



Slippers are a symbol of comfort . . . part and parcel of the joys of "home, sweet home."

Slippers, in a way, symbolize the manner in which Fort Industry Stations shape and adjust themselves to fill the needs and desires of the communities they serve!

Important to advertisers, their messages are attentively listened to on these stations which are a part of the everyday home life of their listeners. More, Fort Industry Stations are alert to trends and take the initiative in progressive programming. And it's this progressiveness, plus the fact that they are an integral part of community life, that makes them extra valuable to advertisers.



THE FORT INDUSTRY COMPANY

"You can bank on a Fact Industry Station" WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. National Sales Headquarters: 527 Lexington Are., New York 17, Eldorudo 5-2455



.. SPONSOR REPORTS ..

. SPONSOR REPOR

July 1948

FOOD BUDGET SLASHES HIT RADIO HARDEST Curtailment of food advertising hits broadcasting hardest of all adbudget slashes. Soaps, which with few exceptions, are not expected to cut schedules, together with new product business, will carry current percentage of commercial time. Grocery advertising, which includes soaps, foods, etc., represents 26% of stations' commercial programs and 14.8% of their spot advertising.

-SR-

RUSH TO BE FIRST IN TV SLOWING DOWN Whereas up to recently TV stations were racing each other to be first on air in each city, current practice is to wait until several outlets are about set and then one station after another starts telecasting. Several one-station TV towns are finding acceptance for visual medium much slower than multiple station areas.

-SR-

14,244,000 LISTENING HOMES ON SUNDAY NIGHT Sunday night is still top listening period for network radio. First U.S. Hooperatings show that peak audience is reached between 8:30 and 9 p.m. est Sundays with 14,244,000 families dialing at that time. Survey made in January-February 1948 indicates 6,353,000 city (pop over 50,000) homes, 3,677,000 town (pop 2,500-50,000) homes, and 4,219,000 rural (pop under 2,500) homes listening.

-SR-

CONTINENTAL FM NETWORK ADDS AM STATIONS Continental Network, which started out to be FM chain exclusively, will continue to be basically FM but will link number of standard (AM) broadcasting outlets also. First FM-AM joining was for Republican convention when 12 AM stations joined 27 regular Continental affiliates. Radio relay used generally for inter-station linking.

-SR-

FRANCIS OF GENERAL FOODS URGES PUBLIC SERVICE IN BUSINESS Commencement exercises full of June platitudes as usual. Clarence Francis, General Foods chairman, hit different note when he advocated "Hippocratic oath" for young men about to enter business as well as for top management. Suggested at Harvard Business School Alumni meeting that "business and advertising's job is the greatest

Jerry Glynn Jr. replaces Kay Brown in Chicago

SPONSOR regretfully announces the resignation of Kay Brown, manager of its Chicago office, who has found it necessary to return to the east. It is pleased to announce the appointment of Jerry Glynn Jr., recently of WLS, as her successor. Mr. Glynn will headquarter in new and expanded offices at 360 North Michigan Avenue. The telephone is Financial 1556.

SPONSOR, Vol. 2, No. 9, July 1948. Published monthly by Sponsor Publications Inc. Publication offices: 5800 N. Mervine St., Philadelphia 41, Pa. Advertising, Editorial, and Circulation offices, 60 W. 52 St., New York 19, N. Y. Acceptance under the act of June 5, 1934 at Philadelphia, Pennsylvania, authorized December 2, 1947.

S... SPONSOR REPORTS... SPONSOR R

possible service to the greatest number of people." G-F has emphasized, within its own organization, that the survival of democracy as U.S. knows it depends upon corporate public responsibility.

-SR-

BENDIX STARTS SWING TO DIRECT TO DEALER -OPERATION Bendix will be first of great radio and appliance manufacturers to reinstate direct factory-to-dealer merchandising. Move hastened because Bendix, like many other big appliance firms, finds it necessary to maintain factory-service headquarters for most of its major appliances. Bendix featured "savings for the public" in presenting its new direct-operation to dealers at Summer Furniture Market in Chicago (July 5).

-SR-

NET TV STATIONS SWITCHING FROM NIGHT BASEBALL Switch of network TV stations away from baseball at night is already under way. WPIX, Daily News station in New York, has signed to telecast night games of Giants. WNBT (NBC-TV in New York) will continue to scan day games but discovered night events destroyed possibilities of presenting regularly scheduled network commercials.

-SR-

DOLCIN BUYS THREE PROGRAMS ON DON LEE Although Dolcin (SPONSOR, May 1948) in past has stuck to spot programing on individual stations with as much saturation as possible, it's expanding to the 44 station Don Lee network on September with a transcribed program "Gospel Singer" and two co-op programs, "Passing Parade" and Fulton Lewis, Jr. Dolcin will try to saturate the Pacific Coast through Don Lee.

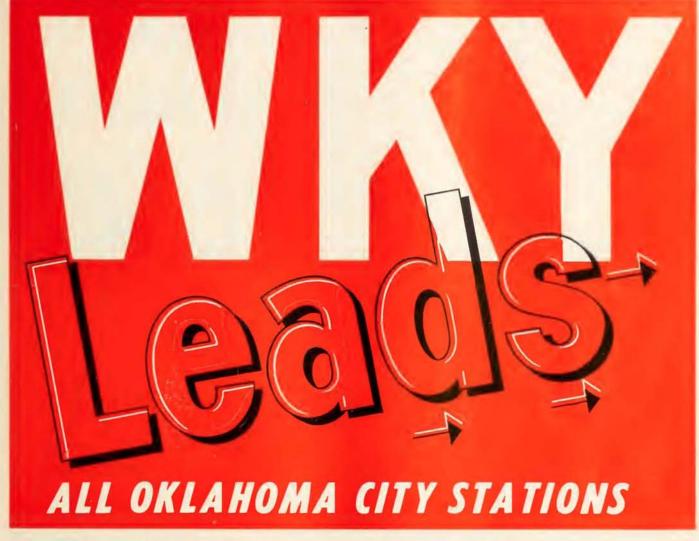
-SR-

"1,100,000 NEW TV FAMILIES IN 12 MONTHS"--GALLUP George Gallup's Audience Research, reporting TV set demand, estimated June 30 that 5,400,000 families would be in the market for a receiver priced at \$200. At current average set price of \$400, there is a backlog of demand from over 2,000,000 families. Gallup estimates that a minimum of 1,100,000 families in the 18 areas (page 90) in which there is TV service will acquire sets within the next 12 months. Gallup's figure for TV sets in operation as of June 15 is 345,000, an increase of 37% over estimate of sets in operation as of May 1.

-SR-

COMMERCIAL FAX STARTS JULY 15 Commercial FAX starts on the air July 15. Equipment for transmitting facsimile is attached to a regular FM transmitter without modification of FM station equipment. Only few stations will be prepared to take advantage of July 15 start as FAX transmitting equipment was held up pending standards setting by FCC. FAX scanners are being delivered during end of July. Recorders, home reproducing units that are attached to regular FM receivers, under \$150 each, are scheduled for delivery starting October 1.

Month after Month . . .



IN SHARE OF AUDIENCE

DAY and NIGHT

WKY OKLAHOMA CITY

930 KC. - NBC AFFILIATE

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN KVOR, COLORADO SPRINGS — KLZ, DENVER (Affil. Mgmt.) REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



See Oklahoma City Hooper Station Listening Indexes from November-December, 1947, through March-April, 1948. During this period, WKY topped all Oklahoma City stations in Share of Audience during EVERY day-part on week-days, Saturdays and Sundays. NOT. 5 NO. 3

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COVER PICTURE: Clast timebove 10.0 Dicker, swrating out a new selectule for a MrCann-Ern koon — nt. usen the Pulse. Hooper City Reports, BMR, and the start — own preventation to make certain be's buy my what the clast valver.

40 West 52nd

WRONG STATION-WRONG AGENCY

Somewhat belatedly I have read the article on baseball beginning on page 23 of your May 1948 issue.

The article was interesting and informative. However, there are two things I noted that I am sure will be of interest to you.

On page 106 in the last paragraph you mention that Milwaukee Brewers baseball is being co-sponsored by the Miller Brewing Company and Gimbel Brothers over station WMIN. There is no WMIN in Milwaukee! The station carrying the Milwaukee Brewer baseball is WEMP.

In reading the article I also noticed that on page 26 you listed the Gettelman Brewing Company, sponsors of wrestling on WTMJ-TV, in your column on TV results.

We were all flattered to note that you had credited this organization with being the agency for the Gettelman Brewing Company. Unfortunately, we are not. Their agency was the Scott-Telander Advertising Agency, which has since been dissolved. One of the partners of the former agency still holds this account and is operating under the name of Scott, Inc.

The confusion in the case of Gettelman Brewing Company was probably caused by the fact that this agency conducted a survey which you referred to in your little capsule story.

I am sure that neither one of the two little slips of the typewriter caused anyone any harm, but I did want to drop you a note about them.

J. S. STOLZOFF Radio-TV Director Cramer-Krasselt, Milwankee

LEADERSHIP

Leadership is sometimes as elusive an entity as the pot at the end of the rainbow. But you fellows at sponsor make it appear easy.

Your timely article on baseball rings the bell again, and adds to your already long list of excellent factual reporting on things concerning radio. What's more, it helped WLOW sell its Sunday baseball games to a local advertiser.

By the way, WLOW is carrying the full daytime schedule of the New York Yankees this year; has organized a Knot Hole Club for white and negro boys between the ages of 10 and 14, with 2,000

(Please turn to page 6)

We're Selling Listeners

.... not merely *Time*

WWSW offers you more listeners per dollar in this rich Pittsburgh market because we're offering Pittsburgh what it wants to hear.

- MORE SPORTS
- MORE MUSIC
- MORE SPECIAL EVENTS

A host of advertisers—both local and national*—know the pulling power of WWSW programming. (Proved over 16 successful years of broadcasting.) So, when you want <u>listeners</u>—turn to the station that has 'em...

WWSW

PITTSBURGH'S
Major Independent

WWSW, INC. Keystone Hotel Pittsburgh, Pa.

*Ask Forjoe

URBAN..

SUBURBAN

AND RURAL



• One Station

• One Set of Call Letters

• One Spot on the Dial

• One Rate Card

Mid-America presents a diversified market. Inside KCMO's measured ½ millivolt coverage area* are nearly 5½ million people -25% metropolitan - 27% suburban - and small town-48% rural (on farms)! And KCMO, with 50,000 watts daytime non-directional, has both the power and the programming to reach the complete market - Urban, Suburban and Rural. In fact, KCMO's mail count shows listener response from 415 counties in 6 Mid-America states (shaded areas on map) plus 22 other states not shown.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

National Representative: John E. Pearson Co.



*50,000 Watts Daytime, Non-Directional 10,000 Watts Night-at 810 Kc.

and KCFM-94.9 megacycles

Kansas City, Missouri

Basic ABC Station for Mid-America

Richmond's ...

MAJOR INDUSTRY IS DEPRESSION PROOF!

RICHMOND, VA. PRODUCES OVER 100 BILLION

CIGARETTES ANNUALLY



... THIS BEING MORE THAN 1/3 THE NATIONAL OUTPUT!!

Come what may, people always buy cigarettes! Richmond, where eigarette manufacture is the major industry, is consequently never heavily affected by economic slumps!

> During 1917 Richmond produced over 100 billion eigarettes. Every year this record output puts dollars into Richmond's wage carners' pockets! They have the constant power to buy your products all the time!

> Richmond wage carners are faithful WRNL listeners. They rely on WRNL to tell them all about your goods and where to buy them.

> IS YOUR PRODUCT ON WRNL?

RICHMOND, VIRGINIA

WARD PETRY & CO., INC., ATIONAL REPRESENTATIVES

910 KILOCYCLES

40 West 52nd

continued from page 4

members, co-sponsored by the Norfolk Police Department and Norfolk Sports Club; also is carrying the Sunday home and away games of the Norfolk Tars; and will carry the night games of the Tars on WARY, WLOW's FM affiliate.

WLOW has filed an application for Television, and we hope you'll find a place for an article on use of TV by department stores, a TV abstainer so far.

> ROBERT WASDON WLOW, Norfolk

CONTESTS AND OFFERS

In view of the many contests and offers now flooding the air, I can appreciate that your experts cannot keep abreast of all of them. However, you'll recall that in your earlier issues you mentioned our occasional "offers," but none of our latest have been mentioned.

Recently we offered the words to Bless This House on the Prudential Family Hour. It has been discontinued since our summer show which started last Sunday. Currently we have been alternating between recipes and Jack Berch's theme song, I'm A Whistlin', on our Jack Berch program on NBC. Samples of these give-aways are attached.

While I grant they are on the insignificant side compared to some of the current jackpots being offered, nevertheless I note that you mention the large along with the small and I wondered if there was any reason why we were not included?

> HARRY H. EDEL Radio Advertising Manager Prudential Insurance Co. of America Newark

SPONSOR's "Contests and Offers" chart is of necessity only a cross-section of what is on the air. Running contests and offers are repeated for a while but an effort is made to report mainly new features and those which are indicative of a trend.

SPONSOR A SALES TOOL

I am dropping you this note since I think you might be glad to hear about the use of sponsor in our Sales Department.

If you will recall just a short time ago I wrote and asked for several extra copies of the issue of sponsor that contained the industry-wide survey of sponsorship of radio programs for breweries.

(Please turn to page 8)



SOMETHING 12 1948

NBC GENERAL LIBRARY

NEW

. . all the time!



THINGS KEEP MOVING in the KYW program department! Old, established KYW shows seldom pass through a season without new twists, new angles, new patterns. And *new* shows.. custom-built for local and spot advertisers.. keep attracting new listeners to KYW.

Whatever your plans, whatever your product.. KYW can fashion a program to suit. And whether it's a Variety Show, a Musical, a Sports Program, or a Kid Show.. you can be sure it will be kept fresh, stimulating, sales-productive. Our writers, producers, arrangers, actors, and announcers are fully conscious that good shows mean increased sales for the sponsor.

PHILADELPHIA'S NBC AFFILIATE 50,000 WATTS



WESTINGHOUSE RADIO STATIONS Inc

WBZ . WBZA . KDKA . WOWO . KEX . KYW . WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • Far KEX, Free & Peters

WIP Produces

Example #4 Miller North Broad Storage Company became a WIP client to tell the public of the rebuilding of its fire-razed warehouse. So successful was this campaign, that in the eight years as a WIP sponsor, and without using other radio time or other media, the company has built another warehouse to accommodate increased business. It's no burned client who says, "we feel our radio advertising on WIP is just as much a part of our business as our sales department."

WIP

Philadelphia Basic Mutual

Represented Nationally

by

EDWARD PETRY & CO.

With this survey as part of a presentation we were able to show a brewery here in Baltimore just how radio would work to their advantage and as a result landed a "healthy" contract from them.

This brewery had not used radio previously and we are firmly convinced that without the survey made by SPONSOR we would have had an extremely difficult time selling them.

I thought you might like to have this information since this one account will more than pay for our subscription to sponsor "ad infinitum." With this in mind we have sent you a check for an automatic renewal of our subscription when the present subscription expires.

ARMAND TERL Commercial manager WSID, Baltimore

▶ Many stations, station representatives, and agencies are using the "tools" in SPONSOR to make sales. The above is one of three such sales reported to us in a single week.

JUNE ISSUE "OUTSTANDING"

I have just finished reading the June issue of SPONSOR. The articles in this issue are outstanding, and I particularly enjoyed Sampling Comes Second, TV Participation Programs, and Radio Creates a New Living Habit.

You and your staff are to be congratulated on the general excellence of your publication, and particularly on the June issue. You are providing material that is instantly useable by broadcaster and advertiser alike.

> C. L. THOMAS General Manager KXOX, St. Louis

TOO MUCH TO READ?

I think you will be interested in knowing how effectively your magazine "for buyers of broadcast advertising" can be used by sellers.

There is so much useful background information and direct sales points—also some pretty good leads—in every issue. Our entire sales force reads the magazine every month, and I am sure that all of the men in their selling use your articles and tabulations just as I do.

(Please turn to page 14)



In WOAI's daytime primary area, there are more people than live in our crowded national capital. And their occupations are far more diversified. There are plain dirt farmers, cattlemen, oilmen, city dwellers and many others.

This is a wealthy market. In the San Antonio livestock market alone, last year, over \$60,475,000 were paid to stockmen for their livestock. The total effective buying power of the area is estimated at \$1,088,542,000.*

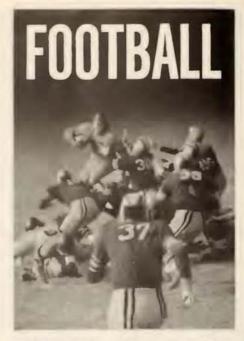
The wants of these people are as diversified as their occupations. See your Edward Petry representatives for further information and facts showing how WOAI will tap this rich area for you.

*Sales Management 1947 Survey of Buying Power.

By any check you use-it's WOAI



Represented by EDWARD PETRY & CO., INC .- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston



Broadcasts of all University of Maryland games now available on WWDC

Interest is high in the University of Maryland games in the whole Washington area. Last year this great team lost only two games and played in the 'Gator Bowl. This year's team will probably be unbeaten.

Ray Morgan, WWDC's ace sportscaster, will broadcast all of the U. of Md. games play-by-play.

National or regional advertisers can clear these games on a Baltimore station, as well as in other Maryland communities.

For rates and full details, call or wire WWDC or the Forjoe representative.

WWDC

AM FM - The DC Independent

FORJOE & COMPANY



Mr. Sponsor

Justin W. Dart

President, United-Rexall Drug Company

e was recently the key figure in another of radio's major crises. In typical, direct Dartian style (the girls in his office call him "Superman") he turned down an offer to buy the F. W. Fitch Co.; did buy Fitch's Faye-Harris show instead of renewing Rexall's Jimmy Durante program; and caused NBC to slap a "no lend-lease" policy on network time slots. He also moved his radio billings from N. W. Ayer to BBD&O. Such abrupt upheavals are not uncommon in the ultra-modern office of 41-year-old Justin Dart, the nation's No. 1 chain drugstore magnate. He's been turning drug merchandising on its ear ever since he was Walgreen's "boy wonder" in the post-depression years.

"This guy Dart," says Dart, "has an awful lot of fool luck." True, he married the boss's daughter of the Walgreen empire. But Dart never let his brawny bulk (he played good football for Northwestern, made "All Big 10") rest comfortably in his chair. He could, and still does, whiz through a day's routine in four hours. Dart practically created the superdrugstore as an answer to supermarket competition, and personally invented several now-standard drugstore innovations. Sample: Running a low wall down the middle of the store with soda booths on one side, drug displays on the other. He believes, and transferred that belief to United-Rexall when he joined them in 1941, that there's scarcely a limit to the variety of articles a drugstore can, or should, handle.

Dart out-talked Thomas E. Dewey (then representing some Rexall stockholders unfavorable to Dart) to get the Rexall vp spot offered him by his longtime friend, Edward J. Noble. He also turned down a Montgomery Ward offer at twice the salary. When Dart became president in 1943, he reorganized Rexall's conglomerate activities, moved its home office from Boston to Hollywood, featured the Rexall name on all packages, and started first national ad campaign in drug chain history.

Broadcast advertising, from the beginning, has played an important part in such plans. Dart, one of the directors of ABC, works closely with his ad manager, Tom Lane, who spends 75% of a \$2,500,000 budget in national and spot radio, and in the organization of top-grade promotional follow-ups. Dart's busy time is divided between his office, piloting his plane on business trips, his charming second wife (former actress Jane Bryan) and their two boys, and his mountain-top home. He likes his job and cautions his employees: "Make money, but have fun doing it!"



ELI WHITNEY

inventor of the cotton gin . . .
1793 . . . illustrious member of the American Hall of Fame . . .
outstanding contributor to a better American Way of Life.





AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM



50,000 WATTS WJR

AND

Represented by PETRY

THE GOODWILL STATION FISHER BLDG. DETROI

FRANK E. MULLEN

HARRY WISMER



Miss Hennock Doesn't Like Durr Mantle

Frieda Hennock, first woman to be appointed to the Federal Communications Commission, is inheriting the liberal mantle of Clifford Durr, whether she likes it or not. Already women's clubs are planning to use Miss Hennock in "remaking radio as an inspirational force." Miss Hennock, a corporation lawyer, and a good one, is far from Durr's thinking. She doesn't like the "new look" pressure that's been poured on her by her own sex.

RMA Says "No" to TV Trade Shows

Because demand for television receivers is sufficient to keep manufacturers working full speed for the next year, the Radio Manufacturers' Association (RMA) wants no part of video trade shows. Using governmental requirements and short manpower as a partial excuse, RMA voted in its 24th Annual Convention (June 17) not to participate in any such gatherings. There's a hedge in that shows promoted by dealers or distributors are not frowned upon.

No Network Pressure for More Than Five TV Stations

Pressure for lifting of restriction of number of video stations that one firm can own will not have network backing. On the Hill last month referred to the FCC TV-limit as six stations. Present FCC regulation is five, not six. It's six for FM station ownership. Networks lack of interest is caused by the money necessary for more than five stations. Sid Strotz, NBC's top TV man, pointed out recently that one completely equipped studio, as NBC would like to equip and run it, costs \$300,000 per year.

First Quarter Dividends Hit All-Time High

Dividend payments during the first quarter of 1948 were at an all-time record, establishing (if 1st quarter level is maintained) an annual payment basis of \$7,500,000,000. This compares with \$5,600,000,000 in 1946 and \$4,700,000,000 in 1945. Second quarter business doesn't justify the first quarter payments, which is one reason why advertising is being cut. Advertising, being most noted by stockholders and, to many managements, being expendable, is usually cut in efforts to maintain a dividend rate.

No Advertising Allowance for Vending Machine Display

Candy manufacturers who have been giving vending machine operators a lower price than non-automatic retailers will have to revise their pricing formulas. Federal Trade Commission

early in June ordered Walter H. Johnson Candy Company (Powerhouse and Heavyweight Champ Candy bars) to cease and desist giving a vending machine company a better break than other customers. Complaints on the same basis against ten other manufacturers of sweets are pending. Claims that allowances were for machine display "advertising" were not upheld by trial board.

Exports Off Despite ERP

Lack of consistent U. S. product advertising to European and South American consumers is one of the reasons why, despite all the millions being presented, loaned, or leased abroad, exports of U. S. products are tapering off. Export firms, many of them virtually selling on a cost-plus basis, are loath to include advertising in their pricing formulas and thus in many cases U. S. ERP money is going for goods of other nationals. Election of Republican nominee Dewey this November may carry with it a mandate to manufacturers to spend some money on export advertising. Dewey is both business and international minded.

Cotton Raises Southern Income

Production of cotton this year will be less than is needed for U. S. and foreign consumption. Result will be higher cotton prices and more money for Southern planters. This is already reflected in better business conditions in the South and smiles on the faces of broadcast station owners south of the Mason-Dixon Line.

36 Months Before 28-Hour Weekly TV Scheduling

Although a suspended requirement for TV station operation for new licensees several years ago was 28 hours a week, new regulation, effective July 1, requires only 12 hours a week for the first 18 months with an increase of four hours each six months until a 28 hour minimum is reached. That means a station can be on the air three full years before it has to program an average of four hours a day. Putting a test pattern (station identification) on the air will not constitute programing.

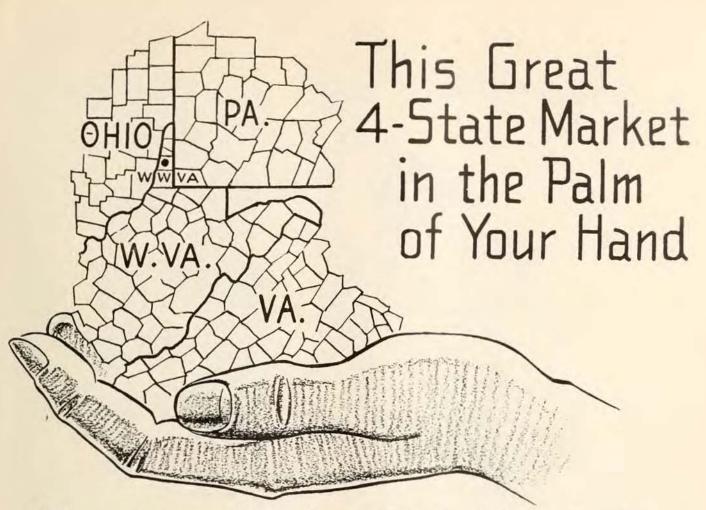
Manpower to Start Tightening in Six Months

Draft and tremendously increased demand for men in semimobilized industries (airplane, radar, atomic energy, etc.) will force other industries to start bidding for good men. Employee relations campaigns (some on air, some in black and white) are already being charted. The nation will be on a wartime economy for a long time even if foreign pressure problems (Palestine Russia, Argentine) are relaxed.

An Interim Report on Congress

Congress recessed without doing anything about the margarine tax reduction. It also exited with nothing accomplished regarding housing and a number of other problems. Advertising scheduled on an "if" basis (if tax-free margarine had been okayed and if millions were poured into federal housing) will naturally not be released.

Governor Dewey, whom many people look upon as the next president, has stated that he's against further governmental encroachment on private broadcasting. Nevertheless a revised White Bill will be introduced at the next session of Congress to further regulate radio. The broadcasting industry is generally against the White Bill and has come to the conclusion that living under the law that created the Federal Communications Commission is not as bad as they thought that it was. Every new bill introduced hits a number of private radio interests hard



Reach It With ONE Station ONE Cost, ONE Billing

What makes it a great market? More than eight million people who live and work and listen in this primary steel-and-coal belt of the nation. More important, they spend Four and One-Half Billion Dollars Annually. You can have the bulk of this potent sales market with one station, one cost, one billing—with WWVA, the station with the friendly programming that reaches the hearts of these people who have the power to buy. Your Petry man has the details; ask him today!

WWVA has guaranteed bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.



NATIONALLY REPRESENTED BY EDWARD PETRY & CO.



For spectacular results, the kind you'd get by dropping a sparkler into a box of pin-wheels, join the Swing to WHB in Kansas City. Operating full time on an excellent, low frequency, WHB is loaded! And with 10,000 watts, we've got more power than a string of cannon crackers. Rates are unchanged. So skyrocket July sales by celebrating your personal independence from advertising worries. Join the Swing to WHB!

See your John Blair man for availabilities.



40 West 52nd

Continued from page 8

My only complaint is that SPONSOR is so interesting and has so many facts in it that almost too much of my reading time has to be devoted to it. You don't mind a complaint like that, do you?

CHARLES E. MAXWELL WNJR, Newark

GOOD PRINTING?

We should like to procure copies of any back issue of your publication, sponsor.

In brief, here's the particular reason for this request: frankly, we have in mind distributing copies of your publication to advantage among a few selected customer contacts throughout the country, as a means of demonstrating to them the smooth, receptive printing possibilities of the paper. Can you conveniently cooperate with us in this way?

Perhaps we should take the occasion, incidentally, to commend you upon the appealing, well-balanced nature of the publication from the standpoint of typographic design. You evidently put forth considerable effort on it in this respect. As such, we presume the publication is meeting with popular approval on the part of your reading audience.

ELMER S. LIPSETT Advertising department S. D. Warren Co. Boston

TV RESULTS

May I congratulate you on the feature in your May 1948 issue entitled *Television Results*.

This is the type of information that has been awfully hard to obtain and to find it in such intelligent form in your publication is quite a pleasure.

I hope that you plan to make this a monthly feature of your magazine.

MORT HEINEMAN

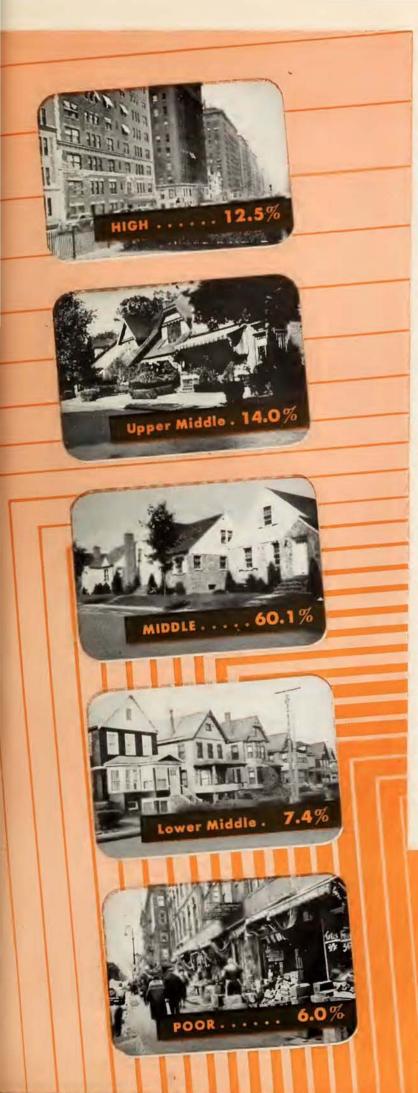
Vb

Franklin Bruck Advertising Corp. New York

We share the enthusiasm for, and interest in, the "TV Results" department of your publication.

Bruce Dennis
Public relations director
WGN, Chicago

TV Results was made a monthly feature effective with the May 1948 issue (see page 30)



Who's TV now? ...

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today . . . ground floor chance to get close to the upper clawsses—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in -- but It!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloo—well, public places—left 31,755 in homes . . . of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups . . . upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings...compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth!... Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment . . . offers advertisers the opportunity to grow with a growing market and medium . . . Time rates and programs on request.

WPIX • THE NEWS Television Station 220 East 42nd St., N. Y. C. . . . MUrray Hill 2-1234 Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22



A Sea of Grass and a Noice (300)







Yes, there's a 'sea of grass' reaching from Tulsa to the Kansas line and every year this famed Osage pastureland fattens thousands of feeder cattle from all over the nation. Serving this sea of grass with its busy and prosperous towns is the Voice of Oklahoma, Oklahoma's Greatest Station. Osage cattle ranches are big business and KVOO's Farm Department plays an important part in helping assure their most profitable operation through the dissemination of wanted information. We're 'home folks' with Osage cattlemen and proud of it!

- P. S. In case you hadn't noticed, beef is bringing a good price these days.

 There'll be a lot of new money in the Osage-KYOO market this year.
- View of part of 1947 Osage Cattlemen's Association Ranch Tour cavalcade.
- 2. Sam Schnieder, KVOO Farm Editor
- 3. Barbecue scene on Ranch Tour

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA. OKLA.

new and renew



New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS	CAMPAIGN, start, duration
American Tobacco Go	Lucky Strike	BBD&O	50-100*	E.t. spots, breaks; Jun-Jul; 6 wks
Bristol-Myers Co	Sentry (hair tonic)	Doherty, Clifford &		E.t. spots; Jun-Jul; 6-13 wks
Chrysler Dealers	Cars	Shenfield McCann-Erickson	(Test campaign, will expand) 75-100	"Animal World Court"; 5-min
Continental Baking Co	Wonder Bread	Ted Bates	(Expanding current sched) 20-30*	e.t.; Jun-Jul; 26 wks E.t. spots, brenks; Jul 1-15; 13 wks
Eagle-Lion Films	Motion pictures	Monroe Greenthal	(Expanding current sched) Indef	E.t. breaks; Jul 1; 52 wks
Electric Auto-Lite Co	Auto parts, accessories	Ruthrauff & Ryan	(3-day saturations, local) 115* (Dealer-placed) 50-60	"Gasoline Alley"; 15-min e.t.'s; Jun 15; indef E.t. breaks; Aug-Sep; 13 wks
Fels & Co	Fels Naptha Soap	S. E. Roberts	(Natl spot campaign) 2-3*	Spots; Jul 15-Aug 15 or later; 13
General Baking Co	Bond Bread	BBD&O	(Test campaign) 5-10*	Wks E.t. spots; Jul 1; 13 wks
General Foods Corp	Bliss Coffee	Benton & Bowles	(Test campaign, may expand) 10-15*	Spots, breaks, partic; Jun 1; 26
Hoberg Paper Mills	Charmin Tissues	Cramer-Krasselt	(Test campaign, will expand)	wks E.t. spots; Jun 1-Jul 1; 13 wks
International Latex Corp	Playtex Girdles	Foote, Cone &	(Test campaign, may expand) 50-60*	E.t. spots; Jun 7; 6 wks
Lever Bros	Breeze	Belding Federal	(Summer campaign, may expand 20-30*	E.t. spots; Jul 1, 13 wks
National Biscuit Co	NBC Bread	McCann-Erickson	(Expanding East and Midwest) 5-10	E.r. spots, Jul 1-15; 13 wks
Procter & Gamble Co	Drene (shampoo)	Compton	(Test campaign, may expand) 50-100	E.t. spots, breaks; Aug 1; 13 wks
R. J. Reynolds Tobacco Co	Camels	William Esty	(Fall campaign) 30-40*	E.t. spots, breaks; Jun-Jul; 6-13
Sears, Roebuck & Co (Allstate Insurance Co div)	Insurance	Goodkind, Joice & Morgan	(Expanding current sched) 10-20* (West Coast campaign)	wks Spots; Jul-Aug; 13 wks
Winarick, Inc	Jeris Hair Tonic, Cream Oll	Harry B. Cohen	(Mkt tests, may expand)	Spots; Jul-Aug; 6-13 wks

*Station list already set.



New and Renewed on Television

SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
Beam Products Inc Fred Dannenhauer Jr (radio dealer)	Direct Solis S. Cantor	WJZ-TV, N. Y. WCAU-TV, Phila.	Film spots; approx Aug 15°; 13 wks (n) Spots; May 19; 13 wks (n)
Allen B. Dumont Labs and Dumont TV Dealers	Buchanan	WFIL-TV, Phila.	Phila. Inquirer TV Newsreel; Sun 7:3 -7:45 (rpt at sign-off); May 23; 26 wks (n)
Eastern-Columbia Dept Store	Stodel	KTLA, L. A.	Partic in "Shopping at Home" (adding to current schedule); May 7; 13 wks (r)
Edgewater Dealers Assn (Chevrolets)	J. Walter Thompson	WCBS-TV, N. Y.	Spots; Jun 16; 2-4 wks (n)
First Federal Savings & Loan Assn	Direct	WCAU-TV, Phila.	Nancy Niland, The Federal Girl; Tu 8-7:15 pm; May 25; 52 wks (n)
General Foods Corp (Jell-O div)	Young & Rubicam	WNBT, N. Y. WRGB, Schen, WBZ-TV, Boston WPTZ, Phila, WNBW, Wash, WBAL-TV, Balto. WTVR, Richmond	Author Meets the Critics; Sun 8-8:30 pm; 1 :n 13; 13 wks (r)
(Lamp Dept) (Maxwell House Coffee)	BBD&O Benton & Bowles	WEWS, Cleve, WNBT, N. Y. WRGB, Schen, WBZ-TV, Boston WPTZ, Phila. WBAL-TV, Balto, WTVR, Richmond WNBW, Wash.	Cleveland Indians home farmes; a see s; May 24; season (n) Try to Do It; Sun 8:30-9 pm; Jul w ; (a)
(Various cereals) George Gorson (Chrysler dealer)	Benton & Bowles Philip Klein	WABD, N. Y. WCAU-TV, Phila.	Small Fry; Th 6-6:30 pm; Jun 9 wits (n Spots; May 19; 13 wks (n)
Harper Boat Bldg Co (Cabin cruisers)	Ross, Gardner & White	KTLA, L. A.	Spots; May 23; 13 wks (a)
(Cabin Crusers) Harris & Frank Co Hill Shoe Co Major Oil Co (Fuel oil) B. Meier & Son, Inc (Broadcast Corned Beef Hash)	Stodel Solis S. Cantor Shaw & Schreiber H. C. Morris	KTLA, L. A. WCAU-TV, Phila, WCAU-TV, Phila, WJZ-TV, N. Y.	Partic in "Shopping at 41om — ay 11; 13 wks n) Spots; May 23; 13 wks (n) Major events; Mon 7:4 -3 p — Vay 24; 13 wks (n) Spots; approx Aug 15*; 2.2 w — (n)



Peter Paul Inc Petrol Corp (P.D.O. Gasoline)	Platt-Forbes McNeill & McCleery	WIZ-TV N. V. KTLA, L. A.	Spots; approv Ang 15°; 52 wks (n) Olympic Auditorium wrestling bonts (24-game sched); Wed 8:30-close; May 19; 24 wks (n)
(Men's clothing)	F. I. Brown	WEAU-TV, Phila.	Sports; May 28; 13 wks (n)
F & M Schaeffer Brewing	BBD&O	WPIX, N. Y.	Hockey Games; through fall senson as sched (n) Spors; approx Aug 15°; 26 wks (n)
Odell Co (Trot Hair Tonic)	Lawrence C. Gumbinner		Cosponsorship of boxing bonts; Mon 9:05-11 pm; May 24; 13 wks (n)
Old Dutch Coffee Co Swan Bottling Co (Soft drinks)	Peck May	WGAU-TV, Phila.	Spors; approx Ang 15°; 26 wks (n) Spors; Jun 7; 16 wk (n)
Texas Co	Kudner	WNBT, N. Y. WRGB, Schen. WBZ-TV, Boston WPTZ, Phila. WNBW, Wash. WBML-TV, Balto.	Texaco Star Theater; To 8-9 pm; Jun 8; 52 wks (n)
United Virlines	S. W. Ayer	WTVR, Richmond WCBS-TV, N. V. WBKB, Chi. KTLA, L. A.	Spats; May 19-24; 13 wks (n)

^{*} Frabilities date set for slation to your air



New On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Eversharp Inc. Fruchand Trailer Co Johns-Manwille Corp S. G. Johnson Smith Bros	Blow Zimmer-Keller J. Walter Thompson Needham, Louis & Brothy Sullivan, Stauffer, Colwell & Bayles	ABC ABC *MBS NBC & ABC	75 365 163	Stop the Music; MTWTF Sun 8:15-8:30 pm; Sep 19; 52 wks This Changing World; Sun 3-3:15 pm; Jun 20; 52 wks Bill Henry; MTWTF 9:55-10 pm; Aug 23; 52 wks Dizzy Dean; Sat 5-5:15 pm; Jul 3; 52 wks Stop the Music; Sun 8-8:15 pm (segment); Sep 5; 52 wk
Speidel Co	Cecil & Presbrey	ABC		Stop the Music; Sun 8:30-8:45 pm (segment); May 23-42 wks (hiartus Jul 4-Ang 29)

⁽Fifty-lice weeks generally means a 13-week contract with options for 3 successive 13-week renewals. It's subject to concellation at the end of any 13-week periods



Renewals On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
American Home Products Corp.	Sullivan, Stauffer ,Colwell &	NBC	127	Hollywood Star Preview; Sun 6:30-7 pm; Jun 27; 52 wks
H C Cole Milling Co D L & W Coal Co Derby Foods Inc Farnsworth Television & Radio Corp	Bayles Gardner Ruthranff & Ryan Needham, Louis & Brorby Warwick & Legler	MBS MBS ABC ABC	105 37 192	Ernic Lee; Sun 3-3:30 pm; Sep 26; 12 wks The Shadow; Sun 5-5:30 pm; Sep 12; 39 wks Sky King; alt days MTWTF 5:30-6 pm; Sep 6; 52 wks Metropolitan Auditions of the Air; Sun 4:30-5 pm; Nov 14
General Mills Inc	Dancer-Fitzgerald-Sample Knox Reeves	NBC ABC NBC	65 192 138 11	Light of the World; MTWTF 2:45-3 pm; May 31; 52 wks Jack Armstrong; alt days MTWTF 5:30-6 pm; Sep 6: 52 wks Today's Children; MTWTF 2:30-2:45 pm; May 31; 52 wks This Woman's Secret; MTWTF 4-4:15 pm POST; May 31; 52 wks
Household Finance Corp Kraft Foods Co Lever Bros Co (Pepsodent div) Liggett & Myers Fobacco Co	LeVally Needham, Louis & Brorby Foote, Cone & Belding Newell-Emmett	CBS NBC NBC NBC	61 146 131 161	Sam Hayes; MTWTFS 7:45-8 pm PDST; May 31; 52 wks The Whistler; Wed 10-10:30 pm; Jun 23; 52 wks The Great Gildersleeve; Wed 8-8:330 pm; Sep 8; 52 wks Bub Hope; Tu 10-10:30 pm; Jun 15; 52 wks Chesterfield Supper Club; MTWTF 7-7:15 pm; Jun 7; 52 wks
Planters Nut & Chocolate Co Procter & Gamble Co	Raymond R. Morgan Benton & Bowles Compton	NBC NBC CBS NBC	149	Elmer Peterson; WTF 5:45-6 pm PDST; Jun 23: 52 wks Life of Riley; Sat 8-8:30 pm; Jul 3: 52 wks Lowell Thomas; MTWTF 6:45-7 pm; Jun 28: 52 wks Road of Life; MTWTF 10:30-10:45 am; Jun 28: 52 wks Right to Happiness; MTWTF 3:45-4 pm; Jun 28: 52 wks
	Dancer-Fitzgerald-Sample	CBS NBC	144 81 84 153 144 145	Truth or Gonsequences: Sat 8;30-9 pm; Jul 3; 52 wks Beulah; MTWTF 7-7:15 pm; Jun 28; 52 wks Jack Smith; MTWTF 7:15-7:30 pm; Jun 28; 52 wks Joyce Jordan, M.D.; MTWTF 10:45-11 am; Jun 28; 52 wks Life Can Be Beautiful; MTWTF 3-3:15 pm; Jun 28; 52 wks Ma Perkins; MTWTF 3:15-3:30 pm; Jun 28; 52 wks
	Pedlar & Ryan	NBC	150	Pepper Young's Family; MTWTF 3:30-3:45 pm; Jun 28; 52 wks
Printential Insurance Co Quaker Onts Kichheld Oil Co	Benton & Bowles C. J. LaRoche Hixson-O'Donnell	CBS ABC NBC	152 121 8	Prodential Family Honr; Sun 6-6;30 pm; Jun 6; 52 wks Ladies Re Seated; MTWTF 2-2;15 pm; Jul 1; 52 wks Richfield Reporter; SMTWTF 10-10;15 pm; PDST; May 2;
Seeman Bros Inc	Wein(raub	ABC	191	52 wks Monday Morning Headlines; Sun 6:15-6:30 pm; May 30;
United-Recall Drug Co	N. W. Ayer	NRC	161	52 wks Rexall Summer Theatre; Sun 7:30-8 pm; May 30; 52 wks†
(Recall Drug Co div) Universal March Co (Schurter Candy Co div)	Schwimmer & Scott	ABC	2.32	David Harding Counterspy; Sun 4:30-5 pm; Sep 12; 52 wks

AV dt spensor Afree Fave Phil Harris on the full

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Mistate Insurance Co. Chi Arco Paint Co. Cleveland Bensdorp Importers Inc. N. Y. Boston American Baseball Co. Boston Bradshaw Co. N. Y. British South American Virways	Insurance Paint Rayal Dutch Cocoa Boston Red Sox Popcorn, papcorn equipment Vir travel	Goodkind, Joice & Morgan, Chi- trwin-McHugh, H'wood. James Thomas Chirurg, Boston Arthur W. Sampson, Boston Bermingham, Castleman & Pierce, N. Y Houck, Miami

(Please turn to page 137)

C. E. HOOPER, INC. REPORTS ON



C. E. Hooper, Inc. has just released a Winter, 1948 Listening-Area Coverage Index for the 116-county area which we call "Iowa Plus."

The Index gives percentage of mentions for each station selected by more than 1% of the people polled. A scientifically-selected cross-section of listeners were asked "To what stations do you and your family listen most frequently or the most time?"

MORNINGS, WHO GET 30% NEXT STATION GET 9%!

For the period 6:00 AM-12:00 Noon, WHO was rated first by 30% of the respondents. Eight other Iowa commercial stations were selected by 1% or more of the people. The *combined* rating for *all* these eight stations totalled 31%.

Top-notch programming, outstanding public service means better values. Write for your copy of the 116-County Area Report—or ask Free & Peters.

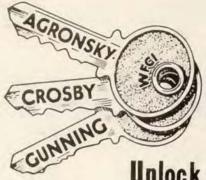
+ for lowa PLUS +

DES MOINES . . . 50,000 WATTS

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

FREE & PETERS, INC., National Representatives





Unlock Rhode Island mornings —

—and step into a warmingly profitable reception! It's a million-listener area, a rich area! And here are names to conjure with, ready-made prestige that pays off.

MARTIN AGRONSKY-

Internationally famous commentator presents world news from Washington daily except Sunday, 8.00-8.15 A.M.

BING CROSBY-

A fifteen-minute recorded program. Nothing more need be said. The time is 8.15-8.30 A.M. Monday thru Friday.

BETTY GUNNING-

-started talking to women in this million-listener erea five years ago. Solidly established. When Betty says "buy" they buy! Spcts available now and then.

Write, wire or phone for rates



WALLACE A WALKER, Gen. Mgr.
PROVIDENCE, The Sheraton-Billmore
PAWTUCKET, 450 Main St.

Representatives:
AVERY-KNODEL, INC.

New developments on SPONSOR stories

p.s.

(See "Weather Is Commercial," SICNSCR, June 1947, page 13.) Are more advertisers sponsoring weathercasts now than last year? What new developments have there been in weather programing? How popular are weather programs with listeners and viewers?

Everybody talks about the weather. That's why the number of advertisers selling via the service type of weather spots and programs in radio and television has nearly doubled since the last sponsor report. Surveys, such as the recent one made by farm-belt station WBAA, Lafayette, Ind., show that up to two-thirds of the farm housewives listening to homemaking programs want straight, factual weather forecasting included. Their farmer-husbands want the latest weather data too, because to them weather is vital. The perfect noontime farm program, according to WPAA, would contain two weather forecasts in the hour, as well as news, farming tips, and music. To many a station located in the rich heart of America's farming centers, this is not startling. There are few sizable farm-area stations that don't have regular weathercasts several times a day, often from their own weather staffs. Advertisers have found that these farm weather forecasts sell everything from tractors to appliances, and feeds to furnishings.

The interest in weather is not confined to farming communities. The sale of Harry S. Goodman's CCNY-prize-winning weather jingles has it mped from 200 markets last year to over 400 today, with a waiting list. Mere than half of this 100%-plus increase is concentrated in large metropolitan areas. Also, big-city stations like WLW, WFIL, WNEW, and others are not content with reporting the U. S. Weather Bureau forecasts in their newscasts or station breaks. WLW (Cincinnati) has Bill Nimmo giving three daily 15-minute platter sessions, Tuesday, Wednesday, and Thursday, in which he features the latest road information, as well as weather forecasts, news, and music. He does a similar show once daily on Menday and Sunday. The show is promoted in two-color posters by WLW and the spensor, Buell Air Horns, in 500 all-night roadside eateries in four states, and in dealer displays. The sale of air horns to fleet owners, motorists, and truckers is said to have taken a big jump, due traceably to the show. Philadelphia's WFIL has its own weather staff, which prepares and airs several complete weather shows, featuring the latest highway data and motoring tips. New York's WNEW airs a series of spot roundups on weather and highway information for city-dwellers, and includes the weather forecasts, as many independent stations have learned to do. in their around-the-clock newscasts. The list of stations programing their weathercasts is increasing.

The weather program holds even more promise for the visual air medium. The Daily News TV station, WPIX, scans a Thursday night 20-minute show called Week-end Weather. It is typical of many video weather shows from stations owned and operated by newspapers, which are already well aware of the readership value of weather. The News' own weatherman, J. Henry Weber, does a 10-minute illustrated round-up on the weather. Then, the latter half is taken over by Anne Dixon, who supplements Weber's analysis with week end tips about weather conditions. highway traffic, and so forth, at nearby beaches and resorts. WPIX also schedules weather twice daily on telecast news. TV stations, like WPT2 with its Sunny Week-end, WCAU-TV with its Weather Wise telecasts, and WNBW with its Johnny Bradford's TV Journal, which gives a 5-minute round-up on weather for viewers in the nation's capital, have discovered that video weathercasts have as much or more appeal than those of radio. Sponsors like Botany Woolen Mills and B.V.D. have found their telecast service spots on weather to be productive of real sales gains. Whether in programing or spots, weather is one of the least expensive types of television production, and one of the highest-rated in terms of viewership. The same holds true in radio, and advertisers and broadcasters alike are becoming increasingly conscious of these facts.



SOME time-buyers select KWKH because we have 50,000 watts-others because we are a "major network" stationothers because our Hoopers in Shreveport are very high.

We're glad to be selected on any count-but we respectfully suggest that the BEST reason is just plain old know-how.

For 22 years we've worked and studied to learn what kind of programming the 3,975,300 people in our area want and need. The result is that KWKH is by long odds the top station in this area—one of the top-rated stations, for instance, in the entire CBS list. May we send you the really amazing facts?

CBS

KWKH

Mississippi

Texas

The Branham Company Representatives

50,000 Watts

Henry Clay, General Manager Dean Upson, Commercial Manager



THE LONE RANGER ...

The Lone Ranger, star attraction of American Bakeries, now rides WCON Air! To Coca-Cola, too, in their own home town WCON is the best buy. Coca-Cola now presents the featured Major League baseball game every Saturday afternoon. The Atlantic Company of Atlanta, one of the South's largest Breweries, has also joined the parade of top notch firms who now depend on WCON for increased sales. The Atlantic Company presents Lockwood Doty with the news Monday

through Saturday at 6:30 P.M. Yes sir! You don't need a rabbit's foot to get sales volume in Atlanta, but



5000 WATTS 550 KC

(See "Oil and the Opera," SPONSOR, January 1948. page 41.) What thinking lies behind Texaco television? Will they telecast the opera?

When it comes to television, most oil companies prefer a show that can produce tangible sales results. That applies to Texaco as well. Although the Metropolitan Opera broadcasts for Texas have proved themselves from both a prestige and a sales standpoint, Texaco's initial venture into video is not on an institutional basis. Like Atlantic Oil with its sportscasts, Gull with its You Are An Artist, and Esso with its telecast news, Texaco seeks a visual formula that will have the widest possible appeal. Texaco and its agency, Kudner, believe they have this formula in The Texaco Star Theater, an hour-long telecast variety show, aired 8-9 p.m. Tuesday on eight NBC video stations.

This does not close the gate on future telecasting of the Metropolitan Opera. The stumbling block there is chiefly a matter of performers and union TV scales. Until such time as these details can be worked out, the opera will be heard only in radio under Texaco sponsorship. The variety show affords Texaco a chance to use the visual medium without waiting.

This was one of the main reasons why Kudner landed the video slice of the Texas Company billings. It had been producing the radio version of the Texaco Star Theater. As a result of combined TV and radio billing, Kudner, rather than Buchanan, is now the leading agency in Texas Company advertising,

Although this is Texaco's first major TV operation, the varietycomedy program is not new to the oil firm. Many of their most successful shows have been of this type. Ed Wynn as the "Fire Chief" sold countless gallons of Texaco from 1932 to 1935 on NBC. Jimmy Durante, Eddie Cantor, and Fred Allen at various times have done a job for Texaco. All of them got their start in vaudeville, and successfully transferred the trick of pleasing live audiences at the Palace to the microphone.



Na weary weeks of travel separate Alaska from the world today. The NEW Alaska is only a few brief hours away from Seattle, Chicago, New York. Hundreds of persons land and debark daily at huge airports at Anchorage and Fairbanks. Goods and military supplies pour in by sea and highway . . . are distributed by train, by truck, by plane . . . 10 000 Hates 660 40

combining to make the NEW Alaska America's fastest grawing market Anchorage - KENI

Anchorage - KENI for your product! Sold separately. or in combination at 20% discount

5000 Hatts VOICES of the NEW ALASKA

MIDNICHT SUN BROADCASTING CO.

GILBERT A. WELLINGTON, Natl. Adv. Mgr.



"Always giving something extra!"



There's a lot more to it than this...

Close cooperation between the salesman and his client is pernaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made . . . and made correctly.

But there's more to the story than this . . . a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him . . . if he has the energy and persistence to learn about your business before he talks about his own . . . if he knows markets and market coverage as well as his own name . . . and if he can show you how to get maximum results from every penny you spend for radio advertising - he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.



hollywood



of spot placement is down, ey being taken out of the

network field will go into individual mar-"Flexibility" is the number one demand which advertisers are making of tively few long-term commitments.

The attempt to eliminate chain break commercials during the evening hours has been dropped by the networks for the time being, although the drive to eliminate double commercials at the end of network programs is still being pus ed. The cowcatcher (extra announcement before a program starts) and the hitchhike (commercial which follows the regular program product advertising) continue in disfavor.

Regional networks are due to receive more national advertising. This is also due to their "flexibility." Most soughtafter transcriptions are those which have proved sales result histories. Instead of seeking ideas advertisers are watching the programs that produce Although it's too early to be certain market is opening up to the visual medium. there will be no irritant spot announce-

While the current trend often than hard-hitting unpleasant selling.

The drop in consumer buying is not plans for this fall indicate nationwide, nor is it general for all prodthat a portion of the mon- ucts. Major appliances (washing machines, television sets, coal stokers, oil burners, etc.) are in continuing demand. Yet even manufacturers of these products have under par territories. Wherever intheir agencies. There will be compara- come indices indicate that there is no shortage of money and buying resistance has developed, corporate managements are pouring on sales and advertising pressure. There is more and more the tendency to look upon the country as a collection of individual markets rather than a nation. The sales records are forcing this.

> The shift to spot will be more pronounced than ever in 1948-1949. * * *



Television is no longer a medium in which the advertiser has to invest in order to learn how to use

it. Sponsor has thus far reported case histories of 36 users of the medium who have been able to trace direct sales results to it. With 30 stations on the air as this issue goes to press and more sales from the first program broadcast, scheduled almost weekly, market after

Whereas a year ago there was little ments employed next season, the record- available in the way of programing ing companies report that the idea material, the current list of TV Live commercial is being recorded far more Program Availabilities in this issue covers they know it they are in the medium.

two full pages and will run almost another page in August. A full page is devoted to a list of film facilities available. The list of firms with TV departments which runs four full columns represents a cross section of all the progressive advertising agencies, big and little.

The price of receivers is coming down. The family which is willing to view a postcard-size picture will be able to buy a new set for under \$100. What is even more important is that new receivers coming off the production line are depending less and less on expensive rooftop antennas. This big problem in metropolitan centers where landlords have been refusing permission for roof antenna installations is being minimized.

The first TV acorn station (with no studios of its own) went into operation in June in New Haven and many a would-be TV station owner is watching how the operation works out. If sufficient service can be given viewers with a plant such as tiny WNHC-TV's, an entirely new vista has opened for television service.

Procter & Gamble has at last broken the ice and bought its first program. Only the week before they signed the contract P. & G. stated they were just looking, not buying. Prospective TV sponsors start looking casually and before

Sponson's TV map, listings and status reports, which comprise an entire substantial section of this Fall Facts edition are interesting evidence of what has happened to TV since our first Fall Facts issue a year ago. There was no TV section then.

network

There is a very good possibility that there won't be a single network this fall which

will be 100°, sold out at night as NBC was and CBS practically was during the war. On the other hand it is a certainty that both ABC and MBS will both be ahead of last year in business despite the apparent current recession in bookings. Many firms on the air are cutting their schedules but there are any number of other firms which are including radio in their schedules for the first time. This growth of radio is despite the growing importance of television. Even in the greatest TV metropolitan center. New York, the most recent radio survey figures indicate that more people fistening to radio than ever before.

The networks are daily becoming more program-production minded. Agencies which in the past have wanted to control their clients' shows are buying network packages and finding that the cost per listener is lower than it was on their own productions. Thus there is a decided shift from sponsor and agency ownership of broadcast advertising vehicles. This fall is scheduled to be a \$-sign season, with practically every advertiser wanting to pay less for talent and get more for his money. Even programs with long histories of success, such as the Aldrich Family, have had to take cuts that run into thousands, or else find a new sponsor or go off the air.

Each of the four networks has a story to tell and is going to be telling it to prospects between July and October with much gusto. NBC will have its \$100,000 promotional motion picture. Mutual will have a nighttime listenability presentation. CBS has a programbuilding history that it is bound to collect on to the nth degree. ABC will continue to sign contracts with many newcomers to radio: last year it has signed more clients who have previously been beginners in network advertising than any of the other three networks. ABC will be stressing its long-held-back TV chain plans which are as far progressed as any other chair's with the exception of NBC's.

Already more sponsors have indicated shifts from one network to another than at any period since the start of World War II. This isn't necessarily because they are dissatisfied with the facilities of the network which they have been on in the past. Many of them think that a change of network scene will give them a new audience as well as an opportunity of getting a renewed hold on a goodly part of their old fans.

Come fall 1948, and sponsors as well as the listeners they want to reach are going to have to do some hunting for their favorite programs.

And some will be off the air.

r²M, which was once heralded as the form of radio which would succeed

standard broadcasting practically overnight, has now settled down to occupying a special part of the broadcast advertising firmament. There is less talk of its being the "miracle" form of radio and more talk of what it's doing that can't be accomplished by other facets of broadcasting. In some states, such as Florida and New Hampshire, there are great sections in which during a large part of the year it is impossible to hear, let alone enjoy, radio. In other areas FM is delivering a signal into homes which have never received a clear undistorted program due to skywave interference and any number of other annoyances to which standard broadcasting is heir.

As more and more FM stations come on the air, there will be more and more special nonduplicated FM programing in addition to the network programs which are heard on the FM affiliates. Forgotten entirely is the original FM license stipulation which required a number of hours of programing which did not duplicate any AM (standard broadcast) station shows. FM is now looked upon as a facility not as a competitive form of transmission.

FM has, however, developed some entirely new forms of broadcast advertising. These forms (storecasting, transitradio, and FAX) are all made possible because FM is static-free. What they portend is outlined in a short section of this Fall Facts edition. FM is expanding so rapidly that it stands a fair chance of being a business all its own.

When current licensees are all on the air there will be over 300 independent FM stations. Each of these will in all likelihood offer one or more of the special broadcast, advertising services as well.

as the delivery of a home audience which wants something apart from the current radio fare.

There will be few important one-medium advertisers this Fall. The merchandising trend is toward a multiplicity of ad types and vehicles. The advertiser who spends his entire \$2,000,000 budget in radio is going to be the exception rather than the rule. Even the soap merchants who can trace their present industry importance to their sponsorship of daytime serials are seriously considering diversification.

There are a few advertisers who, wanting to maintain their high-income history, are cutting back their entire advertising schedule, but for the most part the money that is leaving network radio, for instance, is going into spot or regional broadcasting and or newspaper advertising.

The cry is for flexibility and by flexibility generally is meant an avoidance of long-term commitments. There is also the feeling that a radio program becomes a more effective advertising medium if what it has to sell is seen in magazine advertising, newspaper copy, and on billboards. This is working both ways. Advertisers who have been spending all their money on car cards or billboards or magazines are planning to take some of this cash and spend it in broadcast advertising. This new radio money is going to be spent first on a spot or regional basis. Then if diversification works, the former nonradio advertiser apparently aims to include a network program in his plans. Network advertising lends prestige to the organization which thus far spot broadcasting hasn't achieved. Some day manufacturers will realize that it doesn't matter where a program originates, the listener hears it only over an individual station. Networks are only facilities, not stations with personalities. A good network is first and foremost a collection of good broadcasting stations. Everything else comes after that.

Yet at present only a big network program makes stockholders feel that they own part of a great prestige advertiser.

Research will have to bring more concrete figures to advertisers this fall. The facts about the buying habits of listeners will be demanded as well as a Hooper or a Nielsen rating. The cash register rides high in autumn, 1948.



1948-49 campaigns in the making by agency executives Jack Cohane, Ray Sullivan, Bob Colwell, Don Stauffer, Heagen Bayles (SSC!& B)

Less radio to be used by wartime spenders. Drop balanced by new product gains.

networks before and right through the from merchandising (sales) budgets and war will be spending less on network radio this fall than they averaged during ment funds. In a few cases advertising the past seven years. This will be especially true in the food, cosmetic, and drug industries. But compensating for this, new products and new advertisers will be using network and national spot.

In a few cases the reduced web advertising will result from actual cuts in the raw materials, and selling costs) have money appropriated for broadcast advertising. In other cases it will represent a redistribution of the monies budgeted for radio, with what was previously allocated to networks being shared with spot, TV, FM, and even in a few cases FAX.

money for television just as there will be advertising allowances to product costs special provisions for transitradio and just because the retail prices have had to

Many sponsors who have been on the storecasting. Some of the latter will come some will come out of market developbudgets will be increased to correspond to increased prices for the products advertised, although most corporations have not increased their advertising budgets despite increased dollar volume of sales. Since certain fixed costs (labor, packaging, forced the higher retail prices many managements feel it should not cost any more per unit to advertise their products than before. If advertising can increase the number of units sold then more money for advertising is justified. It doesn't make There will be new sponsors and new sense to these executives to add increased



Young & Rubicam's plans group (table left to right) Ruth Aikman, Mildred Fox, Everard Meade, Joe Moran, Pat Weaver, John Swayze, Sylvia Down :

be increased. They point to promotional efforts of most media which maintain that the advertising cost to reach each reader. listener, viewer hasn't gone up. Why then, they ask, should an advertising budunits sold are increased?

of answers to this. Paramount among them is that the competition for the consumer dollar grows tougher daily. When competition is tough it costs more to sell.

Thus according to this view it's just a question of how long it will be before the of budgets.

A number of advertising authorities are warning executives that merchandising habits which cut advertising when business volume starts to shrink is shortsighted. There is currently a concerted get be expanded unless the number of drive to keep advertising at its all-time high. A number of research projects, Advertising managers have a number checking buying trends, hope to prove that advertising must create new buying habits.

Unless a coal strike curtails steel production, the automobile industry will be on the air in full swing this next winter. Even before the first frost General buyers' market will force the expansion Motors, Chrysler, Packard, and Nash will have regional spot campaigns. Ford

is expected to have Fred Allen on NBC and at least one other web show. The DeSoto and Plymouth divisions of Chrysler, although burned last season with Christopher Wells and currently sponsoring a "fill-in" program, Hit the Jackpot (CBS), will continue on the air. Kaiser-Frazer, Tucker, Studebaker, and even Crosley have broadcast advertising figured in their budgets but their plans are nebulous as sponsor's Fall Facts edition goes on the press.

Combined broadcasting budgets of the gasoline and oil companies are up roughly 15°7 over 1947 1948. There will be some shifts of networks among old stand-



round room) Harry Rauch, Bev Smith, Bill Forbes, David Levy, Frank Telford, Lalande McCreery, Joe Scibetta, Edwin Derr, Viola Burns and Bill Whitman

bys which want to reach new audiences. It is expected that last season's oil shortages will not continue during the fall. A full supply will bring back to the air a number of the refiners who bowed out last year. At the outset individual markets will receive attention and then regional loops of major networks will be employed. There are practically no oil companies with coast-to-coast distribu-

The margin of profit in the processed food field having grown smaller during the past 12 months, there will be a tendency to cut into the food advertising dollar in an effort to keep the retail prices of the products from spiraling. This is true of know that to change eating habits is not General Mills, General Foods, Standard Brands, and Swift (Derby Foods). Firms like Standard Brands are switching from big national campaigns to tight regional merchandising from which every ad dollar produces direct sales.

Sampling, which was to all intents and purposes eliminated from merchandising plans during the war, is back in the promotional pictures of most food processors. One big reason for this is the fact that an entirely new generation of buyers, many of whom have not been exposed to their products, has grown up since 1941, when shortages started. Food distributors

easy. More than mere exposure to new foods is required. Sampling is expensive yet it is a food merchandising essential. Generally it's sectionalized since it costs too much to sample 48 states at one time. This means spot and regional broadcast advertising and that's where some of the food advertising dollars formerly spent on the chains will go this fall.

Sugar and chocolate are becoming more plentiful and candy manufacturers will be increasing their broadcast advertising. There haven't been any real candy shortages for about six months but there like-

(Please turn to page 141)

FOOD

SPONSOR: American Packing PRODUCTS: Meat, chili, etc.

CAPSULE CASE HISTORY: Budget for this account being limited. Winius-Drescher-Brandon agency decided to use live spots before sporting events. A magician is employed who is "discovered" seated among the sports spectators. Commercials are worked into magic routine, making for good show and good selling. Magician is called "Sunrise Sport," Sunrise being the American Packing trade name. Product acceptance has grown noticeably since the "Sport" was first scanned.

KSD-TV, St. Louis

PROGRAM: "Sunrise Sport"

DEPARTMENT STORE

SPONSOR: Boston Store

PRODUCT: Picture hangers

CAPSULE CASE HISTORY: As part of this store's "how to do it" series, every Wednesday, a new kind of picture hanger was demonstrated. One minute was devoted to the product in use. A hanger was offered free to any one who would call or write the following day (Thursday). Offer was made once and 203 people responded, which was almost one in every ten TV families in Milwaukee at time offer was made (there were 2.050 TV homes). Agency was Mark-Manntner-Berman.

WTM J-TV, Milwankee PROGRAM: "Life at The Boston Store"

SPORTING GOODS

SPONSOR: The Hub

PRODUCTS: Fishing tackle

CAPSULE CASE HISTORY: Six telecasts were underwritten by this sporting goods dealer. Vernon (Gadabout) Gaddis was scanned in a lodge-type setting demonstrating flies, rods, etc. Via an animated map, Gaddis showed his viewers good fishing grounds. Vir time cost \$221.50, rehearsal time \$110.10. Directly after the first show, a man drare over 75 miles to buy \$50 worth of tackle. Incidents like this were repeated several times during the campaign.

WRGB, Schemetady

PROGRAM: "Fishing For Fun"

REVERAGES

SPONSOR: Hyde Park Breweries Assn.

PRODUCT: Beer

CAPSULE CASE HISTORY: This brewery started in TV when KSD-TV went on the air. Due to this station's sportswasts the audience in St. Louis taverns alone are over 150,000. A spot check has indicated that Hyde Park has achieved an amazing product identification. Hyde Park dealerships are reported to have been upped over 25% and the TV budget has been increased from \$26,000 in 1947 to \$52,000 in 1948. Agency is Gardner Advertising.

KSDTV, St. Louis

PROCRAM: Sports

DEPARTMENT STORE

SPONSOR: Saks Fifth Avenue

PRODUCT: Women's wear

CAPSULE CASE HISTORY: As part of a recolving sponsorship, this department store presented this program for a sixweek period. On one telecast two dresses were stressed. Before the week was out these two numbers, and the entire line of which they were a part, were completely sold out. The production is directed by Raymond Nelson. Stores and manufacturers share the costs.

WABD, New York PROGRAM: "Television Fashions on Parade"



Television is open for visual advertising with a scuse of humor and a good selling I. Q.

AUTOMOTIVE DEALER

SPONSOR: C. H. Davis

PRODUCT: Buick

CAPSULE CASE INSTORY: Original decision was to do a series of institutional commercials for its baseball co-sponsorship. After their first five telecasts they checked and discovered they had 87 new accounts directly traceable to their video advertising. They switched at once to straight selling. Further to check TV's impact, they offered a reprint of "Casey at the Bat." To date requests have passed 1,000.

WPTZ, Philadelphia PROGRAM; Phillies' & Athletics' games

ANTIQUES

SPONSOR: Irwin Schaffer

PRODUCT: Antiques

CAPSULE CASE INSTORY: Eight months ago this dealer was sold a once-a-week 20-second spot on Sunday nights. Each week WPTZ's film unit photographs a different Schaffer antique to fill the 20-second spot. The once-weekly spot has brought Schaffer more than 650 new customers since the first was scanned. This is a prime instance of straight selling on video.

WPTZ, Philadelphia

PROGRAM: Spots



Four hundred sponsors were regularly using the visual air in June. Many more were using TV on a test basis. Buffalo (WBEN-TV), New Haven, Connecticut (WNHC-

TV), and Boston (WBZ-TV) were added as markets with television coverage during the month and Salt Lake City was being exposed to intensive television promotion although it had no commercial station on the air. ZCMI, large department store in Salt Lake, and KSL are presenting intrastore telecasts on a regular basis to educate future set-owners.

In Washington, where the three operating stations, WMAL-TV, WTTG, and WNBW, cooperate on checking set ownership, there were 12,000 receivers installed and operating as of June 1.

The Hotel Taft (N. Y.) started a campaign in 50 leading cities to tell prospective visitors to New York that the hotel is TV-equipped and that sets cost \$2 a day.

WPIX (N. Y. Daily News) made its debut June 15 with a marathon presentation (7:30 p.m. to 1:10 a.m.). Aggressive selling and programing of the station has already stepped up the TV tempo in television's number one town. WPIX faces the same problem as did its sister station in Chicago, WGN-TV, when it came on the air. Thousands of sets in metropolitan New York require antenna readjustments for clear reception of WPIX but the servicing is being done as rapidly as possible.

The Life-NBC presentation from the two political conventions in Philadelphia, over the NBC-TV network and via kinescope recording (from the face of a receiving tube) to many other stations, cost Life, it is reported, over \$100,000. Young & Rubicam had 15 of its radio-television staff in Philadelphia on behalf of Life, which is a Y. & R. client.

AUTOMOTIVE

SPONSOR: Girard Chevrolet Co. PRODUCT: Autos, service

CAPSULE CASE HISTORY: This sponsor approached TV with misgivings. They have a comparatively small advertising appropriation and one which must produce on a perdollar basis. Television in Philadelphia was still a big question mark when they bought their first spot announcement, but it has paid off in direct business brought into the Girard service department. When the sponsor renewed recently for his second 26 weeks he stated that video was being used on a result basis competitive with all other media.

WFIL-TV, Philadelphia

PROGRAM: Spots

WOMEN'S WEAR

SPONSOR: Russeks

PRODUCT: Fashio (

CAPSULE CASE HISTORY: During this series, which was sponsored by eight participating retail advertisers. Russeks decided to test andience size and interest. Viewers were asked to write 25 words or less about what they liked best about the program, prize for best letters a pair of nylon stockings. Nine hundred entries were received, 9% of the N. Y. TV homes at the time the offer was made.

WABD, New York

PROGRAM: "Television Fan Fare"

MEN'S CLOTHING

SPONSOR: Howard Clothes PRODUCT: Men's Ready-to-wea

CAPSULE CASE HISTORY; On April 6, 1948 this men's clothier took over sponsorship of the Tuesday boxing matches over WABD. Three weeks later a sponsor identification survey was made and Howard was among the first ten. While not the first New York retail clothier to use T1. Howard, via its sponsorship of an evening-long sports feature, has been able to check direct sales better than others. They report that for them sponsor identification is paying off in sales.

WABD, New York

PROGRAM: Boxing matche,

RADIO & TELEVISION

SPONSOR: Motorola Company

PRODUCT: Receivers

CAPSULE CASE HISTORY: Indicating the continuing pull of boxing on home viewers. 162 out of a 200-home-set-order sample were looking on when Gourfain-Cobb, advertising agency for Motorola, surveyed the Tuesday evening 8:45–9 p.m. viewing habits of Chicago. Of these, 93.9% had their sets tuned to WBKB's boxing bouts. 91.8% of the boxing audience were able to identify Motorola as sponsor.

WBKB, Chicago

PROGRAM: Boxing

WATCHES

SPONSOR: Bulova Watch Company

PRODUCT: Watches

CAPSULE CASE HISTORY: To test the impact of station breaks in TV Bulova offered a booklet, "It's Time You Knew." during its time signals on a number of video stations. The offer was seen and heard for just 14 seconds. Despite the brevity, the percentage response was comparable with radio, and 85% of the respondents named the booklet with absolute correctness.

STATIONS: Various

PROGRAM: Time break-

Sponsor Check List

HOW TO USE BROADCAST ADVERTISING !

1	Letermine what you expect broadcast advertising to do lor your organization."	11	Make certain that talent pictures, biographies and full program information (week-by-week details) are available to everyone requiring them.	
	a. Force distribution	12	Plan tie-in advertising, point-of-sale material, dealer	
	b. Move product	12	mailings." *Correlation of all advertising activity with broadcasting.	
	c. Build prestige		pays substantial dividends.	
	d. Build brand name acceptance	13	Plan the program debut as a show, not as an opportunity for organization executives to discourage listeners through long talks.	
	e. Improve dealer-manufacturer relations			
	f. Impress stockholders	14	See that effective on-the-air promotion of program starts	
	g. Improve employee relations		at least two weeks before the program makes its bow." "Free network and station time is available but many	
	h. Supplement printed media advertising		advertisers are finding it productive of sales and increased audiences to buy spot announcements to supplement what the stations and networks do.	
	i. Carry organization's primary advertising burden	45		
	*The nine items cover general requirements of manufactur- ing and sales organizations but each organization has its own peculiar problems. These must be ascertained in ad- vance or else any advertising campaign will probably fail.	15	See that a complete promotion kit goes out to stations (if yours is a network program, the web's publicity department will work with your agency and your advertising manager on this).	
2	Determine territorial coverage desired.	16	Design a dealer and distributor promotion kit on the program.* *Make certain that the material does not duplicate that	
3	Centralize responsibility for broadcast advertising.		which network stations will use for the same purpose	
4	Working with your organization's advertising agency select the broadcast form (spot radio, network radio, TV, FM) to carry the campaign.	17	Once the program has started to build its audience, travel it.	
5	Build or buy the proper program or spot to reach the market for the product.	18	Formulate plans for continuing promotion. Only through week-in-week-out exploitation can a new program really be sold to its full audience.	
6	The program and stations or network being selected, hold conferences with your staff so that the entire organization knows the broadcast campaign and its objectives.	19	Tie program in with all merchandising and advertising plans.	
7	Hold district meetings with your sales staff, briefing them on the broadcast advertising campaign. There should be preliminary meetings during which ideas of the sales staff in the field are obtained on the campaign.	20	Make certain that everything that is done promotion wise —guest stars—special exploitation reaches the publicity departments of the stations, networks and your distributors and dealers in time for them to obtain newspaper space.	
8	Set up a public relations conference with network or station publicity men, your organization's publicity department, agencie's press staff, independent publicity relations' men of talent, and perhaps package owner publicity men." Working as a team these men can increase the audience of any program. Without organization and cooperative operation waste through duplication of publicity material	21	Plan mail-pulls (contests and give-aways) far enough in advance so that they may be merchandized at the point-of-sale as well as on the air.	
		22	Don't forget to write "thank yous" to the stations that make promotion reports on your program.	
		23	Where possible have product packaging include reference to the program.	
9	Establish a publicity plan for the campaign.	24	Check newspaper reaction to the program." *A special press clipping order is broadcast advertising life insurance.*	
10	Make certain that everyone involved knows the person in the organization who is responsible for your broadcast advertising." *That executive must be briefed on not only what the broadcast is supposed to accomplish but the public relations aspects of the program.	by-bi that i castir	adcast advertising is a living thing, it requires broadcast- roadcast watching, nursing, cultivating. It's a product is being sold as well as one that is selling for you. Broading has to be worked at and with to return full divi- ls. The easy way is the non-productive way.	



What time can be bought?

Its

Sponsors can take advantage of choice station breaks and program availabilities

station breaks will not be as tight as usual network. When the edge of one network stations except NBC affiliates will be stations have prime time for sale. easier to book. On several evenings there ences than at present, when each evening's listening is usually dominated by night) but it is expected by most research men that there will be a struggle for listening dominance on other nights.

As a result there will be more "choice" chain breaks for sale. When one network dominates listening, break an-

Key time availabilities for chain and pretty well limited to the stations of that this fall, and spot program time on all over another begins to narrow, then more

Added to this easing of time availwill be a more even distribution of audi- ability is the consideration that in a number of areas independent stations are beginning to attract important segments one or another of the networks. There of the audience. This further increases will be little change on Tuesday (comedy the good-listening time available for national spot advertisers.

Still other factors have been working toward the same result of more quality time available for advertisers. Paramount among these is the increased appreciation of marginal time. Prestige nouncement preferences naturally are firms like the Metropolitan Life Insurance a penny per package.

Company are finding that between 7 and 8 a.m. throughout the United States they can reach as great an audience as at premium hours. With the increase in the number of prestige firms using marginal time has come also an increase in the number of firms using the early morning to advertise products for which sales are expected during the same day.

Most, but not all, of this same-daysales-expectancy advertising is placed by retailers. Recent marketing surveys of a soap and a cereal company have proved that advertising placed in the before-9 a.m. period has resulted in same-day sales results. These two firms made tests with special offers which were not aired at any other time and which were not promoted via any other medium. Cost per-traceable-sale for the soap company the unit sale at retail was \$.28) was half a cent and the cost per sale of the breakfast food (then priced at \$.14) was slightly less than



the day have not been made recently by were at least 100°, higher than the early a.m. advertising.

wish the firms and themselves to be nameless, do not suggest that their early a.m. tests are conclusive but more of their the breakfast hours as soon as they have been able to ascertain just what moves the listener to buy, after dialing in the early a.m. They stress that while they've proved that the early a.m. hours are good for selling they don't want to go off halfcocked before they're certain that it wasn't the offer rather than the time that was so attractive. The results prove that merchandise can be sold the same day a broadcast is made. The results prove that it can be sold at a very low cost per a.m. hours. Research men are always their proper scope. reluctant to make definitive statements other things, for that matter.

than transmitters which deliver roughly agency and sponsor executive thinking. than it was a year ago.

Fests of sales impact at other hours of. There is still a great deal of power-thinking (selecting stations solely on the basis either of these firms but previous directs of wattage); but because it's frequently result media tests resulted in costs that impossible to buy them, advertisers are finding that a combination of peanut whistle stations frequently is more result-The research men of both firms, who ful than their cost equivalent in powerful transmitters.

There's still too much "Hooper thinking" among timebuyers and sponsors. advertising budgets will be plowed into. One station gets the bid over another because the period it has for sale has two more Hooper points than another station's availability. Coverage elements, type of audience, and a host of other non-Hooperated factors are too often forgotten in the rush to grab the time slot with plus-Floopers. As Hooper is the first to stress, his ratings (except the new U. S. "circulation" Hoopers) are popu-Educalarity ratings not coverage. tional work done by Hooper and his competitors is gradually opening the eyes of sale. They haven't proved as yet what sponsors to the fact that they have been makes for the ideal combination of pro- missing great audiences because of the gram (or advertising appeal) and early tendency to use Hooperatings beyond

Station representatives feel that if about an advertising medium and most sponsors and agencies forget the old ruleof-thumb buying formulas they'll be able The realization that in-town stations this fall to purchase just what they want generally have more in-town listening to buy- or a reasonable facsimile thereof. With hundreds of new stations on the equal signals from out-of-town points is scene, both network and independent, it's slowly but surely permeating advertising a different broadcast advertising market

permitted between programs by most networks and stations. Its reason-why copy sang out this way:

"A quick and easy way has been devised For making real home made apple pies, The way you do it is new,

Half as much to do.

Not just the crust but the filling too,

P-y-c-q-u-i-c-k

Yes, Pyequick does the trick."

Whereas a year ago there was a concerted drive by NBC officials to discourage the use of chain-break time for commercials, this is no longer the case. In the daylight hours even WNBC, NBC key station, will accept a number of 15second commercials in the form of time and weather signal sponsorship. The CBS flagship, WCBS, this fall will accept station break commercials at any time. WCBS, however, will not sell particular availabilities but insists on scheduling the commercials between periods where they will not jar the listener. Irritant commercials are seldom accepted by the station, which contends that station breaks as an air-advertising form are not objectionable. It is the belief of Arthur Hull Hayes, WCBS manager, that it's the misuse of break time that is pernicious.

The cigarette companies will be using more station breaks than ever before. This is due in part to the belief in them on the part of the new Lucky Strike agency (BBD&O) and the increasing competition for the smoking dollar. A number of new brands, such as Life and Alligator (introduced this spring), will bow between September and November using the station break form for their radio advertising. It is believed that by midspring 1949 all the major and a number of the minor tobacco companies will have new brands. To counteract this new competition the majors will use break time to sell Camels, Chesterfields, Lucky Strikes, Philip Morris, and Old Golds.

Chain break formulas which will be used with increasing regularity will include guest stars (like Bonnie Baker for Chiclets), spots that tie into national network programs (like Jack Benny's Sportsmen Quartet), and contest commercials. The last have not been used widely by any national spot advertiser as yet; their idea is to collect upon the jumping audience trend in audience participation programs.

The station break commercial is already a vital part of TV. What has been done with this advertising form and what is contemplated for this fall are reported in detail in the TV section of this Fall Facts edition.

The station break

This Fall everybody loves chain breaks. dissident networks and stations included

spot between programs, is broadcast- program is not a chain- or station-break ing's quickest way to produce sales for commercial it achieved its number one sponsors. Two research reports during audience position for the identical reason the past year emphasized this fact. First that breaks have their amazing impact. there was the Petry St. Louis spot impact survey, the second project under- not unusual for a station break of 15 written by the Ed Petry station repre- seconds to reach over 20% of the total sentative organization. This was followed by the first "circulation figures" released by the Hooper organization on commercial following the second month the Johns-Manville daily newscasts on of its broadcast could actually attain a CBS. The latter program, a five-minute news report, had the largest audience of (case of General Mills Pyequick tranany program on the air because "it scribed 15-second singing commercial). reached audiences between two different programs five days of the week." Reach- adequate proof of the fact that more than ing audiences between two programs is, mere billboarding (reminder copy) could of course, exactly what every station- be effectively handled in the 15 seconds

The station break commercial, that break commercial does. While the J-M

The Petry study indicated that it was radio audience in an area like St. Louis. It further indicated that recognition of a phenomenal 42,3% of the radio audience

This particular station break also was

KEEPING DOWN the HIGH COST of SELLING in the DETROIT Area

You get results at Low Cost fast, by using

CKLW.

If your product needs more sales and more dealers . . . if you want to look at a climbing sales chart in the productive Greater Detroit Market, use CKLW. *** * Your sales message will get the power of 5,000 watts day and night . . . a middle-of-the-dial frequency of 800 kc . . . and a clear channel signal to an eight million population primary area. * * * You'll be on a station with alert, around-the-clock programming keyed to this area's listening habits. And, since we're constantly against the high cost of selling, you get this complete coverage at the lowest rate of any major station in the market!

Guardian Bldg., Detroit 26 J. E. Campeau, President Adam J. Young, Jr., Inc., Nat'l Rep. H. N. Stovin & Co., Canadian Rep.

5,000 Watts Day and Night-800 kc.—Mutual Broadcasting System



WMT rocks 'em to their foundations in Stone City (IOWA)

It's just a wide place in the road . . . and if you miss the 6:10 you're stuck until tomorrow . . . but pile a lot of little Stone Cities together and you get a rockribbed market worth talking to.* Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, et al, is clear: use WMT-Eastern Iowa's only CBS outlet. Ask the Katz man for details.

* 1059 towns and cities dot the WMT (BMB) map, 1,131,782 people live within B"AIT's 2,5 MV line.



The minute commercial

Independent stations offer ready-made audiences for 60-second announcements

With the tremendous expansion of indetion and a few other vehicles. The nonnetwork stations usually carry oneminute announcements between programs, instead of the 15-20-second spots permitted by network affiliates. Besides this, practically every independent station has morning, afternoon, and evening programs especially designed to carry oneminute commercials. The music-newsand-sports formula which is the basis of most successful independent station operation is adapted to the insertion of oneminute (or even longer) spot announcements. Since this type of programing acquires its audience because of block scheduling rather than because of specific audience-gathering vehicles, minute comknown audiences. 11:

Minute commercials are not necessarily the product of verbose copywriting. Naturally some 100-150-word air-ads could be cut down to the 30-40 which are used in station break periods but according to a recent agency survey of 200 commercials these represent less than 30% of the copy being aired. Real reason-why copy seldom can be cramped into fewer than 100 words. This is true especially of products which require disclaimers by order of the Federal Trade Commission or the Food and Drugs Act. If required verbiage alone consumes 20-30 words it's practically impossible to do sell-copy in less than a minute over-all.

On network stations there are very few pendent stations, the one-minute com- one-minute spot announcement availabilimercial announcement is no longer re- ties at night. Less than 10% of network stricted generally to women's participa- affiliates use spot announcement carriers after 6 p.m. During those hours would-be one-minute-spot users must turn to the independent stations. This does not mean that these advertisers have to use low-audience broadcasters. The independents carry practically all the night baseball games, and in many localities also fights, basketball, hockey, track, football, and practically all sports events. While many of these are sponsored there are often some which aren't and which provide fine audiences for commercials. There are usually minute spot availabilities before and after sportscasts. It doesn't matter whether or not the independent station carrying sports is highly rated by Broadcast Measurement Bureau mercials can be placed in spots with or Hooper. Every sporting event worthy of being aired has an audience available to be sold an advertiser's product.

> Some programs carrying one-minute commercials require that the announcer or mc be permitted to handle the sales talk in his own way, but most stations continue to accept recorded spots. Some stations refuse spots that irritate but even these are comparatively few. Irritant stunt-spots are not in the ascendancy in advertisers' fall plans. A check of recording studios and other production sources indicates that although there'll be a considerable number of novelty commercials aired, the novelty will be of the BBD&O Chiquita Banana variety rather than plug-uglies.

The program picture

Ugly duckling of national spot now is beginning to prove its advertising worth

a sponsor and his product is something pull, drag-'em-in variety. over and above the direct selling impact

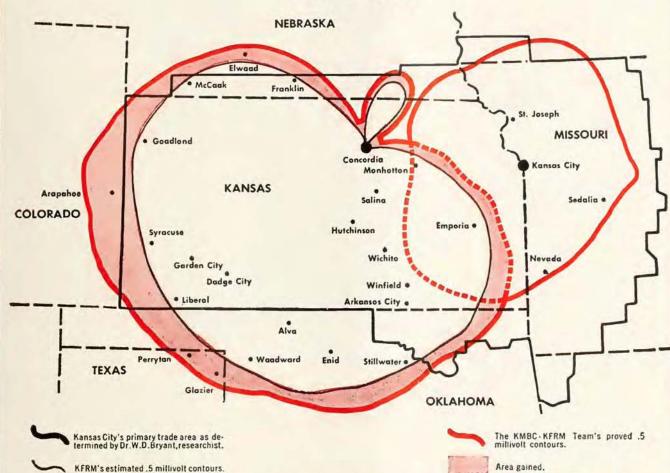
For the long pull, spot programs do a tories, and Bob Hope means Pepsodent. better job than station breaks or one- There are comparatively few spot prominute spot announcements. It is re- grams which carry this impact for nagrettable that more advertisers haven't tional advertisers. But this is because been sold on the value of spot program- spot advertising is generally conceived of ing. The identification of a program with as being of the immediate-impact, short-

Hundreds of advertisers are carefully of broadcast advertising. Fibber McGee watching the Stanback experiment with and Molly means Johnson Wax to mil- the Peter Donald Show which is now in its lions, Lum 'n' Abner means Miles Labora- third thirteen-week phase. Thus far its

WE APOLOGIZE

(Publicly For The First Time!)
WE SOLD THE KMBC-KFRM TEAM SHORT

by 35%



THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of

The KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only ecomomical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Free & Peters, Inc. National Representatives

KFRM



THE KANSAS FARM STATION

Programmed by KMBC from Kansas City



7 KEYS TO RHODE ISLAND TIME BUYING

- PROVIDENCE Capital City of Rhode Island -New England's SECOND LARGEST MARKET.
- Providence Metropolitan Area retail sales during 1947 reached an all-time high of \$672,000,000 -\$935 per capita.
- Besides primary coverage of the Providence Metropolitan Area, WPRO blankets Fall River and New Bedford, Massachusetts, (New England's 8th and 10th largest cities) with a two millivolt signal.
- BMB shows that WPRO is listened to (both day and night) by more families than any other Rhode Island station.
- WPRO has the largest Share of Audience in Hooper-measured Providence in four out of five time periods. (Oct., 1947 thru Feb., 1948)
- WPRO offers: POWER-5000 WATTS FREQUENCY - 630 KC. AFFILIATION - BASIC CBS
- WPRO programs also are broadcast over WPRO-FM from 12 noon to 11:30 p.m. daily.

WPRO

WPRO-FM

(92.3 Megacycles)

PROVIDENCE

Represented by

PAUL H. RAYMER CO.

sales impact has increased Stanback sales against the market trends for pharmaceuticals which throughout 1948 have been downward. In some markets the Peter Donald Show has reversed sales trends for Stanback and thus far in no market has the program produced less than the spot Stanback campaigns.

But Stanback is the exception in the national spot advertising field. There is very little long-term thinking with respect to spot programing. An indication of this is the fact that there are very, very few transcribed programs available for a longterm advertiser. Only Harry Goodman, Lou Cowan, Frederic Ziv, World Broadcasting, NBC-Recording, Charles Michelson, Kasper-Gordon, and a very few other producers have more than 26 weeks of any series available. (Full details of the current temperature of the transcription field reported elsewhere in this issue.)

There are comparatively few stations that have established audience programs available which have been on the air for any length of time. The fault in this case is not with the stations, producers, or advertising agencies. It's fundamentally with the advertisers who, despite the millions they have spent in, and made from, spot advertising, don't look upon localized radio advertising as a medium to be employed on a continuing basis.

Because competition generally will be stiffer this fall there'll be more and better programing on a local level than ever before. The start of the survival of the fittest in broadcasting will be noted between September and December of this year. In a town like Washington, D. C., which has some 22 stations serving it and this fall will have four TV outlets in operation, some broadcasters will have to fall by the wayside. The aggressive station manager will be watching his programing structure with great care. That means more and better service to the listener. It also means better spot programs available for advertisers.

A number of the automotive firms are committed to spotting programs this fall. One will have its own series on record, while another is at the present time buying top local programs. The latter will be using video on a program basis in markets where stations are on the air-and radio where there's no TV. There are more details on this in the TV section of this Fall Facts edition.

More commercial time per dollar can be had in national spot programing than in either station breaks or one-minute announcements. But it takes more broadcast advertising know-how to use programs effectively than it does to sell via announcements.

Growth of the regionals

Flexibility and area-wide productiveness available via numerous sectional chains

This fall will be a regional network sea- few of them have big promotion staffs son. Not only will there be more networks than ever before in operation regionally as September 1948 approaches, but also there is a growing demand for "flexible" advertising media.

Regional networks are spot broadcasting on a broad area base. Where the chains are adequately staffed and composed of stations which are close to the heart of the country they cover, they perform a service which no other form of broadcasting, or advertising for that matter, can offer.

At a minimum they permit intensive sectional broadcast advertising to selected parts of the United States with a single billing and a single program. At the ultimate they are a selling force which works tightly with regional distributors or jobbers in obtaining distribution, pointof-sale display, and consumer acceptance.

Most regional networks deliver part of the ultimate in service. Because very

(they depend for the most part on the staffs of the individual stations which are linked to form the web) the story of what they are doing for advertisers is difficult to discover and has never been told, although there are some exceptions. The Yankee Network and the Don Lee chain have consistently told their tales of how they blanket their areas-Yankee in New England and Don Lee on the West Coast.

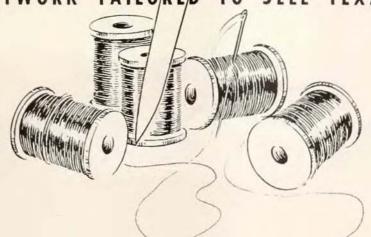
Yankee, from its founding by John Shepard, III, through its purchase by William O'Neil (General Tire & Rubber), has been an aggressive spokesman for the New England area it serves. The area is also served by a combination of NBC stations under the name New England Network, with WTIC, Hartford, Conn., acting as key station for the chain.

Don Lee calls itself "the nation's greatest regional network," and is spending millions on its new Mutual-Don Lee head-

(Please turn to page 42)



A NETWORK TAILORED TO SELL TEXAS



The "Quality" Network, threading through sixteen years of continuous programming for the people of the Southwest, offers to its hundreds of thousands of regular listeners top quality stations in the Southwest's top quality markets. The prestige of these old established leaders, reaching 78% of all radio homes in Texas, makes TQN synonymous with QUALITY.

TEXAS

WOAL (Son Antonio)

KPRC (Houston) WFAA

KRIS (Dallas-Ft. Worth) (Corpus Christi)

KVAL (Brownsville)

A ONE STATION AUDIENCE in

Central New England Lister rounding cities and towns, ex hours, sign-on to sign-off, S

WTAG

ALL OTHERS

95 QUARTER HOURS

Above data from just-released Benson & Benson Diary Study. Your nearest Raymer man will gladly show you the complete study. It's amazing!

a MANY-STATION MARKET!

ers, in Worcester and fifty-four suroress their preference by quarternday through Saturday as follows:

401 QUARTER HOURS 81%

Double Barrelled! . . . The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience-morning, afternoon and night!

WORCESTER • REPRESENTED BY RAYMER



SWEET MUSIC FILLS THE AIR From early morn till late at night ...

sweet music fills the air for over half a million loyal WQXR and WQXR-FM families . . . families that keep tuned to their favorite station so constantly, no other station can reach them so compellingly. Here is a pre-selected audience . . . above-average in income . . . discriminating in taste . . . responsive to advertising that accompanies the music it loves. That's why more and more advertisers are finding these families their most valuable and profitable customers. For greater sales . . . more easily made . . . in the world's greatest market . . . use WQXR and WQXR-FM . . . the stations distinguished for good

WQXR-FM... the stations distinguished for good music and the news bulletins of

The New York Times.

... and WQXR-FM Radio Stations of The New York Times quarters to prove it. With 44 stations, it delivers what it calls "the outside" as well as "the inside" markets, the big population areas. Because of the time differential across the nation all four transcontinental chains have West Coast links which operate practically autonomously and for the most part effectively. They all energetically promote and program for their listeners.

Besides the four great regional chains there are other networks, for example the Beeline (McClatchy) and the California Rural Network, which reach individual sections of the great Pacific area.

Texas, like the Pacific Coast, is a large section of the U. S. with its own living habits and mores. It's an expansive state with population concentration in a few big cities. It naturally therefore has a number of tight regional networks which link important individual centers—the Lone Star, Texas State, and Texas Quality networks and the Texas Broadcasting System. Newest of the regional chains is the last-named, which links three important individual markets, Dallas-Ft. Worth, Houston, and San Antonio.

Throughout the nation, wherever there are population areas which have a common bond in thinking or customs somewhat apart from the nation as a whole, there are, or there are plans for, regional linkings of stations. They're like Ed Craney's network. Even in a regional grouping such as that brought together by Craney there are various differences of living conditions. To better serve their areas the Craney Pacific Northwest Broadcasters is split into individual segments which although they can be purchased as one group (not linked by land lines) are frequently programed as little networks of their own. Back of the PNB group's thinking is a vital considerationa reduction of paper work for the advertiser and agency. They can be billed as a unit and they have a joint promotional approach. It's PNB thinking that a product can be promoted like a program,

As regional networks grow in power, identity, and effectiveness, they will speak for markets rather than cities and will give the advertiser the flexibility that so many seem to be demanding at present. They will serve as testing grounds for new products and new campaigns, for talent and programs. As more money is spent with them, they'll expand in program production and promotion and more will be linked with permanent lines.

The firm establishment of the regional networks throughout the U. S. A. is the next great step in the development of broadcast advertising.

the ears of Texas...

At political conventions and football rallies it's the "Eyes of Texas" you'll hear about. But if you want real radio coverage of the multi-billion dollar combination of Texas markets — it's the ears of Texas that really interest you.

You can best reach those Texas ears with the Texas State Network. Here's the TSN lineup for the most complete coverage of the Lone Star State that a reasonable amount of your money can buy:

19 Stations...in 18 Markets

KFJZ	Fort Worth	KBST	Big Springs
WRR	Dallas	KGKL	San Angelo
KRRV	Sherman	KCRS	Midland
KPLT	Paris	KBWD	Brownwood
KCMC	Texarkana	WACO	Waco
		KTEM	Temple
KFRO	Longview	KNOW	Austin
KGVL	Greenville	KMAC /	
KMHT	Marshall	KABC (San Antonio
KRBC	Abilene	KTHT	Houston

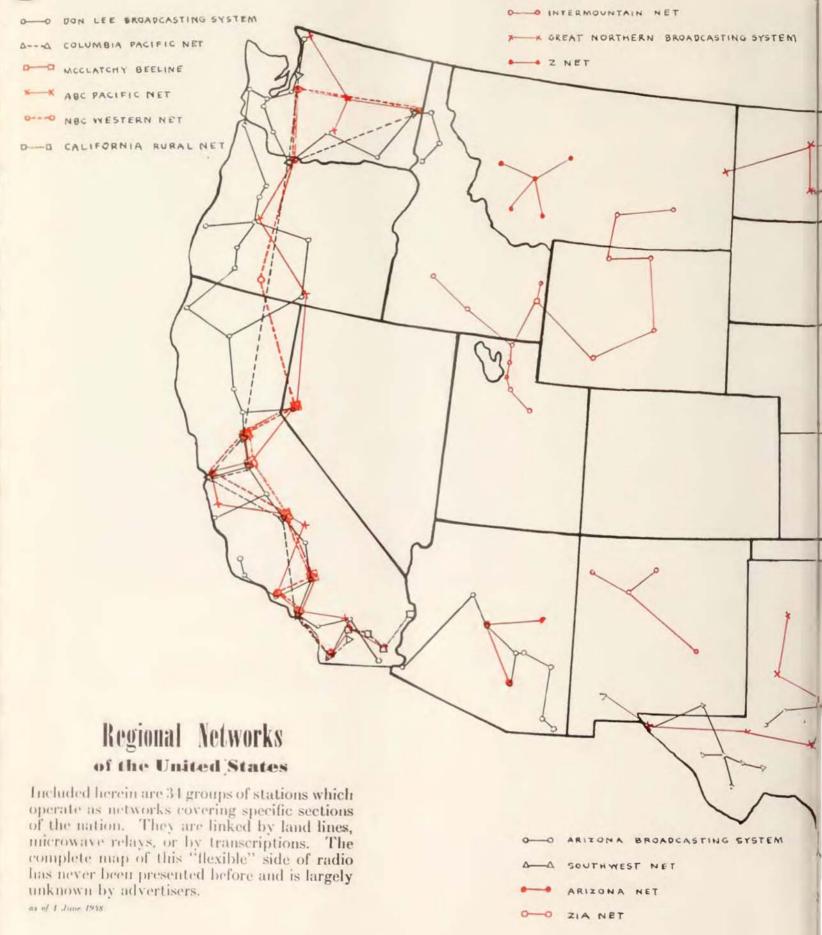
- ... Each city is served under contract by a regular affiliate.
- ... Each station is served 24 hours a day by TSN's full-time lines.

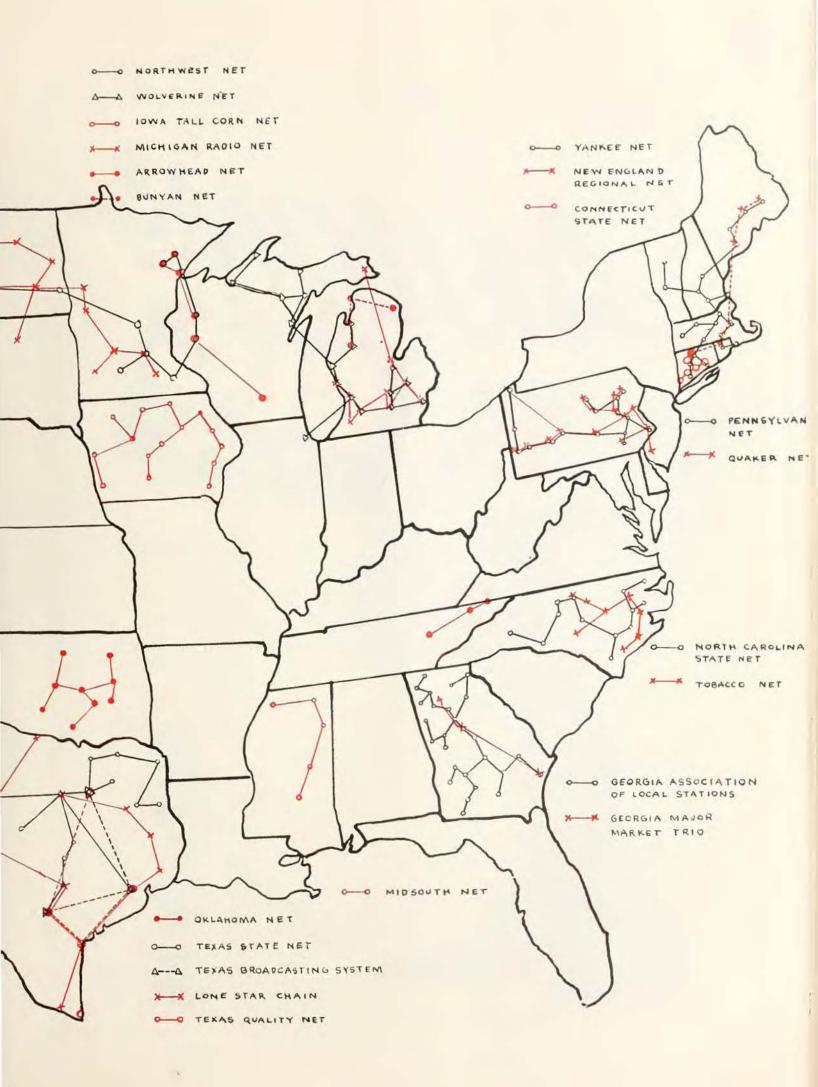
For more information on how to guarantee yourself the kind of a hearing in Texas that your Texas business needs — write us direct or get in touch with Weed and Company, our national representatives.

TEXAS STATE NETWORK

Represented Nationally by Weed

JULY 1948 43







spot

Sponsors intrigued with disk possibilities but request case histories before buying

There is very little that's really new available in the transcription field. The trend is towards proved vehicles. Even NBC-Radio Recording is buying rights to serials like Aunt Mary, which have years of successful selling behind them. The Broadcasters' Guild has employed the C. E. Hooper organization to keep a constant check on towns throughout the U. S. A. to uncover programs that deliver bonus audiences. In the field of music, the transcription companies went all out right before the Petrillo ban against recorded music, investing hundreds of thousands of dollars to build up a backlog of musical recordings.

Where a new tune has unexpectedly become a hit, the transcription firms are recording the number with vocalists a cappella (sans instrumental accompaniment) and adding them to their backlogs. The ban has prevented achievement of a nationwide reputation by any new name bands. Consumer disks and transcriptions are prerequisites to widespread recognition.

Total volume of e.t. programs on the air surpasses a year ago by about 40%. Increases reported by Cowan, Goodman, and Ziv range from 75 to 90% and the old-line organizations like NBC-Radio Recording and World report a 10 to 25% upswing.

The sales increases are not restricted to any one type of transcription. For instance Dolcin is starting Goodman's Gospel Singer this fall on the Don Lee network, while a number of banks, insurance companies, and public utilities have contracted for prestige items like Favorite Story, Playhouse of Favorites, and World's Greatest Novels.

Advertising agencies, which in the past haven't been enthusiastic about transcriptions, are now checking busily on availabilities. They explain that tight budgets, individual markets and lines which are falling behind national buying trends, as well as the new high standard of recordings, make syndicated e.t.'s important in their plans.

Sponsors who in the past have restricted their radio efforts to network programs or spot announcements are using syndicated e.t.'s in special markets. Lever Brothers (Lifebuoy and Rinso), Nestle (Nescafe), Grove Laboratories (4-Way Cold Tablets), Plough (St. Joseph Aspirin), and Procter & Gamble (Camay)

are among the big users of national spot advertising who are buying library transcriptions rather than record their own special shows.

This does not mean that custom-built transcriptions of spot announcements have fallen behind last season. Many firms, such as General Foods, recorded a two-year supply of musical jingles before the ban. Others decided at that time that they'd use trick stuff—musical instrument impersonators, harmonicas, choirs, and sound effects—for their commercial spots. For bridges on custom-built transcribed variety and dramatic programs, advertisers are using short recorded mood selections, sound effects, and telescoped action. The last requires better writing but eliminates breaks between scenes.

The use of transcriptions for network delayed broadcasts (d.b.'s), which Petrillo originally prohibited along with all other recording, was okayed later last fall.

(Please turn to page 57)

Don't say "Hello," say "Ham!"

the "gimmick" that's got Cleveland crazy

YES, that's the "Gimmick" that's got Cleveland crazy—that got "Dinner-Winner" its current 18.6 Hooper on WHK—and that will get Y-O-U a fast five-across sale. "Dinner-Winner" is a "live," local, ONE-MAN show you can offer at a PRICE a Local Advertiser can afford to pay—as little as \$10 a week in some markets. Look over the Sales Plans we send you, follow the one that fits your market, and you'll have "Dinner-Winner" sponsored on your station in record time.

Fast action means a fast sale. Write, wire, or phone for FREE Aircheck and sure-fire Sales Plans

LOCAL Radio Sales, 64 E. Lake St., Chicago

DID YOU READ "Telephonitis"

in the June issue of Sponsor? Don't miss it. See for yourself how "Dinner-Winner" can become the most sensational, One-Man, LOCAL show on your station.

"DINNER-WINNER" NOW 18.6



214'S

NEW EXCITINGLY

DIFFERENT

MUSICAL

VARIETY SHOW

IT'S

FROM

WITH A GREAT GALAXY OF STARS . .

From the opening curtain to the final spotlight, IT'S SHOWTIME FROM HOLLY-WOOD sparkles with musical thrills. Starring Freddy Martin...whom The Saturday Evening Post features as "The Man Who Helped Kill Swing"...and a terrific cast of outstanding performers. A colorful, quarter-hour musical-variety show...set to quick-paced tempo...that means pulling power and prestige for sponsors and stations.





OWEN JAMES MASTER OF CEREMONIES



The quarter-hour musical-variety show is today's proved high-Hooper technique. Look at these ratings:* Chesterfield's "Supper Club" (8.3) - Oxydol's Jack Smith (9.8) - Campbell Soup's "Club 15" (9.1). Let us show you why IT'S SHOWTIME FROM HOLLY-WOOD is radio's greatest buy!

*C. E. HOOPER, April 1-7, 1948

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

FREDERIC W. 1529 MADISON ROAD • CINCINNATI 6. OHIO HOLLYWOOD MEANS:

AGAIN - 'TRANSCRIBED ONCE ZIV' THE GREATEST

IN RADIO SHOWS!

Syndicated Transcription Availabilities *

First 22 programs to sixed too late for alphabetical listing.

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCERS' EXPLANATION	PRODUCER
ADVENTURES IN XMAS THEE GROVE	Drama	Juvenile	15-min, 2 5, wk	On request	Sunta, Jr. and story-book friends	Kasper-Gordon
ADVENTURES OF BUODY BEAR	Drama	Juvenile	15-mm, 2-5, wk	Da weggest	Continued stones for kiddle strip	Karper-Gordon
EDDY ARNOLO SHOW	Musical	Family	15-mm, 5, wk	\$3,60-\$67,50	Hillially songs by Eddy Arnold	Monogram
BARNYARO JAMBOREE	Variety	Family	30-mm, 1/wk	\$7.50 up on request	Rural-appeal show. Songs and frolica	Teleways-TS1
BREAKFAST IN THE BLUE RIOGE	Murreal	Family	15-uun, 5/wk	\$3.60-207.50	Lulu Belle and Scotty, folk songs	Monogram
JACK BRICKHOUSE	Narrative	Family	5-min, 5/wk	\$1,80-\$33,75	Little-known tales of personalities	Monogram
MOSEPH COTTON & CO	Drama	Family	30-mun, 1/wk	On request	Cotten stars in new radio plays	Broadcaster's Guild
DANGER, OR. GANFIELD	Drama	Family	30-min, 1/wk	\$7.50-1 ₂ 30-min A	Psychological mysteries	Teleways-TS1
CLIFF EOWARDS SHOW	Musical	Family	15-min, 5/wk	On request	Minstrel-man Edwards' famous songs	Broadcaster's Guild
HOSPITALITY TIME	Musical:	Family	15-min, 5, wk	\$3.60-\$67.50	Carnival of southern sougs	Monogram
ASTING IMPRESSIONS	Drama	Family	5-min, 5/wk	\$1.80-\$33.75	The crueial events in famous lives	Monogram
MR ACE	Drama	Family	30-min, 1/wk	\$7.50-1/2 30-min A	Mystery whodunit with George Raft	Teleways-TSI
MOON OREAMS	Museul	Family	15-mm, 2-5, wk	\$5 up on request	Southing songs, music, poetry	Telewaya-TSI
AUSIC BY MUIR	Musical	Family	15-min, 5/wk	On request	Wayne Muir's piano stylings	Broadcaster's Guild
RANK PARKER SHOW	Musical	Family	15-min, 2-5/wk	\$5 up on request	Frank Parker's songs, Bea Waio, others	Teleways-TSI
PLANTATION HOUSE PARTY	Variety	Family	15-min, 5/wk	\$3.60-\$67.50	The Duke of Paducali, songs, frolica	Monogram
ROAD TO GOLO	Drama	Family	15-miu, 2-5. wk	30% 15 hr class A	Marvin Miller tells of lost treasures	Broadcaster's Guild
SANTA'S MAGIC CHRISTMAS TREE	Drama	Juvenile	15-min, 2-5/wk	On request	Adventures in Santa's domain	Kasper-Gordon
MICHAEL SHAYNE	Drama	Family	30-min, 1/wk	30% 30-min class A	Private-eye whodunit. Based on books	Broadcaster's Guild
SONS OF THE PIONEERS	Musical	Family	15-min, 2-5/wk	\$5 up on request	Western sonus, ballads, old favorites	Teleways-TSI
TRANGE AGVENTURE	Drama	Family	5-min, 2-5/wk	\$1.50 up on request	Pat McGeehan in capsule thrillers	Teleways-TS1
TRANGE WILLS	Drama	Family	30-min, 1/wk	\$7.50-3/2 30-min A	Unusual bequests, stars Warren William	Teleways-TSI
HIS AMAZING WORLD	Drama	Family	5-min, 2-5/wk	\$1.50 up on request	Odd stones, strange customs, places	Teleways-TS1
AGVENTURES OF PINOCCHIO	Factary	Juvenile	15-min, 5, wk	Based on mkt	From the famous book	Edward Sloman Prod
OVENTURES OF SIR KINMORE KINIK	Comedy	Family	15-min, 2 wk	\$12.50-\$20	Artist works as big city reporter	Witte Radio Produs
ADVENTURES OF SONNY AND BUODY	Variety	Juvenile	15-min, 5, wk	\$10 up on request	Singing brothers, 13 and 15, with a traveling show	Walter Biddick
ALBUM OF COURAGEOUS WOMEN	Drama	Women	15-min, 7, wk	Based on mkt	Careers of great women of the past	Radio Providence Produs
ALL STAR WESTERN THEATRE	Variety	Family	30-min, 1-2, wk	\$12-\$350	Stories of the modern West, cowboy ballads	Harry S. Goodman
AMERICA'S FAVORITE MUSIC	Musical	Family	15-30-min, 1-2, wk	\$10-\$70	Senii-classical, popular musical show	Richard A. Strout Produs
INO GLADLY TEACH	Drania	Family	15-min, 1, wk	Based on nikt	Lively stories of a modern American school	Radio Providence Produs
ANGERSON FAMILY	Comedy.	Family	30-min, 1/wk	\$11.50-\$52.50	Family situation comedy	Holly wood Brondenstern
ANDERSON FAMILY	Coniedy	Family	30-min, 1, wk	\$11.50-\$220	Typical American family, situation comedy	Finley Transcriptions
AUNT MARY	Drama	Women	15-min, 5, wk	\$5-\$50	A modern small-town woman erusading against bigotry	NBC Radio Recording
EABY DAYS	Talk	Adult	15-miu, 1-2 wk	\$4 \$40	Dr. D. S. DeLoya discusses child care. Mdsg tie-ins-	Harry S. Goodman
ART BAKER'S NOTEBOOK	Variety	Women	15-30-mm, 5, wk	\$3-\$6-\$75-\$130	Honey philosopher comments on human-interest items	Cardinal
SARBERSHOP HARMONIES	Musical	Family	15-min, 3 wk	\$4-\$40	The old songs, sung by a barbershop quartette	Robert P. Mendelson
SETTY AND BOB	Drama	Women	15-min, 5. wk	\$3,50-\$20	Human-interest serial drama	NBC Radio Recording
BIRTHDAY SPOTS	Musical	Family	t-nun, unlim	\$0-\$125	Tuneful birthday greetings for every day of the year	Harry S. Goodman
BLAIR OF THE MOUNTIES	Dranns	Juvenile	15-min, 3 wk	\$2-\$15	Adventures of Sergeant Blair. Wild West stuff	Walter Biddick
IDSTON BLACKIE	Drama	Family	30-min, 1 wk	OR	Mystery-adventure whodunit; stars Dick Kollmar	Frederic W. Ziv
HE BOWMANS	Musical	Family	15-min 1-3-5 wk	\$2.90-\$22	Lynne and Larry husband-wife) sing familiar songs	Finley Transcriptions
EFF BRYANT SHOW	Variety	Adult	5-min, 3-5, wk	\$2.50-\$15	Delightful outdoor yarns told by Jeff Bryant	Gordon M. Day
MILEY BURNETT SHOW	Musical	Family	5-15-mm, 5-6 wk	\$10 up on request	Western and hillbilly disk jockey show	Universal Recording
ALLING ALL DETECTIVES	Drama	Family	15-min, 5, wk	Based on nikt	Mystery-adventure; listener phone quir Tested WGN	Feature Prodns
ALLING ALL GIRLS	Variety	Teen-age	15-min, 1 wk	Based on mkt	Fenning chatter, fashions	Frederic W. Ziv
APT STUBBY AND THE BUCCAMEERS	Mooreal	Family	15-mm, 1-3-5, wk	\$8.65-\$166.65	t razy antics and novelty tunes	Finley Transcriptions
ASA CUGAT	Musical	Family	15-min, 3, wk	Based on mkt	Sparkling show with Xavier Cugat and his orchestra	World Bdestg System
HE CATHEORAL HOUR	Drama	Family	15-min, 1 wk	\$6.90-\$71.50	John Metcalf sings by mns with organ music	Finley Transcriptions
AVALCADE OF HISTORY	Drama	Earnily	15-min, 1-3, wk	\$7.50-\$50	Dramatization of important historical events	Transcribed Radio Shows
HRISTMAS SPOT COMMERCIALS	Musical					Guild Radio Features
HE CINNAMON BEAR		Family	1-min, unlini	OH *2.550	Open-end Christmas spots	
With the same of t	Drama And parties	Juvenile	15-min, 1-3-5 wk	\$3-\$50	Famous children's funtasy	Holly wood Recorded Featu
OME AND GET IT	And partie	Women	15-min, 3/wk	\$3:50-\$50	Radio's original food quis	NBC Radin Recording
OWAN'S MOVIELAND NEWS & GOSSIP	Serven	Women	15-min, 1, *k	\$10: \$50	Gossep and stories from the film capital	Federal Artists

"ALL-STAR WESTERN THEATER"

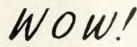
94-30 MINUTE TRANSCRIBED PROGRAMS

Howdy Pardner

Check your cow-pony at the hitching post

and get the low-down on some of the ratings we've lassoed.

WMBD Peoria, Ill. 15.1 WSBT South Bend, Ind. 13.9 WHO Des Moines, Ia. 14.1 WKBZ Muskegon, Mich. 14.3 KMBC Kansas City, Mo. 13.5 WOW Omaha, Nebr. 16.6





ALL STAR WESTERN THEATER

is a sure fire Radio Program, combining double-barreled entertainment featuring Republic Picture Stars.

FOY WILLING

and his

RIDERS OF THE PURPLE SAGE

and Special Guest Stars



JERRY COLONNA
JACK HOLT
NICK LUCAS
MONTE HALE
JOHNNY MACK BROWN
JACKIE COOPER
VIRGINIA MAYO
and many, many, others

AGENCIES SPONSORS STATIONS

Here's

the show

for youl

Write for

informa-

tion and

we'll shoot

the works-

Audition

Discs

and all.



NESTERN DRAMA

Harry S. Goodman

19 EAST 53rd STREET RADIO PRODUCTIONS

NEW YORK, N. Y.

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCER'S EXPLANATION	PRODUCER
THE DEERSLAYER	Druma	Juvenile	15-mm, 1-3-5/wk	\$3-\$50	Cooper's virile tales of Colonial wars	Hollywood Recorded Feature
DESTINY TRAILS	Drawa	Juvenile	15-mm, 3/wk	\$1.50 \$50	Authentic adaptations of James Fenimore Cooper's tales	NBC Radio Recording
DIARY DE FATE	Drama	Family	30-min, 1/wk	\$11 50-\$220	Mystery show. How fate intervenes	Finley Transcriptions
DOCTOR'S DRDERS	Drama	Family	15-min, 7, wk	Based on mkt	Dramatized health situation stories, live interviews	Radio Providence Produs
TOMMY ODRSEY SHOW	Manual	Family	60-mm, 3, wk	\$10 up on request	Transcribed disk-packey program; Tommy Dorsey	Louis G. Cowan
DRAMA DE MEDICINE	Drama	Adult	15-man, 1-3-5 wk	\$5 up on request.	Heroic achievements and great discoveries	Grace Gibson Radio Produ
EASY ACES	Comedy	Family	15-mm, 3-5, wk	OR	Jane and Goodman Ace. Longstanding htt.	Frederic W. Ziv
DUKE ELLINGTON DISK JOCKEY SHOW	Musical	Family	60-min, 5, sik	Sta 1-time hr rate	The Duke spins the platters; guest stars	Harry S. Goodman
JOE EMERSON'S HYMN TIME	Religious	Family	15-mm, 1-6/wk	\$3 25 \$90	Featuring Joe Emerson, star of Hymna of All Clearches	Morton Radio Produs
EXCLUSIVE STORY	Drama	Family	15-mm, 1, wk	\$0.90-\$71.50	Each story complete, newspaper drama	Finley Transcriptions
FACT & FALLACY	Variety	Adult	15-min, 3-5, wk	% class A-time	Unusual facts, strange stories, in narrative	Gordon M. Day
FACT OR FANTASY	Drama.	Adult	5-min, 1-3-5 6 wk	OR	Attested stones of psychic phenomena	Charlie Basch
FAIRYTALES	Drama	Juvenile	15-min, 5. wk	25% Ja he shan A	Dramatizations of famous fairytaies	C. P. MacGregor
FAMILY DOCTOR	Draina	Adult	15-min, 1-3-5 wk	\$3-\$50	Intimate glimpses into human behavior	Hollywood Recorded Feature
FAMOUS ROMANCES	Drama	Women	30-min, 1, wk	OR	Great love stories in history	Hollywood Recorded Feature
FARMING TOMORROW	Farm	Adult	5-mm, 5, wk	14 5-min class-A	Latest scientific developments in agriculture	Howard House Radio Produ
FAVORITÉ STORY	Drama	Family	30-min, 1 wk	\$12-\$1000	Ronald Colman me's; name guests; famous dramas	Frederic W. Ziv
FEDERAL AGENT	Drama	Family	15-min, 1/wk	\$6.00.\$71.50	Crime doesn't pay slant	Finley Transcriptions
FEDL SAVINGS & LOAN JINGLES	Spots.	Family	1/2 min	OR	Open-end spots, FS&L firms only	Charles Stark
FIREFIGHTERS		Account to	15-min, 5/wk		See the last of the second sec	
Control of the Contro	Drama	Family	The state of the s	\$16-\$350	True adventures of a big city's fire dept	William F Holland
FINESIDE TALES	Drama	Family	5-niin, 1-2 wk	Hased on mkt	Stories of adventure presented by Frank Graham	World Edestg System
FIVE MINUTE MYSTERIES	Drama	Family	5-min, 3, wk	\$1,40-\$20	Complete mysteries in 5-min packages	NBC Radio Recording
FLIGHT WITH MUSIC	Musical	Family	15-min, 1-3, wk	\$11.50-\$220	Marion Hutton with guest stars	Finley Transcriptions
FOOTPRINTS ON THE SANDS OF TIME	Drama	Family	5-min, 5, wk	Based on mkt	Little biographies of outstanding people	World Bdestg System
FORBIDDEN DIARY	Drama	Women	15-min, 5/wk	Based on inkt	Soap opera. Small-rown family	Frederic W. Ziv
FYI FOR YOUR INFORMATION	Variety:	Family	15-min, 3 wk	OR	Radio adaptation of a news feature page	Ed Hart & Assocs
MARY FOSTER, EDITOR'S DAUGHTER	Drama	Women	15-min, 3-5/wk	\$5-\$50	Soap opera, 10-year favorite	Harry S. Goodman
FRONTIER FIGHTERS	Drama	Juvenile	15-min, 1-3-5 wk	\$3-\$50	Daring exploits of American pioneers	Hollywood Recorded Feature
FUN AT BREAKFAST	Comedy	Family	5-min, 5/wk	\$1.40-\$14	Comedy for breakfast audiences, Howard & Shelton	Ford Bond Radio Produs
FUNFEST	Variety:	Family	15-mm, 1-3-5/wk	\$3-\$50	John Murray, Clif Arquette, King's Men	Hollywood Recorded Feature
EDDIE GALLAGHER'S SPORTS GALLERY	Sports	Family	5-min, 1/wk	On request	Human interest sports stories	Thomas H. Ahrens
EDDIE GALLAGHER'S STARWHEEL	Musical	Family	60-mm, 5/wk	On request	Disk jockey session on wax	Thomas H. Ahrens
GENERAL STORE	Comedy	Family	5-min, 1-3-5/wk	On request	Rural comedy.	Hollywood Recorded Feature
GETTING MOST OUT OF LIFE TODAY	Inspirational	Adult	5-min, 3, wk	\$1,20-\$16	Down-to-carth inspirational talks	NBC Radio Recording
GHOST CORPS	Drama	Family	15-min, 1-3-5/wk	\$3-\$50	Oriental mystery	Hollywood Recorded Feature
THE GREATEST OF THESE	Drams	Family	30-min, 1/wk	On request	A young attorney's crusade against evil	All-Canada Program Div
GREEN JOKER	Drama	Family	15-min, 1-3-5, wk	\$3-\$50	The master detective's calling card	Hollywood Recorded Feature
GREEN VALLEY LINES	Drama	Family	15-min, 2 wk	\$2 \$15	Railroad story thriller. Romance	Walter Biddick
GOESS WHAT						Hollywood Recorded Feature
	Aud partie	Family	15-min, 1-3-5, wk	\$3-\$50	Brain teasers and answers	
GUILTY DR NOT GUILTY	And partie	Family	15-min, 1-3-5, wk	\$3-\$50	Court trial with audience the jury	Hollywood Recorded Feature
HAPPY THE HUMBUG	Drama	Juvenile	15-min, 2-3, wk	\$4,90-\$70	Adventures of a hybrid and his animal pals	NBC Radio Recording
HAPPY VALLEY FOLKS	Musical	Family	15-min, 1-3-5/wk	\$3-\$50	Real hillbillies sing favorite ballads	Hollywood Recorded Feature
HARMONY ISLE	Munical	Family	15-min, 2-wk	\$6 up on request	Hawaiian music and singing	Walter Biddick
HAUNTING HOUR	Drams	Adult	30-min, 1/wk	\$7-\$100	Original psychological niysteries, thrillers	NBC Radio Recording
HAWAIIAN FANTASIES	Musical	Family	15-min, 1-3-5 wk	\$3-\$50	Native music and legends	Holly wood Recorded[Feature
HE HAD HIS NERVE	Drama	Men	5-min, 7 wk	Based on mkt	Surprise twists in real life	Radio Providence Produs
HEART SONGS	Musical	Adult	15-min, 1-3-5, wk	\$3-\$50	Nadine Connor, Kenny Baker, quartette	Hollywood Recorded Feature
HELPFUL HARRY	Musical	Women	1-mm, unline	\$5-\$100	Household hints in jingle form	Harry S. Goodman
MOLLYWOOD CASTING OFFICE	Variety:	Family	15-mm, 1-3-5 wk	\$3-\$50	Bud Jamison, bilarious Hollywood comedy	Hollywood Recorded Feature
HOLLYWOOD SDUNG STAGE	Drama	Family	30-min, 1 wk	25° class 4 14-br	Love, romance, adventure	C. P. MacGregor
HOLLYWOOD SPOTLIGHT	Variety.	Family	15-min, 1-3-5 wk	\$3-\$50	Bob Burns, Martha Raye, Phil Harris	Hollywood Recorded Feature
HOLLYWOOD THEATRE OF STARS	Denma	Family		50% class-A Fr-hr		C. P. MacGregor
HOME SWEET HOME	Drama	Women	5-mm, 1-3-5 wk	On request	Family situation comedies	Hollywood Recorded Feature
	Muonal	Family:	15-min, 1 7 wk	\$4-\$94.50	Casi formerly NBC's "Reveille Roundup"	Morton Hadio Prodns
DECEMBER AND DECEMBER OF THE PARTY OF THE PA	Drama			The State of the S		NBC Radio Recording
		Family	30-min, 1 wk	\$12 50 \$275	Situation comedy about a young couple	
	Musical	Adult	15-nun, 1-3-5-wk	\$3 \$50	The State of the State of Stat	Hollywood Recorded Features
		Women	5-mm, 5, wk	\$2 up on request	Iroue Verner, Lawrence Salerno sing immortal love songs	Transcription Sales

TRANSCRIBED FEATURES THAT SELL!

Ed Hart Productions Have SPONSOR APPEAL

ADMIRAL ZACHARIAS' WORLD INTELLIGENCE REPORT

Admiral Ellis M. Zacharias, war-time Deputy Chief of Naval Intelligence and well-known lecturer and author, analyzes world events not as a commentator but as an experienced Intelligence Officer. WORLD INTELLIGENCE REPORT is dramatic, timely and authoritative. Admiral Zacharias and his WORLD INTELLIGENCE REPORT build prestige for station and sponsor. Transcribed, quarter-hour, open both ends, with middle commercial. 52 weeks a year, for local and regional sponsorship.

"IS CONGRESS DOING ITS JOB?"

SOMETIMES AN INTERVIEW, SOMETIMES A DEBATE, ALWAYS INFORMATIVE

BILLBOARD Magazine's First Award Winner for Public Service. Now in its third year, broadcast from coast to coast. Most influential quarter-hour Washington discussion feature on the air. A saleable public service program with guests who make American and world history. Quarter-hour, open both ends, 52 weeks a year.

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NOW 25 BETTER SHOWS TAILORED FOR BETTER PROGRAMMING AT LOWER COST



The Haunting Hour

Original psychological mysteries, "whod nit" thrilers, crime crusade themes and tales of excitement by are radio writers—with radio-stage-screen stars including Betty Furness, Jed Prouty and Berry Kroeger. 52 hafthour for 1-a-week broadcast.

Other NBC Recorded Spine Chillers: The Writin Chicles 78 ha f-hours for 1-or-more-weekly broadcasts. Mencen McLeod. 1, The Man With The Stone 52 quarter-hours for

1-a-week broadcast. Five-Minute Mystrairs-260 5-minute program for 1-a-week broadcast.



▲ The Playhouse of Favorites

The world's greatest novels and plays in brilliant dramatized editions—with all-star casts including Wendy Barric, Les Tremayne, John Carridine, Signe Hasso and Elissa Landi. Typical programs:

A Tale Of Two Cities; Kidnapped;
Ivanhoe; A Doll's House; She Stoops
To Conquer and Anna Karenina.

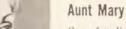
Other NBC Recorded Dramatic Headliners:

Comedy—A House In The Country—
52 half-hours for 1-a-week broadcast.

Adventure—Stand By For Adventure—
78 quarter-hours for 2-a-week broadcast.

Romance—Modern Romances—
156 quarter-hours for 3-a-week broadcast.





One of radio's most successful daytime serial programs, it's the heartwarming story of a woman's fight for human dignity and understanding. Sponsored "live" over NRC Western Network by national advertiser.

Here's Hooper History: El Paso-10.5 . . . Spokane-8.3... Omaha-11.4... Fresno-8.9. 605 quarter-hours for 5-a-week broadcast.

Another Top-Rated NBC Recorded Serial: Itemy Ann Bos-300 quarter-hours for

5-n-week brondenst.



SEASONAL SPECIAL

Touchdown Tips with Sam Hayes

Available Now For Fall, 1948
Now in its seventh great year—this pioneer recorded football forecasts-and-facts show is a complete Fall merchandising package. Week-by-week forecasts of the season's top games, 13 quarter-hour programs for weekly broadcast throughout the coming football season,

Far Year-'Round Sparts Appeal:

Through The Sport Glass—A parade of sports highlights covering the entire field. 52 quarter-hours for 1 or 2-a-week broadcast.



◆ The Three Suns and a Starlet

America's favorite instrumental trio with popular guest songstresses Nan Wynn, Kay Armen, Irene Daye, Dorothy Claire in a musical program styled of sunlight and stardust,

78 quarter-hours for 3-a-week broadcast.

Other Delightful NBC Recarded Musicals:

Time To Sing with Lanny and Ginger Grey—156 5-minute programs for 3-a-week broadcast.

CARSON ROBISON AND HIS BUCKAROOS— 117 quarter-hours—frequency optional. ART VAN DAMME QUINTET WITH LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast.

TIME OUT FOR FUN AND MUSIC—With Allen Prescott and Ted Steele, 65 quarterhours for 1-or-more-weekly broadcasts, REFLECTIONS—104 quarter-hours for 2-a-week broadcast.



Allen Prescott . . . The Wife Saver

Featuring one of radio and television's eleverest performers, originator of the "Wife Saver" and the "Didja Know"— Allen Prescott... with laugh-flavored household hints and the same light-hearted, sharp-witted repartee that has brought fan mail by the carload to a score of nationally-known advertisers. Music and songs by Rosa Rio and Brad Reynolds. 156 quarter-hours for 3-a-week broadcast.

Also NBC Recarded Especially Far The Girls:

COME AND GET IT—Sparkling audience participation show with m.c. Bob Russell, Alma Kitchell and Gaynor Maddox. A banquet of information and laughs . . . ideal for food advertisers. 156 quarterhours for 3-a-week broadcast.

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THREE GREAT JUVENILE SHOWS

At Christmas-Time
HAPPY THE HUMBUG—
Whimsical comedy adventures
of a fanciful animal hybrid
and his animal pals,
54 quarter-hours; 15 preChristmas; 39 post-Christmas
for 2-or-3-a-week broadcast.

MAGIC CHRISTMAS WINDOW— Favorite fairy tales dramatized as two youngsters find themselves behind the glass of a store window with the toys come-to-life, 25 quarterhours for 3-or-more-weekly broadcasts.

Destiny Trails—Authentic adaptations of famed James Fenimore Cooper tales including The Decrslayer; and The Last Of The Mohicans. 156 quarter-hours for 3-a-week broadcast.





FIVE-MINUTE SPECIALTIES

THE NAME YOU WILL REMEMBER—Engaging personality show about notables in the news with William Lang. 260 5-minute programs for 3-or-5-a-week broadcast.

GETTING THE MOST OUT OF LIFE TODAY—
Down-to-earth inspirational talks tuned to the times by
Dr. William R. Stidger, 117 5-minute programs
for 3-a-week broadcast.

NBC Radio-Recording Divisian, Syndicated Pragram Sales 30 Rackefeller Plaza, New York 20, New York

PROGRAM	TITLE(S)		
All 25 NBC Syndicated Prog	rams		
NAME		TITLE	
COMPANY			
ADDRESS			
CITY	ZONE	STATE	1997

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCER'S EXPLANATION	PRODUCER
INCREDIBLE, BUT TRUE	Drama	Family	15-min, 1 5 wk	\$3.5(0)	Unusual phenomena which cannot be explained	Unusual Features Syndicate
INTERLUCE	Musical	Adult	15-initi, 3 wk	\$194 50 con plete	Organ, vocals, with poetry	C. P. MacGregor
IS CONGRESS DOING ITS JOB	Aurun	Adult	15-mm, 1 wk	Un request	Influential show, Washington discussion	Ed Hart & Assocs
IT REALLY HAPPENED	Narrative	Family	15-mm, 3 5 wk	Haard on mkt	Jun Ameehe reveals bittle-known facts re celebrities	Tele-Radio Creations
IT REALLY HAPPENED	Drama	Family	5-mm, 5 wk	On request	Narrated human interest stories	Thomas H. Ahrens
IT'S SHOWTIME FROM HOLLTWOOD	Varieti	Famus	15 30 mm, 3 5 wk	Based on mkt	Freddy Martin's band. Guests	Frederic W. Ziv
IT TAKES A WOMAN	Drama	Watmen	5-min, 1 3-5-6 wk	On request	Capsule soap operas, each spunds complete	Charlie Basch
IT TAKES ALL KINDS	Drama	Family	15-min, 1 wk	Hased on nikt	Universal tolerance theme	Radio Providence Produs
JERRY AT FAIROAKS	Deama	Javende	15-mm, 1 3 5 wk	\$3-\$50	Jerry goes to military school	Hollywood Recorded Feature
JERRY OF THE CIRCUS	Drama	Juvenile	15-mm, 1 3 5 wk	\$3 \$50	A boy's life in a circus	Hollywood Recorded Feature
JOE AND CYNTHIA	Comedy	Family	5-mm, 1 3 5 wk	On request	Situation comedy skits	Hollywood Recorded Feature
ISHAM JONES & HIS ORCHESTRA	Musical	Adult	tō-min, 1 wk	\$10-\$50	Jones orchestra plays old favorites	Federal Artists
KEEPING UP WITH WIGGLESWORTHS	Comedy	Family	15-mm, 1-3, wk	\$4-\$35	Educational and entertaining. Family situation comedy	Harry S. Goodman
KING COLE COURT	Musical	Family	15-mm, 2 wk	25" 4 hr class-A	King Cole Trio, guest stars	C. P. MacGregor
HENRY KING SHOW	Musical	Family	30-min, 1 wk	25" Vy-hr class-A	Benry King, guest stars	C. P. MacGregor
WAYNE KING SHOW	Musical	Family	30-min, 1 wk	On request	Smooth melodies, guest stars	Frederic W. Ziv
KOMEDY KINGOOM	Variety	Family	15-min, 1 3-5 wk	\$3 \$50	Fast comedy, headline artists	Hollywood Recorded Feature
KORN KOBBLERS	Musical	Family	15-mm, 3 5 wk	Based on mkt	Novelty musical show, glapstick gags	Frederic W. Ziv
LAFF PARADE	Variety.	Family	15-min, 1-3-5, wk	\$3 \$50	Ken Niles, fast comedy review	Hollywood Recorded Feature
LAST OF THE MOHICANS	Drama	Javenile	15-min, 1-3-5 wk	\$3 \$50	Cooper's virile tales of Colonial wars	Hollywood Recorded Feature
LEAHY OF NOTRE DAME	Sports	Family	15-min, 1 wk	\$9.65 up on request	Frank Leahy gives inside sports stories	Green Assocs
LEISURE HOUSE					Daytime domestic drama, Hollywood cast	George Logan Price
	Draina	Women	15-min, 1-2 wk	\$200-\$1000		
LIGHTNING JIM	Drama	Family	30-miu, 1 wk	On request	Human character dramas, adventure	Frederic W. Ziv
LINOA'S FIRST LOVE	Drama	Women	15-min, 3-5 wk	\$5 \$50	Soap opera, radio hit over 11 years	Harry S. Goodman
LIVING PAGES FROM THE BOOK OF LIFE	Drama	Family	30-min, 1 wk	\$5 up on request	Immortal Bible stories	George Logan Price
GUY LOMBAROO SHOW	Musical	Eamily	30-min, 1, wk	On request	Music in the Lombardo manner	Frederic W Ziv
LOOK & LISTEN	Screen	Women	15-min, 3-5 wk	25% 14-hr class-A	Hollywood commentary, featuring name guests	Gordon M. Day
KAY LORRAINE SHOW	Musical	Family	15-min, 1-2 wk	\$7-\$100	Radio's versatile songstress, and Frank Gallup	Harry S. Goodman
LOVE MAKING INC	Variety	Women	15-min, 3 wk	\$20 up on request	Romance and personal problems	Transcribed Radio Shows
LOVE TALES	Drama	Women	15-mm, 1-3-5 wk	\$3-\$50	Modern romances	Hollywood Recorded Feature
MAGIC CHRISTMAS WINDOW	Drama	Juvenile	13-mm, 2-3 wk	\$4 90-\$70	Favorite fairy tales come to life	NBC Radio Recording
MAGIC ISLAND	Drama	Juvenile	15-min, 1-3-5 wk	\$3: \$50	People living under water on a disappearing island	Hollywood Recorded Feature
MAMA BLOOM'S SHOOD	Drama	Women	15-mm, 1-3-5 wk	\$3-\$50	Witty family series	Hollywood Recorded Feature
MAN WITH THE STORY	Drama	Family	15-min, 1 wk	\$3,50-\$50	Mercer McLeod, world traveler, actor, & writer, narrates	NBC Radio Recording
MANHUNT	Drama	Family	15-mm, I wk	Based on mkt	Mystery thriller of whodunit type	Frederic W. Ziv
MANPOWER	Dranus	Adult	15-min, I wk	\$25 \$150	Labor's contribution to a greater America	Lowe Radio Features
MARION AND REGIE	Comedy	Family	5-min, 1-3-5, wk	On request	Vaudeville comedy set	Hollywood Recorded Feature
LOUISE MASSEY & THE WESTERNERS	Musical	Family	15-min, 1-7, wk	\$4 \$90	Popular western musical. Great rural favorite	Morton Radio Produs
MASTER'S MUSIC ROOM	Musical	Family	15-min, 1-3-5, wk	\$3-\$50	Symphony, familiar semi-classics	Hollywood Recorded Feature
JOE MC CARTHY SPEAKS	Sports	Men	5-min, 5 wk	\$2-\$30	Inside stories of baseball	Robert P. Mendelson
MELODIES THAT ENDURE	Musicai	Women	15-min, 3 wk	\$4.60-\$75	Tenor and organ, memory music and parration	Hal Wilson
MELODY LANE	77		ALC: N			Holly wood Recorded Feature
MEMORIES OF HAWAII	Musural	Family	5-mm, 1 3-5 wk	On request	Larry Burke, the troubador, soft rhythm orchestra	
	Munical	Family	15-min, 1 3-5 wk	\$3 \$5()	Songs of the islands	Hollywood Recorded Featur
METROPOLIS	Drama	Adult	15-min, 1-3-5 wk	\$3 \$50	Dramatic tales from city life	Hollywood Recorded Feature
MIRACLES OF FAITH	Narrative	Family	5-min, 3 wk	\$450-\$1250	Robert Swan narrates stories of great faith	Fred C. Mertens
MIRTH PARADE	Variety	Family	15-min, 1-3-5 wk	\$3 - \$50	Don W. Isan, Bab Barns, Tizzie Lish	Hollywood Recorded Featur
MR MILL AND MR MULL	Councily	Family	5-min, 1-3-5 wk	On request	A dumb comedy skit	Hollywood Recorded Featur
MDDERN ROMANCES	Drama:	Women	15-mm, 3-5 wk	\$3.50-\$50	Stones from Modern Romances magazine	NBC Radio Recording
MOON OVER AFRICA	Drama.	Family	15-mm, 1 3 5 %k	\$3 \$50	African jungle mystery, black magic	Hollywood Recorded Feature
MUROER AT MIONIGHT	Drama	Adult	30-mn, 1 wk	\$7,50 up on request	Mysters program of top network calibre	Louis G. Cawan
MUSIC FROM HOLLYWOOD AND VINE	Mirmal	Family	15-min, 1:5 wk	\$7 50x-1 class-A	Roy Bargy's orchestra, song stylist Jeannie McKeon	Selected Radio Features
MUSIC HALL OF FAME	Museat	Family	15-nan, 1 wk	\$9 \$145	The musical great in accounts of their careers	Ford Bend Radio Produs
MUSICAL COMEDY THEATRE	Marrid	Family	30-mm, 1 wk.	\$10-\$285	Hi-piece orchestra with choir	Charles Michelson
MUSICAL THERMOMETER	Jingle -	Family	I-min, online	\$5 \$3.5	100 different temperatures	Bloch-Joseph
MY PRAYER WAS ANSWERED	Drawa	Family	15-mm, 1-3 mk	\$5 \$35	True stories of how prayer helps people	Charles Michelson
MYRT AND MARGE	Drawa	Women	15-mm, 5 wk	\$30 \$540	Soap opera on bark-stage theatre life	Finley Transcriptions
MYSTERY CHEF	Talk	Wannen	15-mm, 1 2 wk	\$1 30 \$25	The fanous Mystery CheFs low-rost metus	Harry S. Goodman
MYSTERY HOUSE	Deama	Family	30-min 1 wk	\$10-\$300	All-star whodumt Each story complete	Harry S. Goodman

SPONSOR

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TRANSCRIPTIONS

(Continued from page 47)

Also okayed was their use for one broadcast to permit stars to record more than one broadcast at a time. The wire or tape recorder has been employed for this type of transcription, and has been delivering a higher grade of transcribed program than that of Bing Crosby during his first recorded network season. Wire recorders are also being used by all networks to get around the problem created by a nation which is part on daylight and part on standard time.

Some sponsors who have planned to use a specific e.t. program to reach the nation, as they do through one network program, have discovered that they can do better by varying their e.t. vehicles. Thus since the Twin City area likes bouncy music, they sponsor polkas in that territory; since Mobile goes for Carson Robison and His Buckaroos, that's the type of music it gets. Syndicated e.t.'s make this custom programing possible.

A new use of syndicated transcriptions has been in the block programing of the early hours. It has been found that at the 6 and 7 a.m. hours music and programs of a uniform mood do best.

As yet the e.t. firms haven't come up with any outstanding give-away or audience participation programs, which seem to be all the rage at the moment.

A number of stations are planning such programs with the use of musical libraries such as those of Thesaurus, World, Lang-Worth, Associated, Sesac Standard, Capitol, Keystone, and Cole. Participation programs are difficult to transcribe.

Outstandingly important is the fact that most transcribed series have promotional kits which are available to sponsors. These kits contain ideas calculated to start sponsors thinking of promotion.

Promotion is extra vital in a big metropolitan area where the e.t.'s compete with many live programs. In these sections e.t. producers are being forced to scale down their franchise rates. In the past, areas like Los Angeles, Philadelphia, New York, Chicago have been asked to produce fantastic royalties for e.t.'s, with the result that the latter haven't been used much in metropolitan centers. During the past six months the big transcription companies have realized the fallacy in this approach. That's why many more e.t.'s will be heard in 1948–1949 in the great population centers.

Sponsor forecast last year that 1947–1948 would be a Transcription Year. It was. We predict that 1948–49 will be even bigger.



"Through the Listening Glass"

conducted by

JACK SHAINDLIN

30 Minutes of Musical Glamour! Wondr'ous melodies starring Jack Shaindlin and the radiant voices of his "Silver Strings" orchestra . . . rich old ballads by the Lang-Worth Choristers . . . songs of eternal romance, featuring Dick Brown, Joan Brooks and Johnny Thompson. All heard . . . "THROUGH THE LISTENING GLASS"

Available now, via transcription, on 600 Lang-Worth Stations—exclusively! For cost, contact any Lang-Worth Affiliate. For additional information, write:

LANG-WORTH, Inc.

NAME	TYPE	APPEAL	TIME	PRICE PER EPISODE	PRODUCER'S EXPLANATION	PRODUCER
MYSTERY IS MY HOBBY	Drama	Family	30-mm, 1 wk	\$7.50 up on request	Featuring Glenn Langan as criminologist	Lawston Produs
NAMES YOU WILL REMEMBER	Personalities	Family	5-mnn, 3-5, wk	\$1 20 \$15	Brilliant word portraits of notables in the news	NBC Radio Recording
NATIONAL SINGERS	Musical	Adult	15-mm, 3-5, wk	\$3 75 \$50	Internationally famous male vocal octette	Charles Michelson
NEMESIS INC	Drama	Family	15-mm, 1 3 5 wk	\$1-\$50	Clever female detective series	Hollywood Recorded Feature
NETTIE HEEDLE NERT	Concety	Eamily	5-mm, 1 3 5 wk	Un request	Female impersuation comedy	Hollywood Recorded Feature
NONSENSE AND MELDOY	Variety.	Family	15-mm, 1 3-5 wk	\$30\$50	A world tour of fun and musec	Hollywood Recorded Feature
DBSESSION	Drawn	Adult	30-mm, 1, wk	50% chan A V2-hr	Psychological dramas	C. P. MacGregor
DLO CORRAL	Variety	Family	15-mm, 3 % wk	Based on mkt	Western musical comedy format	Frederic W. Ziv
ONCE UPON A TIME	Dramis	Juvenile	5-mm, 1 2/wk	Based on nokt	Children's fairy tales by Maureen O'Sullivan	World Bdestg System
ONE FOR THE BOOK	Sports	Men	5-mm, 5, wk	On request	Stories behind the sports headlines	Frederic W. Ziv
OPERA MINIATURE	Drama	Family	30-min, 1 wk	\$12,\$300	Dramatized grand & light opera, musical coroedy	Cardinal
DRIGIN OF SUPERSTITIONS	Drama	Adult	15-min, 1 3 5 wk	\$3 \$50	The truth about popular beliefs	Hollywood Recorded Feature
OUT OF THE NIGHT	Drama	Adult	15-min, 1-5 wk	\$5 up on request	Self-contained human interest true stories	Grace Gibson Radio Produc
PAPPY SMITH AND HIS HIRED HANDS	Variety	Family	15-mm	\$234 for 39 shows	Music, home-spun philosophy	SESAC
PASSING OF TIME	Drama	Family	5-15-min, 1-3 wk	\$7.50 \$60	Narrative stories with musical background	Richard A. Strout Produs
PERSONAL PROBLEMS	Talk	Women	15-min, 1-5, wk	\$3 50 \$40	Allie Lowe Miles analyzes problems	Harry S Goodman
PERSONALITY PARAGE	Drama	Family	5-mm, 1-3-5-6 wk	On request	Inside stories of stars of stage, screen, etc	Charlie Basch
PERSONALITY TIME	Interview	Adult	15-mm, 5, wk	7% 1-hr sta rate	Presents prominent stage, screen, radio, etc, personalities	Press Assoc.
PINTO PETE AND HIS RANCH BOYS	Musical	Family	15-nan, 1-3-5 wk	\$3-\$50	Songs of the Western Range	Hollywood Recorded Feature
PINTO PETE IN ARIZONA	Musical	Family	15-min, 1 3-5 wk	\$3-\$50	Western folk music and philosophy	Hollywood Recorded Feature
PLAYHOUSE OF FAVORITES	Drama	Family	30-min, 1/wk	\$9-\$200	Vivid dramatizations of the world's great novels	NBC Radio Recording
PLEASURE PARADE	Musical	Family	15-min, 3-5/wk	On request	Vincent Lopez, Milton Cross, others; musical favorites	Frederic W. Ziv
POLICE HEADQUARTERS	Drama	Family	15-min, 1-3-5, wk	\$3-\$50	Dramas from police records	Hollywood Recorded Feature
PORTS OF CALL	Drama	Adult	30-min, 1/wk	On request	Dramatic historical travelogues	Hollywood Recorded Feature
ALLEN PRESCOTT THE WIFE SAVER	Variety	Women	15-min, 3/wk	\$4 50 \$51	Household hints flavored with laughs	NBC Radio Recording
RADIO HYMNAL	Musical	Adult	15-min, 1/wk	\$6 up on request	Radio's favorite hymns sung by inter-faith choir	Charles Stark
RADIO STUDIO MURDER	Drama	Family	15-min, 1-3-5 wk	\$3-\$50	Detective mysteries Radio background	Hollywood Recorded Feature
REO RYOER	Drama	Juvenile	30-min, 1-3 wk	\$7.50 up nn request		Louis G. Cowatt
REFLECTIONS	Musical	Adult	15-min, 2/wk	\$5-\$64	A program for relaxed, meditative listening	NBC Radio Recording
REMINISCIN' WITH SINGIN' SAM	Musical	Family	15-min, 1-5 wk	\$5 up on request	Singin' Sam sings your favorites	Transcription Sales
REVENUE AVENUE	Aud partie	Family	15-min, 5-6 wk	On request	Give-away show, civic tie-ins	Richard Bradley
RHUMBA RHYTHMS & TANGO TUNES			15-min, 1-3-5 wk		South American rhumbas	Hollywood Recorded Feature
RHYTHM RANGE	Musical	Family		\$3 \$50	Cottonseed Clark and his talented cowhands	
TOMMY RIGGS & BETTY LOU	Musical	Family	15-mm, 1-2 wk	Based on mkt		World Bdestg System Pete Wasser
CARSON ROBISON & HIS BUCKAROOS	Comedy	Family	15-min, 5 wk	On request	Situation conicdy, songs, network favorite	NBC Radio Recording
ROBINSON CRUSOE JR	Musical	Family	15-min, 1-5/wk	\$5-\$31.50	Western music and entertainment	
	Variety	Juvenile	15-min, 1-3/wk	\$10 up on request	Young cast enacts desert island yarns	Transcribed Radio Shows
ROMANCE OF FAMOUS JEWELS	Drama	Adult	15-min, I/wk	\$5 up on request	Woven around the fabulous genis of history	Grace Gibson Radio Produs
ROMANCE OF MUSIC	Musical	Adult	15-min, 1-3-5/wk	\$3 \$5()	Donald Novis, Jan Rubini, conductor	Hollywood Recorded Feature
SAFETY SPOTS	Musical	Family	1-11/2-min, unlim	\$5 \$100/wk	Musical jingles on safety by Irving Caesar	Harry S. Goodman
SALUTE TO SONG	Musical	Family	15-min, I/wk	\$7.50-\$50	The story behind the song hits	Transcribed Radio Shows
THE SEALED BOOK	Drama	Adult	30-mm, 1/wk	\$7.50-\$100	Mystery series of exciting stories	Charles Michelson
SENATE MUROER MYSTERY	Drams	Family	15-min, 1-3-5 wk	\$3 \$50	Detective mysteries Washington background	Hollywood Recorded Feature
SEXTETTE FROM HUNGER	Munical	Family	15-min, 3, wk	25% J4-hr class-A	Dixie jazz band, guest stars	C. P. MacGregor
SHAMROCKS	Musical	Adult	15-min, 1-3-5 wk	\$3 \$50	Kenny Baker, Irish romance	Hollywood Recorded Feature
SHIPBOARD NEWSREEL	And partie	Family	15-mm, 1, wk	\$6-\$50	Interviews with newsworthy trans-Atlantic passengers	Paul F. Adler
SINCERELY KENNY BAKER	Muneal	Family	15-min, 1-3-5 wk	On request	Low-budget musical. Guests	Frederic W. Ziv
SINGING BAKERY ANNOUNCEMENTS	Jingles	Family	1-min, unlim	\$5-\$35	Open-end jingles in Latin tempos. Bakeries only	Bloch-Joseph
SINGING WEATHERMAN	Jingles	Family	1-min, unlini	\$5 \$35	Open-end singing jingles	Bloch-Joseph
SLEEPY JOE	Drama	Juvenile	15-min, 5 wk	\$1.50-\$37.50	Jimmy Scribner tells Uncle Remus-type yarns	Cardinal
SMILIN' EO MC CONNELL	Musical	Adult	15-min, 1-5/wk	\$3 75-\$25	Pinneer radin performer, homey philosophy	Charles Michelson
SMITHS OF NOLLYWOOD	Canady	Family	30-min, 1 wk	\$10 up on request	Situation comedy starring Arthur Treacher	Louis G. Cowan
SO THE STORY GOES	Drains	Family	15-min, 1 6/wk	\$3.\$90	Well-known true stories narrated by Johnny Neblett	Morton Radio Produs
SONGS OF GOOD CHEER	Musical	Family	15-min, 3 5 wk	On request	Hits from operettas, musicals, etc	Frederic W. Ziv
SONGS OF PRAISE	Musical	Family	15-min, 3 wk	Based on mkt	The great hymns first heard at mother's knee	World Bdestg System
SONGS OF THE WEST	Musical	Family	15-mm, 1 3 5 wk	\$3 \$50	Cactus Mac, real cowboy songs	Hollywood Recorded Feature
SONGS OF YESTERYEAR	Musical	Adult	15-min, 1 3 5 wk	\$3 \$50	Favorite includies, old home setting	Holly wood Recorded Feature
SONGS WITHOUT WORDS	Musical	Family	15-mm, 1 3 5 wk	\$3-\$50	Mablon Merrick conducts salon musicale.	Hollywood Recorded Feature
SONGS YOU FORGOT TO REMEMBER	Mirroral	Viult	15-mm, 1 2 wk	Based on mkt	Musical comedy, open tta favorites recreated by G. Byron	10 11 11 1 2 2

TITLE	TYPE	APPEAL	TIME	PRICE PER EPISODE	10.000000000000000000000000000000000000	PRODUCER AND OR SALES REPRESENTATIVE
SPECIAL ASSIGNMENT	Drania	Family	15-min, 5, wk	7% 1-hr stu rate	Unusual news scoops and how they were made	Press Assoc
SPEEO GIBSON	Drama	Juvenile	15-min, 1-3-5, wk	\$3-\$50	Aviation, mystery in the Orient	Hollywood Recorded Feature
SPORTS FANFARE	Sports	Men	5-15-min, 3-5 wk	\$3.50 \$20per 5-min	Human interest stories in the sports world	Harry S. Goodman
SPORTS STAR SPECIAL	Sports	Adult	15-min, 5 wk	7% I-hr sta rate	Interviews, dramatizations of sports yarus	Press Assoc
STANG BY FOR AGVENTURE	Drama	Family	15-min, 2/wk	\$3.50-\$50	Tales of dangerous deeds told before an open fire	NBC Radio Recording
STARR STORIES	Drama.	Family	15-min, 1 3-5/wk	On request	Jack Starr narrates dramatic tales	Starr Radio Produs
STONEHILL PRISON MYSTERY	Drama	Family	15-min, 1-3-5/wk	\$3-\$50	Excellent detective mysteries	Hallywood Recorded Feature
STORY BEHIND THE SONG	Drama	Adult	15-min, 1-3-5/wk	\$3-\$50	Dramatized births of great compositions	Hollywood Recorded Feature
STORY REJECTED	Drama	Adult	15-min, 5-6, wk	On request	Pathos, humor. Series of real life stories	Richard Bradley
STRANGE AOVENS IN STRANGE LANOS	Drama	Adult	15-min, 1-3-5/wk	\$3-\$50	Weird, fantastic tales	Hollywood Recorded Feature
STRATOSPHERE MUROER MYSTERY	Drama	Family	15-min, 1-3-5 wk	\$3-\$50	Mystery aboard an airfiner	Hollywood Recorded Feature
DAVIO STREET SONG SHOP	Musical	Family	15-min, 1-5, wk	\$6 up on request	David Street, Twentieth Century-Fox singing star	Louis G. Cowan
SUNDAY PLAYERS	Drama	Family	30-min, 1/wk	\$11.50-\$220	Bible stories dramatized	Finley Transcriptions
TALES OF THE SUPERNATURAL	Drama	Adult	15-min, 1, wk	\$5 up on request	Favorite mystery masterpicces	Grace Gibson Radio Produs
THAT WAS THE YEAR	Drama	Adult	15-min, 1-3-5/wk	\$3-\$50	Famous headlines of the past	Hollywood Recorded Feature
THEATRE OF FAMOUS RADIO PLAYERS	Drama	Family	30-min, 1/wk	\$7,50 up on request	Outstanding drama featuring top Hollywood names	Louis G. Cowan
THIS BUSINESS OF LIVING	Homey philos	Family	15-min, 1-6/wk	\$4 \$60	Rod Hendrickson talks of people and places	Ford Bond Radio Produs
THIS IS THE STORY	Drama	Family	15-min, 1-5 wk	\$3.15-\$90	Little-known true facts about well-known people	Morton Radio Produz
THIS IS YOUR WORLD	Drama	Family	15-min, 1-2 wk	\$5-\$40	A husband and wife team travel the globe	Harry S. Goodman
THIS THING CALLED LOVE	Drama	Women	5-min, 3/wk	Based on mkt	Drama cameos of world's greatest love seenes	Edward Sloman Produs
THREE SUNS AND A STARLET	Musical	Family	15-min, 3 wk	\$6.60-\$76.35	America's favorite instrumental trio, plus guests	NBC Radio Recording
THRILLS FROM GREAT OPERAS	Drama	Adult	15-mm, 1-3-5/wk	\$3-\$50	F. Stark and orchestra, English dramatization	Hollywood Recorded Feature
THROUGH THE SPORTS GLASS	Sports	Men	15-mm, 1-2/wk	\$3.50-\$30	Thrilling moments in sports history	NBC Radio Recording
TILL THE ENO OF TIME	Drama	Adult	30-min, 1/wk	\$8 up ou request	The lives and loves of great composers	Grace Gibson Radio Produs
TIME IN RHYME	Time signals	Family	1-min, unlim	\$5-\$35	Open-end time signals for every 34 hour	Bloch-Joseph
TIME OUT FOR FUN & MUSIC	Musical	Family	15-min, 1-2/wk	84-825	Songs and banter with Allen Prescott, etc	NBC Radio Recording
TIME TO SING WITH LANNY & GINGER	Musical	Family	5-min, 3/wk	\$1.90-\$20.50	Breezy songs, cheerful patter	NBC Radio Recording
TOM, DICK & HARRY	Variety	Family	15-min, 5/wk	\$25-\$50	Light talk and song routines	Universal Recording
TOP TUNES OF THE WEEK	Musical	Family	15-30-mm, 1-2/wk	\$10-\$70	Popular hit songs	Richard A. Strout Produs
TOP TUNES OF TODAY & YESTERDAY	Musical	Family	52-min, 2-5/wk	\$4.\$80	Well known, well-loved songs	George Logan Price
TOUCHOOWN TIPS WITH SAM HAYES	Sports	Men	15-min, 1/wk	\$10-\$50	Famed sportscaster in annual series of grid facts, forecasts	TORK OF THE PROPERTY.
	Drama	Juvenile	15-min, 5/wk	25% ½-ht class-A	Building of the Canadian Pacific Railroad	C. P. MacGregor
TRAIL OF THE NORTHWEST MOUNTIES	Drama	Family	15-min, 1-3-5/wk	\$3-\$50		Hollywood Recorded Feature
TRANSATLANTIC MYSTERY		Family	1991 And 1991 And 1991	\$2-\$15	Detective mysteries. Luxury liner background	Walter Biddick
TREASURE OF THE LORELEI	Drama	Adult	15-min, 2, wk 5-min, 1-5/wk		High seas adventure, piracy, buried treasure Country style philosophy	
UNCLE EZRA	Philosopher			20% 5-min class-A		Co-operative Bdestg Serv
UNCLE REMUS CHRISTMAS PACKAGE	Cornedy	Juvenile	15-min, 5/wk	\$3-\$20	For use four weeks preceding Christmas	Cardinal
US MARINE CORPS RECRUITING	Musical	Family	15-min, 1/wk	No charge	US Marine Band, interview with sports celebrity	Ed Hart & Assocs
VAN OAMME QUINTET, LOUISE CARLYLE	Musical	Family	15-min, 3/wk	\$4.30-\$50.80	Art Van Damme, his swing accordian and quintet	NBC Radio Recording
VAN TEETERS	Drama	Women	15-min, 1-3-5/wk	\$3-\$50	Sophisticated humorous satire	Hollywood Recorded Feature
PHILO VANCE	Drama	Adult	30-min, 1/wk	OR	S. S. Van Dine's sophisticated detective	Frederic W. Ziv
VIC AND SAGE	Comedy	Family	15-min, 3-5/wk	\$5.25 per show	Vic and Sade and son Rush. Situation comedy	Green Assocs
JIMMY WAKELY	Musical	Family	15-min, 1/wk	\$10-\$50	Western and folk music	Federal Artists
WAKELY'S WESTERN SONG PARADE	Musical	Family	15-min, 1-3-5/wk	\$6 up on request	Western music, starring Jimmy Wakely	Selected Radio Features
WEATHER FORECAST JINGLES	Musical	Family	1-11/2-min, unlim	\$5-\$100	Won 1947 CCNY award. Available some mkts	Harry S. Goodman
WEIRO CIRCLE	Drama	Adult	30-min, 1/wk	\$7-\$100	Fantasy and mystery classics dramatized	NBC Radio Recording
WESTWARD HO	Musical	Family	5-min, 3-5/wk	\$2 up on request	Curley Bradley, cowboy singer, story teller, philosopher	Transcription Sales
WHAT'S IN A NAME	Spots	Family	1/2 · 1 - 11/2 - min, unlim	OR	Explanation of common names	Charles Stark
WHO'S TALKING	Aud partie	Family	15-min, 5 wk	15% sta ¼ hr Arate	Telephone quiz. Guess star's identity	Hal Tate Produs
IRENE WICKER	Drama	Juvenile	15-min, 3/wk	Based on mkt	Children's fairy tales; stories from composer's lives	World Bdestg System
WINGS OF SONG	Musical	Family	15-min, 1-5, wk	\$6 up on request	Emile Cote and his Serenaders, Warren Sweeney $mc^{\prime}s$	Transcription Sales
BARRY WOOD SHOW	Musical	Family	15-min, 1-3-5/wk	OR	Network calibre musical talent, guests	Frederic W. Ziv
XMAS-4 PACKAGE	Drama	Family	15-min, 4 progs	\$20 total	Group of four special holiday programs	Cardinal
YELLOW CAB JINGLES	Spots	Family	14-1/2-min, unlim	OR	Open-end spots; Yellow Cab firms only	Charles Stark
YOUR GOSPEL SINGER	Musical	Family	15-min, 1-6/wk	\$3-\$25	Edward MacHugh, gospel singer	Harry S. Goodman
YOUR HYMN FOR THE DAY	Musical	Family	5-min, 1-3-5/wk	\$2 up on request	America's familiar hymns. Gene Baker and Irma Glen	Transcription Sales
YOUR HYMNS AND MINE	Religious	Adult	15-min, 1-3-5/wk	\$3-\$50	Religious musical with poetry readings	Hollywood Recorded Feature
YOUTH VIEWS THE NEWS	Commentary	Family	15-min, 5-6/wk	OR	H. Fishman, former quiz kid, columnist-commentator	Richard Bradley F
AOM ZACHARIAS' WORLO INTEL RPT	Commentary	Adult	15-min, 1/wk	OR	Ex-Navy Intelligence Chief evaluates world events	Ed Hart & Assocs

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How station reps function

Promoting national spot is basic job

The growth of national spot broadcast advertising is paralleled by the growth of the station representative as a factor in commercial radio. As long as it was necessary for the advertiser and agency to place business direct with stations located at remote points, so long did national advertising on local stations move at a snail's pace.

Station representatives at the outset were time brokers. They bought blocks of time and peddled these in small pieces. The time broker on a national scale didn't last long and his place was taken by station representatives, who do for stations what newspaper and magazine representatives do for their fields. Pioneer in this field of course was Ed Petry, now head of the station representative organization bearing his name.

Station representatives make it possible for an advertiser to place advertising on a considerable number of stations through one central office, to obtain information on stations and markets through one contact rather than by mail or phone—an infinitely more practicable procedure.

During the early days the station representative was very much like a delivery clerk between agencies and stations. But as time went on and business placement became more competitive, when there were four major groups of network stations instead of one, the station representative became an active salesman, selling not only his own group of stations but broadcast advertising as well.

With his growth in stature came a commensurate increase in his influence for good in the industry. The station representatives were primarily responsible for meaningful rate cards which are now lived by in the national field. It was the big and little station representatives who refused to handle certain types of advertising which were not good for advertising or for broadcasting.

Many of these representatives have built great fortunes for themselves through their station representation, but many others during the past 15 years have dropped by the wayside. They either do a job—and prosper or else they pass quickly from the representative field.

Today about 50 represent the great majority of the nation's stations. They have an association which is building a code of ethics. What they do beyond selling time is the subject of another sec-



tion in this Fall Facts edition. A few stations maintain their own offices in key cities like New York and Chicago, but numerically they are hardly a factor. Even the regional networks for the most part find an established station representative the best way to reach the advertiser and his agency. The placement of national spot broadcast advertising is so great that combined with business which stations sell locally it far outdistances the business placed with the four major networks. It's possible that an advertiser will decide, of his own volition, to use a radio network campaign. It's almost unheard of for a sponsor to decide to use national spot advertising without being sold.

A network affiliation is important though far from essential to a station in reaching and holding a great audience but it's the national spot business which makes stations financially possible. This is true not only in radio but is already true also in TV, and a number of station representatives have added to their staffs executives who know TV. These men have been added not simply to go out and sell national TV spot business but also to precondition advertisers to the idea of visual spot advertising, and of course to obtain more TV stations as clients. * * *



A Great Show...

in true American tradition

A STIRRING 15-minute recorded, open-end production . . . featuring "Inter Faith" choir, conducted by Joseph Markel. Hymns of all churches and all religions with the stories of their creators.

A program dedicated to the true spirit of tolerance and good will to

Ideal for a wide variety of sponsors with a moderate budget. Tremendous appeal to extensive audience. Station breaks and one-minute spots publicizing "RADIO HYMNAL" are available free.

*18 years of association with top radio shows:
"Bob Hawk!" Mr. & Mrs.
North," "Can You Top
This?" "Kate Smith Hour,"
"Inner Sanctum," "Kay
Kyser," "Town Meeting of
the Air."





They sell-plus

Station representatives serve broadcast industry in more ways then meet the eye

While stations judge their representa- chandiser expects from radio. tives basically by the business the latter simple selling of time. The stations gen-

Typical of the problems that station send them each month, the job that the representatives have had to solve was a representatives do goes far beyond the uniform rate card which would give the advertiser the information he wants. For erally are far removed from the national years chain breaks have been defined in advertiser and find it almost impossible to various ways on rate cards. One card crystal-ball trends and what the big mer- would specify the number of words per-



WHY PAY MORE TO REACH THE **WORCESTER MARKET**



What's the PERCENTAGE?

In the rich responsive Worcester area, in competition with 4 network stations, independent

WNEB GIVES YOU GREATER-THAN-AVERAGE AUDIENCE... AT MUCH LOWER-THAN-AVERAGE COST!

HOOPER REPORT DECEMBER 1947 - APRIL 1948	WEEKDAY MORNINGS	WEEKDAY AFTERNOONS	EVENINGS	SUNDAY AFTERNOONS	SATURDAY DAYTIME
THE WORCESTER AVERAGE RATING OF FIVE REPORTED STATIONS	5.0	5.7	8.6	5.6	4.5
WNEB RATING	5.4	8.4	7.2	10.4	8.8

Get the new pieture, the true picture of what's going on in Worcester. Call in our representative today . . . eheck the latest Hooper facts and figures . . . see for yourself that

WNEB GIVES YOU MORE LISTENERS FOR YOUR RADIO DOLLAR!

Serving New England's Third Largest City

WORCESTER

MASSACHUSETTS

Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.

IT TELLS THE STORY....

National Selective

We said, "Give this great business a name worthy of its size." Agencies, station owners, publishers responded. They recognized the confusion, the double meaning of "National Spot" as a name to describe one of the greatest advertising mediums ever known. Their overwhelming approval and choice was for National Selective Broadcasting.

PAUL H. RAYMER COMPANY, Inc.

Broadcasting

I ncredible as it may seem, recent surveys show that ninety-one per cent of the advertising managers, the men who buy your time, don't know what "Spot" radio is. Moreover, they injuriously believe it to be limited to something it is not. They call it "CBs," "1-Ms," "spot announcements," "jingles," "nuisance advertising," or some leftover stuff—a means of covering ever narrowing concentric circles.

And in Canada, thanks to the hundreds of letters written by All-Canada Radio Facilities, seventy-six per cent of the replies came out flatly for adoption of the name National SELECTIVE Broadcasting.

To you "Spot" means something far bigger than just chainbreaks or announcements — but to your employees and to advertisers who buy your time, "Spot" will always mean simply—announcements or spots on your schedule.

National SELECTIVE tells the story. It's not a short, trite or catchy name, but why should it be? It properly describes a means, a system of national advertising that competes with the greatest media — newspapers, magazines and networks. Selective broadcasting offers advertisers economies, direction and control not possible with any other means of

selling goods to the nation. With it and it alone the advertiser can

SELECT his markets

SELECT his stations

SELECT his talent

SELECT his program

SELECT his time

SELECT his commercial

This is National SELECTIVE Broadcasting.

You may ask—why this campaign to change the name? Because you and we want more program business. We value announcements but we want more programs—big name ones sponsored by truly national advertisers on a national selective basis. Before you get any substantial increase in such business, you and your sales representative must have a name for it that advertisers can understand.

Let's get away from this little, this belittling word "Spot" with its double meaning and ambiguity. Let's give this great advertising medium a name worthy of its size. National SELECTIVE Broadcasting tells the story.

If you agree, or disagree, your opinion will be very much appreciated.

adio Advertising . New York, Boston, Detroit, Atlanta, Chicago, Los Angeles, San Francisco



Paul H. Raymer Company, Inc.
366 Madison Avenue
New York 17, N. Y.
☐ I approve
☐ I disapprove
I suggest the name
Name



that used wordage as vardsticks differed. One limited them to 25 words. Another listed 40 words. For time some listed 15 seconds, some 20. Some cards said no transcriptions for station breaks and others refused sound effects or jingles.

One of the first major contributions made by station representatives to the broadcast advertising field was uniform information on their stations' rate cards. The NAB later took up this campaign on a national scale, but it was station representatives who first sold broadcasting executives on the necessity for uniformity if national business was to be obtained in a sizable quantity.

Station representatives frequently are instrumental in the shifting of an outlet from one network to another. This is so not because of the representative's predilection for one web over another but because under existing conditions affiliation with one chain instead of another will mean more business. For instance one station with a major network affiliation of several years' standing was operating in the shadow of a 50,000-watt affiliate of the same network and thus had in-town listening only. In the same area another smaller network virtually was not heard at all due to a poor signal from the nearest station carrying its programs. There was a waiting audience for certain programs of that chain. On the rep's recommendation a switch in networks was made. The station increased its audience, and coverage as well. As a result the station representative tripled the outlet's national spot business, advertisers received more for their dollars, and listeners in the area had a better-balanced broadcast service. A casual study might indicate that it was foolish for the station to change its affiliation from a major to a minor network. But a station representative who could forget the obvious and who knew business and listening conditions could advise the station correctly.

Station representatives don't want the that it has something to sell.

mitted in a station break. Another rate idea to obtain acceptance that they supercard used time as a marker. Even those sede station management or program departments. Not being involved in the daily operations of a station they are able to be the outside authority looking in, that's all

> For years something of everything was "ideal" programing. Then block programing raised its head and studies revealed (see block programing report in this Fall Facts edition) that variety does not spice listening-it loses it. It took a great deal of station education by representatives to get this idea across. They tried to do it not because they were sold on block programing but because they found their sales activities seriously hampered unless their stations were block-programed.

> There are many other facets of station operations in which the station representative finds himself involved for the stations', the advertisers', and his own best interests. Typical of these is the question of local salesmen's recompense. If a station is to have a well-balanced advertising structure, with local, national spot, and network advertising well interlarded, then it must pay its sales personnel on a basis that will prevent them from selling every top time availability to special local clients. There's a way of paying local sales staffs that prevents this and many station representatives have suggested it to their stations.

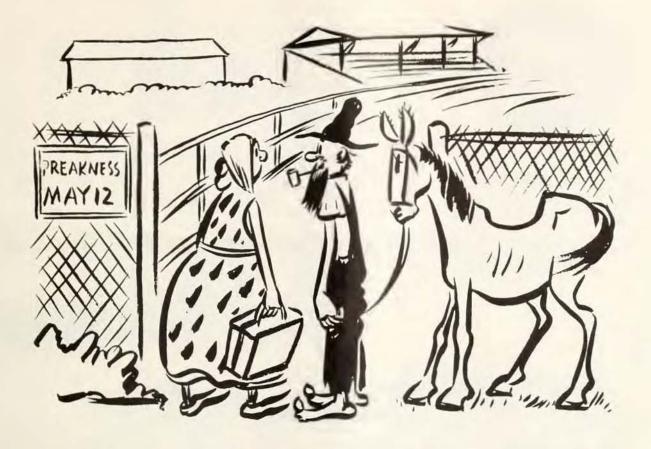
> The station representative may have started out as a time peddler but today he's a first-rate management consultant as well as a sales representative. That dual capacity goes for the firms with top billings as well as those at the bottom rungs of the ladder. In some cases a station representative has been known to go along for a year without making his first national sale for a station, working the full 12 months to build up acceptance for the station. It seldom takes that long, but a good station representative works with a station to make certain first

More people are listening

New local outlets develop new dialing habits in postwar station expansion

The shift in accent, from network

Dialing habits are changing. In March listening to independent stations, has and April sponsor revealed for the first been slow but consistent. The size of time the confidential trend information the network audiences hasn't decreasedwhich the A. C. Nielsen research organ- has, in fact, increased. But the chains ization had been charting for the net- are not collectively reaching as big a works and leading advertising agencies. share of the audience as they did up to (Please turn to page 68)



SHOULD WE RUN HIM IN THE PREAKNESS, MA?

Ma doesn't know it—but you can't start a horse in a race at ANY Maryland track simply by saying "I want him to run."

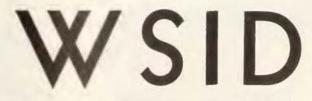
But Baltimoreans know THAT . . . and a lot more about horse racing. They're well up on other sports, too! Baseball, football, basketball, boxing and ALL other forms of athletics get their enthusiastic attention.

That's why so many radios tune to WSID every weekday afternoon when our

CLUB BALTIMORE AND THE ALL SPORTS PARADE

is on the air. This popular four hour show is block programmed with famous bands, big time vocalists, split second sports results and last minute news patterned not only to entertain but to move merchandise.

If Baltimore and its environs are on your salesmap and you want to reach the mostes' people for the leastes' cost, you'll do well to talk to Forjoe about this 1000 watter—Maryland's most powerful independent station.



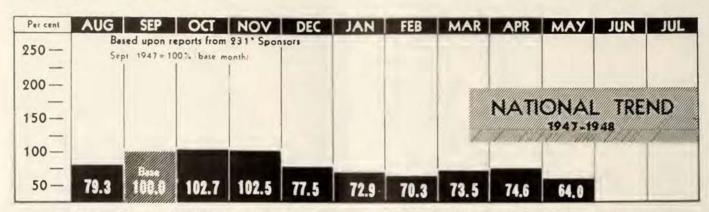
BALTIMORE 21, MARYLAND

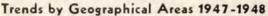
Represented nationally by FORJOE & CO.

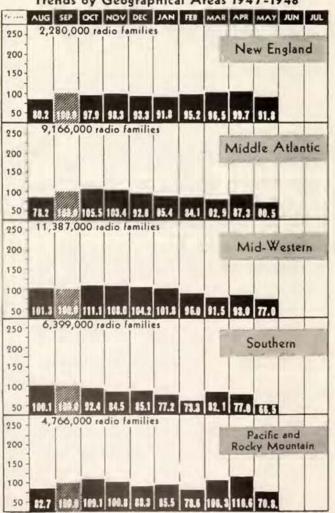


Based upon the number of programs and announcements placed by sponsors with stations and indexed by Rorabaugh Report on Spot Radio Advertising. Spots reported for month of September 1947 are used as a base of 100

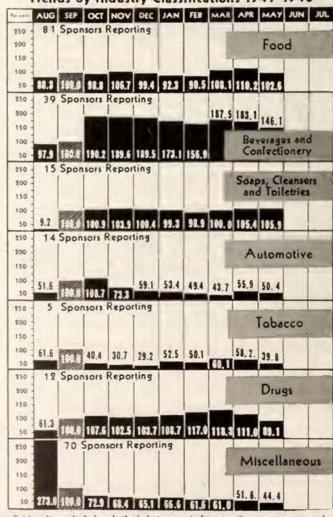
May, reflecting the seasonable decline of all broadcasting advertising is off ten points from the previous month. Only soaps and cleansers ran contrawise to the May trend. Business in all territories is off in proportion, with the Pacific and Mountain areas suffering a loss of spot business to a greater degree than all other areas. It dropped from 116.6 to 70.8, which is lower percentagewise than the business in any other section except the south. Despite the fact that Colgate-Palmolive-Peet has dropped a sizable proportion of its broadcast advertising the soaps, cleansers, toiletries classification is still the only industry that has held up against the seasonable trend.







Trends by Industry Classifications 1947-1948



"For this total a sponsor is regarded as a single corporate entity no matter how many diverse divisions it may include. In the industry reports, however, the same sponsor may be reported under a number of classifications.

WE KNEW IT WAS HIGH

BUT GOSH!

LOOK AT THIS!

IN MOBILE

WALA

HAS A

68.5*

SHARE OF AUDIENCE RATING 6:00 P.M. to 10:30 P.M.

Sun. thru Sat.

While we have no quotable authority we hear from reliable sources that this is the highest figure in the nation for major market stations.

If any major market station has a higher figure we'd like to hear about it.

Let HEADLEY-READ give you the complete WALA story and the facts on the phenomenal growth of the Mobile market.

*HOOPER STATION LISTENING INDEX, OCT, '47-FEB, '48

WALA

NBC-5,000 Watts

The Code

Networks set pace for all industry

The major networks and the owned and operated stations of all four chains will abide unreservedly by the NAB code. In most cases the standards of practice at the networks will be more stringent than those established by the Association. NBC's recodified standards, the first revision since 1941, will be released some time during July. CBS and ABC will continue to issue no set of rules and regulations but to judge each problem on the basis of past policy. Mutual will have a new book of rules and regulations available shortly.

NBC and CBS will not accept copy on laxatives, bromides, or reducing aids. ABC and Mutual will accept them on a network basis, but the former frowns on their use on a spot basis on their networkowned stations. It's ABC's feeling that adjacency can cause a recorded spot announcement to be offensive even if the spot taken by itself is not objectionable. Adjacency can be controlled on the web; it's almost impossible to control on a station basis. Deodorants are acceptable on ABC stations if they're handled by women commentators as live commercials

Advertising claims must be substantiated before any of the networks accept them for broadcast. If an advertiser states that more housewives use his products than other like products, adequate research backing must be available for the claim for it to be permitted on the network air. Research must go further in backing claims at NBC and CBS than at ABC and MBS but it's all very relative. All networks try to avoid sweeping claims and go far beyond the magazines and newspapers in refusing to accept copy that can't be backed with facts. It isn't a striving for virtue which forces this advertising copy control on the chains but the fact that every air advertiser watches every other advertiser. Since in the case of many products there is actually no significant difference between brands. menufacturers monitor each other and the nets zealously. By making advertisers prove all claims, networks are also clear of favoritism charges and Federal Trade Commission and FCC investigations.

Network codes approach control of what goes on the air from a positive view-point this year. They deal more with what can be said—not what cannot. * * *

MILLION BUYERS

You can't go wrong with the 1,000,000 urban and rural residents of WJHL's 32county coverage area. They have the buying power to make your campaign pay. For families here have the highest average income of any similar area in the Southwell over \$2,000 a year. . . . Make your plans now to cash in on WJHL and its one million buvers!

ONLY FULL-TIME STATION WITH PRIMARY COVERAGE IN THE NORTH-EAST TEN-NESSEE SOUTH-WEST VIR-GINIA AND WESTERN NORTH CAROLINA MARKETS



MORE LISTENING

Continued from page 64)

five years ago, for the audience has grown more than their percentage share

The most recent Nielsen report indicates that during the first quarter of 1946 the Independents collected a 14.8% share of the audience. During the same period of 1947, the nonnetwork stations reached 17.6% of the audience.

The independents have been holding the dialers longer, as well as reaching them more frequently. In 1946 they listened to independents 39 minutes a day, in '47 they listened 50 minutes daily, in '48 63 minutes a day. These figures are all for first quarter of the year.

In the April issue, as an indication of how independents obtain a major share of listening, sponsor presented a set of daytime listening figures purporting to represent listening in Hot Springs, Ar-Listening" survey of 1944. The figures were actually for Fort Smith rather than Hot Springs, in which town the independents didn't rate at the survey time. To indicate just how different listening can be, the Fort Smith figures are repeated and the Hot Springs check-up reported for the first time.

	NRC	CBS	ABC	MBS	Ind-Local
Ft. Smith	30	2	2		40
Hot Springs	1.0		68	22	1.0

These towns are good examples of why it's essential for a sponsor to check listening in every town he covers. Dialing is a local thing.

In the daytime it is the newly licensed stations which have increased the independent stations' share of audience. The daytime share of audience of independents for the first quarter of the year, '46 vs. '48, looks like this:

	Daytime	Share of	Audience
	'46	'48	Change
III Ind Loc.	17.8%	23 50	+5.75
old Ind-Loc	16.5%	14 87	-1.75

At night both old and new licensees share in the increased listening to unaffiliated ourlets.

	Nighttime	Share of	Audience
	46	'48	Change
All Ind-Loc.	. 11.6°%	15.75	+4 15
Old Ind-Loc.	9 87	10.5%	+0.75%

It must be noted that these figures are all for the first quarter of the year. a period during which baseball is not on the air. It is the belief of many that the independent stations obtain their greatest audiences through baseball. Current Nielsen confidential trend report indicates that other programs are winning audiences for the stations which are on their own in a market.

The nighttime increase is in part traceable to nighttime sports which are becoming more and more of a leisure time factor throughout the nation. The growing importance of the independent is credited to a combination of sports. news, and music.

Nielsen's figures on the growth of kansas, as shown in the NBC "Most nonnetwork stations and networks during the period between the first quarter of 1946 and the first quarter of 1948 cover a different reporting span than sponsor's report on the network changes since BMB. Since his figures should be referred to when weighing the dialing habit changes, they are given here:

	- TRITICE	ns Added 54r	rce 1946	
Ind-Locals:				
MBS				392
ABC.		0.44000		.186
		F2795		23
NBC.				13

The entire changing broadcast picture must be viewed with an eye to what has happened to radio families in the U.S. On another page in this issue the latest BMB radio family figures for the nation (released at the end of June) are presented. The U.S., from a potential radio audience basis, has increased in two years from 33,988,000 families to 37,623,000 families. That's an increase of slightly over 10% and gives America's broadcast advertisers 3,635,000 more homes to sell to.

Network programs for local sponsors

On MBS and ABC stations, sponsors bny over \$15,000,000 in time for co-op shows

000 a year about \$33,386 a week. It

Time purchased in connection with the costs the average regional or local local sponsorship of network-produced Mutual sponsor less than 331 g of the programs will exceed \$12,000,000 this charges for time to buy a network profall. MBS' alone account for \$6,000,000 gram over one station or a group of staof these time sales. The talent costs for tions. The fees (as indicated in the listing MBS co-op programs will exceed \$1,736,- of network programs available for local Please turn to page 73)



Saturday Nite Samples of Local Showmanship

Saturday night is not "the loneliest night in the week" for WRVA listeners. The reason is the superb showmanship of WRVA-produced programs (and their Hooperating!).

WRVA has the "know-how". The talent. The stars. The ability. The showmanship. The Directors. The Musicians. The Producers. And last-but not least-the Sponsors.

The record of renewals proves our production. We can do as good for you! Put your "down South" sales problem in our lap, or contact Radio Sales.

WRVA Richmond and Norfolk, Virginia

8:00-8:30 P. M.

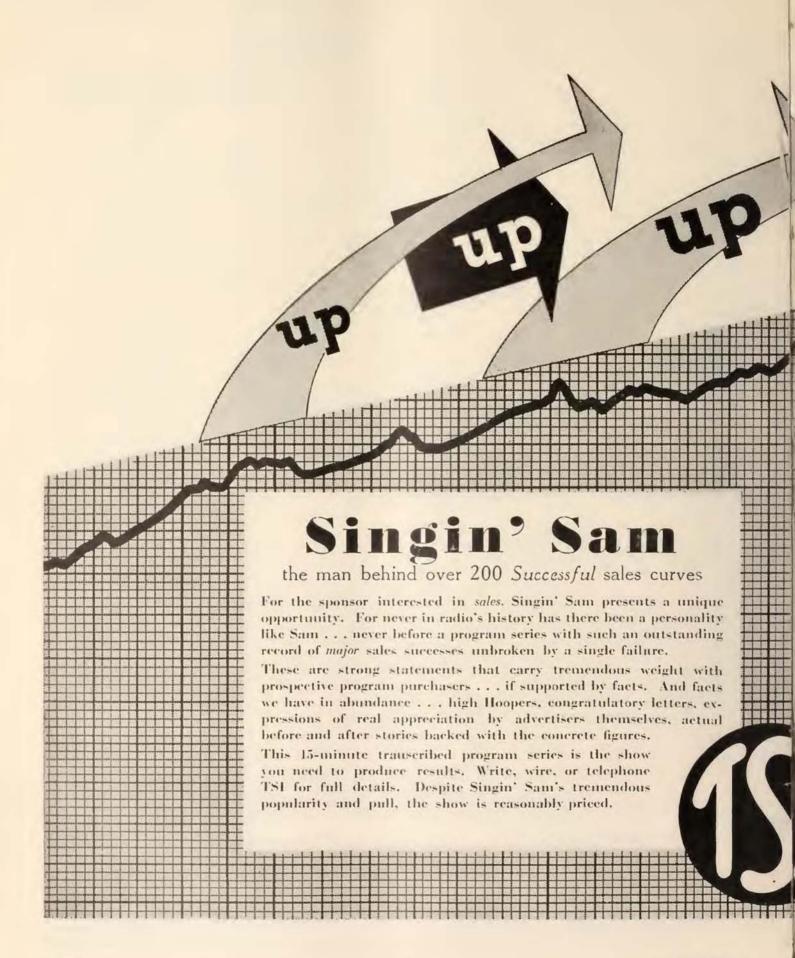
"Old Dominion Barn Dance"

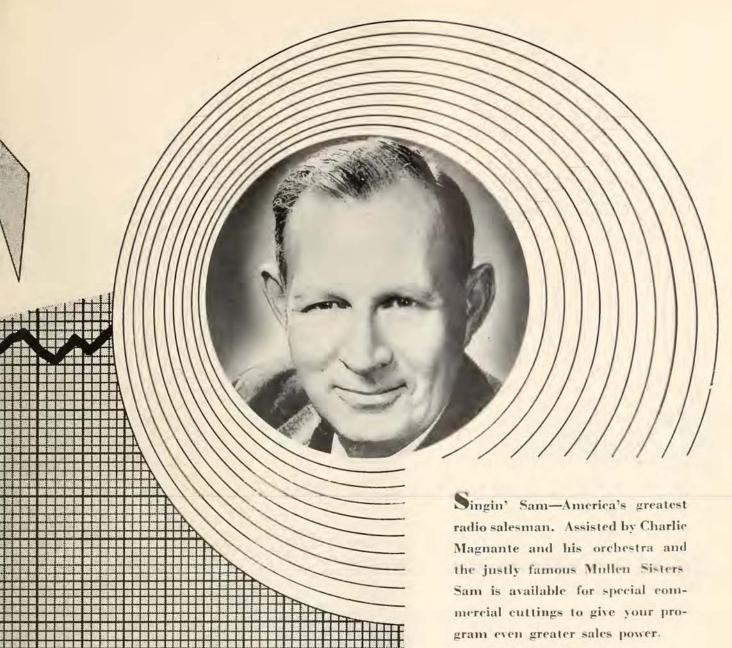
with SUNSHINE SUE and cast of 18. Sponsored by Bailey's Supreme Coffee. Hooperating 18.6

8:30-9:00 P. M.

"Old Dominion Barn Dance"

an entirely different program by the same cast. Sponsored by Butterworth Furniture Co. Hooperating 16.6





Write for information on these TSI shows

- Immortal Love Songs
- Westward Ho!
- Your Hymn for the Day
- · Wings of Song

TRANSCRIPTION SALES, INC.,

117 West High St. Springfield, Ohio Telephone 2-4974

New York—47 West 56th St., Col. 5-1-544 Chicago—612 N. Michigan Ave., Superior 3053 Hollywood—6381 Hollywood Blvd., Hollywood 5600

Network Programs Available on Local Stations

TITLE	TYPE	NET	APPEAL	TIME	PRICE RANGE	EXPLANATION
ABBOTT & COSTELLO	()	Alte	Eam 3	House Pak	\$15.\$400	Sapetick consely
MARTIN AGRONSKY	N. W.	138	Family	(5 m) wh	\$0 \$330	Early morning news commentary direct from Washington
BAUKHAGE	News	ABC	Family	15 m/a, 5 wk	\$5 \$280	News reports and connectary from Washington
BELIEVE IT DR NDT	Diam's	NIIC	Family	15 min, 1 wk	\$15 \$335	Based on Ripley's famous cartoon
CECIL BROWN	None	MHS	Family	tā min. ā. wk	\$1) \$350	Commentary on domestic and foreign events
CAPIAIN MIDNIGHT	Senti drama	MBS	Juvemle	15 cm 5 4k	\$5 \$280	Juvenile = rial drama
NANCY CRAIG	Titers es	300	Women	5 n 3 -k	\$5 \$280	Chatt , informal interviews with guest personalities
BILL CUNNINGHAM	New	MBS	Family	15 m.m. 1 wk	\$2 50 \$140	Veteran news reporter's comment on the made of news
ELMER DAVIS	New	1ABC	Family:	15 mm, 5 wk	\$7.50 \$420	Well-known authority on world events, direct from D. (*
ETHEL & ALBERT	Cornect	ABC	Women	(5) none 5 wk	\$11.5350	Daily adventures of young married couple and child
FINAL EDITION	Nown.	NB(*	Family	r3 mm. 3 wk	\$9.519.5	Late edition with Morgan Beatts, Washington
FISHING AND HUNTING CLUB	Sports	MBS	Men	10 min, 1 wk:	\$5 \$250	Advice and sports tips to fishers and hunters
CEORIC FOSTER	News	MBS	Family	15 mm 5 wk	\$5 \$250	Commentary on domestic and force, a news
GABRIEL HEATTER'S MAILBAG	Commentars	MBS	Family	15 mm, 5 wk	\$7.50 \$590	Heatter lise assess tems from his fan it al
HAPPY GANG	Variety	MBS	Family	15 mm, 5 wk	\$10.\$560	Canadian hone-spin variety show
RADIE HARRIS	Commentary	MHS	Women	30 mm, 5 wk	\$2 \$270*	Movie gossip, interviews with Hollywood stars
HEADLINE EDITION	News	CBS	Family	5 min, 5 wk	\$6 \$250	Dramatizations of the news and interviews
GEORGE HICKS	New-	ABC	Women	15 min, 5 wk	\$5 \$210	News with women e slant. Emphasizes human interest
INSIDE OF SPORTS	Sports	ABC	Men	15 min, 5 wk	\$5 \$250	Daily coast-to-coast sports show
IT PAYS TO BE IGNORANT	Camely	MBS	Family	15 mm, 3 wk	\$10-\$750*	Slapstick coinedy featuring Tom Howard
JOHNSON FAMILY	Dranu	CBS	Family	30 non, 1 wk	\$5-\$250	One-man show, Jimmy Scribner playing all parts
KALTENBORN	News	MBS	Family	15 min, 5 wk	\$11 \$4(10)	National and international news and topics of the day
HENRY LA COSSITT	News	NBC	Adult	15 mm, 3 wk	\$5 \$280	Unusual anecdotes, stories, interviews
FULTON LEWIS JR	News	MBS	Adult	15 mm, 5 wk	\$6 \$560	Commentary on the day's news from the nation's capital
ROBERT MC CORMICK	News	NBC	Family	15 mm, 5 wk		News
MEDIATION BOARD		MBS		The state of the s	\$10-\$250	
	Drama		Family	30 mm, 1 wk	\$5-\$500	Discussion of listener's problems
MEET ME AT PARKY'S	Comede	MBS	Family	30 man, 1 wk	\$7.50-\$1000	Comedy with Harry Einstein as Parkyakarkus
MEET THE PRESS	News	MBS	Family	30 nnn, 1 wk	\$5. \$280	Press conference with news figures on acr
MR PRESIDENT	Drania	ABC	Family	30 min, 1 wk	\$7 \$350	Edward Arnold in true incidents from lives of Presidents
JOHN NESBITT	Commentary	MBS	Family	15 mm, 5 wk	\$7.50-\$560	Unusual stories of people and things
NEWS OF AMERICA	News	CBS	Family	15 mm, 6 wk	\$2 \$324*	Reports from correspondents throughout States
THE SHADDW	Dranta	MBS	Family	30 mm, 1 wk	\$5 \$5(0)	Mystery drama; Bret Morrison as Lamont Cranston
KATE SMITH SPEAKS	News comment	MBS	Women	15 mm, 5 wk	\$7.50 \$1000.	Communitaries with woman's angle on variety of topics
SUPERMAN	Serial drama	MBS	Invente	15 mm. 5 wk	\$5-\$280	Based on comic strip character of same name
TELL YOUR NEIGHBOR	News comment	MBS	Women	15 mm, 5 wk	\$5 \$250	Over-the-back-fence stories, bints, anecdotes, news
TOWN MEETING	Forms	ABC	Adult	60 mm, 1 wk	\$10 \$420	Forum on questions of the day
WINNER TARE ALL	Que	CHS	Family	30 mm, 5 wk	\$4 \$540*	Studio quiz show
HARRY WISMER	Sports	4100	Men	15 mm, 1 wk	\$3 \$54	Coverage of the week's major sports events
WORLD NEWS ROUND UP	N/w	SHC	Family	15 mm, 6 wk	\$12-\$250	John C. Swayze, New York, Leif End, Wash., peck-up.
WORLD NEWS ROUND UP	New	CHS	Family	15 m = 6 wk	\$2 \$324*	Remote news pick-ups from domestic and foreign points
WORLD NEWS ROUND UP	New	NBC	Family	15 v. 1 w).	\$4 - \$56	World news, pick-ups; John McVane, Washington
WORLD TONIGHT	N =	1.85	Vilali	15 mar. 7 wk	\$2.5324*	News of world; overseas park-ups

CO-OP PROGRAMS

Continued from page 68)

sponsorship in this section) are often based upon a percentage of the station's national evening hourly rate for time.

MBS's highest talent charges last season were for a program which will not be offered this fall, *Information Please*, for which 60% of the national nighttime hourly rate was assessed. The most expensive (40% of nighttime hourly rate) other MBS co-op programs are *Meet Me At Parky's*, John Nesbitt, Kate Smith, Fulton Lewis, and Happy Gang. Most other MBS co-ops are priced in the region of 20% of the base rate.

The second biggest network in sale of network programs for local sponsorship is ABC with 13 programs available on a spot basis (MBS has 18, CBS has six as has NBC). Co-op time sales on ABC stations will be over \$3,000,000 a year, with talent costs above \$1,000,000. While MBS has made the greatest progress during the past year-with a 100% increase in number of sponsors (900 to 1800) as well as an over-100% increase in the number of actual network co-ops sponsored on the air (675 to 1359), ABC has also made a sizable advance, with 22% more sponsors for ABC network programs on a local basis than a year ago (650 to 790).

CBS's 1947-48 bigtime comedy venture into the co-op field, the Joan Davis program, didn't intrigue enough local or regional sponsors to justify its continuance to Miss Davis or to CBS. CBS's most successful co-op show in producing sales for sponsors is Winner Take All. However, the record of It Pays to Be Ignorant is also ample proof of what an important network program can do for local or regional sponsors. Ignorant is sponsored on 13 CBS stations by Goetz Brewing Company of St. Joseph, Mo., and Potts-Turnbull Company of Kansas City, the Goetz advertising agency, has done an unusual promotional job on the program to the 2700 dealers who carry the Goetz brew in the area in which they sponsor the program. Co-op stars are as willing to work with advertising agencies to give their programs the extra promotional push required as are the stars of any big network program. In many cases the stars of the co-op programs make special e.t.'s to introduce the local commercial. That this is effective is indicated by the fact that thousands of listeners, in cities where the e.t.'s cue the local commercial, have written to their stations asking for tickets to the broadcasts thinking that the programs

originate at their local outlets.

Whereas last season department and clothing stores led the parade in sponsor-ship of co-op programs, this fall it will be automobile dealers and automotive supply stores which will be in the number one position. There are many more department and clothing stores buying these co-op programs this year than last, but with so much anti-automobile dealer news appearing in the press, the progressive auto retailer has decided to spend even more money in radio via co-op programs to clear his name.

Many of the auto dealers on the air have nothing to sell. Most of them have backlogs of orders which will keep them currently in business regardless of advertising but they are looking ahead to the day when buying conditions will shift in favor of the consumer and they aim to build continued acceptance while the cash is rolling in to pay for advertising.

Another group of retailers who are using co-op programs to maintain consumer acceptance of their business integrity are building material supply men. They rank fourth among sponsors of network programs on a local basis.

Third in rank order among sponsors of co-op programs are the retailers of home furnishings. While there are still short-furniture dealers ranked lower than tenth among sponsors of co-op programs. Today they sponsor more than 10% of all co-ops on the air.

News programs still lead all types of network programs locally sponsored. Fulton Lewis is number one on MBS, Martin Agronsky leads on ABC, NBC's World News Round-up has the most sponsors on its affiliates, and CBS reports World News Roundup has the most sponsors on its affiliates and CBS reports retailers buy more of The World Tonight than any other CBS co-op.

Most of the network programs produced for local sale are broadcast in nonnetwork time periods. Since this time
cannot be preempted by the web in favor
of a national sponsor, the local advertiser is assured of protection on his
sponsorship as long as he desires to pay
for it. In some cases local sponsors have
to commit themselves to longer than the
13-week periods that are usually required
in broadcasting.

Sponsors generally are under same conditions as on network programs but in some cases the personality on the program prohibits certain types of advertisers. Cecil Brown, as an example, does so to dentists and morticians. Where pro-

Block Programing Report on page 138



Effective radio? Listeners at lawest cast! That's the WMIN stary in the Metrapolitan Minneapalis-Saint Paul Market where nearly half Minnesata's retail sales are made. And you get high-pawer FM coverage at na extra cast. Any Farjae man will welcame the appartunity ta prave ta you that WMIN daes sell Minnesata's better half at lawest cast. Ask about WMIN now.

WMIN
ST. PAUL . MINNEAPOLIS
REPRESENTED BY FORJOE & COMPANY

A 1 1/2 BILLION

DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.



THE TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Walts-620 KC-CBS
Represented by Paul H. Raymer
Co., and KWFT, 801 Tower
Petroleum Bidg., Dallas



Local station promotions frequently are high in originality but borrow too

on a limited scale the effectiveness of current in local radio. FM-promoter coast-to-coast promotions. Often, too. they take their cues from the network in the nation's capital with a \$5,500 promotions and cut a national formula "Mr. FM" contest. More than 25,000 down to local size.

epidemic of network contests based on Donald, radio comic, and the winning

Local radio contests are an effective his highly successful Mrs. Hush, and form of promotion. Often they duplicate Walking Man, Their counterparts are Ben Strouse put WWDC-FM on the air contestants tried to guess the identity Ralph Edwards started a veritable of "Mr. FM" who proved to be Peter

contestant was feted on the station's opening night with all of Hollywoods glamor. The promotion built listeners for WWDC both AM and FM.

In Mary ville, Tennessee, the Supreme Foods Company staged their own version of the "Hush" formula on WGAP with a program called: Can YOU Find Her? While the initial \$160 jackpot mounted \$10 daily, female residents of Maryville learned not to call a cop if anyone stopped them and asked: "Are you Miss Supreme, the Supreme lemonized salad dressing girl?" Again, program listening jumped. and store sales mounted. Station WHBS. Huntsville, Ala., conducted a "Mr. X"

Please turn to page 140

Independent Block Programming

Definitely Pays Off in Results!

MORE LISTENERS PER DOLLAR IN MEMPHIS

Mid-South's only 24 hour Station Memphis, Tennessee

Patt McDonald, Manager

FORJOE & CO., representatives

CO-OP PROGRAMS

(Continued from page 73)

grams are sponsored on partial networks by one sponsor, it's usual that this sponsor prohibits advertisers in the same line from buying individual stations. For instance, since Colgate-Palmolive-Peet sponsors Happy Gang in Canada where the program originates, no soap sponsor is acceptable on a local or regional basis.

Success stories of sponsors who are buying these network packages on a local basis are numerous. Because department and specialty stores still look at broadcasting askance, the fact Steams of Boston has tested "specials," unsupported by any other form of advertising (even signs in the store itself), is especially noteworthy.

Stearns featured a "radio special" of top coats at \$35 during its first week on the air this spring. The offer was made at 8:02 a.m. By 5:30 p.m. 35 coats were sold. Total sales of this coat directly traceable to this one broadcast were over 100. Another department store that has found the sponsorship of a co-op program effective is Strouss-Hirshberg of Youngstown. It uses Winner Take All and has found, as have so many other sponsors of audience participation programs. that these programs pull a sizable feminine audience and one that shops department stores. S-H doesn't, as most department stores do, make charges against each department that uses advertising on the program but allots time on a storewide basis. Thus ad-pressure can be placed where the store management feels it needs it and without individual department pressure.

S-H feels that the program and radio advertising rises above normal department store policy.



Commercial status

Who is sponsoring television; why, how when, and to what advertising effect

Television is selling merchandise in practically every area where there are over 1,000 receivers installed and even in some areas where only 500 sets are operating in homes. In this Fall Facts edition, sponsor presents the third group of 12 "Capsule Case Histories" on TV results. In the 36 sponsor studies presented thus far, sports are the program type doing the best selling job. The product using TV most successfully to date is beer, due in great part to the fact that the saloons and bars are among the first in every area to acquire sets and to promote TV. Thus beer is able to reach the home and the point of sale at the same time, something

accomplished through few other advertising media.

It's now a huge going concern

Cigarette firms are also high among TV's sponsors, with most of the leaders, Lucky Strike, Camels, Chesterfields, Philip Morris, and Old Gold, using both television spots and programs. They're still experimenting to find the correct visual program vehicle but all their budgets have healthy allocations for TV. Luckies are trying a whodunit and have tried a half hour of entertainment from Broadway's stages. Old Gold and Chesterfield are sponsoring baseball. Camels have committed themselves to a newsreel and Philip Morris has thus far re-

stricted itself to station break spots.

Department stores, early owners of broadcasting stations but unenthusiastic recently about the medium, have been sold time on many TV outlets and have found that television sells both fashions and home furnishings. The department stores are not using the visual advertising medium for prestige but to produce direct sales in the same manner in which they use newspaper space. In practically every city where there is a TV outlet there's at least one department store experimenting with the medium. They have been subjected to more TV promotion than any other user of advertising. Because many merchandisers have been intrigued with intrastore telecasting (use of TV as an advertising medium originated and viewed in the store but not broadcast to home receivers) they have had demonstrations by Allied Stores, RCA-Victor, GE, and DuMont. Many of them have radio and



television departments and find the sale of receivers profitable. Thus they have the sales and advertising managers of dual reasons for using TV.

its woolly lamb to "predict tomorrow's impact of general advertising of the (Kitchen Fresh Mayonnaise). Botany-BVD-Sanka type but all three action to seeing it on television.

Food manufacturers and processors were among the early sponsors in the TV work programs. GF buttressed its em-This corporation is far more conscious than are most advertisers of its public rea food merchandiser, and its study covered not only the advertising impact of the medium but sociological implications as well. Its research was pro-TV get into the medium.

Kraft Television Theater has proved to Kraft that it can and does sell the product TV weathercasts are being sponsored it advertises. As sponsor reported in its by a varied list of advertisers. Botany, TV Results compilation for May, just a pioneer user of the medium, is still using few presentations of Kraft's MacLaren Cheese created so much demand for this weather," BVD sells men's shirts, and limited-distribution and quality-priced Sanka sells caffeine-less sleep with weather cheese that Kraft shifted its product menpredictions. It's difficult to trace direct tion very quickly to a mass product

While a number of advertisers are advertisers have uncovered consumer re- waiting until the networks are more extensive in order to justify the high cost programs which are part of the medium, others are going right ahead and planning medium. Kraft and General Foods are to cover the stations not linked with netstill spending a sizable budget on TV net- works with films of their shows photographed off the face of the receiving tube. ployment of the visual medium with a Details on the costs of this and other types detailed study of its impact on the home. of film presentations are included in a report on costs in this Fall Facts edition.

A rough projection of the total adversponsibility both as an advertiser and as tising expected to be placed on the more than 35 stations which will be operating before the end of the 1948-1949 season comes to over \$8,000,000. This isn't bad for a new advertising medium which less enough for the General Foods TV com- than a year ago was checking its advertismittee to recommend that the corporation ing volume in thousands rather than millions.

TV status

Radio advertisers are still leaders among users of air's visual medium

now using television are not using radio ceivers are placed in homes. and over 25% of them have never used

generally-entertained fear that it would excess of five. cost advertisers hundreds of thousands of dollars before the end of the red ink rapid strides in virgin television areas is period. It is not working out that way, that the backlog of program material de-Others, in areas which have not been as quickly the audience grows. Two years exposed to television promotion, start ago, the visual program cupboard was with fewer, but find that advertisers

Thirty-eight per cent of the sponsors pyramid as soon as a few hundred re-

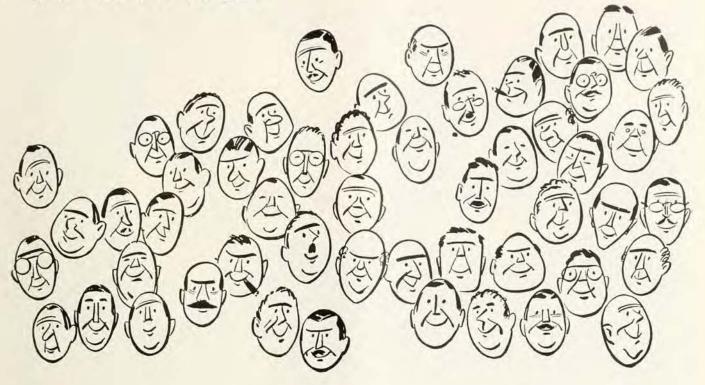
Growth which took years in the TVbroadcast advertising before. With the pioneer centers, New York, Chicago, exception of the fashion field, very few Hollywood, is taking months in new video advertisers who have insisted they needed cities. Bar and grill customers added to a visual presentation of their product have an amazing number of viewers per home thus far turned to TV. Most successful receiver constitute an audience ready for TV users are advertisers who have been advertising almost immediately. When in radio before and, having learned how to TV sets are few it's not unusual to find as sell with the voice alone, are relearning many as ten people at a time viewing a how to advertise on the air when a picture program. As sets obtain wider distribucan and does replace hundreds of words. tion the average number of viewers per At the end of June, Boston's WNAC- home drops as low as 4.5. Research indi-TV went on the air. The television scene cates that for almost a year after a station is expanding rapidly. The medium was brings visual programs into the home the held back for a long time because of the average of viewers per home remains in

Another reason why TV is making such Some stations have come to the air with veloped by other stations is available to as many as 10 advertisers presigned, them. The better the programs the more

(Please turn to page 80)

WHAT'S NEW IN TELEVISION?

Jake a Look at WPJZ!



In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps . . . WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm

projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, professional staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone-

PHILCO TELEVISION BROADCASTING CORPORATION Architects' Building, Philadelphia 3, Pa. Telephone: LOcust 4-2244



WPTZ FIRST IN TELEVISION IN PHILADELPHIA

WIDE

for the Quality

of

BASEBALL TELECASTS*

OVER

WEWSCLEVELAND

 "The announcement of televasting of all Cleveland Indians home games by WEWS is a tremendons forward step for television in Cleveland."

Stanley Anderson Radio Editor The Clereland Press

 "For those not fortunate enough to attend the games, I can say from my own observation that WEWS brings you a splendid show. The station certainly is entitled to commendation for the technical details and excellence of the baseball telecasts in Cleveland."

BILL VEECK President The Clereland Indians

LATEST FIGURES

from Television Receiver Distributors show 7100 Television sets in operation in Northeastern Ohio on July 1, 1948.

#Sponsored by

GENERAL ELECTRIC
through
Button, Burton.

Durstine & Osborn

THE SCRIPPS-HOWARD

- WEWS Television—WEWS-FM, Cleveland, Ohio
- WCPO, Cincinnetl, Ohio (Now building Television)
- . WNOX, Knoxville, Tennessee

All these Stations Represented by

THE BRANHAM COMPANY

Advertising Agencies with TV Dep'ts

AGENCY	CITY	TV DEPT HEAD SUPERV	TV STAFF	COMML FILM DEPT
ADVERTISING COUNSELDRS	S.F.	Buckleigh Oxford, owner	Yes	Yes
ADVERTISING INC	Relimond	Aubrey F. Watson	Yes	Yes
AITKIN-KYNETT	Phila.	D. Langen	No	No
ALLEN & REYNDLDS	Oniaha	Jack Anderson	Yes	Yes
ALLIED	1. A.	Bill Webb	Yes	No
ANDERSON DAVIS & PLATTE	NY	K Knipe, vp	No	No
ASSOCIATED ADVERTISING	Cines.	Sam Muleolm Levy	Yes:	Yes
N. W. AYER	N. Y	II. In McClinton, vp	Yes	Yes
BADGER AND BROWNING & HERSEY	N. Y	William Duty Edouarde	No	Yes
880&D	X.Y.	Wickeliffe W Crider	Yes	Yes
ADRIAN BAUER	Phila.	A. R. Tripp, vp	No	No
BENTON & BOWLES	8.4	Walter Craig, vp	Yes	Yes
BERMINGHAM, CASTLEMAN & PIERCE	N Y.	Ray Ovington	Yes.	No
BIDW	N.Y.	William J. Morris	No	Yes
W EARL BOTHWELL	Pittsbargh	G. Taylor Urquhart	No	1
BDZELL & JACOBS	Chi.	Philip Rouda	So	Yes
ARTHUR BRAITSCH	Prov.	Arthur Brastsch	Yes	No
BRDDKE, SMITH, FRENCH & DDRRANCE	Detroit	James B. Hill	Yes	No
BUCHANAN	N.Y.	John Sheeban	No	No
BUCHANAN-THDMAS	Onzaha	Adam Reinenund	No	Yes
LED BURNETT	Chi.	William L. Weddell	Yes	Yes
BYER & BOWMAN	Columbus	Bill Copeland	Yes	Yes
HARDLD CABOT	Boston	Jan Gilbert	No	No
CAMPBELL-EWALD	Detroit	Winslow H. Case, yp.	Yes	Yes.
CAMPBELL-EWALD	N. Y.	Kenneth Young	Yes	Yes
CAYTON	N. Y.	Earle McGill	Yes	
CHERNDW	N. Y.	Morton Junger	No	-
CRAMER-KRASSELT	Mifw.	J. S. Stolzoff	Yes	No
JIM DAUGHERTY	St. Louis	James M. Daugherty, pres-	No	No
DOHERTY, CLIFFORD & SHENFIELD	N.Y.	Chester MacCracken	No	No.
DONAHUE & CDE	N.Y.	A. Carl Rigrod	No	Yes
L. J. DU MAHAUT	Detroit	L. J. DuMahaut	No	No
ADAM F. EBY	Buffalo	Adam F. Eby	No.	No
ROBERT J. ENDERS	Wash.	John Barnes	Yes	
ERWIN, WASEY	N. Y.	Joe Brattain	Yes	Yes
WILLIAM ESTY	N. Y.	Thomas D. Luckenbill, vp	Yes	No
FEDERAL	S.Y	Francis C. Barton Jr, vp	Yes	
FODTE, CONE & BELDING	N. Y.	Ralph B. Austrian, vp	Yes	No
ALBERT FRANK-GUENTHER LAW	N-Y	John V. McAdams	No.	
DAKLEIGH R. FRENCH	St. Louis	A. Maescher Jr.	No	Yes
AD FRIED	Oakland	Don Santo	Yes	No
GARDNER	N.Y.	Roland Martini, vp	Yes	
GARDNER	St Louis	C. E. Glaggen, vp	No	
GEYER, NEWELL & GANGER	N. 1.	Don Shaw, vp	Yes	Yes
GILLHAM	Salt Lake	Victor Hell	Yes	Yes
GOTHAM	N. Y.	Arthur A. Kron, vp	No	
GREY	N Y.	Richard Maryin	Tes	
HENRI, HURST & MC DONALD	Chi.	W. F. Jones	Yea	No
HICKS & GREIST	N Y:	Peter A. Krug	Yes	Yes
CHARLES W. HOYT	NY	William Philip South	No	Yes
H. B. HUMPHREY	Hostma	Walton Butterfield	No.	
HUTCHINS	N.Y.	H. Pierson Mapes	No	Yes
JACKSON	N Y:	Julia T. Lucas	No	No.
DUANE JONES	NY	Walter Ware	Nn	Yes
KAL, EHRLICH & MERRICK	Wash	Alvin Q. Flirbelt, vp.	Yes	
KAPLAN & BRUCK	1.1	Maryon I Radwek, vp	Yes	



● Here's the way the Brown & Williamson Tobaceo Corporation and its advertising agency, Ted Bates, Inc.—York, build sales and profits for KOOL Cigarettes: They reach plenty of people . . . with plenty of announcements . . . on plenty of stations from coast to coast.

It's a big typical Spot Radio job and you know it pays because Brown & Williamson keep at this hard-hitting advertising 52 weeks a year. And why shouldn't it pay? Each station in each market is picked on merit—regardless of network affiliation. Each announcement is aired at a carefully selected time with a large measured audience. And every second of time that's bought is devoted solely to selling.

Why not try flexible, powerful, profitable Spot Broadcasting yourself? Ask your John Blair man about it.





TV STATUS

(Continued from page 76)

bare. Today there are hundreds of topdrawer programs available, including Korda films. At one time if a station wasn't within a coaxial cable service area (and few new stations were) it had to improvise all its program material. Today, television transcriptions of visual programs of good quality are available from DuMont, NBC, and through Paramount Pictures.

Directors are also discovering that with a little camera ingenuity local talent can provide engaging entertainment. One Baltimore station has scanned as many as 38 locally-originated studio shows in one week. The programs might not satisfy a Hollywood motion picture director, but their intimate home-town quality gives them their own local appeal.

Some TV commercials have already stepped out of the radio rut. Lucky Strike's "marching cigarettes," Camel's specially-photographed "experience" and "T Zone" endorsement, and Chesterfield's smoke rings, all capture the viewer's real attention.

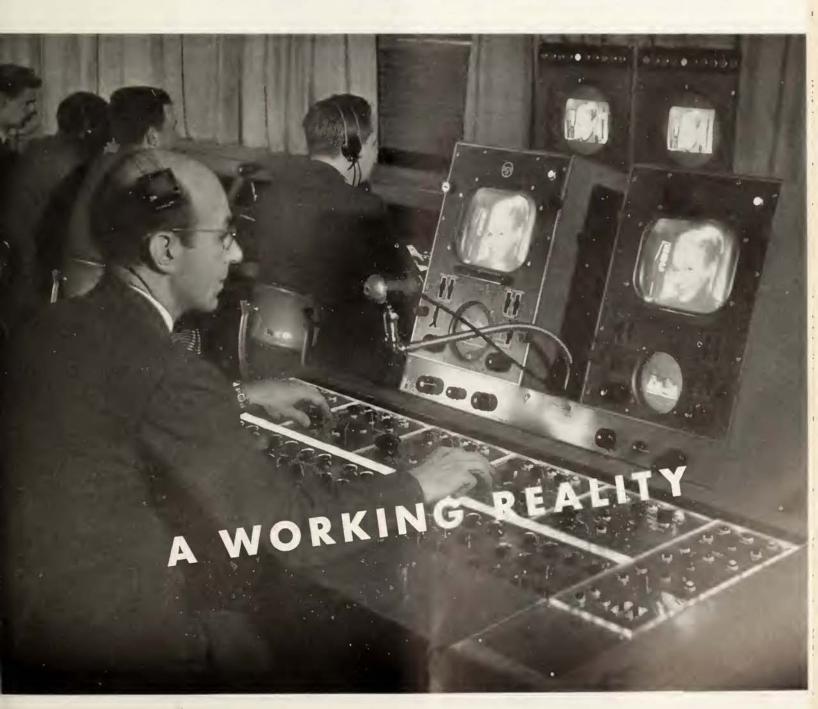
Television has come far along the road to becoming the great broadcast advertising medium that it will be.



Pinks M. Evans Richmond No No No No Matster Richmond No No No No No No No N	AGENCY	CITY	TV DEPT HEAD SUPERV	TV STAFF	COMML FILM DEPT		
H. W. KASTOR JAILEY HALT Balto. Balto. Blotter, I. West West No. No. JAILEY HALT Balto. Blotter, I. Seam. Yes West KRONGY J. RAUFMAN W. Wall J. Biffery, A. Abel Yes Ves KRESCHETTER, WETTERAU & BAKER KRECHER, RELIDN & COLLETT KUDNER KARDHER, RELIDN & COLLETT N. Y. JAINSON G. Classe No. No. No. No. No. No. No. No.	M EVANS RICHMOND	Phila.	M. Evans Richmond	No	No		
Pastph Matz	WESTHEIMER	St. Louis	Barbura Block	No	No.		
RENEY J RADEMAN KENDOD & ECKRARDT N. V. GATT, N. Montendery Ves Ves KENDOD & ECKRARDT N. V. GATT, N. Montendery Ves Ves No.	H W KASTOR	Clin	James II. West	No.	No		
RENTON & ECHARDY MISCHERITER, METICAL & BAKER N.Y. MISCHER, MELION & COLLETY MANUBER CHANCE, FISHER & STASHOWER APPALL LEFTON LANC, FISHER & STASHOWER APPALL LEFTON LENNEN & MICHELL N.Y. CAIT MARK VOI LENNEN & MICHELL N.Y. CAIT MARK VOI LENNEN & MICHELL N.Y. CHOMBE P. DOUGHTON NO. NO. MACCOM, HOWARD Ch. A. M. Holland VOI MARKCHALK & PARTT N.Y. E. J. Whitehead No. ——— N. MARTHS N.Y. William H. Villas VOI MARCHARL & PARTT N.Y. E. J. Whitehead No. ——— N. MARTHS N.Y. MILLIAM H. Holland VOI MARCHARL & PARTT N.Y. E. J. Whitehead No. ——— No. MAYERS L. A. James C. McCornack No. No. No. MAYERS L. A. James C. McCornack No. No. No. MAYERS L. A. Hilly Saudery VOI No. NO. NO. NO. NO. NO. MECANN-RRICKSON N.Y. Lec Conley VOI No. NO. NO. NO. NO. NO. NO. NO.	JOSEPH KATZ	Halto:	Robert G. Swan	Yes			
RJESEWETTER, WETJERAU & BAKER KJORER, HELTON & COLLETT KJORER NETTON & COLLETT KJORER NETTON & COLLETT KJORER NETTON & COLLETT KJORER & STASHOWER N. Y. Myron Kirk Yes No LENNER & STASHOWER A PAUL LETTON N. Y. Carl Mark Yes AL PAUL LETTON N. Y. Carl Mark Yes LENNER & MITCHELL N. Y. Thomas P. Doughton Yes AL PAUL LETTON N. Y. Carl Mark Yes AL W. LEWIN N. Y. Clarl Mark Yes No No No MARICGHAI KA, FRATT N. Y. E. J. Whitehead No No No MARICGHAI KA, FRATT N. Y. E. J. Whitehead No - J. M. MATHES N. Y. William H. Vilas Yes Yes MAXON N. Y. Ed Willelon No No No MAYERS L. A. James C. McCornick No No No MCCANN-ERICKSION N. Y. Lee Conley Yes No ARTHUR MEYERHOFF Clo. Beigannin J. Green Yes No MEREL - EMMETT N. Y. George Foley Jr Yes No	HENRY J. KAUFMAN	Wash	Jeffrey A. Abel	Yes	Ves		
RUBNER N. Y. Myron Kirk Ven No. LANG, FISHER & STANDWER A. PAUL LETTON LENNEN & MICHELL N. Y. Thomas P. Douzhton LENNEN & MICHELL N. Y. Thomas P. Douzhton LENNEN & MICHELL N. Y. Thomas P. Douzhton N. No. No. MALCOLIN-HOWARD MALCOLIN-HOWARD MARCHARK & PRATT N. Y. Gerald Law No. No. MALCOLIN-HOWARD MARCHARK & PRATT N. Y. William H. Vilas Yes Yes MAZON N. W. William H. Vilas Yes Yes MAZON N. Y. E. J. William No. No. No. MAYERS L. A. James C. McCornick No. No. No. MAYERS MC CANN-ERICKION N. Y. Lee Cooley Yes Yes No. ATHUR MCYRHOFF Clo. Bengamin J. Green Yes No. No. No. No. No. No. N. Y. William Preces Brown, vp. No. N. Y. William Preces Brown, vp. No. No. No. No. No. No. No. N	KENYDN & ECKHARDT	NO	Garth N. Montgomery	Yes.	Yes		
RUBNER N. Y. Myron Kirk Ven No. LANG, FISHER & STASHOWER A. V. Myron Kirk Ven No. Check Gay No. No. No. LANG, FISHER & STASHOWER Checkland Alvin B. Fisher No. Carl Mark Ven LENNER & MITCHELL N. Y. Thomas P. Doughton Ven A. W. LEVIN N. Y. Gerald Law No. No. No. MALCOLM-HOWARD MALCOLM-HOWARD MARCHALK & PRATT N. Y. E. J. Whitehead No. No. MARCHALK & PRATT N. Y. Bell Willelon No. No. No. MAYERS MAZON N. Y. Bell Willelon No. No. No. MAYERS L. A. James C. McCoranick No. No. No. MAYERS ATHUR MCYRHOFF Cho. Bengamin J. Green Yen No. No. No. No. No. No. No. No	KJESEWETTER, WEITERAU & BAKER	No.	Edward G. Chaw	No	No		
RUDNER	KIRCHER, HELTON & COLLETT	Dayton	Chuck Gay	No	No.		
LANG, FISHER & STABHOWER AL PAUL LEFTON N. Y. Chef Mark Yes LENNER & MITCHELL N. Y. Thomase P. Doughton No. No. No. No. No. No. No. N		N.Y.	Myron Kirk	Yes	No		
AL PAUL LEFION LENNEN & MICHELL N. Y. Thomas P. Doughton Ves A. W. LEWIN N. Y. Gerald Law No. No. No. MARCOLM-HOWARD MARCOLM-HOWARD MARCOLM-HOWARD MARCHALK & PRATT N. Y. E. J., Whitehead No. — J. M. MATHES N. Y. William JH, Vilas Yes Yes MAZON N. Y. Ed William MC CANN-ERICKSON N. Y. Lee Conley Yes No. MAYERS MO CANN-ERICKSON N. Y. Lee Conley Yes No. MOST A COTINS N. Y. Laura B. Mang No. No. No. No. MOST A COTINS N. Y. William Pierce Brown, vp. No. NEFF-ROCON N. Y. George Foloy Je Yes No. MOWAR & ATHUR STRIBEHEAT N. Y. George Foloy Je Yes No. No. No. No. No. No. No. No	LANG, FISHER & STASHOWER	Cleveland	Alvin B. Fosher	No	Yes		
A W LEWIN MACOLIM-HOWARD Chi. A. M. Holland Yev. No. MARICHALK & PRATT N. Y. E. J. Whitehead No. — J. M. MAITES N. Y. William JI. Villas Yev. Yev. No. MAZON MAYERS L. A. James C. McCormick No. No. No. MAYERS L. A. James C. McCormick No. No. No. MCCANN-ERICKSON N. Y. Lee Conley Yev. Yev. ARTHUR MCTERHOFF Chi. Behjamia J. Green. Yev. No. NOSER & COTINS N. Y. Laura B. Mang. No. No. NO. NO. NO. NO. NO. NO. NO.		NY	Carl Mark	Yes			
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STRAUCHEN & MC KIM Curry John (V. Maupin Yes No	HOWARD D. STEERE	Detroit	Charles R. Stout	No	No		
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1BC

Television Network



NBC_{Network} Television is a working reality in 1948—rather than a vague potential.

Today there are fourteen NBC stations on the air. By year's end, there will be thirty-three.

Seven stations make up NBC's Eastern Network. Five affiliates—WRGB, Schenectady; WBZ-TV, Boston; WPTZ, Philadelphia; WBAL-TV, Baltimore; and WTVR, Richmond—are connected by cable and relay to NBC's own stations WNBT, New York, and WNBW, Washington.

Served by NBC Kinescope Film programs, seven more affiliates are available to the Network's television sponsors—WBEN-TV, Buffalo; WLWT, Cincinnati; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KSTP-TV, Milwaukee; KSTP-TV, St. Paul; KSD-TV, St. Louis; and KDYL-TV, Salt Lake City.

Midwest affiliates will be directly joined with NBC's own stations in Chicago and Cleveland (now under construction) this fall.

The Midwestern and Eastern Networks will be linked before the end of 1948. And NBC's Los Angeles station will be tied to San Francisco by the end of the year to serve as a focal point for an expanding Western Network.

This is NBC... America's No. 1 Television Network.

... Profile of the Network



WBZ-TV BOSTO WJAR-TV PROVIDENC SCHENECTADY BUFFALO WBEN-KSTP-TV WHIT NEW YORK WWJ-TV DETROIT WTMJ-TV MILWAUKEE WPTZ PHILADELPHIA CLEVELAND WGAL-TV LANCASTER WSPD-TV TOLEDO WDEL-TV WILMINGTON WNBQ JOHNSTOWN WBAL-TV BALTIMORE WLWD DAYTON WNBW WASHINGTON COLUMBUS WOW-TV OMAHA WTYP RICHMOND WLWT CINCINNATI KSD-TV ST. LOUIS WAVE-TV LOUISVILLE WMCT MEMPHIS WBRC-TV BIRMINGHAM VER WBAP-TV WRTV NEW ORLEANS LEGEND

-1948



White towers are operating stations.

Black towers have construction permits.

Thick line refers to existing coaxial cable (eastern seaboard).

Thin lines indicate projected cable.

Broken lines represent relay links.

In television's experimental stage—when RCA initiated, championed and perfected today's black-and-white system—NBC's contributions were first in the field . . . a field of great promise.

Through all of television's development, NBC's recognized leadership, and its heavy investment, helped to keep that promise alive.

But a network can't operate on promise alone.

Today—delivering performance rather than press releases—this is the NBC Television Network.

To viewers, the excitement of great programs . . .

To advertisers, television's greatest audiences . . .

To affiliates, America's No. 1 Television Network . . .

To the industry, the standard of sight-and-sound broadcasting today . . .



I Service of Radio Corporation of America



High price of live programs turns sponsors towards film for multi-market coverage

As an advertising medium, television is certain to cost more than its parent, radio. This is one of the reasons why Commander McDonald, president of Zenith Radio, long has stressed the advisability of consumers paying for their TV entertainment.

The live dramatic and variety programs will cost most. The union scale for performers, when finally established, is certain to be much higher than the AFRA scale for radio actors. "interim" scale is \$75 minimum, several times the microphone performers' base rate. A mystery program without name players that costs \$2,500 in radio will total nearly double that amount, with a minimum of rehearsals and sets, when it's telecast. A case in point is American Tobacco Company's NBC program Barney Blake, which is being replaced by football scannings this Fall. Barney Blake, without time, costs in the neighborhood of \$3,500. Everyone connected with the program works at or close to minimum. Since the program is live, it is seen only over stations in New York, Boston, Philadelphia, Washington, Baltimore, and Richmond. That is as far as the coaxial cable that connects TV outlets extends at present. It's true that for the same program price the show could be filmed and fed to all the cities that have stations on the air. But to do this it would cost the sponsor \$8,000 to film the program in a studio and prepare prints to stations. (Eight thousand dollars was the lowest estimate from a reliable studio.) This figure is for the filming alone and does not include script, cast, direction, and commercials.

If making films of programs for telecasting should continue to be this costly it would restrain the enthusiasm of national advertisers for the medium. However, there is hope on the horizon television transcribing, or kinescope recording as some call it. Through this system it is possible to present a program on the air or over a television circuit which is not broadcast and photograph it directly off the face of a special monitoring tube. The expense involved in making television film this way is a fraction of what it costs in a motion picture studio.

Paramount was the first to deliver photographed off-the-face-of-the-tube film on a regular commercial basis. They charge \$540 for a half-hour original ready for scanning. The single sponsor, two agencies and three New York area stations that to date had contracted for Paramount TV film of their shows have used it mostly for reference purposes. Paramount charges, for prints of its TV film, six cents a foot (16mm or 35mm). This would make a 30-minute 16mm print cost \$64.80 and a 30-minute 35mm print \$162.00.

NBC's announced filming costs are considerably lower than Paramount's. NBC's negative as taken from the face of the tube will cost \$180 for 20 minutes. In order to make Paramount's and NBC's costs comparative it is necessary to adjust this \$180 (for 20 minutes) to \$270 per half hour. In the same manner it is necessary to adjust the NBC's announced figure of \$60 per 20-minute print to \$90 per 30-minute film, or \$360 for negative and print combined.

DuMont's plans aren't ready as sponsor goes to press. It is working on what is claimed to be "an entirely different approach to television transcriptions."

Rehearsals are an expensive TV factor. Studio costs alone run \$200 an hour in a studio such as WJZ-TV will have. The more camera rehearsals the better the program, yet even a full hour variety program like the *Texaco Star Theater* is forced to cut rehearsals to a minimum in order to keep within its budget of \$11,000.

Audience participation, quiz, and sportcasting are program types that can be kept low in cost and high in results. In the case of the latter fees for rights, lines linking the arena to the station, and a remote crew cover practically everything except air time and announcers.

As more and more men push iconoscope cameras around, as more directors sit behind control boards and learn to capture a good picture the moment a camera is focused upon it, TV will become a better show. The director who calls the shots and the camera man who sees that his camera gets them will cut costs. This can't come overnight.

Television Directory No. 4

TV RATES & FACTBOOK

(revised to July 1, 1948)

part 1: Commercial TV Stations Operating

Rate cards, facilities data, TV set count, personnel, etc.

part 2: Construction Permits Outstanding & Applications Pending
Technical facilities, affiliations, call letters, etc.

part 3: Experimental TV Stations

part 4: Present Allocation of TV Channels by Cities

Allocations to first 140 markets, sales rank, population.

ADDED FEATURES

part 5: Proposed Allocation of TV Channels by Cities

New allocation plan listing proposed channels for 459 cities.

part 6: Directory of Television Program Sources

Owners, producers, syndicators of live and film material.

now available * \$5.00 per copy



Write to us for information about our complete service, which includes weekly Newsletters; TV, FM and AM Directories and weekly Addendo; resulor Supplements etc.



TV Available Live Package Programs

TITLE	TYPE	APPEAL	TIME	COST	EXPLANATION	PROCUCER
ADVENTURES IN PERSONALITY	Pashions	Wittern	15 mm, t wk	\$250	Beverly Worth shows styles, table settings, etc	Hal Wilson
A L ALEXANDER	Interiora.	Anali	30 mm, 4 wk	OR.	Advice on family problems	Mutual
AMERICA SONG	Museud	Fastry	15 non, 1 wk	(1))	American folk songs, interpreted by guitarist, dancers	NBC-TV
SSOCIATED PRESS NEWS & VIEWS	Some	Family	15 mm, 1.5 wk	\$150	Still photos, news from AP and Post-Dispatch	KSD-TV, St. Leas
AT HOME WITH MARY SMALL	Variety	Family-	30 mm, 1 wk	Off	Mary Small and hubby Vie Mizzi entertain guests	Lilward Wolf
BARBERSHOP QUARTET	Musical	Family	15 mm, 1 wk	\$(0)	Live barberduqi quartets, old-time barnonii s	WHEN-TV, Buffalo
BASEBALL CLOSE-UPS	Interview	Men	15 mm, 1-3 wk	UR	Follows TV has half. Round-table reasions on sports	WLWT, Curr
BASEBALL ROUNDUP	Sports	Family	5 mm, 7 wk	010	Major league rosults, complete secte cards	W PTZ, Phila.
BEHIND THE SCENES IN FASHIONS	Fashione	Women	15 mm, 1 wk	\$215	Marjore Wilton interviews and demonstrates. Guests	KSD-TV, St. Louis
BEWITCHING HOUR	Variety	Women.	30 mm, 1 wk	\$30.0	Fashion with ballet music and comedy	John Mellor & Ascorp
HETHOAY PARTY	Variety	Juvenile	30 mm, 1 wk	OH	Aunt Grace acts as hostess to talented youngsters	DuMont
BOXING FROM JAMAICA ARENA	Sports	Family	2 h(s, 2 wk	()R	Blow-by-blow accounts by Dennis James	DuMont
BOXING FROM QUEENSBORD ARENA	Sparts	Family	90 min, 1 wk	OR	Boxing boats from outdoor areas	WPIX, N. Y.
HUBERT BRILL'S PLAYROOM	Variety	Eanaly.	30 mm, 1 wk	OR	Talented guests from the entertainment world	DuMont
BROADWAY JAMBOREE	Variety	Family	30 mm, 1 wk	OR	Blending contemporary with nostalgic variety	NRC-TV
BULLETIN TELEVISION NEWS	News	Family	10 mm, 5 wk	\$100	Complete coverage of world, local news	WCAU TV, Phila
CABARABIAN NIGHTS	Variety	Family	30 min, 1 wk	OR	Daaton Walker me's from the Versailles Club	WPIX N.Y
CAMERA HEADLINES	News	Family	15 min, 5 wk	OR	Fastest news photo service available in TV news	DuMont
CARTOON CAPERS	Variety	Family	10 min, 1 wk	\$25	Stuart Hample, cartooust, draws and amuses	WRFX-TV, Buffalo
CASH & CARRY	And partie		30 min, 1 wk	\$750 \$1500		Charles Stark Produc
	-	Family			Consedy quiz show with stunts, pags, etc.	
CHAMPAGNE & ORCHIOS	Musical	Family	15 mm, 1 wk	DR COR	Syelte, sophisticated music and dance	DuMant
SIUQ BOARAH?	Quit	Family	30 min, 1 wk	OR	Modern version of parlor game; me, Bill Stater	DuMont
COFFEE WITH THE CARTERS	Variety	Family	15 min, 1 wk	\$70 first, \$25 suc	The Carters at home with guests. Chatter	WRGB, Schenestady
CANDANCE COLEMAN	Drama	Family	30 min, 1 wk	OR	Situation comedy, Candance Coleman, precious to ca	
COLEMAN BROTHERS	Musical	Family	15 min, 2 wk	OR	Negro quartet, singing your favorites	WANT finer
CONCERT HALL	Musical	Family	15 non, 1 wk	\$50 first, \$60 suc	Salorsts and classical instrumental site. Program unti-s	WRGB, Schemetady
TOM COREY	Drama.	Family	15 min, 1 5 wk	\$1250	Character sketches; events in the life of a milkman	Video Events
COURT OF CURRENT ISSUES	Forum	Family	ti0 min, 1 wk	OB	Lively forums staged in a court of law	DuMont
ALLEN DALE SHOW	Musical	Family.	15 mm, 1 wk	OR	Allen Dale sings old and new hits	DuMont
OARTS FOR OOLLARS	And partie	Family.	15 min, 1 wk	\$70 first, \$35 suc	Team members score points by throwing darts	WRGB, Schener(ad)
DATE WITH MOTHER GOOSE	And partie	Juvenile	30 min, 1 wk	OR	Modern Mother Goose gives party	Sauft TV Features
DEAR CHOLLIE	Dramar	Family	15 mm, 1 wk	\$150.	Homer writes amusingly to his friend Chollie	WRGB, Scheneetady
ODORWAY TO FAME	Variety	Family	30 min, 1 wk	OR	Young hopefuls perform. Johnny Olsen me's	DuMont
DOOWINKLE, ATTORNEY	Drama.	Fanaly	30 min, 1 wk	OR	Court room drait a, based on Satevepost series	Barch Radio & TV Prod
DRAWING GAME	Quit	Eamily	30 min, 4 wk	OR	A charade quiz game with Rube Goldberg and guests	WPIX, N. Y.
DREAM GIRLS	Variety	Family	30 min, 1 wk	\$1000	Men in audience pick their Dream Girl	Charles Stark Produs
JACK EIGEN SHOW	Interview:	Family	15 mm, 1 wk	OR	Broadway and Hollywood news, views, and st &s	DirMont
FOR YOUR PLEASURE	Vanety	Family	15 nun, 1 wk	OR	Kyle Mac Donnell me's an intimate revue	NBC-TV or Spot Sales
GINNY & ROGER	News	Family	10 min, 1 wk	OR	Breakfast program, local news, gossip	WFIL TV, Phila.
GOOD OLD U. S. A.	Torvet	Family.	15 mm, 2 wk	\$73	Film highlights of U.S. ritus	WCAUTA, Phola.
GREAT TALENT HUNT	Variety	Family	30 min, 1 wk	(iR	Jim Backus saturges talent shows	Matual
HANG THE CONTESTANT	And purtie	Adolt	70 mm, 1 wk	£1500	Que show, with come on toon made	Wynn W ght Assocs
HAREM SCAREM	15-10			OR	Service Prize and existence	Basch Radio & TV Prod
	Amlipartne	Family	30 mm, 1 wk			WPIX, N. Y.
HARNESS RACING	Sports	Family	10 min, 1 wk	OR	Harness racing from Roosevelt Raceway	
HARVEST MOON BALL	Amenets	Family	212-br, 1 time	OR	Famous dance competition held at Madison Sq Garden	WPIX, N. Y
HEART'S DESIRE	And partic	Wanien	30 mm, 1 wk	(tr	Grants "heart's desire" of listener	Mutual
GABRIEL HEATTER	Juns	hamily	15 min, 5 wk	OR	News and comments by Heatter	Mutual
MUSS HOOGES' SPORTS PAGE	Phone	Men	15 mm, 5 wk	OR	News, views, and chats with sports notables	DuMont
HOW DOES YOUR GARDEN GROW	Hobbs	Family	15 mm, 1 wk	\$125	Amos Kirley shows actual gardening methods	WCAU-TV, Phila.
HOWOY ODODY	Autoty	Juvende	15: 60 m.n., 3: wk	OR	Buly Sunth and pupper Howdy Doody; eartoony moves	XBC-TV or Spot Sales
HUNTING AND FISHING	Holds	Men	15 mm, 1 wk	OB	Joe (FByrne gives tips on field and stream sports	WPTZ, Phila
INS NEWS	News	Family.	10 mm, 6 wk.	OR	INS news and photos, WLWT newscaster	WLWT, Cinci.
IF I HAD MY WAY	And partie	Family	30 min. 1 wk	OR	Participants air their pet schemes	Roy de Groot
BOR INGHAM, SPORTS	Sports	Earnily	20 min, I wk	\$150	Sports highlights, demonstrations, interviews	KSD-TV
IT'S A HIT	Quie	Earmis.	45 mm. I wk	\$200 plus talent	Contest between two teams from schools and clubs	L. Westheimer

SPONSOR



The old days of peeking through "knot-holes" are gone—for good.

This season, baseball-crazy Detroiters are going to see 27 Tiger home games from the comfort of their arm-chairs at home, through the

eyes of WWJ-TV's cameras. The above scene shows the new unbreakable glass "window" installed behind the batter's box to give the cameras a "box-eye" view of the entire playing field. With the familiar voice of Ty Tyson at the mike, and the skilled hands of WWJ-TV's

experts at the cameras. Detroit's 6,000 television sets will be right on top of every play

WWJ-TV, Detroit's only television station, will also cover many other

sports events. Just watch the sales of television sets soar in Detroit!

Why not join the many WWJ-TV advertisers who are bene-

fitting from the progressiveness of WWJ-TV in its second year of operation

FIRST IN DETROIT . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

66/63

Associate AM-FM Station WWJ

TITLE	TYPE	APPEAL	TIME	COST	PRODUCER'S EXPLANATION	PRODUCER
IT'S A WOMAN'S WORLD	And partie	Family	30 min, 1/wk	OR	Top women personalities of the day	N. American Video Produ
JUNIOR JAMBOREE	Variety.	Juvenile	50 mm, 5, wk	OR	Live games, charades, film cartoons, westerns	WLWT, Cinci.
JUVENILE JURY	Quiz	Family	30 min, 1, wk	UR	Kids give opinions. TV rights only	Mutual
KEEP UP WITH THE KIOS	Quez	Family	30 mm, 1 wk	OR	Parenta, children vie for prizes	Mutual
KNICKERBOCKER CAROUSEL	Variety	Family	15 mm, 5 wk	OR	Built around New York's Jubilee. Music, song	N. American Video Prod
LUNCHEON AT SAROI'S	Aud partic	Women	30 min, 1-5 wk	OR	Luncheon interviews by Bill Slater	Mutual
LET'S ALL SING	Musical	Family	15 min, 2, wk	\$125	Melody Mack plays organ and leads songfest	WCAU-TV, Pahil.
LET'S LOOK AT SPORTS	Sports	Family	15 min, 1, wk	\$50	Interviews with sports celebrities and experts	WBEN-TV, Buffalo
LET'S PLAY REPORTER	And partie	Family	30 min, 1/wk	OR	Educational quiz game. Has a big following	Basch Radio & TV Produ
LET'S POP THE QUESTION	Aud partic	Family	30 min. 1/wk	O.K.	Telephone quir game. Prizes, stuuts	WFIL-TV, Phila.
MAD HATTER	Fashions	Women	15 min, 1/wk	\$182.50	Dorothy Nugent shows women how to create hat styles	WCAU-TV, Phila.
MARY KAY & JOHNNY	Drama	Family	15 min, 1 wk	OR	Lively episodes in the lives of young newlyweds	DuMent
MEET YOUR AMERICA & YOUR WORLD	Interview	Family	45 min, 1/wk	\$15(x)	Personalities of various states, countries	Video Events
MELOOY RAINSOW	Musical	Family	30 min, 1/wk	OR	Terry Paige as singing mc. Rainbow Trio, guests	Sanft TV Features
MOVIE MATINEE	Aud partic	Family	30 min, 1/wk	OR	Participants answer movie questions	Mutual
MR TV	Quiz	Family	30 min, 1/wk	OR	Like Dr. I. Q. Fast, lively quit	WLWT, Cinci.
MUMMERS CONTEST	Variety	Family	15 mm, 2 wk	\$2500 for 15 prgms	Bands of the famous Mummer organization	WCAU-TV, Phila.
MUSIC CLUES	Quiz	Family	30 min, 1 wk	\$1000	Combination disk jockey and audience quiz	Video Events
MUSIC ROOM	Musical	Family	15 min, 1/wk	\$150	Vocalist Russ Severm and musical guests	KSD-TV, St. Louis
MUSICAL MERRY-GO-ROUNO	Musical	Family	20 min, 1/wk	OR	Jack Kilty and comedian Fritz de Wilde	NBC-TV or Spot Sales
MUSICAL MINIATURES	Musical	Family	15 min, 1/wk	OR	Film shorts, featuring top name bands	WPTZ, Phila.
MUSICAL PONIES	Aud partie	Family	30 min, 1/wk	OR	Participants ride hobby horses, play quiz game	WLWT, Cinci.
NBC TELEVISION NEWSROOM	News	Adult	15 min, 1 wk	OR	Pick-ups from NBC Radio City Newsroom	NBC-TV or Spot Sales
NEW YORK ROVERS	Sports	Men	2 hrs, 1/wk	OR	Thrilling ice hockey from Madison Sq Garden	WPIX, N. Y.
NEWS ON THE HOUR	News	Family	5 min, 21 wk	OR	Up-to-the-minute news program	WPIX, N. Y.
NUTRITION IN THE NEWS	Talks	Women	15 min, 1/wk	OR		Video Assocs
OPINIONAIRE	News	Adult		OR	Featuring Carlton Fredericks, diet expert	Mutual
PAGE PRINTER	News	Family	30 min, 1 wk 5-15 min, 1-5 wk		Public figures debate news issues 4 lines of INS news Two-thirds of screen available for ads	WRGB, Schenectady
PARENTS, PLEASE	Aud partic	Family	30 min, 1 wk	OR		Video Assocs
PARIS CAVALCAGE OF FASHIONS	Fashions	Women	Charles and Charles	OR	Dramatization of child care problems, talks	WPTZ, Phila
PAWNEE POW. WOW			15 min, 1/wk		Film series, shot weekly in Paris American mc	Marie II allows and a
PERSONALITY PREVIEWS	Drama	Juvenile	30 min, 1/wk	\$1500	Legends & secrets of Indian lore with Chief Lone Bear	Video Events
PERSONALITY UNLIMITED	Variety	Family	15-30 min, 1/wk	OR	Variety format, using TELE-POPS as mc	Video Assoca
	Fashions	Womeu	15 min. 1 wk	OR	Veronica Dengel, stylist, shows glamor. Guests	V ideo Assocs
PHOTOGRAPHIC HORIZONS	Hobby	Family	30 min. 1 wk	OR	Instruction by professional photographers, contests	DuMent
PIANO PATTER	Musical	Family	15 min, 1 wk	OR	Songs and chatter by Ted Steele	WPTZ, Phila.
PICK 'N PAT	Variety	Family	30 min, 1, wk	\$3500	Minstrel show with Mary Small, Pick 'n Pat, etc.	Edward Wolf
PICTORIAL NEWS	News	Family	5 min, 1-10 wk	\$30	Latest INP news pictures	WRGB, Scheneetady
PLATTER PATTER	Musical	Family	15 min, 1 wk	\$101 first, \$90 suc	The best in recordings discussed by a disk expert	WRGB, Schenectady
PLEASED TO MEET YOU	Variety	Family	15 min, 1 wk	OR	Roy Neal chais with celebrated personalities	WPTZ, Phila.
POINTED QUESTIONS	Q012	Family	30 min, 1, wk	OR	Contestants throw darts at balloons in quit	WLWT, Cinci.
QUEEN FOR A DAY	And partie	Women	30 min, 1-5 wk	OR	Daily "queen" selected. Gifts, prizes	Mutual
HACKET SMASHERS	Forum.	Adult	30 mm, 1 wk	010	Crumnologists discuss crime causes	Mutual
RAINBOW HOUSE	Variety	Juvenile	60 mm, 1 wk	OR	Bob Enery presents talented youngsters	DuMont
REMEMBER THAT FACE	And partie	Family	10 min, 1 wk	\$75	Pix of criminals, massing persons telecast. Rewards	Sanft TV Features
SYLVIE ST. CLAIR	Musical	Family	15 min, 1 wk	OR	lilonde, vivacious Sylvie St. Clair sings	DuMont
SCHOOL DAYS	And partie	Family	30 min, 1 wk	OR	Happy Felton me's a lively quiz session	DuMont
SCHOOL DAYS	Quiz	Family	20 min, 1 wk	\$30	"Students" quizzed by schoolmaster.	WRGB, Scheneetady
SMALL FRY CLUB	And partie	Juvenile	30 min, 1/3/wk	OR	Bob Emery provides fun and cartoon films	DuMont
SMITH AND DALE SKETCHBOOK	Comedy:	Family	15 mm, 5 wk	OR	Fanonus vaudeville aet in laugh sketches	Roger White
SHAPSHOTS BY TELEFILM OF H'WOOD.	Interview	Family	15 mm, 1 wk	\$190	Snapshot films devoted to fashions, sports, etc	KSD-TV, St. Louis
SO YOU WANT TO BE AN EXPLORER	Quat	Family	30 min, 1 wk	OB	Quer show with exploring angle	Von Baumann
SOCIETY OF AMATEUR CHEFS	Hobby	Family	30 mm. 1 wk	\$1000	Cooking show, featuring notables as guest chefs	Charles Stark Produs
SPORTS DEN	Sports	Men	15 mm, 1 wk	\$500	Sports interviews by Dennis James	Charles Stark Produs
SPORTS PAGE	Sports	Family	10 mm, 5 wk	\$140	Bill Sears, sports commentary, scoreboard	WCAU-TV, Phila.
SPORTS QUIZ	Sports	Men	15 min. T. wk	UR	Prizes for best sports topics to discuss	WPTZ, Phila.
SPRINGBOARD TO FAME	Variety	Family	30 mm, 1 wk	OR	V talent show, giving professionals a video break	WPIX, N.Y.
STARLET STAIRWAY	Variety	Family	30 mount wh	OR	Young talent discoveries	WFIL-TV, Phila

Tabulation of KSD-TV Sponsors During First 16 Months of Television in St. Louis Reflects Wide Diversity of Products and Services, and Includes the Names of Some of the Nation's

Most Distinguished Advertisers:

Admiral Television 'Aluminum Ore 'American Packing '
American Tobacco (Lucky Strike) 'Bemis Bros. 'Botany
Mills 'Brown Shoe 'Bulova 'Chevrolet 'CluettPeabody 'Crosley 'Dazey Manufacturing 'Dowd Sporting
Goods 'Elgin 'Falstaff 'Ford 'General Electric '
Griesdieck Bros. 'Hat Research Foundation 'Hyde Park
Breweries 'Johnson Shoes 'Kaiser-Frazer 'Kline's '
Kelvinator 'Monsanto Chemical 'M. K. & T. Railroad 'Motorola 'Nash 'Pepsi-Cola 'Philco 'Purity Bakeries 'RCA-Victor 'R. J. Reynolds Tobacco (Camels) 'Reardon Paint 'Ronson Lighters 'St. Louis Independent Packing 'Schenley's (Cresta Blanca) 'Seven-Up '
Shell Oil 'Southwestern Bell Telephone 'StewartWarner 'Trimfoot Shoes 'Transmirra Lenses 'Union
Electric of Missouri 'Walco Lenses 'The Austin Company

St. Louis' Geographical Location in the Center of the Rich Middle-West, and St. Louis' Acknowledged Reputation for Economic Stability, High Purchasing Power and Product Loyalty Make the Area Served by KSD-TV the Nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION. For Details Regarding Schedules and Availabilities, Write or Call KSD-TV or Free & Peters, Inc.

KSD-TV

The St. Louis Post-Dispatch Television Station ' Channel No. 5

89

the station picture as of Litune 1948 Unico O Romado O Construction permits issued. Numeral indicates where more than one in a city O Greensboro D Charlotte • Station on the air. Numeral indicates where more than one in a city (Calumbus () Ailo mgham (i) () silodon New Orleans Onote 20 Konsos City Dovenpor Ames Minneopolis Heusten O O Tulsa Oklahama City Fort Warth () O Son Antonio 0 Key · • M. • M. •) O Albuquerque WMAL-TV WNB W WTTG WCAU-TV WFIL-TV WPTZ Call Letters WABD WCBS-TV WNBT KDYL-TV KSD-TV WNHC WRGB WIVR ONTANES A MESERAL Stations on the Air Salt Lake City St. Louis Washington 2 Schenectady New Haven Philadelphia City Phoenix O New York Richmond WBAL-TV WMAR-TV WBZ-TV WNAC-TV WBEN-TV Call Letters KTSL KTLA WTMJ-TV WBKB WGN-TV WLWT WEWS KSTP-TV WATV WWJ.TV A Biverside O Stockton Los Angeles V Los Angeles Minneapolis us of I June 1958 Milwaukee Cincinnati Cleveland Ċ Baltimore Chicago Detroit Newark Boston Buffalo

REPORT ON **TELEVISION**

NO. 2_

OVER A MILLION...

NEW YORK'S TELEVISION AUDIENCE

Latest survey shows the New York area has 174,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.



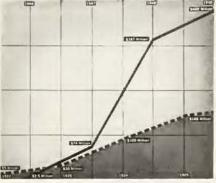
OVER HALF TUNED TO WABD . . .

A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were originations of WABD, New York, key station of Du Mont Television Network.



TALK ABOUT AUDIENCE RESPONSE!

First time Du Mont Network's popular "Charade Quiz" was aired, it pulled 50 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!



TELEVISION'S FIRST THREE YEARS

as compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.



KEY STATIONS

WABD-Channel 5 New York, N. Y.

WTTG-Channel 5 Washington, D. C.

WDTV-Channel 3 Pittsburgh, Pa.

ask Du Mont - For complete information about programs,

costs and availabilities, write or wire Du Mont Time Sales Department.

DU MONT TELEVISION NETWORK

The Nation's Window On The World" 515 Madison Avenue, New York 22, N. Y.



TV Available Film Facilities

FIRM	CITY	TV FILMS AVAILABLE	мм	COST*	PROMOTION KITS	SPECIAL TV FILM SERVICES
A. F. FILMS	20.7	23 Sh, 1 3 reels	35 & □	OR		
BRAY STUDIOS	2.7	50 Sh; 12 Car	35 & 16	OH		Ammation, spots
BRITISH_INFO SERVICE	NY	50 Sh; SS	35 & 16	OR		Stock shot: \$1 \$2 ft 35 mm
COMMONWEALTH FILM	1. 1	40 F, 24 W; 50 Sh; 13 Car	35 & 16	OR		
CORCORAN PROCUCTIONS	2.7	30-mm TV features	35 & 16	OR	Traclers, press books	Ann at on, spots, TV progs
OU MONT	2 1		16			Tele-Transcriptions off-tule ice
EQUITY FILM EXCHANGES	N.Y.	50 F; 50 W; 50 Sh	35 & 16	OR	Trailers, stills, mats, etc.	
JERRY FAIRBANKS	N. Y.	See NBC listing	35 & 10	OR		Spots, progs all types, animation
GRAY-O'REILLY STUDIOS	N L		35 & 16	OR		Spots, ammation, commercials
GUERIN ENTERPRISES	St. Louis		16	OR		Spots, progs, news & sports
JAM HANDY DEGANIZATION	N. Y.	58 Sh; 9-min TV shorts	16	\$15.360		Spots, commercials, animation
INS INP TELENEWS	N. Y.	Daily, wkly, TV newsreel	35 & 16	\$162 up	In preparation	Special news coverage on order
INTL FILM FOUNDATION	N.Y.	35 Sh of travel nature	35 & 16	\$100 пр	-	Documentaries on order
JASON STUDIOS	N. Y.		35 & 10	OR		Cartoon art
KNICKERBOCKER PRODUCTIONS	N. Y.		35 & 16	0R		Spots, commercials, all types
KNOWLEDGE BUILDERS	N. Y.	Shorts	35 & 16	\$15 \$35		
MOTION PICTURE ASSOCS	N. Y.	10,000 ft 88	35 & 1n	Spots \$250		Progs; 16-mm silent commercials
NBC-TY & SPOT SALES	N. Y.	Various F*; OES; SS	35 & 16	OR	Trailers, stills, mats	Spots, progs, commercials, off-tulre-
NATIONAL SCREEN SERVICE	N. Y.		35 & 10	OR		Trailers, spots, sta breaks, etc.
N. AMERICAN VIDEO PROONS	N.Y.	52 open-end 1 reel shorts	16	OR	Traders, stills, mats	Spots, animation, proces, etc.
OFFICIAL FILMS	N. Y.	75 Sh; 23 Car; others	16	\$15-\$230		
PARAMOUNT	N. Y.		35 & 16	30-mm \$540 neg		Off-tube recordings, prints 5c ft
PATHESCOPE PRODUCTIONS	N.Y.		16	OR.		Spots, animation, rommercials
POST PICTURES	N. Y.	9 F; 11 W; 82 Sh	16	\$10-\$250 ap		
REGAL TELEVISION PICS	N. Y.	38 F**; 45 Sh	35 Å 16	Based on mkt	Traders, stills	
IRA H SIMMONS	S. Y.	1 F; 24 Sh; \$8; others)	16	OR	Press books, stills, etc	Spots, animation, commercials
SOUND MASTERS	S Y.		35 & 10	OR		Creative, ammation, spots, etc
TELECOMICS TELEPICTURES	2. 2	32 TV 1-min conuc strips	16	\$25 \$2500	Traders, stills, etc.	Spots, commercials
TELEVISION ADV PROONS	Chi.	3 open-end TV Sh series (1	35 & 10	\$350 up	Special kits with series	Spots, animation, conmercials
TELEVISION HIGHLIGHTS	N. Y.	32 F; 125 Sh; 25 OES	16	OR	In preparation	Spots, animation, commercials
TRANSFILM	N.Y.		35	OR		Package progs, spots, animation
20TH CENTURY FOX	N. Y.	In preparation	35 & 10	OR		All film facilities for progs, spots
UNITED PRESS ASSN	N.Y.	Daily (lide-films, newsreels	35 & 16	Based on mkt		Special news coverage on order
UNITED STATES VET ADMIN	Wash	1-min TV pulsery spots weekly	316	Free		Spots, props to veterans' act villes
UNITED WORLD FILMS	N- Y	OR	35 & 16	OR		Package progs, commercials
VIDEO ASSOCS	S.Y.	Tele-Pope time spots thru Ziv	191	\$350-\$500		Spots, commercials, semi-animation
WPIX, INC	2. 7.	24 F; daily - wkly newsreel	16	ÜR	Trailers, press books	
ZIV TELEVISION PROGRAMS	ST	41 P 35 W, 50 Sh; 6 OFS; SS	.16	OR		Time spats, progs, etc

^{*} OR On Request

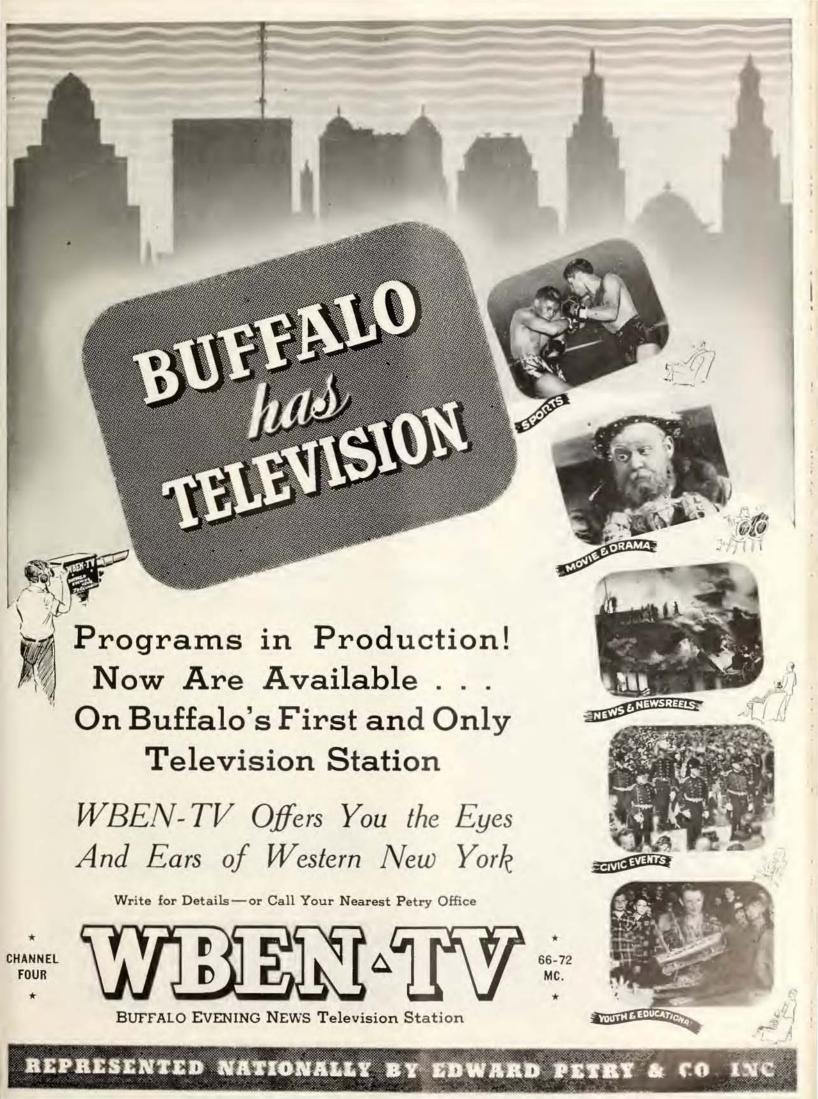
*Jerry Fairbanks produced films Cavalcade of Paris Foshions, NBC Newsreel, Public Prosecutor, and Going Places are hundled by NBC. All are 15-min open-end series. NBC also makes off-tule film recordings, Base rate, 20-min \$18 ineg, \$60 print.

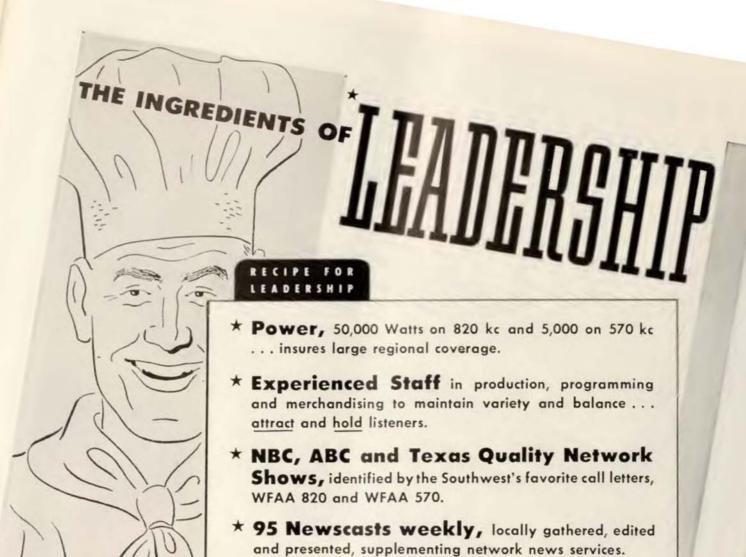
*Includes 16 Hal Roach "streamliners." These are short features, running approx 45 55 min.

*IThree TV series in production. Moments of the Past, Francy, Strange As It Seems.

*IThre TV series in production. At Your House, Close-ups In Crime, Observides.

*Legend Car Cortain, F Feature, OES Open-end Spots, OR On Request, Sp. Sports, SS. Stock Shots, Western. Western.





Mix age and power with experience. Carefully blend the best in equipment, talent and network services with audience loyalty. Season with Texas enthusiasm and add local color with these ingredients of leadership.

* Complete Recording Laboratories, the best in equipment, studios, talent and technical "know-how."

Serve in generous portions and you have the soundest possible investment for your radio dollar with

Represented Nationally by EDWARD PETRY and COMPANY



Something new has been added

Fresh approach to FM broadcast advertising

Storecasting, transitradio, and FAX give sponsors new broadcast advertising forms

programs on frequency modulation stations has increased the FM audience immeasurably. It has likewise temporarily placed the burden of telling the FM story in the hands of the nonnetwork stations. The reason for this is a matter of dollars and cents. The network stations, by agreement with the AFM, are committed not to charge for the duplication of the programs on FM. This means that the standard broadcasting stations with an FM affiliate are operating a second transmitter without being paid for it.

Duplication of standard broadcast network programs for FM. A listener who has heard a favorite network program on FM and is seeking something else dials across the FM band instead of switching to the standard band. Habit is the most important factor in all radio listening and network programs on FM are slowly but certainly creating FM listening habits.

A number of FM networks, besides the Continental with its 26 affiliates and the Dixie with its 12 outlets, are in the plans stage or operate sporadically at present custom-built chains for sports The independent stations however events, Others groups are working towards ment, it will deliver staticless reproduc-

microwave relays (each station handling its own relay) or by land lines.

Among the latter are the Iowa-Illinois Network, the Ohio, Wisconsin, Southern California, Indiana, and Capitol (Harrisburg, Pa.) FM Networks, and the Rural Radio Network (upstate New York) which plans its first service this summer. There are said to be seven others which have already functioned but which haven't even been permanently named.

As more FM-AM receivers are made available in the low and medium-price brackets, there'll be more and more activity in the program and network lines among FM stations. A midget AM-FM set is being tested which it is believed will retail at even less than the FM tuners now on the market. While this set will not reproduce the quality which is an important part of FM enjoyhave profited from the availability of permanent linking either by automatic tion—the attribute of the Armstrongthe

and the one exception...

FOSTER & DAVIES, INC. . PRESS DEPARTMENT

May 7, 1948

RESULTS OF SECOND ANNUAL WJW TRADE PAPER EFFECTIVENESS SURVEY

Tabulation and analysis of the second annual postcard survey made to gauge the effectiveness of WJW trade paper advertising and its "Indian Chief" trademark is now complete. Response to the 8500 postcards mailed to radio-minded advertisers and agencies during January have only now stopped coming in. Here are some of the more important findings:

- 1. One out of every four cards was returned (2,067 or 24%). Last year an identical mailing pulled 1% response.
- Two out of every <u>five</u> respondents recalled seeing the "Indian Chief" advertised (849 or 41%). Last year's response was 30%.
- Nearly three out of every <u>five</u> respondents knew that the "Indian Chief" advertised WJW (483 or 57%). Last year's identifiers also totaled 57%, but this represented only 282 responses.
- 4. Two publications, BROADCASTING and SPONSOR, accounted for two out of three mentions in response to the query, "In what publications do you see him (the "Indian Chief"). Eleven other magazines split the remaining mentions.
- 5. BROADCASTING was first, as it was in 1947, and like all other publications except one produced approximately the same percentage of mentions as last year.
- SPONSOR was the one exception. It showed a 300% gain over 1947.*
- 7. SPONSOR and BROADCASTING are "one-two" on the WJW advertising schedule, and consequently were expected to show well. But the remarkable jump in SPONSOR mentions (SPONSOR was little more than a year old when this survey was made) exceeds expectations.

This survey, like all mail surveys, has limitations. Except in a general sense, it cannot be regarded as an adequate yardstick of the advertising merits of all the trade publications since WJW did not use them all or in the same way. Further, it was a "recall" survey, with the limitations inherent on all recall studies.

But it points out: 1. That WJW trade paper advertising has, in a relatively short time, become well known. 2. That the WJW "Indian Chief" is an American advertising institution today. 3. That consistent identifying advertising in logical trade papers is impressing "WJW" on the minds of advertisers and agency executives of every category (presidents, advertising managers, account executives, and time-buyers)...and doing it in a way that is helping the WJW sales department make sales.

As one respondent wrote, "Good trademark ... good recognition value."

FM TAKES ITS PLACE

(Continued from page 95)

invented method of transmission and reception which the consumer recognizes and appreciates most readily.

While FM as a better form of broadcasting has had a continuously difficult existence, three by-products have been developed during the past year which can be of major importance to advertisers. These are transitradio, storecasting, and commercial FAX. All of these three forms of broadcast advertising are relatively new, transitradio (the reception of news, advertising, and music on street cars and buses) is possible only because FM stations can transmit programs without the static normally developed by street cars and bus motors. Tests have proved that riders on buses and streetcars enjoy the specially-programed entertainment, just as automobile riders enjoy radios in their cars. With a transitradio tie-up FM stations deliver not only the home radio FM audience but thousands of people who use the transit systems in the towns served by the FM station. The idea started in Cincinnati with Hulbert Taft, Jr., of WCTS (FM affiliate of WKRC), who made tests in conjunction with the Cincinnati transit system. In the Queen City area, transitradio has gone beyond the trial stage and contracts have been signed between the stations and the transit companies. Similar plans for Baltimore, Washington, and Wilkes-Barre (there are Taft interests in this Pennsylvania town also) are well under way and FM should be serving the traveling audiences in these territories shortly. What happens in these four trail-blazing towns will determine the future of this new form of broadcast advertising. Every survey of the riders on broadcasting in buses and streetcars indicates that over 80% like it.

Storecasting during its early stages has been operated almost entirely over telephone lines. Philadelphia and New England storecasts have not only been successful for advertisers but have increased sales in the giant markets by as much as 20%. The linking of stores to a studio by land lines is expensive. The special programing which has to be transmitted over the lines further runs up Distances between stores has frequently made it uneconomical to include certain giant markets. Transmission of program material to the stores by FM stations instead of land lines has been the answer to this barrier of cost. Stanley Joseloff, head of Storecast Corporation of America, was the first to

sign up a big grocery chain, the National ing equipment which could be placed Tea Company of Chicago, for FM-transmitted storecasting service. FM station standards decided upon and commercial WEHS will transmit the programs in Chicago.

As in the case of servicing transit in limited quantities this fall. riders, FM storecasting delivers to advertisers a group of listeners thus far not delivered by any other broadcast

Third unique facet of FM broadcasting, FAX, received its commercial green light in June. Until standards* were set it was impossible to manufacture receiv-

upon sale to the consumer. Now with operation okayed, sets are being rushed by manufacturers and will be available standards set are roughly those under which most FAX transmitters and receivers have been operating experimentally and this fact will speed up commercial operation materially. ...

*There were some FAX proposents who wanted the size of the printed page received in the home 5.1 instead of the 8.2 which the FCC observed.

This Isn't a Political Question, But . . .

What Is the Tie-up Between Washington D. C. and Kansas City, Mo.?

> Why it's KOZY (FM) and WASH (FM), the two FM stations that are Really Producing Results for Their Advertisers.

> If you want to TEST FM Sales Impact try both of these stations in two of the Nation's BEST MARKETS.

KANSAS CITY, MO. Robert Wolfskill, Mgr.

Hudson Eldridge, Mgr.

"Dillard Stations"



The networks since BMB

All four chains have expanded, in power. number of stations, and national coverage

What has happened to the networks since the first BMB measurement of radio listening in March 1946? Last year sponsor published, in its first Fall Facts edition, two-color maps of each of the four networks. This was the first and thus far the only presentation of the networks on a visual comparative basis. Even at the time these maps were published the information used to draft them was practically a year old. Based upon this first BMB survey, each network was credited with stations affiliated with it as of September 1946.

Since that time 294 stations have joined the networks. As of May 1, 1948, ABC has added 73, CBS 18, MBS 187,

and NBC 16. Even these station additions do not present the full picture of the networks today, since there have been innumerable increases in station power and changes in affiliation during the past two years. On the following two pages, sponsor presents, in chart form, the record of network station affiliation according to BMB, as of May 1, 1948. This graphic presentation underlines what has transpired since the BMB survey.

On a power basis, both per-station and total web wattage, CBS is very close to the leader, NBC. NBC has 9,650 more watts (on a full network basis) than CBS and 226 more watts per station average. CBS has three more outlets than NBC.

Power of course is far from the whole answer to network coverage. Where the power is on the waveband and how much of it is effective are vitally important factors. A station located at the low end of the dial (up to 1,000 kilocycles), for example, has far more coverage than a station of same power higher in the band.

Mutual emphasizes its in-town stations and links more one-station towns than any other network. It also has more 1,000-watt stations than any other chain with 75 1 KW affiliates to ABC's 60. (CBS and NBC have 21 and 20 respectively.)

Mutual and ABC have grown fastest of the networks. In total power MBS has increased 46% and ABC 43% since BMB. While the former has been adding stations in great numbers, in many cases of low power, ABC has been striving to increase its average station power. At the time of the first BMB, ABC averaged 2,554 watts per station. As of May 1, 1948, it had

North Carolina Is The South's No.1 State North Carolina's No.1 Salesman Raleigh, North Carolina FREE & PETERS, Inc., National Representatives

3,225. MBS on its part has increased only from 1,151 to 1,298 watts average, despite the present emphasis on TV. The MES philosophy of coverage from Since May 1 MBS has announced nine within does not require great powerful more I KW station affiliates. Power in-50 KW stations (it has only three), while crease grants come out of practically other chain thinking does. ABC has nine every FCC meeting which considers this 50 KW outlets.

Network power growth hasn't stopped

Programing trends

Variety, situation comedy, and audience participation lead the rating parade

In the past it has been agency and gram types to lump news columnists with sponsor policy in checking ratings of pro- news, and situation comedy plays with

ABC	A	s of BMB-	-1946	As of May 1, 1948			
ADU	ADU Number of Sta %				%	Power	
50 kw 25 kw 10 kw 7 ¹ / ₂ kw 5 kw	4 0 4 1 32		200,000 40,000 7,500 160,000	9 0 5 0 46		450,000 50,000 230,000	
Total High power	41	23%	407,500	60	23%	730,000	
1 kw 500 w	30 9		30,000 4,500	60		60,000 4,000	
Total Medium power	39	21%	34,500	68	27%	64,000	
250 w 100 w	101		25,250 200	126 2		31,500 200	
Total Low power	103	56%	25,450	128	50%	31,700	
TOTAL POWER	183	100%	467,450	256	100%	825,700	
Average power per station			2,554			3,225	

CBS	A	s of BMB	-1946	As of May 1, 1948				
CD3	Number of Sta.	72	Power	Number of Sta.	F.	Power		
50 kw 25 kw	18		900,000	22		1,100,000		
10 kw	2		20,000	3 0		30,000		
7½ kw 5 kw	49		245,000	68		340,000		
Total High power	69	47%	1,165,000	93	56%	1,470,000		
1 kw 500 w	25 8		25,000 4,000	21		21,000 3,500		
Total Medium power	33	2200	29,000	28	17°°	24,500		
250 w 100 w	42 4		10,500 400	43		10,750 200		
Total Low power	46	31%	10,900	45	27%	10,950		
TOTAL POWER	148	1000	1,204,900	166	1000	1,505,450		
Average power per station			8,141			9,069		

drama, Thus a Walter Winchell (ABC) gave all other news broadcasts a lift and the impact of a program like My Friend existence. This year sponsor reports for Irma was lost among the great mass of plays. Mysteries on the air have been so outstandingly successful that they have been rated apart from other plays for some led program types with a nine-month time and they continue to be so rated.

Last year's Fall Facts edition in reporting Average Network Program Ratings by Types for the preceding season followed accepted commercial trade practice. With month (April) last year there were 16 the new trend sponsor reports in cor- evening hours a week of commerciallyrespondingly revised form. Some figures, sponsored variety shows while this year therefore, are not comparable with last there were only 141/4 such hours. The year's, which in any case covered only the

fewer months (November 1946-May 1947) that this publication had been in the complete broadcast season September 1947-May 1948.

Evening variety programs once again rating of 12.8, the identical average rating which they hit last year. However, commercial trend is away from variety programs. Indicative of this, in a typical (Please turn to page 132)

MBS	A	s of BMB-	-1946	As of May 1, 1948			
MD3	Number of Sta.	%	Power	Number of Sta	%	Power	
50 kw 25 kw 10 kw 7½ kw 5 kw	2 1 0 0 23		100,000 25,000 115,000	3 1 0 0 55		150,000 25,000 275,000	
Total High power	26	9%	240,000	59	12%	450,000	
1 kw 500 w	33		33,000 3,000	75 14		75,000 7,000	
Total Medium power	39	14%	36,000	84	19%	82,000	
250 w 100 w	208		52,000 1,300	319 6		79,750 600	
Total Low power	221	77%	53,300	325	69%	80,350	
TOTAL POWER	286	100%	329,300	473	100%	612,350	
Average power per station			1,151			1,295	

NBC	The state of the s	s of BMB	-1946	As of May 1, 1948			
MDU	Number of Sta.	%	Power	Number of Sta.	%	Power	
50 kw 25 kw 10 kw 7½ kw 5 kw	22 1 0 0 42		1,100,000 25,000 210,000	23 1 1 0 59		1,150,000 25,000 10,000 295,000	
Total High power	65	45%	1,335,000	84	51%	1,480,000	
1 kw 500 w	21 6		21,000 3,000	20 2		20,000 1,000	
Total Medium power	27	18%	24,000	22	14%	21,000	
250 w 100 w	54 1		13,500 100	56 1		14,000 100	
Total Low power	55	37%	13,600	57	35%	14,100	
TOTAL POWER	147	100%	1,372,600	163	100%	1,515,100	
Average power per station			9,337			9,294	

dominate



of the audience

WMBD's continuing leadership in the rich Peoria market is graphically shown in the latest Hooper Station Listening Index (March-April, 1948). WMBD is the **ONLY** Peoria station to show a larger share of the audience in any time period over the previous report . . . and WMBD shows an increase in **ALL** time periods.

MORNINGS (Mon thru Fri)

(mon. this rii.)
Peoriarea Station "A" 8.3
Peoriarea Station "B" 5.1
Peoriarea Station "C" 7.8
Peoriarea Station "D" 1.2
All outside stations
WMBD

AFTERNOONS

	(1	n c	п		ŧ	h	r	u	Fri.)
Station	"A".			20	12				. 8.5
Station	"B"								 . 51
Station									7.1
Station						1	16		. 1.6
All outs		tic	ns				-	7.7	.30.0
WMBD				-			-		

EVENINGS

Station "A"	
All outside stations 26.9 (Stations C and D do not broadcast evenings)	8.1





Available Network Package Programs

TITLE	TYPE	APPEAL	NET	TIME	PRICE	TESTEO?	EXPLANATION
ADVENTURE PARAGE	Dennia	Juvenile	MBS	15-mm, 5 wk	\$1500	1'es	Dramatization of juvenile literary classics
AMERICAN ALMANAC	Commentary	Adult	ABC	15-mm, 1 wk	\$1000	Yes	Bits of Americana, wisdom, weather, etc.
RED BARBER'S CLUB HOUSE	And partie	Family	UBS	30-min, 1, wk	\$1500-\$2000	Yes	Famous sports assouncer conducts sports quiz
SHORTY BELL	Drama	Family	CBS	30-mm, 1 wk	\$10000-\$12000	Yes	Mickey Rooney's journalistic adventures
CANDIO MICROPHONE	Interview	Family	ABC	30-min, 1 wk	\$3250	Yes	Conversations overheard with a wire recorder
HOAGY CARMICHAEL	Musical	Family	CBS	15-mm, 1 wk	\$2000-\$3000	Yea	Hoagy plays and sings; an intimate show
CHARLEY'S HOUSE	Variety	Family	MBS	30-min, 1 wk	\$2900	Yes	Charley Slocum, Vera Holley, Junmy Carroll, songs, comed
COMEDY WRITERS SHOW	Controls	Family	ABC	30-man, 1 wk	\$3500	Yes	Show by a famous radio comedy-writing teams
COUNTRY JOURNAL	Farm	Family	CBS	30-mm, 1 wk	\$1500-\$2000	Yes	Remote pick-ups; nati, intl coverage
CRIMINAL CASEBOOK	Drama	Family	ABC	30-mm, 1, wk	\$3000 \$3500	Yes	Stories of former criminals; uncovering roots of crime
ODORWAY TO LIFE	Drama	Family	CBS	30-min, 1-5 wk	\$3600-\$3900	Yes	Dramatized case-histories of child-rearing problems
EDITOR AT HOME	Commentary	Adult	ABC	15-min, I wk	\$1000	Yes	Atlantic Editor Ed Weeks in philosophic vein
ESCAPE	Drama	Family	CBS	30-min, 1 wk	\$4000-\$5000	No	Literary classics of all time dramatized
THE FALCON	Drama	Family	MBS	30-min, 1 wk	\$3000	Yes	Playboy detective solves baffling crimes
FIRST PIAND QUARTET	Musical	Family	NBC	30-mm, 1 wk	\$2250	Yes	Special treatments of classical and pop music
JOHNNY FLETCHER	Comedy	Family	ABC	30-min, 1 wk	\$4000	Yes	Bill Goodwin as a breezy young promoter
FRONT PAGE	Drama	Family	ABC	30-min, 1 wk	\$4000	Yes	Newspaper series based on play of same name
FRONTIERS OF SCIENCE	News	Family	CBS	15-min, I wk	\$750-\$1000	Yes	Reports on progress in science, its implications
DAVE GARROWAY SHOW	Drama	Family	NBC	30-min, 1/wk	\$3250-\$3750	Yes	D. G. me's show incl Gallichio orch, vocaliats, guests
GIVE AND TAKE					\$3000 \$2000	Yes	John Reed King in quiz session with give-aways
GO FOR THE HOUSE	Aud partie	Family	CBS	30-min, 3-4-5 wk	-	Yes	Quiz; participants try to furnish house progressively
HOP HARRIGAN	Aud partie	Family	ABC	30-min, t/wk	\$3750	-	
	Drama	Juvenile	ZIBS	15-min, 5 wk	\$4500	Yes	Air adventures of a young pilot
JOSEPH C. HARSCH	News	Family	CBS	15-min, 1 wk	\$11-\$1200	Yes	Meaning of the news, nath, infl
HEART'S OESIRE	Aud partie	Women	MBS	15-min, 5 wk	\$2250	Yes	Letter selected by studio panel wins heart's desire
HIGH ADVENTURE	Drama	Family	MBS	30-min, 1 wk	\$1500	Yes	Backgrounds of sea, air, West, etc. Melodramatic
HILLTOP HOUSE	Daytime strip	Women	CBS	15-min, 5 wk	\$2000 \$3000	Yes	Modern woman crusades for an orphanage
HONEYMOON IN N. Y.	Aud partie	Family	NBC	30-min, 1 wk	\$1500-\$2500	Yes	Interviews engaged, anniversary, honeymoon couple; gi
GREGORY HOOO	Drama	Family	MBS	30-min, 1 wk	\$2300	Yes	The police may be baffled, but not Hood (for long)
IT'S A GREAT TOWN	Variety	Family	MBS	30-min, 1 wk	\$4500	No	Blend of Vox Pop, We the People, talent show; travels
KEEP UP WITH THE KIDS	Quiz	Family	MBS	30-min, 1/wk	\$1800	Yes	Youngsters pitted against their elders
HAWK LARABEE	Drama	Family	CBS	30-min, 1 wk	\$2500	Yes	Western adventure in resettled ghost town
LEAVE IT TO THE GIRLS	Comedy	Family	MBS	30-min, 1/wk	\$2450	Yes	Panel of girls answer listeners' letters, to men's discomfit
ROBERT Q. LEWIS SHOW	Variety	Family	CBS	15-30-min, 1-5/wk	\$1000-\$6000	No	Satirical routine, band, vocalists, guests
LONE WOLF	Drama	Juvenile	MBS	30-min, 1 wk	\$1750	Yes	Typical kid thriller
LOOK YOUR BEST	And partie	Women	CBS	30-min, 3-4-5 wk	\$2500-\$2700	Yes	Diagnosis and advice from Hollywood beauty expert
LUNCHEON AT SAROI'S	Aud partie	Women	MBS	15-min, 5/wk	\$2000	Yes	It used to be breakfast, now it's lunch
MARRIAGE FOR TWO	Daytime strip	Women	CBS	15-min, 5 wk	\$3000-\$4000	Yes	Elaine Carrington's latest soap opus
MEET YOUR LUCKY PARTNER	Quiz	Family	MBS	30-min, 1 wk	\$2750	Yes	If contestant fails, phones "partner" who gets chance
FRANK MERRIWELL	Draina	Juvenile	NBC	30-min, 1 wk	\$2195	Yes	Collegiate athletic-mystery set at turn of century
MINO YOUR MANNERS	And partie	Juvenile	NBC	30-min, 1 wk	\$1250-\$1500	Yes	Teen-age panel discuss teen-age social behavior
MOVIE MATINEE		Family	MBS	30-min, I wk	\$1350	Yes	News, stories, about movies and Hollywood stars
MYSTERIOUS TRAVELER	Drama	Family	MBS	30-min, 1 wk	\$1750	Yes	Mystery thriller; often told through murderer's eyes
NBC SYMPHONY	Musical	Family	SBC	60-min, 1 wk	\$1000000	Yes	Toscanini and guest conductors, soloists
NATIONAL MINSTRELS	Musica)	Family	NBC	30-min, 1 wk	\$4000	Yes	Modern music, nunstrel format; comedienne Jackie Ma
NEW YORK PHILHARMONIC	Musical	Family	CBS	90-min, 1 wk	\$5000-\$10000	Yes	Musical institution in the grand manner
OKLAHOMA ROUNDUP	Musical		CBS	30-mm, 1-5 wk		-	Frontier fiddling, yodeling, humor
NELSON OLMSTED	The state of the s	Family			\$4000-\$4500	Yes	Adapts, narrates great short stories
OLMSTED & CO	Dranus	Family	NBC	15-min, 1 wk	\$2300-\$2500	Yes	
OPINION AIRE	Musical	Family	NBC	30-min, 1 wk	\$3500-\$4000	Yes	Story vignette; baritone Jack Kilty; orchestra
JACK PEARL SHOW	Drama	Pamily	MBS	30-min, 1 wk	\$2500	Yes	Cross-examine speakers; selected cities give verdict
	Counsts	Family	NHC	30-mm, 1 wk	\$7500-\$8500	Yes	Situation convedy, incl Cliff Hall; Eve Young vocals, et
PHILADELPHIA ORCHESTRA	Musical	Family	CBS	nii-mm, i wk	\$7500-\$10000	Yes	Eugene Ormandy and over 100 distinguished artists
JANE PICKENS SHOW	Variety	Famle	NBC	30-min, 1 wk	\$4300.	Yes	With Jack Kilty, Phil Leeds, 28-piece archestra
PRACTICAL GARDENER	Commentary	Adult	MBS	15-min, 1 wk	\$450		How to make things grow
QUIET PLEASE	Drama	Family	MBS	30-min, 1 wk	\$1750	Yes	Psychological mystery thriller
RADIO CITY PLAYHOUSE	Drama	Adult	NBC	30-min. 1 wk	\$3500-\$4000	Yes	Original radio plays produced by Harry W. Junkin

109 SPONSOR



KGO

explodes a myth – reveals the best spot radio buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of at 11 p.m. as they do in the East. For years, everyone has accepted the myth that in the West listeners want to hear news at 10—and go to bed at 10:15!

Nothing could be farther from the truth! With the other three Bay Area stations battling each other with news programs, KGO has stepped in from 10 to 10:30 with half-hour variety

and dramatic shows.

The result? Two special Hoopers and thousands of letters prove beyond a doubt that KGO can get more audience at less cost in this half hour than any other station. Best of all, this is guaranteed time, at daytime rates. And right now, two established shows—Philo Vance and Bulldog Drummond—are available! Get complete details today from the ABC Spot Sales representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California from Alaska, Canada, and seven western states. Look over these availabilities on the new, more powerful KGO...

- 1. Baukhage Talking, 11:30 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!
- 2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bingsday-night lineup! A 7.6 Hooperating and new, low talent cost.
- 3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving *local* coverage to the dozen Bay Area cities.
- 4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is a top expert. Factual, complete—with that touch of human interest which attracts both men and women.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ-New York 50,000 watts 770 kc

KECA - Los Angeles 5,000 watts 790 kc

WENR-Chicago 50,000 watts 890 kc

WXYZ Detroit 5,000 watts 1270 kc

KGO San Francisco 50,000 watts 810 kc

WMAL-Washington 5,000 watts 630 kc

ABC Pacific Network

ABC

American Broadcasting Company



PACIFIC NORTHWEST BROADCASTERS

P O BOX 1956

SYMONS BUILDING BUTTE MONTANA SPOKANE WASHINGTON

ORPHEUM BUILDING PORTLAND, OREGON

6381 HOLLYWOOD BOULEVARD HOLLYWOOD, CALIFORNIA

SMITH TOWER SEATTLE, WASHINGTON

THE WALKER CO -551 FIFTH AVENUE, NEW YORK CITY-360 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS 330 HENNEPEN AVENUE MINNEAPOLIS MINNESOTA-15 WEST 10TH STREET KANSAS CITY, MISSOURI



PACIFIC NORTHWEST BROADCASTERS

P O BOX 1956 BUTTE, MONTANA SYMONS BUILDING SPOKANE, WASHINGTON

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SMITH TOWER

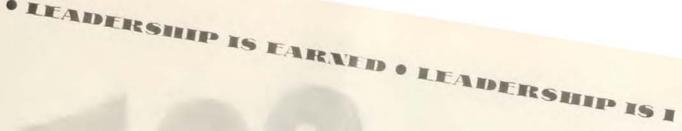
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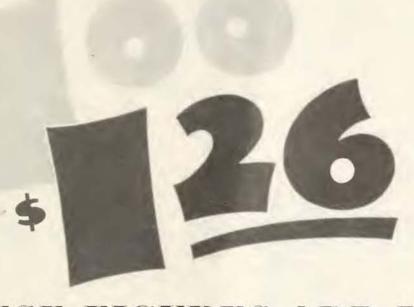
TITLE	TYPE	APPEAL	NET	TIME :	PRICE	TESTED?	EXPLAHATION
RADIO NEWS REEL	News	Family	MHS	15-mm, 5 wk	\$2200	Yes	Nati on-the-spot coverage of news stories
RED NOOK	Drama	Family-	MBS	15-min, 5 wk	\$1500	Yes	Slant on problems of city family moved to country
RFD AMERICA	Quie	Family	NBC	30-nun, 1 wk	\$3500-\$1000	Yes	Farm community people quizzed on rural matters
ROMANCE	Drama	Family	CBS	30-mm, 1 wk	\$3600-\$3900	Yes	Great love stories of all time recreated
ADDFTOPS OF THE CITY	Drama	Family	CBS	30-non, 1, wk	\$3000-\$3500	No	A look from skyscraper top into private fives
SLAPSIE MATTE ROSENBLOOM	Comedy	Family	NBC	30-niin, 1/wk	\$4000	No	Starring the former light heavyweight champion
CHARLIE SLOCUM	Camedy	Family	MBS	15-mm, 1 wk	\$300	Yes	Humorous commentary on news events
HOWARD K. SMITH FROM LONDON	Sewa	Family	CHS	15-mm, 1 wk	\$1000	Yes	Significant news of week by CBS European news chief
SPECIAL AGENT	Drama	Family	MBS	30-mm, 1 wk	\$1250	Yes	Let the minions of lawlessness beware him
STOP ME IF YOU'VE HEARD THIS ONE	Camedy	Family	MBS	30-min, 1 wk	\$2800	Yes	Humorous stories, jokes, featuring Cal Tinney
STORY FOR TONIGHT	Drama	Family	NBC	30-mm, i wk	\$4000	Yes	Nelson Olmsted tells short stories with music, sound
STORY SHOP	Drama	Juvenile	NBC	30-inin, 1 wk	\$950	Yes	Children's stones narrated with soloist, organ
STORY TO DROER	Draws	Juvenile.	NBC	15-min, 1 wk	\$400	Yes	Lydia spins tale from any 3 words sent in by listeners
STUDIO DNE	Drama	Family	CBS	60-min. 1/wk	\$5000-\$10000	Yes	Repertory theater of the air
SUPERMAN	Drama	Juvenile	MBS	15-min, 5 wk	\$3000	Yes	Based on comic strip of same name
SUPERSTITION	Drama	Family	ABC	30-min, 1 wk	\$3500	Yes	Drama based on common superstitions
TALENT JACKPOT	Variety	Family	MBS	30-min, 1/wk	\$ 3250	Yes	Winner gets cash, theater engagement, repeat on show
TELL IT AGAIN	Drama	Family	CBS	30-min, 1/wk +	\$2000-\$3000	Yes	Literary gems retold
THERE'S ALWAYS A WOMAH	Drama	Family	MBS	30-min, 1 wk	\$1750	Yes	Dramatization of stories in Personal Romances magazit
TIME, PLACE, TUNE	Musical	Family	NBC	30-min, 1/wk *	\$3000	Yes	Favorite tunes, old, new, with soprano, male quartette
TWIH VIEWS OF THE NEWS	News commentary	Family	MBS	15-min, 1/wk	\$650	Yes	Hy Gardner, Stan Walker in straight & off-trail news
UNDER ARREST	Drania	Family	MBS	30-min, I wk	₹1500	Yes	True crime cases a la Gang Busters
WHAT'S THE NAME OF THAT SONG	News commentary	Family	MBS	30-min, 1 wk	\$1500	Yes	Musical quiz with prizes
WHERE THE PEOPLE STAND	Quiz	Adult	CBS	15-min, 1/wk	\$1000	Yes	Elmo Roper reports pulse of the nation
YOU ARE THERE	Drama‡	Family	CBS.	30-min, 1 wk	\$1000-\$1500	Yes	Pseudo-on-the-spot coverage of historical events

Available Independent Live Package Programs

TITLE	TYPE	APPEAL	TIME	PRICE	DESCRIPTION	PRODUCER AHD DR SALES REPRESENTATIVE
ADVEHTURE FOR SALE	Drama	Family	30 min, 1/wk	\$2500-\$5000	Mr-and-Mrs mystery starring Michael O'Sbea	Jack Rourke Prodns
ADVENTURES OF ZORRO	Drama	Family	15 min, 5/wk	\$1550	Based on famous character of same name	Mitchell Gertz
AMAZING MR. MALDHE	Drams	Family	30 min, 1/wk	\$4000	Detective mystery. Gun-totin', fearless Chicago lawyer	Bernard L. Schubert
ARM CHAIR SLEUTHS	Aud partie	Family	30 min, 1/wk	OR	Mystery with a gimmick	W. Biggie Levin
AT HOME WITH THE AHGELS	Drania	Family	30 min, 1/wk	OR	Humorous adventures of the family across the street	WLW, Cinci.
THE AVENGER	Drama	Adult	30 min, 1/wk	35% sta rate	Mystery thriller	Charles Michelson
BACHELOR APARTMENT	Variety	Women	15 min, 5/wk	\$1750	Trials of two bachelors struggling with daily cheres	W. E. Hines
BACKSTAGE THEATRE	Drama	Family	30 min, 1/wk	OR	Dramas of backstage life	W. Biggie Levin
DAVE BARRY SHOW	Comedy	Family	30 min, 1/wk	\$3000	Zany comedy	Jack Rourke Produs
BIO FOR FAME	Variety	Family	30 min, 1/wk	\$2244.35	Traveling screen talent hunt	W. E. Hines
THE BIG GAME	Interview	Family	15 min, 1/wk	\$75 \$100	Talk about high spots of outstanding game of wk	Studio "A" Produs
BEACKSTONE, MAGIC DETECTIVE	Drama	Juvenile	15 min, 3/wk	35% sta rate	Mystery starring Blackstone the magician	Charles Michelson
BLIND DATE	And partic	Family	30 min, 1/wk	\$1500	Based on NBC program of two years ago	Jack Rourke Produs
BUILDERS OF DESTINY	Drama.	Family	30 min, 1, wk	OR	Stories of pioneers who helped found cities in WLW area	WLW, Cinci.
NU HCO	Drama	Adult	30 min, 1/wk	OR	Dramatic expose of Bunco nickets	James L. Saphier
CAVALCADE OF MUSIC	Musical	Adult	30 min, 1/wk	OR	40-piece orch, 16-voice chorus, famous guest stars	Lang-Worth
COUNTRY SHERIFF	Drama	Adult	30 min, 1/wk	OR	Hillbilly mystery	W Biggie Levin
CUBCASTERS	News	Teen-age	15 min, 5 wk	OR	Kid newspaper of the air	Louis G. Cowan
DATE WITH MUSIC	Museat	Adult	15 min, 3-5 wk	35% sta rate	Intimate musical, standard favorites with Phil Brito	Charles Michelson
DAWN'S EARLY LIGHT	Drama	Adult	30 min, 1/wk	\$5(8)0	Comedy drama based on current events	Lowe Radio Features
DOCTOR'S DROERS	Drama	Family	15 min, 1-5 wk	OR	Dramatization of health conditions, medical interviews	Radio Providence Produs
DODWINKLE, ATTORNEY	Drama	Family	30 min, 1 wk	OR	Based on Satevepost current stories	Basch Radio & TV Produ
DREAM STREET	Dramp	Family	30 min, 1 wk	1310	Drama, with a dream format	Basch Radio & TV Produ
EASY MONEY	Drama	Family	15 min, 5 wk	OR	Ex-magician turns rackets detective	W. Higgie Levin
EXPOSE	Drama	Adult	30 min, 1 wk	\$3500	Action, dramatic mystery	Lowe Radio Features
FIGHTING SENATOR	Drama	Adolt	30 min, 1, wk	OR	Crusading ex-GI attacks corruption	Louis G. Cowan
FOLLOW THAT MAN	Drama	Family	30 mm. 1/wk	\$1000-\$2500	Mystery show	Jack Rourke Produs

106 SPONSOR





THESE FIGURES ADD UP to a rich market for WSYR advertisers

For every \$1.00 you sell nationally, you can sell \$1.26 in Syracuse.

Effective buying income of Syracuse families is \$1,404 higher than the national

Syracuse is only the core of rich Central New York whose 400,000 families last year spent \$1,074,000,000 on retail purchases alone. And WSYR is the only NBC station in Central New York - all other networks use 3 or more stations to cover this same rich market.

WSYR's local and network shows win an alert, loyal audience . . . an audience ready to listen to WSYR's sales messages and with the money to buy WSYR advertised products.

ADD THEM UP and see why advertisers count on WSYR to reach the rich Central New York audience



570 Kc - 5000 watts NBC Affiliate in Central New York

Headley-Reed, National Representatives



TITLE	TYPE	APPEAL	TIME	PRICE	DESCRIPTION	SALES REPRESENTATIVE
FOR NO REASON AT ALL	Comedy	Adult	15 min, 5 wk	OR	Based on listener letters, recorded interludes	Pritz Blocki
FOR PEOPLE DNLY	Aud partic	Family	15 min, 5 wk	OR	Quiz in spousor's store, featured ands; prizes	Radio Providence Produc
FDX & HOUNDS	Aud partic	Family	30 min, 1 wk	OR	Entire audience participates in prizes and fun	Basch Radio & TV Procus
HADEN FAMILY	Minucal	Family	15 min, 1-2-3-5 wk	\$20 up OR	Radio's real musical family	Radioza k Enterprinca
HIDDEN WEALTH	Drama	Adult	30 mm, 1 wk	OR	Fabulous factual stories of adventure and lost mines	Paul Cruger
HIGH SCHOOL QUIZ LEAGUE	And partie	Juvenile	30 niin, 1, wk	\$50 \$75	Two compete weekly in elimination contest	Al Buffington
HIRED DR FIRED	And partie	Family	30 min, 1 wk	OR	Contestants answer questions about their jobs	Louis G. Cowan
HOLLYWOOD JACKPOT	Aud partie	Family	30 min, 1 wk	OR	Quiz about movies and as vie stars	Louis G. Cowan
HDME QUIZ	Aud partie	Women	15 min, 1 wk	\$15-\$50	Quiz staged at home, results phoned to studio	Al Buffington
SKEETER HUBBERT	Musical	Family	15 mm, 5 wk	\$285.75 local	Folk music, philosophizing	W. E. Hines
THE HUMAN ADVENTURE	Drama	Family	30 min, 1 wk	OR	Stories of famous historical characters	WLW, Cinci.
IN THE LIMELIGHT	Drama	Adult	15 min, 5 wk	\$2000	Dramatic strip show with Hollywood angle	Gordon M. Day
THE INSIDE DOPE	Comedy	Family	30 min, 1 wk	OR	Based on newspaper reporters' experiences	James L. Saphier
KEEPING UP WITH THE JONESES	News	Family	15 min, 5, wk	OR	Husband-wife team news at breakfast	Radio Providence Produs
KDRN'S-A KRACKIN'	Musical	Family	30 min, 1 wk	\$1000	Hillbilly variety starring 20 entertainers	Radiozatk Enterprises
LEISURE HOUSE	Drama	Women	15 min. 1 wk	\$5-\$25	Sophisticated dramatization of a home of today	George Logan Price
LET'S PLAY REPORTER	Aud partie	Family	30 min, 1 wk	OR	Aired over NBC 26 weeks	Baseh Radio & TV Produa
LET'S TAKE A LODK	Drama	Family	30 min, 1 wk	OR	Dramatization of Look Magazine advance features	WLW, Ciner
LIFE'S DDDITIES	News	Family	5 min, 5/wk	15% sta rate	Narration of odd things in the news	Writers Program Service
LIVING PAGES FROM THE BOOK OF LIFE	Drama	Adult	30 min, 1/wk	\$10-\$50	Most loyed Bible stories. National network vast	George Logan Price
LDNESOME GAL	Disk Jockey	Adult	30 min, 3/wk	OR	Selected by The Billboard as America's No. 1 disk jockey	WING, Dayton
LUCKY ANNIVERSARY	Aud partie	Family	30 min, 5. wk	OR	Dual anniversary date gimmick, prize	Louis G. Cowan
LUCKY LISTENER	Aud partie	Family	30 min, 1 wk	OR	Listener participation (non-phone)	Len Traube
MEET CORLISS ARCHER	Comedy	Family	30 min, 1/wk	OR	Affairs of a sixteen-year-old	James L. Saphier
THE MEMDIRS OF CASEY PRINGLE	Drama	Adult	30 min, 1/wk	\$3500	Comedy mystery adventures of a confidence man	Lowe Radio Features
MILLIE THE MAID	Comedy	Family	30 min, 1/wk	\$3000	Family foibles through Millie's eyes	Wolf Assocs
MIRACLES OF FAITH	Drama	Family	5 min, 3 wk	85-815	156 of world's most loved miracles brought to life	George Logan Price
MRS. AMERICA SPEAKS	Women partie	Women	15-30 min, 5/wk	OR	Appeal to housewives	Len Traube
MRS. CASEY'S BOARDING HOUSE	Drama	Family	30 min, 1 wk	OR	Lives of Mrs. Casey's boarders, mostly show people	WLW, Cinci.
MR. UNKNOWN	Drama	Adult	30 min, 1/wk	OR	Thoughts of characters as drama unfolds	Louis G. Cowan
MONDORAMAS	Drama	Adult	15 min, 5 wk	OR	One-character, one-act plays	W. Biggie Levin
MDVIE AWARD	Aud partie	Family	30 min, 1/wk	\$1500	Wendell Niles, Erskine Johnson in Hollywood show	Jack Rourke Produs
ALAN MOWBRAY PROGRAM	Drama	Family	15 min, 1-5/wk	OR	Reminiscences by Hollywood star Alan Mowbray	James L. Saphier
WENDELL NDBLE	News	Adult	15 min, 3-5/wk	\$2000 for 5/wk	Human interpretation of the news	Gordon M. Day
THE ODD MR. LANTRY	Drama	Adult	30 min, 1 wk	OR	Detective with unusual methods of solving mysteries	W. Biggie Levin
DFF BEAT SAMMY	Drama	Adult	30 min, 1/wk	OR	Whodunit set to music	W. Biggie Levin
THE DLD HDKUM BUCKET	Aud partie	Family	30 min, 1-5 wk	OR	Comedy audience participation show	Fritz Blocki
DNE FOR THE MONEY	Aud partie	Family	30 min, 1/wk	OR	Quiz game for studio audience, home listeners	Prockter Radio Produs
THE D'NEILLS	Drama	Family	15 min, 5/wk	\$2500	O'Neill family affairs have had a ten-year air-run	Wolf Assocs
PROJECT X	Drama	Adult	30 min, 1/wk	OR	Personal triumphs of average American people	Prockter Radio Produs
QUEENS IN THEIR TEENS	Aud partie	Javenile	30 min, 1/wk	OR	Teen-agers test their skill and talent for prizes	WLW, Cinci.
QUIZ DF TWD CITIES	Aud partie	Family	30 min, 1/wk	\$50-\$75	Two-city round-robin quiz tournament	Al Buffington
SADDLE ROCKIN' RHYTHM	Musical	Family	15 mm, 1-2-3-5/wk	\$20 up OR	Stars Shorty Thompson of Columbia pictures	Radiozark Enterprises
THE SAINT	Drama	Adult	30 min, 1/wk	OR	The famous Leslie Charteris character	James L. Saphier
SECRETS OF THE SECRET SERVICE	Drama	Adult	30 min, 1/wk	OR	Cases from files of ex-Capt Thomas Callaghan	Richard Bradley Assocs
SLEEPY JDE	Variety	Juvenile	15 min, 5/wk	Based on mkt	Jimmy Scribner tells Uncle Remus-type children's stories	FILLIAN STREET, STREET
SDNG TRAVELER	Musical	Juvenile	15 min, 1/wk	8450	Tom Glazer sings American ballads	Gainsborough Assocs
STAR STORIES	100	Family	15 min, 1-3-5 wk	\$3.00 up OR	Dramatic parratives with musical	National Research Bureau
STRAIGHT FROM HOLLYWOOD	Drama	Family	15 min, 1 wk	\$5.00 up ON \$550	Hollywood news with Gene Raymond and guests	Commodore Produs & Arts
	Screen					Harry S. Goodman
TELEPHONE ANSWER GAME	And partie	Family	30 min, 1/wk	Based on mkt	Geared for lively merchandising	ALAUS STATE
THAT'S LIFE	Aud partie	Family	30 min, 1-5/wk	OR.	Slanted for comedy	James L. Saphier
THREE FOR THE MONEY	Aud partie	Family	60 min, 1 wk	\$10000	Music and telephone gimmick with \$50,000 jackpot	Wolf Assocs
THROUGH THE LISTENING GLASS	Musical	Adult	30 min, 1, wk	OR	Orehestra, mixed chorus, guest vocalist	Lang-Worth
TOP TUNES OF TODAY & YESTERDAY	Musical	Family	15 min, 1-5 wk	OR	Homespun philosophy between songs	George Logan Prior
TRULY AMERICAN	Musical	Family	15 min, 1/wk	OR	Traditional music and songs America knows and loves	WEW, Cincia:
UNCLE REMUS CHRISTMAS PACKAGE	Narration	Juvenile	15 min	\$3 prog up	Jimmy Scribner tells Christmas stories	Cardinal
WEALTH DN WHEELS	Aud partic	Women	15 min	\$15-\$50	Reverse phone-away quiz	Al Buffington

JULY 1948 109



Mr. Sponsor Asks

"If a regional network advertiser desires to expand market-by-market, why isn't it possible to add one sectional network after another to his chain, and eventually achieve national radio coverage?"

Shepard Saltzman President Piedmont Shirt Co..

The Picked Panel answers Mr. Saltzman



Why isn't it possible for a regional advertiser to expand market-by-market? The answer to that is easy. It's not only possible, but it is being done regularly by many advertisers in varied

fields—old established advertisers bringing out new products as well as beginning advertisers with new products and new distribution and merchandising problems.

It is possible on the Mutual network to start with a single station and gradually expand, market by market, until every area worth cultivating is reached with that network's full transcontinental facilities, which currently total 509 stations.

New advertisers in competitive fields buy network facilities step by step as they establish retail outlets for their product, thus eliminating needless expense and waste circulation.

An advertiser may select a single city as a test for program, commercial approach, or market reaction. Then, as distribution is established in, say, Southern California, stations that serve only that area may readily be added. Weeks or months later, distribution may have expanded to include Northern California, at which time stations in that area are added, and so on until full facilities of the Don Lee Network are employed. The advertiser may now continue to expand eastward, or jump to any particularly

important section of the country. That is one of the important advantages of network radio its flexibility and its ability to blanket the country in one widespread campaign, or to concentrate advertising effort in any one section or sections as particular marketing requirements demand.

A perfect recent example of this flexibility is demonstrated by the George A. Hormel Co., which started sponsorship of the Hormel Girls Corps on KHJ, Los Angeles, about three months ago. After about 30 days on this single station, ten additional stations were added, and shortly thereafter, ten more. Recently, seven midwest Mutual stations were included on the program's list of outlets, and the program will expand state by state and section by section in the future.

SYDNEY GAYNOR
General Sales Manager
Don Lee Broadcasting System, L. A.



It is impossible for a regional network advertiser to achieve national coverage by adding one sectional chain after another. As far as I know, no combination of regionals can deliver the first

dozen basic markets, which are absolutely necessary to achieve national radio coverage. In my opinion, it is also impossible for the big four national networks to achieve true national radio coverage individually.

In spite of the wonderful improvements made by individual stations, regional and national networks, this is a big country. To achieve complete national radio coverage, I feel that it requires a combination of all three—the coast-to-coast network,

the regional, and the individual station.

We have developed Intermountain into one of the most successful regionals in the country, but we have no illusions that a combination of all of the regionals presently in operation can eventually achieve true national radio coverage.

Lynn L. Meyer

Vp in Charge of Sales

Intermountain Network, Salt Lake City

I doubt if it is very practical for regional or sectional advertisers to start with one small area network and add others to their chain, eventually achieving national radio coverage, because of



the following difficulties:

(1) Practically all stations of any considerable merit are affiliated with one of the four networks. Some of the networks by agreement with stations have only certain not-too-desirable hours available that are "station guaranteed time." The difficulty of clearing a common hour for contracted private telephone service or of hooking up the smaller area networks at a common hour makes it almost impossible.

(2) An advertiser who attempts, as Dr. Pepper did with their Dixie Network in 1935-37, their Al Pierce network in 1943-44, and their Darts For Dough 160-station network in 1944-47, to clear time over desirable stations, may overcome time clearance difficulties. So long as distribution is confined to an area of approximately 1,000 miles, it may work. Beyond that distance, the telephone line costs rapidly become prohibitive.

Here in Texas, we have as an example the Texas Quality Network, involving

spot

50 kw stations in each of the big four cities. This works beautifully so far as strictly Texas advertisers are concerned and gives fairly good coverage for most of the state's population. It is a buy that is economical. On occasions, they have available certain secondary markets which can be hooked up with the loop. However, if you go much beyond this, you will run into time clearance difficulties. Also, you run into complications in correlating the established network loops.

RAYMOND P. LOCKE President Tracy-Locke, Dallas



Any attempt to link together enough regional networks for national radio coverage would be almost impossible. The clearance problems alone would be a tremendous head-

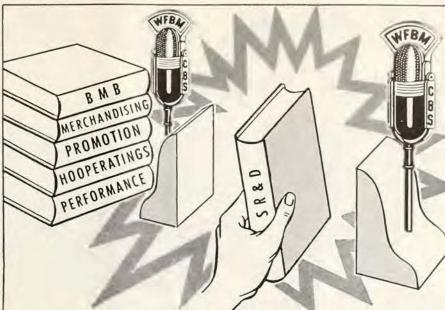
ache. The stations comprising most regional networks are, as regards affiliation, divided among the four major networks. Since this is true, internetwork jumps would be extremely difficult, because of the problems of clearing a common time.

To get around such clearance problems, an advertiser would have to make widespread use of transcriptions. In this case, he might as well do the whole thing transcribed as a regular spot operation; otherwise, the whole purpose of having network lines in the first place, namely live programs, would be defeated.

From the viewpoint of a station representative, the best way to expand market by market is to use spot broadcasting. There are still many spot broadcasting techniques that have barely been touched. We here at Weed & Company and also other station reps are constantly improving this form of broadcast advertising. We are pushing for guaranteed and protected time slots, better local programing, simplified billing operations, and improved merchandising and marketing services.

Regional networks have an important part in radio as testing grounds for a product or a program, or as a single-billing method of reaching a regional market. Regional networks program the kind of entertainment which appeals to the listening tastes of the region.

JOSEPH J. WEED President Weed & Co., N. Y. Station Representatives



BOOK OF THE MONTH IN-Indianapolis

"Standard Rate and Data"

● Each monthly issue of S. R. & D. carries WFBM's one and only rate card. National advertisers pay no more for time on WFBM than local advertisers, and—to coin a phrase—vice versa.

How much per minute?

A minute is more on WFBM than on any other Indianapolis radio station. But, when that minute-cost is spread over central Indiana—where WFBM delivers top CBS and local programs—we figure we've got the lowest cost in town.

We're popular!—Hooper gives us FIRST rating for 16 months in a row.

We're powerful!—BMB gives us more radio families in central Indiana counties than any other measured station.

And, we're not over-rated on the rate card.

Add merchandising service, promotion, and acceptance and you have "bargain day" every day on WFBM—Indiana's only basic CBS station.



WFBM is "First in Indiana" any way you look at it!

WFBM

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

YOU MIGHT RACE AN AUTO AT 403 M.P.H.*-

BUT . . . YOU

CAN'T SMASH

INTO WESTERN MICHIGAN
WITHOUT WKZO-WJEF!

No matter how much power you use from outside Western Michigan, you won't really reach this rich area. Why? Because the district is surrounded by a wall of fading that outside stations just can't penetrate with any degree of dependability.

By using WKZO in Kalamazoo and WJEF in Grand Rapids, you'll get your message across to more people in Western Michigan than any other station or combination of stations in the area can reach. The figures from the latest Hooper Report prove it.

Mondays through Fridays, from 12:00 Noon to 6:00 p.m., for instance, WKZO shows a 55.2 Share of Andienee—36.5 above its best competition. WJEF shows 26.7—4.5 above its best competition. The combination is *invincible*, and at bargain rates, (Hooper Report of Jan.-Feb., 1948.)

For further facts and figures, write us, or ask Avery-Knodel, Inc.

*John R. Cobb was timed at 403-135 m.p.h in a run at Bonneville, Vlah, September 16, 1947



FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., Exclusive National Representatives



Costs: the classic question

Magazines vs. radio

Comparing media costs isn't easy, but there are a few common denominators

parable with currently available data. hour night network program. The end result sought by advertisersproduct sales-are. Research men are cost of using each medium. This must constantly being prodded to develop a slide rule which would enable advertisers to compare black and white, broadcasting (and within broadcasting, its own several phases), and billboards.

Ultimately, for the good of all advertising, research methods must be formulated which will permit different media to be thus compared. There are already a few common denominators by which broadcasting, a mass medium, can be compared with mass circulation magazines.

The accepted common denominator for

Advertising media are not directly com- ator for network advertising is the half-

A second common denominator is the include the cost of the space (black and white) productions, and the cost of the time (network radio) plus talent. Hans Zeisel of McCann-Erickson has arrived at an average figure for copy, art, and production costs for magazine advertising. His figure is 11.5% of the cost of the space. A. C. Nielsen in his NRI reports on radio advertising presents figures which give the number of radio homes per dollar for each commercial program on the networks. His figures include the cost of time and talent.

Readership figures for the mass magaall mass magazine advertising is the black zines are available from the Magazine and white page. The common denomin- Audience Study Group which is under the

supervision of a noted group of media research men. Starch's study of advertising readership reports upon the percentage of a magazine's readership which, as he phrases it, "notes" individual ads in each magazine. By averaging the percentage of individual "notice" which all the ads receive it is possible to arrive at a percentage of advertising readership for each magazine.

It is a moot point, but many advertising authorities are willing to compare advertising readership with the audience of a program. If the Starch percentage of advertising "noters" is projected against the total audience of a magazine as reported by the M.A.G.S., there results an advertising audience figure which may be compared with a radio program audience figure.

Sponsor has averaged the advertising audience figures for the four leading mass circulation magazines (Colliers, Life, Look, and Saturday Evening Post), and dividing the black-and-white page plus production costs into the advertising-readers of the

publications has arrived at a figure for the number of advertising-readers per dollar. The figures for the four magazines were averaged to obtain a figure of advertising readers per dollar.

In like manner, the average number of tamilies per dollar listening to network programs was computed, based upon Nielsen's reported NRI homes per dollar reached by commercial network programs. The figures for all programs (day and night) were averaged.

The magazine average was 441 advertising readers per dollar. The broadcast listeners per dollar were 1464. The listener figure was obtained by multiplying by two the number of NRI homes reported, since there is an average of two adults per home. The M.A.G.S. figure is based upon readers over 10 years of age only, so that it would be manifestly unfair to use the full Census Bureau family size figure of 3.40 to arrive at a radio is Truth or Consequences. The success listening figure.

The costs used by A. C. Nielsen to determine his homes-per-dollar are based on gross time figures and are subject to discounts which may run, as they sometimes do on the Mutual Broadcasting System, and to a lesser degree on the other nets, to 40% or more. Since announced talent cost figures are often inflated, advertising

agency radio executives feel that Nielsen overestimates his talent costs by 10%. In the comparison, therefore, there may be an important bias in favor of printed media. But in compensation, Nielsen uses his "Total Audience" figure to determine his homes-per-dollar. Total Audience means all listeners who heard any part of a radio program. It is around 25th higher than the Nielsen figure for "Average Audience" which is the "audience during an average minute of broadcasting of a program."

There is also evidence of strong inflation in Starch's "advertising noting." Starch does not ask his sample of magazine readers if they read the ad or if they know the advertiser. His question is simply "Did you note this ad?"

The comparison between the advertising impact of a magazine ad on a reader and the impact of a commercial on a listener is completely undeterminable with present research tools. All that can be compared is cost-per-reader against cost-per-listener.

Program of the year

Ralph Edward's "Truth or Consequences" tops the ratings and starts a trend

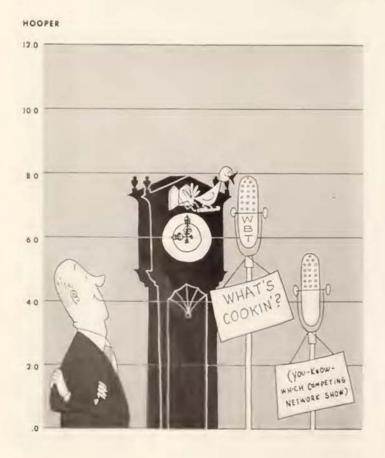
of Ralph Edwards' "Miss Hush," followed merchandise prizes are bad for broadcast by the even greater success of "The advertising. Most program men look Walking Man" promotion, started hun- upon them as a current phenomenon that dreds of local telephone programs. Three out of four of the networks have shows on which the listener in the home plays a vital role. (NBC, Edwards' network, currently has none.

There is a feeling in the advertising old this spring (March 23). During most

The program of the year, 1947-1948, profession that quiz programs based upon listener participation and giant jackpot will run their span and disappear. They point to the failure of the Pot o' Gold comeback as an example of what happens when a program runs beyond a trend.

Truth or Consequences was eight years

WBT HAS A GOOD TIME





modest gifts as "thank-yous" for participating contestants. As give-away programs began to grow and prizes became elaborate, Ralph Edwards decided to run a gag contest to end giant giveaways for once and for all. On December 29, 1945 he started his original, as he called it then, "crackpot consequence." Contestants on the program were asked to identify a mystery voice which recited:

> Hickory, dickory, dock The hands went round the clock The clock struck ten Lights out Goodnight.

The consequence to end give-aways, instead of knifing the growth of big-gift prize contests, grew so important during the five weeks that the mystery voice went unrecognized that Edwards discovered, after the first week, that he had a bucking bronco by the tail. Each week Edwards added three more gifts to the "crackpot" jackpot. When, after five broadcasts, Richard Bartholomew correctly identified the voice as Dempsey's, he received prizes valued at \$13,500. The press was full of stories about Ensign Bartholomew. During the second week of the "crackpot" consequence Edwards, "Hush" as descriptive and Dempsey became "Mr. Hush."

When Ralph Edwards saw his final "Mr. Hush" Hooperatings (17.8) he knew that he had something that negated his anti-give-away notion. People flew to California from Maine in an effort to obtain a ticket for the broadcast and perhaps an opportunity to name the mystery voice.

Edwards shelved the idea temporarily. It had given Truth or Consequences an increased audience which he felt would stick with the Saturday night screwball session. A year later, in December 1946. as judges. he dusted it off again. He wanted a variation of the "Hush" idea that would make every radio home in the nation part of his Consequence studio audience. That wasn't easy. First there was a legal conference at which attorneys for NBC, Procter & Gamble and The March of Dimes met with Ralph Edwards and representatives of the U.S. government. Edwards wanted a consequence which would permit "Hush" guessers to donate money to the polio fund. The lottery laws had to be obeyed, so everyone had to be given an equal opportunity to participate. There had to be an element on Saturday nights (normally far from

of program's existence it gave away only requiring some name by which to refer of skill. Out of this conference of legal to the owner of the mystery, hit upon wizards came that now famous "Hush" formula.

> 1: Listeners are asked to write 25 words or less on the subject of the charity which is to receive donations. sentence usually starts with "We should all support the because of."

> 2: The name, address, and telephone number must be in the upper right hand corner of the entry.

> 3: Entry is mailed "with a contribution, if you like" to the character being identified. A special post office box is

4: A group of prominent persons act

5: Writers of the three best letters are phoned in 1-2-3 order during the broadcast of the program.

6: If none of the three identifies the voice, sound, song, place, etc., three or more prizes are added to the jackpot.

7: Each week new clues are provided, making it easier with each successive broadcast to identify the mystery voice or what have you.

With this formula and a "Mrs. Hush," Edwards' Truth or Consequences went on the air on January 25, 1947. For seven weeks the radio audiences stayed at home

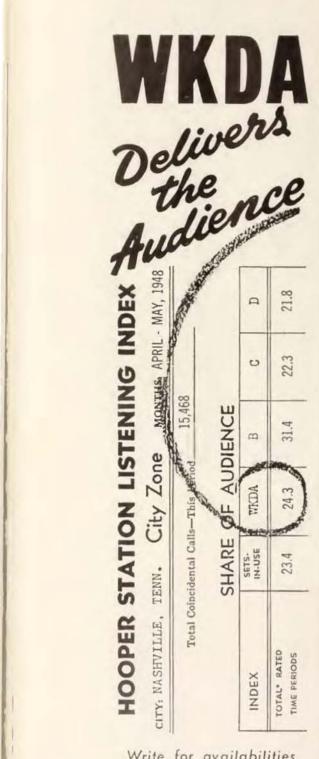


WBT averages an 8.0 Charlotte Hooperating from 9:00 to 10:00 a.m.*...57% better than the nearest competitor (a

top network show)! That's good in anybody's league. But on WBT-where the average of all daytime rated periods all week long is a 12.8 rating-beating the best the competition has to offer by only 57% isn't good enough. So we built a new 9:00-10:00 a.m. audience participation show for housewives. Called "What's Cookin'?" With guests, giveaways and gimmicks. Starring Kurt Webster, whose solo feat of reviving "Heartaches" created a national sensation and sold more than 3,000,000 records.

And look what you have now: a nationally-known, locally-idolized personality ... with a topnotch show ... in a period where WBT ulready is head-and-shoulders above all competition. On 50,000-watt WBT, serving 3,500,000 people in 95 Carolina counties. So ... if you're looking for a good time - and want to make the most of it - grab a share of "What's Cookin'?" before it's all gone.

BROADCASTING COMPANY JEFFERSON STANDARD CHARLOTTE, N. C. . 50,000 WATTS . Represented by RADIO SALES



Write for availabilities

1240 KC

NASHVILLE

the best listening evening) until Mrs. William H. McCormick of Lock Haven, Pa., identifie dMrs. Hush as Clara Bow. She won an estimated \$17,590 worth of Truth or Consequences' merchandise. Hooper hit a new high of 21.4 and the March of Dimes was \$545,000 richer than before "Mrs. Hush" recited her little verse:

> I wo o'clock and all's well Who it is I cannot tell Oneen has her king, it - true But not her ribbons tied in blue

With two successful "Hush" consequences under his belt, Ralph Edwards started his next one earlier in the year. It was a "Miss Hush" this time and after eight weeks Mrs. Ruth Annette Subbie of Ft. Worth, Texas, identified the voice as that of Martha Graham. By the time the eighth week rolled around magazines and newspaper columnists were participating in the guessing with the rest of the U.S., and most of the published guesses during the last two weeks of the contest were correct. Early tips were incorrect, even though tipsheets were published and peddled for \$1.00 each.

Mrs. Subbie won an estimated \$21,500 in merchandise. The March of Dimes received \$672,000 and the Truth or Consequences Hooper was pushed up to 26.8. The "Miss Hush" poem read like

> Second for Santa Claus First for me Twelve for wreath Seven for tree Bring me an auto, a book, and a hall And I'll say Metry Christmas In Spring, not in Fall.

Having achieved an astronomical rating. Edwards found himself besieged by charitable organizations with contest leanings, and P. & G. liked the idea of retaining the number one Hooper and Nielsen rating.

Instead of waiting a year or much of a portion thereof, Edwards followed "Miss Hush" with "The Walking Man" one month later. This time the audience heard the fcotsteps of a man. Edwards recited "The Walking Man" poem. The mystery man's voice, he said, would be a dead give-away.

This consequence ran for ten weeks, and every week Edwards recited:

Bing, Bong, Bell! it's ten And only One can tell The Master of the Metropolis Fits his name state well

First there were only the lootsteps. Then whistling was added, and then "The Walking Man" scraped a violin. Mrs. Florence Hubbard of Chicago named Jack Benny as the perambulator. She received \$22,500 in prizes. The American Heart Association received \$1,612,587.96 and Truth or Consequences achieved the





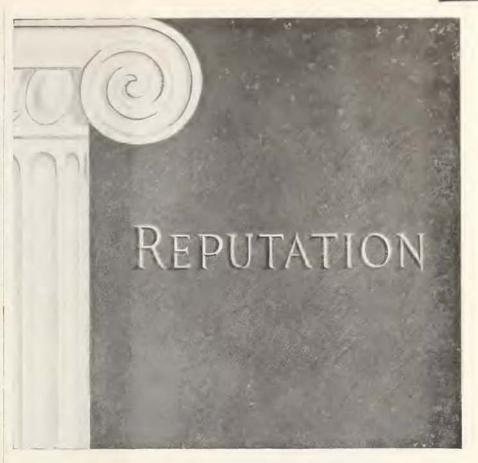
number one rating in America with a 31.7 Hooper.

The race was on. Independent package program producers everywhere went to work building telephone tie-ups for variety programs. Networks that had turned down game programs discarded their inhibitions. Telephone games flooded the air and most of them sold as quickly as they could prove that they commanded an audience. ABC's Stop the Music, a Lou Cowan package, acquired an audience at the 8-9 p.m. Sunday hour when NBC competition was supposed to make competition fcolhardy. It secured four sponsors and was booked in the Capitol Theater in New York for a personal appearance before it was on the air six months.

Ralph Edwards was expected to rush into another telephone stunt. He didn't. He decided on a change of pace. He had sampled his program through his "Miss Hush" and "The Walking Man" consequences to new millions who had played *Truth or Consequences* before. NBC was protecting him by restricting other programs with the same formula on the senior network.

Ralph Edwards has brought something new to radio. He has demonstrated the power of the medium. His was the "Program of the Year."





T TAKES TIME to build a reputation the kind that WGY enjoys. For over 26 years WGY has been building a reputation as the station most people listen to most in upstate New York and western New England—a reputation based on service and entertainment values.

Advertisers know that WGY is the only station which completely covers this rich industrial and agricultural market in a single operation. When you want to do an effective selling job at a low cost in eastern New York and western New England WGY is your best buy.

WGY's reputation for top flight entertainment is being duplicated by WGFM and WRGB, covering the capital district area of New York State with FM and television.

NATIONAL REPRESENTATIVES . . . NBC SPOT SALES

W G F M FREQUENCY MODULATION



W R G B

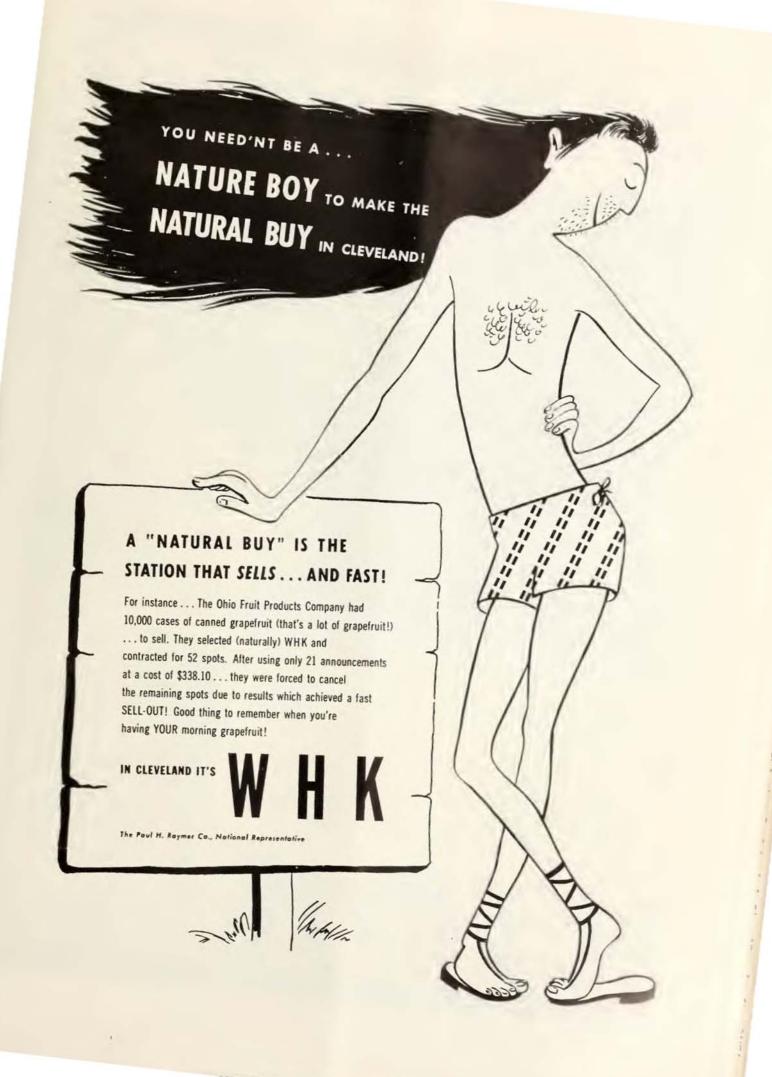
50,000 WATTS SCHENECTADY, N. Y.

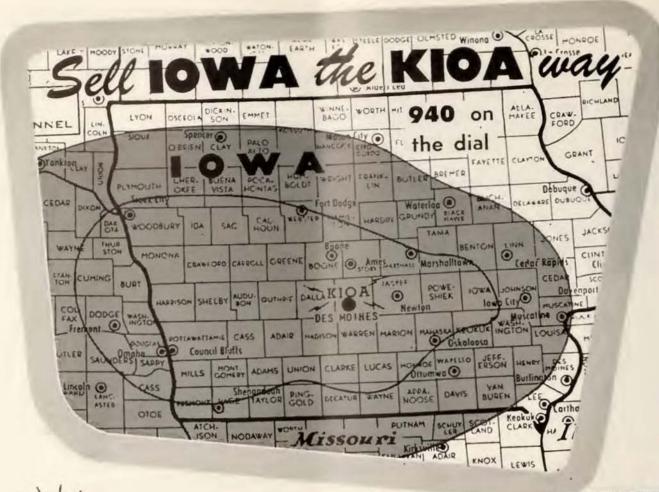
GENERAL @ ELECTRIC

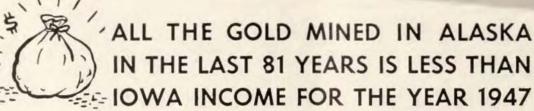
Radio Homes of America: 1948

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	PANILIES	9 84819	FA010	FAMILIES	T	FAULUES.	FAMILIES	RADIO	FAMILIES	FAMILIES	74010	FAMILIES
THE UNITED STATES	39,950,000	94.2	37,623,000	23,991,000	95.7	22,951,000	9,084,000	94.4	8,576,000	6,875,000	88.7	6,096,00
REGION AREA STATE												
THE MORTHEAST	10,930,000	96.7	10,571,000	8,181,000	97.0	7,937,000	2,144,000	96.6	2,070,300	605,000	93.2	563,70
NEW ENGLAND	2,666,100	50.2	2,618,800	1,946,400	99.0	1,926,900	558,600	96.5	538,900	163,100	93.8	153,00
MAINE	273 200	90.1	7F0 :00	100,500	98.3	98,600	124,100	93 9	116 500	49,300	91.7	45.20
NEA HAMPSHIRE VERNINT	108 500	96.6	167 400 103 800	88 700 23,200	98 3 98 8	86 700 32 800	58,800 43,600	95 1 95 2	55,900 41,500	21,100	93.8	19,80 29,50
PHODE ISLAND	1 31€ 700 210 600	98 9 98 8	1.301.500	1,150 700	99 I 99 0	1 143 500	131 400	97.5 97.3	128.100	2.500	96.1 96.0	29.90
CONNECTICUT	590 800	08 6	582 500	381.300	99.0	377,500	182,100	98.2	178 500	27.400	95 6	26.20
MIDDLE ATLANTIC	8,261,900	96.3	7,952,200	6,234,600	96.4	6,010,100	1.585,400	96.6	1,531,400	441,900	92.9	410.70
NEW YORK	4,135 800 1,247 100	96 B	4 001,700	3,375,900	96 B 96 3	3,269,100 953 300	570,600 224,200	97 2 97 5	554.600 218.600	189.300	94 0	178 00 31.90
PENASYLVANIA	7.879 000	95.4	2,746,700	1,869,200	95 6	1,787,700	790.600	95.9	758.200	219,200	91 6	200 80
THE NORTH CENTRAL	12,325,000	37.0	11,950,000	7,465,000	97.7	7,313,000	2,461,000	96.6	2,378,300	2,379,000	94.9	2,258.70
EAST NORTH CENTRAL	8.300.700	97.4	6.174.700	5,666,700	98.0	5,551,700	1,553,900	97.0	1,508,000	1,168,100	95.5	1,115,00
DHIO TOTALA	2 239 300 1 139 700	97 4	2 180 600	1,545,300	97 B 97 1	1.511 900 635 800	421,200 261,600	97.1 96.5	408,800 252 400	272.800	95.3 94.6	259 90 211.60
1111/015	2.357 400	97.5	2 297 800	1.755.500	97.9	1 719 300	347.100 338.300	96.7 97.8	335,500	254,800 206,600	95-4 96-2	243.00 198.70
A ISCONSIN	910,400	98 0	1 707 700 858 800	1,197,000 514,400	98 4 98 4	1,178,300 505,400	185,700	97.3	180 600	210,300	96.0	201.80
WEST NORTH CENTRAL	3,926,300	95.9	3,775.300	1,616,300	96.9	1,761,300	967,100	95.9	870,300	1,210,900	94.5	1,143,7
MINAESOTA	799.300	97.46	780,200	421,200	98 2	413 600	160,900	97.8 96.9	157.300	217.200 257.400	96 4 96 9	209.3
MA MANAGERA	7F5.000 1,137.400	97 1	1,077.800	326.000 616.900	97.3	317.200 592.800	181.600 238.100	94 3	224,500	282.400	90.5	255.5
NORTH DAKOTA SOUTH DAKOTA	136,600	95.8	132 300	23 E00 31 600	97 9 96 8	23 100 30 600	35,300	96.3 95.6	34 000 37 200	77 700 80 400	96 B	75 2 76 8
NEERALKA KAVSAS	375 300 571 800	95.7 95.1	359,100 543,800	146,200 252,800	96,9 95.9	141 .600 242 .400	96,500 155,800	95.8 95.6	92 .400 148 .900	132,600	94.3	125,1
HE SOUTH	11,399,000	87.2	9,935,000	5,111,000	89.1	4,554,000	3,125,000	89.9	2,809,000	3.163.000	81.3	2,572,0
SOUTH ATLANTIC	4.676.700	80.4	4,310,600	2,231,600	90.4	2,017,200	1,454,900	50.8	1,321,100	1.190,200	81.7	972.3
DELAARE MARYLASD	80,900 585,200	95 3 95 7	77,100 560,200	42,400 366,200	96.0 96.6	40,700 353,800	26,000 165,100	96.5 95.8	25,100 158,100	12,500	90.4 89.6	11.3
DISTRICT OF	219 700	96.6	212 700	219.700	96-8	212 700	******	****	*****		2100	
VIRGINIA	728 000	88.9	646,900	293,700	91 8	269,700	218 000	91 0 93 2	198 400	216,300	82 . 7 85 B	178.8
MEST VIRGINIA	453 100 860 200	91 8 87 1	749 300	277.800	94 8 88 6	131 800 246,200	198,500 262,900	91.0	239.300	319.500	82 6	263.8
SOUTH CAROLINA CEORGIA	455 400 811 700	83 Z 83 3	379 000 676 500	146,600 349,000	83 1	121 800 292 200	214.500	88 9	138.500	248.200	77.6 78.6	118.7
FLORIOA	682,500	84.9	592 900	397 100	87.7	348 300	214,100	87 5	187 400	71,300	80.2	57 2
EAST SOUTH CENTRAL	2.741,500	85.0	2,329,300	1,008,200	67.2	879,100	691,000	68.9	614,400	1,042,300	80.2	835.8
KENTUĆKY	715 600 793 700	88 8	635 200 689 500	255,400 338,200	92 B 88 4	237 000 298 900	195,500	90 5	177,000	264,700 266 200	83 6 82 6	221 2
TENNESSEE ALAFAMA	699 100 533 600	82 7 79 9	578 300 426 300	265.200 149.400	84 3 80 1	223.500 119.700	186.200 120.500	87 4 86 4	162.700	247.700 263.700	77.6 76.8	192.1
WEST SOUTH CENTRAL		87.2	1,295,100	1,871,200	88.6	1,657,700	979,100	89.2	873,500	930,500	82.1	763.5
ARKALSAS	517 500	84 0	430,600	159 000	85 8	136 500	145 900	87 2	127.200	207 600	80 4	166:9
LOUISTANA	671 100	84.2	564,900	347 400	85 9 91 5	298 500 277 300	183 100	86 7 90 1	158 800	140 600	76 5 85 2	107 6
CHILAD KINSE TE VASI	844 700 1 952 500	89 5 88 7	1,727 900	1.061.800	89 0	945 400	481 600	90 4	435 600	409 100	83.6	341 5
THE WEST	5,796,000	97.6	5,167,000	3,214,000	97.9	3,147,000	1,354,000	37.4	1,318,400	728,000	96.4	701.
HOUNTAIN	1,162,100	95.9	1,114,500	475,700	96.5	459,000	375.200	95.9	359,900	311,200	95.0	295,
EXPLITANA :	138 800 121 900	97.2	134,900 125,400	47 300 37 500	97 3 97 1	46 000 35 400	42.300 35.100	97 4	41,700 34,200	49.200 57.300	97 0 97 4	47. 55 8
WINING	73 500	97.0	71,300	28 300	97.2	27.500	27.200	97.4	26,500	18,000	96.1	17.1 64.5
DEA MEXICO	132 100	96.7 20 6	119.700	163 900	97.7	159 300	84 100 43 100	96 4	81 100 39,300	67,700 48,500	95.9 89.7	43
AF IZCELE	172 800	P31.6	161,700	60.200	94 2	56,700	79,300	94.5	74 900	33, 300	90 4	30
LTAI LEVALIA	157 700 At 100	99.4	155,100 40,100	87 700 15 300	98 4 96 7	14 600	43,700 70,900	98 6 96 2	42,500 20 100	31,800 5.400	97 B	31 . 5 .
100000000000000000000000000000000000000	100				98.2	2,658,000	978.600	97.9	958,500	415,800	97.4	406.
FACIFIC	9:133.900	95.0	4.052.500	2,738,300	70.4							
FACIFIC NACHOLOGY	4,133,900	90.0	4,052,500	2,738,300	97.5	351-300		98 1	194 200	114 900	97 9	112.

^{*}Copyright 1948 Brondenst Measurement Bureau







10,000 watts power, PLUS independent programming mean real paydirt for you in KIOA's rich natural trade area.

Ask any Paul Raymer representative about Iowa's Largest Independent Clear Channel Station—10,000 watts daytime, 5,000 watts nighttime, 940 kc. . . . or contact KIOA, Des Moines, direct.

THE HEART OF IOWA

ALASKA GOLD

2,500,000,000

ALASKA GOLD

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STUDIOS IN THE ONTHANK BUILDING

TENTH AND MULBERRY

Farm market blooms

Radio is serving rural prosperity

The farmer's income is rising faster than the cost of living. The tiller of the soil is the only segment of American economy about which this is true. Nonurban U. S. A. is still somewhat behind the city dweller in earning but its cost of living is lower, its needs less. The farmer has improved his status in the past eight years more than anyone else in the nation. In 1940 the farm income in the United States was \$7,982,600,000. Last year it rose to \$26,786,900,000. At the present rate of increase, barring major upheavals, 1948 figures will be over \$30,000,000,000.

The number one advertiser spending money in 1947 to directly reach the farmer was General Foods. In rank order the first 11 spenders of advertising dollars in farm media were:

- 1. General Foods
- 2. General Motors
- 3. International Harvester
- 4. Ford Motor
- 5. General Electric
- 6. Chrysler
- 7. General Mills
- 8. R. J. Reynolds Tobacco
- 9. Firestone
- 10. B. F. Goodrich
- 11. Gcodyear

All compilations are based upon appropriations for exclusively farm media. The money that was spent in broadcasting to reach the non-urban market is not included at present in farm advertising tabulations.

There are good reasons for this. A radio signal cannot be restricted to farm homes. Once broadcast, a program or commercial is available for any listener within the effective range of the station. Thus many general advertisers have planned their broadcast copy for the farmer and urban dweller alike and it has been difficult to separate broadcast expenditures into farm and non-farm adver-

It's becoming less difficult every month in the year 1948. With a growing conviction that the farmer's day and the city dweller's day are radically different, more rural stations are redesigning their program schedules to meet the needs of the families that both rise and hit the hay early. There is a new station representative organization whose sole function is to represent rural stations. Stations such as Kansas' KFRM (KMBC's farm affiliate)

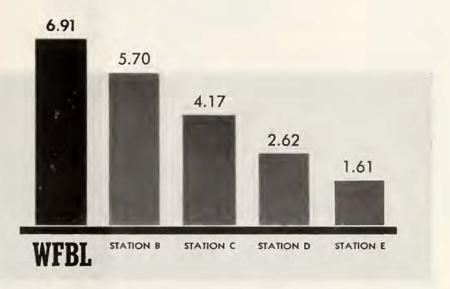
(Please turn to page 128)

Again WFBL Leads in Syracuse

December thru April WINTER - SPRING REPORT



WFBL Leads with an Average Rating of 6.91 for all 40 Quarter Hour Daytime Periods... In Syracuse -- 8 a.m. to 6 p.m. --Monday through Friday.





Ask Free & Peters for the latest complete Hooper Measurements of Radio Listening Audiences. WFBL has the largest share of audience for total rated periods.

IN SYRACUSE, N.Y. THE No. 1 STATION





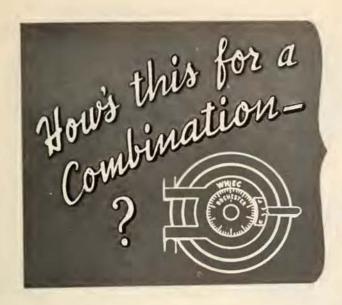
Yeah, but can he lift a sales curve?

There are plenty of tall stories in circulation. But one that definitely is <u>not</u> tall is the fact that an advertiser's dollar spent on CBS delivers from 6 to 48% more listeners than on any other network in Radio. And as advertisers discover this story, they turn to CBS to lift their sales curves.

0	DAY	THE PERSON NAMED IN	-	DA			ION	DA	Y	T	UES	DA	-	-		ESI	YAC		IUR	SD	_		FRI	DAY	7	SI	ATU	RD	A
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•	11 -		Warren Severate Cartus (140) N	- Olam-ra	(a)	B fast H a and F&C Jones	Lind for L. Fat	Prison Parela	Sara Haras Par Dia te New Books	Blass H would P&C homp	Red box Per	Pausa Parde	Sam Heges Per This is	Blest His and PAG-hers	Ford Seck-Par	Penning Perede	Sant Haves Pa	Manura Fai Blast H's and PAG-live	First Back Page	Pearing Peredell	Sam House Pri	Manager Per Blast Harmet P&C-lear	Total Resk Par	Paumy Parede	Sam Hajan Far	Abberi Costella	Put Muh Warnes Sweezer Curries (1921 N		Sam
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1	1:30		Nessmoken	(58) C		Esting 1881 H at 8 (go Thin. Par Colon Drake	Grand Stare	No-ghlim Co-so	end Learn Manhallan Seep (149) N Jark Barch	Blas Chir Per Grien Drake	Crest Son	Comp.	Machellen Snep (HIS) NI Jech Seich	Kellings (1831 Hr u B last Club-Pax Gebon Drake	Grand Nam	Co-up	Managhan heap (189) N Jack Smith	Flat Out-Py Cales Date	Great Stan	Co-44	Montalian Seep. (ICM N	(185) M.a. Blant Club Par Galen Drake	(19) N Grand Sam	Na-ghbas Ta-sq	Menhalian Imap (198) N Jack Seath	Cortella Kird Stam	(15d) N	Herry	
	1:45	House of Facth	Self Later City	Residents Stand	Notice Highlights Salesa Tone	Rolling (185) No. Elast Unit-Par Ted Malane	Cond Babrias 451 M	Heart a Dans	Producted Incurates (1.28) N	Refing (185) N a 8 test Club-Par Test Malors	Cont Baken 1857 Fr	Harr's Denre Ed : Dary-Pas	Francisco (KIN N	Reliegs 11651 N g Blast Oeb Fer Ted Malone	Cost Beking (89)76	Harris Dans Ed a Dury Fac	Producted Sources (129) N Lors Lawter	Kullere (185) N s 87sss Chill-Par Trei Malara	Cost Baking (CD) (V	En a Diary For	Production (129) N Lore Lecture	RASSES Tests RASSES Tests Fee	East Salvag (O) N	Main's Depart	Producti Insurance 11791 M	Leaf of Last -	James Mesa Lever-Leshing	Temporers Och Tem Timers in Dresser	Lat 5 Bry
			Tahemaile	Frighery, Pag	Company (9) N	Westinghouse (200) (Blast Date Per	Resente P&G-Dary Snee (60) Pi	Harris Drina Philip Morras 223 Braws-Per	Sabin Set-O (98) N	Wastershouse (200) p Blass Dich Fas	P & G-Ivery Scale 160 N	Heart's Down Pally Macr (223) Brawn-Pas	Rabbet Sab O (SR) N	Westinghouse (2007) (B Yest Club-Fee	Faciliary Some (60) N		Bobber Sol-(S (MI) N	Westerglanus (20%) s Blast Club-Per	PAG trees Some (160) N	Hearra Desce Philip Merr (223) Screen-Fac	Rahhell Bah- () (96) N	Westinghouse (208) a 8 Yest Clafe Pai	Assertant See PAG-Story See 60: N	Philip Marri (22) Brown-Pac	Ballion Pal P	(4)	(tezi H	((06)	
	12 -	Техаз Jun Нобездног	Invitation to	Timely Tomas		Walcome Trac	Brode Warren GF Mer H Collec (146) N	Kara South Cares ,		Walanne Tran	Wendy Warran CF-Mas H Collect (166) N	Kere South Comp		Waterman Trans	Wendy Werrus EF Man H Caller (1.46) N	Late Smith Co-sq		Walcone Ton PAG	Wends Warred GF-Mas M Collect (166) N	A see Smith Comp		Saleson Time	Woody Warron EE May H Colore (146) N	hala Smith Co-or		Teress	Threis of Today	Cimpex	Gre
1	ያ:15	Famign Reporter	Lesmins	VPC Pag	Olmated	PaG (IN) C	Auto Jenes Lever-Spec (59) N	Secure & Action (1) 83 Pro-	Calum tom	THE C	Aust Joney Eprec-Spry (58) N.	Verse London Senapa & Nation (54) N i	flerty Hanna Show	7 4G (183) G	Aunt Jessey Lares Spry 1503 N	Victor Lindlate Konneles & Notice 1341 N	Exhare team the Teamer	(119) C	Aust Jenny Later Spry (33) N	Victor Londings Services & National 1997 No.	Herry Harna Show	-()39E C +	Aust Jenni Level Sprz 1501 N	Verter Lendado Servica & Notice 190 N	the Terrora	Jacanon	Quaker Rurs (198) N	Elmie	Ge
1	2:30		La Ra	Latheran Hour	Chilling	Melanu-Per	Halon Trees Whatehall Kalytan	Bands			Helen Tress Whenhall Kalyana	Bance			Heles Trest Whenhall Kulyane	Bends.			Holes Trees Wheelall Kelynss	Santa Banda			Heisen Trays Whitehall Kulyne	I I I			Stare Ones	Nim Propries	1
1	2:45	On Trial	People « Platform	Loberse Li rices Lingue (32)	Light	1	(78) N Due Gel Surelas Whatehalli Asserse	Service Bande	Wants and Muses		One Gal Samuel Whetakall Asserts	Service Banda	Warrie and -		On Cal Sunday Whetahalb Enarm		Woods and Mose		Dat Gol Sundes Wheekall-Asserts	Checkeshound Tembosee	Wands and Mend		(78) N Dip Gel Sundos Whitehall Assets	Campus Selais	Marts and Name	(property or	Hallywood Books v (52) H	W-1 m Washington	La
-	1 1	See Petropil		Wm L State Fedition Stat		Blest H's not Pa	Big Sister	Coder Fester Carego		Bildhage Comp	By Sales	Codru Foster Cours		Bliffend Par Buddays	By Sider			\$736 wood Par Reskhape	1903 Pi By Sales	Codyo Faster Come		\$1 Hand for Subhaye	By States PAC loans	Codric Festes Co-mp		Land of Loat Per-		Alen Lomak Balles Man	Ta
4	1:15	(407) Editor	To be	Mores 5 (229) Mores For Mores Har	Amusa Umuri	Drike Per	PAG Inare (91) N Ma Terbina	New-Per Chreke bread	U 5 Neve Band	Disks Par Nacry Cres	PAGInes (SI)N Ma Perkou	News-Pac Checkarlmant	Luncheon with Lopes	Drahn-Per Namy Cray	PAG-Iner (91) N Ma Police	News Fac	Luncheon with Laper	Cang Orcho-Par Nancy Cray	PAG-(cory Song (31) N Ma Perhan-	Next-Fee Checkerboard	Lunchens with Lopes	Drake-Par Name Comp	Me Perkus	New-Per Checks board	U.S. Manne Hand	Lunrneon with Admiritte A Herb Shelden	Grand Coaned Statum Hillahore +(30) N	Ness Par	A Ha Alba- Farse
,	1:30	at Home		Cardo Scott-Par Greyhardel Bus		Malacar Pee	78G-Osrád (81) N	lembass		Ta-es Malara-Pa	PAG Daydol (21) N. Tenny D. Malme	Jambosse		Co-sy. Malama Par	P&G-Osphil (811) N Trang O Malma			Comp Malmo-For	PAG-Ostal (11) N	Santherese Per Sevet Por		Malace Pa	PAG-Daydol (Al) N Trung O Maine	Jembergs Bill Henrighet		Speeking of		Anto Dewa-Fee	- Ja
	1:45	Sunday Veguera	Teli 11 Agus	Most	V of Charge		FAG-Crary (1921 N	THAT	MrCarmek-Nes t Cares		PBG-Crues (明) N	Sings Neval	Co-ap		PAG-Cours (sti) h	Single	MrCarand News Co-ep		Tang D Milan TAG-Crisis (50) N	Single	Co-op		Pati-Crars (10) N	Sings	McCormit-Nas o Co-m	Had Hes Green	Course Fair Section Dutant Collec	Denor Orchestea	Tox
		100-00			Roundtable	True State Par	Gurding Light P&G-Dus (MI) H	Pauline Alpert	Belove It to Not Comp	True Stay Pa	Codeg Liple PAC-Dui (16) H	Anademy fixed	Balary II or Not Co-op	True Seary Fac	FaG Dan (16) St	Relation Pursue Chess Produ	Ballons Is or Not Co-19	Tow Sump Par	FAG Dut 180 H	U.S. Sivo	Select is at No. Corne	The lear-Par	FAG-Dus (16) H	Campus Salute	Balane St. or Not. Co-op	Seeding of 19	HEAR		Rei E.
3	Z	This Week	You Are	An Force Show Show Fee	RED	Karraua's Corner Co-op Belly Crarker-Pa	(66) N	Miles Laks Alka-S(470) M	Double or Nothing Campbell Swap	Kumaa s Europe Comp Erocker - Far	GF Earlie (65) N	Myles Lake Myles Lake Alka-Saltane (Al II) H i	Double or Nothing	Rumas's Carms Co-op Coprim For	GF-Certa (64) N	Milas Leke Alka-Seltam	Double or Nothing	Kernes i Corne Corp Croter Par	GF-Cests (65) N	Queen lor o Our Miles Labe After-Seltzer (1) (1) H s	Deathle or Nothing Cattoball Smap	Career of Corner Career Corner Per	CF-Certs (66) N	Alba Seltasa Alba Seltasa ANSI Hig	Double or Nothing Campbell Soup	Favoristing	Corr and Take	Danne Orchestia	7
	2:15	Around the World	There	An Force Staye	Ammisa	Emil & Alburt Co-sp Last Paul-Per		Philip Muses (217) H s	Tokas Odlána		Farry Mason FAG-Ivery, Spin 1901 N	Philip Marria 121k) H 4 Erman (230) H 4	Campbell Suny 1931) H Vaday v Children	Ethal & Albert Comp	Party Majors PAG Ivery, Spe. (10) 7)	Philip Mems 121 to H s 1se? Milhag	(131) H	Elhal & Alban Co-op	746 hay 50	Philip Merrie (275) 94 1 Armen (199) 24 4	(111) H Tutay a Chaldren	February A. Albury	Parry Mason P&G-Iyary, Spor (50) N	Philip North 121h) No 1617 Millian 1781 He	Tiday's Oaldest	Rhythm	M L Terio For		A 0
	2:30		Joseph C Harsch	NO Comp		Bride & Graum. Searing	Pasts New Dear	Martin Nech	Whester Bear	Starling 10141141	Plants Name Drake Tons	Martin Block	General Mills Whasters Beat Seep 1140) \$	Starting (23 ki H)	Plan is Name Dealer	Mertin Slack R B Samular 1390 H s	Today's Children Corneral Malla Whaston Besto Sear	Kilgallen-Pac Bride & Graven Scarley (71% H t	News Drake	709/24	General Mells Wheaters Bean Soup (182) M	Starting (24) Ha	This li- Nore Drake Tons	Morter Black	Wheater Bean See	Hadau		Dands for	150
	2:45	Mr. Prendent (Comp)	Eine Rupei	What the	HEA Victor Store HEA Victor Ca (182) N	Bookhage-Par	Evertte Wastern	Marine House	Consist Miller	Benkhage Pri Dride & Green Starling 17141 974	Erelyn Watters Manhattan Soay	Dome to Dy-Pac	Light of World Comman Mills	Bride & Licenson Serfen (201) 11 1	Freign Western	Manua Hock	Light of World Commel Male	Seddage Fir	Exten Weters	Nestro Block	Light of World Georgi Mala	Backbage Per Briga & Grams Spelific (21711) #	Errizo Winters Manhotan Smap	Marine Block	Light of World Gunneral Mills	Post	Colombia Cours 12: Jinestial Con & Take-Par	Herefs Tear Tleurs Fac	Vi
F	3 -	Harram Ward		Santa to Kreek To be annexe		Ert & Altert Pa	Dend Harram	Marries Hos & Queen for Day-Pa	Cherries (E) 14 Lde Can Be Board PSC-Spo & Span	Frh & Albert Pa Ledne Sa Sastes Qualer Onla	Denid Harten Eablest-Bals O		Chiarman (EI) No Lafe Carp Re-Broad	Lodge Ba Scaled	Manhattyn Snap 21411 A David Harson Bahhat-Rah-O	Duren to Day Pa	Cherry (61) N	Eth Balkert Par Laffee Ex Swited Qualer Date	David Harris	Queen for Day For	Charries (III) N Lefe Can Be Band P &G Spee & Spee	Ladies Bu Seated Quality Onto	David Harson Bahlast Bels-O	Quee le Der-Pe	Listen Br Brest PAG Spr & Sonn		Report from Occurre		C
	3.15	enthand-Trades		(hadrestine	Stantor Parish Stantor For (162) C	(EDZ) (1851 6	Martin Block	Ma Farkess	Lorens-Por Lodes Bo Seates Toro-Home Ports	1	Martin Black	P & C. Spai & Spai (145) N Ma Parkine	Loins Be Social Tan-Home Pers.	155) N	Meren Block	7 KG Spe & Spec 1119 N	Emeron-Pid Ladius de Supred	(63) N	Martin Block	Ma Proking	(232) C) Karmer For Lade: No Seated Teas Home Pers.	(35) N	Meiter Black	Ma Parkma	Play bottom 1	Advettures in	Muneele	NUC NO
3	3:30	The American Almanus	CBS !			Ten-Horn Fore (225) Namy Erus-Pa	Character transmi		PAG Oxyani (1841)	1/25) (*)	C E Heat Part		() 40) N	1.7255 C	L Heen Frey		Ma Factors PAG-Oracled 115ht %	Name Cree Fac.	Chilling Clouise		PAG-Organi (13h) %	Heary Corte For	C. S. House Party		Page I may		Meet Miseral Per		
и.	3:45	Tobe	i i	Lels Begins	Day Man's Funds	To be	C E Applement (1831) E Marrier Pri	Ret Hack !!	PAG-Camer (1SI) N	To be	G. E. Appliances (161) H E. Matering For	1110,11104,23	Page Temp Page Camp (151) N	Take shoomed	G. E. Appliances (161) H E. Marring For G. E. House Forty	Red Figure 17	Paper Today PAG Comes	Tabe	C. E. applaures 1071 H E. Massey Par	Red Hook II	Page Terra PAG-Carras HSH N		G. E. Applianers 16611 H N. Marring Par G. E. House Party	Rot Book 11	PAG-Center (151) N	ADC Sejesphians	Cross Section. U.S.A	Sees to Periode	
		*time med	Symphony	1	CAS Caffee Blue Donnel Margares (131) 5	1	G E Appliante	Misc Program	PAG I rest (150)		G E Applanes Basy & Vino Coop	Mir Programa	FaG-frey (152) 9		G. E. Appliances Bury & Vine Comp		Ciple to Happenson	ahboursed	G. E. House Feet; G. E. Applicatory B'erry in Vine		P&G-Tney (1501 N	1000	G & appliances Bines & Vyte Taise		PAGIONY (150) N	HE ELL			

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OROCHESTER, N. Y.

"Best Test City in New York and the Middle Atlantic States," says the Sales Management Fall 1947 Test City Survey.

OSTATION WHEC

"Best Listened To Station in Rochester" says Hooperatings — (and has been for past 4 years!)

Strong Program Promotion

WHEC not only "airs" your program, but promotes it with the combined force of spot announcements, newspaper advertisements, "Jumbo-size" buscards, outdoor posters, lobby displays and mail.

WHEC uses daily advertisements in both the Rochester Democrat & Chronicle and the Rochester Times-Union,—often buys extra space for special merchandising promotion.

WHEC's consistent and continuous direct mail campaign is directed not only toward key radio audiences but also toward special lists of the trade—dealers, distributors, trade association members, etc.

Write, phone or wire for availabilities





National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco



listener loyalty! If people like what we say . . . they'll buy what we sell!

Billboard

Award

News

Commentary

"Inside the Headlines," written and presented by Bruce Barrington, KXOK news editor, has been awarded first prize among all U. S. stations, 5 to 20 thousand watts in power by Billboard Magazine.

Award & Responsibility to the Community

"Variety Showmanagement Award" for fulfilling responsibility to its community has been awarded KXOK for the program "Wake Up St. Louis." This public discussion feature is one of many KXOK programs which contribute to the American way of life.

ST. LOUIS 1, MO., CHestnut 3700 KXOK 630 KC, 5000 WATTS, FULL TIME

Represented by John Blair & Co. Owned and Operated by the St. Louis Star-Times.

THE FARM MARKET

(Continued from page 121)

are programed 100% for rural listeners. Rural stations all over the 48 states are shifting their emphasis from general programing to 100% service for the producer of food. Some of these radio outlets, like WRFD, Worthington, Ohio, have been programed from the outset for the rural free delivery contingent.

Rural networks are beginning to function. There's the California Rural Network in Southern California. This group of stations, owned by the Broadcasting Corporation of America, with W. L. Gleeson as president, has found that in serving the farmer it has been able to achieve an advertising importance otherwise lacking. Announcements have been made that this rural network will expand to cover all of rural California.

In upper New York State a group of farm FM stations are going on the air, one at a time, to be linked via radio relay forming the Rural Radio Network. Although owned by farm organizations and cooperatives through Radio Rural Foundation, RRN is strictly a business operation and functions as such. The network will link a number of FM rural stations and be programed 100% for the farm markets which the stations cover.

Radio hasn't forgotten that the farm is important at least as far as broadcasting facilities are concerned. California which moves between first and second place in farm income (second in '47, first in '46) has more authorized broadcast stations than any other state. Texas which runs fourth in farm income has the second largest number of broadcast authorizations. Both Texas and California are in the over 200 station class.

Broadcasting will be competing on an even basis with farm publications for the rural advertising dollar within the next 12 months. Even today it has amazing result stories to report on what it can do for the farm implement dealer, the feed merchant, the direct mail house and everyone who caters to rural America.

What sponsors have to realize is that the American farmer has the money to purchase anything that his city brother buys, but that he can't necessarily be sold with the same programs or with the same commercial appeal.

The \$30,000,000,000 estimated 1948 farm income is a lot of money for a part of the population of the United States of America whose living expenses aren't high. The farm market justifies special thinking—in broadcast advertising. * * *

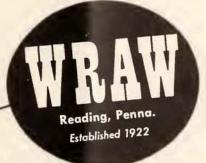




WKBO

Harrisburg, Penna.

Established 1922



WORK
York, Penna.
Established 1932

กรโยบบรายบาก



TRONG

in building profitable sales

These six progressive stations are effectively creating sales
for many national advertisers. Their unusual sales-producing ability
is based on outstanding listener loyalty—developed and
held through skillful local programming and NBC Network Programs
—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS



THE INLAND BROADCASTING COMPANY

KBON and KBON-FM Omaha, Nebr.

KOLN Lincoln, Nebr. KORN

Fremont, Nebr.

is pleased to announce the appointment of

McGeehan & O'Mara

Exclusive National Representatives

New York Boston Chicago

Atlanta San Francisco

WAPO

We have a HOT HOOPER in CHATTANOOGA!

MORE Chattanoogans will tune in for new sparkling summer programs this month and the summer months to come. It's good listening, and good SELLING day and nite on

WAPO

Affiliated with
National Broadcasting Company
Represented by

HEADLEY-REED COMPANY

Research developing new data

Figure factories help medium

Research has been anything but static in 1947–48. Schwerin extended his qualitative operations to all four networks' clients. Gallup released his E. Q. (Enthusiasm Quotient) ratings for stars and starlets. The E. Q. rates for advertisers the performers whose impact is on the upgrade.

Hooper released the first "projectable" U. S. Hooperatings, reporting audience sizes of all commercial programs on the air. What can be expected of this new rating from the Hooper figure factory is indicated in his figures for Advertisement Exposures Per Week. According to Hooper (January-February 1948) there were 536,988,000 nighttime exposures (an exposure is a commercial program heard by one family). The 536,988,000 figure does not reflect repeat listening to any programs heard more than once a week. Daytime exposures reported by Hooper were 287,234,000.

CBS plans for listener research based on a radar principle are still under wraps. The planned CBS research clinic for agencies, sponsors and stations that was blueprinted for this Spring didn't come off. There were, it appears, many other problems of greater importance than a figure session.

A. C. Nielsen has built up a larger sample on the Pacific Coast and is now reporting in this area for a number of clients, including Don Lee and CBS. For the first time in Nielsen history the rating figures from his twice-a-month report have been released for publication. During most of the year the Lux Theater was the top program on the Nielsen nighttime index.

The Pulse, radio research organization using a roster-recall form of listener research, extended its operations to five cities. Since it rings doorbells, Pulse was able to obtain TV information of great interest to advertisers.

Hooper, Pulse, and Gallup are all interested in the television field. Hooper is reporting on a limited number of hours per day, much in the manner in which he started in the radio research business. Pulse is covering homes for both TV and radio. Gallup is basically interested in the size of the TV audience. (See Sponsor Reports.)

The punch-card research method announced during the NAB (National Association of Broadcasters) Convention in May has interested a number of broadcasters but thus far no one has invested enough money to get the enterprise really functioning. The same thing is true of a number of other "new" ideas, such as the device that tours neighborhoods in a truck and records listening with an electronic apparatus.

Commercial impact was reported during 1947–48 for the second time in an Alfred Politz study underwritten by Edward Petry, station representative. Schwerin is also making tests of the impact of commercials for a number of advertisers. National and regional advertisers are becoming conscious of the fact that research studies of advertising-appeals on the air can be translated in terms of sales.

In the category of pretesting is the latest TV research device, Videotown. Newell-Emmett advertising agency has selected a town representative of many of New York's suburbs and is using it as a TV guinea pig. Every effort is being made to keep this test area from becoming self-conscious, a la Magic Town, of its test-tube status. Last year Gallup announced that he had plans to set up such a test town to uncover radio program and broadcast marketing facts.

Research indicating what a radiocast or telecast is doing saleswise will be developed during the next 12 months. Nielsen has the staff and everything necessary to report the sales temperature of every product on the air. It's a big job to do consistently but a number of advertising research authorities are going to ask Nielsen to lay less emphasis on audience research and more on sales effectiveness.

While the new development research continues, diary studies are still being conducted to make certain that no drastic change is taking place in the radio home. The WRC (Washington, D. C.) individual diary, the first of its kind ever recorded, proved a number of things which family diaries hadn't previously indicated. Variations of diaries are planned to reveal even more about what makes a man or woman walk to his radio, turn on the switch, dial and listen. Bob Salk (Audience Surveys), Hooper, Benson & Benson (Princeton, N. J.), and a number of other researchers are doing continuing diary analyses.

There are a number of firms, such as Conlon (Kansas City), making coincidental telephone surveys for stations. The new rating service which was supposed to compete with Hooper, Nielsen, and even BMB is still being talked about, but it's only in the lip stage.



WITHOUT WASHING MACHINES, TOO!

Other stations and networks are giving away a fortune in prizes to attract listeners, so you'll have to pardon us for painting to KQV's "Request Matinee," on Monday through Saturday afternaons against rugged competition like Pirate baseball broadcasts. During the first 25 days, 700 telegrams were received from listeners. That virtually amounts to paying for the privilege of listening to us—proof once again that KQV's terrific daytime audience is an advertiser's dream! It knows what it wants, and is willing to pay for it!

KQV

PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

Live Talent Builds Lively Sales

ON HOOSIERLAND'S FASTEST GROWING STATION · Your Central

Indiana advertising dollar is more productive on W1BC, because WIBC's programming is built around the largest "live talent" staff of any Indianapolis station . . . and is specially styled for Hoosier listening tastes. Whether it's sports, music, drama, news or a variety of other features, the programs and talent best suited to your particular selling needs will be found on W1BC—the favorite radio station for outstanding local and Mutual programs in this great Hoosierland area.

JOHN BLAIR AND COMPANY . NATIONAL REPRESENTATIVES



5,000 Watts Now 50,000 Soon

THE INDIANAPOLIS NEWS STATION

PROGRAM RATING TRENDS were 5 commercial hours a week of this

Continued from page 101

reason for this decline is simple. Variety is the most expensive program form on the air and while it is also the most productive of audiences, the cost per listener in most cases does not justify the expenditure. Talent costs are being pared all along the line. This is intended in no way to disparage radio's great revues. The McCarthys, Hopes, and Skeltons deliver what their sponsors order.

Situation comedy, Hooper-rated only for a four-month period (February May), averaged within .7 of a point of the variety programs. In April of 1947 there

were 5 commercial hours a week of this type on the air. In April of this year there were 7½ hours. The top-ranking situation comedy programs, like Fibber McGee and Molly and My Friend Irma, cost less than half as much as the same ranking programs in the variety category.

Running third in ratings among program types are audience participation shows, including quiz programs. These are today's bargains. On a nine-month average basis for nighttime programs they rated 10.7 and despite the spotlight which has been thrown on them recently there were no more of them on the air this past April than there were a year ago. The five-month average a year ago was 11.2,

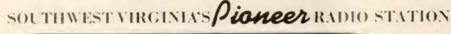
The same five months this season produced 11.8. In April they delivered the same rating as a year ago and for the same number of weekly hours on the air.

Dramas have dropped in the number of hours they occupy on the network commercial air this year as against last. Again taking April as an example, there were 911 hours broadcast weekly a year ago, 712 this season. During April they produced an average rating of 10.2 as against 9.8 a year ago. The average for plays this season was 10.1.

Although mysteries remain as reasonable an investment as a year ago, they dropped from 15 commercial hours a week to 12. They still produced a healthy average of 9.7 for the nine-month season.

Popular music was fourth in number of sponsored evening network hours on the air in April 1948. For the entire ninemonth season popular music rated 8.7. In April a year ago there were only 7 weekly commercial hours of popular music; this April there were 1014.

Radio columnists, placed in a separate category for the first time in February 1948, delivered an average 8.1 for the February May evening four-month period. While there were fewer of them commercially on the air in April 1947 than in April 1948 2^{1}_{2} hours vs 3^{1}_{4}) they rated better last year: 9.1 vs 7.6. How-





Surveys prove WDBJ is
by far the most popular station
throughout its coverage area of nearly
1,000,000 population. Buy WDBJ and you get
not only this loyal listenership but an effective
combination of wide coverage, prestige and
service that sells.

Roanoke and Southwest Virginia is a rich, diversified market where sales are dependent on no single income group . . . nor are they subject to radical seasonal change.

Ask Free & Peters!





The Ideal Hotel for Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Glass inclosed Sun Porches. Open Sun Decks atop. Delightful Cuisine. Garage on premises.

Open All Year.

Fiesta Crill and Cocktail Lounge Favorite Renderrous of the Elite Famous for Fine Foods

Exclusive Pennsylvania Avenue and Boardwalk ever, the 8.1 is a high rating for their sponsors for a number of reasons. First, in the daytime in ratings but popular most are aired for only 15 minutes. That music had a great many more sponsored means time costs are low. Then, since hours on the air, 814 in 1948 vs 11/2 in they're for the most part one-man shows, talent costs are much less than those of other programs. Even Winchell, tops in this category, collected only \$7,500 per broadcast and was rated consistently over 20 during the height of the past season. This means an audience for his sponsor at \$375 a Hooper point. It takes a mystery program to top that, and mysteries take a half hour of time, or almost twice Win- future, the networks are permanently in and produced programs hit the Hooper chell's time cost.

At the tail end of the average program ratings for the season 1947-'48 are concert music, 6.9, news and news commentators, 6.1, and a catch-all class, miscellaneous, 5.4.

There wasn't much change in the daytime trend. While the nine-month rating of daytime serials was 4.9, the figure for the five months November through May was 5.4, the exact rating of last year. The number of sponsored hours per week of the serials (comparing April vs April) was 5314 in '47, 5334 in '48. Daytime audience participation programs soared in sponsor fancy and will continue to increase this fall. A year ago April there were 15 weekly hours of such daytime shows, this year there were 2715.

KRIM KBIW

ANY WAY YOU LOOK AT IT . . .

KNOXVILLE'S BEST BET

is

Represented by Donald Cooke, Inc.

News and popular music periods are off

This fall there'll be less costly programs

in all categories on the air. Last season proved, for all who cared to check their ratings, that there's little relationship between program costs and listening. Creative brains are the recipe and they cost far less than "names."

Big year for network packages

Dramatic and quiz shows dominate fastgrowing list of network availabilities

Unless the FCC rules against it in the sale to clients and agencies. CBS owned the business of producing programs for First Fifteen and the Nielsen Top Ten a



Do you think of the Red River Valley as one sea of wheat, and nothing else (except maybe WDAY)? Well, it ain't!

We got hawgs, eorn, eattle. poultry-a diverse farm output that makes our 172,600 families richer than all out-doors. Our area's retail sales, for instance, are .158% of the U.S. total, as against .117% for the parts of North Dakota we don't cover!

And WDAY just about sets the U. S. record for popularity within its area, too. Most families hardly ever tune to any other station. May we send you the facts?



FARGO, N. D. NBC - 970 KILOCYCLES



5000 WATTS

and ABC- and MBS-produced programs contributed substartially to the increased prestige of these chains.

Whereas a year ago there were only 62 web-produced programs available for sale, this year the networks are offering 81, an increase of 19 vehicles. The greatest increase has been in the category of quiz programs and dramatic offerings. Last year sponsor reported no network-built quiz presentations available and while there were 27 available dramas in 1947 there are 34 today.

highest average Hooperatings for the season 1947-1948, it ran second in the period, with an average rating of 10.1 against the top average of 12.8. The latter was achieved by the variety programs, the most expensive on the air. Starting in February of this year Hooper placed situation comedy programs, a form of drama, in a special classification. For the four-month period February through May they rated 12.1.

Dramatic programs are listener-producing at low talent costs. Only one program There are reasons for both of these in- of this type, Lux Radio Theater with a

number of times during the past season creases. While drama did not produce the talent budget of \$18,000, is high-priced. The other air plays are for the most part well under the \$10,000 figure, although a few, like Screen Guild Players, are pricetagged at exactly \$10,000.

The emergence of network-built quiz programs is a direct result of the program of the year, Truth or Consequences (see Program of the Year, page 115). TOC, which in the past seldom had reached top audiences, hit number one during the past season and started the "telephonitis" trend. ABC's network-produced Stop the Music (owned by Lou Cowan) built so quickly on Sunday night that it forced CBS and MBS to create like quiz packages very quickly. Only NBC (as sponsor goes to press) has kept out of the network-built quiz package field.

During 1947-1948 CBS pointed with pride to two great audience programs which it had built and sold, My Friend Irma and Arthur Godfrey's Talent Scouts. Not only were these top-audience programs but they were consistently high among the Nielsen ranking of "homes per dollar" nighttime vehicles. Both of these programs,-without even counting contiguous discounts which lowered considerably the actual cost of time to their sponsor, Lever Brothers-delivered well over 400 homes per dollar through the season.



is Practically EVERYBODY* *Sales Management's latest Survey of Buying Power shows that San Francisco has

the biggest per capita net effective buying income of the nation's 200 largest cities!

AND ONE COLUMBIA STATION SERVES THEM ALL



Represented Nationally by Edward Petry & Co. Inc.

Pacific Agricultural Foundation, Ltd.



is the station to aid in magnifying your sales in the rich North Jersey Area.

5000 WATTS

the radio station of the emark

Network program-packaging authorities feel that the nets' ability to put on a program and keep it running and increasing its audience is an important factor in building salable properties for sponsors. It took ABC a year of broadcasting The Fat Man before it sold it. Candid Mike has been on a year; while it has no bankroller as sponsor goes to press, there is plenty of activity in the bankroll direction at this time. Candid Mike has achieved fine publicity acceptance during the past year and its audience is growing.

MBS will concentrate its new packages this fall during the daytime hours, its success with Queen for a Day, Heart's Desire, keying its future thinking. Mutual, unlike other active program-building webs, selects its package programs from the offerings of independent packaging firms. The network contracts for the top low-cost offerings of producers and develops them as exclusive MBS vehicles. Programs like Twenty Questions, Meet the Press, and Juvenile Jury have justified the MBS program-building formula.

The one network which hasn't gone into the production of programs on too broad a front is NBC. The reason is simple. There isn't much time available for packages on NBC. NBC also isn't accustomed to waiting for a program to build.

THAT
MAKES A STATION GREAT!

KMLB
MONROE, LOUISIANA
HAS MORE
LISTENERS

in Northeastern Louisiana
Than All Other Stations
Combined!

AFFILIATED WITH
AMERICAN BROADCASTING CO.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN

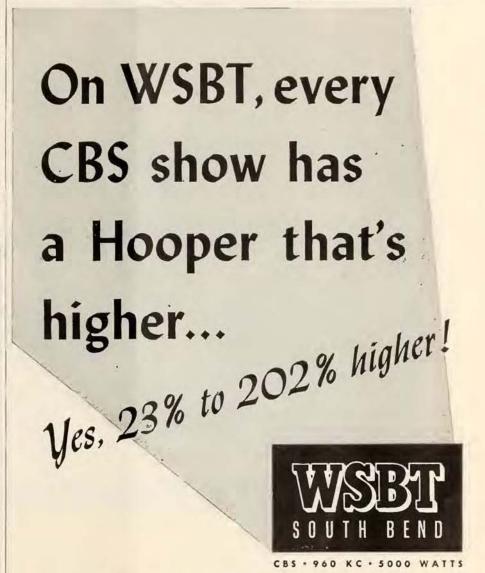
Radio Sales

Executive thinking on the senior network front, although not officially, is to take other networks' programs when they've reached the top audience ranking classification. It's the thinking of Niles Trammell, network president, that the program is even more important than the sponsor when a time period opens on NBC. NBC's program building is restricted mainly to prestige items, like the NBC Symphony and the Fred Waring program, each of which was conceived to fill a special niche. In the case of the former, NBC needed a symphonic group years ago to obtain for it the prestige that CBS had achieved through the latter's presen-

tation of the New York Philharmonic-Symphony broadcasts. In the latter case, NBC wanted to answer the critics of daytime serial dramas. Each has done its special job. Each lacks a continuing history of commercial success.

This is not true of network packages being built today. For the most part they're as commercial as a lendinglibrary novel and as inexpensive.

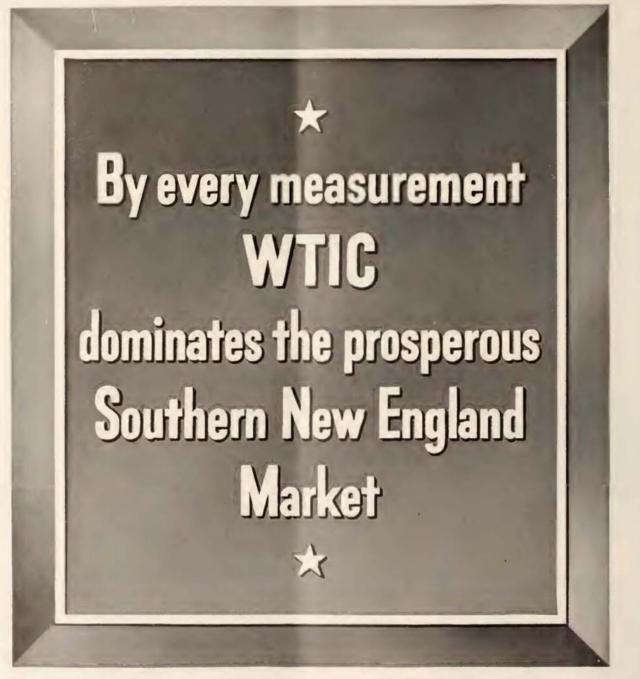
Show building is one way that a network can be certain that it doesn't lose a program. Since it's the program not the sponsor that gathers listening, advertisers usually stay with their vehicles. Program building is life insurance for a chain. * * *



WSBT Hooperatings on all CBS shows are higher than the national ratings. Not just a little higher, but much higher—23 to 202 per cent!* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and only WSBT—that gives you blanket coverage of the South Bend market.

* Hooper Report, Fall-Winter 1947-48

PAUL H. RAYMER COMPANY . NATIONAL REPRESENTATIVE



Paul W. Morency, Vice-Pres. — Gen. Mgr. Walter Johnson, Assistant Gen. Mgr. — Sls. Mgr. WTIC's 50,000 watts represented nationally by Weed & Co.

signed and unsigned

New Agency Appointments

(Continued from page 18)

SPONSOR

PRODUCT (or service)

AGENCY

Campbell Soup Co, Camden

Campbell Soup Co, Camden

Central Radio Stores, Providence
Chambers Distributing Co, Jersey City
Claremont Inn, N. Y.
Clarek's Restaurant Enterprises Inc, Scattle
Coffeete Products Inc, N. Y.
Cover-Girl Hosiery, Newark
Buster Grabbe Aqua Parade of 1948
Delaveau Cough Syrup Co, Phila.
Eric Clothing Co, Chi.
Essex House, N. Y.
Eversharp International Inc, Toronto
Hamburger Co, Chi.
Hotel New Yorker, N. Y.
Jaques Mfg Co, Chi.
Kay-Baron Clothes Inc, N. Y.
Lektrolite Corp, N. Y.
Lever Bros Co (Pepsodent div), Chi.

Lewis Dance Studios, N. Y.

Magnus Chemical Corp (Dif Corp div), Garwood, N. J.

Magnus Chemical Corp (Dif Corp div), Garwood, N. J.

Manufacturers Value Co, N. Y.

J. C. Marlow Milking Machine Co, Mankato, Minn.

Mon Ray Chemical Co, Forest City, N. C.

Morher's Cake & Cookie Co, Oakland

National Council Protestant Episcopal Church, N. Y.

Pepsi-Cola Co, N. Y.

Procter & Gamble Co, Cinci.

Puerto Rico Agricultural Co, N. Y.

Republican National Committee

Royal Palm Furniture Factories Inc, Miami

S. Rudofker & Sons, Phila.

Sendrook Farms, Bridgeton, N. J.

Serve-Rite, N. Y.

Star Union Products Co, Peru, Ili.

Bob Walters Candy Co, N. Y.

Winarick Inc. N. Y.

World Airways Inc, N. Y.

V-8 vegetable juice, tomato catsup, chili sauce Radio stores Gas ranges Restaurant Restaurants Coffette Oil Shampoo Hosiery Aquacade Gough syrup Men's clothing, accessories Hotel Pens, pencils, Schick razors Martin's Cheranova Wine Hotel K C Baking Powder Clothing Cosmetics Cosmetics
Flameless cigaretre lighters
Hedy Wave Home Permanents
Rayve Creme Shampoo.
Dance instruction
Washing powder, hand cleaner
Safety door handles
Milking machine
Liquid deodorant
Cakes, cookies
Religious
Soft drink
Spic and Span Spic and Span El Praco cigars Politics..... Florida Modern Furniture Formal wear Frozen foods No. 50 New Lac (floor finish) Star Model, Sepp'l Brau beer

Dancer-Fitzgerald-Sample, N. Y.
Ben Kaplan, Providence
A. W. Lewin, Newark
Robert Hilton, N. Y.
Hiddleston, Evans & Merrill, Seattle
Dinion & DuBrowin, N. Y.
Art-Copy Advertising, Newark
Smith, Bull & McGreery, H'wood
Harry Feigenbaum, Phila,
Phil Gordon, Chi,
Needham & Grohmann, N. Y.
Baker, Toronto
Schwimmer & Scott, Ghi,
Peter Hilton, N. Y.
Gordon Best, Clui,
Levy, Newark
Ruthrauff & Ryan, N. Y.
Bermingham, Castleman & Pierce, N. Y.
J. Walter Thompson, Chi,
Needham, Louis & Brorby, Chi,
Armstrong, Schleifer & Ripin, N. Y.
French & Preston, N. Y.
Furman, N. Y.
Harold G. Walker, Mnpls,
Earle A, Buckley, Phila,
Jewell, Oakland
H. B. Humphrey, N. Y.
Biow, N. Y.
Biow, N. Y.
Biow, N. Y.
Cecil & Presbrey, N. Y.
Lockwood-Shackelford, L. A.
Advertising Assocs, Miami
Harry Feigenbaum, Phila,
Peter Hilton, N. Y.
W. D. Lyon, Gedar Rapids
Bermingham, Castelman & Pierce, N. Y.
Harry B, Gohen, N. Y.

Advertising Agency Personnel Changes

NAME Robert J. Burke Madeleine M. Carroll MacLean Chandler Vic George Vance D. Hicks George S. Lannan R. L. Lenhart Alice Liddell Gerald Lieberman Bill McHain Harriet Miller William J. Morris Merrill D. Ormes Carol[Perel Douglas Powell George Rich Stanley Rowen J. M. Sanders Stan Schulberg L. Edward Scriven Ray Simms

FORMER AFFILIATION

Advertising Inc. Dallas, mgr

Whitehall Broadcasting Ltd, Montreal, pres Young & Rubicam, N. Y., media dept

Erwin, Wasey, N. Y.

Independent TV writer-dir Leo Burnett, Chi., timebuyer WINX, Wash. BBD&O, N. Y., TV, motion picture head E, H. Klaus & Go, L. A. Arthur Meyerhoff, Chi., prodn staff Joseph R, Gerber, Portland, vp. acct exec Arthur Meyerhoff, Chi. Stuart Bart, N. Y., media dir, acct exec

Madison, N. Y. McKinsey, S. F., western mgr Kenyon & Eckhardt, N. Y., timebuying dept asst mgr Omar Inc, Omaha, div sls mgr Safeway Stores, Scattle, publ rel mgr Griswold-Eshleman, Cleveland, acct exec WMLO, Milw., gen mgr J. D. Tarcher, N. Y., acct exec

King Features Syndicate, N. Y. CBS, N. Y.

NEW AFFILIATION

R. J. Burke Advertising (new), Dallas, head Stewart-Lovick & Macpherson, Toronto, timebuyer Leo Burnert, Chi., timebuyer Canadian Marconi Co, Montreal, bdcstg mgr Same, Detroit, media dir Lannan & Sanders Inc (new), Dallas, pres Lenhart & Co (new), Vork, Pa., head Ingalls-Miniter, Boston, media dir Leland K. Howe, N. Y., TV dir, accr exec Same, N. Y., in chge radio, TV Robert J. Enders, Wash., radio dir Biow, N. Y., TV, motion picture superv Kaiser, Oakland, media dir Same, timebuyer Carvel Nelson, Portland, Orc., yp. partner Same, "On the Century" producer Mike Goldgar, N. Y., acct exec Lannan & Sanders Inc (new), Dallas, exec vp Battistone & Bruce, N. Y., acct exec Roy S. Durstine, S. F., acct exec Erwin, Wasey, N. Y., radio, TV timebuying dept mgr Caples, Omaha, acct exec

Caples, Omaha, acct exec Frederick E. Baker, Seattle, partner Beeson-Faller-Reichert, Toledo, acct exec Leland K. Howe, N. Y., acct exec in chge radio Kastor, Farrell, Chesley & Clifford, N. Y., acct exec Roffe Whitnall, L. A., partner Roffe Whitnall, L. A., partner M. Ryan, N. Y., vp National Export Advertising, N. Y., radio produ dir

Ray Simms

W. C. Smith Irving E. Stimpson William D. Thackeray William Travis K. N. Whatmore Jack Whitmall Allen Winkelman Herman F. Young James Gwin Zea

Sports, news, and music block programing techniques hypo listening to independents

Block programing is in the listener interest. It grew out of the independent stations' use of records and news to keep them on the air. At first so-called block programing was a hodgepodge of music and news without a thought of mood. Then it began to grow into a full-fledged programing formula as the smooth-tongued Martin Block at New York's

WNEW programed his two hour session for mood and appeal. What started out as an expedient to fill time became an art. Stevens University (N. J.) began research into mood programing. Research was also conducted throughout Great Britain on the production and relaxation impact of music. The wired-music organization Muzak began mood programing

of recorded music. Block programing was born.

It was still very much without a proved reason for being until Dr. Frank Stanton, then research executive at CBS, inspired the diary form of research which proved to all and sundry that block programing was not just an independent station expedient but an integral ingredient in catering to listening America.

The CBS diary studies quickly proved to that network's executives just how essential block programing (they called it mood programing) was. Briefly, it indicated that dialers didn't want variety, they wanted a lot of the same thing. The diary studies also indicated just how listeners had to be led from one mood to another. What started out as a CBS device to check its owned and operated stations ended up as a set of broadcast programing commandments. It forced CBS to relinquish the Johns-Manville news program at 8:55 p.m. despite the fact that that program had the greatest listening audience of any single one on the air (first U. S. Hooperating, Spring 1948). Being between two nonnews programs the newscast disrupted mood sequences of listening on CBS.

While big-name programs can run counter to block programing and still gather top audiences, they do better back-to-back. Thus the NBC Tuesday night comedy sequence of Date with Judy, Amos 'n' Andy, Fibber McGee and Molly, Bob Hope, and Red Skelton has been for several years an almost unbeatable combination. MBS has built a block-programing combination with its whodunit schedule on Sundays: House of Mystery, True Detective Mysteries, and The Shadow. CBS takes over Monday night with drama-Radio Theater, My Friend Irma, and Screen Guild Theater. Irma, while a comedy, is situation comedy, which is drama. ABC gathers the mood programing bonus with its hour-long Breakfast Club which from nine to ten a.m. daily tops all other network competition. Because My True Story appeals to the same audiences which tune the Breakfast Club it holds on to the block programing edge. The audience is lost (in part) by ABC because of Betty Crocker, Listening Post, Clubtime, and Dorothy Kilgallen (10:25-11 a.m.). Although it's unusual, the audience then returns to ABC for the half-hour Breakfast in Hollywood; seldom does a disrupted block sequence bounce back as quickly as this.

Horizontal block programing—airing the same type of show at the same time daily (or nightly)—has been tried in a number of cases, though block programing



is usually restricted to back-to-back scheduling. KWK (St. Louis) was one of the first to put on a mystery at the same time every night. The formula did well for Hyde Park Beer on this station. The idea spread. WNEW went all out for a Mystery at Eight appeal. The WNEW listening indices went up. The blow-up came because there weren't enough reasonably-priced transcribed mysteries available. So the station, unhappily, found it necessary to drop horizontally block-programed mysteries. There was no question of the listening appeal even against four-network competition. In Boston WCOP (ABC) has adopted the horizontal mystery formula and is finding it does things to its audiences. WCOP records several of the ABC block of mysteries and airs one at the same hour each night.

Both vertical (back to back) and horizontal (same time daily) block programing are an assured way of reaching audiences. They make it simple to develop listening habits.

Contrapuntal programing, the reverse of block programing, is not new. It too grew out of the CBS diary studies which showed where the audiences went when a mood or sequence of programs was disrupted. The basis of contrapuntal programing is fundamental—offer the audience something they can't find elsewhere on the dial.

ABC, in an effort to build its own 8 to 9 p.m. listening, bought a Lou Cowan idea, Stop the Music. The idea had been turned down previously by CBS as not in keeping with its programing. In a comparatively short time, ABC had built up a sizable listening audience. Other stations and networks found the new competition tough. Before long CBS decided that an audience participation program from 9 to 10 p.m. would catch the audience ABC was building from 8 to 9, so CBS added Catch Me If You Can to Strike It Rich (9:30–10 p.m.).

With all the big-time competition on a Sunday evening, what can a block programing station like WNEW do to reach listeners? It goes contrapuntal. It programs the light classics in music since there is no music of this kind available elsewhere in the early Sunday evening hours. The broadcasts by the New York Times station WQXR are heavier in nature than WNEW's musical programing. Result? WNEW is reaching the highest Sunday evening audience it has had in a long time.

Contrapuntal programing is the only way an independent station can obtain audiences for advertisers while the topranking Hooper, Nielsen, or Pulse rated programs are on the air. Contrapuntal programing is, however, something more than that. It's programing with an eye towards reaching audiences of other stations which have disrupted their mood programing because of commercial commitments.

In placing spot programs, contrapuntal programing is an essential hint to agencies on time selection. A sponsor may happen to have a soap opera like *Claudia and David* (Coca-Cola) and find it impossible to place it on a spot basis in a soap-opera sequence. It is not impossible to place it on a station which competes with the

leading soap-opera station at a time when the soaper is forced to break into the daytime serial mood with quiz, news, or other form of show. The women who want daytime serials go looking for them when they shift on the dial.

Timebuying can't stop with knowing what's before and after the spot that's being bought. It goes on to what's on every other station that can be heard in an area. If an audience isn't delivered by the station that has been bought in the past, it can be, and frequently is, delivered by a competing station.

Audience larceny is one form of stealing that's legal, * * *



This month, Kansas farmers are harvesting a rich yield of golden wheat. Millions of bushels are being sold for millions of dollars.

All through WIBW-land farm families are buying. They're buying equipment for farms and homes. They're buying more food, more elothing . . . more everything. And they're making these purehases by brand name.

That's why it's always harvest time for WIBW advertisers. Twelve months of the year, they reap the rich yield of sales seeds which WIBW has planted deep in the friendly, receptive minds of our vast farm audience. Put WIBW to work for you and share this year-round harvest.

Serving the
First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.







24 YEARS

AS CENTRAL FLORIDA'S
PIONEER BROADCASTING
STATION



Still the only station covering the 21 counties which are central Florida — "The Sun Empire".

The Florida market means North, South, West and Central Florida. WDBO, the low frequency station. (580 kc) serves 1/4 of Florida's population.

ORLANDO, FLORIDA
580 KC • 5000 WATTS

Represented

Nationally by JOHN BLAIR . . . Southeast by HARRY E, CUMMINGS

SPOT CONTESTS

(Continued from page 74)

contest for a local store, Uptain's Footwear. To be eligible for a phone call from the program, listeners had to obtain an entry blank at the store and send it in with a 25-word letter telling why they bought their footwear at Uptain's. The show pulled nearly 500 entries a week for several weeks, and the sponsor reported a sales record.

Despite the natural tendency to imitate outstanding network successes, local contests are by no means bereft of originality. Many stations stage contests and promotions peculiar to their locale. Farmbelt stations put on annual agricultural contests which turn into family outings, with farmers from nearby states and cities virtually declaring holidays.

The increasing radio listenership to weather forecasts give the Sinclair Coal Company a perfect program device for their broadcast advertising on WJBK, Detroit. Twice daily, at 8 a.m. and 3:25 p.m., listeners tune to hear the results of Beat the Weatherman. After the official forecast in the morning three listeners are called to predict the exact afternoon temperature. The winners get a \$5 cumulative jackpot.

In Hollywood, KFWB's Gadget Jury trades on the fact that people like to tinker in their workshops. Three thousand dollars in prizes were offered to listeners writing the best letter which began, "Why don't they invent a . . ." Other stations feature knitting contests, corn-growing contests, fishing contests, garden contests, and so forth.

Individual station contests sometimes grow out of a local gag. Disk jockey Hal Lewis at Honolulu's KPOA played a record one morning called Deck of Cards. A Lewis listener called, asked what the number of spots in a deck really total. Lewis didn't know, so he asked his listeners. His thirteen participating sponsors are all among his listeners, and they didn't know either. Next day, Lewis found himself in the middle of a contest with \$600 in prizes. Over 300 contestants phoned in during the first hour of the contest. The mail count soared past the 1,000 mark during the first 48 hours of the spot-counting promotion. The newspapers picked it up and ran stories on it. It became a red-hot subject all over Honolulu. There was a heavy run on bridge decks. Even the governor of Hawaii, Ingram M. Stainback, got in the act as an honorary judge. The publicity for the sponsors of Lewis' show was tremendous.

FALL FORECAST

(Continued from page 29)

prices and the larger size bars at ten cents tion towards change. will have to be overcome by advertising going to give them. Candy manufac- the total budgets will be 30% above last turers estimate that they'll be spending 25% more for advertising in 1948-49 than last year.

A number of firms which have thus far had only a mail-order national business coupled with a strong regional volume will take a flyer at national distribution. They will for the most part be candies of a type not manufactured by the big national candy firms. Not more than two of them are expected to go network.

Consumption of evaporated and condensed milk, which jumped to fantastic heights during the war, has settled down to slightly over prewar levels. It returned to these levels so rapidly that the product has backed up on milk firms and advertising will be pushed very hard on new canned milk uses. As plans stand, they're going to try to do it with national spot advertising so that they will be able to adjust copy to suit the weather and regional eating habits.

Drugs will be cutting budgets. Most pharmaceutical houses will concentrate on new lines instead of battling over-enthusiastically for competitors' business. The drug industry doesn't know what the immediate future will bring and is making haste slowly.

The cosmetic market has contracted about 28% during the past six months. The growth of home permanents like Toni has in part offset the drop in sales of lipsticks, rouge, powder, and other make-up items. While Rexall and Lever Brothers have added cosmetic products to their lines and will promote them strongly, these lines were added in an effort to diversify the new parent company's line of products rather than to expand at the outset the sales products added. A number of test campaigns will be started this fall by new entrants into the cosmetic field but little spectacular is expected.

The soap firms will do very little retrenching. P&G has thus far in 1948 had its biggest year. Lever Brothers' gross is up. Colgate-Palmolive-Peet business has been spotty. In some territories it is National Representatives: Edward Petry & Co.

expected to hit an all-time high in 1948. Because business is uneven, its advertising wise hasn't been any great consumer de- plans for this fall are also uncertain. It mand. Most bar candy this fall will have has been a big user of national spot advera five-cent size again and the buying re- tising for some time, much more so than sistance caused by six and seven cent P&G or Lever, and evidences no disposi-

The tobacco industry will be spending stressing the nickel tag. Despite the de-more in broadcast advertising this fall crease in size there's less profit in the than ever before. This would be true nickel bar than there was before the war, even without figuring the monies which but that's what the public wants to pay they will be investing in TV. When their and that's what the candy industry is TV advertising is included it appears that

doing very well and some of its lines are year's. A great portion of this increase will come from the leaders, with new cigarettes representing less than 5% of the total advertising expenditure of the field.

The budgets of the brewers will also be increased. The increase in this case will be due almost entirely to their use of TV in which they are investing heavily.

In sum, radio advertising generally will be up this fall but the increase will come for the most part from new advertisers and new products. There'll be many more advertisers seeking broadcast attention and they'll be seeking it via all phases of broadcasting-AM, FM, and TV. * * *



SPONSOR



SPEAKS

TV's Big Week

The week of June 21, 1948, which included such events as the Republican National Convention and Joe Louis' final defense of his heavyweight title, probably will go down in television history as the latter's big debut.

Next to the nominations themselves, television was the top story of the Convention. It was ever-present in the huge hall and around the candidates' head-quarters. Countless newspaper observers devoted space to it, radio reporters spoke of it, candidates and delegates were constantly aware of it. And although television sets serviced by some 30 telecasters

around the country totaled less than 500,000 the New York Times estimated that 10,000,000 people watched. Yes, television was there.

The intense interest has been built up by a combination of effective publicity, merchandising, programing, and the unique advantages of the medium. Sound planning, and particularly sound programing, can insure sustained enthusiasm for some time to come. During the Convention much of the fare was of inferior, even meaningless, calibre. Telecasters will do well to guarantee their investments by charting programing as their top consideration; sponsors will serve their own interests and the growth of a magnificent advertising medium by insisting on it.

You Need The Tools

With management's highest levels demanding flexibility in all forms of merchandising, including advertising, it's vital to know what national spot and regional networks can do for flexibility. Sponsor's Fall Facts edition, the second annual edition of its kind, briefs the advertising manager on the high spots of what he should know about the coming fall and what broadcast advertising has to offer this year.

Read it. Then take time out to see the broadcasting contact men who come to see you in July and August. Invite others to visit you. Don't make changes, of any kind, until you've heard the entire 1948–1949 story.

It's different.

Again, A Name For Spot

A large number of pages in this Fall Facts edition are devoted to a facet of broadcast advertising which we consider to be frequently undiscovered and even more frequently misunderstood.

Why spot, with its excellent advertising characteristics, should still occupy a remote place in the planning of numerous important advertising men is due to many causes. Not least of these is the "topsy" growth of the medium, the confused thinking about its meaning, and the lack of substantial promotion. In our opinion spot is the most underpromoted (and consequently underrated) of all the advertising media.

Its intrinsic value is such that it has prospered nonetheless—and, as reported throughout this issue, will do better.

Several times in the past we have stated that spot will benefit in several ways by a change in name. Most advertising buyers take the word "spot" to mean an announcement or station break, while sellers would also like them to think of it as an over-all term for a flexible method of employing radio advertising. A change in the over-all term, maybe "flexible" or "selective" or what have you, would eliminate the confusion. Further, it would encourage stations and station representatives alike to embark on sound selling promotion of the medium. The result, we feel sure, will be widely increased understanding and acceptance.

We hope that suitable action will be taken soon by sellers of spot.

Applause

TELEVISION CHANGETH EVERYTHING

Two groups within broadcast advertising deserve a special round of applause from television. They are the advertising agencies and station representatives.

Advertising agencies to most people are notoriously commercial. They function on a cost-plus-15% on practically everything they do-that is except TV. Many agencies have been investing their own cash working in the visual medium, and others have been taking a sizable loss on most accounts they handle. Long before it was even "respectable" to advertise in video, Ruthrauff and Ryan had Lee Cooley and a staff presenting programs for Lever Brothers from DuMont's first peewee studio. Cooley, now video director for McCann-Erickson, did some beautiful hearts and flowers versions of daytime serials that would have had the women in the home crying their hearts out, if they had been able to see them.

What R&R did then is being done today by scores of agencies. They could have stood by and waited for the medium to "arrive." They could have continued not to fight

the early prohibitions which kept the actual program producer removed from the scanning of the program. Instead they went right down the line for artistic integrity, for the right of the sponsor or the agency executive to make his own mistakes. They're making their contributions to the new broadcast advertising art.

Station representatives also are doing this. Sometimes they are accused of taking their percentage of the business they handle and letting the chips fall where they may. They are certainly not following this procedure in TV. Station representatives have gone into the field and hired men with television knowhow, or men with thirst for knowledge who have acquired TV knowledge rapidly. These station representative men have had little to sell. Their major job has been servicing the infant industry on a station level. Maybe the representatives have looked upon this move as protection in holding their stations, but regardless of this, they have been paying men in five figures to service TV.

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!



INTERNATIONAL MILLING COMPANY



Mrs. Buth Lyons worning Watiner Etation Will Cincinnati, Chic

I would like to take this opportunity to thank you for the Brani jet you did in telling your insterers of the scissors offered by Robin Hood Flour for an encount this scissors offered to will be interested in knowing this chase. I am sure you will be interested that we plugged this chase. I am sure you will ten you consider that we plugged the chase. I am sure you will not the not their section of the Program of the your consider that we section of the Program of Stations in the South corrying "Queen from ridio on about 50 stations in the South corrying promotion on about 50 stations in the south corrying and over 100 stations in response all the more outstand a Day" radio show, it makes your response all the more outstand a Day" radio show, it makes Teat Mrs. Lyons: country and over 100 stations in the South carrying "Queen For A Day" radio show, it makes your response all the more outstanding.

I don't know to that we can attribute such success I don't know to what we can attribute such success

I don't know to what we can attribute such success

in less we say it is just smart programine and excellent handling

of the show by yourself which has built up such an unusually

faithful and responsive audience.

We thurk you sincerely for such fine cooperation. faithful and responsive audience.

INTERNATIONAL MILLING COMPANY

vieliam King Ty William Kine, Jr. 0 Advertising Manager

'AK: end

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY

Crosley Broadcasting Corporation



First thing in the morning?

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• In and around a sprawling metropolitan market like Cleveland, there are scores of sights and sounds that nineto-fivers never see or hear. But for thousands of families the day starts when skies are crimsoned by busy blast furnaces and the silence of dawn is broken by the machines of highway, farm, and factory,

And here's another sight that time buyers seldom see...the harried head of the conductor of an early program almost buried behind a mountain of morning mail. Don Gabriel, producer of B1 Dawn's Early Light...across the board at WJW...has proven so popular with listeners that his pro-

gram has been extended another 15 minutes — from 7:45 to 8:00 A.M.

This new segment of By Dawn's Early Light also should prove popular with some aggressive manufacturer who wants added coverage in the great Cleveland market.



BILL O'NEIL, President



ABC Network

CLEVELAND

5000 Watts

EPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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