

MAR 26 1951

index SPONSOR

1950-1951
Second half, vol. 4

JULY THROUGH
DECEMBER 1950
Issued every six months

Automotive and Lubricants

Local auto dealer reports unusual radio success	3 July	p. 35
Automobile activities in radio/TV forecast	17 July	p. 29
Shell shows how to keep dealers happy	14 Aug.	p. 22
Ford dealer buys vacation program	28 Aug.	p. 45
Gulf Oil promotes products through safety campaign	11 Sept.	p. 44
Radio/TV outdraw newspapers in Amoco test	11 Sept.	p. 45
Chevrolet sponsors Notre Dame games	25 Sept.	p. 20
Atlantic Refining's football sponsorship	25 Sept.	p. 32
Chevrolet's unique spot commercials	6 Nov.	p. 41
How Ford dealer grossed \$83,824 in 24 hours	4 Dec.	p. 42

Broadcast Advertising Problems and Developments

What's happening to radio networks in TV era?	17 July	p. 79
Merchandising is like fingerprints	28 Aug.	p. 21
All quiet on the TV union front	28 Aug.	p. 28
How TV union problems differ from radio's	28 Aug.	p. 42
Sponsor's view of World War II	11 Sept.	p. 32
What should advertisers do about radio/TV budgets in face of defense-imposed scarcities?	25 Sept.	p. 38
Ad strategy to meet Korean situation	9 Oct.	p. 42
What can sponsors do about incidents like Jean Muir's?	23 Oct.	p. 38
Why sponsors are cold to nighttime network radio	6 Nov.	p. 24
Network's reply to sponsors' appraisal of nighttime radio	20 Nov.	p. 21
Industry-wide audience promotion advocated to sell radio	4 Dec.	p. 28
Will radio rates increase in non-TV markets?	4 Dec.	p. 36

Clothing

Novel quiz show sells for Richmond clothing concern	3 July	p. 35
Sanson Hosiery Mills' one-shot TV success	31 July	p. 16
Furs on the air	31 July	p. 32
Cowboys sell clothes in radio	11 Sept.	p. 21
Brassiere sales get a lift via TV	25 Sept.	p. 20
Robert Hall continues strong air promotion	23 Oct.	p. 18
Frank B. Sawdon, Robert Hall Clothes, profile	6 Nov.	p. 16
Miles Shoe Stores' transcribed commercials	20 Nov.	p. 26
Robert Hall's transcribed commercials	20 Nov.	p. 26
Clothing stores on the air	20 Nov.	p. 32
Selling "unmentionables" on the air	4 Dec.	p. 34

Commercials and Sales Aids

Announcer's importance in radio sales pitch	3 July	p. 34
Mail orders thrive via TV	17 July	p. 22
Singing commercials, trends, costs, who makes them, who uses them	17 July	p. 43
TV station breaks sell for Horton's Ice Cream	31 July	p. 40
Low pressure commercials sell tours over WABF, New York	14 Aug.	p. 39
Sales theme during World War II	11 Sept.	p. 32
Brassiere sales commercials on TV	25 Sept.	p. 20
Sponsors like spot radio	25 Sept.	p. 30
Inside story of an animated commercial	9 Oct.	p. 28
TV pitchman in the parlor	9 Oct.	p. 34
Department store's camouflaged commercials	9 Oct.	p. 47
Inside story of a film commercial	23 Oct.	p. 26
Transcribing a commercial	20 Nov.	p. 26

Confections and Soft Drinks

W. S. Brown, Canada Dry Ginger Ale, profile	3 July	p. 14
Soft drinks on the air	3 July	p. 19

Candy strong on TV	17 July	p. 30
Horton's Ice Cream TV station breaks	31 July	p. 40
Cisco Kid sells Coca-Cola	11 Sept.	p. 22
Developments in soft drinks industry	20 Nov.	p. 18

Contests and Offers

Telephone quiz shows growing	3 July	p. 22
Type of sponsors using telephone shows	17 July	p. 108
Syndicated telephone shows available	17 July	p. 108
Use of premiums on radio and TV	17 July	p. 114
What's doing on contest front?	17 July	p. 116
Telephone shows guarantee low-cost audience	31 July	p. 26

Drugs and Cosmetics

G. J. Abrams, Block Drug Company, profile	17 July	p. 20
Alka-Seltzer sales soared with barn dance broadcasts	31 July	p. 19
Rhodes Pharmacal Company signs Gabriel Heatter	28 Aug.	p. 17
Drug stores on the air	28 Aug.	p. 30
St. Joseph Aspirin likes Westerns	11 Sept.	p. 22
Basil L. Emery, Chesebrough Mfg. Co., profile	25 Sept.	p. 16
How Bristol-Myers rides the trends	9 Oct.	p. 32
Peoples Drug Stores in Washington go all out with radio	23 Oct.	p. 18
Bristol-Myers using TV heavily	23 Oct.	p. 24
Hadacol's sales prescription is advertising	23 Oct.	p. 40
Selling laxatives and deodorants on the air	4 Dec.	p. 34
W. A. Wright, Jules Montenier, Inc., profile	18 Dec.	p. 8
Hadacol packs 'em in	18 Dec.	p. 24

Farm Radio

Influence of barn dances on rural and city audiences	31 July	p. 19
Murphy Products (feed) a 20-year barn dance sponsor	31 July	p. 22
Doughboy knows the farmer	28 Aug.	p. 24
Farm director, a potent salesman	9 Oct.	p. 30

Food and Beverages

Borden's new emphasis: spot advertising	3 July	p. 26
Giant markets and chains showing interest in radio/TV	17 July	p. 30
Coffee firms must advertise to protect against competing brands	17 July	p. 30
Growing use of radio and TV resulting in increased volume for bread and cake companies	17 July	p. 30
John I. Moone, Snow Crop Marketers, Inc., profile	31 July	p. 12
Ralston Purina Company, Grand Ole Opry success	31 July	p. 20
Nabisco dog biscuit sales impact achieved with radio	31 July	p. 23
Taylor-Reed's TV success in selling Cocoa Marsh	11 Sept.	p. 18
Breakfast food cereals do well with cowboy shows	11 Sept.	p. 21
Victor Coffee began going places with radio	11 Sept.	p. 24
Bakers on the air	25 Sept.	p. 23
Food market's TV sales formula in Baltimore	25 Sept.	p. 42
Lee Mack Marshall, Continental Baking Co., profile	9 Oct.	p. 16
Chiquita Banana goes to TV cooking school	9 Oct.	p. 20
Hormel's triple-threat girls	9 Oct.	p. 26
Grocery stores on the air	23 Oct.	p. 21
Worcester Baking Company keeps ahead with radio	6 Nov.	p. 28
Woman's hands sell food products on TV	6 Nov.	p. 40
R. G. Partridge, United Fruit Company, profile	20 Nov.	p. 10
Douglas Leigh, Leigh Foods, Inc., profile	4 Dec.	p. 10

BINDERS are available to accommodate six-month supply of issues indexed. Cost is \$4.00 per binder.

Milk sales zoom via WTMA and Cisco Kid	4 Dec.	p. 43
More about grocery store advertising	18 Dec.	p. 16
Margarine opportunity in radio/TV	18 Dec.	p. 30
CBS-WFBL sell for 55 food stores	18 Dec.	p. 42

Insurance and Finance

Seattle bank uses radio news with good results	28 Aug.	p. 17
Banks on the air	6 Nov.	p. 26
Why Metropolitan Life expanded radio budget	20 Nov.	p. 28

Miscellaneous Products and Services

How to sell a candidate	3 July	p. 16
Beer and wine companies using air media extensively	17 July	p. 31
Quaker rug TV experience	14 Aug.	p. 17
Radio advertising and home demonstrations boost TV set sales	14 Aug.	p. 26
Storage business boosted by radio	28 Aug.	p. 45
60% of Mohawk Carpet budget going to TV	11 Sept.	p. 28
Houses sell like hot cakes via WSRB, Cleveland	11 Sept.	p. 44
Miller Brewing Company, uses football formula for sales	25 Sept.	p. 20
Arthur Murray, profile	23 Oct.	p. 16
Kosher wines selling to booming mass market	23 Oct.	p. 30
Books on Radio/TV for ad managers	6 Nov.	p. 32
Oil burners, hot sales item on WFBR, Baltimore	6 Nov.	p. 40
Radio sells homes in volume in Eureka, Calif.	20 Nov.	p. 44

Programing

Telephone gimmicks abound on the air	3 July	p. 22
Dummy is MC on clothing firm quiz show	3 July	p. 35
Bobby Benson Western-type show expands	17 July	p. 22
Syndicated telephone shows available	17 July	p. 108
Radio barn dances, successful sales formula	31 July	p. 19
Nearly every station has telephone show	31 July	p. 26
KOME's novel participation show	31 July	p. 40
Liberty's baseball broadcasts	14 Aug.	p. 17
Moppets hypo adult viewing	14 Aug.	p. 21
The Negro d.j. strikes it rich	14 Aug.	p. 28
Cowboy club corrals national capital kiddies	14 Aug.	p. 38
Tips to news sponsor	28 Aug.	p. 17
Beecham recordings sell baking products	11 Sept.	p. 18
How cowboys rate as radio salesmen	11 Sept.	p. 21
Football takes to the air in 1950	25 Sept.	p. 20
When to simulcast	25 Sept.	p. 26
TV revives Wild-West fever	25 Sept.	p. 28
Chiquita Banana's daytime TV chores	9 Oct.	p. 20
Radio mysteries rate high in listenership	9 Oct.	p. 23
Network musical show clicks for Hormel	9 Oct.	p. 26
Program trends key to Bristol-Myers radio success	9 Oct.	p. 32
TV mystery shows strong program fare	23 Oct.	p. 32
Taped TV shows lowering program costs	6 Nov.	p. 38
Network co-op programs	20 Nov.	p. 30
Advantages of network-built package shows	20 Nov.	p. 40
Local shows do great job for national sponsors	18 Dec.	p. 21
TV writer: key to program costs	18 Dec.	p. 32

Publicity and Promotion

Stimulating summer selling	3 July	p. 16
Balloon promotion pays off	3 July	p. 34
Station directs selling campaign to staff	3 July	p. 34
Tucson station plugs summer selling campaign	3 July	p. 35
CBS launches biggest fall promotion	14 Aug.	p. 38
Merchandising is like fingerprints	28 Aug.	p. 21
What stations do to help sponsors sell products	11 Sept.	p. 26
30,000 grocers, druggists take part in CBS promotion	20 Nov.	p. 44

Research

Sindlinger's share-of-audience measurement	3 July	p. 21
More detailed data on TV coverage sought	3 July	p. 30
Hofstra TV study talks dollars and cents	17 July	p. 48
ARBL, Lazarsfeld, Dun & Bradstreet studies show radio power	17 July	p. 52
Radio and TV research, techniques used	17 July	p. 111
Let's put all media under same microscope	31 July	p. 21
What media team up best with TV?	31 July	p. 30
Ohio State study discloses influence of moppets in TV viewing	14 Aug.	p. 21
Radio is getting bigger, recent studies show	14 Aug.	p. 30
Radio gaining in non-TV areas, according to WNAX study	11 Sept.	p. 30
Getting the most out of BMB	25 Sept.	p. 34

The research muddle	23 Oct.	p. 28
Herbert True checks TV sponsor identification in Chicago	6 Nov.	p. 29
Who's looking where?	4 Dec.	p. 18
Advertest's looking vs. listening study	4 Dec.	p. 29

Retail

Clothing company in Richmond uses unique TV formula for sales	3 July	p. 35
Giant markets, chains using more radio/TV	17 July	p. 30
Drug stores on the air, roundup	28 Aug.	p. 30
Buffalo store scores sales success on WEBR	28 Aug.	p. 44
Food market's TV sales formula in Baltimore	25 Sept.	p. 42
Department store buys time to keep customers away	9 Oct.	p. 46
Department store's camouflaged commercials	9 Oct.	p. 47
Grocery stores on the air, roundup	23 Oct.	p. 21
Clothing stores on the air, roundup	20 Nov.	p. 32
Grocery store advertising pays off	18 Dec.	p. 16
CBS-WFBL sell for 55 food stores	18 Dec.	p. 42

Soaps, Cleansers, Toilet Goods

P&G, Colgate-Palmolive-Peet, and Lever Bros. riding high	17 July	p. 31
Robert Brenner, B. T. Babbitt Company, profile	28 Aug.	p. 16
Sidney Weil, American Safety Razor Corp., profile	11 Sept.	p. 16
Pears soap scores with radio	11 Sept.	p. 18
How Duz does its commercials	20 Nov.	p. 26
Pal Blade strategy clicks on radio	4 Dec.	p. 24

Television

More detailed data on TV coverage sought	3 July	p. 30
What part of budget should be allotted TV?	3 July	p. 32
TV sales punch illustrated in Hofstra study	17 July	p. 48
TV status in fall 1950	17 July	p. 87
One-shot TV success	31 July	p. 16
Vidicam cuts film cost	31 July	p. 40
Moppets influence adult nighttime viewing	14 Aug.	p. 21
Taylor-Reed succeeds in TV debut	11 Sept.	p. 18
60% of Mohawk budget going to TV	11 Sept.	p. 28
TV sells brassieres	25 Sept.	p. 20
TV revives Wild-West fever	25 Sept.	p. 28
Daytime TV pioneering by Chiquita Banana	9 Oct.	p. 20
Pitchman in the parlor	9 Oct.	p. 34
Inside story of film commercial	23 Oct.	p. 26
TV mysteries rated high	23 Oct.	p. 32
Taped TV shows, a program cost factor	6 Nov.	p. 38
Woman's hands sell foods on TV	6 Nov.	p. 40
Will color catch on?	20 Nov.	p. 35

Timebuying

Outlook for time availabilities for independents	31 July	p. 38
What agencies would tell clients, if they dared	14 Aug.	p. 19
Are radio/TV subjected to tougher scrutiny in selection of media?	14 Aug.	p. 36
What sponsors think of agencies	28 Aug.	p. 26
How sectional agency can help national account	11 Sept.	p. 42
Ad strategy to meet Korean situation	9 Oct.	p. 42
Why sponsors are cold to nighttime network radio	6 Nov.	p. 24
Network co-op shows for spot buyers	20 Nov.	p. 30
Confessions of a New York timebuyer	4 Dec.	p. 26
What to sell in wartime	18 Dec.	p. 26
Glamour boys of bigtime advertising	18 Dec.	p. 28
What are the true conditions in timebuying?	18 Dec.	p. 34

Tobacco

Big radio/TV activity seen for cigarette companies	17 July	p. 31
Millions more call for Philip Morris	31 July	p. 16
Alexander Harris, Ronson Art Metal Works, profile	14 Aug.	p. 14
R. J. Reynolds football plans	25 Aug.	p. 20
How Brown & Williamson climbed to 25 billion cigarettes	6 Nov.	p. 21
Brown & Williamson formula gives brands special appeal	20 Nov.	p. 24

Transcriptions

National advertisers' use of transcriptions	17 July	p. 55
Library and program transcription services	17 July	p. 56
Transcriptions offer low-cost, top-talent shows	4 Dec.	p. 21