

SPONSOR
For buyers of broadcast advertising

Preview of
the new BAB—p. 17

Tartan uses beauty and broadcast advertising—see p. 40



Summer
Selling
Issue

Special Reports	page 1
Guest Column With <i>Advertising Age</i> This Summer	page 2
Tartan's Summer Strategy	page 40
Network Summer Programming	page 42
To Sponsors Who Like to Hibernate	page 44
Baseball on the Air	page 46
Radio Moves Furs and Fans in July	page 49
Spot Sells Canada Dry In Dog Days	page 53
Local Sta- tions Lick Summer Lull	page 52
Out-of-Home Listening in Summer	page 54
Philip Morris Uses Air Year 'Round	page 56
TV Good Summer Buy	page 58
Soap Operas Stay Put 52 Weeks	page 60
Editorials	page 148

**RADIO'S
EVER MAGIC
TOUCH**

**a radio program
and
merchandising service**

featuring

MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes . . . and onto the shelves of thriving Midwest grocery outlets . . . thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market . . . in which over 10% of the nation's food sales are made.

The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

*here's the plan that sells
the midwest market!*

WLS FEATURE FOODS



RECENT RESPONSE

- Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!
- During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making home-made candy. 1,554 requests for the booklet resulted.

Through its highly personalized merchandising service, FEATURE FOODS offers *continuous day-after-day contact with points of sale* to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

**The
PRAIRIE
FARMER
STATION**

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

REPORT TO SPONSORS

9 APR 1951

I.T.&T. PURCHASE OF ABC COULD PUT NEW LIFE INTO TV OPERATION—International Telephone & Telegraph Corp. may buy AM and TV networks of ABC. Discussions were underway in recent weeks, with top officials alerted to give "no comment" answers when pressed for details. I.T.&T. money could put new life into ABC TV set-up currently far behind NBC and CBS in number of top programs which can clear long skeins of stations. Coincidentally, Life Saver Corp., whose board chairman Edward Noble also heads board of ABC, announces new high in profits for 1950, running 31.4% ahead of previous year. Life Savers (through Young & Rubicam) uses 75 cute, dialogue-type announcements weekly in 5 major markets (SPONSOR, 26 February).

PHILIP MORRIS GIVES "LONESOME GAL" THE BRUSH—By time you read this, Philip Morris will have dropped its 15-minute "Lonesome Gal" show transcribed on 7 stations. Erotic mood established by program's passion-octaved lady d.j. probably went against grain of tobacco firm which dotes on programing with folksy, family appeal (story page 56). PM is probably now hunting a network program for its Bond Street Pipe tobacco which squired "Lonesome Gal."

STATION PROMOTION HELPING TO LICK SUMMER-SLUMP PSYCHOLOGY—Stations all over U.S. are readying audience promotion campaigns to help keep ratings up during hot weather, and help convince advertisers that summer isn't good time to forget about selling via radio (story page 52). Washington, for example, will again help promote Miss Washington Contest, "with its sponsors putting up \$5,000 in prizes. Contest and sponsors are plugged on air for two months (July and August). Second WWDC summer pitch is for increased use of portable radios. Slogan goes this way: "You can't make love to a girl in a canoe and watch television at the same time."

NARTB UNVEILS NEW PRESIDENT AT CHICAGO CONVENTION—Surprise appointment of veteran broadcaster, Harold E. Fellows, highly respected general manager of WEEI, Boston, and director of New England operations for CBS, may presage return of CBS to recently reorganized association. Combining good, hard business sense and long

SPONSOR headquarters at NARTB Convention

Five representatives of SPONSOR will be on hand to welcome guests in room 560 at the Stevens Hotel in Chicago, 15-18 April. Norm Glenn, Norm Knight, Bernie Platt, George Weiss, Ed Cooper will be there. All are invited. (Attention of those who will attend the convention is called to the special article in this issue of SPONSOR, covering the newly revitalized BAB, page 17.)

REPORT TO SPONSORS for 9 April 1951

experience in broadcast management issues, popular new president is likely to soothe industry irritation in all quarters.

APPLIANCE MAKERS TO USE AIR THIS SUMMER—Despite some cutbacks in supply, manufacturers of electrical appliances will make good use of radio advertising this summer. Typical of satisfied sponsors is Southern Appliances, Inc. (through Boettiger & Summers, Charlotte, N. C.). Last summer, as result of two shows on WBT, Charlotte, sales of company's Leonard refrigerators and Speed Queen washing machines "kept up and are still gaining throughout the entire territory," company says. (For roundup of products, both seasonal and non-seasonal which have been sold successfully via summer radio, see page 49.)

ABC'S LATEST OFFER TO NBC SOAP OPERA SPONSORS: MILLION-DOLLAR PROMOTION CAMPAIGN—In letter following up its initial offer to NBC's daytime soap opera sponsors, ABC announced it would spend million dollars in first year's promotion—if advertisers made switch to ABC. All standard gimmicks were promised, with additional prospects of all-out drive for newspaper space among ABC's newspaper-owned outlets. Net has more newspaper-owned stations than any other. At press time, ABC could report no takers as yet.

BRITISH WILL STEP UP AUTO ADVERTISING HERE, STARTING THIS SUMMER—Big spurt of radio/TV advertising is due this summer and through 1952 for British automobiles. Austin Motor Co. (through J. M. Mathes) will spend about \$20,000 for radio/TV campaign this summer and fall with others to follow. Said Read Wight, radio/TV director at Mathes, "The hard-pressed British economy is increasing its flow of autos here in order to build up its supply of the Yankee dollar." British aren't overlooking opportunities for free promotion, either. Recent stanza of "Stop the Music" had numerous made-in-Britain prizes plugging products including woolens and Morris cars; also trip to British industries fair.

TRENDEX SURVEY SHOWS RADIO COMES BACK AFTER THREE YEARS OF TV OWNERSHIP—Recent Trendex study found that evening radio set use is "20% higher in homes which have been equipped with TV for three years or more than in homes having TV less than one year." TV set use is 11% lower in homes which have had television for three or more years than in year-or-less TV homes, Trendex found. Research firm speculated that its figures may indicate radio is already "on road back to a new normalcy of set usage." Study, based on telephone coincidental method of interviewing, involved contacts with 5,000 TV set owners. BBDO survey, also completed recently found that listening to radio was still 130 minutes daily in TV homes sampled, despite listening drop due to TV.

NO DANGER OF TV SET SHORTAGE—If new areas are opened to TV soon, manufacturers should be able to supply sets, in spite of threatened materials shortages. Philco's new austerity set, for example, eliminates cobalt entirely, cuts aluminum by 68%, copper by 26%, nickel by 15%. By reducing size of component parts and retaining parts that would normally be rejected, industry hopes to continue production at high level.

"GIMME THE ONE WITH THE .9 LENS!"



Regardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous "markets" in America.

And WDAY covers them like a tent.

- (1) For the period Dec. '49—Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings—*actually got the highest Hoopers among all NBC stations in the nation for the second year running!*
- (2) BMB Report No. 2 credits WDAY with a Day-time Audience of 201,550 families. *77.7% are average daily listeners!*
- (3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind—*gets a 78.6% family preference against a mere 4.4% for the next best station!*

Complete, fabulous facts, from us or Free & Peters!



FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

SPONSOR

VOLUME 5 NUMBER 8

ARTICLES

- A preview of the new BAB** 17
Helping advertisers to understand and use radio is aim of revitalized BAB
- Why you'll cash in with radio this summer** 37
National income is record-high, sales opportunities will be unparalleled
- Tartan's summer strategy: beauty and radio** 40
Announcements in June and July made suntan lotion No. 1 in its field
- The saturation boys are back again** 42
Wrigley returns to CBS with \$700,000 summer buy. Other deals pending
- To an advertiser who likes to hibernate** 44
Why taking a broadcast siesta is an over-simplified alibi for inertia
- Baseball: 1951** 46
On the air, big in advertising and rhubarbs
- Radio moves furs, fans, and furnaces in July** 49
Products suitable for summer sale have no limits
- Hot weather radio helps Canada Dry sell** 50
With spot radio all year, TV in winter, Canada Dry is second only to Coke
- They're licking the summer slump locally** 52
Stations everywhere are showing advertisers how to cash in during dog days
- Out-of-home listening goes commercial** 54
Advertisers are basing decisions on facts about car, beach listening
- Little Johnny works all summer** 56
Philip Morris believes in year 'round radio/TV advertising
- TV is a good summertime buy** 58
Ratings needn't fall if program quality remains high
- Why soap operas stay put 52 weeks** 60
Why break listener habit in summer—is attitude of soap sponsors

COMING

- Beer on the air** 23 Apr.
A SPONSOR roundup bringing to light how brewers use the air
- Today's top commercials: spot TV** 23 Apr.
Last article of series describes a few of most resultful local TV commercials

DIGEST FOR 9 APRIL 1951 SUMMER SELLING ISSUE

DEPARTMENTS

MEN, MONEY & MOTIVES	8
510 MADISON	12
NEW AND RENEW	21
MR. SPONSOR: W. W. WADE	30
P. S.	34
RADIO RESULTS	62
MR. SPONSOR ASKS	66
ROUNDUP	70
TOOLS (BROCHURES) AVAILABLE	147
SPONSOR SPEAKS	148



COVER shows one of 50 beauties who help McKesson & Robbins sell its Tartan suntan lotion. Tartan's other big sales ally is spot radio/TV. The Tartan girl is shown listening to a portable—a reminder that M&R believes out-of-town listening is big factor to consider in buying summer radio (see story, page 40).

Editor & President: Norman R. Glenn
Secretary-Treasurer: Elaine Couper Glenn
Managing Editor: Miles David
Senior Editors: Erik H. Arctander, Al Dann, Frank Rasky
Assistant Editors: Fred Birnbaum, Lila Lederman
Art Director: Howard Wechsler
Vice-President—Advertising: Norman Knight
Advertising Department: Kay Brown (Chicago Manager), Edwin D. Cooper (West Coast Manager), George Weiss (Southern Representative), John A. Kovchok (Production Manager), Edna Yergin, Douglas Graham
Vice-President—Business Manager: Bernard Platt
Circulation Department: Evelyn Satz (Subscription Manager), Emily Cutillo, Josephine Villanti
Secretary to Publisher: Augusta Shearman
Office Manager: Olive Sherban

Published biweekly by SPONSOR PUBLICATIONS INC., combined with TV. Executive, Editorial, Circulation and Advertising Offices: 510 Madison Ave., New York 22, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 350 N. Michigan Avenue. Telephone: Financial 8-1556. West Coast Office: 6087 Sunset Boulevard, Los Angeles. Telephone: Hillside 8311. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: United States \$8 a year, Canada and foreign \$9. Single copies 50c. Printed in U. S. A. Address all correspondence to 510 Madison Avenue, New York 22, N. Y. Copyright 1951, SPONSOR PUBLICATIONS INC.

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

**BULOVA WRIST WATCHES WITH
SPEIDEL BANDS, at \$37.95 each**

TOTAL ORDERS 589
TOTAL SALES \$22,352.55
TOTAL COST OF STATION TIME . \$145.00
COST PER ORDER \$.247



The chart shows the amazing results 5 five-minute programs on KWKH recently scored for a St. Louis jewelry store. 25 minutes of early-morning Class C time produced over \$22,000 of orders, at a sales cost of less than 7/10 of 1%!

Hoopers and BMB figures tell you why KWKH can come up with sales stories like this. Year after year KWKH consistently gets top Shreveport Hoopers—far out-running the nearest competition, Morning, Afternoon and Night! And for every one radio family in Shreveport, KWKH gets nine BMB families in 87 Louisiana, Arkansas and Texas counties. 75% of these 303,230 families are "average daily listeners" to KWKH!

What other facts and figures would you like? Write direct or ask The Branham Company.

KWKH

SHREVEPORT

Texas

LOUISIANA

Arkansas

The Branham Company
Representatives

Henry Clay, General Manager

50,000 Watts • CBS •



The lead has neve

Advertisers are investing much more in CBS than in any other network—15% more today than on the second-place network—more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want... which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.



een greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying — even when it's 'way out front.

COLUMBIA BROADCASTING SYSTEM



"SALES".....

that's what
you like about
the South

WJBO

**dominates the important
Baton Rouge market**

Every 3rd radio in use
in America's fastest
growing market is
tuned to WJBO. (Con-
lan Survey conducted
during week of Nov.
27, 1949.)

* Now 88th in the na-
tion's leading 200
cities in total retail sales
and in per family effec-
tive buying income.

NBC's 5,000 watt affiliate in Baton Rouge, La.



AFFILIATED WITH THE STATE TIMES AND MORNING ADVOCATE

FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGBERY CO.

Men, Money and Motives

by
Robert J. Landry

NBC, boy and man, is pretty embarrassed, discouraged and baffled by the failure of *The Big Show* with Tallulah Bankhead to attract (1) Ratings and (2) Sponsors. Surely the most expensive sustaining show in all radio history, its target for the night (Sunday) was to blow up and demolish the Jack Benny sequence of high-raters on CBS. This assignment has not been accomplished and deep is the resultant gloom. Like a girl who suspects her slip is showing, NBC has been looking in every trade mirror, trying for reassurance.

* * *

All this is admittedly depressing for it is unfortunate that NBC, which came alive program-wise under the repeated raids of CBS, should be frustrated in its major gesture of showmanship. Beyond NBC, it is a sadness for all radio if *The Big Show* goes into the record as a flop. It has not been. Quite otherwise. This show ripened, its craftsmanship was superlative, the wit gleamed with creativity. It was radio doing something for radio, the great need of the present time as the sage of Atlanta, John Outler, has rightly pointed out.

* * *

Time and accumulated listener habit, Benny's 20-year head start, favored CBS in this battle. NBC being human couldn't wait years—not at these prices. In any event, this department suggests it will be bad manners, and lousy, too, for sideline kibitzers to snicker at the NBC disappointment.

* * *

Whoopeddo over the Kefauver hearings on TV has been treated in the lay not to mention the trade press as if nothing like it ever happened before. Forgotten are the Morro Castle radio hearings of 1934. They were, if anything, more dramatic. Then as now there were all-day sessions and then as now movie exhibitors and businessmen complained that trade and traffic came to a standstill. The Morro Castle aroused public opinion, for the spotlight was on mutual connivance between shoddy shipping and sloppy supervision. Government and Business both came out badly. Significantly, at the peak of the icky disclosures a recess was called and when the hearings were resumed radio was excluded. Watch if pattern repeats in TV!

* * *

There is an angry buzz rising along Ad Row against the prevailing cost-plus auditing of production charges on TV shows, and it is altogether likely that agencies under spur from their clients will force the networks to desist from making every sandwich a dinner, every brush-stroke a can of paint, every union hour a net profit. Look for the networks to come out soon with an apology for their bookkeeping of studio costs.

* * *

League of Advertising Agencies, as they call themselves, is a new trade association of little shops, many of them one-man agencies. With one flat fee, \$25, instead of graduated dues, League professes

(Please turn to page 116)

**LOOK
TWO
PLUMS!**



**HIT THE JACKPOT
With ONE OPERATION!**

- ★ The **BILLION-DOLLAR MARKET** of
EASTERN OKLAHOMA'S MAGIC EMPIRE—
Plus THE RICH FORT SMITH TRADE AREA—
SHOPPING CENTER of WESTERN ARKANSAS.



KTUL-KFPW

• Tulsa



• Fort Smith

JOHN ESAU—Vice President, General Manager

EVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY



Dr. Francis P. Gaines, President of Washington and Lee University, presents the 1950 Alfred I. duPont Television Award to Walter H. Annenberg (right), Editor and Publisher of The Philadelphia Inquirer. Mrs. Alfred I. duPont is an interested observer.

Honored

In recognition and appreciation of outstanding public service in encouraging promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the communities served by it

Television Station WFIL

Philadelphia, Pennsylvania

has been presented a

Station Award

One Thousand Dollars

for the year

1950

by

The Committee of Awards

of the

Alfred I. duPont Awards Foundation

WFIL—WFIL-FM—WFIL-TV

ABC Affiliates

Represented by THE KATZ AGENCY

Once Again!

WFIL and WFIL-TV

*First broadcasting organization to receive
two awards from the*

ALFRED I. duPONT AWARDS FOUNDATION

WE ARE DEEPLY GRATEFUL to be the first broadcasting organization twice selected for the coveted public service award of the Alfred I. duPont Awards Foundation.

A unique adult education series, WFIL-TV's "University of the Air," won the 1950 duPont Television Award—first regular television prize given by the foundation "... for loyal, devoted service to the nation and to the communities served." A similar honor was conferred upon WFIL in 1947.

Here in America's Third Market, people know and respect The Philadelphia Inquirer stations. For WFIL (AM, FM and TV) has received more major public service and promotion awards than any other Philadelphia station.

It takes extra effort, extra ingenuity in programming to win awards. This same effort and ingenuity in aggressive merchandising promotion win extra sales for advertisers on WFIL and WFIL-TV.

And in this highly competitive market, advertisers appreciate plus factors that add *selling* power to *pulling* power.

That's what you get when you advertise on WFIL

or WFIL-TV ... every resource to influence millions of loyal listeners ... resources that have made it possible for the Inquirer stations to win some of the most cherished honors in the industry.

Awards to the WFIL Organization

1950: Alfred I. duPont Awards Foundation • Freedoms Foundation • Philadelphia Highway Traffic Board • National Foundation for Infantile Paralysis • Loyal Order of Moose • Community Chest

1949-50: Billboard

1949: Alfred P. Sloan Radio Awards • National Safety Council • Boy Scouts of America • Veterans of Foreign Wars • Ohio State Institute for Education by Television • Ohio State Institute for Education by Radio • Philadelphia Art Directors' Club • Philadelphia Fellowship Commission • Allied Jewish Appeal • Beth Shalom Congregation • Temple Sinai • TV Digest • Radio and Television Best • National Association of Radio News Directors • Reading Fair • New Jersey State Fair • American Legion • Veterans Administration • National Guard

1948: Billboard • Philadelphia Fellowship Commission • 12th American Exhibition of Educational Radio Programs • Philadelphia Junior Chamber of Commerce • Philadelphia Club of Printing House Craftsmen

1947: National Headliners Club • Alfred I. duPont Awards Foundation • Billboard • American Broadcasting Company • U. S. Navy Citation

1946: National Conference of Christians and Jews • American Broadcasting Company • Billboard • City College of New York • United States Marine Corps

1945: City Business Club of Philadelphia

1944: City Business Club • Canada Dry Promotion Award • Blue Network Award • Billboard

1943: Billboard

1938: United Businessmen's Association

The Philadelphia Inquirer Stations

The proof is
in the bag!



There must be plenty of suds in Quebec these days. In a 47 week period last year, a nationally-known soapsuds manufacturer—co-sponsoring "Le Caşino de la Chanson"—drew 810,247 letters, *almost all containing a proof of purchase!*

The cost to the client was only 1.4c per letter.

Day by day, our mail bag offers additional proof that "Caşino" is Canada's biggest mail-puller. If you wish to discover how you, too, can cash in with "Caşino," just drop us a line.

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



CKAC

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

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

510 Madison

SPONSOR A KNOWING BOOK

I would like to congratulate you on the way SPONSOR has found its place in this frantic business.

The book is a "knowing book." Perhaps it's Bob Landry. Perhaps it's your new way of handling features. The Columbia Workshop story is typical. Parenthetically, Columbia Workshop marks the period of a strong team spirit at CBS. It was the time when all hands worked feverishly to cut down the giant at Rockefeller Center. Perhaps a story could be done on the changing of institution. It would be most provocative.

HAL DAVIS
Vice President
Kenyon & Eckhardt
New York

MR. PROFESSOR ASKS

Re "Mr. Sponsor Asks," 12 February SPONSOR.

What evasive eyewash! D. Malcolm Cox asks, "Are TV broadcasters FUL-FILLING their public service responsibilities?" In essence and unity Mickelson, Witting, and Weaver roar reply: YES.

But *yes what?* Yes, we are aware of our responsibilities. They should squirm in their sleep!

K. C. BEIGHLEY
Assistant Professor
Department of Speech
College of the Pacific
Stockton, Cal.

MacMANUS, JOHN & ADAMS

Here is the story concerning our new office in New York.

We have taken the entire 25th floor of the 444 Madison Avenue building which we have redesigned, redecorated, and furnished to accommodate a complete, self-functioning advertising agency.

We are making this move for two reasons.

In the first place, our clients have such substantial interests in the East that we need "on-the-spot" representation here. We feel the move will also strengthen our service by putting us

in closer contact with Eastern sources of the graphic arts, and with radio and television production.

And in the second place, we have had inquiries from Eastern advertisers who like the work we are doing for our present clients but who hesitate to be serviced from a point as distant as Detroit. It is our hope that, by bridging the geographical gap, we shall be able to add some fine Eastern advertisers to our present distinguished client list.

I have been a member of the agency for 12 years and am now in charge of the New York office.

ERNEST A. JONES
Vice President
MacManus, John & Adams
New York

GIVE ME PHONEVISION

*Time is a-wa's'n. I'm anxious to know,
How long will it be afore the next show.
The picture I heard was supposed to
be good.*

*For an hour-and-a-half in the lobby we
stood.*

*Then finally it happened—we got us
a seat.*

*We sat and we sat thinking we're in for
a treat.*

*The stage show was bad, the picture
was worse.*

*I was restless and bored and thought
I would curse,*

*At the people behind us who just talked
and just talked,*

*Of the things they would do, and the
things that they bought.*

*No attention to the show nor the pic-
ture did they pay,*

*Hallelujah, hallelujah, they are now
on their way.*

*At times I thought what I wouldn't
have given,*

*To rest on the couch and watch tele-
vision!*

BERNICE WALDMAN
WPIX
New York

THE COLUMBIA WORKSHOP

The point which your two-part series on the Columbia Workshop, 12 and 26 February SPONSOR, makes is good. We do need a more experimental approach to radio and TV, *but* that experimental approach is one that stations and networks should have. It does not fall

(Please turn to page 24)

IN WORCESTER, MASS. . . . All winter long, from 8 A.M. to 6 P.M., in competition with four network stations serving this important market, independent WNEB has delivered

MORE LISTENERS

THAN THREE OF THESE STATIONS COMBINED!

(Hooper Index, Oct. 1950-Feb. 1951)

And now, to make a good buy even better, independent WNEB is scheduling

MORE BASEBALL THIS SUMMER

WNEB WILL CARRY
ALL BOSTON RED SOX GAMES
. . . HOME AND AWAY!

Direct From Every American League City

What a combination! Worcester's favorite sports station and New England's favorite ball club . . . the colorful **Boston Red Sox**. Yes, summertime—wintertime—anytime—consistently better programming makes WNEB consistently a better buy!

**YEAR 'ROUND YOU'RE IN
GOOD COMPANY ON WNEB**



WNEB

**WORCESTER
MASSACHUSETTS**

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

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

Could you use a million new customers?



Ten million? . . . Forty million?

Take your cue from the advertisers who cleaned up last summer with an average rating of 24.5 on NBC *summer television*.

This year the opportunity is even greater:

40,000,000 individual viewers — and their predominant summer pastime will be television (research proves it) . . .

a record fourteen million TV sets — double last summer's total — and almost three times the circulation of the nation's largest magazine . . .

lusty ratings — in television, sets in use stay just about as high during summer as in other seasons. (Straw hat advertisers on NBC-TV reached *seven* households in the summer months for every *six* they had reached in the previous quarter of 1950).

Where else in advertising can you find a mass medium that delivers more in summer? *And for less money.*

These are facts. Just off the press is an NBC presentation which shows in a dozen different ways why you stand to clean up with an NBC straw hat program. Send for it today — start covering two-thirds of the national market by the Fourth of July!

NBC *Summer Television*

SUMMER SALE

. . .

Here's just a sample of the wonderful summer buys from which you can take your pick—shows that will be second to none in audience and dollar-for-dollar economy:

Ben Blue's Barn Theatre
The Doodles Weaver Show
The Clock
Cameo Theatre
Dorothy Kilgallen and Dick Kollmar
John Cameron Swayze's Scrapbook
Bill Stern's Spart Show
Vacation Wonderlands
NBC Summer Theatre

Stadium Concerts
The Ernie Kovacs Show

An NBC Television salesman will give you a complete list, with program descriptions, prices and details of the brand new *Straw Hat Incentive Plan*. Call NBC-TV sales offices in New York, Chicago, Detroit and Hollywood.



in
charleston
west virginia

one
will
get
you
more
than
all
the
other
four
wehs

In Charleston, West Virginia, it's the same old story

WCHS has the Lion's share of the audience!

The Hooper survey shows that WCHS has 43.4 percent of the listeners for the total rated time periods!

Here are the details:

WCHS	43.4%
Station B	7.1
Station C	14.7
Station D	17.2
Station E	15.0

And in the vast hinterland served almost exclusively by WCHS, the latest BMB figures show that WCHS gives you more than ALL the other four!

This is convincing proof that now, more than ever,

**WCHS IS WEST VIRGINIA'S
NUMBER ONE STATION!**

580 KC 5000 W FULL TIME CBS

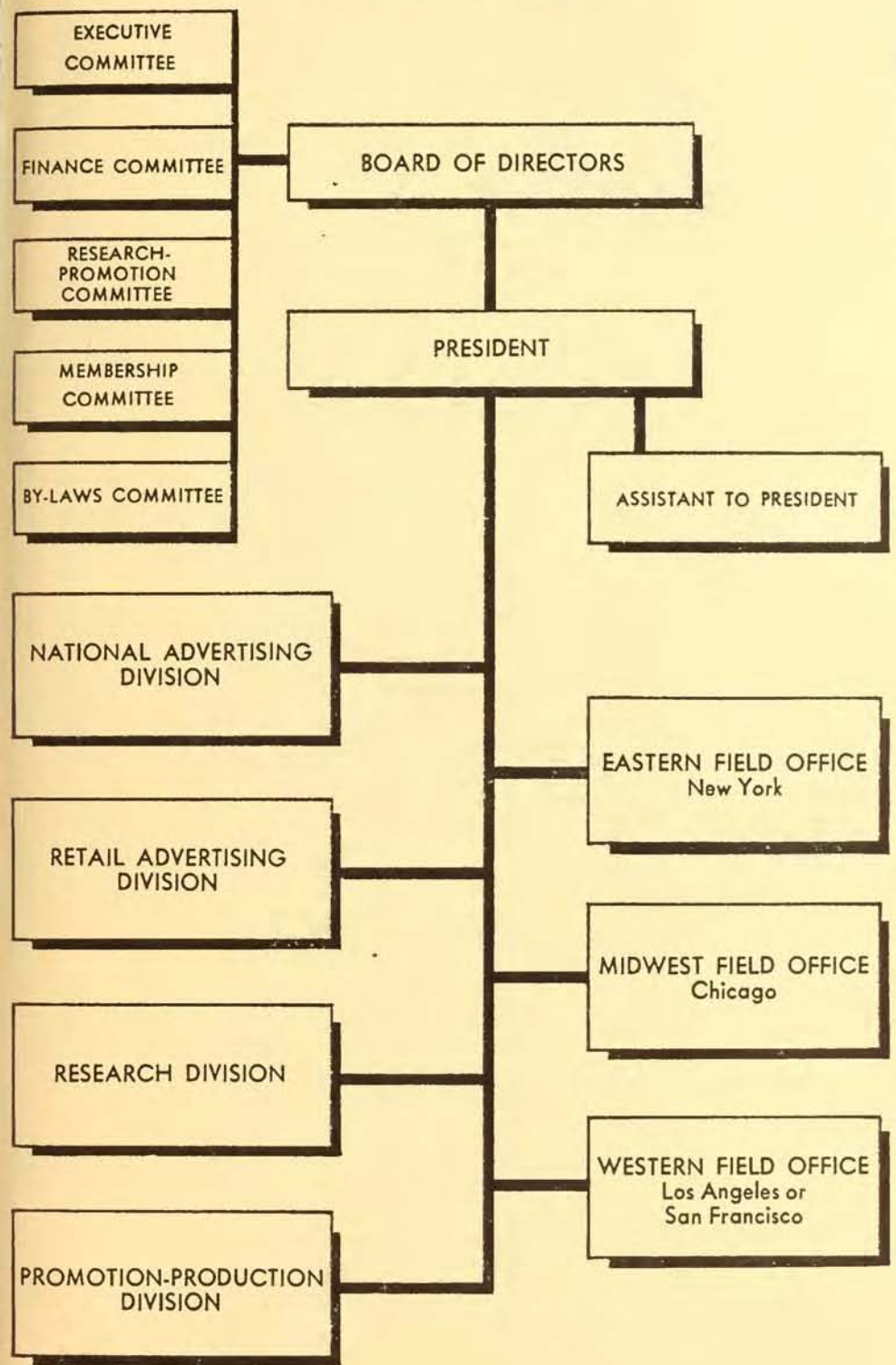
REPRESENTED BY THE BRANHAM COMPANY

Preview of the new BAB

Radio's expanded promotion bureau gets full industry support

at time when need is greatest

Sponsor's Impression of the BAB Setup



over-all The new Broadcast Advertising Bureau's chart of organization, as visualized by SPONSOR (see left), is the tip-off to what's to come.

Unlike BAB No. 1, whose short tenure under the vigorous leadership of Maurice Mitchell was plagued by lack of funds, lack of personnel, lack of wherewithal for long range planning, BAB No. 2 is a full-blown project blueprinted to do a full-blown job of selling radio.

BAB No. 1, limited as it was, operated mainly on the local level; aimed its potent promotion and sales pitches mostly at the local station salesman and merchant. BAB No. 2 will do it differently. Its sights are set point-blank at the advertiser—national, regional, and local. Its pitches will beam his way toward the end that he understand radio; evaluate it in terms of his problems; use it profitably.

At the first meeting of the Broadcast Advertising Bureau Board held in New York on 1 March 1951 this resolution explanatory of BAB objectives was passed:

"The purpose of BAB, Inc. being to assist its members—stations, networks, sales representatives, and allied organizations—in promoting the wider use of radio as an advertising medium, BAB, Inc. adopts these as immediate objectives and principles for the guidance of the Bureau's management:

1. To encourage wider use of radio for all advertisers, emphasizing its eminent position as an advertising medium and its wide acceptance in American homes.
2. To accomplish this purpose not only by headquarters activity, but to establish a field organization which will devote its full attention to selling the medium.



Bill Ryan, new BAB president, was formerly NAB general manager, has top broadcast record

3. To expand and develop the present service activities of BAB."

Edgar Kobak, elected Chairman of the Board at its 1 March session, emphasized that BAB must not only sell radio advertising, but must help sell advertising per se as an American institution. He told SPONSOR that the new BAB will build soundly, if not in a day—you don't erect a skyscraper

overnight—not one that will stand.

The rough task that faces William B. Ryan, who recently resigned as General Manager of the NARTB (at that time NAB) to become president of the Bureau, is to reconcile the need to come to radio's rescue *now* with the time-consuming process of building a solid foundation. To some observers radio interests are tearing themselves

down with breakneck speed. Add to that ANA insistence on lower nighttime radio rates in TV areas, the radio rating confusion, probable lifting of the TV freeze late this year and you've got a situation that screams for immediate attention.

The Bureau of Advertising of the ANPA, which also arose in a crisis period, never faced anything like this. It was able to grow as the BAB would like to, and today gives its newspaper members a munificent return for the \$1,000,000 they contribute annually. Its well-grooved staff of about 100, aided and abetted by thousands of volunteer industry workers, renders yeoman service to advertisers of all descriptions. (See listing of Bureau of Advertising services, page 132.)

How fast the BAB will grow is linked to the support it hopes to get from some 1,200 AM stations (and some FMers) not presently members of NARTB. By previous arrangement with NARTB-member stations who agreed to a plan to allocate 30% of their 1951 dues to BAB the first year, some \$200,000 has been acquired. Additional amounts will be obtained via the networks, transcription firms, representative firms, and other industry categories. But BAB's financial resources (intended eventually to equal that of its Bureau of Advertising counterpart) depend on its ability to
(Please turn to page 131)

Quotes from advertising managers on services BAB should provide

"We don't depend on the Bureau of Advertising for anything except standardized statistics on circulation. As for the BAB, I think their function also should be to provide standard media research figures. We would like to know what station coverage is, but sales and marketing matters are left to our advertising agency—where they belong."

*Advertising Manager
Large home products manufacturer*

"The readership of various types of ads, supplied by the Bureau of Advertising, interest us a great deal. There's no reason why BAB couldn't do the same sort of thing for announcements—find out how different kinds of radio announcements make out.

"Then, too, the Bureau puts out a yearly Blue Book of the 100 best advertising campaigns. They send out interviews after a particular campaign to find out what schedules were used and what sales results were. Again, there is no reason why BAB couldn't get radio success stories.


"BAB should also seize on any unusual "accidents," like the recent Pittsburgh newspaper strike, when they show how a medium does. It's impossible to set up tests of one medium against another, but when they happen by accident the results should be made available.

"There are a number of supplementary aids which we use from the Bureau of Advertising, such as the brand preference report from their 5,000-person consumer panel. Few firms in the drug trade could afford to keep track of more than a few brands by themselves. I don't say BAB should provide the same services as the Bureau of Advertising, but whatever they do to help will make advertisers look kindly on radio.

*George Abrams, Advertising Manager
Block Drug Company, Inc.*

"What could BAB do for me? In the first place they could convince me that TV isn't rapidly replacing radio where both exist side by side. What role does radio actually play in today's media picture? It's obvious that radio has a wonderful story to tell where it operates alone, and the BAB should certainly tell that story. But where TV competes directly with radio I want to know how many radio/TV homes are using their radios and at what time. Audience and cost are, of course, other important factors. Finally, I'd like to see some justification for the present AM rate structure in the face of radio's losing audience to TV."

*Abe Rosenfeld, Advertising Director
Welch Grape Juice Company*



DON'T FORGET TO STAY ON WCCO ALL
SUMMER LONG. HOOPER SHOWS SUMMER
LISTENING IS BIGGER THAN EVER...AND JUST AS
BIG AS IN ANY OTHER SEASON. SO ARE RETAIL
SALES- \$720,000,000 LAST SUMMER!

EXTRA

WCCO Listener Diary

EXTRA

Conducted by Benson and Benson, Inc. in WCCO's 50-100% BMB Day-Night Area, Fall 1950

WCCO DELIVERS SIX TIMES MORE LISTENERS THAN ANY OTHER NORTHWEST STATION

...at a cost of only 43 cents per thousand!

Throughout 112 Northwest counties where 916,729 radio families live, WCCO delivers an over-all average quarter-hour rating of 14.1! (During Class A nighttime periods alone, WCCO's rating is 20.5...18.5%

bigger than it was just two years ago.)
Seven days a week, WCCO gets an average 47.2% share-of-audience—more than 6 times more listeners than any of the 189 stations heard in the WCCO area. What's more, WCCO

is first in *every one* of the total week's 552 quarter-hours. The average cost-per-thousand of a WCCO station break is only 43 cents—delivering 2,325 radio families per dollar. That's $\frac{1}{4}$ the average cost of a break on the next station.

the **TOUR TEST** *proves*

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the **OREGON MARKET**



McMinnville, county seat and largest city of Oregon's Yamhill County, lies directly in line with KGW's powerful north-south "beamed broadcasting signal." Dairying, lumbering and agriculture stabilize McMinnville's economy, making it valuable to KGW's advertisers because of KGW's COMPREHENSIVE COVERAGE of this important market. A recent KGW Tour-Test conducted with the cooperation of the Oregon State Motor Association, was witnessed by Glenn Macy, president of McMinnville's Chamber of Commerce, shown above with "Miss KGW". This Tour-Test effectively proved KGW's COMPREHENSIVE COVERAGE of McMinnville... a premium market delivered completely ONLY by radio station KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milevolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest growing market in the nation.

KGW



PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

New and renew

SPONSOR

9 APRIL 1951

1. New on Radio Networks

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
American Dairy Association	Campbell-Mithun	NBC 166	David Lawrence; Sun 3:30-4:15 pm; 1 Apr; 52 wks
American Safety Razor Corp	McCann-Erickson	CBS 147	News; Sun 5:55-6 pm; 3 Jun; 52 wks
Kellogg Co	Leo Burnett	MES 237	Wild Bill Hickok; Sun 7-7:25 pm; 1 Apr; 52 wks
Manhattan Soap Co	Duane Jones	NBC 155	The Woman in My House; M-F 1:45-2 pm; 26 Mar; 52 wks
Pepsi Cola Co	Blow	CBS 117	Phil Regan Show; Sun 5:30-5:55 pm; 3 Jun; 52 wks
Radio Corporation of America	J. Walter Thompson	NEC 166	Phil Harriss-Alice Faye; Sun 7:30-8 pm; 25 Mar; 10 wks
Toni Co	Foote, Cone & Belding	CBS 155	Alias Jane Doe; Sat 1:30-2 pm; 7 Apr; 52 wks

2. Renewed on Radio Networks

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
American Tobacco Co	BBDO	NBC 167	Your Hit Parade; Sat 9-9:30 pm; 21 Apr; 52 wks
Bell Telephone System	N. W. Ayer	NBC 168	Telephone Hour; M 9-9:30 pm; 16 Apr; 52 wks
Colgate-Palmolive-Peet Co	William Esty	CBS 182	Strike It Rich; M-F 4-4:30 pm; 2 Apr; 52 wks
General Foods Corp	Benton & Bowles	NBC 83	When A Girl Marries; M-F 5-5:15 pm; 26 Mar; 52 wks
General Foods Corp	Young & Rubicam	NBC 92	Portia Faces Life; M-F 5:15-30 pm; 26 Mar; 52 wks
General Foods Corp	Young & Rubicam	CBS 75	Second Mrs. Furlon; M-F 2-2:15 pm; 26 Mar; 52 wks
Lever Brothers Co	Young & Rubicam	CBS 156	Arthur Godfrey's Talent Scouts; M 8:30-9 pm; 2 Apr; 52 wks
Miles Laboratories Inc	Geoffrey Wade	NBC 153	News of the World; M-F 7:30-15 pm; 2 Apr; 52 wks
Miles Laboratories Inc	Geoffrey Wade	CBS 146	Hilltop House; M-F 3-3:15 pm; 2 Apr; 26 wks
Miles Laboratories Inc	Geoffrey Wade	CBS 146	Curt Massey Time; M-F 5:15-6 pm; 2 Apr; 26 wks
Procter & Gamble Co	Benton & Bowles	CBS 149	Perry Mason; M-F 2:15-30 pm; 2 Apr; 52 wks

3. New National Spot Radio Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
General Foods Corp	Jell-O	Young & Rubicam (N. Y.)	12 stns; 4 Eastern mkts	Annents; 1 Apr; 13 wks
General Foods Corp	Post Toasties	Young & Rubicam (N. Y.)	Cinc., Indianapolis, Charleston, Louisville	Annents, chainbreaks; 1 Apr; 13 wks
National Biscuit Co	Graham crackers	McCann-Erickson (N. Y.)	11 mkts	News, annents or chainbreaks; 1 Apr; 26 wks
Procter & Gamble Co	Camay soap	Pedlar & Ryan (N. Y.)	72 mkts	Annents, e.t.'s; 26 Mar; 13 wks
Servel Inc	Gas refrigerators	BBDO (N. Y.)	30 stns; 18 mkts	Annents; 2 Apr; 13 wks
Standard Brands Inc	Chase & Sanborn instant coffee	Compton (N. Y.)	30 mkts	Annents; Apr; varied dates; 13 wks
Terre Haute Brewing Co	Champagne Velvet beer	Blow (N. Y.)	69 mkts	Annents; 1 Apr; 13 wks

4. National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Clarence G. Alexander	DuMont, N. Y.	Same, dir of network operations
Robert Balfour	U. S. Pacific fleet, spec assignment	Forjue & Co. Chi., sls prom vp
Lambert B. Beeuwkes	WDAS, Phila., mgr	WBMS, Boston, gen mgr
Gustav Frandborg	KVOO, Tulsa, comml mgr	Same, asst gen mgr
Lynan Clardy	WCBS, N. Y., Dir	Same, operations mgr

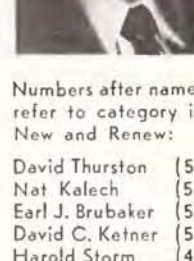
● In next issue: New and Renewed on Television (Network and Spot); Station Representation Changes; Advertising Agency Personnel Changes



Numbers after names refer to category in New and Renew:

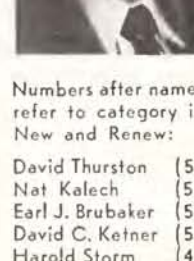
Eugene C. Litt (4)
C. Alexander (4)
G. Brandborg (4)
Lloyd Griffin (4)
Daniel Schmidt (4)

4. National Broadcast Sales Executives (continued)



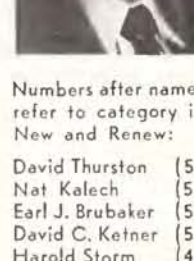
NAME	FORMER AFFILIATION	NEW AFFILIATION
John A. Cory	Free & Peters, Chi., vp	Same; also mgr Midwest office
Edward A. Daly	Paramount Television Productions Inc, N.Y.	George P. Hollingbery Co, N. Y., sls
Charles V. Dresser	Dowd, Redfield & Johnstone, N. Y., acct exec	WOV, N. Y., acct exec
Frank Fitzpatrick	Newspaper, magazine space sls	Katz Agency Inc, N. Y., radio sls staff
Lloyd Griffin	Free & Peters, Chi., partner	Same, N. Y., overall company sls dir
Frederic L. Horton	Metropolitan Group, N. Y., acct exec	NBC, N. Y., member radio network sls staff
Richard E. Kaiser	Engineering, stn management experience	WOHL, East Liverpool, O., gen mgr
Robert La Bonte	Portland Oregonian, Portland, sls	KPOJ, Portland, acct exec
Eugene C. Litt	Kenyon & Eckhardt, N. Y., timebuyer	Indie Sales Inc, N. Y., sls exec (new offices at 60 East 42nd St.)
William F. MacCrystall	KMGH, L. A., gen mgr	Metro-Goldwyn-Mayer Radio Attractions, WMGM, L. A., West Coast sls rep
Charles McAbee Jr	NBC Spot Sales, N. Y., sls	Katz Agency Inc, N. Y., radio sls staff
John S. McDermott	KMBC-WERM, K. C., Mo., prom dir	Same, local sls rep
Edwin C. Metcalfe	KTTY, L. A., asst to sls syc coordinator	Same, sls syc coordinator
Daniel E. Schmidt III	George P. Hollingbery, N. Y., acct exec	WOR, N. Y., acct exec
Harold Sturm	KEAB, Omaha, pub dir	KMBC-KFERM, K. C., Mo., prom dir
George L. Tarter	KCRC, Enid, Okla., comml mgr	KCHD, Lubbock, Tex., comml mgr
William R. Wyatt	Forjoe & Co, Chi., gen mgr	Same, sls vp

5. Sponsor Personnel Changes



NAME	FORMER AFFILIATION	NEW AFFILIATION
Albert C. Allen	Allen B. DuMont Laboratories, Chi., asst sls mgr central states territory	Same, central states regional sls mgr
Bennett Bates	Charles Dallas Reach, Newark, vp	Anahist Co, Yonkers, N. Y., dir of adv
Harry W. Brown	P. Ballantine & Sons, Newark, spec sls	Same, asst gen sls mgr
Earl J. Brubaker	Burden Co, N. Y., dir of procurement spec prod div	Same, gen mgr soy, feed supplements dept of spec prod div
W. W. Clements	Dr. Pepper Co, Dallas, gen sls mgr	Same, vp
Richard Golden	Harrison Products Inc, S. F., gen sls mgr	Same, sls vp
Turney Graetz	Democratic National Committee, Wash., exec vice-chairman	LeBlanc Corp, Wash., export sls vp
Mae D. Hedrick	Hedrick & Towner, Houston, partner	LeBlanc Corp, Lafayette, La., vp
Nat Kalech	Bynart, Chi., Western regional sls mgr	Same, N. Y., gen sls mgr
David C. Ketner	Lever Brothers Co, N. Y., adv mgr No-Rinse Surf, Lifebuoy and Swan products	Same, adv vp
Robert R. Nadal	Ford Motor Co, Dearborn, dir dealer development office	Same, gen sls asst to sls, adv vp
F. D. Neilson	Stokely-Van Camp Inc, Indianapolis, mgr institutional food div	Hunt Foods Inc, Atlanta, Southeastern Atlantic states sls rep
Clark M. Pettit	James Graham Mfg Co, Newark, Cal., adv mgr	Golden State Co Ltd, S. F., adv, sls prom mgr
David W. Thurston	General Foods Corp (Minute div), N. Y., assor adv mgr	Same, (Jell-O div), asst prod mgr
R. E. Vincent	Clinton Foods Inc (Snow Crop marketers div), Clinton, Ia., natl sls mgr	Same, dir of sls
Frank E. Wynn	P. Ballantine & Sons, Newark, spec sls	Same, asst gen sls mgr

6. New Agency Appointments



SPONSOR	PRODUCT (or service)	AGENCY
Airmaid Hosiery Mills, Dallas	Hosiery manufacturer	J. B. Taylor Inc, Dallas
Automatic Washer Co, Newton, Ia.	Washer manufacturer	W. W. Garrison & Co., Chi.
Fleming-Hall Tobacco Co, N. Y.	Sans cigarettes	Weiss & Geller, N. Y.
Florida Citrus Canners Cooperative, Lake Wales, Fla.	Donald Duck juices	Griffith-McCarthy, St. Petersburg
Frostie Co, Balto.	Frostie old fashion root beer	Emery, Balto. (eff 1 May)
Gold Medal Candy Corp, N. Y.	Bonomo's turkish taffy	Duane Jones, N. Y.
Grellva Inc, N. Y.	Krashe preparations	Kenneth Rader Co, N. Y.
International Latex Corp, N. Y.	Playtex infants wear	Charles Dallas Reach, N. Y.
Kaye-Halbert Corp, Culver City, Cal.	TV set manufacturer	Galkins & Holden, Carlock, McClinton & Smith, L. A.
Kingan & Co, Indianapolis	Meat packer	Warwick & Legler, N. Y.
Laurel Race Course, Laurel, Md.	Race track	Henry J. Kaufman & Assoc., Wash.
Mortensen Rug Co, Oakland	Rug manufacturer	Small & Gautreaux, Oakland
Morton Co, Louisville	Frozen food	Griswold-Eshleman Co, Louisville
Neighborhood Cleaners & Dyers Institute, L. A.	Cleaners' institute	Taylor Host Inc, L. A.
Olympic Radio & Television Inc, N. Y.	Radio's manufacturer	Hicks & Greist, N. Y.
Radiant Baseboard Panels Inc, New Britain, Conn.	Radiant-Ray baseboard heating	R. H. Young & Associates, West Hartford, Conn.
Regent Canfood Co Inc, S. F.	Sunny Dawn tomato juice	Behanan & Co, S. F.
Rubsam & Herrmann Brewing Co, Staten Island, N. Y.	R & H beer	SSCB, N. Y.
Sterling Paint & Varnish Co, Malden, Mass.	Paints	R. Neily Assoc., Boothbay Harbor, Me.
T-Top Co Inc, Salem, Mass.	Table tops	Reilly, Crown & Willard, Boston
Union Labor Life Insurance Co, N. Y.	Life insurance	William Von Zehle & Co, N. Y.
Verity Mills Inc, Buffalo	Farm feeds	EHG, Buffalo
Vitamin Corp of America, Newark	Rybitol	Harry B. Cohen, N. Y.

Numbers after names refer to category in New and Renew:

- David Thurston (5)
- Nat Kalech (5)
- Earl J. Brubaker (5)
- David C. Ketner (5)
- Harold Storm (4)

FALL,



WINTER,



SPRING,



→ SUMMER,



LISTENERS (NOT SEASONS)

MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation's people are on vacation at any one time. And when they go, today's vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. Families owning portable sets has increased by 66,019 — families owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to

their auto radios when traveling more than 100 miles.) Radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay". Actually, *people are more dependent on radio when vacationing than when at home.* If you want further facts, ask us or Free & Peters!

W H O

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

GOING UP



MELODY BALLROOM

4:00 to 6:00 P.M., Monday through Friday has just about **TRIPLED** its October ARB Rating in the December-January ARB Report.

Another WFBR home-grown show is bursting into bloom! "Melody Ballroom," featuring the young, amazingly glib and quietly mad disc jockey, Bob Landers—is well on its way in the tradition of WFBR-built sensations like "Club 1300," "Morning in Maryland," "It's Fun to Cook," "Nelson Baker Show" and others.

"Melody Ballroom" is getting to be *the* late afternoon show of Baltimore, using the classic pattern of music for housewives and teenagers.

This show is ripe for plucking by sponsors who are looking for a profitable participation show.

If you twist the arm of the nearest John Blair man, he'll tell you all about availabilities.

MARYLAND'S PIONEER
BROADCAST
STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

510 MADISON

(Continued from page 12)

within the province of a sponsor whose job is to produce sales for his product.

It makes no sense for advertisers to spend money to build a medium. The largest advertisers can earmark a certain part of their budgets for public service but there is a difference between public service and experimentation.

Programming for "fractional audiences," something that Ted Cott did so well at WNEW, is the job of the broadcaster. Ted never expected to sell those fractional or fringe audience programs.

The real reason for this note is to call attention to the fact that the Columbia Workshop was nothing new at CBS when it was handed to Irving Reis. It was the outgrowth of the experimentation which, under various names including Laboratory Theatre, did experimental presentations for a number of years at Columbia, under the able direction of Georgia Backus and Don Clark. Irving Reis was control man (engineer) for many of these shows and it was while he was riding gain that he sold Georgia and Don on presenting his "Spring 7-1212," one of two experimental scripts which he wrote. This program focussed attention on Reis as something more than a dial watcher.

It was also during this period that William Paley received the idea that CBS would ask the great writers of the world to write special material (one-shots) for CBS for a \$1,000 prize. It was an idea that never came off since the "names" laughed at the \$1,000 rainbow pot of gold.

Experimentation at CBS was a matter of expediency. When you're the underdog, it pays you not to take it easy in the doghouse. NBC being, during this period, the big profit-making network, was conservative. It couldn't afford Welles, Corwin, or any other "thinker." CBS could afford nothing else but.


Recently when the wind changed, and NBC had to shake itself it proved that it too could experiment both commercially and with red ink.

Credit belongs, most of the time, to the great industrialist that experiments when the balance sheet shows no need for it.


Back to my opening thesis—broad-
(Please turn to page 27)

MEMO

to an advertiser who missed the boat

Perhaps you once thought you could wait and see if television was really going anywhere before you took the plunge. Then one day you woke up to find the boat had already sailed....Today many advertisers who might two years ago have established priceless franchises with a "Studio One" or "Toast of the Town"  find themselves literally shut out of nighttime television, much as they'd like to be in....Such advertisers will do well to make sure they're aboard when the next big boat sails...and that's DAYTIME TELEVISION....



Already the time is getting short. Most reliable professional opinion is that daytime too will be a complete sell-out within a year. As one expert put it, "the advertiser hoping to enter television now...had better start looking at daytime TV while it is still here to look at."...So let's look at it. How good is it? How far does it go? What's in it for me?...First of all, it's good...and getting better all the time. There are more big shows and big names (have you caught Garry Moore, and Steve Allen?) Because of such shows, daytime listening has shot up 101% in 4 months (sets-in-use September-January)....And the advertiser can go just about anywhere he wants to in daytime television. 90% of the television stations in the country are now on the air before 2 pm...and all of them are on before 6 pm. By next year, it's reliably predicted, almost all TV stations will be

broadcasting before noon. So it's clear you can—right now—hit your market wherever, whenever you want to, through daytime television....

Best proof of all that daytime television's really arrived is the list of its great national sponsors. Right now, six of the country's top seven advertisers of low-unit-cost products are in daytime television. Biggest of them all, Procter & Gamble, is already sponsoring 15 quarter-hours of network daytime a week, starting with television's first serial, "The First

Hundred Years."



And such advertising experts as Quaker Oats and

R. J. Reynolds Tobacco Co., with Garry Moore;



United Fruit Company,



with Homemaker's Exchange; General Mills, with Betty Crocker...

are now making substantial daytime investments....

You add to that some other factors: flexibility in format, the chance to experiment with program material and commercial approach at just half the cost of nighttime television; the chance to hit a specific audience with your message...in other words, all the things that have always made daytime radio a good buy, with the prodigious plus of television's impact...and you will know you'd better take another look—quick!—at daytime television....

And while you're looking, you'll of course discover your best chance of seeing a quick pay-off in daytime television is with CBS...with the programming brains and creative ability that have put CBS radio programs so far out in front of competition, both day and night. Today's a good day to look at daytime television...so look at the best, on CBS.

510 MADISON
(Continued from page 24)

casters have no right to expect that their customers will build the air for them. In very few cases are magazines read for their advertising contents (*Mademoiselle*, etc. are the exception).

John Outler, that battling Georgia broadcaster, has put the problem very clearly. He has stated that it's the station owners generally who "louse up" the air. Said John, "They're hungry."

Let's put the burden of experimentation where it belongs—at media level.

JOSEPH M. KOEHLER
New York

• Robert J. Landry, author of the Columbia Workshop articles, commented on the above letter as follows: "Joe Koehler's statements are provocative. They always are. However his point about "experimentation" being the exclusive responsibility of the media seems narrower than the attitude of sponsors spending millions of dollars. They have often been unwilling to leave to the nets the job of program-making. Indeed that system broke down rather completely around 1932 as regards radio. Currently P&G, Lever and Colgate (with costly TV daytime serials) are obviously "experimenting," not for the medium's sake, but to increase their own wisdom as advertisers.

"As for the point that Irving Reis was inspired by experiments at CBS pre-dating the Workshop; that was set forth in the 12 February article, pp. 60-61-62, in scattered references to Julius Seebach, Georgia Backus, Yolanda Langworthy, Charley Tazewell and the predecessor (to the Workshop) Columbia Dramatic Guild. "In this atmosphere of make-do and horseplay,"—quoting—"Reis became obsessed with program techniques."

Hallelujah for your hard-hitting article. "The fabulous Columbia Workshop." What other industry doesn't have testing laboratories or testing techniques for their product? When incredible amounts of money are being thrown into mediocre shows, as is the undeniable case in TV these days, it's gratifying to see that SPONSOR is voicing the need for experimentation.

It is especially gratifying to we few in the hinterlands of TV who are attempting the best we can to remedy the situation. Let it be known that some of us in the Graduate Television sequence at Syracuse University have begun program experimentation in a project called Television Unlimited.

Our purposes are similar to the Columbia Workshop's in that we are attempting to uncover new writers, directors, etc. Our prime objective is to make a start at new techniques which might contribute toward an art form for TV, if any, rather than merely a transferring of stage and cinema techniques.

LOUIS MEYER
Producer, Television Unlimited
Syracuse University
Syracuse
(Please turn to page 144)



West Virginia's ONLY television station delivers EXCLUSIVE coverage of the rich

HUNTINGTON - CHARLESTON

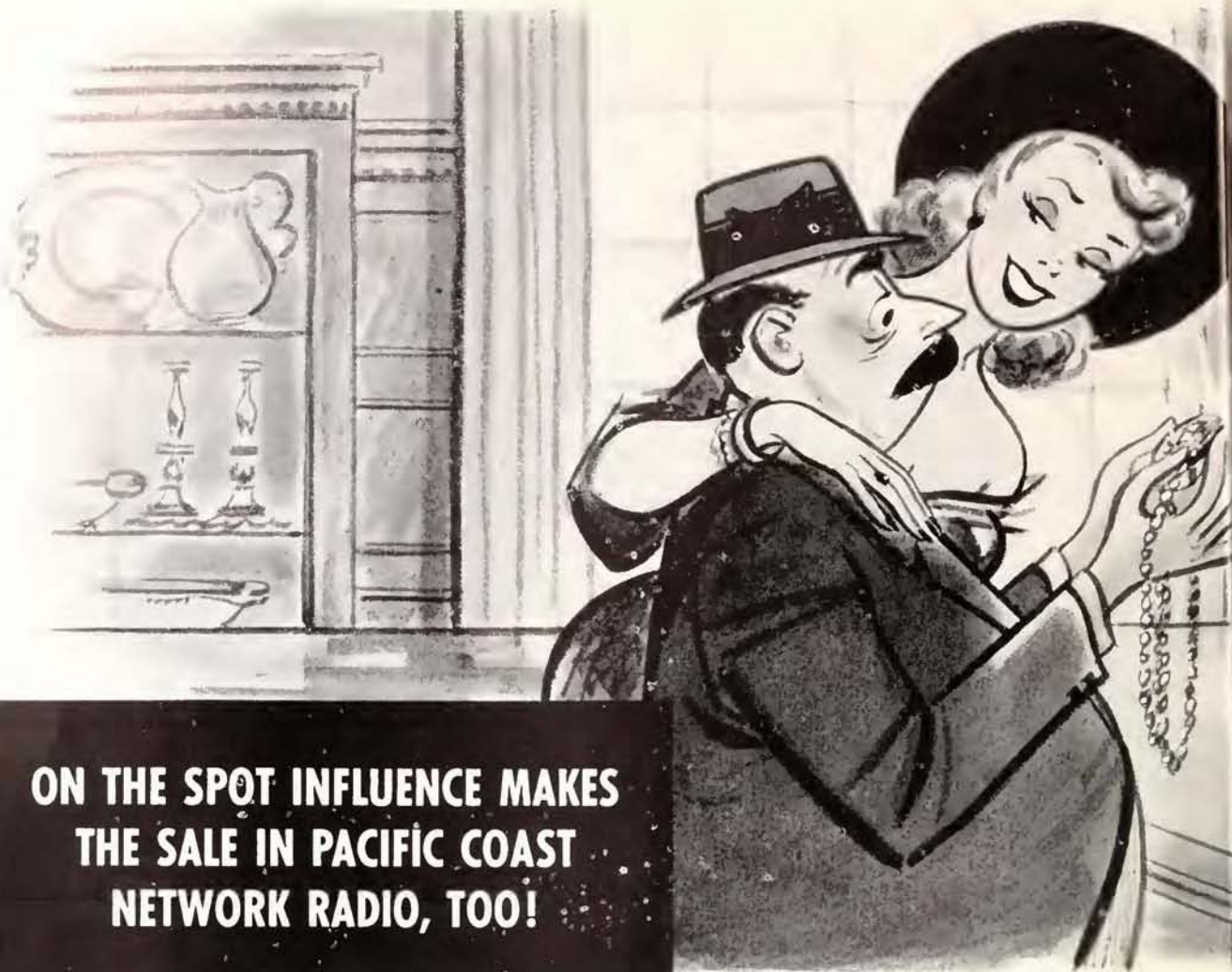
market

INTERCONNECTED



ABC—CBS—DTN—NBC

Represented Nationally by **THE KATZ AGENCY**



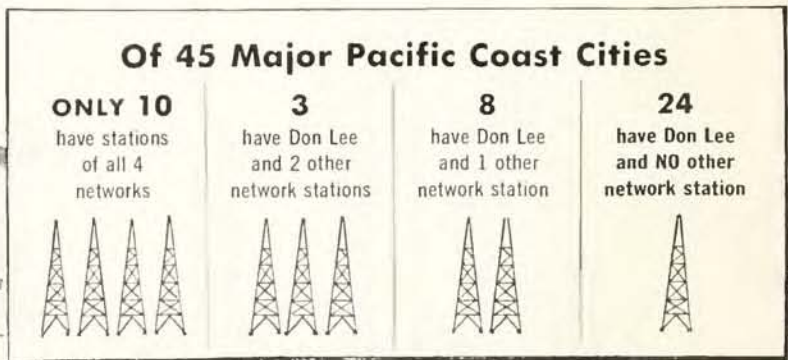
**ON THE SPOT INFLUENCE MAKES
THE SALE IN PACIFIC COAST
NETWORK RADIO, TOO!**

THE DON LEE NETWORK has powerful on the spot influence in 45 important Pacific Coast markets—and in 24 of these markets, Don Lee is the *only* “hometown” network station. This, above all else, explains why Don Lee is the hardest *selling* network on the Pacific Coast; it’s designed to *sell* Pacific Coast people on the spot *locally*, where they live and where they spend their 15½ billion dollars annually.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That’s why the best, most complete and most economical coverage for the Pacific Coast is obtained with Don Lee’s 45 local network radio outlets.

Only Don Lee, therefore, offers advertisers the persuasive power of local influence, local prestige and on the spot *selling*. That’s important in selling and it’s an *exclusive* Don Lee network selling advantage.

WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA





With Don Lee, your product gets local "hometown" acceptance where you want it—to meet your specialized marketing problems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can direct your sales message to all Pacific Coast radio families from a network station located *within* these 45 important marketing areas. It's the most logical, the most economical, the most influential coverage you can get for the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

Don Lee Stations on Parade: KWLK—LONGVIEW, WASHINGTON

No other network has a station within 40 miles of Longview, whose home county (Cowlitz) and adjoining Columbia County have a combined population of 75,857 and retail sales (1949) close to \$50,000,000. Agriculture, lumber and fishing are the primary contributors to the wealth of this thriving market. To sell this market—on-the-spot—you need KWLK—and you need the Don Lee Network to sell the Pacific Coast through 45 stations located where the people live and spend their money.

The Nation's Greatest Regional Network

Mutual
DON LEE
 BROADCASTING SYSTEM

Represented Nationally by JOHN BLAIR & COMPANY

NEW
IN OLD MOBILE

... it's
WKRG

with

- Listenership gain of 59.5%
- Every Top CBS Program
- Audience compelling local programming

"I am a Belle of Old Mobile
They say that I'm Old Fashioned.
While other girls
Win their pearls
In shows like South Pacific
I go my way,
Busy every day,
Making the South Terrific!"



*Since 1940
New Homes 30,221
New Commercial
Buildings 1216

National
Representative,
Sam J. Young, Jr.

F. E. Busby,
General Manager

first ON THE DIAL 710
WKRG
CBS



W. W. Wade

Advertising Manager

Eskimo Pie Corporation, Bloomfield, N. J.

Mr. Sponsor

In the recent Senate Crime Committee testimony, counsel Rudolph Halley referred to Frank Costello as an associate of a firm that made Eskimo Pies. The statement was untrue and a retraction was publicized. Actually, Costello has an interest in a firm other than Eskimo Pie. But the incident did show the tremendous consumer acceptance of Eskimo Pie as a generic term rather than a trade name.

Credit for the widespread brand familiarity is given to radio by the company. As 41-year-old Bill Wade puts it: "Radio has always represented by far the bulk of our ad budget . . . we consider the medium an efficient, quick means of getting our story over to the consumer, particularly in the case of new markets and introductory campaigns."

How successful radio could be was evidenced in the company's early history. Introduced in the early 1920's, Eskimo Pie was first sold in the winter and the Eskimo Pie campaign was credited with putting the ice cream manufacturer in the black for the first time in his winter manufacturing history.

Today, the company maintains its unusual but effective winter campaigning for Eskimo Pie. But, in addition, energetic Bill Wade, who joined the firm in 1939, and became ad manager two months ago, keeps the summertime selling at fever pitch. His all-season radio/TV campaign accounts for more than 70% of Eskimo Pie's media advertising budget.

Announcements (one minute or less) are used nationally in 50-60 radio-TV markets. And, since the firm operates on a franchise basis, the amount of advertising used is determined by sales to that particular franchise.

The importance of the local station staff is stressed by Wade. "The aggressive station will just not let radio fail when backed up by the proper merchandising field organization. It's virtually impossible for radio not to perform its sales job with such support."

When Wade isn't busy with future advertising plans which include increased TV activity, he likes to indulge in his hobbies: golf, gardening; photography; and spending as much time as possible with Mrs. Wade and three-and-a-half-year-old Bill Jr.—whose favorite dessert reportedly is Eskimo Pie.

MR. SPONSOR:

Detroit Women Love "Ladies Day" and SALES Prove it!

WJBK-TV, Detroit's best television buy, has scored again. Their brilliant new show, "Ladies Day", is capturing the hearts of women in the nation's fourth market. The ladies go for this mid-afternoon TV participation program, and more than that, they go for "Ladies Day" advertised products. Response and sales are terrific! Just look at these results:



Detroit's leading department store received more than 1000 phone orders from only two hair curler commercials—sold \$2,400 of 25c cards of curlers in one week. After just two weeks on "Ladies Day," with three spots a week, every Detroit branch of the country's two biggest "five-and-ten" stores re-ordered from three to five times.



30-piece sets of stainless steel cutlery, retailing for \$6.95 apiece, sold 41 sets from the first commercial, 45 from the second. Results were so tremendous the first week that the store ran out of stock. We had to stop the commercials until their supply could be replenished. Net result: three-spot-a-week contract for a year.

Six spot announcements for a rug cleaner resulted in reorders by *every* department and chain store in Detroit which stocked the product. The Sponsor has contracted for a full year.



Results like these can be yours, if you take advantage of the alert programming and steady progressive leadership that has made WJBK-TV tops in audience-response and sales results in the wealthy Detroit market. WJBK-TV consistently leads in giving the audience the finest in entertainment and the advertiser the best television buy in town. Check your local KATZ man for all information. You'll find that WJBK-TV really delivers the goods—your goods.



WJBK -AM
-FM
-TV **DETROIT**

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

Represented Nationally by THE KATZ AGENCY, INC.

what happened

after we said



This advertisement appeared last November.

To broadcasters all over the country, it outlined Associated's new policy of sales service ... of giving station operators what they want to help them realize maximum profits from their APS libraries. In it we promised many innovations planned expressly to aid APS subscribers in building more business.

Those promises, one by one, came true. Six months have now gone by. Let's check off the results and see what APS is today doing to give broadcasters **WHAT THEY WANT!**

1 TRANSCRIBED SALES MEETINGS



These 30-minute, informal sales meetings on discs (three of them already in use) have been prepared for presentation direct to the station's sales staff. Each is conducted by Maurice B. Mitchell, APS vice president and general manager. The series also features well-known guest speakers discussing various phases of more productive radio selling.

2 IN-PERSON SALES AND PROGRAM CLINICS



Regional conferences, held throughout the country for APS subscribers, now provide on-the-spot aid and counsel on programming and selling. The first successful session has already been staged (at Greensboro, N. C.), and others are scheduled soon for every region. Besides this, APS representatives regularly visit subscriber stations and often accompany station salesmen on their local selling calls.

3 "THE NEEDLE"



This timely newsletter goes to APS subscribers each month, bringing them up-to-the-minute information and suggestions which station managers, programming and sales personnel can use productively in building more business. Written by a sales expert, it offers a wealth of ideas and facts unobtainable elsewhere.

4 SHOW PROMOTION KITS



These complete kits, prepared expressly for APS subscribers, contain a wide variety of material essential to proper promotion and merchandising of Associated's pre-produced shows. This is an extra plus for both station and the advertisers who sponsor such programs. New kits are being issued regularly and (like all APS extra service) are supplied without additional charge.

APS

Associated Program

151 West 46th Street, New York 19, N. Y.



In This Prosperous Carolina Piedmont (Spartanburg-Greenville) Area That Makes This Station Your Most Potent Mass Salesman!

BMB Report No. 2 Shows WSPA With The Largest Audience Of Any Station In The Area!

AND... This Hooper Report Shows How WSPA Dominates This Area!

HOOPER RATING -- Winter 1949	
8:00 AM -- 12:00 N	63.2
12:00 N -- 6:00 PM	53.6
(Monday thru Friday)	
6:00 PM -- 10:00 PM	67.6
(Sunday thru Saturday)	

GIVE YOUR SALES A POTENT PERMANENT HYPO AIR YOUR WARES OVER

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

The No. 1 CBS Station For The Spartanburg-Greenville Market

5,000 Watts -- 950 On Your Dial

New developments on SPONSOR stories



See: "The Negro d.j. strikes it rich"
Issue: 14 August, 1950, p. 28
Subject: Negro talent around the country cashes in on a newly-tapped market

The Negro disk jockey interweaves sales magic with his records and chatter. And it's these d.j.s, beamed to the nation's 15,000,000 Negroes, who keep advertisers' cash registers ringing.

Joseph L. Wootton of Interstate United Newspapers, Inc. (radio division), in a report to SPONSOR, highlighted some recent d.j. sales successes.

WHOD, Homestead, Pa., ran 18 announcements daily for three weeks to plug an \$8.95 doll. Included were participations on the *Mary Dee Show*. Despite a severe blizzard in the area, causing mails to be held up, the firm received 225 orders for a \$2,013.75 gross. Thirty additional orders came in too late to be filled.

D.J. Joe Adams on Santa Monica's KOWL keeps the sales graph moving upward with his music and chatter. Sponsor highlights on his program include: Grayburn Clothes with a 60% increase in new accounts; Gold Furniture Company participating for 11 consecutive years; Super Liquor Stores on for three years. Other national and regional accounts include Old Gold cigarettes, Kellogg's, Manishevitz Wine, Yellow Cab and Folger's coffee.

On WIVY, Jacksonville, Bottom Dollar Stores say 75% of their business depends on the Negro trade and Kiersey's *Afternoon Session* is bringing them in. In Philadelphia, Muntz TV, Inc., lauds WHAT's *Battle of the Crooners* with Lee Stewart.



See: "The TV writer: key to program costs"
Issue: 18 December 1950, p. 32
Subject: TV writer's importance

Problems in writing for TV presented by SPONSOR in "The TV writer: key to program costs," 18 December 1950, are being tackled head-on by at least one professional writing firm.

The Elston-Nichols Company in Chicago handles writing exclusively, and does not get into producing, directing, or other phases of TV past the final script stage. It uses specialized writing teams on a contract basis, whose jobs are to cut production costs and reduce overhead for TV shows.

When the company contracts to write a show, it puts seven people to work on it, including specialists in research, story lines and ideas, visual treatment, oral music, TV technique, and merchandising. In addition to a full time staff, the company employs more than 30 part-time writers, and is prepared to handle any type of TV production. Principal thought behind the project is that no single person can know as much about TV requirements as a team of individual experts working together.

Al Griffin, Elston-Nichols account executive, says of the technique:

"We do not call ourselves producers, we don't advertise ourselves as artists, and have no delusions of grandeur. We are simply professional craftsmen specializing in one phase of television. Our approach is the same as that of a team of architects turning out a blueprint."

Most of the Elston-Nichols accounts are in Chicago and the Midwest. The company plans to open a New York office in May, and a Hollywood office in the fall.

Almost Everyone  Under the Sun
LISTENS TO WHDH



Away
 Out Front
 in Boston
 Out-of-Home
 Summer
 Listening



Follow it... on WHDH!



There's no summer hiatus on WHDH... no summer slump in selling power. Because WHDH gives you a big corner on the free-spending, Boston out-of-home audience. Don't let your summer market melt away... put it on ice... with WHDH

BOSTON Out-of-Home LISTENING

JULY - AUGUST 1950

MONDAY
 thru FRIDAY



AND LOOK...
 The WHDH out-of-home audience often exceeds the at-home audience of two Boston network stations. Sometimes it exceeds the at-home audience of three, and occasionally all four Boston network stations.



SUNDAY
 thru SATURDAY



You Reach 602,496 more prospects per day in the WHDH 0.5 m/v contour area during the July-August period than during the other ten months of the year.



The hottest spot on the dial for Summer Selling in Boston

WHDH
 BOSTON • 50,000 WATTS

Represented Nationally by John Blair & Company



WEED

A N D C O M P A N Y



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD



THOUGH THERE'S AN APPARENT DROP IN SUMMER RATINGS, OUT-OF-HOME LISTENING HELPS BALANCE OFF THE DECLINE

Why you'll cash in with radio this summer

There's money around to be converted into sales, as employment level, national income head toward record heights

over-all The biggest business summer in American history is coming up. Employment, personal income, sales will be record high. Even advertisers who have already decided to take a program hiatus or soft-pedal their spot radio efforts must now ask themselves this question: "Can we afford to miss out on unprecedented 1951 summer-selling opportunities?"

These are the economic facts:

1. Total employment this August will reach the 62½ million mark, labor authorities estimate. This is 2½ million over last summer and an all-time record.

2. Personal income is keeping pace. Where the annual income rate in December 1949 was under \$210-billion.



Turning crags into plains

The steep valleys in the chart at the bottom of this page would seem to indicate that radio listening falls off sharply in summer. But the WCCO, Minneapolis, picture on the first page of this article and the one at left are reminders that there's more listening going on than the Nielsen and Hooper services report. If Nielsen reported listening on more than two radio sets per home, and out-of-home as well, the chart below would probably look more like rolling Kansas country than eraggy New England hills.

in December 1950 it was up to a shade under \$241-billion.

3. Department store sales in mid-March 1950 were at index number 253; in the same period 1951, they spurted to 304 (1935-'39 = 100), according to the Dept. of Commerce.

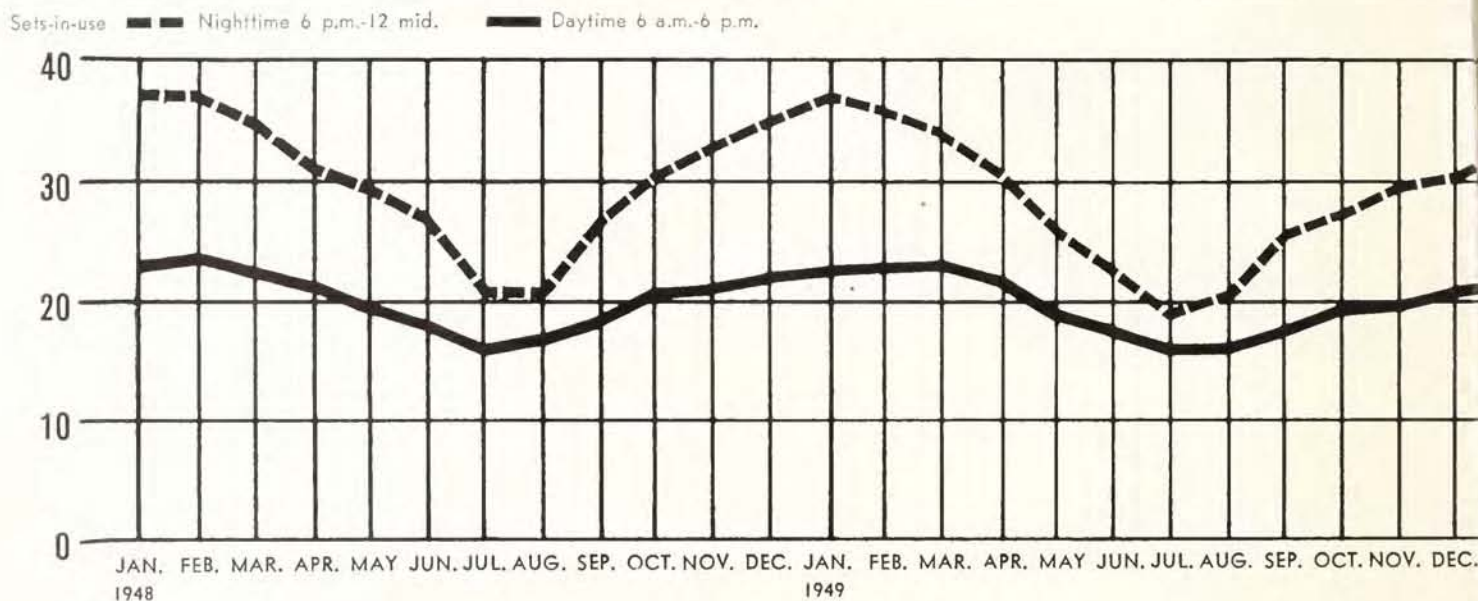
Radio, meanwhile, has a stronger-than-ever story to tell national advertisers. Out-of-home listening has been

researched and documented better than in any previous year (page 54). The networks have stepped up their programming activity to insure peak audiences, can already report major summer sales made or in the offing (page 42). Report from local stations indicate that "summer slump" thinking is on the way out (page 52).

Why, then, are advertisers still tak-

ing a summer hiatus? Why, in fact, should SPONSOR devote an entire issue to the advantages of using radio to sell in summer? The answer is that thinking about summertime advertising has not yet caught up with the facts. Traditional negativism, habits built up ever since high-priced talent first demanded a full-season vacation, still stand in the way of progress to-

Year 'round Nielsen sets-in-use figures show an apparent summer decline in listening



ward full use of the air medium during hot weather months.

Many an advertising manager still believes that the available audience in summer declines sharply. The fact is that even in pre-mobilization days (1943) only 4.3% of the population was on vacation during an average week between May and September. With more people working (a million and a half more), and with the pressure to produce for mobilization mounting, even fewer people will be on vacation each week this summer.

Many an advertising manager still believes, also, that ratings must inevitably weaken in summertime. The fact is that ratings as measured by Nielsen, Hooper, et al do decline. But this drop-off is by no means inevitable. Soap opera, for example, maintains its hold on the housewife all summer long (page 60), and many shows of other types which have stayed on for 52 weeks have carried over all or most of their audience. And, as is shown further on in this article, the apparent summertime decline in ratings is exaggerated by Nielsen and Hooper.

More detrimental than either the misconceptions about ratings or available audience, is the notion prevalent in some advertising circles that summer is just a bad time for sales. Cold figures prove that it's never too hot to sell. Cigarette sales reach their peak in August. June is the high point for sale of men's clothing. Women buy more dresses in early summer than at any other time of the year. Water

heaters hit a yearly high in June. Products of every description, ranging from coal to peanut brittle, have been sold successfully over the air during the dog days. And with more money around than ever before, Mr. and Mrs. Consumer will be spending in new patterns. Traditional notions about what you can't sell when are going out the window as fast as personal incomes are rising.

Not to be overlooked, too, is the importance of creating demand over the long haul. Money which mobilization workers won't be putting into vacations this summer, will pile up to be spent later on high-cost items like automobiles, TV sets, major appliances. The brand they'll choose is the one which has told its story most often and most convincingly.

What has been said here, incidentally, to demonstrate that advertisers are still not fully aware of summertime radio opportunities, should not be taken as an indication that some progress has not been made. Actually, as a result of stepped-up network and local sales activity (and SPONSOR's own two-year summer-selling campaign), national advertisers have come to take more interest in the summer.

Radio Sales (CBS) reports that for the 14 stations it represents, billing from June to September last summer was up 18%. This sales boost ran ahead of the increase for these stations during the other three seasons that year.

Several other national representa-

tives told SPONSOR about similar gains. One top rep reported an increase in summer 1950 of 25% over 1949.

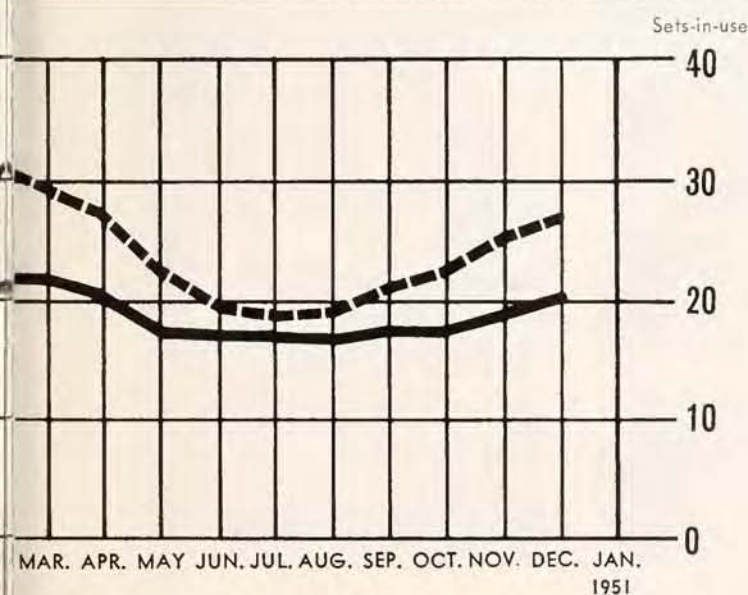
All of those questioned credited stepped-up promotional activity with having sold more advertisers on summer.

Still, the hard core of resistance to all-out selling efforts in the summer remains. As much as anything else, the cause is rooted in printed media advertising, which had set the pace before radio ever got out of the curiosity stage.

Magazines are off about 25% below the average month in their July and August billings. The newspaper seasonal decline was estimated at 15 and 20% respectively for July and August 1949. Conditioned to paring hot-weather printed media expenditures, advertisers have taken the tack that similar (or greater) cuts for radio were only "natural."

What's unnatural about this reasoning is that where newspapers and magazines may pile up on the porch unread while regular readers are away on vacation, listeners, on the other hand, take radio with them wherever they go. Radio rides with vacationers to the summer resort in the family car; is installed in bungalows, tents, and hotel rooms; goes out in canoes and is set down on beaches. Radio listening is less fatiguing than newspaper or magazine reading. Printed media spokesmen can make no comparable claims.

(Please turn to page 122)



Radio sets-in-use by hours—Nielsen, July and December 1950

Hour	July 1950	Dec. 1950	Difference
6-7 a.m.	2.7	3.6	0.9
7-8	7.2	10.0	2.8
8-9	11.4	17.0	5.6
9-10	14.5	20.5	6.0
10-11	17.1	23.0	5.9
11-12 Noon	18.6	24.7	6.1
12-1 p.m.	20.6	25.9	5.3
1-2	22.5	26.5	4.0
2-3	20.8	23.4	2.6
3-4	20.4	22.8	2.4
4-5	18.9	22.2	3.3
5-6	18.0	23.4	5.4
6-7	18.4	27.1	8.7
7-8	18.3	30.8	12.5
8-9	18.8	32.1	13.3
9-10	19.3	31.5	12.2
10-11	18.0	25.5	7.5
11-12 Midnight	12.0	15.7	3.7

For chart covering monthly ratings by program types, see page 126



Tartan

Number one lotion

spot Nothing could be simpler. You're selling a seasonal product — namely, a suntan lotion called Tartan. So, naturally, you build your summer campaign around beautiful girls lounging in the sun while clad in plaid, fig leaf-sized bathing suits. That visual symbol has proved sure-fire since the days of Florenz Ziegfeld, and it ought to be an eye-catcher for suntan lotion.

But how to draw attention to the chemical properties in the lotion that protects the legs of these pin-up girls? The answer to that one is equally simple: hammer the sales message home again and again over national spot radio and television.

That, in essence, has been the formula responsible for the broadcasting success story of McKesson & Robbins, Inc., of Bridgeport, Conn., makers of Tartan. This summer—June and July—it will spend about \$300,000 of its estimated \$600,000 advertising budget for announcements over 100 stations. Its radio announcements will be heard in 45 cities and its TV announcements in about 12 cities. In the New York area alone, it will use over 1,300 announcements during the two-month period.

The success of its summer campaign is reflected in Tartan's phenomenal sales growth since it first went on the market five years ago. Leon A. Danco, Tartan product manager at McKesson & Robbins, says that Tartan has been the No. 1 seller among suntan lotions for the past two years, according to a study made by A. C. Nielsen Company. Thanks to "a very large part" played by radio, Tartan's

Summer strategy: beauty and radio



Radio as a summer-selling medium is "tops" with Leon Danco, 52, product manager of Tartan. He has home in Fairfield, Conn., spends spare time reading biographies, "listening to radio—especially to Tartan's commercials"

100,000 spender for spot radio/TV—all of it in June, July

sales have increased seven times over five years. It does an estimated annual gross of over \$3,000,000, and is distributed to 83% of the nation's drugstores.

Exactly how much of this success can be attributed to broadcast advertising? The answer is neatly summed up by Robert (Bob) Kane, 31-year-old Tartan account executive at J. D. Tarcher & Company, Inc., New York, who served his apprenticeship writing radio news broadcasts for the *New York News*. "The clearest proof of radio's selling power," he says, "is the fact that Tartan has increased its broadcast advertising appropriation every summer. For wide penetration, you can't beat radio."

Kane notes that summer spot radio gets considerable added impact because of the out-of-home-listening au-

dience it reaches. "No doubt about it," he says, "that we get a big bonus with our radio campaign. People listening to radio in cars or on the beach are more apt to hear of us and ask to buy our product."

Another indication of radio's potency is the effect Tartan's broadcast campaign has exerted on its biggest competitor, Skol suntan lotion, manufactured by the J. B. Williams Company. For years, Skol restricted itself to advertising in the printed media. But this summer, according to Ted Wilson, Skol account executive at J. Walter Thompson, New York, "We'll wet our feet in broadcast advertising for the first time—largely television announcements on the West Coast."

Like the economists who can't see the woods for the trees, observers are hard put trying to examine Tartan's

advertising strategy because of the surfeit of girls. (Altogether, Tartan hires a battalion of about 50 busy models every summer—but more of that later.) Keeping a stern eye to business, an outsider can distinguish these major facets in Tartan's summer-selling philosophy:

1. Use magazine advertising (half of the annual ad appropriation) to take advantage of color illustrations of bathing beauties.
2. Use TV announcements because of their visual impact.
3. Use radio announcements because of the medium's wide coverage.
4. Use an assortment of promotional tie-ins in order to trumpet the Tartan brand name to dealers as well as consumers.

Promotional hoopla—used in con-
(Please turn to page 82)



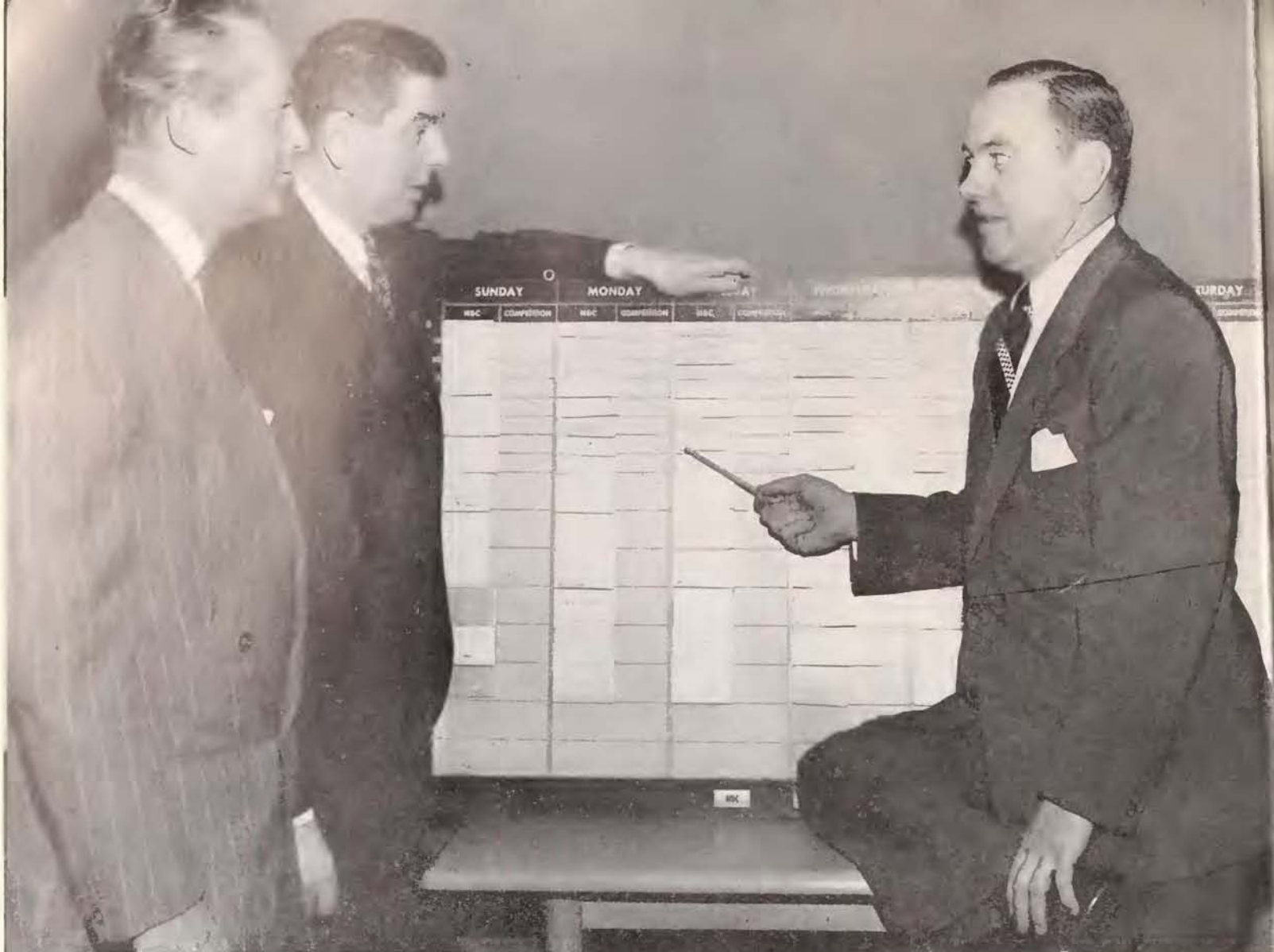
Your biggest money-maker
in sun-tan preparations
was... will be
TARTAN
for three years straight
1948 - 1949 - 1950
America's Largest Selling

your customers
will see
the Tartan girl-
on television

they'll hear her
on radio

Suntan Lotion!

Tartan's 50 models stimulate announcers over 100 stations (like WCBS' Jack Sterling, left); decorate retail merchandising (right)



NBC'S HARRIS, BENSON, BARRY GO OVER SUMMER LINEUP. PROGRAMMING AIM ON ALL NETS IS TO KEEP RATINGS HIGH

The saturation boys are back

Wrigley returns to CBS with \$700,000 summer buy. Other multi-program deals pending as net sales get early start



Mid-July is already here so far as network program and sales departments are concerned. Program executives are working over their summer lineups with all the care of a Casey Stengel putting together another championship team for a hot pennant race. At one or two of the networks, plans are a little farther ahead than others, but throughout all four the

atmosphere is the same—more original program ideas than heretofore and intense efforts on the sales side.

SPONSOR analysis of the season coming up indicates these trends:

1. "Saturation" use of the air will be important again, with Wrigley again buying heavy schedule of half-hour shows from CBS and other sponsors likely to follow suit.

2. More varied creative effort in

programming are due. Mystery and comedy shows will continue strong, but program heads are aiming for diversification this year.

3. More incentives for summer deals, i.e., program discounts and tandem arrangements.

4. Greater advertiser interest in the current summer-selling campaign, which got off to an earlier start than in previous years. There's more pre-



CBS' "Dr. Christian" (Chesebrough), ABC's "Amateur Hour" (Old Gold) to stay on through summer

Probable trend: shows will tour army camps in Hope tradition

sentations and more research by networks designed to help advertisers appreciate what they stand to gain by summer use of radio.

5. Daytime blocks will remain the same except for ABC. This network is making drastic changes immediately in its daytime schedule; if its raid on NBC serials succeeds, even bigger revamping will be seen.

6. Reflecting the defense program, shows built around army or patriotic themes will get on the air. There is a possibility that more shows will be following the lead set by Bob Hope in traveling to army camps for broadcasts.

Radio is moving into this summer-selling campaign with one arm tied behind its back. Everyone knows that out-of-home listening is a big factor, but only a few figures hint at the size of the audience. The data: some 19 million radio sets in U. S. automobiles and nearly 14 million portable sets in the nation. One situation that throws any hot weather audience rating attempt off is the large number of people not at home during the summer as the researchers do their measuring. Yet, these people are listening to radios somewhere.

Many an advertiser is becoming aware of this ripe out-of-home market. It's no secret over at Batten, Barton, Durstine & Osborn where such a client as Emerson Drug Company continues right through the summer with *Hollywood Star Playhouse*. Bob Buechner, BBDO account executive on the Emerson account, puts it this way: "*The Hollywood Star Playhouse* has

a strong impact on radio listeners summer and winter. Our agency believes the huge amount of out-of-home listening in car radios and other secondary sets makes radio an excellent buy during the warm weather season."

Another traditional year-round show is *Mr. District Attorney*. Ask Roger Whitman, the Bristol-Myers Company's advertising manager who is responsible for this show, for the reasoning behind such strategy, and he explains, "This program does a good job of making sales through the summer, and its rating drop is relatively small."

The most important evidence so far that summer is not the season of sales doldrums is the return of the Wm. Wrigley, Jr. Company to saturation programming on CBS. Last season Wrigley purchased 36 half hours of six programs at a cost of some \$500,000. After an advertiser spends money like that, he wants results. Wrigley got the sales it aimed for and now it is coming back for more of the same.

CBS offered the Chicago firm a number of programs to choose from and this is what they selected: *Broadway Is My Beat*; *Romance*; *Pursuit*; *Johnny Dollar*; *The Line-Up*; and *Rate Your Mate*. The first four were used last season. This season's schedule calls for 36 half hours between 3 July and 21 August at the price of roughly \$700,000 for time. Ratings helped sign this sponsor again, since CBS was able to show a Nielsen of 6.0. for the average of the Wrigley programs as compared with a 5.3 average of all four network sponsored programs during this time. The average of the General Mills shows on NBC last summer, also bought on a saturation basis, was 5.0.

The signing of Wrigley suggests that other large advertisers may be signing up for these mass CBS package buys that carry discounts equivalent to that on a single show bought for the whole year. One of the large soap companies is reported to be among those dicker-
(Please turn to page 110)

Incentives nets offer summer sponsors

CBS—Clients pay difference between sustaining cost and commercial asking price of shows. No change in time rates.

NBC—Winter tandem incentive plan continues without "The Big Show" and "Duffy's Tavern." Clients offered five hours of varied programming five nights a week; participation cost, \$20,000 per week. Special discounts given to "saturation" buyers.

ABC—Pyramid plan offered to three sponsors on group of three shows that include "The Fat Man," "The Sheriff," and one-half of "Stop the Music." P & G signed as first participant. Two availabilities remain.

Mutual—Stresses substantial 52-week discount benefit—47½% including rebates.

To an advertiser..



..who likes to

Why taking a broadcast siesta is an oversimplified alibi for inertia, a state of mind that can cheat sponsors of extra profit

over-all Manufacturers don't stop manufacturing, merchants don't stop merchandising, people don't stop wanting and needing in the summertime, but all too often advertisers stop advertising. Why? For a variety of reasons which, over-simply, amount to a state of mind, a habit, an alibi. Can this state of mind be cured, this habit of reaction broken, this hardy alibi busted? Within common sense limits, the answer can be affirmative.

Radio, remember, already has a better than average track record against summer. "Summer is bigger than Texas," was a scarehead brag of network copy back in the 1930's. Lots of brains and ingenuity attacked summer the way Saturday and Sunday, also sales problems 15 years ago, were attacked. Radio got further faster against summertime doldrums because it was a Johnny-Come-Lately. Flexible in its thinking, highly maneuverable as to frequency discounts, radio artfully designed the latter to encourage consistency in advertising. Unfortunately, in the words of a network president, "Radio got out of the fighting mood during the soft war years when year round business poured in, making salesmen look good without any real effort." He calls summer selling "a battle that must be re-fought and re-won with new ammunition every year."

Plainly this is true. It takes special effort, fresh ingenuity, fighting heart

to dent the inertia, and the tradition of inertia. These qualities are sufficiently elusive after 10 June. More than that, many companies appear to give the problem (one-fourth the business calendar) remarkably little thought. Earnest questioning of advertising managers and their agencies discloses little conscious policy except a policy of no policy. One extreme group comprises companies that frankly decide that summer is an act of God and an interruption in profit taking about which it is futile to plot truly full-scale counter-measures. The opposite extreme is represented by the hot weather "naturals" which view June, July, and August as their Christmas. Between these opposites of fatalism and optimism lie the infinity of products which are neither "impossible" to sell in summer nor yet seasonal boomlets like sunburn lotion, swimsuits, and baseball bats.

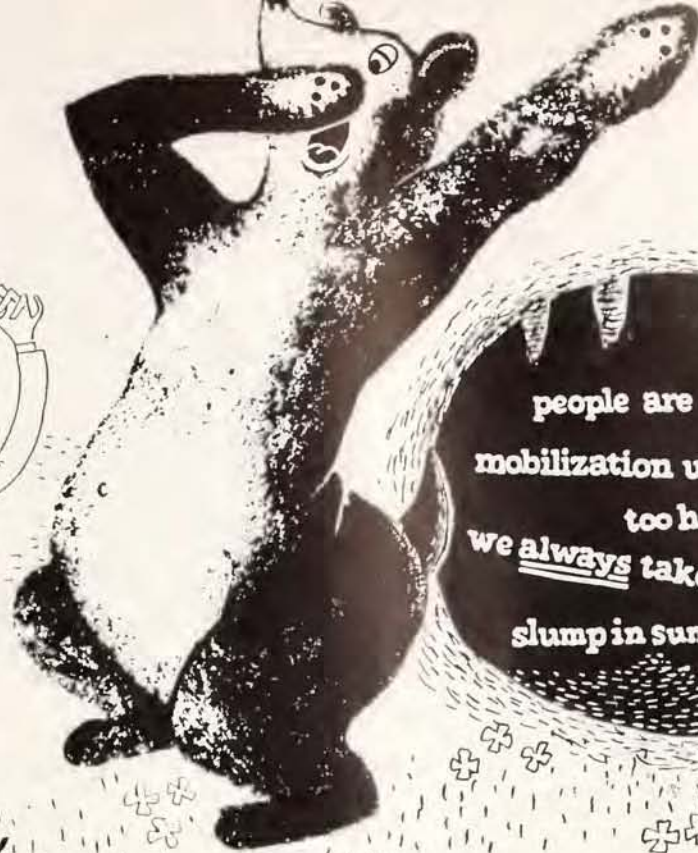
One sales vice president theorizes that to buck the fierce resistance of human inertia, "Maybe it would be a lot easier if we could furlough the regular sales staff with their alibi habits and take on a summer staff without job tenure complacency." A salesman who works for this executive, informed of the crack, cracked back, "That's the kind of glib remark a big shot who wears a Palm Beach suit in an air-conditioned corner office would make. Like to see him go out and try to repeal human nature around the middle

of July with a hot sun beating down."

Nonetheless the sales executive's criticism of staff rationalizations is typical of a major strain of comment. Knowledgeable businessmen say again and again that the first and great obstacle to summer selling is selling the sellers the idea that it is possible. That doubt is as venerable as it is deep-rooted. Comes June and literally thousands of accounts become absence-prone. No question about that. Many broadcasters in turn tend to float through in a canoe. No question about that either. Already the current alibi, special and particular to 1951, is bruited about. It amounts to this: there are too many new uncertainties incident to our new garrison state economy, therefore it isn't wise or expedient to do anything this summer. Here is unadulterated rationalization of inaction. The facts are almost the reverse of the interpretation. Congress has appropriated extra billions which guarantee plenty of spendable income in the hands of the public not only throughout 1951 but throughout 1952, 1953, and probably 1954. Far from these being "uncertain" times, they are the most certain times anybody's likely to see for a generation. As an alibi for sitting out the summer, the new uncertainties just won't wash.

Not only is the national rate of spending bullish and likely to remain that way because of military appropri-

hibernate



people are away
mobilization uncertainties
too hot to sell
we always take a hiatus
slump in summer

ations, but the people are cashing in bonds, withdrawing savings, behaving as if hypnotized by a compulsion to buy, buy, buy. This may or may not be a healthy thing. That is not the subject before us. The moral as regards summer selling in 1951 is that a free-spending public is worth cultivating, that advertising is a sensible way to divert loose cash into specific coffers.

Of course summer is difficult, and different, and dislocated. Nobody would dream of denying the realities. But as a swimsuit manufacturer puts it, "Where does the force of logic end and the force of psychology take over?" He sees a too-ready acceptance of adverse circumstances paralyzing all opposition to trends. Nature-made let-downs are aggravated into preventable, man-made let-downs. The swimsuit manufacturer must grab his profits in the summertime. Hence he is peculiarly sensitive to the kind of sales and advertising slack he observes all around him. He wants none of that. For him the third quarter carries the whole year, not the other way round.

Oddly enough, there is no uniformity of practice or philosophy even among the so-called summer "naturals." Take brassieres as a case in point, excusing the pun. Brassieres are especially necessary to feminine engineering in the summertime and have to be changed and laundered more often. But as far as inquiry can establish

there is little agreement between one brassiere company and another. A few brands will suffice. Bali and Exquisite Form are active in July and August, Delineator and Bestform are not. Again, take Suspants, another warm weather engineering convenience for lightly clad gals. Suspants pressures the market in June and July but skips August and September. Then there's Esquire Shoe Polish which comes in strong ahead of summer while Kiwi Shoe Polish spreads through the heat spell itself.

An experience of last summer throws a small light from an unexpected direction. Pleasant Valley Wine dreaded the usual "summer business slump" and centered a test on the Negro market in Harlem. Although Harlem buys a lot of wine in regular season, summer invariably fell away to a dribble. Working through the Negro agency, Ludlow Werner Associates, Pleasant Valley went after additional retail outlets and a build-up reason-why campaign. Some 11 additional dealers were lined up in July, 20 more in August, in the one neighborhood. Pushing "wine coolers" as a hot weather quencher paid off in orders and even re-orders, all against a previous history of dead demand.

The beers, of course, have long wallowed summer hard and it is significant that Blatz, via Weintraub, has no hesitation whatever in launching an expensive new TV show, *Amos 'n' Andy*,

due to greet viewers' eyes this June.

To study the time and space data of summertime is to be struck by the omnipresence of the Bell System, Metropolitan, Mutual, and Prudential among the insurance companies, the big consumer symbols in soaps, toothpastes, laxatives, cigarettes, dry cereals. Summer stimulates the dairy and ice cream industries, is ideal for mayonnaises, salad oils, insecticides, sprays, mosquito repellents, and—note this—real estate. But above all, it comes through sharp and clear that the most astute advertisers, and the biggest advertisers, do not shun summer but adapt to it.

Television, of course, is a new influence in New York and several dozen other markets and nobody is sure how much TV itself will suffer, or cause radio to suffer. But this is true of radio and not of TV; radio can follow the vacationing public anywhere. No cabin is too remote, no beach too relaxed, no mountain trail too high for radio to come in.

The network strategy apparent last year will be more marked in 1951. They are out to sell "basket deals" (a lot of packages thrown together) by which big sponsors can dot the schedules with network-built programs. It started when Frank Stanton of CBS offered Sam Gale of General Mills a ribboned basket if the Mills would contract for 52 half-hours to be used up

(Please turn to page 102)



BASEBALL RADIO/TV BUDGETS ARE GOING UP THIS YEAR LIKE THE HIGH POP-UP? THIS WFIL-TV SPORTSCASTER IS WATCHING

BASEBALL 1951: **On the air, big in time allotment, advertising and rhubarbs**

over-all Baseball will have its greatest season on the airways this year. You won't be able to travel far in any direction without being able to switch on a ball game. Over a thousand radio and TV stations will be carrying the contests once the season gets underway next Monday—300 more than last year.

From an advertising standpoint, the picture is as rosy as the pennant hopes of a Red Sox fan in April. The Atlantic Refining Company is increasing its air budget to sponsor broadcasts of five major league clubs and one minor league team. Falstaff Brewing Corp. has signed for 150 stations on the Liberty network's broadcast of the

most important games each day, in addition to the St. Louis Browns game over KWK. St. Louis. P. Ballantine & Sons is adding a third major league city to its radio schedule. Mutual stations are active signing local and regional sponsors for the *Game of the Day*, which will be carried on more than 350 stations. In addition, hundreds of advertisers, particularly breweries, will be putting down big dough to sponsor baseball on almost every one of the stations carrying the game. Adjacent sport features and evening sportscasts are getting sponsors in droves.

Mutual has signed the R. J. Reynolds Tobacco Company again for its *Camel*

Scoreboard, a five-minute show following each *Game of the Day*. Another advertiser, Curtiss Candy, is expanding coverage of its adjacent baseball feature on TV for kids, the *Knothole Gang*. Last year it was seen only on WOR-TV. This season the idea is being extended to Philadelphia, Boston, Atlanta, Fort Worth, Texas, and Chicago.

These constitute a brief bird's-eye view of the commercial importance of baseball broadcasts in 1951. (See box, right, for other commercial highlights.)

Advertisers are showing this tremendous interest because year after year radio and now TV have been a powerful stimulus to national interest in the

game. But some club owners are not happy about the broadcasting situation. "What good are fans who stay at home to follow the games?" one disgruntled official asks. And here you get into as tricky a rhubarb as any that ever involved Leo Durocher.

Last year paid admissions were off 10,500,000. In major league areas, TV was labeled the culprit. Radio was also blamed by the minor league clubs for hurting their attendance through the numerous major league broadcasts that blanket minor league territory. An explanation of the controversy, with all its legal and socio-economic aspects, makes a discussion with your wife on the whys and wherefores of the infield fly rule seem painless by comparison.

The bright, clear spot in the picture is the cooperation between the baseball clubs and the broadcasters this year. Last year the major leagues received some \$3,000,000 for broadcasting rights and this year the figure is substantially higher. Any curtailing of broadcasting will hurt the major league clubs financially. The potent promotional power of broadcasting for the clubs is no insignificant factor either. That's why the clubs and broadcasting are getting their heads together this year. One of the first specific steps was the hiring of a radio/TV consultant by the minor leagues. They chose Matty Brescia, a Memphis public relations man, on the recommendation of the NARTB (then NAB). Bill Ryan, BAB president who had a lot to do with bringing the two groups together when he was NAB general manager, says, "A proper working arrangement between baseball executives and broadcasters will not only insure continued

- 1 WWDC carried pre-game interviews with Senators, a Christian Heurich Co. feature
- 2 Beer sponsors predominate on local sport scene. Here firm signs for KPRC-TV time
- 3 KWAT, Watertown, S. D., airs recreated games, promotes them by pre-radio car
- 4 Liberty's Gordon McLendon will broadcast live this year to meet Mutual competition

radio-baseball service to the public, but convince club owners that a medium which has proved its ability to sell all kinds of products and services can also sell the ball games."

Brescia, who managed the radio campaign of Sen. Estes Kefauver in 1948, is preparing a real saturation campaign for baseball. The drive got underway during the exhibition game broadcasts. St. Louis Cardinal fans heard such announcements as: "Folks, remember that broadcasts are presented for your pleasure by the Griesedieck Bros. Brewing Company of St. Louis and that you hear them through the cooperation of your local baseball club. The group of citizens in your city who make up the management of that local club want you to continue to enjoy these major league games, and they also need your cooperation and support to assure your club-in-your-city a successful year. So boost your local team, folks."

"We're after the new fans—the women who made up 27% of the 35,000,000 people who paid to watch minor league ball last year," Brescia says. Women commentators like Ruth Crane at WMAL, Washington, are cooperating in the campaign.

More detailed plans for the cooperation will come out of the panel on base-



American League: stations and sponsors

City	Key AM Station	Add'l Stations	Sponsors	TV Stations	Sponsors
Boston	WHDH	30	Atlantic Refining Co. Narragansett Brewing Co.	WBZ-TV WNAC-TV WJAR-TV, Providence	Atlantic
Philadelphia	WIBG	17	Atlantic Refining Co. P. Ballantine & Sons Supplee-Wills-Jones	WCAU-TV WFIL-TV WPTZ	Atlantic Ballantine
Cleveland	WFRE	40	Standard Brewing Co.	WXEI	Leisy
Chicago	WJJD-d WCFL-n		Goebel Brewing Co. Sinclair dealers	WGN-TV	Amer. Vita- min Assoc.
Detroit	WJBK	45	Goebel Brewing Co.	WWJ-TV	Goebel
Washington	WWDC	10	Christian Heurich Brewing Co.	WTTG	Heurich
New York	WINS	none	General Cigar Co. P. Ballantine & Sons	WABD-d WPIX-n WNHC-TV, New Haven	Ballantine
	No N.Y. Station	18*	Atlantic Refining Co. P. Ballantine & Sons		
St. Louis	WKWK	30	Falstaff Brewing Co.	KSD-TV	Falstaff

National League: stations and sponsors

City	Key AM Station	Add'l Stations	Sponsors	TV Stations	Sponsors
Cincinnati	WCPO	20	Burger Brewing Co.	WCPO-TV WHIO-TV, Dayton	
Philadelphia	WPEN	17	Atlantic Refining Co. P. Ballantine & Sons Supplee-Wills-Jones	WCAU WFIL-TV WPTZ	Atlantic Ballantine
Pittsburgh	WWSW	19	Atlantic Refining Co. Riecke-McJunkin Dairy Co.		
St. Louis	WIL	30	Griesedieck Brewing	KSD-TV	Griesedieck (probable)
Chicago	WIND	35	Liggett & Myers (Chesterfield)	WGN-TV WBKB	Amer. Vita- min Assoc. VCA Lab.
Boston	WNAC	32	P. Ballantine & Sons	WNAC-TV WBZ-TV WJAR-TV, Providence	Ballantine
Brooklyn	WMGM		F. and M. Schaefer Brewing Co.	WOR-TV WNHC-TV New Haven	Schaefer
New York	WMCA	20	Chesterfield	W .X	Chest'fld

*For sponsors at right only.

†Network partly available to local sponsors

d—Day, n—Night.

How baseball broadcasting pays off for sponsors

The article at left tells about major problems and developments that make up baseball, 1951. But what about the commercial side of baseball on the air? Does it pay off for advertisers, or is the sponsor's identity lost amid the fervor over the heroes and the bums of each day's game? Here are a few sponsors who know the answers, followed by accounts of several trends which are particularly important to sponsors.

Goebel beer

One of the most extensive efforts in the country is the network set up for the Goebel Brewing Company, Detroit, with its sportscasts carried on some 45 stations (through Brooke, Smith, French and Dorrance). WJBK, Detroit, is the key station. Those are the basic facts. And this is how Goebel's top man, Edwin J. Anderson, president, appraises the results:

"The Goebel Baseball Network was begun with a comparatively small group of radio stations in Michigan, but results of each successive year's sponsorship have warranted the growth and expansion which today make it the largest such network in the country. The increased sales of Goebel beer in each new market added to the network have proven beyond a doubt that this portion of our advertising budget has had a great deal to do with the rising popularity of our beer. And, in turn, the Goebel broadcasts have been of great value to baseball, making Michigan the most baseball-conscious state in the union."

This is one sponsor who knows how to do a thorough merchandising job. Promotion last season included distribution of framed, autographed pictures of announcer Harry Heilmann to practically every bar, tavern, and retail outlet in Michigan which was covered by their baseball network. Counter cards containing printed cards of the complete playing schedule were also placed in these outlets. One hundred car cards were displayed on Detroit busses and streetcars by WJBK, and there was extensive newspaper advertising and publicity on the part of both WJBK and the sponsor.

Goebel is using WWJ-TV for the telecast of the games, as it did last year. It is moving into the Chicago area by co-sponsoring the White Sox games with Sinclair dealers over WJJD (daytime) and WCFL (night).

Atlantic gas and oil

A club owner in an unhappy moment once observed, "Baseball is too much of a business to be a sport, and too much of a sport to be a business." But advertisers are in no such quandary. They can enjoy the game both as a sport and as a powerful promotional tool. That's what the Atlantic Refining Company finds after 15 years of sponsoring games. This year it is coming back with the biggest baseball budget in its history. It will be airing the games of five major league teams and one minor league club.

One big reason for this is explained by N. W. Ayer, the Atlantic agency. "Baseball reaches a common denominator that cannot be found anywhere
(Please turn to page 135)



Gus Mancuso signs with KATL for minor league broadcasts

ball broadcasts during the NARTB convention in Chicago, 16-19 April. One factor which is helping the publicity for baseball is the celebration of National Baseball Week, 15-21 April. Salutes to the game will be heard on *The Big Show* and other network programs. This year marks the 50th anniversary of the minor leagues and the 75th anniversary of the National League.

The campaign to boost baseball's gate is also getting an assist from the Radio-Television Manufacturers Association. The set manufacturers know that they, too, have a stake in baseball's staying healthy at the box office. A flourishing sport makes for good programing which in turn moves sets off show-room floors. "Sell baseball and television—not one at the expense of the other"—is the RTMA theme. A special RTMA sub-committee has set down 31 ways in which members can cooperate with baseball organizations. The Allen B. DuMont Laboratories, Inc., led off the campaign by urging its distributors to sell baseball along with television. Receivers are no longer to be sold as "a box seat at the game." To put force behind these suggestions, DuMont threatens to withhold cooperative advertising funds from dealers who undertake what is called "negative" advertising. The DuMont network is out for good sports coverage. It does not want that type of programing jeopardized by overzealous dealers.

Another leader in the field, the RCA
(Please turn to page 127)



Goebel Brewing uses 45-station sports network. Chesterfield covers three major markets with sportscast





VARIETY OF PRODUCTS RADIO CAN SELL IN SUMMER IS SHOWN BY SONDRA LEE, CBS-TV STARLET IN "REAL MCKAY"

Furs, fans, furnaces & Fritos: radio moves them in July

spot Though it might seem like carrying coals to a sweltering Newcastle, fur coats are heavily advertised over the air during the steamy summer months. For that matter, fantastic as it appears, coal itself—as well as furnaces and appliances—get a big broadcast advertising play via spot radio and TV in July and August. And, to top all these off, an ad agency is even now considering a big radio campaign this summer to sell a cold remedy.

Admittedly, these are extreme cases. Yet there is no doubt that a wide variety of products can be sold handsomely via radio and TV in the sum-

mer time, and a goodly number of sponsors in the past have proved it.

Apart from the seemingly bizarre goods listed above, sponsors have found happy results by advertising over the air numerous seasonally "neutral" products. These run the gamut from pencils, razors, phonograph albums, floor coverings, telephone service, real estate, headache powders, bread, chicken feed, farm tools to kitchenware, hardware, and automobiles.

Not to be forgotten, of course, are the hardy summer perennials. This listing covers a vast range, from ice cream, beer, airlines, refrigerators, brassieres, paint, to wall paper, citrus

fruits and summer togs.

What induces them to advertise during the alleged summer slump season? An extensive SPONSOR survey, covering over two dozen advertising agencies, reveals a variety of reasons. The most commonly repeated reply was: "They buy in the summer; so let's sell them."

Consider, first of all, the reasoning behind the radio promotion of coal sales in the summer time. One case in point is the M. A. Hanna Company of Philadelphia, which will spend about \$18,000 this summer to advertise Glen Burn coal over 10 Pennsylvania radio
(Please turn to page 116)



Canada Dry's TV "Super Circus" takes hiatus, leaving \$260,000 spot radio to boost sales; see chart, right

CANADA DRY



Hot weather radio helps Canada Dry zoom into second

Using spot radio year 'round, TV in winter, company's
sales are record high and second only to Coke



Roy W. Moore

Roy W. Moore, Canada Dry president (seated center, with TV's Mary Hartline, vice president W. M. Collins) has one ambition: "To make CD General Motors of beverage industry." Born Macon, Ga., 60 years ago, he is Harvard Law graduate, prosecuted Ga.'s Ku Klux Klan cases in '20's. In his leisure, he plays golf (70's), and some baseball.

spot

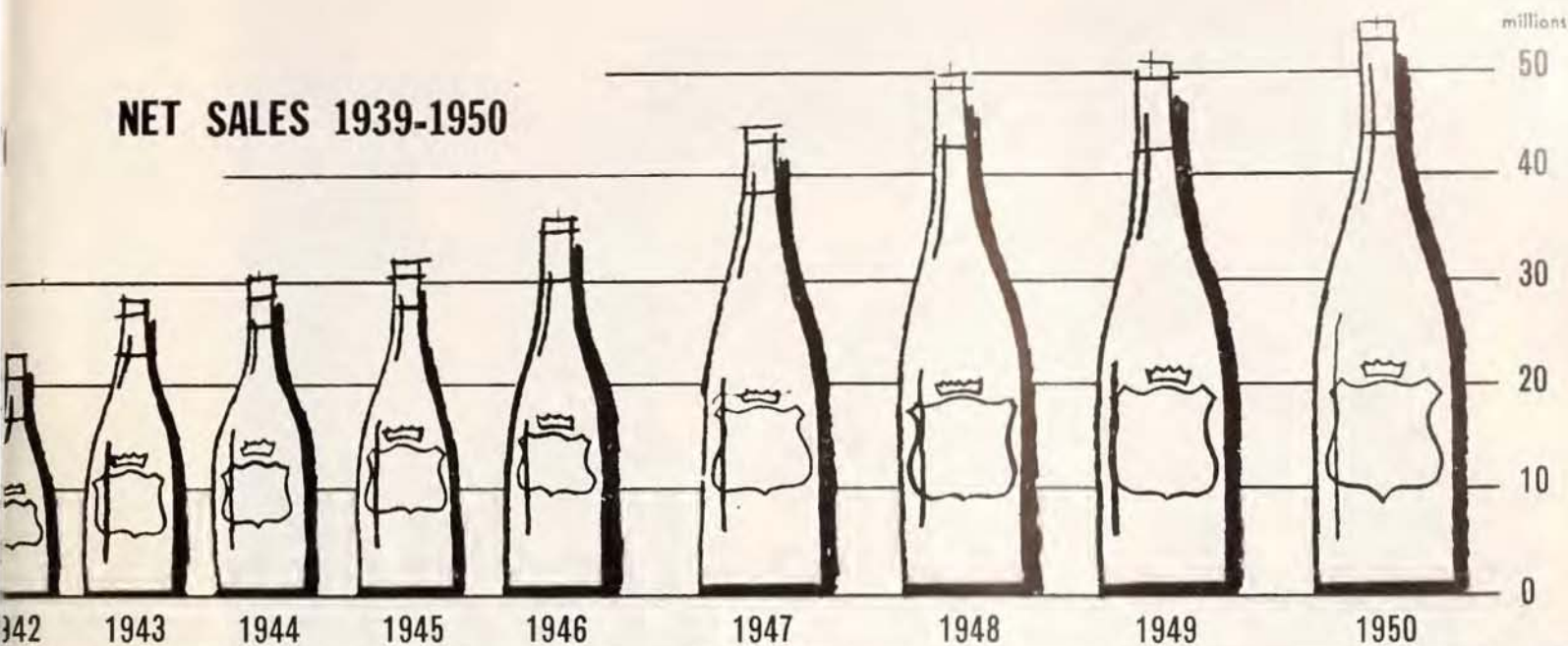
This summer the top brass of Canada Dry Ginger Ale, Inc. expected to be soothed by three continuous, dulcet sounds—an orchestration resulting from its switch in strategy from class to mass selling.

The first strain will be Canada Dry sales messages broadcast from baseball games and women's programs over 100 radio stations in 75 cities.

The second will be the symphonic popping of bottletops as the populace in both low- and high-brow categories downs Canada Dry's expanded family of 16 soft drink beverages.

The third will be the cheerful ring of cash registers toting up sales that

NET SALES 1939-1950



Canada Dry hopes will top its record 1950 gross of \$54,000,000.

All this is a far cry from 1933, when Canada Dry became the first sponsor of *Information Please* on the old Blue Network. In those days, it will be recalled, a surprised and delighted intelligentsia gathered around their radio sets to hear the ripostes and witticisms of the Messrs. Clifton Fadiman, Oscar Levant, John Kieran, and other assorted sophisticates. Pearls of wisdom were tossed around like confetti, and Milton Cross, fresh from his operatic labors, discreetly announced the commercials in the apologetic manner of a music critic discoursing on the field of commerce. All of which pleased Canada Dry, because it was primarily selling its "champagne of ginger ales" and Sparkling Water as mixers to the *bon ton* Scotch and bourbon audience. It enhanced the national prestige of Canada Dry, and helped bring in \$15,000,000 annual net sales.

Canada Dry's sales strategy veered sharply in April, 1947. It was then, as advertising manager William S. Brown phrases it, that Canada Dry "jumped into the cat and dog fight at the local level." Or, as Canada Dry president Roy W. Moore states it more formally, the company was "broadening its licensing program."

What both phrases added up to was simply this: Canada Dry was attempting to muscle into the soft drink strongholds ruled by the colossus, Coca-Cola, and the titan, Pepsi-Cola. This called for two important steps. The first was

to license local bottlers for its full-line of 16 carbonated beverages, including Spur Cola, Ru-to root beer, Velvo cream soda, Trop-o orange soda, Hi-grape grape soda, and so on. The second was to shift its advertising ammunition, aiming it not so much at the upper-bracket income audience, as at what George Bernard Shaw once loosely termed "the great unwashed masses."

The result of this thinking is plainly reflected in Canada Dry's current broadcast advertising — a total of about \$650,000 annually. Up to the end of June, Canada's Dry's 33 company-owned operations and many of its 101 licensed bottlers spend about \$390,000, on a 50-50 basis, to sponsor ABC-TV's *Super Circus* in 43 cities. This half-hour, Sunday afternoon pro-

gram is designed for the whole family, and specially the kiddies. It takes an eight-week hiatus, however, during July and August; and it is then that Canada's Dry's spot radio campaign carries the brunt of the advertising load alone. Year 'round Canada Dry uses spot radio as a supplement to its TV coverage, but in summer the spot radio effort is stepped up.

With spot radio advertising Canada Dry contends that it really reaches the local audiences. In the words of Read Wight, radio/TV director for Canada Dry at J. M. Mathes, Inc., New York, "Summer spot radio gets consumers when they're thirsty and when they're hot."

The reason Canada Dry takes an eight-week hiatus from TV in summer (Please turn to page 106)

"All business is local"

Why a spot radio timebuyer should examine each local situation carefully was learned by Canada Dry when buying announcements in 75 cities over 100 stations. Here are problems it solved:

1. **Language Barrier:** In St. Louis, CD's lemon soda didn't sell because it wasn't identified as "white soda"—local term for "lemon soda." Sales boomed when ads plugged it as "white soda."
2. **Regional Custom:** CD learned in South, bartenders give cream soda when customers ask for "Scotch and soda." CD pushed its cream soda; also Sparkling Water as unique mixer.
3. **Size Taste:** CD found Southerners insist on 7-ounce bottles; New Englanders, 28-ouncers. Each size was plugged accordingly.
4. **Flavor Taste:** New Englanders demanded ginger ale; South, cola. So CD sold North on its ginger ale brand; South, on beverage, "If you've forgotten the taste of gingerale."



BILL EDWARDS, TONY MOE, ED BUCKALEW AND MERLE JONES (L. TO R.) MAP SUMMER PLANS

They're licking the summer slump locally

From California to Maine, stations are making plans to give advertisers more for their money this summer

Southern California business rang up \$6,049,213,000 worth of Retail Sales in 1949. And cash registers did a capacity business in every season.

SEASONAL DISTRIBUTION of RETAIL SALES

WINTER 23.4%	SPRING 25.4%	SUMMER 24.3%	FALL 26.9%
-----------------	-----------------	-------------------------	---------------

In fact, Southern California's summer Retail Sales were greater than annual (1949) retail put together. AT 1 A

WCCO's McPherson and Gov. Youndahl look over poster slated for resorts



WSAI's summer programming at Ohio parks includes performance by Lenay





In the summer of 1950, 14 CBS stations represented by Radio Sales increased their billings by 18% over the previous year. This spurt was actually ahead of the average increase experienced by CBS stations last year for the other seasons. Said Carl Burkland, general sales manager: "As a result of promotional and educational efforts by the industry, advertisers are learning that they can profit by staying on the air in summer."

To find out what is happening during summer on the local scene, SPONSOR queried some 400 stations, asking for examples of successful use of the summertime air; for the ways in which they help advertisers by special summer audience promotions; for signs, in general, of what advertisers were thinking and doing about summer. The replies bear out Carl Burkland's statistics.

Station-by-station reports which follow indicate that both seasonal and year 'round products are getting heavy promotion during the dog days. But, as you read these capsuled reports, bear in mind that conditions vary from market to market. Where a station like KNX, Los Angeles, can point to the extra money flowing into its area along with vacationers, in other markets the summer story is one of sales opportunities with the existing year 'round audience which remains basically the same, summer and winter.

WJW, Cleveland

Tello-Test is a year 'round show on this station. Last summer, Realemon (Puritan Company of America) bought the 8:30 to 8:45 a.m. edition of *Tello-Test* for 26 weeks. The results were successful enough to warrant another 26-week renewal.

The product's principal use is in preparing lemonade and the summer campaign emphasizes that fact. But the product's also recommended for all recipes which require lemon juice and



Before: early quarters prior to spot purchases on WNEB. Radio repair business used air medium only



After: new buildings that radio helped build. Blondin's uses the air the year 'round

Blondin's Radio Sales and Service Company credits its air success to "consistent year 'round air advertising featuring seasonalized selling." Blondin started his radio repair business in the cellar of his home. Within a year, he moved into a residential garage; later into a small store. In the winter of 1946, he ventured into radio with a program called *For You, Ladies*. Today, Blondin is WNEB's largest single spot user in his business category. No other media are used. And, since first buying time, Blondin has moved into the spacious and modern quarters pictured above and has built a complete repair shop.

this usage is advertised 52 weeks via announcements.

WJW is preparing special on-the-air promotions for the four seasons, and a special effort is being made to key local programming, particularly music, to the season.

WCCO, Minneapolis

WCCO advertisers aren't conscious of "summer doldrums." Sixty national, regional, and local advertisers maintain a 52-week air schedule with no apparent slump the year 'round. The result stories that follow bear this out.

Russell Miller Milling Company offered a cake and pie server for 60¢ plus a box top from their Occident Cake Mix. Their campaign for this product ran from June to August on the early morning *Breakfast With Bob* stanza m.c.'d by Bob de Haven. In 12 days, de Haven pulled 1,050 orders, from July to September 1949. In the

Talent Parade, launched in July 1948, pulled down a 13.7 Hooperating

first year that this program was on for Phillips Petroleum, 54 new dealers were added to the Northwest division's sales organization. And the sales increase in the division was 100% greater than the territory average for competing companies.

Peter Paul ran a contest on their news programs, *Rolf Hertsgaard News* and *George Grim News*. Each entry had to be accompanied by a candy wrapper. Mail count from May to June amounted to 24,586 letters—and Peter Paul wrappers.

To insure the continued success of summer listener response, WCCO airs shows from summer extravaganzas like the city's 10-day festival and aquatennial—with sponsors like Ford dealers, Atwood's coffee, and Peters meat products bankrolling top events. The station also promotes summer listening by tying in with more than 2,600 seasonal resorts and hotels.

Hale Byers, radio director of Batten,

(Please turn to page 138)

Popularity of Allen "A" Resort was built by skillful WLAW shows WNAX Radio Plyahouse features free outdoor programs in summer



Out-of-home listening goes commercial

Advertisers are basing decisions on mounting evidence about car, beach listening

over-all Radio does not broadcast to a crowd. A program may be heard by millions of people, but that audience is composed of individuals and small groups listening in different places. These include homes, cars, stores, offices, restaurants, cottages, beaches, picnic grounds, and other places. Inasmuch as the whole is the sum of its parts, the total number of persons listening—regardless of where they are—is the audience.

But until recently only those who were in their own homes were counted.

Today the trend among agencies is to take out-of-home listeners into consideration.

The change isn't just academic. Since advertisers have good reason to be interested in how many potential customers hear their sales message, its

application has a practical value. For example:

- The out-of-home rating was a strong contributing factor in selling WOR's 6 p.m. news.
- One of the top three agencies used it to advantage in selling a client on a summer series by proving that out-of-home listeners offset the impact of television on the at-home audience.
- There will be no hiatus for the Emerson Drug Company's *Hollywood Star Playhouse* this summer. Why? Batten, Barton, Durstine & Osborn account executive Bob Buechner's answer is: "Our agency believes the huge amount of out-of-home listening in car radios and other secondary sets makes radio an excellent buy during the warm weather season."

The out-of-home audience, an impor-



"The bitterness will pass in time, Gregory, leaving our love unconquered. . ."

tant element in evaluating total listeners at any time, rates special consideration in the summer. As the weather gets hotter it gets bigger. The increased use of 19,100,000 automobile radios and 13,600,000 portable sets can't be shrugged off. And that's only part of the away-from-home listening.

Agencies aren't overlooking its significance.

The Biow Company's research director Dr. E. L. Deckinger puts it this way: "We are wholly aware that radio for years has short-changed itself by not counting vast numbers of its listeners. In the comparison of effectiveness between radio and other media, radio could afford to be spendthrift. Now that TV is curtailing the size of some audiences, radio must take credit for all its listeners. We at Biow consider the out-of-home audience very important."

This line of thinking can be found at N. W. Ayer; BBDO; J. Walter Thompson; and other standout agencies.

In its summer 1951 presentation to prospective clients CBS stresses the importance of these listeners. So do NBC and other networks and stations.

But prior to 1949 there wasn't any authoritative data available on the subject, and the consensus was that the amount of listening outside the home was negligible. In April of that year Dr. Sydney Roslow, director of Pulse, Inc., New York, made some experimental out-of-home studies for WNEW.

As a result of his findings, WNEW created and sold Norge its *Summer Service*, a series of reports to motorists about roads, weather, traffic, etc.

In May 1949 a special automobile listening survey was made for WOR. It revealed that Stan Lomax was heard



Dr. Sydney Roslow, WNEW's Claire Himmel as client, pioneered in counting plus audience



Reprinted by special permission of the Saturday Evening Post, copyright 1951 by Curtis Publishing Company

"C'mon outta there, Dawson, you low-down hoss-thievin' varmint. . ."

"Latest news reports from overseas indicate. . ."

in cars by an average of 48,000 people a day. The makers of Rialto cigars, interested in sponsoring a sports program that summer, had compared the ratings of all such shows in New York. There wasn't any appreciable difference between the WOR program and several others—that is, not till the figures of the survey showed that there was. The client bought Lomax.

WNEW commissioned Dr. Roslow to conduct the first full-scale measurement in August 1949. The facts he uncovered rank among the most important in radio advertising.

They revealed that, given the kind of programing they like, people listen to the radio whenever and wherever they

can: that out-of-home listening is a daily habitual activity; that at some periods of the day this heretofore unrecognized segment ran as high as 21% of New York listeners; that radio, the most economical advertising medium, offered sponsors an even greater value than had been claimed for it.

The significance, as expressed by WNEW commercial manager Ira Herbert, was: "It means that, on the average, radio's cost-per-thousand listeners in New York is from 20-25% lower than we've been figuring it."

Today WNEW uses out-of-home data as an integral part of its commercial operation.

In November 1949 more than 2,400,-

000 New Yorkers five years of age and older, or 23% of the population, listened to the radio away from home on an average weekday; in February 1950 almost 2,000,000, or 13.2%, were in that category; and in May 1950 the figure was over 2,600,000, or 25.3%.

There is a growing tendency among sponsors to take such figures into account when buying time. It has been particularly effective in helping WOR sell 7:00 to 9:00 a.m. and 5:00 to 7:00 p.m. station breaks. Reflecting the station's experience, Bob Hoffman, its research director, says, "The investment we've made in out-of-home research has more than paid for itself."

(Please turn to page 143)

Weekday average hourly out-of-home "ratings"—summer 1950*

TIME	New York (Aug.)	Boston (July-Aug.)	Philadelphia (July-Aug.)	Washington (July-Aug.)	Cincinnati (July-Aug.)	Chicago (July-Aug.)	Los Angeles (July)	San Francisco (July)
6-7 a.m.	.7	.6	.9	1.8	.8	.6	.8	.6
7-8	3.5	2.6	2.3	3.3	2.1	2.6	3.1	4.4
8-9	4.6	4.2	3.4	4.1	3.6	4.1	3.4	5.2
9-10	4.3	3.9	3.0	3.7	2.9	3.8	3.2	4.3
10-11	4.5	3.9	3.8	4.0	2.9	3.2	3.8	4.5
11-12 noon	4.0	3.4	4.2	4.2	3.2	3.0	4.7	4.3
12-1 p.m.	4.2	3.4	4.0	4.1	3.6	2.6	5.4	5.2
1-2	4.1	4.0	3.8	4.4	2.9	3.3	4.8	4.2
2-3	4.5	3.7	4.4	3.6	3.4	4.1	5.3	3.9
3-4	4.6	4.4	4.5	3.7	3.3	4.5	4.8	4.0
4-5	4.6	4.2	4.9	4.0	3.6	4.0	5.5	4.2
5-6	4.4	4.1	4.4	4.0	3.7	3.8	5.2	4.8
6-7	3.7	4.5	4.3	4.2	3.2	2.7	4.0	4.1
7-8	2.8	3.6	4.2	4.1	3.1	2.9	3.6	3.5
8-9	4.1	4.0	3.9	4.1	3.3	3.3	4.0	4.0
9-10	4.4	3.5	3.8	3.7	2.8	3.2	4.4	3.6
10-11	3.1	3.2	4.0	2.9	2.3	2.8	3.8	3.5
11-12	2.2	1.7	2.8	1.8	1.1	1.3	1.8	2.5
TOTAL RADIO FAMILIES IN EACH MARKET	3,129,690	839,110	964,220	371,890	282,910	1,481,870	1,291,580	706,830

*Some surveys August only, others both July and August, two are July only because of market-by-market variations in period when Pulse conducts surveys. Rating here means % of homes during indicated hour which report some out-of-home listening by a member of the family

Little Johnny work

\$7,000,000 annual broadcast budget campaign includes spot on 30 stations, continues in summer; h



Dizzy Dean, WPIX and DTN, sells PM at Yankee games



Horace Heidt, CBS AM/TV, boosts PM on one-night tours



Million-dollar "Philip Morris Playhouse" delivers prestige

over-all The voice of Johnny, the Lilliputian page boy, will ring loud and clear over the airwaves this summer, with his "Call for Philip Maww-rees!" The little fellow will be heard as he broadcasts from country fairs and from baseball games—and those few souls not beside their radio and television sets will glimpse him standing on weatherproof posters at summer resorts, beaches, and road stands. But, mostly, the ubiquitous bell hop will spread the good cigarette word over the air.

Johnny's boss, Philip Morris & Company, Ltd., is doggedly opposed to taking a broadcast hiatus during the summer dog days. The big tobacco firm spends about \$7,000,000 of its \$10,500,000 annual advertising expenditure on radio and TV—and it definitely will continue to sponsor its full broadcast schedule this summer. Ask PM's executives why they take this stand, and their answer is snapped back short and sweet:

First of all, they say, America's cigarette consumption is very high in the summertime. In fact according to 1950 figures of the Tobacco Merchants Association, it rises from a yearly low of 24.3 billion cigarettes in December to a peak of 32.8 billion in June and 39.4 in August. Therefore, PM's officials say, in the highly competitive cigarette business, summer's the time to push your brand.

Secondly, why try to kill in the summer the goose that has been laying golden eggs for you the rest of the year? "Here we've been spending good money on programs for 39 weeks," PM's officials say "with the hope of building audience response to our talent, our time slot, and our product. If we kill our programs in the

summer, we'll have to begin all over again in September developing that audience. Surely a time franchise is more valuable than that."

As of SPONSOR's press time, Philip Morris has an imposing array of six radio programs and three TV shows lined up for its summer-selling campaign. The only program scheduled for a summer siesta is Ralph Edwards' *Truth Or Consequences* (on CBS radio Tuesday nights, CBS-TV Thursday nights). But even then, a replacement will fill Edwards' AM and TV time slots. (In the past, Philip Morris has used such shows as Allen Funt's *Candid Mike* CBS, and *Candid Camera*, CBS-TV.)

The rest of PM's broadcast stable includes Horace Heidt's *Original Youth Opportunity* shows (CBS radio Sunday nights, CBS-TV Monday nights); the *Philip Morris Playhouse* (CBS radio Thursday nights); *Modern Romances* (11 to 11:15 a.m., Monday through Friday, ABC radio network); *Johnny Olsen's Luncheon Club* (12 noon to 12:15 p.m., Monday through Friday, ABC radio); *Walter Kiernan's One Man's Opinion* (8:55 to 9 a.m., Monday through Friday, ABC radio); *Dizzy Dean's Baseball Commentary* (10-minute interviews before and after the Yankee Games, DTN and WPIX); *Lonesome Gal* transcribed disk jockey show aimed at the erotically undernourished bachelor, a program reportedly about to be dropped (15 minutes, WTOP, Washington; WFIL, Philadelphia; WHDH, Boston; WMAQ, Chicago; CKLW, Detroit; KCBS, San Francisco; WOR, New York); and additional spot radio and TV coverage over 30 stations in 60 cities.

During the summer, PM's radio and TV commercials are not changed mark-

Summer

at network shows, plus
ke Philip Morris No. 4



edly to slant the message toward the season. The copy is handled by Phil Thompson, copy chief at Cecil & Presbrey, New York, which looks after the daytime shows; and Howard Connell, copy chief at the Biow Company, which looks after the other programs. "In winter and summer," says Connell, "the sales pitch is the same—Philip Morris is less irritating."

Of the 100 cigarette brands that have tried to crash into the charmed Big Six circle over the last 10 years, only two have succeeded. One is less irritating Philip Morris. The other is Pall Mall (which, at that, is but another offshoot of the American Tobacco Company, manufacturers of Lucky Strike).

How did Philip Morris reach its present eminence as No. 4 among the Big Six? (The other members of the coterie are R. J. Reynolds' Camels, first, American Tobacco's Lucky Strike, second, Liggett & Myers' Chesterfields, third, Pall Mall, fifth, and P. Lorillard's Old Gold, sixth.) And how did Philip Morris arrive at its peak sales

gross last year of over \$255,750,000? An analysis of PM's history suggests these major determinants in its changing strategy:

1. Assured that it had a quality product, it directed its advertising from a class to a mass audience, largely through the use of radio broadcasting.
2. Through a bold stroke of show-

manship, it adopted a human symbol for its product—the bantam-sized page boy, Johnny, with his familiar cry, "Call for Philip Maww-rees!"

3. Following in the path of dishpan hands, five o'clock shadow, and B.O., it exploited modern man's fear of still another malady, "cigarette hangover"

(Please turn to page 90)



Alfred E. Lyon

Alfred E. Lyon, 65, PM board chairman, won't invite to his home friends who don't smoke PM. Born London, England, he sold Melachrino cigarettes on N. Y.'s East Side, became PM v.p. in 1933.



Patrick H. Gorman

A super-salesman, Patrick H. Gorman, 35, PM's ad manager, even gives casual bystanders "nose test." Born on a Puerto Rico tobacco plantation, he is graduate of Dartmouth, American Tobacco Co.

TV is a good summertime buy

Ratings needn't slip when program quality stays high

TV Right now advertising agencies and advertisers nationwide are wrestling with that yearly bugaboo: Shall we stay on the air this summer?

This year's decision—from a TV standpoint—is a real toughie. There's little useable precedent on which to base decisions: TV is different now from what it was a year ago, and will be a year from now. Increases in set ownership, lifting of the building freeze on stations, extension of the coaxial cable, civilian production curbs—a host of factors will undoubtedly paint a radically different picture in 1952.

As for summer 1951, all indications point to record billings from television advertisers. With set ownership almost doubled over summer 1950, with precious time slots to protect, and budget-stretching inducements from most of the TV networks, an advertiser has many incentives for pushing his summer TV campaign to the limit.

During July, August, and September of 1950 a total of 32 network shows stayed on when others took a hiatus. Bankrolling them were advertisers selling such diverse items as cigarettes, drug products, candy, bread, tires, and auto accessories, floor coverings, beer, automobiles, breakfast cereals, cheese, home permanents, gasoline, TV sets, razor blades, canned food, radios, headache powders, deodorants, and cosmetics. Most of these advertisers have substantial ad budgets to work with; they also have reputations for using the air so as to get maximum sales per dollar spent.

Here are some typical comments from firms with 52-week TV contracts:

Says Bristol-Myers' advertising manager Wallace T. Drew: "We plan to continue *Break the Bank* and *Mr. District Attorney* on network radio and also *Break the Bank* (NBC-TV) on network television this summer. Most of our products sell evenly throughout the year, while several that have high

summer seasonal peaks (Vitalis and Mum) will be given extra promotion on these radio and TV programs.

"Since TV time schedules are tight, it doesn't appear to be particularly good business to withdraw television network programs. We have always considered that both radio and TV, even though they go through somewhat of a summer slump, still are good media buys."

The Firestone Tire & Rubber Company, sponsor of the musical simulcast *Voice of Firestone* (NBC-TV) has several reasons for staying on both last summer and this. Explains one official:

"Summer is the biggest selling season on tires and auto accessories; it wouldn't make sense to go off. Secondly, both the AM and TV versions of the *Voice* gained in audience—probably because its continued high quality gives it a competitive advantage. Thirdly, much of the audience gained through the summer months is kept into the fall, for several months at

AVERAGE NETWORK RATINGS BY PROGRAM TYPES*

Nielsen 1950—March to December

Month**	Kid Shows	Drama	Musical	Quiz, Aud. part.	Sports	Variety	All programs
March	28.5 (7)	35.9 (19)	30.3 (12)	26.9 (9)	23.9 (6)	35.5 (14)	("All programs" averages include shows not incorporated under types listed; first reported for Sept.)
April	28.3 (8)	34.9 (17)	29.6 (15)	25.0 (13)	22.6 (5)	36.8 (14)	
May	16.8 (7)	29.6 (23)	10.7 (3)	20.7 (10)	21.6 (5)	28.4 (24)	
June	15.4 (7)	25.9 (23)	12.2 (2)	17.9 (10)	17.3 (5)	25.9 (24)	
July	14.1 (6)	22.4 (9)	15.8 (1)	19.6 (6)	16.4 (3)	22.6 (13)	
August	15.1 (4)	17.6 (12)	15.5 (1)	17.8 (6)	15.0 (5)	21.0 (9)	
Sept. # 1	15.8 (19)	24.7 (23)	16.1 (2)	17.3 (9)	14.6 (9)	25.9 (22)	
Sept. # 2	18.0 (9)	30.0 (28)	15.7 (4)	19.8 (10)	16.4 (8)	26.6 (26)	
Oct. # 1	18.7 (11)	28.0 (38)	17.2 (6)	20.3 (17)	15.5 (22)	24.9 (36)	
Oct. # 2	18.2 (11)	25.6 (44)	19.0 (5)	19.4 (17)	13.1 (15)	23.5 (39)	
Nov. # 1	17.2 (13)	26.8 (43)	18.8 (5)	18.5 (17)	13.2 (16)	22.1 (41)	
Nov. # 2	18.7 (13)	26.6 (45)	19.5 (6)	20.7 (17)	14.5 (15)	23.0 (41)	
Dec. # 1	16.9 (14)	24.9 (47)	21.0 (5)	18.9 (17)	20.1 (10)	22.7 (41)	
Dec. # 2	17.1 (15)	23.6 (46)	20.2 (5)	19.4 (16)	18.3 (10)	20.6 (41)	

*Figures in parentheses indicate number of programs of each type.
**Nielsen began semi-monthly rating reports September 1950.

TV SETS IN USE—SUMMER A

August 1950

TIME P.M.	New York	Phila-delphia	Chicago	Cincin-nati	Bo
5:00	19.0	16.8	9.7	20.3	11
:30	19.7	19.4	12.0	19.7	13
6:00	22.8	37.0	19.3	17.3	11
:30	23.5	29.1	21.2	18.4	6
7:00	25.7	14.8	40.6	24.2	9
:30	27.9	18.9	42.1	22.2	13
8:00	50.6	43.6	48.4	34.9	34
:30	51.6	44.2	48.2	36.7	44
9:00	60.1	55.3	49.2	41.7	49
:30	62.1	60.3	47.6	36.5	48
10:00	52.5	64.8	48.7	53.0	48
:30	40.6	37.0	35.3	51.8	37
11:00	35.8	36.7	32.4	50.5	33

*Source: Videodex.

least. It took Godfrey (*Godfrey's Talent Scouts*, CBS-TV) quite a while last fall to build up his rating again."

It's common knowledge that, in general, program ratings dip during the summer. But how much does the dip really amount to? SPONSOR chose at random 15 of the 32 programs which stayed on television 52 weeks last year. It then compared the Videodex ratings of these shows during one week in August 1950 and another week in December 1950. Included were all types of TV fare—*Stop the Music*, *Howdy Doodly*, *Voice of Firestone*, *Okay Mother*, *CBS-TV News*, *Lone Ranger*, *Toast of the Town*, and eight others.

The August average of these 15 shows came to 16.8, while the December average of the same 15 was 18.5—a difference of only 1.7!

Using Nielsen ratings, NBC made a similar comparison for eight of its TV shows (*Kraft TV Theatre*, *Big Story*, *Amateur Hour*, *Break the Bank*, *Canal News*, *We the People*, *Voice of Firestone*, *Ford Star Revue*). A three-month 1950 rating average for April, May, and June was compared with the three-month average during the following July, August, and September. The spring average for all eight programs came to 27.4; the summer average to 24.5—a difference of only 2.9.

The smallness of these differences between summer ratings and ratings at other times of the year proves one important thing about summer viewing: *the audience is there.*

(Please turn to page 72)

Videodex Ratings show seasonal viewing shifts

PROGRAM & NET	AUGUST 1950		DECEMBER 1950	
	RATING & CITIES	COMPETITION	RATING & CITIES	COMPETITION
 Break the Bank NBC	24.2 42 Cities	ABC Wrestling DuM Broadway to Hollywood	(Break the Bank) 23.6 49 Cities	ABC Wrestling CBS Blue Ribbon Bouts DuM Broadway to Hollywood
 CBS-TV News CBS	8.0 12 Cities	ABC Lone Ranger (Thurs.) DuM Manhattan Spotlight (Wed.-Fri.) NBC Little Show	(CBS-TV News) 13.8 17 Cities	ABC Various (5 different) DuM Most Important People (Fri.) NBC Mohawk Showroom
 Captain Video DuMont	9.5 14 Cities	CBS Garry Moore Show NBC Ransom Sherman Show	(Captain Video) 12.2 19 Cities	ABC Club Seven CBS Stork Club NBC Kukla, Fran, Ollie
 Lone Ranger ABC	23.9 39 Cities	CBS CBS-TV News, Three's Company DuM Manhattan Spotlight, Joan Edwards NBC Little Show, Reynolds News	(Lone Ranger) 27.9 44 Cities	CBS CBS-TV News, Faye Emerson NBC Little Show, Reynolds News
 Little Show NBC	6.7 31 Cities	ABC Lone Ranger (Thurs.) CBS CBS-TV News DuM Manhattan Spotlight	(Little Show) 10.6 56 Cities	ABC Lone Ranger (Thurs.) CBS CBS-TV News
 Okay Mother DuMont	4.8 4 Cities	No daytime net competition	(Okay Mother) 3.7 4 Cities	No daytime net competition
 Kraft TV Theatre NBC	27.5 34 Cities	ABC Your Witness CBS Toni Time, What's My Line? DuM Famous Jury Trials, Plainclothesman	(Kraft TV Theatre) 30.0 42 Cities	ABC Don McNeill TV Club CBS Teller of Tales, The Web DuM Famous Jury Trials, Plainclothesman

ENTER*

December 1950

TIME	New York	Philadelphia	Chicago	Cincinnati	Boston
:00	24.2	26.3	34.4	26.7	19.0
:30	36.4	34.0	20.7	26.2	31.9
:00	29.4	37.9	36.5	31.0	26.3
:30	26.0	36.5	31.8	26.7	10.9
:00	37.9	19.9	63.0	44.1	9.1
:30	35.4	32.4	63.5	44.8	23.5
:00	68.7	60.5	59.5	65.3	70.7
:30	70.7	60.6	61.5	63.9	71.7
:00	67.7	61.8	57.4	62.6	66.2
:30	64.1	63.0	53.3	59.5	61.9
:00	58.7	55.0	45.5	53.3	63.6
:30	45.2	45.6	28.5	40.6	50.4
:00	42.7	43.1	20.1	39.4	50.4

rating

SOAP OPERAS



Why soap opera sponsors stay put

Basis of serial success is day-to-day habit. "Why sacrifice that?"



"It's not America that goes on vacation, it's Madison Avenue," is the way Phil Frank, publicity director of A. C. Nielsen Company, phrased it recently when discussing the summer success of one important segment of programming which continues throughout all 52 weeks—the soap opera.

Confronted with the question, "What happens to soap opera in summer?" sponsors, advertising agencies, and networks alike replied: "Nothing." (They also said, "Not soap opera—daytime serial!")

When summer comes, and other sponsored programs hibernate, daytime serials go right on exploring the possibilities of a girl from a little mining town in the West. And, come hell or high temperature, they go right on maintaining their handsome ratings, their sponsors' and selling their sponsors' products.

The daytime dramas not only continue through the summer months while other shows, both day and night, fall by the wayside, but they proceed uninterruptedly down the years. *Ma*

Perkins and *The Romance of Helen Trent*, for instance, both date back to 1933. In fact, practically all of today's favorite daytime dramas stem back to the depression era. Selecting a group at random, we find old timers like *Aunt Jenny* (1937), *Road of Life* (1937), *Pepper Young's Family* (1936), *Our Gal Sunday* (1937), *Big Sister* (1936), *Stella Dallas* (1938), *Lorenzo Jones* (1937). And, significantly, it appears the older the show, the greater its audience. In a recent report, two of the oldest, *Ma* and *Helen*, led the ratings, with other airwave veterans *Our Gal* and *Big Sister* also among the first five.

These findings definitely establish daytime drama listening as "habit." To interrupt this listening habit by allowing a radio program to take a summer leave of absence, all soap opera impresarios agree, would be foolhardy. None of the sudsy serials are expected to leave the air this summer.

Spokesmen for daytime serials are quick to point out that something more than holding a habit-ridden audience lies behind their summer programing.

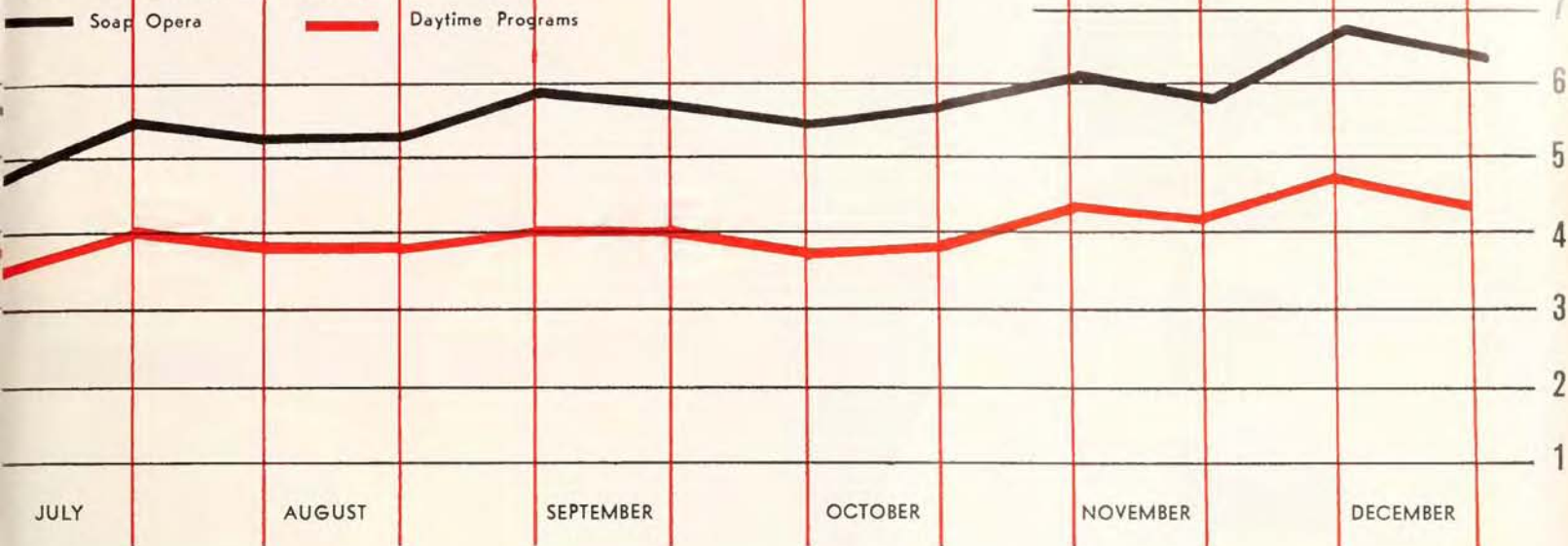
Ma Perkins, *Our Gal Sunday*, *Young Dr. Malone*, and the others, they maintain, are good summer salesmen.

Nielsen ratings for 1950 bear them out. Soap operas, contrary to popular belief, maintain a fairly constant audience from May through November. Examination of the figures shows no marked fall-offs for the soapers at any any time during the year (see chart). However, from December through the first half of April there is a rise in audience response, with the peak period coming in January and February. Over-all daytime programing, it will be noticed—while on a lower rating scale—follows exactly the same pattern. In fact, over-all daytime radio in 1950 won a bigger audience in the "taboo" months of June and September than in "good" October.

Nielsen's daytime serial figures indicate positively that the serial-salesman reaches his audience during the hot weather. It is only fair, however, to note that the companies most closely identified with daytime dramas peddle products that are all-season sellers. The big names in this business—Procter &

RATINGS VS ALL DAYTIME PROGRAMS*

*AVERAGE AUDIENCE, NIELSEN 1950



2 weeks

attitude of soap sponsors

Gamble, Lever Brothers, Colgate-Palmolive-Pcet, Sterling Drug, Miles Laboratories, American Home Products—deal in soaps, drugs, and toiletries. There is no closed season on cleanliness, health, and charm.

Sponsors of daytime serials have proven themselves amazingly loyal to their programs. With few exceptions, you will find that the soaps have held the same bankrollers from eight to 18 years. Of course, there has been some intra-mural trading of brand names, in order that each of the sponsor's products might move into new time slots. Year-round programing obviously affords the strongest type of product-identification radio can offer.

In 1950, over-all daytime radio—possibly feeling the effects of TV, plus the inadequacies of the Nielsen system in fully telling what happens in every room of the home—experienced a rating drop of approximately 8/10ths of one percent for the months of July, August, and September, compared to 1949 figures. (Without the bolstering effect of daytime dramas, which were
(Please turn to page 96)



Consistency marks soap opera sponsorship. P&G's "Ma Perkins" has been on air for 18 years

DISINFECTANT PAINT

SPONSOR: Carbola Chemical Co. AGENCY: A. S. Weill

CAPSULE CASE HISTORY: *Disinfectant farm paint is a product with limited appeal. Carbola, however, tried announcements on an early Sunday morning program, The Cracker Barrel, during the summer. Surprisingly, the announcements brought forth some 75 inquiries. Another \$45 commercial brought a request from a State Fair director who is in a position to buy this product by the freight car load.*

KAUX, St. Louis PROGRAM: The Cracker Barrel

RADIO RESULTS

CHILDREN'S ITEMS

SPONSOR: ZCMI Department Store AGENCY: D. W. Evans

CAPSULE CASE HISTORY: *Children's record albums don't ordinarily move fast in the summer. But on The Story Princess (cost \$65) ZCMI sold 40 record albums for \$165 in one week. Other program-induced sales included a sell-out of three types of party favors and \$1,034 worth of children's wear. Increased floor traffic, spurred by the program, helped ZCMI sell hundreds of additional dollars worth of non-advertised items.*

KSL, Salt Lake City PROGRAM: The Story Princess

HOMES

SPONSOR: H. B. Layne AGENCY: Direct

CAPSULE CASE HISTORY: *Home building is done mostly in the spring, summer, and early fall. That's why H. B. Layne, contractor and agent for National Thrift Homes, sponsored Singin' Sam as a warm weather promotion. The show was tied-in at first with just the idea of "owning your own home"; later specific homes were pushed. The program was the only advertising used and soon the entire housing development was sold out.*

WIZE, Springfield, O. PROGRAM: Reminiscin' With Singin' Sam

RADIO SETS

SPONSOR: King Jewelry Co. AGENCY: Direct

CAPSULE CASE HISTORY: *King Jewelry ventured into radio for the first time with partial sponsorship of the Cleveland Indians' baseball games. After two years of this summer sports sponsorship, the firm reports set sales of 1,250 traceable to radio for a gross of at least \$62,437.50. Summer radio started King's venture into radio; now the firm has increased its air expenditure to include local football and basketball games.*

WTRE, Bellaire, O. PROGRAM: Cleveland Indians' baseball games

BRITISH AUTOMOBILES

SPONSOR: British Motor Car Co. AGENCY: Anderson & Cairns

CAPSULE CASE HISTORY: *Last June this auto firm entered radio with a series of early-morning, one-minute announcements, Monday through Friday (cost: \$65). After three months, the general manager of the company reported that, while gross sales attributable to radio advertising couldn't be revealed, there was a definite response in sales volume as a result of their summertime advertising; moreover the company renewed for a fourth 13-week cycle.*

WCOP, Boston PROGRAM: Nelson Bragg's Morning Watch

CAR POLISH

SPONSOR: Plasti-Kote Inc. AGENCY: Ohio

CAPSULE CASE HISTORY: *The firm started with distribution in only two filling stations. Two daily announcements for \$14, starting in July, introduced the product on the air. Before air advertising, Plasti-Kote was selling two cases weekly. Within two months, the sponsor expanded product distribution to 92 outlets and increased sales to some 3,000 cases weekly. Announcements were slotted around summer sports events.*

WORZ, Orlando PROGRAM: Announcements

POTATO CHIPS

SPONSOR: Frito-N. Y., Inc. AGENCY: Michel-Cather

CAPSULE CASE HISTORY: *Frito decided on the Jack Sterling program to introduce a new product, Jupiter Potato Chips. Campaign started in May and, after six weeks of participations at \$600 weekly, distribution and sales skyrocketed. Product distribution increased all summer with stores like Safeway, Cristede's, Packard-Bamberger, King's Supermarkets, and other chains and independents stocking the product and sales keeping pace.*

WCBS, New York PROGRAM: Top O' The Morning

New...

- 1934
- 1935
- 1936
- 1937
- 1938
- 1939
- 1940
- 1941
- 1942
- 1943
- 1944
- 1945
- 1946
- 1947
- 1948
- 1949
- 1950
- 1951

in our
30th
year of service

The old know-how still is the final factor of success in this era of tight competition. After almost 30 years of broadcasting, there's plenty of savvy around Station WMAQ on what makes radio succeed as an entertainment and sales medium. If you want to get your product before one-tenth of the nation's population, earning and spending one-tenth of the nation's wealth, WMAQ belongs in your advertising plans.



STOP!

Sign
Ziv's
New
Smash
Hit!

HUMPHREY

★ **BOGART**

LAUREN

★ **BACALL**

in Ziv's new thrill-filled half-hour adventure series

**"BOLD
VENTURE"**

- ★ ALL STAR CAST
- ★ BRILLIANT SCRIPT
Orchestra Direction
- ★ DAVID ROSE

*Together
and terrific—*



VISIT ZIV'S N. A. B. DISPLAY, ROOM

LOOK!

Over
400
Markets
Already
Sold!



The Most Amazing Success Ever to Hit the Industry!

STOP!

LOOK!

LISTEN!

WOW (NBC) Omaha, Neb. bought BOLD VENTURE . . . and then sold it to a Crasley Dealer.

WDSU (ABC) New Orleans, Louisiana bought BOLD VENTURE . . . and then sold it to McKenzie Baking Co.

WSJS (NBC) Winston-Salem, N. C. bought BOLD VENTURE . . . and then sold it to 4 Savings and Loan Assn.

WFCI (ABC) Providence, R. I. bought BOLD VENTURE . . . and then sold it to James Hanley Brewing Co.

KTBS (NBC) Shreveport, La. bought BOLD VENTURE . . . and then sold it to Jordan and Booth Men's Store.

WRHI (MBS) Rock Hill, S. C. bought BOLD VENTURE . . . and then sold it to a Westinghouse Dealer.

KVOL (NBC) Lafayette, La. bought BOLD VENTURE . . . and then sold it to Trappey Beverage Co.

WBCK (MBS) Battle Creek, Michigan bought BOLD VENTURE . . . and then sold it to Pfeiffer's Beer.

WERC (NBC) Erie, Pa. bought BOLD VENTURE . . . and then sold it to Mintglo Products.

WAFB (MBS) Baton Rouge, La. bought BOLD VENTURE . . . and then sold it to Regal Beer.

WJHL (ABC) Johnson City, Tennessee bought BOLD VENTURE . . . and then sold it to City Oil Company.

Join this growing list of fine stations who find BOLD VENTURE the "easiest-to-sell" show in the trade today.

01-A, HOTEL STEVENS

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD



Mr. Sponsor asks...

Does the radio summer hiatus have its counterpart in national newspaper and magazine advertising?

Roger Kenna | President
Marlin Firearms Company
New Haven, Conn.

The picked panel answers Mr. Kenna



Miss Eyerly

As far as I know, there has been no official summer hiatus in magazine advertising for 10 years or more. There are dead spaces here and there, but it seems to us that these are caused neither by the

heat nor the humidity but by a lack of ingenuity and inertia on the part of advertisers and advertising media.

American retailers have been demonstrating for decades that you can sell anything at any time and in any place if you make the proposition and the presentation exciting enough. In summer when the heat's on retailers everywhere do a magnificent job of selling fur coats. This now has become a convention in the business. In winter when the blizzards blow, long before the market for winter merchandise has been exhausted, the retailers begin to sell flower-trimmed hats and lightweight spring coats to eliminate a between-season lull. The imminence of the March 15th pay-off this year did not inhibit retailers from the promotion of Easter gift merchandise nor interfere seriously with the consumer response. The retailer has created artificially a nice healthy gift business in May and June, and it's to be expected that any day now some genius may cook up a "love-thy-neighbor-week" in August to keep gift buying moving all summer.

National advertisers in the fashion field have no fault to find with the response to national magazine and outdoor advertising in June, July and August. It is possible that the radio advertisers and the broadcasting companies themselves have created the summer hiatus and that it is not really necessary. The consumer, strange bird though he is, does not crawl into a hole the moment Jack Benny goes off the air for his summer vacation. The consumer found a way to watch the televised Kefauver proceedings in the daytime . . . there's a good chance that he'll be glad to take the cotton out of his ears in the summer if somebody makes the listening worthwhile.

ELIZABETH EYERLY
Vice President
Botsford, Constantine & Gardner
New York



Mr. Cullinan

The answer, of course, is *yes*—in magazines more so than in newspapers. As is the case with most statistics, there are various means of interpretation, and definite conclusions cannot be

drawn without due consideration of the base used. Furthermore, there has been so much written on this subject that it is difficult to add a great deal without confusing the reader further.

It is true that July and August line-age figures in newspapers were off in 1949 and 1950 about 12% from the monthly average and in magazines 25%. During World War II advertisers were lucky to get copy published

in any month, so there was a great leveling off. But prior to World War II the decline was roughly the same as today. So it appears that we have returned to the old rut and, despite the fact that magazine and newspaper circulations do not fall off in July and August to any appreciable extent, many advertisers continue to believe that everyone goes on vacation at one time and just aren't inclined to buy anyway—except perhaps ice cream and bathing suits. The encouraging part of the story is that, forced by greater competition and armed with larger appropriations, many industries have "pioneered" with summer promotions and, wonder of wonders, numerous success stories have resulted.

Who can say what the future will hold in the way of paper shortages, but looking ahead to normal times, I would say that advertisers will in the future be more inclined to accept the perfectly reasonable fact that consumers live, read, listen, look, and BUY in the summer months just as they do any other time. If we believe that advertising can influence buying habits at all, then we should be able to influence them in July and August. The coal industry, turkey growers, chick producers, resort owners and toy manufacturers found that they needn't be guided by seasonal patterns and made sales in off seasons. Let's look at our wares and unless we have a product or service which is just out of the question for summer use (and I can think of very few) find a way to make those wares as attractive in July as we do in October. It's as simple as that.

RICHARD A. CULLINAN,
Executive Vice President
Albert Frank-Guenther Law, Inc.
New York.



Mr. Freeman

I would say that there is a newspaper and magazine counterpart to radio's 13-week summer hiatus, but percentage-wise it is not as great in the publication field as it is in radio. There are excep-

tions to this generality, of course.

One reason we can assume that there is less advertising in all media—radio, newspapers and magazines—in the summer months is because advertisers are well aware that people have less time to read, to listen, or to view. They are active outdoors or vacationing away from their normal markets or traveling abroad. At any rate, it is difficult to catch their attention with any media for anything but the briefest of moments. This is confirmed by the fact that for years the general circulation curve of magazines reached its low point some time during the latter part of August, the circulation trend then starting upward toward its annual February peak. Advertisers and their agencies are naturally aware of this trend, and use it to determine to what degree they should commit their budgets toward space and time purchases at different times during the year. It follows as a matter of course that the advertising dollar is better spent during peak circulation months for both newspapers and radio unless the product to be advertised is a seasonal one and it is here that we have our exceptions mentioned above. One example might be soft drink advertising. A second ice cream advertising. A third resort and travel advertising. Thus, with these exceptions in mind it is reasonable to say that advertisers as a rule restrict their purchase of space in newspapers and magazines during the summer as much as they do on radio.

JAMES J. FREEMAN
Media Director
St. Georges & Keyes Inc.
New York.

Any questions?

SPONSOR welcomes questions for discussion from its readers. Suggested questions should be accompanied by photograph of the asker.

autumn! winter! spring! summer!

"PROMOTION PLUS"

is an all-season job

at

WDSU

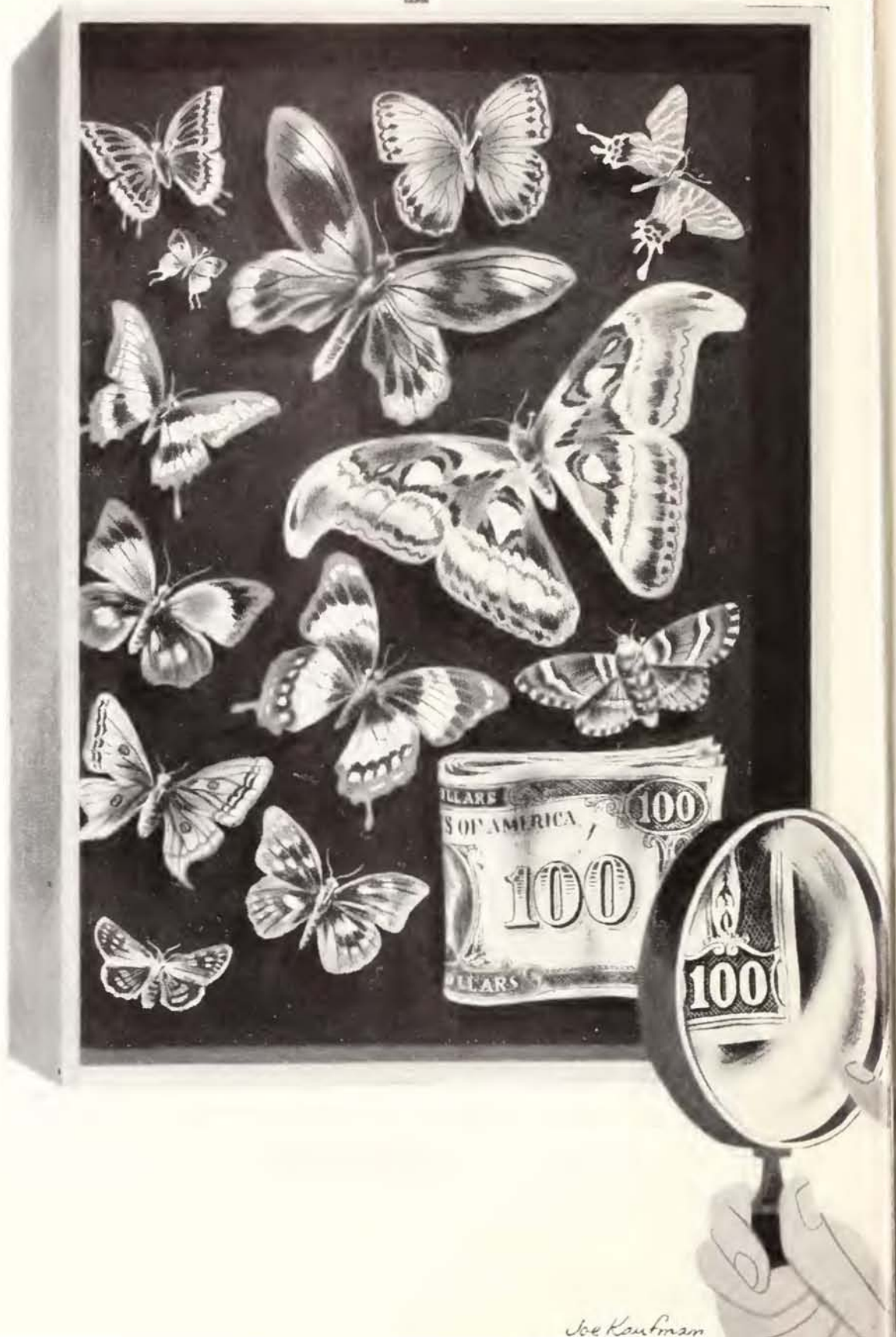
• "Summer Selling" at WDSU includes all the powerful impact of our famous Promotion Plus packages. Every day, every week, every month all year 'round . . . sponsors get results from this well-planned, continuing campaign.

NO OTHER NEW ORLEANS STATION
OFFERS PROMOTION "PLUS"

• Write, Wire
or Phone Your
JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

This summer.



• **COLLECT!**

You can net a real fortune in KMOX-land. For Summertime in KMOX's 73-county territory is a wonderful time to *collect!*

COLLECT SALES. Spending soars to more than \$800,000,000 in the Summer...*just as high as it does every other season!* Because business keeps humming along, with 700,000 employed. (St. Louis, 8th in population, ranks 6th in industry!) What's more, every Summer 3,000,000 visitors swarm into famed Ozark vacation spots (most of them in KMOX's primary area) and spend \$200,000,000.

COLLECT LISTENERS, TOO. Because the air is full of listeners, KMOX's average Monday-Friday daytime rating during the Summer is just as high as the average for other months...a whopping 7.5!

In short, your customers in KMOX-land *listen* just as much and *buy* just as much during the Summer as they do the rest of the year. To catch them and *collect*, stay on 50,000-watt KMOX.

For the complete Summer story, call or write...

"The Voice of St. Louis"

KMOX

Represented by Radio Sales

50,000 watts • CBS





Are you
up as
early as
your
prospects?

IN RICHMOND, VA.
YOU CAN GET THEM
UP IN THAT HAPPY
BUYING MOOD WITH

WRNL

Fred Hazeltine does it with his "Hasetunes from Hazeltine" on the "Alarm Clock Club," Here's an early AM show ... 6:35 to 8:00 ... that Richmonders are really ravin' about. In fact unsolicited response has been phenomenal. That means morning listening's swell on WRNL. The Ready-to-Buy Richmond Audience has the "Alarm Clock Club" listening habit! Start your ad day off right with spots on the greatest show to get up to in years.



Remember ...
there's more **SELL**
ON ...

WRNL

5000 WATTS 910 KC

Day & Night
NON-DIRECTIONAL
(daytime)

ABC AFFILIATE
RICHMOND, VIRGINIA

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

roundup



This SPONSOR department features capsuled reports of broadcast advertising significance culled from all segments of the industry. Contributions are welcomed.

New method makes study of TV commercials easier

The study of printed media has been relatively easy over the years because each ad is a permanent record. But the study of a TV commercial after it has been fleetingly viewed is something else again. But a new method devised by Daniel Starch and Staff now gives re-

time line chart. Story board transcriptions are set up in the usual style with video on the left and audio on the right of an 8½ x 11 sheet.

The video consists of stills from the commercial, along with a running commentary so that an exact understanding and interpretation is possible.

Jack Boyle, Starch TV director, says: "Writer-producers usually don't even know what's in the commercials they themselves produce, much less knowing what makes up other commercials they may or may not have seen on TV."

"With the transcribed story board and analysis, buyers of the service can even arrange for actual screening at their own office of the complete commercial recording." ★ ★ ★

VIDEO		AUDIO
	Selection of frame above, same last only, story, cut, camera and frame "10-10-10".	Selection of frame above, same last only, story, cut, camera and frame "10-10-10".
	Face of Fred Hazeltine who starts com. for first day.	Phrase spoken— "Hello, Fred..."
	Person at desk who starts com. for first day.	Phrase spoken— "Hello, Fred..."

Starch board helps analyze TV commercials

search and creative people a complete permanent record of video commercials for analysis and study.

Prior to development of the Starch method, TV commercials could be analyzed by filming the commercial and, as in radio, transcribing the audio portion. But the Starch system offers a completely transcribed story board—with an accompanying analysis of picture and dialogue.

The idea grew out of Starch's kinescope recordings made in connection with their continuing television research program. The new package features an analysis of over 55 major elements in the commercial and the interrelation of these elements—including the extent to which the commercial becomes an integral part of the program.

The analysis includes these factors: manner or approach used to deliver commercial (by on-screen person, off-screen person, or by delivery not directed to the viewing audience); appearance of sales points; number of brand name mentions; special effects; music; number, length of scenes, etc.

These elements are detailed on a

KBKR wins Oregon Advertising Club award

Radio advertising needn't be expensive to be effective. KBKR in Baker, Oregon, proved that recently by winning the highest merit certificate in the MacWilkins Memorial Advertising Award competition. The award, given annually by the Oregon Advertising Club, marked the first won by a 100% radio campaign.

Entered in the \$1,000 to \$5,000 budget classification, the air campaign conducted for Levinger's Rexall drug store in Baker included *The Rexall House Party* (two half hour giveaway shows); *Let's Visit Rexall* (a 15-minute remote from the store featuring a discussion by proprietor Levinger on the latest drug products); *Letters to Santa* (programming prior to Christmas, featuring letters written by children); announcements all year 'round to feature special daily sales (Mother's Day, Easter, one-cent and anniversary). The pay-off: sales gross for Levinger's Rexall exceeds the gross of all eight other drug stores in the area. ★ ★ ★

No sales hiatus for peanut brittle after air campaign

Peanut brittle is generally not eaten in the summertime; it's not stocked by retailers, and never advertised during the hot weather months. But last summer a new-type hermetically sealed package, and *Kate Smith Sings* on WOR Wednesday and Friday radically altered this situation for the Sophie



Kate Smith stars as confectionery saleswoman

Mae Candy Corporation.

On the strength of this new-type package, the firm obtained sample orders from the A & P and Acme Food chains. The Kate Smith show was intended to move small stocks of peanut brittle and lay the groundwork for larger fall orders. The sponsor also believed that promotion of his not-too-

Restaurant's radio messages whet listener appetites

It was Christmas Day in Washington and the Water Gate Inn faced a serious problem. Operating on a reservations-only basis that day, the inn had received only 70 customer calls by 10:00 a.m.

Owner-manager Marjory Hendricks, knowing many Washingtonians would be having dinner away from home, decided on a single one-minute announcement on WTOP, CBS affiliate in the capital.

A \$40 commercial was aired at 1:45 p.m. Within half an hour, the inn received 13 calls from people who mentioned the announcement while making their dinner reservations. Before the day was over, the restaurant served 350 people and, with space permitting, would have catered to more.

Now Marjory Hendricks uses Saturday night announcements on WTOP regularly. Recently, when a Valentine's Day party was advertised, results again were outstanding. Many of the inn's guests that day were strangers in Washington lured by the air ads. ★★

well known candy brand by a nationally known personality like Miss Smith would stimulate business.

The immediate results were startlingly successful. Within two weeks after the air campaign began (\$630 weekly expenditure), supermarket shelves in the chains carrying the package had been almost emptied. By 10 May, more orders had been received than during the entire month of April. And sales continued at a high level through May, June, and July.

To meet this unanticipated demand, plant facilities in Irvington, N. J., have been tripled, and a new plant in Atlanta, Ga., is in operation. Retail distribution for Sophie Mae Peanut Brittle is keeping pace, with Safeway Stores and First National Stores stocking the product, in addition to many independent grocers who hadn't handled the confectionery before. ★★

Briefly . . .

An actual \$25,000 house is being built before TV cameras in a new type of video show on KLAC-TV, Hollywood. Sponsored by the Concrete Masonry Manufacturing Association, construction on the house was started with the cameras televiewing the scene. The 26-week sponsorship now in progress will feature the comments of program guests while the house is being constructed on a 100 by 300 lot.

* * *

WCAO's billboard posters in choice Baltimore locations will aid in promoting 20 outstanding CBS nighttime shows. Posters will promote *Gene*



Billboards help to intensify WCAO listenerhip

Autry, *Suspense* and *My Friend Irma* among others, and it's estimated an average of more than 1,000,000 impressions daily will be made by the billboard displays.

Dave

Dave Campbell's "Sportsfolio Serenade" on WAPI is the most listened-to sports show in Birmingham... with a 35% share of the audience in its time period, according to the most recent Pulse.*

Campbell's

Campbell's had more than eleven years of all-sports experience behind him, including major league play-by-play announcing. So it's not at all surprising he's Birmingham's top-rated sportscaster.

Leading

Leading off each show with five minutes of sports headlines, Dave spins a record or two, gives last-minute scores, interviews local and visiting sports celebrities in a fast-moving quarter-hour.

the

The show goes on each night, Monday through Saturday, from 10:15 to 10:30 p.m.—one of the choice evening time periods in Birmingham, following fifteen minutes of CBS and local news.

League

League-leader Dave Campbell on WAPI is a hot availability right now, with baseball in the air again. If you'd like him to go to bat for your product, just call the nearest Radio Sales office or...

*Jan.-Feb. 1951

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

DAYTIME
28%
SETS IN USE!

WTVJ
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

WTVJ
CHANNEL 4 MIAMI

BY A
FULL TIME
TELEVISION
STATION

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI

WTVJ
REPRESENTED BY
FREE & PETERS

TV GOOD SUMMER BUY

(Continued from page 59)

The averages just mentioned, however, tend to mask another important fact about warm-weather televiewing. Despite an over-all stability in ratings from season to season, some individual shows fluctuate sharply. Program quality and competition are no respecters of the calendar. For example, a program whose appeal didn't build a sizable audience of steady viewers last year dropped from a summertime high of 20.7 to a mid-winter low of 8.2. A good musical show dropped several points from its summer rating when tough fall competition returned.

Only one marked rating change appears to have been seasonal: a top kids' show whose modest 9.8 August rating jumped to 22.1 by the following December. Presumably, its small-fry audience had gone back to school-day routine with the coming of fall.

The obvious conclusions to be drawn from a study of ratings is that "good" programs will maintain their audience practically undiminished. The other shows, whose main virtue is their low talent cost, cannot expect to do as well. True, if the general quality of summertime TV programs is lower, no individual show is at a competitive disadvantage. But no experienced advertiser believes in the "something for nothing" illusion. The better your program, the larger your audience and the more likely you are to keep it for 52 weeks.

It's the preponderance of small-budget summer productions that probably accounts for much of the drop in total listening during June, July, and August. This was the daily viewing trend for various months in 1950, according to A. C. Nielsen:

May	4.06 hours per home per day
June	3.80 hours per home per day
July	3.73 hours per home per day
August	3.57 hours per home per day
September	4.34 hours per home per day

The mid-summer drop in total viewing is undoubtedly explained, in part, by the greater attraction of other warm-weather activities. But the fact that high-quality shows keep their audience almost without loss indicates that TV can compete successfully if programming is good enough. Even the lowest point, in August, shows 3.57 hours of viewing per day—hardly a negligible amount.

An Elmo Roper survey made in August 1950 indicates clearly what a

NITETIME
67%
SETS IN USE!

WTVJ
CHANNEL 4 MIAMI

Full Coverage of
SOUTH FLORIDA

Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami

WTVJ
CHANNEL 4 MIAMI

BY A
FULL TIME
TELEVISION
STATION

9 A.M. 'TIL 1 A.M.

CHANNEL 4 MIAMI

WTVJ
REPRESENTED BY
FREE & PETERS

There's no summer hiatus on WCAU!

Summer daytime ratings on WCAU are just as high as they are all during the rest of the year because 90% of the people who live within WCAU's 53 BMB counties never leave the WCAU coverage area when they go on vacation.*

*For your ticket to new
summer sales, watch for
the WCAU campaign:
At Home or Away
they never leave "WCAUSA"*

WCAU

The Philadelphia Bulletin Station

CBS affiliate, 50,000 watts

Represented by Radio Sales

**New Jersey, Delaware and Maryland shores; Poconos; Upper Chesapeake; New Jersey and Pennsylvania lake resorts.*

EXCLUSIVELY LANG-WORTH



SHEP FIELDS

Spilling Rhythm in a fancy setting—a glorification of dance music.

EXCLUSIVELY LANG-WORTH



TITO GUIZAR

Colorful interpretations of his native songs from South of the Border.

EXCLUSIVELY LANG-WORTH



CONNIE HAINES

Songs in the inimitable Haines' manner. Backed by Russ Case Orchestra.

EXCLUSIVELY LANG-WORTH



CARLOS RAMIREZ

Internationally popular baritone — MGM, La Scala, radio, television.

EXCLUSIVELY LANG-WORTH



FRANKIE CARLE

"The Golden Touch" deftly applied to pop dances and piano solo.

EXCLUSIVELY LANG-WORTH



THE 4 KNIGHTS

Radio's most versatile Negro group — pops, spirituals, rock-rhythm.

EXCLUSIVELY LANG-WORTH



EVALYN TYNER

"The First Lady of the Piano." Classics in jazz and jazz classics.

EXCLUSIVELY LANG-WORTH



JACK LAWRENCE

One of America's leading songwriters in an informal vocal recital.

EXCLUSIVELY LANG-WORTH



RAY ANTHONY

Dancing America hails new star — full-throated melody and a solid beat.

EXCLUSIVELY LANG-WORTH



PATTI PAGE

"That Singing Rage, Miss Patti Page" — song stylist in the modern mode.

EXCLUSIVELY LANG-WORTH



RED NICHOLS

Authentic Dixie interpreted by "Red Nichols and His Five Pennies."

EXCLUSIVELY LANG-WORTH



TONY PASTOR

Tony, with Rosemary Clooney and a solid band — music that satisfies.

EXCLUSIVELY LANG-WORTH



EUGENIE BAIRD

Paul Whiteman's protegee presented in popular song hits with D'Artega.

EXCLUSIVELY LANG-WORTH



THE AIRPLANE TRIO

Hammond, accordion, guitar — memory tunes, novelties, standard pops.

EXCLUSIVELY LANG-WORTH



RUSS CASE

Conductor: The Russ Case Orchestra. Pop standards in concert dance.

EXCLUSIVELY LANG-WORTH



LENNY HERMAN

The Mightiest Little Band "The Land" — home-uns, novelties, pops.

EXCLUSIVELY LANG-WORTH



DICK BROWN

Good looks and a way with a song—romantic portraits in melody.

EXCLUSIVELY LANG-WORTH



THE RIDERS OF THE PURPLE SAGE

Foy Willing and his singing Riders occupy the top rung of Western popularity ladder — motion pictures, radio and television.

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH



JACK SHAINDLIN

Director, The Silver Strings—March of Time and motion pictures.

EXCLUSIVELY LANG-WORTH



HENRY JEROME

Sizzling instrumentals and vocals tailored for pleasant listening.

EXCLUSIVELY LANG-WORTH



TEDDY POWELL

New sound and conception—the current vogue in dancing-listening music.

EXCLUSIVELY LANG-WORTH



HENRY BUSSE

The Ol' Master of muted horn and shuffle rhythm leads his greatest band.

EXCLUSIVELY LANG-WORTH



BLUE BARRON

Buoyant, rhythmic presentations of "Music of Yesterday and Today."

EXCLUSIVELY LANG-WORTH



CHUCK FOSTER

"Music in the Foster Fashion" is synonymous with rhythm that pleases.

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH



THE EMILE COTE GLEE CLUB

Radio's leading male singing group — 300 songs. Emile Cote also directs The Cavalcade Chorus, Chapel Choir and L-W Charisters.



ALLAN JONES

International singing star of Broadway, Hollywood and Concert Stage.



D'ARTEGA

Conductor: "Cavalcade of Music" and Lang-Worth's Symphony Orchestra.



VAUGHN MONROE

America's No. 1 band — starred in pictures, radio, television

THANKS

Thanks for spinning our Lang-Worth transcriptions.

We try to make them sound like live broadcasts because we believe you want them that way. We consider radio the world's most potent exploitation medium and we want you to use our Lang-Worth transcriptions more and more and more — that's good for you and good for us!

Sorry, we can't come to the Convention . . . gotta make that buck! We asked Lang-Worth to do the honors for us.

So drop in at their suite and receive our appreciation for your cooperation in spinning our Lang-Worth platters.

THE LANG-WORTH ARTISTS

SUITE 512A-513A

HOTEL STEVENS, CHICAGO, ILL.

LANG-WORTH

FEATURE PROGRAMS, Inc.

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

Network Calibre Programs at Local Station Cost

EXCLUSIVELY LANG-WORTH



ALAN DALE

America's favorite heartthrob among this season's singing stars.

EXCLUSIVELY LANG-WORTH



TONI ARDEN

From cradle to stardom — "our Toni," a Lang-Worth exclusive all the way

EXCLUSIVELY LANG-WORTH



THE GAY BLAZERS

Close-harmony "baths ballads" and Gay Nineties novelties—songs, from Yesterday's Hit Parade, sung with tears or baisterous gusto.

EXCLUSIVELY LANG-WORTH

EXCLUSIVELY LANG-WORTH



JUANITA HALL

"Bloody Mary of South Pacific"—dynamic personality projected in song.

EXCLUSIVELY LANG-WORTH



JOHNNY THOMPSON

Romantic baritone — unusual stylings of pop ballads and standard songs.

EXCLUSIVELY LANG-WORTH



ELTON BRITT

Top favorite with his billy fans—motion pictures, radio, television

EXCLUSIVELY



COUNT BASIE

The "One O'Clock Jump" man with Thelma Carpenter and all the Basie boys.

EXCLUSIVELY LANG-WORTH



THE SUNSHINE BOYS

World's leading exponents of revival hymns and rhythm spirituals. Known throughout America via motion pictures, radio and personal appearances.

EXCLUSIVELY LANG-WORTH



DEAN HUDSON

Down South they say "Dean's music is refreshin' as a mint julep!"

EXCLUSIVELY LANG-WORTH



AL TRACE

Toe-tapping rhythmic rib-tickling melody at corn—in one package

strong hold the televiewing habit has on TV set owners. Roper asked: "On weekdays, what one or two things would you say you most often do in your leisure time after supper?" Television owners answered this way.

Watch television	73.7%
Listen to radio	14.5%
Read magazines, books, newspapers	21.3%
Sit around and talk	10.9%
(include free entertainment (visit, cards, etc.)	11.6%

All the rest (work, movies, sports, rest, "others") were each less than 10%. Total adds up to over 100% because people mentioned several activities during an evening.

If last summer's experience was en-

couraging for TV advertisers, the coming season promises to be even better. Set ownership continues to climb steadily; each month adds hundreds of thousands of new viewers intrigued by the novelty of TV. Last summer's 7,000,000 television homes has become 12,000,000. This is what NBC's Sales Planning & Research Department predicts for the coming months:

1 June 1951.....	13,100,000 sets
1 July 1951.....	13,600,000
1 August 1951.....	13,800,000
1 September 1951.....	14,000,000

By the end of next summer, an advertiser's potential audience will be twice what it was last summer!

Star-Studded Setting For Your TV Spot



WBNS-TV Columbus

Participation program 6:00 to 6:30 p. m.

Here's top show talent . . . a variety half-hour of big name acts from the Snader Telescription Library. Patricia Morison, Peggy Lee, King Cole Trio, Lionel Hampton and dozens of other stars are featured in 3 1/4 minute movies of singing, dancing, musical novelty acts for TV production.

Put the spotlight on your sales message with this outstanding WBNS-TV participation program. Or, let us custom build your own show from the Snader Telescription Library of top-quality acts offered exclusively in Columbus over WBNS-TV.

WBNS-TV COLUMBUS, OHIO
Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch
and WBNS-AM Sales Office: 33 North High Street



Not only does a vacationing sponsor lose out on this mounting audience "bonus," he risks losing a prime time slot, a good share of his loyal audience, and possibly some of the single-station markets in his network line-up. It's hardly necessary to point out that time on television is at a premium. As for building a steady audience, even good shows take several months to recapture their spring ratings—the money saved by taking a hiatus is thus partly imaginary. Obviously, if a program loses part of its audience, the advertiser's cost-per-thousand mounts—he's getting fewer people for the same outlay. Therefore, by taking a summer hiatus, a sponsor saves on his ad budget during those months, but takes a cut in effectiveness during the following fall months until his show builds back to its pre-summer level.


Then, too, network stations are only too happy to take local business if no network shows are offered; local business pays more. In single-station markets such local sponsorship is especially plentiful. Come fall the old problem of clearing time would again become a problem, especially in certain periods which are not part of network option time.

The networks point out that slots left by vacationing sponsors will be ideal testing grounds for the new advertiser with a low-cost production. Some of these slots have been heavily built up by top-rated shows like Milton Berle (Tuesday 8:00 to 9:00 p.m.); the habit should persist for a while, say the nets.

Recognizing the financial roots of many hiatuses, the networks customarily work out some kind of budget-stretching inducement to keep advertisers on through summer. Here's a brief rundown of what each TV net is offering:

CBS-TV: Besides the standard 10% discount against time charges which all 52-week CBS-TV clients get, they will be given another 10% time discount for the eight summer weeks. According to the network, this means that a summer advertiser gets eight weeks of telecasting for the usual cost of less than three weeks.

In addition to the time discount, which will be absorbed by CBS-TV, the net is offering a reduction in production costs amounting to one-third. High-budget shows will thereby get a better break than lower-cost ones. Pre-

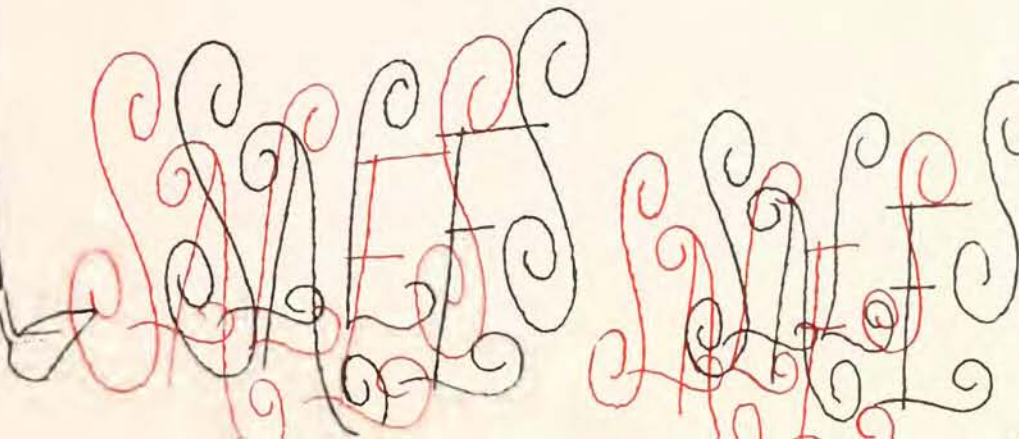


*WTVR will make
your summer
sunnier in Virginia*

This summer will be an especially good time to cultivate the enthusiastic Richmond television audience. For one thing, you will have established your niche in the WTVR fall schedule (last September 76 advertisers were disappointed because the schedule couldn't accommodate them). For another, WTVR, *the South's first television station*, covers its market alone. BLAIR-TV will give you some more common-sense facts and figures.



Havens & Martin Stations are the *only* complete broadcasting institutions in Virginia. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company.



Famous firsts in T.V.

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.



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



REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Hollywood	KTTV
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

sumably this move is aimed at keeping quality up on CBS-TV summer programs. A network executive points out that a high-budget advertiser can make out better with the percentage reduction offered by CBS than he can with the flat allowance given by NBC.

ABC-TV: Last year NBC stations took a time charge cut as an inducement to summer advertisers. This summer's incentive plan calls for the network to make "contributions" to a sponsor's production costs. Class A time users will get varying amounts, depending on the length of their show. While specific contributions are still considered confidential, reliable sources peg the contributions at \$1,000 for an hour show, \$2,000 for a half-hour show, and \$1,000 for a 15-minute one.

NBC-TV's hiatus plan is intended to give veteran sponsors a chance to take a summer break, yet retain hard-won time slots. This is how it works:

1. A sponsor using Class A time may take a maximum of eight weeks hiatus without charge—provided he signs for a 13-week resumption schedule in the fall.
2. The Class A sponsor may take up to five more weeks if he pays the regular station time rates during these weeks. If the net sells these five weeks to another advertiser (which it intends to do, if possible), the regular client need not pay for them. In other words, the network will not collect twice for the same time.
3. Class B and C time users get no free intervals. To take an eight-week hiatus, they give the network a written cancellation 60 days before the last program. At the same time, the class B or C advertiser must enter a firm order for 13 weeks, to start when the hiatus ends.

DuMont: According to DuMont executives, the network is offering its advertisers no financial inducements to stay on through the summer. It reports firm commitments from all its present advertisers—with the exception of Madison Square Garden sports sponsors on Saturday night. These include Eversharp, Chesebrough Manufacturing, U. S. Army & Air Force.

ABC: Lower-priced than the other nets to start, ABC-TV will also offer a special summer rate to discourage hiatuses. The network expects to keep most of its advertisers through sum-

mer; eight are set to stay on, only two will go off.

It's still too early to say for sure what this summer's program picture will be like. In general, high-budget shows will take a hiatus, as in past seasons, to save money and give stars a much-needed rest. Indications are that the following programs will take five, eight, or 13-week breaks: *Your Hit Parade*, *Lucky Strike Theatre* (Robert Montgomery), *Arthur Godfrey's Talent Scouts*, *Billy Rose Show*, *Lux Video Theatre*, *Saturday Night at the Garden*.

The following shows, on the other hand, are expected to remain on: *Elly Queen*, *Twenty Questions*, *Voice of Firestone*, *Hollywood Star Playhouse*, *Armstrong Circle Theatre*, *Stop the Music*, *Super Circus*, *Paul Whiteman Revue*, *Arthur Murray Show*, *Blind Date*, *Captain Video*, *Showtime U.S.A.*, *Cavalcade of Bands*, *Space Cadet*, *The Plainclothesman*, *Break the Bank*.

Replacements for the programs going off are still in the planning stage at this writing. NBC-TV is the only one of the four television networks so far, to offer advertisers concrete sum-



that "extra touch"

As producers of TV film spots, we feel that part of our job is to provide that "extra touch".

In a recent spot for Brisacher Wheeler & Staff, the script called for a "still" of the product. Feeling that this might be static, production and agency heads worked out the above effect of suds in motion.

That "extra touch" was worth our effort . . . the client was pleased. We'll please you, too . . . try us!



3839 Wilshire Boulevard,
Los Angeles
DUinkirk 8-1323
A Doria Balli Enterprise



"steady as she goes in San Francisco"

PULSE reports
San Francisco
Bay area tele-
viewing "steady
as she goes"—

FLASH! Rorabaugh report,
Feb. issue, shows KRON-TV
leads the other two San
Francisco TV stations in num-
ber of local, national, net-
work and total sponsors!

5 MONTHS IN-A-ROW

(OCT., NOV., DEC., '50 — JAN., FEB., '51)

KRON-TV carried more once-a-week and
multi-weekly programs with largest
share of audience than the other two
San Francisco stations combined . . .

HOW'S THAT FOR PROOF



PUTS MORE
EYES ON
SPOTS

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago,
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios
in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco

ANOTHER SMASHING

1st

FOR
WORLD-Affiliates!

SOLD!

"STEAMBOAT JAMBOREE"

Starring Cap'n Lanny Ross

- WDSU New Orleans, La. L. Read, Com'l. Mgr.
- KOLN Lincoln, Neb. J. R. Jaynt, Gen. Mgr.
- WCVS Springfield, Ill. C. W. Neeld, Mgr.
- KOH Reno, Nev. Hewitt Kees, Mgr.
- WTOC Savannah, Ga. D. J. Bruce, Prog. Dir.
- KBRO Bremerton, Wash. Bob Gleason, Prog. Dir.
- WFBR Baltimore, Md. W. Dothard, Loc. Sales Dir.

SOLD!

"DICK HAYMES SHOW"

- KCRA Sacramento, Cal. John Dupell, Com'l. Mgr.
- KENM Portales, N. M. James Deveny, Mgr.
- KMYR Denver, Colo. Gene Amale, Prog. Dir.
- WAZF Yazoo City, Miss. Guy Corley, Mgr.
- WBML Macon, Ga. Walter Graham, Com'l. Mgr.
- WCHV Charlottesville, Va. R. Sketchley, Prog. Dir.
- WCAX Burlington, Vt. John D. Swan, Mgr.

WORLD brings you an

Robert Montgomery

Starring in a brilliant new series

"FREEDOM IS OUR BUSINESS"

Dramatizing great moments for freedom throughout the age and throughout the world . . . expressed in the lives and writings of great men of government, literature and science

ROBERT MONTGOMERY, outstanding American, is one of the most successful personalities in the entertainment world. Star of over 42 top-rated movies, he is also one of radio and TV's greatest actors and commentators. Director, producer of outstanding merit, Robert Montgomery is indeed a great addition to the WORLD parade of stars.

SOLD!

TIME SIGNAL JINGLES

- KBKR Baker, Ore. Kenneth Holden, Prog. Dir.
- KIXL Dallas, Tex. Charles Payne, Prog. Dir.
- KOTA Rapid City, S. D. Robert J. Dean, Pres.
- WAGF Dathon, Ala. Fred C. Maseley, Com'l. Mgr.
- WBUD Marrisville, Pa. Frederick Walker, Prod. Dir.
- WCOM Porkersburg, W. Va. R. Cotterman, Gen. Mgr.
- WCTW New Castle, Ind. Edwin Ogborne, Sto. Mgr.

SOLD!

MUSICAL WEATHER JINGLES

- WFNS Burlington, N. C. John C. Hanner, Gen. Mgr.
- KNPT New Port, Ore. Joe Kortman, Com'l. Mgr.
- WCTC New Brunswick, N. J. Robert Bell, Com'l. Mgr.
- WBNU FM Aurora, Ill. Robert Diller, Gen. Mgr.
- WOSH Oshkosh, Wisc. George Greeley, Mgr.
- WJEJ Hagerstown, Md. W. H. Paulsgrave, Sto. Mgr.
- WCJU Columbia, Miss. C. Newman, Jr., Ass't. Mgr.

SOLD!

GIFT OCCASION JINGLES

- KRRV Sherman, Tex. Tom E. Spellman, Prog. Dir.
- WTIK Durham, N. C. Tom Mitchel, Com'l. Mgr.
- KPRK Livingston, Mont. P. B. McAdam, Gen. Mgr.
- WVJS Owensboro, Ky. J. Rutledge, Ass't. Gen. Mgr.
- KYAK Yakima, Wash. Gordon Allen, Com'l. Mgr.
- WTXL W. Springfield, Mass. L. A. Reilly, Gen. Mgr.
- WKJG Fort Wayne, Ind. Calo Mahlock, Prog. Dir.

TIME-BUYERS! ACCOUNT EXECUTIVES!

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for the new Robert Montgomery show, "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identifications for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!

SOLD!

"FORWARD AMERICA"

Starring Walter Houston

- S Springfield, Mo. G. Pearson Ward, Mgr.
- BJ Roanoke, Va. John Harkrader, Com'l. Mgr.
- AM Miami, Fla. Harry Camp, Prom. Dir.
- PT Kingsport, Tenn. Paul L. Overbay, Prog. Dir.
- OW Albany, N. Y. Leo Rosen, Com'l. Mgr.
- IL Billings, Mont. Edward Yocum, Com'l. Mgr.
- W Oklahoma City, Okla. Rex Lester, Gen. Mgr.

SOLD!

"LYN MURRAY SHOW"

- KEIO Pocatello, Id. J. H. Schoonover, Com'l. Mgr.
- KGLU Safford, Ariz. Lester McBride, Prog. Dir.
- WIRE Indianapolis, Ind. D. C. Park, Com'l. Mgr.
- KFBI Wichita, Kan. Hale Bondurant, Gen. Mgr.
- KRMD Shreveport, La. Glenn Wilson, Mgr.
- WSIC Statesville, N. C. C. D. Melton, Com'l. Mgr.
- WCSS Amsterdam, N. Y. Ray Cheney, Prog. Dir.

SOLD!

"HOMEMAKER HARMONIES"

- WJBF Augusta, Ga. Steve Manderson, Com'l. Mgr.
- KODI Cody, Wyo. Mary Jean LeClere, Com'l. Mgr.
- WWON Woonsocket, R. I. Gene Rousseau, Prod. Dir.
- WZIP Covington, Ky. Lloyd Baldwin, Sta. Mgr.
- WMBR Jacksonville, Fla. R. Van Duzer, Prog. Dir.
- WBBC Flint, Mich. W. Eldon Garner, Gen. Mgr.
- KUTA Salt Lake City, Ut. John Schile, Com'l. Mgr.

★ ★
r great new star...

Montgomery



★ ★ ★
You'll be pleased!
You'll be proud!
You'll be rarin'
to go!

- ★ ARTISTS
- ★ MUSIC
- ★ DRAMA
- ★ VARIETY

Musical direction
DAVID ROSE

Audition this great show
at the N. A. B. Convention
Room 501, Hotel Stevens!

SOLD!

COMMERCIAL JINGLES

- WOGB W. Yarmouth, Mass. D. J. Shurtleff, Sta. Mgr.
- KABC San Antonio, Tex. Bill Michaels, Sta. Mgr.
- WASK Lafayette, Ind. A. E. Morehouse, Prod. Dir.
- WREN Topeka, Kans. Max Falkenstein, Prog. Mgr.
- WIBX Utica, N. Y. N. W. Cook, Com'l. Mgr.
- KPFM Portland, Ore. S. M. Gaard, Pres.
- WABB Mobile, Ala. Dewey H. Long, Gen. Mgr.

SOLD!

FEATURE PROGRAM SIGNATURES

- TV Chicago, Ill. H. Dennewick, Com'l. Mgr.
- Pittsburgh, Pa. John Leban, Prod. Dir.
- Washua, N. H. Paul Keefe, Prog. Dir.
- Charleston, S. C. Roland Weeks, Com'l. Mgr.
- Montgomery, Ala. F. Monteleone, Prog. Dir.
- Olympia, Wash. E. J. Holmberg, Prog. Dir.
- Frederick, Okla. J. D. Jones, Jr., Com'l. Mgr.

WORLD

PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

mer replacement packages. Altogether there are 34 modestly-priced productions lined up, with average talent plus production tags of about \$4,500 for a half-hour show. A few samples of the half-hour fare being offered: *Stars and Starters* (talent); *Ernie Kovacs* (comedy); *Laugh Clinic* (audience participation); *NBC Summer Theatre* (drama); *Fearless Fosdick* (juvenile); *Judge for Yourself* (panel); *Combat* (educational); *Melody Showcase* (variety); *John Cameron Swayze's Scrap Book* (interview); *Major League Mag-*

ic (baseball); *Vacation Wonderlands* (travel).

There are some indications from the other nets too, though none as concrete as the folder given NBC-TV salesmen to show around. DuMont, for example, has several dramatic programs planned, one a unique on-location telecast done live. Two musicals slated to originate in Chicago are also planned by DuMont.

CBS-TV has released no information on program plans for summer, but has said it does not intend repeating any

packages showcased last summer which did not get into the sponsored column. ABC-TV, off to a slow start this spring, has nothing to report on program plans, sees little need to worry about replacements when it expects most of its advertisers to stay.

Sponsors of this summer's shows promise to be as diverse as last—in fact many will be the same companies. Autos, tires, cigarettes, drug products, cereals, home furnishings, food and the like sell just as well in summertime as any other time. Some, like deodorants, ice cream, beer, cold soft drinks, and other warm-weather products, sell even better. ***

It's
"TELEWAYS"
for
SUCCESSFUL
Transcribed
Shows

Transcribed and ready to broadcast:

RIDERS OF THE PURPLE SAGE

156 15-minute top western musical programs

DANGER, DOCTOR DANFIELD

26 half-hour exciting mysteries

THE FRANK PARKER SHOW

132 delightful 15-minute musical programs with the Modernaires, Bea Wain, Kay Lorraine, Dolores Gray, and Andre Baruch as M.C.

MOON DREAMS

158 15-minute romantic musical programs

BARNYARD JAMBOREE

52 half hours of good hill-billy music

STRANGE ADVENTURE

260 5-minute stories of interesting adventure

JOHN CHARLES THOMAS

156 15-minute shows with the King's Men singing hymns of all faiths

OR

Custom-Built
Transcribed Shows

For Free Auditions and Prices Write

TELEWAYS

RADIO
PRODUCTIONS,
INC.

8949 Sunset Boulevard, Hollywood 46, Calif.

CRestview 67238

BRadshaw 21417

TARTAN

(Continued from page 41)

junction with advertising—has played no small role in building Tartan's dominance in the suntan lotion field. It is no accident, therefore, that Kane—who was agency publicity manager when Tartan was first handled by Benton & Bowles, New York, in 1947—moved with the account when it was shifted to Tarcher in late 1949. At Tarcher, dynamic Kane now serves a unique double function: both as Tartan's publicity manager and account executive.

"A suntan lotion is a natural for strong promotion," says Kane. "And my policy is to use girls, girls, and more girls."

Kane is aware, though, of the danger that the overpowering presence of luscious wenches may detract from the selling virtues of the product itself. And that's where radio comes in.

The buxom Tartan Girls to be featured this summer in full-page ads in *Look*, *Collier's*, *Cosmopolitan*, *Seventeen*, *Modern Screen*, and *Today's Woman* may furnish the visual window trimmings, so to speak. But it's radio, with its auidial power, that does the bulk of the hard nuts-and-bolts selling.

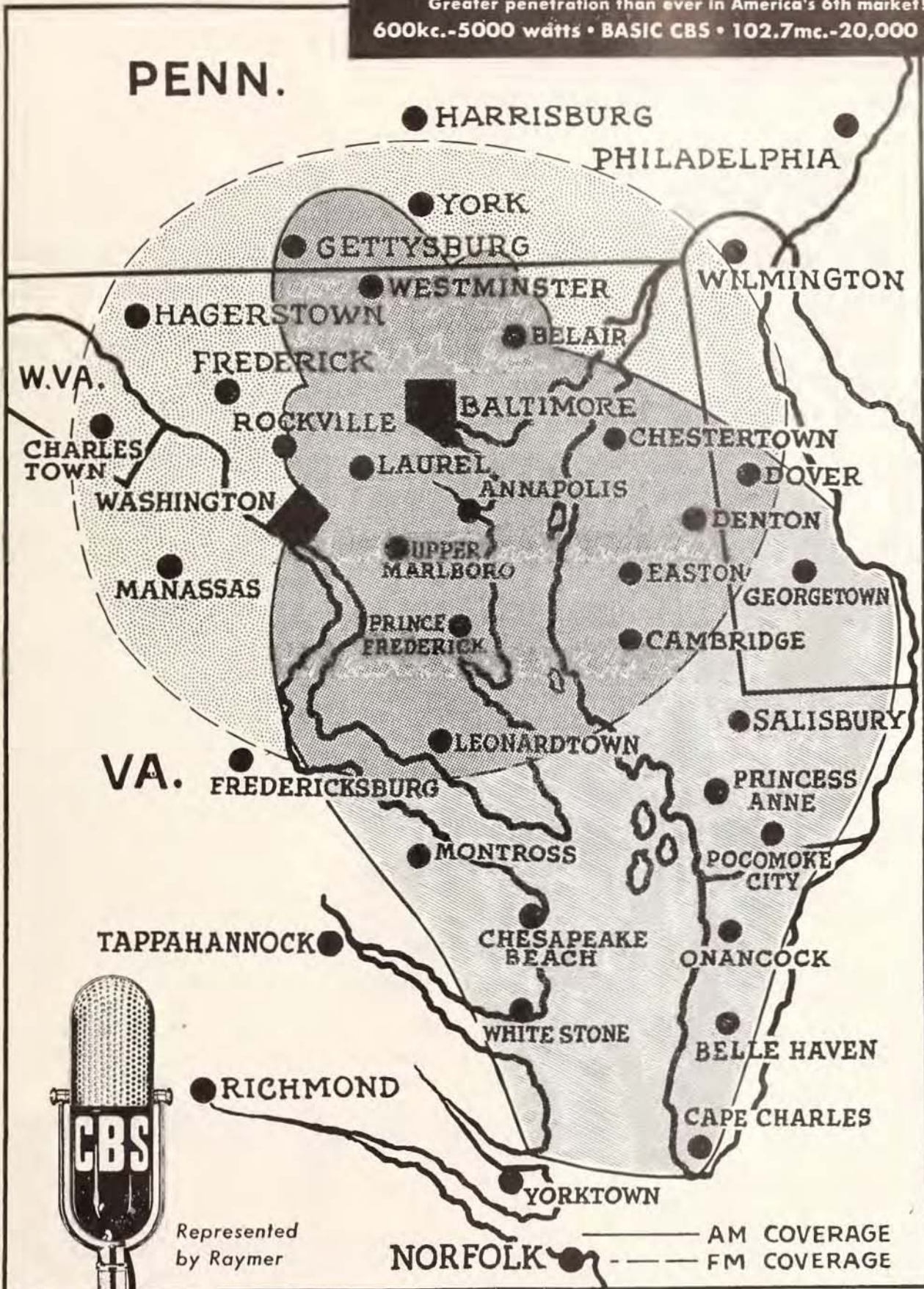
This thinking is reflected in the radio commercials, written by Charles Rabkin, Tarcher's copy director. He has prepared two kinds of announcements for the forthcoming June-July campaign. One kind is but eight seconds long, to be related to the daily weather report: it's a practical reminder for those setting out for the beach:

"9 a.m. Temperature 83. Enjoy

WCAO AND WCAO-FM

"The Voice of Baltimore"

Greater penetration than ever in America's 6th market!
600kc.-5000 watts • BASIC CBS • 102.7mc.-20,000 watts



Represented
by Raymer

————— AM COVERAGE
- - - - - FM COVERAGE



*We Do This
Every Day!*

At KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—newspaper, dealer contests and special theater tie-ins—is one reason why our rating and our local and national billing are consistently high. Spot revenue-wise, KQV is among the top five Mutual stations of the nation.

W40 2583

KQV PITTSBURGH'S AGGRESSIVE
RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

ask
JOHN BLAIR & Co.
about the
HAVENS & MARTIN
STATIONS
IN
RICHMOND
WMBG-AM
WCOD-FM
WTVR-TV

First Stations in Virginia

In town and country
CBS

... radio listeners eagerly await such programs as Jack Benny - Lux Theater - Arthur Godfrey - Edgar Bergen - Amos & Andy - Bing Crosby and scores of other big-name CBS Productions . . . This is a potent reason why KROD is your best radio buy in the El Paso Southwest.



5000 WATTS
Southwest Network

RODERICK BROADCASTING CORP.

Dorrance D. Roderick Val Lawrence
Pres. Vice-Pres. & Gen. Mgr.

REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY

the sun with Tartan—America's favorite suntan lotion. Greaseless, economical. T-A-R-T-A-N. Tartan!"

The other variety of sales message is one minute long; it gives a point-by-point listing of Tartan's manifold benefits:

"Now . . . *stay* in the sun, *play* in the sun, be *gay* in the sun . . . without fear of dangerous sunburn, painful blisters or ugly, peeling skin. Simply apply amazing Tartan Suntan Lotion . . . the wonderful, *tested* preparation that *filters* out almost 90% of the sun's burning rays, yet admits about 90% of the *tanning* rays. No wonder Tartan is America's favorite lotion. Tartan has been accepted by the Committee on Cosmetics of the American Medical Association.

"It contains no tannic acid or iodine to stain your skin . . . no messy oil or grease to make sand and dirt cling. It forms an invisible film on your skin that dries almost at once, gives you greater, longer-lasting protection. Don't depend on ineffective oils or greasy, unpleasant lotions. Look for the red-plaid label . . . insist on Tartan . . . T-A-R-T-A-N . . . the suntan lotion that lets you *tan, never burn*. Just use as directed. Tartan is sold at all drug stores. Buy a bottle *today*."

The timebuying presented several problems to Robert (Bob) Kelly, the agency radio/TV director. The most important is, and has been, getting the right availabilities during the short span of Tartan's campaign. Tartan's advertising manager, Donald Berry, has found it wisest to restrict the broadcasting to June and July for two reasons: (a) most people don't begin flocking en masse to beaches until the end of May, and (b) by August, they've already bought their supply of suntan lotion and hoard what they have left of it. Keeping this two-month restriction in mind, timebuyer Kelly has been generally concerned with these major points:

1. Time slotting—finding a program break or program adjacency adequate to the needs of the announcement, within those two months.
2. Daytime selections—since most people go bathing in the morning or early afternoon, daytime announcements are preferable to nighttime ones.
3. Coverage—stations in areas where there are plenty of beaches (like Florida) are preferable to those in regions devoid of beaches (like some

Chicago Radio Strong Man

helps build Sales!



Bill Evans, long-time morning* favorite of Chicago's tremendous army of music-and-chatter listeners, builds pulse for his program and sales for products in varied fields over WCFL, Chicago.

He can support another product or so—with sales messages delivered to tuned-in homes at rates as low as 48¢ per thousand. The Bill Evans show will really give you *strong sales support*. Check availabilities today! Contact George Isaac, WCFL—or your Bolling Company Representative.

**The night spotlight is on WCFL in 1951, too, with its exclusive broadcasts of Chicago White Sox night baseball.*



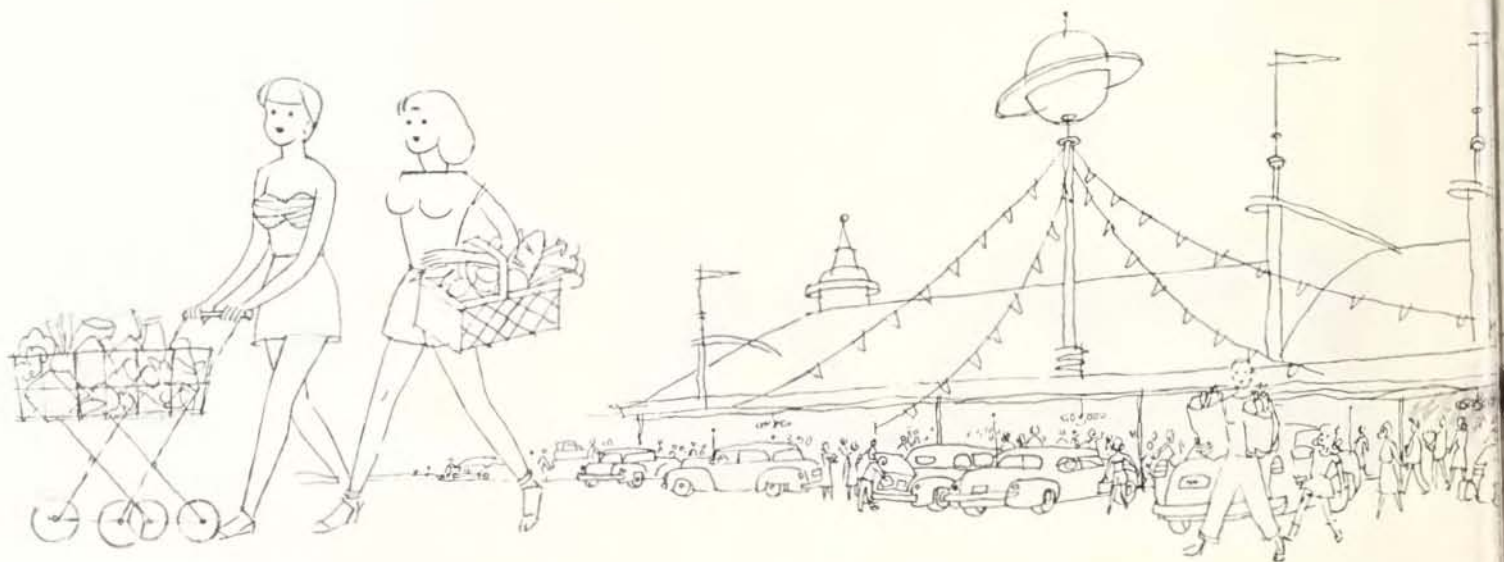
WCFL

50,000 WATTS • 1000 ON THE DIAL

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Summer is only colossal!





SUMMER

Take a long look at Southern California in the Summertime.

In this land of superlatives nearly $\frac{1}{4}$ of all retail sales (24.4%) are made in June, July, August. Summer food store sales of \$1,473,577,000 are *higher* than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year . . . and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the *largest share* of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California

KNX *Los Angeles*

Rocky Mountain districts).

4. Retail outlets—stations are preferred in those cities surrounded by the greatest number of drugstores that sell Tartan.

The agency is reluctant to release a listing of the stations it will use this summer. Some inkling can be gained, however, by noting some of the broadcast outlets it has used in the past:

WMID, Atlantic City; WHDH, Boston; WBKB and WGN, Chicago; KNX, KHJ and KECA, Los Angeles; KJBS, KCBS, San Francisco; WNET, WCBS, WINS, WMCA, WOR, New York City;

WLW, Cincinnati; and the ABC Pacific Network.

The product is especially adept in the canny use of stunts and promotional tie-ins. Wherever possible, one of the eye-popping Tartan Girls is worked in. Like Rheingold Beer, Tartan selects its girl of the year. (In the past, girls like Karen Lewis have given their all for the product; in 1951, the Tartan Girl is a stunning blonde, Bettina Edwards, a Conover model and showgirl in Mike Todd's Broadway revue for jaded businessmen, *Peep Show*.)

Other models are also used, and in a

variety of ways. Some of them appear on radio shows in order to stimulate the announcers to add a bit more *zing* to their Tartan sales messages. A couple of them, togged out in plaid playsuits, usually stroll about 43rd and Madison in New York, during July, handing out some 1,000 samples of Tartan. Others hop into a Hillman Minx convertible and traverse the beach areas, giving sample bottles to some 35,000 vacationists.

The Tartan Girls award Benrus Sea Lord watches (another Tarcher account) to life guards who have saved bathers' lives; they have handed out samples at conventions of the American Association of Advertising Agencies; and they have submitted samples to Miami-bound passengers of the National Airlines.

One of the neatest sales promotion stunts, though, has been to send the girls along with the Tartan salesmen on calls to drugstores. The cutie takes a picture of the pleased druggist with a Polaroid camera, and it is developed on the spot. Those unfortunate druggists who don't meet the girls get a cheesecake-packed booklet which, incidentally, informs them: "Your customers will hear the Tartan girl on radio—they'll see her on television." Inevitably, the booklet's last page reveals a bathing beauty a la Dagmar-Faye Emerson, and the caption a la Earl Wilson puns: "In 1951, we'll *bust* all Tartan sales records."

Another device has been to promote Tartan over broadcasts of department store fashion shows. For example, at one Arnold Constable fashion display in New York, Nancy Craig, women's commentator, opened an ABC broadcast with the words: "In the mood of the occasion, at each place is a bottle of the new Tartan suntan lotion . . ."

"The sales response was so terrific," says Kane, "that a similar operation was used at Arnold Constable's New Rochelle, Newark, and Hempstead stores. And the product was also plugged over the air at an Ames & Brownley Store fashion show in Norfolk."

Still another device has consisted of sending free samples to radio commentators, and getting their air endorsements. A few station women's affairs directors who have obliged include:

Claire Gibson, WONS, Hartford; Marion Besler, WFMJ, Youngstown; Betty Wells, KRNT, Des Moines; Jean Sargent, WIP, Philadelphia; Kaye Wit-

IN NORTH CAROLINA WSJS DELIVERS

A 15-COUNTY MARKET

With

\$3,090 Average Family Buying
Income

*Sales Management 1950 Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING DOLLAR

WSJS

The Journal-Sentinel Station

AM-FM

NBC Affiliate

WINSTON-SALEM

Represented by:
HEADLEY-REED CO.



SUMMERS ARE **HUMMERS** IN BIG AGGIE LAND !

Big Aggie Land—the world's richest agricultural area — is the 267-BMB-county market in Minnesota, the Dakotas, Nebraska and Iowa that booms all summer long.

Summertime in Big Aggie Land is **WORKtime**. Our folks stay home to make hay while the sun shines. And produce 19% of the nation's total cash farm income . . . 31% of America's farm income from meat animals.

Summertime in Big Aggie Land is **PLAYtime**. Our lakes and hills and national shrines attract thousands of pleasure-seeking vacationers each summer. Together with our 3.4-million home-folks they make a teeming, free-spending audience for your **WNAX** sales message. No wonder 78 of the nation's biggest, shrewdest, non-network advertisers stay on **WNAX** all summer long.

Summertime in Big Aggie Land is **BUYtime**. The tall corn and the golden grain—the dairy herds, the beef cattle and the hogs — bring to our people a bulging bundle of ready cash. Last year, retail sales ran to \$2.9-billion . . . more than Los Angeles, Detroit or St. Louis.

Sow your advertising dollars in Big Aggie Land. Watch them grow under our summer sun. You'll reap a bountiful harvest of soaring sales and increased goodwill. (Your nearest Katz man will show you how to plant for best results.)



WNAX-570



A Cowles Station
570 KC • 5,000 WATTS



YANKTON-SIOUX CITY

• AFFILIATED WITH THE
AMERICAN BROADCASTING CO.

Let's
Look At The
VITAL
STATISTICS



This lassie is classy . . . she's liked quite a lot.

But the problem you have is being "put on the spot"

When clients get fussy—want more for their dough

Here are Toledo statistics—you should know.

In Toledo are people—300,000 we find

98% have a radio plus retail buying in mind.

So, if your client wants action, for results he is greedy

Give him the best—with his dough buy WSPD (ee)D

WSPD TOLEDO, OHIO
A Fort Industry Station
5000 WATTS-N.B.C.

WSPD-TV
CHANNEL - 13

Represented Nationally by KATZ

mer. WKBO, Harrisburg; and Alice Friberg, WJHL, Johnson City.

Tartan's advertising success has had a great effect on other products. It has, first of all, stimulated McKesson & Robbins to push the sales of a new companion item, Tartan lip pomade. This palliative for dry, chapped, and sore lips is displayed on drug counters along with the four-ounce (.79c plus tax) and 1½ ounce (.39c plus tax) bottles of Tartan suntan lotion.

It has also fostered a Tartan sales tie-in with Bates Fabrics and Cole of California Bathing Suits. (Bates produces the textile material and Cole the styling of a plaid bathing suit.) Advertising featuring a girl in a Cole plaid bathing suit contains a Tartan suntan lotion insertion, and department stores also display the products side by side.

What of Tartan's future? The outlook is that McKesson & Robbins will continue to increase its radio and television appropriations, just as its sales continue to soar. Already, it has begun to direct some of its broadcast advertising ammunition toward mothers, urging them to lacquer Tartan on "your children's tender skin." But whatever advertising policy changes are made, two elements will continue to loom brightly in the Tartan summer-selling story—radio/TV announcements and beautiful, beautiful girls. ★ ★ ★

PHILIP MORRIS

(Continued from page 57)

—and introduced the "nose test" as proof of its non-irritant superiority over other cigarettes.

4. By sledge-hammer direct sales tactics and aggressive merchandising, it converted non-smokers and other-brand smokers to try Philip Morris.

Now let's examine PM's history to see how and when these principles emerged.

From the very first, Philip Morris was a prestige product starting as the private brand of an English tobaccoist. The reputation of Morris' cigarettes in their brown, stolidly British-looking packages eventually spread to America and in May, 1902, a company was formed to manufacture them in the lower part of Manhattan. They became so well established here as a quality cigarette that in 1919 a group of American businessmen bought outright the entire interest of the British company in the United States. (In

1937, the American company bought out the British company, too, and now Philip Morris & Company, Ltd., also produces English Ovals, Player's Navy Cut, and also Marlboro, and Spuds cigarettes, besides such pipe tobaccos as Bond Street, Revelation, and Wakefield English Mixture.)

Philip Morris didn't begin pushing its 15¢ English Blend cigarettes on a mass scale in America until 1933.

But in that year two dynamic elements were introduced which transferred PM into a definite comer among mass-market cigarettes.

One element began as an unusual inspiration. Milton Biow, president of the Biow Company, which had just acquired the PM account in 1933, was waiting for a friend in the lobby of the Hotel New Yorker when he was attracted by the clear, ringing voice of a bell hop. It was just a hunch on his part, but he slipped the boy a bill and had him page "Mr. Philip Morris." The audition of unsuspecting Johnny Roventini, a midget 47 inches tall, lasted 10 minutes—and thus the only living human commercial trademark in American industry was born.

The other potent element that PM adopted in 1933 was the use of radio as its major advertising medium. When Ferde Grofe began playing his "On the Trail" from his *Grand Canyon Suite* over NBC on 17 April, 1933, for PM, the announcer told listeners even then to "Play safe with Philip Morris." It was in that year that an audience of millions, rather than a luxury class, began accepting the quality-packaged Philip Morris as their cigarette.

Since those days, PM has sponsored over 20 radio programs—ranging from Leo Reisman's half-hour *Musical Show* on NBC for four years through 1937, to *It Pays To Be Ignorant* for two years through January, 1946. Its broadcast programming strategy, generally, has adhered to two major points:

1. It has tried to be flexible, securing programs that reach the largest possible mass audience. In the phrase of O. Parker Comgas, an ex-Wall Street banker, now PM's president, "No program is segmented to appeal to just a particular group." (It may well be that for this reason, PM will drop its sponsorship of *Lonesome Gal*, a masked girl who purrs sensuously, "Big Boy, do you feel like I do tonight—kind of lazy, hmmmmmm?" and

Why don't YOU grab off this Lush Market



while your competition is "vacationing"?

One year ago, "Sponsor" magazine killed off a sacred cow by adducing facts to prove that the sales opportunity in summertime radio is tremendously bigger than some people think.

Here are a few of "Sponsor's" findings:

1. Only 4.3 percent of people are on vacation in any average week from May to September.
2. While at-home listening drops off somewhat (18% average), a 7% increase in away-from-home listening helps narrow the gap.
3. In summer, as in winter, radio is a habit that can be indulged (and is!) while people are doing other things.

So here we are again on the threshold of another summer season. Why don't you take a practical advantage of some advertisers' prejudices and *be here with your product while your competitor isn't!* For information on good availabilities, call the nearest HOLLINGBERY representative.

Incidentally:

No other station in Rochester comes within miles of WHAM's coverage of the rich city-and-rural Western New York market.

WHAM

The Stromberg-Carlson
Station
ROCHESTER 3, N. Y.



GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

who virtually pants seduction when she addresses her radio listeners as "pet," "lover," and "my he-man." PM executives are beginning to think her audience is restricted to puerile, moon-eyed bachelors. It is believed PM will replace the show with a network program.)

2. Although it has sponsored *Crime Photographer* and *Crime Doctor* both on CBS, PM prefers "do-good" programs that develop a cordial sponsor identification. The tobacco firm's executives believe that listeners do not identify a product with a mystery program, as, for example, they for so many years fondly identified Jell-O with the *Jack Benny Show*. Rather, they consider a mystery melodrama as "just another crime show" and its sponsor "just another product."

PM's concept of a top-notch sponsor identification show is Horace Heidt's *Original Youth Opportunity Program*. When PM first began bankrolling Heidt in November, 1947, he had been out of the public spotlight for

several years. But PM saw in his program qualities that were best suited to its needs.

These qualities were a mass, somewhat corny, emotional appeal, and the competitive "opportunity" appeal. With a perfectly genuine sincerity, Heidt is able to conclude a program by sighing, "Good-night, Mother—wherever you may be!" He is also able to override the objections of prudes in the isolated hinterlands who never touch the weed by murmuring sonorously, "Whether you smoke cigarettes or not, Philip Morris is a mark of distinction in your home."

Salesmen in areas Heidt reaches are briefed in advance, and window displays blossom forth trumpeting his arrival.

Ralph Edwards, who has been under the aegis of PM since November, 1943, uses some of the same principles in his "give away with a purpose" shows. A Korean veteran is reunited with his mother, wives are given prizes if they compel their husbands to un-

dergo embarrassing stunts, and listeners are urged to solve a "Grandma Hush" contest, with contributions going to an Arthritis Foundation.

Edwards especially prides himself on having raised over \$6,000,000 for charity on his *Truth Or Consequences* show. And he lets the populace know about it.

What isn't so generally known is that Edwards—and his sponsor—have not been too happy with the TV version of his show. His first mistake was rushing into TV too hastily—merely using a simulcast of his radio show. The critics lambasted Edwards roundly, and he appeared in Manhattan a couple of months ago, contritely displaying what he considered an improved film version of the program. It was produced by his own Hollywood camera unit.

PM, however, is reportedly still dissatisfied with Edwards' TV show, on several counts. For one thing, the video version has lost much of its showmanship appeal. While on radio,

FIRST in Georgia's third market...

Georgia's 3rd market is a buying market. 1950 retail sales exceeded \$110 million. 1951 will be greater because of the new \$600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Garden operating at full capacity.



FIRST (power) 5000 W

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power...

FIRST in the market (oldest station)

FIRST Hooper-Wise

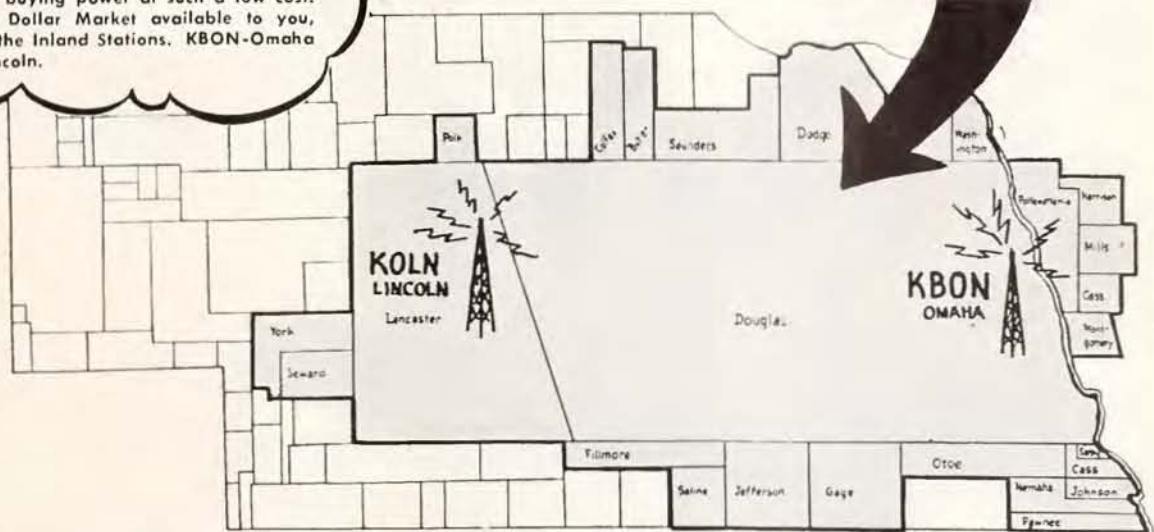
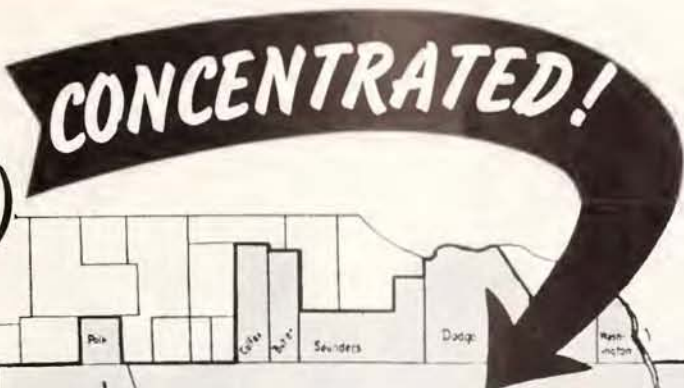
According to the latest Hooper Survey (Dec. '50-Jan. '51), WRDW is First in the morning with 34.9%; First in the afternoon with 36.5%; First at night with 37.3%. WRDW has a 35.5% in total rated periods.



CBS for Augusta, Ga.

The Best Package Deal in the Midwest . . .
59% of the Population
64.5% of the Buying Power*

WE'VE DISTORTED OUR MAP
 This is about how Nebraska appears by the buying dollar. (Potential sales.) With no other medium in this area can you get the LION'S SHARE of the buying power at such a low cost. It's a Billion Dollar Market available to you, for less, with the Inland Stations, KBON-Omaha and KOLN-Lincoln.



Reach Over a Billion Dollar Market
with ONE LOW RATE

Buy coverage in terms of potential sales . . . not square miles. The best package salesman in Nebraska is KBON, Omaha, and KOLN, Lincoln . . . two "Mutual" stations available at ONE LOW package rate. When you sell with KBON-KOLN you concentrate your efforts in an area where the population and the buying dollars are concentrated.

The 25 county area reached by this selling combination delivers your message to over a billion dollar market. Reaches an area with the equivalent of 59% of the population, and 64.5% of the buying power of the entire state of Nebraska.

* Sales Management Survey of Buying Power, May, 1950.

KBON *Omaha* **KOLN** *Lincoln*

(BASIC MUTUAL)

INLAND BROADCASTING COMPANY

WORLD INSURANCE BLDG.,

OMAHA, NEBRASKA

Paul R. Fry, Pres. and Gen'l Sales Mgr.

John E. Pearson, National Repr.



Here's another sample of KTLN's success formula of music, personalities and news. This one wrapped up in one 'hot' personality package... PACO SANCHEZ! Doing a music, chatter and newscast turn in Spanish that delivers not only the Spanish speaking population but *100,000 romance language listeners, too. Paco Sanchez, exclusively on KTLN. The ONLY foreign language program in this rich market. Paco's loyal listeners buy and buy and buy...his advertisers' products.

for availabilities wire, phone or write
Radio Representatives, Inc. or
New York, Chicago, Los Angeles, San Francisco
John Buchanan
Park Lane Hotel
Denver

KTLN

**1000 WATTS
DENVER'S**

only independent!
Non-directional station



listeners enjoy imagining the embarrassment of the "consequences" victims, on TV this element of imagination is lost. For another, almost every local TV station has established a carbon copy of Edwards, using the same gimmicks, on their daytime audience participation programs. Consequently, Edwards as a nighttime TV performer, has lost his draw as a unique, big-time attraction. Whether PM will continue to use Edwards' video show after its summer hiatus is anyone's guess.

PM is happier with the recent radio debut, on 15 March, of what it calls its "million-dollar" *Philip Morris Playhouse*. Because of the dazzling lineup of authors who'll script the show's plays (Hemingway, Steinbeck, Faulkner, Ben Hecht) and its stars (Katherine Cornell, Katherine Hepburn, Bette Davis, John Garfield), it expects the prestige will enhance the product. "We expect the *Playhouse* will create in the dramatic field the same type of impact *The Big Show* made on the comedy-variety level," says a PM spokesman.

Johnny, a slick use of radio, and merchandising savvy combined to give PM a meteoric rise in the cigarette field. From total sales of \$2,590,000 in 1933, PM soared steadily, passing Old Golds in 1933, and reaching \$135,299,000 in 1945. Then, abruptly, sales dropped—to \$173,000,000 in 1946 and to \$170,000,000 in 1947.

What had happened (see SPONSOR, 24 October, 1949) was that the war's end had caught Philip Morris with its cellophane wrappers down. After V-J Day, before it could reconvert to foil for its cigarette packages, PM accepted too many orders from retailers (who were buying far beyond consumer demand in anticipation of an OPA increase in manufacturers' prices.) Consequently, PM's paper-wrapped packages appeared on the domestic market. Devoid of cellophane for retaining moisture, the cigarettes aged on the dealers' shelves to the point where nearly any smoker could detect it. PM's reputation for a quality product got the drubbing of its life.

To improve PM's post-war status, Alfred Lyon, then president of PM, did three things: (1) He sacrificed expense in the interest of quality, and put in a whopping bid of \$11,000,000 for the only available supply of old cured tobacco; (2) He rejuvenated his lagging sales force by expanding it to 500 men;

and (3) He infused fresh blood in the veins of the top brass by hiring young executives, including advertising manager Pat Gorman, who had served his apprenticeship under the hands of that master huckster, George Washington Hill of American Tobacco; and merchandising director Zenn Kaufman, co-author of *Profitable Showmanship*.

It was Gorman who recognized a need to add zip to the firm's advertising messages. He sought a slogan that would fill the principle he had learned from huckster Hill: "Find one theme that makes sense to the consumer. Stick with it. Repeat it, repeat it, repeat it."

PM then found the answer in the "nose test"—an extension of the "no cigarette hangover theme" which had already been suggested by the Biow Company. The gimmick was developed scientifically by Dr. Willard Greenwald, director of a research company, and it was based on the moisture-retaining agent used in PM cigarettes. Where other cigarettes use glycerin, PM uses diethylene glycol. Experiments were made at Columbia University on rabbit's eyes and later with human smokers which showed that diethylene glycol was less irritating than glycerin.

The resultant "nose test" was promoted to the hilt. Every PM salesman was ordered to give the test to every jobber and retailer. On TV commercials, the test is administered by announcer Bud Collyer, who asks a smoker to try a PM, and, without inhaling, to exhale the smoke through his nose. He then asks the smoker to try the same stunt with any other cigarette. According to PM executives, the test works 99% of the time.

Certainly, the stunt has affected sales. PM claims that it caused 2,000,000 smokers to switch to its brand. It has also stimulated a whole rash of "tests" offered by other cigarettes. Chesterfield has burgeoned forth with a "sniff test"; Camels with a "30-day test"; Raleighs with an "eye test" (urging smokers to eye the Raleigh coupon.).

PM officials conclude by saying the test has successfully fulfilled the ultimate criterion—it helped PM arouse itself from its sales lethargy. In 1943, PM's net sales jugged up to \$171,258,000; in 1949 they skyrocketed to \$223,372,000; and in 1950 to \$255,752,000.

FOR
better
coverage
in the
GREAT LAKES AREA



there's nothing like

WJR

....there are
3,263,000 U.S. radio homes
within the **WJR** 1/2MV/M
daytime primary area....

Team up with
WJR for Leadership
and Listenership

▶ **WJR** THE

GOODWILL STATION
FISHER BUILDING
DETROIT 2, MICHIGAN
CBS 50,000 WATTS

Represented nationally by
Edward Petry & Company



FREE SPEECH
MIKE



CHIEF SAYS:

"Big Chief spells Summer with dollar sign; Will get more sales in hot months, too. Has strongest signal . . . promotion fine, To keep sales growing whole year through."

SOLID SUMMER SALES STORY

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.

CLEVELAND'S Chief STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

In terms of the rest of the tobacco industry, PM never had it so good. The only other cigarette exceeding its swift pace ahead is Pall Mall. The other members of the Big Six are either holding their own, or, in a couple of cases, (Lucky Strike and Chesterfield) losing ground. A study made by the tobacco expert, Harry M. Wooten, for *Printer's Ink*, reveals this interesting story in the domestic consumption picture:

Brands	Domestic Consumption in Billions		
	1950	1949	% Change
Camel	98.5	98.0	+ 0.5
Lucky Strike	82.5	91.4	- 9.7
Chesterfield	66.0	67.5	- 2.2
Philip Morris.....	40.4	33.8	+19.5
Pall Mall.....	23.5	17.0	+38.2
Old Gold.....	20.0	17.9	+11.7

PM's future seems as bright as its immediate past. In the fiscal year ending 31 March, 1951, it expects to sell over 41,000,000,000 cigarettes and to do a net sales gross of \$300,000,000. The cards also show expanded radio and TV advertising added to its already handsome broadcast budget.

PM believes that Philip Morris will forge ahead on the basis of its own kind of "do a favor, get a favor" showmanship on radio and TV.

Even despite the forthcoming 3% Federal excise tax that will up the price of cigarettes to 30c a pack in some areas, PM feels it will continue to grow.

There's only one small, modest result PM expects to achieve, and that is "to make Philip Morris the No. 1 cigarette brand in America." ★ ★ ★

SOAP OPERAS STAY PUT

(Continued from page 61)

included in the rating, the drop would have been much greater.)

In the same period, daytime serials showed a drop of approximately 2/10ths of one percent. Considering the increase in radio homes during the interim, an NBC spokesman noted, this actually meant an audience increase for the serials.

Kay Lane, producer of *The Road of Life* and *The Right to Happiness* for Compton Advertising, says, "There need be nothing wrong with summer radio if standards of programing are maintained." She explained, "Naturally, if stars are dropped and high-budget shows are replaced with low-budget substitutes, there's a drop in audience response. Compton daytime serials maintain the same high standards in summer as any other time of year."

Outstanding for

- Showmanship
- Leadership
- Results

KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.



WMRY REACHES NEW ORLEANS' GREAT NEGRO MARKET

With specialized programming* to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida, WMRY is effectively directing the buying habits of this vast, faithful audience.

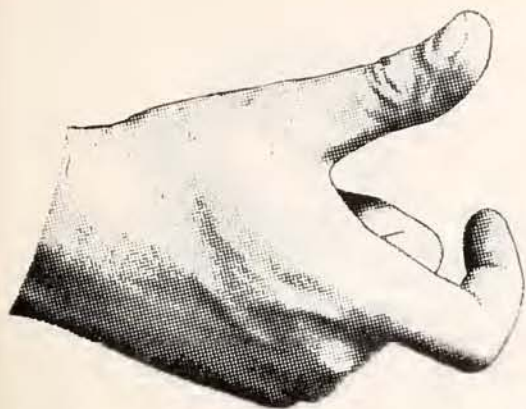
*100% Negro Programming Personnel

600KC- "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.
JOHN E. PEARSON CO.
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET



HEADS

or

TAILS?

Of course not! Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP

by creating an

*average volume increase for 7 years of **11%***

and

*a total volume increase for 10 years of **88%***

and

*a 4 year mail increase of **70%***

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin—just "flip" your directory open to our

National Representatives

EDWARD PETRY AND CO., INC.



WIP 5000 WATTS • 610 KC
PHILADELPHIA, PENNA.



Miss Lane's observations reflect the opinions of most executives working in daytime drama. A veteran remarked, "Only one thing knocks us out the window—the World Series. And that comes in the fall!" (And, of course, it was generally observed that the sensational Kefauver Investigation had a temporarily deleterious effect.)

Despite the boost given soap opera's standing by ratings, many industry experts think the figures are unrealistically low. For those listeners who *do* go on vacation, or even drive more in the

summer, there is the unrated car radio, the unrated cottage and hotel radio, and the unrated portable. Also, where TV is having its effect, the kids may be in the living room watching a Western movie (with the rated front room radio turned off), while Mom is working in and listening on the kitchen radio to *Brighter Day* or *Life Can Be Beautiful*. A survey recently completed by Radio Reports, Inc., on rural radio ownership throughout the country revealed that there was an average of 2.3 sets per family. Not only can listening

in the home be split between TV and radio, but between living room radio and kitchen radio. This is especially true in summer, when the kids are home from school.

Note the results of one "box-topper" worked up by Lever Brothers and Ruthrauff & Ryan in September, 1949 (for many advertisers a month of hiatus). The gimmick was to dream up a name for *Aunt Jenny's* new-born grandchild, the winner to receive \$10,000. Supported by the side-promotion of one *Life* magazine and two Sunday comics ads, the 30-day contest drew a handsome total of 554,503 name suggestions.

The study of soap opera over the past two decades clearly establishes the desirability of summer programming—at least for soap opera. Daytime serial's workmen don't make a point of advertising it—the "Macy's doesn't tell Gimbels" idea prevailing—but privately they state that other daytime programs would give them much more competition if they, too, carried their big guns into the summer airlines.

Daytime serials experience little difficulty skirting the vacation bugaboo which appears to render other types of shows helpless. The writer arranges *his* vacation simply by writing further ahead than is his usual wont. In many cases he also arranges for the drama leads' holidays by writing them out of a series of broadcasts, or, in some cases, "writing down" their parts so that someone else can play them.

When a role is written down, most producers make a great effort to find a replacement with a similar voice. The public must not be disillusioned or reminded that their "friends" are just actors playing parts. How seriously voice identification is taken in some quarters is best demonstrated by the sponsor's dealings with the actress playing the title role of *Ma Perkins*. "Ma" is the same woman who created the role 13 years ago. Her contract won't allow her to work for any other sponsor. And, even in the trade, every effort is made to conceal her real name.

But Kay Lane, of Compton, expresses little concern over voice identification. For a vacation replacement—and in the world of soap opera, a vacation rarely is more than two weeks—she chooses an actor or actress almost entirely for acting ability. In fact, some years ago she permanently replaced the leading actor in *Road of Life* with Don McLaughlin, who also plays in night



NOT ONE LOCAL SPONSOR LEFT WGH LAST SUMMER

Local sponsors who see advertising results firsthand spend summer as well as winter dollars with WGH

Just plain good sense, too. Here's why

8 Million visitors spent over \$42½ million last year in Norfolk alone. Add to this the millions spent by millions at Virginia Beach, Colonial Williamsburg, Jamestown, Yorktown and other vacation-travel spots in the WGH-Area

A check of Free and Peters' Summer Listening Study will show other good reasons for taking advantage of this

WGH-AREA SUMMER BONUS AUDIENCE



5,000 WATTS — BASIC ABC
NORFOLK - PORTSMOUTH - NEWPORT NEWS
THE DAILY PRESS - TIMES HERALD STATION
FREE AND PETERS, INC. NATIONAL REPRESENTATIVES



In Northern California
MORE PEOPLE LISTEN — more often — to KNBC
 than to any other radio station

It's a fact! In all the rich, fast growing markets of Northern California, **MORE PEOPLE LISTEN** — more often — to KNBC. Week after week, KNBC reaches 50% or more of the radio families in every county but one in Northern California.

And now, a lot more people — a lot more potential customers — live in Northern California. The San Francisco-Oakland Metropolitan Market, for example, is now the *seventh largest* market and the *fastest-growing* major market in America. In this big market, the biggest and most loyal audience belongs to KNBC!

In addition, KNBC's 50,000 watt *Non-Directional* transmitter makes KNBC the *only station* that can deliver important **PLUS-MARKETS** like Sacramento, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, the San Joaquin Valley, San Jose-Santa Clara, Eureka-Humboldt County — *all in one big economical package!*

PLUS-Market Case History

San Joaquin Valley

- *Population: — 327,300, an increase of 56.5% from 1940-1950*
- *Effective Buying Income: — \$479,821,000, an increase of 176.4%*
- *Retail Sales: — \$357,807,000, up 221.7%*
- *KNBC Audience: — Week after week, over 4/5 of the radio families listen regularly to KNBC!*

What's more KNBC gives you more for less. KNBC not only gives you the *biggest* audience in Northern California. At the same time, KNBC actually *costs you less* per person reached. KNBC sales reps will gladly show you how —

KNBC delivers **MORE PEOPLE** (in one package!) — at **LESS COST** per thousand — than any other advertising medium in Northern California.

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C.

San Francisco

Represented by NBC Spot Sales

Now...
MORE POWER
 on
WGTC
 5000 W Day
 1000 W Night
 Directional

★

MORE LISTENERS
 on
WGTC

New, clear signal tremendously increases coverage, attracts greater audience and more listeners, sells more buyers.

★

SAME LOW RATES
 on
WGTC

Greater power, broader coverage, more sales, at practically same low rates for former local coverage.

★

MORE FOR YOUR MONEY
 on
WGTC

GREENVILLE, N. C.

Full Time—1590 Kc

Mutual Affiliate

Nationally Represented By

John E. Pearson Company

radio's *Counterspy*. McLaughlin's voice is entirely different from that of his predecessor, but no hitches were encountered in effecting the change.

Some players, through choice, have omitted vacations entirely for as long as three and four years.

In recent years, however, there has been an increasing tendency for daytime serials to transcribe several shows in advance, allowing the entire cast and production staff to take their vacations at one time.

Transcribing ahead is something other kinds of shows seeking program continuity might look into.

Other types of programs would also benefit by studying the things that make summer soap opera tick.

Experts agree that there are three major elements which lead to soap opera success in summer as well as winter. They are Habit, Hook (serialization), and Need (the listener's desire for voice companionship). It is these three elements which make it particularly important for soap operas to stay on for 52 weeks.

The only one of these elements which belongs solely to soap opera is the "hook." This, however, cannot be dismissed lightly. Dating back at least to the time Charles Dickens' *Pickwick Papers* were published by English gazettes in episode form, the written serial has been a prime factor in building and maintaining magazine circulation. Such serials, however, do come to an end. Radio serials, on the other hand, will take from nine months to a year-and-a-half to conclude a sequence. Moreover, no smart program ever concludes one sequence without beginning a new one. The new sequence begins building long in advance of completion of the current one. So the housewife-listener once again becomes completely engrossed.

Sidney Slon, supervisor of daytime radio and TV and head of script for Ruthrauff & Ryan, has proved beyond dispute the efficacy of the hook. When he joined R & R in 1943, he was confronted with the curious up-and-down rating history of the *Aunt Jenny* show (which isn't strictly a daytime serial, but a series of stories). Spot checks revealed that one day *Aunt Jenny* would be on top of the rating heap, a few days later, far down. The show then, as now, had a format wherein Aunt Jenny narrated stories of from one to two week's duration (radio time). Slon found that each story, by

It's an indisputable fact—

KLIX

is KLICKIN'
in Idaho's Fabulous Agriculture Empire

MAGIC VALLEY

(The 9 agriculturally rich counties surrounding Twin Falls)

Yes...

KLIX

is KLICKIN'

and George Hollingbery can prove it!

ONE OF THE HIGHEST PER-CAPITA INCOME MARKETS IN AMERICA

you can't cover it from the outside and KLIX does the real "Inside Job"

KLIX

KLIX Twin Falls, Idaho
 American Broadcasting Company

Frank C. McIntyre

V. P. & Gen. Mgr.

WJJD

Chicago's BEST
50,000 Watt BUY

A MARSHALL FIELD STATION
REPRESENTED
NATIONALLY BY
AVERY-KNODEL

the time it reached its climax, had built an enviable audience. But then the next one had to start from scratch. So he added the hook. Following the last episode of each story, he introduced a "trailer," a short dramatic scene "with enough emotional impact to whet the audience's interest in the drama to follow." None of these trailers exceed two-and-a-half minutes, yet since their adoption, *Aunt Jenny* has consistently rated within the first 10 daytime programs, with very little fluctuation. Introduction of the "hook" has stabilized this one program.

The second element, "habit," is something for which all programs

strive. The serial-makers have discovered that program continuity—next to a good show—does the most to promote constant listening. This precludes any seasonal hiatus.

The third element leading to daytime serial success is "need." It used to be thought that the lonely housewife sought in soap opera vicarious fulfillment of her need for romance and adventure. This need could be met more fully, and certainly more quickly, by magazine-reading and movie-going. Most current thought is that the real need is companionship. Tom McDermott, director of television and formerly director of radio for Benton &

Bowles with over 10 years' experience producing, directing, and writing daytime drama to this credit says, "Women at home alone find in our stories a whole series of friends." He added, bearing on the subject of summer hiatus, "For most listeners it wouldn't seem right if their friends just dropped out of their lives for three months."

While it is true that probably millions of women take their serial stories quite seriously—as is amply brought out by the large number of gifts, prayers, messages of encouragement and admonishment received by daytime serial's fictional characters—primarily they tune in to hear grown-up voices around the house. It is worth noting that most daytime serials boast announcer-narrators with warm, pleasing masculine voices. And the companionship motivation is even further brought out by a look at the strongest competition soap opera has ever encountered—Arthur Godfrey. Godfrey's deep, amiable croak, more than any other voice in the history of broadcasting, represents "a man around the house."

The people who make soap opera are not an apologetic group.

Soap opera succeeds in summer because its producers assiduously go about creating "friends" for the housewife and—via daily and year-round programming—instill her with strong listening habits.

A rise or fall in temperature is not going to change these habits. ★ ★ ★

HIBERNATING ADVERTISERS

(Continued from page 45)

(on a 52-time discount) within the summer span. NBC out-traded CBS on that one, but William Wrigley then stepped in at CBS. What General Mills and Wrigley bought in 1950, and what is now now being peddled by all the networks to a variety of advertisers for 1951, is actually something "new" in summer selling—the "saturation" deal that hits the public every time it turns around, with another show (see article, page 42).

Radio webs are, admittedly, a touch panicky at the moment with TV distractions, sponsors passing by radio shows with excellent records. Raiding is in full operation. Here, again, the logical and the psychological seen side by side point up the mischief implicit in emotional attitudes and accumulated inertia.

THE FASTEST GROWING MARKET IN AMERICA IS BATON ROUGE

WITH A

257% INCREASE IN POPULATION, 1950 OVER 1940

321% INCREASE IN RETAIL SALES, 1949 OVER 1940

(1949 SALES \$154,000,000)

*Every survey made in the last 4
years shows WLCS as the NO. 1
STATION 8 A.M. to 6 P.M.*

★ ★ ★

WLCS

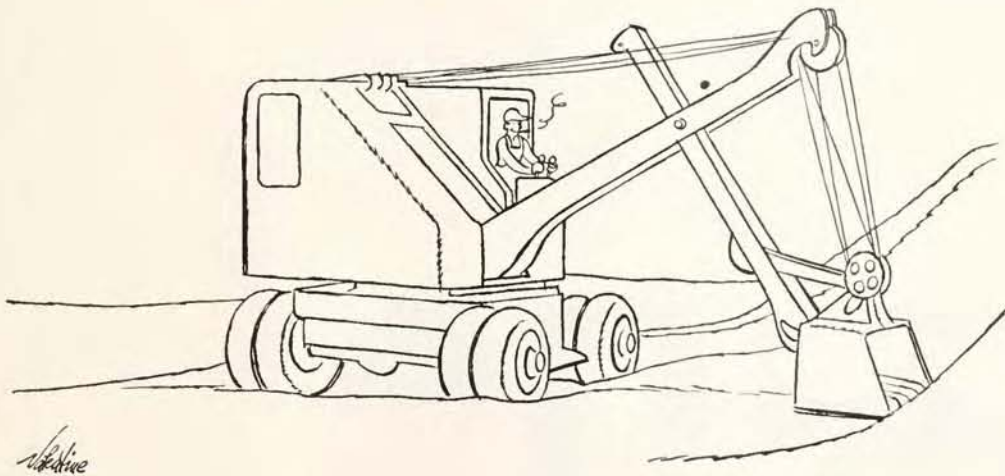
BATON ROUGE

-- A B C --

REPRESENTED BY RAMBEAU



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

Radio sold summer brilliantly in the depression years to the considerable consternation of the magazines. The very word "hiatus" dramatized the smallness of the allowable break in advertiser consistency. The word is commonly credited to Paul W. Kesten, then the promotion wizard of CBS who says on the point: "I'm not really sure I was first to popularize 'hiatus' but I do recall being kidded at the time for using such a high brow term."

Only the star-less daytime serials practice the gospel that nothing as hard to build up and as precious as listener habit ought be broken. As to the hiatuses of the big star-studded nighttime programs, here are some comments gleaned in this article:

Agency partner: "Well, listening goes down in the summer, but program costs don't, not if you keep your stars. Agencies don't like to have to justify paying out the same money for one-third less circulation."

Research executive: "I've always suspected the stars are sensitive about their big salaries and realize that the summer fall-off in ratings would make those salaries look awfully swollen."

Gag writer: "Hey, by June, the comic is already groggy, and so are we. We gotta have out to get our sanity back."

This fatigue factor in creative talent is real. In no other entertainment me-

dia (except maybe TV) is the performer drained as dry at season's end as in radio. Then, too, stars don't work just for money. They want time to frolic. Interestingly, Roy Rogers will continue through on Mutual—via recordings.

Way back in the 1920's and 1930's summer on the air was funeral in its calm and broadcast hours were curtailed to the degree stations dared in the frame of their "public interest, convenience and necessity" obligations. It was then that a radio editor coined the phrase "sustaining but not nourishing." By the Fourth of July radio then seemed more hobby than industry. Baseball, to be sure, was an early blessing, as still today, and the sale of adjacencies, especially to beer accounts, was a happy exception to the rule of commercial neglect. There was, however, very definitely an over-supply of play-by-play. In the summer of 1932, for example, the same one baseball game every day was broadcast in full simultaneously on seven different Chicago stations.

Summer was, from the outset, the time for experimenting with new program formats. The fabulous Columbia Workshop whose history was detailed here in the two February issues originated as a "summer filler" that went on for five and a half years before the war intervened. While the great majority of filler programs were as light-

ly met and as easily forgotten as summer buttercups, the medium of radio was surely enriched by this showcasing. In recent years the spirited rivalry of NBC and CBS has made some of the warm weather replacements as resplendent and impressive as in-season favorites. This, in turn, buoys up network listening.

However, local stations have shown the greatest adaptability of late. An outright independent like WNEW, New York, has the advantage of year-round programming under its own control. It is just as, or relatively just as, popular in summer as winter. Add to this WNEW's wily exploitation of automobile traffic, weather, and resort information and the outline of a conscious plan to make something of summer is evident. Newscasts, like daytime serials, are customarily not interrupted but go round the calendar. Hence, local stations with news every hour on the hour, or Mutual with a news-loaded schedule, have summer advantages. Incidentally, because Mutual has less total network volume and fewer "stars," it suffers least among the networks from economy, and/or temperament, summer hiatuses.

Radio by virtue of its instantaneous dispersal of the spoken word escapes the delays of summer scattering of population. A home town newspaper may follow a vacationing citizen, but be three or four days late at the least. Meantime, all over the land magazines in their wrappers pile up on front porches waiting the later return of families. The same families have taken the instruments of radio reception with them.

Staggering alterations in the market facts of summertime have taken place in the past generation. The automobile was the first great revolution. The short run, the easy-does-it weekend, the new stay-at-home-and-take-sidetrips vacation came into vogue through the years. In 1910 most of the hotel space and cottages at Atlantic City were leased for the full summer and folks arrived by train laden with everything but the parlor furniture. By 1924 this whole system of booking had been rendered obsolete. Air-conditioning, which reduced the discomfort of the big cities (along with more sensible fashions in attire for both sexes), revolutionized theatres, hotels, restaurants and other public places. But the greatest relaxation item of all was radio. Never forget that, never take that for granted.

Serving these national advertisers

- AJAX • ARRID
- BIRDS-EYE™
- BLONDEX
- BLUE BONNET MARGARINE
- BLUE GOOSE FROZEN FOODS
- BLU-WHITE SOAP
- BORDEN'S STARLAC
- BUICK
- BUTAY PRODUCTS
- BUTTERNUT COFFEE
- CHASE & SANBORN COFFEE
- CHESTERFIELDS
- CHEVROLET
- CINCH MIXES
- CROSLEY • DRAS-TIC
- DUFF'S MIX
- DUPONT
- EDWARDS COFFEE
- EINOT HOME PERMANENT
- ENCHANTMENT MAGAZINE
- FORD • FOUR-WAY COLD TABLETS
- GENERAL MILLS CAKE MIXES
- GRIFFIN SHOE POLISH • ROBERT HALL CLOTHES

5th Anniversary Year

KFEL'S "RAY PERKINS SHOW"

11:00 a.m. to 12:00 noon and 2:30 to 4:30 p.m. daily

KFEL FM-WOXL
Mutual in Denver

**MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR**

- HAZEL BISHOP LIPSTICK • HILLS BROS. COFFEE
- IVORY SOAP • JOY
- KELLOGG VARIETY PACK • KOOLS
- LADIES HOME JOURNAL
- LA FRANCE • LIPTON TEA & SOUP
- LYNDEN FOODS
- MRS. McDONALD'S CHOCOLATES
- MUSTEROLE
- NUCOA • NUTRENA DOG FOOD
- PERTUSSIN • POLL PARROT SHOES
- PREMIUM CRACKERS
- RANCHO SOUPS
- REAL GOLD CITRUS PRODUCTS
- REDDI-WIP
- RESISTAB
- ROYAL DESSERTS
- SATURDAY EVENING POST • SPIC & SPAN
- SUN VISTA CANNED FOODS • SURF
- SWANSDOWN
- SWIFT ICE CREAM
- TEN-B-Low DESSERT
- TENDERLEAF TEA
- TONI • ZOOM
- . . . and Many Fine Local Accounts, Too!

BMI

...is grateful to the

BROADCASTERS of AMERICA

for a year of **OUTSTANDING SUCCESSES**

BMI LICENSED

SONG HITS

made a

Clean Sweep

in the

1950

TRADE PAPER

POLLS

Best Record **GOODNIGHT IRENE**

Published by Spencer Music, Inc.

Recorded by Gordon Jenkins & The Weavers (Decca)

Best Folk Record **CHATTANOOGIE SHOE SHINE BOY**

Published by Acuff-Rose Publications

Recorded by Red Foley (Decca)

Best Western Record **BONAPARTE'S RETREAT**

Published by Acuff-Rose Publications

Recorded by Pee Wee King (RCA Victor)

Best Jazz and Blues Record **I ALMOST LOST MY MIND**

Published by Hill & Range Songs, Inc.

Recorded by Ivory Joe Hunter (MGM)



BMI takes pride in the
SPECIAL AWARD
for
OUTSTANDING SERVICE
and
PROGRESSIVE MUSIC
ACHIEVEMENT
During 1950
presented by
THE CASH BOX

Remember to Visit
the BMI DISPLAY
at the
NARTB CONVENTION
EXHIBITION HALL
THE STEVENS

BROADCAST MUSIC, INC.

580 Fifth Avenue, New York 19, N.Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



DETROIT TELEPULSE JOINS PULSE ROSTER

Available in March, and monthly thereafter, the Detroit Telepulse report became the 17th individual market report published regularly by Pulse for the benefit of its subscribers and interested parties.

TelePulse reports are now issued monthly in the following markets:

New York
Chicago
Philadelphia
Cincinnati
Los Angeles
Boston
Cleveland
Dayton
St. Louis
Columbus
San Francisco
Washington, D. C.
Birmingham
Buffalo

and . . . Syracuse, bi-monthly, and three times a year in New Haven.

For information about any of these TelePulse reports and other data . . .

Ask The Pulse.

THE PULSE Incorporated

15 West 46th Street
New York 19, N. Y.

It is worth recalling, too, that the supposedly inactive period of summer is, in many lines, the very peak of busy-bee scurrying. Advertising agencies are sometimes terrifically busy with the production of fall ads. August is traditionally a time for fur sales while behind scenes in many a cathedral of commerce preparations are in full swing for Christmas. Such houses as Wallace Brown, Kendex, Heiderkamp are advertising in July for Christmas card agents.

Coffee and tea and wine, even whiskey, form a seasonal partnership with ice cubes and mixers and go to town. Razors step up pressure, telling the lads that if they would make time with the summer lassies they'd best be smooth of cheek. Ditto for the hair-goods. As for the girls, Mum's the word for under the arms. Typical of the product selectivity of summer is Elizabeth Arden's continuing emphasis on creams and lotions while passing by eye make-up, the femme fatale being, for the nonce, girlish in peasant cotons.

Radio follows people wherever they go in summertime but often enough trademarked goods do not. The organization of distribution into the thousands of resort villages all over the United States still leaves something to be desired although enormous improvements have been perfected. Suppliers in Boston are very keen on vacationland service and a telephone call can produce action by the next day or day after in most cases. Distribution executives acknowledge losses running to millions of dollars as city folk ask by name and either take something else instead, or don't buy at all. Some houses are liberal in allowing temporary stores to return unsold goods at summer's end. Drug wholesalers are perhaps the most *qui vive* as regards bearing down in the mountainside, lakeside, seaside and countryside hamlets which suddenly swell five and six times their winter population. By February and March, warehouses, jobbers, druggists are forewarned to order up, are propagandized as to the advertising support various products will get.

Many a product manufacturer has been notoriously negligent about arranging distribution to take advantage of the summer clustering of population. Again, the indictment of inertia and do-nothingism. Book publishers, except for the 25¢ pocket books which come in with the magazines, are very

remiss. Last summer the millionaires' playground at Southampton, Long Island, was literally without a single outlet for the sale of the best sellers which continued to be advertised and reviewed in the *Sunday Herald Tribune* and *Times*. Magazines and newspapers do, of course, make every effort to truck in supplies.

Always the psychological factors loom up. Check them off:

Sponsor fear of "uncertainty" in the most certain time of all. Psychology, pure and simple.

Radio fear of television. Part fact, part phobia.

Agency fear of fewer-families-per-thousand. As much contrivance as conviction when you remember that agencies usually don't agonize their consciences about where the 15% comes from.

Some distributors' fear of fuss and bother dealing with and handling credit of temporary outlets. Again, the element of mental attitude as much as business fact.

Finally, everybody's consuming fear of not being a wise guy, of expending energy and enthusiasm naively while scoffers stand by and scoff. This is the very essence of negativism.

And so the thesis is made. Summer selling, for all the practical difficulties involved, is beyond logic alone; is, in short, a state of mind. ★ ★ ★

CANADA DRY

(Continued from page 51)

and expands its spot radio campaign is rooted in the matter of costs. Again, in the words of radio/TV director Wight: "Even though we'd get a special discount for staying on TV net 52 weeks of the year, the licensed bottlers, who share the broadcast cost, feel it's too expensive for their pocket-books. In any case, they feel spot radio will do the selling job for them in the summer. In the future, it may be they will want to keep up their TV advertising the year round."

As with *Super Circus*, the approximate \$260,000 annual cost for spot radio is shared equally by Canada Dry and its licensed bottlers. But all the commercial copy emanates from one source—the collective brains of Merre Northrup and Ruth "Penny" Embury, chief copy writers at the Mathes Agency. The 15-second to one-minute sales messages they prepare are sharply di-

Today's news tonight!

KTTV Staff Uses B&H Equipment To Make Deadlines

Station KTTV is attracting Los Angeles viewers with a daily "live" news reel. The popularity of this feature depends on getting on-the-spot movies of local events . . . editing and preparing them for showing the same evening . . . and making that showing a finished production.

To do this successfully, day in and day out, requires highly competent staff teamwork, plus the finest equipment. The staff at KTTV who work with Bell & Howell camera, projector and editing equipment have found it perfect for the job!



Shooting a street scene with a Bell & Howell 16mm "70" Camera



KTTV News Unit at work in the Film Editing Room. Man in center splices film of B&H Film Editor



Single-Case Filmosound Projector. First choice of TV experts for previewing film before broadcasting . . . and for showing film to clients. Projects 16mm film—sound or silent. Complete film protection permits running originals or work prints without fear of damage. Change from forward to reverse or vice versa at flick of a switch—no rethreading necessary. Light, compact, easy to operate.



← Matched For Your TV Needs →



16mm 70-DL Camera. This newest member of the famous B&H 70 series is built with precision . . . versatile enough for most any TV job. The 70-DL operates at 7 precise, governor-controlled film speeds—the 204° open segment shutter giving 1/40 of a second exposure at exact sound speed (24 frames). Can be adapted to take film to which sound is to be added. Three-lens turret assures you of the right lens for any shot . . . instantly. Also has positive viewfinder with matching objectives and parallax correction, critical focuser, and hand crank.

Guaranteed for life. During life of the product, any defects in workmanship or materials will be remedied free (except transportation).

BELL & HOWELL COMPANY
7112 McCormick Rd., Chicago 45, Illinois

Please send me your booklet on TV equipment and how to use it to improve my TV services.

Name _____ Address _____
City _____ Zone _____ State _____

You buy for life
when you buy . . .

Bell & Howell

forced from the somewhat lofty paeans that Milton Cross used to utter on *Information Please*. They're now more bouncy, slip, yet down-to-earth.

Instead of promoting Canada Dry pre-eminently as a mixer, the chief emphasis is on "America's first family of beverages," as witness this listing in a cheerful jingle that goes:

*Canada Dry makes flavors now,
Orange, Grape 'n' Cherry;
Canada Dry makes flavors now,
Root Beer, Cream, Strawberry.
Each flavor is delicious,
And the tops in quality:
A flavor made for every taste,
Just drink 'em, you'll agree.*

When Canada Dry ginger ale is advertised, the emphasis tends to be toward selling it as a beverage on its own right (it now enjoys better than 20% of all U.S. ginger ale sales). But, while use of Canada Dry beverages as mixers is not the major selling point it used to be, the company continues to plug that theme, too — especially on stations like WHUC, Hudson, N. Y., which reach a Scotch-and-soda drinking audience. A typical message for Canada Dry Sparkling Water (it now leads all other brands with about 35% of all club soda business) is wrapped up in this lilting jingle:

*Mix your drinks with Canada Dry,
Best club soda you can buy:
'Twill keep your drinks sparkling,
'Twill keep your drinks sparkling,
Alive, Alive-O!*

Because its advertising campaign is so far-flung, yet pinpointed to the needs of each local bottler, Canada Dry's over-all strategy, of necessity, calls for varying approaches. The factors involved range from geographical preferences in flavor and bottle sizes, through local terminology. Recognizing these demands keeps three agency executives on the hop: W. T. "Ted" Okie, vice president of J. M. Mathes and senior Canada Dry account executive; Carl G. Suber, account executive on company-owned plants; and William Brayton, account executive on the franchise operations.

For example, in the South, the seven-ounce bottle (selling at 5¢ to 7¢) is easily the biggest seller, regardless of what the beverage is. But in New England, sales of small-size bottles are a fizzle, and the 23-ounce, 15¢ bottle are the big favorites. Consequently, the family-size bottles get the advertising play over WKXL, Concord, New Hampshire, while the seven-ouncer is

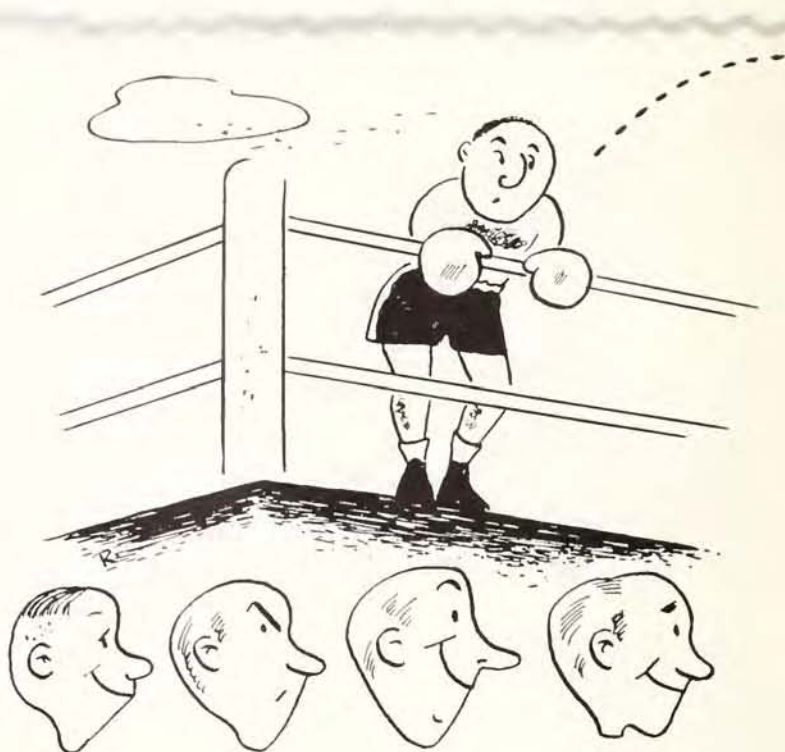
plugged over WDAR, Savannah, Ga.

Preferences for flavors, according to regions, also influence advertising. In New England, ginger ale is preferred over the other flavors, while in Georgia soft drinkers like cola beverages. Thus, in Concord the problem is to advertise the brand; in Savannah to sell the beverage. In Concord, listeners are urged to try Canada Dry "if you think all ginger ales are alike"; in Georgia the message is altered to "if you've forgotten how delicious ginger ale can be..."

Even subtler differences must be recognized when it comes to regional semantics. In some parts of the South, according to radio/TV director Wight, when you ask a bartender for "a Scotch and soda," he automatically

gives you Scotch with cream soda as a mixer. Only when you demand "seltzer water," does he give you club soda as Northerners recognize it. Therefore, according to the market conditions, Canada Dry's radio sales message in those areas will sell Canada Dry's cream soda, as opposed to other cream sodas; or will try to awaken consumers to the need to ask for Canada Dry Sparkling Water as a unique mixer.

Another lingual problem that Canada Dry ran into involved the definition of lemon soda in St. Louis. The local bottler and the agency discovered that Canada Dry's lemon soda wasn't selling well merely because it wasn't identified as "white soda"—the regional terminology for "lemon soda."



***AND YOU'LL HAVE A RICH MARKET
RIGHT IN YOUR LAP TOO....
WHEN YOU BUY THE
TREMENDOUS PURCHASING
POWER OF KEYSTONE'S
SMALL TOWN & RURAL MARKETS!**



Promptly, Canada Dry redesigned its Hi-Spot bottle labels to play down both the Hi-Spot trade mark and the lemon soda identification, and, at the same time, highlighted the product as a "white soda." Too, the agency prepared a special promotion deal for the St. Louis distributors. It tied in the new "white soda" identification with an offer of two large 15¢ bottles for 25¢—and the dealers thus were back in the competitive race.

The agency's timebuyer, Edna Cathcart, must be aware of these regional problems, along with numerous others. When she buys radio announcements or program participations, she is generally guided by these major considerations:

1. Size of audience—If the local

Canada Dry bottler distributes the beverages over a wide area, a larger radio station is preferred.

2. Time availability—Canada Dry splits its radio announcements about 50% to daytime programs and 50% to nighttime programs and time is selected accordingly.

3. Metropolitan vs. Rural marketing—Programs are selected on the basis of the market bottlers wish to stress for a particular beverage. Thus, the Fitzgeralds (who interview Broadway guests on WJZ-TV in New York) are used to sell mixers to the suburban listeners.

An idea of the way Canada Dry blankets the country on a local level can be seen by examining some of the radio stations it has used for its spot

campaign. Here is a big handful:

WKRC, Cincinnati; WEOK, Poughkeepsie; KGW, KEX, and KOIN, Portland; KREM, Spokane; WINS, New York; WKNE, Keene, N. H.; WHUC, Hudson; WCAU, Philadelphia; KTMS, Santa Barbara; WFRP, Savannah; WKXL, Concord; WLNH, Laconia, N. H.; WFOX, Milwaukee; WBAX, Wilkes-Barre, Pa.; KCBC, Des Moines; KMYR, Denver.

Also WOLF, Syracuse; WHHM, Memphis; WLEE, Richmond; WTMA, Charleston; KIST, Santa Barbara; WDAR, Savannah; WWSC, Glens Falls, N. Y.; WRNL, Richmond; WTAL, Tallahassee, Fla.

In a few instances, Canada Dry also uses spot TV, as on KOTV, Tulsa, Okla.; WSB-TV, Atlanta; and WHIO-TV, Dayton.

Canada Dry is a great believer in promotion, especially point-of-sale displays. This is easily achieved, since Canada Dry men remove the empties from retail stores just about every day. Most of the display cards feature Mary Hartline, the gorgeous blonde who appears on *Super Circus*. The parent company also cooperates with its licensees in offering toys to the kiddies for Canada Dry coupons; one-cent sales; and posters displaying six-bottle handi-pak cartons of beverages.

When officials of Canada Dry (first to sponsor the *Jack Benny Show*, *Duffy's Tavern*, and the *Meredith Willson* regular-season show) are asked why the company left network radio for spot radio and network TV, they have a circuitous answer. They talk of the "high cost" of network radio and the visual value of TV directed to the family. But mostly, they feel, spot radio is most valuable for their purposes because it can hit home sales messages with greater impact in the local market. Besides, they say, their changed policy has worked.

A glance at the rest of the soft drink industry seems to bear out that contention.

In 1948, for the first time in nearly 10 years, Canada Dry's total dollar sales by-passed Pepsi-Cola's. Pepsi's total sales dropped from around \$56,500,000 in 1947 to \$46,000,000 in 1948. But Canada Dry's spiralled from \$45,100,000 in 1947 to more than \$50,000,000 in 1948. While Pepsi's sales reportedly have continued to slip, Canada Dry's continued to zoom, from \$51,400,000 in 1949 to a record high last year of exactly \$54,403,983.

RIGHT IN YOUR LAP!*



Leading National, blue chip advertisers are discovering every day that KEYSTONE'S affiliated stations produce results when you want to reach the high purchasing power of the small town and rural markets! And, according to BMB studies, these small home town stations produce the highest listener-loyalty.

The Keystone Broadcasting System has more than 400 Stations ready to take you into this tremendous market . . . RIGHT NOW! And there's not a single KBS station located in a TV-station city . . . KBS is beyond effective TV!

Write today for information on the only established and growing Transcription Network . . . where one order only buys an attractive and productive package!

KEYSTONE BROADCASTING SYSTEM, INC.
580 Fifth Ave., New York, N. Y. • 134 N. LaSalle St., Chicago



Langendorf OLD FRIEND

Consistently renewing its schedules year after year, this fine Western bakery proves its loyalty to KJR's efficient coverage of Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

This puts Canada Dry up in second place behind that Goliath of the beverage world, Coca-Cola. While Coke does not release figures pertaining to its annual gross, insiders estimate its total dollar sales are about \$250,000,000. Coca-Cola does reveal its annual net profit figures, however, and, surprisingly, these show a recent drop—from \$35,000,000 in 1949 to \$31,630,000 in 1950.

Canada Dry has come a long way from the day in 1890 when a Canadian chemist named J. J. McLaughlin first began to market his ginger ale—a decided departure from the too sweet and too pungent Belfast type of ginger ale then traditional. It has since passed through eras when it was only bottled in a plant in Hudson, N. Y., when it was the chief mixer for speak-easies during the Prohibition period, when it was the rage of the luxury class only of liquor drinkers, up to the present, when it distributes 55,000,000 cases of varied beverages to a universal hoi polloi, from New Zealand to French Morocco.

(It's interesting to note that, since Prohibition, Canada Dry has also served as American distributor of some 14 brands of liquor, including Johnnie Walker Scotch and Cinzano vermouths.)

In the coming year, according to Canada Dry president Roy W. Moore, "We expect to re-open solicitation for additional bottlers in certain selected markets." And, with restrained satisfaction, he adds that Canada Dry's continuous success is based on "The willingness to accept a modest accretion in the whole structure year by year, rather than attempting spectacular flourishes." If Canada Dry's radio summer-selling campaign is any criterion, what this adds up to, in the phrase of the singing commercial, is that Canada Dry's sales are very much "alive, alive-o." ★★★

WSRS CLEVELAND

... "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. ... covering 336 square miles.

... Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up ... WSRS cost per thousand lowest in town, thus the best buy in ...

CLEVELAND WSRS



Facts about the QUAD-CITIES

POPULATION	233,012
TOTAL RETAIL SALES	\$246,605,000
FOOD GROUP (RETAIL SALES)	\$52,346,000
DRUG GROUP (RETAIL SALES)	\$7,643,000

*1950 U.S. Census Preliminary Report

All sales figures for Quad-City Metropolitan Counties are from 1948 U. S. Census of Business

WHBF

5000 WATTS BASIC ABC

AM TV FM

NAT'L. REP. AVERY-KNODEL, INC.

SATURATION BOYS

(Continued from page 43)

ing with this network for such a deal.

NBC is hoping that General Mills will come through again. Last year this Midwest firm put down the healthy sum of \$650,000 for an all-out summer saturation campaign. This year NBC is negotiating with General Mills and several other advertisers interested in the same kind of arrangements.

The networks are coming up with a

number of shows that they want to showcase for year 'round potentialities. One other incentive for providing good summer programming is the desire to get rid of the hiatus curse that started years ago when the big stars were permitted to take long vacations. "It became a matter of social prestige on the West Coast," one Hollywood veteran explains. "Every star wanted to have as long a vacation written into his contract as the fellow on the next show." With the stars off, ratings began to decline. It still is a moot question whether the listening declines because of the shows that are off the air or because listening itself declines. In any case, the program managers of all the networks are now lining up the kind of programs that will pull up summer ratings.

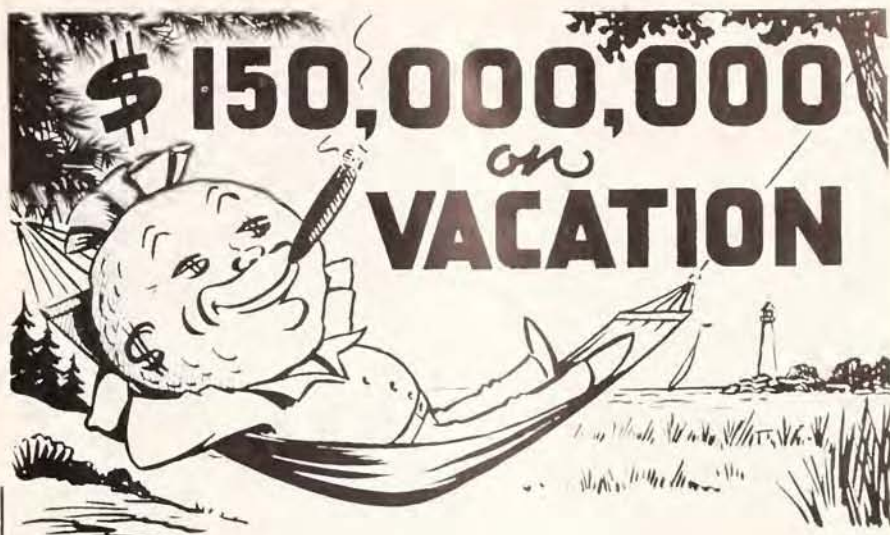
At CBS, Hubbell Robinson, Jr., the network's program chief, is readying a new comedy package called *The Old Army Game* and featuring Harvey Stone, a comedian who has done many guest shots with his routine on *GI woes*. CBS is planning a number of comedy and mystery shows again this year. The web is working on a radical departure from the conventional type of mystery show.

Although CBS will have a good representation in the comedy and mystery fields, Robinson, along with other program managers, snorted at the idea that this was going to be a mystery or a comedy summer season. The programs heads stress that this year there will be no accent placed on particular types of shows. In previous seasons, the trend has been to mystery and comedy. Earlier it was to quiz shows.

The big thing to watch for at CBS is the development of new programs which can be sold in small units of 15 minutes. "This summer there will be a certain amount of experimentation. We are looking for new patterns of radio programming at costs lower than last season. That is, a real saving in costs and not just a trimming of the price quotations," Robinson says.

(You hear the word "cost" frequently around the networks these days. Particularly, after ABC announced its plan to raid NBC daytime with the lure of a big discount and \$1,000 program contributions.)

If the CBS pattern follows the tradition of past seasons, it will include the following programs in addition to new shows: *Charlie Wild*, *Horace Heidt*,



Annually, between July 1 and Labor Day, Maine's population more than doubles.

Last year, more than a million tourists, vacationers, sports fishermen and hunters visited Maine resorts and playgrounds . . . most of them in mid-Summer.

Together they spent an estimated *\$150,000,000 in Maine stores, shops, camps, hotels . . . for transportation and services.

That was \$150,000,000 in new money for Maine interests . . . wealth created outside Vacationland.

Experienced observers expect Maine's 1951 vacation business to equal or surpass that of 1950.

The stations of the *Maine Broadcasting System* reach virtually all the significant areas of Maine's Vacationland. And it's a rare camp or hotel room that hasn't a radio.

Except for a few seasonal items, there's no valid reason to reduce advertising appropriations for Maine this summer.

*Maine Publicity Bureau estimate.

MAINE BROADCASTING SYSTEM

WCSH
Portland

WRDO
Augusta

WLBZ
Bangor

Weed & Company—Nationally

Bertha Bannan—New England

Contented Hour, Allen Jackson, Ed Murrow, Hollywood Star Playhouse, Mystery Theater, Mr. and Mrs. North, Mr. Chameleon, Dr. Christian, Mr. Keen, Philip Morris Playhouse, Sing It Again and Larry Lesueur. In the replacement field, Lucky Strike, via BBDO, is looking for a musical to replace Jack Benny when he takes his hiatus. Last year the cigarette advertiser brought in Guy Lombardo.

On the sales side, record attention is being given to summer programing. John Karol, AM sales manager, believes that the attractiveness of pack-

age buys is one big reason. Hesitancy on long-term commitments is another factor that makes sponsors take a longer look at summer sales presentations. This network is offering a special incentive plan that makes good reading for cost-conscious advertisers. The standard time rate is still in effect but the program quotation is shaved considerably. The advertiser pays the difference between the sustaining price and the commercial asking price. The usual example cited by Karol is that if a show has a \$2,000 sustaining charge and the commercial

price is \$4,000, the advertiser pays the difference which would be \$2,000.

Like its competitors, CBS is awaiting the final word on clients' plans, but it anticipates that most of its traditional year 'round advertisers will return. These include American Tobacco Company, Coca-Cola Company, Emerson Drug Company, Carnation Company, Carter Products, Inc., Chesebrough Manufacturing Company, Philip Morris & Company, Ltd., Miles Laboratories, Inc., R. J. Reynolds Tobacco Company, and Wm. Wrigley, Jr., Company. Daytime sponsors and programs are usually on a year 'round status.

At NBC Charles (Bud) Barry, vice president in charge of programing told SPONSOR that this summer, "NBC programs will be more diversified than ever before at costs in line with present market conditions." Barry, known in the trade for his showmanship, says, "Nothing can kill radio quicker than diminished entertainment values." That isn't just official vice president kind of talk. Here are the facts to back it up. NBC is banking on these ideas to maintain radio's vitality:

Rex Harrison will appear in an adventure thriller, *The Private Affairs of Rex Saunders*. One possibility is a dramatic series of *American Portraits* starring Louis Calhern, who played Justice Holmes on the stage and screen. This will replace *Cavalcade of America*. Bud Barry gets quite enthusiastic when he discusses another idea. He calls it "the first successful blending of music and drama on radio." The title is *Pete Kelly's Blues*. Background of the story will be the F. Scott Fitzgerald era. Another top entertainment segment will be *You Can't Take It With You*, starring Charles Coburn in a comedy series based on the famed Broadway hit. One interesting project that is in the preliminary stage is a patriotic program *This Is My Own, My Native Land*. Allen Nevins, the noted Columbia historian, is working on the material. "*It's Higgins, Sir*" is another new dramatic series. It will star Harry McNaughton.

The big sales effort at NBC is on the summer tandem that begins 7 May. The plan includes the *Boston Pops Orchestra*, Monday; *Screen Director's Playhouse*, Thursday; two comedy shows, *Cass Daley*, and *The Magnificent Montague* with Monty Woolley, Friday; and two mysteries, *The Amaz-*

MEET
 Radio Saleswoman
MARY DEE
She has an amazing trend on
WHOD
HOMESTEAD PITTSBURGH

Here are a few facts about Mary Dee:

1. First Negro Woman Disc Jockey in the East
2. Has received five awards from Community groups, churches, schools, newspapers, and clubs.
3. Was Honored August 1950 with testimonial dinner in Pittsburgh, five thousand persons present.

WHOD offers "Proof of Performance" as its criteria for media preference.

WHOD is The Station of Nations

Beams programs to Polish — Slovak — Jewish — Italian — Greek — Arabic — Croatian — Hungarian — Negro — Lithuanian.

— WRITE FOR SALES CASE HISTORIES —

Represented Nationally By
JOE WOOTTON

INTERSTATE UNITED NEWSPAPERS, INC.

545 Fifth Ave.
 NEW YORK, N. Y.

ing *Mr. Malone* and *The Man Called X*, Saturday. The Sunday night front wheel on the tandem, *The Big Show*, goes off for the summer and returns 30 September. *Duffy's Tavern* is another tandem show taking a hiatus.

Sunday night tandem shows for the summer will be *Tales of the Texas Rangers* with Joel McCrea, and *The \$64 Question*. Three programs are being scheduled for *The Big Show* hour and a half segment. These are *Gordon Jenkins and The Weavers*, 5:30 to 6:30 p.m.; *Now Hear This*, 6:30 to 7 p.m.; and the *Quiz Kids*, 7:00 to 7:30 p.m.

Going down the NBC summer lineup, Barry expects Monday night to remain the same with such musical shows as the *Railroad Hour*, *Voice of Firestone*, *Bell Telephone Hour*, *Band of America* and the *Boston Pops*.

Pete Kelly's Blues is scheduled for Wednesday night. The other programs that night will follow a solid mystery format. *The Falcon* replaces the *Great Gildersleeve* and De Soto will be replacing Groucho Marx with a mystery program to be selected. *Mr. District Attorney* and *Big Story* continue. Brian Donlevy winds up the thriller parade in *Dangerous Assignment*. *Henry Aldrich* will be replaced by alternate shows on Thursday. One of the replacements will be *You Can't Take It With You* and the other is expected to be *Junior Miss*. The Friday schedule is still in the dark. One of the Saturday features that is known at this date is a series of *Hollywood Bowl* concerts.

One project that will receive elaborate programing efforts during the season is the 25th anniversary of NBC. At this point, however, all plans are kept carefully under wraps.

As the program department goes ahead with its schedule, the NBC sales staff notes more interest in the saturation type of deal that General Mills, Inc., signed for last year. At this writing, NBC is still trying to decide the type of incentive plan it will offer. Naturally, in appraising the sales picture, the network anticipates that most of its traditional year 'round advertisers will return this summer. These clients include the U. S. Steel Corporation, Association of American Railroads, Firestone Tire & Rubber Company, Bell Telephone System, Cities Service Company, Lewis-Howe Company (Tums), Bristol-Myers Com-

NEWS DIRECTORS SAY

"WOW'S NEWS IS BEST!"

The NATIONAL ASSOCIATION
OF RADIO NEWS DIRECTORS
awarded WOW its 1950 plaque for

**"OUTSTANDING PREPARATION
and PRESENTATION of the NEWS"**

☉ When 400 men in the same profession agree that WOW's news presentation is the best, it MUST be good!

WOW Newscasts carried 77,237 stories in 1950 — an increase of nearly 2,000 stories over the previous year!

RIGHT NOW NEWS is the
Hottest Advertising Buy in
Radio.



and
WOW'S NEWS
is the
NATION'S BEST!

RADIO WOW OMAHA



ASK THE MAN WHO KNOWS

You come out of the tall grass in the Atlanta Market when you buy WGST. If you ask the man who knows—Mr. Atlanta—he'll tell you why. The top ABC shows, high local acceptance, and alert merchandising mean a winning combination. That's why more local advertisers buy more time on WGST than any other Atlanta station.

MR.
ATLANTA

WGST
ABC • ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

pany, American Cigarette and Cigar Company, Sun Oil Company, Pabst Sales Company, Colgate-Palmolive-Peet Company, American Tobacco Company, and R. J. Reynolds Tobacco Company. In many cases the question of replacements is up in the air. U. S. Steel usually replaces its *Theater Guild of the Air* with the *NBC Symphony* while the railroad association prefers a straight musical to the more expensive operetta that it sponsors during the regular season.

The big news about ABC, of course, is its attempted raid on NBC's afternoon sponsors. It may take a little while before advertisers decide on their strategy. In the meantime, Ray Diaz, ABC's urbane national director of radio programs is going ahead with major changes in his daytime schedules. *Mary Margaret McBride* moves down to the 2:00 to 2:30 p.m. segment as a national cooperative feature. She will be followed by *Sweeney and March*, a comedy show; *Francis Scully*; and a new program, *Family Circle*, a dramatic and discussion show on teen-age problems. These programs will continue right through the summer. "We are leaning more to the principle that established features maintain audiences during the summer," Diaz says.

During the evening periods, ABC is continuing *Inner Sanctum* and *American Agent* when the sponsor, Mars, Inc., takes a hiatus. ABC is making a strong pitch to advertisers on a summer "pyramid" arrangement. Three shows, *The Fat Man*, Wednesday; *The Sheriff*, Thursday; and one half hour of *Stop the Music*, Sunday, are available to three sponsors. Each sponsor receives a one-minute commercial on each of the three programs. Proctor & Gamble, always looking for a good buy to add to their huge radio schedule, signed as the first participant.

Another idea being groomed for an important build-up is a Saturday night dancing party. ABC's 40-piece orchestra, under the general supervision of Paul Whiteman, will be broken up into different types of bands—rumba, swing, etc. The network has been able to hire some top instrumentalists following the breakup of some of the large dance bands.

Advertisers are also being told currently about the *Newsstand Theater*, a series of top present day fiction stories from the popular magazines. A situation comedy starring Rosalind Russell

is being considered, but it is still in the early stages of preparation. Diaz is now lining up top dramatic and situation comedy shows to be used alternately as replacements for the *Screen Guild Players* on Thursday night. ABC wants to build good audiences for Old Gold's *Amateur Hour* that follows at 9:00 p.m. One block that looks set, except for the Gillette fights which go off, is the Friday night commercial line-up. This includes *Lone Ranger* (General Mills); *Richard Diamond, Private Detective* (R. J. Reynolds); *This Is Your FBI* (Equitable Life Assurance Society) and *Ozzie and Harriet* (H. J. Heinz Company). Programs on other days that are expected to continue are *Dick Haymes*, *Mr. President*, *Rogue's Gallery*, and the *Ted Mack Show*.

Walter Winchell, ABC's top star in the ratings, will take his usual summer leave. Top name personalities are expected to replace him.

One network that is not too worried about summer replacements is Mutual. It has few big names on its programs so that its full schedule is likely to continue through the summer. Stars will record in advance in most cases for the vacation absences. The Sunday commercial line-up, with such advertisers as Williamson Candy Company, Quaker Oats Company, Cudahy Packing Company and General Food Sales Corporation, will probably remain. There's not much doubt about Cudahy's outlook. It's *Nick Carter Show* has the highest homes per dollar figure among all evening half-hour commercial shows. Programs that can reach 343 families per dollar pull in profitable sales throughout the year. Ronson Art Metal Works with 20 *Questions* on Saturday night is another important MBS client likely to stay.

Seasonal advertisers on Mutual include Benjamin Moore Paint Company and Joe Lowe, Inc. The Lowe outfit, makers of Popsicles, is using Mel Allen on a five-minute sportscast three nights a week. The paint firm sponsors Betty Moore on a household hints show, *Your Home Beautiful*, for 26 weeks through spring and summer.

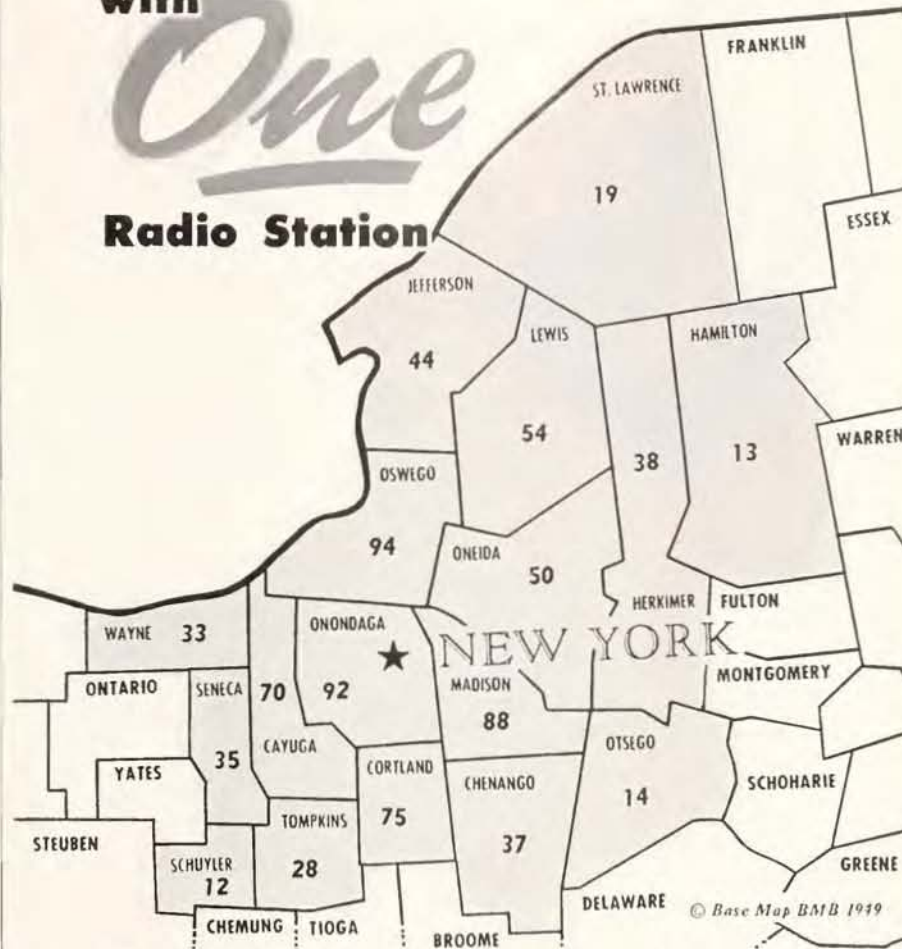
The big stars who take a summer hiatus both for relaxation and as a sign of social prestige may be absent again from radio, but there will be no hiatus in good programming or hard-selling efforts to move merchandise.

You Can Cover the Rich Central New York Market

with

One

Radio Station



BMB Nighttime Audience Families

WSYR — 214,960

Station A — 164,720

Station B — 148,340

Station C — 76,920

Station D — 68,970

WSYR ACUSE

570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Effective NEW WAY to buy
Daytime Radio Coverage:

WASHINGTON, D. C. METROPOLITAN NETWORK



For the first time in the history of radio advertising, five stations within one market offer their combined audience—the second largest in Metropolitan Washington—as a unit buy.

At Lowest Cost Per Listener*

Met New Advantages:

1. Complete daytime coverage of central and suburban areas.
2. Second highest average daytime audience in Metropolitan Washington.
3. Simplified buying—5-station coverage with one order, one transcription, one invoice.
4. Spots may be bought for the same time on each station, or staggered.
5. Low rates: 1/2-min. or time signals, \$18.24; 1-min., \$22.30; 5-min., \$36.48 (26-time). Complete card on request.

WARL	AM & FM, Arlington, Va. 780 KC, 1000 W.
WBCB	AM & FM, Bethesda, Md. 1120 KC, 250 W.
WFAX	Falls Church, Va. 120 KC, 250 W.
WGAY	Silver Spring, Md. 1050 KC, 1000 W.
WPIK	Alexandria, Va. 730 KC, 1000 W.

*For proof, or complete details, write or phone Jack Koste, Radio Sales, Inc., national rep., 60 E. 42nd St., NYC—MU 6-1133, or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1329 K St. N.W., Washington, D. C.—ST 6-1772.

MEN, MONEY & MOTIVES

(Continued from page 3)

freedom from any rivalry with the American Association of Advertising Agencies. At the first open meeting of the League the other day it was arresting that throughout an evening of animated criticisms of practices in magazine and newspaper dealings the little agencies had not one gripe (at least not then) against radio, although many used the medium, mostly via announcements. At this level of agency operations an ever-present menace is the fly-by-night penny ante sponsor who leaves the agency holding the bag. Dislike of this species is a dominant motive, very obviously, of the new League. League's address, by the way, is care M. P. Pearlman, 1 Madison Avenue, New York.

* * *

Speaking of motives, we hear of a wife who has threatened to divorce the executive vice president of a big agency if he doesn't quit and save his health. Guy's boss, after whom the shop is named, is a restless dynamo but every few months he goes off and laps up six weeks' sunshine. Then he returns, his pep renewed, and makes his top command, who have meantime had no time off, really hop. As described, it just isn't worth living. Not even for \$40,000 a year.

* * *

Rexall seems to be solving its profit and loss position. Latest data shows a \$2,024,475 profit for 1950 (58¢ a share) on total sales of \$153,643,137. Note this well. The year before, 1949, Rexall ticked off gross volume of \$156,363,621 but had a big net loss. Since then vigorous pruning of properties and general tightening has been in progress. The cloud over Rexall for a time was of particular interest to radio men, Rexall's famous one-cent sales having been a radio regular for years and years. With the better profit showing (although on lower gross), less is now heard that Rexall erred in moving its headquarters from Boston to Los Angeles.

* * *

Merchandisers will see another eye-popping phenomenon of the times when the Suburban Centers Trust opens come next autumn a "shopping center" comprising 40 stores clustered on the Worcester Turnpike near Framingham, Mass. This is the stage setting for "relaxed shopping." Its *le dernier cri* in

scientifically engineered merchandising, idea being that motorists can be sucked in for 50 square miles' round to the trading post where all kinds of consumer goods will be for sale, plus abundant, easy, free parking, plus fatigue-easing arrangements, plus movies, music, plus banks, post office, cafes.

That this sort of "Suburban Center" is prospectively formidable competition to existing channels of trade, goes without saying. Every bet is figured in. And that means that the 40 stores, as a unit, will advertise in proportion to size. All media will be "saturated" round and about Boston from late summer onward. ★ ★ ★

FURS & FURNACES IN JULY

(Continued from page 49)

stations. Their day and night announcements will be heard over WCNR, Bloomsburg; WCHA, Chambersburg; WHVR, Hanover; WHP and WKBO, Harrisburg; WMRF, Lewisport; WBPZ, Lock Haven; WKOK, Sunbury; WRAK, Williamsport; and WORK, York.

Bradford Cross, the coal company's account executive at the Gray & Rogers Agency, Philadelphia, reasons this way:

"First of all, we want to fill the consumers' coal bins while the company's trucks tend to be idle. Secondly, summertime radio advertising is good for us, because the truckers and dealers can be given aid as they try to solicit new accounts. Thirdly, by keeping the product's name before the public, we help stimulate sales among those consumers who make their plans in the summer for their coal buying in the fall. The big sales pitch, of course, is that price of coal is cheaper when bought in the summer. When you add these up, advertising coal over radio in the summer is pretty logical."

Another variation of the summer coal selling theme is offered by the Bituminous Coal Institute, of Washington, D. C., which represents coal mine operators throughout the nation. The Institute (through Frank Whalen, account executive at Benton & Bowles), sponsors a 15-minute, five-days-a-week news roundup over WMAL, Washington, D. C., provided by ABC network newscaster Gunnar Baek.

During the cool months, the program is billed as *Congress Today*. But in summer time, when Congress is in re-

2 Years Old

AND GROWING BIGGER EVERY DAY

INDEPENDENT METROPOLITAN SALES

(NOW indie sales, inc.)

wishes to greet its many friends in the industry, and to thank them for their encouragement and cooperation to reach this ripe old age. We're growing every day, and as long as we continue to stick to our guns (and we're stubborn) we'll be a granddaddy one of these days.

ISI still represents ONLY Independents in metropolitan markets of over 100,000 population. (We're exclusive in this field.)

ISI still SELLS the stations it represents. (This is pretty rare, too.)

ISI still will NEVER represent so many stations that we can't SELL each one. (Talk about rarities!)

indie sales, inc.

60 East 42 Street, New York 17, N. Y. **MURyhill 2-4813**

JACK KOSTE, Pres.

"OSC" LUTZ

GENE LITT

OTHER OFFICES IN CHICAGO, LOS ANGELES, SAN FRANCISCO

WKAB	Mobile, Ala.
WPIN	St. Petersburg, Fla.
WIKY	Evansville, Ind.
WXLW	Indianapolis, Ind.
WJMR	New Orleans, La.
WTAO	Boston, Mass.
WACE	Springfield, Mass.
WJXN	Jackson, Miss.
KLMS	Lincoln, Nebr.
KOWH	Omaha, Nebr.
KFMJ	Tulsa, Okla.
WTEL	Philadelphia, Pa.
WHHM	Memphis, Tenn.
KATL	Houston, Texas
KITE	San Antonio, Texas
WXGI	Richmond, Va.
KTBI	Tacoma, Wash.
WHTN	Huntington, West Va.

METROPOLITAN NETWORK
Washington, D. C.

The Nation's Popular Stations



cess, it is titled *Washington Today*. Year 'round, the radio feature serves the same function: namely, as cementer of cordial public relations between the coal industry at large and Washington big-wigs. In summer time, the Institute feels, public relations should take no holiday.

T. A. Day, the Institute's chief press information officer in Washington, explained it to sponsor this way:

"We consider the radio program is of particular interest to U. S. Senators and Representatives and their office staffs, as well as to officials in the executive branch of the government.

and to the Washington newspaper corps. We've felt that radio offers us an exceptionally effective channel . . . to the Washington audience we wanted to reach most with our story of bituminous coal; its major role in the national economy; and the fact that the privately owned, highly competitive coal-producing companies are serving the nation well."

The notion that it's wise to keep a product's name before the public has stimulated numerous other coal companies to use summer radio advertising. Just two other illustrations are Philadelphia & Reading Coal & Iron

Company (through McKee & Albright, Inc., Philadelphia), which has employed WOR, New York, in June and July; and D. L. & W. Blue Coal Company (through Ruthrauff & Ryan, New York), which usually has announcements over WCBS, WINS, WJZ, and WNEW, New York, in summer time.

Like coal dealers, furnace manufacturers believe that summer broadcast advertising will influence consumers who plan during the summer dog days what they'll buy in the nipper climes of autumn and early winter. Most furnace sponsors air their sales messages by television. A couple of them out of a large handful are the Payne Furnace Company (through Hixson & Jorgensen, Los Angeles), which usually sponsors a show on KTTV, Los Angeles, during July; and the Holland Furnace Company (through the Leech Agency, Cleveland) which highlights its furnace-cleaning service in summertime over WBZ-TV, Boston; WEWS-TV, Cleveland; WXEL-TV, Cleveland; WLAV-TV, Grand Rapids, Mich.; WSAZ-TV, Huntington, W. Va.

Actually, there's nothing wild or woolly in the logic of fur dealers who use radio advertising in summer. "August fur sale" is a slogan that has become a by-word in the business. In fact, according to a study made by the Federal Reserve System, fur selling hits an annual peak in August (11.5% sales are done in that month, as compared to 10.5% in September).

Of the fur dealers, one of the biggest summer radio advertisers is Canadian Fur Corporation (through Emil Mogul Company, Inc., New York), which invests well over \$1,000,000 in radio year 'round. Except for a short hiatus in July, it usually beams announcements in the other hot months over WNEW and WHOM, New York, and WAAT, Newark, N. J. A few other fur companies who generally stay on radio the year round are Dupler's in Denver; Evans in Chicago; Ben Tucker's Hudson Bay in New York; and Davidson's in Indianapolis.

Neither does there seem to be anything irrational about advertising cold remedies in the summer, when one comes to think about it. People, after all, are just as apt to sneeze and cough during summer as in winter—and, in fact, summer chills are usually harder to shake off. A spokesman at Erwin, Wasey & Company, New York, pointed out that a big summer-selling radio an-

UNIQUE PROGRAM POLICY

So Successful by Day

NOW ADDS NIGHT HOURS

Soon WJPG Will Be Full Time On the Air!

News to the Minute
Every Hour on Hour

On the spot remote
coverage news events

All area interscholastic
tournaments

All Green Bay Packers
Games

Wisconsin League
Baseball

Emphasis on the
local and personal

Intense interest in
scores of prosperous
cities, towns rich
rural area

More people are in-
terested in a big home
town fire than a big
Florida tornado

Mass audience appeal
and the mass is con-
centrated in this multi-
million dollar market

Most listeners tune WJPG sometime every day. We make it attractive to them to stay tuned longer.

Independent, Unaffiliated, Indispensable in this multi-million dollar market. Don't miss this unique, informal friendship between station and audience. Because we are "their station" they're our listeners.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GREEN BAY, WIS

THERE ARE MORE REASONS FOR LISTENING
MORE OFTEN

PHONE US ABOUT AVAILABILITIES
Phone Devney Co. N. Y. Our National Reps.

nouncement campaign may well be in the works for Musterole and Pertussin.

Reasons for advertising seasonally "neutral" goods over the airwaves during the alleged summer doldrums are a dime a dozen. Perhaps typical was the comment of Brook B. Watson, account executive at Fletcher D. Richards, Inc., New York, for Dixon Ticonderoga Pencils, which uses one-minute announcements year 'round on such stations as KNX, Los Angeles; WGN, Chicago; WJR, Detroit, WLW, Cincinnati; and WOR, New York. He told SPONSOR:

"There's no seasonal hiatus on pencil-buying. People need them every day in the year. So why should we take a vacation on radio?" He pointed out, further, that Ticonderoga's sales messages are not altered particularly for a summer slant. "We try to spot them on radio in the mornings, to remind men about Ticonderogas on their way to work. In the summer, you must remember, there *are* a lot of men who continue to work."

A similar theory was postulated by Lucille Shore, account executive for Milk Bone, the National Biscuit Company baked dog biscuit, at McCann-Erickson, Inc., New York. In summer, as the rest of the year, Milk Bone uses announcements on daytime programs over some 19 stations, ranging from WFBM, Indianapolis, to WCSH, Portland, Maine. She reasoned to SPONSOR:

"A dog needs food in the summer, just as it does the rest of the year. So it would be foolish to drop our radio advertising, just because of a misconception in some advertising circles about the need to take a hiatus. Our sales messages in summer are keyed to the regular, year 'round note—Milk Bone gives the dog teeth exercise while it chews."

That same notion was hammered home again by William Thomas, time-buyer at J. Walter Thompson, Inc., for Tip Top Bread and Cakes, manufactured by the Ward Baking Company. Tip Top uses radio announcements both summer and the rest of the year on 104 stations, ranging from WAPI, Birmingham, Ala., to WOHI, East Liverpool, Ohio. Thomas explained:

"Sure, people consume bread and cakes aplenty on summer picnics. But they also consume them from September to May. We don't see any reason for varying our radio schedule just because another season turns up."

BUY

The MIGHTY MONTGOMERY MARKET

"Fastest Growing Area in the South"



95th MARKET IN THE UNITED STATES

● *Mighty MONTGOMERY*, capital city of Alabama, is the hub of one of the nation's top markets; the South's most progressive industrial and agricultural center.



TRADING AREA POPULATION OF OVER 600,000

● *Mighty MONTGOMERY*, whose city population alone totals 107,000, dominates the rich surrounding trading area of 11 expanding counties.



\$133,890,000 CITY RETAIL SALES

● *Mighty MONTGOMERY*, had city retail sales in 1950 that were \$5,000,000 above those of the previous year; proof that this market is the "fastest growing area in the South."

Write, Wire or Phone for Availabilities!

NBC
WSFA

Represented by
Headley-Reed Co.

CBS
WCOV

Represented by
The Taylor Co.

MONTGOMERY
NETWORK
STATIONS
ASSOCIATION

MUTUAL
WJZZ

Represented by
Weed & Co.

ABC
WAPX

Represented by
The Walker Co.

**A Fellow Can Do a Little Tootin'
When He's Tops With His Own Home Folks!**



We're carrying substantially more *local* accounts this year than we did last. What does that prove? Just this:

The local boys...who can put their fingers right smack on the source of results...have satisfied themselves that when they spend their advertising dollars with WIOD, sales come in, *steady and sure!*

And, why not? After all, we're pretty hep to this market. We've been serving and selling to Greater Miami...Dixie's Newest Key Market...for 25 years -- doing a *good* job of it, too. Ask any of the local boys.

We can do it for you, too! Just call on us.



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

*Greater
Kansas City's
only*
**50,000
Watt Station**



810 kc.

10,000 WATTS NIGHT

National Representative
THE KATZ AGENCY

You can cover
the scattered buying
centers of the
Pacific Northwest
more economically
with



Proven Selling Power
Pacific Northwest Broadcasters

Some products, of course, are obviously adapted to summer promoting over the air. To name just a few who exploit the broadcast medium well, there is Breyer's Ice Cream (through McKee & Albright, Inc., Philadelphia) which uses summer radio announcements over 21 stations; Krueger Beer (through Geyer, Newell & Ganger, Inc., New York) which usually uses spot radio on 62 stations; and Borden's Products (through Young & Rubicam) which generally uses spot radio over the summer on over 75 stations.

Even many of these perennials obviously fitted for summer broadcasting maintain that there's nothing better than round-the-year advertising.

Consider, for example, Odo-ro-no, manufactured by Northam Warren Corporation, which will spend about \$100,000 for spot radio on about 25 radio and TV stations this summer. Read Wight, radio/TV director for the product at the J. M. Mathes Agency, New York, comments, "People may give off offensive perspiration odors during the hot summer months. But they also face the same problem in winter, when they participate in sporting events. That's why Odo-ro-no finds it intelligent to use broadcast advertising the year 'round."

Wight says something of the same principle applies to the Austin Motor Company, which will spend about \$20,000-plus for a radio and TV announcement campaign this summer. "People like motoring about in summer," he says, "and that's why it's logical to advertise the product during that season. But motoring continues the rest of the year, and so will Austin's radio and television advertising."

However, some products believe in stepping up their broadcast advertising particularly during the summer, in order to capitalize on seasonal buying habits. This kind of thinking is reflected by Best Foods, Inc., producers of Hellman's Mayonnaise, which usually steps up its spot radio campaign in the summer months over about 60 stations. Says Terry McDonough, the product's account executive at Benton & Bowles, New York: "Summer time is the time for salads, and that's the time for promoting the virtues of Hellman's Mayonnaise over other mayonnaise brands."

A somewhat different case is Oyster Shell Products, Inc., producers of Pilot Brand Oyster Shells—a chicken feed. Although it uses daytime announce-

ments on 55 radio stations year 'round, it favors particularly the results it gets via its summer broadcasting. Hazel Speight, the product's account executive at Cecil & Presbrey, Inc., New York, explains: "More chicken farming is conducted during summer than any other time of year. In summer, we just get more results from our continued schedule of radio advertising."

Still another twist on this theme is offered by the New York State Department of Commerce. From April through June it will sponsor TV announcements on more than 12 stations, both in and out of New York State, urging tourists to bring their trade this summer to New York. Why doesn't it use broadcast advertising on months other than April, May and June? Says Don Campbell, account executive at Batten, Barton, Durstine & Osborn:

"Our experience with the account over the last three years has shown that these three months work the best results for us. Before or afterwards is virtually a waste of time. Apparently, most people make their vacation plans during those three months—at least, when it's a matter of vacationing in New York State."

An unusual case of a seasonal advertiser is provided by Protam, a nutritional supplement for people who diet. From Easter, through the end of August, Protam will sponsor a heavy spot radio campaign over 200 stations. Bill Eynon, the product's radio/TV director at Dowd, Redfield & Johnstone, New York, explains the logic behind the campaign this way: "We've found that women tend to be more concerned about their diets in the summer."

Not less remarkable is the way several manufacturers of pharmaceutical products expect to hypo or sustain their radio advertising in the Southern markets during the coming warm season. An executive at Erwin, Wasey & Company, which handles the Lydia E. Pinkham account, points out that the preparation will stage an eight-week radio campaign in the South "because the product seems to sell well there in the warm climate." And Thelda Cordani, timebuyer at Duane Jones, New York, explains that Feenamint and Chews will advertise over 150 stations in 13 Southern markets this summer. "because the South is a very strong buyer of pharmaceutical products. Whether this is because of a variation in income, as compared to the North, I can't say."

The identical logic is held by the

CKLW

**at 50,000 watts
gives advertisers the**

**GREATEST
COVERAGE**

at the

**LOWEST
RATE**

of any Major Station in the

**DETROIT
AREA**

This powerful radio voice is hitting a 17,000,000 population area in 5 important states and is open to advertisers at the lowest rate of any major station in this region. A tremendous buy for action and sales that is establishing new records daily. Get the facts now.

CKLW

50,000 WATTS at 800 KC.

Guardian Bldg. • Detroit, Mich.

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



J. E. Campeau
President

MUTUAL



**OVER
1,000,000
PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

FIRST in WASHINGTON
WRC
 5,000 Watts • 980 KC
 Represented by NBC SPOT SALES

Chattanooga Medical Company (through Nelson Chesman Company, Chattanooga), manufacturers of Black Draught and Syrup of Black Draught. In summer, it usually steps up its spot radio campaign to make one-minute announcements over 43 stations, ranging from WWL, New Orleans, to WTAR, Norfolk, Va.

It doesn't take too much thought to understand why Frito, Inc., the producers of corn-and potato chips, believe in using radio announcements during the hot days. Consumers enjoy consuming the tasty morsels along with their steins of beer. When the company (through Michel-Cather, New York) introduced its new product, Jupiter Potato Chips, last May via radio announcements, sales jumped. After six weeks of participation, for example, on Jack Sterling's *Top O' The Morning* (WCBS, New York), distribution increased all summer in stores like Safeway, Gristede's, and King's Super-markets.

Department stores, which generally are reluctant to use radio advertising in all seasons, could well take a leaf from the summer-selling campaign of F. & R. Lazarus of Columbus, Ohio. This 32-acre emporium, which usually does an annual sales gross of \$50,000,000, has found broadcast advertising an excellent medium for selling a variety of goods in warm weather, from electric fans to hot irons. This summer it will sponsor a half-hour show called *Junior Fair* over WRFD; a half-hour TV show, *Look to Lazarus*, over WBNS-TV; and daily announcements over WCOL, WHKC, WRFD and WBNS, all in Columbus. The venerable, 100-year-old store has found broadcast advertising particularly valuable for selling summer items and, then, in August, for its back-to-school merchandising campaign.

While other clothes merchants may, in the dictum of Mark Twain, carp about the hot weather and do nothing about it, Robert Hall Clothes exploits the weather—and radio—to the hilt. Altogether, it spends \$500,000 of its annual \$2,000,000 radio announcement budget to selling warm weather togs in May, June, July and August. This summer, its announcements will be heard over 175 radio stations, ranging from WHIO, Dayton, to KOL, Seattle. Other admen who have other products to sell might well pay heed to the words of Frank B. Sawdon, president of the Sawdon Agency, which handles the

Robert Hall account:

"It's foolish to take a radio hiatus in summer. The bonus listening audience it give you then is tops. More than any other season, people listen to their radios while they're in their cars, sunning on the beach, or just idling at a summer resort." ★ ★ ★

CASH IN WITH RADIO

(Continued from page 39)

Apparently, they aren't even trying. Said a well known figure in the magazine publishing world: "There's no use attempting to lick the summer slump. It's just there and nothing anyone says will make any difference."

Whatever justification this defeatist attitude may have for the printed media, radio's sales executives are taking an entirely different stand. For a better understanding of what they've got to sell, let's go back over some of the points raised at the outset of this introductory article to SPONSOR's third annual *Summer Selling* issue.

First, there's the matter of vacations and listening. The best study to date on this subject was done by the Psychological Corporation in Springfield, Mass., and Des Moines, Iowa, during the summer of 1948 (for CBS and NBC).

Psychological Corporation interviewers found that 19% of the respondents listened to the radio more while they were on vacation than when they were working; 25% listened the same. Roughly, these two figures help to balance the approximately 50% who said they listened less while they were on vacation.

IN DANVILLE, VA.

BUY THE

OLD ESTABLISHED

ESTABLISHED 1930

HIGHLY RATED

52.0
AVERAGE WINTER 1951

ABC STATION

W B T M

HOLLINGBERY

The term "on vacation" can be misleading. Most advertising executives envision vacations as trips to seashore or lake areas. But vacations at home were as common as vacations in other parts during many weeks of the summer season, according to the Psychological Corporation figures.

From 16 May to 30 May those taking vacations away from home were equalled by the at-home vacationers. On the July fourth weekend (peak of the vacation season) the ratio of away to stay-at-home vacationers was roughly seven to three. It was less at most other times of the summer. And whether people took vacations at home or at resorts, only 4.3% were on vacation during the average summer week. The figure will probably be lower this year as workers pass up vacations to help get mobilization rolling.

Next, consider the matter of ratings. Accompanying this article (pages 38, 39), is a chart based on Nielsen figures for radio sets-in-use by months in 1948, '49, and '50. As regular as clockwork, the Nielsen figures show radio listening down in the summer. But the basic flaws in Nielsen's system of measuring make it necessary to balance the figures with a few discretionary grains of salt.

Nielsen misses much of the listening that takes place because his Audimeters do not cover all the sets in each of his sample homes. Radio is thus shortchanged year 'round, and more so in the summertime. For much of summer listening, it is only logical to assume, takes place on the small, individual sets Nielsen is most apt to miss.

The porch set, the portable which is carried to the coolest room in the house, and, of course, the set which is carried outdoors, isn't included in Nielsen's totals.

Out-of-home listening, which is totally lost to measurement by Nielsen or Hooper, is measured by Pulse and the American Research Bureau. The Pulse measurement, which is based on personal interviews the day after broadcasts are completed, tots up out-of-home listening by homes. Pulse has found that in some quarter-hour periods out-of-home listening is reported by 21% as many homes as report in-home listening. That is, there's a 21% bonus in listening during those periods.

American Research Bureau, using



THE BIGGEST OF ALL ON BUFFALO'S DIALS

WGR's 550 channel gives WGR the biggest pattern, the strongest audience coverage in western New York.

With top-rated Columbia and local programs, WGR delivers a big PLUS — a bigger dollar's worth than any other station in upstate New York.

COLUMBIA
NETWORK



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

no one radio station has *all the listeners* in North Dakota

BMB and Hooper surveys indicate 180,903 Dakota families tune in the CBS stations at least once each day, seven days a week.

(The average farm family listens to radio from three to four hours daily)

You are not reaching the majority of the radio families in North Dakota unless at least a portion of your advertising schedule is placed on the CBS stations **KSJB and KCJB.**

(Ask our representative about the combination rates.)

5000 W | **KSJB** | 600 on the dial
Studios in Fargo—Jamestown and Bismarck, North Dakota
1000 W | **KCJB** | 910 on the dial
Serving Minot, and Northwest North Dakota

Ask our Representatives to give you all the facts. Have complete coverage with the CBS stations Covering the Top of the Nation. If these stations are not on your list— you can add them to your list at low cost

Represented by
WEED & COMPANY

the diary method, reports out-of-home listening in terms of total time spent tuned in. ARB reports that, during the non-summer months, out-of-home makes up 5 to 8% of the total time people spend listening. Though ARB does not conduct its studies during the summer months, the time spent listening out-of-home presumably goes considerably higher then. Whatever the actual figures for total listening in summer, they are higher than what Nielsen indicates they are, though probably not on a par with listening during winter months.

Radio, itself, is perhaps as much to blame as any other factor for the listening decline. With many of the big names off for the summer, with popular programs replaced by unknown substitutes, there's less incentive for listeners to tune in. The custom of replacing top shows seems all the more unfortunate when you consider that good shows which do stay on can hold their audiences.

One important study which proves the point was made by Free & Peters in 1949 at WAVE, Louisville. There were 14 programs which remained on the air for 52 weeks over WAVE that year. The average rating of these shows (Hooper) was 9.1 for the summer; 10.9 for fall-winter; 10.7 for winter-spring. This drop-off from summer to the other seasons is negligible in light of the measuring deficiencies mentioned above for Nielsen, which apply equally to Hooperatings.

And to prove the point, consider what happened to 13 WAVE network shows which went off for the summer. These shows were rated at an average of 19.3 and 19.5 respectively for fall-winter and winter-spring. But the ratings of their replacements averaged only 9.4. Presumably, if this group of programs, too, had stayed on during the summer, ratings would have taken no such plunge.

Unfortunately, many major network shows which are the backbone of the programing structure at stations all over the country will take a hiatus this year as well. The networks are doing their best to counteract the effects of such departures by substituting quality replacements; by attempting to sell groups of their own packages on a short-term basis (Wrigley's will be back on CBS with a saturation buy of 36 half hours, page 42); by offering advertisers incentives for coming on

the air in the summertime (CBS, for example, puts a special reduced summer price tag on some of its shows which comes to the difference between the regular commercial asking price in winter and the sustaining cost).

On the local scene, stations fight the drop-off in audience by putting on special summer promotions. Resort-area stations campaign to remind vacationers that they can still hear network favorites (those which stay on) even though they're away from home. Local independent stations, too, attempt to develop listening habits among visitors. (Some stations urge year 'round residents to pass on the word about local stations to summer renters.)

An important item in the station promotion man's bag of summer tricks is the outdoor broadcast. Such events at WLS, Chicago, WNAX, Yankton, and dozens of other stations bring out huge audiences; effect of the outdoor broadcasts is to make the spectators more conscious than ever before of radio's ability to entertain them—in any season.

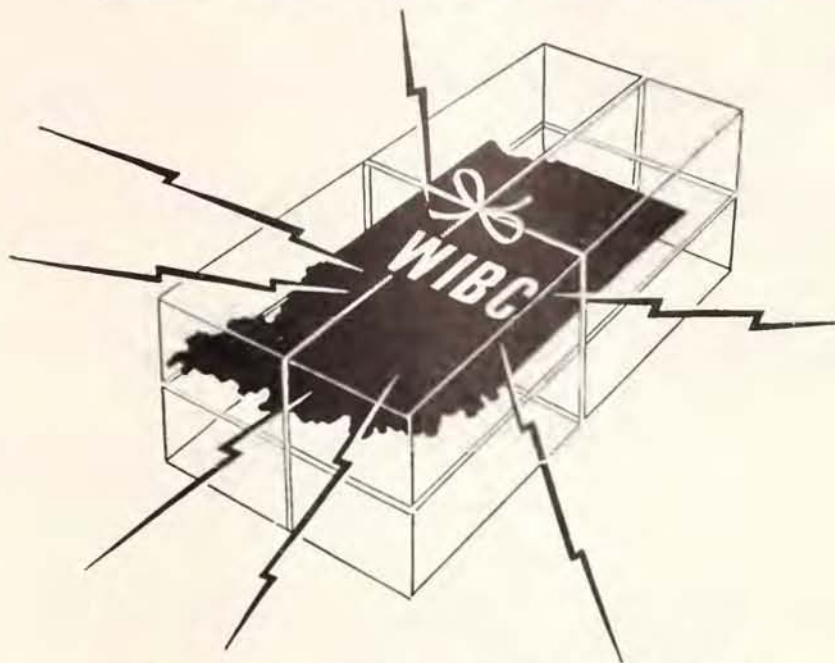
Another important promotional activity of stations is the tie-in with local sale of portables. KOIL, Omaha, for example, promotes its own interests by urging via posters and newspaper that listeners "take along a portable."

The decline in audience which some stations must battle isn't felt at all by stations in vacation areas. Such stations can point to a influx of ears and dollars in their coverage areas. KNX, Los Angeles, is one such fortunate outlet. It is currently busy reminding advertisers that "sets-in-use figures reveal only a slight difference between summer and winter. November-December sets-in-use is 21.1; July-August is 20.2." KNX can also point out that "summer food store sales in the area are higher than sales during the winter" and that "more than 2,500,000 tourists visited Southern California last year . . . and 40% during the summertime."

Similarly, KMOX, St. Louis, can report that listening in its region—and sales—hold up through the summer. KMOX advertisers who take advantage of the year 'round sales opportunities include Dolcin, Eastern Airlines, Nutrena, and Studebaker.

On the national scene, many advertisers see no sense in dropping out for

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...



R. M. FAIRBANKS, PRESIDENT • KENNETH W. CHURCH, GENERAL MANAGER

INDIANA'S FIRST AND ONLY 50,000 WATT STATION
1070 KC — BASIC MUTUAL

30 WEST WASHINGTON STREET • INDIANAPOLIS 6, IND.

See Nielsen chart following page

Average monthly Nielsen ratings by program types, radio 1950

Based on the first and second portion of each month. Figures in brackets to right of rating are the number of stations at that time.

Month	Once weekly, evening, 25 minutes or more						Multi-weekly, daytime				
	General Drama	Mystery Drama	Concert Music	Popular Music	Variety Music	Variety Comedy	Quiz & Aud. Part.	Advent. Serials	Child Programs	Quiz & Aud. Part.	
Jan. #1	17.5 (20)	23.9 (16)	18.8 (19)	9.8 (5)	12.6 (4)	19.2 (8)	21.8 (6)	16.3 (10)	10.9 (30)	6.4 (4)	7.1 (7)
Jan. #2	20.8 (20)	25.5 (16)	19.3 (18)	11.0 (5)	14.9 (4)	21.7 (8)	25.5 (6)	16.3 (9)	11.3 (30)	7.4 (4)	6.4 (8)
Feb. #1	19.0 (19)	26.0 (15)	17.9 (18)	9.1 (5)	11.9 (4)	21.0 (8)	21.7 (6)	16.8 (9)	10.0 (31)	7.4 (4)	6.5 (9)
Feb. #2	19.2 (19)	25.5 (15)	19.7 (18)	9.5 (5)	13.0 (5)	22.2 (8)	21.5 (6)	16.5 (9)	11.3 (31)	7.6 (4)	7.0 (9)
Mar. #1	18.2 (18)	24.8 (14)	18.2 (18)	8.4 (5)	12.8 (5)	21.0 (8)	19.0 (6)	16.3 (9)	9.7 (31)	7.3 (4)	6.7 (9)
Mar. #2	18.8 (18)	24.3 (14)	16.0 (18)	9.3 (5)	11.4 (5)	21.1 (8)	21.0 (6)	18.0 (9)	9.1 (31)	6.3 (4)	6.4 (9)
Apr. #1	12.1 (18)	11.0 (12)	11.7 (17)	7.2 (5)	8.3 (5)	12.2 (8)	15.0 (6)	10.7 (9)	6.5 (30)	5.8 (4)	4.6 (9)
Apr. #2	11.3 (18)	10.4 (12)	11.3 (17)	6.4 (5)	7.4 (5)	11.5 (8)	13.8 (6)	9.9 (9)	6.3 (30)	5.1 (4)	4.5 (9)
May #1	9.3 (17)	8.9 (12)	9.3 (19)	5.9 (5)	6.8 (6)	9.4 (8)	12.3 (6)	8.7 (9)	5.7 (30)	4.4 (4)	3.9 (9)
May #2	8.1 (16)	8.1 (12)	8.3 (19)	5.2 (5)	6.0 (6)	8.9 (8)	9.7 (6)	7.8 (9)	5.8 (30)	4.4 (4)	3.9 (9)
Jun. #1	7.0 (14)	7.8 (10)	8.1 (19)	4.9 (5)	6.4 (7)	7.8 (8)	7.9 (5)	7.6 (10)	5.8 (28)	4.0 (2)	3.1 (12)
Jun. #2	6.2 (10)	7.0 (10)	7.5 (24)	5.0 (5)	5.7 (7)	7.1 (8)	6.9 (4)	6.2 (9)	5.8 (28)	3.8 (1)	2.9 (12)
Jul. #1	4.6 (4)	5.9 (6)	6.3 (24)	5.1 (4)	5.0 (6)	5.5 (6)	4.6 (2)	5.2 (5)	4.8 (28)	—	2.6 (11)
Jul. #2	5.4 (2)	6.7 (5)	6.9 (24)	4.4 (4)	5.0 (6)	5.5 (6)	5.3 (2)	6.1 (5)	5.6 (27)	—	3.1 (11)
Aug. #1	3.7 (2)	6.8 (5)	6.6 (19)	5.6 (4)	4.7 (6)	5.7 (6)	5.1 (2)	5.6 (4)	5.4 (27)	—	2.9 (11)
Aug. #2	6.7 (2)	8.6 (4)	7.4 (19)	6.6 (4)	5.6 (6)	6.6 (6)	5.5 (2)	6.5 (4)	5.4 (27)	—	3.1 (11)
Sep. #1	8.7 (10)	8.9 (6)	9.5 (18)	5.9 (5)	6.6 (6)	6.6 (8)	8.3 (1)	6.7 (5)	6.1 (27)	—	3.2 (12)
Sep. #2	8.6 (12)	10.4 (7)	9.4 (16)	6.5 (5)	6.2 (5)	7.6 (7)	10.4 (2)	7.1 (6)	5.8 (27)	3.6 (4)	3.7 (9)
Oct. #1	9.6 (14)	10.2 (7)	10.2 (16)	6.5 (6)	6.9 (6)	10.2 (5)	11.2 (4)	8.3 (8)	5.5 (27)	5.0 (4)	3.6 (9)
Oct. #2	9.6 (15)	10.3 (7)	10.2 (16)	6.4 (6)	6.5 (4)	9.5 (6)	12.4 (5)	8.0 (8)	5.9 (27)	5.1 (5)	3.8 (9)
Nov. #1	10.6 (16)	10.7 (8)	10.2 (16)	6.3 (7)	7.3 (4)	10.5 (6)	12.5 (6)	8.0 (8)	6.2 (27)	6.2 (5)	4.6 (8)
Nov. #2	10.5 (16)	10.2 (8)	10.6 (16)	6.2 (7)	8.0 (4)	11.3 (6)	12.9 (6)	8.7 (8)	6.0 (27)	5.9 (5)	4.5 (8)
Dec. #1	10.9 (17)	12.2 (8)	11.8 (16)	7.3 (6)	7.8 (4)	12.0 (6)	13.5 (6)	10.3 (7)	6.9 (27)	7.4 (5)	5.2 (8)
Dec. #2	10.7 (17)	11.9 (8)	10.6 (15)	7.8 (6)	7.6 (4)	11.9 (6)	13.1 (6)	9.9 (7)	6.4 (27)	7.1 (3)	5.2 (8)



STRIKE...again!

WIOU's Primary Area*

Scores High with a BUYING AUDIENCE

7 out of 10 Listen

*CONSISTING OF 18 INDIANA COUNTIES IN WHICH WIOU HAS A 1/2 MV/M SIGNAL

EXTRA PROMOTION AFTER AIR-TIME
 LET US SHOW YOU WHAT WE ARE DOING FOR OTHERS
 Represented Nationally by WEED & COMPANY
 CBS AFFILIATE FOR KOKOMO



WIOU
 1000 WATTS 1350 KC
 JOHN CARL JEFFREY
 VICE PRES. AND GEN. MGR.

the summer. Pabst Beer, Bristol-Myers, Cudahy Packing, Sun Oil, Emerson Drug, among others, will all be busy selling via network radio this summer.

Note that the year 'round advertisers mentioned here include both seasonal and non-seasonal products. This is a point often underplayed when summer comes up for discussion. The fact is that radio has sold and can sell any kind of product during the hot months.

This year 'round selling philosophy is no where better emphasized than in the point of view of the manufacturers of Eskimo Pies (page 30). This supposedly seasonal, summer product gets full advertising even in the winter, as well as summer promotion (in all, 70% to spot radio/TV).

There's a moral there—in reverse—for advertisers of every category who stop pushing for sales over the air once the grass grows green again. Money's green in summer, too. ★ ★ ★

BASEBALL: 1951

(Continued from page 43)

Victor division of the Radio Corp. of America, is launching an extensive campaign along these lines 15 April. All media plus signs and posters will be using the approach, "If you can't go to the game, see it on RCA-Victor Million-Proof TV." Twenty cooperative ads have been prepared for dealer use to back up the drive. It is expected that most of the 125 manufacturers who belong to RTMA will use similar campaigns.

Is TV a threat to baseball?

This charge was blasted right out of the park by one researcher. Jerry Jordan, a Pennsylvania graduate student whose father is executive vice president of N. W. Ayer. After an exhaustive study last year, Jordan found four main causes for the decline in paid admissions. These were (1) bad weather, (2) shift in team performance, (3) new TV owners (4) an excess of sportscasts. "In eight leagues which drew more than 1,000,000 paid admissions in 1949, the 29 televised clubs had relatively better attendance performance in 1950 than the 35 non-televised clubs," he says. But television hurts some at first, Jordan conceded. His studies showed that attendance falls off temporarily when fans first buy sets. "However, as the novelty wears
(Please turn to page 134)

...In Lynchburg, it's local programming that pays off...

FIVE OUT OF EIGHT FIRST

PLACE AWARDS GO TO W-W-O-D FOR

THE 1950-51 NEWSCAST CONTEST

OF THE VIRGINIA ASSOCIATED PRESS

BROADCASTERS

CLASSIFICATION	PROGRAM	STATION
Commentator	Calvin Robinson	WWOD
Women's News	Lyn Roberts	WWOD
On the Spot Sports	Norm Simpson	WWOD
On the Spot News	Rod Lea	WWOD
Local & State News	WWOD Newsroom	WWOD

Among the three classes of stations entered, WWOD received more first place awards than any other station.

All award winning programs were produced in WWOD's local studios.

WWOD | Lynchburg, Va.
Walker Co., Rep.

...In Lynchburg, it's local programming that pays off...

**Resolution passed by the
Association**

Alabama Broadcasters

March 23, 1951

"BE IT RESOLVED that the Alabama Broadcasters Association wishes to express its gratitude to SPONSOR for its outstanding contributions to the growth of radio. Through its magazine and its service publications, SPONSOR has initiated and continually maintained a campaign to prove that radio is getting bigger. Particular credit should be given SPONSOR for its endeavors in establishing the value of out-of-home listening, secondary listening, and summer listening."

SPONSOR

SHORTEST DISTANCE BETWEEN BUYER AND SELLER

NEW YORK • CHICAGO • LOS ANGELES

Boston, Mass.

Four announcements in a WBZ daytime participation program bring 4,080 requests for samples of cleaning wax! In addition, the advertiser writes, "Many inquire where they can purchase our products in their vicinity." This is typical of the action generated by this 50,000-watt station so well known throughout New England.

Philadelphia, Pa.

A diaper manufacturer checked sales for a nine-week period before and after using participations on a popular KYW program. Result: sales increase of 52%. "Since no other advertising was used, KYW can take the entire credit," writes the advertiser. That's the way things happen on KYW, the 50,000-watt Westinghouse station in the nation's third market.

Pittsburgh, Pa.

On KDKA, a midnight announcement for plastic aprons, repeated six times, drew more than 1,800 customers... each sending in a dollar or more! KDKA's influence, traditional in the rich tri-state area surrounding Pittsburgh, keeps producing sales at every hour of day and night!

Fort Wayne, Ind.

For years, local advertisers have known and used WOWO's exceptional sales power. More and more sponsors are learning the good news. "In the short period of time we have used WOWO," writes one, "we find that it far exceeds our expectations and also exceeds all other stations in many other towns." You can find plenty of statements equally strong in the WOWO files.

Portland, Ore.

At 9:00 AM on KEX, a Portland department store advertised a special sale of girdles. By 2 PM, the entire stock was sold out! Exceptional? Not for KEX. West Coast advertisers know that 50,000-watt KEX consistently attracts crowds of customers... not only in Portland itself, but throughout the heart of the growing Pacific Northwest.



Season after season..



in hot weather and cold..



Westinghouse Stations deliver results



WESTINGHOUSE RADIO STATIONS Inc KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

PREVIEW OF NEW BAB

(Continued from page 18)

attract non-NARTB stations.

Late in March, Bill Ryan addressed a two-page letter to these stations, explaining the purposes of the Bureau and soliciting their membership. CBS-owned stations were first to come in as a result of the letter.

Westinghouse Radio Stations, Inc., whose non-NARTB outlets include, KYW, KDKA, WBZ, WOWO, and KEX, signed up with BAB prior to the mailed solicitation, paying the customary fee of 50% of each station's highest hourly rate per month.

Said Walter E. Benoit, vice president, to SPONSOR: "We signed with BAB on faith—faith and the hope that this association would at long last provide the means of acquainting advertisers with the true worth of radio and combat the unfair competition of newspapers and other advertising media."

The information contained in this preview of BAB, Inc. was the best available prior to the NARTB Convention in Chicago at which BAB will unveil its most up-to-date thinking. The BAB session on 17 April will reveal Bill Ryan's concept of the Bureau's activities, some of his basic planning in coordination with all five Board committees which met in New York in late March and early April.

How the BAB shapes up—its Board, Committees of the Board, key posts and departments, some top objectives—is highlighted in the following.

BAB Board and committees

BAB's president and Board members were appointed by a five-man committee created by the NARTB Board of Directors. For several months Robert Swezey, chairman, Edgar Kobak, Allen Woodall, William Quarton, and Charles Caley considered candidates. The stellar job that Bill Ryan had done under difficult circumstances at the NARTB commended him; as a practical broadcaster who had frequently led in good industry practices, his record was well known; his selection was generally hailed.

Since no machinery nor membership yet existed to elect a Board of Directors, the five-man committee, in consultation with President Ryan, picked 23 men representative of stations, networks, transcription firms, station representatives, and the indus-

try at large. At the 1 March meeting of this Board, Ed Kobak was elected Chairman; five committees and their membership (all recruited from the Board) were named.

The 23 pioneer members of the Board of BAB, Inc. are: Niles Trammell, NBC (network); Robert Kintner, ABC (network); Frederic W. Ziv, Frederic W. Ziv Company (transcription and library service); Paul Kesten (industry); George B. Storer, Fort Industry Company (station); John Patt, Richards Stations (station); Martin B. Campbell, WFAA (station); Frank Stanton, CBS (network); Frank White, MBS (network); Theodore Streibert, WOR (station); Walter Evans, Westinghouse Stations, Inc. (station); H. Preston Peters, Free & Peters (station representative); Lewis H. Avery, Avery-Knodel (station representative); Edgar Kobak, consultant (industry); Robert D. Swezey, WDSU (station); Allen M. Woodall, WDAK (station); Charles C. Caley, WMBD (station); William B. Quarton, WMT (station); Simon Goldman, WJTN (station); Hugh Terry, KLZ (station); Kenyon Brown, KWFT (station); Harry Spence, KXRO (station); William Beaton, KWKW (station).

Membership of the five BAB committees is: *Executive*—Kobak (Chairman), Quarton, Swezey, Avery, Trammell; *Finance*—Caley (Chairman), Evans, Terry, Campbell, Streibert; *Research-Promotion*—Kesten (Chairman), Patt, Goldman, White; *Membership*—Woodall (Chairman), Brown, Beaton, Spence, Peters; *By-Laws*—Swezey, Avery, Stanton.

No figurehead is the Board or its Committees. Much of the basic planning that is being unfolded at the NARTB Convention was initiated by President Ryan, true, but all of it was chewed over by the Committees in long and separate sessions beforehand.

Represented on the Board are key thinkers and doers of the radio advertising industry. Many, like Paul Kesten and Ed Kobak, have a keen insight into the problems of advertisers and how a promotion-service organization like BAB can aid them.

President and staff

BAB, Inc. will not immediately build into a 100-man team such as the Bureau of Advertising. During its 1951 phases President Ryan envisions about 25 people employed by the Bu-

BAB Day at the NARTB Convention

Tuesday, 17 April at 10 a.m.

1. Greeting by Edgar Kobak, chairman of the meeting
2. Blueprint of BAB by President William B. Ryan
3. Panel discussion of BAB (past, present, and future) by Jerry Stolzoff, Foote, Cone & Belding; Bob Gray, Esso-Standard Oil; Frank Pellegrin, H. R. Representatives; Lewis H. Avery, Avery-Knodel; and Maurice Mitchell, Associated Program Service.
4. Question period.

Meeting is tentatively scheduled for North Ballroom of Stevens.

reau, perhaps 10 in key positions.

Here is a brief rundown of the duties probably to be assigned to each of the chief executive's key assistants.

Assistant to the president: A combination expeditor, office manager, and "man who can stretch a buck," he will serve as Ryan's deputy. His job is to aid in coordination of all activity, function as a clearing house for field activity reports. His will be an inside job. He will not be a speechmaker. The man has not yet been selected.

Director of national advertising: He will concentrate on network and national spot promotion, selling, and service. A skilled speechmaker, he will address groups of national advertisers, make mass presentations; a skilled salesman, he will make individual solicitations. He will initiate promotion beamed at the national field. He will initiate presentations. He will coordinate closely with the field offices.

Director of retail advertising: This person knows retailers, knows the problems that station salesmen face on the local scene. He can handle a sales clinic well, speak effectively before food and drug groups, Kiwanis clubs, chambers of commerce. He will initiate special retail studies, slide films, presentations. He knows station programming and its applications to specific categories of advertisers. He will work hand in hand with the field men. This person is probably now in the employ of BAB.

Director of research: As seen at this writing, broad research will be handled by outside contractors, but



Promotional pioneers Frank Pellegrin, Lewis Avery, Maurice Mitchell paved way for new BAB

under supervision of BAB's highly qualified research specialist. The all-important job of getting a basic factual picture of radio will be his. Important in his duties is the creation of a practical professional library that will help advertisers use the medium. He will build case histories of radio in cooperation with such groups as NRDGA, National Florist Association. He will be at the beck and call of the National and Retail Advertising Directors, of the field men. He will work closely with the promotion director. This man may currently be in the employ of NARTB.

Director of promotion: Since BAB is a promotion organization, a man who knows printing processes, promotion coordination, and who has a highly developed creative sense to go along with it is vital over the long haul. A Lou Hausman, Bob Schmid, Joe Creamer, or Vic Ratner would fill the bill. But the BAB may not immediately get such a man, relying for the present on an alert production expediter who will funnel material to outside services. Bill Ryan is concerned with the cost of doing work on the outside unless close economy is maintained; pennies will be counted in the process. The promotion boss will work constantly with the national and retail advertising directors, with the research director, with basic projects as well as numerous presentations, leaflets, films, booklets, and what have you in the printed realm. Air promotion will flow through his department.

Current BAB executives Hugh Higgins (who served as acting director prior to Bill Ryan's presence on the scene), Lee Hart, and Meg Zahrt fit importantly into BAB, Inc.'s scheme of things, although their precise roles are not yet announced. Bill Dignam (once with *Tide*, lately assistant to researcher Al Politz) has been newly added. An alert, research-wise stu-

dent of promotion. Dignam's initial assignment may be to head promotion and production.

Field directors: At the beginning, the field offices will be small, each of the three consisting of a director and office assistant. But BAB has high hopes for them. The directors will be active, out-of-the-office experts in contact, speech making, selling. Probably recruited from salesman ranks, their reports will form the basis for much of the promotion work of the Bureau. They will work from day to day both with the national and retail advertising directors, although not under their direct supervision. Their reports will funnel through the assistant to the president. At press time, these positions were still open, although President Ryan had several likely candidates in mind.

Key projects

In the opinion of the BAB Board, a solid structure calls for a basic and perhaps continuing study of radio, its size, growth, and composition. An analysis of the dimensions of radio that advertisers can understand and evaluate has long been wanting. It may take the form initially of a selected market research, fact-finding and competitive, embracing six or eight markets. This may be BAB Project No. 1.

But within Board councils, in the president's office, there undoubtedly are exploratory efforts to determine what can be done—pronto—to peg up the sagging regard with which national advertisers are looking at radio as a medium. Perhaps BAB, Inc. has arrived in the nick of time to serve as a conciliator of warring networks, to throw light on the recurring problem of radio rates, to sort out the muddled rating picture. Serving as a meeting ground for divergent points of view may well be BAB's first and inestimable service. ★★★

What the Bureau of Advertising of ANPA offers advertisers and agencies

1. Sales Analysis Services

Skilled sales staff advises national advertisers and agencies who have sales, advertising, and marketing problems. Special unit helps national and regional chainstores.

2. Research Services

Findings, like following, are available on request: markets and newspaper circulation data by counties; consumer panel purchases of some 85 products; regional sales variations for about 14 types of products; liquor consumption by states; distribution of branded products; ranking of brands by consumer preference; monthly grocery inventories of retail stores in 12 markets; continuing study of newspaper readership; and individual readership results for 4,000 advertisements.

3. Statistical Services

How advertisers with annual budgets of \$25,000 or over spent their money in newspapers; a handy guide for estimating the cost of newspaper campaigns; what's going on in newspaper research—a monthly newsletter; use of the research library.

4. Sales Presentation Services

Six presentations showing advertisers such things as varying market potentials of many industries; how a national advertiser can use newspapers effectively; how efficient marketing and advertising are the main route to profits today.

5. Services for Retailers

Bureau acts as liaison between daily papers and chainstores in setting up campaigns; advises retailers on budgeting and planning advertising programs; supplies retail sales figures via a monthly publication; gives statistical information about various phases of retail selling in five fields; has available a supply of some 58 brief case histories of newspaper advertisers.

Best Milwaukee buy— and here's why:

- 1. High Hoopers***—Now 4th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.
- 2. Lower Costs**—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, \$9.75 buys a Nighttime minute—\$7.80 a daytime minute.
- 3. Top Programming**—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.
- 4. Personnel**—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

*Based on 1950 May-September Hooperatings and 1950 November-December Index

WEMP

24 Hours of Music, News and Sports

Headley Reed, before you buy
let them tell you why!

Hugh Boice, Gen'l Mgr.

WERD'S

*JOB MART

Rated High By Hooper

Rated High By Atlantans

Rated High By Time Buyers

When Negro Atlantans
Want Jobs

When White Atlantans
Want Domestic Help



WERD's superb public service program JOB MART brings all Atlantans, black and white, to their collective telephones.

JOB MART renders a service unique in community broadcasting. Builds a tailored bonus audience. Provides efficient test radio media for advertisers who want to influence the purchasing agents in metropolitan Atlanta.

WERD IS THE ONLY NEGRO OWNED AND OPERATED RADIO STATION IN THE UNITED STATES.

WRITE for Proof of Performance.

Represented Nationally by

JOE WOOTTON

**INTERSTATE UNITED
NEWSPAPERS, INC.**

NEW YORK, N. Y.

J. B. BLAYTON, JR.
General Manager

WERD

**Hooper Rated Program*

BASEBALL: 1951

(Continued from page 127)

off, the danger of losses decreases except in minor league parks close to the telecasts of major league games," Jordan finds. Probably one of the most conspicuous TV casualties was in Newark, close by New York city. The financial woes of the Newark Bears became so grave that the franchise had to be shifted to Springfield, Mass.

Major league owners are wide apart on video this year. Every home game of the three clubs in the New York area will be televised, even though the area has more sets by far than any other market in the country. However, in some cities, TV is being curtailed. In Boston, for instance, the Braves are only allowing 14 of 32 night games to be carried. The Cincinnati Reds have cut their telecast schedule to 26 games over WCPO-TV. WTTG, Washington, is televising 21 games of the Senators, but cautious Clark Griffith, Senators owner, may allow more games to be televised if attendance figures please him.

The loudest beefs in baseball are coming from the minor leagues. Their attendance decline was 19% as compared with the 13% drop-off in the majors. Some of these owners are protesting against AM radio as well as TV. They don't like the extension of major league broadcasts during the last few years. They point to such sprawling combines as those devised by the Liberty and Mutual networks; they also protest the mushrooming of the beer networks. (Goebel Brewing Company, Detroit, for example, lines up about 45 stations to carry the Detroit Tiger games.) In some minor league towns as many as three and four games a day are on during a single day. The only real protection a minor league club has is that a major league contest cannot be aired during the same hours a minor league game is being played at home. This is poor protection, the minor leaguers say, but Commissioner Happy Chandler was warned by the Department of Justice that any further restrictions on broadcasting would bring baseball into court where the power to sell rights on the air would be questioned on anti-trust grounds. Baseball is taking no dangerous leads off base here. It wants to uphold its vital reserve clause giving club owners full control over the ball

players. The front offices want no court declaring the help free agents, as the jurists might do in any real legal contest.

Baseball's ranks are split on this controversy over broadcasts. The unhappy lower circuits say that the majors are being short-sighted in their affection for the more than \$3,000,000 involved in the sale of rights. Weakened minor leagues mean less proficient young players coming up to play in the majors they say. This unfriendly feeling toward broadcasters should be lessened considerably this year as a result of the new cooperation between the two interests. Many observers agree with Bill Ryan that radio can do a job for baseball attendance, particularly if a real program is worked out.

Mutual's *Game of the Day* will probably have one of the largest schedules in minor league areas. Fans in 31 states outside the major league territory will hear live broadcasts of the outstanding contests of the day in the big leagues. Mutual pioneered in this type of live broadcasting last year. The *Game of the Day* schedule should be improved this year. The only limitation on its broadcasts is that they cannot air the St. Louis Cardinal games when that team plays at home. Last year the National League activity was limited to three teams. The American League is clear of any prohibitions.

Mutual's success with live broadcasts has forced Liberty to give up its recreated broadcasts and go live except for night games. These late games will be carried by about 25% of the 350 Liberty stations carrying baseball. The shift to live broadcasting means a big boost in costs. Up to now the play by play reports for the recreated games could be obtained from Western Union for \$27.50 per game. In Dallas, the games were given a highly exciting treatment with unusual gimmicks to simulate a real game and piped out to affiliates. But advertisers prefer live

TELEVISION

Publicity Films

- Consultation
- Production
- Placement

Request details and list of clients.

12 yrs. **MARATHON TV NEWSREEL**
in TV **KONSTANTIN KALSER, DIR.**
125 EAST 50TH STREET
MU 8-0985 **NEW YORK 22, N. Y.**

broadcasts. This year Liberty has the expense of maintaining crews, plus the cost of rights. "This is getting to be a rough game of poker," says one Liberty executive.

In addition to its outstanding contest of the day, Liberty is carrying the St. Louis Browns games and New York Giants games on separate networks. The Browns network includes about 35 stations. The Giants network, excluding the New York outlet, WMCA, will comprise about 20 stations through the East. Despite the added costs, the young network is confident that it can stay with Mutual and come out ahead.

The Texas outfit likes a good fight, as indicated by the way it started baseball broadcasting. Liberty has the distinction of having opened up major league broadcasting in minor league territory. In 1948 Gordon McLendon, young ex-Navy officer who is president and chief sportscaster of the network, broke a hard and fast rule in baseball. Previously, no game could be broadcast in organized ball within 50 miles of a club's home stadium unless the team gave its consent. But baseball decided not to attempt a battle in the courts when McLendon would not accede to the rule, and the way was cleared not only for him but also for Mutual and the beer networks.

The live broadcasts by Liberty and Mutual this year would seem to indicate that recreated baseball is losing ground after hitting its peak in 1949. The recreated picture in major league towns changed several years ago. For a long period, beginning about the mid-Thirties, Western Union was used for the away-from-home broadcasts. The cost during a season was some \$2,000 as compared to the \$20,000 a year in traveling expenses, plus live charges that it costs most sponsors today to follow their teams on the road. But the fans prefer the live version and this year most schedules are being carried that way. ★ ★ ★

BASEBALL SPONSORS

(Continued from page 48)

else," John Purves, the timebuyer on the account, says.

The broadcasts also hit customers at the season when they are buying the most gasoline. There is lots of room for merchandising, such as baseball

To a Lady Time Buyer with dinner on her mind

For a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasty Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than an other state.

If you hanker after beef—roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze

Iowa sweet potatoes with honey, from Iowa's—and the world's—largest

honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa wholewheat. Dessert can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.



5000 WATTS,

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK



EXCLUSIVE!

Shell Oil placed "Shell's Dinner Edition of the News" on KJR—their *only* radio in Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

schedules and posters and signs in the gas stations. To make its advertising budget cover a number of markets, Atlantic usually goes in for co-sponsorship deals in every city on its broadcast list. In Philadelphia they carry the Athletics over WIBG and the Phillies over WPEN, plus a regional network of about 15 stations. Daytime games of the two teams are televised over WPTZ, WCAU-TV, and WFIL-TV, all in Philadelphia. An expanded schedule of N. Y. Yankee games is carried over the Home of Champions network, including 18 stations outside New York City. The Pittsburgh Pirates games are being carried over WWSW, Pittsburgh, plus approximately 19 stations in western Pennsylvania. Boston Red Sox fans hear Atlantic advertising on WHDH, Boston, and a New England network of about nine stations. The video side will be handled by WBZ-TV and WNAC-TV, Boston, and WJAR-TV, Providence. The minor league club is the Baltimore Orioles, to be heard over WITH, Baltimore. Two Oriole games a week will be televised over WMAR-TV, Baltimore.

Ballantine beer

Another big spender on baseball broadcasts is P. Ballantine & Sons through J. Walter Thompson. This year it is going into Boston for the first time by sponsoring the Braves games, over WNAC plus some 32 stations including the Yankee Network. They are also airing the games on television. In Philadelphia, Ballantine is one of three sponsors of both major league teams, along with Atlantic and the Supplee-Wills-Jones Dairy Company on both radio and TV.

Chesterfield cigarettes

Liggett & Myers Tobacco Company, via Cunningham and Walsh, is continuing its sports activity by sponsoring all games of the Giants over New York stations WMCA and WPIX. It is also going into Chicago to present the Cubs over WIND, Chicago, plus some 32 Midwest stations. The new move this year is the West Coast sponsorship of the Hollywood Stars over KLAC, Los Angeles. Exclusive radio rights here cost about \$20,000.

Game rights trend

A significant trend advertisers noted this year is the increase in the cost of rights in many cities. So far advertis-



GOLD MINE
In the sky?

—For years, KFVD has been digging GOLDEN RESULTS for sponsors with a powerful 5000 watts at the mid-dial 1020 kc. Not just "flash-in-the-pan", but consistent HIGHEST-GRADE returns. You can use us!

IN LOS ANGELES IT'S

KFVD
The CENTER of Your Radio Dial

Over 95,000 Sales*
IN ONLY 8 WEEKS

*** A 15c Item In 43 Retail Outlets**

For the complete story
Contact any
BRANHAM COMPANY
• OFFICE •

OR
WABB
MOBILE, ALABAMA

ers' enthusiasm for the game has not been lessened. The Christian Heurich Brewing Company, Washington, is reported to have paid \$250,000 AM and TV rights to the Washington Senators for two years. The F. & M. Schaefer Brewing Company, New York, is paying the Brooklyn Dodgers \$3,000,000 for five years of radio and TV. Another beer firm, Leisy Brewing Company, Cleveland, is reported to have signed a deal with the Cleveland Indians for \$250,000 for TV rights. Its rival, Standard Brewing Company, pays \$126,000 per year for the AM rights.

Even the dugout area in Cleveland is expensive. It costs television \$15,000 for interview rights in the dugout before the games. Radio gets off a little easier. It's \$10,000 for them.

Game of Day

Mutual had to pay about 50% more for its rights to the highly successful *Game of the Day* broadcasts. This has resulted in an increase of about 30% over last year for time and talent charges to advertisers. MBS, which signed more than 3,200 local and regional sponsors for its game carried on more than 350 stations, finds sponsors even more enthusiastic this year. The web is offering advertisers three types of sponsorship on a co-op basis. Clients buy an entire game, or 30-second announcements after each half-inning, or 60-second announcements before and after each game.

In making a pitch to advertisers, Mutual has a good supply of sales ammunition from its debut last year. A Crossley study showed an average city rating of 17 during the third week in September. Result stories are also helping the salesmen. They quote the proprietor of the City Drive Inn, Billings, Montana, who writes:

"Within four days of advertising on the *Game of the Day*, we were getting so many orders for our 'Flying Saucer' sandwiches we could hardly keep up with the demand. And, after the advertising campaign hit its peak, we estimated a 50% increase in business, all as direct result of the advertising on the *Game of the Day*."

Another sponsor in this city, where KBYM is the Mutual outlet, said that his roofing business took a 20% jump which he attributed to the broadcasts.

Liberty

Mutual's young rival, Liberty Broadcasting System, is off to a good start



His Sponsors Alone Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

- 93 automotive agencies
- 19 auto supply and repair companies
- 6 bakers
- 51 banks and savings institutions
- 26 brewers and bottlers
- 58 building materials firms
- 29 coal, ice and oil companies
- 14 dairies
- 30 department stores
- 23 drug stores
- 16 food companies
- 43 furniture or appliance stores
- 17 hardware stores
- 14 jewelers
- 14 laundries
- 25 real estate and insurance agencies
- 94 miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

WLOS PROMOTION:

Newspaper
Billboard
Window Display
Direct Mail

+

WLOS PERSONALITIES:

UNCLE BING—
Hillbilly

DR. BOP—
Western North
Carolina's only
colored disc jockey

FRED BROWN—
Sports

SUNNY DAYE—
Women's shows

+

WLOS POWER:

5000 watts day,
1000 watts night
1380 kc
9200 watts 104.3 mc
(Asheville's ONLY FM station)

=

WLOS Results and Sponsors:

Surf, Tide, Ipana,
Ladies Home Journal
Bakerite, Kools plus
largest volume local advertising on
any Asheville station.

ask the
O. L. TAYLOR COMPANY
New York, Chicago, Dallas,
Los Angeles, San Francisco

WLOS, WLOS-FM, Asheville, N. C.

The American Broadcasting Company

this year with the Falstaff Brewing Company buying time on 150 stations throughout the non-major league territory except the West Coast. A number of smaller local sponsors are also signing up.

One Liberty station, KRIZ, Phoenix has signed two local sponsors at above-card rates for the Sunday major league games. One client, Ikard-McMindes Company, distributors of Frigidaire and Youngstown Kitchens, said they were buying the time as a direct result of their 30% increase in Youngstown Kitchens sales after sponsoring LBS Sunday football last year.

An unusual situation has come up in Los Angeles where the LBS affiliate, KMPC, is not carrying the LBS games. Instead three independents, KGFJ, KFOX and KALI, are picking them up and selling them as a group. KMPC has lined up the full 168-game schedule of the Los Angeles Angels. Eighty four will be sponsored by Lucky Lager, 42 by Camels and 42 by the American Vitamin Association. The Angels' home games will be televised every night except Friday (when wrestling is king) over KLAC-TV. The sponsor is Eastside Beer. The Hollywood Stars, in addition to the AM schedule on KLAC, will be televised on Wednesday nights and Sundays over KTTV.

Yes, commercial baseball does pay off. But as indicated in the accompanying article, advertisers have the responsibility of seeing that baseball is kept healthy at the box office. To promote baseball as well as the company's own product might well be the objective of every advertiser in 1951. ★★★

LICKING SLUMP LOCALLY

(Continued from page 53)

Barton, Durstine & Osborn's Minneapolis office, says, "There are no doldrums during the Northwest summer. We have never recommended a hiatus in this market."

A Campbell-Mithum (Chicago) vice president, Art Lund, echoes this sentiment with, "I'm in favor of summer advertising. A good 90% of our clients maintain the 52-week schedule."

Summer advertisers on WCCO like Bulova, Butternut, the Dayton Company, Bromo-Seltzer, General Electric, Ipana, MGM, Minneapolis Brewing,

Purity Baking and Standard Oil add weight to the summer selling theme.

KNX, Los Angeles

KNX sponsors are enthusiastic about the station's out-of-home audience promotion tie-in with Pacific Drive-In Theatres, Inc. This 19-theatre Southern California chain presents a KNX summer promotion message to nearly 247,000 people weekly.

In exchange for supplying station talent during a 15-minute intermission between shows, KNX is permitted to plug its own programs to the people seated in the 700 to 900 cars that crowd each theatre. Already, advertisers like Lever Brothers, Whitehall Pharmacal, and others have written letters of approval to KNX on their novel scheme.

For still-hesitant summer advertisers, KNX reports these figures: gasoline sales reach their peak in Southern California during the summer months—winter 23.4%; spring 25.3%; summer 26.3%; fall 25.0%. And food store sales look like this—winter 23.1%; spring 24.3%; summer 25.7%; fall 26.4%.

KXOL

FORT WORTH'S

leading independent

JOHN E. PEARSON COMPANY

WNEB, Worcester

Handy's started with four factory tables placed in a vacant showroom and filled with odds and ends from a manufacturer's warehouse. A decision to use radio gave the store a city-wide reputation only a few years later.

Handy's promoted fishing equipment the first summer. Almost immediately, the store became a mecca for Worcester's fishermen. From a tiny outfit carrying a limited line, the store developed the largest selection of fishing equipment in the city.

Mrs. Sullivan of Handy's says, "It was so successful that now I start plugging a lay-away plan for fishing equipment in January. By the time the fishing season is at hand I'm loaded with orders."

Handy's also devoted some radio time to its toys—out of season. Via WNEB, toy sales were pushed in June, based on a lay-away plan for Christmas. Mrs. Sullivan says, "By Christmas I had \$8,000 in toy lay-aways crowding the storeroom."

Handy's secret: announcements every day in the week and 52 weeks a year.

WGAR, Cleveland

Cleveland is polka center of the nation and Carling's Black Label beer and Red Cap ale capitalized on this regional love for polka music. Carling's drew 12,000 pieces of mail in the summer for their *Polka Champs* show. Mail was in the form of ballots for selection of a favorite polka band. Most of the 20,000 votes were on official Carling ballots obtainable only where Carling's products are sold.

Watkins Furniture Company of Cleveland; Clark Restaurant Company, sponsors of *Fairytale Theatre*; the Forum Cafeteria; South Side Federal Savings & Loan Association, a nine-year sponsor; and the Shell Oil Company are other WGAR regulars who've proven that the summer heat doesn't affect the sales curve.

WNAX, Yankton

Fair appearances in South Dakota, Nebraska, Minnesota, and Iowa prove a sales boon to WNAX's 78 non-network advertisers who stay on during the summer months. Picture panels, merchandise displays, color slide projectors, and an annual Neighbor Lady picnic keep WNAX program bankrollers in the consumer's mind.

Public appearances at local celebrations by the entertainers of *Missouri*

MERCHANDISING? PROMOTION?

You Get BOTH Plus the
TOP SHARE of Audience
on

WFBL *Syracuse*



● Here is one of the ways WFBL's merchandising and promotion gives TRIPLE IMPACT to WFBL sponsors.

Tide, Broadcasting, and Sponsor have acclaimed the plan as original, unusual—a new idea. But what has it proven to com-

panies who measure its effectiveness by sales volume? Look at these reactions of district sales managers—Colgate-Palmolive-Peet: "Unique . . . Different . . . Outstanding!" The Carnation Company: "Terrific . . . Real Success!" The National Biscuit Company: "So workable . . . Extra Sales!"

Get the Details NOW!

WFBL

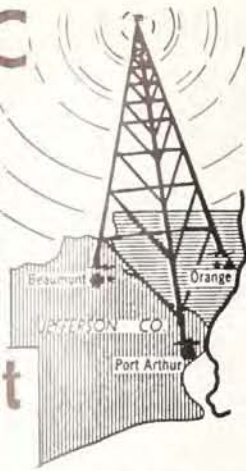
• Syracuse, N. Y.



FREE & PETERS, INC. Exclusive National Representatives



KPAC Sells Texas 5th Market



... The Rich Beaumont-Port Arthur-Orange Metropolitan Tri-City Area

234,200 Population
\$242,903,000 RETAIL SALES

(Source: 1950-51 Consumer Markets)

Here is Texas' 5th Market, one of the wealthiest in the world . . . the concentrated Beaumont-Port Arthur-Orange metropolitan areas.

- the No. 1 oil refining area in the world
- producing 1 out of every 10 barrels of oil
- 2nd only to New York City in shipping tonnage.

KPAC listeners earn big, better-than-average incomes. KPAC can sell this concentrated buying power for you with intensive, productive KPAC coverage . . . Plus KPAC's huge 1,353,200 populated Regional Market . . . more thousands of KPAC listeners and more big sales volumes for you.

HIGH HOOPERS . . . 17 years of Listener Loyalty prove KPAC's salesability in a highly competitive radio market.

BUY THREE, FOR THE PRICE OF ONE! Cover three rich markets . . . Beaumont AND Port Arthur AND Orange with just one strong persuasive station. KPAC offers the profitable plus of extra markets . . . eliminating the necessity of buying three stations when you must cover three cities.

GORDON BAXTER presents "BAXTER'S GARDEN"

A KPAC natural for sales . . . recording 130 phone calls first quarter-hour of first day; collecting \$3000 for March of Dimes within three hours of eighth day; receiving 1500 entries in program-name contest by twelfth day. A brand new favorite, with sensational Gordon Baxter selling your product in Texas' 5th Market. Available for participating sponsorship, 1:55-4:00 p.m., Monday thru Friday.

CHECK TODAY, and select KPAC availabilities that can get your product really moving in Texas' 5th Market.



5000 WATTS • MUTUAL

John E. Pearson Co., National Representatives

Valley Barn Dance and the WNAX Bohemian Band are additional audience promotions of benefit to the summer sponsor.

WGY, Schenectady

Studebaker, Camel cigarettes, Cuticura, DuPont, Lehigh Coal, Prudential Insurance, and all the major beer accounts are just some of the many 52-week advertisers on General Electric's WGY.

Why these advertisers flock to the airwaves upstate is soon apparent. Roads from Schenectady lead to the Finger Lakes region, the Adirondacks, the Green Mountains, the Berkshires and the Catskills. Sales opportunities are enhanced by the vacationers passing through.

Travel and resort spending in the State of New York alone runs around \$1,000,000,000 annually.

To take advantage of the situation, every resort registered with the different state departments of commerce gets the WGY paper, *Mike and Camera*. This gives the vacationer a guide to programs and personalities, in addition to a complete monthly radio and TV schedule. Pocket-sized maps of the vacation area are also distributed.

With summer camps equipped with radios; campers with portables; and motorists with car radios, WGY advertisers reap the benefits of the summer vacationist influx. The impressive list of 52-week advertisers is proof enough that hiatus thinking is on the wane in upstate New York.

KMOX, St. Louis

KMOX, CBS in St. Louis follows this approach: "The good ol' Summer-time is a good time to sell on KMOX, the Voice of St. Louis."

Millions of vacationists visit the Missouri Ozark playgrounds and, in a situation much like that existing in upstate New York, KMOX advertisers can take advantage of the summer months' influx of vacationer-listeners. Listening is as high in summer as at any other time of the year; listeners buy just as much (KMOX listeners spent a total of \$302,955,903.34 during June, July and August in 1950). And the average monthly retail sales during these months is equal to the average monthly sales for all other periods of the year. Advertisers taking advantage of this situation include Griesedieck Western Brewing Company; Eastern Airlines; Falstaff Brewing Company;

Slack Furniture; Ward Baking Company; Staley Milling; Manhattan Coffee; Nutrena; Dolcin; Folger Coffee; Standard Oil; and Studebaker.

Even a relatively little known dog food drew a strong response. A single announcement by Dixie Mills on *KMOX Country Journal* for a "name-a-dog" contest drew 1,048 replies from 17 states in mid-summer of 1950.

WCBS, New York

McKesson & Robbins for Tartan sun lotion scored a tremendous success with participations on WCBS' *Top O' The Morning* m.c.'d by Jack Sterling. A sample offer one day in July drew better than 3,000 requests. *Pathfinder* magazine on WCBS' *Starlight Salute* program brought in 1,390 potential customers with six announcements at a cost of 35¢ per inquiry. In a Frito commercial on Harry Marble's *Hits and Misses*, Marble mentioned the Monmouth racetrack which sells Fritos regularly. Stevens Brothers, who handle the concession, reported their Frito stock completely sold out that day.

WCAU, Philadelphia

The station starts its first all-out summer campaign with a 13-week drive beginning 11 June and extending through 11 September. The theme: "At home or away, they never leave WCAUSA."

WCAU emphasizes this point by adding, "There's no summer hiatus on WCAU!" Statistics show that 90% of the people who live within WCAU's 53 BMB counties never leave the WCAU coverage area when they go on vacation.

Point two of the campaign emphasizes that ratings are as high in summer as they are the rest of the year.

And point three is that retail sales in the eight-county greater Philadelphia area are higher during June, July, and August than they are at other times of the year. Proof of broadcast sales effectiveness is furnished by 50 of the station's biggest advertisers who always stay on during summer months.

Aiding the sales push is a tie-in with 13 of the largest resort centers in the

**WE Write, Produce, Ship
TV film spots, complete.**

TELEFILM, Inc.
HOLLYWOOD (28) CALIFORNIA

NARTB *Visitors!*

Visit Us In Rooms 556A—557A

STEVENS HOTEL

You'll Be Glad You Came!

HARRY S. GOODMAN PRODUCTIONS

WKAB

Mobile, Alabama

r
e
a
c
h
i
n
g

3

**GREAT
AUDIENCES**
in the Deep South!

- hillbilly
- sports
- negro

All ears are tuned to the radio station that offers the **ONLY** Major League Baseball Broadcast in the Mobile area. All eyes are on the radio station that is the **ONLY** one in the Mobile area with a Merchandising department.

1000 WATTS

WKAB

840 On Your Dial

Liberty Broadcasting System
Represented by The FORJOE Co.

greater Maryland, Delaware, Pennsylvania, and New Jersey area.

Saleswise, Amoco reports this capsule story.

The American Oil Company promoted orchid giveaways from Amoco dealers in eight markets throughout eastern Pennsylvania, southern New Jersey, and Delaware. The offer: free baby orchids to anyone driving into an Amoco station.

Radio and TV were used exclusively in Philadelphia via WCAU, AM and TV. WCAU advertising drew inquiries from every market—a total of 10,064. Newspapers drew a total of 9,466 inquiries. On a cost basis, newspaper cost was seven times greater than the radio cost, and 12 times greater than the video cost.

KOIL, Omaha

Station breaks, whenever possible, carry a specific reminder of the station's summer playtime theme, "Take Along a Portable." Window displays are offered to radio dealers in Omaha and Council Bluffs to hypo out-of-home listening.

WGH, Norfolk, Va.

The station's coverage area includes Virginia Beach, Williamsburg, Jamestown, Yorktown, Smithfield and other scenic areas in southeastern Virginia. Since 8,000,000 visitors spent \$42,500,000 last year, and since 99% of beach cottages are radio-equipped, the summer season presents a pleasing sales picture.

Last year, *not one local program sponsor took a hiatus*. Among WGH advertisers are the Suttle Motor Corporation, sponsors of newscaster Edward Travis for 13 years; Oakland Dairy; and Carr, Mears and Dawson, one of the finest stores in town. To increase interest among visitor-listeners, WGH broadcasts network feeds of top dance bands from the Surf Club at Virginia Beach. In addition, interviews and audience participation shows from summer hotels arouse interest among local vacationists.

WSAI, Cincinnati

Among this station's summer-selling sponsors are two amusement parks—Coney Island in Cincinnati, and Le Sourdsville Lake in Middletown. Both began air advertising in the summer of 1949. Coney Island promotes its "Land of Oz"—which is for youngsters exclusively. Le Sourdsville Lake buys announcements and a Sunday half hour

of light and popular music. The station also schedules special events at the Le Sourdsville Lake park. Continued sponsorship is evidence of the two parks' success.

Wurlitzer's Cincinnati branch is not only a summer but a 52-week advertiser. Their program, the *Wurlitzer Amateur Hour*, sells musical instruments regardless of the season.

WORZ, Orlando

Remotes from vacation points at Daytona and Cocoa Beaches add to the advertiser lure. And, since Florida is becoming a summertime vacation state, summer listening compares favorably with wintertime listening in any section of the country.

Advertiser successes include Plasti-Kote who started with a distribution of two filling stations selling a case of their car polish weekly. Two announcements daily through July and August increased dealer distribution to 92 outlets and 8,000 cases sold weekly.

Community Health Plan started its air campaign in July. Ten announcements daily, expanded in August, made Orange County's "per capita" purchase of health insurance second in the Southwest.

Candy Counter, a local confectionery store, used five announcements daily in late summer. By October, business volume increased to \$200 daily. Today, through heavy emphasis on summer advertising, the store is experiencing approximately three times its opening volume.

Eugene D. Hill, WORZ general manager, states emphatically: "We have never had a saturation campaign on the air during the summer that did not pay off handsomely for its backer!"

Other Stations Briefly . . .

WHO, Des Moines, points out that less than 7% of the nation's people are on vacation at any one time. Iowa Radio Audience surveys show a tremendous increase in sets available out-of-home during the summer. Since 1948 portable set ownership has increased by 66,019 and families owning radio-equipped autos showed an increase of

**IDAHO'S
MOST POWERFUL
10,000 WATTS
K G E M
BOISE, 185,000 CUSTOMERS**

145,462. WNEB, Worcester, carries all Boston Red Sox games home and away.

One of WLAW's (Lawrence, Mass.) famed summer broadcasts are those sponsored by the Allen "A" Resort at Wolfeboro, N. H. The resort features a breakfast program during which guests from all over New England and the nation are interviewed and participate in various games.

Over the years, Mr. Allen has found that listeners to the program are potential guests for his resort, and the program tends to keep the "Allen A Resort" in their minds when vacation plans are made.

Maine Broadcasting System with more than a million tourists spending an estimated \$150,000,000 in the area; and WTVJ with their south Florida coverage, all have strong summer selling potentialities. ★ ★ ★

OUT-OF-HOME LISTENING

(Continued from page 55)

The 7 November 1949 issue of SPONSOR (page 22) stressed that the implications of the initial Pulse study of the



Same old story
in Rochester . . .

WHEC WAY OUT AHEAD!

Consistent Hooper Leader since 1943. Leads morning, afternoon and night! . . .

WHEC

ROCHESTER, N. Y.
5,000 WATTS

Representatives . . .

EVERETT-McKINNEY, Inc., New York, Chicago
LEEF. O'CONNELL CO., Los Angeles, San Francisco



New York metropolitan area are true in principle for metropolitan areas anywhere. That assertion has been confirmed by last summer's surveys of eight major cities representing the East, Midwest, and the Pacific Coast. The over-all consistency of the high and low periods, such as the increase of dialers between 3:00 to 9:00 a.m. when many use their car sets while driving to work, is indicative of a national pattern.

In view of this, there is nationwide significance in the 1950 seasonal figures for New York. From slightly under 2,000,000 out-of-home listeners per day in February, the number rose to 3,200,000 in August. The difference compensated to such an extent for the warm-weather decline in at-home listening that the total number of people reporting that they listened daily in August was only 4% lower than in February. That can hardly be called "a summer slump."

(American Research Bureau figures show that in non-summer months out-of-home listening makes up 5-8% of the total amount of time spent listening to radio. ARB does not measure listening in summer months.)

The Pulse technique involves visiting and interviewing 2,100 families in each city during the week, with the Monday-Friday data based upon 1,500 respondents. Projecting each study's report of the total interviewed, a comparison of the out-of-home listening in the survey areas is shown in terms of percentages of total population.

Homes with out-of-home listeners (average weekday, summer)

New York	28.2%
Boston	19.2
Philadelphia	26.5
Washington	22.4
Cincinnati	19.8
Chicago	19.0
Los Angeles	28.9
San Francisco	30.5

Average 24.4

An average of one out of every four people in the metropolitan areas of these eight cities listened to the radio away from home on a typical weekday of the period measured. In the New York survey, three out of every four respondents were in the middle or upper income bracket. The size and high potential buying power of this audience justifies more than a little consideration in an advertiser's sales campaign.

More men than women listened outside the home in every measurement. The age brackets were very similar in all eight cities, with the largest group

Radio's Finest

IN

TRANSCRIBED SHOWS

THIS IS THE STORY

260—15 minute episodes

Sinclair Refining Co.—68 markets
Westinghouse Electric—18 Canada Markets!

Borden Co., dept. stores, banks, insurance companies, auto dealers, beer—all products

SO THE STORY GOES

260—15 minute episodes

Dept. stores, banks, insurance companies, beer, etc.—all products

THE WESTERNERS—

starring Curt Massey

156—15 minute episodes

Coffee, flour, beer, dept. stores, etc.—repeats through 1,400th successive broadcast!

JOE EMERSON'S HYMN TIME

156—15 minute episodes

Flour, coffee, undertakers, etc.

THE HOMETOWNERS

156—15 minute episodes

Appliances, dept. stores, paints, tractors—all products

Also—Newest TV Hit!

WHAT'S WRONG WITH THIS PICTURE?

15 minute TV Quizzer

Prizes—Jackpot!

5-a-week frequency

Morton RADIO PRODUCTIONS

360 N. Michigan Avenue
Chicago 1, Illinois

LaFayette 3-5021

730

1,000 watts, clear channel

Dixie's most progressive independent radio voice...

You don't miss the BIG, buying audience when you buy WPAL. Specialized programming, beamed to the Negro Market—and the Rural Area—a Great, Big Audience Segment untouched by other stations! A look at our mail pull proves it!

WPAL

Charleston, South Carolina

contact: John E. Pearson Co., or Dora Dodson Agency

—20-24 year-olds—comprising approximately one out of every three. Automobiles topped each list as the place where the greatest number of sets were in operation.

The use of car radios increased in August 1950 over the same month of the preceding year in New York (the only city surveyed in those two periods). The figures represent percentages of places where people listened away from home.

Where people listen (New York, Pulse)	1949	1950
Automobile	35.4	43.4
At work	20.8	19.7
While visiting others	21.3	21.4
Outdoors (portable radio)	7.5	9.3
Restaurants (bars)	9.4	4.9
Retail stores, service establishments	4.9	5.2
Clubs and schools	.5	.6
Hospitals	1.6	**
Garage	.3	**
Bus	.3	**
Total*	102.0	104.5

*Total over 100% because of multiple mentions.
**Not listed.

Heavy out-of-home listening in autos isn't confined to big cities. The 1950 Iowa Radio Audience Survey, conducted for the past 13 years by Dr. F. L. Whan, of Wichita University, shows that more than 80% of the families of the state own cars, and about six out of every 10 of them are equipped with radios. About half of all automobile riders in Iowa use the car radio each day while driving. Roughly one-third of them switch it on within the first five miles of driving; more than half use it within the first 25 miles; and better than two out of three use it within the first 100 miles of driving on a given day.

The Kansas Radio Audience of 1950, another study by Dr. Whan, reveals that nearly half of all families in Kansas own car radios. Better than six of 10 women and three of four men drive in those cars each weekday. Approximately half of the women and two-thirds of the men riders use the radio each day while driving. The mileage driven before tuning in doesn't differ very much from what happens in Iowa. The number of people using their sets on short drives emphasizes their interest in listening since it can't be merely to break the monotony of the trip.

The Rural Research Institute, Inc., a non-profit organization maintained by representatives from industry, advertising, publishing, and recreation fields, last summer initiated a survey in 37 rural communities (only three had populations over 25,000) in 23 states. The number of interviews in

each area was determined by its ratio of the total United States rural population. About half of all families own car radios. The study doesn't furnish information on the daily use of those sets, but it is reasonable to assume that the Iowa-Kansas data is applicable to them.

Radios are in 14.2% of the barns in Iowa and in 7.9% of those in Kansas. They aren't there for decorative purposes: farmers turn them on during milking time.

There are 5,000,000 receiving sets in retail stores and service establishments of this country. They aren't there for decorative purposes, either. A 1949 Johns Hopkins University survey of Baltimore drug stores, independent grocery stores, bars and taverns, barber shops and beauty shops showed that an average of two out of every three with radios were playing them to an average of almost five people when interviewed.

An analysis of the research data collected from August 1949 to the present establishes these facts:

Whether they live in cities, small communities, or on farms, people listen to the radio outside the home.

The out-of-home audience is much larger than had been imagined.

It is larger in the summer than at any other time.

The summer increase makes the total audience almost as big as during its peak season.

Out-of-home listening has commercial significance beyond even the dreams of those who pioneered in digging out the facts. ★★★

510 MADISON

(Continued from page 27)

STANDARDIZE TV DATA

I read with interest, then chagrin, your article on TV data in the 12 March issue.

You quote me on page 44 as saying "... I also wish the rate cards would specify the amount of agency commission allowed on net time charges. ..."

To say the least, I was misquoted. What I said was, "I also wish the rate cards would specify whether production charges are net or gross." I did say that production costs are confusing. For instance, WENR-TV's rate card No. 4 lists costs of extra cameras and mike booms at gross; make-up, prop service, set design at net; and

then quotes additional monitors, stage hands, floor managers, and production assistants at figures not classified either as net or gross. Similarly, WCAU-TV quotes construction and art work at a per-man-hour figure, not mentioning whether the figure is net or gross.

This misquote could certainly have been avoided since I called SPONSOR, had them read off the proof, and then informed them to make a change to reflect my true opinion.

JOHN MARSICH
Timebuyer
Kudner Agency Inc.
New York

BMB: RESOLUTION

The following resolution was passed by the Louisiana Association of Broadcasters at its semi-annual meeting in Lafayette, Louisiana, 31 March. Would lution in the next issue of SPONSOR: appreciate if you would run this reso-

Whereas, many stations in Louisiana feeling that because of change in facilities during the time and since the time that the last BMB survey was made,

And whereas, because of these facility changes of the survey do not necessarily reflect the true picture of listening in the various markets in the state of Louisiana today,

And whereas, many advertising agencies and advertisers base the placing of their schedules on the BMB survey which is not an accurate picture of the listening habits today,

Now, therefore, be it resolved that the Louisiana Association of Broadcasters in session at Lafayette, Louisiana, 30-31 March, 1951, go on record as calling these inaccuracies to the attention of advertisers and advertising agencies, and requesting that they include authentic information furnished by individual stations rather than the BMB in determining the placement of their schedules.

GEORGE P. MARTIN
Secretary-Treasurer
Louisiana Association of
Broadcasters
Abbeville, La.

All the recent comment in your great paper regarding the guesswork in measuring radio audiences leads me to just one important observation.

This industry needs now, more than

at any time in its history, another Broadcast Measurement Survey.

The greatest mistake our industry ever made was to abandon BMB. Now, every station in the country finds it necessary to spend great amounts of money for independent coverage surveys. We are back at the point where the timebuyer must keep 12 file drawers full of coverage material and must go through the impossible task of evaluating each station's material individually.

I think enough stations are now beginning to realize the value of the last BMB Survey and the need for a new one so that a BMB Survey for 1953 should be made.

I, for one, will give my wholehearted support to any movement to revive BMB.

BILL WISEMAN
Promotion Manager
WOW
Omaha

DEPARTMENT STORES ON RADIO

Many thanks for your dandy article in the 26 February issue on the

**FOR INCREASED
SPOT BUSINESS**

see us during
the **NAB**
convention
at our
**STEVENS
HOTEL**
headquarters

**Joseph Hershey
McGillvra, Inc.**

*Pioneer AM-TV Station Representatives.
Offices in principal advertising centers.*

EXECUTIVE OFFICES:
366 Madison Avenue, New York
MU 2-8755

YOU SELL

Jacksonville, Fla.'s

MAMMOTH

Hillbilly

audience

when you buy . . .

W O B S

ask For Joe



The Station They All Listen To

FIRST again!

In Little Rock, says Hooper!

Little Rock, Arkansas Fall-Winter Report No. 9, October, 1950, through February, 1951, reflects the continuing dominance of KARK in Arkansas' blue chip market.

Monday through Friday—
8:00 A.M.—12:00 Noon . . .

KARK	"B"	"C"	"D"	"E"
30.4	27.0	24.6	9.8	7.7

Monday through Friday—
12:00 Noon—6:00 P.M. . . .

KARK	"B"	"C"	"D"	"E"
44.5	15.7	16.6	14.9	8.4*

Sunday through Saturday Eve—
6:00 P.M.—10:30 P.M. . . .

KARK	"B"	"C"	"D"	"E"
39.5	31.8	14.5	10.8	**

*Measurements adjusted to compensate for station which signs off at local sunset.
**Daytime station.

first...

In coverage, too . . . throughout Arkansas and the main Little Rock trade area. (BMB, 1949.)

Contact us or your nearest Petry man for full details.

KARK

920 KC • 5,000 WATTS
NBC Affiliate • Little Rock, Ark.
T. K. BARTON Gen'l Mgr. JULIAN F. HAAS Comm'l Mgr.
Notional Representative
EDWARD PETRY AND CO., INC.

use of radio by department stores.

If the article sells one tough department store advertising manager as well as it sold me, WKVA will have a brand new account on the air soon.

ROBERT L. WILSON
General Manager
WKVA
Lewistown, Pa.

As you may have expected, publishing "The case for use of radio by department stores" would cause a lot of interested comment.

As far as I'm concerned, it would cause more comment if I could have some copies of this excellent piece to distribute to our account executives who are having the devil of a time persuading Toronto department stores that they're missing the boat by not using radio regularly.

GORDON ALLEN
Radio Director
Associated Broadcasting Co.
Toronto

NIELSEN CO. ON POCKETPIECES

Thank you for your recognition that "Nielsen is among the most conscious of the fact that most people like to get their research in easy-to-use form" ("Sponsor Speaks" department of 26 March SPONSOR).

Your suggestion that we indicate the number of homes a program can reach as well as the number who actually tune to it is already carried out with respect to television. The Program Index section of the National TV Ratings Report pocketpiece shows the total number of TV homes in the areas in which each program is broadcast. The Ratings sections of the same Re-

port then shows the percent of these "available" homes that tune to the program and the number of homes that tune to the program.

The reader of the Nielsen pocket-piece can see his potential and his actual audience, each numerically and as a percent of the total U.S.

Whereas a TV station's audience area is easily defined and the number of TV homes in that area easily determined, such is not the case in radio. BMB is the only common yardstick for measuring a radio station's audience area and the BMB figures are so out of date as to be misleading in many instances.

To dilute the accuracy of our radio reports by relating accurate program audience information to obviously inaccurate "available homes" data would be a disservice to the radio and advertising industries, however much we agree with you on the desirability of "available homes" information.

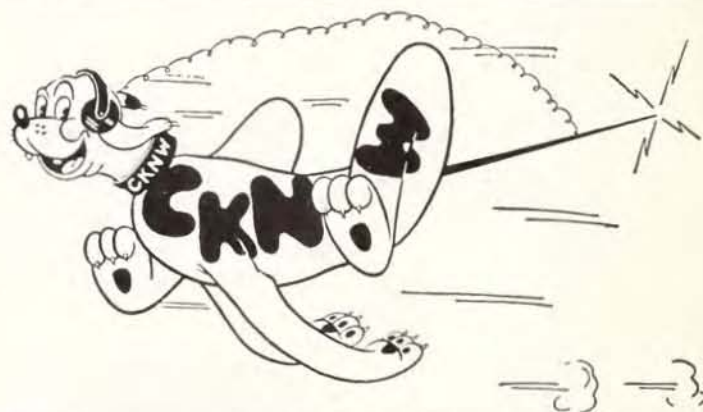
PHIL FRANK
Director of Public Relations
A. C. Nielsen Company
New York

ALKA-SELTZER IN CANADA

We have just read with a great deal of interest, your article, "The Alka-Seltzer story," 15 and 29 January SPONSOR.

The writer, who knows Alka-Seltzer history like a book, was in charge of Miles Laboratories advertising from January 1941 until January 1950, as account executive with Cockfield Brown & Co. Ltd.

From the radio viewpoint, the sales promotion of Alka-Seltzer in Canada is almost as full of interest as the promotion in your own country. The pro-



"You don't have to go to Florida to find a dog-gone good bet. Elliott-Haynes area study shows I'm TOP DOG in the Vancouver area."

gram, *Did I Say That*, was on the air from the Fall of 1940 until the Spring of 1949.

This quiz show was at first put on in drug stores. Then given as a side feature in neighborhood theatres. When the business in the theatres began to pick up, it became more difficult to persuade them to take the show. I then thought of making the show into an entertainment feature that could be given at social and public functions.

This idea caught on and for year after year we sent *Did I Say That* to hundreds of public gatherings, many of them in connection with churches.

It was broadcast over CFRB, Toronto. Later we used a French version in Montreal, and also used a Winnipeg station for a while.

Did I Say That is the original quiz show to be recorded at a public gathering and afterwards broadcast. It always catered to a large audience and enjoyed high ratings. Miles Laboratories decided to take it off the air while it was popular rather than wait until it grew stale, but this was against the recommendation of the agency.

FRANK EDDIS

Metropolitan Broadcast Sales
Toronto

MISSED SPONSOR AT WKRT

A short time ago, a sadder but wiser sales department of WKRT resubscribed to your magazine after a lapse of several months.

Let me say that SPONSOR was sorely missed during this time and that it is now, and will continue to be, required reading for every member of our sales staff. Thanks for the good work.

We would also like to take advantage of your offer of free copies of the caricatures by Jaro Hess. Thanks again for providing us with so much good material. SPONSOR has proved invaluable to the sales department.

KEITH W. HORTON
Commercial Manager
WKRT
Cortland, New York

WFAS STORY

We were happy to see that the campaign used by Westchester Aquarium, Harrison, New York, over WFAS and WFAS-FM was included in the Round-up section of your 1 January issue.

This is indeed one of our favorite sales success stories because of the un-

usual nature of the items offered for sale. There is, however, one discrepancy in the story which I would like to call to your attention. The 260 announcements used in the initial campaign were bought at our 260-time rate of \$5.30 each, making the total

cost of this schedule \$1,378, rather than the figure of \$278 as mentioned in the story.

JOHN E. ARENS
Sales Director
WFAS-AM-FM
White Plains

TOOLS available to sponsors

Here are informational tools that SPONSOR feels can be of use to you. Requests for material must be made within 30 days.

A164 "Hire KCKN as Your 'Booster Station'." — Capper Publications, Inc., New York — provides this Kansas City, Mo., station's rates on packages of 26 50-word announcements or 26 125-word announcements. Also data on net effective buying income plus area retail sales figures.

A165 "What Happened at 10 Minutes Past Midnight on Dec. 10th in Oklahoma?" — Katz Agency, Inc., New York — tells of an advertiser's success with one announcement on WKY-TV, Oklahoma City. Map shows area covered by viewer response.

A166 "Curriculum for WFIL-TV University of the Air." — WFIL-TV, Philadelphia — subjects offered on this station's *University of the Air* shows what can be done educationally on video.

A167 "WBRC AM-TV." — Paul H. Raymer Co., New York — pictorial brochure gives a fine photo-factual presentation on the Birmingham market and WBRC's AM-TV operations. Shown are key personnel, program personalities, and views of the city.

A168 "Where in the World Would You Find Another Place Like This?" — Avery-Knodel, Inc., New York — contains statistics on WHBF's four-city market. This Rock Island, Ill., station reaches Moline and East Moline, Ill., and Davenport, Ia., in addition to the Rock Island audience. Figures include retail sales, population and buying power.

A169 "The Station With 4,000,000 Friends." Edward Petry & Co., New York — includes all pertinent information about radio and television in the WGAR, Cleveland, market. Number of families owning TV sets compared to number of families owning radio sets. Cost-per-1,000 on WGAR and how many families \$4.99 will buy on TV as compared to WGAR's radio buy.

A170 "23 New Kinds of Research to Help Increase Advertising Effectiveness." Richard Manville Research, New York — speech made by Richard Manville recently before the Creative Group meeting of the American Association of Advertising Agencies; of interest to copy or art men.

A171 "WKRC Stations Key Item Plan." Katz Agency, Inc., New York — these Cincinnati stations offer advertisers a completely coordinated promotion and merchandising plan which includes AM-FM-TV and newspaper promotions plus many other sales helps.

A172 "An Extra Come-On For Customers." CBS Radio Sales — folder shows program promotion "extras" available to advertisers, including audience-building newspaper ads and other long-range promotions.

A173 "Good Housekeeping Consumer Panel—1950." John A. Clements Associates, New York — this report, mailed to subscribers, gives information on ownership of radios, TV sets, among other items. Indicates buying expectancy.

SPONSOR

510 Madison Avenue, New York 22, N. Y.

To obtain any of the tools listed, place check in boxes to right.

NAME _____

COMPANY _____

ADDRESS _____

CITY & STATE _____

A164 A169

A165 A170

A166 A171

A167 A172

A168 A173



How to chase away summer blues

SPONSOR's third annual issue on *Summer Selling* is, in our opinion, head and shoulders above its predecessors.

Soon after we started work on this big issue (published one full month earlier than its 1949 and 1950 counterparts) we learned that much more was available on the subject than heretofore. Networks were planning earlier; stations and networks were making scientific summer presentations; more agencies were seriously concerned with the problem of how the good old summertime could be harnessed to their clients' advantage.

It was nice to discover that radio's old hot weather bugaboo was giving

place to a new state of mind—a will to lick the July and August slowup.

All this made our job easier. We had more to say; what we had to say meant more. We hope you'll find this reflected in your dollars-and-cents use of the contents of this issue.

In 1950 we were able to trace several hundred thousand dollars in radio billings that directly stemmed from advertiser/agency use of the material included in the summer selling issue. An agency radio director who changed the decision of his client to cancel during the 1950 summer on the strength of one "summer selling" fact pointed out that the field has been barren of such material. The information we provided wasn't world-shaking, but it served his purpose to a "t."

There's no logical reason why there should be a summer slump in radio. If in-home listening is down, out-of-home listening is up. And better programing will boost the audience in both categories. In many lines not regarded as seasonal, sales actually go up in the good old summertime. Further, it's been abundantly established that the summer is an excellent period to plant the seed for fall purchases.

When we get around to our fourth "summer selling" issue in 1952 we expect to find the going even easier. The idea that summer is a good season to use the air is catching on. By 1952 the

18% increase in spot billings that one important national representative reported for last July and August over the previous summer should be even higher.

BAB is building big

Any station manager who immediately expects big things from the Broadcast Advertising Bureau is in for bitter disappointment.

Not that the BAB isn't thinking big.

The BAB is stubbornly keeping its eye on the ball—and to President Bill Ryan and his associates that means building a solid foundation for serving national and local advertisers and their agencies in a way that will result in fullest respect for radio.

More than all else, the revamped and expanding BAB, now separated from the NARTB, wants to win the whole-hearted favor of advertisers. The practical radio men who guide BAB destinies are sold on the idea that this can only be achieved by solid service.

We like this thinking; even though it doesn't immediately bring a long radio-delinquent national advertiser into tune with the medium. In the course of time it will pay big dividends; that's why we say that the BAB is building big.

A bird's-eye view of the way the new BAB is being built is featured in this issue (see page 17).

Applause

The man who wouldn't say "hiatus"

The awakening interest that national advertisers show in summer use of air advertising is stimulated this year by a barrage of network-prepared presentations; by SPONSOR's third annual *Summer Selling* issue; by aggressive station sales pitches.

But it hasn't been long thus.

There was little to disturb the calm of the summer hiatus in 1948 when Merle Jones, general manager of CBS' Minneapolis station WCCO, went into action.

Nobody, not even SPONSOR, recognized the hot weather revolution in the making when the intrepid Mr. Jones introduced his "Sell 'em while they're

hot" campaign in April 1948. It isn't easy to buck the tide, but at summer's end WCCO pointed with pride to a 25% jump in national spot over the previous year; 11% in local business. Year-round advertisers increased from 37 to 48.

Merle Jones didn't slacken pace in 1949. He won over a few recruits, including SPONSOR with its first *Summer Selling* issue. The WCCO theme that season was "Take 13 weeks with pay," and hiked national spot another 10%; local sales 19.6%.

When he moved to Los Angeles for CBS early in 1950 the summer selling momentum was carried on in Minneapolis by Gene Wilkey, Carl Ward, and Tony Moe—all of whom were by now completely sold on the advisability of

going fishing in January and selling radio in July. But in Southern California, Merle Jones was quietly marshalling summer facts on KNX, which he now shepherded. Not long ago he sent for promotion expert Moe; requested him to work out a strong 1951 anti-hiatus campaign.

Tony Moe states that KNX's summer story is even stronger than WCCO's. We won't arbitrate that one. But the enthusiasm of KNX's 1951 hot weather sales drive is beyond question. In our opinion, so is its success.

Radio has a positive and powerful summer story. There will be increased evidence of this during the summer to come. This issue catalogues much of it. Hats off to Merle Jones for helping us learn to tell it.

THE KANSAS CITY MARKET

Does Not Run in Circles!



It's a Rectangle...

and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!



Daytime half-millivolt contours shown in black.

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade Area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal. The KMBC-KFRM Team has built effective

and economical coverage of the territory without waste circulation but more important, *the building continues!*

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

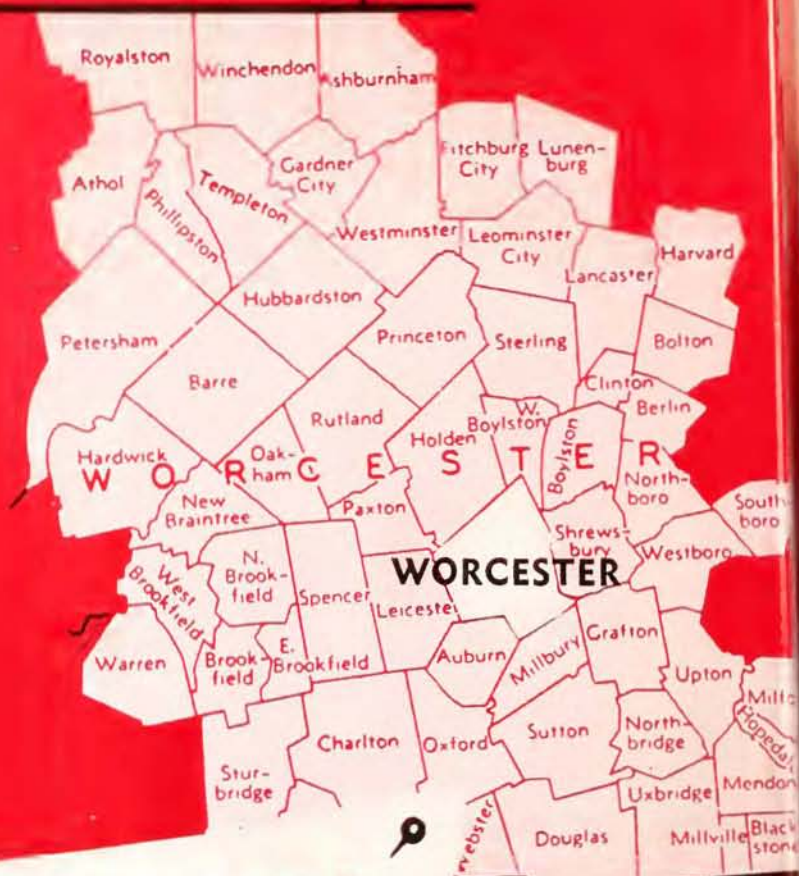


The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

By Any measurement,
WTAG dominates
 Worcester County and
 the essential Central
 New England Market

Worcester County, with a total area of 1532 square miles, is one and one half times the size of Rhode Island. Within its borders is the prosperous city of Worcester, (population over 200,000), plus 59 cities and towns with a total population one and one half times the population of the city of Worcester.



COVERED COMPLETELY BY WTAG!

	Total Radio Homes	56,450
Worcester County	146,420 Families	City of Worcester Families
	Total Weekly Audience City of Worcester	Total Weekly Audience
WTAG	52,510	124,000
Sta. "B"	40,250	58,220
Sta. "C"	43,760	64,080
Sta. "D"	46,820	54,370

WTAG has a larger county audience (exclusive of Worcester city) than all other stations combined.
 WTAG's combined city and county audience is almost twice that of the next highest station.

BMB Report No. 2

WTAG's BMB coverage also includes additional counties in other states — the essential Central New England Market.

WTAG

WORCESTER

WTAG-7M BASIC CBS • 580 KC

**Industrial Capital
 of New England**

See Raymer for all details

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

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

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