

SPONSOR

For buyers of broadcast advertising



So you think
timebuying is easy?—p. 28

...er in action: Jack Purvis (N. W. Ayer) starts on station tour

SP 10 1950 12227
MISS FRANCES BRAGUE
NATIONAL BROADCASTING
40 WICKFELLER PLAZA
NEW YORK 20 N. Y.

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**CALLING
ALL
CUSTOMERS
IN RICHMOND?**



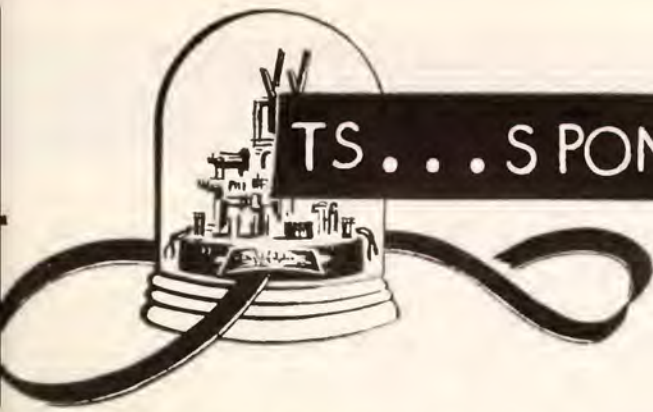
Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company



TS... SPONSOR REPORTS...

... SPONSOR REPORT

19 June 1950

Sindlinger study shows radio's staying power

Sindlinger has just completed a study of Philadelphia looking-listening for the four networks and group of Philly stations. It shows that radio listening dips far less drastically than other researchers have indicated. Sindlinger used his fixed Radox panel of 300 families as sample. He discovered that families owning TV sets for length of time regain interest in radio. News and music most TV-proof evening fare on radio; AM drama most vulnerable.

-SR-

D. J. programing on increase

Contrary to oft-made predictions, the disk jockey will be more in evidence this fall than ever. On a recent station inspection tour, SPONSOR observed that more hours are being turned over to the personality boys, new angles are being effectively exploited, more d.j.'s are being added. In one case, on KEX, Portland, a so-so d.j. show designed for general listenership was quickly turned into a winner when a resourceful d.j. collected kiddie records and shifted to that type programing. Rating jumped from 1% to 7%; audience includes adults plus youngsters; sponsors are varied. At KWK, St. Louis, d.j.'s are being showered with celebrations.

-SR-

Radio is getting bigger

Observant Midwest commercial manager, on return from New York visit, observes that radio has returned to enthusiastic favor among Eastern agency and advertiser buyers but is still eyed suspiciously in Chicago. He predicts shift in radio's favor throughout nation radiating from New York enthusiasm.

-SR-

Three Ralph Atlass outlets have peak four months

Ralph Atlass operated stations in Chicago, New York and Minneapolis have each had biggest billings on record in first four months of 1950. Atlass formula: music, sports, news skillfully block programed. Outlets are WIND, WMCA, WLOL.

-SR-

Station farm directors getting commercial

Advertisers can expect plenty of assistance from station farm directors. Importance of sponsor-minded rural service specialists was strongly stressed at last two meetings of National Association of Radio Farm Directors. Sparkplug Sam Schneider, KVOO, Tulsa, farm director and editor of NARFD, points out by chapter and verse why it's vital.

-SR-

NRDGA pushes membership interest in radio, TV

Two-day radio-TV workshop to be held 28-29 September by National Retail Dry Goods Association highlights fight by Howard P. Abrahams, NRDGA Sales Promotion Manager, to convince stores of importance of air media as retail salesmen. Agenda takes up practical problems. Abrahams says that 7,000 member department, chain and specialty stores are increasingly aware of radio and TV.

Radio keeps coming back in TV areas

Lending emphasis to Sindlinger reports that radio listening is much in evidence in bedrooms, kitchens, bathrooms of TV homes after novelty of video begins wearing off, Telepulse reports that in March 1949 only 2.4% of New York TV homes were listening to radio during Berle program. In March 1950, radio listening during Berle show had jumped to 10.3%, an increase of 329.2%.

-SR-

"Lightning That Sells" Premieres in Pennsylvania

"Lightning That Sells," 20-minute version of "Lightning That Talks," won approval in debut before Pennsylvania Assn. of Broadcasters at Bedford Springs, Pa. Lively meeting reflected predominant interest of U.S. broadcasters in ways and means of selling and promoting broadcast advertising.

-SR-

Reps urge stations to increase participation programs

Growing buyer preference for participation program purchases has prompted some key representatives to strongly advise stations to expand this type of programing. Trend points up snowballing interest of station representatives, both radio and TV, in realistic programing. Special attention being given to problems of ABC stations.

-SR-

One timebuyer concludes "deals" won't work

One of most astute New York timebuyers has just completed study of plausibility of "anti-ratecard" buying for an important client. His technique: he mailed questionnaires to stations reading as though he were ready to buy. His conclusion: it won't work. And his sentiments: he's glad it won't work. While he wants to take advantage of deals if competitors do, he strongly feels it's bad for the medium. Other timebuyers concur.

-SR-

Is transit radio newest major medium?

Mushrooming transit radio medium was given big forward push by one of top antagonists when honest, forthright St. Louis Post Dispatch reported findings of extensive survey among car-riders in St. Louis. Transit radio got 74.9% of the votes. Only 15% were against. Rest didn't reply. In another decision, the United States District Court ruled that the street car-bus FM medium did not violate rights of the individual. One of key factors in Transit Radio upsurge and victories is extraordinary calibre of broadcasters associated with it, such as Hulbert Taft, C. L. Thomas, Wm. O'Neil, Ben Strouse, Leonard Higgins, E. K. Hartenbower, Jack Harris, Clarence Leich.

-SR-

TV in busses newest transit entertainment

TV set has been installed in one of busses of Los Angeles-San Francisco Short Line and company will similarly equip 7 others. Reception is good, says company, for about 40% of route between the cities. Video screen is visible to all passengers, but the driver's view is blocked by a shield.

(please turn to page 42)



CHARLEY ROBERTSON

In A "No-Hitter"*

WHEC In Rochester

**LONG TIME
RECORD FOR
LEADERSHIP!**

* On April 30th, 1922, Charley Robertson pitched a perfect ballgame for the Chicago White Sox against the Detroit Tigers . . . no hits, no runs, no walks— not a single man reached first base! In major league ball Robertson's record *has never been topped since!*

In 1943 Rochester's first Hooperating reported the decided WHEC listener preference. This station's Hooperatings have *never been topped since!*

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	43.4	16.6	10.5	6.4	18.3	3.2
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	36.1	25.4	8.2	13.7	9.2	2.6
EVENING 6:00-10:30 P.M. Sunday through Sat.	35.2	23.7	6.7	8.2	11.1	

Station Broadcasts till Sunset Only

**FALL-WINTER 1949-1950
HOOPERATING**

BUY WHERE THEY'RE LISTENING: —



WHEC



of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

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Cover shows Jack Purvis, N. W. Ayer timebuyer, about to start on a trip to check on stations. Such expeditions are important phase of timebuying. (See So you think timebuying is easy? P. 28.)

When the profits go up, up, up
 Robert Hall owes much of its spectacular success to spot radio. The firm is radio's leading retail clothing advertiser with a budget of over \$1,500,000 **21**

What pulls 'em in?
 Radio is way in front in the dollar-for-dollar comparisons of newspaper vs. radio selling impact made by Seattle's ARBI **24**

The soap that slept for nine years
 Using only radio, Pears has begun a successful comeback after nine years off the American market **26**

So you think timebuying is easy?
 It takes careful consideration of dozens of factors plus a sixth sense that only experience develops to buy time wisely **28**

Tips to a news sponsor
 This is what the experts say about how an advertiser can get the most out of his news show **30**

How to use TV films effectively
 Whether a Hollywood hand-me-down or a "tailor-made" for television, feature films, properly used, can yield gratifying results for TV sponsors **32**

Editor & President: Norman R. Glenn
 Secretary-Treasurer: Elaine Couper Glenn
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IN FUTURE ISSUES

How sponsors can measure TV coverage
 The facts sponsors should have today about the coverage they get for their television dollars **3 July**

Barn dance programing
 Popular with city sophisticate as well as farmer, barn dance programs are a hit with advertisers, too. They've been going strong for two decades **3 July**

Research revitalizes Fitch commercials
 Fitch backed up its shampoo commercials with research, and improved their selling effectiveness tremendously

WE'VE TURNED ON THE POWER JUNE 1ST!

WNOE

NEW ORLEANS

NOW

50,000

WATTS

*Availabilities going fast!
Check us today!*

NEWS PROGRAMS... SPORTS...
HILLBILLIES... DIXIELAND JAZZ...
MUTUAL CO-OPS... *PLUS* SPOTS ON
LONG-ESTABLISHED
LOCAL SHOWS!

**NEW TOP SPOT
ON YOUR
DIAL** **1060^{KC}**

- ★ NEWEST, Most Modern All RCA Equipment!
- ★ Building listener loyalty 25 years!
- ★ Individual Programming tailored to the area—*plus* leading Mutual Shows!
- ★ Building More Listeners Now With Our Greatest Promotion In History!



WNOE

MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner
James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME



Get in Your Orders Now!



In San Francisco

They get together at her place



The address is 740 on the dial... where in just six months Jane Todd has become San Francisco's *first* lady of radio. *With a 23% higher rating than any other local woman's show!**

All because San Francisco women know KCBS' Jane Todd talks their language. She tells 'em *and* sells 'em!

When Jane mentions a book or a play, a dress or dessert, cash registers ring a merry chorus.

Nice work anywhere but even better in San Francisco, *where people have more money to spend per capita than in any large city in the nation!**

If you sell a product women buy, come on over to Jane's place. Let us introduce you to the *first* lady in America's seventh market today.†

San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales



*Pulse of San Francisco, March-April 1950

†Sales Management Survey of Buying Power, May 1950

‡Jane Todd, Mon. through Sat., 1:15 to 5:00 p.m.

510, Madison

DIRECT MAIL

I was interested in a letter you printed in the 10 April issue from Mr. E. F. Stafford, Radio-TV Director of the Daniel F. Sullivan Agency here in Boston.

I guess I could have written Mr. Stafford personally, or better still have called him on the phone, since we are both here in Boston, but I feel the subject can stand a little kicking around in the columns of SPONSOR. Mr. Stafford was interested in suggestions for keeping down the costs of mail pieces by radio stations and their reps. Since part of my variety of activities is maintaining a mail list, I have often given the subject a great deal of thought and have come to the conclusion that the only way to keep a mail list up to date is through the assistance of the persons to whom we mail our various promotion pieces. Mr. Stafford talks about the fact that everything concerned with broadcasting is routed to him at the Sullivan Agency. This is a fact, I am sure, the promotion manager of a New York independent or a TV station in Florida does not know. Obviously we are interested in hitting account executives, timebuyers, radio directors, and any other interested parties, so we send a piece to each of them. However, if we had instructions from Mr. Stafford that the Daniel F. Sullivan Company is interested in only one copy of any promotion piece and that to go to him, he would not be beset with half a dozen copies of the same mailing piece.

As for the many mailing pieces addressed to those men who have decided to get out of advertising and open up a peanut stand, or have inherited a fortune from a long-lost uncle and can give up the vicissitudes of advertising, there again, unless we are told that we do not know.

Seriously, I try to keep up my list from SPONSOR's page of changes and other news of the advertising field as it appears in the various magazines. But, without special personnel, which most radio stations cannot afford, it's all but impossible to keep the list up to date.

I would suggest to Mr. Stafford or to any other recipient of mail pieces that the next time they receive an item

addressed to someone deceased or departed, that they cut out the address, scribble on it "no longer here."

JOHN WILKOFF
Promotion Manager
WCOP
Boston

• Mr. Stafford, of the Daniel F. Sullivan Advertising Agency, urged more careful use of direct mail in his letter to SPONSOR. This is an answer.

SUMMER SELLING ISSUE

Can we have SPONSOR's permission to reproduce material about summer listening from your 8 May issue?

ARNOLD FOCUS
I.F.I. Advertising
Duluth, Minnesota

• Material may be reproduced if SPONSOR is credited.

We were greatly impressed with the 8 May issue of SPONSOR in which much valuable sales ammunition for summer use was presented. Will you arrange to have 10 additional copies of this issue sent to me?

GLENN CLARK MILLER
Station Director
WCPO
Cincinnati

Please send us three additional copies of the 8 May SPONSOR. The material on summer audience is excellent.

J. B. FUQUA
President
WJBF
Augusta, Georgia

Thank you very much for the 8 May issue of SPONSOR magazine. It is a gold mine of information for those of us who are attempting to sell summertime radio and television.

REYNOLD R. KRAFT
Vice President
Paul H. Raymer Company
New York

EQUITABLE LIFE PROGRAM

In what issue did you report on Equitable Life's radio program?

MYRON L. SILTON
President
Silton Brothers
Boston

• The Equitable story appeared in the 7 November 1949 issue.

(Please turn to page 66)

Public Service...

... is not mere "lip service." KMA holds Farm Days to demonstrate Soil Conservation practices; plans to take 106 Midwest Farmers to Alaska next Fall; interviews hundreds of small town newspaper editors annually; mails thousands of letters yearly giving garden, crop and nursery advice.

THUS, KMA "lives" in hundreds of Midwest communities and thousands of Midwest homes. That's why KMA is the "Number 1 Farm Station In The Number 1 Farm Market."

KMA

SHENANDOAH, IOWA

Represented by
Avery-Knodel, Inc.

KMTV
(TV-OMAHA)
CBS-ABC-DUMONT
"The Leader in Omaha"

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa



WWL Sells for Its Advertisers in Many Media



Continuous, as usual, are WWL's campaigns of 24-sheet posters, streetcar and bus dash signs, store displays, posters, stack signs and personal-assistance calls on the trade. WWL gives more of everything . . . to the listener . . . to the advertiser.

South's Greatest Salesman Uses New Ideas In Program-Promotion

WWL's current newspaper campaign is far and away the biggest, most comprehensive listener campaign New Orleans has ever seen. A series of full pages in color—plus 2-column newspaper ads every day—all as packed with appeal as WWL is packed with CBS stars and local attractions.



WWL Leads in Hoopers ...Morning...Noon ...and Night

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience exceeds that of the next two stations combined.



Whatever you have to sell, hire
South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

**TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST
MARKETS
ONE LOW
COMBINATION
RATE**

KWFT

WICHITA FALLS, TEX.

620 KC

5,000 WATTS

KLYN

AMARILLO, TEX.

940 KC

1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Queries

This new feature will present some of the most interesting questions asked of SPONSOR's Research Dept. Readers are invited to call or write for information. Phone: MU. 8-2772. Address: 510 Madison Avenue, N. Y. C. 22.

- Q.** "Can you tell me the number of television sets that have been sold since 1 January, and the expected volume for the rest of the year?" *Ad Agency*
- A.** 1,896,000 sold since 1 January, with the expectation that by 1 January 1951 there will be 8,600,000 sets in use in the United States. The estimated value of the 5,846,000 sets now in use is \$2,110,880,000 (to 1 May 1950).
- Q.** "Where can we find a list of radio and television sponsors of baseball?" *Magazine*
- A.** SPONSOR knows of no one source for this information. It may be helpful to check SPONSOR's recent "Play ball: 1950" in the 10 April issue, page 30.
- Q.** "Can you give me the dates of the issues in which you carried the TV dictionary?" *Ad Agency*
- A.** 13 February 1950, page 22; 27 February, page 34; 13 March, page 34. (The dictionary, in booklet form, is still available: free to SPONSOR subscribers; otherwise 25c per copy. Bulk rates given on request.)
- Q.** "What is the number of standard AM broadcast stations in the United States?" *Broadcaster*
- A.** Nearly 2,200.
- Q.** "Do you have any information about the effect of television on the sale of radio sets?" *Advertiser*
- A.** A recent report by NRDGA states: "Though radio departments reported severe declines in sales (1949), the report reveals in contrast an increase of 212% over 1948 in the sale of television sets. As a result, the combination of radios, phonographs and television showed a sales increase of 23% over the previous year.
- Q.** "What agencies had top national TV billing in 1949?" *Ad Agency*
- A.** N. W. Ayer, Bates, BBDO, Biow, Esty, Kudner, Sullivan-Stauf-fer-Colwell & Bayles, Tarcher, J. Walter Thompson, Young & Rubicam (listed alphabetically).
- Q.** "In your 16 January 1950 issue, you quoted a LOOK HEAR survey. Where can we see this survey?" *Ad Agency*
- A.** Contact LOOK HEAR, 145 E. 53rd Street, New York City, Plaza 9-4722.
- Q.** "Can you tell us about *The Court of Missing Heirs* show; the network, sponsor, and when it went off the air?" *National representative*
- A.** Ironized Yeast sponsored it on CBS, Tuesdays, 8:30 to 9:00 p.m. It went off the air 29 September 1942. ABC had it sustaining from 31 March 1946 to 18 June 1947.
- Q.** "Have you had any mail order stories late in 1949 or early in 1950?" *Network librarian*
- A.** Yes. 5 December 1949 and 22 May 1950.
- Q.** "From whom can we get a TV report about listeners, broken down as to times of day, by age, and by sex?" *Advertiser*
- A.** A. C. Nielsen Co.; American Research Bureau; Videodex; SPONSOR's issues: 28 February 1949, page 24, and 27 February 1950, page 26.

Your first radio choice in Baltimore!

March-April, 1950 Hooper Station Audience Index Shows

WCAO

"The Voice of Baltimore"

1
ST

IN THE MORNING!

Share of audience is 30.1 (20.9% ahead of nearest competition)

IN THE AFTERNOON!

Share of audience is 21.0 (17.3% ahead of nearest competition)

IN THE EVENING!

Share of audience is 16.3 (38.1% ahead of nearest competition)

IN SATURDAY DAYTIME!

Share of audience is 21.8 (21.1% ahead of nearest competition)

IN TOTAL RATED TIME PERIODS!

Share of audience is 19.0 (35.7% ahead of nearest competition)

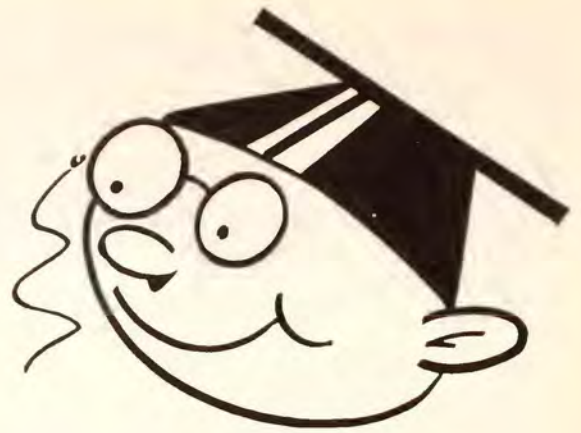
ask about availabilities!

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

THANK YOU PROFESSOR!!

THE NOW FAMOUS WOODBURY
COLLEGE IMPARTIAL SURVEY
SHOWS THAT WHEN ASKED...

"WHICH STATION DO
YOU USE MOST?"



KLAC-TV

WAS MORE POPULAR THAN FIVE OTHER
STATIONS IN THE LOS ANGELES AREA

BASED ON A SURVEY OF 3000 TV SET OWNERS
IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

**ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY*

THANK YOU MR. SPONSOR!!

IN THE MONTH OF APRIL

KLAC-TV

HAD IN EXCESS OF **1850** ADVERTISING
UNITS... (A UNIT OF ADVERTISING IS A SPOT—
A PARTICIPATION OR A SPONSORED PROGRAM)



LOOK FOR THE SPONSORS...

THAT'S WHERE THE LISTENERS ARE

KLAC-TV

Hollywood, California

**LUCKY
CHANNEL 13**

**REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK*

New and renew

These reports appear in alternate issues

New National Radio Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKETS	CAMPAIGN, start, duration
American Chicle Co	Chiclets, Dentyne	Badger & Browning & Hersey (N. Y.)	National	Annents; several starting dates; 17 wks
Centennial Turf Club	Turf club	Mark Schreiber (Denver)	28 regional stations	Transe annents; late Jun
Chap Stick Co	Chap-Stick lip protector	Lawrence C. Gumbiner (N. Y.)	30 mkt; major cities	Partie; mid-Oct; 20 wks
Colgate-Palmolive-Peet	Halo, Veto & Ajax	Sherman & Marquette (N. Y.)	35 Don Lee stations	Tello-Test; 5 Jun; 52 wks
General Foods	Swan-down Devil's Food mix	Young & Rubicam (N. Y.)	20 mkt; 60 stations	Annents and chainbreaks; 5 Jun; 3 wks
General Mills	Kix	Tatham-Laird (Chi.)	23 ABC stations; Pacific coast	Today in Hollywood; M-F 3-3:05 pm (Pac); 5 Jun
The Kellogg Co	Rice Krispies	Kenyon & Eckhardt (N. Y.)	29 stations; major cities	Howdy Doody; Tu, Th 5:30-5:15 pm; 6 Jun; 8 wks
Woolrich Woolen Mills	Mountain-made clothes	Hutchins (Rochester, N. Y.)	KFAR (Fairbanks)	Chainbreaks; 3 Sep; 13 wks

New and Renewed Television (Network and Spot)

SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
American Tobacco Co	BBD&O	WNBT, N. Y.	20-sec film; 17 Jun; 41 wks (n)
Arnold Bakers	Benton & Bowles	WNBT, N. Y.	1-min film; 22 May; 52 wks (n)
P. Ballantine & Sons	J. Walter Thompson	KNBH, Illwd	1-min film; 11 May; 21 wks (n)
Best Foods	Benton & Bowles	WNBT, N. Y.	1-min partie; 29 May; 13 wks (n)
Borden Co	Young & Rubicam	WNBT, N. Y.	Partie; 29 May; 13 wks (n)
Byrd and Son Inc	H. B. Humphrey	WNBT, N. Y.	1-min live annent; 4 May; 13 wks (n)
Carter Products	Sullivan, Stauffer, Colwell & Bayles	WNBW, Wash.	1-min film; 11 May; 52 wks (n)
D. L. Clark Co	BBD&O	WPTZ, Phila.	1-min film; 1 May; 13 wks (r)
Consolidated Cigar Co	Erwin, Wasey	WPTZ, Phila.	The Plainclothesman; W 9:30-10 pm; 31 May; 52 wks (n)
Doubleday	Huber Hoge	WABD, N. Y. (DuMont net)	30-min prog; Sun 11:45-12:15 pm; 14 May; 13 wks (r)
F. W. Fitch	Harry B. Cohen	WNBT, N. Y.	1-min film; 2 May; 22 wks (n)
General Foods Corp	Young & Rubicam	WPTZ, Phila.	20-sec film; 2 May; 34 wks (r)
Goodyear Tire & Rubber Co	Compton	WPTZ, Phila.	1-min partie; 4 May; 35 wks (r)
Goodyear Tire & Rubber Co	Compton	WNBT, N. Y.	20-sec film; 17 May; 52 wks (n)
Gruen Watch Co	Grey	WBZ-TV, Boston	20-sec film; 18 May; 52 wks (n)
Hygrade Food Products Corp	Doyle, Dane & Bernbach	WNBK, Cleve.	20-sec film; 31 May; 52 wks (n)
Lo Calory Food Corp	Roy S. Durstine	WBZ-TV, Boston	20-sec film; 1 Jun; 52 wks (n)
McKesson & Robbins	J. D. Tarcher	WNBT, N. Y.	20-sec film; 3 May; 52 wks (n)
Manhattan Soap Co	Duane Jones	WNBK, Cleve.	Don Winslow of the Navy; S 10-10:30 am; 21 May; 13 wks (n)
Manhattan Soap Co	Duane Jones	WNBW, Wash.	1-min film; 2 May; 46 wks (n)
Manhattan Soap Co	Duane Jones	WNBT, N. Y.	1-min film; 3 May; 13 wks (n)
National Selected Products	Care-Marston	WRGB, Sehen.	20-sec film; 12 May; 13 wks (n)
O-Cel-O	Comstock Duffes	WNBT, N. Y.	20-sec film; 31 May; 13 wks (n)
Pepsi Cola	Biow	WNBT, N. Y.	20-sec film 8 Jun; 13 wks (n)
Prince Macaroni	H. C. Rossi	WBZ-TV, Boston	1-min film; 8 Jun; 13 wks (n)
Procter & Gamble	Benton & Bowles	WNBT, N. Y.	1-min partie; 15 May; 13 wks (n)
Ranger Joe	Laub & Keen	WNBT, N. Y.	1-min partie; 15 May; 13 wks (n)
Riggio Tobacco Co	Brooke, Smith, French & Dorrance	WPTZ, Phila.	Partie; 15 May; 13 wks (n)
Snow Crop Marketers	Maxon	WNBT, N. Y.	20-sec film; 17 May; 52 wks (n)
Sophie May Candy Corp	A. W. Lewin	WNBT, N. Y.	20-sec film; 3 May; 52 wks (n)
Stanco Inc	McCann-Erickson	WNBT, N. Y.	23 May; 52 wks (n)
Standard Brands Inc	Ted Bates	WNBT, N. Y.	23 May; 52 wks (n)
Standard Brands Inc	Compton	WNBT, N. Y.	5 Jun; 52 wks (n)
Standard Brands Inc	Compton	WBZ-TV, Boston	20-sec film; 12 May; 13 wks (r)
Trio Products	Baldwin, Bowers & Strachan	WNBK, Cleve.	1-min partie; 15 May; 13 wks (n)
Ward Baking Co	J. Walter Thompson	WNBQ, Chi.	
		WNBT, N. Y.	

● In next issue: **New and Renewed on Networks, Sponsor Personnel Changes, National Broadcast Sales Executive Changes, New Agency Appointments**

Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KPAC, Port Arthur, Texas	MBS	John Pearson Co., N. Y.
WARI, Arlington, Va.	Independent	Independent Metropolitan Sales, N. Y.
WBCC, Bethesda, Md.	Independent	Independent Metropolitan Sales, N. Y.
WDOK, Cleveland	Independent	Everett-McKinney, N. Y.
WFAX, Falls Church, Va.	Independent	Independent Metropolitan Sales, N. Y.
WGAY, Silver Spring, Md.	Independent	Independent Metropolitan Sales, N. Y.
WGIL, Galesburg, Ill.	MBS	William G. Rambeau, N. Y.
WJFI, Hagerstown, Md.	MBS	Walker Co., N. Y.
WOI-TV, Ames, Iowa	NBC, CBS, DuMont, ABC	Weed & Co., N. Y.
WPIK, Alexandria, Va.	Independent	Independent Metropolitan Sales, N. Y.
WPLH, Huntington, W. Va.	MBS	Walker Co., N. Y.

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
John W. Baker	Advertising, copy and merchandising counsellor in Conn.	Geyer, Newell & Ganger Inc., N. Y., copywriter
Frank Blautter	BBD&O, M'pls.	Ruthrauff & Ryan, Chi., tv dept
L. R. Bloom	Geyer, Newell & Ganger, Detroit, media dir	Kenyon & Eckhardt, Detroit, media dir
James Bridges	WLW, Cincinnati	Guenther, Brown & Berne Inc., Cincinnati (head of their branch office in Dayton)
Leonard Carleton	Kenyon & Eckhardt, prod of Mark Trail program	Same, prod dir of radio dept
Eli Cohan	Joseph Adv., Cincinnati	Head of new Eli Cohan advertising agency, Cincinnati
Robert Cohan	Graduate of Ohio State, June, 1950	With new Eli Cohan advertising agency, Cincinnati
Will H. Connelly	Head of his own sls prom and sls consulting firm, Chi.	Jam Handy Organization, Detroit, member sls prom staff
Franklyn W. Dyson	Turner, Leach & Co., N. Y., sp in charge of radio, tv	Same, partner and member of the board
Charles Grant Jr	Alfred M. Best Co., N. Y., ed asst	Pan American Broadcasting, N. Y., asst adv mgr
Clifford E. Greenland	Associated Program Service, N. Y., comml mgr	Same, acct exec in stu rel dept
Robert J. Hakken	Benton & Bowles, N. Y.	Kenyon & Eckhardt, N. Y., copy staff
Joel Harvey	Metro Goldwyn Mayer, N. Y., adv staff	Ted H. Factor, L.A., prod dir
Thomas E. Haytham	Maxon Inc., N. Y., dir of marketing and media	Same, dir of mkts and media research
Sander Heyman	Schenley Industries, N. Y.	Al Paul Lefton Co., N. Y., exec
William H. Houghton	Associated Program Service, N. Y., staff asst	Same, asst svs mgr of svs dept
George Janda	O'Reilly, Doty & Summer, Chi., assoc member	Petesch, Hecht & O'Connor Inc., Chi., administrative head of radio, tv prod
Russell K. Jones	Cunningham & Walsh, N. Y., acct exec	Same, sp
David Kaigler Jr	WCAU-TV, Phila., prod dir	Adrian Bauer, Phila., dir of tv
Robert W. Kellogg Jr	Brouke, Smith, French & Dorrance, Detroit	Denman & Botteridge, Detroit
R. Ian Lairdlaw	CFRB, Toronto, member retail adv staff	Russell T. Kelley Ltd, Toronto, assoc radio dir
Herbert S. Lenz	Young & Rubicam, N. Y., exec	Farson, Huff & Northlich, Cincinnati, sr acct exec
Robert F. Lewine	Cine-Television Studios, sp	Hirshon-Garfield, N. Y., radio, tv dir
Arthur C. Linge	Benton & Bowles, N. Y.	Maxon Inc., N. Y., dir of media estimates and contracts
James W. Lucas	Associated Program Service, N. Y., dir of prog	Same, dir of prod dev
Newman F. McEvoy	Cunningham & Walsh, N. Y., media dir	Same, sp
Lindsay MacHarrie	Young & Rubicam, N. Y., radio prod superv	Calkins & Holden, Carlock & Smith, N. Y., radio and tv prod mgr
Gregory Murphy Jr	Geyer, Newell & Ganger, N. Y., sp and mgr of Detroit office	Same, elected to agency board of dir
John L. McQuibb	Kelly-Smith Co., Atlanta, asst mgr	The Katz Agency, Atlanta, on sls staff
James M. Neville	Feature writer and novelist	John LaGerda, Phila., pub rel dept
Vic Piotrowski	Kroger Co., Cincinnati, grocery merchandiser	Dancey-Fitzgerald-Sample, N. Y., sp in charge of merchandising dept
Alex Rosenman	WCAU, Phila., sp in charge of sls	Official Films Inc., N. Y., exec sp and gen mgr
Howard M. Rushkoff	Wain & Barnet Inc., N. Y., acct exec	S. R. Leon Co., N. Y., mgr of pub and research
Sydney Rubin	The Frederick-Clinton Co Inc., N. Y., radio and tv dir	Same, sp
Edward Sampers	Operated own agency	Horton-Noyes, Providence
Dan Schmidt III	George P. Hollingbery Co, Atlanta	Same, N. Y., in charge of tv dept
Jack T. Sharp	WJMO, Cleve., sls rep	Ohio Advertising, Cleve., acct exec
George Stege	Lever Bros (Pepsudent div), N. Y., sls dir	Leo Burnett Co., Chi., acct exec
Emil Stein	Farson, Huff & Northlich, Louisville, copy chief	L. W. Roush Co, Louisville, copy chief
Ellen Stern	KPIX-TV, KFSO, S.F., prom and pub dir	Emil Mogul Co, N. Y., asst to pres
Algot Swanson	BBD&O, N. Y., acct exec	MacKenzie Inc, M'pls., sp and acct exec
Lee Todd	Buchanan & Co, L.A.	Brisacher, Wheeler & Staff, L.A., radio and media dir
Gordon G. Vanderwerker	Benton & Bowles, N. Y., media coordinator	BBD&O, N. Y., media coordinator
Harry W. Witt	KTTV, L.A., gen mgr	Calkins & Holden, Carlock, McClinton & Smith, L.A. office mgr

IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!



The 1949 Iowa Radio Audience Survey* reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have *two* sets whereas in 1940 there were only 13.8% . . . 12.4% have *three or more* against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets *simultaneously* on an average weekday. Where the home has three sets, 44.3% of the families use two sets *simultaneously*. Where the home has two sets, 26.4% of the families use two sets *simultaneously*.

In addition to the extra listening caused by two or three sets being heard at the *same time*, there is a large but unmeasured amount of added listening in cars, offices, barns, etc.

Sets create the 1950 Iowa audience, and WHO continues to get the greatest share of this audience. Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

*The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ for Iowa **PLUS** **+**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



NOW
WGTM
 WILSON, NORTH CAROLINA

brings
CBS

to one of the nation's
 highest cash farm
 income areas!

Write { ALLEN WANNAMAKER,
 WGTM, WILSON, N. C.
 or
 WEED & COMPANY,
 NATIONAL REP.

5000 WATTS FULL TIME
 590 KC.



Harry W. Bennett, Jr.

Director of advertising
 Jelke Good Luck Products, N. Y.
 (Division of Lever Brothers Co.)

Mr. Sponsor

Harry Bennett, director of Jelke's advertising, is a sucker for a challenge, and he's got one when it comes to Good Luck Margarine.

"It's a three-way battle," says the husky 6'3" executive, "and we're going to lick all three parts." He'll pound his fist on the desk just in case you don't think he means it. "We have to build margarine's public acceptance, we have to promote our own Good Luck Margarine product, and we have to fight laws that aim to hold us down. Radio is by far our most important weapon."

When Bennett joined Jelke little more than a year ago, the company was spending no more than 2% of its ad budget for radio, a mere \$6,000 for the first six months of 1949. Sales were spiraling—downward. Bennett immediately increased radio expenditures to 20% for the second six months. Sales have not only leveled-off, but are on the way up. He's been given an ad budget of nearly \$1,000,000 for 1950. More than a third of that will go to radio.

Young (40) Bennett believes in concentrating his advertising; he seeks to hit the housewife often and in the markets where it counts most. The company is currently running 250 spots per week in 25 to 30 cities. Come 1 July, when the federal tax on margarine is to be lifted, these spots will be increased by 200%.

Bennett's radio advertising ideas are based on solid experience. He learned about the housewife and radio when he was with the Compton Agency as account executive for P&G's Ivory Soap and Duz; and when he was with the Veterans' Broadcasting Company (Rochester, N. Y.) as advertising and sales promotion manager. He plans to make radio Jelke's basic medium, building other media around it. He'd like nothing better than a TV announcement or program campaign, and a five-day, 15-minute radio daytime show.

Lever Brothers, which bought out Jelke's in 1948, produces about 70% of the world's margarine. Their enormous resources are now behind Bennett as he seeks to push Good Luck Margarine to the top of the heap. Bennett's biggest problem lies in overcoming the "social stigma" of margarine as a substitute for butter.

The fight's on for Harry Bennett, and he's never been happier. For relaxation he'll spend his weekends sailing with his wife and two small children . . . listening to the portable, of course.

MR. SPONSOR:

\$30,000 IN CASH SALES AT A COST OF ONLY \$300

May 26, 1950



Mr. Richard E. Jones
Station WJBK
Masonic Temple
Detroit, Michigan

Dear Mr. Jones:

I thought you might be interested in the tremendous selling job Jack the Bellboy is doing for MUNTZ TV in Detroit.

With the exception of Christmas, New Year's and Easter, MUNTZ TV has appeared on the Bellboy's program every single day since opening in Detroit July 4, 1949, which speaks for itself.

Jack the Bellboy's program has clearly been our most effective media here in Detroit for MUNTZ, and the bulk of our advertising budget is used on his show. As an example: for a time outlay of \$300.00, over 150 MUNTZ TV sets were sold with resultant cash sales of over \$30,000.00. The average phone pull on the Bellboy's week-end show for MUNTZ is well over one hundred calls.

The Bellboy's hour MUNTZ show at a cost of \$250.00, completely outpulled full page advertisements in all three Detroit dailies at an average cost of over \$1,000.00. Practically all Detroit stations were used in our initial programming and the Bellboy's time so completely outpulled all the other stations that our entire radio budget was placed with him.

Our weekly MUNTZ TV schedule with the Bellboy calls for close to five hours of solid programming per week, which backs up my contention that he is the greatest radio salesman in the country put the Bellboy right on top.

Keep up the good work.

Kindest personal regards,
Arthur Schurgin
Arthur Schurgin



This letter shows you how easy it is to get *real* sales results when you advertise on WJBK . . . the station whose local acceptance has made it the key station in the Tiger Baseball Network for the second successive year! The way smart advertisers spell "success" in Detroit is W-J-B-K.

WJBK

- AM
- FM
- TV



DETROIT

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

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 2 billion for general merchandise, 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.

New developments on SPONSOR stories

p.s.

See: "Amm-i-dent sets the pace"

Issue: 10 October 1949, p. 20

Subject: Amm-i-dent picks radio

With an ad budget of over \$2,000,000 this year, Amm-i-dent expects to be cleaning more teeth than ever. Over half of this budget will be split between radio and TV.

In "Amm-i-dent sets the pace," SPONSOR described ad-manager George Abrams as a "bug on testing." He still is and his current experiment is a TV show. This fall, for the first time, Amm-i-dent will sponsor a major TV production, *The Amm-i-dent Mystery Playhouse* (CBS).

On the theory that evening TV time would be at a premium this fall, the company some months ago bought TV time without having had a show in mind. They decided later to sponsor a mystery which was in the network's block programming mood (see "Mr. Sponsor Asks," SPONSOR, 5 June 1950). The half-hour play will go on the air every Tuesday at 10:00 p.m. EDT.

Another Amm-i-dent innovation is its entry into daytime network radio with the 25-minute program, *Quick As A Flash* (ABC). The show is scheduled for Tuesdays and Thursdays at 11:30 a.m. EDT.

Simultaneously, the company is dropping its evening show on radio, *Burns and Allen* (CBS).

These decisions are based, according to Abrams, "on the downward trend in evening AM radio listening, the upward trend in evening television viewing, and the stability and increasing importance of daytime radio." *Burns and Allen* had done a good job for the company, but had been declining in rating. The show became an expensive buy in view of the smaller audience pulled (current Hooperating, all homes, 12.3).

The two new programs cost little more than the single *Burns and Allen* show. The TV show will be budgeted at approximately \$14,000 per week. The daytime radio show will cost about \$13,000 weekly. In addition, daytime radio spots are being tested in six cities.

Amm-i-dent has had a spectacular success story. It was first introduced February, 1949, and it is reported that the dentifrice is now the number two seller among drug stores throughout the country, number three among all stores. An impartial questionnaire survey among 37,000 dentists was made recently by Louis Sturz, certified public accountants. Results placed Amm-i-dent first in dental recommendation among all types of tooth pastes and powders.

p.s.

See: "Auto advertisers can do better"

Issue: 13 February 1950, p. 24

Subject: Automotive advertisers

The air is becoming increasingly important to the automobile manufacturers.

As SPONSOR predicted (13 February), the trend for fall will be toward more programs, rather than announcements. Indications are that the auto advertisers will hold on to what they have, and in more cases than not, increase their radio and TV activity.

It is reported that the Chrysler Corporation is interested in buying time on NBC-TV for a new mystery show this fall. The difficulty seems to lie in the lack of good time still available. DeSoto will definitely pick up the Groucho Marx AM show after the summer hiatus (but it will move from CBS to NBC). Ford and Chevrolet are continuing their heavy programming schedule. Spot schedules, however, will continue to be important in the industry's advertising.



Signal Strength?



Radio Homes?



Audience Surveys?



Sales

On

Traffic

TRAFFIC-SALES

the language every merchant understands

THE "XL" STATIONS

are proven producers of traffic and sales the tested A R B I * way

write for *Free* **summary of 16 A R B I tests**

To: The XL Stations - 200 Symons Block - Spokane, 8, Wash.

The XL Stations

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

* Advertising Research Bureau, Inc.

North
Carolina-
the South's
Number ONE
State

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Lis-
ten To WPTF Than To
Any Other Station.

North
Carolina's
Number ONE
Salesman

WPTF

50,000 WATTS 680 KC
NBC AFFILIATE

★ also WPTF-FM ★

RALEIGH, NORTH CAROLINA

FREE & PETERS, INC. NATIONAL REPRESENTATIVES



RADIO IS PACING AMAZING GROWTH OF ROBERT HALL CLOTHING CHAIN. ADMAN FRANK SAWDON INDICATES NEW MARKET

When the profits go up up up

Robert Hall this season tells you the reason: spot radio.

The firm's \$1,500,000 air effort leads clothing field

spot

It's no coincidence that the most spectacular success in the clothing industry is also the biggest radio spender. Robert Hall gets the nod on both counts by a wide margin. The firm, which may well be the fastest-growing business in any retail category, does not deny published reports that its 1949 income approached \$75,000,000. Robert Hall's

radio tab last year was at least \$1,500,000, and probably closer to \$1,750,000. (The exact figures are anybody's guess: these statistics are buried in the overall figures of Robert Hall's parent, United Merchants and Manufacturers, Inc. One indication of UM&M's magnitude: its president, Jacob Schwab, collected salary and bonus of \$440,542 in 1946, the U. S. Treasury reported.)

Never a firm to rest on its laurels, the Robert Hall chain will put more distance between the wolf and Jake Schwab's door this fall by opening stores in eight new markets, mainly in the Midwest. As always, the firm's station list will be expanded in close tandem with the new establishments. The Robert Hall station list, which has built steadily each fall, currently ranges

Look smart in a Robert Hall dress It's smart because you buy 'em for less Robert Hall has them all and the prices are down. The cool summer values are the talk of the town. Look smart get your summer time dress



Artful use of 100 singing commercials helps Robert Hall build store after store like this one

from 130 to 150 outlets, depending on seasonal variations. The fall openings will put Robert Hall in a total of 70 markets across the country. At present, the clothing chain owns and operates 88 "clothing supermarkets" in 35 states.

In line with the fall campaign, Frank B. Sawdon, head of the Robert Hall ad agency, and his radio director, Jerome Bess, are deep in the monumental task of viewing their radio activity in all current markets, and planning the new additions. Sawdon is also vice president in charge of advertising and sales promotion for Robert Hall Clothes, and is a key figure in all phases of the firm's planning and development.

Jerry Bess, who does the actual radio timebuying for Robert Hall, left recently on one of his periodic swings around the country in pursuit of his radio chores. This trip is an especially important one, not only because of Robert Hall's ambitious fall radio

plans, but also because the inroads of television will have a greater bearing than ever before on the implementing of such plans. Before leaving on this trip, Bess generously took time out to give SPONSOR's readers an insight into the Robert Hall approach to the all-important problem of radio timebuying. Frank Sawdon himself, who has played a dominant role in Robert Hall's merchandising since the firm's beginnings, has supplemented this information with a rounded picture of the inside workings of one of radio's biggest—and smartest—customers.

"Inside workings," as a matter of fact, is a phrase close to the heart of Robert Hall's philosophy of radio coverage. The firm's station buys are calculated to cover each market area "from the inside out." Robert Hall buys almost as many network stations as independents, 50-kilowatt powerhouses as well as 250-watt coffee pots. But, in general, the company prefers



CALCULATED UNPRETENTIOUSNESS IS THE KEYNOTE

to make multiple buys of several 250 or 500-watters within a given radius, rather than try to blanket that area with a single 50-kw station.

In keeping with this slant, Jerry Bess makes a point of doing his timebuying personally, and on the spot. When station buys in a particular locality are contemplated, Bess appears on the scene to conduct a one-man opinion poll. His object is to determine which station or stations have the greatest "local retail acceptance."

To Robert Hall, this doesn't mean "buying ratings" any more than it means "buying power." Bess recalls that some shows and stations "with practically no ratings at all" have been selling heavily for the firm over a pe-



ROBERT HALL'S MERCHANDISING PHILOSOPHY. RADIO COMMERCIALS MADE "PLAIN PIPE RACKS" A NATIONAL CATCH-PHASE

riod of years. What *does* Robert Hall look for when buying a station? Both Sawdon and Bess agree that "a station's own personality" is more to the point than ratings or power—its "local retail acceptance." This is a factor, they feel, that cannot be determined by remote control, which accounts for Bess' energetic legwork.

In the matter of choice of broadcast time, Robert Hall finds that its best results have been in Class B and C time brackets, which they regard as between 6:30 a.m. and 6 p.m. Narrowing it down, they feel that broadcasts in the mid-morning hours, and early and late afternoon have been the most productive. This ties in with the Robert Hall belief that, while the firm sells

clothes for the whole family, the housewife is their natural advertising target. In the middle and lower income brackets, which constitute the greatest consumer mass, it's the lady of the house, Robert Hall has found, who decides which pants the nominal head of the house will wear.

Just as it looks for the best of both types in dividing its station buys almost evenly between network station and indies, Robert Hall again gives announcements and programs an even break. If it comes to a tough choice on a single station, the firm will buy a bulk of announcements spread through the log, rather than a single program. If programs are indicated, buys will include five, 10, and 15-min-

ute newscasts, and musical shows, usually disk jockeys, in segments of 15 minutes or more.

The other half of Robert Hall's radio arsenal consists of a wide variety of one-minute transcriptions. A 30-second jingle is the lead-in for each commercial. All of the Robert Hall jingles are set to original tunes (the firm has used more than 100 of them to date). The following verse is a typical Robert Hall opener:

"Look smart in a Robert Hall dress
It's smart because you buy 'em for
less

Robert Hall has them all and the
prices are down,

The cool summer values are the talk
(Please turn to page 44)



IT'S HERE!

The Book You've
Been Waiting for

"WORLD'S IN COLLISION"

BY IMMANUEL VELIKOVSKY

BARING IN VIEWPOINT!
STARTLINGLY ORIGINAL!
TOLD IN SIMPLE LANGUAGE!

Are the planets of our solar system so fixed in their orbits
as we have always believed them to be? They have not
been, according to Dr. Velikovsky and many will agree
be in the future. He contends that more than once within
history there may have been and several scientific refer-
ences. The earth became a personal chess board for
hundreds of years. The sun's distance had been more
destroyed the large portions of the latter race perished.

The evidence collected by the author is unassailable
from scientific history. It is a new era of
writing. If you are to know the truth about a new era of
history, it can be found in writing. **\$4.50**
It will explain more of our world.

YOU'LL WANT TO READ THIS!

MAIL TODAY

Enclosed please find \$ for which please send

one copy of WORLD'S IN COLLISION at \$4.50 each to

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____ C.O.D. _____

Charge Cash

THE J. K. GILL CO.

1 W. 5th and Stark at next

SPONSOR: J. K. GILL COMPANY #1

DATE COPY NO. TIME

April 7, 1950 2 times
April 3, 1950 1 time

APPROVED BY: ew

For years science has scoffed at miracles...the crossing of the Red
Sea...Joshua commanding the sun to stand still...the plagues of Egypt.
We come the most amazing book of modern times...WORLD'S IN COLLISION...
a lifetime of study with thousands of documented proofs to show these
great miracles actually happened! The Ice Ages...the deaths of the
dinosaurs...the Great Flood...all occurred when the planet Venus,
then a comet, brushed close to the earth several times. WORLD'S IN
COLLISION may change our whole idea of the universe. WORLD'S IN COLLISION
...written in viewpoint and amazingly original. Written in simple,
understandable language. Don't miss WORLD'S IN COLLISION...just arrived
at the J. K. Gill Company Southwest 5th and Stark, Portland. Price \$4.50.
Mail orders filled, postage prepaid...or go to Gill's Book Department,
First Floor, Union

- 1. ARBI test starts: matched sums go to two media
- 2. \$91 bought 10-inch, two-col. ad in Portland paper
- 3. \$90 paid for 15 60-second announcements like this

What pulls 'em in?

**ARBI technique gives dollar-for-dollar
comparison of newspaper vs. radio
selling-impact in retail stores**



Cash customers like ladies above are all the measurement a retailer wants of a medium

over-all What could be simpler? A retailer takes two \$100 bills. He buys newspaper advertising with one, radio time with the other. The same item is plugged in both media; then, when customers go to buy, they are interviewed carefully. Main question: "How did you learn about our special offer?"

In outline, this is what happens when the Advertising Research Bureau Inc., a newly formed Seattle organization, conducts one of its unique point-of-sale tests. So far radio is credited with having pulled nearly twice as many customers into the store as newspapers.

Retailers who have tried ARBI tests see them as a refreshing supplement to the welter of circulation audit figures, radio ratings, audience surveys, and other indirect measures of selling effectiveness. ARBI research tells a retailer exactly what he wants to know: *how much pulling power do I get for my dollar?* It is one of the most stimulating of recent research developments.

Theoretically, retailers could take any number of advertising media, drop the same number of coins in each slot, and have ARBI come up with figures that tell which gives the best results. So far, however, radio and newspapers have been the only media compared.

Current ARBI operations are restricted to the West Coast, but the organization has announced tentative plans for expansion eastward. At this writing, 16 pilot tests of radio vs. newspaper effectiveness have been com-



ADVERTISING QUESTIONNAIRE

*The Advertising Department of this store is making a study of the effectiveness of its advertising. Would you mind answering a few questions to help us to determine the effective advertising list?

1. How did you learn about our special offer?

(a) Newspaper advertisement _____

(b) Radio advertisement _____

(c) Other _____

Radio display _____

Business solicitation _____

Direct mail _____

Friend talk me _____

Just shopping _____

Stocktake _____

(After giving respondent time for the voluntary answers to Q. 1, ask)

2. (a) (If newspaper): When did you see the advertisement in the newspaper? _____

(b) (If radio): What did you hear the radio announcement? _____

3. (a) What was there about the newspaper advertisement that attracted you? _____

(b) What was there about the radio broadcast that attracted you? _____

4. In your opinion, do you believe we get better results from newspaper advertising or radio advertising? _____

5. May I see if you live here in the city? (Yes/No) _____

IMPURCHASES (C-3-3-3-3)

Did customer purchase item advertised? Yes No

(If Yes) Dollar value of purchase \$ _____

Did customer purchase any other items in store? Yes No

(If Yes) What time or times? _____

Dollar value of such purchases: \$ _____

CUSTOMER'S COMMENTS:

SUMMARY OF RESULTS

J. K. GILL COMPANY,
Portland, Oregon

Oregonian . . . \$91.00
KXL . . . 90.00

April 3, 4, 5, 1950

	Radio	Newspaper	Both	Other	Total
Traffic	31	7	7	28	76
\$ Traffic	45%	9%	9%	37%	100%
No. Customers purchasing	27	4	7	8	46
\$ Customers purchasing	79%	57%	100%	79%	61%
\$ Dollar Value	61%	7%	14%	16%	100%

Per Cent of Traffic By Medium, By Residence

	Radio	Newspaper	Both	Other	Total
In City	71%	43%	71%	61%	66%
Outside City	26	43	29	39	33
Unascertained	—	14	—	—	1
Total	100%	100%	100%	100%	100%

Per Cent of Traffic By Medium, By Day

	Radio	Newspaper	Both	Other	Total
Monday	65%	10%	6%	19%	100%
Tuesday	32	8	17	43	100%
Wednesday	30	10	10	50	100%

1. Store interviews reveal which medium pulls best 5. Interviewer follows questionnaire reproduced above 6. Actual result sheet shows a victory for radio

pleted in nine Washington, Oregon, and Montana markets. Newspapers outperformed radio in only one of the tests.

The president of ARBI, Frederick Baker, reports that results of the tests have helped whip up enthusiasm for radio among retailers who participated. Some examples:

One large retailer, who had advertised exclusively in newspapers, took part in the test out of curiosity. Radio showed up so well that he has reallocated his advertising budget. Now 50% goes to radio and 50% to newspapers.

Another advertiser had been using five-sixths of his budget for newspaper advertising, one-sixth for radio. He now splits it 50-50.

Radio stations, too, have felt the impact of the ARBI tests. One station revised its rate structure upwards and another increased its monthly billing by 20%.

Here, in capsule form, are the traffic and sales results of Advertising Research Bureau's first 16 tests in the Pacific Northwest:

- Of the traffic brought into stores,
- 40.4% was attributed to radio
 - 21.2% to newspapers
 - 14.3% to a combination of radio and newspapers
 - 24.1% to various other reasons.
- Dollar sales volume, expressed in percentages, were:
- 54.6% accounted for by radio
 - 20.3% due to newspapers

Radio got twice as many people into the store and sold them over two-and-

half times as much as newspapers!

ARBI's results are not surprising to those who remember the Joske Department Store study in 1945. Joske's "the largest store in the largest state," cooperated in a one-year test which successfully demonstrated radio's selling power.

Two committees, one of retailers and another of broadcasters, supervised the promotion of certain Joske departments which were allotted extra radio advertising. Ernst & Ernst made a separate audit of the store and compared the sales showings of those departments which had been pushed on radio, and those which had gotten only the usual amount of joint radio-newspaper promotion.

Results of this one-year continuing survey showed that:

- All departments of Joske's in the selected group getting extra radio support in 1945 (with only one exception) showed increases in sales volume over the preceding year. Radio was instrumental in this sales increase.
- These increases in sales volume were achieved at a relatively low ratio of advertising costs to sales volume.

Though widely hailed at the time, the Joske study failed to impress many smaller retailers who lacked the resources to make a similar test. ARBI's method has the virtue of being applicable to stores which aren't "the largest ones in the largest state." Therein lies one of its greatest appeals.

At present, ARBI tests are paid for by the radio station involved. Some station people on the West Coast feel, however, that the stores themselves should be induced to foot the research bill. Then the tests would have even greater impact.

Head researcher of ARBI is Joseph Ward, a former New York research analyst who did wartime surveys for the Navy, and has since done surveys for Hearst papers, Carnation Milk, a leading Seattle department store, and others. Frederick Baker, president of ARBI, is a prominent West Coast advertising and public relations executive. Edward Craney, owner of the XL stations in Washington, Oregon, and Montana, is vice president.

To show exactly how ARBI research works, here is a step-by-step breakdown on a test for the J. K. Gill Co., Portland, Oregon. Gill, a long-established bookseller, chose *Worlds in Collision* for its test item. This is a recently published book which purports to explain various biblical and mythical events on a scientific basis. Portland readers already knew of the book through a *Reader's Digest* condensation, a book review in *Time*, and an article in the *This Week* magazine section of the *Sunday Oregon Journal*.

The Gill Co. spent \$91.00 for a two-column by 10-inch advertisement in the *Sunday*, 2 April, *Oregonian*. For another \$90.00, the company got 15 announcements on KXL, interspersed at intervals on 2, 3, and 4 April.

(Please turn to page 63)

Pears' soap.



The most famous of all Pears ads appeared originally in Punch about 1890.

*Two years ago I used your soap
Since when I have used no other!*

The soap that slept for 9 years

Using only radio, Pears has begun comeback, now has 7,000 retail outlets

spot Hollow and somewhat rude laughter greeted the brave souls who tried to solicit drug and department store orders for Pears Soap in the New York metropolitan area early in 1949. Sure, the famous English soap had been a household word in America as well as throughout the British Empire for generations—but not this generation. Pears hadn't been sold or advertised in the U. S. since 1940. Furthermore, it retailed for fifty cents a bar. A druggist in The Bronx summed up the general reaction rather neatly. His response to the Pears pitch: "Yer

fodder's mustache!"

Pears was shaken, of course, but not shattered. The firm kept trying, and by diligent effort managed to line up 205 drug store outlets and one department store (John Wanamaker) in the New York area. At that point Pears gave up shouting through cupped hands and tried a microphone. The firm bought a daily participation in the *Barbara Welles Show*, over WOR, New York. Six weeks later, orders for Pears Soap had been received from more than 2,000 drug stores, 36 department stores, and four drug chains. After 12 weeks (by 15 June), Pears

was being sold in 3,100 drug stores, 48 department stores, 14 drug chains.

Today, Pears is getting distribution through more than 7,000 retail outlets. Since its reintroduction in the U. S., a little more than a year ago, the firm has used no advertising other than radio, and only three stations in all—WOR, KYW, Philadelphia, and WBZ, Boston—although it will be upping its station total before long. The distribution figures cited are traced by the firm directly to the original campaign on a single station, WOR, and were achieved at a cost of about one dollar per store. The detailed story of how

Pears did it constitutes, if not a veritable soap opera, at least an epic success story.

Pears has been making soap in England since 1787. Even in its early years the firm was an energetic and imaginative advertiser. Many of its magazine ads, appearing in *Punch* and elsewhere, are regarded as classics (see cut). By 1882, the soap was so solidly established even in the United States, that no less a personage than the Rev. Henry Ward Beecher lent his name to a dignified testimonial for Pears, taking note of the well-known affinity between cleanliness and godliness.

In 1916, A. & F. Pears, Ltd., was absorbed by giant Unilever. For a time thereafter the soap was manufactured in America by Lever Brothers, as well as by Pears itself in Middlesex, England. Pears was not given as much advertising support as the other Lever soaps, however (Lifebuoy, Lux, Swan, etc.). By 1940, when production was discontinued because of the war, Pears popularity and sales in this country had melted away considerably, despite the fact that it was down to 15c a bar.

When Unilever decided to reintroduce Pears in the U. S. early in 1949, with production confined to England, import duties and rising production costs had brought the unit price to 50c. This put Pears in the luxury soap category.

After it became apparent that the attempt to reintroduce Pears cold—without advertising support—was doing it the hard way, Unilever enlisted the aid of expert counsel to plot an effective selling campaign. Co-plotters were Schieffelin & Co., American agent for Pears; Cowan and Dengler, Pears advertising agency; and S. C. Swanson, New York publicity firm.

The sensible approach to the merchandising problem, it was decided, was to concentrate on a single, specific area, and establish a pattern of advertising and distribution that could be applied later, market by market, throughout the nation. The ideal way of achieving this goal, it was further decided, was the use of "highly selective daytime radio," combined with aggressive publicity, "all geared to create an unusual amount of word-of-mouth advertising."

For those on the inside of this operation, the watch-words were "selling nostalgia." A reputation which has
(Please turn to page 45)



More than 7,000 drug and department stores throughout the East are moving Pears up front with the aid of Barbara Welles promotion on the air and at point of sale. A Liggett's display is pictured here



Alert promotion, publicity backs Pears' radio campaign. This is Dorothy Stickney, of "Life with Mother"

(Below) Barbara Welles (left) greets the "Pears Soap Mother," winner of WOR's letter writing contest





BENTON & BOWLES TIMEBUYER GEORGE KERN, RESEARCHER FREDERIC APT CHECK TOOLS: MAPS, REPORTS, MAGAZINES

So you think timebuying is easy?

It takes careful consideration of dozens of factors, plus a sixth sense that only experience develops to buy time wisely

over-all Don't underestimate a good timebuyer.

An Einsteinian creation of curved space, straight space, atoms, and world lines might puzzle him. On the other hand, some of the jigsaw puzzles he puts together involving stations, budgets, audiences, economics, and adjacencies would turn an ad-manager's hair white in a week.

Timebuying has acquired all the complex and exact tools of a science. That's heartening to the sponsor, since the more systematically his money is

spent the better he likes it. But it's also disconcerting: timebuying is so complex now that few people aside from timebuyers understand and appreciate how it's done.

To help advertisers (and agency people) understand the timebuyer's work, SPONSOR presents on these pages a breakdown of some of the tools timebuyers use to make their decisions; and an outline of some of the timebuyer's current problems. This information was gathered from experts in New York, Chicago, Salt Lake City,

Cincinnati, Los Angeles, and other cities around the country.

The timebuyer has some tools which are relatively easy to use. Anyone can tick off population figures and various other market data on a chart. But the trouble is that most of the timebuyer's problems are so complex that a list of timebuying tools a yard long can't unravel them.

Experience is actually the timebuyer's best friend; that, and something extra that experience seems to develop. In card-playing it's called

These are the timebuyers main tools

1. Coverage maps: BMB is basic, is supplemented by mail and engineering maps
2. Program and station share of audience ratings: how do individual periods compare with competition? What's the overall picture?
3. Market data: includes economic setup of area, population characteristics, living habits; sponsor area sales figures, budgets
4. Standard Rate and Data Service: what will the campaign cost?
5. Trade magazines: source of thousand and one tips and ideas: sales success stories, special market reports, information on competitive plans and products, business trends
6. Station representatives: source for time availabilities, program information (including ratings), aid in clearing time
7. Experience: most important "tool" of a timebuyer, because facts and figures can't be applied as a mechanical rule of thumb

(See Mr. Sponsor Asks, p. 36, for tools discussion)



Timebuyer's decisions are aired in sessions like this one at Compton

"card sense." However, the fact that a good timebuyer can almost "smell out" the right station can't all be chalked up to a mysterious insight. He has as a part of his background equipment a vast familiarity with markets, clients, account executives, representatives, stations, programs, talent.

His computations on these factors are often so automatic (and so right) as to look like pure intuition. Nobody knows just where "intuition" begins or ends, but we can take a look at how a timebuyer goes about getting the sponsor his money's worth, and some of the things that make it tough.

An ad-manager once asked the head timebuyer at an agency which handles numerous spot accounts, "How do you use BMB?"

"For what account?" the timebuyer replied.

How stations are chosen for a spot campaign depends not only upon the nature of the product but upon things like the sponsor's immediate objective, his distribution pattern, budget. BMB gives a circulation measurement and can be used to avoid buying coverage in areas where client lacks distribution.

It might, on the other hand, be used to help select stations to match a client's retail outlet newspaper advertising.

"When a certain new station came on the air," one timebuyer told SPONSOR, "I looked first at the BMBs of its competing stations in the area. Why? To see if there might be a coverage hole the new station would be needed to fill."

For estimating station coverage a timebuyer has, in addition to BMB maps and data, such aids as mail maps

or records, and millivolt contour maps.

But not all characteristics of a station can be known or estimated from tools so straightforward as a BMB or .5 mv. contour map. A rating service can give data on the relative popularity of a given program or period. But what about the type of audience attracted by a specific program?

Is it the one the advertiser is aiming at? Program schedules and written descriptions of programs are useful but far from conclusive here. Who are the people in a market, and how do they respond to various kinds of programs?

One way a timebuyer gets the feel of a station's programming is by hearing samples of its programs. This is usually done, except for the timebuyer's own area, via recordings. Another way is getting to know the station manager or program manager.

Station people visit agencies often with their station representatives. Products that have been sold successfully often constitute a clue.

There's another reason why details of programs and program sequence are a must in evaluating a buy for a specific client or product: the value of an adjacency can all but disappear if the wrong product is spotted next to the wrong program. To follow a sports stanza, for example, with certain women's products would be an obvious waste of money.

The station representative can be a great help to a timebuyer as he seeks to keep up with program and policy changes. Rep organizations, as a whole, are considered one of the more indispensable "tools" for obtaining much necessary station information.

Does the sponsor demand a strong merchandising assist from stations he puts on his schedule? The timebuyer has to know who will go out and really do a job. He usually does know. But the problem still isn't as easy as it sounds.

Some stations have small audiences and terrific merchandising services. With others the situation is just reversed. At what point does the negative begin to cancel out the desired characteristic?

What is the competition doing? What is the previous record for this program or time spot for selling similar goods? What is the sponsor's current distribution and sales picture in the market? Does the client want a prestige station in this market? These are a few of the questions that often bear on a question like this. After taking everything into consideration, a timebuyer must make his recommendation—and justify it.

Along with coverage and cost information, a timebuyer looks for share-of-audience data in sizing up a station. Some timebuyers like share-of-audience figures period by period. Others prefer averages for morning, afternoon, and evening on the theory that the larger sample represented gives a more accurate picture of the listening trend.

If a sponsor wants to reach the largest possible audience with a single or a very few announcements, that might call for a power station. If his product sells mainly in either rural or city areas, he might be paying for waste circulation.

But in some cases, a high power station
(Please turn to page 59)

Tips to a news sponsor



KCMO trademark emphasizes importance of news

Experts list ways to help the advertiser get the most out of his news program

1. *Don't open a newscast with the main commercial. At least a headline summary should come first*
2. *A strained commercial "tie-in" is worse than none at all*
3. *Avoid over-cuteness in commercials. The light touch is alright, but straightforwardness is better*
4. *A "second voice" is probably better for the commercial, although many newscasters do a potent selling job themselves*
5. *Five minutes of news is usually enough. Interest sags after that*
6. *Give them plenty of local and regional news*
7. *Don't present "Commentary" in the guise of straight news. If it's opinion or analysis—call it that*

over-all The fickle tastes of the listening public have driven many an advertising manager and account executive to a dyspeptic's diet of broth and malted milk. Give them drama and they want comedy. Give them high comedy and they want low comedy. Give them variety and they want drama. Give them symphony and they develop a passion for Dixieland. But give them news—and they devour it. All that stands between many an adman and a stomach specialist is the average listener's unflagging appetite for news.

This appetite was sharpened to a razor edge during the war years, and the change in global temperature from hot to cold has done little to dull that edge. Radio news is still the stuff that ratings—and profits—are made of. It's still the safest bet for any advertiser in search of a tried-and-true vehicle for moving his sales curve over the black-ink line.

The news show is all things to all sponsors. It can sell with equal facility on a limited campaign basis and on the customary long-term contract basis. A classic example of short-order selling via the newscast was provided in a recent campaign by Wally Frank Ltd., New York tobacconist chain, over WOR.

The company bought five single sponsorships of WOR's 6 p.m. news and three single sponsorships of the 9 a.m. news to offer a package of six pipes, valued at \$22. for \$3.95 plus mailing charges. According to WOR and Wally Frank, the offers on those eight newscasts pulled 5,399 phone and mail orders for a total of \$23,301 in sales. Cost to the sponsor for the entire campaign, including radio time, telephone service, clerical and miscellaneous overhead, was \$3,363.

An account executive for the Huber Hoge agency, which handled the campaign for Wally Frank, was impressed

Personal appearances build audiences; WCKY's Holt addresses class Close rapport between station, sponsor a must; WBBM, Bond execs meet



by "... the value of using long-established news programs in selling." And he added: "Moreover . . . there were remarkably few C.O.D. refusals, incorrect addresses, merchandise returns, etc., which are frequently connected with mail order campaigns."

Contrasting with such in-and-out news buys are the multitude of sponsors who consistently buy news programs for the long haul, over a period of years rather than days. Esso, for example, has sponsored its *Reporter* newscasts for 15 years.

WOR, which has made an intensive study of how and why news programs pay off, cites the case of Peter Paul, Inc. The candy firm has used news shows since 1939 to increase its distribution and sales in the New York metropolitan area. During those years Peter Paul has climbed from eighth to third place in candy bar rankings.

One Peter Paul contest, plugged on three WOR daytime news programs exclusively for eight weeks, pulled a total of 82,986 entries—each accompanied by "proof of purchase." The station adds: "Surveys made by Peter Paul show that the rise in their sales curve over the years closely parallels expenditures for radio news shows."

These news show success stories undoubtedly can be matched by many another sponsor and station. This doesn't mean that the news show is fool-proof, however. It isn't. But it can sell any conceivable product or service for a sponsor who takes the time to learn a few common-sense lessons—and a few trade tips—on how to handle his news show. In preparing this article, SPONSOR polled stations in every section of the country for firsthand, current data on the subject. The stations have responded with a deluge of detailed, sales-wise information on how news is paying off for their sponsors and themselves, and what they are doing to make it pay off.

First, some basic principles on which

all of the stations polled by SPONSOR are agreed:

1. Don't attempt to present commentary in the guise of straight news. Commentary, or "analysis," or any treatment of news other than a factual and objective handling, should be clearly identified as such on the air.

2. Avoid the use of stale, "warmed-over" news material, and never permit the verbatim repeat of a news item broadcast earlier—unless it's a legitimate "flash" of great importance. Listeners have learned to expect fresh, up-to-the-minute news on the air hours before they read it in their newspapers, and usually resent dog-eared items.

3. Although preferences vary in different parts of the country, most listeners seem to want more local and regional news than they have been getting over the air, and fewer national and international items.

4. Under ordinary circumstances, five minutes of news is plenty. Although there are many successful 15-minute and even half-hour news programs, a newscast's effectiveness ordinarily decreases in direct proportion to its length, after the first five minutes.

5. A "personality" newscaster can often do a more effective selling job than a staff announcer. But direction and restraint is needed to make sure his personality doesn't get in the way of the news.

6. If the news is rewritten from wire service copy or from other standard sources before being broadcast, the rewriting and editing should be done only by members of the station or network news staff—never by other personnel. Experience has shown that the newscaster himself—if he is merely a "voice" rather than a newsman—should not be permitted to alter the text of the newscast unless he can prove himself qualified. An irresponsible statement in a newscast reflects

on the sponsor as well as the station.

7. A degree of dignity is advisable in the newscast commercial as a whole, rather than cuteness. Day in and day out, the news outlook is generally sobering rather than entertaining. In this context, an "aren't we devils?" commercial is apt to fall harshly on the ear.

8. Integration of the commercial is alright—up to a point. Too often the straining for a tie-in with a news item is painfully audible. A typical result might sound like this: "An army of haggard, undernourished Japanese soldiers were welcomed by tearful wives and relatives in Tokyo today when they returned from four years' imprisonment in Manchuria. If you want to give your husband a real welcome tonight, pamper him with some of those delicious Bonzo biscuits. . . ." The commercial disguised as a news item should also be guarded against.

Remembering that no universal recipe exists for the ideal local news show, here are some specific suggestions by the stations that participated in SPONSOR's survey. The following advice comes from WJTN, Jamestown, N. Y., which airs 15 sponsored newscasts each day, 12 local and three network (ABC):

"Be sure to have good newscasters to handle local news. They must have personal appeal for the audience since they talk about local events and people. Make sure that the newscaster is very careful in pronouncing the names of local citizens, communities, streets, buildings, etc.

"In a community of our size (43,000), isolation of the local news in a 15-minute program is more successful than filtering it throughout the newsnewscast. . . . On our 10 and 15-minute newscasts we handle the commercials by giving a brief sponsor identification, followed by the headline news of the day. Then we say, 'Details in (Please turn to page 48)

News shows rate high in sponsor identification; promotional displays help

WELL INFORMED PEOPLE STAY TUNED TO
KOA 10 NEWS
BLU WHITE NEWS
7:45 A.M.
Monday-Wednesday
and Friday
presented
by the makers
of
SWEETHEART
SOAP
Presented on
alternate days
by
AMERICAN
FURNITURE
CO

The BAB looks at radio news

"First, only in radio and only with radio news can the sponsor get full credit for the service. . . . You (the advertiser) pay for the news in any medium—but in radio, you also get the credit, and . . . the gratitude, respect and goodwill that go with it. Second, you can forget about one big radio program problem when you sponsor news—the problem of keeping your program always interesting, new, and entertaining. The changing news, always fresh, exciting, crisp and different, always flowing to you from all parts of the world, is in itself the solution. The news is . . . always changing, never stale, repetitious, boring. . . . The news is immediate. . . ."

—excerpted from a recent talk by Maurice Mitchell at a National Retail Dry Goods Association Conference in Los Angeles



How to use TV films effectively

Attention to detail, skillful integration of commercials give feature films their impact

Hollywood hand-me-downs have a tremendous television audience; so have tailor-made movies for TV (SPONSOR, 5 June 1950). But transforming that audience into paying customers takes more than just throwing a switch to start a movie projector. It takes the same close attention to the

fine points of salesmanship and showmanship required for success with any program—AM or TV.

Films aren't always easy to use as a selling vehicle. People like to watch free movies, but they've been seeing them without commercial interruption for a long time. The Hollywood product wasn't made for TV and it wasn't

made for commercials. That means a conversion job. To find out how to get a maximum return from feature film programs, SPONSOR surveyed TV film experts. The tips they came up with are incorporated in this article.

WPTZ, Philadelphia, one of the most successful users of TV movie fare, sets the theme expressed by other outstanding film users: "Full length features require the same program planning as live shows. True, it's a lot easier to do film programs, but it's also a lot easier to slough off the opening and closing music, to have integrated slides not in keeping with the program mood, and to make other little slips that hinder chances for a high rating."

Many stations have built a large, steady audience for film shows by mood programming. Instead of showing a comedy one night, a Western the following, then a mystery, all in the same slot, films of one type are concentrated. An adventure fan can follow Dumont's weekly *Adventure Playhouse* on WABD, New York. *Murder Before Midnight* chills Chicagoans six nights a week on WBKB, and Philadelphia's Western fans have their daily

Commercial comes at climax of Westerns

- 1 Just when action is hottest in Hopalong Cassidy film, there's pause for commercial
- 2 Appropriate slide signals "intermission." Such touches add to appeal of TV films
- 3 Commercial stays in Western mood. Studio cowboy (also film) delivers message
- 4 Action resumes in two minutes. Cliff-hanger technique is used most in Westerns



C C C C C C C C C C
C C C C C C C C C C

Frontier Playhouse on WPTZ. New York TV stations alone have over 15 daily and weekly "film theatres" specializing in a certain kind of picture. Mood programing helps explain the high ratings of top film shows.

TV film theatres face a universal problem: how to fit an 80-minute picture into a 55-minute slot. Some programs run the whole film, but many of those in class A time slots schedule a one-hour segment, to keep time cost down. This means a major cutting operation.

Far from ruining a picture, expert editing can make it even better for TV. Obviously, 25 minutes hacked indiscriminately from any film will leave viewers confused and annoyed. How do you snip out 30% of a carefully made Hollywood product and have it make sense? First eliminate all dark scenes that won't show up on a TV tube, then all the long-shots in which distant objects get lost. James L. Caddigan, program and production director of the Du Mont Television Network in New York, explains where most cuts are made for WABD:

"Suppose a Hollywood picture wants to show two people eating at the Waldorf-Astoria. The camera takes you through the front door, up the steps into a lobby, over to the elevators for a look at bellhops' uniforms, and finally into the dining room. For TV we cut out the whole elaborate approach and go straight to the table where our principals are eating. By doing that we haven't changed the story at all, just quickened the pace."

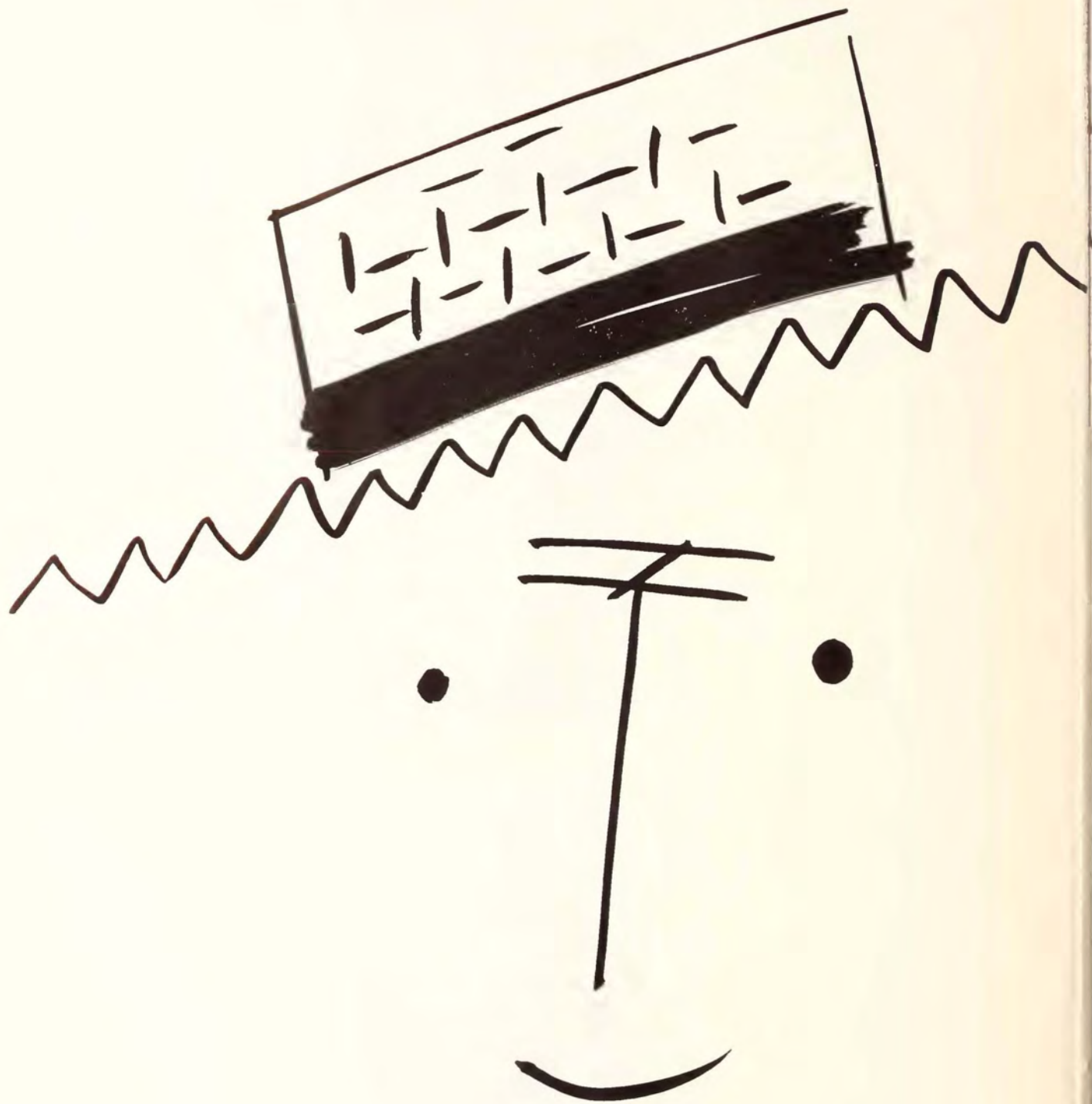
Caddigan, an ex-Paramount film
(Please turn to page 52)



o o o o o o o o o o
o o o o o o o o o o



the NBC



straw hat plan

...more sales for less money through NBC summertime television.

39% more TV families than last winter

on the NBC interconnected television network alone
...and this is a *net* figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand

...the lowest in television history.

an 8-week hard hitting campaign

...instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC's choice productions

...priced for summertime budgets.

a warm weather welcome lift in sales

If yours is a seasonal summer product, here's a way to quick sales.

If yours is a year-round product, here's a boost for sales through the summer—a head start for fall business.

Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows—all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates.

For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC TELEVISION



Mr. Sponsor asks...

What are the basic rods or yardsticks used by timebuyers in selecting stations?

H. T. Hamilton, Jr.

Advertising manager
Snow Crop Marketers Division, N. Y.
Clinton Foods, Inc.

The picked panel answers Mr. Hamilton



Mr. Kane

Selection of stations is basically governed by the product being advertised. That is, the distribution and type of product (limited or general appeal) and, in consideration of same, the resultant audience.

With this predetermined and very basic "yardstick," the selection of stations is immediately narrowed to terms of availabilities.

Coverage pattern and total potential audience of the respective stations are prime considerations. BMB affords the only common comparative measurement which defines the area of listenership to any station and the number of families within which area the advertiser can expect to draw an audience to any particular program. These figures, broken down percentage-wise by county, and also reflecting depth of listening, are important in plotting coverage against distribution and known potential market area for the product involved. Thus the buyer can further eliminate by knowing on which stations he can reach a certain area without paying for excess listening in areas outside those in which he is interested.

The fact that the overall appeal of the average station's programming varies by individual programs, with the percentage of listeners varying according-

ly, calls for further refinement in measurement of availabilities and corresponding selection of stations.

Not only must the type of listener to the preceding program, in relation to the audience desired, be considered, but also the popularity of the preceding program and competitive programming. Such measurement of program popularity is given by Hooper and Pulse in their individual city reports.

Coverage reports and program popularity ratings are the basic and complementary "yardsticks" in the selection of stations. The resultant analysis of such measurements, however, cannot be accepted as final in themselves, but must to a degree, be modified or complemented by other market data pertinent to the product. *Sales Management* is one of the more important sources of such information used.

DAN KANE
Radio and TV timebuyer
Ellington & Co.
New York



Mr. Gumbinner

ically perfect selective radio operation. Just eliminate!

Start by calling in the representatives of all stations in areas you want to cover. These are your yardsticks—

the facts you want to know: availabilities . . . coverage . . . ratings . . . audience data.

Some stations automatically eliminate themselves because they lack availabilities. Others will fall by the wayside, as they fail to measure up.

Take coverage data. (You'll have to allow for the differences between one station's BMB, another's engineering map, and perhaps a third's mail map.) Check against your product's distribution; you may be offered rural listeners you can't use, particularly if their ear-count boosts up the station's rates. Or, contrariwise, you are apt to find coverage too limited for your needs.

Then compare time-slots in those stations that are still being considered. If you are buying a time-period for your own program, see if what you follow and precede are good audience-mates for your show. And be sure to see what your competition is. If you are buying a station-made program, you want as much of its background as possible. Get its rating history—and the *method* by which it is rated. Judge its appeal to your type of prospect by listening to a recording of the show. Find out how successful a job it has done for other sponsors.

When you are faced with two set-ups that look equally good, as they often do, then your own past experiences must come into play. Will one station give you a plus in the way of dealer merchandising and local publicity? Is the station's manager or representative the kind of guy who will follow through on his promises?

In other words—facts first—and these must fit neatly into your campaign's pattern. Next—your own good judgment and experience. It is as sim-

ple as that . . . and if it worked as easily in reality, as in theory, timebuyers would be poor users of stomach remedies!

PAUL G. GUMBINNER
Director of radio and TV
Laurence C. Gumbinner
Advertising Agency, Inc.
New York



Miss Dunlavey

Although some of the considerations which influence timebuyers in selecting stations cannot be measured, there are available statistics which supply many important yardsticks.

BMB, which resulted from the pleas of agencies and advertisers for uniform, comparable coverage information, helps tremendously in selecting stations because it gives coverage data county-by-county for the entire United States. With over 2,000 stations on the air, and more to come, authenticated coverage data is essential.

BMB is an integral part of most timebuyers' lives but this service, important as it is, is incomplete because some stations have not subscribed.

Since I have always found stations eager to supply information of all kinds to timebuyers, apparently some of us have not convinced non-subscribers that in most agencies BMB reports are dog-eared from constant use. The information they contain helps us to make sounder expenditures of our clients' advertising dollars and, of course, anything that helps us to do a better job for our clients means more money for radio—and television.

In addition to BMB, the rating services that measure program popularity continue to supply important yardsticks. Radio Hooperatings are now published on a continuous basis in 100 U. S. cities; the initial Hooper TV reports will give "indicative" information on 10 cities. Pulse ratings are available for radio in 10 cities and for TV in nine, with more to be added. The Nielsen Radio Index will supply network ratings, and we are told that Nielsen also plans to issue a report on listenership of the top 200 stations in the country.

(Please turn to page 65)

A-TISKET, A-TASKET, WHAT'S IN THIS LITTLE BASKETT (Ky.)?

Sorry, but we can't tell you *what's* in Baskett (Ky.)!
At WAVE we don't put any of our eggs in Baskett,
and we certainly don't recommend it for any of
your eggs, either!

For you as for us, Kentucky has only *one* best package—the Louisville Retail Trading Area. Its 27 Kentucky and Indiana counties do almost as much business as all the rest of the State combined . . . and families living here average 40% higher Effective Buying Income than folks out in the handicraftin' parts of the State!

That's the story in a bundle, Gents. Why don't you sack Baskett, and *wrap up* this market with WAVE?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

**HOW MUCH DOES IT
COST TO REACH
RADIO FAMILIES IN
THE OMAHA AREA?**

on WOW:
62 Cents!
PER 1000 FAMILIES

Station B:
81 Cents!
PER 1000 FAMILIES

Station C:
89 Cents!
PER 1000 FAMILIES

Based on the new BMB Study No. 2, and published current rates for daytime, cross-the-board, advertisers.

AND WHAT'S MORE

This WOW cost is 9% less than it was in 1946!

Write, wire or phone NOW for choice availabilities.

WOW
OMAHA
Owner and Operator of
WOW-TV and
KODY, NORTH PLATTE
John J. Gillin, Jr., Pres. & Gen'l Mgr.
John Blair Company & John Blair T-V
Representatives

roundup

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



Suggestion from the ladies: rebroadcast top shows

Top-flight programs should be transcribed and rebroadcast for the benefit of those listeners who've missed them.

This suggestion and others were made in a report by the Radio Listeners' Committee, San Francisco branch, American Association of University Women. The women know what they like and dislike and advertisers can glean some interesting facts from their report, *We Air Our Views—Comments, Suggestions, and a Selected List of the Best Programs in Radio*.

The committee comments further on its radio transcription idea. "We should like all stations to rebroadcast transcriptions of good programs. Weekend programs as well as good programs in the same time slot as another good program are often missed."

The committee made this special

note on super salesman Arthur Godfrey: "A great relief from the usual . . . (but) is not included in the recommended list because he is so busy selling that it is rather like tuning-in to the corner grocery store." Godfrey's general popularity and sales effectiveness ("The Great Godfrey" SPONSOR 5 June) indicate, however, that this point of view is atypical. Clubwomen frequently exhibit excess finnickiness about the commercial side of radio.

Copies of the Association booklet may be obtained for 10c apiece from Mrs. Walter C. Fell, 1335 Washington Street, San Francisco 9.

Social Security pays off now . . . for sponsors

Lucky Social Security Numbers, one of the most novel of recent giveaway developments, has given bonanza returns to advertisers and stations alike. It functions as an audience builder and has thus directly influenced sales effectiveness of stations using it.

To win, listeners need do nothing—except listen. Every hour during station breaks, an announcer reads off a Social Security number known to have been issued in the station area. Holder of the number need only identify himself to win \$100.

Typical of the program's success is the WBMD, Baltimore, story. Since the giveaway started, WBMD's Hooper share of audience has tripled and sponsors report an astonishing increase in mail order results . . . 534 piano courses sold in one month; 224 leads for vacuum cleaner sales in a short time (20 a week before the program started); 2,360 harmonica courses sold in one month.

The agency fee for the giveaway (Azrael Advertising in Baltimore originated it) is based on population of the market and the number of programs sold by the station.

WTVR breaks ground for new studios

Television in the South took another stride forward when WTVR, Richmond, the South's first TV station, broke ground recently for their new TV studios. Station owner Wilbur M. Havens says that the new facilities will be ready for fall programing.



WTVR owner breaks ground for TV studios

Circus bandwagon increases KTUL spot business

A bandwagon painted in circus style carried radio showmanship to 110 exhibitors recently at a fair in Tulsa.

Laden with tape recorders, sound equipment and entertainers, the KTUL bandwagon appeared at the 1950 Tulsa Home Show before people representing all phases of the home build-



Gaily painted bandwagon stars at Tulsa Show

ing industry. This paid off in a deluge of spot business.

Promotion-wise exhibitors wanted their sales messages tied-in with the bandwagon and KTUL obliged with personalized service. An entertainment staff visited each booth—via the bandwagon—taping interviews, music and spot commercials for delayed broadcast, usually on regular KTUL participating programs.

Copper company sponsors KSL farm service show

Kennecott Copper Company's recent sponsorship (since the beginning of the year) of *This Business of Farming* marks part of a new trend in radio advertising; the increase in sponsored public service programs.

Broadcast over KSL, Salt Lake City, the program has established goodwill among Kennecott's employees and has built up the company's prestige among farmers and other residents of Utah.

The program dramatizes farm problems and their solutions; gives authoritative information on farm and live-stock problems; presents on-the-spot broadcasts from stock shows. It includes farm news, market quotations, weather reports by direct wire, and interviews with agricultural authorities.

The program has received two national awards. And this year, after it had been sponsored only two months, *This Business of Farming* won a first place award in the annual Salt Lake City Advertising Club contest in February.

Broadcasts from the stage included regular shows such as the KTUL *Talent Parade*; *The Friday Serenade*; and the *Bandwagon Jamboree*. From now on the KTUL bandwagon will be a regular feature.

Briefly . . .

Transit radio, vertical variety, is what elevator riders in Grand Rapids National Bank Building are getting these days. WOOD, located in the building, airs *Just Plain Bill*, *Linda's First Love* and other program fare to elevator passengers.

* * *

The Republic of Ecuador recently presented a citation to WKAT, Miami Beach, and its owner, Colonel A. Frank Katzentine. The award recognizes WKAT's extraordinary efforts in getting supplies sent to the people of Ecuador immediately after a disastrous earthquake in 1949.

* * *

WHP, Harrisburg, and the Chevrolet dealers of Central Pennsylvania combined in a public service effort to bring the recent Pennsylvania primary election to listeners. Election coverage started at 10 p.m., one hour after the polls closed. Returns for Harrisburg were on the air complete at 10:30 p.m.

* * *

WTOP, Washington, D. C., has tied in promotionally with Ringling Brothers & Barnum & Bailey Circus for the second year. WTOP's late-night comedian Gene Klavan transcribed an-



Circus and WTOP blend their promotion effort

nouncements plugging his show and the circus dates, this in return for "gag" pictures of Klavan and top circus clowns.

* * *

The kids of North Carolina, and their parents as well, are being treated to a reading of the funnies over WNAO, Raleigh, not once but seven times a week. The program, *Funny Paper Time*, is aired weekdays and Saturday at 8:05 a.m. and Sundays at 8:30 a.m.

Pacific Regional Net Answers Agency Queries

PRN Recent national publicity accorded the new Pacific Regional Network has resulted in numerous inquiries from advertisers and agencies seeking additional details. Here are some of the most representative questions and their answers from Cliff Gill, general manager, and Ted MacMurray, sales manager, of PRN:

Q. What are the main advantages PRN offers advertisers?

A. The Pacific Regional Network offers spot flexibility, local sales impact and the MOST COMPLETE, INTENSIVE COVERAGE of the greatest number of California markets through 15 local stations . . . as many as the other four networks combined!

Q. Why does PRN use so many stations instead of a few 50,000-watters?

A. The advertisers' products are SOLD in LOCAL markets by LOCAL dealers to LOCAL consumers. It follows that the most effective way to SELL to the consumer is through his own LOCAL station. In other words, through where-to-buy-it cut-ins on its local affiliates, PRN provides "POINT-OF-PURCHASE" coverage.

Q. My client has distribution in only 24 markets in California. Must we buy the entire list of PRN stations, or do you have a "basic" group that we must buy and a "supplementary" group that is optional, the same as other networks?

A. You buy PRN stations ONLY in the markets in which you WANT COVERAGE. You can buy separate coverage of either Northern or Southern California in groups of as few as four stations. In other words, PRN offers SPOT FLEXIBILITY.

Q. Our agency handles large national accounts presently advertising on one of the four major networks, but we realize the need for supplementary coverage in some of the California markets that network does not adequately cover. Can we buy this supplementary coverage through PRN?

A. PRN will TAILOR additional coverage to suit your sponsor's need.

Q. What are the advantages of PRN over spot radio?

A. Convenience in buying; a time-saving single billing; use of a single, easy-to-promote, easy-to-control program without the expense of transcription cutting and handling; and, most important, a substantial saving on time costs when any group of four or more stations is purchased.

Additional requests for specific information on PRN should be addressed to: Pacific Regional Network, 6540 Sunset Boulevard, Hollywood 28, Calif.

BEAUTY SALON

SPONSOR: Darrell

AGENCY: Direct

CAPSULE CASE HISTORY: *Two 5-minute announcements are used (\$25 per announcement) per week on Television Charm School. The announcement is integrated into the show with the beauty salon owner showing how to groom hair. Sponsor offered to give a bottle of shampoo to the first 25 women calling. The first announcement drew 36 phone calls; the second 45. As a direct result of those 81 phone calls, 10 appointments for permanent waves were made.*

KDYI-TV, Salt Lake City PROGRAM: Television Charm School

TRAVEL GOODS

SPONSOR: Kamber's

AGENCY: Direct

CAPSULE CASE HISTORY: *In a one-minute live commercial (cost: \$40), Kamber's Travel Goods offered a one dollar package of cosmetics to each person who called the store between 7 and 8 p.m. The telephone number was given only once at 7 p.m. By 8 p.m., two operators had received 175 calls and 38 calls were received the next morning from people who couldn't get through the night before. Kamber reported that no other media had caused as much response as his TV spot.*

WKY-TV, Oklahoma City

PROGRAM: Spot

TV results

SAFES

SPONSOR: Lok-Tite Safe

AGENCY: Direct

CAPSULE CASE HISTORY: *In an effort to promote distribution of their safes, the company purchased What's on Your Mind for \$100 per program. The program demonstrates feats of mentalism. One of the highlights is the unusual commercial—the contents of an envelope secured in a Lok-Tite safe are read. The day after one program, 175 safes had been ordered, seven people were waiting to purchase safes, 10 dealers asked to handle them. In every case, individuals reported they saw the safes on video.*

KPIX, San Francisco

PROGRAM: What's on Your Mind

NOVELTIES

SPONSOR: Air-Toy Company

AGENCY: Ross-Sawyer

CAPSULE CASE HISTORY: *This company offered a new type of novelty called the "flying saucer" kite. A one-minute live participating spot was purchased on Cowboy Thrills, a half-hour program slanted for younger viewers. As a result of this one announcement, the Air Toy Company received 325 orders at one dollar each; programing cost was \$100.*

KTLA, Hollywood

PROGRAM: Cowboy Thrills

APPLIANCES

SPONSOR: Sunset Appliance

AGENCY: Donahue & Coe

CAPSULE CASE HISTORY: *Sunset started with the sponsorship of the Rovers hockey games at a cost of about \$2,000 for each event. An average of 30 phone calls was received during the first program and, in the first week, about 50 persons came into the store as a direct result of the TV program. Purchases averaged \$350 per person, weekly take \$17,500. Sunset has bought three more programs since, estimate 50% of all TV sets sold in their stores are attributable to their video use.*

WPIX, New York

PROGRAM: Sports Events

FURS

SPONSOR: Corlies Furs

AGENCY: Ed Shapiro

CAPSULE CASE HISTORY: *In The Model Speaks, store window dummies come to life and describe their costumes and accessories. For the commercial, models wear store merchandise and sales can be traced to specific showings. A \$3,200 mink coat was sold to a customer who said she first saw the coat on the program. The weekly participation costs the client \$120. Thus, this one sale alone contrasts impressively with their program expenditure.*

WFIL-TV, Philadelphia

PROGRAM: The Model Speaks

ELECTRIFIED KITCHENS

SPONSOR: Nash-Kelvinator

AGENCY: Direct

CAPSULE CASE HISTORY: *In a local advertising campaign, the sponsor spent \$31,000 in all forms of advertising. About \$3,000 was allocated to WGN-TV. Kelvinator officials attributed more traceable results to video than to all other media. They say they sold more complete electric kitchen units for the \$3,000 spent in TV than they did for the remaining \$28,000 spent in other ad media. They have increased their TV expenditure six times.*

WGN-TV, Chicago

PROGRAM: Chicago Cooks
With Barbara Barkley

Growing Like Magic

*The WDEL-TV audience
in the rich
Wilmington, Delaware market*

In twelve months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth of this market—*fifth in per capita income*—make WDEL-TV one of the nation's top television buys. In the first year of telecasting, set sales in its area have jumped more than 700%! Have risen from only 4,867 in May 1949 to 36,532 June 1, 1950. Advertisers can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

Represented by

ROBERT MEEKER ASSOCIATES

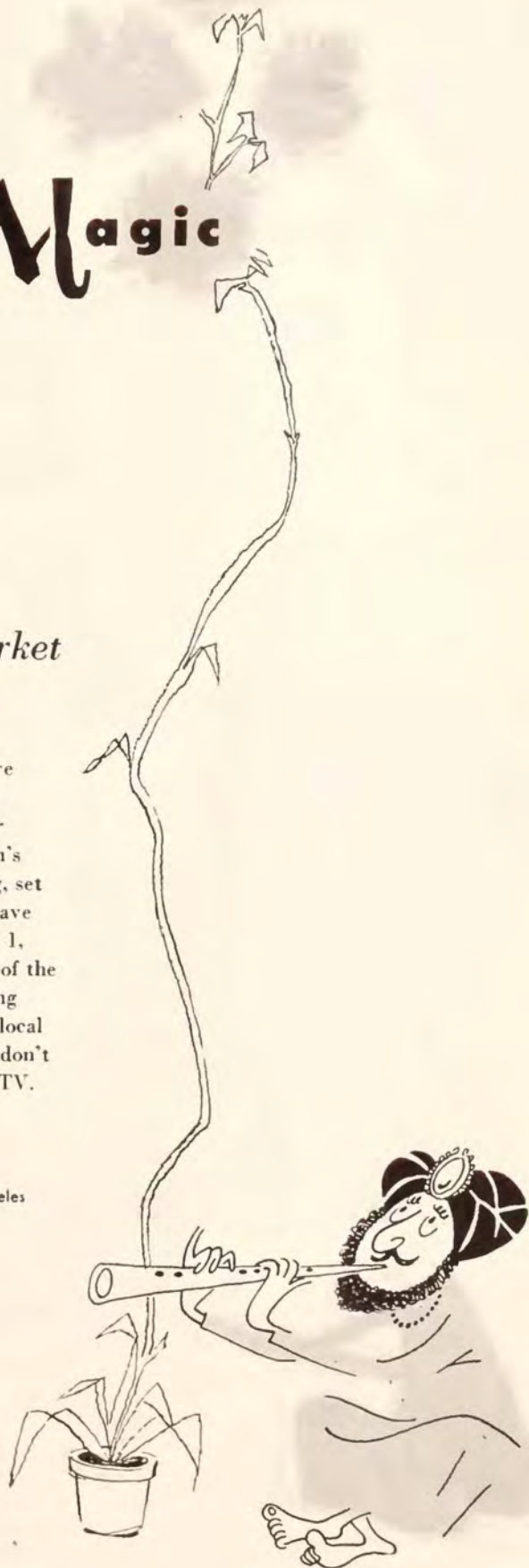
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV

CHANNEL 7

Wilmington • Delaware



(Continued from page 2)



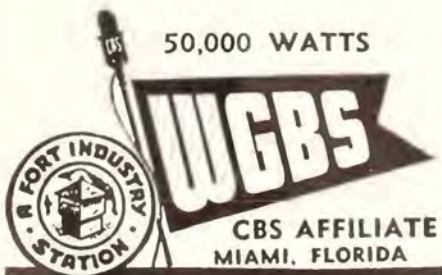
Maybe you have a penchant for figures—like our Little Detective. If so, you probably lean to the modern type, too. Like the figure the census takers came up with the other day when they proved that Greater Miami's population has nearly doubled in ten years.

Here's the census bureau's fabulous figure for Greater Miami in 1950—

501,000+

And growing with Greater Miami, Station WGBS has doubled its share of audience in just two years—is now the established leader in a field of twelve stations, morning, afternoon and night. If you like figures, see the Hooper measurements for WGBS—not only FIRST in Miami but FIRST by the widest margin in history!

Sell the new 1950 Greater Miami with the new 1950 leader!



Christian Science Monitor readies study of TV's effect on kids

Christian Science Monitor has joined swelling ranks of newspapers giving editorial attention to effect of television on lives of younger children. But Monitor has gone a step further and commissioned all its correspondents in television cities to make careful inquiry into TV's impact—present and potential—on children. Robert Lewis Shayon, producer-director-writer who has been responsible for a number of radio's more valuable and constructive programs (last with CBS), will write the story.

Ronson to launch campaign for butane gas lighters

Local success of butane gas cigarette lighters, which originated in France, is starting a fire under leading U.S. lighter makers. Ronson, sponsor of "Twenty Questions," (on WOR) will launch a campaign for its new butane model next month. Brown & Bigelow, Stratford Pen Co. butane lighters are already on sale.

TV talent fees are rising steadily

Increasing numbers of TV sponsors and boom in TV set sales have been steadily pushing up talent fees. During the last year, according to Wallace A. Ross of Ross Reports on television programming, talent costs have risen approximately 5 to 15% in various categories. Right now, unions are concentrating on standardizing working conditions and payments; top creative people and performers often do better by negotiating through an agent. Current level of fees will continue without much revision till end of freeze.

Summer straw in wind: WRFD May billings up

WRFD, Worthington, Ohio, may be a summer straw in wind. Station reports expected business slump never came in May; billings were up 24% over previous May. Manager Fred Palmer says climb is due to increasing appreciation of rural dollar by sponsors.

British West Indies gets first commercial station

British West Indies will get first commercial radio station this summer. Pan American Broadcasting Company, station reps, say several international advertisers have already booked time. Station is called Radio Jamaica; K. T. Murray is manager.



On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing
television to the Central South

—SCHEDULE, WSM-TV—

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 . . . Network TV
through microwave
relay from
Louisville

*Television's newest market ready in September
through....*

A smaller version of the WSM-TV logo, featuring the calligraphic "WSM" and "-TV" on a black background.

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

CHANNEL 4
NASHVILLE, TENN.

ROBERT HALL

(Continued from page 23)

of the town

Look smart, get your summertime dress

Get it for less, get it at Robert Hall"

The basic jingle is followed by one of several sets of related dialogue, transcribed on the same disk. Here's one of them:

1st Woman: Marge . . . your husband says you're the smartest, best-dressed wife in town. What's your secret?

2nd Woman: It's no secret. I just go a little way out of the high rent district . . . shop from plain pipe racks and presto! Because of the Robert Hall *low overhead* I can AFFORD a whole WARDROBE full of beautiful dresses.

Announcer: Ladies, these beautiful dresses cost just \$3.99 to \$8.99 and you have your pick of all the favorite summer fabrics, styles, and colors! They're waiting for you at Robert Hall. Open 9 to 9.

Robert Hall makes a point of using top announcing talent in its transcribed commercials, and has employed Bud Collyer, Warren Sweeney, and other network performers. One memorable Robert Hall disk, plugging the West Coast openings last year, was cut by

Bop Hope as a favor for a friend in the Hall organization—"This is Bob 'Pick-'em-off-the-pipe-racks' Hope, Robert Hope for Robert Hall." and more in the same vein.

"Saturation" is not a word taken lightly by Robert Hall. The commercial quoted and others like it are aired at an average of 15 times a day, seven days a week, by most stations on the Robert Hall list. This adds up to more than 13,000 individual commercials each week, taking the station list at its low-water mark of 130.

Despite the great variety of Robert Hall commercials, none of them strays far from the low-overhead-plain-pipe rack theme at the core of all company advertising. Such a theme provides endless opportunities for giving the copy an air of immediacy. One Robert Hall commercial, for example, stepped nimbly from low overhead to the high cost of living. Recalling that back in 1940 eggs were 27c a dozen and turkey 27c a pound, the commercial declared that Robert Hall has "turned back the clock" to those good old days in its present-day clothing prices—\$29.95 for suits, \$22.95 for overcoats.

How can Robert Hall sell at such prices? Its gargantuan parent, United Merchants & Manufacturers, is a big part of the answer. U. M. & M., which

took over Robert Hall in 1939, also operates 33 manufacturing plants in the U. S., Canada, and South America. Robert Hall is the needle-sharp tip of this vertical operation. (U.M.&M.'s net income for 1948 was \$22,000,000, on a total gross of \$256,000,000.)

The pipe rack theory of merchandising got its first important application in 1939, when Louis Ellenberg, who is still president of the firm, opened his first loft store in Waterbury, Conn. The company was then known as Case Clothes. Robert Hall was plucked out of thin air, literally. An important factor in the choice of a new name for the firm was euphony—Robert Hall registers well over the air, and is easy to say.

The Big Four who were in at the birth of Robert Hall are still running the show. The quartet includes Ellenberg and Sawdon; Harold Rosner, executive vice president and general merchandise manager, and Achilles Snyker, treasurer. Sawdon, as an adman, is the big wheel when a final decision is to be made on when and where a new store will be opened. A potential location is never approved by Robert Hall unless Sawdon feels that a store in that location could be advertised successfully.

Sawdon's decisions and those of the rest of the quartet on choice of new lo-

50,000-watt WBT is the biggest single

—Because WBT reaches the most people (a total of 577,880 radio families every week*)!



cations are not the result of "feeling" but of painstaking research. Only cities of at least 100,000 population are considered. Local economic conditions, the employment supply, and the competitive outlook, are scouted carefully.

Once a decision has been made and the new store erected by Robert Hall's construction division, the opening ceremony is planned as meticulously as a Hollywood premiere. Two or three weeks before the great day, local stations—selected by Jerry Bess—begin a "super-saturation" transcribed commercial campaign. This is tied in with full-page spreads in local newspapers. The actual openings are always attended by a delegation of city officials, from the mayor down. Local radio performers are usually on hand for tie-in promotions and special in-store broadcasts. For about a month after each Robert Hall opening, local radio promotion is sustained at an extraordinarily high pitch, and then levels off a bit to a steady, 52-week tempo.

The Robert Hall advertising dollar is split about evenly between spot radio and newspapers—roughly 4% of the annual dollar sales volume is spent for both media. There is a possibility, however, that radio will edge out newspapers this fall. Despite the even split, surveys have shown Robert Hall that radio has been pulling about 67% of

their customers.

Up to now, the firm has used newspapers to "pin-point" specific items, and radio for broad general coverage and to hammer away at the name Robert Hall. While the company never holds "sales," they have found newspapers effective media for "attention-getter" ads, featuring a specific suit or topcoat or dress. One of the big questions being weighed by the firm's admen, in re-evaluating their radio plans for fall, is whether this "pin-point" approach can be used successfully in their air advertising. As for television, the company has been testing the medium with an eye to the day when video audiences have reached the long-pants stage.

How will Robert Hall know when that day has arrived? By applying to TV the same basic question that cued the firm's entry into radio more than 10 years ago: "What medium will permit us to reach the greatest number of people at the lowest cost?" ★ ★ ★

PEARS SOAP

(Continued from page 27)

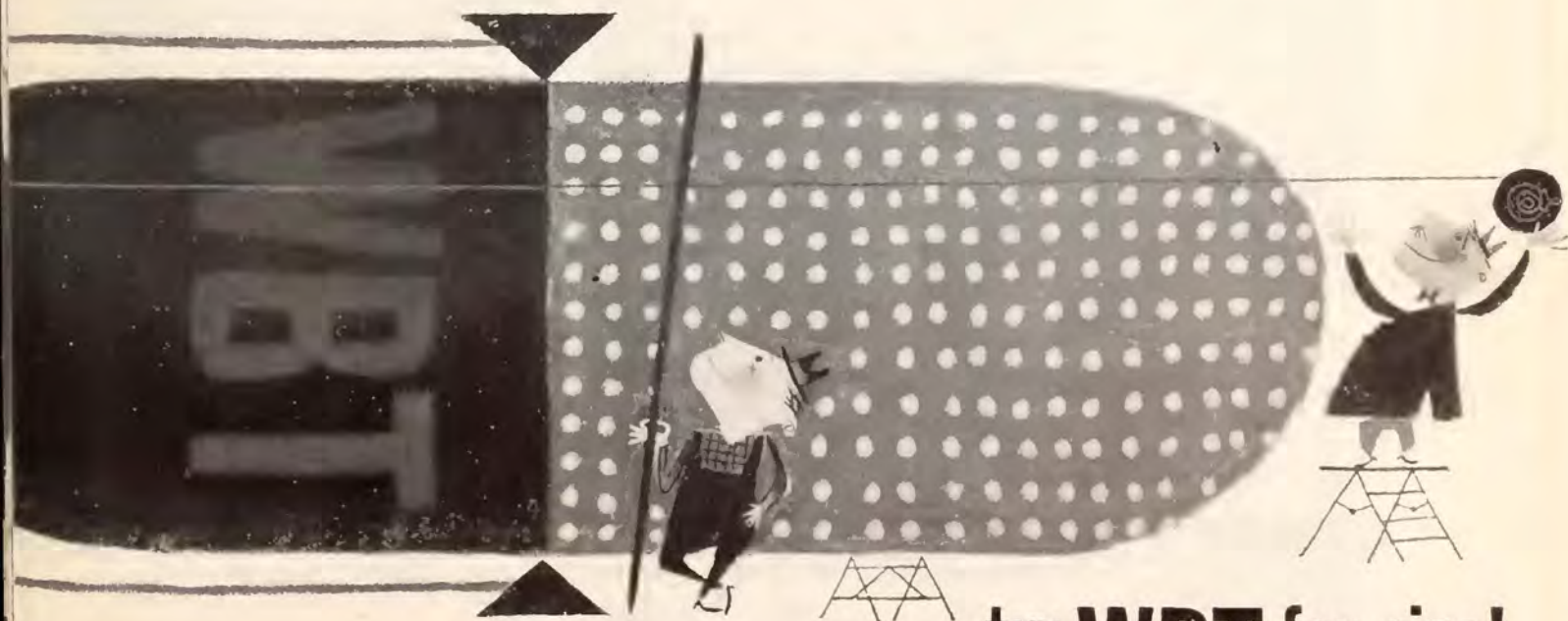
grown steadily for more than 150 years is, after all, a potent selling point. True enough, many of the younger generation in this country didn't know

Pears from pineapples—but their parents did, and their grandparents too. So Pears wasn't faced with the prospect of starting from scratch in selling its product in the U. S., but rather with building a link with the past.

Once it was decided to make the sprawling New York metropolitan area the hub of the Pears campaign, and to use daytime radio, all that remained was to choose a station. WOR, with its penetrating 50-kilowatt clear channel signal, got the nod. *The Barbara Welles Show*, aired from 4 to 4:30 p.m. Monday through Friday, was chosen as the vehicle on the basis of at least two excellent reasons: immediate association of the product with the ready-made audience of an established selling personality, and the attractive price tag of \$350 a week. Another obvious advantage to Pears in buying a *Barbara Welles* participation was the fact that her audience was mainly female, and women buy soap.

A saturation campaign of merchandising and promotion got underway before the actual air promotion of Pears began on 14 March. A letter drawn up in conjunction with WOR's sales and promotion departments, and signed by Schieffelin & Co., American agents for Pears, went out to all drug and department stores in the station's seven-state "Sales Effective Area"—

Advertising medium in the Carolinas!



try **WBT** for size!

1,000 KIDS

**STORM STORE FOR
CISCO KID'S
PHOTO!**

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.



LOW PRICED!
 ½-Hour Western Adventure Program . . .
 Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD

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

New York, New Jersey, Connecticut, Pennsylvania, Delaware, Maryland, and Rhode Island. The letter announced the return of Pears Soap to the American market, outlined the elaborate WOR campaign plans, and solicited orders for the soap.

A follow-up letter, written by a WOR sales executive, was sent to 150 major department stores in the same area as a reminder of the upcoming radio campaign. Finally on 14 March, when the first Pears commercial was carried on the *Barbara Welles Show*, WOR ran a 360-line display ad in the *New York Herald-Tribune*, with this copy:

"WOR is proud to be chosen as the exclusive medium to reintroduce Pears Soap to the American public."

"Today at 4 p.m. WOR's *Barbara Welles Show* will bring a majority of the 36,000,000 people who hear the station regularly, the story of Pears Soap, a great British product for more than 150 years. Pears WOR campaign is this English firm's first American advertising since the beginning of World War II."

Once the air campaign was underway, WOR's indefatigable Miss Welles gave the Pears promotion an added lift by personal appearances at drug and department stores which began to stock the product in response to public demand. Stores were also supplied with photographs of her around which to build their Pears counter displays.

Miss Welles' chatty radio selling style has proved to be an admirable backdrop for Pears air promotion. Her technique is a variation of the informal "relaxed sell." After fixing the important selling points of the product clearly in her mind in talks with client and agency, she is able to express them on the air in her own words with a conviction written commercials lack.

Results began to sprout almost immediately, and Schieffelin began to get reorders. By 15 June, nine of the 24 New York department stores stocking Pears had reordered at least once. Of the 46 wholesalers distributing Pears in the New York area, 26 had reordered, some three or four times.

Orders were also received from stores as far south as Raleigh, N. C., and as far north as Hanover, N. H. Individual drug stores closer to WOR's primary coverage area were reporting sales of as many as a gross and a half bars per week.

Once radio got the ball rolling, art-

THE SHOE FITS. And the promotion fits, too. Here's Jim Martin, WGAR newscaster at Thom McAn with a WGAR point-of-purchase display poster publicizing his daily newscast sponsored by Thom McAn Stores. *WGAR believes in promotion.*



RECORDS SOAR... on WGAR's midnight platter show, "Morgan's Musical Inn". Requests for musical numbers pour in to record-catching Hal Morgan. One record stands at 655 telegrams in 70 minutes! *Listeners respond to WGAR... morning, noon or midnight.*

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO



A WGAR SPONSOR... Mr. Allen C. Knowles, President of South Side Federal Savings & Loan Association. Mr. Knowles is also Class A Director of Federal Home Loan Bank, Cincinnati, and member of Committee on Ethics, National Savings & Loan League. *South Side Federal has been a WGAR advertiser since 1942.*



REAP THE HARVEST... the rich rural area served by WGAR. WGAR's "Farm Report" is now available for sponsorship. Dick Kathe, WGAR's farm director, travels over 2000 miles every month to gather on-the-spot interviews, farm news and market reports. Through WGAR's "Farm Report" you reach *more* farmers, *more* quickly, *more* often, *more* economically. *Ask about it.*

RADIO... America's Greatest Advertising Medium

WGAR Cleveland... 50,000 watts... CBS

Represented Nationally by Edward Petry & Company

ful publicity efforts behind the scenes gave added mileage to the air investment. It turned out that the "selling nostalgia" idea was not built around a delusion of lost grandeur. Once they were nudged by Barbara Welles and WOR, people *did* remember Pears, and were welcoming it back like an old friend. Even editors, in the consumer press as well as the trade-press, who are not an excessively misty-eyed set, were generous in allotting free space to the return of a product that evoked childhood memories for many a reader.

The overwhelming success of the WOR campaign led directly to a widening of the Pears radio promotion to include Boston and Philadelphia. Initial 13-week campaigns began in Boston, over WBZ, on 1 May, and over KYW, Philadelphia, on 29 May. Results had not yet been tabulated at this writing. The fall agenda includes radio campaigns in Washington, D. C., Baltimore, and Portland, Ore., with other markets to be added later.

In each new market, the procedure worked out for the "pilot" campaign over WOR will be duplicated as closely

as possible. That is, the local campaign will be anchored to a solidly-established radio personality with a loyal audience.

On the basis of their brief but dazzling radio history to date, Pears is inclined to be optimistic about their future use of the medium. New York is, after all, a tough market to crack with a "new" product—even one that's 150 years old—but radio made it look like a cinch. ★ ★ ★

TIPS ON NEWS

(Continued from page 31)

just a moment,' whereupon we give the full commercial. At the very end of the newscast we say, 'We'll have the weather forecast in just a moment.' We read the second commercial, give the weather forecast, and then sign off the show.

"On our five-minute newscasts, where we use only one commercial, we spot it at the end, after a weather-forecast teaser and just before the forecast itself."

The 10 p.m. news on WBBM, Chicago, is sponsored by Bond Clothing Stores, with Fahey Flynn newscasting. Each show carries two commercials—one direct and one institutional, with the two types used alternately as openers and closers.

"Generally," WBBM reports, "Flynn tries to have a happy-type story before the final commercial on the theory that a person in a pleasant frame of mind is more receptive to a sales talk. These commercials advertise everything that is sold in Bond Stores. This includes both men's and women's apparel of all kinds, house brands as well as nationally-known lines. Four stores are mentioned each night. Bond has five Chicago stores and one in Milwaukee which it promotes locally.

WBBM's report continues, quoting Bond's executive director, Benjamin Golden: "We find a news program the most effective means of reaching the greatest mass market. By its very nature, news appeals to all tastes, ages, and sexes. In our business we sell to exactly the same wide audience. After much consideration and experimentation, we found nightly newscasts to be the right medium for our advertising."

In Shreveport, La., KWKH had these thoughts on the news picture:

"We realized with the end of the war that news could either drop down con-

"give 'em both barrels!"



The City Market



Topeka — a 21-county market* that has 28% of the state's effective buying power and 23% of all Kansas families.

*Audit Bureau of Circulation

WIBW is the station "listened to most" by buyers in the Topeka Market* . . . three times more listeners than all other Topeka stations put together.

*Kansas Radio Audience 1949

The Farm Market



WIBW's farm market is made up of big-buying families on farms and in agricultural communities in Kansas and adjoining states.*

*Consumer Markets, 1949

Here again, WIBW is the "most listened to" station having ten times as many listeners throughout Kansas as all other Topeka stations combined.*

*Kansas Radio Audience 1949

Just one station — WIBW — gives you the hardest hitting selling force in both city and farm markets.

For the CITY Market

For the FARM Market

All You Need Is

WIBW

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



C
B
S

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

siderably or maintain a high consistency of listening, according to the way a station handled it. We also realized that in all probability international news would be of less importance . . . than regional and local news happenings. We feature name broadcasters, some of whom have been with us for many years and have built for themselves and the station a reputation we are very proud of."

KNX, the CBS station in Los Angeles, sheds more light on the question of what makes the news show a profitable investment:

"In our view, news is a good buy because it demonstrably can deliver more audience to a sponsor per dollar invested than any other type of program. It's possible to get the audience represented by a five or six Nielsen or Hooperating with a comparatively modest investment in news. Many high-priced variety shows are unable to do much better with thousands of dollars invested therein."

Another Los Angeles station, KMPC, emphasizes the increasing public interest in more local and regional news. KMPC has discovered that, as far as newscasts are concerned, the 7 to 9 a.m. audience is largest, followed by early evening, noon, and late evening. On the 15-minute KMPC newscasts, the first commercial follows a reading of the headlines, summing up the news to come. The second commercial is read after about eight minutes of news, and preceding the local news.

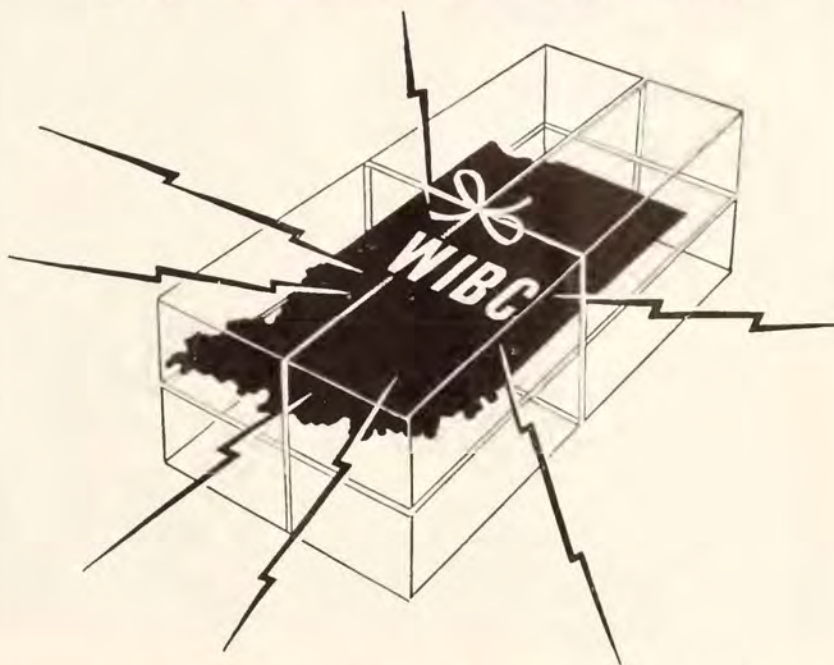
WCKY, Cincinnati, hypotes public interest in its newscasts with a "listener's tip system," such as several metropolitan newspapers use. WCKY sends a dollar to any listener who tips its news department on a usable story.

"Each WCKY newscast," the station reports, "is packaged for a specific audience. The summaries, at mealtime and bedtime, are written from a general news point of view. The shorter mid-morning newscasts are packaged in a more feature-like vein, with more emphasis on news of interest to housewives. The late-afternoon newscasts have a housewife-teenager slant, and so on. . . ."

"Straight, unbiased, uncolored news presentation, WCKY has found, is the basic element of giving the sponsor the most for his money. . . . An ill-presented story, colored in any direction, would reflect on the integrity of the sponsor and damage him.

"In answer to the question: How

WIBC Indiana's First and Only 50 KW Station



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

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

*1949 BMB

**1950 Sales Management Survey of Buying Power

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



**Best Buy in
SOUTHERN
NEW ENGLAND
WTIC**

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

**Of the total weekly
daytime audience
listening regularly to**

WTIC

66.9% listen

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



should news be presented for greatest commercial effectiveness? WCKY would answer—often, honestly, and interestingly!”

In Denver, KOA prefaces all of its newscasts thus: “Now (name of announcer), with 12 minutes of uninterrupted news.” The station explains why: “By this simple but effective leader, we have stabilized our news audience because they know they are going to get all their news in one package. . . . We seldom use middle commercials and always follow the closing commercial with a complete weather summary, which is of major interest and importance here in the West.

“We build our news shows on only one premise: Tell them what’s happening in the news with first things first. In other words, we write the news and deliver the news on the basis of what’s going on in the world and its relative importance to Western listeners.”

WLAW, Lawrence, Mass., adds this information:

“The secret of the success and popularity of WLAW newscasts is tailoring. All programs of this type, and they number approximately 12 daily, are slanted at local, regional, and national significance. Thus, every newscast has information in which every segment of the station’s listening area has an interest.

“Sponsorship of newscasts can be almost any line of enterprise: consistent sponsors of WLAW newscasts include transportation companies, savings banks, racing associations, etc.”

KCMO, Kansas City, Mo., reports:

“Makeup of our newscasts follows a general pattern like this: 50 to 75% local and regional news, the rest national and international stories and regular features such as weather reports, markets, etc.

“Most of our commercials are introduced by a line from the newscaster to the effect that ‘I’ll be back with the weather report after this message from (announcer’s name),’ or some such teaser about the story to follow the commercial, in an attempt to hold the listener.”

A convincing argument for the handling of commercials by the newscaster himself comes from WFIL, Philadelphia.

“Two of Philadelphia’s most firmly established morning newscasts are WFIL’s 7:30-7:40 a.m. show, sponsored since March, 1943 by Foster, Miller & Bierly (tires), and the 8:45-



WINSTON-SALEM, N.C.

**Produces One-Fourth of
the Manufactured
Goods of the State**

National Rep: The Walker Co.



**THE LOYAL
WESTERN MUSIC
AUDIENCE**

**BUYS and
BUYS and !!!
BUYS !!!**

**Make this responsive audience
YOURS**

with one of these low-cost

TELEWAYS SHOWS

- **RIDERS OF THE PURPLE SAGE**
156 15-Min. Musical Programs
- **SONS OF THE PIONEERS**
260 15-Min. Musical Programs
- **CHUCKWAGON JAMBOREE**
131 15-Min. Musical Programs

For Profitable Transcribed Shows It's

**TELEWAYS
RADIO PRODUCTIONS, INC.**

8949 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 67238 — BRadshaw 21447
Send for free Audition Platter and
low rates



IN THE EMERGENCY of Atlanta's crippling transit strike, Rich's, the South's largest department store, used television . . . with WSB-TV as the vehicle, for offering its patrons a service unique in merchandising.

This was the logic: *If the customers cannot come to the store, let's take the store to the customers.*

On the eighth day the busses had lain idle in their yards, Rich's television shopping service began. WSB-TV cameras

an emergency . . . a store . . .

*and a **TELEVISION STATION!***

were set up in the store on the fourth floor of Rich's famous bridge building. Then, initially, for three hours daily the store's telephone shopping service was integrated with a video display and demonstration of merchandise.

This was the idea in its stark simplicity: *"What would you like to see? . . . telephone us . . . we'll show it to you . . . we will deliver it."*

Rich's store personnel worked with WSB-TV staffers to make the program one of the most talked-of services ever offered by any department store in America. And sales have more than justified the effort.

Rich's daily telecasts are being continued over WSB-TV for the strike's duration. Already the

success of the venture is attested to. It is a significant *first* for Rich's and for WSB-TV.

Important to advertisers interested in the great Atlanta market should be this factor: When the chips were down . . . when an entirely new approach to customer service was needed . . . one of America's really great retail establishments (\$58,000,000 last year) . . . turned exclusively to WSB-TV—the *Eyes of the South!*

wsb-tv

ON PEACHTREE STREET
ATLANTA

Represented by Edw. Petry & Co., Inc.

9 a.m. spot, sponsored since October, 1942, by Hardwick and Magee Co. (rugs and carpets).

"Both programs feature straight news, no comment. WFIL announcer-newscaster Howard Brown has handled both programs for the past six years and has built up a large personal following. . . . Brown reads commercials himself, integrating at his own discretion. He prefers this method because reading of commercials by the newscaster gives opportunity for a change of pace without the intrusion of another voice. It also permits great-

er flexibility in the overall newscast."

Brown also feels, according to WFIL, "that commercials on news should stress description of product rather than price because the news audience is primed for information rather than statistics."

KLZ, Denver, cites two of its advertisers who have sponsored newscasts on the station for 14 consecutive years—the Fred Davis Furniture Co., in the 7:45 a.m. spot, and the Cottrell Clothing Co., which sponsors the 5 p.m. newscast. Other consistent sponsors of KLZ quarter-hour newscasts sell sport-

ing goods, jewelry, drugs, groceries, meats, lumber, and banking services.

Such individual station listings could be extended almost indefinitely for page after page. But their essence can be expressed in two sentences: *whatever the product or the size of the advertising budget, the news show is still "old reliable."* A little forethought and planning can make it the work-horse of any advertiser's media stable. ★ ★ ★

TV FILMS

(Continued from page 33)

executive, is keenly aware of the difference in atmosphere between a movie theatre and a TV set in the living room. Moods are easier to create in a dark theatre with a large screen and no outside interruptions. Long musical interludes and artistic photography don't go over on TV, so they can be cut without loss.

(Please turn to page 56)

Any Way You Look at It . . .

KRNT is the LEADER in Des Moines, the center of things in Iowa

*Highest Hooperated—Biggest Volume of Accounts
—Highest News Ratings — Most Highest-Rated
Disc Jockeys—Tops in Promotion Facilities*

The Hooper Audience Index, March-April, 1950, Shows:

MORNING.....	KRNT has a 96.7% greater audience than the No. 2 station.
AFTERNOON.....	KRNT has a 49.6% greater audience than the No. 2 station.
EVENING.....	KRNT is 1.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON.....	KRNT has a 11.5% greater audience than the No. 2 station.
SATURDAY DAYTIME.....	KRNT has a 26.1% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS...	KRNT has a 41.9 greater percentage than the No. 2 station.

Those are Facts Advertisers Know when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT
DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

LOCAL

PROGRAMMING . . .
that cleverly complements national shows. Ask about THE DAYBREAKER . . . FAVORITE FIVE.

PARTICIPATIONS . . .
tops in town for response. Ask about LUCKY 7. BEST BY REQUEST.

PERSONALITIES . . .
well known, well liked local names . . . plus Mutual's array of stars.

PACK POWER

FOR ADVERTISERS ON

1280 KC 5000 WATTS

WVET

MUTUAL

IN ROCHESTER, N. Y.
Represented Notionally by
WEED & COMPANY

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



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

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

— in Georgia's first three markets

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

ask Henry Clochessy w

Here's what Compton's head timebuyer told SPONSOR: "The summer lull is a myth" ¶ This summer more figuring and sweating will be going on along Madison Avenue and Michigan Boulevard than ever before. Ask any timebuyer. ¶ And SPONSOR's 4th FALL FACTS Issue (out of 17 July) will be the *buyer's* standby because it provides accurate, up-to-the-minute briefing on spot, network, transcriptions, premiums, television, merchandising, program costs and preferences. They'll use it—and how! ¶ The direct route to the timebuyer this summer is via the FALL FACTS Issue. Enter your reservation today. Write Norm Knight, SPONSOR, 510 Madison Avenue, New York 22.

* Here's what some other timebuyers told us . . .

Joseph Katz Co.

"Unfortunately my vacation doesn't last all summer so what's so different about July and August?"

BETH BLACK, *Director of Media*

Ted Bates

"I'll be very busy buying TV spots and realigning my radio spot because of adjustments we have to make due to television."

GENEVIEVE SHUBERT, *Timebuyer*

Lennen & Mitchell

"No hiatus for me. I'll be sweating over the same desk as usual."

SID HERTZEL, *Timebuyer*

McCann-Erickson

"TV time clearances will occupy considerable time particularly in single station markets—a continuing comparison of radio and TV costs and share of audience."

BOB REUSCHLE, *Timebuyer*

at he's doing in July *

Duane Jones

"Vacation even in New Jersey would look like heaven. Unfortunately the summer is the busiest time of the year for timebuyers."

REGGIE SCHEUBEL, *Radio Director*

N. W. Ayer

"I don't see any vacation for me this summer. In fact, I'll settle for a short walk on the green terrace outside my office."

CHARLES M. WILDS, *Chief Timebuyer*

Ellington Advertising

"Summertime is planning-time. There's too much involved to wait until the fall to start checking availabilities. Everything has to be ready to roll far in advance."

HAL JAMES, *Radio & TV Director*

Cunningham & Walsh

"Radio and TV involve such long term commitments that planning obviously must be done well in advance. Summer is really the *hot* time—it is then that 1951 will be buttoned up."

NEWMAN McEVOY, *Media Director & V.P.*

Ruthrauff & Ryan

"This looks like our busiest summer due to television plans on which we are working. We all realize that television takes much more time and effort. With our normal radio duties plus our television plans, I'm glad I've already had my vacation."

TOM SLATER, *Vice President*

SPONSOR

The shortest distance between buyer and seller

Look't What We Won!



● Proudly, WTTS accepts the Sigma Delta Chi award for distinguished service in American Radio Journalism.

The national award was won with Indiana University's SCHOOL OF THE SKY NEWS PROGRAM—"IT'S YOUR WORLD." The prize winning show is carried live on WTTS and later rebroadcast over 17 other stations in Indiana, Illinois and Kentucky.

In making the award, Sigma Delta Chi said: "The judges commend the series of educational programs slanted to students of the grammar-school level, for its public service, originality and the value to an estimated listening audience of over 200,000 listeners."

THE SARKES TARZIAN STATIONS

WTTS

Represented Nationally by
WILLIAM G. RAMBEAU CO.
New York, Chicago,
Los Angeles, San Francisco

WTTV

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

BLOOMINGTON
INDIANA

While the editing is being done (Mindy Brown, WOR-TV, spends eight to 10 hours on an Italian film), spots can be picked for commercials. Following radio custom, commercials are fitted in every 15 minutes. Time of the exact break depends on the film's story line. In foreign movies, which seem to attract a more intelligent audience, Mindy Brown looks for a quiet point when nothing much is happening. Grant Theis, film director for WCBS-TV, favors splicing in commercials just after a fadeout indicating the passage of time. On Westerns, the cliff-hanger type of break is most common. Just before the hero's runaway wagon disappears over the cliff, a cut is made for the advertising message. Since adults don't get so personally involved in Westerns as in grade A dramas, it's safe to break in at a high point.

The unhappy experience of Doubleday & Co., book publishers, illustrates how critical placement of the commercial can be. Doubleday ran 13 weeks of grade A British films on WPX's *Premiere Theatre*. After cleaning up on a \$1 art book, sales on other books went down and complaints flooded in.

Huber Hoge, New York advertising firm handling the account, tells what happened: "We tried everything. First we used two-and-a-half minute spot announcements, then five-minute spots with live personalities. We shifted the middle commercial toward the beginning, toward the end, everywhere. And the editing was carefully done too. But it didn't seem to matter whether we spliced the commercial in at a high point or a low one; the phone complaints poured in."

The agency can't figure out why viewer irritation was so great, but guesses that the people attracted to grade A British films are too "high class." They see a parallel between this film series and their music program on WQXR. Music station listeners are also critical at times of advertising messages (see "Is Beethoven commercial?" SPONSOR, 5 June 1950).

Often it's not where you put the

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

**TV ADVERTISING
FILM FOR LOW
BUDGET ACCOUNTS**

FILMACK

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



UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

With such distinguished soloists as: MELCHIOR, KAPPELL, MAYNOR,
MERRILL, TRAUBEL, CONLEY



SUNDAY EVENINGS 8:30 P. M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS Speaking for U. S. Steel



commercial, but how you get to it that makes the difference. Easiest and cheapest way to get from film to commercial is to stop the film and flash a slide, with the announcer giving the selling pitch. Hardest and most expensive way is to put in a specially made film commercial complete with transitions. This is done most skillfully in half-hour films tailor-made for TV like *The Lone Ranger*, *Cisco Kid*, and *Fireside Theatre*. Between the two extremes are a wide range of techniques for painless selling.

Hollywood Playhouse on WPTZ, Philadelphia, uses a six-for-one advertising plan which gives each of its four

sponsors a one-minute spot and in addition, a mention with slide at the other sponsor's spots.

A few regular film programs integrate live and film portions. WBKB, Chicago, describes the *Dean's Wranglers' Club*, a kid Western: "It has a live opening featuring a cowboy who spins yarns of the old West, tells Indian and Western folklore and then leads into a segmented film. To make the show more effective, transitions from live to film are carefully planned to give the audience a 'you are there' effect. Matched dissolves, audio cross-fades, and one-camera technique have done this so well that this program

now shares top rating with an all-live, top network show on another station."

There are other programs which blend live commercials with film, but almost every national advertiser uses one-minute films to sell his product. *The Lone Ranger*, a weekly half-hour Western shot especially for General Mills by Apex Film Co., wraps up story and commercial in a planned package. The film opens with the General Mills flag filling the tube, quickly dissolves into a waving field of grain (a company trademark). Then, immediately following a Lone Ranger title strip, the masked man gallops up a canyon toward the camera and Silver rears back on his hind legs for a closeup. Back to the waving grain field, while the announcer says: "Before we go ahead with tonight's adventure, an important message." A one-minute commercial for Cheerios follows. The story then begins as we return to the Lone Ranger, who wheels around on Silver and races away from the camera to meet Tonto.

After about 12 minutes, there is a pause just before the story climax. Again the grain field and announcer. The Bisquick commercial is then followed by the rest of that night's tale. Final message concerns Betty Crocker Cake Mixes. Commercials are switched around from first to middle to last position, with a dozen different ones for Bisquick and Betty Crocker and nine for Cheerios.

Procter and Gamble follow a similar design in their *Fireside Theatre*. Its format is based on the theatre, uses shots of a real curtain going up and down to separate the tailor-made film story from advertising. P & G rotates Crisco, Ivory, and Duz film commercials through opening, middle, and closing positions. Six different films for each product ensure variety.

The 33 different commercials filmed for General Mills and the 13 done for Procter and Gamble cost plenty. But they're worth the cost, if only because every selling message appears exactly the same in Nashville or New York. It's a standard, packaged unit whose effectiveness remains constant.

Straight-forward, one-minute films cost between \$1,000 and \$3,000 each, depending on who does the job. As in any other business, you get what you pay for. Here are some of the variables that affect commercial film costs:

1. Quantity of films made at the same time. Unit cost goes down

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—110,590 families in 36 counties

Night—85,830 families in 31 counties

and

3 to 7 days weekly:

Day—90,320 families

Night—66,230 families

(Retail sales in the area
are over \$600 million yearly)

Get the entire story from
FREE & PETERS

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC. National Representatives



- with quantity production.
- 2. Complexity of set used.
- 3. Number and type of actors.
- 4. Amount of rehearsal time.
- 5. Type of recording. Voice over is much cheaper than direct lip synchronization.
- 6. Filming on location or on studio sound stage.

Naturally, the simpler a film the less it will cost. Stop-motion commercials cost from \$5,000 to \$7,500. Partial animation runs from \$2,500 to \$3,500 each and full animation \$3,500 to \$7,000.

These prices put film commercials out of most sponsors' reach. Their selling will have to be done with slides or live. But, regardless of what medium is used to put over the advertising message, wring the maximum out of Hollywood's celluloid goldmine by careful programing, editing, and transitions. It makes the difference between good and terrific. * * *

TIMEBUYING

(Continued from page 29)

tion might so dominate its home city that it could be an economical buy for a product without much rural sale.

If a good timebuyer recommends such a buy, it means he has considered the station's characteristics and weighed them against the sponsor's objective and overall sales picture. He might not make the same recommendation six weeks later. Usually several factors go into such a decision. When elements like programs, program competition, competitive advertising shift, then timebuying strategy may have to be changed.

A timebuyer must be constantly aware of changes in the situation that demand re-evaluation of stations and availabilities. Market data of all kinds goes into his bottomless hopper of facts.

Not every person or home is a prospect for his client's product; so knowing certain economic characteristics of an area is important. What are the living habits of people in the area under consideration? If the city is a manufacturing center, when are peak loads carried by public conveyances, by the electric company, by the gas company? What are factory working hours? Who's at home and available for listening?

What are "white collar" working

TOPEKA



A Metropolitan
Market **NOW**

WREN

"FIRST ALL DAY"

ABC

5000 WATTS



WEED & CO. NATIONAL REPRESENTATIVES

what does your market
mean to
market-hungry
advertisers?

700 pages of data covering every state, county, and city of 5,000 and over population. ➔

Give them the facts in the 1950-1951 Edition of **SRDS CONSUMER MARKETS**.

All agencies handling national advertising and all major national advertisers will receive copies of this most comprehensive, complete and authoritative compilation of up-to-date consumer market data. Here is an exceptional opportunity to present your specific market coverage and audience story to people who are select-

ing markets- and media for many million dollars worth of advertising.

Final closing is July 15. Write today for the 16-page folder, "How SRDS CONSUMER MARKETS opens the way to more national advertising." Or ask your SRDS representative for complete information.



Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Las Angeles



He Sinks Into an Easy Chair While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've *done* a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVL, Mr. J. L. Spradling says:

"We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department, **Mutual Broadcasting System**, 1110 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

hours? What's the average family income? What are best sale days?

Surveys by various governmental units, by stations, by independent research organizations, reports in business and trade papers are leading sources for market information.

With client objectives clearly outlined, market data in hand, current availabilities on the line—at this point logical calculation should take over and deliver the best possible availabilities.

But no.

Here's an important retailer who has ideas of his own on what station and time to use. It may not fit the pattern the timebuyer is working out to buy the most-of-the-best-for-the-least, but the sponsor may figure it easier to give in to retailer pressure than try to explain the reasoning back of the timebuyer's conflicting choice.

Here's a co-operative campaign. The dealers are spending some of their own money and are going to have a say about the station that gets it. But arbitrary selection of stations and time without regard for an overall pattern can monkey-wrench a neatly balanced lineup and add another twitch to a timebuyer's nervous system. Of course, it's the sponsor's game. But most timebuyers get a twinge at the sight of wasted money for whatever reason. You might call it an occupational reaction.

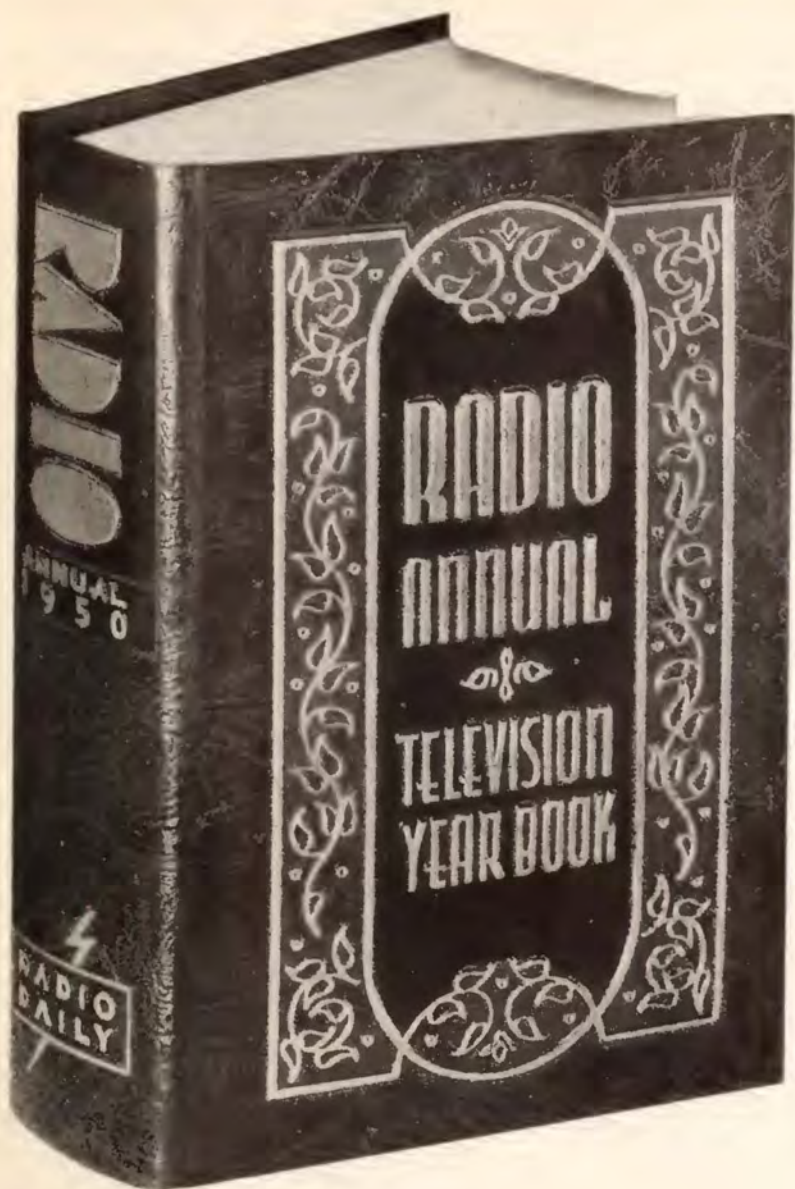
Accounts are sometimes split by retail districts, each of which has an advertising budget. Choice of stations to get the most listeners for the best price can't be arbitrarily fitted to district borders—radio signals just won't behave that way.

Some districts have sales problems that require quite different radio campaigns from those of neighboring districts.

Such variables—and there are many others—do nothing to simplify time-buying calculations.

Before the war it was possible for an experienced timebuyer to have a great deal of personal knowledge about the operations of a majority of the 900-odd standard stations. Now, with nearly 3,000 AM, FM, and TV stations on the air, timebuyers at agencies with active radio and TV accounts have forgotten what it feels like to go home after an eight-hour stint.

"Television is the Jekyll-Hyde of time buying," snorted one harassed timebuyer.



The Book of The Year

COMPLIMENTARY
TO ALL SUBSCRIBERS
of

RADIO DAILY

One Year Subscription
(260 Issues) \$10.00

Send in this
Coupon →
Today

TO

1501 BROADWAY
NEW YORK 18, N. Y.

Send me the 1950 RADIO ANNUAL (1280 pages) and the next 260 issues of Radio Daily (full year's subscription).

U. S. and Canada, \$10 per year. Foreign, \$15 per year. California Special Service Subscription \$15 per year.

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY AND STATE _____



5000 Watts—Day and Night

the center of

Capitaland*

Selling

12

Georgia Counties

and

11

Florida Counties

*Ask your John Blair man to tell you the full story on Capitaland and North Florida's most powerful radio voice—WTAL!

Southeastern Rep.
Harry E. Cummings
Jacksonville, Fla.

WTAL
TALLAHASSEE

John H. Phipps, Owner
L. Herschel Graves, Gen'l Mgr.

FLORIDA GROUP
Columbia
Broadcasting
System

"Everybody," her co-worker from the next office cut in, "wants in for little or nothing, but isn't quite sure it's the thing to do right now; but they must get their feet wet."

"And in television," the first time-buyer took the ball again, "we must be even more familiar with programing, talent, production costs, camera work, rehearsal charges, and many other details which become major problems if overlooked."

In radio, the four big networks can be a great help to timebuyers in clearing time with their affiliated stations. But multiple affiliations make it impossible in TV. Not that the networks don't try their best—it's just too complicated.

Where timebuyers used to see one station rep they now often see two, because most sales operations are split. A 100% increase in salesman traffic takes a big slice out of a day's work.

Nor can rates be counted on to remain unchanged even while a sponsor is making up his mind on availabilities submitted for his okay. Rate changes in TV, of course, are always up.

Even so, if what radio is doing and what television is doing could be neatly compartmented before making decisions about either, life would be relatively simple.

But a timebuyer can't do a good job without knowing something about what TV is doing to radio listening in the sponsor's markets. The answer to this one isn't the same from week to week, nor do the changes affect all radio stations equally.

With such rapid changes adding to the normal complexities of timebuying, one may be tempted to wonder just how "scientific" a timebuyer's recommendations may be. But such a question would be unfair.

With the available facts at his disposal, the timebuyer's application of them is more of an "art," than a science. Good timebuyers tend to get more from their data than it presents on the surface, somewhat as a good musician does from the score before him. Facts without the "feel" for them don't lead to superior timebuying.

Nevertheless, with audience, coverage, program, market, and other accessible information at hand, no conscientious timebuyer need ever get completely off the track. But it's a full-time job. One Midwestern timebuyer put it this way: "When day is done

**GROWING
GROWING
GROWN**

Now First in Mobile

MORNING PERIOD*

PLUS...

a 14.8 Over-all Audience
Increase Since 1949

**ANOTHER BONUS
FOR ADVERTISERS...**

Special merchandising
department for extra
promotion of sales.

*January, February, 1950 Hooper

WABB AM 5,000 Watts
FM 50,000 Watts
ABC and MUTUAL

OWNED AND OPERATED BY
THE MOBILE PRESS REGISTER

NATIONALLY REPRESENTED BY
THE BRANHAM COMPANY

Letters to recall
when you buy time
in the Los Angeles Market

K *ee*ps
A *udiences*
L *istening*
I *n*

Affiliate of the
Liberty Broadcasting System

In Los Angeles you hear Major
League Baseball first on **KALI**

For data on other firsts ask

KALI 425 E. Green St.
Pasadena 1, California

RYan 1-7149 SYcamore 6-5327
Call Representative Schupp ReIner Company,
11 W. 42 Street, New York — Bryant 9-5221

and weekends come, we still wend our weary way home not only to listen to radio, but look at television as well, because we are the fount of all 'wisdom' and information."

"But," added this timebuyer's Chicago counterpart, "we wouldn't change the activity of it all for love or money; and that's what we do it for—love, not money!" ★ ★ ★

WHAT PULLS 'EM IN?

(Continued from page 25)

A trained interviewer began questioning purchasers of the book on Monday, 3 April, and continued through closing of the store on Wednesday, 5 April. She introduced herself to customers by saying that the store's advertising department was making a check on the effectiveness of its advertising.

First question was general: "How did you learn about our special offer?" The customer was given time to make a voluntary comment. Thirty-four persons (45%) said radio announcement; seven persons (9%) said newspaper ad; seven persons said both; and twenty-eight (37%) said something else brought them in. The "something else" consisted of window displays, salesman solicitation, direct mail, "friend told me," "just shopping."

The customer's word alone was not considered conclusive. Follow-up questions were asked to pin down some distinctive feature of the ad or announcement which the customer could remember. This helped establish whether the customer had actually seen or heard the advertisement, as his first answer indicated.

Interesting customer remarks resulted from the question: "In your opinion, do you think we get better results from newspaper advertising or radio advertising?"

Some of the comments:

"I listen a lot. You catch interest by voice inflection. Paper ads are lost if small. Only half-pages and larger attract."

"More people listen to radio than take paper. I never see ad unless I'm looking for something like a new chair or sofa."

"Radio better if presented right. Paper is flat. Radio interesting and striking. Build up with fanfare and music. Can't help but listen."

"Don't have time to read. With ra-

VARIETY AWARD

WCPO-TV

CINCINNATI, OHIO

OUTSTANDING STATION OPERATION

WCPO-TV continues FIRST
in EVERY TIME classification
every month since going on
the air — July, 1949

WCPO-TV

represented by the
BRANHAM COMPANY

CHANNEL 7 CINCINNATI, OHIO

*pulse



Affiliated with the
CINCINNATI POST

*
1949

additional information for buyers of time

Says one agency Vice-President: "When I'm considering any (spot) advertising, I always read the listings and advertising in *Standard Rate & Data* for the markets I'm interested in.

"When I go to client conferences, I take *Standard Rate* with me. It's not unusual for a client to bring up a question about this or that station. I can always turn to *Standard Rate* and, if there's a good ad that gives me a clear picture of the facility, I can give the client good answers."

Many other buyers of spot time tell us they find the station Service-Ads in SRDS making their job of deciding which stations easier—Service-Ads like KXYZ's illustrated here.

Note to Station Managers: Are you giving buyers of spot time the sort of facts that help them buy? The "Spot Radio Promotion Handbook" covers this subject in detail. Copies available from us at \$1.



Every month an average of 150 Service-Ads run in SRDS Radio Section.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function

Walter E. Botthof, Publisher

333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES

A LOT OF GROCERIES!

\$344,544,000.00 worth of groceries are a lot of groceries, but that's the amount consumed in the KXYZ trade territory during 1948, according to S.R.D.S. estimate figures. But YOU get your share of this business!

AUDIENCE VALUE*

RETAIL SALES—\$1,543,392,000.00
 APPAREL SALES—\$107,733,000.00
 HOME FURNISHINGS—\$84,312,000.00
 AUTOMOTIVE SALES—\$378,434,000.00
 HARDWARE SALES—\$178,818,000.00
 DRUG SALES—\$46,401,000.00
*S.R.D.S. 1948 ESTIMATE

"EXTRA PUNCH"
 To help advertisers get more for their ad dollar, KXYZ maintains a full-time promotion department to work in cooperation with retail merchants and remind KXYZ's 308,708 radio families to buy KXYZ advertised products.

Kxyz

DIAL 1320
 5000 WATTS
 FREE A PETERS
 A.B.C. IN HOUSTON
 A GLEN McCARTHY ENTERPRISE

dio when it's on you get to hear ads with the rest."

"Listen all day to radio, so don't have time to read papers."

Equally positive statements were made in favor of newspapers; but there were fewer newspaper fans—and they bought less merchandise.

After asking the questions described above, the interviewer recorded the customer's purchases. In addition to money spent on the test item, *Worlds in Collision*, the total amount spent on other items in the store was recorded. It was felt that these other sales could rightfully be attributed to initial purchase of the book.

Adding up the dollars spent by customers who bought the book, researchers found: radio listeners spent 61% of them; newspaper readers 7%; both radio and newspaper 16% and others 16%. Part of radio's superiority in actual sales dollars spent is explained by the fact that more radio listeners actually bought after coming in. Of the newspaper readers who came into the store to see the book, only 57% actually bought. By contrast, 79% of the radio listeners who came in also bought the book.

Joseph Ward, ARBI research analyst, certifies the objectivity of all of the 16 tests made so far. His notarized

statement accompanying a report of the J. K. Gill Company survey reads:

"THIS IS TO CERTIFY that the test of newspaper and radio advertising described and reported herein has been conducted by me under conditions representing the highest standards of professional ethics; that neither my point of view nor that of any person employed by me in this test has been biased either in favor of or against any person, retail outlet or advertising medium; that I have examined the newspaper advertising in the *Portland Oregonian* on the dates described and have examined the official radio log of Station KXL, and the samples of the advertising announcements, and declare the advertising to be as stated herein; and that all aspects of the test are in accordance with the facts as herein presented, to the best of my knowledge and belief.

"ATTESTED this 26th day of April, 1950, at the city of Seattle, in the County of King, in the State of Washington."

JOSEPH B. WARD
Registered Professional Engineer

A wide variety of commodities have been tested in the 16 pilot surveys. Here are skeleton outlines of several:

Dresses and coats were used in one test, with \$151 spent on radio and the same in a newspaper. Radio pulled 28.1% of the traffic, sold 34.5% of the total dollar value. The newspaper pulled 18.0% of traffic, sold 18.0% of dollar value.

Groceries and meats were used in a test, with about \$170 spent each on radio and newspaper. Radio pulled 23.5% of the traffic, and sold 25.3% of the money spent. The newspaper pulled 14.5% of the traffic, accounted for 16.6% of dollar purchases.

Housewares, appliances and radios were used in a test, with about \$75 spent on each for radio and newspaper space. Radio brought in 25.9% of the people and was responsible for 19.1% of the money spent. The newspaper brought in 31.5% of the customers and was responsible for 34.8% of the dollar volume.

Rugs were used by a furniture store in one test. About \$40 was spent on each medium. Of the people who came in, 50.0% heard the advertising on radio; they accounted for 74.7% of total sales value. Newspaper readers comprised 4.5% of the people brought

GENERAL MERCHANDISE SALES \$105,457,000

DRUG SALES \$23,200,000

EFFECTIVE BUYING INCOME \$1,387,469,000

WBNS AUDIENCE 187,980 FAMILIES

FOOD SALES \$223,007,000

FURNITURE SALES \$46,599,000

THE **WBNS Central Ohio Market**

WBNS
PLUS WELD-FM

POWER 5000 D · 1000 N · CBS · COLUMBUS, OHIO

The effectiveness of spot radio on WBNS plus WELD-FM has been profitably proven again and again by advertisers. 187,980 WBNS families in central Ohio have the money to buy and they DO BUY when they hear your sales message on this station.

ASK JOHN BLAIR

BIG!

To SELL the PEOPLE Who Buy

The MOST in the

BIG
MIDDLEWEST

POPULATION
Over 4 Million
RETAIL SALES
Over 2 Billion

Use The **BIG**
STATION

THE MIDWEST-EMPIRE STATION
KFAB
30,000 WATTS OMAHA BASIC CBS

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and



Nancy Goode

active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City

KFRM
for Rural Kansas

in; they spent 9.9% of the money.

Ed Craney, owner of the XL stations and Vice-President of ARBI, points out another interesting ARBI finding: "In the major portion of the tests, radio literally left the newspapers at the post in developing store traffic from out of town areas. Most rural customers interviewed said they depended almost entirely on radio for news and bargains, since newspapers usually reached them a day late."

Advertising Research Bureau is using pilot tests like the ones above to convince retailers that here is a new research technique which gives advertisers what they need most: a point-of-sale measure of pulling power. Plans call for a gradual expansion of the service from present test areas in California, Colorado, and Utah to markets further east.

Advertisers will certainly follow ARBI's progress across the country with interest. The Bureau is attempting to prove objectively what broadcasters have long been insisting: that radio pulls 'em in, but good. * * *

MR. SPONSOR ASKS

(Continued from page 37)

In order to select stations which will give the advertiser maximum value for his expenditure, it is necessary to analyze all the data available—and data from all sources. *Sales Management* figures on population, retail sales, and food and drug sales are very helpful; SPONSOR's articles on industry problems and the *Broadcasting* magazine market analyses are also important timebuying tools. Of course, information basic for timebuying includes figures which indicate the number and distribution of radio families and TV sets; the number of listeners or viewers per set; listening and viewing habits; and audience composition. (Incidentally, the publication of stations' program logs in *Radiotime* saves countless hours in timebuying departments.)

However, because many statistics, particularly those concerning TV, are obsolete before they are published, a timebuyer must weigh many things which can be learned only through continuous personal contact with stations and their representatives. It is necessary to be continually aware of changes in program formats, both local and

Charity begins at home

Let's spend our Marshall Plan money building *this* country so strong and financially sound that other nations will of their own volition demand republican forms of government rather than seek security through communism.

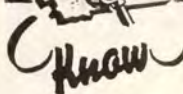
Let's lead the world by example, not by bribery or force.

The Art Mosby Stations

KGVO-KANA

5 KW DAY
1 KW NITE
MISSOULA

ANACONDA
BUTTE
250 KW



MONTANA ☆

☆ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



A Guide Post Research study of Pittsburgh listening after 11 p.m. verifies what we have always said about KQV's late night programming. This survey places Beckley Smith's News at 11 on top, and "Music for Reading" at 11:15 a close second. We'll be happy to give you the details as will our national reps., Weed & Co.

KQV

Pittsburgh, Pa.

MBS — 5,000 Watts — 1410

**WESTERN
LEADER
IN
TELEVISION**



KDYL-TV

NBC NETWORK
CHANNEL 4
Salt Lake City, Utah

National Representative: John Blair & Co

To Cover
the Greater
Wheeling (W.Va.)
Metropolitan
Market
you need...

WTRF

AM-FM

High Hoopers (Avg. 24.5)
Low Cost
The ECONOMICAL way to
SELL
The Wheeling Market
Check
THE WALKER CO.

network, and of all the activities which may affect a station's standing in the community, as well as changes in transmission facilities which may influence coverage patterns.

Timebuyers need more factual information about markets and stations. There can never be too many accurate yardsticks when it is a question of selecting stations which will deliver maximum response for the minimum expenditure.

MARY DUNLAVEY
Timebuyer
Harry B. Cohen Advertising
Co., Inc.
New York

510 MADISON

(Continued from page 7)

ATTENTION: STATION REPS

One of our clients is considering the purchase of one-minute spots from those television stations located in or near his retail sales outlets. Since we have had no previous experience buying television time, we should very much appreciate your help in furnishing us with rate cards (if you happen to have them) or general information regarding television stations in or near the following cities:

Akron, O.	Fingston, Pa.	Washington, D. C.
Cleveland	Allentown, Pa.	Providence
Bridgeport, Conn.	Camden, N. J.	Indianapolis
East Hartford	Albany, N. Y.	Somerville, Mass.
Waterbury	Pittsburgh	Youngstown
Louisville, Ky.	Rochester, N. Y.	Flint, Mich.
Reading, Pa.	Worcester	Binghanton, N. Y.
Grand Rapids	Atlanta	Davton
Johnstown, Pa.	Fort Wayne	Buffalo
Cincinnati	Quincy	
Detroit	Syracuse	
Charlotte, N.C.	Baltimore, Md.	

If this request for information is too much of an imposition (and we realize how well it might be), please furnish us with the names and addresses of the representatives of these various stations or some other source from which we can get this information.

LAWRENCE KOSSMAN
Lawrence Kossman Advertising
Paterson, New Jersey

• SPONSOR suggests that all interested stations and representatives contact the Kossman agency.

POLITICS ON THE AIR

SPONSOR keeps producing articles of outstanding interest that have been far too lightly covered in readily available material. Your "How to sell a candidate" and your editorial on "The AN-

PA fought back" in your 22 May issue have been read with great interest.

We would appreciate receiving 10 copies (if they are still available) of "Radio Is Getting Bigger." You are doing a great job for radio.

EUGENE D. HILL
General & Commercial Manager
WORZ
Orlando, Florida

GLAD TO HELP

This station is now undertaking a program which can derive a great deal of help and impetus through your information and advice.

As a former director of research at a Boston advertising agency, I have come, in some measure, to lean upon generous suggestions given by trade media, and hope that this request meets with the same results as have those in the past.

Our first step is the organization of a talk to be given to local business men's groups and other interested organizations. Any material that you

BMI

Scripts About Music

It's the successful sponsor who ties together his programming of listenable music with a fresh, bright and timely commentary.

And hundreds of alert program producers everywhere are cashing in on BMI's "scripts about Music."

BMI's Continuity Department serves its Radio and TV licensees with a regular series of distinctive, effective program scripts calling for recorded music.

Ask your Station Representative for further details regarding

According to the Record
THE INSIDE STORY
SPOTLIGHT ON A STAR

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

have on hand which might provide subject matter, or any references to outside sources would be greatly appreciated.

Equally as important are suggestions that you might make as to procedures that other radio stations, both small and large, have employed successfully to accomplish this, if same have come to your attention.

Anything that might make our task a little less complex will be welcome, providing that you can help without putting yourself to any great trouble.

Many thanks for your kind cooperation and consideration, and for past favors.

LEONARD MYERS
Sales Representative
WLYN
Lynn, Massachusetts

• "Radio is getting bigger," a 32-page book, compiled by SPONSOR, defines radio's present-day impact. Available soon to new and renewal subscribers free. \$1.00 to others.

DEPARTMENT STORE TV

I am asking for some assistance from you because television information is a little difficult to get up here in Canada at the present time.

We would like to have a list of department stores in the United States who are using television at the present time as well as the following information, if possible:

1) What type of program they are using, i.e.: spots, co-op programs, or their own programs.

2) An estimate of cost of these programs.

3) Results.

4) The type of merchandise which sells best on TV.

5) The comparison between the use of newspapers and TV for department stores.

The above we appreciate is quite an order but as one of our clients is requesting this information, we would like to obtain as much of it as possible.

DOUGLAS MARSHALL
Account Executive
J. J. Gibbons Ltd.
Toronto, Ontario

• A major article on department store TV is now in progress and will be published shortly.

AD BUDGETS TABLES

Within the last year, I remember seeing a table showing the percentage relationship of advertising appropriations to gross sales of approximately 15 or 20 of the principal advertisers.

Did you print such a table and if so in what issue did it appear?

ROY B. DILL
Coordinator
Advertising & Sales Promotion
Socony-Vacuum Oil Company
St. Louis

• Reader Dill is directed to "Are ad budgets big enough?", published 10 October 1949.

THE FORGOTTEN 15 MILLION

Would you please send me the issues in which "The forgotten 15,000,000" appeared, as well as your 7 November issue. May I inform you that I have read these issues but I should like to have a copy of same to read more carefully. I am a student on radio matters and an assistant in McCann-Erickson radio department here.

E. AUGUSTO DA SILVA
McCann-Erickson
Sao Paulo, Brazil



March-April 1950

MORNING	45.1
AFTERNOON	27.3
EVENING	21.8

First By Far!

WEFL

SYRACUSE, N. Y.

Represented by
FREE & PETERS, INC.



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

SARATOGA RACING ASSOCIATION

SARATOGA, N. Y.

selects

WROW TO BROADCAST

the Exciting Harness Races
For its 1950 Season (Exclusive)

YOU will do well
to select WROW
for New York's
3rd Great Market

It costs you less per thousand
listeners on WROW

Ask
THE BOLLING COMPANY
5,000 Watts • 590 K.C.

WROW

ALBANY, N. Y. BASIC MUTUAL



Why he doesn't buy radio

The man on the plane was young and affable.

It turned out that he was regional manager in charge of 11 states for one of the nation's home-appliance firms.

In a single year he rides herd on \$1,000,000 invested in advertising in his area. On a co-op basis, half of this comes from his parent company, the other half from his dealers. And because the dealers look to him for guidance, he pretty much calls the turn on choice of media.

This man admitted that he didn't favor radio advertising. Newspapers were his dish.

But there were hours to spare, and time to talk. It finally turned out that

his objections to radio, though valid, could hardly be traced to radio's inherent ability to produce.

He liked newspapers because they contact him more, give him better service, present facts, present plans.

"I don't ever remember," he said, "receiving a concrete idea-presentation from a radio salesman."

He cited instances of newspaper service: told of campaigns they outlined, although most weren't useful.

"Newspaper salesmen," he said, "are far more analytical. They check in on buyers' problems."

Warming to the subject, he said: "The radio salesmen who have contacted me seldom seem to have production information or knowledge. Most requests are on a personal basis and aren't scientific."

Asked whether he, personally, would welcome ideas from radio representatives, he said: "I certainly would." And he revealed his interest in the technique of radio by commenting on some super-special commercials he'd been hearing over WBAP, Fort Worth.

Some of his \$1,000,000 goes into radio's till. But very little. He's just getting his feet wet on television.

Out of this discussion came this puzzler: were his reasons for giving newspapers the nod typical? Is radio losing millions because salesmen aren't properly briefed, don't get the proper

presentation and research support? Are broadcasters using the excellent tools that the Broadcast Advertising Bureau provides?

Radio's biggest giveaway

We can hardly blame Mr. Sponsor for failing to ask Mr. Broadcaster how come that he never learned to count.

After all, if the broadcaster is willing to figure home listening on the basis of use of the parlor set (when actually bedroom, bathroom, and kitchen listening is making the big upward climb) who is the sponsor to protest?

And if out-of-home listening (which in New York, for instance, is 15% as high as the presently calculated in-home listening) is on the bonus list, too, why not accept the gift?

To our way of thinking, the biggest giveaway in radio is radio itself.

The magazines do calculus while the radio station can't do simple addition. Check the *Life* and *Look* systems of cumulative audience and you'll see what we mean.

Advertisers, in the American tradition, love fair play. They're willing to pay for what they get. But if a full tally of the radio audience isn't important to sellers of the medium, the buyer isn't going to raise a rumpus.

If broadcasters persist in presenting a substantial bonus, the least they can do is make every advertiser fully aware of the big bonanza.

Applause

F & P holds sales clinic

A prominent media buyer recently observed that today's station representative heads the list in resourcefulness and hard work.

The best example of national representative-station teamwork in the advertiser's interest that has come to our attention is the Free & Peters National Spot Sales Clinic conducted in Chicago on 6-7 June.

The idea was to bring the stations face to face with the "pavement-pounding" members of the rep firm. In a whirlwind two-day shirtsleeve session, well-delineated all the way, the reps told what they knew, the stations contributed their share. For good measure, timebuyers Richard C. Grahl, of the Wm. Esty Co.; Carl Georgi, Jr., of D. P. Brothel & Co.; and Louis J. Nel-

son, of the Wade Advertising Agency, provided an insight into what happens on the agency-advertiser side of the curtain. Station men came out of the timebuyer session with a brand new concept of what goes on at any agency.

From 10 a.m. to 6 p.m., with time out for lunch, the two days were all business. Besides the agency session, the agenda included panels on radio rates, traffic sales systems, surveys, radio programing, TV programing, radio promotion, TV promotion.

Was it appreciated? Over 100 attended, including all F & P stations, radio and TV, except one in Texas, one in Hawaii. After the first day, the gag made the rounds that the stations were entitled to squawk, since they had to pay their own way, and it wasn't right for F & P to make them like it

so much. *Broadcasting's* Chicago manager commented to SPONSOR that once the meetings started, nobody came nor left. Wm. Esty's Dick Grahl said, "Here's hoping that the industry does more of this sort of thing. It's tremendous."

The exchange of information was unstinted and wholehearted. The proceedings are being summarized and will go to all F & P stations.

SPONSOR believes in shirtsleeve sessions. It believes in wholehearted exchange of meaningful information. CBS and NBC clinics are gaining in stature. Recently, when the Tennessee Broadcasters Association held a shirtsleeve session, it was enthusiastically received. F & P's sales clinic is the first by a representative in many years (Petry did it in the early '40s). We hope that there will be more of them.

the most
useful tool
available
this summer

SPONSOR

fall facts edition

Agency and advertiser executives sweat out their fall and winter schedules during July and August. It's tough going and they need every logical tool they can find. SPONSOR's fourth FALL FACTS EDITION, a handy tool, will hit their desks on 17 July. It's a briefing issue containing up-to-the-minute capsuled analyses of such vital subjects as best use of spot, costs of using TV, merchandising techniques, transcription advances, radio and TV program breakdowns by ratings, and many others. It's your top buy of the year . . . a direct line from buyer to seller.

Send your space reservation to SPONSOR, 510 Madison Avenue, New York 22.

SPACE RATES

	1	6	13	26
Page	\$350	\$330	\$300	\$255
2 Cols.	255	240	220	185
½ Page	200	190	170	145
1 Col.	140	135	120	100
½ Col.	75	70	65	55

Regular frequency rates apply.

- DOUBLE PAGE SPREAD
- SINGLE PAGE
- TWO COLUMNS
- ONE-HALF PAGE
- ONE COLUMN
- HALF COLUMN

Please reserve the space checked in the 1950 FALL FACTS EDITION. Deadline July 1, 1950. Regular rates prevail.

FIRM

ADDRESS

CITY

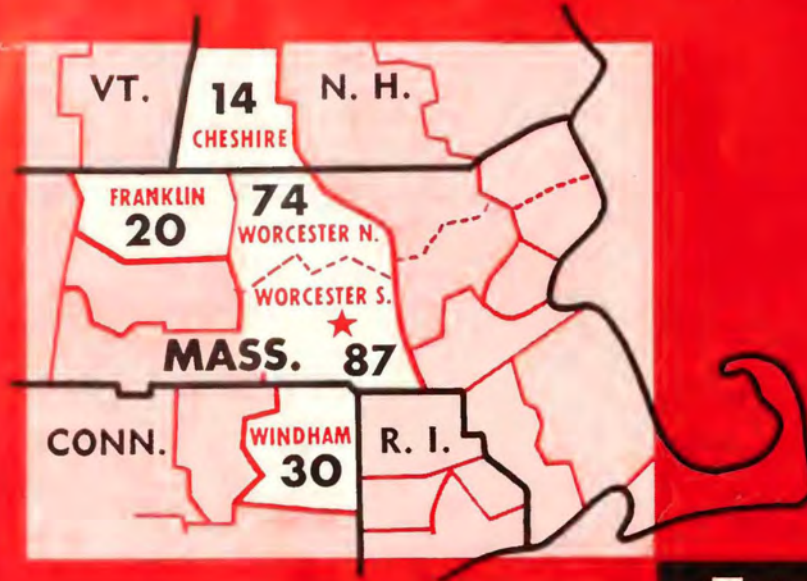
STATE

PER

AGENCY, IF ANY

ZONE

136,570 FAMILIES



BMB
Station Audience
Report
Spring 1949

**Total Weekly
Family Audience**
DAYTIME

WTAG 136,570

Station (B)	64,080
Station (C)	58,220
Station (D)	54,370

See Raymer for all details

WTAG
WORCESTER
BASIC
CBS 580 KC

Scanned from the collections of The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

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