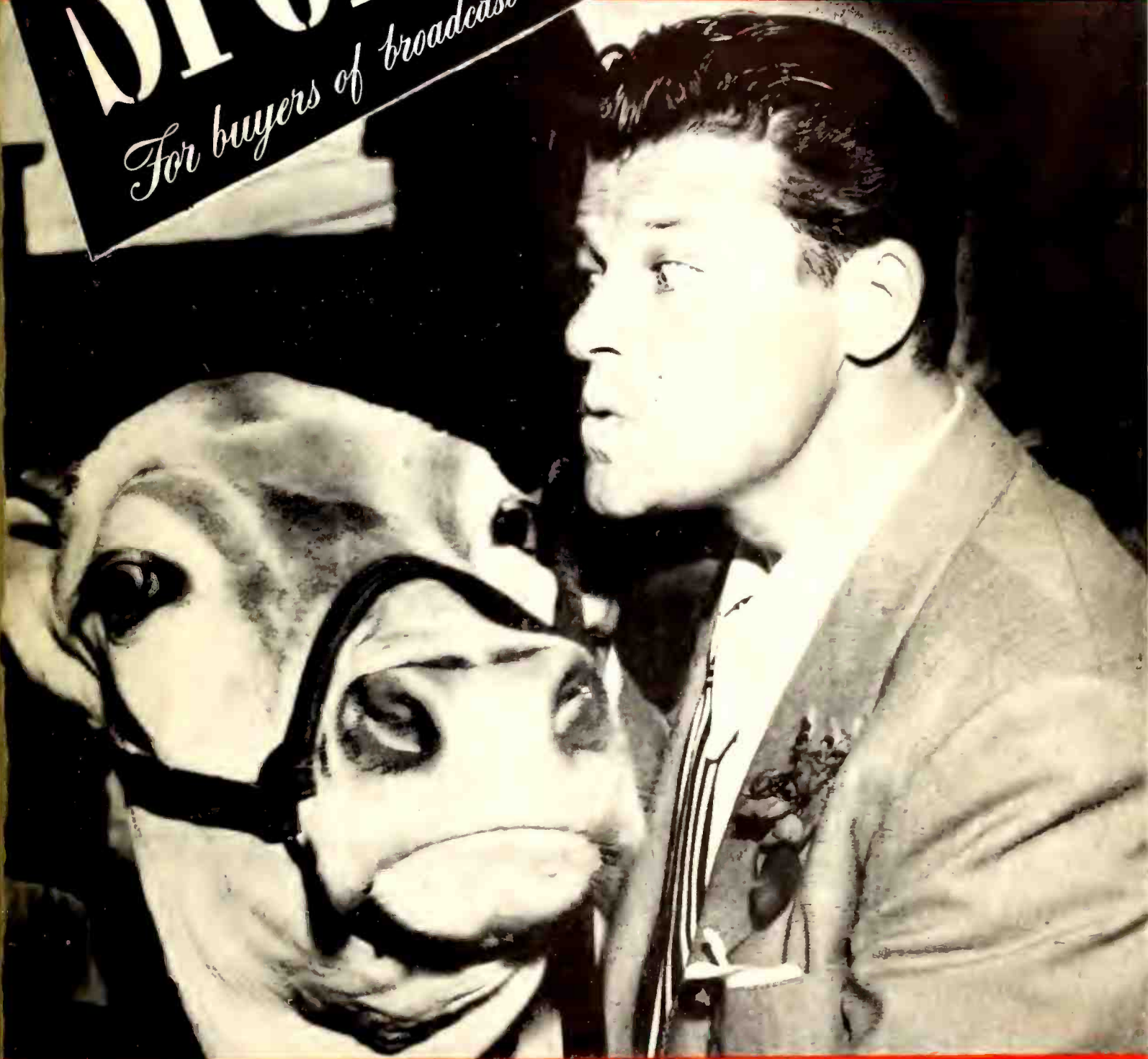


SPONSOR

For buyers of broadcast advertising

NOVEMBER 1947

50c • \$5.00 per year



Carson impresses his milk sponsors (pages 4 and 17)

Listening: Fall 1947 • Humanizing a public utility
Transcriptions: Question mark • Milk on the air

WWVA

announces the
appointment of

EDWARD PETRY & CO.

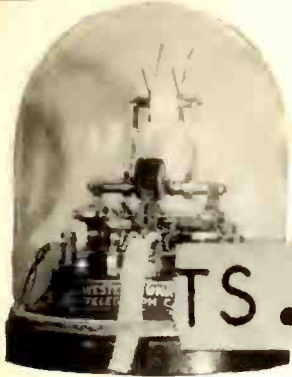
as national representatives
effective october 15, 1947

WWVA

wheeling, west virginia

50,000 watts, in the heart of the steel and
coal belt of the nation





SPONSOR REPORTS

NOVEMBER 1947

CEREAL FIRMS RETRENCHING

Tight grain market is forcing cereal firm retrenchment of advertising budgets. Kellogg's requested six-month hiatus on "Breakfast Club" was refused by ABC on ground that period could be sold to one of clients on waiting list. General Mills will start making cuts in November with at least two network programs affected.

-SR-

GIVEAWAYS GET NBC FROWN

Programs depending on giveaways for appeal are being frowned on by NBC. Its own "Honeymoon in New York" is expected to exit on January 1 and sponsors will be urged to stress entertainment rather than something for nothing. This will have no effect on productions like "Truth or Consequences," "Dr. I. Q." or similar shows.

-SR-

NO FCC ACTION EXPECTED ON WEB STATION REPRESENTATION

Petition by station representatives association to Federal Communications Commission to stop networks representing affiliate stations is not expected to get anywhere unless reps prove coercion. Networks are expected to establish separate corporations for their spots sales organizations after fuss and fury is over.

-SR-

CINCINNATI PULSE

The Pulse Incorporated has added Cincinnati to list of cities in which it is conducting surveys. With first report of Cincinnati Pulse, the organization will be covering six areas with 6,289,880 radio families. This is 18.5 per cent of U. S. total.

-SR-

FOOTBALL'S MULTIPLE SPONSORSHIP

Football is proving even more commercial than expected when season opened. WIND, Chicago, sold games to five sponsors. Underwriters include Karoll's Men Shops, Standard Oil of Indiana, Armour Packing, Goebel Brewing and Atlas Prager Beer. Some key games, i.e., Notre Dame's, Michigan's, Penn's, will have as many as 18 broadcasting booths and as many sponsors. The games in some cases go to single stations, in others to regional chains.

-SR-

MORE NETWORK SIDELINES

Realizing that losses from TV operations will be staggering during next few years, networks are more and more emphasizing profitable sidelines. CBS' purchase from Fletcher Wiley of Housewives' Protective League (program producing organization) for rumored \$1,000,000 is one of these moves. CBS has in past paid HPL thousands for programs on WBBM, KNX, KMOX and KQW. Move will switch New York program of HPL from WJZ to WCBS.

-SR-

WEATHER SPOTS NOT PROHIBITED

Weather Bureau admitted recently, after an earlier ruling to the contrary, that it had no control over weather broadcasts on stations. Reported ban on recorded weather spots never was an order since only thing Bureau can police is representation that jingle or song is an "official" pronouncement of USWB. Credit Harry S. Goodman for going right to Washington to get clarification.

... SPONSOR REPORTS ... SPONSOR RE

FASHION GETS HALF OF ABC FAN MAIL

Over 50 per cent of ABC's mail in September was written about one thing and came to one broadcaster, Ted Malone. It was all on subject of the feminine "new look." Mail count was 110,596 with Malone's pro and con letters adding up to 56,788.

-SR-

MBS RESEARCH TRAVELS ALONE

Mutual is going it alone researchwise at this time. MBS thus far has not subscribed to Broadcast Measurement Bureau. It has dropped Hooper. Archibald Crossley made special MBS Crossley Rating report on World Series. Rating was on "recall basis" technique discarded with Cooperative Analysis of Broadcasting (CAB) some years ago. Its "listenability" report (which MBS is using to indicate coverage) is new variation of signal strength presentations. Basis of "listenability" is that since MBS hasn't top programs (with exception of a few public service airings and whodunits) it must present sponsors with possibilities of what might happen if a Bob Hope aired on web. World Series listening figures are another indication of what can happen on MBS. Figures are amazing even if coincidental figures (Hooper's) are used instead of Crossley's.

	Hooper**	Crossley†
1st & 2nd game	*	43.9
2nd & 3rd game	12.9	42.4
3rd & 4th game	13.7	44.1
4th & 5th game	18.7	48.8
5th & 6th game	26.8	59.4
6th & 7th game	24.7	60.2

*first game not on a Hooperated day so no survey made.

**per cent of total homes in Hooper surveyed area.

†per cent of radio homes in Crossley surveyed area.

-SR-

RURAL STATION BUSINESS HITS ALL-TIME HIGH

Farm station business is at all-time high. This is based upon unofficial figures reported to FCC which will be basis of report issued in 1948. Reason for surge of rural spot business is amazing farm income increase. Farm income in 1946 reached \$25,322,896,000, and 1947 is expected to increase this 10 to 25 per cent.

-SR-

STATIONS RESENT RADIO MFGS NON-USE OF RADIO

Resentment against radio manufacturers using so little broadcast time to sell receivers has manifested itself in a number of stations not cooperating with NAB-RMA (Radio Manufacturers Association) campaign to place multiple sets in every home. Station most voluble on subject was WGN, Chicago. Only set manufacturers on the air are Pilot (MBS), Philco (ABC), and RCA-Victor (NBC), with Stromberg-Carlson using small FM network (Continental) to help frequency modulation along.

-SR-

TRAVELING RESEARCH

Qualitative research picked up its equipment during past months and tested audiences in Ft. Wayne and Boston. McCann-Erickson took Lazarsfeld-Stanton Program Analyser to Ft. Wayne and for two weeks tested clients' programs. CBS took its "Big Annie," mass audience reaction recorder, to Boston to test programs for network and station WEEI.

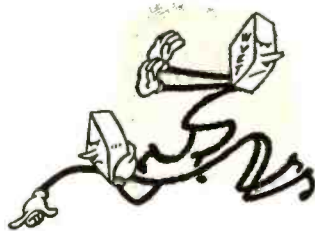


SORRY, WE HAVEN'T ANY BRIGADIER-ADMIRALS...

—but WVET has almost everything else to help you do a whizz-bang of a selling job!

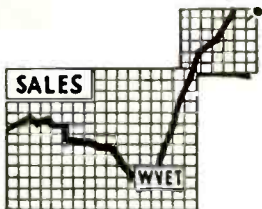


1. Who won the Battle of Rochester for this high profit market's 5000 watt station? 38 veterans stubborn enough to insist there's **NO SUBSTITUTE** for plain old-fashioned get-up-and-go. And now WVET is out to do some fancy battling for you!

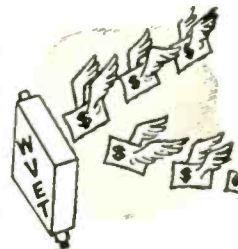


4. No... we have no intention of dropping you like a hot potato once you've signed. We've been timebuyers and clients ourselves so we know what you're up against... firmly believe in *servicing the sale.*

2. Thanks, old man, but we don't *want* an A for Effort. All we're after is A+ results for **YOU**—whether you're out to break sales records for Flapdoodle's Delicious Gumdrops or Diesel-powered tractors.



5. You bet we'll test shows for you and give you complete advertising and merchandising service. Anything to help you sell more of those delicious gumdrops—or anything else you want to promote. We can also give you expert, on-the-spot help with local distribution problems.



6. We're set up to give you the kind of personal, individualized service you want... the *kind* of service that will help you get bigger and better returns from every one of your WVET broadcasts.

So hurry to your nearest three-cent stamp and write for full details about Rochester's new live-wire, up-and-at-'em station—WVET!

3. Frankly, we can't afford to miss any boats because we've invested our own hard-earned shekels in WVET... all 38 of us. To put it candidly, we *have* to make money for **YOU**—so we can make money for us.



VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BLDG., ROCHESTER, NEW YORK

WVET

5000 WATTS 1280 ON YOUR DIAL

(YOUR MUTUAL STATION)

NATIONALLY REPRESENTED BY WEED AND COMPANY

40 West 52nd

"SPONSOR TOPS LIST"

We are in the process of organizing the radio department of a brand new agency. After looking over the magazines in the field, we decided that SPONSOR tops the list. In fact, we are so impressed with the issues we have seen that we hate to think of all those we missed while our firm was still in the blueprint stage.

Please start our subscription immediately and please let us know if there is any way we can acquire back issues (especially July's *Fall Facts*).

MARY ELIZABETH GAYNOR
Radio Director
Woodward & Fris Inc.
Albany, N. Y.

We think SPONSOR is doing a good job, providing advertising agencies like ourselves with many ideas that are useful in the planning and purchasing of radio spots.

Congratulations on your September issue which is chuck full of ideas which will help us to make money for ourselves and our clients. Keep up the good work.

RICHARD JORGENSEN
Richard Jorgensen Advertising
San Francisco

AGENCIES NEED SELLING AID

Well, I gather from Phillip Frank's letter in your current issue (October) that, while there isn't any blazing bonfire on the subject of radio's lack of promotion there is, at least, a wisp of smoke around the edges.

I don't think that we gain very much by getting into the pros and cons of BMB, although I can understand Mr. Frank's very natural tendency to rush to its defense. But—well, let's put it this way: Our clients who currently use the *New York Daily News* know that their copy is going to a paid circulation of 2,352,484 on weekdays. They know that 1,657,933 of that is city zone circulation, and that 464,517 is trading zone. Let's forget about readership, and the other imponderables, and stick to the circulation facts. If any New York radio station can furnish anything as factual as the above figures, I'll be glad to recommend it recklessly from here on in.

Now, let's not be silly about it; nobody's condemning radio as an adver-

SPONSOR REPORTS	1
40 WEST 52ND	4
NEW AND RENEW	9
MR. SPONSOR: MORRIS SHAPIRO	12
MILK ON THE AIR	17
INDUSTRY CHART: DAIRY PRODUCTS	21
THE OHIO STORY	23
LISTENING: 1947	26
TRANSCRIPTIONS: QUESTION MARK	30
REPEAT BROADCASTS	34
TV-FM-FAX	36
MR. SPONSOR ASKS	40
CHILDREN'S HOUR	42
SPOT PROGRAM DIRECTORY	44
SIGNED AND UNSIGNED	58
BROADCAST MERCHANDISING	62
4-NETWORK COMPARAGRAPH	67
SPONSOR SPEAKS	78
APPLAUSE	78



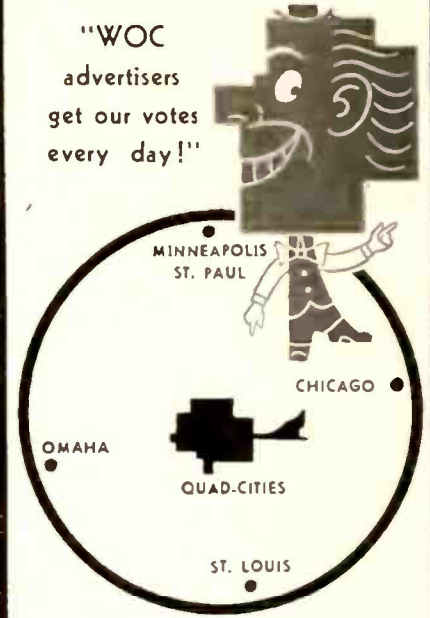
Published monthly by SPONSOR PUBLICATIONS INC. Executive, Editorial, and Advertising Offices: 40 West 52 Street, New York 19, N. Y. Telephone: Plaza 3-6216. Chicago Office: 410 N. Michigan. Telephone: Whitehall 3540. Publication Offices: 5800 North Mervine Street, Philadelphia 41, Pa. Subscriptions: United States \$5 a year; Canada \$5.50. Single copies 50c. Printed in U. S. A. Copyright 1947 SPONSOR PUBLICATIONS INC.

President and Publisher: Norman R. Glenn. Secretary-Treasurer: Elaine C. Glenn. Editor: Joseph M. Koehler. Associate Editors: Frank Bannister, Charles Sinclair. Art Director: Howard Wechsler. Advertising Director: Lester J. Blumenthal. Advertising Department: Edwin D. Cooper. Chicago Manager: Kay Brown. (Los Angeles) Duncan A. Scott & Co., 448 S. Hill St.; (San Francisco) Duneau A. Scott & Co., Mills Bldg. Circulation Manager: Milton Kaye.

COVER PHOTO: Jack Carson Sealtest Village Store pays tribute to the source of his "sponsorship-milk." Story on page 17

WOC

"WOC advertisers get our votes every day!"



QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Beryl Lottridge, Manager

WOC

WOC - FM
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

It's As Simple As Reading Off A Log—

The network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they've claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

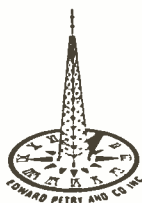
We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).
- We sold more Multiple Sponsored programs (126% more) to more National advertisers (113% more) using more time (119% more).

- We sold, altogether, 79% more programs to 75% more National advertisers for a total of 91% more total program time.

We believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests—*all* of them.

In short, we will continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to National advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move merchandise most effectively.



EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

ATLANTA • BOSTON

DETROIT • ST. LOUIS • SAN FRANCISCO

YOU MIGHT STEAL 892 BASES*—



BUT—YOU CAN'T SLIDE INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you are trying to reach Grand Rapids, Kalamazoo and Western Michigan from *any* "outside" city—well, it's no runs, no hits, but a very real error!

Western Michigan has a fading condition which *strikes out* the reception of even the most powerful outside signal. All you have to do to prove this point is to study any listening report you choose. . . .

To *cover* Western Michigan (and to get the highest Hoopers in the area, morning, noon or night) the majority of advertisers use WKZO-WJEF. These two CBS stations give you a combination that can't be matched by any other station or combination of stations either inside or outside the area. *Ask for the facts*—from us, or from Avery-Knodel, Inc.

** During 21 years of baseball, Ty Cobb stole 892 bases.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

FETZER BOTH OWNED AND OPERATED BY
BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

40 West 52nd
continued

tising medium because it happens to be one where its very nature makes an exact counting of noses an impossibility. It seems to me, however, that it's that very impossibility that points up the necessity for marshaling whatever information is available, maintaining a running check for other *factual* documentation, and doing an over-all promotion job for radio as an advertising medium, and doing it competitively.

Let's settle the individual station proposition by pointing out here and now that every broadcaster in, say, Detroit has a pitch all prepared that's designed to show the timebuyer why *his* station, station A, is better than station B. Station B has a nice offset brochure on the subject, and so on down the line. But, has anybody ever seen a presentation on the superiority of radio, as a whole, over Detroit newspapers? I think not.

I haven't anything against Detroit, really, excepting for the fact that there's an automobile manufacturer there who's been holding up my new car for over two years. And I suppose that a one market radio promotion is too much to expect. It just seemed to me a simple way to illustrate the fact that while I've sat through presentations where magazines blasted away at radio, and newspapers trained the big guns on radio, I've never been around when radio popped away at *anybody* with so much as a pea shooter. And while it would be manifestly ridiculous to accent destructive selling as the only form of good selling, it's just as silly for radio stations to expend all of their promotional ammunition firing at each other, completely ignoring the *outside* barrages aimed at *all* of them.

I don't think that it's unfair to expect the radio broadcasting industry to invest some of its profits in something that will inevitably return to them in the form of additional profit. More than that, with the gravy train threatening to pull out of the station 'most any time now, this isn't a very good time to be laggard.

And so far as my attitude as a radio director is concerned, it all boils down to this: It would be a lot more useful all around if the station men would spend less time, individually, trying to sell *me*, and use it collectively working on something for me to sell *with*.

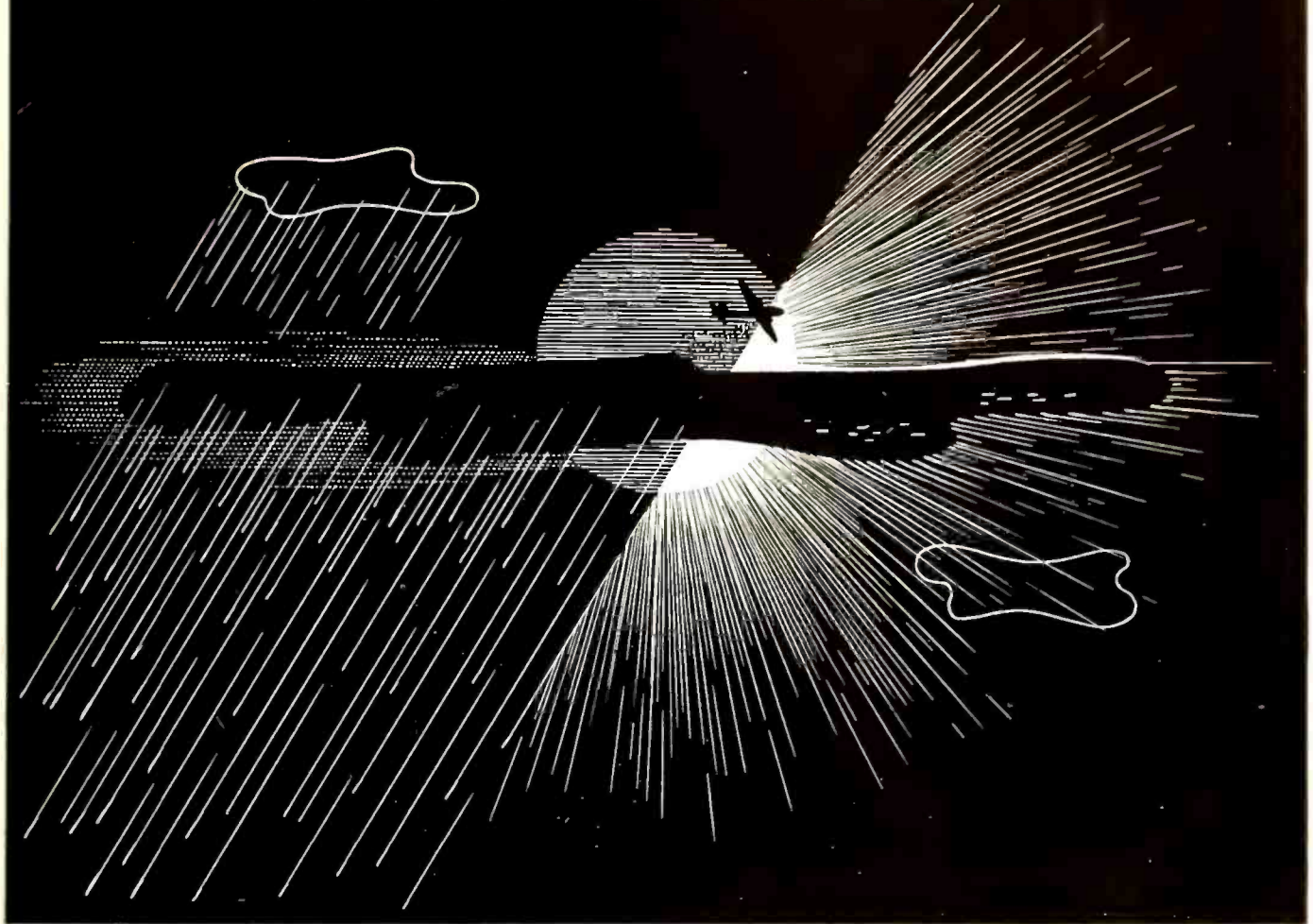
Next! RAYMOND E. NELSON
 President

Raymond E. Nelson Inc.

(Please turn to page 76)

SPONSOR

THINGS TO COME!



RAIN-a la carte

The Salt River Valley of Arizona was in the death-grip of parching drought . . . but suddenly . . . *THE RAINS CAME!*

A stroke of luck in this arid land?

No! That life-giving rainfall was the result of man and his science.

Since time began man was the slave of nature . . . expecting little and hoping much of the thunderheads, but today man has discovered that the pilot of an airplane can drop dry ice pellets into the moist clouds and rain will fall . . . when and where he wants it!

Yesterday the rain clouds were misers with their wealth . . . today they are the nation's sky-borne reservoir!

And just as science probes the future, so WSPD looks ahead, finds new ways to better serve the people who live and work and buy in the Northwest Ohio area. WSPD's search for "Things to Come" has resulted in "Action Today" . . . action in the form of sales results—the kind of action that keeps WSPD in its position of the most effective advertising medium in Northwest Ohio.

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS
NBC



Just ask Katz

GRUNTS and GROANS

Television's greatest comedy show

**FOR
SALE!**



Wrestling Matches Pull Television's Biggest Audiences... and they're all yours on Du Mont Station WABD, New York

Here's a tailor-made program all set for you.

Blend of good hard fighting and pure comedy, WABD's Friday Evening Wrestling Matches have a large and devoted following. There are several spots for video commercials between bouts and Dennis James will work in plugs with his comment—either in his own inimitable manner or straight as you prefer. Phone or wire today—

WABD Time Sales Dept.
515 Madison Avenue, New York 22
Phone: PL 3-9800

TELEVISION FOR SALES

**Your fastest-growing audience
—budget for it now!**

WABD
NEW YORK

Key Station of the **DU MONT** Television Network

VARIETY REPORTS—

"Not much doubt that Du Mont's Dennis James is doing the best job among Manhattan's television sports commentators. James does the wrestling and boxing from the Jerome and Jamaica (L.I.) Arenas.

"It is on the groaners that James particularly shines due to his basic knowledge of wrestling besides a sense of humor that permits him to kid both the participants and himself. James has had a definite part in popularizing wrestling on the screen and a poll of viewers might surprise as to the number of its regular followers."

new and renew

New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS	PROGRAM, start, duration
American Airlines	Transportation	Ruthrauff & Ryan	20-30	Live spots, breaks; Oct 13; 13 wks
W. K. Buckley Ltd	Cough syrup	Grant	40	E.t. announcements; Nov 3; 13 wks
Burlington Brewing Co	Beer	Goodkind, Joice & Morgan	8	"Ted Lewis Show" e.t.'s; Oct-Nov; 13 wks
Colgate-Palmolive-Peet	Ajax Cleanstr	Sherman & Marquette	125	Adding additional markets to existing e.t. announcement campaigns; Oct-Nov; 13 wks
Commercial Solvents Co.	Dry-Ex anti-freeze	Fuller, Smith & Ross	12-15	Spots, breaks; Nov 15; 4 wks
Emerson Drug Co	Bromo-Seltzer	BBD&O	20-40	E.t. breaks, spots before and after baseball games; 1948 season
Grove Laboratories Inc	Bromo-Quinine Cold Tablets	Duane Jones	75-100	E.t. spots, breaks; Dec 1; seasonal
Radio Gospel Fellowship	Institutional Candy	Glasser-Gailey	13	"Challenge to Youth" e.t.'s; Oct 26; 52 wks
Schutter Candy Co	Candy	Schwimmer & Scott	10	E.t. announcements; Oct 6; 52 wks
United Fruit Co	Bananas	BBD&O	75-100	E.t. breaks, spots; Dec 1; 13 wks

New On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Campana Sales Co	Wallace-Ferry-Hanley	CBS	57	First Nighter; Sat 8-8:30 pm; Oct 4; 52 wks
H. C. Cole Milling Co	Gardner	MBS	160	Eddie Lee's Omega Show; Sun 3-3:30 pm; Oct 5; 52 wks
First National Stores	John C. Dowd	ABC	10	Guy Lombardo; Th 9:30-10 pm; Oct 2; 52 wks
Illinois Watch Case Co (Elgin Amer Div)	Weiss & Geller	ABC		You Bet Your Life; Mon 8-8:30 pm; Oct 27; 52 wks
Manhattan Soap Co	Duane Jones	NBC	*153	Katie's Daughter; MTWTF 11:15-11:30 am; Sep 29; 52 wks
R. B. Semler	Erwin, Wasey	MBS	350	Martin Block; MWF 2:30-2:45 pm; Oct 13; 52 wks
Trimount Clothing Co	William H. Weintraub	MBS	350	Sherlock Holmes; Sun 7-7:30 pm; Sep 28; 52 wks
U S Army Recruiting Service	N. W. Ayer	MBS	300	Army Football Games; Sat 1-4:45 pm; Sep 27
Washington Cooperative Farmers Assn	Pacific National	NBC	20 Pac	Jack Gregson; Sat 9-9:30 am pst; Oct 18; 52 wks

* 117 New stations added.

(Fifty-two weeks generally means a 13-week contract with options for 3 successive 13-week renewals. It's subject to cancellation at the end of any 13-week period)

Renewals On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Amer Home Prods Corp (Whitehall Pharmaceutical Co div)	Dancer-Fitzgerald-Sample	NBC	57	Just Plain Bill; MTWTF 5:30-5:45 pm; Sep 29; 52 wks
Amer Tobacco Co (American Cigarette & Cigar Co div)	Dancer-Fitzgerald-Sample	NBC	56	Front Page Farrell; MTWTF 5:45-6 pm; Sep 29; 52 wks
Bristol-Myers Co	Foote, Cone & Belding	NBC	159	Big Story; Wed 10-10:30 pm; Oct 1
Campbell Soup Co	Doherty, Clifford & Shenfield	ABC	183	Break the Bank; Fri 9-9:30 pm; Oct 3; 52 wks
Hall Bros Inc	Ward Wheelock	CBS	145	Meet Corliss Archer; Sun 9-9:30 pm; Oct 5; 52 wks
Hudson Coal Co	Foote, Cone & Belding	CBS	157	Reader's Digest—Radio Edition; Th 10-10:30 pm; Sep 11; 52 wks
R. J. Reynolds Tobacco Co	Clements	NBC	13	D & H Miners; Sun 9:45-10 am; Oct 12; 52 wks
Southern Cotton Oil Co	William Esty	CBS	153	Bob Hawke; Mon 10:30-11 pm; Oct 6; 52 wks
Western Auto Supply Co	Fitzgerald	NBC	7	Noah Webster Says; Th 9:30-10 pm pst; Oct 16; 52 wks
Wildroot Co	Bruce B. Brewer	NBC	57	Circle Arrow Show; Sun 10:30-11 am; Oct 5; 52 wks
	BBD&O	NBC	159	King Cole Trio Time; Sat 5:45-6 pm; Oct 18; 52 wks

New and Renewed on Television

SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
American Packing Co	Anfenger	KSD-TV, St. Louis	Spots preceding all televised sports; Sep 26; indefinite (n)
American Tobacco Co	Foote, Cone & Belding	WCBS-TV, New York	Film spots; 3 weekly; Oct 2; 52 wks (n)
		KSD-TV, St. Louis	Film spots; 5 weekly; Sep 28; 13 wks (n)
		WNBT, New York	College football games; Sep 27; season (n)
Artophone (Philco div)	Marjorie Wilten	KSD-TV, St. Louis	High school football; Oct 11; season (n)
Atlantic Refining Co	N. W. Ayer	WPTZ, Philadelphia	Univ. of Pa. football games; Sat afternoons; Oct 4; season (n)
Atlas Brewing Co	Olian	WBKB, Chicago	Chi. Cardinal's football games; Sun aft; Oct 5; season (n)
Barr's Jewelers	Edward J. Prager	WPTZ, Philadelphia	Time signals at station sign-off; Sep 29; 13 wks (n)
Beneficial Saving Fund	Richard A. Foley	WPTZ, Philadelphia	Time signals; Sat afternoons; Oct 4 to Nov 29 (n)



SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
Better Cars Inc Bounded Auto Sales Botany Worsted Mills	Lester Wolf William Warren Silberstein-Goldsmith	WCBS-TV, New York WABD, New York WNBT, New York	Spots preceding football games; Sep 11; season (n) Know Your New York; Wed 8:45-9 pm; Oct 1; 13 wks (n) Weather spots preceding pro football; Sep 17; season (n) Weather spots preceding college football; Sep 27; season (n) Time signals; Fri nights; Oct 3; 11 wks (n) Weather signals; 3 weekly; Oct 7; 52 wks (n) Weather signals; 3 weekly; Oct 14; 52 wks (n) Weather signals; preceding pro football games; Sep 17; season (n) Look Upon a Star; Tu 7:30-7:45 pm; Oct 7; 39 wks (n) Time signals; Sun nights; Oct 5; 11 wks (r) Time signals before and after football games; Oct 4; 13 wks (r) Farr Better Sports; Sat 8-8:15 pm; Sep 20; 26 wks (n) Jello Program; Th 8-8:30 pm; Oct 2; 5 wks (r) Time signals; Sep 17; 13 wks (n)
Bulova Watch Co BVD Corp	Blow Grey	WNBW, Washington KTLA, Los Angeles WBKB, Chicago WNBT, New York WABD, New York WNBT, New York	Weather signals; preceding pro football games; Sep 17; season (n) Look Upon a Star; Tu 7:30-7:45 pm; Oct 7; 39 wks (n) Time signals; Sun nights; Oct 5; 11 wks (r) Time signals before and after football games; Oct 4; 13 wks (r) Farr Better Sports; Sat 8-8:15 pm; Sep 20; 26 wks (n) Jello Program; Th 8-8:30 pm; Oct 2; 5 wks (r) Time signals; Sep 17; 13 wks (n)
Comet Candles Inc High National Watch Co	Direct J. Walter Thompson	WPTZ, Philadelphia WPTZ, Philadelphia WPTZ, Philadelphia	Time signals at station sign-off; Oct 5; 13 wks (n) Studio Show; MW 2-3 pm; Oct 13 to Apr 14 '48 (n) Home football games Philadelphia Eagles; Sep 28; season (n) INS Television News; 5 weekly; Oct 6; 13 wks (n) Spots; Sep 29; 13 wks (n) Campus Hoopla; Fri 8-8:15 pm; Sep 26; 13 wks (n)
Mort Farr General Foods Corp George's Radio & Tele- vision Co	Edward Shaplo Young & Rubicam Roht, J. Enders	WFIL-TV, Philadelphia WNBT, New York WNBW, Washington	Small Fry; Mon 7-7:30 pm; Oct 6; 13 wks (n) Columbia U. football games; Sat 1:50 pm; Oct 11-Nov 22
House of Hawick Knox The Hatter	Font-Goldwick Geyer, Newell & Ganger	WABD, New York WCBS-TV, New York	Small Fry; Mon 7-7:30 pm; Oct 6; 13 wks (n) Columbia U. football games; Sat 1:50 pm; Oct 11-Nov 22
Marcus & Co Philadelphia Electric Co Phileo Distributors Inc Superline Appliance Co Transmira Products Co US Rubber Co	Ralph A. Hart Direct Julian G. Pollock Solls S. Cantor Direct Campbell-Ewald	WPTZ, Philadelphia WPTZ, Philadelphia WPTZ, Philadelphia WPTZ, Philadelphia WABD, New York WNBT, New York and WPTZ, Philadelphia	Time signals at station sign-off; Oct 5; 13 wks (n) Studio Show; MW 2-3 pm; Oct 13 to Apr 14 '48 (n) Home football games Philadelphia Eagles; Sep 28; season (n) INS Television News; 5 weekly; Oct 6; 13 wks (n) Spots; Sep 29; 13 wks (n) Campus Hoopla; Fri 8-8:15 pm; Sep 26; 13 wks (n)
WHF Bros. Appliances	Philip Klein	WPTZ, Philadelphia	INS Television News; 5 weekly; Sep 15; 13 wks (r)

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Amer Home Foods (Joseph Burnett Co div)	Food products	W. Earle Bothwell, N. Y.
Angelus Shoe Polish Co, L. A.	Shoe polish	Coleman-Jones, L. A.
Anre, N. Y.	Women's specialty shops	Seymour Kameny, N. Y.
Austin Motor Co, Birmingham, Engl	Motor cars	J. M. Mathes, N. Y.
Birk Bros Brewing Co, Chi.	Beer	Fuller & Smith & Ross, Chi.
Bilstex, Chi.	Proprietary formula	Ivan Hill, Chi.
Campbell Music Co, Wash., D. C.	Music	M. Belmont Ver Standig, Wash.
F. Cappellino & Sons, Rochester, N. Y.	Franco salad, cooking oils	Hart-Conway, Rochester
Central Grocers Cooperative, Chi.	Cooperative	Saltmiers, Chi.
Chelsea Milling Co, Chelsea, Mich.	Jiffy prepared flour mixes	L. W. Roush Co, Detroit
Cities Service, N. Y.	Petroleum products	Ellington, N. Y.
Citizens Gas & Coke Utility, Indianapolis	Public utility	Gallup, Indianapolis
Colonial Wallpaper Co, Wash., D. C.	Wallpaper	M. Belmont Ver Standig, Wash.
Columbia Sales Corp, Pittsburgh	Union car batteries	Needham & Grohmann, N. Y.
Conrad, St. Louis	Celebrity wines, Laurel Springs whiskey	Krupnick, St. Louis
Conti Packing Co., Rochester, N. Y.	Mel-O-Meat products	Hart-Conway, Rochester
Coy Hair Curler, Oakland	Hair curler	Ad Fried, Oakland
Crazy Water Crystals Co, Mineral Wells, Tex.	Crazy Water Crystals	Wilhelm-Laughlin-Wilson, Dallas
Henry De Lugaeh, Oakland	Realtor	Ad Fried, Oakland
FR Corp., N. Y.	Scoop soap	Kastor, Farrell, Chesley & Clifford, N. Y.
Gardner-Warring Co, Florence, Ala.	Character sweatshirts	Robert B. Grady, N. Y.
Garrison's Restaurant, N. Y.	Restaurant	Walter Kaner, N. Y.
Grove Labs, St. Louis	Bromo-Quinine Cold Tablets	Duane Jones, N. Y.
Harris Eye Lotion Corp, N. Y.	Dr. Harris Eye Lotion, Drops	Peck, N. Y.
Intl Yoghurt Co, L. A.	Yaml Yoghurt	William Kester, H'wood
La Femme, San Carlos, Calif.	Manicure device	Ward, Macdonald & Stagg, S. F.
La Teena, N. Y.	Teen-age fashions	Ferwerda-Boone, N. Y.
John W. Leavitt Co, Boston	Teddie Brand Peanut Butter	Harry M. Frost, Boston
Lever Bros. Co, Cambridge (Harriet Hubbard Ayer div), N. Y.	Silver Dust soap	Sullivan, Stauffer, Colwell & Bayles, N. Y.
Lower's Brewery, N. Y.	Cosmetics	Federal, N. Y.
Beatrice Mable, St. Louis	Beer	M. Belmont Ver Standig, Wash., D. C.
Metropolis Brewing Co	Face cream	Krupnick, St. Louis
Milwaukee Lace Paper Co	Malterest Brew (near beer)	Deutsch & Shea, N. Y.
Mirrolike Mfg Co, N. Y.	Dollies, mats, etc.	G. Willard Meyer, Milw.
Nacto Cleanser Corp, N. Y.	Floor wax, furniture polish	Brisacher, Van Norden, N.Y.
Omar, Omaha	Fabric cleaner	Tracy, Kent, N. Y.
Ostab Labs., Buffalo	Food products	Allen & Reynolds, Omaha
Pat-A-Tan Corp, Chi.	Mouthwash	Slans & Maury, N. Y.
Phoenix Leather Goods, N. Y.	Cosmetics	M. Belmont Ver Standig, Wash., D. C.
Reo Motors, Lansing, Mich.	Ladies' belts	Viking, N. Y.
Reo-Washington, Wash., D. C.	Trucks, coaches, buses	Brooke, Smith, French & Dorrance, Detroit
Rudolph's Candles, Wash., D. C.	Car dealer	M. Belmont Ver Standig, Wash.
Santa Cola Co, L. A.	Candy	M. Belmont Ver Standig, Wash.
Santa Fe Vintage Co	Carbonated beverages	Pat Patrick, Glendale, Calif.
Science Illustrated, N. Y.	Wine	John Freiburg, L. A.
Seaboard Mills, Santa Barbara	Magazine	Walter Weir, N. Y.
Sports Unlimited, Oakland	Thoro-Green dried lima beans	McCann-Erckson, L. A.
Sta-Nect Corp, H'wood	Sporting goods	Ad Fried, Oakland
30th & San Pablo Furniture Warehouse, Oakland	Plastic hair trimmer	Mayers, L. A.
Uster Cravat Co, Kingston, N. Y.	Furniture warehouse	Ad Fried, Oakland
M. Werk Co, Cinet.	Cravats	Ferwerda-Boone, N. Y.
	Werx, Tag soap	Ralph H. Jones, Cinet.

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Harold J. Beiby David R. Compton Louis F. Czulin	Commonwealth Edison Co, Chi., asst adv mgr Essex adv svc div, Safeway Stores, S. F. Pan American World Airways, N. Y., asst to adv mgr	Same, adv mgr Safeway Stores, Dallas district, adv mgr Pan American-Grace Airways, N. Y., adv mgr
John A. Dobson William R. Mason	Maltex Co, Burlington, Vt. William B. Remington, Springfield, Mass., group dir	Same, adv, sls prom dir Geyer, Cornell & Newell, N. Y., acct exec
Walter Mayer L. B. Jack Nelson Quentin D. Pierce	Squirt Co, L. A., adv mgr Sweets Co of Amer, Hoboken, N. J., exec vp Consolidated Royal Chemical Corp, Chi., adv, sls dir	Carnation Co, L. A., asst adv mgr Bianchi Co, N. Y., adv, pub rel head Jaques Mfg Co, Chi., sls, adv mgr
Terry Quimby G. Reed Schreiner Earle H. Selby Lewis W. Selmeier Vincent S. Shallow Herbert B. Taylor	Roy S. Durstline, N. Y. U S Steel Corp of Delaware, asst adv dir American Home Foods, N. Y. Robert Acomb, Inc., vp Northwestern Yeast Co, Chi., sls, adv exec	Helena Rubinstein, N. Y., adv dir Same, adv dir Carr-Consolidated Biscuit Co, Wilkes-Barre, gen sls, adv dir Estate Heaton Div, South Electric Corp, Hamilton, O., Nutri-Cola International Corp, N. Y., adv dir Consolidated Royal Chemical Corp, Chi., sls, adv dir

(Please turn to page 58)



**30 MINUTES
WITH THIS BOOK**



**WILL GIVE YOU A COMPLETE
PICTURE OF RADIO IN IOWA!**

Now you can *know* the listening habits of Iowa people so well that you can instantly tell what stations are preferred in each county as well as in the State as a whole!

Now you can *know* what percentage of Iowa people prefer each station heard in the State—how many hours are spent with “listened-to-most” stations as compared with “heard-regularly” stations—what stations are preferred for Newscasts and Farm Programs. Now you can *know* what percentage of the total Iowa audience listens to the radio, at any quarter-hour period of the day—with figures broken down by station and counties.

These and many other vital facts are covered in the 1947 Iowa Radio Audience Survey by Dr. F. L. Whan of the University of Wichita. This invaluable work is based on interviews representing one of every 73 radio homes in Iowa. It is a **MUST** for every executive interested in Iowa advertising and merchandising.

A copy is yours for the asking. Use the coupon **TODAY!**

**THE 1947 IOWA RADIO AUDIENCE
SURVEY COVERS:**

- Station Preferences in Iowa
- News Preferences
- Farm Program Preferences
- Public Attitude Toward Transcriptions
vs. Live Broadcasts
- Analysis of Audience by Time Periods
- Program Preferences
- Program Material Preferences

This authoritative Study contains many maps and charts—breakdowns by age, sex, place of residence, etc. It will be the most valuable book in your radio file. Write for your copy **NOW!**

WHO for Iowa PLUS!
Des Moines . . . 50,000 Watts
B. J. Palmer, President . . P. A. Loyet, Resident Mgr.
Free & Peters, Inc., National Representatives

Station WHO
922 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my **FREE** copy of the 1947 Iowa Radio Audience Survey.

Name.....

Company.....

Street.....

City.....

State.....

Remember the
story about...



The drops of water...



that grew and grew
into a river...



and cut out the
Grand Canyon?

That's practically the W-W-D-C story. Started small. It grew and grew. Today it has carved a listening audience out of this big Washington market that's the envy of a lot of people in radio. Alert programming, keeping an eye on the future, and all-around hustle have done the job.

You can have W-W-D-C—AM or W-W-D-C—FM. Whatever you want in Washington, keep 4 important call letters in your mind—W-W-D-C! It's the sales-result station.

Only one other station in
Washington has more
loyal listeners

WWDC

AM-FM—The D. C. Independent

Mr. Sponsor:



Morris Shapiro

President, Trimount Clothing Company

In the midst of runaway markups in the men's clothing business, Morris Shapiro and his Trimount Clothing have done much to salvage lower cost selling in men's suits. Shapiro is sincere in believing that the consumer should get a break. Volume manufacturing of a basic line is the answer (Trimount is the world's largest men's clothing manufacturer)-and to radio goes credit for sustaining the demand and building good-will for Trimount's Clipper Craft Clothes. Virtually all the Trimount ad budget of \$450,000 a year goes for radio, selling the name of Clipper Craft on 275 Mutual stations each Sunday via the classic whodunit *Sherlock Holmes*.

Today, in a market once again veering toward the buyer, more than 1200 store outlets in his "voluntary chain" are doing well with the Clipper Craft line, and there is a growing waiting list. Imaginative, unassuming, promotion-conscious Shapiro has done an uphill job too in selling outlet stores on the use of radio. Nearly 200 of them place cut-ins on *Sherlock* and many now have programs of their own.

The eight years that Trimount has been a network advertiser have taught Shapiro many lessons. He has discovered that style-conscious women are a big factor in the selection of men's clothes, so commercials are pitched at them too. He knows that radio campaigns must be merchandized to dealers and public at point of sale (Shapiro supervises this himself) to be properly effective. Above all, he has found out that one of the basic factors of success in air advertising is "continuity of effort." Where eight years ago Trimount advertised via *Dorothy Thompson* on a spring-and-fall schedule only, Shapiro and *Sherlock Holmes* are today teamed to sell on a 52-week basis.

RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA
ZIV STAR SHOW ★ ZIV STAR SHOW ★ A ZIV STAR SHOW ★
RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA
STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV
RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA
ZIV STAR SHOW
RADIO'S GREA
STAR

ZIV'S "BOSTON BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR
ADVENTURE-DETECTIVE SHOW!



THE PROOF IS IN THE RATINGS ➡



CONSISTENTLY... BEATS ALL COMP
ON STATIONS FROM COAST-TO-

MINNEAPOLIS
 SATURDAY — 6:00 p.m. — WCCO
16.5

... more than three times
 its nearest competitor ...
 more than 8 times compet-
 ing network commentator!
 (HOOPER—OCT.-DEC., 1946)

ZIV'S

**"BOSTON
 BLACKIE"**

**ENEMY TO THOSE WHO MAKE HIM ENEMY
 FRIEND TO THOSE WHO HAVE NO FRIEND**



TORONTO
 THURSDAY, 9:30 p.m., CFRB
14.6

Dominates the dominion
 ... more than twice compet-
 ing top comic's rating.
 (Elliott-Hoynes—Oct., 1946)

PORTLAND
 SUNDAY, 12:30 p.m., WGAN
14.0

Moine attraction in Port-
 land... 57.8% Shore of
 Audience.
 (Hooper—Oct.-Feb., 1946-7)

YOUNGSTOWN
 THURSDAY, 7:30 p.m., WKBN

20.7

... 44% Share of Audi-
 ence ... double nearest
 competitor: a top-flight net-
 work singer-comedian.
 (HOOPER—FALL-WINTER, 1946-47)

CINCINNATI
 SATURDAY, 9:45-10:15 p.m., WKRC
16.9

Outrates a big network
 comedy, two times higher
 than a competing net-
 work mystery.
 (HOOPER—JAN.-MARCH, 1947)

NEW ORLEANS
 MONDAY, 6:30 p.m., WWL

14.1

Beats a famous commentator
 on competing network station
 almost three to one!
 (HOOPER—DEC.-APRIL, 1946-47)

ETITION COAST!

LOUISVILLE
TUESDAY, 6:30 p.m., WAVE

21.7

Far and away the rating
champ over three popu-
lar network shows.
(HOOPER—DEC.—APR., 1946-47)

NEW YORK
WEDNESDAY, 8:30 p.m., WOR

10.8

...the highest-rated ½ hour
on WOR all days, all hours.
(HOOPER—MAY-JUNE, 1947)

Greater every year...

**156 HALF-HOUR
"BOSTON BLACKIE"
PROGRAMS
IMMEDIATELY
AVAILABLE**

ZANESVILLE
THURSDAY, 7:30 p.m., WHIZ

20.5

...beats the total ratings
of all three competing
network stations.
(CONLON—WINTER, 1946)

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

**TRANSCRIBED
FOR LOCAL AND
REGIONAL
SPONSORS!**





WKAT

MUTUAL

"COVERS THE NATION'S PLAYGROUND"

MIAMI BEACH

MIAMI

FRANK KATZENTINE

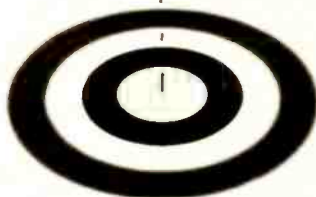
Announces the appointment of

WEED
AND COMPANY

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

AS NATIONAL REPRESENTATIVE

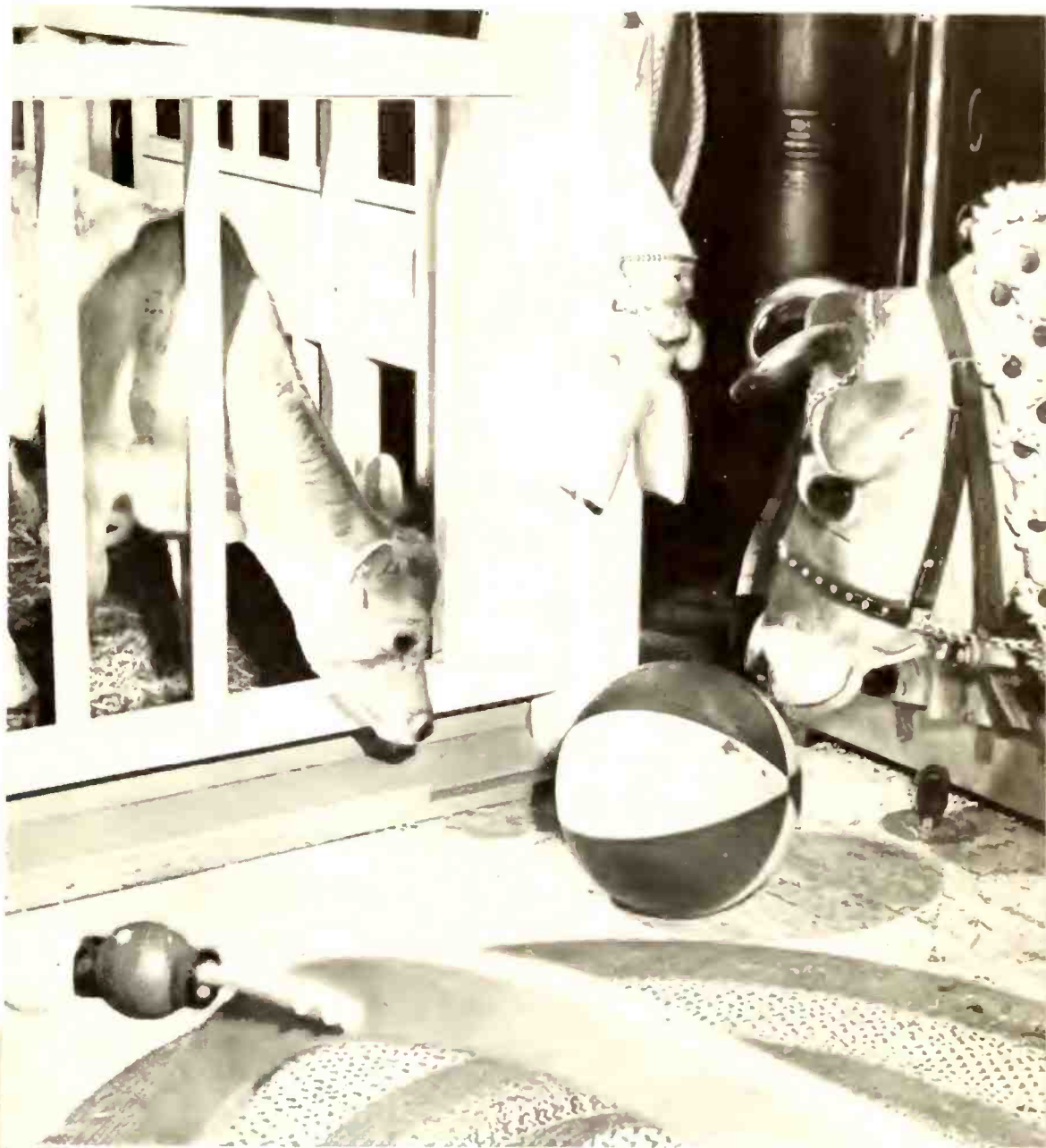
5000 WATTS - DAY DIAL 1360 1000 WATTS - NIGHT



MILK

on the air

Many programs
being broadcast,
but there's no
answer to what
makes 'em buy



Elsie is milk's most famous trade-mark. She's seen above with her son. Her boudoir is left




over-all The dairy industry is a \$7,000,000,000 business which hasn't found a general broadcast program formula that sells milk. A number of sponsors still cling to the illusion that kiddie shows are the milk answer. Most dairies, however, have by now discovered that tiny tots are fickle, just as the bakery field has uncovered the fact that business inspired by children goes to the firm currently offering the biggest gift or premium (*Bread and Cake Story*, April '47 SPONSOR).

Milk basically is a locally-produced-and-merchandised product. The local

angle is frequently insured by ordinances and state laws restricting the "milk shed," i.e., the area in which milk may be produced for sale in a certain locality. There are only two great national dairy organizations, National Dairy and Borden. Together they handle only 17 per cent of the milk produced, the former processing 11 and the latter 6 per cent. They operate as dairy organizations in 33 states and do a combined gross business of \$1,150,000,000 a year. This includes cheese, condensed milk, ice cream, and instant coffee, to mention a few Borden products, and cheese, mayonnaise, and a

NOW
Abbott & Costello
 BROADCASTING FROM HOLLYWOOD
 EVERY WEDNESDAY NIGHT AT **9 PM** **WFIL**
 Sponsored by Abbotts Dairies



DON'T MISS

RONALD COLMAN
 featured in
 "Favorite Story"



Sundays 5-5:30 p.m.

WFIL

560 First ON YOUR DIAL

Presented by
Dolly Madison
 ICE CREAM
 Your favorite 'ice cream' story

PHILADELPHIA'S FINEST RADIO SHOW!
Teen-Age Time
 TEEN-AGE STARS • SONGS • STUNTS • CHORUS
 PRESENTED BY ABBOTTS DAIRIES INC.
WFIL EVERY SATURDAY 9-9:30 AM



Three types of dairy shows on one station—(top) network cooperative program, (center) a transcribed dramatic program, (bottom) a locally produced teen-age opportunity "hour"

host of other items that bear Kraft or Seal-test labels for National Dairy.

Most retail dairies are independently owned, although both Borden and some of the National Dairy-owned regional companies operate a limited number of retail stores. In cities retail dairies specialize in milk, eggs, and cheese but carry a full line of groceries to compete with the general grocer who handles a full line of dairy products. It is almost the only field, aside from laundries, in which home delivery service continues as a basic merchandising ingredient. It costs more to have milk delivered but the milk bottle beside the door has survived all technological advances. The ideal program should be one that reaches the whole family and concentrates on the woman in the home, since the housewife does 92 per cent of all the buying of dairy items.

Because a substantial part of the dairy industry realizes that it must reach the families of the area it serves, and sell the women, adult and nighttime dairy programs predominate in the cross-section survey which is the basis of the industry chart published with this report. This index indicates that 83.5 of the dairies reporting used adult programs of varying appeals on the air while only 16.5 slanted their vehicles to youngsters.


Many of the adult programs are slanted directly at the ladies, 18.7 per cent being in this category. Next in use by dairies are spot announcements, 16.5 per cent using them. Then come news broadcasts, with 15.3. Musicals representing

In Chicago, Bowman Dairies presents "Musical Milkwagon" with Dinning Sisters and Tommy Port on WGN and at hundreds of functions

In Buffalo, for the past three years, Bossy has been jinglizing over five stations with doggerel like that on this Rich's Ice Cream card

In New York, Sheffield Farms filled Madison Square Garden for one WOR broadcast of "Guess Who" with Happy Felton and gimmicks



 I'm Bossy,
 the wonderful cow—
 Listen, I'm telling
 you how—
 My rich milk and
 cream make
RICH'S
ICE CREAM
 Better try RICH'S
 right now!



National Dairies have three network programs that gather consistent listening and do a job for the Kraft and Sealtest trade-marks. (Right top) "Sealtest Village Store" cast, Dave Willock, Jack Carson, Frank De Vol and Eve Arden. (Middle) Bing (with Bob Burns) who made the "Kraft Music Hall" a listening must. (Bottom) "Gildersleeve" with a couple of his supporting cast

just 7.7 per cent of the SPONSOR cross-section. The balance of the dairy programs using adult appeal are divided among sports, novelty, disk jockey, talks, and adult drama, with no type of program particularly predominant.

The use of musical programs has increased recently because transcription organizations have been making available better-produced shows. Frederic Ziv's Barry Wood, Wayne King, and Guy Lombardo recorded programs are of network calibre and are constantly spotted on network affiliates (even on owned-and-operated stations) without the listener's feeling that they are anything but top-drawer live programs, and this despite the necessary FCC announcement stating that the program is transcribed. The increase in the use of other adult programs is in good part traceable to the fact that the networks are making available as local commercial programs shows that were formerly sponsored coast-to-coast. Programs like Kate Smith, Abbott and Costello, *Information Please*, are now open to dairies—and they're buying them.

Because dairies are constantly, almost daily, in touch with their customers, they are very sensitive to their listening likes. A route man can hardly make his daily round without getting some reaction to the broadcast advertising of his firm. It took Rich's of Buffalo only a few weeks to discover that their Bossy jingles were going over. Rich's have been using 80 spots a week (20- and 15-second spots) on all five Buffalo stations for three years. The result has been a profitable ice cream business for Rich's and a brand name acceptance which is tops in their city. Like all jingles, the Rich's "Bossy" effort, with Bossy the cow singing the advertising, has been both praised and damned. In the three years it's estimated that well over 2,500 letters about the jingle have been written either direct to Rich's or to the five stations. The complimentary letters have been more numerous than the condemnatory epistles and a fourth-grade class at Elmwood-Franklin School chose the jingle as its class song. The idea was created by a local producer, Robert Mendelson, and thus far hasn't spread beyond Buffalo.

The biggest dairy state is Wisconsin, whose farmers collect some \$508,593,000 annually for dairy products. It produces nearly half the cheese, one-third the evaporated milk, and one-eleventh of the nation's butter. It's natural, therefore,

that the broadcasting stations go all out covering the major dairy gathering, the Wisconsin State Fair. Station WISN (Milwaukee), for instance, scheduled 18 remotes from the fair grounds and interviewed the State Fair Queen, who afterwards went to Atlantic City to compete for the "Miss America" title. (She didn't win.) Jack Carson, who has taken over the proprietorship of the *Sealtest Village Store* on NBC, made one of his first public appearances for his new sponsor at the Wisconsin State Fair (see cover picture) and WISN had him on the air and made plenty of news for Sealtest in Milwaukee. Milk-producing cows are always a feature at state fairs and local stations find remotes from these fairs good public service.

Pennsylvania ranked fifth among the states in dairy-produced farm income in 1946, with a total of \$216,881,000. It has a number of locally-produced dairy programs that have achieved unusual success. In Philadelphia *Teen-Age Time* is sponsored by Abbotts over WFIL. This is, as the name indicates, a typical teenage gathering with opportunities for "new" talent, etc. The program won a CCNY Award for the "most effective direct-selling sponsored radio program" in the 1946-47 competition and one of the regulars on the program appeared on the first Adam Hat *Big Break* broadcast over NBC. Abbotts doesn't, however, depend solely on its teen-age selling but also sponsors the ABC cooperative program, *Abbott & Costello*. It plans (*A&C* is a new effort for Abbott's) to tie in with all motion pictures starring the pair of comics when they play Philadelphia theaters and already has used point-of-sale posters, local magazine advertising, car cards, as well as newspaper publicity and advertising. Abbotts doesn't expect 100 per cent results even of these two major program efforts and uses an amazing spot broadcasting schedule with 30-word station breaks on

KYW, Philadelphia
WCAU, Philadelphia
WFIL, Philadelphia
WBAB, Atlantic City
WSAN, Allentown
WRAW, Reading
WDEL, Wilmington, Del.
WSNJ, Bridgeton, N. J.
WHP, Harrisburg

Abbotts have real competition in Philadelphia where one of National Dairy's most active local companies,



DIDN'T SELL



"45 Minutes in Hollywood"



Jerry Wayne



"Arthur's Place"



Ginny Simms



Leo Reisman



Tommy Riggs



Bea Lillie

Supplee-Wills-Jones, does an active selling of their National Sealtest program and uses considerable local black-and-white copy.

Chicago, where at one time the dairy business was the subject of gang wars, and where Borden, Bowman, and Meadowmoor drivers were once involved in bloody riots, now does its competing on the air. Bowman's does not depend upon a national tie-up. It goes out after the male milk drinker by sponsoring 100-word announcements preceding the Chicago Cubs and White Sox baseball games from April through September each year over WJJD and WIND. It has also sponsored the *Musical Milkwagon* continuously since 1942 and over WMAQ since 1945. The program, broadcast daily from 11:30 to 12 noon, is basically musical. The cast, The Dinning Sisters, Tommy

Port, and a four-piece musical ensemble headed by Jack Fascinato, each day serenade someone selected by a listener. Bowman makes the cast available to entertain local civic and fraternal groups free as a public service gesture. The Dinning Sisters, being nationally known, are featured in this part of Bowman's promotional activity.

Chicago's Capitol Dairy was one of the first organizations to present a block-programmed mystery series using WIND for a five-a-week broadcast of NBC-Radio Recording's *The Haunting Hour* and *Weird Circle*. The series was called *Capitol Mysteries* and had run for 13 weeks when the dairy changed its air spending to underwrite a children's program featuring contests and give-aways. Give-aways are a sure way to reach (Please turn to page 55)

SELLING



Borden has had many shows in its years on the air but none of them have been winners except "County Fair" which is low cost and a great promotional program. Typical of its stunts was the cow-lifting episode of 1946. It has won awards and brought Borden's entire advertising account to Kenyon & Eckhardt agency

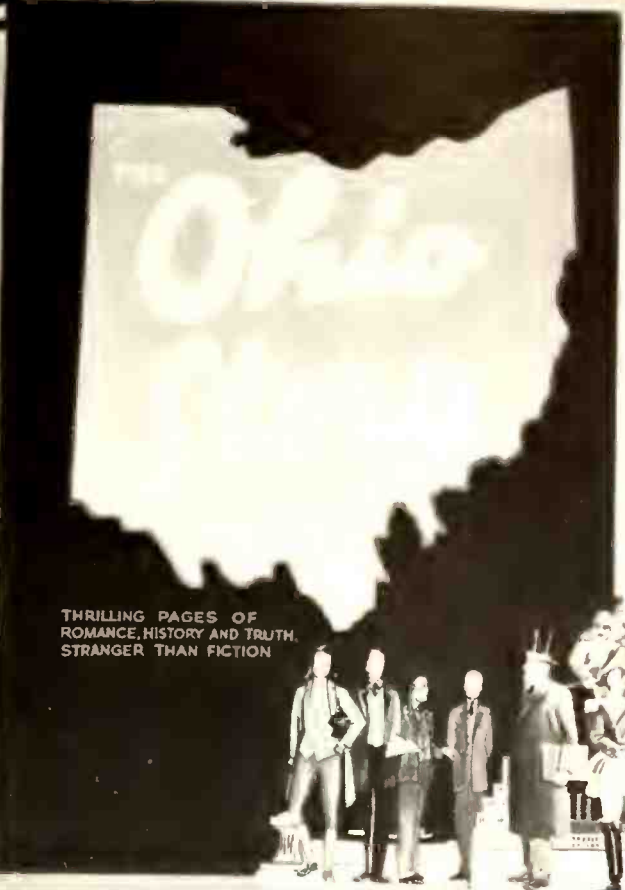
Monthly Tabulation of Advertising by Categories

NOVEMBER: MILK & DAIRY PRODUCTS

SPONSOR	AGENCY	PRODUCT	PROGRAMS	SPOTS
ABBOTTS DAIRIES INC, PHILA.	Richard A. Foley, Phila.	Milk, ice cream	Teen Age Time, Sat 9-9:30 am, WFIL (Phila. Abbott & Costello, Wed 9-9:30 pm, WFIL (Phila.) Marjorie Mills Program, participations twice wkly, New Engl. Network	Spots, breaks, 9 sta
AERL'S MILK PLANT, WACO, TEX.	---	Milk	Dick Tracy, MTWTF 4:45-5 pm, WACO (Waco)	---
ANSELMO DAIRY, PORTERVILLE, CALIF.	---	Milk, milk products	---	Spots, KTIP - Porterville
ASHLAND DAIRIES, LEXINGTON, KY.	---	Milk	Ethel & Albert, MTWTF 2:15-2:30 pm, WLAP (Lexington)	---
BALIAN ICE CREAM CO, LOS ANGELES	---	Ice cream	Kenny Baker (e.t.), as scheduled, KIJJ (Los Angeles)	---
BANNER CREAMERY, SWEETWATER, TEX.	---	Milk	Kate Smith Speaks, MTWTF 12-12:15 pm, KXOX (Sweetwater)	---
BEATRICE CREAMERY CO, TULSA	---	Milk, dairy products	Dick Tracy, MTWTF 4:45-5 pm, KOMA (Tulsa)	---
BEATRICE FOODS CO, TOPEKA	---	Dairy products	Cedric Foster, MTWTF 1-1:15 pm, KTOP (Topeka)	---
BLOSSOM DAIRY CO, CHARLESTON, W. VA.	---	Milk, ice cream	Young Stars of Tomorrow, 30-min wkly, WCIS (Charleston)	---
BLUE MOON FOODS, THORP, WISC.	Reincke, Meyer & Finn, Chi.	Cheese	Housewives Protective League, participations, WBBM (Chi.)	---
BORDEN CO, N. Y.	Kenyon & Eckhardt, New York Young & Rubicam	All products Cheese, instant coffee, others Dairy delivery, products	Borden Program, Fri 9-9:30 pm, CBS, 157 sta County Fair, Sat 1:30-2 pm, CBS, 161 sta Live, e.t. 10-15-min shows, 13 sta	---
BORDEN'S DAIRY, TROY, N. Y.	---	Milk, ice cream	Dick Tracy, MTWTF 4:45-5 pm, WGLN (Glens Falls, N. Y.)	---
BOWMAN DAIRY CO, CHI.	J. Walter Thompson, Chi.	Milk, butter, milk products	Musical Milkwagon, MTWTF 11:30-12 n est, WMAO (Chi.)	---
BRAINARD COTTONWOOD DAIRY, SALT LAKE CITY	---	Milk, milk products	Top of the Morning, MTWTF 30-min as scheduled, KUTA (Salt Lake City)	---
BREYER ICE CREAM CO, PHILA.	McKee & Albright, Phila.	Ice cream	---	Spots, breaks, eastern mkt
BROUGHTON'S DAIRY, PARKERSBURG, W. VA.	---	Milk	CBS News, MTWTF 8-8:15 am, WPAR (Parkersburg, W. Va.)	---
BROWN ICE CREAM & MILK CO, BOWLING GREEN, KY.	---	Milk, butter, cheese, ice cream	Captain Midnight, MTWTF 5:30-5:45 pm, WLBK (Bowling Green)	---
CAROLINE DAIRY, GREENVILLE, N. C.	---	Milk	Hop Harrigan, MTWTF 5-5:15 pm, WGTC (Greenville)	---
CASCADE MILK PRODUCTS CO, YAKIMA, WASH.	Gordon Smith, Yakima	Dairy products	Nine O'Clock News, MTWTF 9-9:15 am, KIMA (Yakima)	---
CLOVER CREAMERY CO, ROANOKE, VA.	---	Milk	Cedric Foster, MTWTF 1-1:15 pm, 2 sta	---
CLOVER CREAMERY CO, ROANOKE, VA.	---	Milk, dairy products	Dick Tracy, MTWTF 4:45-5 pm, WSLB (Roanoke)	---
CLOVERLEAF DAIRY, SALT LAKE CITY	---	Milk, milk products	Singin' Sam (e.t.), MTWTF 15-min as scheduled, KUTA (Salt Lake City)	Spots, breaks, KUTA
COAST CURRIE CO, L. A.	---	Ice cream	Norma Young Program, MTWTF 30-min as scheduled, KIJJ (Los Angeles)	---
COBLE DAIRY PRODUCTS, LEXINGTON, N. C.	---	Milk, ice cream	Kate Smith Speaks, MTWTF 12-12:15 pm, WTOB (Winston-Salem)	Courtesy spots, WTOB
COMMUNITY ICE CREAM CO, OGDENSBURG, N. Y.	---	Ice cream	Hop Harrigan, MTWTF 5-5:15 pm, WSLB (Ogdensburg)	---
CORBIN MILK CO, CORBIN, KY.	---	Milk	Kate Smith Speaks, MTWTF 12-12:15 pm, WCTT (Corbin)	---
COTTAGE CREAMERY CO, CANTON, O.	---	Butter	---	Spots, WHBC - Canton
DAIRYBELL CREAMERY, SAN FRANCISCO	---	Milk, dairy products	Winner Take All, MTWTF 4:30-5 pm, KQW (San Francisco)	---
DANVILLE DAIRY CO, DANVILLE, VA.	---	Milk, cream, butter, ice cream	Sportscast, 15-min wkly, WBTM - Danville	---
EMBASSY DAIRY, WASHINGTON, D. C.	---	Milk, dairy products	Johnson Family, MTWTF 4:15-4:30 pm, WOL (Washington)	---
FAIRMOUNT FOODS CO, DEVILS LAKE, N. DAK.	---	Milk, butter, ice cream	Kate Smith Speaks, MTWTF 11-11:15 am est, KDLR (Devils Lake) Dairy Market News, MTWTF 12-12:03 pm est, KDLR	---
GILFORD DAIRY CORP, GREENSBORO, N. C.	---	Milk, milk products	Frank Parker Show (e.t.), 15-min as scheduled, WBIG (Greensboro)	---
GREENE'S CREAMERY, AUGUSTA, GA	---	Milk, cream	---	Spots, WBBQ - Augusta
GUSTAFSON ICE CREAM & DAIRY CO, RICE LAKE, WISC.	---	Milk, ice cream, ices	Cecil Brown, MTWTF 10-10:15 am, WJMC (Rice Lake)	---
GUYON CREAMERY CO, HUNTINGTON, W. VA.	---	Milk	Cecil Brown, MTWTF 10:15 am, WPLH (Huntington)	---

SPONSOR	AGENCY	PRODUCT	PROGRAMS	SPOTS
H. P. HUGO & SONS, BOSTON	Harold Cabot, Boston	Milk, cream		Spots, breaks, New Engl. ntkts
IRVIN MEADOW GOLO DAIRY, ZANESVILLE, O.	---	Milk	His Majesty the Baby (e.t.), 5-min as scheduled, WHIZ Zanesville	---
HOME DAIRY, PARKERSBURG, W. VA.	---	Milk, cheese		Spots, WPAR Parkersburg
JERSEY GOLO CREAMERY, SHAEVEPORT, LA.	---	Milk, dairy products	Baukhage, MTWTF 1 1:15 pm, KRMD Shreveport	---
KRAFT FOODS CO., CHI.	J. Walter Thompson, C/m Needham, Louis & Brorby, C/m	Velveeta, other products Cream cheese, salad products Parkay Margarine, Kraft Dinner	Kraft Music Hall, Th 9:30 pm, NBC, 139 sta Village Store, Th 6:30 7 pm pst, NBC, 15 Pac sta Great Gildersleeve, Wed 8:30-9 pm, NBC, 125 sta	---
LEROY DAIRY CO., WILLIAMSON, W. VA.	---	Milk	Hop Harrigan, MTWTF 5:55 pm, WBTH (Williamson)	---
LILY ICE CREAM CO., GADSDEN, ALA.	---	Ice cream	Dick Tracy, MTWTF 4:45-5 pm, WGNH Gadsden	---
LINDALE DAIRIES, ROANOKE RAPIDS, N. C.	---	Milk, ice cream	Dick Haynes Show records, WCBT Roanoke Rapids	---
MEADOW GOLO DAIRIES, HUNTSVILLE, ALA.	---	Milk	Dick Tracy, MTWTF 4:45-5 pm, WRBS Huntsville	---
MIDWEST DAIRY PRODUCTS CO., JACKSON, TENN.	---	Milk, ice cream	Baukhage, MTWTF 1 1:15 pm, WTJS (Jackson)	---
MURRAY BROS FOOD PRODUCTS CO., AUGUSTA, GA.	---	Borden's products	Inside of Sports, MTWTF 7:45-8 pm, WBBQ Augusta	---
NATIONAL DAIRY PRODUCTS CORP., N. Y.	McKee & Albright, Phila.	Sealtest milk and ice cream	Village Store, Th 9:30 10 pm, NBC, 75 sta	Periodic spot campaigns
NOBLES DAIRY, PORTERVILLE, CALIF.	---	Milk, milk products		Spots, KTIP Porterville
OAK FARMS DAIRY, FT WORTH	---	Milk, milk products	Tommy Dorsey (e.t.), MTWTF, 60-min, KFJZ Ft. Worth	---
OTTO MILK CO., PITTSBURGH	---	Milk and cream		Spots, KDKA Pittsburgh
PAGE DAIRY CO., TOLEDO	---	Milk, dairy products	Abbott & Costello, 9-9:30 pm, WTOL Toledo	---
PARKERSBURG CREAMERY CO., PARKERSBURG, W. VA.	---	Milk, cheese	Kenny Baker (e.t.), MTWTF 6:30-6:45 pm, WPAR Parkersburg	---
PENN DAIRIES, LANCASTER, PA.	---	Milk, dairy products	Weather forecast jingles (e.t.), as scheduled, WGAL Lancaster	---
PHILADELPHIA CERTIFIED MILK PRODUCERS, PHILA.	Clements, Phila.	Certified milk	Emmanuelina Pizzuto, Sun 12:30-1 pm, WFIL (Phila.)	---
PHILADELPHIA DAIRY PRODUCTS CO., PHILA.	Adrian Bauer, Phila.	Dolly Madison Ice Cream	Favorite Story (e.t.), Sun 5-5:30 pm, WFIL (Phila.)	---
PLAINS CO-OP, PLAINVIEW, TEX.	---	Milk	Cedric Foster, MTWTF 1-1:15 pm, KVOP (Plainview)	---
PLATTSBURGH DAIRY, PLATTSBURGH, N. Y.	---	Milk, cheese, cream	Baukhage, MTWTF 1 1:15 pm, WMFF (Plattsburgh)	---
PRODUCE'S DAIRY, SPRINGFIELD, ILL.	---	Milk, dairy products	Tennessee Jed, MTWTF 5-5:15 pm, WCVS Springfield	---
RICH ICE CREAM CO., BUFFALO	---	Rich Ice Cream		1-min e.t. spots, 3 sta
ROCHESTER COOPERATIVE, ROCHESTER, MINN.	---	Milk	Weather forecast jingles (e.t.), as scheduled, KROC (Rochester)	---
ROSEBUD CREAMERY CO., PLATTSBURGH, N. Y.	---	Milk, cheese, cream	To the Women, Time Out, as scheduled, WMFF (Plattsburgh)	---
SEALE-LILY ICE CREAM CO., JACKSON, MISS.	---	Ice cream	Dick Tracy, MTWTF 4:45-5 pm, WSLI (Jackson)	---
SHEFFIELD FARMS, N. Y.	N. W. Ayer	Milk, cream	Guess Who, Sat 7-7:30 pm, WOR (N. Y.)	---
SOUTHERN DAIRIES, INC., WASHINGTON, O. C.	McKee & Albright, Phila.	Ice cream, milk	Frank Parker Show (e.t.), 15-min as scheduled, WRNL (Richmond, Va.) Smiths of Hollywood (e.t.), 30-min wkly, WLEE (Richmond)	Spots, breaks, eastern mkts
STANDARD BRANDS, INC., NEW YORK	J. Walter Thompson, New York	Snefford Cheese	Fred Allen Show, Sun 8:30-9 pm, NBC, 143 stations One Man's Family, Sun 3:30-4 pm, NBC, 144 stations	---
STURTEVANT DAIRY PRODUCTS CO., MOLINE, ILL.	---	Milk	Kate Smith Speaks, MTWTF 12-12:15 pm, WQUA (Moline)	---
SWIFT AND CO., CHICAGO	Needham, Louis & Brorby, Chicago	Swilk's Ice Cream		E. t. spots, breaks, 49 stations
STYLAN SEAL MILK CO., PHILA.	Al Paul Lelton, Phila.	Milk, cream, cream cheese	Kate Smith Speaks, MTWTF 12-12:15 pm, WIP (Phila.)	---
TILLAMOOK COUNTY CREAMERY, TILLAMOOK, ORE.	Bntalord, Constantine & Gardner, Portland	Cheese	Bennie Walker's Tillamook Kitchen, Sat 9:45 10 am pst, NBC, 7 Pac sta	---
WALKER CREAMERY CO., WARREN, PA.	---	Ice cream	Kate Smith Speaks, MTWTF 12-12:15 pm, WNAE (Warren)	---
WALNUT GROVE DAIRY, CLARKSVILLE, TENN.	---	Milk	Kate Smith Speaks, MTWTF 12 12:15 pm, WJZM (Clarksville)	---
WAHREN COUNTY DAIRY ASSN., WARREN, PA.	---	Milk, milk products		Spots, WNAE Warren
WASHINGTON CREAMERY, SEATTLE	---	Milk, dairy products	Kaltenborn, MTWTF 7:45-8 pm, KOMO (Seattle)	---
WEST ENO DAIRY, CHARLESTON, S. C.	---	Milk, milk products	Happy the Hunbug (e.t.) as scheduled, WCSC Charleston	---
WHITE ICE CREAM & MILK CO., WILMINGTON, N. C.	---	Milk, ice cream	Baukhage, MTWTF 1 1:15 pm, WMFD (Wilmington)	---
WILKINSONS DAIRY CO., SYLACAUGA, ALA.	---	Milk, ice cream	Captain Midnight, MTWTF 5:30 5:45 pm, WFEW (Sylacauga)	---
YAKIMA CITY CREAMERY CO., YAKIMA, WASH.	Vance, Suetmayer, Yakima	Milk, ice cream, butter, cheese	Houseparty, MTWTF 3:30-3:55 pm, KIMA Yakima	Courtesy spots, KIMA Yakima
YAKIMA CREAMERY, YAKIMA, WASH.	---	Milk	Winner Take All, MTWTF 4:30-5 pm, KTYW Yakima	---
YAKIMA DAIRYMEN'S ASSN., YAKIMA, WASH.	---	Milk, dairy products	Date at Eight records, as scheduled, KIMA Yakima	Courtesy spots, KIMA Yakima

TUNE IN



**3 INTERESTING
Stories
EACH WEEK**

Dramatic Tales of Ohio People and Places

MONDAYS · WEDNESDAYS · FRIDAYS

WTAM *Cleveland* 6:30 P.M.

WHIO *Dayton* 6:30 P.M.

WBNS *Columbus* 6:30 P.M.

WSTV *Steubenville* 6:30 P.M.

WSPD *Toledo* 7:30 P.M.

WFMJ *Youngstown* 8:00 P.M.

WHIZ *Zanesville*
TUE. & THUR. 5-45 p.m. SAT. 5-30 p.m.

Ohio Bell-designed institutional window displays are spotted not only in downtown Cleveland but throughout the entire Buckeye State

They like Mr. Bell—in Ohio

spot It's not easy to make a giant public utility human. Great corporations are, to the public, cold impersonal businesses without a local thought in their executives' heads. The Ohio Bell Telephone Company is both a virtual monopoly and, although incorporated in Ohio, a wholly-owned subsidiary of the great Bell Telephone organization. When a radio program can take such a giant public utility and turn it into a part of the daily living and tradition of one state, Ohio, it underlines the capabilities of radio. It's the same use of commercial broadcasting that has turned the great du Pont empire from a munitions combine into a dispenser of "better things for better living through chemistry."

The Ohio Story sponsored by Ohio Bell Telephone Company has been able in the short 11 months it has been on the air to relate the company to Ohio, to make the great utility part and parcel of daily Ohio

living. The program fits the American Te'ephone and Telegraph subsidiary like a glove. It's not necessary for Ohio Bell to remind listeners that it serves Ohio and that although part of the great Bell family, its heart is still in the Buckeye State. Ohio Bell couldn't sponsor *The Ohio Story* if it wasn't.

The program idea is very simple—to tell the story of the state, its past and present, to all who live in Ohio. It doesn't stop there. The tale of any state, city, or country includes the sordid and unpleasant as well as sweetness and light. Destructive as well as constructive thoughts are uncovered in the researching of a series such as this. To avoid, on the one hand, a vapid, Pollyanna approach, and, on the other, a depressing slant, is a creative challenge. It requires a writer whose approach is genuinely on the helpful side. The advertising agency that sold Ohio Bell the idea of sponsoring the

series, McCann-Erickson, didn't have to look for such a scripter because Frank Siedel, the writer, whose idea *The Ohio Story* is, honestly abhors muck. A negative approach makes him sick to his stomach; it must have been his prototype who inspired the song *Accentuate the Positive* because he naturally does just that. Siedel likes people—thinks nothing of traveling 700 miles to check on a human interest story point that takes the narrator 20 seconds on the broadcast. His Ohio facts must be right—if they're not, thousands listening will set him right—but quick.

Three times a week for 15 minutes *The Ohio Story* tells radio listeners of the Buckeye State about their state in a way that's inspirational, a way that makes them proud to be part of it. Ten stations forget their regular network affiliations for the 15 minutes to join a special Ohio web set up for this broadcast.



Music SELLS when Eddie Chase spins the platters!

MUTUAL BENEFIT
HEALTH AND ACCIDENT
ASSOCIATION
INDIANA

UNITED BENEFIT
LIFE INSURANCE
COMPANY
INDIANA

EARL B. BRINK MANAGER
BILL O. BRINK ASST. MGR.

August 7, 1947

EARL B. BRINK AGENCY
MICHIGAN STATE BRANCH OFFICE
12TH FLOOR 800A BUILDING
PHONE CADILLAC CHASE
DETROIT, 26, MICH.

Mr. Eddie Chase
CKLW
3300 Guardian Bldg.
Detroit-26-Michigan

I thought it was high time that I dropped you a little note telling you what a good job you have been doing for us in the business of getting leads over the air.

Looking back on your over-a-year record at WXYZ, I notice that you averaged a minimum of 100 leads a week. Since moving to CKLW in May, you have maintained this high average --- in fact, you have even stepped it up and gotten us a few more leads each week.

We are well pleased with the job you have been doing for us and I know that you'll be able to keep up this fine record. Let me know if there is anything we can do to help.

EARL B. BRINK AGENCY
R. M. Clark
R. M. Clark

RMC:NT

Mutual
WORLD'S LARGEST EXCLUSIVE HEALTH & ACCIDENT CO.

United
ONE OF AMERICA'S FOREMOST LIFE COMPANIES

★
**EDDIE
CHASE
and his
Make
Believe
Ballroom**

★

In the Detroit Area, it's . . .

CKLW

Adam J. Young, Jr., Inc., Inc. Natl. Rep. ★ Canadian Rep., H. N. Stovin & Co.
J. E. Campeau, President *Mutual System*

Listening: Fall 1947

Network ratings are lower as season starts.

Local stations on uptrend. Al Jolson is rebuilding

Thursday night audience to a new high

over-all Perfect outdoor weather which lowered the available audience* and increased listening to local stations started off fall 1947 network program ratings lower than they were in the first week of October 1946. During the same period, listening in 82 cities in which new and or block-programed stations were operating indicated an over-all increase of listening of 2 per cent. These 82 cities include a majority (28) of the 36 Hooperated areas. The local checking

was done by an independent research organization (neither Hooper, Nielsen, nor Conlon) for one of the top 10 advertising agencies. The check-up was made on a coincidental basis (telephone calls while programs are on the air) so that the figures are comparable with Hooper's.

Only one network program now on the air at the same time as in 1946, on the same network, and having the same cast, writers, etc., increased its audience perceptibly during the first week of October.

Amos 'n' Andy started off its 1947 season on Tuesday, October 7 with a 19.8, as against 17.7 in the first week in October 1946, 2.1 points higher. Most of the other top programs in the Tuesday night NBC skein of block-programed comedy were a little off their 1946 ratings. The *Fibber McGee and Molly* debut (October 7) was down 1.9, from 24.9 to 23.0. Bob Hope on the same evening went from 24.7 to 23.0. Moreover, Hope started

*People at home and thus able to tune in a broadcast program.

Program	Web	Time	1946				1947			
			Rating Period	Rating	Summer Replacement	% Final Rating	Rating Period	Rating	Summer Replacement	% Final Rating
Fred Allen	NBC	Sun 8:30-9 pm	Oct 1-7	25.6	Tommy Dorsey	11.6	Oct 1-7	16.9	—	—
Amos & Andy	NBC	Tu 9-9:30 pm	Oct 1-7	17.7	—	—	Oct 1-7	19.8	—	—
Gene Autry	CBS	Sun 7-7:30 pm	Sep 1-7	4.7	—	—	Sep 1-7	5.1	—	—
Jack Benny	NBC	Sun 7-7:30 pm	Oct 1-7	18.7	—	—	Oct 1-7	18.6	Jack Paar	6.9
Jack Berch	NBC	M-F 10-10:15 am (*47-11:30-11:45)	Oct 1-7	2.6	—	—	Oct 1-7	3.4	—	—
Bergen-McCarthy	NBC	S.n 8-8:30 pm	Sep 1-7	14.1	Alec Templeton	6.9	Sep 1-7	10.4	Alec Templeton	5.4
Big Town	CBS	Tu 8-8:30 pm	Sep 1-7	8.9	—	—	Sep 1-7	7.6	—	—
Blondie	CBS	Sun 7:30-8 pm	Sep 1-7	7.6	—	—	Sep 1-7	8.9	—	—
Fanny Brice	CBS	F 8-8:30 pm	Sep 1-7	9.3	—	—	Sep 1-7	7.9	Gordon MacRae	1.6
Burns & Allen	NBC	Th 8:30-9 pm	Sep 1-7	11.9	Meredith Willson	4.3	Sep 1-7	7.1	Langford-Dragon	3.5
Judy Canova	NBC	Sat 10-10:30 pm	Sep 1-7	11.6	—	—	Sep 1-7	9.5	—	—
Eddie Cantor	NBC	Th 10:30-11 pm	Oct 1-7	15.0	—	—	Oct 1-7	12.0	Blue Ribbon Music	4.4
Dr. Christian	CBS	W 8:30-8:55 pm	Sep 1-7	10.9	—	—	Sep 1-7	6.4	—	—
Crime Photographer	CBS	Th 9:30-10 pm	Sep 1-7	7.9	—	—	Sep 1-7	7.3	—	—
Bing Crosby	ABC	W 10-10:30 pm	Oct 15-21	24.0	—	—	Oct 1-7	15.5	—	—
Dennis Day	NBC	Th 7:30-8 pm (*47-W 8-8:30)	Oct 1-7	13.2	—	—	Oct 1-7	12.6	—	—
Duffy's Tavern	NBC	W 9-9:30 pm	Oct 1-7	15.4	McGarry & Mouse	10.1	Oct 1-7	13.6	Tex & Jinx	8.2
Jimmy Durante	CBS	F 9:30-10 pm (*47-W 10:30-11)	Oct 1-7	9.3	Wayne King	5.5	Oct 1-7	9.7 (NBC)	—	—
Jimmy Fidler	ABC	Sun 9:30-9:45 pm (*47-10:30-10:45pm)	Sep 1-7	7.8	—	—	Sep 1-7	5.2 (ABC)	Goodwin-Von Zell	3.6
	MBS	8:30-8:45 pm						3.2 (MBS)		
Great Gildersleeve	NBC	W 8:30-9 pm	Sep 15-21	10.5	—	—	Sep 15-21	9.2	—	—
Harvest of Stars	NBC	Sun 2:30-3 pm	Sep 1-7	4.6	—	—	Sep 1-7	4.2	—	—
Bob Hawk	CBS	M 7-7:30 pm (*47-M 10:30-11)	Sep 1-7	8.3	—	—	Sep 1-7	6.7	—	—
Dick Haymes	CBS	Th 9-9:30 pm	Sep 15-21	8.1	A-L Summer Show	6.1	Sep 15-21	7.7	Lawyer Tucker	5.8
Bob Hope	NBC	Tu 10-10:30 pm	Oct 1-7	24.7	Man Called X	11.3	Oct 1-7	23.0	Philip Marlowe	8.4
Dr. I. Q.	NBC	M 10:30-11 pm (*47-M 9:30-10)	Sep 1-7	9.8	—	—	Sep 1-7	5.8	—	—
Burl Ives	MBS	F 8-8:15 pm	Oct 15-21	2.8	—	—	Oct 1-7	2.2	—	—
Kraft Music Hall	NBC	Th 9-9:30 pm	Oct 1-7	12.7	—	—	Oct 1-7	18.8	—	—
Key Kyser	NBC	W 10:30-11 pm (*47-Sat 10-10:30)	Oct 1-7	10.7	—	—	Oct 1-7	10.3	—	—

earlier this year, his first rated broadcast being September 16 with a 16 (his first 1946 airing was on October 1).

Kraft Music Hall is expected to do big things for Thursday night dialing now that this variety program has Al Jolson, this season's hottest personality on the air. Jolson started with an 18.8 on October 2. Last year during the same week the *Music Hall* had a 12.7. Jolson gives the *Sealtest Village Store* which follows Kraft a lift, the Jack Carson-Eve Arden program having received a 13.7 on October 2 against the 11.8 it had last year, when the keepers of the store were Jack Haley and Eve Arden. Bob Hawk who follows Carson-Arden did better in the time slot 10-10:30 p.m. than Abbott and Costello did last year (by only .4 of a point, however). Eddie Cantor started, October 2, with a 12—three points lower than his first broadcast in 1946 during the same week. *The Aldrich Family* and Burns and Allen which precede Jolson were off from last year, the former by 1.7 and the latter by 3.4.

Another program which has reversed the downward rating trend is the RCA-Victor program. Although down on its October 5 rating due to the World Series, which hit every program in competition with it, its regular ratings are up 25 per cent. In spite of the warm weather it

rated 4.6 the first week in September against a 3.7 in 1946. Producers generally credit the Schwerin program psycho-analysis (SPONSOR, March 1947) as responsible in this case.

Other programs which ran counter to downward trend had new stars or made a network change during the year. Jack Berch shifted from ABC to NBC between 1946 and 1947. His first September rating in 1947 was 3.3 against a 2.0 in the same period last year. Jimmy Durante shifted from CBS to NBC and started with a 9.7 during the first week in October against a 9.3 during the same period in 1946. The '46 broadcast was the fourth of that season.

Quiz Kids shifted from ABC at night, Sunday 7:30-8 p.m., to NBC in the afternoon, 4-4:30 p.m. Its rating during the first week in September '47 was 5.5, in '46 5.3. *Take It or Leave It* shifted from CBS to NBC and traded in Phil Baker for Garry Moore. The result: 1947, 9.5, against a 1946 rating for the same period of 8.6, this despite the fact that the \$64 question quiz follows two musical programs, *Manhattan Merry-Go-Round* and *Album of Familiar Music*, which are neither in the mood of the quiz nor high enough in rating to deliver an audience to the Eversharp program. The increased rating is being won also despite the fact

that *Theatre Guild* which is in competition with it has increased its rating from a '46 6.2 (Oct. 6) to a 10.5 in '47 (Oct. 5).

Sunday night listening, also because of the weather and other factors, is off generally. The sets-in-use picture indicates this without reference to the rating of individual programs. From 6 to 10 p.m. the '46-'47 contrast looks like this:

Time Period	Sets In Use**	
	'46	'47
6:00-6:15	24.4	24.0
6:15-6:30	23.0	25.2
6:30-6:45	26.1	27.0
6:45-7:00	27.6	26.0
7:00-7:15	31.0	29.3
7:15-7:30	30.9	32.8
7:30-7:45	35.6	33.1
7:45-8:00	33.8	33.0
8:00-8:15	36.2	32.3
8:15-8:30	39.0	35.9
8:30-8:45	39.6	34.3
8:45-9:00	42.1	33.5
9:00-9:15	37.2	35.4
9:15-9:30	32.9	31.3
9:30-9:45	32.8	33.2
9:45-10:00	33.7	31.6
10:00-10:15	32.1	28.2
10:15-10:30	31.2	29.7

**Week of October 1-7 is used for this run-down.

There are time periods, it may be noted, when 1946 and 1947 run neck and neck and a few quarter hours in which 1947 betters 1946, but over-all listening is off.

Sunday evening's less than sensational ratings might be traced to the fact that,

(Please turn to page 64)

Program	Web	Time	1946				1947			
			Rating Period	Rating	Summer Replacement	& Final Rating	Rating Period	Rating	Summer Replacement	& Final Rating
Life of Riley	NBC	Sat 8-8:30 pm	Sep 1-7	9.2	—	—	Sep 1-7	7.9	—	—
Lum & Abner	ABC	M 8-8:15 pm	Oct 1-7	3.5	—	—	Oct 1-7	2.6 (CBS)	—	—
	CBS	(*47-M-F 5:45-6)								
Ted Malone	ABC	MWF 11:45-12 am	Sep 1-7	2.9	—	—	Sep 1-7	2.8	—	—
Tony Martin	CBS	Sat 7:30-8 pm	Sep 1-7	4.9	—	—	Sep 1-7	6.2	—	—
		(*47-Sun 9:30-10)								
Fibber McGee	NBC	Tu 9:30-10 pm	Oct 1-7	24.9	—	—	Oct 1-7	23.0	Fred Waring	8.4
Tom Mix	MBS	M-F 5:45-6 pm	Sep 1-7	2.4	—	—	Sep 1-7	2.0	—	—
Henry Morgan	ABC	W 10:30-11	Oct 15-21	11.1	—	—	Oct 1-7	8.7	Xavier Cugat (10-10:30 pm)	2.9
One Man's Family	NBC	Sun 3:30-4 pm	Sep 1-7	6.6	—	—	Sep 1-7	6.3	—	—
Ozzie & Harriet	CBS	Sun 6-6:30 pm	Sep 1-7	4.8	Silver Theatre	4.1	Sep 1-7	4.2	Silver Theatre	2.9
Drew Pearson	ABC	Sun 7-7:15 pm	Sep 1-7	8.7	Bill Mauldin	3.6	Sep 1-7	4.5	Leon Pearson	4.5
		(*47-Sun 6-6:15)								
Quiz Kids	ABC	Sun 7:30-8 pm	Sep 1-7	5.3	—	—	Sep 1-7	5.5 (NBC)	—	—
	NBC	(*47-Sun 4-4:30)								
Prof. Quiz	ABC	Th 7:30-8 pm	Sep 1-7	3.8	—	—	Sep 1-7	4.3	—	—
		(*47-Sat 10-10:30)								
RCA-Victor	NBC	Sun 2-2:30 pm	Sep 1-7	3.7	—	—	Sep 1-7	4.6	—	—
Sealtest Village	NBC	Th 9:30-10 pm	Sep 15-21	10.4	—	—	Sep 15-21	9.4	—	—
Red Skelton	NBC	Tu 10:30-11 pm	Sep 15-21	15.3	Evening with Romberg	7.0	Sep 15-21	17.1	Evening with Romberg	5.3
Take It or Leave It	CBS	Sun 10-10:30 pm	Sep 1-7	8.6	—	—	Sep 1-7	9.5 (NBC)	—	—
Telephone Hour	NBC	M 9-9:30 pm	Sep 1-7	8.0	—	—	Sep 1-7	5.6	—	—
Truth-Consequences	NBC	Sat 8:30-9 pm	Sep 1-7	8.5	—	—	Sep 1-7	7.8	—	—
Theatre Guild	ABC	Sun 10-11 pm	Sep 15-21	6.2	Hour of Mystery	5.7	Sep 15-21	8.7	—	—
		(*47-Sun 9:30-10:30)		6.5		6.1				
Fred Waring	NBC	MWF 11-11:30 am	Oct 1-7	3.8	—	—	Oct 1-7	3.7 TTh	—	—
		TTh 11-11:30 am	Oct 1-7	3.2	—	—		3.3 F	—	—
		(*47-10-10:30)								
Those Websters	MBS	Sun 6-6:30 pm	Sep 1-7	3.4	—	—	Sep 1-7	3.9	—	—
Walter Winchell	ABC	Sun 9-9:15 pm	Sep 1-7	12.2	Jergens Summer Ed.	7.0	Sep 1-7	10.2	Three Views—News	4.5
Voice of Firestone	NBC	M 8:30-9 pm	Sep 1-7	6.8	—	—	Sep 1-7	3.7	—	—
Vox Pop	CBS	Tu 9-9:30 pm	Oct 1-7	10.4	—	—	Oct 1-7	5.9 (ABC)	—	—
		(*47-W 8-8:30)								

BRIEFLY... one year in

This report deals briefly with the amazing acceptance accorded one trade magazine during its first year. It presents facts. Frankly, it is designed to help you evaluate SPONSOR's place in your 1948 trade-paper promotion.

Cold facts: SPONSOR, in its first year, published 165 editorial pages geared 100% to sponsors, prospective sponsors, and their advertising agencies. Advertising pages totaled 279. Full-time personnel increased 100% (from 6 to 12). A Chicago branch office was added. Sales representatives were appointed for Los Angeles and San Francisco. Paid circulation (at \$5 a year) was achieved in hundreds of nationally-important firms.



Editorially: SPONSOR stayed glued to its policy of designing and writing every word of editorial content for buyers of broadcast advertising. With a single exception, every article was staff-researched and staff-written. No puff-stuff was permitted. The average issue contained more than 20 subjects, ranging from "Teen-age Sales" to the "After-midnight Audience," from "Are Timebuyers Appreciated" to "How Esso Uses News Spots," from "TV Diary" to "Station Representative Study." Contests on the air, radio by industry categories, business and personnel changes relating to radio, Network COMPARAGRAPH were researched and charted month after month. The em-

phasis was on solid usable facts, on giving advertisers and agencies an appreciation and working knowledge of spot, network, TV, FM, FAX.

The payoff came in the form of reader response too good to believe. But before long station representatives noted the same phenomena. Unexpectedly, reports of agency-advertiser enthusiasm came to us from Lew Avery of Avery-Knodel, Gene Katz of the Katz Agency, Bill Randa of Weed & Company, Ed Shurick of Free & Peters, Wells Barnett of John Blair & Company, Don Cooke of Donald Cooke Inc., Howard Stanley of Radio Sales. Said one, "They're calling SPONSOR 'the trade paper click of 1947.'"



Unique format: Hitting the bullseye editorially was the big reason, we felt, for this overwhelming acceptance. But we weren't forgetting the importance of our unique, attractive format. We'd designed SPONSOR to be the pictorial standout of the advertising trade paper field. All through our first year we stressed pictures, pictures, and more pictures. We kept text-matter brief and meaningful. SPONSOR, edited for busy radio buyers, was pleasant, important reading.

"We have found it (SPONSOR) to contain so many down-to-earth articles that I should like to secure a full set of back issues from 1 to 7." Louis K. Wolff, Kendall Manufacturing Co., Lawrence, Mass. * * * "He (J. W. Frazer) would appreciate it if you would change his mailing address so that he will receive SPONSOR at his Newport, R. I., summer residence." Erwin E. Hg, Secretary to J. W. Frazer, Kaiser-Frazer Corp., Willow Run, Mich. * * * "This short note is to ex-

press my enthusiasm for your magazine SPONSOR. Enclosed is \$10 for two gift subscriptions." Joseph W. Fulghum, The Coca-Cola Co., New York City * * * "It is with pleasure that we renew our subscription. SPONSOR has been a source of interesting reading and it fills a much needed gap in the reporting of broadcast activities." Wm. H. Hamilton, Radio Manager, E. I. Du Pont de Nemours, Wilmington * * * "Looking over the magazines in the field, we

decided that SPONSOR tops the list. Please start our subscription immediately and please let us know if there is any way we can acquire back issues." Mary Elizabeth Gaynor, Radio Director, Woodard & Fris Inc., Albany, N. Y. * * * "SPONSOR is doing a good job providing advertising agencies like ourselves with ideas that are useful in the planning and purchasing of radio spots." Richard Jorgensen, Richard Jorgensen Advertising, San Francisco * * * "This letter

the life of SPONSOR

Was SPONSOR merchandised? YES! Each month we mailed 10,000 "headline" cards merchandising the contents of the forthcoming issue. Other direct mail efforts amplified this effort. We refused to sell the front cover at a fancy figure. News and trend items (fast-reading material) were allocated to pages one and two just inside the front cover. This induced readership when SPONSOR landed on a busy desk. All this was based on a major concept. Every advertising office had its pile of trade magazines, but of these the average man only read two or three. Periodically, the pile was discarded. We wanted to be sure that SPONSOR was one of the favored few. So, in addition to attracting readers by bright format and bullseye appeal, we merchandised our pages.



What about circulation? SPONSOR's monthly guaranteed circulation was 8,000. During the year three out of every four copies went to national sponsors and to national and regional advertising agencies. Some sponsor and agency firms purchased as many as five to ten separate subscriptions (\$5 a year). Much of SPONSOR's circulation is still on a controlled basis, but the conversion to paid subscribers proceeds faster than expected. The latest breakdown showed:

national sponsors and prospective sponsors	3362	41.0%
timebuyers, account executives, radio directors	2487	30.5
radio station executives	1621	20.0
miscellaneous	654	8.5
	8124	100.0%

is to ask that you transfer my subscription to my home, where I find more time for reading."—Milton Goodman, Executive Vice President, Lawrence Gumbinner Advertising Agency Inc., New York City *** "Your magazine is read in this agency by our management, our account men, writers, and of course, by our Radio Department. Our only objection to your fine magazine is that it's such a long time between issues."—James B. Hill, Director of Radio, Brooke,

Smith, French & Dorrance Inc., Detroit * * * "Your magazine addressed to our Mr. G. M. Walker, Advertising Manager, is routed to many different members of our company. This magazine is widely read and appreciated."—M. Ann Huston, Caterpillar Tractor Co., Peoria, Ill. * * * "I can't resist any longer. Enclosed is my check for one year's subscription. Please send copies to my home."—Fred M. Stoutland, BBD&O, New York.

Paid-Subscriber Position Analysis

Sponsor firms		Advertising agencies	
presidents	9.0%	presidents	17.5%
vice presidents	8.0	vice presidents and	27.0
advertising man-	72.0	account men	
agers, radio		timebuyers, media	12.0
directors		men, radio directors	
others	11.0	others	13.5
	100.0%		100.0%



Surveys: Only three studies made by impartial organizations came to our attention during the year. In each SPONSOR showed progressively better. KMBC made the first in December 1946 when SPONSOR was one issue old. SPONSOR was fourth out of eight radio publications. In January 1947, when SPONSOR was two issues old, Free & Peters completed a study. SPONSOR polled 1198 points, the top radio publication 3531. WJW made a king-size survey in March 1947 when SPONSOR was five issues old. Of nine advertising trade magazines SPONSOR was second. Nearly 2000 agency and sponsor executives participated. We're 13 issues old now and anxious to see the fourth survey.



A WORD ABOUT RATES: Rate Card No. 2, which increases rates now in force about 16%, becomes effective January 1948. But Rate Card No. 1, currently in effect, will continue to be valid for the full one-year duration of all contracts placed prior to 1 January 1948. If you don't have Rate Cards Nos. 1 and 2 please ask for them.

SPONSOR

For Buyers of Broadcast Advertising

TRANSCRIPTIONS

spot

This was due to be a transcription year* (SPONSOR, June 1947). Through programs well recorded, with star names of network calibre, spot radio was scheduled to climb heights not even the most sanguine station owner had dared hope. Then on Saturday, October 18, James C. Petrillo announced, on behalf of the American Federation of Musicians, that members of the Federation would cease making recordings on December 31, 1947.

The first reaction to the statement among transcription organizations was consternation. This was especially true of producers of open-end musical transcriptions. When the first heat had

attempted. It meant doing two years of recordings in two months.

However, in the offices of most syndicated transcription organizations there was little worry. For the most part transcriptions, like network cooperative programs, are recorded without music. Mystery series do not require musical interludes nor do the average dramatic or comedy transcriptions. Programs like Ronald Colman's *Favorite Story*, however, depend a great deal on the mood scoring of their music but *Favorite Story*, for one, won't be minus that feature at least for a long time to come. Ziv is many months ahead of release schedule and will no doubt make further plans for music for many months of future releases. This wouldn't be possible without Ziv's resources.

There are others who are doing what Ziv will do; at least all of the producers who are in active production will record masters to protect themselves for a minimum of 12 months ahead. Guy Lombardo, according to report, is recording eight hours a day six days a week to complete his 156 program contract with Ziv. The ban does place a halter around the neck of Lou Cowan's organization in so far as his Tommy Dorsey disk jockey series is concerned, for the popularity of a name disk jockey is tied up with his ability to anticipate musical hits. When there are no disks being currently recorded it's very difficult to anticipate what will be popular because popularity will depend upon what the music publishers and the recording organizations get behind. Popularity is always synthetic during any music ban. It becomes a big business drive, not a spontaneous yen on the part of the public. Not even

Tommy Dorsey can read the minds of music publishers and the artist and repertoire heads of recording companies. If anyone could, T. D. would be the man.

The fact is that except for the transcribed musical libraries like NBC Thesaurus, World, and Standard, to mention three, the use of e.t.'s will continue to expand with or without the AFM ban. It is being proved every day by the networks, through their cooperative program departments, that programs without music can do a top local selling job, and gather top audiences. It would therefore seem that the programs of the top transcription producers (except for purely musical programs) do not require music either. Co-ops have no dramatic star on the air to equal transcription's Ronald Colman or the stars of *The Smiths of Hollywood*. Dick Kolmar (*Boston Blackie*), George Raft (*Mr. Ace*), and Eddie Bracken can be helped by music but not made by it.

The big development in the syndicated transcription field, apart from the hurdle erected by James C. Petrillo, has been the entry of customizing of recordings by many of the releasing organizations. National spot advertisers have always questioned just how well their commercials were being handled locally with their sponsorship of a fine transcribed presentation. When they could afford built-to-order transcriptions they got just the right kind of commercial punch they were seeking. This is no reflection on the abilities of local announcers. Advertisers recognize that many of the networks' best air salesmen came up through the ranks at smaller stations. On the other hand

*Radio year runs from September through August.



It's going to be tough on Tommy Dorsey

cooled off, even the biggest producers of open-end broadcast recordings knew that in the case of some producers it meant the greatest intensive recording schedule ever



no dead duck

despite latest AFM edict

they also know that even Ben Grauer can miss the point if someone isn't around to



George Raft's "Mr. Ace" requires no music

tip him off about just what the advertiser is trying to accomplish—and that can't readily be accomplished by remote control.

Syndicated transcriptions have therefore remained question marks in the minds of many key advertisers. That attitude should shortly be a thing of the past. Sponsors all over the U. S. and Canada are becoming aware of the fact that it's possible to have their commercials recorded, often by members of the casts doing the syndicated programs they buy. Most of the same organizations from advertisers purchase syndicated shows will record the advertiser's commercials for him, timed to the split second to fit into the timing and mood of the transcribed programs. Transcription

Sales, Inc., were pioneers in opening sponsors' and agencies' doors to the use of customizing. When they sell *Singin' Sam*, they often sell commercials by the Mullen Sisters (they're in the *Singin' Sam* series) with the order. Sixteen of these one-minute recorded announcements cost the local sponsor \$300, for which he gets the disk and two processed copies of the transcriptions. For the same type of special deal on TSI's other programs, *Wings of Song*, *Captain Stubby and the Buccaneers*, *Westward Ho!*, *Your Hymn for the Day*, or *Immortal Love Songs*, the cost is just \$200. These costs jump considerably if the advertiser wants Colman or a star of like calibre to do his selling. But that top names aren't really needed is pointed out by one agency man who bought a number of markets for a syndicated e.t. series and had an unnamed commercial announcer in Hollywood record the commercials in the exact mood of the programs.

Some agencies shy at doing special recorded commercials for one-city buys of a syndicated transcription, but as an advertising agency executive down in Atlanta pointed out, it's cheap insurance if the disk is being placed in any market where the time costs exceed \$50 for the program. The radio director of the agency pointed out that by rotating 16 one-minute commercials it is possible to cover at least a 13-week series. If time were to cost \$50 and the e.t. rights for the area half of that, \$25, 13 weeks would cost the advertiser \$975. Two hundred dollars for the commercials would be 20 per cent, which is not much for such insurance. He also pointed out that the same 16 commercial announcements could be used much longer than 13 weeks since on the basis

of two commercials per program only 10 of the 16 would be heard twice during a 13-week span. Even networks use commercial appeals more often than that.

Custom-built transcribed commercials combined with syndicated recorded programs give national spot advertisers the combination that they're seeking. There are a few transcription organizations which aren't too happy to undertake customized commercializing but even they will do the job if the agency or advertiser requests it.

Hit hardest by the transcription ban will be the stars like Bing Crosby and singers like Burl Ives and Morton Downey. They were supposed to represent the vanguard of big names who were going to insist on putting their shows on platters in order to get away from having to go to the studios for every broadcast. Bing can still record his part of his program as long as the musicians on the program are live when the program goes

(Please turn to page 61)



Guy Lombardo is recording day and night



over-all Do children develop adult habits of listening?

What is the relative impact of across-the-board juvenile programing?

What is the value of a juvenile half-hour program as against the same vehicle in quarter-hour form?

Master-minding of answers to these and like questions has been an advertising agency pastime. Until General Mills and Derby Foods decided to sponsor *Jack Armstrong* and *Sky King* in half-hour form after both programs had been on the air for an extended period as 15-minute daytime strips, there never had been a conclusive test.

The half-hour test started this fall with initial ratings in the Hooper report cover-

ing the week of October 1-7. *Jack Armstrong*, broadcasting Tuesday, Wednesday, and Friday during the week covered, received a rating of 2.3. As a 15-minute across-the-board program during the same week last year it rated 2.6 with the sets in use virtually the same. They compared this way

	1946	1947
Sets in Use	15.9	15.8

so this year's and last year's ratings are comparable.

Sky King was not yet on the air during the first week in October last year so no comparison can be made for it at this time. However, its first rating as a children's hour strip was 2.5 and its first half-hour rating, this year, was also 2.5

(for a Monday and Thursday schedule). It remains for time to tell the story in this case.

The children's hour is one of radio's oldest broadcasting traditions. From 5 to 6 p.m. broadcasting stations the nation over have for years had their Uncle WIPs (WIP, Philadelphia), Uncle Dons (WOR, New York), Uncle Mickeys (WIS, Columbia, S. C.), Uncle Walts (WAYS, Charlotte), and a host of other wee-kiddie airings from the *Singing Lady* to *Auntie Alice*. The programs in this category that remain on the air have in most cases ceased to pull the way they did years ago. Many of them talked down to the four-to-seven-year-olds so
(Please turn to page 60)

On this Quiz Program the Sponsor wins the Big Prize!



The show:

WRVA's "Quiz of Two Cities."

This exciting brain battle matches teams from Virginia's two biggest cities—Richmond and Norfolk. Sometimes Richmond wins. Other times, Norfolk. But every Saturday night from 7:00 to 7:30, the sponsor wins the biggest prize of all . . . a Hooperating of 11.5* . . . a billion-dollar market with 395,780 radio families!**

For more information on how to win this big prize, get in touch with us or Radio Sales. And ask about WRVA's "Quiz of Two Cities."

WRVA

RICHMOND and NORFOLK, VA.
Represented by Radio Sales.

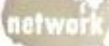
**Hooper Report (Winter 1946—Spring 1947)*

***WRVA's 50-100% BMB Nighttime Audience Area*

Repeat Broadcasts in 1947

NBC and Petrillo

don't like them recorded,
but stars do

 Numerically, repeat shows* are almost the same as they were at the start of last season (81 programs at the start of the 1946 season, 83 in 1947). This is as far as the repeat story repeats itself. In practically all other respects duplicate broadcasts for different sections of the nation are planned in 1947 on a basis quite different from that which governed previous operations. And after the first of the year the repeat picture will suffer another upheaval due to the latest edict of James C. Petrillo, President of the American Federation of Musicians. This edict bans all recording by musicians "now and forever."

Recordings are the backbone of repeat broadcasting on both the Mutual Broadcasting System and the American Broadcasting Company networks. This year for the first time the Columbia Broadcasting System also is permitting West Coast repeats on transcriptions, due to talent pressure. Talent in many cases feels that

a live repeat program lacks the spontaneity of the original broadcast. Especially does this feeling hold in the case of comedy productions. Quiz and other audience participation programs also suffer, in the minds of the performers, from repeat presentations. Everybody involved admits of course that most adult nighttime airings must be broadcast later on the Coast than they are in the East if they are to reach the listeners for whom they are designed and to whom the sponsor is addressing his sales message. Nevertheless, Ralph Edwards of *Truth or Consequences* refused this year to produce the rough-house shindig twice in one night. NBC on its part refused to permit a recorded repeat. The senior network holds fast to the belief that to permit transcriptions on the network would be to open the door to "canned" web entertainment, losing the feeling of immediacy, the feeling that the listener is hearing his entertainment just as it is originated.

Truth or Consequences is not being

broadcast twice each Saturday night despite the NBC ukase against recorded repeats. It's handled as a "d.b.," a delayed broadcast. D.b.'s are broadcasts which are recorded off the network line and repeated later in the afternoon or evening from each station's own transcription of the program. Thus NBC's rule of no recorded network programs still stands and Ralph Edwards still does not have to knock himself out doing his nerve-racking routine twice in one night.

Delayed broadcasts are part and parcel of all network broadcasting in station option time.** In this time period, which by FCC regulation belongs exclusively to the station, network sponsors often have to accept a delayed broadcast of their programs if they want airings in key markets. On key-market stations local advertisers frequently build programs with big followings and both the station and the local sponsor are loath to give way for a network airing. When the delayed broadcast is to be made is not, however, left to the station's whim. Availabilities are submitted to the advertising agencies and the best availability for the particular program is selected by the timebuyer. It is estimated that during the daylight saving time period there were some 2000 d.b.'s per week on NBC and CBS alone due to the fact that many areas retained standard time while the networks had to operate for the greatest number of listeners and were on daylight time.

All through the summer both MBS and ABC operated on the basis of recorded repeats for each time zone. Thus they were able to air their programs at the same time in every zone. ABC pushed most strongly for this device of handling the tremendous problem which dual time placed upon the networks. As a matter of record, ABC executives endeavored to have all networks function on this basis of recorded repeats, which would, thought the ABC execs, end the problem of a sponsor's buying a key time in New York only to find his program being heard in the Mountain and Pacific time zones by audiences he's not interested in reaching, due to the hour of broadcast.

Regional live and recorded repeats both cost the sponsor the same percentage of the scale which the performers are paid for the original broadcast (this for actors and singers is 45 per cent of the fee of the first broadcast). The stars of course are covered by their over-all contract and generally do not receive additional payment because of dual broadcasts.

SPONSOR'S survey of the rating effectiveness of repeat programs (January

1947) indicated that the top and bottom rated programs do not profit much from repeats but that the shows which crowded neither the top nor the bottom found repeats resultful.

On Don Lee-Mutual network programs are frequently recorded and aired at a time when because of special block programming the program has a bigger audience than it could have had in its original broadcast period. Mutual's Pacific Coast ratings are usually better than they are for the rest of the nation because of this Don Lee plan which reschedules MBS shows in block-program sequences.

Delayed broadcasts such as Don Lee's and all the other networks' during station

repeats as of January 1 take on an entirely new aspect. On that date transcribed repeats as well as all transcriptions which include music (and most shows, dramatic, variety, or comedy, include music) are forbidden. The problem once again returns to a clearing of all repeat or delayed programs on a live basis (see transcription report on page 30). This, as noted previously, will not affect NBC to any great degree except in the delayed broadcast category. The effect on CBS will not be great since the relaxation of the no-records-on-the-air rule is very recent at Columbia and not too many CBS programs do a West Coast transcribed repeat.

8:30 in the mountain areas and 7:30 on the Pacific Coast. Since it's well known that West Coast folks are home earlier than their opposite numbers in the East, a lot of programs have been happy with this schedule.

Worriers like Jack Benny, however, have sweated it out for years, airing programs at four in the afternoon in Hollywood to reach New York at 7 p.m. Benny worried so much that he persuaded Foote, Cone and Belding, American Tobacco advertising agency, to repeat his program at night on the Don Lee network. It helps his rating. It's a recorded repeat and will have to go with the rest of the transcriptions under the Petrillo edict.



Audiences for live repeat programs turn out en masse. Directors and casts, however, aver that they're a different breed from the regular fans

option time load a tremendous burden on agency executives who have to clear and okay the delayed time schedules. This is because while it's a comparatively simple matter to check competition for a network program coast-to-coast, it's entirely different to check it in 20 to 50 markets† at different times. Actually this means checking competition for every station doing a d.b. of a program. It means that the timebuyer of an agency instead of having to clear just one time period for a network program finds himself faced with a problem which is equivalent to clearing both network and spots. It also means constant supervision of each of the areas in which there is a delayed broadcast because naturally the competition is changing in every one of these spots frequently.

However, all these problems of recorded

For ABC the no-transcription rule of Petrillo will hit a number of programs on which there is music. In the case of the ABC skein of kid shows, music is not an important factor and its current use if any may be eliminated. The same will be true of the Mutual group of moppet programs. As a matter of record the formula that the networks have followed with their cooperative programs (shows originated by the networks but sponsored over one or more stations by local advertisers) can be used on all productions that require recorded repeats . . . no music.

The reason why many sponsors risk having part of their potential audiences go to sleep on them by broadcasting at 10 p.m. or 10:30 p.m. is that at that hour they reach a good part of the country with a single coast-to-coast airing. Ten-thirty in New York is 9:30 in the middlewest,

Sponsors and agencies feel that an ideal broadcast arrangement would be one through which their programs would be heard at the same time in every time zone. This is not feasible on a live program basis but is, through recorded regional repeats. There has been a great deal of agitation in this direction but that's a matter of the past. Big time productions require music and transcribed repeats with music can only continue if Petrillo changes his mind.

His "now and forever" dictum doesn't indicate a chameleon frame of mind forever is a long, long time.

*Network programs which are rebroadcast so that they are heard at approximately the same hour in every time zone.

**Time on the air for network stations is divided into network option and station option periods. During the former the network has first call on the station's time. During the latter the station airs a network program at its own option.

†Delayed broadcasts frequently run between 20 and 50 per individual program network airing.

TV

Eastman Kodak has developed a new camera for photographing a program off the face of a video receiving tube. NBC and CBS are said to have orders for the first eight cameras. The cameras will all be in the hands of purchasers within the next month. Some have been delivered already. (It's one of those top secrets that isn't talked about in photographic and TV circles.)

Photographing sound and film programs for rescanning on other stations throughout the U. S. and Canada is going a long way toward solving the problem of program material for small TV stations. The cost of photographing a program in the studio is conservatively figured as being 100-fold* that of filming it off the face of a receiving tube.

Just as radio is the world's greatest consumer of oral entertainment material so will TV eat up more visual entertainment in one month than was ever conceived in the past, even at the height of vaudeville.

The expected shift towards placing the burden of producing commercial TV pro-

grams on advertising agencies is under way. Despite considerable feeling at the networks that production would be better if program creation and execution remained with the chains, radio thinking is forcing the hands of the nets' television heads and more and more the producer's chair will be occupied by agency men.

There is another factor that is bringing this about manpower. It would be manifestly impossible for any network to staff an operation which would keep it on the air with live programs from 6 to 11 p.m. seven days a week. Dramatic producers at networks feel that no one person can produce a new drama or other creative type of visual program weekly. Nevertheless Kraft, for instance, expected its agency to have a man do just that. The only result of a schedule of a program per week per producer, according to a number of trained television directors, will be formula productions without real creative spirit. It takes months to produce a motion picture and four weeks to produce a Broadway play. TV has to compete with both Broadway and Hollywood and that can't be done successfully with shows that can have only days instead of weeks or months for production.

The Allied Stores Television Caravan finished its 22-department-store trek in the black, the first video venture to do this according to bossman Sam Cuff. Lou Sposa acted as traveling ring master for the six-jeep TV department store

circus. The presentation proved among other things how reliable present-day equipment is. The cameras and control board employed were the same used at the New York World's Fair and there wasn't a single failure at any place along the line.

The Allied tour indicated, according to Walt Dennis, who heads up radio and TV for the Allied chain, that television is one thing that doesn't have to be sold to the public. Says Dennis, "Our tour proved that the great majority of the public only wants to know 'When can I buy a set?' and 'When will my local television station be working?'"

Walt Dennis didn't mention it, but it is true also that the manufacturers whose products were displayed as part of the intra-store TV presentation were "more than satisfied by the direct results" obtained from their sponsorship.

CBS is developing plans which will put it in the TV network business as soon as possible. It expects to have in its preliminary chain stations like WMAL-TV and other affiliated stations of the American Broadcasting Company and may even service MBS outlets. The reason for this is simple—with many of the pioneer telecasters linked to NBC and the total number of stations applied for at this time limited, no network can wait until enough of its affiliates put TV stations on the air to start building a chain.

(Please turn to page 75)

FM

Ten per cent of the nation's FM stations on the air employ live musicians, the number employed being 121. There is no prohibition against live musical programs on FM stations, the only non-musical

rule is the serving of FM stations with music by AM stations or networks, either AM (Standard) or FM. As indicated in previous reports in this section James C. Petrillo's reasoning is simple. He wants all stations to have live orchestras, even if the orchestra, at the start, is just a pianist. If any network should agree to restrict its piping of music to FM stations having contracts with locals of the American Federation of Musicians there is little doubt but that this would be agreeable to the musicians' president. * * * Only 8 per cent of the nation's FM stations are oper-

ating at a profit. Six per cent are breaking even. The balance, 86 per cent, are losing money every day. This despite the fact that 25 per cent of the FM'ers have increased their gross billing in the past six months. * * * Just as with TV, sports on FM are reaching the greatest audience in the areas where the sportcasts feature exclusive games not heard over AM stations. Sports lead all program types in obtaining quick sponsorship. Listeners-per-set for these airings are more than twice what the same games collected on standard broadcasting stations.

FAX

Publicity on ultrafax, RCA's facsimile, has forced all other factors in the field to speed up research on electronic reproduc-

tion of FAX reception. Most devices thus far presented have used manual rather than photographic means of reproducing the received material. Big problem is not the actual reproduction but the creating of equipment which can go into the home and be serviced by the local radio repair man. The present Finch, Hogan and other FAX reproducers are well within the ken of the neighbor-

hood fixer. It's said, however, that the ultrafax, which receives pages of type or pictures, operates at such a tremendous speed that it requires an expert to take care of it. * * * Eastman Kodak demonstrated a camera during the week of October 19 that took pictures at the rate of 11,000,000 a second. While ultrafax isn't that fast it indicates the direction that photography is going.

ST. LOUIS NUMBER ONE TEST MARKET FOR TELEVISION

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.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offer an outstanding opportunity for advertisers to start using television effectively RIGHT NOW.

For details regarding schedules and availabilities, write or call Free & Peters, Inc. or KSD-TV, the St. Louis Post-Dispatch Television Station, 1111 Olive Street, St. Louis 1, Mo.

Wings of Song

EMILE COTE'S THRILLING CHORAL SERIES

The best from Tin Pan Alley, Hollywood and the Classics by the Superb Sixteen-Voiced SERENADERS

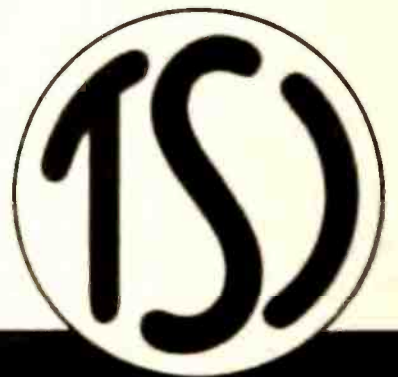
Now you can sponsor the singing group with the longest continuous record on the air of any vocal organization . . . almost 600 broadcasts over CBS. Every member is a star in his own right with a background of top-show participation.

Seventy-eight separate fifteen-minute episodes are available, each a program gem directed by

Emile Cote and with Warren Sweeney of New York Philharmonic fame acting as commentator and musical host. Opening, inside, and closing commercials.

No finer musical talent of its type exists today. WINGS OF SONG is a program series with tremendous popular appeal, made possible by the skillful selection of diversified musical numbers.

Write for audition disc, details on special commercials by Mr. Cote and Mr. Sweeney, and other facts.



TRANSCRIPTION SALES, INC.

New York—47 West 56th St., New York 22, N. Y., Col. 5-1-544

Chicago

6381 Hollywood Blvd., Hollywood 28, Calif., Holly

Singin' Sam

AMERICA'S
GREATEST RADIO
SALESMAN

*An outstanding High-Hooper Show with
the famous MULLEN SISTERS and
CHARLIE MAGNANTE'S Orchestra*

There is only one Singin' Sam and what a selling job he has done for scores of sponsors . . . and can do for you. Singin' Sam sells because he gets the ratings and gets the response.

WOW	Omaha	18.1 at 6:30 P.M.
WTAM	Cleveland	12.4 at 6:00 P.M.
CKEY	Toronto	12.9 at 7:30 P.M.
CJAD	Montreal	14.8 at 7:30 P.M.

And according to the Conlan survey, the percentage of tune-in at WISH in Indianapolis was doubled in first three months on the air . . . 14.6 to 30.4.

Yes, Sam is doing a spectacular job. His fifteen minute shows have been heard on over 200 stations for scores of sponsors.

Write for audition disc and full details on special commercials by Sam, availabilities, etc.



Transcription Sales, Inc.
117 West High Street
Springfield, Ohio

Please send me complete data on

- Singin' Sam
 Wings of Song

Name _____
Company _____
Street _____
City _____ State _____

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

2 N. Michigan Ave., Chicago, Ill., Superior 3053

5600



Mr. Sponsor Asks...

"How much protection should stations and networks give advertisers in holding onto a time slot for which that advertiser has built a high listening factor?"

Seymour Ellis | *National Advertising Manager
Philip Morris & Co., Ltd, New York*

The Picked Panel answers Mr. Ellis



In my opinion, the answer to the above question would depend somewhat on the station's programming policy.

The broadcaster endeavors to build a balanced program structure that will meet the needs and desires of listeners. Maintaining such a structure throughout the day and week is of first importance and it could conflict with the plans and wishes of less than year-round advertisers. In such an event, an advertiser who cooperates in maintaining or contributing to such a program pattern should, and I believe does, receive protection far beyond the written terms of any advertising contract.

In our own case, for example, we have one daily program supplied by an advertiser which exactly fits our program planning for the particular time of day. The advertiser is not a year-round user of time, but because the program does fit into our planning, we carry it sustaining during the period it is not sponsored and hold the time each year for that advertiser. In other cases, we have programs of our own creation, which will remain as they are, regardless of any commercial sponsorship.

Most of these programs are now sponsored. Some of them have been sponsored by the same advertiser for many years. If one of these long-time adver-

tisers, for some good cause, desired a hiatus, we would in all probability hold the time and the program for him by prior arrangement until he was ready to resume. In another case, where the sponsor had been with us a shorter time and we would not feel the same obligation, it is possible we would give him a lesser protection.

Summarized, I feel that each case is decided on its individual characteristics. A mutual interest on the part of the advertiser and consideration of your program problems will usually result in a solution satisfactory to both broadcaster and client.

GLENN SNYDER
*General Manager
WLS*



There is no question in my mind that an advertiser should have absolute protection on any time segment he holds, network or station, subject, of course, to the terms of the original sale. It should be his, to have and to hold henceforth, so long as he supplies a program for that time which meets the accepted standards of decency and good taste. There is, of course, the remote possibility that an advertiser might use such a time franchise to put on a program to suit his own personal whim, and by so doing might damage the continuity of listening which every station and network hopes to achieve and maintain, but since the question specifically mentions a big listening audience, that eventuality appears to be ruled out. Radio advertising has become such an integral part of the business of those advertisers using it

that a concept that franchises might be arbitrarily transferred to someone else would shake the whole structure of the industry. Absolute protection is essential.

STORRS HAYNES
*Manager, Radio Department
Compton Advertising, Inc.*

Actually, there are two full problems there. In the case of stations which are network affiliates, a local sponsor's time slot should be his, unless he is advertising in network option time. In

the latter case, advertisers are fully aware of the 28-day recapture clause . . . or should be. It would hardly be fair to a national advertiser or the network if such time could not be cleared for a network show.

As far as network radio is concerned, I think it should be up to the individual advertiser to decide when he will vacate a time slot. A sponsor who has built a big listening audience for a time period has an investment in that time period when it comes to promotion, publicity, merchandising, etc. This investment should, by all means, be protected.

Such protection depends to some extent on the length of the program. Contracts for five- or fifteen-minute shows are generally written with recapture clauses, but a network sponsor who buys upwards of fifteen minutes should certainly have his time slot as long as his program remains fully acceptable.

And incidentally, I don't believe programs should be moved arbitrarily because of the general type of entertainment they provide. If a network or station has decided on a policy whereby they



won't take certain types of shows during certain hours, the sponsor should still be permitted to hold on to his time slot until he decides to relinquish it.

Just to sum up, I feel that in the matter of holding a time slot, unless there are contract clauses or obvious violations, the advertiser should have the final say.

ED WILHELM
Radio Director
Maxon, New York



It is important to recognize that radio is an advertising medium and also a public service. It is my belief that advertisers who have built high listening audiences or unusual public

service programs in specific time slots have created valuable properties, and should be afforded more than usual protection by stations and networks.

In the case of an outstanding public service program, I would go so far as to suggest that networks and stations extend more than usual cooperation in granting options and clearing time for such a program (even though they may not already be carrying that program) whenever a change is called for to afford greater audience potential through better program sequencing.

While I do not feel that networks or stations should ride roughshod over an advertiser's right to a time period through consecutive use of such period, I do feel that networks and stations have an obligation to the public in the interest in maintaining of both spot and network radio to its highest degree of efficiency in getting audiences and also in rendering service in the public interest. It is equally important to all advertisers that our system of broadcasting be maintained on its present basis of free enterprise and that it not degenerate to a point where those who would rather see a Government-controlled noncommercial operation of radio succeed in supplanting our present system.

Much improvement can be made in station and network programming by careful selection of programs in relation to surrounding programs. Any advertiser who has already created a valuable property with high listening audience in a specific slot most certainly should be

(Please turn to page 55)

WFBM is

Consistently HOOPERATED TOPS

Count on *consistency* with WFBM. 'Round-the-clock—the year around—WFBM delivers the lion's share of the listening audience. WFBM is *consistently* Hooperated tops!

WFBM is

Consistently FIRST in Indianapolis

Ten in a row! Yes—the Hooper Station Listening Index for each of *ten consecutive* months rates WFBM *first* in Indianapolis in over-all listening audience. And—the last *five consecutive* reports show WFBM leading the next-highest-rated Indianapolis station by 20% or more! WFBM is *consistently* Hooperated tops!

WFBM is

Consistently TOP TEN (CBS) Nationally

WFBM's record nationally is not to be sneezed at either. WFBM's Hooper index—morning, afternoon, and evening—is *consistently* rating among the *top ten* CBS stations throughout the country! WFBM is *consistently* Hooperated tops!



WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

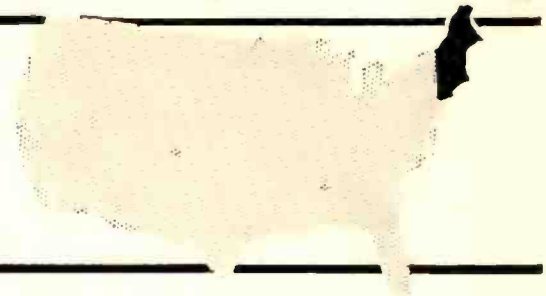
Represented Nationally by The Katz Agency

SPONSOR presents the third, next to final, report of a series of indices of locally-produced programs available for sponsorship throughout the U. S. This issue lists representative drama, juvenile, music, man-on-the-street, news, quiz, sports, variety, and women's participating. These indices make available for the first time a yardstick on costs of local programs since stations of all sizes are indexed. Pacific and Canadian reports will appear in December.

Local Programs Available For Sponsorship

New England

Families: 2,353,000 Radio Families: 2,280,000
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut



Juvenile

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
CHILDREN'S CONCERT HOUR	Family	N. A.	30-min	1	O. R.	Recorded classical music introduced by four children ages 5-12	Chicopee, Mass.	WACE
SATURDAY NIGHT DANCE PARTY	Teen-age	N. A.	90-min	1	\$75	All-mail-request program with Lou Weinman as mc	Bridgeport, Conn.	WNAB
WATERVILLE BOY'S CLUB CAMARADERIE	Adult	N. A.	30-min	1	O. R.	Program for advancement of local youth organizations	Waterville, Maine	WTVL

Music

BOX AT THE OPERA	Family	7-5 10-2-11	30-min	1	\$115 plus time	Recorded operatic arias; notes by WTIC music expert R. E. Smith	Hartford, Conn.	WTIC
YOUNG STARS ON PARADE	Family	N. A.	30-min	1	\$50	Features young local musicians ages 4-18	Waterbury, Conn.	WBRY

News

LOCAL AND WORLD NEWS	Family	N. A.	15-min	6	\$32 plus \$3 tal	Show prepared by ex-newsman Charlie Thompson 7:15 pm	New London, Conn.	WNLC
LOCAL NEWS	Women	N. A.	13-min	6	\$16 plus \$3 tal	Midday news show beats only local afternoon paper	New London, Conn.	WNLC
NEWS	Family	N. A.	15-min	6	\$97 (5) \$116 (6)	Local, regional, national, international, staff-edited (7:30 am)	Worcester, Mass.	WNEB
NEWSCASTS	Family	N. A.	15-min	6	\$492	Local, regional, national news	Lawrence, Mass.	WLAW

Quiz

CINDERELLA WEEK END	Women	N. A.	30-min	5	\$55 per spot	Daily prizes and weekly grand prize of week end in New York	Hartford, Conn.	WTIC
GUESS THE TUNE	Women	N. A.	15-min	5	\$100	Tunes and theater tickets to those who identify five old tunes	Bridgeport, Conn.	WNAB
JIM-JAMBOREE	Family	5-5	90-min	5	\$80 per 15-min	Music, fun, and five possible quiz winners each day	Waterbury, Conn.	WBRY
MUSICAL QUIZ	Family	N. A.	60-min	6	O. R.	First to answer musical question wins choice of next tune	Gardner, Mass.	WHOB

Sports

BUMP MADLEY	Men	5-4 II	15-min	6	\$247	Sports news and commentary, including schoolboy games	Boston, Mass.	WBZ
HUNTING AND FISHING	Men	N. A.	15-min	1	\$62	Cliff Davis with hints on where, how, to get 'em; anecdotes	Boston, Mass.	WBZ
SPEAKING OF SPORTS	Men	8-2 C	15-min	6	\$185	John A. Cluney does sports news, interviews with sports figures	Waterbury, Conn.	WBRY
SPORTS TIME	Men	N. A.	15-min	6	\$182	Veteran sportscaster Al Vestro gives inside slant on sports news	Waterbury, Conn.	WWCO

Women's Participating

IT'S A WOMAN'S WORLD	Women	N. A.	30-min	5	\$2.25 per spot	Women's interest news, featuring a calendar of club events	Greenfield, Mass.	WHA1
----------------------	-------	-------	--------	---	-----------------	--	-------------------	------

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes, O.R.-On Request

KERR uses

SPOT RADIO

PRECISELY
where Canning Crops
and Canning Customers
are RIPE for picking!

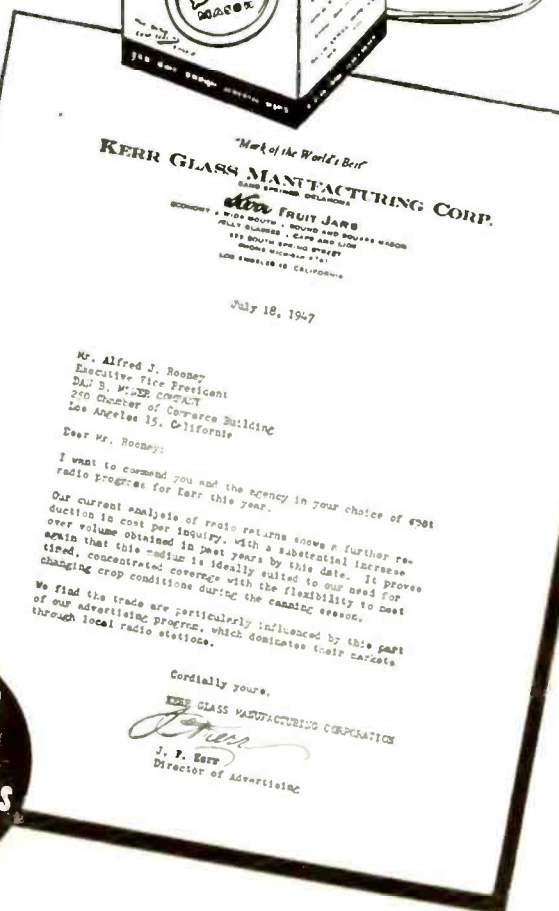


The peak of the berry crop arrives in Michigan ... and all good housewives start canning. It's as simple as that.

Those gals don't care that the Indiana berries came in last week ... or that Minnesota berries won't be ready for ten more days. Not at all. But you can be sure the Kerr Glass Manufacturing Corp. cares. They want sales in Indiana, Minnesota, Michigan ... and in 45 other states, too.

Obviously, they need fast-moving, hard-hitting advertising, and they get it with *Spot Radio*. For 10 years this flexible medium has been used from coast to coast ... exactly when and where crop and selling conditions were ripest. Today, requests for the Kerr Canning Booklet are greater than ever, and cost-per-inquiry has hit a new low.

Ask your John Blair man how *Spot Radio* can solve your toughest selling problems. Chances are he'll come up with the answer.



JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

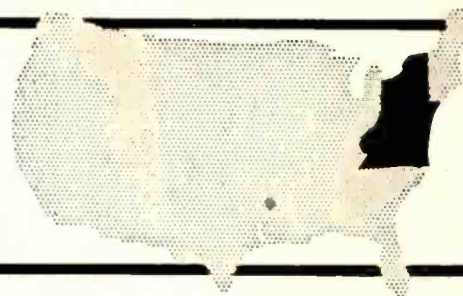
SPOT RADIO
SELLS
THE MILLIONS
THAT BUY

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
KENNEBEC CALENDAR	Women	N. A.	15-min	6	O. R.	Diary of social functions, radio fashion catalogue, kitchen hints	Waterville, Maine	WTVL
MODERN KITCHEN	Women	N. A.	15-min	5	O. R.	Interviews with chefs, cooking hints, recipes, party ideas	Worcester, Mass.	WTAG
MODERN WOMAN	Women	N. A.	15-min	5	O. R.	Women's news, fashions, etc. Has participating public service spots	Worcester, Mass.	WTAG
OPEN HOUSE	Women	N. A.	30-min	5	\$4 per spot	Program. with emcee Lee Spencer, is in its fourth year. News	Portsmouth, N. H.	WHEB
SHOPPING BY RADIO	Women	N. A.	30-min	3-5	\$49.50 for 3 spots	Shoppers interviewed by mobile unit, taken to studio for prizes	Hartford, Conn.	WDRS
SHOPPER'S SPECIAL	Women	5.5	105-min	3-6	\$49.50 for 3 spots	Mobile unit calls on homes, and housewives receive products	Hartford, Conn.	WDRS
SWAPPER'S CLUB	Women	10.4 C	15-min	5	\$138.50	Ruth Reddington emcees listeners who want to swap items	Keene, N. H.	WKNE
WE, THE WOMEN	Women	N. A.	30-min	5	\$7 per spot	Music and women's news with Eunice Greenwood	Hartford, Conn.	WHTT
WOMEN'S MATINEE	Women	N. A.	15-min	5	\$39.75	Jo Ann Walkover reads women's news, handles interviews, music	Burlington, Vt.	WJOY

Middle Atlantic

Families: 9,653,000 Radio Families: 9,166,000
New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D. C., West Virginia, Virginia



Drama

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
CHILDREN'S THEATER	Juvenile	N. A.	15-min	1	\$45 talent	Kiddie casts enact adaptations of classics, original stories	Baltimore, Md.	WFBR
SUGAR 'N' SPICE	Juvenile	N. A.	30-min	1	\$75 B time \$85 A time	Drama plus audience participation. Prizes in question session	Jamestown, N. Y.	WJTN
TILLIE LOU	Juvenile	N. A.	15-min	6	\$35 per spot	Juvenile serial with slant to good manners and behavior	Schenectady, N. Y.	WGY

Juvenile

FIVE O'CLOCK SPECIAL	12-18 yrs	N. A.	30-min	5	O. R.	Jive record show slanted at the teenage trade. Requests	Greensburg, Pa.	WHJB
IT'S TEEN TIME	12-17 yrs	N. A.	30-min	1	\$22.40	Two teen-agers act as junior disk jockeys, do commercials	Indiana, Pa.	WQAO
KIDDIES KARNIVAL	6-12 yrs	N. A.	30-min	1	O. R.	Child talent show with adult emcee. Local slant	Johnstown, Pa.	WARO
GLAUGS LYLE JUNIOR CLUB	6-12 yrs	N. A.	30-min	1	O. R.	Kid show originating in a local theater. Lyle is at the organ	Norfolk, Va.	WGH
MOTHER GOOSE	4-8 yrs	N. A.	15-min	1	\$110	Saturday morning kiddies-and-mothers, song-and-story show	Buffalo, N. Y.	WGR
TRIPLE B RANCH	8-12 yrs	N. A.	30-min	1	O. R.	"Foreman" Bob Smith with contests, prizes, fun for boys	New York City	WNBC
UNCLE TED	4-10 yrs	N. A.	15-min	1	\$62.13	"Uncle Ted" Eiland reads the Sunday comics to the moppets	Huntington, W. Va.	WSAZ
WORD STORIES	4-6 yrs	2.8	15-min	1	\$215	Educational stories slanted at the younger listeners	New York City	WOR
YOUNG BOOK REVIEWERS	12-15 yrs	N. A.	30-min	1	\$250	Junior book-review panel, ages 12-15 discuss, meet authors	New York City	WMCA

Man-on-the-street

KURBSTONE KWIZ	Family	N. A.	15-min	5	\$107.25	Passers-by are interviewed, given basket of fruits	Wilkes-Barre, Pa.	WILK
LET'S VISIT	Family	N. A.	30-min	1	O. R.	Dorothy Day and Jack Lacy do remote ad lib visits	New York City	WINS
ON THE SCENE	Family	N. A.	15-min	5	\$210	Bill Barrett wire-records at scene of local stories	Beckley, W. Va.	WJLS
QUIZ-A-TUNE	Family	N. A.	15-min	6	\$90	Passers-by identify tune played from studio to street	Norfolk, Va.	WLOW

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes, O.R.-On Request

In Cincinnati

WSAI *is frankly commercial*

Three of Cincinnati's downtown department stores use daily programs for straight selling purposes. Combined, they sponsor two hours a day on WSAI.

The men who buy time for these stores are alert and promotion-minded. To them, commercial impact is more fundamental than audience index. Yet not one single listener may be offended—too many brands are at stake in a department store.

Doing this job for dependable retailers day after day and year after year has characterized WSAI in our community. It is the result of studied technique.

You have known of an acceptance plus for your printed message when you placed it in certain magazines and newspapers. This applies to radio stations and particularly to WSAI.

WSAI
Cincinnati, Ohio

Avery - Knodel, Inc.
American Broadcasting Co.
A MARSHALL FIELD STATION

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
ROVING MICROPHONE	Family	N. A.	15-min	1	\$29	Interview show with a wire recorder	Warren, Pa.	WNAE

Music

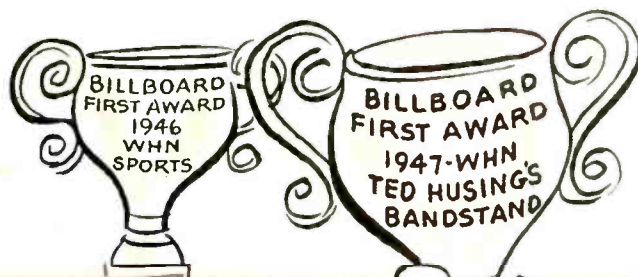
JOHNNY ANDREWS SHOW	Women	N. A.	25-min	6	\$1290	Songs dedicated to anniversaries; live orchestra accompaniment	New York City	WNEW
SLIM BRYANT & HIS WILCATS	Family	N. A.	15-min	2	\$90 & 50	6:15 pm brings folk, popular songs, western ballads	Pittsburgh, Pa.	KOKA
CURTAIN CALLS	Family	N. A.	30-min	6	\$150	Albums from current, past B'way, H'wood hits; automobile tips	New York City	WGYH
DREAM AWHILE	Family	N. A.	15-min	3	\$15 talent	Features Marge Warren at piano, and me with informal touch	Ft. Wayne, Ind.	WGL
RUTH ETTING SHOW	Family	N. A.	15-min	5	\$2000	Sentimental songs, today and yesterday; Ruth and husband chat	New York City	WHN
HOUR OF NOCTURNE	Women	N. A.	90-min	6	O. R.	Greatest in opera, symphonic, chamber music; 10-11:30 pm	Philadelphia, Pa.	WGAS
IMPRESSIONS IN MUSIC	Family	N. A.	30-min	1	O. R.	Popular music alternates weekly with background music from films	Troy, N. Y.	WTRY
FRANK LUTHER SHOW	Juvenile	N. A.	30-min	1	\$424	Live, recorded music; philosophical comments	New York City	WNBC
MAGIC MELODIES	Family	N. A.	15-min	1	\$30 & 25	Two pianos, guitar, organ, vocalist in smooth arrangements	Pittsburgh, Pa.	KOKA
MUSICAL RAINBOW	Family	N. A.	30-min	3-6	\$75 (3 per week)	Special music to show off quality of FM broadcasting	New York City	WGYN-FM
MUSICANA	Family	N. A.	15-min	3	O. R.	Classical, light ballad recordings introduced by A. Roger Kelly	Pittsburgh, Pa.	WJAS
MUSIC FROM HOLLYWOOD	Family	N. A.	30-min	7	\$54	Records of De Vol, King Sisters, Hal Derwin, Peggy Lee, Four of a Kind	Wilkes-Barre, Pa.	WIZZ
MUSIC OF MANHATTAN	Family	N. A.	15-min	6	\$315.60	NBC Thesaurus; 6:45 pm	Savannah, Ga.	WSAV
NICHOLSON & CLAY	Family	N. A.	15-min	5	\$75 talent	Arranger Bobby Nicholson, singer Jeffrey Clay, 15-piece orch	Buffalo, N. Y.	WKBW
POLKA PARADE	Family	N. A.	30-min	2	\$150 per broadcast	All-request live show with violin and accordion	Trenton, N. J.	WTTM
SHOW TIME	Family	N. A.	15-min	6	\$105	Musical fancies of yesteryear, notes on the great personalities	Annapolis, Md.	WANN
STUMP US	Family	N. A.	15-min	5	\$30 talent per broadcast	Listeners try to stump pianist, singer with tune requests	Baltimore, Md.	WCAO
KATHRYN WOOD SHOW	Family	N. A.	30-min	1	\$15 talent	Classical, semi-classical songs; violin, piano accompaniment	Norfolk, Va.	WGH

News

MARK AUSTAD, NEWS	Adult	N. A.	15-min	5	\$40 talent	Same spot for three years. News commentary and reporting	Washington, D. C.	WWDC WWDC-FM
BILL AUSTIN, NEWS	Family	8.5	10-min	6	\$150	Evening newscast with heavy play of feature news	Huntington, W. Va.	WPLH
JANE ELLEN BALL	Women	N. A.	15-min	3	O. R.	News to women, interviews, and civic gossip by woman reporter	Pittsburgh, Pa.	WJAS
BROADWAY LULLABY	Adult	N. A.	5-min	3	\$60	Digest of goings-on about town in theater, clubs, etc.	Woodside, N. Y.	WWRL
COHENING THE TOWN	Adult	N. A.	15-min	1	O. R.	Harold Cohen, local drama critic, gives screen chatter	Pittsburgh, Pa.	WJAS
COMMUNITY NEWS	Family	N. A.	15-min	6	O. R.	Only source for local news via radio in this city	Frederick, Md.	WFMO
MEADE DAVIISON	Adult	N. A.	10-min	5	\$200	Commentary, featuring interviews with UN delegates	Woodside, N. Y.	WWRL
EVENING EDITION	Adult	N. A.	15-min	5	\$210	Evening roundup of news, sports, local items by WJLS news editor	Beckley, W. Va.	WJLS
IT HAPPENED DURING THE WEEK	Adult	N. A.	15-min	1	\$25	A recap of the week's top news events in world and local	Annapolis, Md.	WANN
JAMESTOWN IN REVIEW	Adult	N. A.	15-min	1	\$37.50	Tape or c.t. interviews, review of week's local news	Janestown, N. Y.	WJTM
FRANK KINGDON	Adult	N. A.	15-min	1	\$225	Kingdon comments incisively on the week's events	New York City	WOR
LOCAL AND COUNTY NEWS	Adult	N. A.	10-min	5	\$55.50	Slanted to women. Show uses 15 different county news sources	Uniontown, Pa.	WMBS
MARYLAND NEWS	Family	N. A.	15-min	5-6	\$35 talent	Follows local sportscast, uses late local and state news	Baltimore, Md.	WFBR
NEWS AT FIVE	Family	N. A.	5-min	5	\$75	Only Norfolk station with a newscast near this hour	Norfolk, Va.	WLOW
NEWS AT NOON	Family	N. A.	15-min	6	\$971 for 3-weekly	Newscast prepared by NBC Newsroom, aired by Radcliffe Hall	New York City	WNBC

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes, O.R.-On Request

WHN does it again!



*Thank you,
Billboard judges!*

TED HUSING'S BANDSTAND PROMOTION
WINS SINGLE CAMPAIGN DIVISION
INDEPENDENT STATIONS OVER 5,000 WATTS
BILLBOARD 1947 RADIO PROMOTION EXHIBIT

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get *intensive promotional support* for their campaigns, plus *showmanship*, plus *fifty-thousand-watt clear channel coverage*, in America's greatest market.

Yes, you get more for your money on WHN.

WHN NEW
YORK

50,000 Watts · 1050 Clear Channel

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST	DESCRIPTION	CITY	STATION
NEWS, EVERY HOUR	Family	N. A.	3-min	72	O. R.	A P news on the hour from 8 am to 7 pm	Philadelphia, Pa.	WDAS
NEWS OF THE WORLD	Family	10 & C	15-min	6	\$134.40	First complete newscast of the day, with weather reports	Warren, Pa.	WNAE
PERSPECTIVE ON THE WEEK'S NEWS	Family	N. A.	15-min	1	\$40	Author Roy Morgan airs an analysis of the week's news	Wilkes-Barre, Pa.	WILK
7:00 A.M. NEWS	Adult	N. A.	5-min	6	\$30 talent	Wake-up newscast of world, national and local events	Baltimore, Md.	WCAO
BECKLEY SMITH, NEWS	Family	N. A.	15-min	12	O. R.	Just completed 11 years with same sponsor	Pittsburgh, Pa.	WJAS
STAPLETON REVIEWS THE NEWS	Adult	N. A.	30-min	6	O. R.	Three parts: Local; comment on week's news; interviews	Syracuse, N. Y.	WNOR
TRI-STATE NEWS	Family	N. A.	10-min	6	\$193.20	News of West Va., Ohio and Kentucky plus local news	Huntington, W. Va.	WSAZ
JOHN VON BERGEN, NEWS	Adult	N. A.	15-min	6	\$250	Local, national, and world news from U.P. and local sources	Scranton, Pa.	WARM
WKAL NEWS	Family	N. A.	15-min	6	\$158	Straight newscast by Michael Carlo	Rome, N. Y.	WKAL
A WOMAN'S NOTEBOOK	Women	N. A.	15-min	5	\$107.20	News notes to women, with features and interviews	Wilkes-Barre, Pa.	WILK

Novelty

CALENOAH OF CHARACTER	Family	N. A.	15-min	1-3	\$35 talent per show	Helene Graham analyzes character from month of birth	Baltimore, Md.	WFBR
CONVERSATION AT EIGHT	Family	N. A.	30-min	1	\$200 talent	Author Tom Sugrue interviews well-known personalities	New York City	WINS
DAPPER DAN TIME	Women	N. A.	30-min	5	O. R.	Dapper Dan Martini ad libs, and spins disks	Frederick, Md.	WFMD
DREAM WEAVER	Family	N. A.	15-min	5	\$715.50	Paul Shannon reads inspirational poetry against organ background	Pittsburgh, Pa.	KOKA
GREEN AND GOLD ROOM	Family	N. A.	45-min	1	\$50	Simulated night-club variety show using records; background noise	Baltimore, Md.	WCBM
LABOR ARBITRATION	Adult	2.3	60-min	1	\$250 talent	Labor expert Samuel R. Zaek heads panel of guest experts	New York City	WMCA
LUNCHEON AT SARDI'S	Family	1.3 H	30-min	5	\$600	Interviews with celebrities at restaurant	New York City	WNEW
MYSTERY AT EIGHT	Family	N. A.	30-min	5	\$75 15-min \$125 30-min	Transcribed mysteries across the board every night at 8	New York City	WNEW
PINEY HOLLOW HOE-DOWN	Family	N. A.	30-min	2	\$200 per 30-min	Quadrilles, hoe-downs, reels, etc., with square dance calls	Trenton, N. J.	WTTM
VAUGHN'S AUDITION TIME	Family	N. A.	30-min	1	\$42.40	Listeners vote for best amateur. Every seventh week winners compete	Nanticoke, Pa.	WHHL

Quiz

ANSWER MAN	Family	1.2 H	5-min	6	\$925	Erudite "Answer Man" replies to listener's mailed-in questions	New York City	WOR
RECORD RIDDLES	Family	2.6 H	15-min	6	\$95 per spot	Guess identity of mystery records played by emcee	New York City	WOR

Sports

CROSS VIEWS OF SPORTS NEWS	Adult	N. A.	15-min	6	\$195	Production sportscast show with various running features	Huntington, W. Va.	WPLH
BILL DIEHL SPORTS PARADE	Adult	N. A.	15-min	6	\$30 talent	Commentary on national and local sports events	Norfolk, Va.	WGH
FOOTBALL GAMES	Family	N. A.	120-min	2	\$100 per show	Local high school and college football games, play-by-play	Wilkes-Barre, Pa.	WIZZ
JACK GUINAN'S SPORTS SUMMARY	Men	N. A.	15-min	5	\$135	Follows newscast in evening. Complete sports roundup	Jamestown, N. Y.	WJTN
STAN LOMAX	Men	6.2 H	15-min	3	\$90 talent per show	Veteran sportscaster Stan Lomax gives late sports news	New York City	WOR
RAY MARTIN, SPORTS	Men	6.4 C	15-min	6	\$90	Emphasis on local sports, by Ray Martin	Middletown, N. Y.	WALL
BOB PRINCE, SPORTS	Men	N. A.	15-min	6	O. R.	"Has the highest sportscaster Hooper in Pittsburgh": WJAS	Pittsburgh, Pa.	WJAS
SPORTS CLINIC	Juvenile	N. A.	30-min	1	\$300	Boys clubs receive advice on sports from guests. Prizes	Philadelphia, Pa.	WFIL
SPORTSMEN'S CLUB	Men	N. A.	15-min	2	\$110	Lake Fishing and Hunting Club, with guests, mailbag, etc.	Wilkes-Barre, Pa.	WILK

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes, O.R.-On Request

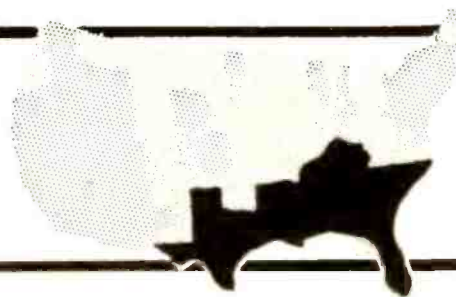
TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
SPOTLIGHT ON SPORTS	Men	N. A.	15-min	5	\$122.50	Coverage of local and national sports news, interviews	Wilkes-Barre, Pa.	WILK
SUNDAY SCOREBOARD	Men	N. A.	10-min	1	\$25	Recap of sports news for the week end	Annapolis, Md.	WANN
WBLK SPORTS NEWS	Family	N. A.	10-min	6	\$128.12	Local and wire-service news of sports	Clarksburg, W. Va.	WBLK
WHIRL AROUND WORLD OF SPORTS	Men	N. A.	15-min	6	\$675	Late news, background stories, forecasts, guest interviews	Pittsburgh, Pa.	KOKA
WINTER SPORTS	Family	N. A.	45-min (approx)	2-4	\$10,000 season of 60 games	Professional ice hockey, and basketball from Uline Arena	Washington, D. C.	WWDC WWDC-FM

Women's Participating

MARGARET ARLEN SHOW	Women	N. A.	30-min	6	\$702.6 spots a wk	A. M. housewife show. Wide range of subjects with feminine appeal; guests	New York City	WCBS
AROUND THE TOWN	Women	N. A.	15-min	1	O. R.	Cooking recipes, household hints, beauty news all given by A. Christy	Pittsburgh, Pa.	WJAS
BLESSED EVENTER	Women	N. A.	30-min	6	\$45 for 6 spots	Ray Schneider congratulates homes of new-born babies	Pittsburgh, Pa.	WWSW
DOROTHY DAY	Women	N. A.	30-min	5	O. R.	Household hints, menus, fashions, budget ideas; interviews	New York City	WINS
HERE'S LOOKING AT YOU	Women	N. A.	30-min	5	\$100 per spot	Richard Willis aids participants in improving personal appearance	New York City	WNEW
ANICE IVES	Women	N. A.	25-min	5	\$50 per spot	Women's Commentary-Participations	Philadelphia, Pa.	WFIL
KATHY COMES CALLING	Women	14 8 C	15-min	5	\$45.6 spots a wk	Program of delightful music and interesting chatter	Jamestown, N. Y.	WJTN
LADIES' DAY AT WCBM	Women	N. A.	60-min	5	\$75 per 5 spots a wk	Prizes, music, eight contests	Baltimore, Md.	WCBM
LADIES MAN WITH TOBEY & TINY	Women	N. A.	30-min	5	\$400.5 spots per wk	Women's food quiz	New York City	WOR
LADIES, THIS IS FOR YOU	Women	N. A.	30-min	6	\$180	Participation show held in local restaurant. Prizes	Beckley, W. Va.	WWNR
OTHER PEOPLE'S BUSINESS	Women	N. A.	25-min	5	\$125 per 5 spots	Guest per day interviewed by Alma Dettliger	New York City	WQXR
RUN OF THE HOUSE	Women	N. A.	30-min	5	\$125.5 spots a wk	Charlotte Adams discusses world and community problems; household hints	New York City	WQXR
SECOND CUP	Women	N. A.	15-min	5	\$100 talent	Fifteen minutes of casual comment	Troy, N. Y.	WTRY
THIS AND THAT WITH MONA AND PAT	Women	N. A.	15-min	5	\$187.50	Two sisters poke fun at each other as they discuss current topics	Woodside, N. Y.	WWRL
ANN YOUGH VISITS	Women	N. A.	15-min	1	O. R.	Material on Home—Gardens	Greensburg, Pa.	WHJB
BARBARA WELLES	Women	1.5 H	30-min	5	\$500.5 spots per wk	Women's chatter and gossip	New York City	WOR
VIRGINIA WELLS	Women	N. A.	15-min	5	\$51.25.5 spots a wk	News of Women's Organizations around town	Binghamton, N. Y.	WINR
YOUR FRIENDLY NEIGHBOR	Women	3.5	15-min	5	\$22.50 per spot	Twelve-year-old participation-program	Baltimore, Md.	WCAO

Southern

Families: 8,380,000 Radio Families: 6,399,000
Arkansas, Kentucky, North Carolina, South Carolina, Tennessee,
Georgia, Alabama, Florida, Louisiana, Mississippi, Texas



Drama

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
GOLDEN WEDDING	Family	N. A.	30-min	1	\$37.50	Skits featuring highlights in lives of couple	Huntsville, Ala.	WFUM
TELLER OF CURIOUS TALES	Family	N. A.	15-min	5	O. R.	Spine-tickling mysteries handed down from one generation to next	Huntsville, Ala.	WFUM

Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes; O.R.-On Request

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
HEALTHY, WEALTHY AND WISE	9-12 yrs	N. A.	30-min	1	\$35 talent \$15 prizes	Quizzes, stunts, games; studio audience	Louisville, Ky.	WAVE
TOTS PLAYHOUSE	1-5 yrs	N. A.	25-min	1	O. R.	Stories and records for tots and mothers	New Orleans, La.	WOSU

Man-on-the-Street

MAN ON THE STREET	Family	N. A.	15-min	6	\$39.54	Pre-set alarm clock goes off during show, guest gets prize	Florence, Ala.	WMFT
-------------------	--------	-------	--------	---	---------	--	----------------	------

Music

BOB AND HIS GIRL FRIENDS	Women	N. A.	15-min	5	O. R.	Bob Meskill spins disks of four female singing stars daily	Augusta, Ga.	WBBQ
CECIL BROWER'S WESTERN BANO	Family	N. A.	25-min	6	O. R.	Pop tunes as well as western music by this live talent group	Odessa, Tex.	KECK
CASCADES OF MELODY	Family	N. A.	25-min	5	\$84.30 5 15-min	Popular hit tunes of today and yesterday	Durham, N. C.	WTIX
FOUR HAWAIIANS	Family	N. A.	30-min	1	\$16.92 per spot	Live Hawaiian music group, also plays current pop tunes	Florence, Ala.	WMFT
JIVE FIVE	Family	N. A.	30-min	5	O. R.	On air six years with this live Dixieland-style group. Guests	New Orleans, La.	WWL
MELODY DEPARTMENT	Family	N. A.	15-min	5	\$72	BMI script used with recorded music. Program notes on bands	Ft. Pierce, Fla.	WIRN
MUSICAL CARAVAN	Women	N. A.	30-min	6	\$150 6 15-min	Musical tour around foreign lands, with appropriate songs	West Memphis, Ark.	KWEM
MUSIC BY REQUEST	Women	6.2 C	15-min	5	\$199.40 5 15-min	Phone requests played immediately by live novelty music group	Savannah, Ga.	WTOC
NEW SPANISH TRAIL	Adult	N. A.	30-min	1	\$50 talent	Six-piece Mexican orchestra, girl vocalist. Rumbas, tangos, etc.	San Antonio, Tex.	WOAI
AGGIE PICKIN'S	Family	N. A.	30-min	1	\$150	Live college-talent show with studio audience of 2,000	College Station, Tex.	WTAW
REHEARSAL FOR A NERVOUS BREAKDOWN	Family	N. A.	15-min	3	\$4.70 spot \$2 talent	Two-man act at piano and vocal. Much ad lib kidding around	Andalusia, Ala.	WCTA
KENNY RENNER SHOW	Women	N. A.	15-min	3-5	\$66 talent	Renner sings smooth ballads for housewife audience	Louisville, Ky.	WAVE
BOB SMITH AND HIS RADIO PALS	Family	N. A.	15-min	6	\$283.20 6x15-min	Live talent group, seven years on this station	Columbia, S. C.	WIS
SONG SHOP	Family	N. A.	15-min	5	\$304.25	Cliff Cameron at the organ. Was sponsored 2 years by drug chain	Atlanta, Ga.	WATL
SPOTLIGHT ON A STAR	Family	N. A.	15-min	6	\$125	Thumbnailed portraits of singing stars plus their records	Port Arthur, Tex.	KPAC
SPOTLIGHT ON RHYTHM	Family	6.0	30-min	5	O. R.	Recorded and transcribed music	Meridian, Miss.	WTPK
WAX MUSEUM	Adult	N. A.	25-min	1	O. R.	Barbershop harmonies by a male quartet	New Orleans, La.	WOSU

News

COMMUNITY PRESS	Family	7.9	15-min	1	\$30	Local newscast with emphasis on community betterment	LaGrange, Ga.	WLAG
EARLY EDITION	Family	N. A.	5-min	6	\$43.20	First news on daily schedule. Roundup-style	Ft. Pierce, Fla.	WIRA
BOB FEAGIN AND THE NEWS	Family	N. A.	15-min	5	\$5 news charge	Roundup newscast of local, state, and international news	Jacksonville, Fla.	WPDQ
HOUSEWIFE CHATTER	Women	N. A.	15-min	5	\$32.95	Woman's news program, with book reviews, screen news, etc.	Florence, Ala.	WMFT
IT HAPPENED LAST NIGHT	Family	N. A.	15-min	6	O. R.	Morning newscast that reaches a big farm audience	Longview, Tex.	KFRD
JOURNAL OF THE AIR	Family	N. A.	15-min	5	\$72.90	Roundup done in production format with three voices, sound effects	Dillon, S. C.	WOSC
LATE NEWS AND SPORTS	Family	N. A.	15-min	6	\$41.54	Review of day's news with late sports news, ball scores	Florence, Fla.	WMFT
LISTEN LADIES	Women	N. A.	15-min	5	O. R.	Women's interest news, fashions, movie news, musical numbers	North Little Rock, Ark.	KXLR
LISTEN LADY	Women	N. A.	15-min	5	\$52.50	Typical women's interest news show	Macon, Ga.	WBML
LOCAL NEWS	Family	N. A.	5-min	6	\$25	Summary of city and county news	Palestine, Tex.	KNET
MATINEE AT MIDNIGHT	Family	N. A.	60-min	6	O. R.	"Disk-concerting" balance of news, guests, jive and classical music	Chicago, Ill.	WBBM

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes, O.R.-On Request

FOR BALTIMORE... A MARKET OF 192,146 MONEY SPENDING HIGH SCHOOL STUDENTS AND THEIR FAMILIES



ANOTHER LIVE WFBR PROGRAM — ONE THAT CAN REALLY SELL THE BIG CASH MARKET

Here is how you can wrap up 192,146 High and Prep School students of Baltimore into one package—and win their undying loyalty to your soft drink, gum, candy or other teen-age product.

It's simple to do in Baltimore. WFBR's 4-year old "Scholastic Scrapbook" is now offered for sale, M.C.'d by one of Maryland's great athletes, featuring stars like Frankie Sinkwich as guest expert. "Scholastic Scrapbook" brings pre-game predictions—important game results in Baltimore High and Prep school circles to the air each Friday, 7:00-7:15 P.M. Football, Basketball, Hockey, Baseball—every school sport is covered to keep intensive interest throughout the 39-week school year.

But "Scholastic Scrapbook" is not just another Sport Show. It has a terrific "gimmick." Each week a corps of experts see all important games, select the "Unsung Hero" to be honored that week over "Scholastic Scrapbook." Not the fellows who win headlines, but the many who contribute to their success. Rivalry between schools for the C. P. McCormick award as the best "Unsung Hero" of the season is intense—builds a high listening audience.

Naturally, it is WFBR that airs such an interest arousing, live, local program. In Baltimore, WFBR is the *live show station*. That's why WFBR delivers for net and spot advertisers alike, more listeners per dollar than any other Baltimore station.

WFBR—BALTIMORE

ABC—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	CDST*	DESCRIPTION	CITY	STATION
NEWS AND FARM REVIEW	Family	N. A.	30-min	5	\$110	Divided into two periods. First is news roundup, last is farm news	Orlando, Fla.	WRZ
NEWSCAST	Family	N. A.	15-min	5	\$73.83	Straight summary of the local, state, and international news	Asheville, N. C.	WKIX
NEWS ROUNDUP	Family	N. A.	15-min	11	\$32.95 5x wk \$54.84 6x wk	Two newscasts daily from AP sources	Florence, Ala.	WMFT
MORVIN DUNCAN, NEWS	Adult	N. A.	10-min	5	\$3 talent	Straight news supplemented by local coverage	Greenville, S. C.	WFBC
THREE STAR EDITION	Adult	7.3 H	15-min	5	\$114.50 plus \$12.50 talent	Complete roundup, plus strong local coverage by Jim Cook	Amarillo, Tex.	KFOA
TODAY'S NEWS	Family	N. A.	15-min	5	\$198.50 5x15-min wk	Tailored news summary for a state-wide audience	Columbia, S. C.	WIS
VIEWS OF THE NEWS	Adult	N. A.	15-min	6	\$53.13	Noontime commentary on the day's news	Florence, Ala.	WMFT
W. C. TEAGUE AND THE NEWS	Adult	6.4 H	15-min	6	O. R.	Commentary on the day's news by this veteran newspaperman	Memphis, Tenn.	WMC
WORLDWIDE NEWS	Adult	N. A.	15-min	6	\$76.50	Summary of late world-wide news	Fayetteville, Ark.	KORS
WOMAN OF THE DAY	Women	N. A.	15-min	3.5	\$51.3x wk	Women in the news, society news, gossip, shopping hints	Montgomery, Ala.	WMGY

Sports

BILL MAPES, SPORTS	Men	N. A.	15-min	6	\$54.84	Straight sports roundup, with occasional interviews	Florence, Ala.	WMFT
DICK SMITH'S SPORTSWURL	Men	9.5	10-min	5	O. R.	Local and world sports	Meridian, Miss.	WTOK
HIGHLIGHTS IN SPORTS	Men	N. A.	15-min	5	\$100	Sports news and stories	Montgomery, Ala.	WMGY
JACK CUMMINS, SPORTS	Men	N. A.	15-min	6	O. R.	Sports news and interviews by WPDQ's Sports Director	Jacksonville, Fla.	WPDQ
PIGSKIN PREVIEW	Men	N. A.	15-min	1	\$10	Local slant. Art Mentor talks with local high school coaches	Palestine, Tex.	KNET
SPORTS EXTRA	Adult	N. A.	15-min	5	\$114.50	Roundup coverage, exclusive in the Amarillo area. Interviews	Amarillo, Tex.	KFOA
SPORTSMAN	Adult	N. A.	15-min	6	\$96	Roundup coverage of national and local sports news	Hartsville, S. C.	WHSC
SPORTS REVIEW	Men	N. A.	10-min	5	O. R.	Summary of late sports news and scores	Florence, S. C.	WOLS
SPORTS ROUNDUP	Men	N. A.	5-min	5	\$68	Dave Banks, ace sports and news man, does fast summary	Jackson, Tenn.	WTJS
SPORTS, SCORES, AND PERSONALITIES	Adult	N. A.	15-min	5	\$155	Sports comment and news	N. Little Rock, Ark.	KXLR

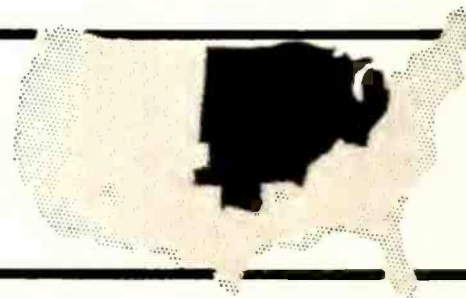
Women's Participating

AT HOME WITH ANNE DALY	Women	4.9	25-min	5	O. R.	Only woman's angle show in Jacksonville. Hints, news, etc.	Jacksonville, Fla.	WPDQ
DATE WITH DOT	Women	N. A.	23-min	5	O. R.	Record show with news of interest to women	Birmingham, Ala.	WKAX
HOMEMAKER	Women	N. A.	30-min	5	\$1.50 per spot	Typical woman's show, with news and chatter	Andalusia, Ala.	WCTA
HOUSEKEEPING A HOBBY	Women	N. A.	15-min	1-3	\$4 talent per broadcast	Program on the air for 13 years. News, hints, recipes	Greenville, S. C.	WFBC
JANE RECOMMENDS	Women	N. A.	30-min	5	\$20 per partic	Civic affairs, woman's news, hobbies, etc.	Miami, Fla.	WGBS
MARKET BASKET	Women	N. A.	45-min	5	\$17.50 per partic	Movie news, cooking and home hints, and music	Tarboro, N. C.	WCPS

Middle Western

Families: 12,140,000 Radio Families: 11,387,000

Ohio, Indiana, Michigan, Wisconsin, Illinois, Minnesota, Iowa, Missouri, Oklahoma, Kansas, North Dakota, South Dakota, Nebraska



Juvenile

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	CDST*	DESCRIPTION	CITY	STATION
CHILDREN'S PROGRAM	Juvenile	N. A.	15-min	6	O. R.	Program in ninth year with child talent, guests, records	Norfolk, Nebr.	WEG

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes, O.R.-On Request

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
KID KLUB	Juvenile	N. A.	30-min	1	\$30.46	Originates local theater, with live kid audience, quiz show	Chickasha, Okla.	KWCO
TEEN-AGER'S SHOW	12-19 yrs	N. A.	30-min	5	\$100	Local live kid talent on show, movie news, guests, eggs	Appleton, Wis.	WHBY
U-SELECT-AND-WIN	8-14 yrs	N. A.	30-min	1	O. R.	Contestants 8-14 identify live music selections for prizes	Wichita, Kans.	KANS

Man-on-the-Street

INQUIRING MIKE	Family	5.0 H	15-min	5	O. R.	Movie tickets given to guests on this typical interview show	Des Moines, Iowa	KSD
INTERVIEW ON MAIN STREET	Family	N. A.	15-min	6	O. R.	Conducted from local theater lobby. Gift certificates	Fostoria, Ohio	WFDB-FM
KLIZ GOES CALLING	Family	N. A.	15-min	2	\$40	Tape-recorded interviews at county fairs, games, etc.	Brainerd, Minn.	KLIZ
MAN ON THE STREET	Family	13.5 C	15-min	3	\$71.40 plus prizes	Informal interview show with gifts, special questions	Creston, Iowa	KSIB
PENNY FOR YOUR THOUGHTS	Family	N. A.	15-min	6	\$117	Gives away pennies; if guest's penny has right date, prizes	Vincennes, Ind.	WAOV

Music

AFFECTIONATELY YOURS	Women	N. A.	15-min	5	\$55 talent	Tenor Ken Ward sings pop tunes with organ accompaniment	Cleveland, Ohio	WTAM
ANNIE'S ALMANAC	Women	N. A.	15-min	3	\$75 talent	Like old-time almanac, with hints, live music, chatter	Indianapolis, Ind.	WIBC
CONCERT HALL	Family	N. A.	60-min	7	\$108	Full hour of classical and light classical music	Grand Rapids, Mich.	WFRS
OIXIE FOUR	Family	N. A.	15-min	6	\$90 talent	Available Sat. morning. A live quartette, piano	Indianapolis, Ind.	WIBC
EVENING MELODIES	Family	N. A.	15-min	5	\$106.25	Smooth blend of classical and popular transcriptions	Shenandoah, Iowa	KFNF
HAWAIIAN INN	Family	4.8 H	30-min	5	\$36.25 for 5 spots	Mythical-hotel-in-Hawaii format, with South Seas music	Tulsa Okla.	KFMJ
LIFE, LOVE, AND LOUISE	Family	N. A.	15-min	5	O. R.	Louise King's vocals, with news and comment	Chicago, Ill.	WBBM
GOROTHY MARSHALL SINGS	Family	N. A.	15-min	1-6	O. R.	Girl singer with piano. Pop tunes, old favorites	Alliance, Ohio	WFAH
MEMORY TIME WITH NANCY LEE	Family	N. A.	15-min	5	\$106.25	Memory tunes sung by Nancy Lee with piano background	Shenandoah, Iowa	KFNF
STAROUST SERENADE	Family	N. A.	15-min	5	O. R.	Songs by Billy Leach, singer on the "Wayne King Show"	Chicago, Ill.	WBBM
THIS IS FOR YOU	Family	N. A.	15-min	1	\$150	Live talent with 12-piece band, vocalists. Variety musical	Youngstown, Ohio	WFMJ
TONES OF HARMONY	Family	N. A.	30-min	1	O. R.	Negro quintet with high local popularity. Spirituals	Fostoria, Ohio	WFDB-FM
WFRS CONCERT HALL	Adult	N. A.	55-min	6	\$108	Only regular concert hour show available in western Michigan	Grand Rapids, Mich.	WFRS

News

BERNIE ANDERLEY, NEWS	Family	N. A.	15-min	6	\$120	News, with local guests who are in local news picture	Brainerd, Minn.	KLIZ
COUNTRY EDITOR	Family	12.0	15-min	5	\$60	Local items done in honey, informal style	Cedar Rapids, Iowa	WMT
DUNBAR'S EVENING COMMENTARY	Men	10.7 H	5-min	5	\$155	Commentary on national and international news, local	Kalamazoo, Mich.	WKZO
HERE'S TO THE LADIES	Women	N. A.	15-min	6	\$39	Women's news show, with hints, fashions, music	Alliance, Ohio	WFAH-FM
CHARLES HERMAN, NEWS	Women	4.7 H	15-min	5	\$137	National, state and local coverage in roundup form	Grand Rapids, Mich.	WLAV
LEE KRAMER	Women	23.2 C	15-min	3	\$65	News for women, with some fashion hints, poetry	Galesburg, Ill.	WGIL
LET'S TALK ABOUT THE WEATHER	Family	5.4 H	5-min	5	\$140	Complete 3-day weather forecasts for farm and city	Indianapolis, Ind.	WFBM
LISTEN LADIES	Women	N. A.	15-min	5	\$76	Homemaker news show, with local items, fashions, prices, etc.	McAlester, Okla.	KTMC
LOCAL NEWS ROUNDUP	Family	12.5	15-min	7	\$48.80 per 15-min	All available local news, plus state news	Canton, Ohio	WHBC

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H - Elliott-Hayes; O.R.-On Request

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
LUNCHEON NEWS	Men	N. A.	15-min	5	\$240	News, earned remote from civic club luncheons as institutional	Flint, Mich.	WBBC
NEWS OF THE DAY	Family	N. A.	15-min	5	\$106.25	Follows Fulton Lewis; spots open at beginning and end of show	Joplin, Mo.	WMBH
NEWS TO WOMEN	Women	N. A.	15-min	5	\$62.50	News cast slanted to women with home-making items, price news	Galesburg, Ill.	WGIL
NOON NEWS	Family	N. A.	15-min	6	\$175	Midday newscast of general interest. Complete roundup	Shenandoah, Iowa	KFNF
ART ROBINSON, NEWS	Family	N. A.	15-min	5	\$153.75	Art Robinson, 15-year news veteran in radio in roundup	Columbus, Ohio	WHKC
COURTNEY SMITH, NEWS	Family	N. A.	15-min	18	O. R.	Wire service and local news items in roundup form	Evansville, Ind.	WEOA
TEN P.M. SATURDAY NEWS	Adult	N. A.	15-min	1	O. R.	Late evening roundup of the world, national, local news	Chicago, Ill.	WMAQ
VOICE OF THE NEWS	Adult	N. A.	30-min	6	O. R.	Roundtable discussion of the day's news by WJAG news staff	Norfolk, Nebr.	WJAG
TONY WEITZEL	Adult	N. A.	5-min	5	\$915	News commentary on events of a local nature	Detroit, Mich.	WWJ

Sports

TOM MANNING, SPORTS REPORTER	Men	5.3 H	10-min	6	\$210 talent	Manning, 20-year radio sports veteran, with general coverage	Cleveland, Ohio	WTAM
AL NAGLER, SPORTS	Men	N. A.	15-min	5	O. R.	Summary of world and local sports happenings	Detroit, Mich.	WJBK
SPORTRAITS	Men	2.5 H	15-min	2	O. R.	John Harrington reviews the sports news in drama style	Chicago, Ill.	WBBM
SPORTS DESK	Men	N. A.	15-min	5	O. R.	Comment on sports news with guest interviews	Des Moines, Iowa	KSO
SPORTSMAN'S CORNER	Men	N. A.	15-min	1	\$20 talent	Preview of week-end sports, hunting and fishing events	Indianapolis, Ind.	WIBC
SPORTSMAN'S ROUND TABLE	Men	N. A.	15-min	1-3-5	O. R.	Board of four experts answers questions mailed by fans	Chicago, Ill.	WBBM
SPORTS REVIEW	Men	N. A.	15-min	5	\$8.50 per 15-min	Rapid-fire comment on the sports news; local slant	Sweetwater, Okla.	KXOX
SPORTS ROUNDUP	Men	N. A.	5-min	6	O. R.	Wire-service sports news with local slant, late ball scores	Norfolk, Nebr.	WJAG
WSTV FIELD & STREAM CLUB	Adult	N. A.	15-min	1	O. R.	For sportsmen and non-sportsmen, with anecdotes, tips, news	Steubenville, Ohio	WSTV

Variety

CLEVELAND CLAMBAKE	Women	5.0-7.0 H	30-min	5	\$600	Afternoon variety, with live audience, music, quizzes, etc.	Cleveland, Ohio	WJW
SUNNY SIDE UP	Family	N. A.	30-min	5	O. R.	Impromptu music, chatter, prizes, studio audience, gags	Dayton, Ohio	WING

Women's Participating

JUNE BAKER	Women	N. A.	30-min	6	\$400 for 6 spots	Now in 14th consecutive year. Chicago's top-rated feminine show	Chicago, Ill.	WGN
COOK BOOK TIME	Women	N. A.	30-min	6	\$175 per month 1 spot per day	Hints and recipes, kitchen suggestions, women's news	Shenandoah, Iowa	KFNF
FOR LADIES ONLY	Women	N. A.	15-min	5	\$40.50 for 5 spots	Morning women's commentary show with news, hints, etc.	Creston, Iowa	KSIB
HOUSEWIFE'S REQUESTS	Women	N. A.	30-min	5	O. R.	All-request show for housewives only. Letters read on air	Portsmouth, Ohio	WPAY
LISTEN LADIES	Women	N. A.	30-min	5	\$145.55 wk; Spots O. R.	All-around show of news, music, chatter, gossip, interviews	Joplin, Mo.	WMBH
WOMEN'S CLUB OF THE AIR	Women	3.0 H	30-min	5	\$40 per spot	Home forum type. Information, hints, interviews	Cleveland, Ohio	WTAM
YOUR DAILY OZEN	Women	N. A.	15-min	5	\$57 wk; Spots O. R.	Contests, music, women's interest news, gossip, hints	Wis. Rapids, Wis.	WFRR

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes O.R.-On Request

MR. SPONSOR ASKS:

(Continued from page 41)

afforded the maximum protection from a station or network in holding option for such a time period.

GORDON H. MILLS
 Manager, Radio Department
 Kudner Agency Inc., N. Y.



Obviously there can be no general rule which would protect advertisers since the circumstances involved in building a time period are so varied.

However, I firmly believe that some protection should be given to the advertiser since it's not only to the advertiser's benefit to build a higher listening quotient for his program, but it also benefits the network in the sale of time, by increasing the value to other advertisers of adjacent time periods.

Of course, any network or station soon reaches a point of diminishing returns in holding a time period open for an advertiser and this necessarily limits the amount of protection which the advertiser should expect. Basically, the annual rebate system is designed to make off-season advertising financially attractive to sponsors and thus avoid the necessity of holding open the time period. This may not be the answer in all cases. I am sure that no general rule can be evolved because the value of the program and the sponsor to the network or station varies in each case.

Therefore, I feel that the matter of protection must be worked out between the station or network and the advertiser individually, and the amount of protection given or received will depend entirely upon the relative bargaining power of the negotiators.

JOHN G. HOAGLAND
 Director of Radio
 Robert W. Orr, New York

MILK ON THE AIR

(Continued from page 20)

youngsters—one of the reasons why the big dairies like the big bakers have shifted their appeals to adults. The bigger the give-away the more juvenile listeners and more sales which are activated by youngsters. The hitch is that when a competitor comes up with a bigger and better give-away the kids blithely shift

their allegiance to the new product. Every dairy at one time or another uses a juvenile program and sooner or later shifts from urging tots to "Ask mama to buy Razzle Dazzle Milk" to selling its products on a factual basis direct to mama.

Milk air advertising is credited with materially increasing the per capita consumption of dairy products during the last 10 years. Only the consumption of butter has gone down during the decade. Dairy increases show up in the following fashion:

Per Capita Consumption			
Fluid Milk	1937	160.23	quarts
Fluid Milk	1947*	200.46	quarts

Butter	1937	16.5	pounds
Butter	1947*	10.0	pounds
Cheese	1937	5.6	pounds
Cheese	1947*	7.0	pounds
Ice Cream	1937	7.6	quarts
Ice Cream	1947*	19.0	quarts

* Projected from current product usage.

Both of the national milk advertisers have run the gamut of programing. Only the Kraft division of National Dairy has been consistent from almost its air beginning, the *Kraft Music Hall* having started with Paul Whiteman at the helm in 1933 and continued with Bing Crosby and now



DENVER WANTED MORE RAY PERKINS

Now two hours daily . . . 2:30 to 4:30 P. M.

Thanks to these sponsors . . .

Birdseye Frosted Foods	Calumbia Records	Alexander Smith Carpets
Blandex	Durkee Margarine	Swift Ice Cream
Clicquat Club	Kem Tane	Tintex
Calgate's Ajax	Sears Roebuck & Co.	Vicks Products
A & A Coal Co.	Culligan Soft Water	Santa Fe Lumber Co.
Accurate Lack & Key Co.	Denham Theater	Sun Glo Venetian Blinds
American Beauty Laundry	Electric Center	Sweetheart Floral Shop
Carlson-Frink Dairy	Merritt Moving & Storage	Tasty Foods
Products	Miller's Super Markets	Venetian Blind Laundry
Coal Heating Co.	Pedigree Shop	Weiss Venetian Blinds
Calo Maco		Wilson Trailers

**For Rates and Remaining Availabilities in the
 RAY PERKINS SHOW**

**ASK A JOHN BLAIR MAN
 Or GENE O'FALLON, Manager, KFEL, Denver**

Al Jolson down through the years without break except for summertime replacements. This program has had a high rating, good sponsor identification, and sold Kraft products.

While the Kraft Music Hall was setting the pace for cheese-selling, the Sealtest part of the organization fooled around with longhair music and actually left the air for five years until the *Sealtest Village Store* formula was developed. They've stuck with this through a number of stars, always doing a good selling job at a reasonable program cost. When Joan Davis outgrew the program they kept her co-star Jack Haley and built Eve Arden. This season, as previously noted, Haley has been replaced by Jack Carson with

Arden continuing with the program. By keeping one of the two stars at all times Sealtest has been able to achieve a continuity of effort. In the summer one of the stars takes a hiatus so the cost of the program is cut down to summer-audience size and Sealtest selling runs merrily along. Sealtest has local cut-ins on the *Village Store* program for local brand names throughout the country for as National Dairy has absorbed local brands it has not eliminated the local brand name but simply added the Sealtest label to the local package.

In August 1941 Kraft added a second program to its air advertising, taking the Gildersleeve character from *Fibber McGee and Molly* to build a program of its own.

With the exception of summer hiatus periods Gildersleeve has continued on the air selling Parkay Margarine and Kraft cheeses.

National Dairy spends over \$2,500,000 for radio advertising as against around \$500,000 for magazines. Its success with its three programs, however, does not deter its member companies from broadcasting their own programs. Sheffield's inexpensive *Guess Who* (WOR, New York) filled the Madison Square Garden for one broadcast and played Loew's State—with plenty of commercial billing for the name Sheffield.

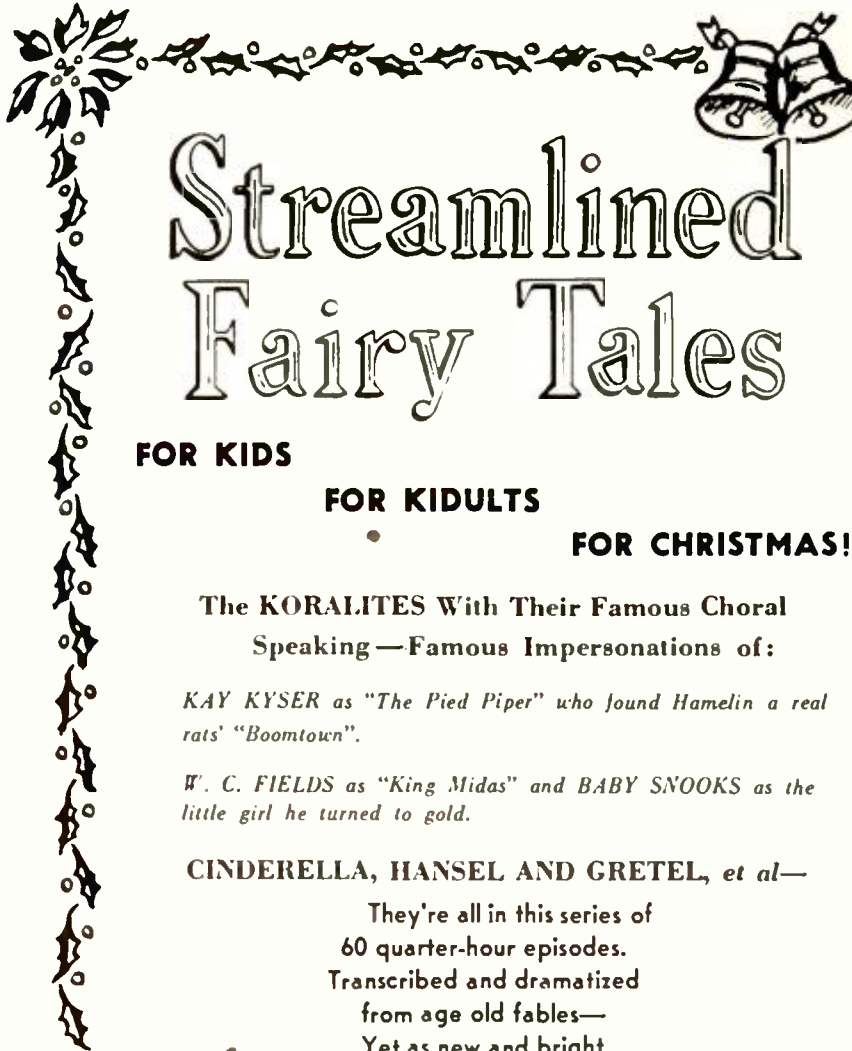
As National Dairy's use of the air has been stable, Borden's has been just as erratic. Borden nationally has sponsored everything from *Magic Recipes* to its present Mark Warnow and *County Fair*. Its gamut has included:

Household Institute	NBC	1932
Magic Moments	Blue	1933
Leo Reisman Orch	NBC	1933
Magic Recipes	CBS	1934-35
45 Minutes in Hollywood	CBS	1934
Bea Lillie	Blue	1935
Hughes Reel	NBC	1938
Fannie Hurst	Blue	1944
Ed Wynn	ABC	1944-45
Borden Show	ABC	1945
County Fair	CBS	1945 (to date)
Jerry Wayne	CBS	1945
Ginny Simms	CBS	1945-47
Tommy Riggs	CBS	1946
Arthur's Place	CBS	1947
Mark Warnow	CBS	1947 (to date)

Of these only *County Fair* may be said to be an outstanding success. It's a daytime *People Are Funny - Truth or Consequences* sort of program, inexpensive, with a fair Hooper (current 5.3) that usually ranges midseason from 6 to 7. That's good for a daytimer that's on only once a week.

Although Borden has been unable, except in the case of *County Fair*, to hit a program that delivered a habit of listening, every one of their programs has had some listening and has therefore sold Borden products. They admit that they don't know exactly what will sell milk and dairy products but they also point out that they've been in broadcasting for a long time and the company has constantly grown in gross business and profits. Unlike National Dairy they have a national trade name, Borden, that goes on everything they sell from their instant coffee to their Eagle Brand Condensed Milk.

Also unlike National Dairy, Borden owns its own outlets and distributors.



Streamlined Fairy Tales

FOR KIDS
FOR KIDULTS
FOR CHRISTMAS!

**The KORALITES With Their Famous Choral
Speaking—Famous Impersonations of:**


KAY KYSER as "The Pied Piper" who found Hamelin a real rats' "Boomtown".

W. C. FIELDS as "King Midas" and BABY SNOOKS as the little girl he turned to gold.

CINDERELLA, HANSEL AND GRETEL, et al—

They're all in this series of
60 quarter-hour episodes.
Transcribed and dramatized
from age old fables—
Yet as new and bright
as the NEW YEAR coming!

For an audition disc
and success stories, WRITE



Harry S. Goodman

19 EAST 53rd STREET...NEW YORK CITY

National, for its part, is making a concerted drive to get men to go into business as Sealtest Milk distributors. They use the fact that they're radio-sold and are continuing to sell the Sealtest trade-mark as a plus in this effort. They're out to add 1000 of these new outlets in 1947 and have developed a distributor package adjustable to nearly any cash reserve for setting one's self up in business. It's a franchise arrangement which protects the new businessman and is very inviting for a man with a family—for whom the dairy business is painted as something extra special.

Since the World's Fair in New York Borden has increasingly sold a new Borden trade-mark, Elsie, the Cow, on and off the air. Currently they are running a contest to name Elsie's new calf. At the same time they've discovered that a living trade-mark like Elsie has by-products in the form of Elsie toys and Borden now has a special division called Elsie Enterprises which licenses the use of the Elsie name, etc. There are toys, baby dishes, games, and a whole roomful of juvenile products that bear the name and likeness of Elsie... and they're selling as well as advertising Borden.

Thus, the dairy industry's use of radio runs the gamut. The products and appeals vary, which gives the man with still another slant on capturing the dairy audience a basis for arguing his case. But the failures have been too many and it's time for dairy sponsors to make a careful analysis of what clicks. Much of the record is here.

THE OHIO STORY

(Continued from page 24)

next problem was to find a narrator to carry the major burden of tale-telling. Here again the need was for a performer who, like the producer, would be willing to leave lush markets for his talents to come to Cleveland, to forsake the flesh-pots, so to speak, for the sylvan beauty of one of the Cleveland suburbs. The agency found one such in Bob Waldrop, who after starting in radio 16 years ago in San Francisco had traveled around the country during the war narrating the Army War Show and later had done the *Treasury Salute*. Although not an Ohioan, Waldrop has on a number of public occasions frankly admitted that he's on the way to becoming one. He didn't come to Cleveland to take over *The Ohio Story* job without a number of misgivings—but he came and he's very happy that he did—now.

(Please turn to page 72)

BMI *Run-up Sheet*

Hit Tunes for November

(On Records)

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 . Victor Lombardo—Maj. 7269 . Tommy Tucker—Col.*

AS SWEET AS YOU (Regent)

Art Lund—MGM 10072

COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 . Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 . Fernando Alvarez—Sig. 15145
Guy Lombardo—Dec. 24156

FORGIVING YOU (Mellin)

Harry James—Col. 37588 . Johnny Johnston—MGM 10076
Sammy Kaye—Vic. 20-2434 . Jerry Cooper—Diamond 2084

HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 . Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 . Ted Weems—Perry Como—Dec. 25078
Ray Noble—Col. 37544 . Dinning Sisters—Cap. 433
Four Vagabonds—Apollo 1055 . Jack McLean—Coast 8002
Frank Froeba—Dec. 23602 . Bobby Doyle—Sig. 15057 . D'Artega—Sonora 2012
Foy Willing—Maj. 6013 . Joe Howard—DeLuxe 1036
Marshall Young—Rainbow 10002 . Joseph Littau—Pilotone 5132
Danny Kaye—Dec. 24110 . Jerry Cooper—Diamond 2082
Jean Sablon—Vic. 25-0101 . Ben Yost Singers—Sonora 1084

JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 . Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 . Peggy Lee—Cap. 445 . Doris Day—Col. 37821

MADE FOR EACH OTHER (Peer)

Buddy Clark—Xavier Cugat—Col. 37939 . Monica Lewis—Sig. 15105
Dick Farney—Maj. 7273 . Desi Arnaz—Vic. 20-2550
Enric Madriguera—Nat. 9028

SMOKE! SMOKE! SMOKE! (That Cigarette) (American)

Tex Williams—Cap. 40001 . Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 . Deuce Spriggins—Coast 263
Johnny Bond—Col. 37831 . 101 Ranch Boys—Security 1001

THERE'LL BE SOME CHANGES MADE (Marks)

Dinah Shore—Col. 37263 . Peggy Lee—Cap. 15001 . Ted Weems—Dec. 25288
Eddie Condon—Dec. 18041 . Fats Waller—Vic. 20-2216

THE STORY OF SORRENTO (Pemora)

Buddy Clark—Xavier Cugat—Col. 37507 . Bobby Doyle—Sig. 15079

ZU-BI (Republic)

Sammy Kaye—Vic. 20-2420 . Victor Lombardo—Maj. 7263
Tommy Tucker—Col.* . Art Mooney—MGM*

* Soon to be released

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

signed and unsigned

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles C. Alsop	Packard-Bell Radio Mfg Co, L. A., adv mgr	Buchanan, L. A., acct exec
Francis G. Barton Jr.	Federal, N. Y., radio dir	Same, vp
Mort Bassett	Morse Intl, N. Y., timebuyer, asst radio dir	John Blair, N. Y., sta svr mgr
John Baxter	BBD&O, N. Y., copy superv	LaRoche & Ellis, N. Y., same
K. O. Billingsley	Tracy-Locke, Dallas	Wetmore Advertising, Dallas (new branch), mgr
Helen Black	Walter Swertfager, N. Y., media dir	Redfield-Johnstone, N. Y., media dir
T. Howard Black Jr.	W. Earl Bothwell, Pittsburgh, media dir	Same, also vp, gen mgr
Zepha Samoiloff Bogert	Beaumont & Hohman, L. A., acct exec	Edward S. Kellogg, L. A., acct exec
Lep P. Bott Jr.	Bott, Little Rock, head	Leo P. Bott Jr. Adv (new), Chi., head
George H. Boyer	Cory Snow, Boston	Tippett, Jackson & Nolan, Boston, acct exec
Robert H. Brinkerhoff	N. W. Ayer, N. Y.	Young & Rubicam, N. Y., acct exec
Watson Buchler	Western, L. A.	William Kester, H'wood, copy chief
Walter Bunker	Young & Rubicam, H'wood, prodn supervisor	Same, radio mgr
Ray Cormier	Allied, L. A., acct exec	Hunter, L. A., same
Frank Delano	Young & Rubicam, N. Y., acct exec	Foote, Cone & Belding, N. Y., acct exec
Ernst Delbridge		Bishop, L. A., copy chief
Steve Earle		H. K. L., L. A., acct exec
Marian Faye		Irwin-McLough, H'wood, copy chief, acct exec
Theodore C. Fisher		Same, vp
Samuel C. Fuller		Young & Rubicam, H'wood, dept exec
Charles Gabriel		Same, vp
James A. Garfield II		Fran Murray, Cleve., acct exec
Chet Gierlach		Duane Jones, N. Y., dir in radio dept
Harold Glickman		Arnold, Boston, acct exec
Stanley R. Graham		Reingold, Boston, copy chief
Ethel Greenfield		H. K. L., L. A., radio head
Leonard Gross		Fred Wittner, N. Y., exec staff
Arthur G. Halfpenny		Same, gen adv mgr
Thomas W. Hall		O. S. Tyson, N. Y., acct exec
Mason L. Ham		Same, vp
E. R. Henderson		E. R. Henderson & Assocs (new), Dallas, head
John C. Holme		Franklin Baker Div General Foods Corp, Hoboken, N. J., adv merch mgr
R. E. Jacobson		Same, Southern Calif, mgr
Llew Jones		BBD&O, S. F., media dir
Arthur A. Judson		Seidel, N. Y., vp
John C. Kenaston		Bishop, L. A., acct exec
Wray D. Kennedy		A. W. Lewin, N. Y., acct exec
Robert Koenig		Raymond Keane, Denver, acct exec
Anthony LaSala		Same, acct exec
William L. Ledwith		Walter Weir, N. Y., exec staff
George J. Leroy		Al Paul Lefton, N. Y., acct exec
Joseph C. Lieb		Same, vp
Byrnes MacDonald		Same, asst pub rel, adv dir
Herbert B. Mankoff		Kurk & Brown, N. Y., acct exec
Robert J. Mann		CBS, N. Y., comml prog development dir
John R. Markey		Stewart-Lovick & Macpherson, Vancouver
H. A. McCoy		James A. Stewart, Carnegie, Pa., acct exec
Elinor G. McVick ar		Harriet Hubbard Ayer, N. Y., adv, merch, prom dir
Edward Merrill Jr.		Young & Rubicam, H'wood, prog dept exec
Henry E. Meyer		Raymond E. Nelson, N. Y., acct exec
Jan H. H. Meyer		Same, vp
David H. Murray		Wm. B. Remington, Springfield, Mass., acct exec
Samuel H. Northcross		Audience Research, N. Y., vp in chge radio research
Frank A. Oberndorfer		Zenith Radio Corp, N. Y., adv, sls prom mgr
Clarence T. Peacock		Mike Goldgar, N. Y., acct exec
Edythe Polsier		Slans & Maury, N. Y., acct exec
Trudy Richmond		Arnold, Boston, fashion, radio acct exec
Carl E. Rogees		Fred W. Amend Co, Chi., adv mgr
Louis Rosenthal		Lancaster, N. Y., acct exec
Ben Rubin		Jones Frankel, Chi., acct exec
Paul Russell		Same, acct exec
Marc H. Seltas		Same, vp
Alfred E. Siegel		Royal Metal Mfg Co, Chi., adv mgr
Lynne Smith		Hugo Scheibner, L. A., acct exec
Audrey Stern		Republic, N. Y., copy dir, fashion head
Leon Thamer		Hixson-O'Donnell, L. A., acct exec
H. B. Troutman		Same, Pittsburgh, creative head
Lester Vail		Show Prodn, Dancer-Fitzgerald-Sample N. Y., gen superv, daytime radio
Gretchen Vandivert		Union Ice Co, S. F., adv mgr
A. S. White		Mogge-Privett, L. A., vp in chge creative activity
Charles S. Wilkinson		Rogers & Porter, Rochester, acct exec
Frank A. Wood		W. B. Scott, Long Beach, adv mgr



Always First!

WJR SCOOPS THE
SPORTS WORLD WITH
FOOTBALL'S BEST....



CRISLER OF MICHIGAN
MON. & WEDS. • 5:30 & 11:15 P.M.



LEAHY OF NOTRE DAME
FRIDAY • 5:30 & 11:15 P.M.

WJR

50,000 WATTS

**MICHIGAN'S GREATEST
ADVERTISING MEDIUM**



BACHMAN'S SPORT SLANTS
TUES. & THURS. • 5:30 & 11:15 P.M.

CBS
THE GOODWILL STATION INC., FISHER BLDG. DETROIT
760 KILO. CLEAR CHANNEL
C. A. RICHARDS Pres.
Presenting **PETRY**
HARRY WISMER Ass't. to the Pres.

FOR JOE METROPOLITAN MARKET STATIONS

WKAP	Allentown
KVET	Austin
WORL	Boston
WFAK	Charleston, S. C.
WTIP	Charleston, W. Va.
WSBC	Chicago
WJBK	Detroit
KNUZ	Houston
KWKW	Los Angeles
WNEX	Macon
WHHM	Memphis
KARV	Mesa-Phoenix
WMLD	Milwaukee
WMIN	Minn.-St. Paul
WBNX	New York
WLOW	Norfolk
WDAS	Philadelphia
WWSW	Pittsburgh
WRIB	Providence
KXLW	St. Louis
KONO	San Antonio
KUSN	San Diego
KEEN	San Jose
WWDC	Wash., D. C.
WHWL	Wilkes-Barre
WTUX	Wilmington

For Joe Offices

New York • Chicago • Philadelphia
Pittsburgh • Washington • Baltimore
Los Angeles • San Francisco

THE CHILDREN'S HOUR

(Continued from page 32)

much that they smothered in their own goo. These remaining programs and their current television counterparts like WABD's *Small Fry Club* with Brother Bob Emery, treat the listeners and viewers as small grown-ups. In television the kiddie hour has moved down to 7-7:30 p.m. This isn't because children stay up later than they formerly did—these visual junior sessions are on the air later at night than their radio counterparts because at present television stations aren't telecasting at the 5 to 6 p.m. moppet time.

For the past few years adventure series, comic strips come to life, and modern Horatio Alger tales have pre-empted the twilight hour. These have been sponsored by cereals (Quaker Oats, Kellogg's Corn Flakes, Ralston), by bakers (Ward Baking), by drinks (Ovaltine), and by other foods with special attractions for juveniles, like Peter Pan Peanut Butter. (Ward Baking is dropping its sponsorship of *Tennessee Jed* at the end of its current cycle not only because of grain shortages and high prices but also because there is a growing feeling among sponsors that unless a children's program reaches the mothers at the same time as the youngsters advertising doesn't pay off. *Jed* hasn't been reaching them. If on the other hand the program reaches the kids and the parents listen in, surreptitiously or not, then it's a top-drawer commercial airing.)

The comic strip programs based upon characters of the same name, like *Superman*, *Dick Tracy*, *Terry and the Pirates*, in the daily press, have supposedly had juvenile-adult appeal. Newspaper surveys have always placed comic strips high among the features with extensive readership. The adult appeal of comic strip radio programs is proved by audience composition figures (listeners-per-listening-set). Typical audience composition figures show:

Program	Men	Women	Children
"Superman"	0.46	0.70	1.19
"Captain Midnight"	0.47	0.58	1.09
"Tom Mix"	0.43	0.67	1.05

In nearly all cases, it may be noted, adult listening (men and women combined) equals the number of half-pints who lend an ear. *Superman* frequently has the highest percentage of women listening to a juvenile program and it's also noted that *Superman* generally has a very high percentage of children per listening set.

Naturally, audience composition figures are not available for the new half-

**FOR THE FOURTH
STRAIGHT YEAR!**

KMLB



● MONROE
LOUISIANA

**Has more listeners
in Monroe and North-
eastern Louisiana than
ALL OTHER STATIONS
COMBINED!**

1944 CONLAN SURVEY
1945 CONLAN SURVEY
1946 CONLAN SURVEY

1947 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Extra Survey
Basic Calls	2,085	3,724	2,647	8,436
Listening Homes	399	723	855	1,977
Percent of Potential Audience	19.3%	19.4%	32.3%	23.4%
Distribution of listening homes among stations:				
KMLB	72.9%	68.0%	60.5%	65.8%
Station A	23.3%	25.3%	27.8%	26.0%
Station B	2.5%	3.9%	6.7%	3.5%
Other	1.3%	2.8%	3.5%	2.7%

**and reaches a
\$103,629,000 buy-
ing power!**

For the fourth straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana **THAN ALL OTHER STATIONS COMBINED!** In fact, KMLB is the **ONLY** radio facility clearly heard in this rich area!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN



AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, Jr., Gen. Mgr.

hour format of *Sky King* and *Jack Armstrong**. Since the General Mills decision to try the half-hour adventure program idea is said to have been based upon what they discovered through their sponsorship of the *Lone Ranger* on a Monday, Wednesday, and Friday basis, the *Ranger's* average audience composition figures should give some indication of how *Armstrong* should make out in this division (despite the fact that the masked rider is on the air from 7:30 to 8 p.m.):

Program	Men	Women	Children
"Lone Ranger"	0.72	0.83	0.97

A forgotten factor in children's hour programming is that the audience is never constant. Youngsters are constantly growing in and out of the age group that istens between 5 and 6 p.m. Obviously then the over-all listening habit isn't as fixed as adult listening habits are. It's possible therefore to establish a new set of kid habits more easily than with adults, at least with some of the youngsters. The hitch is that a child with a fixation, and habits are forms of fixations, is even more set than an adult. He wants what he wants when he wants it. When he's off something—ouch.

For years children's programs were sold to advertisers on the basis that what Johnny and Sis wanted Mom would go out and buy. Now they are sold on the basis that parents listen to what their offspring want to hear. Thus although commercials apparently are aimed at youngsters they're really talking to the adults over the younger generation's shoulders.

Neither of the networks aiming at youngsters (ABC and MBS) is 100 per cent happy with its children's hour. Sponsors are selling at this period at an advertising cost which justifies their continuing use of the hour. Nevertheless top advertising thinking is that the 15-minute daytime adventure strip has passed its zenith and like the Uncles and Aunts of a decade ago they too will pass from the commercial scene.

General Mills (and Derby Foods too) may be an advance guard in setting a new pattern—or maybe the hour will be turned over to the American housewife, like it is on NBC and a host of independent stations all over the nation.

It's definitely in a state of flux.

*They are released by Hooper (the only source) once every three months.

TRANSCRIPTIONS

(Continued from page 31)

on the air. Petrillo made that clear in his ban statement. As long as Burl Ives

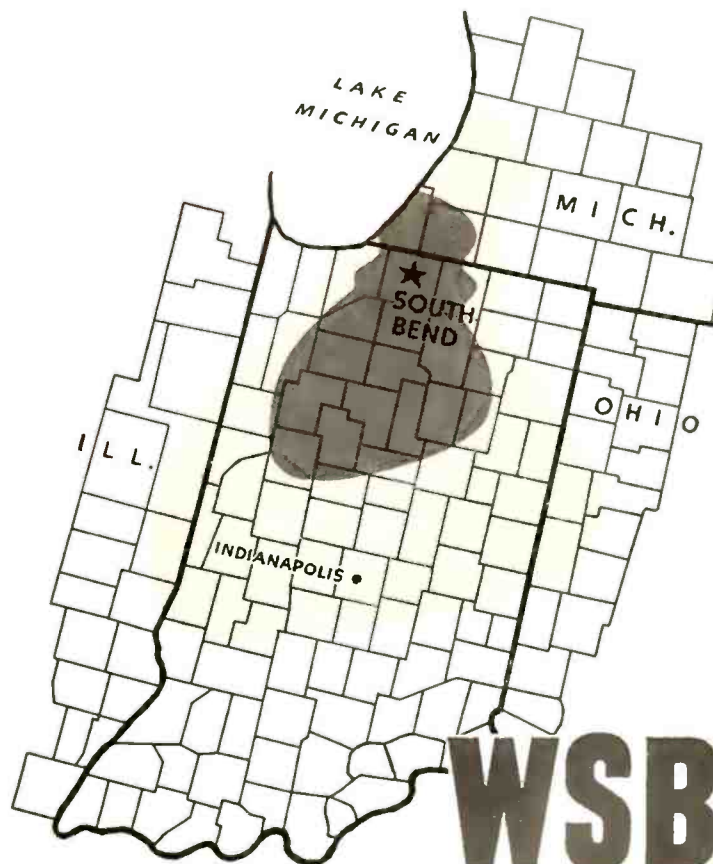
sticks to his folk music, which he can do almost indefinitely, and forgoes guest stars (he has had them recently) his program can go its merry way. Ives just doesn't need any accompaniment; he can sound his own A. Morton Downey will have to return to doing his broadcasts live.

Transcription networks like Mickey Sillerman's Keystone will just have to forget music. Keystone has been placing a number of transcriptions of the Bing Crosby program on its rural market stations and that lush business will be lost. The net will have to keep to non-music programs or make certain that all Key-

stone stations have the same musical e.t. library. (In the latter case they can key in numbers from the library.)

There are a number of men in the recording field who say that Petrillo can't simply wipe out the music recording business. Others say that if men—even members of the AFM—are forced by law to work, that's the end of the present concept of democracy.

Musical recording or not, the transcription business has had a jolt but it is predicted that there'll be more recorded programs on the air commercially in 1948 than ever before in the history of radio



WSBT

GIVES YOU PRIMARY COVERAGE OF A BILLION DOLLAR MARKET

Retail sales in the primary coverage area of WSBT totalled \$1,009,269,000* in 1946! The rich counties of northern Indiana and southern Michigan which comprise this billion-dollar market have a combined population of 1,300,500*. And there are 414,700 radio homes in this area (BMB report). Remember—this is all *primary* coverage! WSBT secondary coverage blankets two-thirds of Indiana, stretches well up into Michigan, and extends into Illinois and Ohio.

* Sales Management's Survey of Buying Power



5000 WATTS
960 KC • CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

George GIVOT

"THE AMBASSADOR OF GOOD WILL"



LOOKING FOR SOMETHING
NEW IN RADIO SHOWS?
HERE IS A SHOW THAT
IS NEW AND DIFFERENT!

A QUARTER-HOUR OF LAUGHS,
SONGS AND GOOD WILL

featuring the inimitable style of

George Givot

FIFTY-TWO OPEN-END QUARTER-HOUR
TRANSCRIBED PROGRAMS

C. BRUCE KNOX
Radio Productions
FAIRMONT HOTEL - ATOP NOB HILL
SAN FRANCISCO & CALIFORNIA
YUkon 6-0224



KDKA charts its BMB coverage. Going far beyond the usual station maps the pioneer Pittsburgh Westinghouse broadcaster has designed a colorful graph which shows intensity of its listening in every county in its great service area. In multiple colors it also shows the penetration of the other important transmitters in the Steel City. At a glance the timebuyer knows just where KDKA stands in any county for which he wants figures.

Popular mailman contest builds audience for WPAT which previously had tested a policeman Adonis competition. The men-in-grey sweepstakes was on a sponsored radio program but that didn't stop 42,000 of the 250,000 men and women and 350 mail men in the Paterson, New Jersey, station's area from rooting for their favorites.

WKRC honors the "Grocer of the Month" and the "Druggist of the Month" too. Each will rate a broadcast monthly and will be selected through ballots printed in WKRC's house organ *Key Notes*. *Key Notes* also will carry a feature story on each of the men each month. The idea is to build retailer good-will for the Cincinnati station and its sponsors.

WHBC helps visiting fireman. Collecting upon the fact that many of its listeners from time to time visit New York, Chicago, and Hollywood, station WHBC is issuing "Guest Courtesy Cards." These introduce residents of Canton, Ohio, to the guest relation men at network headquarters in those broadcast-center cities and facilitate their obtaining tickets to see broadcast programs. It's a good-will builder plus.

WISN-Pharmaceutical Association window display plan expands. Indicating what they think of WISN's *Know Your Druggist Better* program, 25 strategically-located Milwaukee drug stores feature in their windows a three-panel display promoting the drug program in the center and two other WISN programs on the sides. The display also has a top panel which highlights CBS' slogan "The Biggest Show in Town."

"What's the Weather" a.m. program tops in Bismarck, N. D. Although it's four years old, KFYZ's *What's the Weather* continues to pull from 300 to 500 entries daily. The first prize is just \$5.00 but

everyone's a weather forecaster so he plays the game. Program rating is 15.3 at 7:45 a.m. Entries predict the weather one week in advance.

Ten-city tour gets 633 inches of publicity. In order to get a local slant, the *Oklahoma Front Page*, Phillips Petroleum daily newscast over WKY, Oklahoma City, visited 10 cities and broadcast in each from the newsroom of the local newspaper. The result was first page stories for the program, good-will on the part of the local Phillips gas station operators, and an increased audience for the program. The operation was carefully planned by Bruce Palmer, director of the station's news department, and Gene White, the outlet's publicity director.

ESSO ties up with Freedom Train. More than 50 timely radio reminders will be used on local *Esso Reporter* broadcasts as the Freedom Train travels the country.

Please turn to page 64)

ADAM'S CLOVE AND BEEMAN'S GUM

MRS. WEISS' NOODLE SOUP • WILSON'S JEWELERS • UNITED ARTISTS' PICTURES • SOAPINE

When a
Symphony Plays a Jingle
that's n-e-w-s!
YES IT HAPPENED
not only once . . .

The Buffalo Philharmonic because of the amazing popularity of Lanny & Ginger's Jingle for Sattler's (NOW Buffalo's largest store), featured a 20-minute symphonic arrangement of this catchy tune at the famed KLEINHANS HALL!

but twice . . .!

The Boston Symphony at a popular concert, performed a lengthy arrangement of Lanny & Ginger's "Soapine" jingle, and when the orchestra reached the swing chorus, played as Lanny & Ginger perform it, the audience sang the words!

More?

Why not write for brochure
"Jingles That Don't Jangle"

Lanny & Ginger Grey

Radio Productions and Jingles
1350 Madison Ave., N.Y. 28, N.Y.
ATwater 9-4020

• COCILANA COUGH NIPS • MOUNDS •

• MARLIN BLADES • ADAM HATS • SATTLERS • ROSEN'S BAKERIES • SEVENTEEN MAG.



say
it
with



Send gift subscriptions to SPONSOR this Christmas and, in effect, you're saying:

"Here are the trends, the interpretations, the experiences of broadcast advertising from the buyers' viewpoint. . . . Here are the double-checked, tested facts proving that properly used, BROADCAST ADVERTISING PAYS. . . . Here is enjoyment. For SPONSOR with its easy-flowing, pictorial format and meaningful stories is fun to read."

With each gift subscription you say, "MERRY CHRISTMAS." For each recipient will receive a specially designed gift card bearing your name.

SPECIAL CHRISTMAS GIFT RATES*

(based on one-year subscription)

1	\$5.00 each
2-4	\$4.50 each
5-14	\$4.00 each
15-24	\$3.50 each
25 & more	\$3.00 each

Your own subscription (new, renewal, extension) may be included.

*add \$.50 for each Canadian subscription



Use enclosed card or send us your list.

Your Hartford County Station



*Regional Coverage
of the rich, central
Connecticut market
at local rates!*

High Hooper Rating

840 KC.—1000 Watts
WKNB-FM—95.1 Megacycles

Represented by Adam Young, Jr., Inc.
The New Britain Broadcasting Co.
213 Main St., New Britain, Conn.
11 Asylum St., Hartford, Conn.

BROADCAST MERCHANDISING

(Continued from page 62)

Special copy "sells" freedom vs. "isms" and invites listeners to visit the train. Esso's cooperation is at the request of the Advertising Council which is clearing time for the "liberty selling" promotion.

WFIL presents Scout awards monthly. General Manager Roger W. Clipp, as a public service gesture, will present a monthly "Boy Scout Award for Service" starting last month (October) and an annual award starting in February 1948. The idea is to advance scouting but at the same time it's certain to make Philadelphia scouts tune in WFIL regularly.

Housing instead of 'hoop-la' for WNBC 25th Anniversary. Stressing service, Jim (Please turn to page 75)

LISTENING, FALL 1947

(Continued from page 27)

with the exception of Jack Benny, none of the Sabbath faithfuls have hit their regular season opening pace. Benny started off on the first Sunday in October within one-tenth of a point of his 1946 rating, '47 18.6 against '46 18.7. The rest of the comedy block-program sequence didn't really get started during this week. *Fitch Bandwagon* was off .7 of a point, *Edgar Bergen* was off 6.3, *Fred Allen* 8.7. Even

the 9 to 10 hour of music was off, as indicated previously, and as indicated previously it took the quiz show *Take It or Leave It*, which has moved from CBS to NBC, to do a better job for its broadcast period than the 1946 program which held down the slot.

With the start of the broadcast season the relative standing of stations in many cities has resumed a near-normal status. WLW, NBC outlet in Cincinnati, one of the nation's most promotion-minded outlets, has returned to first place in the Queen City. In many cases the baseball-programmed stations haven't slipped back to where they were before the summer. That's because with night baseball and the increased nationwide interest in the game more people heard the broadcasts and at the same time sampled independent station programming than ever before in the history of broadcasting.

How much promotion meant to Bing Crosby was seen as he started off this season (there was about half as much push on the program in 1947 as in 1946). Instead of the 24 with which Bing bowed onto the ABC web in 1946, he bowed in with a 15.5 this season. Although in '46 Bing really sounded (due to faulty disk-ing) like the Groaner which he has in the past titled himself, and in 1947 he really sounds like the personality boy, this didn't save him, on his initial airing at least, from a rating 8.4 Hooper points lower than last year. Henry Morgan, who follows Crosby slipped 2.4, from 11.1 to 8.7.

Drew Pearson's (Lee Hats) shift to 6 p.m. from last season's 7 p.m. is paying off. On October 6, 1946, he rated 5.3. This year, on October 5, he rated 9.

A number of programs stayed on all through the summer and should have shown up better than they had in the past against competition. Some, like *Sam Spade*, did show the results of the 52-week habit of listening. *Spade* had a 6.4 on October 6, 1946, and a 10.8 on October 5, 1947. On the other hand *Dr. Christian*, which also stayed on right through the year, only rated a 9.3 on October 1 while on October 2 last year the program reached 11.5. There are a number of reasons for this, aside from fewer sets in use. *The Fishing and Hunting Club* with an average of 1.9 was no competition to the *Jean Hersholt* program. On the other hand, *Vox Pop*, which has replaced the *Fishing Club* on ABC, is strong competition and it reaches the same type of listener that *Christian* appeals to. The *Vox Pop* opening rating was 5.9, four points more than the *Club* pulled last year. *Gildersleeve* on NBC

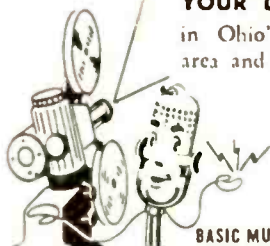
PROJECT YOUR SALES STORY TO OHIO'S RICHEST FARM MARKET

WITH 5,000 WATTS
DAY AND NIGHT
HERE'S WHBC'S
ENLARGED
RURAL PICTURE

NOW . . .

50,540 FARMS	
Value - -	\$339,203,240
FARM POPULATION	195,054
FARM RADIO HOMES	42,241
ELECTRIFIED FARMS	39,382

YOUR DOLLAR BUYS MORE THAN BEFORE
in Ohio's most diversified industrial production
area and richest rural region.



whbc

BASIC MUTUAL Plus ABC Features • Basic ABC Full Schedule 3-1-48

REPRESENTED
by **Rambeau**

CANTON, OHIO
The Best Balanced Market in the United States



A STAR MARKET of the SOUTH

★ The People

Combined: 1,000,000
 Urban only: 131,000
 Johnson City... 34,000
 Kingsport..... 33,000
 Bristol..... 30,000
 Elizabethton... 20,000
 Greeneville... 8,000
 Erwin..... 6,000

★ Radio Homes

WJHL is the only full time regional station serving this area. Thirty-two BMB counties with 85,020 BMB radio homes. WJHL is the "most listened to" in ten of its 32 BMB counties.

★ Buying Power

Highest income bracket group in South. Richest and most thickly settled rural communities in South.

★ Industry

Plastics
 Textiles
 Bookbinding
 Hardwood flooring
 Hosiery
 Rayon
 Silk mills
 Furniture
 Foundries
 And many others

★ Agriculture

Tobacco: 100,000,000 pounds sold annually
 Beans: World's largest market
 Dairy
 Poultry
 Livestock

★ Tourists

Heart of TVA recreation area. Gateway to Great Smoky Mountains.

John E. Pearson Co.—Reps.

910 Kc **WJHL** 5000 Watts

Johnson City, Tennessee
 ABC Full Time



which competes with *Dr. Christian* also is holding its audience, 14.7 in 1946, 14.7 in 1947, in the first week in October. *Quiet Please*, the MBS sustaining program which is in the 8:30 9:30 p.m. est time period along with the other programs checked in this paragraph doubled the audience that *It's Up to Youth*, *Seventeen Magazine's* program, garnered in that slot last year (3.8 vs 1.8).

Even the tougher competition doesn't explain the *Dr. Christian* drop. However, it is pointed out also that the program that precedes it this year is the low-rating *American Melody Hour* which in the period studied delivered only a 6.2. Last year Campbell Soup's Jack Carson had his initial fall 1946 airing on the comparable date, nevertheless he rated 7.8 and delivered that audience to *Dr. Christian*. Keeping a program on all year is audience listening-habit insurance but it's also important that the program that precedes it deliver a good audience. Competition also counts, of course.

Most programs that ran through the summer were low-cost programs and are expected to suffer as a new season starts and some listeners stray to sample new wares. None of the top-ranking programs stayed on through the humid months to test whether or not such a continuity of broadcasting would pay fall dividends. Eddie Cantor has promised next season to work right through the year for Pabst Blue Ribbon Beer. However, Cantor's opening season publicity is always suspect. For the past four years, for instance, including this fall, he has announced that he would have his cast memorize their lines and work in full costume in preparation for the coming of video. To date he continues to work from a script as do all his cast.

September and October have had real summer weather all over the U. S. and Canada. It might have been expected that program ratings as the shows came back to the air would have suffered a great deal more than they have.

It takes a Jolson, however, to change a trend—to send ratings bouncing. It takes mood programming, block sequences, to catch over 20 per cent of the radio receivers of the nation—a sequence like NBC's Tuesday night comedy round-up.

Time	Program	Ratings
8-8:30	Milton Berle	9.4
8:30-9	Date with Judy	10.7
9-9:30	Amos 'n' Andy	19.8
9:30-10	Fibber McGee and Molly	23.0
10-10:30	Bob Hope	23.0
10:30-11	Red Skelton	19.2

And these are not midseason ratings but October 7 when heat waves were sweeping the nation.

there's . . .

**Oil
 Coal
 Industry
 Farming**

and

Wealth

in

**THE RICH
 DOWNSTATE
 ILLINOIS
 MARKET**

and only . . .

W M I X

"Southern Illinois' Most Powerful
 Radio Voice"

**SERVES THAT ENTIRE
 RICH AREA**

940 kc., AM 94.1 mc., FM
 No. 2 Radio Center, Mt. Vernon, Ill.

Your John E. Pearson man will be glad
 to discuss availabilities and
 rates with you.

**A
tough-minded
examination
of 1947
radio values
shows that
CBS is the
most effective
network
in America,
today**

No. **3**

in a series...

All the facts show that CBS delivers audiences at less cost than *any* other network.

The tough-minded advertiser knows it isn't program effectiveness alone that makes the difference.

It's also the fact that:

**CBS has the "best-balanced"
distribution of facilities
in all network radio**

CBS has the highest ratio of high-powered stations (5,000 watts or more) among *all* networks.

CBS has the lowest ratio of low-powered stations (250 watts or less) among *all* networks.

Combine the superb "*balance*" of the powerful and mature CBS stations with the unquestioned power of CBS *programming*, and you see why:

The *second-best* network is only 96% as effective as CBS—and the *fourth-best* network is only 66% as effective as CBS—in *delivering actual audiences for each advertising dollar expended*.

The facts are summarized in a new study.

To see this study...

And to get the utmost in Radio values...

SEE CBS...

THE COMPLETE NETWORK

2,500,000,000 *isn't enough!*



↓ **Another first for WNEW** — top honors for Overall Promotion in Billboard's 1947 industry-wide competition!

This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and busses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

That plan delivers two and a half billion listener-impressions a year — *but it isn't enough*. Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!

WNEW

1130
ON YOUR
DIAL

Serving New York and New Jersey 24 Hours a Day

Represented by John Blair & Co.

NOVEMBER 1947

71

☆
 North Carolina
 Is The South's
 No.1 State
 and
 North Carolina's
 No.1 Salesman
 is

WPTF
 680 WATTS
 KC 50,000 NBC
 AFFILIATE
 Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

THE OHIO STORY

(Continued from page 57)

Having found the three key figures necessary for the program—writer, director, and narrator—the agency next faced the problem of actors. There were no radio actors in Cleveland since no dramatic programs had been aired in the city since John Royal had left WTAM years before to become program head of NBC. However, the Cleveland Playhouse and other little-theater groups were active in the city and although of course non-union an agreement was reached with AFRA that made a number of actors available. Auditions proved that there was plenty of radio talent among Cleveland's semi-pros.

The programs seldom die after one performance on the air. Schools play them back over their loud speaker systems. Station WBOE, the Board of Education station of Cleveland, uses selected *Ohio Story* programs for in-school training and fraternal orders frequently ask for special disks of Ohio stories that are close to their hearts.

Not alone are the e.t.'s of the program used but printed scripts by the hundreds go out to school children who individually request copies because they enjoy them and because of their historical and educa-

tional value. Thus not only do the broadcasts themselves have a direct impact but the scripts and educational replaying of specific programs build added good-will for the sponsor.

Aside from the parent company, AT&T, the only other telephone company on the air now is Michigan Bell. Michigan does its selling over a group of 16 intrastate broadcasters using transcriptions of an entertainment program called *Number Please* and featuring The Song Spinners and Eddie Dunn. The reason that not more AT&T subsidiaries are on the air throughout the U. S. at present is explained by the many rate cases which are before local public utility boards. Although there are a great many facts available indicating that NBC's *Telephone Hour* and the nationwide spot campaign helped to clear the wires during the war for military personnel and essential business, and that broadcasting being, like telephoning, oral in nature, can help keep up the peak in the long distance telephone load, there are still some utility commissioners who look upon broadcast advertising during the extended period of a rate hearing as definitely being in questionable taste. These utility commissioners question any expense other than operating

(Please turn to page 74)

**Everything's
 up-to-date
 in
 Eastern
 Iowa!**



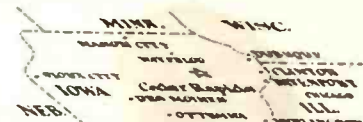
Iowa income rose 27% between '45 and '46, the Department of Commerce reports. (Compared to a 9% increase for the rest of the U.S.A.)

Iowa farm receipts alone rose 67% in the first six months of '47.

But more than half of Iowa's fabulous income derives from industry, and Iowa industry is expanding steadily!

These are just a few of the reasons why we keep suggesting you cash in on the rural and urban market out in Eastern Iowa . . . with WMT . . . only CBS outlet in the area.

Ask your Katz representative.



WMT
 CEDAR RAPIDS

The Station Built By Loyal Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 watts 600 kilocycles Day & Night
 Member: Mid-States Group

You can reach more listeners on CFRB

DOLLAR FOR DOLLAR

than any other Toronto station!

Here's what CFRB offers for each advertising dollar

2,795 potential radio homes after 7 p.m.

3,475 " " " between 6-7 p.m.

5,195 " " " at other times

Yes, more listeners . . . a larger audience; more prospects . . . a ready-made market! That's the value you get for your dollar on CFRB . . . full measure running over.

Ask the advertisers already using CFRB . . . some of whom have been broadcasting over this station for years! They can tell you why they stay with CFRB . . . they can quote figures. But the basic fact behind the figures is this . . . you get your dollar's worth and more on CFRB . . . you get RESULTS!

CFRB

TORONTO

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

**SELL
1 OUT OF 4**

**CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA**

- WINSTON-SALEM
 - GREENSBORO
 - HIGH POINT
- 2.5 MV/M
MEASURED
SIGNAL**

210,200 PERSONS

\$179,469,000 in Retail Sales
\$283,685,000 in Buying Income

**We Lead Day and Night
in This Big Tri-City Market**

Write for our BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-NEED COMPANY

THE OHIO STORY

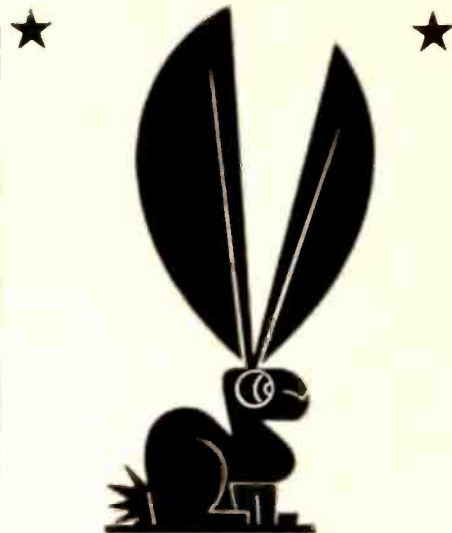
(Continued from page 72)

ones when a rate increase is asked. There have been a great number of rate cases during the past year. Increases amounting to \$78,000,000 a year have been granted in 24 states. In 17 other states increases which may amount to \$93,000,000 a year are pending. The remaining states are expected to have some applications filed within the next six months.

Many men and women made their first toll calls during the war. It is a problem to retain that load. The commercials in *The Ohio Story* do a clean cut job of selling the idea that only the telephone can bring distant people together. In a typical commercial a boy graduates from college. His parents are unable to be there. The first thing he does after receiving his diploma is to call mom and dad and tell them he's graduated—cum laude. It's only a minute telephone call on the air but it sells the idea of how the phone can cut through uncertainty, fear, and worry. Each call simulated on a broadcast tells its own story on the value of long distance calls.

Stations do an extra bit of promotion on the program because they're selling their own state when they sell *The Ohio Story*. Good evening time has been cleared by outlets due to some extra-energetic selling by the McCann-Erickson agency and because the program is the right kind of commercial public service. It also frequently collects extra promotion from the corporations whose Ohio roots it dramatizes. When it saluted the greeting card industry, hundreds of postcards went out to stationery stores telling of the broadcast. When a program was conceived around Jack Werst, the Dayton purchaser of the Vanderbilt diamond, every jeweler around Dayton received a circular from station WHIO. Ohio Bell itself takes big newspaper advertisements to tell local areas of shows that are of especial interest to them.

For any sponsor the moral of *The Ohio Story* is simple—a program can sell the listeners of any state despite the fact that there's no trained talent in its originating city—that live programming is a lost art in that city. It has proved, as far as it's possible to prove anything in 11 months, that great corporations can be humanized by broadcasting. And McCann-Erickson through its selling *The Ohio Story* to Ohio Bell has proved once again that to an advertising agency a well-chosen broadcast program is an ideal new business getter—it now represents Ohio Bell.



5,433,574 Pairs of Ears
within reach of Philadel-
phia's Pioneer Voice.

WIP
IT'S MUTUAL

Represented nationally
by **EDWARD PETRY & CO.**

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest
Half-Hour Radio Show
Is Available

It's the Joe Hernandez Show!

Currently under Sponsorship in
Los Angeles by

Marshall & Clappett
Plymouth & De Soto

1. The Highest Hooper, six nights weekly, of any like show in radio!
2. Biggest mail pull in history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, home-makers, etc.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.

THE JOE HERNANDEZ AGENCY

954 So. La Brea St.
Los Angeles 36, Calif.

BROADCAST MERCHANDISING
(Continued from page 64)

Gaines, manager of NBC's key station in New York, broadcast a series in September on the housing problem as its mode of celebration for being on the air 25 years. The idea was to stress service instead of age and it won full columns in the metropolitan consumer press. N. B. The programs were good too.

Bubble-blowing contest. WDRC wanted a contest show that youngsters would love and so came up with a bubble-blowing contest. It made a tremendous special event and is still the talk of Junior Hartford, Conn. Prizes were wrist watches, one for the champion boy blower and one for the girl.

Sheet music a promotional item. It used to be that only big name signers and band leaders rated the covers of popular sheet music but disk jockeys get there now. The most recent to make the first music page was Jack the Bellboy at WJBK, Detroit. Naturally he's on the tune called *It's Jack the Bellboy Time* by Dardanelle and Peter Conn. Dardanelle introduced the song on the networks and everyone at WJBK has his fingers crossed hoping it's hit stuff.

TV
(Continued from page 36)

The same week that information leaked out that NBC was planning to put commercial TV production in the hands of the agencies, while at the same time building program packages which it'd like to sell agencies and sponsors, Charles Moscovics, sales manager of WCBS-TV, took a sock at advertising agencies for lack of interest, poor production, and the hiring of "jerks" with motion picture backgrounds instead of TV know-how.

The sock served to remind advertisers that the two major networks continue to have personalities who disagree.

Paul West, ANA president, who opened the first American Television Society luncheon on October 22, talked in generalities but he did remind the lunchers that TV has to pay its way at the cash registers in the current media battle in which all existing advertising facilities are improving their productiveness—and also becoming more expensive. He also reminded the society members and guests that it had the problem—to sell the American way, free enterprise, so that radio, TV, and all advertising media would continue to be free to carry advertising.

While a number of advertising agencies have telecast programs which they offered

for sponsorship, it has taken Philip Klein of Philadelphia and Buchanan & Company of Beverly Hills to present programs to sell themselves. The Philip Klein agency is selling through the device of introducing Philadelphia to Philadelphians, over WFIL-TV. Buchanan, which has a stake in TV since it's DuMont's and Paramount's advertising agency, is using a video newsreel as its selling vehicle. Purpose? To show advertisers, says Fred Jordan, agency vp, that a creditable program can be aired even on a limited budget.

line) about \$50 each during October despite the fact that every set produced thus far has a buyer waiting for it. One of the reasons was the fact that as production speeds up cost per unit goes down and part of the saving can be passed on to the public.

Thirty-five thousand TV receivers went into the hands of the public in October and more than that came off the production line.

The job of maintaining radio's economy while building television as an advertising medium gets tougher every day.

Due to union problems, expensive equipment and a host of other production problems,

RCA reduced the price of sets (a new

**For Audience... And BONUS Audience...
it's WTAG!**

Billboard **CONTINUING PROGRAM STUDIES** **TOP BONUS—AUDIENCE DELIVERING STATIONS**
On First 10 Daytime and Top Three Saturday Daytime Shows Based On December, 1946, Thru April, 1947, Hooperatings.

DAYTIME

Based on December, 1946, thru April, 1947, City Hooperatings and "Top 10" for June 1—7 Report

Program	Hooperating June 15th Report	City	Station	Five Month Rating
OUR GAL, SUNDAY	6.8	Worcester	WTAG	22.2
MA PERKINS (CBS)	6.4	Worcester	WTAG	19.7
ROMANCE OF HELEN TRENT	6.4	Worcester	WTAG	18.7
AUNT JENNY	6.0	Worcester	WTAG	13.9
YOUNG DR. MALONE	5.6	Worcester	WTAG	16.9

Total Bonus Audience: 63.7

Station, City and Power	Total Bonus Points Delivered Over National Averages (On Top 10 Daytime and Top Three Saturday Daytime Shows)
1. WTAG Worcester—5,000	63.7
2. WAFB—5,000 Local Sunset	34.3
3. WAFB—5,000 Local Night	34.1
4. WAFB—5,000 Local Night	30.8
5. WAFB—5,000 Local Night	29.2
6. WAFB—5,000 Local Night	29.2

Some Outlets Excel Wooing Daytime Auds

WTAG 63 PTS. OVER AVERAGE

There's WTAG, Worcester, Mass., for example, a 5,000-watter which scores 63.7 points over the national average. Closest station to WTAG, WAFB, has a score of 34.3 bonus points.

When Billboard reviewed the Bonus Audience Ratings for the Top Ten Daytime Shows, CBS had five of them—including the first three. In every one of these five, WTAG was the top audience delivering station!

When You Buy Time—Buy A Buying Audience!

WTAG WORCESTER
580 KC 5000 Watts

WTAG **PAUL H. RAYMER CO. National Sales Representatives.**
Affiliated with the Worcester Telegram — Gazette.



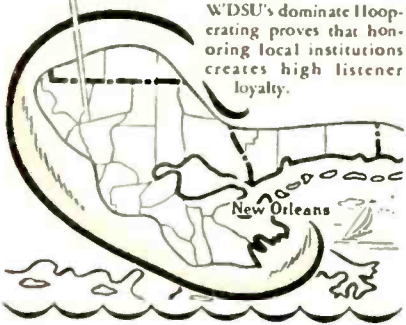
TALK
to the
SOUTH'S

EAR ZONE

through
WDSU



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.



WDSU's dominate Hoop-erating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts
John Blair & Company, Representative



HOTEL STRAND

Atlantic City's Hotel of Distinction

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

Fiesta Grill and Cocktail Lounge
Favorite Rendezvous of the Elite

Exclusive Pennsylvania Avenue
and Boardwalk

40 West 52nd

(Continued from page 6)

AGAIN "COMPARAGRAPH"

What I like best about your COMPARAGRAPH are the inclusions of the Pacific Coast schedule of either regional programs or repeats, to show whether a program can or does go straight through.

Too bad you haven't space to go one step further, to show the way such programs as Bing Crosby, or some of the kid shows, are regionalized.

FRANK SILVERNAIL
Charge of Radio Commercials
BBD&O, New York

It is difficult for me to criticize the comparative program pocket piece which I shall always be glad to receive.

If I have any criticisms, they would be from the subject of readability. I think that if it were black and white instead of color and if your letters were slightly larger, it would be at least for people whose eyes are getting old like my own—easier to read.

Instead of criticisms, you actually have congratulations forthcoming to you.

CARLOS FRANCO
Young & Rubicam, Inc., N. Y.

The COMPARAGRAPH in the October SPONSOR is one of the finest things that I have seen in a long while. If they are available, please send us a half-dozen copies of this in order that they may be distributed to our salesmen and program people. If there are any charges for the reprints, please bill us for them.

J. C. KELLAM
General Manager
KTBC, Austin, Texas

As you know, virtually every network, at least at one time or another, has tried its hand at a four-network chart.

Our last one, I seem to recall, ran in three colors and folded out to about double the size of a standard road map!

I'd like to tell you, as one who has been through the mill, I think your COMPARAGRAPH is one of the most compact, convenient and all 'round useful jobs of its kind that I've ever carried around in my pocket.

ROBERT A. SCHMID
VP, Station Relations
MBS, New York

READER SERVICE

I wish to thank you for your kind cooperation in giving me the background on a statement in your article entitled, *Millions Spent in Agency Fact-Finding*.

I would like to take you up on your generous offer to send me the research figures which support this statement. It is understood, of course, that the figures will be presented by you in such a way as not to reveal any information which you feel is confidential in nature.

SYKES SCHERMAN
Compton Advertising, Inc., N. Y.

WWDC BLOCK PROGRAMMED

We looked in vain for a mention of WWDC in your very excellent and comprehensive article on block programming.

We failed to find any mention of our very famous *All Sports Parade* which runs six days a week from 1 to 5 p.m., and which for a period of years has consistently ranked second or third in this market. It is retaining this leadership today even though we have 13 AM stations operating in this area.

Nor did we see our famous *1450 Club* mentioned, which for two hours each night gives many of the network programs

SPEARHEADING
THE PROGRESS
OF FM

WASHINGTON
D.C.

RADIO'S BEST BUY
IN THE
NATION'S CAPITAL

WASH
FM

EVERETT L. DILLARD
GEN. MGR.

1319-F STREET, NW

a run for their money. A survey made by one of our competitors lists the *1450 Club* as the number one program in this city in popularity, ranking higher than any individual network show.

Nor, for that matter, did we see anything about *Tune Inn*, our two-hour disk jockey program from 10 a.m. to 12 noon. Although recently established, it is fast developing enviable ratings.

Nor did we see any mention of our horizontal and vertical block programming of sports events. In the summer it is the Washington Senators baseball games; in the fall, the University of Maryland football games; in the winter, nightly play-by-play broadcasts of hockey and basketball from Uline Arena at 10 p.m.

We failed to see any reference to our solid block of juvenile programs on Saturday morning from 9 a.m. until noon.

But then, of course, we could not expect one article to cover block programming of every individual station in the country. We think you did a swell job for the industry, particularly the independents, in pointing out the value of this type of programming to the sponsor. We have known the importance of block programming for a long while, but strangely enough, the national advertiser has only recognized its importance somewhat belatedly.

BEN STROUSE
General Manager
WWDC, Washington, D. C.

WMCA IS PEEVED

Your October issue purports to review the question of block programming in American radio. Four New York independents are cited as examples. Your reporters evidently were blinded by the spectacular success of the most block programmed of them all—New York's WMCA.

For several years, WMCA's policy of block programming for individual audiences has paid off—but well. *Mr. and Mrs. Music* (Bea Wain and Andre Baruch) on the air three and a half hours daily across the board have increased ratings for those hours 89 per cent. The new Tommy Dorsey Show, 12 hours weekly across the board, teed off last month; the show was more than 80 per cent sold before broadcast time. At least two more top-named personalities will fill in additional strips across the board.

Block programming of afternoon strips with children's shows, sans blood and thunder, have similarly made a dent in the New York audience. Ask the hundreds of schools, dozens of libraries and, again, the Ohio State Committee

how they recommend these features.

Pace-setting WMCA is peeved!

HOWARD KLARMAN
Sales Promotion Manager
WMCA, N. Y.

On page 45 of the October issue of SPONSOR there is a Monthly Tabulation of *Advertising by Categories*, in which the programs sponsored by various manufacturers are listed. A brief check disclosed a few sins of omission, which we are sure you will want to correct. These are as follows:

The Andrew Jergens Company of Cin-

cinnati sponsors Walter Winchell on Don Lee also, Sunday night 8:30-8:45 p.m. (PST) on 43 stations.

The Kreml Hair Tonic company, R. B. Semler, Inc., sponsors *Billy Rose Pitching Horseshoes* on the Mutual network; and Monday through Friday on the Don Lee Broadcasting System, 8:55-9:00 p.m. (PST) on 45 stations.

The Wildroot Co., Inc., sponsors *What's the Name of That Song?* on Don Lee Wednesday, 8:00-8:30 p.m. (PST) on 48 stations.

ROBERT H. STOCK *Publicity*
KHJ—Don Lee, Hollywood, Calif.



Kansas farmers have harvested the largest, most valuable wheat crop in all history. Equalling the astronomical amount received for it will be the value of their 1947 livestock. Add to this *more* millions from the sale of corn, oats, soy beans, etc. Once again, they're the First Families of Agriculture.

But wealth hasn't changed their careful buying habits. They're still guided largely by the friendly recommendations of WIBW—the station they've always preferred—always depended upon. That's why WIBW is a more-important-than-ever sales influence in Kansas and adjoining states.

Serving the
First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.



CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

SPONSOR



SPEAKS

Once a year

Thirteen issues ago, in our first issue, we stated what SPONSOR stands for. We wanted to set down our credo in words everybody would understand. What we wrote then we repeat now:

"The job, as we see it, boils down to this: to give the sponsor what he needs to understand and effectively use broadcast advertising in all its forms—

"to sort out the four broadcast advertising mediums—AM, FM, TV, FAX—in their present-day perspective—

"to make every line of editorial content vital and vivid to the sponsor

"to look at broadcast issues fairly, firmly, and constructively

"to promote good broadcast advertising—advertising that is good for the sponsor and good for the listener."

Again, again and again . . .

With the formation of the National Association of Radio Station Representatives it had been hoped that emphasis would have been placed upon promotion of spot broadcast advertising. Unfortunately intramural issues have beclouded the promotional objectives and to a degree caused friction within the membership of the new group.

No doubt the intramural problems are important but they can't be so important to the sponsor or the broadcast industry as the promotion of radio at its source, spot broadcasting. Individually, station representatives have made major contributions to development of radio as a broadcast medium. Blair, with his long-term advertising on spot; Petry with a code of practice which he has persuaded most of his stations to accept, and his

Politz survey on the effectiveness of spot broadcasting (second edition out this month); and Katz with his continuing research studies, especially diaries—these are just three who have gone beyond the call of duty and plowed back some of the profits of their operations into selling broadcasting to sponsors.

That it hasn't been enough, even the hardest workers in the field are prone to admit. No representative can do the job alone. It needs an industry-wide association or a spot broadcasting group.

The industry-wide association (NAB) has been concerned with problems rather than promotion. Therefore with the formation of the station representatives association SPONSOR for the first time felt that the driving force that was necessary had been found. It still feels that this is so.

The association comes into being at an appropriate moment. All other media are increasing their battle for a larger share of the advertising dollar. If radio doesn't fight on an industry basis instead of as a loosely bound group of individualists, sponsors are going to believe the competitive story—the story that black and white and outdoor advertising promote.

Broadcast advertising pays! Proper promotion will prove it.

Applause

The "Independents" Code

The NAB committee of independent stations met October 23 in Washington to suggest amendments to the proposed Standards of Practice. They proved to everyone interested in broadcast advertising that they weren't out to open the flood gates to bad commercial practices. They emphasized what had to be stressed, that all broadcasting is divided into three parts—networks, network affiliates, and independent stations.

They stated that most commercial limitations in the code were good. They suggested reductions in commercial time in two time brackets and an increase in only one.

They asked that service commercials (time, weather, etc.) not be considered as part of commercial time and agreed that these service spots be kept to a maximum of two an hour.

They asked that a program be defined as "from sign-on to sign-off." This would mean that the average quarter hour period would actually run 14 minutes. On network affiliates it runs 14:20.

They asked that dramatizations of controversial issues not be prohibited but instead be plainly labeled.

As indicated, the committee headed by Ted Cott did a fine job—a realistic job. Every one of the 12 man group had one objective, to suggest changes which would make it possible for independent stations to abide by the code.

As though to emphasize this, the committee made a special request that no code become NAB standard until the stations of the nation had 60 days to study it.

We need a Standard of Practice realistically geared to public interest. The suggested formula with modifications as submitted by the independent stations can be that code.

Promotion and Publicity V.P.'s

In the NAB EVALUATION issue (September) sponsors stated that radio publicity and promotion couldn't expect to have stature until the networks recognized the importance of these fields by heading them with vp's. Within 60 days after publication of that issue the two major networks acknowledged how vital promotion, advertising and publicity is in these changing days by appointing vp's for these departments.

CBS, for years noted as the most promotional minded of the chains, has brought back to its fold Victor Ratner, the man who handled promotion and advertising for Columbia during its greatest days. He is now vice president in charge of advertising and promotion.

NBC appointed Sidney Eiges, its publicity head who has risen through the ranks to top management, a vice president. At the same time Charles Hammond, formerly director of advertising and promotion who had previously been appointed assistant to the General Manager, Frank Mullen, also was made a vp.

When publicity and promotion achieves policy-making level at the networks—nothing but good can come of it.

Thank you, Gentlemen, For Those Kind Words...

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for *The Billboard's* 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted FIRST in the Over-all Promotion Division and THIRD in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to *The Billboard* for sponsoring this annual competition, and to the staff for their monumental task in preparing the excellent report on this year's entries.

WE QUOTE...

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station's entry in this year's *The Billboard's* over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

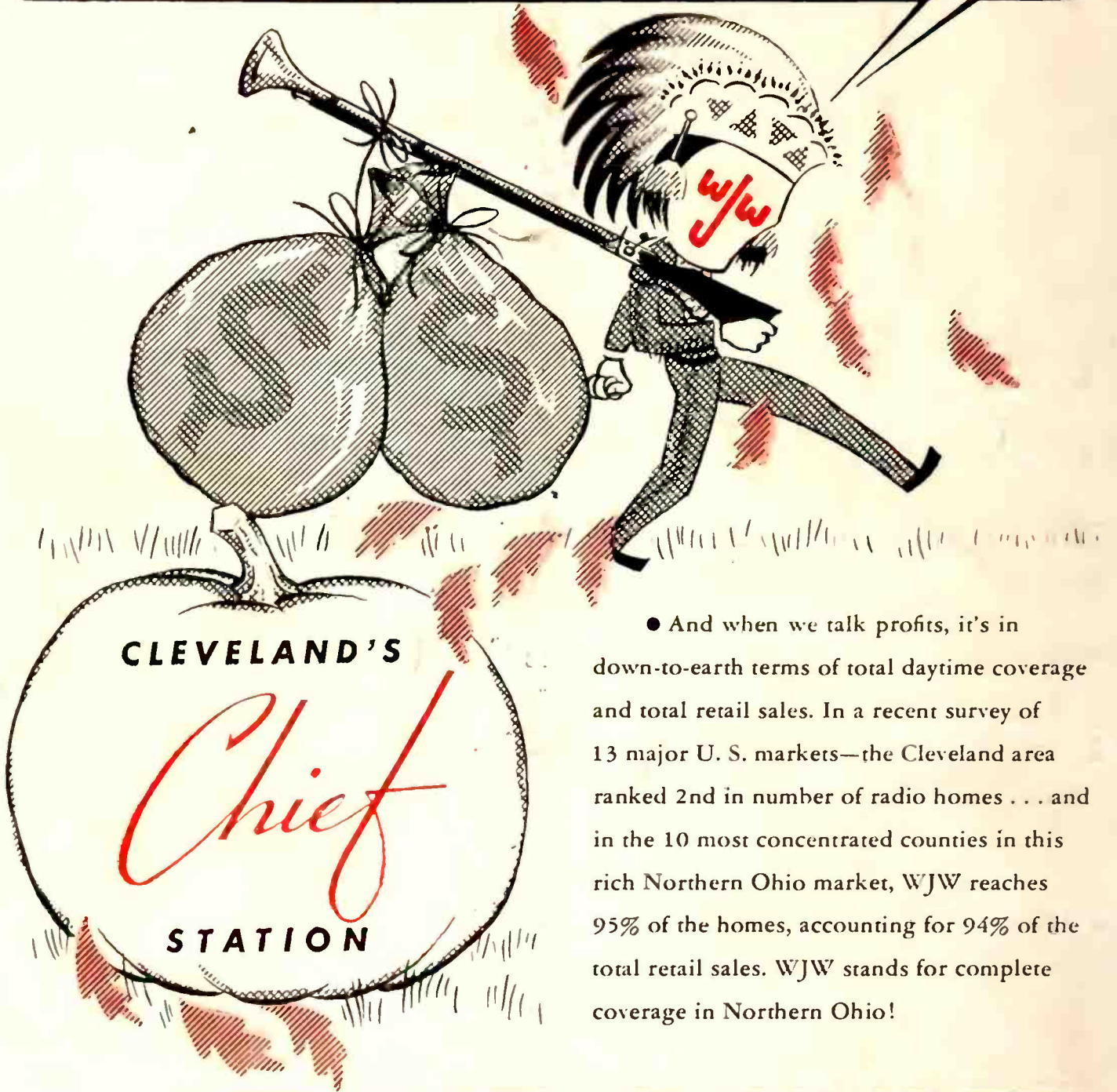
"The accent is not on the 'gimmick'; neither is it on the flashy or cute

type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station's programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."



CROSLY BROADCASTING CORPORATION

~~PROFITS~~
LET'S TALK TURKEY



• And when we talk profits, it's in down-to-earth terms of total daytime coverage and total retail sales. In a recent survey of 13 major U. S. markets—the Cleveland area ranked 2nd in number of radio homes . . . and in the 10 most concentrated counties in this rich Northern Ohio market, WJW reaches 95% of the homes, accounting for 94% of the total retail sales. WJW stands for complete coverage in Northern Ohio!



BASIC
ABC Network

WJW

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY