasts. WFDR-FM and Vim will promote the Zenith FM set as the best buy. This in answer to requests from 250,000 New York union members who wanted to know which FM set to purchase. Zenith will keep Vim supplied with four different FM receivers with each union member getting a purchasing priority.

### Sunkist-Minute Maid tie-in may lead to more air ads

Minute Maid, one of the largest producers of frozen orange juice, has made a deal with the California Fruit Growers Exchange (Sunkist) because prices on the current Florida crop are too high. Minute Maid president John M. Fox predicts that within two years the frozen concentrate industry will be buying one-third of the California crop. With Minute Maid heavy user of radio, it's likely that Sunkist, largely a printed media user, will be drawn into the broadcast advertising orbit. The slack in the Florida citrus market may mean more broadcast advertising from the Florida citrus fruit growers. At present 13 percent of all citrus sales are made by frozen orange juice concentrate manufacturers.

### TV will not compete with radio for out-of-home audience this summer

TV will not be able to compete with radio for the out-of-home audience this summer. A check of six of the country's largest TV set manufacturers (RCA, Emerson, Sentinel, Admiral, General Electric and Westinghouse) revealed that none will produce portable TV sets this summer. Reason is the growing demand for large-size picture tubes (12 inches or more) which can't be easily built into a portable set.

### American Dairy Association plans promotional campaign for 1951

The American Dairy Association is readying an advertising campaign to stimulate consumption of 7,000,000,000 pounds of milk that would otherwise create a surplus on the market. When the promotional drive starts 1 January, it's likely that not only the Dairy Association but numerous individual dairies will use the air.

### Used-car dealers hit unexpected sales flurry

Used-car dealers, some of whom expected to close their doors early this spring, have had an unexpected business surge. Prices are up 10 to 20 percent from midwinter sales figures with demand for used cars heavy. An important factor is the Chrysler Corporation strike which cut off new car production. Chrysler Corporation output for 1949 was 1,035,272 cars, or 21.40 percent of the entire automotive industry. With production lines idle, some Chrysler dealers are supplying new car customers with used car models. Veterans, too, are purchasing used cars with G.I. insurance dividend checks. Many dealers are accenting their radio advertising to hypo the unexpected sales boom.

### Cigar industry getting highly competitive

With cigar manufacturers losing money, drastic economy measures are in effect. General Cigar Company has reduced its shade-grown tobacco acreage from 1,300 to 400 acres. General Cigar Company president, Julius Strauss, says competition among cigar firms amounts to a dog-eat-dog fight. Extensive use of broadcast advertising tied in with sports events and other popular men's programs will help sagging cigar sales.

### Anti-cigarette campaigns may force change in advertising approach

Cigarette makers are being besieged on all sides. There is the current crop of rumors claiming cigarettes are bad for your health. The FTC is acting on fraudulent and misleading claims. Tobacco men may change their ad copy to refute the anti-health reports and at the same time attempt to circumvent FTC objections.

### Glass vs. paper container battle increasing in tempo

Ex-Cello and American Can Company (which also makes paper containers) are readying their forces for a paper vs. glass container ad battle. Anchor-Hocking (glass containers) starts a one-hour variety show on NBC-TV 16 May plugging one-way glass bottles. Paper container costs are down to just over one cent. Glass containers, while far more durable, have to be handled, washed and, most important, returned by the user. Campaigns for and against glass and paper containers should be heavy especially with the summer spurt in beer and soft drink sales.

### Soda fountain sales in drug stores to get added promotion

Drug stores with soda fountains average annual sales of \$73,500 (\$18,500 at the soda fountain). Drug stores without soda fountains had average sales volume of \$47,700. They also sold less merchandise in other departments. As a result, drug stores are making plans to promote soda fountain sales in their air and printed media advertising. The average drug store shows an annual prescription volume of only \$8,000 or less, says C. W. Esmond, merchandising consultant.



# Everybody

comes to the

# WLS NATIONAL BARN DANCE

From groups of all ages and walks of life in Chicago and the Midwest come orders for 10, 40, 100 tickets to the one and only WLS National Barn Dance.

One ordinary month brought paid orders for 35 tickets for employees of a Watseka, Illinois, plant; 12 for the Will County Farm Bureau; 23 for a parent-teacher-pupil group from a Decatur, Illinois, school; 22 for Lewiston, Illinois, Vocational Agriculture students; 65 for Michigan City, Indiana, Boy Scouts; 8 for a Chicago girl's birthday party; 30 for the Newton County, Indiana, Hobby Club; 70 for the Polish-American Chamber of Commerce of Chicago; 38 for Leslie, Michigan, Future Farmers; 37 for Cub Scouts from a Chicago church; 100 for Kenosha County, Wisconsin, Rural Youth.

In 26 years of broadcasting—18 of them in the theater that is packed twice with paid admissions every Saturday night—this one show has endeared itself to every age group among the substantial family folk whose lasting loyalty to WLS means results for advertisers. This is the nationally known entertainment program which rounds out WLS service to Midwest America. Sooner or later—because so many listen and enjoy it—everybody comes to the

## WLS NATIONAL BARN DANCE

a clear channel entertainment service to Midwest America

WLS, the Prairie Farmer station, Chicago 7 — 50,000 watts — 890 kc — ABC network  
John Blair & Company, national representatives



*This summer,  
plant your product  
in the sun!*

Use wcco all Summer long (as well as all year round) and you'll find Summertime in the Northwest is a hot time for making sure your sales grow.

During June, July and August, retail sales in wcco territory are in full bloom (more than \$686,000,000). Listening is way up (in the Twin Cities wcco's Summer daytime Hooper averages 6.5). And the Summer cost-per-thousand is *way down* (it's dropped 29.8% since 1946)!

No wonder last year 60 national spot and local sponsors (25% more than the year before) used wcco *all year round*. Many for the 10th straight year.

Call us about a hot wcco sales-personality (like Stewart MacPherson, for example). You'll find wcco sends sales UP with the temperature!

Minneapolis-St. Paul **WCCO**

50,000 watts • 830 kilocycles

Represented by Radio Sales





# New and renew

These reports appear in alternate issues

## New on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Campbell Soup Co Cooperative General Foods	Ward Wheelock MBS Cooperative Young & Rubieam	NBC 33 MBS 300 CBS 87	Double or Nothing; M-F 10:30-11 am; April 24 to end of August Game of the Day; six days a week; 2 pm to conclusion Brooklyn Dodger baseball games; Sat 2:30 to conclusion; April 22; 12 broadcasts (not consecutive) Belmont Stakes; Sat 4:30-5 pm; June 10 only Choralliers; Sun 2-2:30 pm; April 16; 52 wks Symphonette; Sun 4:30-5 pm; April 16; 52 wks Stop The Music; Sun 8-9 pm (final quarter hour sponsorship); May 21; 52 wks Memorial Day Indianapolis Speedway race; 4 different times; May 30 only
Gillette Safety Razor Co Longines-Wittnauer	Victor A. Bennett	NBC 168 CBS 147	
P. Lorillard Co	Lennen & Mitchell	CBS 147 ABC 190	
Perfect Circle Piston Ring	Henri, Hurst & McDonald	MBS 519	

## Renewals on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
Firestone Tire & Rubber Co	Sweeney & James	NBC 140	The Voice of Firestone; M 8:30-9 pm; May 22; 52 wks
Liggett & Myers Pure Oil Co Toni Co	Cunningham & Walsh Leo Burnett Foote, Cone & Belding	CBS 182 NBC 32 CBS 166	Arthur Godfrey; M-F 11-11:30 am; May 29; 52 wks Kaltenborn Edits The News; M-F 7:45-8 pm; May 1; 52 wks This Is Nora Drake; M-F 2:30-45 pm; May 8; 52 wks

## National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Leonard Blair Ted Cott James F. Coyle Clarence L. Doty William H. Easton Hudson Fansett Philip Frank	ABC, N. Y., radio, tv dir WNEW, N. Y., vp in charge of programs WCAU, Phila., sls staff WJZ, N. Y., sls mng and exec asst to vp Transit Radio, N. Y., eastern sls mgr Associated with legitimate theatre for 15 years BMB, N. Y., exec sec	ABC, Central Division, Chicago, prog mgr WNBC, WNBC-FM & WNBT, N.Y., mgr Same, comml sls development for radio, tv WJZ, WJZ-TV, N.Y., mgr. ABC, N.Y., acct exec in network sls dept NBC-TV, N.Y., prod WSGN, WSGN-FM, Birmingham, Alabama, dir of research and sls prom
Jullius Glass Frank W. Kelly A. J. Koelker H. Peter Lasker Bernard London Thomas B. McFadden Lonis C. Oswald Richard Pack Roland Peterson Robert N. Pryer Virgil Reiter Jr. James G. Riddell Earl Salmon Jack Snow Arden Swisher John L. Taylor C. Robert Thompson Lamont L. Thompson	WBHC, Canton, O. WBEN, Buffalo, asst stn mng in charge of sls  CBS, N. Y., dir WNBC, WNBT, N. Y., mgr WHK, Cleve., transcription dept WNEW, N. Y., dir of pub & special events WNAX, Yankton, South Dakota, staff announcer WCAU, Phila., dir of prom and pub Ruthrauff & Ryan, Chicago, head of New Business dept WXYZ, Detroit, gen mgr ABC, N. Y., eastern sls mgr spot sls NBC, N. Y., copy writer in adv prom dept WNAX, Yankton, S. D., regional o ce WBUT, WBUT-FM, Butler, Pa., gen mgr WBEN Inc, Buffalo, stn mgr KJBS, KCBS, S. F.	WGAR, Cleve., prom mgr Same, mgr of WBEN ABC, Central Division, Chicago, acct exec WLW-D, Dayton, prom dir WXEL, Cleve., prod-dir KNBH, IP'wood, mgr Same, pub dir Same, dir of prog Same, Farm Service dept staff Same, vp in charge of prom and pub ABC, Central Division, Chicago, acct exec Same, pres WJZ, WJZ-TV, N.Y., sls mgr WING, Dayton, Ohio, sls research dir KOIL, Omaha, sls mgr WYIO, East Liverpool, Ohio, mgr Same, gen mgr TV spot sls, S.F. representing WCBS-TV, WCAU-TV, WBTV, WAFM-TV, KSL-TV and KTTV Same, board of dir Same, vp in charge of tv KNOK-FM, St. L., head of transit radio sls dept
Donald W. Thornburgh Charles Vanda John H. White	WCAU, Phila., pres WCAU, Phila., dir of tv KNOK, St. L., sls dept	

## Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
M. Charles Banca	RCA, Camden, N. J., mgr of scientific instrument group of the engineering products dept	Same, mgr of industrial television products group of the RCA engineering products dept
Richard H. Burgess	Pepsi Cola Co, N. Y., asst to exec vp	Same, vp and gen sls mgr
John D. Camps	Sun Chemical Corp, N. Y., asst export sls mgr	Same, gen sls mgr overseas div
Sally Cramer	McCann-Erickson, N. Y.	Bryan Full Fashioned Mills, N.Y. office, adv and sls prom dir
Howard C. Handweg	Motorola, N. Y., district rep handling mid-West distributors	Motorola Inc, N.Y., natl merchandising mgr of auto radio div
Lynn C. Holmes	Stromberg-Carlson Co., Rochester, N. Y., sr electrical engineer	Same, assoc of research
O. O. Lewis	Fairbanks, Morse & Co, Chicago, sls mgr National Bearing div, Chicago Heights, Ill.	Same, vp in charge of sls American Brake Shoe, Chicago Heights, Ill., sls mgr American manganese steel div

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



## Sponsor Personnel Changes (Continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Milward W. Martin	Pepsi Cola Co., N. Y., secy	Same, vp and head of law dept
John V. Maynes	R. H. Macy & Co., N. Y.	International Sewing Machine Co., N.Y. vp in charge of sls
Dale Mehrhoff	Elgin American, Chicago, asst adv and sls prom mgr	Same, sls prom mgr
L. J. Melman	RCA Industry Service Laboratories, technical staff	Air King Product, B'klyn, head of advanced development div
William G. Morrison	Kaiser-Frazer, Willow Run, Mich., asst dir of sls	Same, exec asst to pres
I. B. Ross	Major Television, pres	Atwater Television Co., Brooklyn, dir of sls
Henry P. Stockbridge	General Foods, N. Y., assoc sls and adv mgr Calumet div	Same, asst adv mgr of LaFrance, Sationa, Log Cabin syrup, Wigwam syndup, Baker's Premium Shred and Southern style coconut (headquarters in Franklin Baker plant in Hoboken, N.J.)
Curry W. Stoup	Fonte, Cone & Belding, N. Y.	Harry Ferguson, Detroit, gen sls mgr
Patrick J. Sweeney	Danoer-Fitzgerald-Sample	Claude Neon Inc., N.Y., adv mgr (Waring Blender & Durahilt irons)
Leonard C. Truesdell	Hotpoint, vp in charge of marketing	Zenith Radio Corporation, Chicago, vp in charge of household radio
Slosson E. Viau	Western Air Lines, L. A., asst sls mgr	Same, adv prod mgr
Norran A. Woodford	North American Phillips Co., N. Y.	Same, sls mgr tv div

## New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Allied Florists Assn, Wash., D. C.	Association	Buthrauff and Ryan, Balto.
Ambassador Clothes, N. Y.	Clothing	Ray Austrian & Associates, N. Y.
American Brands Corp., San Carlos, Calif.	Drey Jelly Concentrate	Spencer Curtis Inc, Indianapolis
The Atlantic City Racing Association, Pleasantville, N. J.	Racing association	W. Wallace Orr, Phila.
Atlantic City Steel Pier Co, Atlantic City, N. J.		Rolley & Reynolds, Phila.
Beautalure Laboratories Inc, Wilmington	Lotion	John Gilbert Craig, Wilmington
Ben Mont Papers Inc., N. Y.	Gift wrapping	Altomari, N. Y.
Breinic Bros. Inc, Hoboken, N. J.	Paint finishes	Franklin, Bertin and Tragerman, N. Y.
British European Airways Corp, N. Y.	Airline	Colman Prentis & Varley, N. Y.
Bush Precision Camera Shop, Chicago	Camera store	Jones-Frankel Co, Chicago
Cincinnati Time Recorder Co, Cincinnati	CTR time recorder equipment	Farson, Huff & Northilleh, Cincinnati
Copco Steel & Engineering Co, Detroit	Building products	Luekoff, Wayburn & Frankel, Detroit
Desert Inn, Las Vegas, Nevada	Restaurant	Buchanan & Co, L. A.
Douglas Aircraft Co (International Dept) Santa Monica, California	Airline	J. Walter Thompson, L. A.
Dowling's Inc, N. Y.	Photo supplies	Edward Einhorn, N. Y.
Elliott Paint & Varnish Co, Chicago	Paints	Olian, Chicago
Expectation Shops, S. F.	Specialty shops	Umland & Co, S. F.
Fairchild Camera & Instrument Corp, Jamaica, N. Y.	Manufacturer	G. M. Basford Co, N. Y.
Fleming-Hall Tobacco Co, N. Y.	Tobacco	Raymond Spector, N. Y.
Flo-Ball Pen Corp, N. Y.	Pens	Joseph Katz Co, N. Y.
Freemantel Voice Institute, N. Y.	Home study speech courses	William Warren, Jackson & Delaney, N. Y.
B. E. Funsten Co, St. L.	Pecans	Oakleigh R. French & Associates, St. L.
Garfield & Co, Bronx, N. Y.	Seidlitz powders	Modern Age, N. Y.
General Cellulose Co, Garwood, N. J.	Tissue products	Lee Ramsdell & Co, Philadelphia
Geneva Modern Kitchens Inc, Geneva, Illinois	Manufacturer	O'Grady-Anderson-Gray Inc, Chicago
Hauck Bakeries, St. L.	Baked goods	Seelig & Co, St. L.
Hazel Bishop Inc, N. Y.	Lipstick	Raymond Spector Co, N. Y.
Hollywood Charm Products Inc, N. Y.	Cosmetics	William Warren, Jackson & Delaney, N. Y.
House of Seeds, N. Y.	Plants	Griffin, Appel Associates, N. Y.
Huntley Withington Ltd, N. Y.	Old Smuggler scotch	Colman Prentis & Varley, N. Y.
Liglon Inc, N. Y.	Pie Shell sandals	Lawrence Bolss Hicks Inc, N. Y.
Lionel Corp, N. Y.	Electric trains	Buchanan & Co, N. Y.
D. H. McCorkle Co, Oakland	Furnace controls	Ley and Livingston, S. F.
National Physicians Electronic Equipment Laboratories Inc, N. Y.	Veltron home therapy unit	Ralph Harris, N. Y.
Olga Co, L. A.	Girdles	J. Walter Thompson, L. A.
Parfums Corday Inc, N. Y.	Perfumes	Peck, N. Y.
Peerless Camera Stores	Camera equipment	Moss Associates, N. Y.
Pelton's Spudnuts Inc, Salt Lake City	Pastry product	Jarman & Skaggs, Salt Lake City
Praco Photo Products Co, N. Y.	Flash gun equipment	Rehbock-Hollinger, N. Y.
Proctor & Gamble, Cincinnati	Detergent	Young & Rubicam, N. Y.
Reddi-Wip of Canada Ltd, Montreal	Reddi-Wip	Walsh, Montreal
The Dr. Walter O. Robinson Course, N. Y.	Recorded course in speaking	Schwalb & Heatty, N. Y.
Sarfert Hosiery Mills, Inc, N. Y.	Mills	Willsted and Schacter, N. Y.
Schiek Incorporated, Stamford, Conn.	Electric shavers	Kudner, N. Y.
Sigma Products Corp, N. Y.	Breatholator	Buchanan & Co, N. Y.
Sinclair Mfg. Co, Toledo, Ohio	Bleach	Beeson-Faller-Relchert, Toledo
Sylmar Packing Corp, L. A.	Food products	Mogge-Privett Inc, L. A.
Spudnuts Ltd, Vancouver, B. C.	Food confection	O'Brien, Vancouver, B. C.
Sutherland Paper Co, Kalamazoo, Michigan	Serviat line	Maurice Lionel Hirsch Co, St. L.
Woodburne Garden Center, Flushing, L. I.	Horticulture	Flint, N. Y.
Yur-Favorit Cake Co, St. L.	Baked goods	Seelig & Co, St. L.



## TO BE GENERAL . . .

This latest Hooper report shows that in the rich responsive Worcester area, independent **WNEB** has excellent over-all ratings despite competition from 4 network stations!

WORCESTER, MASS.

SHARE OF AUDIENCE

OCT. '49-FEB. '50

TIME	WNEB	Network Station "A"	Network Station "B" (Boston)	Network Station "C"	Network Station "D"
8 A.M.-12 Noon	<b>26.7</b>	12.7	2.1	15.8	41.4
12 Noon-6 P.M.	<b>32.6</b>	5.8	6.0	7.9	42.8

WNEB is Rated #2 Station 6 P.M. to 10 P.M.

## TO BE SPECIFIC . . .

Here are the average ratings of all daytime quarter hours devoted to local programming by stations rated in the Worcester area.

TIME	WNEB	Network Station "A"	Network Station "B" (Boston)	Network Station "C"	Network Station "D"
6 A.M.-6 P.M. Monday thru Friday	<b>6.4</b>	1.5	0.3	1.0	4.7

**WNEB IS AHEAD BY A MILE!**

**YES. FOR DAYTIME PERIODS YOU CAN BUY. WNEB HAS TOP RATINGS!**

Call in our representative, and get the complete story! Remember that a rating is no good unless you can buy it. So pay particular attention to times *available* to you! Compare and you'll see that Worcester's best buy is WNEB!



# WNEB

**WORCESTER  
MASSACHUSETTS**

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: The Bolling Company, Inc. and Kettell-Carter, Inc.





*You can have your*

Connoisseurs agree that network radio surpasses everything else on the media menu—both for appetizing appeal and for solid nutrition. And for those who also rate it high on the *price* side of the card, we have two mouthwatering facts.

First, Mutual serves up broadcast advertising at costs well below those of any other network. Second, clients consistently get larger audience helpings per dollar on Mutual than they can anywhere else.

This news, in these times, is important to every executive who is responsible for getting the most he can from the advertising bill of fare—and still keeping the check within reason. The most convincing way we know to convey the basic fact of Mutual economy is by this straightforward invitation:

- 1** *Let a Mutual man work out with you the radio hookup that best fits your marketing needs.*
- 2** *Let him plan with you the program fare that will best assemble the audience you want.*
- 3** *Compare Mutual charges with the best buy you can find on any other network—at any cost.*
- 4** *Take a good look at the money Mutual saves you. You can pocket the difference—or use it to finance any reasonable test of any other medium you choose.*

That's why we say: on Mutual you can have your cake and eat it too. Whatever you sell and wherever you sell it, we believe that, well within 13 weeks of your acceptance of this invitation, you will get your teeth into two worthwhile discoveries: the effectiveness of network radio... and the economy of the Mutual Broadcasting System.

**The Difference is MUTUAL!**



**REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:**

Largest Audiences per Dollar in All Network Radio.  
500 Stations; 300 the Only Network Voice in Town.  
Maximum Flexibility for Custom-Tailored Hookups.  
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.

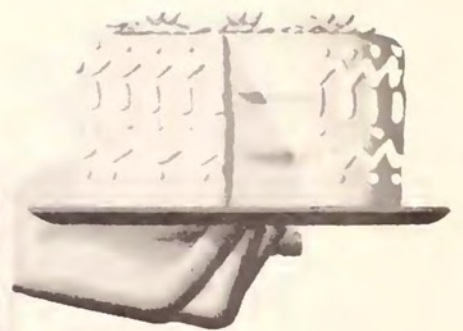
the

**mutual**

broadcasting  
system



cake



**the difference is MUTUAL!**





# STOP GUESSING!



## WGAL-TV

*the ideal station for  
testing your TV sales  
campaign.*

The only television station which reaches this large, prosperous section of Pennsylvania—including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEINMAN STATION

## WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, Pres.

Represented by

**ROBERT MEEKER**  
ASSOCIATES

Los Angeles  
San Francisco

New York  
Chicago

**NBC TV AFFILIATE**



**Mr. Sponsor**

**Ida Rosenthal\***

Vice president  
Maiden Form Brassiere Co., New York

For Ida Rosenthal of the Maiden Form Brassiere Company, television has been both profitable and puzzling. Since she started participating in Dorothy Doan's *Vanity Fair Show*, WCBS-TV, in November, 1949, sales have jumped 17 percent. And the increase has come about despite the uninteresting way in which the company must demonstrate its product.

At first, Miss Doan was only permitted to hold the bra in her hands when she delivered her sales pitch. Today, the CBS hierarchy allows the brassieres to be shown on dummies. There is some talk that Columbia might establish a delicate precedent and permit the firm to show its wares on live models.

However, charming, 64-year-old Ida Rosenthal is still puzzled over Columbia's puritanical attitude. She can't quite understand why broadcasting officials refuse to permit the display of a legitimate item of wearing apparel on live models. She points out that pictures of these models appear in newspaper and magazine ads without embarrassment to anyone.

Maiden Form has always had trouble with broadcasting censors. Back in the early '30's, when the company was operating with one plant and five salesmen (today it has seven plants and a sales staff of 31), it bought a 15-minute musical program on a local station in New York City for 13 weeks. The station's continuity acceptance chief censored the copy to such an extent, that it was hard to tell whether Maiden Form was selling bras or bananas.

Although sales have increased 17 percent since the firm began using TV, Mrs. Rosenthal feels that it is unfair to give all the credit for the sales hike to television. During the time that Maiden Form used TV, expenditures for other advertising have been increased.

In 1950 Maiden Form will spend roughly \$600,000 for advertising, its largest appropriation in the history of the company. Of this amount, \$50,000 will be used for its television show, *Vanity Fair*. As a result of its expanded ad budget and TV advertising, Mrs. Rosenthal expects to do 10-15 percent more business in 1950, compared to 1949.

\*Shown with her husband, William Rosenthal, president of the firm.

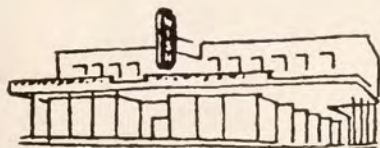




*willie wish,  
salesman extraordinary,*

adds another success story to his growing collection. This one concerns H. P. Wasson and Company, one of the leading department stores in the Indianapolis market. Consistent use of spot announcements over WISH for more than seven years is the story, and they have just renewed their schedule for another year . . . . calling for an average of 17 spots per week. Willie WISH has quite a collection of success stories . . . . as any Free & Peters "Colonel" can tell you.

***that powerful puller in Indianapolis . . .***



***wish***

OF INDIANAPOLIS

affiliated with AMERICAN BROADCASTING COMPANY

GEORGE J. HIGGINS, General Manager



# Radio is the biggest thing in Boston!

Boston is Boston...and there's no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are *radio* homes.

**More Boston families are listening than ever before.** In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077...a 9% increase! And...

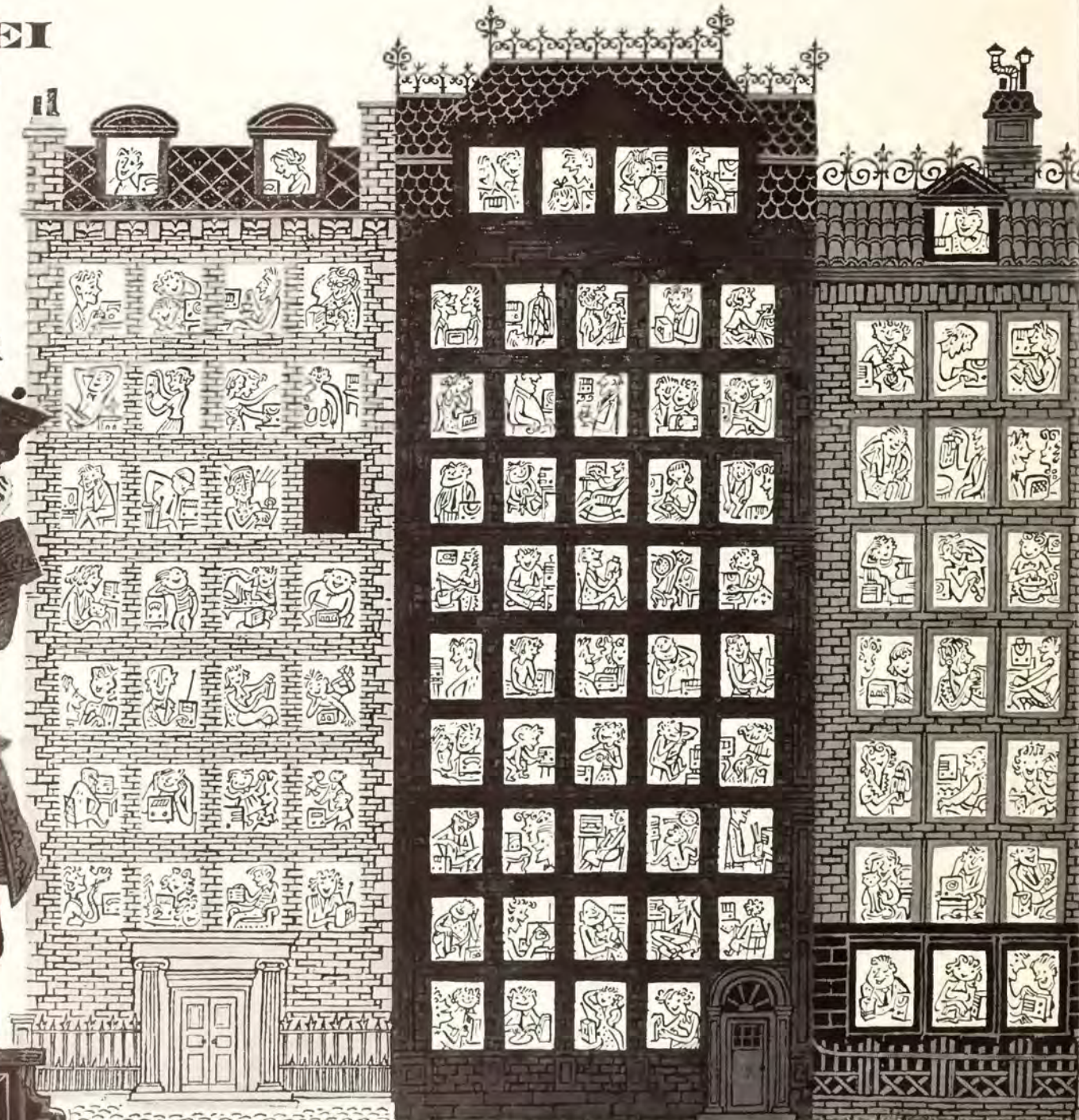
**WEEI is the biggest thing in Boston radio.** Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is 50% greater than in 1948. Between 8 and 10 PM—20% greater. Between 10 PM and midnight—43% greater. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMB, 1949; Pulse of Boston, Jan.-Feb., 1950

The station is

## WEEI

Columbia's Friendly  
Voice in Boston  
Columbia Owned



Arno



**p.s.**

**See:** "They love their native tongue"  
**Issue:** 27 March 1950, p. 24  
**Subject:** Foreign language listeners

2,815,400 Italian in the Middle Atlantic, 6 markets  
 1,317,800 Polish in the Middle Atlantic, 6 markets  
 603,600 Italian in New England, 4 markets  
 825,000 Polish in the Middle West, 3 markets  
 221,400 Italian on Pacific Coast, 2 markets.

Recently released figures offer new evidence of the huge foreign language listener potential.

A few weeks ago, Claude Barrere, General Manager of Foreign Language Quality Network, told SPONSOR ("They love their native tongue"): "These (foreign language) markets have been neglected by many advertisers for lack of readily available information. We're going to try to remedy this by offering all the data required by the most exacting timebuyers." Backing up his statement, Mr. Barrere has now released results of a recent foreign language survey.

These results indicate a potential audience of 4,051,700 in Italian and 2,304,655 in Polish for the FLQN. ". . . They represent 10.3 percent of the total 39,622,810 population in the 14 markets where member or associated stations broadcast in Italian, and 6.7 percent of the total 33,978,710 in the 11 where Polish is broadcast." Mr. Barrere stated. "We covered 16 individual cities and 17 individual stations in the survey.

"The figures are a conservative estimate of the people who understand and use the language. Metropolitan districts, identical to those presented by Broadcast Measurement Bureau, were used in the main. The figures are based on a comprehensive study of the best available private and public sources including the U. S. census."

Potential audiences for typical sectional groups include:

**p.s.**

**See:** TV dictionary for sponsors  
**Issue:** SPONSOR bonus publication, 1950  
**Subject:** TV words and definitions

Here's a new TV definition:

*Eucalorus*—A screen or filter used on a television spotlight to create a design in light and shadow on a backdrop; some of the myriad designs which can be created are:

- Dante*—Fiery pattern
- Goldy*—Sun effect
- Maizie*—Fluffy
- Ozzie*—Circular effect similar to target rings
- Venie*—Venetian blind effect

Thanks to a West Coast TV executive, SPONSOR can add this word to those recently published in its TV dictionary (copies still available: free to subscribers, 25 cents per copy to non-subscribers; bulk rates on request). The word eucalorus and its subdivisions ranks for oddness with such TV mots as "gizmo," "blizzard head," and "bloop" which were published previously.

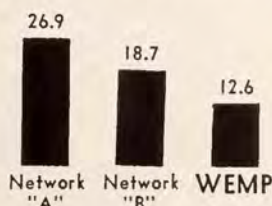
SPONSOR believes there are many more such TV words; and we'd like to hear about them.

Know of any?

## FACT FILE ON MILWAUKEE RADIO<sup>#1</sup>

If you have \$50 or \$500 per week to spend in selling the Milwaukee market, WEMP, the city's No. 3 station can give you almost 1/2 the audience of the No. 1 station at 1/6 the cost\* or, by smart spot selection . . .

**3 times the listeners per dollar you spend**



\*Based on May-Sept. '49  
 Hooperating of 26.9 for the No. 1 station and 12.6 for WEMP.

# WEMP

24 HOURS OF MUSIC, NEWS, SPORTS

HUGH BOICE, General Manager  
 HEADLEY REED, Nat. Representative



# WEED

---

*and company*



**RADIO AND TELEVISION STATION REPRESENTATIVES**

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD





**SPONSOR**

# The facts say:

## “NO HIATUS”

**Too few people are away from  
home in summer to cut into  
radio's great sales power**

**over-all** If ever there was a medium tailor-made for summer selling, radio is it.

Yet radio, via the hiatus route, has allowed itself to fall into a sorry state during the months from June through September—a state from which it is now struggling to extricate itself. With the industry, including advertisers, agencies, networks, and individual stations, recognizing that the root of the trouble is “hiatus programing,” it appears that the remedy (better summer programing) is near at hand.

Radio's biggest comeback ally is the weight of logic.

It stands to reason that radio is a “natural” for summer advertising.

Reason 1: People are on hand to be sold. Contrary to common belief, only a small percentage of people are vacationing during an average week between May-September (4.3 percent).

Reason 2: Although at-home listening drops off 15 percent during the summer, part of the drop is made up by vacation and out-of-home listening.

Reason 3: Radio is the effortless recreation. It's easier to listen than to read a newspaper, play cards, play a game. And you can do other things while listening (see Ohio State University study, 24 April SPONSOR).

◀ Radio listening goes right on even when the sun lures audience outdoors



10%

## PERCENT TAKING VACATIONS (BY WEEKS)

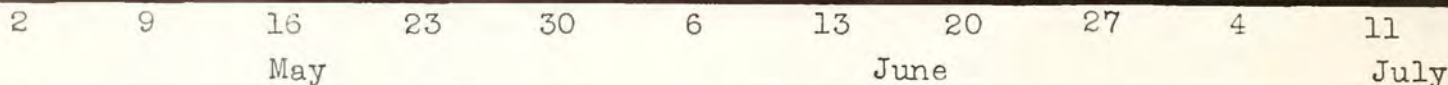
64% take vacations May 2 - Oct. 1

5%

6.8%

0

at home



### 1. Only 6.8% are away from home at the peak of vacationing

Reason 4: People don't stop buying because of the weather—frequently they buy more (see "No vacation for sales" in this issue). A heavy portion of fall purchases are planned, too, while the weather's hot.

Reason 5: Selling prospects for summer, 1950, are unusually bright.

Summer radio is getting back on its feet, but it won't be an overnight improvement. The summer bugaboo is pretty firmly planted. While some of the bigger advertisers will be using the air more effectually this summer than for some years past, there are

still many who feel that there's something stagnating the summer air.

And there's something to their belief.

Still, there are plenty of good programs, network and individual station alike, that are year 'round performers. Their audiences tend to hold up strongly despite hot weather distractions. This is a tribute to the habit of listening. Give a person a program he likes and he'll keep dialing it, right on through any weather and even while away on vacation.

Psychological Corporation inter-

viewers in a 1948 study for NBC and CBS found that about half the people in Springfield (Mass.) and Des Moines reported they listened less while on vacation; 25 percent listened about the same, and 19 percent listened more. Nearly all said they returned to their normal listening habits right after their vacations.

One of the handicaps a summer replacement program has to face is the break in listening habits which happens when a familiar program and cast leave the air. It takes time on the air to build an audience. Even top talent faces this handicap when starting a summer substitute stint. It is indicative of radio's appeal as "relaxing" recreation that the great majority of listeners stay with it during the shirt sleeves and hammock season in spite of many weaker programs.

The Psychological Corporation found an average decline per person in daily listening time from April to July of 15 percent. This meant a drop in minutes of tuning per day from 230 to 196.

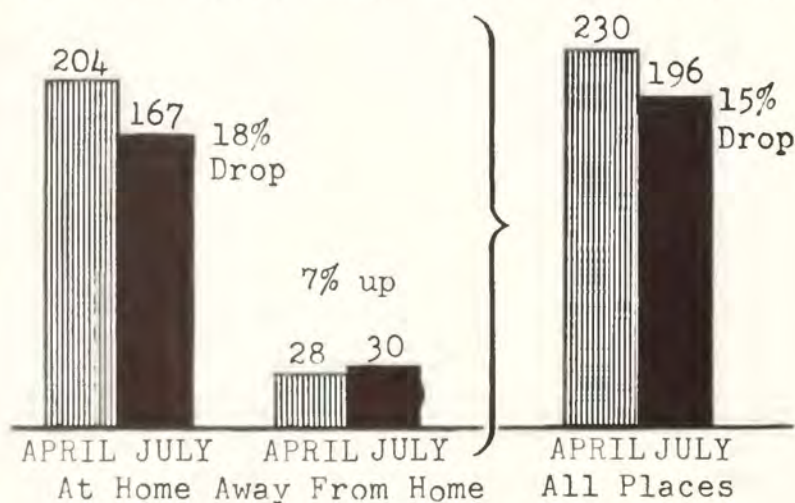
All of this difference was accounted for in the *at-home* listening.

The great unresearched area of radio listening is that done *outside* the home. But today, when people go away they take their radios with them. Sets in summer cottages and vacationing automobiles are practically standard equipment. How many people actually tune in their car radios?

Dr. F. L. Whan of the University of Wichita has conducted the Iowa

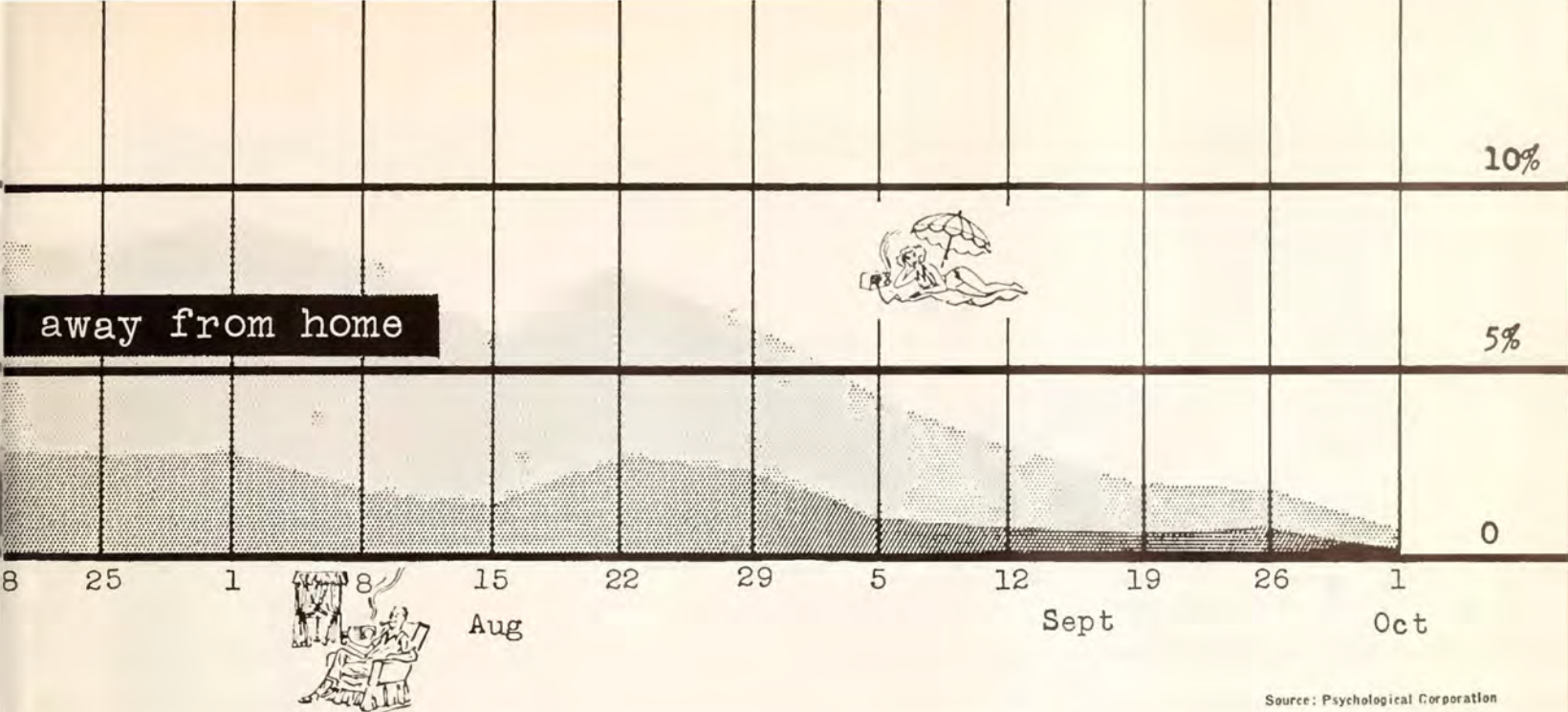
### 2. Yet listening declines 15%

Figures represent average number of minutes spent listening in April and July



Source: Psychological Corporation





Radio Audience Surveys for the past 12 years. He found that Iowa car-radio listening looked like this:

Length of Trip	% Who Tune in Their Car Radios	
	Men	Women
Between 1 and 5 miles	33.8	33.0
Between 6 and 25 miles	53.0	52.0
Between 26 and 50 miles	68.3	63.5
Between 51 and 100 miles	69.1	69.0
More than 100 miles	60.5	63.0

Between 1948 and 1949, Whan's survey revealed a 16.0 percent increase in the number of Iowa sets located outside the home and in addition to the car radio. Estimates place the present number of portable sets available for traveling with Iowans at about 750,000.

Emerson Radio, banking on this summer for the most out of home listening in radio's history, has introduced two new 3-way portable models and launched a record spring advertising and sales promotion for its entire line of portables.

Interest in baseball has never been at such a nation-wide pitch as this season. In literally thousands of homes one set will be tuned to the crack of bats and whoops of grandstanders, while one or more will be devoted to other listeners' favored series. Secondary set dialing is another of the only partially researched segments of radio listening.

Thousands more will take portables to beaches, cottages, picnic grounds, to catch their favorite teams in action.

There will be many more listeners per set in such groups than there would be at home.

Last year The Pulse started making periodical checks on out of home listening in a 10-county New York area. Data for four months representative of spring, summer, fall, and winter of 1949 and 1950 show the difference in sets in use when outside listening is taken into account. The figures, given by average quarter hours, also show that radio's "summer slump" is not actually as great as at home figures would indicate. Figures in first col-

umn represent in home tuning; right column figures represent percentages of total interviewed who listened to radio out of the home.

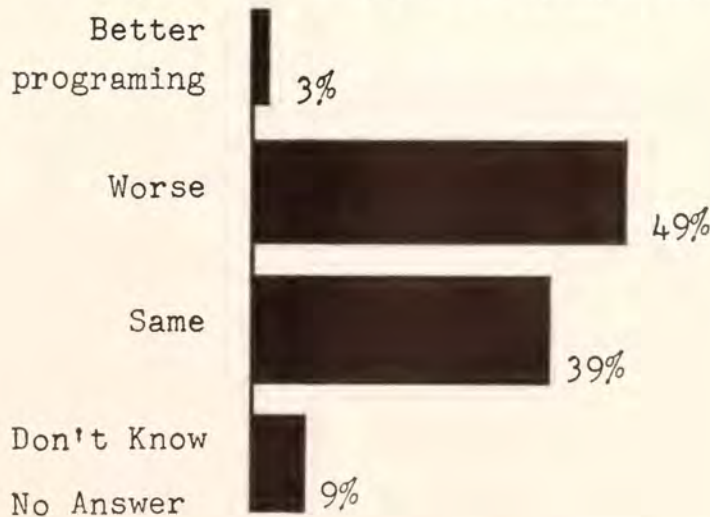
May, 1949	24.3	27.1
August 1949	22.0	24.1
November, 1949	22.4	21.9
February, 1950	22.5	18.4

Out of home listening, of course, reverses the normal pattern, with its high points coming in spring and summer.

Just how much of the summer decline is cancelled out by outside listening (Please turn to page 57)

### 3. Drop due to inferior summer programming

This is what people think of summer programs and why they cut listening



Source: Psychological Corporation





B. T. FOOKS, FOUNDER AND PRESIDENT, LED GRAPETTE FROM SCRATCH TO SALES OF \$15,000,000 ANNUALLY IN 10 YEARS

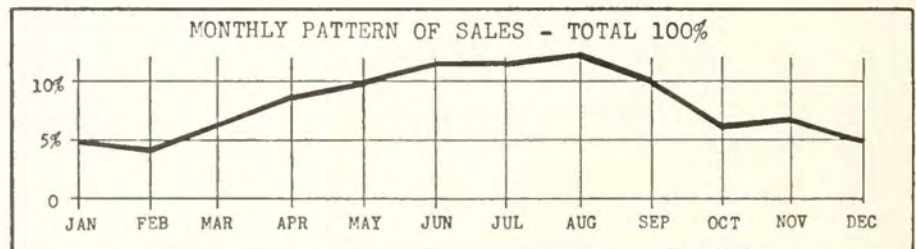
# How Grapette grew

**A \$500,000 spot radio**

**springboard helps a newcomer crowd the soft drink leaders**

**spot** The Grapette Company of Camden, Ark., a soft drink manufacturer, did a cool \$15,000,000 worth of business last year. Not a serious threat to Coca-Cola, kingpin of the soft drink world at \$150,000,000 annually, or even to Pepsi-Cola, in the Number 2 slot with annual sales of \$50,000,000, but far from small potatoes—in fact seventh in the industry in point of dollar volume, preceded by Canada Dry, 7-Up, Nehi, and Hires.

Grapette's \$15,000,000 take in 1949 represents a 100 percent increase in business since the war ended. And radio deserves a good share of the credit for this prodigious achievement in a



hotly competitive field, according to the Grapette advertising manager, A. Roy Allen. More than \$500,000 was spent by the firm in spot radio last year—about 40 percent of the Grapette advertising budget of \$1,300,000. Another 40 percent went into outdoor posters closely tied in with the radio cam-

paign, and the remaining 20 percent was spent in newspapers.

Grapette's current radio budget is more than the firm spent for all forms of advertising three years ago. The company will use announcements on 150 to 200 stations during May and June, peak months in the soft drink





IN PRE-GRAPETTE ERA, FOOKS' FIRM MADE RADIO BOW WITH STATION BREAKS DURING "EARLYBIRDS" SHOW, WFAA, DALLAS

business. The stations blanket the 42-state area where Grapette is distributed, with heaviest concentration in the Southeast and Southwest.

People all over the country consume soft drinks all year around, of course. But, as might be supposed, the per capita consumption rises steeply with the temperature. The biggest beverage firms, like Coca-Cola and Pepsi-Cola, use radio heavily in winter and summer alike. But soft drink companies like Grapette, which are capitalized on less massive lines, stint a bit on radio—and advertising generally—the rest of the year to save their funds for a summer splash.

The backbone of the Grapette radio effort is the short, station-break transcription of a jingle or spoken commercial. Grapette has also used live announcements in markets covered by

local station talent with a strong personal following. The company does not confine itself to announcements if a likely spot program possibility arises. Last year, for example, Grapette sponsored a broadcast of the Kentucky State Basketball Tournament over 27 Southern stations. The event added up to 28 hours of broadcasting.

Grapette's first use of radio dates back to the early Thirties, actually before "The Grapette Company" existed. The firm's president, B. T. Fooks, bought a one-year series of 15-second station breaks on WFAA, Dallas, during the *Earlybirds* show. He was then the owner of a small soft drink bottling plant in Camden, Ark., which he had bought in 1926, after a short term as a lumber buyer, a brief skirmish with the ministry, and a few months as a gas station operator.

Soon after he bought the bottling plant it became apparent that the wandering Fooks had found his niche.

By 1927 he was able to buy a second bottling plant in Arkadelphia, Ark., and by 1928 a third plant, which was used as a warehouse. The crash a year later took the top off the soda business and Fooks was forced to retrench. Down to his last plant, the original establishment at Camden, he took to the road selling "Fooks Famous Flavors" to other bottlers in the area. The flavors caught the popular taste, and the B. T. Fooks Manufacturing Co. was formed in 1931 to produce extracts as well as the bottled drinks. By 1939 the company was marketing 150 different types and strengths of soft drink flavors.

It was about this time that Fooks  
(Please turn to page 48)

GRAPETTE'S RADIO COPY THEMES ARE TIED IN WITH OUTDOOR POSTERS, BILLBOARDS. BASIC PITCH CHANGES EACH MONTH

**THIRSTY OR NOT** *Enjoy*

Grapette  
SODA

CONTAINS 6 FL. OZ.  
Grapette  
SODA





NO HIATUS: Pall Mall cigarettes' "Big Story"



NO HIATUS: Wrigley chewing gum's "Gene Autry"



NO HIATUS: Philip Morris' "Crime Photographer"

# No hiatus on sales

**Three-season thinking doesn't fit  
four-season year. Proof grows that  
summer use of radio pays handsomely**

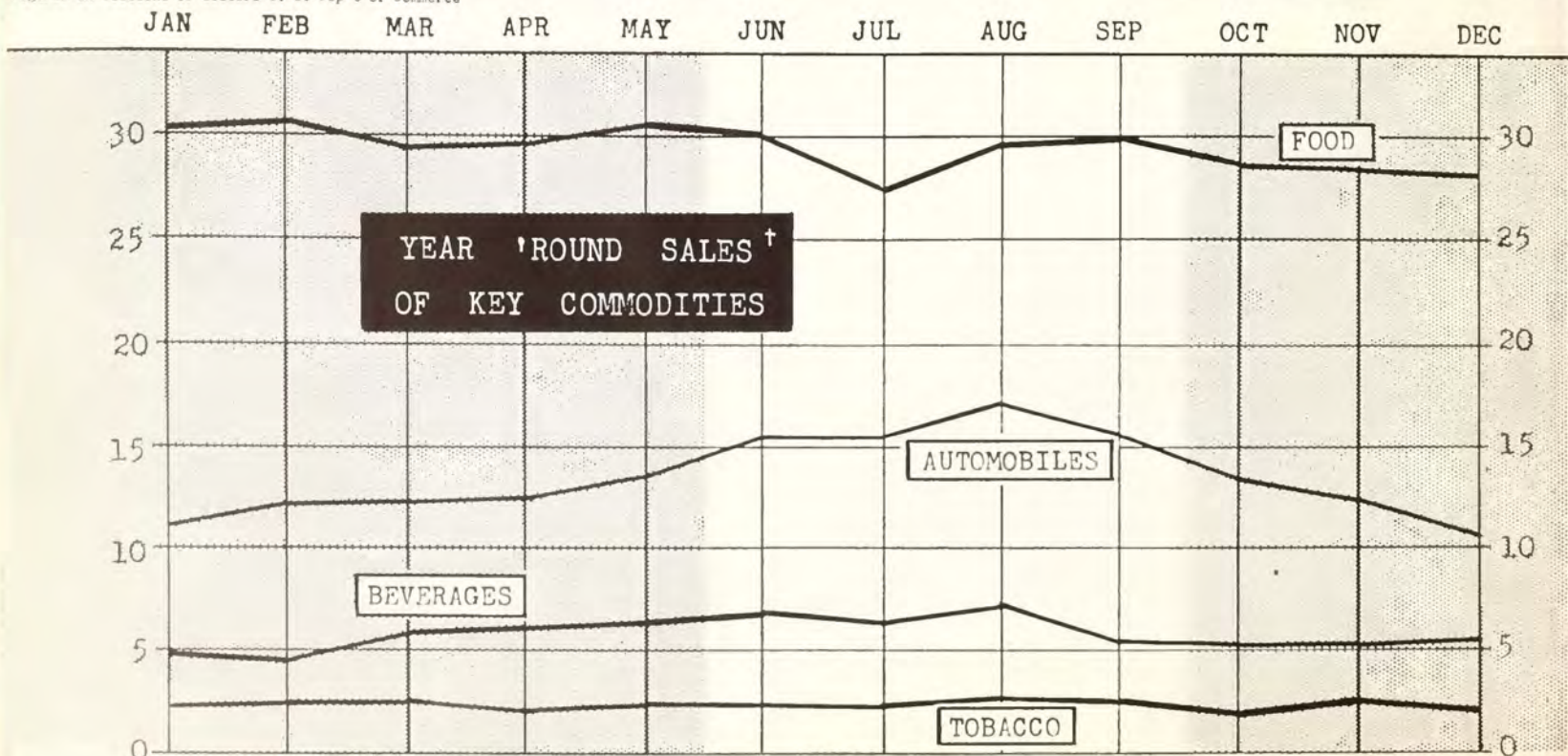
**over-all** Advertisers who stay on the airwaves during the summer are getting heightened consumer brand acceptance—and more business than some realize themselves. For, contrary to a generally prevalent assumption, people *don't* stop buying because of the weather. In some cases, they buy more. And, during the summer, they are mulling over the major purchases they are planning in the autumn.

The advertiser who keeps his product in the public's mind during the summer is the manufacturer who will move his goods fastest in the autumn. Purchase of durable goods is not an overnight decision. It's a family affair. During the summertime families are together more than at any time

1949 INCOME, RETAIL TRADE, AND MISC. SALES FIGURES (BELOW) SHOW NO SUMMER SLUMP. EVEN FOOD SELLS WELL

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
* Personal income	215.7	212.9	212.4	212.5	213.1	211.9	209.7	211.4	210.5	209.0	209.7	211.9
* Retail trade	10.6	10.7	10.7	10.8	10.7	10.7	10.5	10.6	10.8	10.6	10.6	10.5

† Figures in billions of dollars U. S. Dep't of Commerce



† Figures in billions of dollars U. S. Dep't of Commerce





NO HIATUS: Bayer Aspirin's "Mr. Chameleon"



NO HIATUS: Dolcin, Nat'l Distillers' "Lyle Van" show



NO HIATUS: Vitalis' "Break the Bank"

in the year.

And this year, the largest consumer of all—G.I. Joe—is slated to be a free spender. A fact largely overlooked by advertisers is that terminal leave bonds worth \$331,000,000 will mature this summer. If the audit of how G.I. insurance money (\$2,123,000,000 paid; \$700,000,000 still due) has been spent so far is any indication, homes and home furnishings, savings, and television sets will receive the major portion of the dollars.

To date, spending by veterans has stacked up this way: homes and furnishing, 30 percent; savings, 25 percent; video sets, two percent. And furniture and bedding reach their year-round high in August, accounting for 6.4 percent of all retail business.

Mr. and Mrs. Citizen are due for a windfall this summer, too, when pre-war bonds mature.

Buying does fall off in the summer months—but not to the extent that many advertisers think.

According to a study made by the Federal Reserve Bank of New York, 1949 summer retail sales were off only approximately one-and-a-half percent from the January-March segment. Here are the figures for the year-round buying habits:

January:	7.0	
February	6.4	
March:	8.1	
		Total: 21.5
April	8.5	
May:	8.0	
June:	8.1	
		Total 24.6
July:	5.1	
August:	6.3	
September:	8.5	
		Total: 19.9
October:	8.8	
November:	10.4	
December:	14.8	
		Total: 34.0

Sportswear, of course, hits its peak

during the summer. But regular apparel takes no hiatus. Sale of women's dresses is higher in May and June (6.2 and 5.8 respectively) than at any other time in the entire year. June is the top buying period for men's clothing.

Women's shoes, after Easter's high of 3.1 percent, holds to a 2.8 through both April and May, second highest months. Sale of men's and boy's shoes in June is on a par with December, another big buying time. (The latter, especially, should put a new complexion on the conviction that back-to-school time is the peak period in this category.)

The electrical appliance field is wide open for hot selling this summer. As in other commodities, appliances have an established sales pattern. Some, such as fans and refrigerators, are ob-

vious buys. Others, based on a survey of dealer reports to power companies, and published in *Electrical Merchandising*, come as a surprise. Water heaters hit their all-year high in June. So do electric ranges. Small appliances enjoy a rising sales curve in June and July (doubtless helped along by the June wedding season) exceeded only by December and January.

As pointed out in "The farmer wants to buy" (27 February), electrical appliances are number one on the farmer's shopping list; and he has the money to pay for them. More than any other segment of the population, the farmer spends his vacation at home. It's more fun on the farm; besides, he still has the chores to do. Yet radio is not getting its share of electrical appliance advertising—particularly that  
(Please turn to page 66)

### Why they stay on 52 weeks

#### RONSON LIGHTERS:

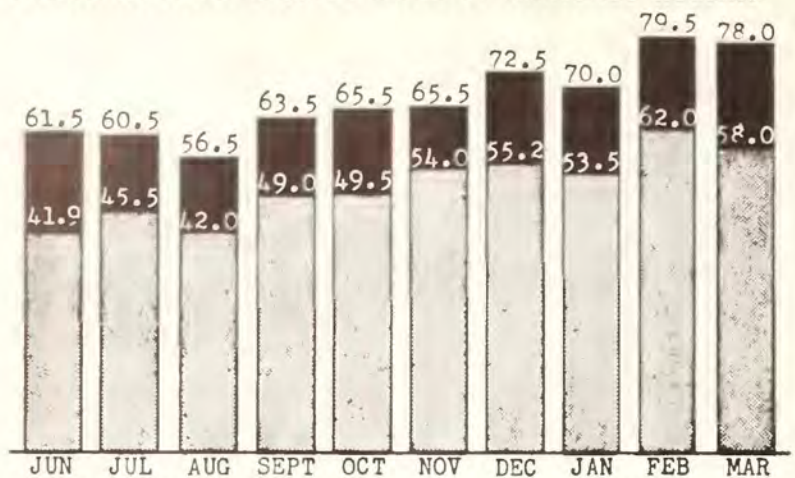
"We have good reason for remaining on the air throughout the summer. Since our products are heavily promoted as gift items and June is, of course, the month of weddings, we do a rushing business in the summer. But, frankly, the foremost point is that we are strong boosters of year-round advertising. We believe that campaigns have their best impact if they are carried for 52 weeks. The time spent in recapturing your audience after a summer hiatus seems to us to encourage a hiatus in sales and profits."

#### PALL MALL:

"Summer cigarette sales increase about 20 percent in the summertime because people have more leisure time. During the past few summers, when most of the top shows are off the air, "The Big Story" has leaped into the top 10 several times. The only way we can measure the effectiveness of summer radio is by watching the sales curve. It does not increase sharply, but it is noticeable enough to make us realize our summer ad campaigns are paying off . . . and that continuous advertising is the best policy. We intend to keep "The Big Story" on television, as well as AM, 52 weeks a year."



**Visual medium suffers summer audience decline**



TV sets-in-use (Pulse) dropped last summer. Top figure is month's high; other median figures represent percentages, are for New York metropolitan area.

# Will TV repeat radio's summertime error?

**Last year television programing went blooey come summer. This year may be better, but not much**

Television seems headed for radio's mistake. That mistake was to program the summer weeks far below the entertainment standards of the rest of the year. Advertisers believed that so many people stopped listening in the summer that it wasn't profitable to stay on the air. That was mainly because summer listening facts didn't really come to light until last year.

But television advertisers don't have that excuse.

The facts of summer listening and viewing are at hand, and point a moral for television. Until last year many radio advertisers didn't realize that

poor summer programs are responsible for a sizeable slice of summer non-listening. There is evidence that better summer programs would increase the minutes spent watching television.

TV is mushrooming commercially as well as in number of homes. Network announcements as well as local retail business are on the upgrade; the number of seasonal advertisers is increasing, according to estimates by N. C. Rorabaugh, publisher of *Rorabaugh Radio and TV Spot Reports*. All this makes it easier to ignore the effect on sets in use of weaker-than-usual summer programing. This isn't to say there aren't some bright spots in the

summer picture—there are; but as a whole the present outlook doesn't promise too much.

It is true there are some factors that make it easier for more people to listen to radio than to watch television in the summer. You can't haul a standard TV set around from room to room. And as yet portable sets make up a miniscule part of total TV sets in use. (With the current trend toward larger screens in full swing, few manufacturers are producing portables. Neither Motorola, Emerson, nor Sentinel have in production, nor do they plan any for this year.)

It isn't too easy, or very pleasant, to watch television out-of-doors; so people don't take portable sets out in the yard, to beaches, or on picnics. Nor can sets be used in automobiles. These factors all tend to whittle away some of TV's potential summer audience.

But take a look at the 10 top TV programs for the winter of 1949 as reported by A. C. Nielsen. Then compare the summer ratings for the same time slots. Six replacements ranged from about two to seven times as weak as the shows they replaced.

As SPONSOR went to press, the summer replacement picture in television had scarcely begun to focus. Of winter's top 10 shows reported by Nielsen for the New York area, however, only one, *Toast of the Town*, was scheduled to continue through the summer. It will not be sponsored. Olsen and Johnson will replace *Star Theatre* (Milton Berle) as they did last summer. Another emcee will take over Godfrey's chores in *Godfrey and His Friends*. Remainder of the top 10 list are off the air. Film shorts will be selected to fill Godfrey's *Talent Scout* spot.

Among the brighter elements in TV summer fares are programs of feature films. This class of entertainment has been gathering generally good ratings throughout the country, and films should continue to please viewers in the warmer months. But the feeling among advertisers, inherited from radio practices, is that summer is the time to cut broadcast expenses. Network people have had to go along, and that inevitably means a cut in program quality—the very element that attracts and holds the customers.

The top 10 winter programs for the New York area measured by A. C. Nielsen (four weeks ending 7 January,

*(Please turn to page 60)*



Among top 10 three-season shows

Their replacements last summer



Milton Berle 75.2



Olsen & Johnson 30.2



Goldbergs 46.7



Peoples Platform 6.3



Studio One 43.1



Sunny Ray 13.1

**RATINGS INDICATE WEAKNESS OF SUMMER TV FARE**—Pictures above (left) show three of the Nielsen top 10 TV shows with their ratings as of four weeks ending 7 January this year. Alongside them are programs which were their replacements last summer. Ratings of the replacements (for three weeks ending 27 August, 1949) were relatively low. This indicates their comparative weakness, points up a TV problem: visual medium is letting itself in for unnecessary summer audience decline by allowing poorer hot weather programing. Radio made this mistake from the start, has lived to regret it. TV can take advantage of known facts about summer listening and viewing habits (see text)

and avoid summer viewing slump plainly indicated by the Nielsen figures given above. Figures for other top 10 shows, incidentally, were no more encouraging. "Talent Scouts" which hit 53.6 this winter had replacement last summer ("It Pays to Be Ignorant") which reached only an anemic 11.8. But "Fireside Theatre," which was seventh this January with a 37.7, had a replacement which could pull a similar audience, "Lights Out." This suspense show got 35.9 as replacement for "Fireside" last summer, the same rating it made this winter in another time slot. This indicates the summer TV audience is there if the show is right. Outlook for television this summer: little if any improvement over last.





Tony Moe examines WCCO summer sales pitch

# It's never too hot to make money

**Everybody talks about summer doldrums, but WCCO is proving to advertisers that they're a myth in Minneapolis**

**over-all** If Mark Twain were alive today, the old riverman would have to amend his classic observation about the weather. WCCO, Minneapolis, is not only talking about it, like everyone else, but is also doing something about it. Since 1943, WCCO has been making hay, and plenty of it, while the sun shines hottest. The station's formula is simple—so simple that any advertiser can duplicate it.

WCCO decided the "summer slump" was a bogeyman that didn't exist. And the station, in 1943 and again last year, came up with the best possible proof of this contention—solid increases in business. The first year's summer campaign netted an 11 percent increase

in local billings over 1947, and a 25 percent rise in national spot business. Year 'round advertisers on WCCO showed a 30 percent spurt over 1947—48 against 37.

The second summer campaign produced equally striking results—a gain of 19.6 percent in local business and 10 percent in national spot billings. The total of year 'round WCCO advertisers meanwhile had risen from 43 to 60.

Achieving all this was somewhat tougher than falling off a log, of course. And WCCO admittedly is in a favored area for intensified summer selling, being located in the heart of the Great Lakes vacation belt. But

this does not alter the basic lesson pointed by the WCCO story—that radio advertisers and stations alike can throw away their summer-weight crying towels.

How can they? By applying to summer selling a maxim as old as Caesar—the best defense is an attack. The opponent in this case is a state of mind—the attitude that business is bound to be had in the summer, so what's the use of trying? It was on this attitude that the WCCO "general staff" declared war, back in the spring of '43. Three parallel objectives were outlined:

1. Increase summer billing
2. Reduce "hiatus" advertisers

Red River Valley Gang's Sally Foster sings for summer throngs    Cedric Adams plus balmy summer afternoons equals crowds like this







THE IRREPRESSIBLE ARTHUR ADDED LUSTRE TO WCCO'S SUMMER '49 PROMOTION; 11,000 ATTENDED SHOW AT AUDITORIUM

3. Increase year 'round advertisers  
The battle cry of WCCO's '49 summer campaign was "Sell 'em while they're hot." They sold 'em—with the gratifying results outlined above. They sold 'em even better the following year, when the slogan was "take 13 weeks with pay." Merle Jones, WCCO's general manager, said at the time:

"Considering the almost hypnotic influence the summer hiatus habit holds over certain advertisers and agencies in the field of national spot and network advertising, we at WCCO are particularly pleased with the progress of our second summer campaign.

"Our 30 percent increase in 52-week advertisers in 1948, the first year of

our campaign, which obviously resulted in a substantial increase in summer billing, coupled with the fact that we already have booked even greater increases for the summer of 1949, is helping us convince hiatus advertisers that there is more to be lost than gained by a summer layoff in our market.

"It is my hope that agencies and advertisers will at least conduct sound research on the subject of summer listening before sticking their heads in the summer sands another year."

With another summer warming up in the wings, WCCO has not been caught napping. "Send your sales up with the temperature" is the theme of

the station's third summer selling campaign. As in the two previous years, a slick advertising and promotional onslaught will set the stage. Full-page advertisements in leading trade papers will be followed by direct mailings to advertisers and agencies.

Here are some sample WCCO promotional quotes, presented here to point up the possibilities in other markets as well:

"Minneapolis-St. Paul is recognized as the 11th market in the nation. But WCCO's vast coverage throughout the Northwest delivers a far greater potential. . . . Minneapolis-St. Paul in itself is a billion dollar market annually in  
(Please turn to page 50)

WCCO personalities at fair booth are big attraction for listeners

Names hyped WCCO's '49 summer series; Bob Hope is at mike





# NEW STARS SHINE FOR LANG-WORTH

New names and new talent  
a brilliant array of new  
following the release of  
lutionary 8-inch trans  
production shows will be  
tisers at 600 Lang-Worth



**Patti Page**



**Russ Case**



**Eugenie Baird**



**Alan Dale**



It will sparkle in production shows, Lang-Worth's reputation. These new available to advertiser member stations.



Connie Haines



Juanita Hall

# The NEW Lang-Worth Program Service

The following name artists, orchestras, choruses and groups have been selected to provide a well-balanced library of 6,000 recordings. This mammoth collection of newly manufactured transcriptions will serve as source material for the new program service.

**LARGE DANCE BANDS:** Ray Anthony, Charlie Barnet with Lena Horne and Bob Carroll, Henry Busse, Blue Barron, Count Basie, Randy Brooks, Frankie Carle, Del Courtney, Tommy Dorsey, Ziggy Elman, Shep Fields with Toni Arden, Chuck Foster, Dean Hudson, Henry Jerome, Vaughn Monroe, Art Mooney with The Ames Brothers and Fran Warren, Buddy Moreno, Russ Morgan, Tony Pastor with Rose Mary Clooney, Claude Thornhill with Fran Warren, Tommy Tucker.

**SMALL DANCE BANDS:** Five Shades of Blue, Lenny Herman Quintette, John Kirby with Maxine Sullivan, Al Trace with Toni Arden, Red Nichols and His Five Pennies.

**SONG STYLISTS:** Eugenie Baird, Dick Brown, Alan Dale, Anita Ellis, Connie Haines, Juanita Hall, Jack Lawrence, Rose Murphy, Patti Page, Tony Russo, Johnny Thompson.

**INSTRUMENTAL NOVELTIES:** The Airline Trio, Frankie Carle (piano and rhythm), Franzella Quintette, Bertrand Hirsch (violin, organ and harp), Joe Sodja Trio, Evalyn Tynner.

**"POP" CONCERT:** The Russ Case Orchestra, D'Artega's "Cavalcade of Music" Orchestra, Jack Shaindlin's Silver Strings, Szath-Myri's Symphonic Swing.

**SALON AND STRING GROUPS:** The Ambassadors, Modes Moderne, "Dinner Music," The Sophisticates.

**LARGE VOCAL CHORUSES:** The Cote Glee Club, The Cavalcade Chorus, The Lang-Worth Choristers.

**SMALL VOCAL GROUPS:** The Gay Blades (barbershop), The 4 Knights, The Modernaires with Paula Kelly.

**SYMPHONY AND STANDARD CONCERT:** The Lang-Worth Symphony, Directors: Howard Barlow, D'Artega and Erno Rapee; The Lang-Worth Concert Orchestra.

**WESTERN:** Foy Willing and The Riders of the Purple Sage, Rosalie Allen, Elton Britt, Leon Payne, Slim Rhodes, Billy Williams, Jack Pennington.

**ORGAN UNITS:** Lew White, Milton Charles, Hugh Waddill.

**BRASS BAND:** The L-W Military Band, The L-W Collegiate Band, The All American Band.

**CHURCH MUSIC:** The L-W Choristers, Leonard Stokes (baritone), Mixed Quartette, Pipe Organ, The Chapel Choir.

**MISCELLANEOUS GROUPS:** Latin American: Chiquito, Tito Guizar, Eva Garza, Los Amigos Pan Americanos, Harry Horlick, The Padilla Sisters. Polkas: The Bee Gee Tavern Band, The Globetrotters. Hawaiian: Johnny Pineapple.

**PRODUCTION AIDS AND MOOD MUSIC:** Separate voice tracks of all leading artists, special musical themes identifying specific businesses, applause, crowd noise, football and baseball effects, etc....also, 500 musical cuts varying from interludes by harp, organ, guitar, piano and celeste to special production themes, openings, closings and background music by Jack Shaindlin's "March of Time" Orchestra.

## LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.  
*Network Calibre Programs at Local Station Cost*



# Hints on summer selling

**Hard selling, hot weather promotion, better programing are key station aids in licking that old hiatus bugaboo**

**over-all** To advertise, or not to advertise—in the summer . . . That's the question many small and large businessmen ask themselves each year about this time. In recent years an increasing number of sponsors have become convinced that the answer should be "yes."

To find out what stations do to stimulate summer selling, SPONSOR sampled broadcasters throughout the U. S. Compiled here are capsuled accounts of typical station summer selling plans.

Some stations, like KOIL, Omaha, stage special promotion drives to show sponsors the value of summer adver-

tising. Others, like WWDC, Washington, take another tack and point out that the summer requires no special sales effort because local sponsors have recognized the value of year 'round advertising.

## **KOIL, Omaha**

Early in May in Omaha, Nebraska, 300 advertisers received unsigned postcards with a message about the effectiveness of summer use of the air. That's the way KOIL kicks off its summer selling promotion this year.

Throughout Omaha signs of the

KOIL campaign are apparent. Cards on street cars and taxis (see picture) urge listeners to "take along a portable" on outdoor excursions. Window and counter displays carry the same message; so does a schedule of small newspaper ads in two Omaha newspapers.

KOIL believes in the effectiveness of summer air advertising and sells it hard. A typical sales pitch on one of its postcards goes this way: "Only 6.8 percent of the nation is on vacation at any one time during the summer. Only 4.4 percent of those on vacation are away from home. . . . Summertime is



KOIL promotes out-of-home listening with cards on street cars, taxis



This slogan is the keynote of KNX's summer selling presentation





THESE GIRLS ARE GARNERING SUMMER PUBLICITY FOR WWDC BY PARTICIPATING IN BEAUTY CONTEST STATION CONDUCTS

a good time to use the air."

A radio show called *Let's Go Places* is a key phase of the KOIL summer promotion. Aired four times weekly for 15 minutes, it rounds up information about local parks, fishing and picnic spots, beaches, and special outdoor events. Listeners are urged to take along a portable radio wherever they go, a request which has proved profitable for local radio dealers and distributors.

KOIL points out that a show like *Let's Go Places*, tailor-made for the vacationer, can help advertisers get peak summer sales results. In the words of a KOIL brochure: "Radio audiences take no summer hiatus. People buy goods and services twelve months out of the year."

In addition to its postcard barrage, KOIL will send advertisers and potential advertisers hard-hitting sales letters and pamphlets. All of its promo-

tion adds up to a challenge to advertisers, daring them to let the station prove its point about the dollars and cents value of summer radio advertising.

#### **WWDC, Washington, D. C.**

WWDC in Washington believes that "selling is selling no matter what the season."

With this healthy attitude as the key-  
(Please turn to page 61)





Robt. Q. Lewis, probable sub for Godfrey on CBS a.m. show, has same type appeal

Replacement program often res



THREE SEASONS: Groucho (CBS) is jocular quizmaster

# Radio's dog days must go

Programing in summer

needn't be a threadbare patchwork.

**over-all**

Which comes first, the chicken or the egg?

That question has a direct application to summer programing. Here the poser is what causes the summer listening decline—programs themselves or a decline in interest on the part of listeners in the summertime?

After years of behind-the-scenes debate, this summer will see the best programing efforts in radio's history.

Top radio executives are convinced that there's nothing wrong with summertime listening that good programing won't cure. They are determined

to put an end to radio's summertime dog days.

This year all networks are making an unprecedented effort to drive that point home to advertisers and agencies. NBC, CBS, ABC, Mutual, are spending more money than ever before in developing shows. Not just shows to serve as stop-gaps during the hiatus, but programs which have been weeded out, groomed, and polished by the best professionals in the business.

In a bid to clinch the deal with prospective advertisers, NBC has distributed 45 rpm recorded auditions of its summer package shows to a selected

group of some 75 advertising agencies. To make sure the executives could hear the shows, a record player accompanied the disks.

Two trends are outstanding in the hot-weather competition for new radio business, intensified with the growth of television. The most significant is a departure from the program types of previous years. The second, though not new, is block, or mood, programing.

In previous years, mystery, musical and quiz programs were generally the staple summer replacements. In 1950, the trend is towards situation comedy and dramatic programs.

Though it is still too early to make any cut-and-dried predictions, SPONSOR discussions with top network executives reveal an added trend. Film names with solid radio experience are receiving increased attention in the package shows. Typical are Clifton

Summer programing is radio's sh



"Our Miss Brooks" got start as CBS summer show





**SUMMER:** Like Marx, Willy Howard uses gag approach



**THREE SEASONS:** "Tom Mix" (Mutual) vacations



**SUMMER:** Bobby Benson ranges temporarily for M

Webb, Paul Douglas, Douglas Fairbanks, Jr. Established radio stars are being re-cast in new replacement shows, particularly at ABC.

Most active in readying new programs is NBC, with over 16 shows in various stages of preparation.

Among the situation-type programs already scheduled to appear on NBC are Clifton Webb in *Mr. Belvedere*; the Paul Douglas show; *The Trouble with the Truitts*, the adventures, mishaps and joys of a family living in a trailer; *Tugboat Annie*, a perennial favorite.

Dramatic programs include: *Out of this World*, a science-fiction series; *The Doctor*; Jack Lait's adventure series, *Confidentially Yours*; *The Texas Rangers*, a dramatization of pioneer days; and Douglas Fairbanks, Jr. in a show titled *The Silent Man*.

NBC will feature, among other popular personalities, Hedda Hopper; Joe

DiMaggio in an adult sports show; Sammy Kaye in a talent hunt stanza.

CBS, busily building package shows, early in the year put its collective programming to work. At this writing, over 150 ideas have been submitted by New York and Hollywood staffers. The network, figuring on the possible number of time slots it will have to fill this summer, has sifted them down to 10 or 12 candidates which look like winners. Tentatively set so far is *Granby's Green Acres*, a half-hour that will probably be aired from the coast once a week. Another program in the same category is the 30-minute, once-weekly *Gun Shy*, based on an idea of CBS' Jess Oppenheim. Public service programs also have a part in summer programming. One of them, *Up for Parole*, is already scheduled.

Pioneer in package replacements, CBS has a potent selling story summer showcase programs that have paid off

handsomely in the past; it hopes to up the score this year. *Arthur Godfrey's Talent Scouts*, *My Friend Irma*, and *Our Miss Brooks* were all built as summer sustainers. *Talent Scouts* started with an initial Hooperating of 7.3, came up with a score of 23.9 in February of this year for Lipton's tea and dehydrated soups. *My Friend Irma* started with a rating of 8.3, rose to 23.5 percent in January for Pepsodent. And *Our Miss Brooks*, snagging an initial rating of 6.3, more than doubled it with a 14.0 for Colgate-Palmolive-Peet.

ABC, this summer, will follow the lead of other networks in putting added emphasis on block (mood) programming. In the earlier days of broadcasting, helter-skelter replacements were the rule. This made for summer programming which might couple music

(Please turn to page 54)

**Case for new shows**



**Powell** mystery will replace Phil Harris (NBC)



**Ted Malone** slated for ABC 'human interest evening'



**Eloise McElhone** will contribute biting wit to quiz show



# KVOO

OKLAHOMA'S GREATEST  
STATION FOR 25 YEARS

## BMB SHOWS KVOO Blankets

### OKLAHOMA'S NO. 1 MARKET Plus

Adjacent Bonus Counties in Kansas,  
Missouri and Arkansas

And KVOO Blankets this rich market more intensely than does any other medium. The 1949 BMB report shows each of the 30 counties in the Tulsa Market Area of Northeast Oklahoma plus 13 counties in Kansas, Missouri and Arkansas within the KVOO 50-100% daytime area.

KVOO shows a radio family audience in the 1949 BMB report of 799,050 daytime against 683,920 in the 1946 BMB report; and a 1949 nighttime audience of 1,270,040 against 997,040 in 1946.

#### 1949 KVOO BMB DAYTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Days a Week Audience*	%
50-100%	50	384,470	231,930	60
30-49%	20	103,790	16,640	16
10-29%	76	310,790	17,330	5
	146	799,050	265,900	33

#### 1949 KVOO BMB NIGHTTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Nights a Week Audience*	%
50-100%	41	333,510	150,700	45
39-49%	38	143,960	18,100	12
10-29%	239	792,570	35,330	4
	309	1,270,040	204,130	16

\*Families among 1949 radio families listening to KVOO 6 to 7 days (or nights) a week.

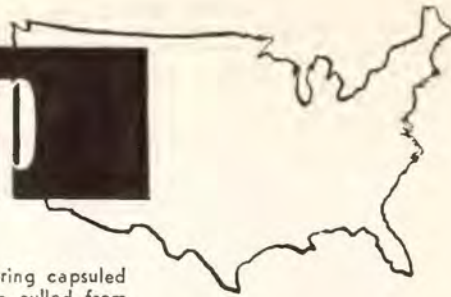
Edward Petry & Co., Inc.  
National Representatives

NBC AFFILIATE  
50,000 Watts

# KVOO

BLANKETS OKLAHOMA'S  
NO. 1 MARKET

# roundup



This is a new SPONSOR department, featuring capsuled reports of broadcast advertising significance culled from all segments of the industry. Contributions are welcomed.

## Big name testimonials help AlSCO sell storm windows

Testimonials from radio stars are helping to sell AlSCO Aluminum Convertible Storm Windows.

And spot radio is a chief medium in AlSCO's advertising efforts.

The company has obtained endorsements from Elliott Roosevelt, Tex and

ing of the radio announcements. These are invaluable in closing a sale.

In 1946, the company had a single plant in Akron, Ohio, with a market limited to about 200 miles. Today, AlSCO ships its products all over America: operates its own aluminum extrusion plant, and has contracted for other facilities to make windows, doors and new aluminum siding soon to be launched and marketed on a national scale with the help of radio.

Over 3,000 salesmen and dealers from 500 cities were introduced to the new AlSCO products when company executives recently traveled through 15 states.



Dealer displays help promot AlSCO's air work

## Tommy Rowe Billed over NAB

Jinx McCrary, Guy Lombardo, Maureen O'Sullivan, Joan Blondell, Gladys Swarthout, and Ray Milland.

One-minute spots recorded by these famous personalities help build brand consciousness. In addition, each salesman makes his home calls with a "pitch book" and a 78 rpm record-

When delegates to the NAB Convention in Chicago trooped over to the Eighth Street Theater (around the corner from the Stevens Hotel) to attend scheduled meetings, they spotted this sign on a liquor store window directly across the street.



## Briefly

WUSN, the MBS affiliate in Charleston, S. C., signed an unusual radio contract simply because their building is located above a swamp. The swamp abounds in minnows. A man, wanting access to the minnows for fishing and bait purposes, bought the "minnow rights" to the station.

Nearly every radio station has its share of fictional sleuths but WMCA, New York, has a real-honest-to-goodness pair of private eyes. Even better, they're sponsors. Walter Clancy and Mary Sullivan of the Confidential Investigation Bureau use announcements via WMCA to get clients.

Why Tommy Rowe, veteran amiable chief engineer of WLS, got top billing over the NAB is easily explained. Each Saturday night since 1932 the WLS National Barn Dance has been aired at the Eighth Street Theater, and it's likely that Rowe occasionally found his way across the street.



## WNAX bowling tournament lures 9,300 keglers

WNAX in Yankton, South Dakota, helped promote one of the biggest sporting events ever sponsored by a radio station—a bowling tournament in which 9,300 bowlers in five states competed.

The tournament promotion was built



Trophies awarded to champs in WNAX meet

around the daily sports shown of Les Davis, WNAX sports director, sponsored by WNAX and the Theo. Hamm Brewing Company.

Nine thousand three hundred bowlers were whittled down to 216 finalists

## Flying saucers are sponsored in Poughkeepsie

Flying saucers were not only seen over Poughkeepsie, New York; they were sponsored.

Enterprising radio station WEOK and the RCA Victor affiliate in that area, RTA Distributors, succeeded in linking interest in the flying saucers with a scheme to sell RCA 45 rpm records and phonographs.

At about 9 o'clock one morning this spring, 1,000 flying saucers (actually cardboard serving plates bearing the inscription, "Greetings from Mars") were dumped from an airplane flying over the downtown business district.

WEOK was immediately flooded with inquiries. No one had or would give the answer.

At three p.m. the same day, two planes loaded with 4,000 more flying saucers flew over the city and dumped plates bearing this inscription, "RCA Victory 45 rpm—Out of this world to you."

Each disc had one of WEOK's call

who competed in handicap singles, doubles, team and scratch single categories with prizes totalling some \$23,000 in cash and merchandise.

WNAX broadcast a roundup of the tournament finals and the presentation ceremonies on 16 April with Les Davis handling the emcee chores.

## Commercial station in a trailer

Radios in automobiles are commonplace; mobile radio transmitters are accepted, too. But a complete commercial radio station on wheels—that's something else again.

Owned by the Granite State Broadcasting Company, WTSA, Brattleboro, Vt., is housed in a station trailer unit 30 feet long containing turntables, a large record and transcription library, business office, and every facility essential for a complete commercial broadcasting setup.

Prior to its opening day, the WTSA trailer made a promotion tour of Keene, Brattleboro, and surrounding communities equipped with a public address system to promote the opening.

In a few months, WTSA will have its own modern studios but, for the time being, it remains the only commercial radio station in danger of getting a flat tire or a ticket for parking.

WTSA goes on air from their studio on wheels



letters. Later the station announced that the first person to bring in a set of saucers spelling out the call letters would win an RCA Victor radio-phonograph with "45."

The immediate result was an appreciable upswing in the sales of "45" records and instruments in the Poughkeepsie area.

# k-nuz SUCCESS STORY! NO. 4



Mr. Fred G. Forshag

"AN 85% INCREASE IN BUSINESS SINCE WE STARTED USING KNUZ RADIO TIME."—that is Mr. Fred G. Forshag talking—manager of the RICE BROKERAGE COMPANY, Hermann Building, Houston, Texas. Mr. Forshag continues: "Our organization specializes in short-term personal loans. For our purpose, we have found KNUZ Want Ads just the thing. We started these ads in September 1948, and have stuck by them religiously ever since, for they have brought regular results. But in September 1949, we signed a contract for two additional spot announcements nightly on the disc-jockey show "Beehive", from 10:30 to 12 midnight. As a result of this show, our business surged 85% over a two month period! Our success was vastly greater than anticipated, and we are determined to increase our KNUZ time in the future."

(Upon request, KNUZ will be happy to furnish complete story of the success of the RICE BROKERAGE COMPANY, or you can contact Mr. Fred G. Forshag at his office in the Hermann Building, Houston, Texas. Telephone: AT-wood 5716.)

Before you buy the Houston market check the top Hooper-ated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE  
FORJOE: NAT. REP.  
DAVE MORRIS, MGR.  
CE-8801

# k-nuz

(KAY-NEWS)

9th Floor Scanlon Bldg.

## HOUSTON, TEXAS





## Mr. Sponsor asks...

**Why should sponsors stay on the air in summertime?**

**John V. Sandberg** | Vice president in charge of advertising  
Pepsodent Division, Lever Brothers, New York

### The picked panel answers Mr. Sandberg



Mr. Shine

The problem about summertime ratings and sets in use has some of the characteristics of the "what existed first, the chicken or the egg" question. Are summertime listening figures low because the high rated shows are off the air or are high rated shows off the air because listenership is below the winter highs?

An examination of available data indicates that there is no sharply defined break-off point between the winter high and the summer low. Rather, there is a steady and uniform increase from July to January. The graphs for sets in use and hours of listening per day are almost parallel lines.

The aggregate of the high rated shows do not maintain the January high through the other winter months of December, February, and March.

Some Nielsen homes might register no radio usage during the summer months while the family is at the shore or in the mountains, but the family might be listening to a portable set in the cottage. Hooper telephone methods don't measure listening to the auto radio while the family is out for a drive. And, Pulse interviewers do not check the beaches or other areas where

there is a large amount of outdoor radio listening.

Therefore, the actual level of summer listening might be underestimated somewhat in all of the available data but this fact does not explain the downward trend that began in February.

Other media have a somewhat similar pattern. Magazine circulations are not uniform for every month of the year. Most publications have their low point in May and their high point in the late fall or early winter.

Possibly there are population characteristics and habits that are so ingrained that even radio cannot change them quickly. And, if this is true, there is nothing wrong with summertime radio. The problem is with summertime people. Let the psychologists and psychiatrists take over from here.

**WILLIAM J. SHINE**  
Director of Research  
Pedlar & Ryan  
New York



Mr. Henrikson

Apparently many sponsors are convinced that it does not pay to stay on the air in the summertime. It would be interesting to know how many advertisers are taking for granted that summertime radio doesn't pay because some leaders discontinue temporarily, or substitute less costly franchise-holding programs.

It cannot be assumed that networks, stations, and, perhaps, agencies do not let sponsors drop without putting forth strong arguments on the advantages of summertime radio. Could it be that

they lost out because they depended too much on the general considerations that apply to any advertiser rather than on new ideas specifically related to a particular sponsor's product?

In brief the general considerations usually presented to the sponsor are these:

1. Protection of a desirable "spot" position or program hour.
2. Lower costs, either on a 52-week discount basis or some other deal.
3. Increase in summer listening brought about by tremendous increase in number of portable and automobile radios.
4. Value in continuity of impact.
5. Advantages over competitors who have dropped summer radio.
6. The extra "sell" in approaching distributors and dealers.

All of these reasons are important. However, almost every product has some particular attributes that can be exploited in the summertime. If the use of the product is highly seasonal, a well-adapted summer program might serve to shorten or level off the summer slump. For example, even a product as seasonal as household fuel oil might well be promoted in the off season. Appeals to the consumer might conceivably be lower summer-month prices, prevention of damage to partly filled tanks through moisture condensation, and the danger of gumming up fuel lines and burners by sedimentation.

The program might be sold to the sponsor on the basis that competition for new customers would be less intense and many of the new customers would continue with the company on contract through the year. Also "filling up" old



customers in the summer would make them less likely to switch to other companies when the early fall competitive selling pressure starts. Then, too, there is much less wear and tear on trucks during good weather.

This is only an example of applying specific reasons rather than depending entirely on the more general considerations for staying on the air in the summertime.

CARL H. HENRIKSON, JR.  
*Director of Research*  
*J. M. Mathes*  
*New York*



Mr. Foreman

Assuming a sponsor has a product that can be sold in the summer, I feel it is very important to maintain continuity of advertising. The listening public is a fickle entity at best and once a week (or even

five times) can hardly be called tremendous frequency in which to create a niche in the public mind and maintain it.

There are other considerations, too. Generally speaking, the only way an advertiser can maintain a good time slot on radio stations is by continuing through the summer. And, of course, it's not advisable to relinquish a good spot and risk going back in the fall to a poorer one. There are many ways a smart advertiser can compensate for reduced audiences in the summer months. He can replace a high cost show with a cheaper one. He can use no-name talent in place of stars. He can substitute a zither for his orchestra.

Remember, too, that although ratings show a greatly reduced audience available in the summer time, they do not give an entirely true picture of listening at that time since there is also a big—but unregistered—increase in out-of-the-home and car listening. Also, a show which continues right through usually has a lot softer competition during the summer months and can therefore get a sizeable piece of the audience available.

BOB FOREMAN  
*Vice president*  
*BBD&O*  
*New York*

# A SWEEPING CORRECTION OF OUR COVERAGE OF OUR RATES

## WHEN BMB made survey Number One.....

KSJB was operating with 250 Watts Daytime—100 Watts Nighttime.

## WHEN BMB made survey Number Two.....

KSJB was operating with 5000 Watts Full-time and had been operating with increased power for only 11 months.

## OUR AUDIENCE IS MUCH GREATER THAN EXPECTED (survey No. 2)

**We believe in BMB**

**We bow to BMB**

**We are making corrections**

**You should know all the details.**

**Ask our representative or write us direct  
for full details.**

Fargo, North Dakota  
600 KC

**KSJB**  
**CBS**

Jamestown, North Dakota  
5,000 Watts, unlimited

**JAMESTOWN BROADCASTING COMPANY**  
**JAMESTOWN, NORTH DAKOTA**

**NATIONAL REPRESENTATIVE — GEORGE P. HOLLINGBERY COMPANY**



## SUPERMARKET

SPONSOR: Bonnie Bee AGENCY: Direct  
CAPSULE CASE HISTORY: *A special Armour promotion including a beauty queen demonstrator (Miss Wisconsin Cheese) had previously been staged with little or no radio. Bonnie Bee Supermarket decided to use radio as a principal promotion with other media supplementary. In one day, sales of Miss Wisconsin Cheese totalled 1,120 pounds, exceeding by almost 200 pounds the previous national record set in a store far larger than Bonnie Bee. Armour was so impressed, they've bought a regular schedule of three programs weekly.*

WBEL, Beloit, Wisconsin PROGRAM: Announcements

# RADIO RESULTS

## THEATRE

SPONSOR: Theatre Guild AGENCY: Blaine Thompson  
CAPSULE CASE HISTORY: *The program featured interviews with Theatre Guild stars and also offered listeners a special service. Tickets to any of four Theatre Guild hits could be purchased via phone, eliminating the filling in of mail order blanks or standing in line at the box office. The response was excellent. During the first ten days of the program, \$4,719.80 was taken in—many of the calls coming long distance. The Theatre Guild now runs three quarter-hour programs a day.*

WMCA, New York PROGRAM: Radio Box Office

## TOBACCONIST

SPONSOR: Wally Frank AGENCY: Huber Hoge  
CAPSULE CASE HISTORY: *The company offered a package of six imported pipes worth \$22 for only \$3.95 plus mailing charges. The offer was made on eight 15-minute newscasts and the pipes were sent C.O.D. The offers on these eight newscasts drew 5,899 phone and mail orders producing a total of \$23,301 in sales. And this at a cost of \$3,368 for the entire campaign including radio, telephone service, clerical expenses, etc.*

WOR, New York PROGRAM: News

## DEPARTMENT STORE

SPONSOR: Daly's AGENCY: Direct  
CAPSULE CASE HISTORY: *Rain, snow and near flood conditions in January brought almost all retail business in Eureka, California, to a standstill. Daly's decided on an experiment. For two days, saturation coverage—30 announcements per day—was purchased. Cost of campaign was approximately \$120. The result was the biggest January day in the history of the store, and a Saturday that equalled the Saturday before Christmas. Equal newspaper coverage, says the store manager, would have cost \$600 at local rates.*

KIUM, Eureka, California PROGRAM: Announcements

## HOME INSULATION

SPONSOR: The Yancey Co. AGENCY: Direct  
CAPSULE CASE HISTORY: *This company sells home insulation and roofing and began to use a participating spot on The Emerson Smith Show. The sponsor wanted to talk to the housewife about insulation instead of concentrating on the male audience, even though the average job runs as high as \$120. Within a month, one salesman reported three home insulation sales. In addition, when salesmen call they're greeted with: "Oh, yes—yours is the firm that advertises on the radio."*

KDYL, Salt Lake City PROGRAM: Participation

## FARM CATALOGUE

SPONSOR: Montgomery Ward AGENCY: Direct  
CAPSULE CASE HISTORY: *Montgomery Ward decided to use a single announcement on Grady Cole Time to introduce their farm catalogue. This was after results with other media had proven unsuccessful. Grady Cole made the free offer. In the first three days, 1,417 requests were received. That wasn't the end of it. From this one announcement, mail continued to arrive for the next six weeks. And, at the end of this period, Montgomery Ward had distributed 3,729 catalogues.*

WBT, Charlotte, N. C. PROGRAM: Announcement

## PICTURE SHOP

SPONSOR: Pearl Davey AGENCY: Direct  
CAPSULE CASE HISTORY: *This sponsor owns a small picture shop in a suburban shopping district. After a store fire, Miss Davey remodeled the place and featured a group of religious pictures for sale. In spite of a driving rain, \$700 in pictures were sold—all creditable to that single announcement. As a sideline, she sells and repairs lamps. Two announcements featuring these lamps again resulted in \$700 in lamp business alone.*

KOHL, Omaha PROGRAM: Announcement





CHECKING IN — CALIFORNIA CHECKING STATION

Photo by Auto Club of So. Calif.

# “Go West . . . 300,000 do annually”

**but ad dollars don't follow; PRN suggests solution**

**PRN** One hundred years have passed since Horace Greeley gave his sage advice for young men to “Go West”, but a 10 year average shows that over 300,000 people per year are still following it. And if he were alive today he would be giving the same advice to advertisers, whose expenditures for radio advertising in the Far West apparently have not kept pace with the growing market.

The tremendous growth of the Far West, and particularly California, can be illustrated this way: California's new residents since 1940 could comprise a state topping the entire population of 33 other states. Latest estimates of total population, soon to be proved by the 1950 Census, show California neck-and-neck with Pennsylvania for second place in the nation.

Even more important to the advertiser than population is buying power, and in these terms California earns its nickname of the “Golden State.” Cali-

fornia is a strong second in retail sales, running less than two billion dollars per year behind New York and nearly three billion ahead of the state in show position, Pennsylvania.

But what about advertising expenditures? How closely do they correspond with market potentials? In terms of advertising revenue attracted by radio stations, California ranks a poor fourth, behind New York, Ohio, and Texas. Most startling comparison is with Texas, which edged California by nearly a million dollars per year in radio time, while boasting only 53 per cent as much in retail sales volume!

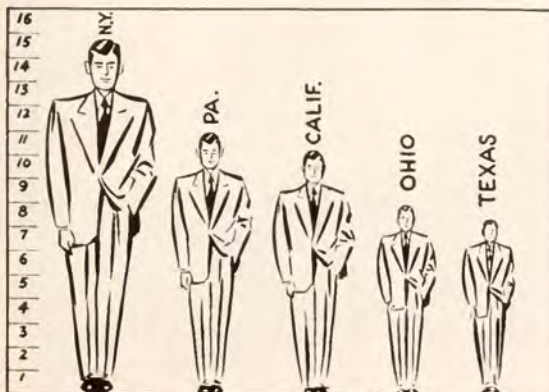
Texas has more stations than any other state (California is second), but it is safe to guess that one of the reasons stations of the Lone Star State have captured such a sizeable chunk of advertisers' budgets is that they have made their time easy to buy and effective to use through independent statewide networks. This is some of the

reasoning applied by the people who have just completed the organization of the Pacific Regional Network, and whose goal it is to attract more national advertising dollars to California and the Far West.

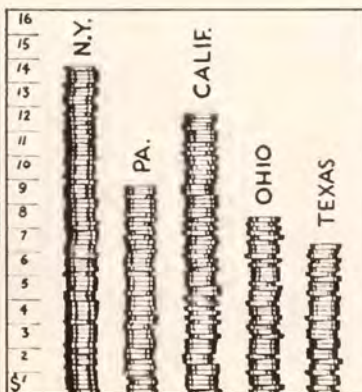
PRN is a web of 43 stations—43 AM and five FM stations, the latter linking the standard broadcast affiliates and providing bonus coverage to the FM home audience. The number equals the California stations of the four major networks combined. Advantages claimed by PRN over existing networks include more intensive coverage, greater impact through use of local where-to-buy-it cut-ins, elimination of line costs, and greater flexibility, since free selection of stations will be permitted. Advantages listed over spot radio include a saving of 20 per cent of time costs through purchase of any group; a single easy-to-control and easy-to-promote program; and convenience through a single purchase and billing.

Headquarters of the new regional net are at 6540 Sunset Boulevard, on Hollywood's radio row. Heads of the web combine local station and network experience of fourteen years and up. Cliff Gill, general manager, has been in California radio and advertising fields since 1936 principally on a local station level and has been the manager of KFMV in Hollywood for three years. Ted MacMurray, sales manager, has had many years' experience with ABC, CBS, and NBC in New York, Chicago and Los Angeles. Dan Russell, program director, was with the same three nets in New York and Los Angeles.

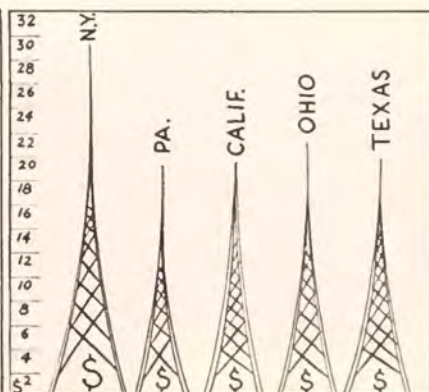
Pacific Regional Network is considered by many the most important development on the California AM radio scene in years. It promises to make a strong bid for national and regional advertising to bring expenditures for radio time in California up to a level more consistent with its market potentials.



POPULATION IN MILLIONS



RETAIL SALES IN BILLIONS



RADIO TIME IN MILLIONS



**INDIANA'S  
FIRST AND ONLY  
50,000  
WATT STATION**

Now the powerful voice of WIBC, Indianapolis, gives you *all of Indiana* in one profitable package—plus important out-of-state audience coverage as an added bonus! WIBC *alone* provides you with this comprehensive blanket coverage of the Hoosier State, with its rich urban and rural markets—and at the lowest rates of any 50,000 watt station in the Midwest. Ask your John Blair man about the valuable time and talent available to you with Hoosierland's *first and only* 50,000 watt station—WIBC!

John Blair & Company,  
National Representatives

**WIBC 1070  
KC  
BASIC MUTUAL**

The Friendly Voice of Indiana

**HOW GRAPETTE GREW**

(Continued from page 29)

was struck by the fact that for some years the sales of his grape extracts had run far ahead of the rest of Fooks Famous Flavors. A little probing led to another discovery: there were very few other palatable grape drinks on the market. Fooks had a good grape flavor, and therefore it was in great demand.

Never one to rest on his laurels, Fooks thought he could do even better. Himself a "practical chemist," Fooks initiated a series of "thousands" of experiments aimed at synthesizing the grape drink supreme. The goal, as one of the firm's promotional brochures says with simple candor, was a carbonated beverage "that really tastes like a grape."

In May, 1940, a formula was developed which met Fooks perfectionist standards, and the drink now known as Grapette was presented to a waiting and parched world. (Fooks bought the trade name "Grapette" from one Nat Goldberg, a Chicago wine importer who had registered it some years earlier.)

Grapette, the drink "that really tastes like a grape," was an immediate front-runner in soft-drink circles, and in no time at all the tail was wagging the dog. The Grapette Co. was formed in 1941 as a subsidiary of the B. T. Fooks Mfg. Co. (The latter firm was dissolved in April, 1946, leaving the Grapette Co. as a separate entity. The present firm is a closed corporation controlled by the Fooks family.)

Within a year the drink was being distributed in 24 states. Instead of selling the franchise to local bottlers, the Grapette Co. gives it to them outright, but maintains an important voice in management of the local enterprise. This applies particularly to advertising and promotion of Grapette. The local bottler is free to submit advertising and promotion schemes to the company, subject to the latter's approval.

The Grapette Company in turn drafts a separate advertising plan for each individual bottler—specifying how much radio he may use, which stations, and what other forms of advertising. A total of 319 bottlers have been franchised to date by Grapette, 202 of them in the last three years.

When the war began, Fooks stopped manufacturing his Famous Flavors and concentrated solely on Grapette. An

export company was organized in 1944 to direct Grapette sales abroad. Grapette plants are now operating in Guatemala, San Salvador, Aruba, Puerto Rico, Mexico, Venezuela, and Brazil. The drink has been registered in 46 other foreign territories, including Trinidad and the Leeward Islands. The export division also has plans for development of Far Eastern markets.

To return to radio: Grapette was among the earlier advertisers to use the transcribed jingle. The company's first singing commercial was aptly set to the tune of "Arkansas Traveller." It went thisaway:

"Beggin' your pardon, but have you met

That big, little bottle by the name of Grapette?

It's a nickel a bottle that chills in a minute,

It's a big, little bottle with taste thrills in it."

The "Arkansas Traveller" covered a lot of territory for Grapette—the transcribed jingle was sent to the entire list of more than 200 stations. During 1942 the Grapette Company set the same words to about 40 tunes in the public domain, and had the jingles

**ask**

**JOHN BLAIR & Co.**

**about the**

**HAVENS & MARTIN**

**STATIONS**

**IN**

**RICHMOND**

**WMBG—AM**

**WCOD—FM**

**WTVR—TV**

**First Stations of Virginia**



transcribed for broadcast.

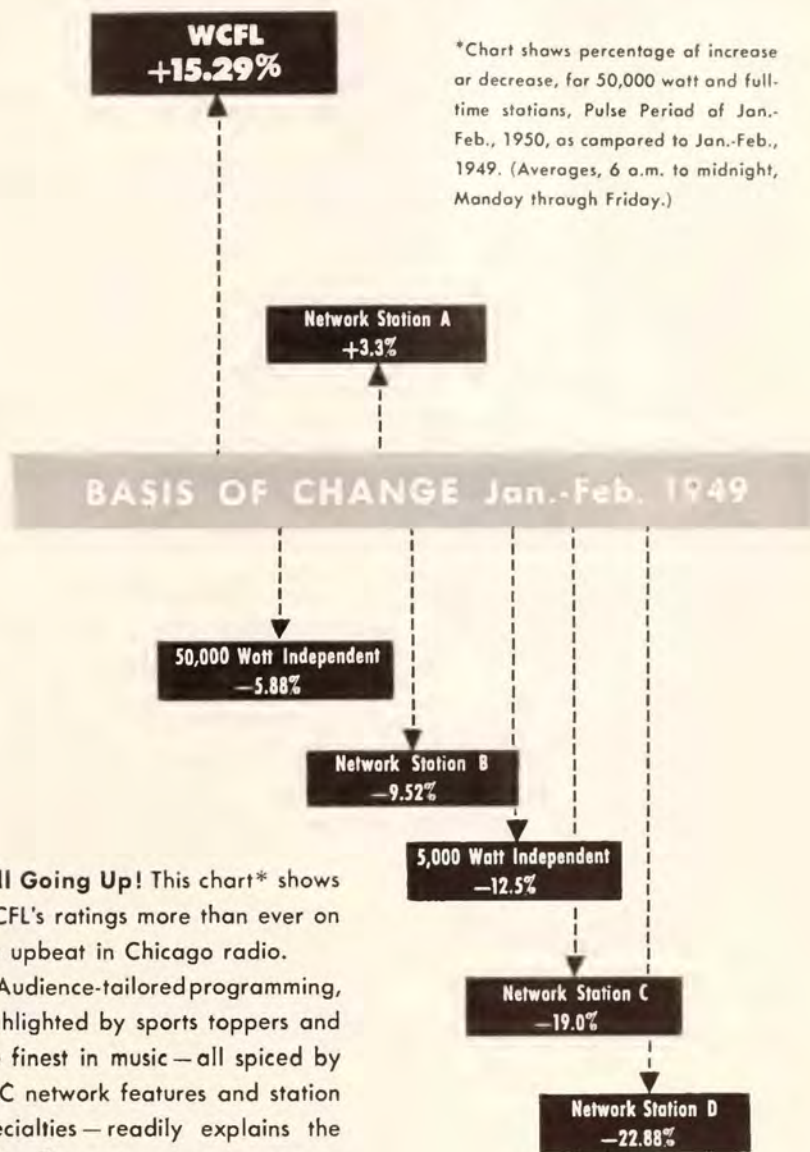
Grapette is "sold" on radio essentially because they have found it incomparable in getting their sales message across quickly and inexpensively, "with good impact and memory value." The company feels that its radio effort ties in ideally with the Grapette outdoor posters and billboards and point-of-sale material. The Grapette name and slogan, "Thirsty or Not Enjoy Grapette," are also kept before the public in point-of-purchase material, painted wall signs, newspapers, street car cards, theatre advertising, and national magazines. This spring and summer, for example, the firm will place six to 13 black-and-white half pages in *Life*.

The illustrative billboard material is neatly cued in with the air copy for the corresponding month. Thus the Grapette billboard for May has a fishing format—rod-and-reel and battered hat—while the radio commercials for this month suggests Grapette as the ideal companion for an afternoon of fly casting. The September pitch is back-to-school, and so on.

Grapette overlooks no bets for indirect advertising and building up

# WCFL's PULSE

*is beating faster  
... and faster!*



\*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

**Still Going Up!** This chart\* shows WCFL's ratings more than ever on the upbeat in Chicago radio.

Audience-tailored programming, highlighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

**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

**BMI**

**SIMPLE ARITHMETIC  
IN  
MUSIC LICENSING**

<b>BMI LICENSEES</b>	
Networks .....	22
AM .....	2,089
FM .....	394
TV .....	94
Short-Wave .....	4
Canada .....	150

**TOTAL BMI  
LICENSEES . . . 2,753\***

You are assured of complete coverage when you program BMI-licensed music  
\*As of April 27, 1950

**BROADCAST MUSIC, INC.**  
580 FIFTH AVE., NEW YORK 19  
NEW YORK • CHICAGO • HOLLYWOOD



3 MINUTES  
on the house



ASK HER ABOUT KITE!

No kidding! Just send her name, number, and the charges to Jock Koste at Indie Soles (or to KITE). We'll pay for the first 3 minutes from any recognized time buyer!

Here's real proof of preference by the gals who spend 85% of every retail dollar . . . and backed by Hoopers that deliver more listeners per dollar . . . every time!

Get the up-to-date Son Antonio story first-hand, and for free, by picking up your telephone!

"the wife's favorite station"

1000 WATTS  
930 on ANY dial  
SAN ANTONIO



Represented by  
**INDEPENDENT METROPOLITAN SALES**  
New York Chicago

**WINSTON-SALEM, N.C.**

Is the Leading  
Industrial City  
in the South

National Rep: The Walker Co.

**WAIR**  
WINSTON-SALEM  
NORTH CAROLINA

goodwill. Phil Huckabee, "The Grapette Magician," is made available without charge by the company for appearances at schools, churches, civic clubs and other gatherings, "in the interest of American youth." Bookings are made through local Grapette bottlers.

The parent firm pounds home the value of its advertising effort in frequent promotional broadsides to its bottlers. Here is a quote from a recent Grapette communique:

"The most powerful Grapette story ever told will penetrate America from coast to coast and Gulf to Great Lakes in 1950. On the highways and airwaves and in the newspapers, magazines and trade papers of the nation . . . millions will see and hear an avalanche of Grapette advertising.

"The pattern of this great consumer program will be governed generally by Grapette distribution, and more specifically by the earned appropriation for your territory, based on your unit purchases and the status of your advertising account. . . . Grapette advertising will be continuously and vigorously merchandised to Grapette dealers and others. . . . This, for 1950, is an advertising program planned to boost business for every Grapette bottler in America."

There will probably be food for thought for the Grapette Co. in some figures on soft drink flavor preferences made public a few weeks ago at the annual convention of the New York State Bottlers of Carbonated Beverages, held in Buffalo. According to findings of the Industrial Surveys Company's consumer panel, cola drinks account for 58 percent of national soft drink home sales, ginger ale for 10 percent, root beer and lemon-and-lime, 7 percent each, orange 6 percent, and grape—only 2 percent.

B. T. Fooks is not a man to take this lying down, despite the fact that Grapette sales already exceed those of "all other similar franchise grape drinks combined." Obviously, having a good bite of a 2 percent national sales pie is not likely to stifle ambition. Keenly research-minded, Fooks has commissioned the Eugene Research Co. of New York to analyze the Grapette consumer picture with a view to finding a basis for new merchandising attacks.

The firm's consumer advertising is placed through Bryan & Bryan Advertising, of Shreveport, La., one of the

oldest agencies in the Southwest. Close contact is maintained by the two organizations. At each annual meeting of the Grapette bottlers, advertising and sales plans for the coming year are chewed over in open discussion.

The Grapette Company is justly proud of its claim that "no other company and its bottlers in the history of the carbonated beverage business have made so much progress in such a short time." Both B. T. Fooks and A. Roy Allen, Grapette's advertising manager, are quick to admit that this sweet-sounding statement might not have been possible without the help of radio. ★ ★ ★

**WCCO**

(Continued from page 35)

retail sales. And over 300,000 farm families located within WCCO's 50-100 percent BMB intense listening area harvest an \$800,000,000 crop during the summer months. In June, July and August, retail sales in the WCCO area are in full bloom—\$686,000,000."

The station shrewdly highlights the vacation angle, thus: "Two million Northwest vacationists add more than \$200,000,000 in 'good time money' to the regular spending of year 'round residents. Here's the tip-off. Last year 862,000 fishing licenses were issued in Minnesota. And in Wisconsin, fishing license sales were 1,022,000. The vacation business is big business in WCCO territory. And WCCO advertisers make the most of it."

The station points out to potential advertisers that many of those enjoying outdoor sports add to their daily listening by bringing portable radios along. WCCO encourages out-of-home listening with air announcements spotted periodically through the summer months. (Other stations, among them WNEW, New York, use similar plugs for outdoor listening.)

WCCO's 1950 summer campaign will be launched nationally with a series of 12 full-page ads in five leading

**\$150. FOR 1 MINUTE  
TV FILM COMMERCIAL**

**TV ADVERTISING  
FILM FOR LOW  
BUDGET ACCOUNTS**

**FILMACK**  
1339 S. Wabash Ave., Chicago 5, Ill.



*Looking for the biggest?*

**WCBS'**

**"Missus" is**

**New York's biggest**

**daytime**

**program**

**buy**



Number One on the Pulse parade is *The Missus Goes A-Shopping*. It leads all local programs (except news) 8 AM - 6 PM on New York's four major stations.\* And no wonder. John Reed King's laughs with the gals are contagious even over the air.

You *may* be able to buy *The Missus* if you act fast. Get in touch with WCBS or Radio Sales today.

\*Pulse of N.Y., March 1950, Mon-Fri average 1/4-hr. ratings.

**Represented by Radio Sales**



trade magazines. Each of the ads will be reprinted for mailing to a list of more than 2,000 radio directors and timebuyers in the advertiser and agency field, on both a national and local level.

Tie-in campaigns have been set up with resort associations in Minnesota and Wisconsin, and with the Automobile Club of Minneapolis. The resort operators will display WCCO audience promotion pieces to stimulate summer listening. The Automobile Club will launch a direct mail campaign of its

own linked with WCCO's summer promotion.

The station's sales promotion department has prepared an imaginative assortment of gadgets it will send potential advertisers to dramatize the summer campaign. First of these is an outside thermometer bearing the flat assertion, "Our Weather is Wonderful." The department also has prepared a special list of program availabilities designed for summer selling.

WCCO has scheduled an extensive newspaper campaign to promote peak

listening to its summer programs. A total of \$25,000 has been earmarked for ads in six daily and Sunday papers in St. Paul and Minneapolis.

The fact that WCCO is a CBS owned-and-operated station has been turned to advantage to lend network-talent glamor to the station's summer campaigns. Elaborate productions have been built around the visits to Minneapolis of such stars as Arthur Godfrey and Bob Hope. In addition to innumerable in-person appearances at parades and other outdoor events under the WCCO aegis, the visiting stars have joined with local talent in broadcasts designed to hypo summer listening locally.

WCCO cites an impressive list of year 'round advertisers to prove its contention that "hiatus" is a weasel word. Here is a cross-section of that list:

Phillips Petroleum Co. launched its *Talent Parade* with Cedric Adams on WCCO in mid-summer, 1948. During that first year, according to the station, "the sales increase in the Northwest division of this company was 100 percent greater than the territory average for competing companies. What's

# Spring Comes Earlier And Sales Seem Easier in Memphis

Spring Tonic for Results

## WHHM

Where your spots are **Spotlighted**

*More Listeners Per Dollar in Memphis*

## WHHM

*Independent But Not Aloof*

MEMPHIS, TENNESSEE

Patt McDonald, manager



Representative: Independent Metropolitan Sales



Over 230,000 Population  
Largest population market in Illinois and Iowa, outside Chicago.  
Family income tops \$5,650 per year.  
Farm machinery manufacturing center of the nation.





more, 54 new dealers were added to this division's sales organization."

Peter Paul, sponsoring two news programs alternately six days a week last summer, drew 24,586 contest entries—each with a candy wrapper—during May and June. Peter Paul has sponsored morning news on WCCO the year 'round for the last eight years.

Northrup King & Co., feed and seed firm, is in its 12th year of sponsorship of *Morning News Roundup*, a Monday-Saturday show.

The Dayton Co., a leading department store now in its 16th year on WCCO, sponsors a full-hour program six mornings a week.

Minneapolis Brewing Co. in January began its eighth year as sponsor of *Friendly Time*, a half-hour show aired six nights a week.

General Mills, for four years a morning news sponsor three days a week, recently expanded its sponsorship to six mornings weekly.

Butter-Nut Coffee airs a 15-minute *Man on the Street* broadcast Monday through Friday, summer, winter, spring and fall. Butter-Nut is completing its third year of sponsorship.

Oelwein Chemical Co. is a farm ad-

vertiser who uses radio around the calendar. In May, Oelwein starts its fourth year as sponsor of the morning *Farm Service Review* on WCCO Tuesday and Thursday.

Doeskin Products and Kerr Glass are among the regular participating sponsors, month in and month out, of *Housewives Protective League* and its early-morning edition, *Sunrise Salute*. Kerr Glass offered a canning booklet on *HPL* and got 11,693 requests.

There is mounting evidence that WCCO's voice crying in the wilder-

ness, or, rather, desert, of summer selling is not going unheard. The initial campaign in 1948 was widely applauded in the trade press and won a promotion Award of Merit for WCCO from City College of New York. The BAB's Maurice Mitchell, no mean pitchman himself, has called WCCO's summer effort "... One of the smartest promotion campaigns I have ever seen launched by any radio station."

WCCO is proving beyond a quibble that there's nothing incompatible about

## SELL THE COTTON BELT

WITH THE "COTTON BELT GROUP"

Over 1,250,000 people in the primary area at less cost!



COTTON • OIL • LUMBER  
AGRICULTURE

"The South's Billion \$ Market"

Write—Wire—Phone  
Cotton Belt Group  
c/o KTFB  
Texarkana, Tex.-Ark.

ARE  
YOUR  
RATINGS  
DOWN ?



Then you, too, should grant big summer discounts. Certain stations granting summer discounts probably should make it a year-round habit because in most cases, their winter ratings are below the national ratings.

WCPO-TV holds the leading position in viewer popularity in the Cincinnati market—according to every recognized survey.

No—WCPO-TV has not nor will not grant summer discounts. Our leading position, plus the higher average in summer than winter of sets in use, hasn't put us in the position of the young man above.



# WCPO-TV

WCPO-TV  
Channel 7  
Affiliated with the  
Cinti. Post  
Represented by the BRANHAM CO.

## CINCINNATI, OHIO

WEWS, Cleveland  
is another  
Scripps-Howard  
TV Station—1st  
in the market.



# Radio Market Data

## for Oakland, California

### 1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

### 2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1 1/2 billion for general merchandise, 1 1/4 of a billion for radios, TV and furniture.

### 3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

### 4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

### 5. What about KLX results... and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

# KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by  
BURN-SMITH CO., INC.

summertime and profits. While feathering its own nest—and those of its advertisers—with greenbacks, the station has provided for the industry at large a glittering example of how initiative and imagination can combine to shatter a time-honored but empty axiom. ★ ★ ★

## SUMMER PROGRAMING

(Continued from page 41)

with murder, heartbalm with horticulture. But in the past several years, major networks have been making an increasing effort to sustain the listener's mood with progress grouped by type. ABC considers this kind of program arrangement its ace in the hole to catch its fair share of summer business, hold its listeners, and give fall advertisers a tailor-made audience for programs showcased in '50.

As a top ABC programming executive told SPONSOR, "We're not just filling up holes in our schedules; we're doing everything we can to keep the program pattern. People are creatures of habit. When listeners settle down to a mystery program, they want a whole evening of whodunits. They want drama followed by more of the same. That goes all the way down the line.

"We at ABC are doing everything we can to keep as many regular shows on the air as possible, even if only on a sustaining basis. For our regular shows are presented in logical fine patterns. Where regular shows can't be kept intact, because the talent wants a hiatus of its own, similar fare will be substituted. Where the replacement decision is out of our hands, because an advertiser and agency are set on a certain program, similar programming will be built around the replacement to create the proper mood sequence."

At this writing, ABC has made good progress towards fulfilling its goal. The traditional 5-6 p.m. kid show periods have been set up with the addition (all effective in early June) of *Challenge of the Yukon*, *Fun House*, *Superman*, and the *Green Hornet* to the ABC Monday through Friday schedule. *Sky King* will continue to be aired Tuesday and Thursday, 5:30-6 p.m.

This summer, Mutual has inaugurated a complete new departure in programming. The regular entertainment programs (Mutual will retain about 90 percent of its sponsors and programs)

will be fed to one network; baseball (*The Game of the Day*) to another. The smaller stations, numbering 370, will get the ball games. (The baseball net is outside the so-called "restricted" area, since major league games cannot be carried on an overall network basis, being sold to independent stations.) The regular programs will be fed to 150 stations.

Mutual, as are all networks, is keeping its mood programming as intact as possible. Monday and Tuesday, mystery drama nights have already been resolved by simple shifting, and one replacement. Tuesday will continue its regular schedule. On Monday, *Bobby Benson*, with its kid-adult appeal of a combination of Western melodrama and mystery remains at 8 p.m. The *Affairs of Peter Salem*, formerly heard in the 8:30 p.m. time slot, has been vacated in favor of *Crime Fighter*, a familiar MBS mystery, which moves up an hour. *Murder by Experts* retains its usual 9 p.m. spot. To fill the vacancy left by the shift of *Crime Fighter*, Mutual is introducing a new Lou Cowan show, *Murder at Midnight*, 9.30 to 10 p.m.

There are two schools of thought on



"A. C. 'Moohah' Williams, one more of dozens of good reasons why WDIA's exclusive, specialized Negro programming\* is, to quote a well-known major agency timebuyer, "recommended by our client's Memphis sales manager more highly than I have ever heard any radio station recommended."

There's an amazing story behind the contracts and renewals of such accounts as Keyko Margarine, Griffin Shoe Polish and Kool Cigarettes on WDIA.

\*51.4% of daytime quarter hours WDIA ranked first or second among six stations, per Hooper Report #23, Oct. 1949-Feb. 1950.  
WDIA, Memphis, Tennessee, Bert Ferguson, Mgr., Harold Walker, Com'l Mgr., John E. Pearson, Rep."



# WOW

HAS 100,000 MORE LISTENING FAMILIES EVERY DAY AND EVERY NIGHT THAN THE SECOND STATION IN

*"...This Richest Part of God's Great Big Green World...!"*



BMB NO. 2. SPRING, 1949

**T**HE new Broadcast Measurement Bureau Survey proves that WOW audience has grown steadily with the rich area it serves.

WOW's audience is up about 9% since 1946, this despite 130 NEW stations in WOW-Land states in that three years.

The new BMB study gives the FIRST and ONLY direct competitive comparisons of the complete audiences of WOW-Land stations.

If you haven't a copy already, write today for the complete new BMB Survey, with maps, and supporting data.

**RADIO STATION**  
**WOW** INC.  
**OMAHA, NEBRASKA**  
**590 KC • NBC • 5000 WATTS**  
*Owner and Operator of*  
**WOW-TV Channel Six**  
**KODY AT NORTH PLATTE**

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.  
 JOHN BLAIR & CO., REPRESENTATIVES

**LESS THAN 20% OF THE WOW AUDIENCE IS RATED BY THE OMAHA CITY HOOPER RATINGS**

8 MAY 1950



the importance of maintaining program patterns through the year. The majority of network and station executives contacted by SPONSOR said they were all for it. Advertisers' opinions stacked up pretty much half and half. Those for it feel that keeping programs in similar grooves keeps listeners in a friendly frame of mind until the major program returns in the fall. Those opposed feel that their stars' heavily bankrolled winter show may well take a rating beating when it returns to the air, because the substitute has success-

fully filled the gap for the advertiser's painstakingly built audience. The anticipation of the return, they maintain, is sharpened when the audiences' filler fare is satisfying, but not competitive.

This "counterpointing" of programs has long been practiced by such top shows as Jack Benny and Fibber McGee & Molly. Indications are that Guy Lombardo will replace Benny again this year. Popular in his own right, and pleasant summer listening, the maestro's show has no basic comedy element. Fibber has long been sub-

stituted for by musicales which manage to carry on something of the flavor of the parent show by having one or another of the cast drop in as guests every week.

Last year, non-conformist to this rule-of-thumb was *Duffy's Tavern*, replaced by another comedy show, *Henry Morgan*. Duffy's sponsor at the time, Bristol-Myers, felt that Morgan's style of comedy was different enough from the Duffy routine to attract an audience without undermining *Duffy's Tavern* while it closed up shop for the summer. How the show's current sponsor, Blatz Beer, feels about the replacement problem is a moot question as SPONSOR goes to press.

In the diametrically opposed class was Lever Brothers' substitution of *Call the Police*, a gangbuster-type show, for *Amos 'n' Andy*. It will probably be picked up again.

Some similarity of content is noted in several replacements this summer. Groucho Marx, sponsored by DeSoto-Plymouth, bows to *It Pays to Be Ignorant*. Both quizzers (Howard Shelton enceeds for the latter) have the happy faculty of not taking themselves too seriously. *Our Miss Brooks* is slated to be replaced by Steve Allen, a genial guy with a Miss Brooks sense of humor. Arthur Godfrey's across-the-board daytime spread stays on, but there will be a summer substitute: probably Robert Q. Lewis, whose early mike technique is a pretty effective substitute for Godfrey's.

Enlightening are these Hooper average ratings, by program types, for six-day periods in April and July, 1949:

#### April, 1949

1. Audience participation	12.1
2. Variety	11.0
3. Mystery	10.8
4. Situation comedy	10.6
5. Plays	9.4
6. Radio columnists	8.7
7. Popular music	8.2
8. Concert music	4.5
9. News and commentators	4.3

#### July, 1949

1. Mystery	6.1
2. Audience participation	5.7
3. Radio columnists	5.3
4. Variety	4.9
5. Plays	4.7
6. Situation comedy	4.6
7. Popular music	4.0
8. Concert music	3.8
9. News and commentators	2.9

This compilation, obviously, is no in-



## The Station that Delivers the **PLUS AUDIENCE!**

# FIRST

- **IN LISTENING** (Hooper)
- **IN NETWORK** (NBC)
- **IN POWER** (5000 WATTS)
- **ON THE DIAL** (600)
- **ON THE AIR** (1930)

### Your FIRST and BEST Buy!

Affiliated with

N B C



Represented by

Headley-Reed Co.

1930

TWENTIETH ANNIVERSARY YEAR

1950



dication of what the summer audience *wants*; it takes what it gets! But there are some interesting conclusions to be drawn from it, concurred in by network, agency and research executives with whom SPONSOR talked.

Audience participation dropped to second place because of replacement by less expert emcees. But its drop was slight because even if the emcee hasn't much spark, the participants can be relied upon to provide it. Variety and situation comedy both show substantial losses. Here again, it is a matter of top talent being lacking. More pointed, however, is the fact that substitute fare hits its lowest appeal in these classifications. The current trend to concentrate on care in the building of these types of shows for this summer airing should show up in next year's ratings.

That mystery shows jump to first place is conceded to be due to the fact that a good mystery is a good mystery, regardless of the cast.

As one network executive summed it up: "I never remember a scorcher of a day keeping fans away from the ball park. They go because there's something there they want to see. No reason why radio and TV can't cash in on that human element, too. And I'm convinced we're well on the way. From what I have personally seen of the quality of 1950's summer replacements, I think summer selling should hit a new high this year." ★ ★ ★

#### FACTS SAY: "NO HIATUS"

(Continued from page 27)

ing is not exactly known. But there is a margin of non-listening which is due to the practice of "hiatus programing." The Psychological Corporation asked what people thought of summer programs, with the result seen in the chart accompanying this story (49 percent thought they were "worse"). The most significant summer listening drop occurs at home, as shown in another of the P.C. charts illustrating this story.

This same study confirmed the feeling that people react to weaker summer talent by less dialing. When asked to name their favorite programs, 54 percent named shows that took summer vacations. Only a small percentage said they listened to the replacement for their favorite.

About 81 percent said they would

# 125,000

**Television Sets... With  
Only ONE STATION  
Within Tuning  
Distance!**

•

**The Owners of These Sets Live  
in America's 9th LARGEST  
MARKET... and the One  
Station Which Delivers This  
ENTIRE AUDIENCE to  
EVERY ADVERTISER is**

# KSD-TV

**The St. Louis Post-Dispatch  
Television Station**

**Channel No. 5  
First in St. Louis!**

•

**NBC, ABC, CBS and  
Dumont Networks**

National Advertising Representative:

**FREE & PETERS, Inc.**



# WOC

## FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

**WOC-AM** 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

**WOC-TV** Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

**Basic NBC Affiliate**  
Col. B. J. Palmer, President  
Ernest Sanders, General Manager

**DAVENPORT, IOWA**  
**FREE & PETERS, Inc.**  
Exclusive National Representatives



listen regularly if their favorite program were on in the summer. An analysis made last year by Free & Peters indicates the carryover power of listening habits into the summer.

There were 14 NBC programs broadcast the full 52 weeks on WAVE, Louisville, which ranged in ratings between 5 and 15 (C. E. Hooper figures). The statistical difference in their summer ratings from their fall-winter and winter-spring was in most cases insignificant. All these programs averaged for the summer a 9.1 as compared with 10.9 and 10.7 for the other seasons, as shown below. There were no substitute programs—the summer ratings are for the same program.

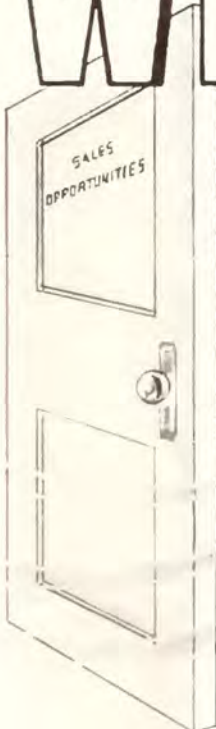
	Summer	Fall-Winter	Winter-Spring
<i>Horace Heidt</i>	15.2	11.8	12.6
<i>Big Story</i>	13.1	16.8	16.6
<i>Music Hall</i>	11.3	16.5	16.2
<i>Take It or Leave It</i>	13.0	13.6	12.0
<i>Cavalcade of America</i>	9.2	9.9	8.2
<i>Boston Blackie</i>	7.3	13.8	13.5
<i>Truth or Consequences</i>	8.0	13.2	14.9
<i>Grand Ole Opry</i>	6.2	10.8	11.4
<i>Dr. I. Q.</i>	7.5	9.2	7.7
<i>Fred Waring</i>	8.0	8.4	9.1
<i>Guy Lombardo</i>	8.2	6.6	6.3
<i>Contented Program</i>	7.2	7.5	7.4
<i>Telephone Hour</i>	6.9	6.8	7.8
<i>Voice of Firestone</i>	6.2	7.2	6.0
<i>Average</i>	9.1	10.9	10.7

But there were fifteen network programs on WAVE which averaged over 15.0, and these happened to be the programs all but two of which took a hiatus for the summer. The contrast between the manner in which the year round shows held their summer audiences and the relatively sorry showing of the substitutes for the 13 king-pin programs shown below is significant.

	Summer Replacement	Fall-Winter	Winter-Spring
<i>Phil Harris</i>	4.8	15.5	16.3
<i>Bob Hope</i>	10.9	23.7	25.4
<i>Fiber McGee</i>	14.1	29.9	30.1
<i>Big Town</i>	14.5	20.3	17.4
<i>People Are Funny</i>	10.3	16.0	18.5
<i>Blondie</i>	7.1	18.2	16.0
<i>Great Gildersleeve</i>	10.8	16.0	19.0
<i>Duffy's Tavern</i>	7.8	20.7	18.1

# WIOD Does More Than Get Your Foot In The Door IN MIAMI

## Dixie's Newest Key Market!



BMB Study No. 2 shows . . .

WIOD Has the Largest Listening Audience in The History of the Station

For detailed information and further proof of what WIOD can do for you in Greater Miami . . . Dixie's newest Key Market . . . call our Rep

George P. Hollingbery Co.



James M. LeGate, General Manager  
**5,000 WATTS • 610 KC • NBC**



# Business as Usual...

*great the year 'round*

**Southern California** has four seasons, too. But the change from one season to another is so slight the population scarcely notices it.

Neither should the advertiser. Southern California's moderate climate throughout the year means that the advertiser can sell as successfully in the *summer*, as in the winter, spring or fall.

For example: 25.2% of Southern California's enormous annual food sales (\$1,721,968,000) are made during June, July and August. 23.4% of all department store sales are made during these summer months.

Yes, summer selling is successful selling in Southern California . . . and the tourist business makes it even better. In 1949, tourists visiting Southern California spent more money (\$406,748,920) than the total retail sales volume in Akron, Dayton, Miami, Providence or Toledo . . . \$94,365,000 for food, \$50,437,000 for gasoline, tires and automobiles, \$19,524,000 for drug store products. *And they spent more in the summer months than in any other season.*

Radio listening is a year 'round activity in Southern California, too. There is as much listening in the summer months as in the winter. For example, daytime sets-in-use, July-August: 14.7; December-January: 14.7.

And KNX is Los Angeles' most-listened-to station. The Pulse shows that KNX *leads* in twelve out of a total of eighteen one-hour periods, Monday through Friday, including one first-place tie . . . and is first in total rated time periods.

If you want to get "business as usual" in Southern California get it through KNX, Los Angeles' most-listened-to station . . . winter, spring, fall or *summer*.

SOURCES:  
All-Year Club of So. California;  
Sales Management, "Survey of Buying  
Power," May, 1949; California  
State Board of Equalization.

# KNX

**LOS ANGELES**

**50,000 WATTS**

**COLUMBIA OWNED**

Represented by RADIO SALES





## A New Selling Picture in the Norfolk Metropolitan Market

Now, your products can be seen as well as heard in Norfolk, Portsmouth, Newport News, Virginia—the Norfolk Metropolitan Market.\*

On the air, April 2, WTAR-TV is a powerful new selling picture for you. Fully inter-connected NBC Television Program Service, plus outstanding local programming from the RCA Mobile Unit, and new \$500,000.00 Radio and Television Center.

A Few of the Advertisers  
already using WTAR-TV

BENRUS  
BULOVA  
BRISTOL-MYERS  
CHESTERFIELDS  
COLGATE  
FIRESTONE  
FORD MOTOR CO.  
KRAFT FOODS  
LEVER BROTHERS  
LUCKY STRIKE  
PROCTER & GAMBLE  
TEXACO

To increase your sales in Virginia's largest market, put your products in the WTAR-TV selling picture for 150,100\* eager and able-to-buy families. A few choice time franchises are still available, but they're going fast. Call your Petry office or write us, today.

Inter-connected NBC affiliate  
Nationally Represented by  
Edward Petry and Company, Inc.



Norfolk, Virginia

\* Sales Management, Survey of Buying Power, May 10, 1949

<i>Burns &amp; Allen</i>	5.8	15.1	16.8
<i>Red Skelton</i>	9.6	20.2	17.6
<i>Life of Riley</i>	9.1	14.2	15.9
<i>Judy Canova</i>	8.5	21.1	24.5
<i>Dennis Day</i>	8.9	19.7	17.9
<i>Average</i>	9.4	19.3	19.5

The two programs with non-summer averages of 15 or more and also on WAVE during the summer were *Mr. District Attorney* and *Your Hit Parade*. The latter had fall-winter, winter-spring, and summer (replacement) ratings of 15.3, 19.5, and 13.7. *Mr. D. A.* had 24.4, 23.8, and 11.7.

It is plain that the group of programs, with the two partial exceptions noted above, which stayed on all year round were able to cash in on established habits of listening. Studies by Pulse and other researchers have shown similar trends.

Networks are awake to the importance of maintaining that most valuable asset, the habit of listening, and are making vigorous efforts to lift the overall level of summer programming.

The big question is, how many advertisers realize what they stand to gain by selling on the summer air?

The more who do, the better summer programs can be; the better the programs are, the more listeners . . . it's a magic circle. ★ ★ ★

### SUMMER TV

(Continued from page 32)

1950) and their ratings were as follows:

	Rating
1. <i>Texaco Star Theatre</i>	75.2
2. <i>Talent Scouts (Godfrey)</i>	53.6
3. <i>Toast of the Town</i>	50.1
4. <i>Godfrey and Friends</i>	46.9
5. <i>Goldbergs</i>	46.7
6. <i>Studio One</i>	43.1
7. <i>Fireside Theatre</i>	37.7
8. <i>Lights Out</i>	35.9
9. <i>Suspense</i>	34.3
10. <i>Man Against Crime</i>	34.0

Replacements during the previous summer for the top 10 shows included *Fireball-Fun For All* (Olsen and Johnson), whose 30.2 was less than half the Texaco rating, but well within sight of the bottom rung of the winter top 10. *Lights Out* was moved to replace *Fireside Theatre*, while *Toast of the Town* kept the same spot for the summer. The complete replacement lineup, with ratings and numbered to



# Famous firsts

in

# TV

In 1925 the first motion picture film was successfully transmitted by a television signal.



Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

**BLAIR TV INC.**

**REPRESENTING**

Birmingham ..... WBRC-TV  
 Columbus ..... WBNS-TV  
 Los Angeles ..... KTLN  
 New Orleans ..... WDSU-TV  
 Omaha ..... WOW-TV  
 Richmond ..... WTVR  
 Salt Lake City ..... KDYL-TV  
 Seattle ..... KING-TV

relate to its predecessor, follows:

	Rating
1. Fireball-Fun For All .....	30.2
2. It Pays To Be Ignorant.....	11.8
3. Toast of the Town .....	44.5
4. Robert Q. Lewis .....	22.5
5. Peoples Platform .....	6.3
6. Sunny Ray and Newsreel .....	13.1
7. Lights Out .....	35.9
8. Video Theatre .....	28.4
9. Wesley—newsreel .....	14.0
10. Film Short .....	9.1

Fireball, Toast, and Lights alone account for more rating points than the remainder of the shows all put together!

Advertest Research, of New Brunswick, N. J., gave the people making up its sample of the New York-New Jersey metropolitan area an opportunity to comment on summer television last August. Ninety-nine people thought it about the same as in the winter. But 103 thought winter television "much better."

Why should anyone be satisfied with less than the quality of programming he is accustomed to—radio or television—just because the season is warmer? People aren't. And people always register their protest in the simplest fashion—by not using their sets.

In New York last year TV sets in use hit the year's low in August with an average of 36.5 (Pulse). The drop from May to June was only one point, from 51.0 to 50.0. But the July average was down to 44.0. It began to climb in September, attaining an average of 47.5.

But in this case it is not the averages which are significant—it is the maximum sets-in-use which are really meaningful. In July the maximum sets-in-use hit 68.5, as compared with the 44.0 average. In August the maximum was 55.5. In September it was 72.0 compared to the average of 47.5.

The audiences are there! The right programs will make them watch. ★ ★ ★

**SUMMER SELLING HINTS**

(Continued from page 39)

note, the station has had no summertime hiatus bugaboo to lick. Most of its sponsors are year-rounders.

The station's policy is to tailor shows to fit the needs of the advertiser. While the format of individual shows remains constant for the whole year, the tone of a show may change to fit the sea-



**PULSE OUT OF HOME RADIO SERVICE**

**THE PULSE, INC.** announces the extension of its . . . . .

**OUT OF HOME RADIO SERVICE**

to all \*ten Pulse radio markets on a semi annual basis — summer reports issued in July or August and winter reports in January or February. Quarterly reports will be available for New York only.

Out of Home reports are already available to subscribers for New York, Chicago and Boston.

- |             |               |
|-------------|---------------|
| *Boston     | Philadelphia  |
| Chicago     | Richmond      |
| Cincinnati  | San Francisco |
| Los Angeles | St. Louis     |
| New York    | Washington    |

For Radio and Telefacts  
**ASK THE PULSE**

**THE PULSE Incorporated**

15 WEST 46TH STREET  
 NEW YORK 19, N. Y.



sons.

A quiz show called *Mystery Melody* is a case in point. During the summer, the qualifying question for the quiz is on baseball; in the fall, the question involves gridiron personalities and incidents.

During the whole year, WWDC is community-service minded. And in the summer, its key activity of this kind is sponsorship of the "Miss Washington" contest, a forerunner of the "Miss America Pageant" in Atlantic City (see picture).

WWDC has the franchise for the

District of Columbia competition; it promotes, stages, and handles all details of the contest, including the award of \$5,000 in prizes. Benefits for the station and its advertisers include a bonus summer listening audience and wide publicity.

Many sponsors have been attracted to WWDC because of this summertime promotion. But they don't just stay on for the ride. WWDC keeps them for the whole year.

Many of WWDC's sponsors are in the radio set business. For this reason, during the summer WWDC does

a public service promotion pitch on portable radios. The theme is that "you can't take a gal and a TV set in a canoe at the same time."

### WITH, Baltimore

"Summer business for the past four or five years has been as good as that of the other seasons of the year," states Mr. R. C. Embry, vice president of WITH, Baltimore.

One significant reason: network shows go on vacation, leave audiences to be grabbed off. Embry says that WITH audiences, bolstered by baseball nights and Sunday afternoons, are much better summers than winters.

Much of the station's summer business comes from sponsors of seasonal products or services such as amusement parks, soft drinks, and bathing beaches.

### WLW, Cincinnati

The attention of sponsors (and broadcasters) all over the country is focused on WLW, Cincinnati's "Bonus Time Plan." WLW believes that in it lies the answer to the summer hiatus problem. Others have diametrically opposed opinions.

The plan provides for a bonus of up



but only one...



Basic NBC Affiliate

As prime evidence of WSM's unique standing in the broadcast league, consider this fact: Every week, in addition to normal station business, WSM originates sixteen network shows, too. Then ponder the sales possibilities of a single radio station which has talent of sufficient quality, and in sufficient quantity, to build sixteen shows of network quality... especially when that station leads the league in the fastest growing region in the nation—the Central South.

Want more facts? Just contact Irving Waugh or any Petry man.

CLEAR CHANNEL 50,000 WATTS

HARRY STONE  
General Manager  
IRVING WAUGH  
Commercial Manager  
EDWARD PETRY & CO.  
National Representative

**1950 A.D.**

Means More Coverage, More Effectiveness From 5000 Watts \*\*\*\*\*



If you seek "Prosperity Belt" coverage — Houston and a good slice of the Gulf Coast area — KATL is your outlet. Pioneering in Sports and good, solid programming, KATL has blazed a path of successful results for hundreds of advertisers who demand the maximum. Contact Independent Metropolitan Sales in New York or Chicago . . . Or call:

Houston's Oldest Independent

**KATL**

HOUSTON, TEXAS



IN SAN FRANCISCO BAY AREA TELEVISION . . . A TOP LOCAL HOMEMAKING PROGRAM BUILDS BIG AFTERNOON AUDIENCE:

# "Your Home" show proves KRON-TV peak pull for sponsors

*Each weekday for a full hour—3 to 4 p.m., Monday through Friday—the only televised homemaking show in San Francisco Bay Area sells products by demonstration. Special "Your Home" features include: Monday, decorating tips . . . Tuesday, charm . . . Wednesday, community interests . . . Thursday, fashion . . . Friday, gardening*



Constant attractions on "Your Home" are cooking demonstrations by Edith Green (shown here) and Bonnie Kever's interesting interviews with celebrities and personalities in the news

## Just one example of KRON-TV's strong local programming

Exceptional sales results are reported by present non-competitive sponsors of "Your Home." Facts and figures, now accumulating rapidly, are available on request.

And KRON-TV is teaming many other good local productions with favorite NBC network programs that assure strong audience tune-in. KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area. If you're planning a television campaign in this market, check KRON-TV coverage, programs, spot availabilities.



Represented nationally by FREE & PETERS, INC.

. . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco



to 25 percent in time to WLW spot advertisers who continue through the summer, and up to 50 percent for those on the WLW-television stations. It does not reduce a spot advertiser's regular billing.

### WGRD, Grand Rapids

"Beating the summer slump is all a matter of the station's policies," says Paul F. Eichhorn, president of the Music Broadcasting Company (WGRD, Grand Rapids, Michigan).

Eichhorn says that "there's actually

no such thing as a summer slump. It exists only in the minds of radio station managers and salesmen."

He feels that basically sound broadcasting principles will sell goods in all seasons and that sponsors can be convinced of this. "Right now," he says, "we at WGRD have more business than we can take care of, and will have through the balance of the year."

### WHO, Des Moines

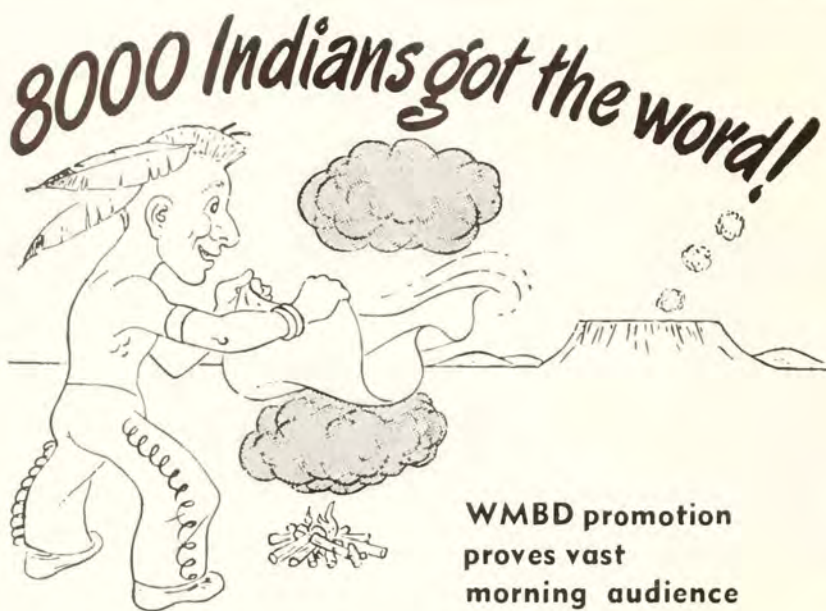
"Research Proves Summertime Radio as Effective as Rest of Year." This

is the headline of the ad WHO, Des Moines, will use in its summer selling campaign to combat the summer hiatus. Says John Schweiker, sales and promotion manager at WHO. "We definitely believe that there is at least an equal amount of listening taking place during the summer and our reasoning is included in the ad."

WHO is out to prove to the advertiser that the radio is not limited to the living room, and that a definite summertime bonus audience exists. In short, that radios are as much a part of the summertime American scene as bathing suits, picnics and two-weeks-with-pay.

### CKX, Brandon, Manitoba

Last year's summer selling results: a total of 147 national and local sponsors, 130 local and 17 national. This is a jump from April 1948, when CKX, Brandon, Manitoba, served only about 50 year-round local sponsors in all. In other words, the station has been extremely successful in its summer selling promotions.



WMBD promotion proves vast morning audience

"Ugh, heap many Braves in Peoria" sighed WMBD staff members after more than 8,000 Peorians stormed the doors for colorful Indian hats. Occasion was the triumphant return of the Bradley University basketball Braves from the NCAA playoffs at Kansas City.



Four short announcements on early morning shows comprised the only publicity. Long before noon the station was swamped as fans lined up shoulder to shoulder in WMBD's outer lobby.

Striking, if somewhat startling, evidence of WMBD's vast and responsive audience — PROOF that people listen to the radio in Peoria . . . and particularly WMBD!

AM

# WMBD

FM

## PEORIA

CBS Affiliate • 5000 Watts  
Free & Peters, Inc., Nat'l. Reps.



## ARE YOU SUITED FOR VEST (Ky.)?

We tip our hat to you if you can successfully button Vest (Ky.) into your promotion plans for Kentucky! Most merchandisers find that outer belt of the State too loose for their needs!

So at WAVE we roll up our sleeves and broadcast exclusively to our own tailor-made market, the Louisville Trading Area. This one concentrated market accounts for 76.5% as great drug sales, for example, as all the rest of the State put together!

Try WAVE for size, Sir. We'll give you a real fit, but no fits!

LOUISVILLE'S

# WAVE

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





Color expert David L. Quaid, one of the nation's leading free lance cameramen, sets up his Maurer 16 mm., prior to shooting a scene for an industrial film (in color.)

## Here is Maurer **PRECISION**... at work!

David L. Quaid—and dozens of free lance cinematographers like him—know, use and recommend the Maurer 16 mm. camera for the same fundamental reasons:

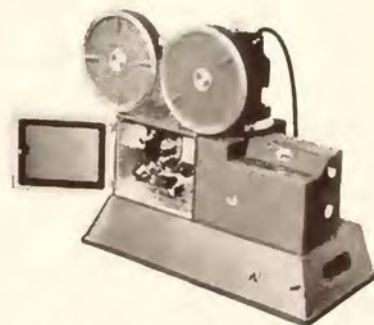
**Its PRECISION** first of all, responsible at all times for the absolutely accurate registration which means perfectly steady pictures, thanks to the exclusive Maurer intermittent movement.

**Its FLEXIBILITY AND SIMPLICITY OF OPERATION**, insuring consistently fine performance in every type of production . . . under all conditions.

**Its DEPENDABILITY**, the result of the most rigid standards and advanced engineering skill to be found anywhere in the motion picture industry.

Three all-important reasons why most professional cameramen pick MAURER, the precision camera in the 16 mm. field.

For details on these and other *exclusive* Maurer features, write:



The 16 mm. sound-on-film portable Recording System, another example of Maurer precision engineering, combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation.

# J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N.Y.

850 South Robertson Blvd., Los Angeles 35, California

**16mm**  
**maurer**

CABLE ADDRESS  
JAMAURER



Your  
recordings

dubbings  
spots  
pressings

deserve  
RCA quality

RECORDING • PROCESSING  
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 5-C:

120 East 23rd Street  
New York 10, New York  
MU 9-0500

445 North Lake Shore Drive  
Chicago 11, Illinois  
Whitehall 4-3215

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!



Advertisers with CKX are given contracts on a "Till Forbid" basis, entitling the sponsor to the maximum frequency discounts. This type of contract has a definite tendency to condition sponsors' thinking to year-in-year-out radio advertising because it stays in effect automatically till cancelled. Not one local sponsor cancelled last summer.

If a sponsor should talk of suspending until fall, the commercial department immediately points out the advantages of summer radio advertising. Salesmen tell about the thousands of people who drive to Brandon for shopping during the summer; about the high home listenership; about the popularity of portable sets.

#### **KNX, Los Angeles**

"Business as usual—great the year 'round" is the pitch around which KNX, Los Angeles, plans its summer selling promotions. The station points to high vacation influx figures in the area, and to an average of 3,000 families arriving each month for permanent residence. Its big project will be to urge the full network advertiser to stay on during the usual eight to 13 week hiatus period.

The sales points in KNX summer selling promotion will be:

- 1) Small temperature change in the KNX area.
- 2) Retail food sales remain at the same volume during the summer months as in other months.
- 3) Income from crop harvest is the same during the summer as in other seasons.
- 4) Sets-in-use figure was actually higher in June and July 1949 than December and January of the same year.
- 5) High volume of tourists' spending.
- 6) Big housing expenditures.

#### **NO HIATUS ON SALES**

(Continued from page 31)

directed specifically to the farmer—summer or winter.

Take another category, which would seem at first glance to offer little seasonal variation. According to Internal Revenue statistics, billions of dollars paid in cigarette taxes reveal that people smoke more in August than any month in the year.

January	\$28,006,000,000
February	25,358,000,000

**Best Buy in  
SOUTHERN  
NEW ENGLAND  
WTIC**

**... and loyalty is  
one of the reasons**

**Of the total weekly  
daytime audience of  
379,930 families  
listening regularly  
to WTIC  
66.9% or 253,760  
families listen to  
WTIC six to seven  
days each week\***

\*Based on BMB Study No. 2,  
Spring 1949

PAUL W. MORENCY  
Vice President-General Manager  
WALTER JOHNSON  
Assistant General Mgr.-Sales Mgr.

**WTIC's 50,000 Watts**

Represented nationally by  
WEED & COMPANY





**THIS IS KFI'S  
DEFINITION OF**

# **GOOD RADIO ADVERTISING:**

- **76% INCREASE IN SALES!** This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burritt Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!
- **50% INCREASE IN SALES!** An appliance company, selling a \$175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.
- **19,000 WOMEN INTO GROCERY STORES!** In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

## **ADVERTISING THAT PRODUCES SALES...**

immediate and unmistakable response.

*That is the type of advertising  
we attempt to sell you... on*



*Earle C. Anthony, Inc.*

**NBC for Los Angeles**

**50,000 Watts on 640 kc**

Represented nationally by Edward Petry and Co.





## He Supplies the Tools For a Good Selling Job

... and he knows how to use them, whether he's building an audience for his sponsors or hitting the news on the head for his listeners. Says Mr. Walter S. Conway of the Idaho Concrete Pipe Co., Inc., to Station KFXD, both of Nampa, Idaho:

"More and more in the passing weeks, we can truthfully state without reservation that the good will brought to us is constantly mounting through Mr. Lewis' nightly report of 'The News As It Looks From Here'.

"The prestige coming from such sponsorship is contributing materially to the value of our advertising message."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

March	31,177,000,000
April	27,325,000,000
May	30,893,000,000
June	32,735,000,000
July	25,854,000,000
August	35,346,000,000
September	31,731,000,000
October	29,056,000,000
November	29,625,000,000
December	24,657,000,000

Second biggest month is June. Key to this trend in tobacco figures is the fact that people take it a little easier in the summer—and a cigarette helps you relax.

A late March A. C. Nielsen rating of the top 15 radio programs, coordinated with hiatus plans (in some cases, still tentative) shows that four advertisers will go off the air completely; six are expected to fill their slots with replacements; five are on a 52-week contract.

In order of rank they are:

1. *Lux Radio Theatre* (Lever Bros., CBS) ..... 23.7
2. *Godfrey Talent Scouts* (Lipton's, CBS) ..... 19.7
3. *Amos 'n' Andy* (Lever Bros. for Rinso, CBS) ..... 18.6
4. *Jack Benny* (Lucky Strike, CBS) ..... 18.6
- \*5. *Mystery Theatre* (Bayer Aspirin, Milk of Magnesia Tablets, CBS) ..... 18.4
6. *Walter Winchell* (Wm. R. Warner, for home permanents, ABC) ..... 17.6
7. *My Friend Irma* (Lever Bros., Pepsodent Division, CBS) ..... 17.6
- \*8. *Mr. Chameleon* (Bayer Aspirin, CBS) ..... 16.5
- \*9. *Mr. Keen* (Anacin and Koly-nos, CBS) ..... 16.2
- \*10. *Gene Autry* (Wm. Wrigley, CBS) ..... 16.1
11. *Charlie McCarthy* (Coca-Cola, CBS) ..... 16.0
12. *You Bet Your Life—Groucho Marx* (De Soto-Plymouth, CBS) ..... 15.7
13. *Fibber McGee and Molly* (Johnson's Wax, NBC) ..... 15.3
14. *The Great Gildersleeve* (Kraft Foods, NBC) ..... 15.2
- \*15. *Crime Photographer* (Philip Morris, CBS) ..... 14.9

\*52-week programs.

Of these, *Lux Radio Theatre*, *Godfrey's Talent Scouts*, *My Friend Irma*, and *Charlie McCarthy* are slated to go off the air completely, with no replacements anticipated. Summer fillers are



indicated for *Amos 'n' Andy*, *Jack Benny*, *Walter Winchell*, *You Bet Your Life*, *Fibber McGee and Molly*, and *Gildersleeve*. U. S. Steel's full-hour program, *Theatre Guild of the Air*, will again be replaced this year by the NBC Symphony Orchestra, starting June 11. "Guild" will return in the fall. *Mr. Chameleon*, *Mr. Keen*, *Gene Autry*, and *Mystery Theatre* are on 52-week schedules.

Believed to be one of the largest sales of its kind in broadcasting history, General Mills has bought 65 NBC half-hours for the promotion of *Wheaties*. The programs, ranging from kid shows, drama, and music to whodunits, have not been entirely set as we go to press. Only ones definitely slated are *Night Best*, which teed off 1 May on the Monday 10 p.m. bracket, and *Dangerous Assignment*, which moved from Monday to Wednesday, 10:30 p.m., on 3 May. Slated for airing from 1 May to 7 September, they will all be NBC owned and produced shows.

P & G, too, is in the market for summer sellers. The soap company is shopping for a nighttime package, via WOR, of six half-hours weekly. Deal, which is still pending, entails coordi-

## TOP SHOWS TO FIT YOUR BUDGET

Get FREE Auditions and cost for your station on these TOP transcribed shows listed below:

- TOM, DICK & HARRY  
156 15-Min. Musical Programs
- MOON DREAMS  
156 15-Min. Musical Programs
- DANGER! DR. DANFIELD  
26 30-Min. Mystery Programs
- STRANGE ADVENTURE  
260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE  
131 15-Min. Musical Programs
- JOHN CHARLES THOMAS  
260 15-Min. Hymn Programs
- SONS OF THE PIONEERS  
260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE  
156 15-Min. Musical Programs
- STRANGE WILLS  
26 30-Min. Dramatic Programs
- FRANK PARKER SHOW  
132 15-Min. Musical Programs

For The Best In Transcribed Shows It's  
**TELEWAYS**  
RADIO PRODUCTIONS, INC.  
8949 Sunset Blvd., Hollywood 46, Calif.  
Phone CRestview 67238 — BRadshaw 21447

**50,000  
WATTS  
OF  
Pulling Power!  
AT 800 KC.**

Covering A 17,000,000  
POPULATION AREA  
IN 5 STATES

**The DETROIT Area's Greater Buy!  
— at the lowest rate of any major  
station in this region!**

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more "pulling power" in every dollar you spend on CKLW. Get the facts! Get the story first hand from those that see this "pulling power" working day in and day out right down the middle of the dial at CKLW's 800 kc.

**MUTUAL  
CKLW**

J. E. Campeau, President

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



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

**3rd ANNUAL AUDIENCE REPORT**

Hooper Station Audience Index  
MONTHS Jan. - Dec. 1949  
CITY: NASHVILLE, TENNESSEE

Total Coincidental Calls - This Period -

INDEX	HOMES USING SETS	"A"	"B"	"C"	"D"
WKDA	25.3	26.1	22.0	18.3	10.1
Total Rated Time Periods		21.7			

Represented By  
**FORJOE & CO., INC.**

T. B. Baker, Jr., General Manager



nation among P & G's agencies, Benton & Bowles, Dancer-Fitzgerald-Sample-Compton, and Pedlar & Ryan.

Programs under consideration include *Cisco Kid*, *Kate Smith Hour*, *Philo Vance*, *Damon Runyon Story*, and the *Guy Lombardo* show. Plan is to stagger the shows at different times for more complete coverage.

It seems likely, too, that Lever Bros. (through Ruthraff & Ryan) will pick up *Call the Police* as a replacement for *Amos 'n' Andy* for the second successive summer. This is a healthy sign.

As much, if not more, Lux is sold during the summer. Yet Lever was the first advertiser to demand and get a "permissible hiatus" of eight weeks, back in 1941; this is generally credited as the deal that opened the way for other sponsors to leave the air entirely during the hot weather.

For the first time in its 15-year history (during which it has consistently rated among the top five Sunday evening programs, and has won numerous awards), *The Shadow* will remain on the air during the summer months under the sponsorship of Grove Laboratories. It also marks the first time the program will be heard on Mutual coast-to-coast network.

Since last September, Grove's has shared sponsorship of the show with the D L & W Coal Company in the Eastern markets. It assumes full sponsorship on June 11. Harry B. Cohen Advertising Company, New York, handles the account.

In the television department, Anchor-Hocking Glass Company (through William Weintraub) has signed what is undoubtedly the biggest time and talent order ever placed in the medium.

Series, which will start 15 May in 14 cities of the NBC-TV network, will occupy the 11 p.m. to midnight time slot with an ABC packaged program on a year-round basis. Details of the type of program are not yet forthcoming. Anchor-Hocking, which manufactures "one-way" beer bottles, will be in cooperation with local brewers who use their product, but the company will foot the entire \$4,000,000 bill.

These are some of the advertisers who are taking advantage of summer-time buying. But there aren't enough of them to demonstrate that broadcasting has as yet sold sponsors on what Hugh Beville, head of NBC research, calls "radio's true dimensions."

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**To a Madison Avenue Time Buyer  
with other things on his mind**

975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sne-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's \$4 billion annual income of individuals. It's a market worth reaching -and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS 600 KC



DAY & NIGHT

BASIC COLUMBIA NETWORK



*In **LOS ANGELES** where there are more television  
advertisers than in any other city*

**KTTV**

delivers  
the top audiences

MARCH PULSE RATINGS **6 out of top 12**

IN SEVEN-STATION MARKET

*owned by Los Angeles Times and Columbia Broadcasting System*

represented nationally by Radio Sales **KTTV** CHANNEL 11





### How about this summer?

In this issue SPONSOR has dug up some vital statistics about broadcast advertising in the good old summertime. After examining the "hiatus" picture from all angles, all we see is that sponsors are laying low for three months of the year when they should be up and doing.

The listeners are on hand during the hot months (only 6.8 percent are away from home at any one time), but the good programs aren't. It's no more logical to expect listeners to tune in when Grade A programs are vacationing than it is for a B movie to click as well at the box office as an A.

We're amazed, in fact, that with all the program shuffling and improvising listeners keep tuning in as faithfully as the surveys show. Maybe it's true what they say about summer listening—that

it's just too hot to do anything else.

Yet we can't accept that either. This year we've gone heavily into a study of sales opportunities during summer months—and it's apparent that people like to go out and spend money freely during June, July, and August.

For example:

Cigarettes sell better in August than any other month of the year. August consumption is 35,000,000,000 cigarettes. June is second with 32,000,000,000.

Department store sales continue briskly all through the summer months, according to the NRDGA.

Light appliances sell better during the hot months than any other time of year.

Stoves sell best during the summer.

The list of summer-bests-for-sales is practically endless.

Examine your own products. Have summer sales been as high as they might? Are you making plans to bring them up to par, and beyond, this summer? If they need a summer tonic, a dose of broadcast advertising may be the right prescription. Particularly if you make it your business to tie up with some programing that really satisfies.

Despite the vacation exodus, your advertising agency can steer you to some key shows that the networks are making available this summer. Or if it's spot you want, some outstanding transcriptions and individual station programs are ready and waiting.

### What happens to Radox?

Albert Sindlinger had high hopes for his telephonic Radox system of measuring radio and TV listening. But he couldn't make the grade because his financing wasn't adequate—and it takes lots of money to put a broadcast measuring system across.

Yet the Radox technique held unusual promise, and this observer wonders what an industry that urgently needs fast, accurate, economical radio and TV audience ratings will do about it.

We hear that A. C. Nielsen holds patents somewhat similar to Radox. One weakness of the current Audimeter is that it costs so much to manufacture, install, and maintain. The cost of a Radox device is fractional in comparison. Maybe Art Nielsen can do something about it.

Or possibly Jim Seiler, Forrest Whan, Sydney Roslow, or C. E. Hooper has something similar on the fire.

The networks might advantageously use such a system. It might pay one of them to investigate the system as a research investment.

We saw Radox in action two or three times and liked it. Philadelphia radio stations that subscribed to it, and had information on what listening went on in 342 Philadelphia homes, thought highly of it. It's the most promising system we've seen to date.

We hate to see it succumb to malnutrition.

## Applause

### Advertiser's view of BMB

Albert S. Dempewolff of the Celanese Corporation of America is giving BMB plenty of attention. Early in April he wrapped up his thinking on Study No. 2 and presented it before the AAAA membership.

Mr. Dempewolff isn't a chap who pretends to know all the answers; some he did give we take exception to. But by and large we consider his views enlightened, objective, and right from the fellow for whom BMB is intended.

He doesn't pretend that BMB is the whole answer, but he sees it as a tool that gives "valid circulation data for station comparison" while not telling anything about the show or time period.

He debunks the tendency to use 50 percent as a basis, and thereby renders a valuable service. In many cases a 30 percent county can be a listed buy on one station than the same county listed as 50 percent for another. How many listen 6 or 7 days a week? That's a vital question.

You can't reliably buy spot radio on the basis of network affiliation, is Mr. Dempewolff's contention. In proof he cites the 6 or 7 days a week high and low BMB averages for stations affiliated with a certain network. The low station rated 20.6 percent, the high station 90.3 percent.

Here are his five basic uses of BMB

data: 1) station and network internal use; 2) buying of network time; 3) buying of individual station time; 4) assisting advertisers in working out their merchandising or accounting problems; 5) making TV calculations.

Under these categories here are some of the questions that BMB Study No. 2 helps answer: On a network purchase where you want four stations on a supplementary group, are the other seven in the group worth the cost? Can a radio station increase listenership in a TV area? Shall you buy the small inside station or the big outside one? On a co-op campaign, how can you convince the dealer that national radio advertising hits his market?



# THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

The true area of the Kansas City Primary Trade territory is an East-West rectangle, as illustrated. Kansas City is the focal point for all trade to and from this area.

The KMBC-KFRM Team has been built specifically to provide complete, effective

*It's a Rectangle...*  
and Only The KMBC-KFRM Team  
Covers It Effectively  
and Economically!

and economical coverage of this great territory, *without waste circulation!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



*The* **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE

PROGRAMMED BY KMBC



# You Be the Judge



"Up for Parole" is a brilliant chance for an advertiser to frame his message with true stories of crime and punishment, where, as *Variety* notes: "the concept is good...dealing with human values rather than violence."

"Up for Parole" expertly dramatizes actual case-histories, drawn from parole boards throughout the country. And the audience itself joins in...is asked to judge for itself the merits of each case, before learning what the actual verdict was. One decision can be regarded as final...this program, by verdict of press and public, is a top dramatic buy in radio today.

## **A CBS PACKAGE PROGRAM**

