

SPONSOR

For buyers of broadcast advertising



Advertisers are rediscovering spot—p. 24

Radio mail order items are varied today—p. 19



10-50 19700
MR. J. DINE
MAIL CREDITING CO.
1111 CROFTS PLAZA
NEW YORK 17, N. Y.

RECEIVED
DEC 22 1949
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WGN

- Growth of spot page 24
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- Sponsor Speaks page 62
- Applause page 62

Gift Package

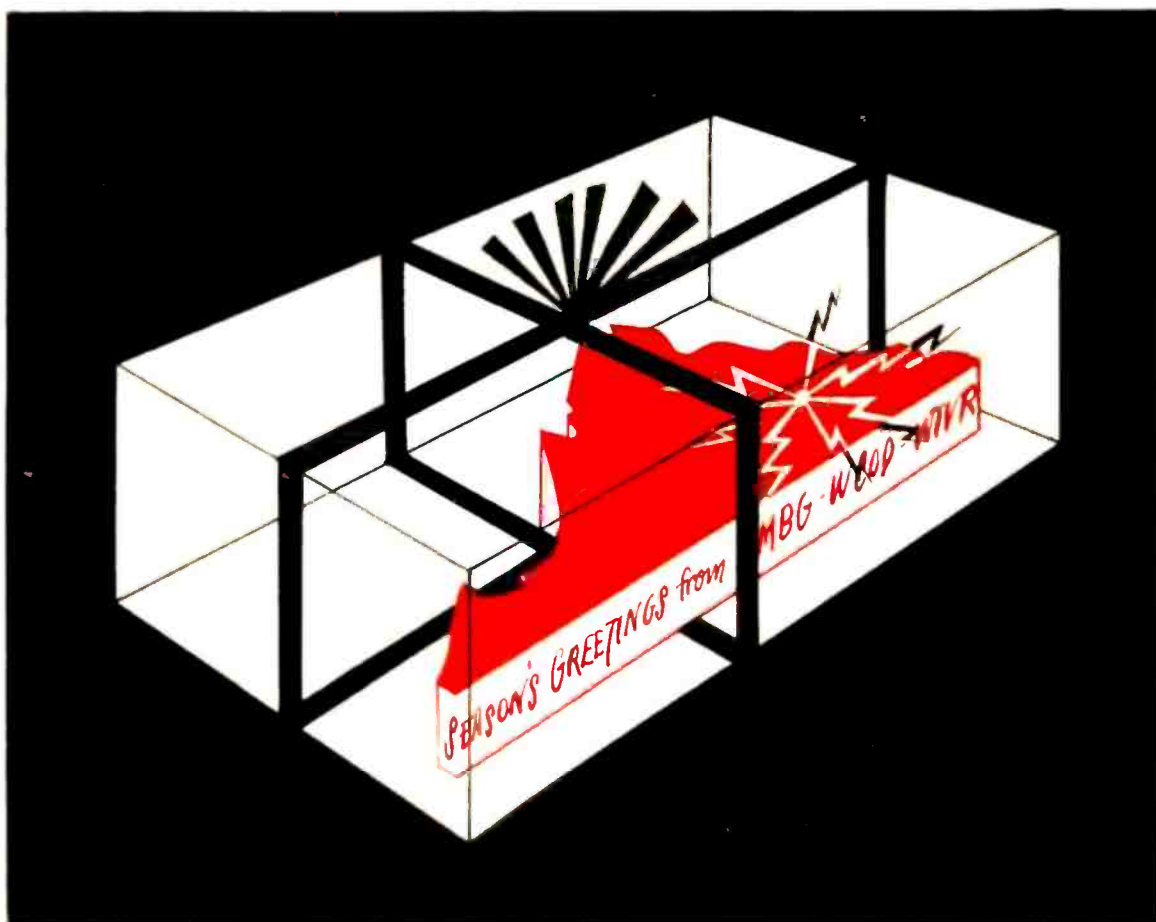
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it's appreciated is expressed by the fact that today about one in every nine homes in the metropolitan Richmond area is TV-equipped. Yet as Christmas 1949 rolls around, WTVR, now nearly two years old, is still the only TV station operating in Virginia.

Nearly 25 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts.

In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia's only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



TS... SPONSOR REPORTS...

.. SPONSOR REPORT

5 December 1949

Nets to hypo daytime listening

Daytime inroads of independent stations, squawks by affiliates, and desire for self-preservation are motivating factors in concentration that net executives will shortly make on improved daytime programming. Desire by important advertisers for better daytime vehicles also significant (see page 26).

-SR-

All-Radio Presentation gets big sendoff

When radio's \$125,000 film is premiered early in February the industry will give it a rousing welcome. Initial showing will be at New York's Waldorf-Astoria before governmental, advertising, and industry notables. Advance reports indicate that 40-minute picture, sparked by Macy's Vic Ratner, will surpass expectations of most optimistic rooters.

-SR-

Canadian private broadcasters protest

Long-time fight by Canadian independents to free themselves from control and regulation by their competitor, the nationally-owned Canadian Broadcasting Corporation, is reaching a climax. Briefs are being submitted by stations to the influential Royal Commission on National Development in the Arts, Letters, and Sciences. Canadian governmental figures are studying proposals to make CBC non-commercial.

-SR-

Radio industry looks for big 1950

Thrown off its stride most of 1949 by net program shifts and TV confusion, radio advertising looms strong next year. Many advertisers who wanted to wait and see during most of 1949 are ready to go ahead in 1950 (see page 24).

-SR-

Three groups act on BMB successor

Following action of NAB board recommending dissolution of present BMB and establishment of corporation to replace it (SR, 21 November) BMB's directors passed resolution urging need for continuing audience measurement studies. Resolution also empowers BMB officers to "continue present organization and provide for its dissolution by 1 July, 1950," providing steps are taken meanwhile for servicing bureau's first and second studies and for discharging its liabilities.

-SR-

TV time volume may hit \$30,000,000

Television time sales in 1949 may total \$30,000,000, or three times \$10,000,000 volume of 1948, Joseph B. Elliott of RCA Victor has predicted. . .Radio Manufacturers Assn. estimates 3,750,000 TV sets will be made in 1950 as compared with 2,300,000 this year. October TV set production reached record 304,773, or about 80,000 more than 224,532 produced in September. . .Meanwhile, AM set output also expanded — from 461,532 to 587,267.

**Jess Willard joins
WGAC, Augusta, Ga.**

A. D. (Jess) Willard, formerly executive vice-president of NAB, has become president and g.m. of WGAC, 5,000-watt ABC affiliate in Augusta, Ga.

-SR-

**NAB simplifies
committee setup**

NAB has reduced number of standing committees to nine, but "broadened their effective operation." Committees, with total of 53 members, now are: Assn. of Women Broadcasters, BAB, employer-employee relations, engineering, FM, government relations, radio, TV, and un-affiliated stations.

-SR-

**Emerson introduces
low-price FM set**

Charge of FM broadcasters that manufacturers have failed to meet public demand for FM receivers is met by Emerson Radio with FM-only set, retailing for \$29.95. Now in volume production, new set will get heavy promotion. . .WDET-FM, Detroit, issues detailed news release headlined: "Why don't all major Detroit newspapers print FM schedules?"

-SR-

**International
Harvester
Refrigerators use
novel pitch**

International Harvester Refrigerators, through Dynamic Electronic Stores, New York, introduced a new twist in radio sale of home appliances 3 December. Plan involves use of WMCA, New York, with 14 half-hour programs weekly; listener phone inquiries to station; and fast home followup by salesmen carrying silver service valued at \$118.50 as premium with purchase of \$189.50 refrigerator. Sternfield, Goldley Inc., New York, handles the account.

-SR-

**Advertised brands
gain, says Nielsen**

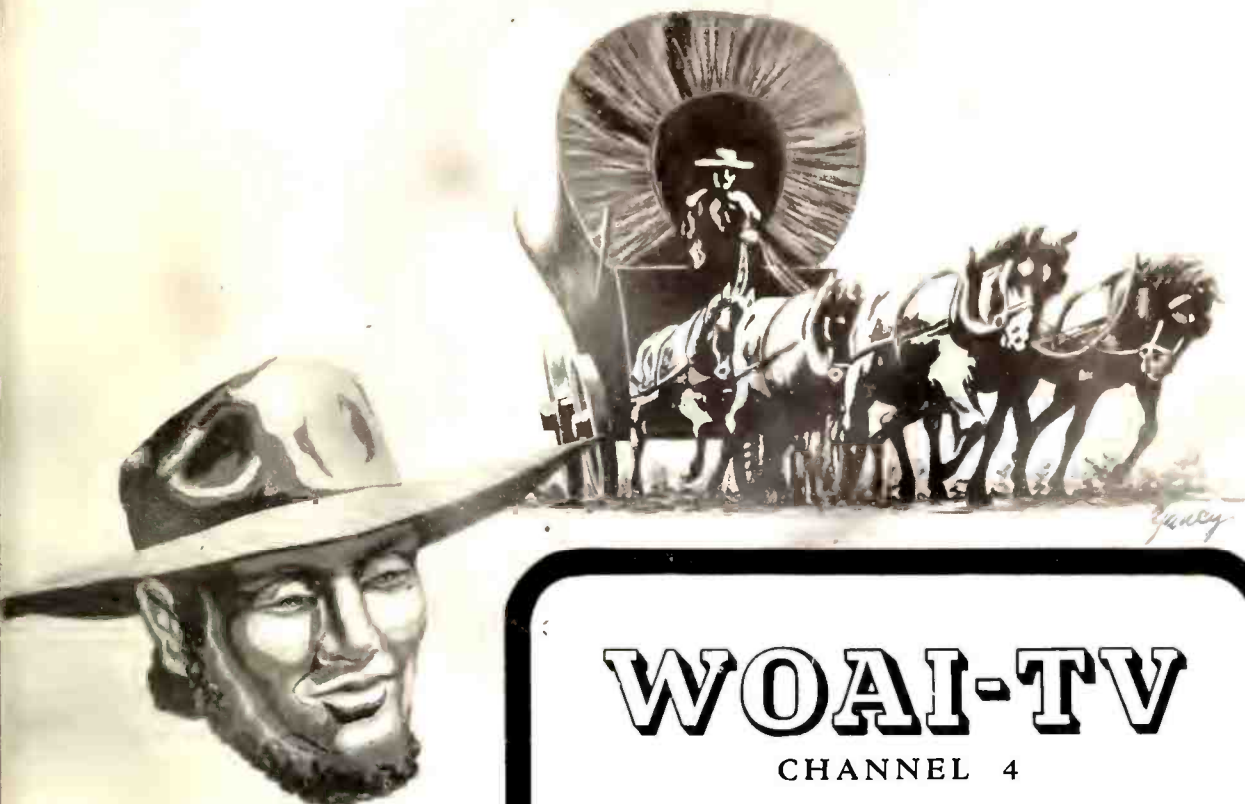
"Increased consumer preference for major brands" was cited by A. C. Nielsen before Grocery Manufacturers of America. For seven food commodities, he showed, two top brands increased their share-of-market from 37.2 to 40.4% between 1940 and 1949. . .Although TV reduced radio listenership 5% in metropolitan areas in first four months of 1949 vs. parallel period of 1948, Nielsen said, radio listenership rose 4% in medium cities and 2% in small cities and rural areas.

-SR-

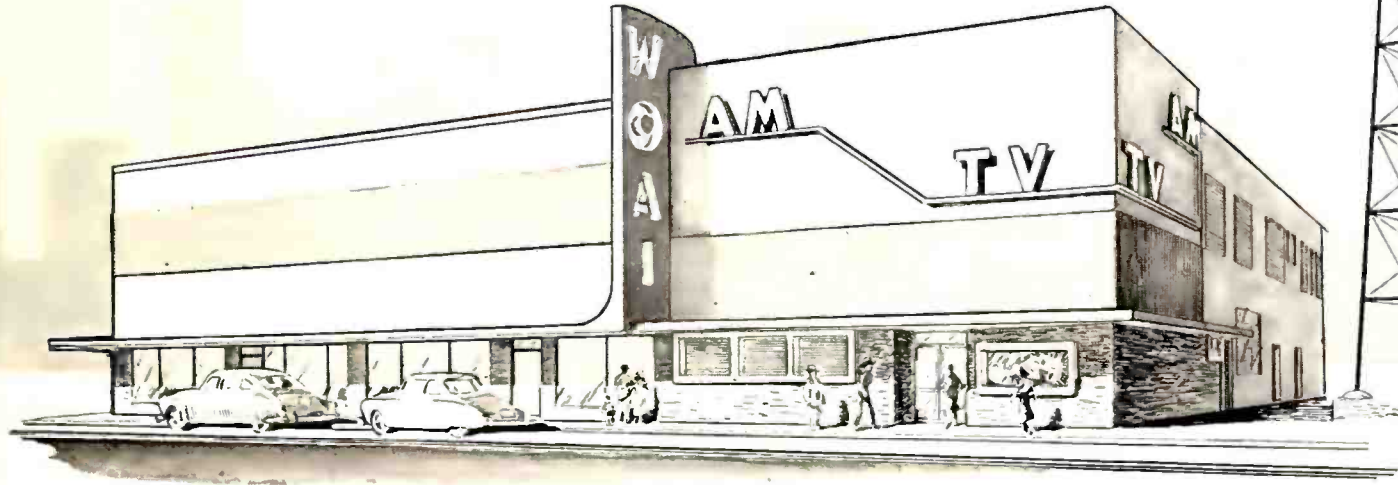
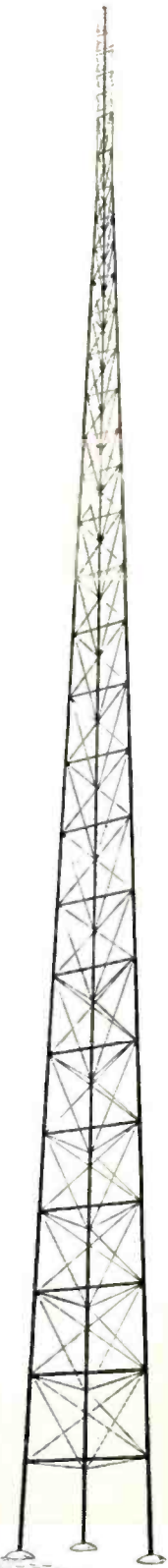
**Du Mont TV
affiliates get two
daytime hours**

To stimulate daytime TV, WABD, New York, key tone of Du Mont TV net, is offering its 50 affiliates two hours of live programming from 2:30 to 4:30 p.m., EST, starting Monday, 5 December. WABD reports success of own daytime programming for past year. Among affiliates signed for service are WTVN, Columbus; WXEL, Cleveland; WJBK, Detroit; WSPD, Toledo; WHIO, Dayton; WJAC, Johnstown, Pa., and Du Mont's own WABD; WTTG, Washington, and WDTV, Pittsburgh. Programs will provide spots for selling to local sponsors.

-please turn to page 36-



WOAI-TV
CHANNEL 4
SAN ANTONIO
"T-DAY"
DEC. 11, 1949



PIONEERS

Represented by Edward Petry & Company, Inc.



FEATURES

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| Money in Matzos | 40% of Manischewitz budget stimulates sales of 70 products in kosher and non-kosher food markets via broadcasting | 22 |
| Spot is basic | Radio's market-by-market medium is up to \$110,000,000 a year national volume | 24 |
| Daytime programs | Networks have a vital rebuilding job to do —little time in which to do it | 26 |
| Public service | Freedoms Foundation award proves that radio can forget "commercial" inferiority complex | 28 |
| Premiums on TV | Sponsors find small-fry go hook, line and sinker for offerings on video programs | 32 |

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| Gillette TV | How the largest razor manufacturer fared with its 1949 World Series TV sponsorship | 19 Decemb |
| The Nabisco kid technique | "Quick Arrow" does a big job over Mutual. But Nabisco merchandising and promotion makes it bigger | 19 Decemb |

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40 West 52nd

CITY HOOPERATINGS

Would it be possible to obtain several reprints of your article "City Hooperatings: their frailties and misuses?" This article appeared on page 26 of the August 29 issue of SPONSOR. Several of our clients are unduly concerned with the Hooper rating system. We feel that with your article we can be of service not only to our clients but to the radio stations throughout this area.

L. GEORGE GEIGER
Radio Director
Thurston Smith Jenkins
Flint, Michigan

• Some reprints of this Hooperating are still available on request.

FARM FACTS HANDBOOK

Congratulations on your "Farm Facts Handbook." May we buy a dozen copies?

WALLACE E. STONE
Commercial Manager
KILO, Grand Forks,
North Dakota

• Copies are available at \$1.00 each; quantity rates on request.

TIMEBUYERS COMMENT

Everybody in the agency field must read SPONSOR Magazine . . . because our sales people have had a great amount of comment on your recent articles relating to race programming and the "Forgotten 15 Million!"

Even on a recent visit to Chicago quite a few timebuyer friends and advertisers in the middle-west mentioned how much they were impressed by the two articles in SPONSOR on the "Forgotten 15 Million."

JOHN E. PEARSON
John E. Pearson Company
New York City

"READING VS. LISTENING"

We could make darn good use of 150 reprints of the SPONSOR article "Reading vs. Listening" based on the Lazarsfeld study.

TONY MOE
Sales Promotion Manager
WCCO, Minneapolis, Minn.

• The supply is running low, but we can still handle a few requests for "Reading vs. Listening" reprints.

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



With 24 years of successful radio Know-How behind us, we of KWKH "fly through the air with the greatest of ease"—get spectacular results in broadcasting to our Southern audience. Here's the Hooper proof—our Share of Audience figures for Shreveport for Mar.-Apr. '49:

| | | |
|-----------------------------|--------------|-------|
| MORNINGS (Mon. thru Fri.) | KWKH | 39.6% |
| | Next Station | 23.3% |
| AFTERNOONS (Mon. thru Fri.) | KWKH | 31.7% |
| | Next Station | 29.7% |
| EVENINGS (Sun. thru Sat.) | KWKH | 42.5% |
| | Next Station | 28.9% |

With 50,000 watts, CBS, and outstanding local programming, KWKH does just as impressive a job in the rural parts of this prosperous four-state area as in Shreveport. Write today for the complete facts.

KWKH

Texas

SHREVEPORT LOUISIANA

Arkansas
Mississippi

50,000 Watts

• CBS

The Branham Company, Representatives
Henry Clay, General Manager

**PACIFIC COAST
RADIO COVERAGE
IS DIFFERENT, TOO!**

FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally* by JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10
have stations
of all 4
networks



3
have Don Lee
and 2 other
network stations



8
have Don Lee
and 1 other
network station



24
have Don Lee
and **NO** other
network station





or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

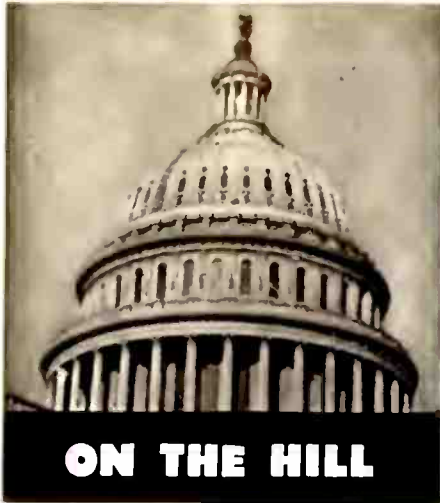
If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOB—STOCKTON, CALIFORNIA

Within easy listening distance of KXOB's 1000 watts live 205,800 people who annually spend more than a quarter billion dollars in retail stores. When you buy the Don Lee network you get localized coverage "from within" this and 44 other important Pacific Coast markets. Only Don Lee offers this kind of selling impact—where the people live—where they spend their money.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM



Commerce Department sees improvement in business

The Commerce Department not only reports that business was surprisingly good during the recent "strike" period, but probably it will be better. Among stimulants are a backlog of orders for steel, aluminum and coal, which will take months to fill, and Government spending this year at a \$27 billion level, the highest of the last three years. After a two-month decline, *Business Week's* index has turned sharply upward.

Third-quarter profits declined nearly 16%

But *Wall Street Journal* has found in analysis of 570 companies that net profits for the quarter ended 30 September were 15.8% below the level of the third quarter of 1948. Among 24 industry classifications, gains from a year ago were made only in six: aircraft manufacturing and supplies, airlines, automobiles and equipment, chemicals, drugs, foods, and utilities. Coal and textile industries showed the sharpest declines. Continued strength of such big advertisers as automobiles, foods and drugs, however, has helped to maintain overall advertising volume.

Candy manufacturers could advertise more

The Commerce Department estimates that per capita candy consumption this year will be 16.7 pounds as compared with 18.2 pounds in 1948. The candy industry has never been able to dispel the idea that candy is fattening, and the fact that the Council on Candy recently discontinued its advertising campaign hasn't helped. Among the relatively few candy makers on the air today are M&M, Mars, Peter Paul and Williamson.

"Big Three" do smaller part of food volume

The three largest food chains—A&P, Safeway and Kroger—today have a 7% smaller share of total food business than they had in 1939, while regional and smaller chains have increased their proportion 17%. Lansing P. Shield of the Grand Union chain told Grocery Manufacturers of America recently. He expected these trends to be "accelerated." . . . Meanwhile, *U. S. News-World Report* quotes Attorney General McGrath as saying that millions of housewives would benefit by lower prices, if the Government wins its anti-trust action against A&P.

NAB urges new treaty on channel allocations

NAB's board of directors has adopted a resolution urging "necessity of a new treaty" on broadcast channel allocations, and pointing out that the Cuban government has authorized radio operations which "severely damage the coverage" of United States stations. . . . The North American Regional Broadcasting Agreement is now being discussed at a conference in Montreal.

Radio and film industries unite to fight censorship

Eric Johnston, president of the Motion Picture Assn., and Justin Miller, president of NAB, have appointed a joint committee to cooperate against all forms of censorship and in other fields of common interests. Broadcaster members are Gilmore N. Nunn of the Nunn Stations, Kentucky; Calvin J. Smith, KFAC, Los Angeles; Clair R. McCollough, WGAL, Lancaster, Pa.; Hugh B. Terry, KLZ, Denver, and Michael R. Hanna, WHCU, Ithaca, N. Y.

Truman would halt another coal strike

As this is written another coal strike in early December—as John L. Lewis has threatened—appears unlikely. President Truman would enjoin such a strike under the Taft-Hartley Law. This injunction would be effective for 80 days, or until late February. By that time, it is expected, depleted coal stocks would have been restored.

FCC asks field tests for color TV and UHF

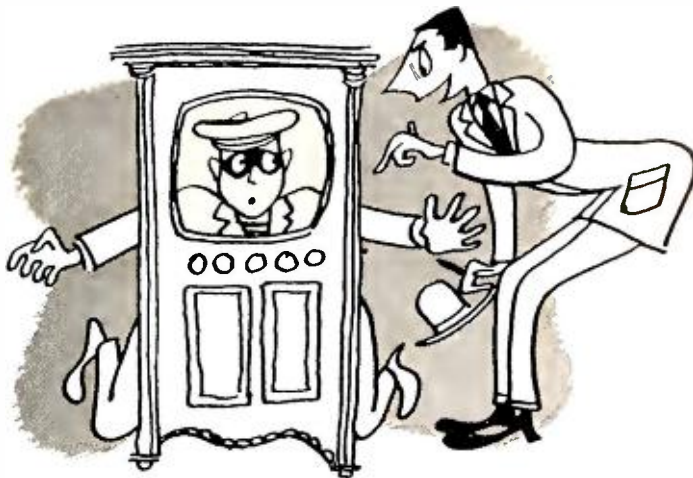
FCC has asked CBS, RCA and Color Television, Inc., to distribute "a reasonable number of receivers both to technical and non-technical persons" for competitive field testing of their color TV systems. The tests will start soon, and are expected to be confined to New York, Washington, San Francisco and perhaps Philadelphia, where the three have set up color telecasting equipment. . . . FCC also has asked all TV producers interested in UHF to start experimenting in the 470 to 890 megacycle range. Forty-two new channels may thus be authorized.

Detroit will hold international fair

Governmental blessing is expected to be sought for the Detroit International Trade Fair, which has been scheduled for 30 June-15 July, 1951, on the 250th anniversary of the founding of Detroit. To allow more time for foreign exhibitors, the fair has been postponed from next summer. It will follow the Canadian International Trade Fair, which will close in early June, 1951.

DuPont claims aid to "little man"

The best opportunity for little business "lies in the horizons opened for them by big business," Crawford H. Greenewalt, president of the duPont company, told a House Judiciary subcommittee investigating the effects of "bigness" on business. In developing such products as nylon and cellophane, he said, duPont has helped little business to prosper. In 1950 duPont will spend \$35,000,000 for research.



TV stole what PM audience from what AM?

In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —

But what stations?

Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."

On the other hand, one Boston station held its evening audience — and even *gained* listeners against TV competition. This *independent* station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.

Now with TV in the picture, Boston's fastest growing station *continues* to be your surest, best buy in Boston radio.

Here's what TV did to Boston Evening Radio Listening...

Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.

| Share of Audience May through September | | | | | | |
|--|------------------|------|------|------|------|------|
| Evening Sunday through Saturday 6:00 p.m.—10:30 p.m. | | | | | | |
| Homes Using Sets | Network Stations | | | | WHDH | |
| | A | B | C | D | | |
| 1948 | 26.2 | 21.8 | 12.0 | 20.7 | 14.0 | 23.8 |
| 1949 | 25.0 | 16.0 | 9.4 | 18.7 | 9.8 | 24.2 |
| Audience change | | -5.8 | -2.6 | -2.0 | -4.2 | +0.4 |

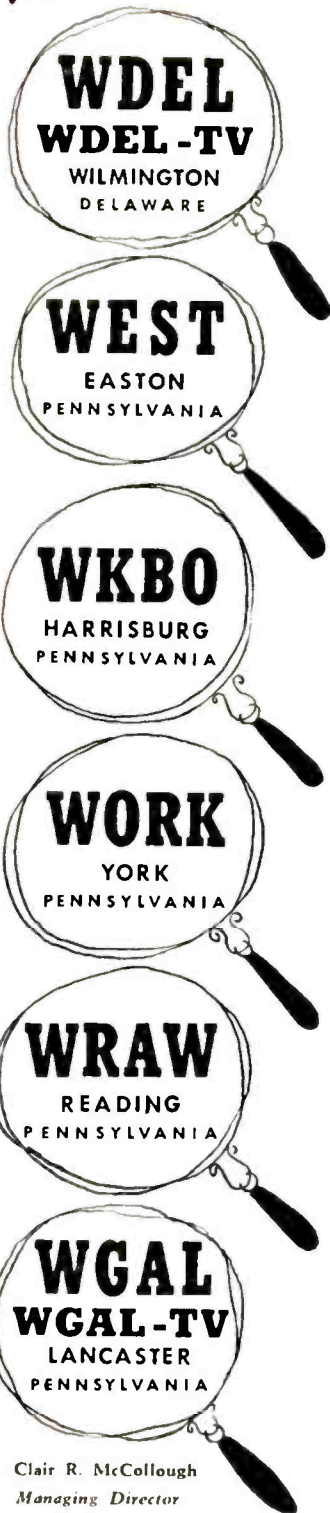
Owned and operated by the Herald-Traveler

BOSTON • 50,000 WATTS

Represented Nationally by John Blair & Co.

WHDH

for profitable
selling
INVESTIGATE



Clair R. McCollough
Managing Director

Represented by



ROBERT MEEKER
ASSOCIATES
Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS



Mr. Sponsor

Harry J. Deines

Manager of advertising and sales promotion
Westinghouse Electric Corp., Pittsburgh, Pa.

For the first six months of 1949 Westinghouse Electric Corporation's gross sales have dropped more than \$10,000,000. To shave the deficit the corporation is relying heavily on the effective planning of new promotions. This is the job of modest, gentle-looking Harry Deines, recently appointed boss of the firm's annual \$20,000,000 advertising budget. For the past five years Deines competently handled the Westinghouse account for Fuller & Smith & Ross, the last three as vice-president of the agency. His superlative administrative ability and advertising skill pleased the Westinghouse hierarchy.

Much of the corporation's profits is garnered from the manufacture of huge pieces of complex electrical equipment. Westerner Deines is not awed by these complicated blueprints and technical terminology. In 1930 he received his engineering degree from the University of Colorado. Then he left his father's spacious, opulent ranch for a ground-floor position with the General Electric Company's electronics department. Fourteen years later he was Divisional Manager of Electronics. Deines had helped make FM radio production a GE first, and promoted the sale of experimental television equipment during the war. Organizations interested in buying the equipment, which was to be delivered after the war, paid for it with war bonds.

Of the estimated \$2,000,000 spent annually for radio and television advertising, the lion's share of the budget goes for the firm's sponsorship of its hour-long video drama *Studio One*. Finding TV an important asset in hypoing its sales of electrical appliances, the organization will continue to sponsor the program in 1950. Westinghouse—which owns four AM stations: KEX, Portland; WOWO, Fort Wayne; KYW, Philadelphia; and WBZ, Boston—was one of the first big outfits to recognize the value of radio as an advertising medium. From 1929-1931 the corporation sponsored a half-hour evening, variety-musical show over the NBC network. Westinghouse has continually used radio since then.

During the last five years, philosopher-poet Ted Malone has been the firm's top-sales producer on radio. Malone has been effectively reaching the company's best market—women.

New developments on SPONSOR stories

p.s.

See: "The forgotten 15,000,000"
Issue: Part 1: 10 October 1949, p. 24
 Part 2: 24 October 1949, p. 30
Subject: Reaching the Negro market

In selling to the Negro market radio station WWRL, Woodside, New York has found that its programs must include more than the jive gibberish of a double-talking disk jockey spinning the weirdest records waxed by Negro artists. It requires no special type of programming. When the station used the famous Symphony Sid, master of the glib-word, to conduct its hour-long *Afternoon Swing Session* the average weekly mail pull was 700-1,000 letters.

When the program was rebuilt to give it greater all-around appeal, Sid was replaced by affable, articulate Phil Goroon. In a short time the average weekly mail pull soared to 3,000-4,000 letters. The new program was reaching a larger segment of the more than 1,000,000 Negroes in Knickerbocker Town and national advertisers became interested. Two bought time: Quaker Oats Company and River Brand Rice Mills, Inc., (Carolina Rice). The show was expanded one hour and is now heard from 3:30-5:30 p.m.

In New York City, AM station WLIB is making a bid to tap the fertile Negro market with a three-hour-long morning program: *House That Jack Built*, 7-10 a.m., Monday-Sunday. The show, handled by veteran radio performer Hal Jackson, is one of the most diversified ever produced for this market. During the program Jackson will comment on sports, read newscasts, tell human interest stories, interview celebrities, play records; all slanted to reflect Negro life. If successful, it will dis-

pel the misconception that Negro people are merely interested in jazz records and senseless palaver, and set the criterion for future programming.

p.s.

See: "Sponsors demand TV ingenuity"
Issue: May 1948, p. 134
Subject: Theatre television

Radio Corporation of America has recently completed a system of theatre television which will be an important new advertising medium for sponsors. For advertisers whose best sales results can be secured by directing their campaigns at certain segments of the public, theatre TV offers an almost guaranteed selection of various types of audiences. During week-day afternoons the nation's theatres are populated by relaxing housewives. On week-end afternoons, movie houses are swamped by squealing kids. During all of the evenings of the week, advertisers can reach audiences largely composed of working men and women.

The new RCA system is divided into two basic and distinct sections: Instantaneous Projection System where the picture is projected directly on the screen; and the Kinescope-Photography System which is a method of recording TV shows. RCA is currently taking orders for this equipment and will cost an estimated \$25,000.

To service the theatres that purchase any of the two sections, the National Broadcasting Company will arrange to transmit three types of program material: specially built shows requested by theatre owners; special events which are carried by NBC but not usually sponsored, such as the Presidential inauguration; and sponsored programs which can be cleared for theatre video.

Prairie Stars

Satin slippers and plunging necklines—ten gallon hats and cowboy boots. College grad at the debutante Ball—ranch hand and the village belle. Whatever our choice, whatever our fate, we're more alike than we think. That's why right now, today, America's music—western hill country music—is as popular in big New York as on the prairie where it was born.

That's why Prairie Stars, presented nightly on WOY by Rosalie Allen, holds one of the most loyal buying audiences in all radio. For fast action selling—for product loyalty—for a highly responsive audience (64% of whom are women) get the facts on who is listening. Ask to see WOY's newly completed Prairie Stars Audience Audit. It's proof that on WOY RESULTS IS THE BUY WORD.

Prairie Stars a WOY feature production is one of 5 AUDITED AUDIENCES.

WOV NEW YORK

Originators of Audited Audiences

Ralph N. Weil, Gen. Mgr.



NBC AFFILIATE

Heads turn, too, on Oklahoma highways where these handsome four color 24-sheet boards greet passersby! This is another example of the aggressive promotion which helps keep KVOO, *Oklahoma's Greatest Station*. To reach and *sell* more people at lower cost . . . year in and year out . . . use KVOO, the leader, year in and year out!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

SPONSOR

SPONSOR**New and renewed**

THE REPORTS LISTED BELOW APPEAR IN ALTERNATE ISSUES

**New National Spot Business**

| SPONSOR | PRODUCT | AGENCY | STATIONS-MKTS | CAMPAIGN, start, duration |
|----------------------------|--------------------|------------------------|---|--|
| Adam Hats | Hats | William H. Weintraub | 10 mkts | Spots; Dec 5 |
| Best Foods | Nucoa margarine | Benton & Bowles | California only | Spots; Nov 21; 10-12 wks |
| General Electric Co | Lamp Division | BBD&O | 32 mkts natl campaign | Spots; Nov 28; 26 wks |
| Gillespie Varnish Co | Paints | H. W. Fairfax | Eastern campaign | TV spots |
| Louis Milani Goods Inc | Seasoning product | Jordan Co | 8 stns; (4 radio, 4 TV) Los Angeles test campaign | Spots; parties; current 8-week campaign |
| R. C. W. Enterprises, L.A. | Rubber toy animals | Cowan & Whitmore, L.A. | 60 stns; 30 mkt- ² National campaign | 10-15 minute programs; current 5-week campaign |
| Shontex Co | Shampoo | Associated | 21 mkts West & Southwest | Spots |
| United States Tobacco | Tobaccos | Kudner | TV natl campaign 8 cities | TV spots; abt Nov. 23; until end of year. |

*Station list set at moment.

Station Representation Changes

| STATION | AFFILIATION | NEW NATIONAL REPRESENTATIVE |
|-------------------------------------|-----------------------|--------------------------------|
| KING, Seattle, Wash. | Independent | John Blair |
| KLMS, Lincoln, Neb. | Independent | Independent Metropolitan Sales |
| KOTV, Tulsa, Okla. | ABC, DuMont, CBS, NBC | Adam Young |
| KTSA, San Antonio, Texas | CBS | Free & Peters |
| WBKB, Chicago, Ill. | CBS | Weed |
| WBSM, New Bedford, Mass. | Independent | Joseph Hershey McGillvra |
| WTAL, Tallahassee, Fla. | CBS-MBS | John Blair |
| WTVB, Coldwater, Mich. | Independent | Joseph Hershey McGillvra |
| YSU-YSUA, San Salvador, El Salvador | Independent | Melchor Guzman Co Inc |

Advertising Agency Personnel Changes

| NAME | FORMER AFFILIATION | NEW AFFILIATION |
|---------------------|---|--|
| James Alsbaugh | KJBS, S.F., sls | John Blair, S.F., acct exec |
| Z. C. Barnes | Mutual Broadcasting System, N.Y., vp in charge of sls | Calkins & Holden, N.Y., partner (effective Jan 1) |
| Herbert Beaven | Brisacher, Wheeler, L.A., office mgr | Mogge-Privett, L.A., exec |
| Madolin Bingham | Munsingwear Inc, Mupls., adv, sls prom mgr | Abbott Kimball, S.F., acct exec |
| James H. Bolt | Waldie & Briggs, Chi., acct exec | Same, vp |
| Felix Brentano | | Lester "L" Wolf, N.Y., radio, TV dir |
| William Brewer | NBC, Chi., natl spot sls-man | Potts, Calkins & Holder, Kansas City, Mo., radio, TV dir |
| Luther Bridgman | William Esty Co Inc, N.Y. | Same, head of film div of tv dept |
| Innis Bromfield | Morris Plan, adv mgr | Foote, Cone & Belding, S.F., copy chief |
| George Burke | N. Y. Sun | Robins, Newton & Chapman, H'wood, acct exec |
| John T. Burke | Chambers & Wiswell, Boston, acct exec | Same, vp in charge of new business |
| Mark Bennett Byron | Yardley of London Inc, N.Y., adv mgr | William Esty, N.Y., vp |
| Robert M. Campbell | J. A. Zurn Mfg Co, Erie, Pa., sls prom | Lee Donnelley, Cleve., acct exec |
| Clinton R. Clark | Brooke, Smith, French & Dorrance, Detroit | BBD&O, Detroit, in charge of coop media an DeSoto acct |
| James C. Cumming | John A. Cairns & Co, N.Y., vp | Same, dir |
| William H. Davidson | ABC, N.Y., stu rel | Free & Peters, N.Y., acct exec |

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

Advertising Agency Personnel Changes (Continued)

| NAME | FORMER AFFILIATION | NEW AFFILIATION |
|-----------------------|--|--|
| James L. DePaul | West-Marquis, S.F., mgr | Albert Frank-Guenther Law, S.F., acct exec |
| Charles V. Dresser | Free & Peters, N.Y., sls | Bedfield-Johnstone Inc, N.Y., vp |
| Norman L. Bryan | Canadian Canners, Hamilton, sls superv | F. H. Hayhurst, Toronto, acct exec |
| Allen Ducevay | Robert Maxwell, N.Y., prod | Kenyon & Eckhardt, N.Y., radio prod |
| Lawrence R. Dunham Jr | Benton & Bowles, N.Y., acct exec | Campbell-Mithun, Mpls., acct exec |
| Erstrom Daune | Young & Rubleam, N.Y. | Federal, N.Y., acct exec |
| Edgar E. Eaton | Tracy Mfg Co, Pittsb., sls prom mgr | G. Norman Burk, Pittsb., vp |
| Rudney Erikson | Young & Rubleam, N.Y., prod dir, "We The People" | Same, superv operations radio, tv |
| Arthur W. Fielden | Campbell-Ewald Co, Detroit, operating and administrative depts | Same, head radio and tv dept |
| John D. Fitzgerald | CRS-TV, N.Y., charge of sls | Alley & Richards, N.Y., exec staff |
| Arthur L. Forrest | WOAI, San Antonio, Texas, prom mgr | Curt Freiburger and Co, Denver, copy chief |
| Carlos A. Franco | Young & Rubleam, N.Y., radio media mgr | Kudner, N.Y., exec |
| Harry Gattou | WSIC, Statesville, N.C., man dir | Harry Gattou, same, pres |
| Clifford Gill | | Tharp & Gill (new), L.A., co-head |
| Richard E. Goebel | Ruthrauff & Ryan, S.F., exec | Hiddleston, Evans & Merrill, Seattle, vp |
| S. A. Halpern | L. H. Hartman Co, N.Y., exec vp | William H. Weintroub & Co, Inc, N.Y., dir of copy |
| Jerry Hines | KOL, Seattle, acct exec | H. J. McGrath, Seattle, acct exec |
| Harvey J. Howells | Standard Brands Inc, N.Y., adv mgr | Ted Bates, N.Y., acct exec |
| Miriam Hurley | Nowell-Funnell Co, N.Y., time buyer | Doyle, Dame, Bernbach, N.Y., time buyer |
| Marc C. Ivey | Bert S. Gittins, Milwaukee | Clark & Bickard Inc, Detroit, acct exec |
| John N. Jackson | John A. Cairns & Co, N.Y., vp | Same, dir |
| Frederick H. Jones Jr | M. Glen Miller, Chi., acct exec | Biddle, Bloomington, Ill., acct exec |
| Arthur A. Judson | Seldel, N.Y., vp | Van Diver & Carlyle Inc, N.Y., acct exec |
| Lee Kowis | | Enchanan & Co, L.A., media dir |
| Edwin A. Kirschner | Young & Rubleam, N.Y. | MPO Productions Inc, bus mgr |
| Harry J. Kleefisch | Natl Assn of Redding Mfrs, St. L. | Roman, St. L., acct exec |
| Ed LaGrave Jr | R. H. Cary, Inc, Des Moines, acct exec | Lessing, Des Moines, radio dir, acct exec |
| Thomas Lathan | Goodman, N.Y. | Lenhart, York, Pa., charge of radio, TV copy |
| Rosemary Lesan | Benton & Bowles Inc, N.Y. | Bennett, Walther & Menadier Inc, Boston, charge of copy |
| Louis Marehl | Reannont & Holman Inc, Seattle, acct exec | Same, Portl., in charge |
| John R. Mayer | Fonte, Come & Belding, N.Y., food acct exec | Same, S. E., acct exec for Western Root Sugar |
| John Milton | | Adrian Bauer, Philadelphia, copy dir |
| A. W. Moore | Agency Associates, L.A. | Durier-Graham-Eastman, L.A., acct exec |
| Frank C. Moreland | W. S. Grant, S.F., mgr | John Blair, L.A., acct exec |
| N. A. Nordquist | Westinghouse Electric Corp, Pittsb., adv asst | James A. Stewart, Carnegie, Pa., acct exec |
| Albert Pleus | Standard Brands Inc, N.Y., Fleischmann division, sls prom mgr | Same, mgr sls prom and adv |
| Lois Rea | Ziff-Davis Publication Co, Chi., adv prod mgr | Bill Bousib, Denver, media dir, traffic mgr |
| H. N. Read Jr | | Michener & O'Connor Inc, Harrisburg, Pa., copy dir |
| William Reed Jr | WCBS, N.Y., sls | John Blair, N.Y., acct exec |
| Paul Roberts | WRC, N.Y., radio dir | Benton & Bowles, N.Y., script ed and radio dir |
| Alice Ross | Lawrence C. Gambiner, N.Y., media dept | Joseph Katz, N.Y., time buyer |
| Donald Scandlin | Benton & Bowles, N.Y. | Ted Bates, N.Y., media buyer |
| William E. Schneider | Benton & Bowles, N.Y., exec | Same, bus mgr of radio and tv dept. |
| Irene S. Sims | | Thomas & Duclantay, N.Y., acct exec |
| T. L. Stromberger | West-Marquis Inc, L.A., sr acct exec | Same, vp |
| George Tharp | Citizen, Beverly Hills, Calif. | Tharp & Gill (new), L.A., co-head |
| Bill Welsh | Allied, L.A., gen mgr | Walter McCreery Inc, L.A. (successor to Smith, Bull & McCreery), head of radio and tv dept |
| J. Kenneth White | Rio, N.Y. | Lenzen & Mitchell, N.Y., acct exec |
| R. G. Wilson | Grant, N.Y., partner | Ruthrauff & Ryan, N.Y., vp |



New and Renewed Television (Network and Spot)

| SPONSOR | AGENCY | NET OR STATIONS | PROGRAM, time start, duration |
|---|-------------------------------------|---------------------------------|--|
| American Cigarette & Cigar Co (Pall Mall) | Sullivan, Stauffer Colwell & Rayles | KTLA-TV, L. A. WBKB-TV, Chi. | Film annents; Oct 31; 13 wks (r) |
| Arnold Bakers Inc (Arnold Bread) | Benton & Bowles | WARD, N. Y. | Film spots; Nov 13; 52 wks (n) |
| Benrus Watch Co | J. D. Tareher | WNBW-TV, Wash. | Film spots; Nov 10; 52 wks (r) |
| Brown & Williamson Tobacco Co (Kools) | Ted Bates | WARD, N. Y. | Film spots; Nov 28; 13 wks (n) |
| Rulova Watch Co | Rio | WNRT, N. Y. | Film spots; Nov 13; 20 wks (n) |
| Chevrolet Dealers | Campbell-Ewald | WABD, N. Y. | Famous Jury Trials; Th 9:30-10 pm; Nov 2; 26 wks (n) |
| D. P. Clark Candy Co | BRD&O | WBKR-TV, Chi. | Film annents; Oct 21; 13 wks (n) |
| Gen Edison Co | BRD&O | WNRT, N. Y. | The Weatherman; Mon-Fri 6:55-7 pm; Nov 4; 13 wks (n) |
| Corliss Lamont & Co | Cecil & Presbrey | WRKR-TV, Chi. | Film spots; Nov 1; 13 wks (n) |
| DeSoto Dealers | Moss | WABD, N. Y. | Wrestling; Sat 10 pm to conclusion; Nov 26; 13 wks (n) |
| First National Bank of Boston | BRD&O | WRZ-TV, Boston | Weather spots; Nov. 7; 13 wks (n) |
| General Time Corp (Seth Thomas Clocks) | BRD&O | WMAR-TV, Balto. | Film annents; Nov 21; 13 wks (r) |
| Goodyear Tire & Rubber Co | Young & Rubicam | WBKR-TV, Chi. | Film spots; Nov 9; 8 wks (n) |
| Hamilton Watch Co | BRD&O | KTLA-TV, L. A. | Film spots; Nov 27; 1 wks (n) |
| Ideal Novelty & Toy Co | Atlantic | WBZ-TV, Boston | Film annents; Oct 7; 12 wks (n) |
| Lincoln-Mercury Dealers | Kenyon & Eckhardt | WCBS-TV net | Toast of the Town; Su 8-9 pm; Nov 19; 13 wks (r) |
| Minneapolis Brewing Co (Grain Belt Beer) | BRD&O | WTUN-TV, Mpls. | 16 Minneapolis Lakers basketball games; Nov. 16; (n) |
| The News Syndicate Co Inc | Placed direct | WPIX, N. Y. | Voice of the People; Su 7:30-8:30 pm; Nov 11; 13 wks (n) |
| Penick-Ford Ltd Inc (My-T-Flue) | BRD&O | KTLA-TV, L. A. | Danny Webb; Su 6-6:30 pm; Nov 11; 13 wks (n) |
| Pioneer Scientific Corp | Cayton | WNBT, N. Y. | Film spots; Dec 1; 52 wks (r) |
| Rouson Art Metal Works Inc (Lighters) | Grey | KTLA-TV, L. A. | Film spots; Nov 8; 18 wks (n) |
| United Air Lines | N. W. Ayer | KTLA-TV, L. A. WABD, N. Y. | Film spots; Nov 11; 20 wks (n) |
| United States Tobacco Co | Kudner | WARD, N. Y. | Film spots; Nov 13; 13 wks (n) |



**OVER
9000
IOWA FAMILIES
INTERVIEWED
IN 1949
SURVEY!**



Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families (*1 out of every 85 in the State!*) to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between urban and rural listening habits*, but also gives typical characteristics of the Iowa audience *as a whole*.

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes that have taken place in Iowa listening habits, since 1941*.

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ for Iowa PLUS +

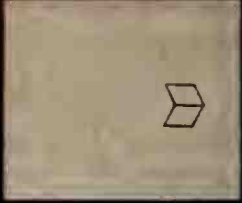
Des Moines . . . 50,000 Watts

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



FREE & PETERS, INC.
National Representatives

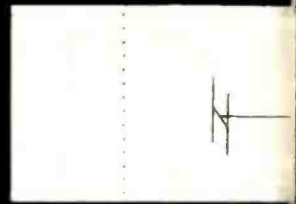
WASHINGTON 30% more



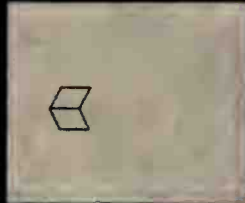
PHILADELPHIA 191% more



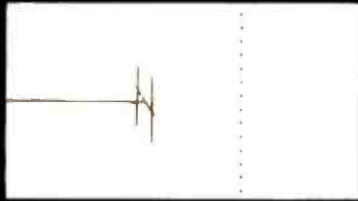
What happens



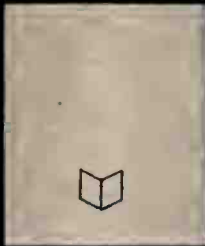
BOSTON 45% more



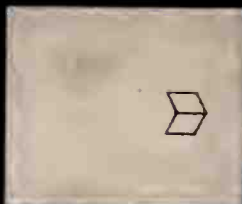
LOS ANGELES 55% more



CLEVELAND 131% more



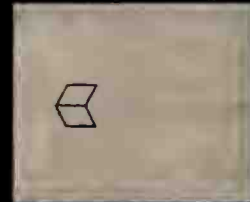
SCHENECTADY 82% more



CHICAGO 110% more



NEW YORK 135% more



When television hits eight major markets?

To say that television is growing would be bromidic. To say that in eight major markets television's audience has *passed* that of the nation's largest circulated magazine would be specific. Such is the case.

Not only has television's circulation and audience in these eight markets surpassed the top national magazine, an advertiser actually reaches more people with the average evening television program* than through the average black and white *full page*

advertisement in this magazine.

Now you can demonstrate your product in your prospects' homes with a medium that is human . . . alive . . . convincing. And best of all you can reach more people in the nation's major markets than your national magazine advertisements can reach. Like most advertisers, when you buy television in the eight markets listed below, you'll probably select the leading station—a station represented nationally by NBC SPOT SALES.

*The average evening television program on a station represented by NBC Spot Sales

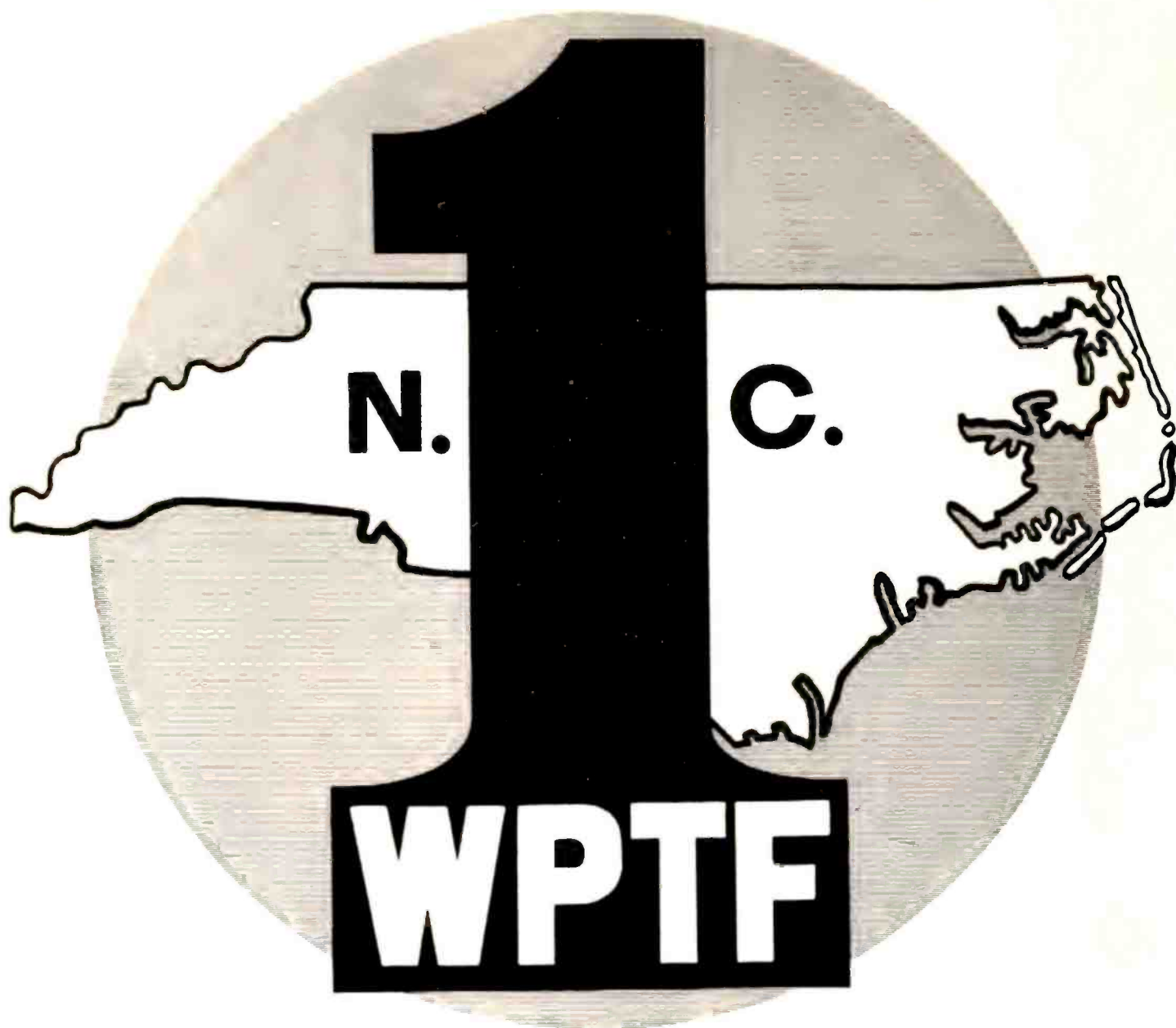
| Metropolitan Area | Nation's Largest Magazine | | Area's Leading Television Station | |
|-------------------|---------------------------|--|-----------------------------------|---------------------------------|
| | Circulation | Noters per av. black & white 1 page ad | Na. of TV sets | Viewers per av. evening program |
| New York | 504,713 | 304,039 | 875,000 | 714,866 |
| Chicago | 164,986 | 99,388 | 254,000 | 207,515 |
| Los Angeles | 219,551 | 132,257 | 251,000 | 205,064 |
| Philadelphia | 133,202 | 80,240 | 285,000 | 232,842 |
| Boston | 166,641 | 100,385 | 177,026 | 144,628 |
| Cleveland | 60,279 | 36,312 | 102,000 | 83,333 |
| Washington | 72,485 | 43,664 | 69,600 | 56,864 |
| Schenectady | 28,019 | 16,880 | 38,000 | 31,046 |

Sources: Magazine circulation—Latest published market breakdown of circulation of the magazine. Noters—Source available on request. No. of TV sets—NBC Research Dept. official estimates (Nov. 1, 1949). Viewers per average evening program—C. E. Hooper (Sept. 1949).

NBC SPOT SALES

Representing Television Stations: WNBT, New York • WNBQ, Chicago • KNBH, Hollywood • WPTZ, Philadelphia • WBZ-TV, Boston • WNBK, Cleveland • WNBW, Washington • WRGB, Schenectady

**NORTH CAROLINA IS THE SOUTH'S
NUMBER ONE STATE**



AND NORTH CAROLINA'S

***No. 1* SALESMAN IS**

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

* also WPTF-FM *



MUCH RADIO M.O. BUSINESS IS SEASONAL. CHRISTMAS TOYS ARE LEADING SELLERS NOW ON STATIONS OVER THE COUNTRY

Is mail order good for radio?

Tread carefully, for direct-by-mail is no unmixed blessing

over-all The thumbs-up-or-down question of mail order business by radio might never be a question of concern to the industry as a whole if it weren't for one thing. That is the fact that virtually all direct-selling-by-radio is on a "per inquiry" basis of compensation to the station. Industry leaders, including the official voice of its trade association, the NAB, condemn it as bad for both radio and advertisers.

Despite this feeling and despite the arguments for upholding the integrity of the rate card structure in the pur-

chase of time on the air, the number of stations from tea-pots to 50 kws who are willing to consider any P.I. mail order deal on its merits is growing rapidly.

There are reasons for this trend other than the traditional pressure whenever business gets tight. These reasons have little to do with the arguments of some outlets that they couldn't survive without the P.I. deals they accept. One reason is that bad practices of mail order operators which tended to alienate listener loyalty and implant distrust of all radio advertis-

ing are rapidly being cleaned up.

Another reason is the discovery by more and more stations of formulae of operation which seem to pull mail and cash and hold listenership also. Many of them make no secret of their claim to earn from two to four times their card rates on P.I. deals. One of the strong arguments against radio m.o. business has been that in order to make a reasonable profit for sponsor and station, m.o. merchandise had to be priced above the figure at which comparable merchandise could be purchased at retail shops readily accessible

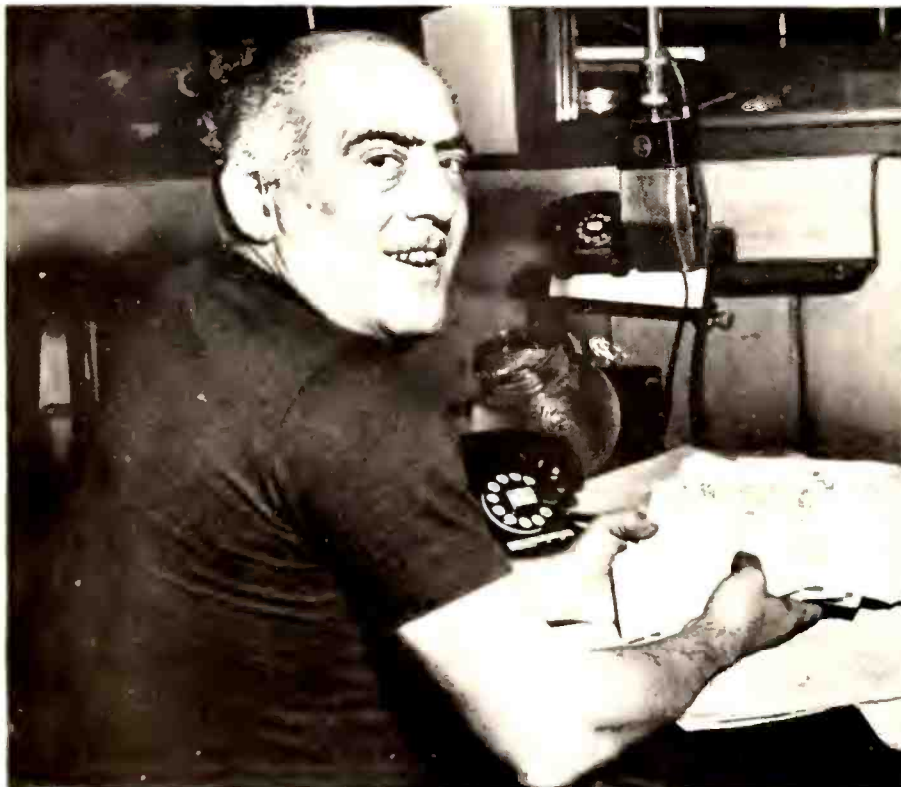
Some Do's and Don'ts For Mail Order Business

DO

1. Offer bargains—and they must also SOUND like bargains when described on the air—in quantity, price, etc. (commensurate quality is also a must).
2. Offer staples—items easily recognized so their use or functions don't have to be sold.
3. Choose products not too generally accessible in area of broadcast.
4. Pack product so it makes a good first impression (this cuts down on returns).
5. Use premiums, where possible, to get fast action.
6. Handle all complaints and refunds promptly and without quibbling.

DON'T

1. Oversell.
2. Offer shoddy merchandise or "bad buys" in any other sense.
3. Offer "gadget" merchandise (though it does go in some localities).
4. Make slow deliveries.
5. Pack items so they'll get damaged in transit.
6. Start a large-scale operation without first testing item.



"Big Joe's" WOR "Happiness Exchange" keeps night owls awake with music and m.o. pitches

to listeners. This is an aspect of the business which stations themselves are bringing under control.

In fact, one of the strongest forces behind the "clean-up" trend in the direct-selling-by-air field is the tougher attitudes taken by stations toward both m.o. products and the conditions governing the offers. Today, stations are definitely more sophisticated in their appraisal of m.o. business. Rules worked out from experience of long-time successes in the mail order business are being carefully copied or adapted by newcomers to the field.

Organizations for handling radio m.o. business, such as that of Donald Withycomb and the Mail Order Network of Harold Kaye, are helping to discourage m.o. abuses in radio by showing what can be done by adhering to better standards of practice all along the line.

Agencies with m.o. business have always sought air-time on stations of their choice whenever it could be had, provided a proven audience was available. The Mail Order Network of Harold Kaye offers to program the "fringe" or marginal time of a station for a mail order operation in which M.O.N. supplies the advertisers. Such marginal time is regarded as that which the average station does not ordinarily expect to sell—the hours after 11:30 midnight and morning hours up to 6:30 or 7:00 (fringe hours will naturally vary with the station).

A number of stations which regard P.I. business as subversive of radio's rate structure and therefore harmful to the industry offer an interesting viewpoint on handling such business during very early or late hours not previously sold, or in some cases even programmed. WGN, Chicago, is an example.

The station, up to late last September, signed off at 1:00 a.m. and back on at 6:00 a.m. Then they signed with M.O.N. to program the five hours between 1:00 and 6:00 a.m. Commercial manager W. A. McGuineas stated his thinking as follows:

"Obviously, if advertisers believed there were sufficient number of listeners during those late hours they would buy time. Mail order features such as we started September 26, 1949, may furnish the evidence and adequate proof to regular advertisers that there are listeners between midnight and 6:00 a.m., and those listeners can be

advertised to with adequate return per dollar spent."

WGN does not broadcast P.I. advertising during regular broadcast hours, believing it "not only bad for radio generally, but also for advertising as a whole." Nevertheless, he points out, broadcasters have been generally unsuccessful in selling straight card rate advertising, regardless of how low the rate, for the hours between midnight and 6:00 a.m.

Between the time WGN started its late-hour broadcasts and about the middle of November it built up, according to Kaye, a record-breaking mail order response. This was in spite of a late mail season in which many experienced m.o. stations were off, some as high as 40%.

The new concept in radio m.o. business is to regard the listener-purchaser as a prospect for many future purchases. This demands a certain technique of operation that can't be slighted without severe penalties to advertiser and station alike. To call this concept "new" doesn't mean that stations like WLW, WLS, WNAX and many others haven't known and practiced it. As a concept demanding certain rules in product clearance and selling it has just begun to be important to the average station accepting m.o. business.

It has been the custom (in some cases still is) for a sponsor to offer shoddy merchandise, goods in no sense a bargain. The notion was to make one sale each to as many listeners as possible and move on, without regarding the purchaser as a future customer. This, in the case of dissatisfied purchasers, not only meant one less prospect for the advertiser, but one less loyal—if not lost—listener for the station.

Other bad aspects have been copy that sold too hard and too long for the taste of numerous listeners who otherwise don't overly object to mail order selling on the air. Copy that promised too much and led thereby to unwarranted expectations about the product has alienated the trust of many a listener in radio advertising. M.O.N.'s Kaye, himself a former agency man, felt he knew all the abuses to which radio m.o. business was heir. He felt he could work out a service to stations and advertisers that would build not

(Please turn to page 55)



Plastic apron, table cloth cover are part of four-item package leading M.O. Network sales

COLOR-KEY CLARINETTE

AT ONCE

Just follow the colors and play songs. Even If You've Never Played Before!

CLARINETTE FUN FOR EVERYONE - FROM 5 TO 50

Imagine! Right from the ace bandleader of em all - ARTIE SHAW - comes thrilling color-keyed CLARINETTE! Everyone knows and loves the fine music of ARTIE SHAW - clarinetist star of radio, television, stage, and screen - and now with your own Color-Keyed CLARINETTE you learn to play real music! Never a better chance than now to play the tunes you've always favored - have musical fun that up to now required years of training! So quick and easy you'll be amazed and delighted!

NO MUSIC TO LEARN! Sound easy? It is easy! No experience needed! Just follow the wonderful easy-to-play giant color key song book included free with this offer. A red note in the book you press the red key! A green note means you press the green key! A five-year-old child can do it! Play using both hands right away!

PLAY THE VERY FIRST TIME YOU TRY!

Blow gently into the specially designed mouthpiece and listen to those sweet notes pour out! No special blowing method - no long hours of practice - no sore lips! The music comes out right and bright with no effort at all! How your friends will admire and cheer! You'll be playing at parties, parades, picnics, home get-togethers, anywhere, anytime!

Nearest Thing Yet To A Real Clarinet!

- Full 14" size
- Gleaming ebony plastic
- Rich chrome trim
- 8 keys for 2-handed playing
- Special easy-blow mouthpiece
- Electronically tuned

10 DAYS FREE TRIAL!

pay postman only \$2.98 plus postage. To save postage, on close \$2.98. If you aren't thrilled with toy clarinet, return for refund.

Only \$2.98 complete for

CLARINETTE
FREE Giant Song Book-FREE Carrying Case - FREE Auto Graphed Artie Shaw Photo

FREE

For your very own an autographed photo of famed instrumentalist ARTIE SHAW who has thrilled millions with his clarinet music!

Also FREE!

Giant 36-page SONG BOOK worth \$1 by itself - completely color keyed! Follow the color arrangements, press the color keys on toy CLARINETTE, play at once these 36 all-time favorites! Hours of musical pleasure with your family and friends!

At No Extra Cost!

Smart, sturdy carrying case

SEND NO MONEY - MAIL COUPON NOW

THE HARBERT CO., Dept. 1234
284 Fifth Avenue, New York 1, N. Y.

Send me new ARTIE SHAW COLOR-KEYED CLARINETTE PLUS GIANT SONG BDK, ARTIE SHAW PHOTO AND FREE CARRYING CASE.

I'll pay postman \$2.98 each plus postage

I enclose \$2.98 each you pay postage

PLEASE PRINT CLEARLY

Name _____

Address _____

City, Zone, State _____

MONEY-BACK GUARANTEE:
If not delighted, I may return merchandise in 10 days for full refund

An air-offer as cluttered as this printed piece wouldn't pull. Radio copy writers keep it simple



Dov Ber Manischewitz, firm's founder

There's money in matzos

spot Before the B. Manischewitz Co. hit its stride in radio, "matzos" and "gefilte fish" were words the average listener might have caught only in crossing the unexplored territory of the dial which is inhabited by the foreign-language stations. Or perhaps during an installment of *The Goldbergs*. Lately, however, dial-spinners have heard them between breakfast courses with Dorothy & Dick on WOR, New York, and between records on WMGM. And on more than 30 other stations across the country. Since only half of these stations are foreign-language outlets, thousands of listeners with a yen for new horizons in food are discovering for the first time the delights of gefilte fish and borscht, and other traditionally Jewish dishes included in the Manischewitz line of more than 70 foods.

The firm which sets the pace for all other matzo makers was founded in 1886 by Dov Ber Manischewitz, whose grandsons run the business today. Dov Ber probably marveled at his own extravagance as he shelled out \$100 for the firm's first advertising budget in 1911. He could scarcely have dreamed that his grandsons would spend more than \$100,000 in one year for radio advertising alone, and consider it the wisest of investments.

The Manischewitz company climbed to the forefront by revolutionizing the sale of a product which before had little or no brand identity. The firm bought its first radio time more than 20 years ago, and has already taken the video plunge. This forward-looking attitude, not too often found in family-dominated companies, has characterized the Manischewitz clan since its American history began. Dov Ber, patriarch of the family, had studied for the rabbinate. But in 1886 he left his birthplace in Eastern Europe and came to New York to make his fortune. Finding that city with a surplus



Droll Morey Amsterdam sold fish, matzos with music and laughs on his WHN (WMGM) disk show

10% of Manischewitz' budget goes towards
widening its kosher food markets via radio

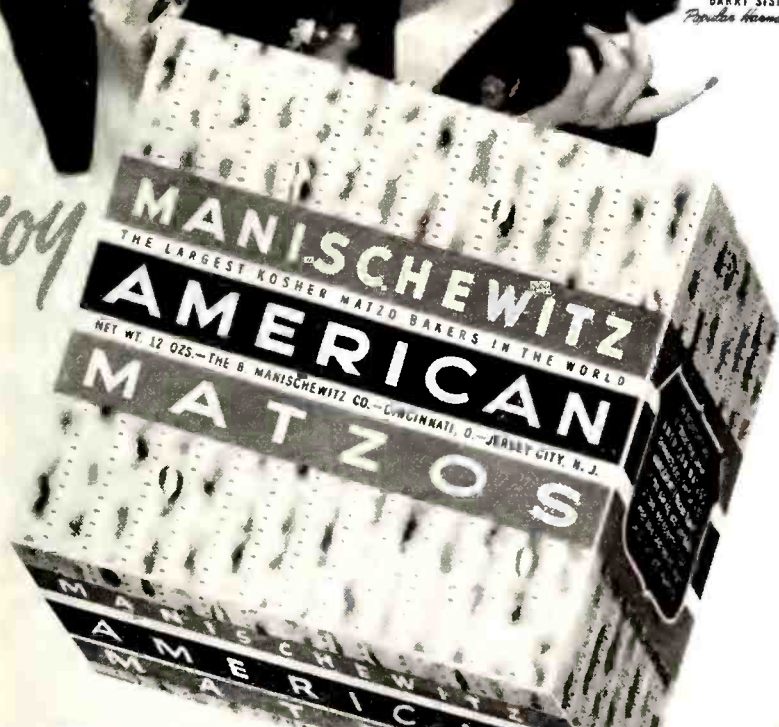


Spots now sell over 70 products

They're so crisp, fresh and light
They're a special delight
For full mealtime pleasure
Or a snack at your leisure



BARRY SISTERS
Popular Harmony Duo



IN TUNE WITH EVERYTHING YOU SERVE!

of young men who had the same fixation. Dov Ber moved to Cincinnati with his budding family. That city, then as now, had a sizable Jewish community. Narrowing down the fortune-making possibilities, he decided to open a matzo bakery, utilizing some of his highly original ideas about equipment.

A warmhearted Cincinnati iceman offered him space above his ice-cellar for a small bakery and Dov Ber was in business, with his wife's help. With the aid of ingenious matzo-making equipment of his own design, he was soon turning out acres of thin, crisp, uniformly-baked matzos which sold like hotcakes. By 1913 the original advertising budget of \$100, invested in Jewish newspapers, had been tripled, and Manischewitz matzos were being shipped all over the country. Before the Manischewitz firm began triple-wrapping their products to keep them fresh longer—an important innovation—matzos had always been baked and sold loosely; mass distribution to distant points had evidently never been considered.

Dov Ber died in 1913, leaving three daughters and five sons, and the boys took over the business. The young Manischewitzes stepped up the modernization of the Cincinnati plant, and added companion products to the line. It now includes—in addition to many kinds of matzos and matzo products—a complete variety of soups, several kinds of preserved and stuffed fish, wines, crackers, condiments, and cleansers, all "Strictly Kosher." The ad budget, meanwhile, jumped to \$8,000 in 1914, to \$15,000 in 1915, to \$40,000 in 1920, to several hundred thousands of dollars in 1949. They widened their selection of media to include "Anglo-Jewish" publications—those printed in English for Jewish communities—as well as the Yiddish papers.

(Please turn to page 40)

Barry Sisters, singing stars of "Yiddish Swing," carried transcribed on more than 20 outlets

The advertiser rediscovers SPOT

**Latest SPONSOR survey reveals that
the selective medium is becoming basic**

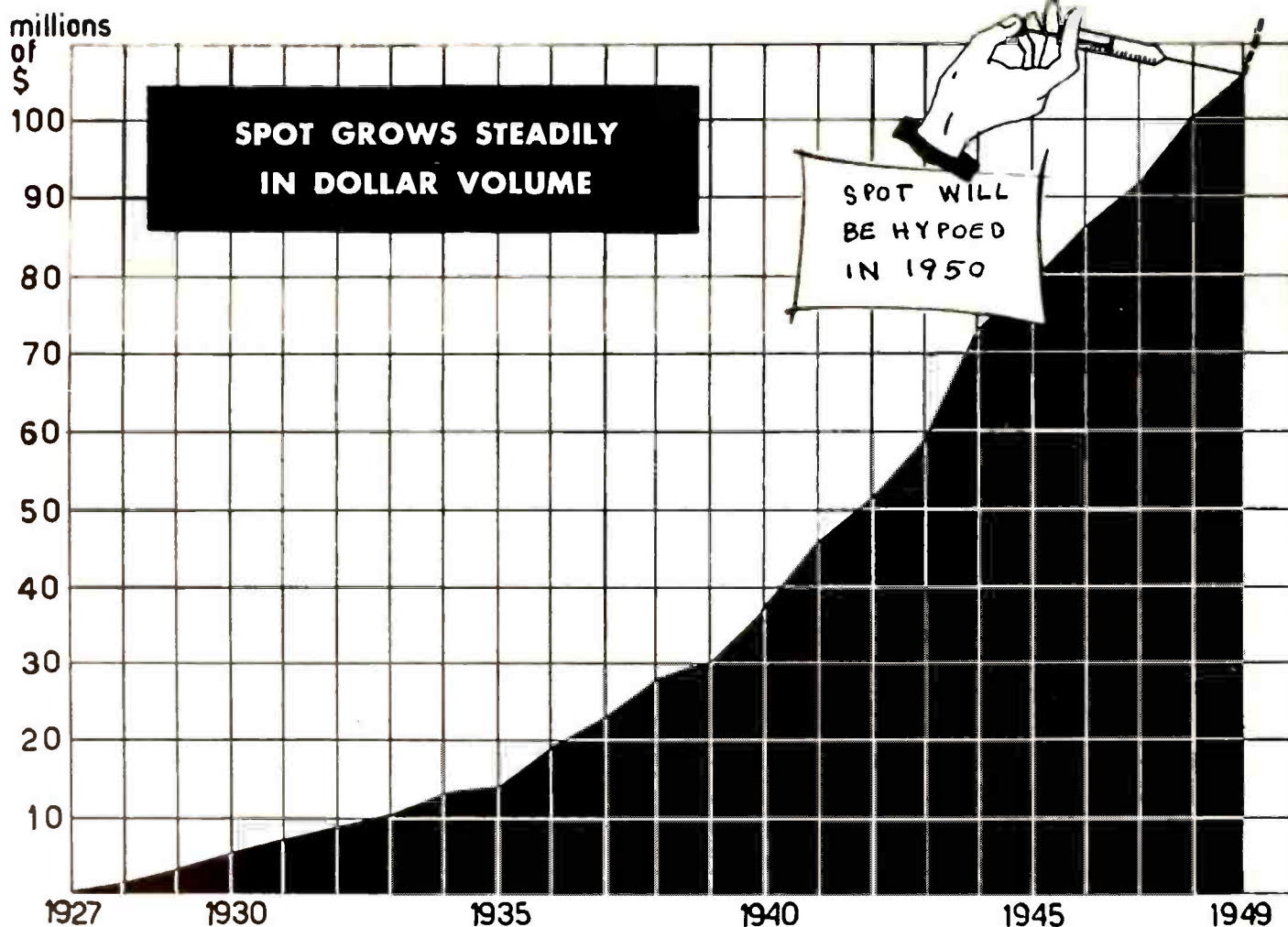


There's a new feeling about spot.

Often thought of as a small-budget vehicle for small results, or as a kind of supplementary advertising tool, spot is showing every sign this fall of taking an equal place with network as a basic medium. Statistics, the steady dribble of reports on new business, a general air of well-being among the representatives, enthusiasm among advertising managers and agencies, all indicate that spot won't continue to be the plain sister much longer.

"Spot," one advertising agency executive said, "was once looked upon as the cat and dog of the radio business, a medium for small advertisers. That attitude is definitely changing. National advertisers are using it regularly, on big budgets. Some are using it exclusively."

The cold figures show that more and more advertising dollars have been poured into spot every year since it began in 1927. The \$100,000,000 income in 1948 compared favorably with the \$140,000,000 earned by the national and regional networks togeth-



er in the same year. And despite a summer slump, station representatives feel that the expected 10% increase between September and December will bring spot's 1949 average increase up to at least five or six percent.

Another evidence of the new impetus of spot broadcasting is the almost daily reports of one large advertiser after another embarking on spot campaigns. The list is already long and represents almost every kind of product. Standard Brands, for instance, which of late has spent practically no money on spot, is now going into it heavily for Tender Leaf Tea and Chase & Sanborn coffee. Bristol-Myers is a similar story. Kellogg, which dropped Galen Drake and its nation network "Breakfast in Hollywood." is covering some 75 markets for All-Bran and several more than that for Pep. The automobile companies — Ford, Buick, Oldsmobile, Kaiser-Frazer—are using spot to launch new models, often with the co-operation of dealers. Crosley put its fall line of appliances before the public with a \$2,000,000 contest that was promoted on almost 300 stations. Wesson Oil dropped nighttime network early in the fall to buy spot time in seven West Coast markets for a new transcribed daytime series. General Electric has begun a nationwide campaign of station breaks for G.E. lamps. The long cigarettes — Embassy, Fatima, Cavalier, Life, Pall Mall, Regents—are buying spot heavily, as are the new cold remedies. Curtis Publications, Ward Baking, United Fruit, Colgate, Schaeffer, Schick, Pequot Mills are joining, or rejoining, the ranks of the spot buyers. New products will, of course, continue to introduce themselves to the buying public via spot.

But there is more to the spot story than meets the eye in the statistics, the reports or even the new enthusiasm permeating the offices of the station representatives. In talks with advertising managers and agency men who are buying spot, SPONSOR found evidence of a new attitude toward the medium, an attitude that can best be described as enthusiasm for spot broadcasting as a basic medium—a new realization of how the long-recognized characteristics of spot, flexibility and high power can best be used to solve individual selling problems.

One advertising manager said, "We're definitely planning to spend as much on spot as on network. It's a

Spot Is Gaining Impetus Because:

1. Spot is gaining a reputation as a basic, rather than supplementary, medium.
2. Its market impact is solving regional and seasonal sales problems.
3. Advertisers' interest in a flexible vehicle is increasing.
4. Strong consumer sales resistance indicates the use of a hard-selling vehicle
5. Dealer-manufacturer advertising cooperation is increasing.

case of getting our message across."

The account executive for a large food advertiser said, "Our product varies both in geographical and seasonal use and we need a highly flexible medium. Don't ask me why we never realized it before."

What does this new attitude stem from? Why is it developing at this time? Basically, the attitude is rooted in the economic facts of 1949 that are bringing pressure on every aspect of American business. It is news to nobody that the business of selling is not what it was in war and perwar years. Instead of shortages, there is high manufacturing production; in place of a seller's market, there is high consumer sales resistance. *There is a problem of moving goods* that should sooner or later make everyone engaged in selling examine his methods with a magnifying glass. They will have to make sure that the methods they have been using are effective, that they do not dismiss new methods, or old methods, without analyzing all their possibilities. They will have to digest the meaning of the statement made by A. C. Nielsen in an address to the Grocery Manufacturers of America a few weeks ago.

"Your advertising," he said, "is not measured solely by the *amount* you spend, but also by the *skill* with which you spend it."

It is this kind of thinking that is responsible for the new spirit of curiosity about ways and means, the determination to not overlook a single bet.

Forward-looking buyers of advertising are no longer saying, "Sure, spot's flexible and hard-selling"—and then forgetting about it. They are conscientiously analyzing the specific problems that are facing them, analyzing the media that are available and then matching the results. It is undoubtedly true that as more and more careful scrutiny of media becomes the rule rather than the exception, many advertisers are going to come up with the decision that spot is the medicine for their special ailments. If they have regional or seasonal problems, they will probably choose spot as a mainstay. If uneven distribution is the trouble, spot will look good to them. A single ailing product in an otherwise successful line may indicate the use of spot; so may a new line, a new product, or the need for dealer good will. But whatever the choice of media is, the effectiveness of the advertising buyer's decision will depend on how thoroughly he has studied his own situation and how completely he understands the function of *all* the media.

In line with this, there should be a new scrutiny of the material that goes over the air. Several of the people contacted by SPONSOR felt that this is already taking place, that the approach to advertising is definitely changing to the user's viewpoint. Phrases like "first in sales in the U.S.," "Largest manufacturers in the world" will dis-

(Please turn to page 43)

What's wrong with daytime programing?



newest name

in the net daytime orbit is screen star Eddie Albert, whose experimental NBC show may precipitate a trend

Networks have vital rebuilding

to do, and little time to do it

Network radio is suffering from a crick in the kilocycles. Wrestling for position against many media, network radio has strained its muscles, and the wrench is most apparent in broad daylight. For it's in the daytime that network radio is weakest.

Nothing is more vital to the networks now than the daytime pattern. There are holes big as fists, and the

gaps must be filled—through programing. The four networks showed a total 4.3 percent decrease in gross time-sales for the first nine months of 1949, as compared with the corresponding period of 1948; their gross income from this source went down from last year's \$144,899,999 to \$139,111,453 when this year's figures were toted up to the end of September. While a part

of this gross loss of \$5,788,546 was due to general economic conditions, a substantial portion of the drop was caused by television's inroads.

Television, however, is still primarily a nighttime medium and is likely to remain so for some time to come. If the networks are to make up for losses from time sales due to television or to any other factor, they must do so in the daytime. Their only chance to accomplish the daylight comeback is through fresher, smarter, more vigorous daytime programing.

Daytime radio must be the "cross-reference" between the two broadcast media, between the aural and the visual sides of the business. That term "cross-reference" comes from Dr. Frank Stanton, president of CBS, who has told SPONSOR: "Daytime radio is more important now than it has ever been, due to television's gigantic expansion."

Another of radio's topmost executives put it this way: "Except for extraordinary special events—say the World Series, or the Presidential inauguration—TV's impact on the daytime audience, Monday to Friday, is negligible. TV's impact begins to be felt at dusk weekdays, and knicks somewhat into radio on Saturday afternoons, sometimes on Sunday afternoon. The rest of the schedule—the weekday daytime hours—is radio's. Radio must take advantage of it."

And, just to make it unanimous, SPONSOR was told by the general manager of a network affiliate: "It is ob-

SPONSOR's recommendations . . .

1. **IDEA AND PROGRAM SCOUTS:** On-the-spot scouting, a technique long employed by baseball teams and big buyers of spot, can be used by advertisers, agencies, and networks in uncovering grass-roots ideas, programs, talent. SPONSOR suggests close analysis of affiliate station programing.
2. **EXPERIMENT:** There's been too little creative spark, too little desire to spend time or money in experimenting with new program forms.
3. **ANALYZE OUT-OF-HOME AUDIENCE PREFERENCES:** Study the interests and tastes of the substantial daytime out-of-home audience.
4. **AFFILIATE PROGRAMING AWARDS:** Those network affiliates who contribute most to network programing should be encouraged and rewarded. National recognition of station program ingenuity will go a long way.



audience participations like "Ladies Be Seated" are listener builders during day

kid strips feature the late afternoon. In this one a Chocowocan princess is quizzed

homemaker programs, once numerous, are few now. Betty Crocker is favorite

vious that the daytime programming being sent us must be improved. The morning does not arouse much enthusiasm—and the afternoon is vying for the same dubious distinction."

Daytime, Monday to Friday, the networks too are often in the weakest position. Across the country, many a local station piles up the greatest amount of listener loyalty during those hours, running far ahead of the competition offered by the chains or piling up ratings that the nets would envy. Smilingly, network affiliate often run ahead of their networks.

In Hooper's last local May-through-September measurements, KLZ had a 40.4 share of Denver's broadcast audience in the hours of 8-10 a.m. KLZ

is a CBS affiliate, so comparison with the network's morning audience rating is called for. The net's share of audience between 8 and 10 a.m., according to Hooper's latest figures as of this writing, averages 23.0.

In KLZ's case, as among many other of the successful local stations, it is program pattern that makes the difference. KLZ hits the jackpot by serving farm interests and stressing news in addition to running the entire gamut of CBS network programming, including daytime serials. Other locals accomplish the feat through block programming, through specializing on the wants and needs of their special hometown audiences, through understanding what the local listeners are most

eager to hear. And the stations leading in local popularity are not necessarily the network affiliates, nor always the outlets with highest power.

Memphis' 250-watt, independent WHHM is as strong in its area as Boston's WEEI is in the codfish metropolis. WEEI with 5,000 watts is a CBS affiliate that does very well by itself—but Boston's WHDH, another independent, is giving all the competing outlets a run for their money, and so is Worcester's WNEB.

Down in Nashville, WKDA rears its head against the two local, 50,000-watt, NBC and CBS powerhouses, WSM and WLAC. With independent status and only 250 watts, WKDA took No.

(Please turn to page 60)

early a.m. waker-uppers are part of daytime programming. Affiliates do this job

sports feature the fall afternoons. The football roundup is the latest network innovation

soap operas are backbone of pm programming. This is "Perry Mason."





Greatest Story Ever Told owes radio life to Goodyear's Litchfield

Cavalcade of America was 2nd to "Greatest Story" in radio awards

Take a long look at

Sponsored public service

Freedoms Foundation awards prove that radio can forget its commercial service inferiority complex

"Don't taint radio's public service with commercialism" used to be standard advice to broadcasters as they entered the field.

"You can't do a profitable advertising job with public service radio" is still a potent advertiser and agency concept.

This bugaboo, largely promulgated by FCC sentiment, though of late somewhat tempered by that body, has kept many advertisers off the air with logical campaigns. The situation improved when the FCC relaxed its stand, but not much.

But today radio can look for a substantial improvement in the feeling toward sponsored public service. And it can thank Freedoms Foundation, which on 21 November gave cash awards totalling \$72,000 (plus 203 gold medals) for the best contributions during the last two years to the American way of life, for pointing the way.

Of the 15 radio awards handed out by General Dwight D. Eisenhower on that day, embracing the whole field of public service radio, sustaining and commercial, the first prize went to "The Greatest Story Ever Told," sponsored by Goodyear Tire and Rubber Company over ABC; the second to "Cavalcade of America," sponsored by E. I. duPont de Nemours Company, over NBC. The third went to "The Bon Bon Show," a uniquely significant participation program sponsored by a wine company, a furrier, a furniture store, and a cosmetic manufacturer over WDAS, Philadelphia.

Thus, in the eyes of a nation and the advertising fraternity, radio's sponsored public service comes into its own.

"The Greatest Story Ever Told," now an American radio institution, came on the air 26 January 1947 as an adventure in advertising. Sponsored by a company that sells tires,

rubber fabrics, and many other rubber products, it was the first commercial program aimed at a mass audience using no commercial copy beyond the introductory "The Greatest Story Ever Told, presented by the Goodyear Tire and Rubber Company" and the sign-off "This program was brought to you by the Goodyear Tire and Rubber Company."

For this Goodyear has budgeted an approximate \$1,000,000 annually since 1947 and is well satisfied with results. In three years of broadcasting Paul W. Litchfield, Chairman of the Goodyear Board, and Jim Ellis, President of Kudner Agency, Inc., who brought "Greatest Story" to his attention, have realized the full commercial impact of a program based on The Bible. Nothing that Goodyear has done has come close to this series in building intense enthusiasm, lasting goodwill, and appreciative sales. While reaction to the program is excellent in the cities, it's

in the rural areas where the church is closer to the people that Goodyear has gained most. Here Firestone auto and tractor tire sales, traditionally the leader, is feeling the effects of its competitor's unique campaign. In both city and rural areas the deluge of "Greatest Story" commendation by civic, business, and religious groups has added up to increased acceptance of the Goodyear line. The days of Christ are depicted so creditably that the Anti-Defamation League, a division of Bnai Brith, sent out 300,000 cards to its members urging them to listen. Practically all denominational leaders have endorsed it at one time or another.

In September, 1947, SPONSOR took cognizance of Paul W. Litchfield's contribution to commercial radio by selecting him "Sponsor of the Year." In doing so we wrote: "He recognized the vital need at this time of spreading the doctrine of 'peace on earth to men of good will.' He was named Sponsor of the Year for this reason and for still another. An industrial empire runs on profit. Although a \$1,000,000 a year broadcast program might spread the guidance of the greatest teacher of all time, it still has to sell Goodyear tires and rubber products. It does."

duPont's "Cavalcade of America," longtime historical and achievement dramatic series broadcast over 152 NBC outlets, fills a distinguished role in U. S. radio. Its second award by Freedoms Foundation, whose president is Don Belding of Foote, Cone, and Belding, is no surprise. For in addition to being highly educational, "Cavalcade" is highly entertaining. If its budget is heavy, so is its audience.

The duPont dynasty is peculiarly vulnerable to governmental anti-trust suits, as recent events prove. And the imprint of "Cavalcade of America" on the American home may yet prove the best advertising investment duPont has made.

Although "Cavalcade" normally originates in Hollywood, where it has ready access to the stars who headline its weekly half-hours, it does a good deal of traveling from time to time. Not content to just build good-will and appreciation of the multitudinous duPont products with Mr. and Mrs. America, duPont uses the show to cement employee relations.

(Please turn to page 44)



George (Bon Bon) Tunnell, inspecting furs sold by one of the sponsors on his WDAS show



Bon Bon congratulates Howard T. Reynolds, who won \$1,500 for best original tune for program



Sponsor Thomas Egan agrees with Bon Bon that Americanism and entertainment are partners



In a pickle?

Advertisers who know their onions know there's nothing like the warm and friendly salesmanship of home-grown talent to solve their sales problems in local areas.

As in the case of one of the nation's largest tobacco companies.† Thanks to a Radio Sales Account Executive, they bought WBT's big star, Grady Cole, and built their entire promotion campaign around him in the Carolinas. Now? Sales are driving ahead of the pack... and this big cigarette advertiser has found that using local live talent gives his coast-to-coast campaign extra momentum.

Illustrates why national spot advertisers now use more than 750 local live talent broadcasts each week on the stations represented by Radio Sales... in 13 of your most important markets.

†Another real-life story

RADIO SALES

Radio and Television Stations

Representative...CBS

Radio Sales represents the best radio station — the CBS one of course — in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, Charlotte*. Birmingham*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast's leading regional network. (*And the best TV station in these markets.)





PROPS HELP SELL PREMIUM AND PRODUCT AT SAME TIME. BIG BROTHER BOB EMERY DOESN'T TRY TO OUTTALK VIDEO.

TV premiums

PART TWO
OF A 2 PART STORY

Sponsors find that small fry go hook, line

and sinker for video premiums

over-all They're easy to muff. Still, the almost fantastic promotional advantages enjoyed by premiums offered on television have been corralled by a number of advertisers. Premium-happy kids are the object of the great majority of today's premium offers. But the promotional plusses apply just as emphatically to premiums offered adults.

One reason advertisers give for holding off on "plus" offers to help move products is their desire to learn more about the medium before devoting commercial time to premium offers. This makes sense. Nevertheless, pioneering users of the visual air have developed some sound guideposts for using premiums effectively. There's no reason numerous sponsors can't take advantage of what the trail-breakers have learned.

The video does the selling. Just pointing a camera at something is worse than useless. Filling the air

with words about the object doesn't help either. The real pitchmen of video will tell you the introduction and "selling" of a premium on television has to be carefully planned so the audio and video don't cancel each other out.

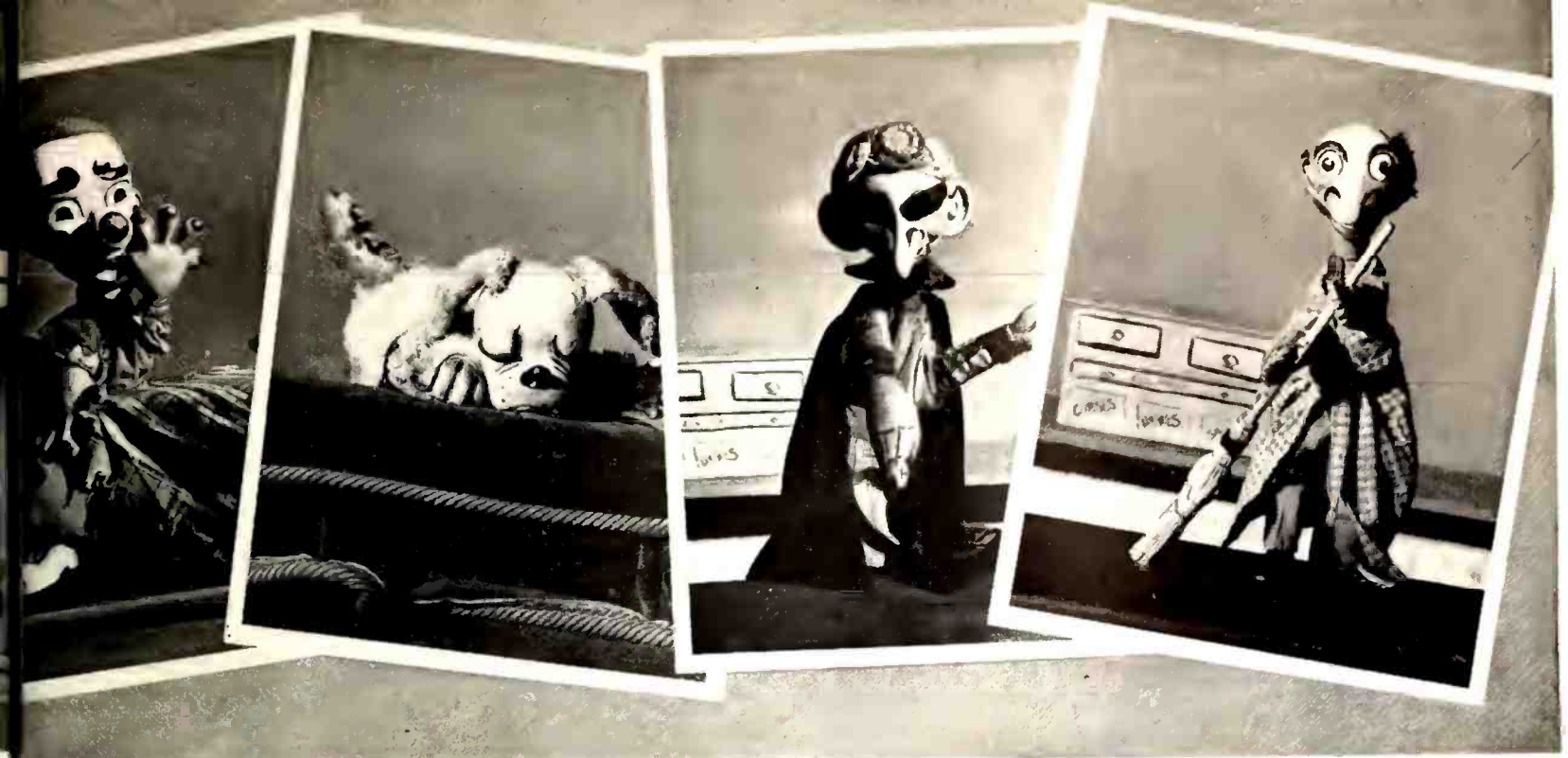
Another phase of the planning makes sure the item offered is tied in with the characters, the action and mood of the show, and, where possible, the product being advertised.

When Whitehall Pharmacal Co. wanted to offer "Injun Hats" on Dumont's *Small Fry Club*, the agency (D-F-S. New York) gave m.c. Bob Emery (who owns the show) a free hand in building up the offer. Merely to relate in words the points covered in "selling" a premium by an expert like *Small Fry's* "Big Brother," Bob Emery isn't enough. You have to see him in action. Still, it's important to be aware of the thinking behind the selling.

The most important thing, according to Emery and others experienced in making video offers, is to tie the offer into the show as closely as possible. Making the premium a part of the show lends it a pulling power it wouldn't otherwise have. That's because the youngsters identify themselves so fervently with favorite characters.

Bob Emery is, of course, the main cog in *Small Fry*, so he told the kids about the Kolyne's "Injun Hats." Kids go best for things they can play with, handle or manipulate with their hands, things with some variety in their use. The Indian hats were of felt, made in such a way they could be worn at any angle on the head, worn as a mask over the face, or worn at the back of the head (this went over great with many kids—pulled an extra Kolyne's carton from those who wanted to wear two faces).

Copy writers for television are main-



THESE CBS "LUCKY PUP" CHARACTERS ARE REAL TO THEIR YOUNG FANS. THIS SET OF PICTURES FOR 15 CENTS WENT LIKE MAD

ly former radio copy writers, and their first tendency is to write too much copy for a video demonstration. (This is a major complaint of the experienced video pitchman). Emery carefully avoided using an avalanche of words as he demonstrated the hats to youngsters in the studio for the benefit of those watching at home. He let the camera tell its story as the small fry showed off the hats. Then, at points which didn't distract from the video demonstration, he told them how they could play with the hats.

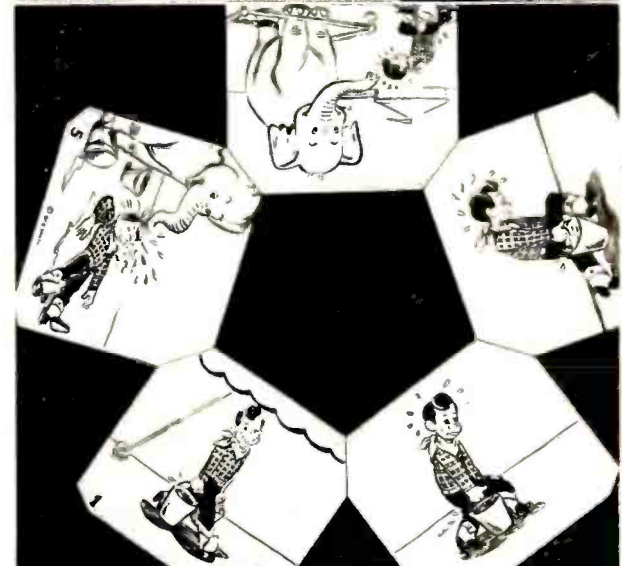
They could thrill and chill their friends; use them for games; hang them on their room walls as masks when not in use. They could make people look at them twice—coming and going. And the hats were made of real felt, just like Daddy's. After the planned eight offers (twice a week for four weeks), demand continued so heavy that Whitehall had another batch made up and after a two-week hiatus made the offer three times a week for two more weeks (a total of 14 offers in six weeks). The requirements were 25 cents and the face of one Kolynos carton. Twenty-five thousand youngsters and their parents (who wrote for those too young to write for themselves) sent for the hats.

It's easy, in the heat of putting over the premium, to forget the premium is only a means to an end—promoting the product. But even the business of demonstrating the premium can be

made to include product references. The Indian hat promotion included a jingle, sung by the kids on the show, to the effect that Kolynos tastes like candy.

This same technique was used to promote the product on *Howdy Doody* (NBC), Bob Smith's puppet show. In making the premium toy television set offer for Colgate's toothpaste, Howdy Doody demonstrated and talked about how much fun the set was. The miniature toy had a circular film with five pictures in sequence featuring characters from the show. The sequence is viewed by turning the film with a finger while peering through the tiny lens in front of the set.

Other members of the cast made remarks about the set, each in character. Mr. Bluster, for example, was completely negative about the whole nonsensical idea. But, when finally persuaded to peek through the lens, he began to succumb. Teasers of what viewers could see on the films (five different films went with the set) were shown via enlarged replicas. One of the sets ended in a Colgate toothpaste commercial. However, despite the time given to building up the offer, the *Howdy Doody* family never let people forget the sponsor and his product. A toothpaste jingle was woven into the action. Other product mentions were worked subtly into the scene so that the product got its quota of selling
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Colgate scored big hit with miniature TV set. Kids quint into set, see shots on film like this

GAS AND ELECTRIC

SPONSOR: Consolidated Gas, Electric Light & Power

AGENCY: Placed direct

CAPSULE CASE HISTORY: *During the past three months that the "Homemakers' Roundup" has been telecast direct from the Home Service Bureau's kitchen each Tuesday afternoon at 3 o'clock, we have found that many Baltimore housewives are interested in seeing and hearing about new cooking ideas and seasonal suggestions. The many letters and telephone calls requesting the menus and recipes used on the program indicate an increasing audience. Television is certainly a direct method of showing the ease with which excellent meals can be prepared.*

WMAR-TV, Baltimore PROGRAM: "Homemakers' Roundup"

RADIO AND TELEVISION

SPONSOR: Hughes-Peters Inc.

AGENCY: Placed direct

CAPSULE CASE HISTORY: *Several months ago Hughes-Peters Inc., Cincinnati, distributors for Emerson television and radio sets, purchased a quarter-hour portion of a TV show, "The Song Shop," a live WCPO-TV presentation. During the 15 minutes, Emerson TV sets were stressed and at the end of the month (September) Hughes-Peters, Inc., said they had sold 1,000 Emerson TV sets and had a back order of 2,000 sets. All of this was attributed to "The Song Shop" headed by Paul Dixon who ad-libbed the Emerson commercials.*

WCPO-TV, Cincinnati

PROGRAM: "The Song Shop"

TV results

LAUNDRY-DRY CLEANING

SPONSOR: Oklahoma Operating Co. AGENCY: Lowe Runkle

CAPSULE CASE HISTORY: *To popularize its pillow cleaning and rejuvenation service, Oklahoma Operating Company decided to test its offer with one-minute demonstrations during "Talent Hunt" (8:00 to 8:15 p.m. Tuesday). No other media was used. After the service was plugged on three weekly shows the firm reported more than 2,000 orders at 75c per pillow, or at least \$1,550 in sales. Although this service has not been featured the past three weeks, the president of the firm wrote, families are still sending their pillows to us in direct response to this advertising.*

WKY-TV, Oklahoma City

PROGRAM: "Talent Hunt"

MUSIC SUPPLIES

SPONSOR: Sherman Clay & Co. AGENCY: Goldthwaite-Smith

CAPSULE CASE HISTORY: *A few months ago, Sherman Clay began sponsoring a fifteen minute telecast called "Music Album on Friday evenings, 9-9:15 p.m. After three or four telecasts, they could identify enough customers—new customers, that is—who had heard about their products through the TV show to justify their sponsorship. As a result, during the first four telecasts, they sold four Hammond organs, three Spinet organs and three deep-freeze units (approximate total sales of \$17,000). On the strength of this there was a 13-week renewal. All talent is local.*

KPIX, San Francisco

PROGRAM: "Music Album"

FOOD

SPONSOR: Wilson & Company

AGENCY: Not named

CAPSULE CASE HISTORY: *The meat-packing firm is one of a group of five sponsors of "Uncle Jake's House" a sort of TV rumpus room in which Gene Carroll tells stories, reads moppet mail, and congratulates birthdayers. Wilson plugs its Ideal Dog Food by way of two characters, "Specs" (dog) and "Clarence" (cat). Some idea of what "Uncle Jake's House" has done for Wilson can be gathered in the statement of a Wilson Company spokesman who says that television is responsible for opening several hundred new dealer outlets in Cleveland alone.*

WEWS, Cleveland

PROGRAM: "Uncle Jake's House"

FOOD

SPONSOR: Frigidinner

AGENCY: Rothman & Gibbons

CAPSULE CASE HISTORY: *Frigidinner manufactures a frozen dinner which can be placed in an oven and be ready for serving in twelve minutes. This product had never been advertised in the Pittsburgh area and the manufacturer decided to use TV as the only advertising medium. A half-hour of local high school football highlights was shown one Saturday afternoon before the Northwestern-Pitt game and their phone number shown for five seconds and announced once. The result was 50 calls during the game, and 250 calls after the game. Frigidinner has since started a one-minute spot and has averaged more than 150 phone calls per announcement.*

WDTN, Pittsburgh

PROGRAM: Spot-

KITCHEN UTENSILS

SPONSOR: The Baker Company

AGENCY: Nelson-Willis

CAPSULE CASE HISTORY: *The Baker Company utilizes the "Idea Jackpot" program to sell its household appliances and kitchen utensils. Wes Farmer, hobbyist, inventor and a former editor of "Mechanix Illustrated" gives video viewers an expert demonstration of the company's wares. In addition, Wes discusses needs and wants of manufacturers for other new ideas. The combination of TV and Mr. Farmer's kitchen technique has the Baker Company satisfied with what is apparently a successful advertising recipe. As a specific example, flour sifters and pastry rollers sold out at the store the day after a demonstration.*

WTCN-TV, Minneapolis

PROGRAM: "Idea Jackpot"



**if you
want to
cover the country...**

talk to Du Mont. 99% of the
television receivers in the country
can receive your program
over the Du Mont Television Network,
either live or by teletranscription.



America's Window on the World

515 Madison Ave., New York 22, N.Y.

**Du Mont programs
shown live on
these stations**

- WAAM Baltimore, Md.
- WNAC-TV Boston, Mass.
- WBEN-TV Buffalo, N. Y.
- WGN-TV Chicago, Ill.
- WCPO-TV Cincinnati, Ohio
- WEWS Cleveland, Ohio
- WTVN Columbus, Ohio
- WHIO Dayton, Ohio
- WJBK-TV Detroit, Mich.
- WICU Erie, Pa.
- WLAV-TV Grand Rapids, Mich.
- WJAC-TV Johnstown, Pa.
- WGAL Lancaster, Pa.
- WTMJ-TV Milwaukee, Wis.
- WNHC-TV New Haven, Conn.
- WABD* New York, N. Y.
- WFIL-TV Philadelphia, Pa.
- WDTV* Pittsburgh, Pa.
- WTVR Richmond, Va.
- WHAM-TV Rochester, N. Y.
- WRGB Schenectady, N. Y.
- KSD-TV St. Louis, Mo.
- WHEN Syracuse, N. Y.
- WSPD-TV Toledo, Ohio
- WTTG* Washington, D. C.
- WDEL-TV Wilmington, Del.

**Programs shown on these
stations by Du Mont
teletranscription**

- KOB-TV Albuquerque, N. M.
- WAGA Atlanta, Ga.
- WBRC-TV Birmingham, Ala.
- WBTV Charlotte, N. C.
- KBTV Dallas, Tex.
- WFMY-TV Greensboro, N. C.
- KLEE-TV Houston, Tex.
- WSAZ-TV Huntington, West Va.
- WFBM-TV Indianapolis, Ind.
- WMBR-TV Jacksonville, Fla.
- KTSL Los Angeles, Cal.
- WAVE-TV Louisville, Ky.
- WMCT Memphis, Tenn.
- WTVJ Miami, Fla.
- WDSU-TV New Orleans, La.
- WKY-TV Oklahoma City, Okla.
- KMTV Omaha, Nebr.
- KSL-TV Salt Lake City, Utah
- KPIX San Francisco, Cal.
- WTCN-TV St. Paul, Minn.
- KING-TV Seattle, Wash

**Du Mont owned and operated
stations.*

Baltimore Television means WMAR-TV

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington, D. C. to Wilmington, Delaware, and from Pennsylvania to the Potomac River.

WMAR-TV is the television station of the *Sunpapers* of Baltimore. It is on Channel Two, and carries the programs of the CBS network to televiewers in the entire Chesapeake basin area.

WMAR-TV's coverage of political campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY
INCORPORATED

ATLANTA • CHICAGO • DALLAS
DETROIT • KANSAS CITY • LOS ANGELES
NEW YORK • SAN FRANCISCO

RTS... SPONSOR REPORTS...

-continued from page 2-

ABC loses \$482,000 in 9-month period

American Broadcasting Company and subsidiaries have reported estimated loss of \$482,000 for the nine months ended 30 September -- after reduction for recovery of Federal income taxes. For first nine months of 1948 ABC's net income, after taxes, was \$440,000. Although the company's revenue from AM broadcasting rose 1.4% this year, TV costs were primarily responsible for current loss.

Nation's TV sets pass 3,000,000 mark

Number of television sets in U. S. reached 3,025,000 on 1 November, Hugh M. Belville, Jr., NBC's research director, has estimated. During September and October 715,000 sets were sold. As of 1 October New York led in TV set ownership with 800,000, followed by Philadelphia, 228,000; Los Angeles, 213,000; Chicago, 195,000, and Boston, 146,000.

NAB issues FM set ownership study

NAB has mailed to FM station members new edition of 1948 study, "Procedures for Determining FM Set Ownership by Communities," prepared by Dr. Kenneth H. Baker, NAB research director.

"Voice of Democracy" contest attracts 500,000 students

More than 500,000 high school students in 1,800 communities in continental United States, Alaska, Hawaii and Puerto Rico have entered broadcast scripts in this year's "Voice of Democracy" contest, sponsored jointly by U. S. Junior Chamber of Commerce, NAB and RMA. Number of entries is double the 250,000 of 1948 and 20 times the 25,000 in the first contest, in 1947.

DuMont 40-week sales reach \$29,507,000

Net sales of Allen B. DuMont Laboratories for 40 weeks ended 9 October totaled \$29,507,000, as compared with \$17,374,000 for parallel period ended 10 October, 1948. Net profit, after taxes, in this period rose from \$1,421,000 to \$1,676,000 . . . WABD, key station of DuMont TV network, now claims to lead all New York stations in spot billings . . . Phillips Packing Company will sponsor "Easy Aces" over 15 DuMont-affiliated TV stations starting 14 December.



BUSINESS
~~GOING ON~~
Booming!
AS USUAL
 DURING
CONVERSION



Look into Lang-Worth . . .

for the ONE Program Service that's always ONE step ahead of the rest!

While the presses roll on The NEW Lang-Worth Transcription, Lang-Worth still offers MORE for every member of your staff!

FOR THE PROGRAM DIRECTOR . . . In Program Scripts for this month of December alone: 35 Special Christmas Shows! 10 Special New Year's Shows! Including a *full-hour* Documentary "Production" Program—"50 YEARS IN REVIEW—A Cavalcade of America's Music Through Half-A-Century of History!"

And all year 'round: Individual Network Calibre Program Series covering every category of listener-interest.

In Talent: A constant flow of new Name talent, to sweeten up the old standbys. Added in the last 4 months of '49: . . . RED NICHOLS AND HIS FIVE PENNIES—HENRY BUSSE AND HIS FAMOUS SHUFFLE-RHYTHM BAND—RAY ANTHONY, HISTRUMPET AND HIS ORCHESTRA! Coming up for the New Year: The famous Victor Recording Artist, RUSS CASE AND HIS ORCHESTRA.

FOR THE SALESMEN . . . Selling aids, publicity, pictures, mats, promotional material, etc., in addition to a break-down list of sponsors currently using Lang-Worth programs in markets throughout the U. S. and Canada.

FOR THE PRODUCER-DIRECTOR . . . The widest and most versatile library of distinctive program themes, special production aids, spoken intros and signatures, mood music, bridges, backgrounds—in addition to the exclusive Lang-Worth "Synkrodisk".

FOR THE ENGINEERS . . . The most revolutionary development in sound reproduction—The NEW Lang-Worth 8-inch Transcription—offering 15 additional points of superiority. If you haven't heard it yet—send for your audition sample.

FOR THE DISC-JOCKEY . . . Information that puts the answers right at your finger-tips. Popularity dates on tunes, copyright, source (movie or musical play), vocal entrances, tempo, rhythm, timing—all on label copy as well as in "Talendex". All instrumental selections on separate discs from vocals.

FOR THE LIBRARIAN . . . The easiest, most comprehensive system of cataloguing and filing ever devised. Simple numbering, the compact "Talendex" and "4000". And a sturdy, unbreakable 8-inch transcription that weighs ONLY 2 OUNCES!

AND FOR YOU, THE MAN WHO PAYS THE BILLS . . . Lang-Worth more than pays for itself!

Tested Hoopers, endorsed sponsorship of programs and talent, prove that the monthly charge for your Lang-Worth Program Service is just a drop in the bucket compared to what it brings to your bank.

For the one really progressive, visionary Program Service . . .

LOOK INTO . . .

LANG-WORTH
FEATURE PROGRAMS, Inc.

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

"A Quality Service — Complete and Compact"



Mr. Sponsor asks...

“Do you believe radio’s cost per 1000 compares more favorably with printed media costs today than it did ten years ago?”

Newman McEvoy

Media Director
Newell-Emmett Company, New York, N. Y.

The Picked Panel answers Mr. McEvoy



Mr. Rogers

With no more than a passing glance at the stack of charts, surveys and statistics that would have to be sifted before a documented opinion could be stated more or less

equivocally, our conclusion here is that radio’s cost per thousand does have a better position in comparison with printed media costs than was the case ten years ago.

Exactly what that measure of improvement is would be difficult to establish. Any definite statement would send defenders of both media into the trenches for a long exchange of Hooper vs. Starch reports and other ponderous variables that would further cloud an already murky comparison.

Advertisers who want to sell goods make proper use of both media, depending on their particular product, markets and distribution.

It should be pointed out, however— if expansion may be used as a yardstick that radio’s annual revenue has doubled its volume in that ten year span, that radio stations have increased in number from 764 to 1912 (AM stations) and radio sets in use from 45 million to 74 million. Card rates to national advertisers have increased only 20%.

Circulation and readership of printed media have increased also, but not in so dramatic a fashion. Milline rates have risen in proportion.

The men who sell radio time must make their medium competitive with—and complementary to—other media, if they would have a proper share of the advertising dollar.

EDMUND H. ROGERS
Senior Partner
Gray & Rogers
Philadelphia, Pa.



Mr. Brisacher

substantiate my answer.

Obviously the national picture of radio has changed tremendously since 1939. It has become a greater part of family home life. It accounts for a greater share of home entertainment. A recent “Fortune” survey disclosed that over 50% of all the men and women interviewed, when asked what they enjoyed doing most, put radio on top of the list. Radio set ownership has increased well over 65%. Home listening has increased over 50%. Today 94 out of 100 homes own a radio. 41% of those homes have two; 14% have three. There are, in addition, some 10,000,000 automobile radios which constitute a huge bonus audience during the early morning and early evening listening hours.

Looking for a moment at newspapers (which I will use to speak for all media in this case, since attendant conditions

are comparable), we know that circulation has grown there, too—more than 15% in fact. Rates have also gone up, but rates of all media have risen since 1939 in rough proportion. Newspapers, of course, have been with us for generations. Radio in 1939 was an extremely lusty infant of 16 years. Came the war, and people everywhere turned eagerly to every means of communication that would keep them informed of the latest happenings. The listener training, if such it can be called, that radio audiences subjected themselves to during that period did as much as anything else to solidify the place given radio in the home and increase not only its audience but the hours per day that it listened. Now, of course, in the larger metropolitan areas television is beginning to dilute the audience somewhat. Nonetheless, today the greatly increased size of the radio audience and its increased attention indicate to me that radio costs per 1,000 compare more favorably to printed media than they did ten years ago.

EMIL BRISACHER
President
Brisacher, Wheeler
& Staff
San Francisco, Cal.



Mr. Walker

Any answer to this question must, of course, take into account the considerable population growth in the last decade. This has been reflected in increased radio homes and numbers of radio sets as well as in magazine and newspaper circulation.

In 1939 there were 764 radio stations on the air, serving about 27,500,-

000 radio homes. Now there are about 1900 stations and the 1949 BMB figures give 39,281,230 radio families, an increase in potential radio family consumer groups of 43%. During a comparable time total newspaper circulation was up something like 34% and magazines, although they varied widely, averaged out at about 41%.

Another factor of considerable importance as far as radio is concerned is the fact that these radio families listen more hours per day now than they did ten years ago. Recent studies have shown the present figure to be over five hours a day. Thirty-five hours of listening per family per week is a lot of listening!

Although figures on comparative network costs and local time sales are not readily available to me, I do know that national spot cost has increased during the 10 years to something like 33 1/3%.

Based on the available thousand homes per dollar spent, this would mean that radio's cost today is less than it was ten years ago *without* taking into consideration the extra factor that *all* families listen more and are therefore exposed to an extra two hours per day of advertising impressions. Considering this, radio's cost per thousand today is considerably less than it was a decade ago. Now as to comparison with printed media, I have at hand some statistics which show that magazine cost per thousands is about the same on an average and that the milline rate of all daily and Sunday newspapers has increased a little—about 3% to be exact.

I believe that in view of this, radio is definitely a better buy by comparison to printed media than it was ten years ago, and I believe furthermore that the trend is continuing.

After all, John Public and his wife have only so many waking hours to devote to *all* entertainment, whether it be radio, newspapers, magazines, movies, TV or whatever. Radio listening is definitely on the upgrade, with few exceptions, and unless someone can show that John and his wife are spending twice as much time reading all printed media I would conclude that radio's cost per thousand is the star performer in today's advertising sales race.

RUSSEL WALKER
*Manager, New York office
 John E. Pearson Co., N. Y.*

Watch the New WDSU

No Other New Orleans Station Offers Such Complete and Exclusive Coverage of Sports



Mel Leavitt, former network sportscaster, is the bulwark of WDSU's great eye-witness coverage of the major sporting events—boxing, football, racing, wrestling, basketball, et al. Sorry you couldn't secure sponsorship of these sales producing programs—they were sold 100% solid. Kick-off of WDSU's sports coverage for 1950 will be the telecast and the broadcast of the Sugar Bowl Grid Classic on January 2, before 85,000 fans in Tulane stadium. Sorry, already sold to Gillette—but there are more great sport features to come in 1950.



Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
 AFFILIATED WITH THE ITEM
 NEW ORLEANS

5000 WATTS
 ABC

EDGAR B. STERN, JR.
 Partner

ROBERT D. SWEZEY
 General Manager

LOUIS READ
 Commercial Manager

MATZOS

(Continued from page 23)

Dov Ber's sons are credited with having introduced the use of matzos in this country as a daily staple in Jewish homes, rather than as merely a Passover essential. This was a part of the company's trend toward creating a vastly-widened market for a product which up to then had only a seasonal appeal for one religious group within

the community. While the Manischewitzes are well aware of the sales potential represented by the non-Jewish market, their interest in that market remains secondary to their basic aim: to produce a line of Kosher food products manufactured in strict accordance with the Hebrew dietary laws. Their rigid adherence to these laws is emphasized in all Manischewitz advertising copy, for broadcast and print. The dietary control, which adds tremen-

dously to production costs, is intensified when the Passover products are being prepared. The entire manufacturing operation, from the moment the wheat is harvested in the fields, is carried out under the sharp eyes of rabbinical representatives.

The atmosphere of religious sanctity surrounding the production of Manischewitz food products demands a dignified approach to all problems of merchandising and advertising. This is enough to give pause to the most resourceful advertising agency. An agency which has been given plenty of pauses in the last 30 years is A. B. Landau, Inc., of New York, which has directed all B. Manischewitz Co. advertising since 1920. Herman Younglieb, who has been president of the agency since 1925, has handled the account ever since his agency took it over. "The Manischewitzes are receptive to any dignified radio idea," he says.

In attempting to build for their clients radio shows which would sell with dignity, the Landau agency was faced with another problem—one which has worried every advertiser pitching at the foreign language market: the audience tends to dwindle through the years as fewer members of each generation speak and understand the native tongue of their parents or grandparents. Nonetheless, in Jewish families as well as in Italian or Polish or German households, the youngsters usually inherit a strong feeling for the traditions and culture of their family's homeland. And, more to the point, a fondness for the traditional family dishes. It's easy to appreciate chicken a la cacciatore without understanding a word of Italian, and you don't have to speak Yiddish to have a deep regard for gefilte fish.

The Manischewitzes are quite aware of this, of course. This awareness is reflected in all of their advertising, which pays due respect to traditionalism and the elders, yet doesn't neglect the youngsters who will form the backbone of tomorrow's market. "Gefilte Fish Like Grandma Used to Make" is a theme of their announcements.

Manischewitz made its radio debut 20 years ago on WEVD, New York, with a half-hour program in Yiddish. Although the program's format has changed several times in those years, from news and commentary to discussion-types, the show still remains on WEVD. This is in line with one of

"GONNA TRADE IT IN NEXT WEEK!"



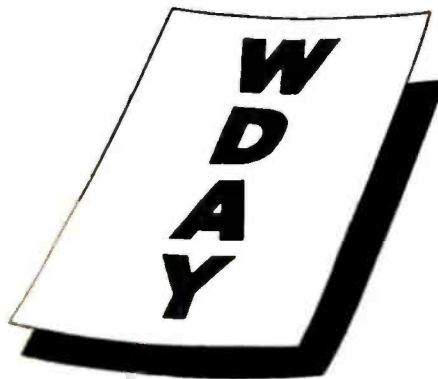
Yup, by golly, us Red River Valley yakels in North Dakota keep right up-to-date. And with an Average Effective Buying Income that's \$1729 higher than the national average, big spendin' comes easy.

WDAY, Fargo, persuades our hayseeds to buy more knickknacks, luxuries *and* essentials than any other station in this area, because they listen to WDAY *more than five times as much as to any other station!*

YES, FOR FIVE CONSECUTIVE MONTHS (DEC. '48 THRU APR. '49) WDAY HAD THE NATION'S HIGHEST SHARE-OF-AUDIENCE HOOPERATINGS — MORNING, AFTERNOON AND NIGHT!

WHAT'S MORE, WDAY'S RURAL COVERAGE IS EVEN MORE ASTOUNDING!

Let us or Free & Peters send you all the facts, *today!* You just wouldn't believe any one station could pile up such a record against any competition!



FARGO, N. D.

NBC - 970 KILOCYCLES

5000 WATTS



the firm's radio credos of standing fast with an audience it has built up painstakingly over a period of years.

Ten years ago the Landau agency came up with a program idea which has proved so fruitful for the Manischewitzes that it's still on the air, and on the same station. The show is "Yiddish Swing," launched in 1939 on WMGM (then WJIN). Yiddish Swing offers music, comedy, and variety, blended into an artful combination of traditionalism and modernity that bridges the gap between the Old World and the New World. Landau's president, Herman Younglieb, gives a large

share of credit for the program's success to the agency's musical director, Sam Medoff, who has batoned the show since it started.

The Manischewitzes got direct and dramatic proof of the show's selling power when they used Yiddish Swing exclusively to introduce one of their products for the general public—Tam-Tam Crackers. The crackers, backed by radio plugs and by the potent Manischewitz name, caught on overnight, and have since become one of the firm's national leaders. On another occasion, a cook-book of time-honored Jewish recipes, some of which had

never before been written down, was offered free to all Yiddish Swing listeners who wrote in and asked for it. Two thousand requests came in the first week, so the Manischewitzes decided to make it tougher. Listeners were asked to send in three box-tops for each cook-book. This brought 6000 requests for cook-books; the agency was completely snowed, and was obliged to end the offer before cook-book mailing became its full-time function.

The WMGM venture marked the firm's first big step forward in radio toward the general audience. Up to then, the Manischewitzes had thought of radio in terms of the foreign-language station programming for the Jewish-speaking audience. Since the war, however, the firm has turned more and more to English language stations, and today its purchases of radio time are divided about equally between English and foreign-language outlets, with about 17 of each included. But the Manischewitzes have always used English language stations to *augment* their foreign language outlets—never to *supplant* them. In New York, for example, to its lineup of WBNX, WEVD, and WLIB, which air many foreign-language programs, Manischewitz has added announcements on WOR, WMCA, and WFDR-FM.

The firm favors live announcements over transcribed spots, but uses a few transcriptions. Landau's Younglieb, who personally supervises the preparations of all Manischewitz copy, has an open mind on length of spots, and prefers to tailor them to the show. He is a firm believer in the integrated commercial, which sells with firm persuasiveness without jarring the mood of the program.

The Manischewitzes have already used a few video spots on a test basis, and it seems a safe bet that before long they will be TV regulars.

As they and their agency see it, if merely talking about Manischewitz foods on the air can produce pangs of hunger in thousands of potential customers, showing them on the video screen in full splendor will melt any remaining sales resistance. The appetizing possibilities seem endless. And the third-generation Manischewitzes who run the business today have never been slow to exploit a new sales approach, cherishing as they do their firm's reputation as the most progressive in its field.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

BUSINESS *is* GOOD!

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March

8th in April

6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month *every* month. Business is *UP 4½%* over the same period in 1948!

WDBJ is a *preferred* medium in a year-round *preferred* market! Ask Free & Peters!

* Rand-McNally

** Sales Management


WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives



SPOT

(Continued from page 25)

appear from radio commercials and be replaced with material designed to convince the consumer that the product has quality, provides an attractive service and is priced well.

Among station representatives, there is also the belief that the new attempt to woo the consumer will, as one of them put it, "minimize the irritating commercial." Announcements will be carefully planned and jingles will be more polished. The jingles used on spot to advertise the Ice Follies, for example, were written by the composers who did the music for the show itself. And as an understanding and appreciation of spot broadcasting grows, one other change may be looked for. Spot will undoubtedly continue to be used extensively for chain breaks and announcements, but it is almost inevitable that the amount of participation and full sponsorship activity will increase.

Besides the pitchforking being done by business conditions, there are a number of additional forces at work that make the future look bright for spot. The growth of dealer-manufacturer co-operation, itself one of the results of the need to move goods, is one of these forces.

"Dealer co-operation," one New York station representative said, "has been one of the biggest things in my life this year. Dealers have a big influence in placement and they've brought me a lot of business this year."

In addition to the changes in state of mind that have stemmed from an attempt to solve a current problem intelligently, spot broadcasting has benefited, rather freakishly, from less healthy attitudes. Unfortunately, at a time when manufacturers are tearing their hair about the cautiousness of the buying public, many of the advertising buyers are showing the same kind of cautiousness they are trying to break down in their customers. Many of these manufacturers are buying spot time because it is so easy to get in and out of. It is sadly true that the flexibility of spot makes it an ideal vehicle for the neurotic advertiser. Other advertisers, too, are using spot—again because of its in-and-out possibilities—as a way of marking time until they find out which way the television cat is going to jump. Daytime spot is also

MIAMI'S SPLIT ANOTHER GUSSET!



It's now one of Dixie's Key Markets... and, Miami's still growing -- with a steady flow of solid, forward-looking new settlers; business and industry. Yup, Miami's taking its place with the biggest and best of 'em!

Of course WIOD's keeping pace, too... just as it always has. For detailed information... call our Rep

George P. Hollingbery Co.

WIOD

FIRST IN MIAMI

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC



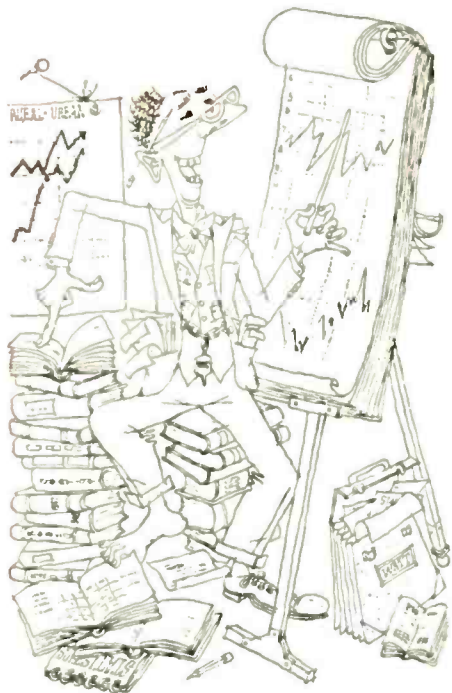
WTIC

**DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

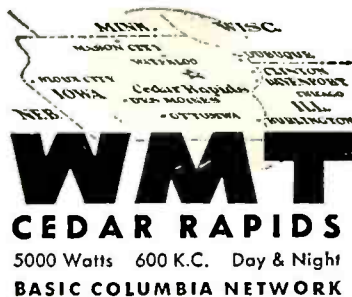
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

WMT always gets down to Colfax (IOWA)



The cold facts are these: Colfax and 1058 other communities in WMTland (within our 2.5 mv line) add up to a potential market of 1,121,782 people in the heart of the richest farming area in the world. Iowa's 1948 per capita income increased more than that of any other state. WMT's 600 kc signal gets down to Colfax—and out to all of WMTland — with a wallop that makes listening easy.

The warm fact is that WMT's programming makes listening easy and desirable. Exclusive CBS outlet for the area, WMT offers a loyal audience and a rewarding audience to advertisers who want results from their radio dollars. The Katz man has full details.



being bought by some advertisers on the basis that it is not seriously threatened by evening television shows.

SPONSOR believes that this kind of fearful thinking will not last and is not intelligent. However, experience with spot broadcasting, whatever drives the advertiser into it, will give him first-hand knowledge of the special contributions that spot can make to his business. These special contributions will enable spot to stand on its merits with the other media. How intelligently advertisers assess them will determine how bright its future will be. ★ ★ ★

PUBLIC SERVICE

(Continued from page 29)

"Cavalcade" has gone to Wilmington, Richmond, Charleston, West Va., Newark and other duPont factory areas, where as many as 10,500 employees have crowded into local theatres to watch the show from rehearsal to broadcast to rebroadcast.

Since no more than 5% of the products bearing the duPont trademark are familiar to any one group of employees, these personal appearances serve as a showcase for other duPont products. Into the theater lobbies go displays that acquaint the duPont employee and his family with the nature, importance, and diversity of duPont manufactures.

If the average listener thrills to the story of America, its heritage and development, so much more does the average employee. The warmth and vitality of radio makes "Cavalcade" the proper vehicle for the double-barrelled utility to which it is put.

"Greatest Story" and "Cavalcade" point the way for other large advertisers whose problems and budgets warrant institutional campaigns with long-range objectives.

But what of the sponsor, whether local, regional, or national, who wants to cash in on public service with a small budget?

"The Bon Bon Show," third radio winner of the Freedoms Foundation awards, presents a pattern that may sweep the country. Of the three top award winners, this station-produced program may be the most significant.

"The Bon Bon Show" was conceived during the sweltering days of July. WDAS, 250-watt Philadelphia independent, had a hunch that the 375,000 (Please turn to page 58)

Time-saving market data source book

SRDS CONSUMER MARKETS organizes in one place the basic state, county, and city data that sales and advertising executives constantly use in appraising markets for consumer products.

This easy-to-use source book covers completely the detailed statistics that reliably picture market characteristics, conditions and trends in every important market area in the U. S., U. S. Territories and Possessions, Canada, and the Philippines.

In addition, media Service-Ads, like the YOUNGSTOWN VINDICATOR's shown here, provide much supplementary information useful in proper market evaluation.

YOUNGSTOWN MARKET
3RD largest iron and steel producing area in U. S.

Youngstown Vindicator
KELLY-SMITH CO., National Representatives

BUSINESS is good in the nation's 3rd largest iron and steel producing area. Employment of more than 60,000 persons in Youngstown during the first five months of 1949, as reported by the Ohio State Employment Service, equaled the employment level of one year ago.

Although iron and steel production is the Youngstown Area's basic industry, the district's total dollar sales of manufactured goods is not derived from steel alone. Youngstown is also a primary producer of automotive parts, metal office furniture, leather and rubber products, pottery, brass and copper castings, automatic sprinklers, electrical supplies, plastics, mattresses, clothing and many others. The Vindicator, with a circulation exceeding 87,000 daily and 127,000 Sunday, provides maximum coverage of this important Ohio Market.

For a complete picture of the full scope of the 1949-1950 Edition of CONSUMER MARKETS, send for Full Explanation Folder. Copies of CM are \$5.00 each.

Consumer Markets

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

Another big step forward

**the new Maurer 16-mm
MULTIPLE SOUND TRACK**

The average 16-mm sound projector introduces an appreciable amount of distortion into the playback of the usual bilateral variable area sound track.

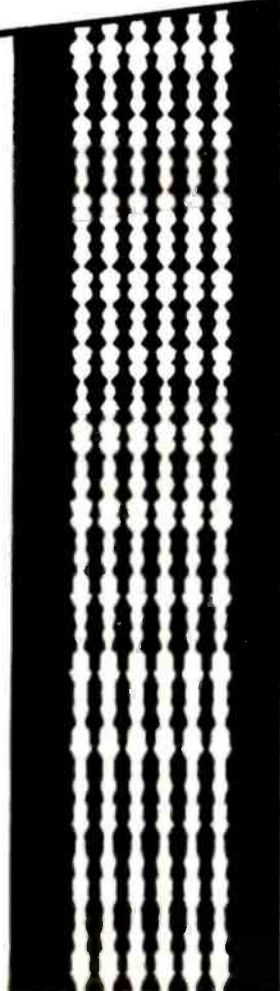
Recent surveys have indicated that the amount of distortion so introduced by nonuniform illumination of the scanning light beam ranges up to 30 per cent. A maximum of 10 per cent is generally considered allowable in 35-mm reproduction.

The new Maurer multiple track, by replacing the usual single track with six, reduces the amount of this projector-introduced distortion to values of about 5 per cent—which is very good performance.

No changes in processing or in projection equipment are involved. The only change is in the recording galvanometer.

The very substantial improvement is quickly evident to the untrained listener as well as to the engineer.

Write for more complete information.



The new Maurer Recording System, incorporating the six-track galvanometer, will be commercially available early next year.

In line with the Maurer policy of protecting its customers against obsolescence

as far as is possible, all owners of the Maurer Model E System will be invited to convert their equipment to the new six-track recording, at a cost which will not exceed the difference between the initial costs of the two systems.

**16mm
maurer**

J. A. MAURER, INC.

37-03 31st Street, Long Island City 1, N. Y.

16-mm Professional Production Equipment

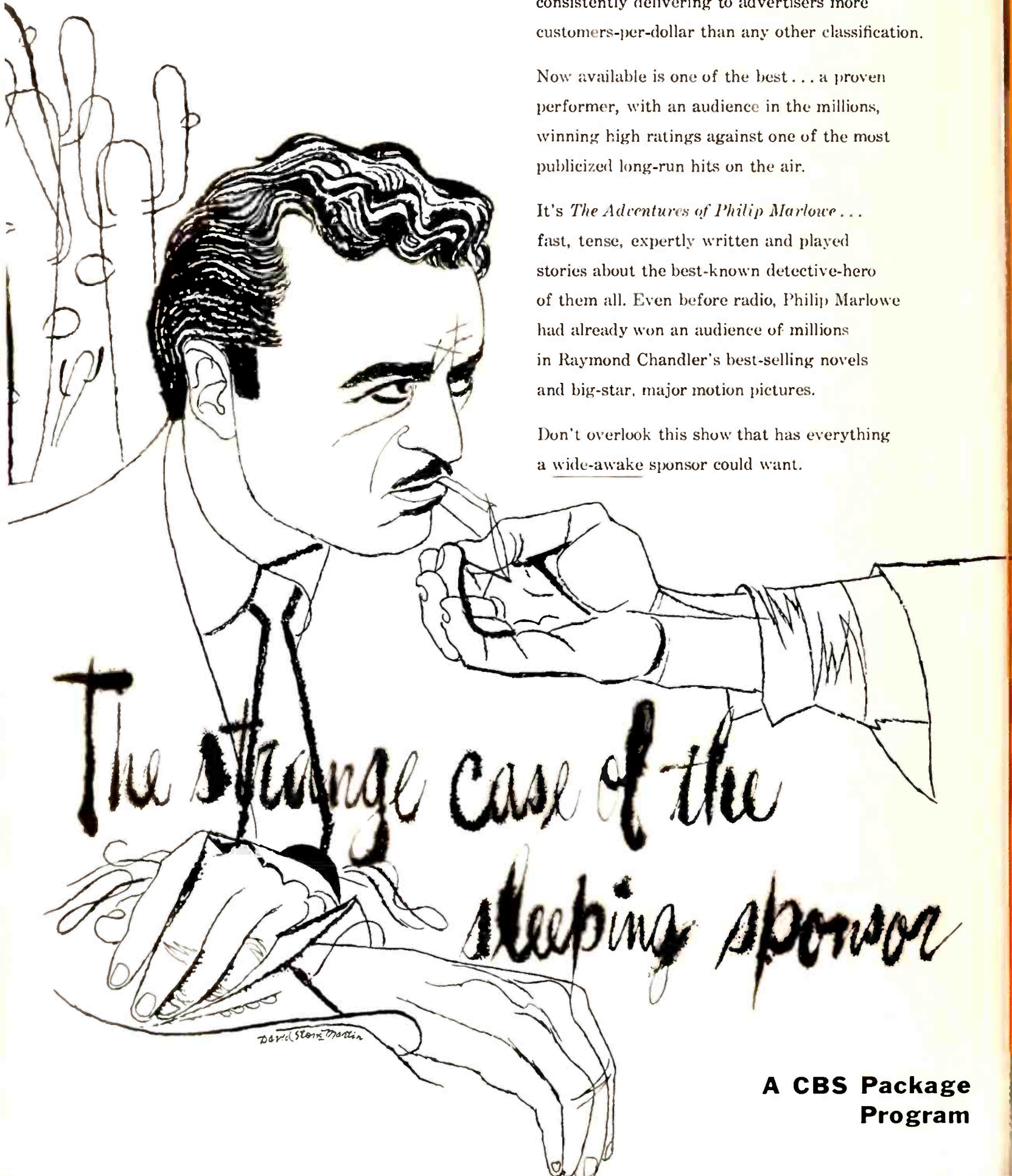
The biggest program payoff in all radio is the mystery-drama . . .

consistently delivering to advertisers more customers-per-dollar than any other classification.

Now available is one of the best . . . a proven performer, with an audience in the millions, winning high ratings against one of the most publicized long-run hits on the air.

It's *The Adventures of Philip Marlowe* . . . fast, tense, expertly written and played stories about the best-known detective-hero of them all. Even before radio, Philip Marlowe had already won an audience of millions in Raymond Chandler's best-selling novels and big-star, major motion pictures.

Don't overlook this show that has everything a wide-awake sponsor could want.



The strange case of the sleeping sponsor

A CBS Package Program



December 1949 TV Comparagraph in next issue

SPONSORS

Table of sponsors and their associated programs, including names like 'Lorenson-Walton', 'M. W. of Washington', 'M. W. of Washington', etc.

Main grid of TV schedules for Sunday through Saturday, with columns for time slots (8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45, 11:00, 11:15, 11:30, 11:45, 12:00, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45) and rows for days of the week (SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY). Each cell contains program names and channel numbers.



December 1949
TV Comparagraph in next issue

PROGRAMS
ABC CBS MBS NBC
6 PM
6:15
6:30
6:45
7
7:15
7:30
7:45
8
8:15
8:30
8:45
9
9:15
9:30
9:45
10
10:15
10:30
10:45
11
11:15
11:30
11:45
12

Table with 12 columns (ABC, CBS, MBS, NBC) and 12 rows (6 PM to 12 PM). Each cell contains program names and times for Sunday through Saturday.

SUNDAY MONDAY NIGHT TUESDAY WEDNESDAY THURSDAY NIGHT FRIDAY SATURDAY

Main grid of TV programs for Sunday through Saturday. Columns are labeled with networks (ABC, CBS, MBS, NBC) and times (6 PM, 6:15, 6:30, 6:45, 7, 7:15, 7:30, 7:45, 8, 8:15, 8:30, 8:45, 9, 9:15, 9:30, 9:45, 10, 10:15, 10:30, 10:45, 11, 11:15, 11:30, 11:45, 12). Each cell contains program titles and network identifiers.



**1902
SCORE:-
49-0**

MICHIGAN In the Rose Bowl,*- WHEC In Rochester

**LONG TIME
RECORD FOR
LEADERSHIP!**

* Back in 1902 the University of Michigan was the first Eastern visitor to the Rose Bowl . . . Michigan swamped Stanford 49-0. Although Michigan, itself, on its second Rose Bowl visit, Jan. 1, 1948 duplicated this lop-sided score in defeating Southern California 49-0, Michigan's 1902 record *has never been topped since.*

Back in 1943 Rochester's first Hooperating reported the decided WHEC listener preference. WHEC's Hooperating leadership *has never been topped since.*

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

| | STATION WHEC | STATION B | STATION C | STATION D | STATION E | STATION F |
|--|-----------------|--------------|--------------|--------------|--------------|--------------|
| MORNING 8:00-12:00 Noon Monday through Fri. | 41.6 | 20.6 | 8.9 | 8.4 | 14.5 | 4.2 |
| AFTERNOON 12:00-6:00 P.M. Monday through Fri. | 36.1 | 25.5 | 8.2 | 14.3 | 10.8 | 2.3 |
| EVENING 6:00-10:30 P.M. Sunday through Sat. | 36.0 | 24.8 | 7.0 | 10.3 | 11.5 | |

SEPTEMBER-OCTOBER HOOPER, 1949
Latest before closing time.

Station Broadcasts till Sunset Only

BUY WHERE THEY'RE LISTENING: —



WHEC

of Rochester

N. Y.

5,000 WATTS



Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

TV PREMIUMS

(Continued from page 33)

without seeming to dominate the scene.

So effective are good kid premiums in sampling the product or otherwise stimulating sales, that most users would gladly feature them more often if they could get good ones. It is, of course, impossible to tailor every premium used, especially for every show on which it is used. There just aren't enough good ideas to go around. Yet this is the ideal way to boost returns and give the product its most effective promotion.

The toy television set is an excellent example of a made-to-order premium. Even so, the original gadget wasn't even being peddled as a premium when an official of Ted Bates, who handles the account, saw it. He pounced on the idea of converting the little peep-box into a toy "television set" as a premium for the Colgate segment of *Howdy Doody*. Sponsor and agency people got together on the idea of using characters from the show in a humorous sequence, ending in a surprise. Fifteen cents and the usual tear from

the product carton were set as the price of the premium.

The idea wasn't developed, however, without a test. Testing the item is generally regarded by premium experts as the number one step in a successful promotion. In this case, about a dozen other candidates along with the miniature television set were given a test in the homes of over 200 children. The group was selected to give a good cross-section of children's ages and economic status of their families.

An interviewer called and first explained to the mother the purpose of his visit without letting the child in on the secret. Then the child was allowed to take the box of premium items into a room by himself and, without any coaching or supervision, select the *one* he would rather keep. Other items included Howdy Doody buttons and badges; a Howdy Doody statuette whose head wagged; a Howdy Doody balloon (several types); pencil with Howdy Doody head; Howdy Doody figure with a magnet, etc. The little television set was an overwhelming choice.

Each child, as a rule, made a thor-

oughgoing check before deciding his choice. The average time was about ten minutes. The company is said to feel this was the most successful premium offer they ever had. While neither the company nor the agency will confirm it, gleanings from independent sources suggest this promotion probably pulled two or three times as well as the average network premium offer. This "average" is an unknown quantity, numerically speaking, for boxtop returns are top-secret stuff. A sponsor would rather his competition think a successful offer failed rather than invite a successful imitation.

The 25,000 returns on the *Small Fry* Indian hat is considered high in the trade. (This figure, incidentally, is the only one the sponsor ever released on their premium returns.) There is not yet a way to make an accurate projection of *Small Fry's* (or any other TV network show's) total audience, so as to compare returns against number of listeners. It is carried at the moment in New York, Chicago, and Boston. The *Small Fry Club* has about 148,000 members, with a backlog of letters of about 18,000 (processing takes about three weeks) awaiting processing.

On pre-testing of premiums, says Katherine K. Fristrom of Leo Burnett's (Chicago) merchandising department. "If it is not done, the manufacturer may be surprised at what the American child thinks of the item even though the promoter thinks he has a sure-fire idea."

In addition to (a) pretesting the premium; (b) weaving it into the show, letting characters in the show handle, demonstrate and approve it; (c) selling the product while selling the premium. TV premium experts offer two other pointers. Make the initial order the very minimum possible, even though it is admittedly only as a guess based on previous experiences. It will cost less to hold up deliveries while reordering than to harvest a flop.

Fifth, seasonal timing and other ties can help boost returns. The miniature television set, for example, was offered just as school was opening and kids were especially eager to show off new acquisitions. Word of mouth advertising can break, as well as make, a child's premium even more quickly than it can one for adults.

The same kind of excitement or "surprise" value that makes premiums so



SERVING THE RICHEST MARKET IN THE SOUTH'S NO. 1 STATE*

6531 SETS IN USE AS OF NOVEMBER 1, 1949†

SALES REPRESENTATIVES
HARRINGTON, RIGHTER and PARSONS, INC.
NEW YORK CITY: 270 Park Avenue CHICAGO: Tribune Tower
MU 8-1185 WH 4-0074

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

*Source: Sales Management's "Survey of Buying Power" 1949

†Source: NBC Research Dept.

**Gives "Clear Sweep"
television coverage of the
San Francisco Bay Area**

KRON TV

**SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4**

SAN FRANCISCO

CHRONICLE

NBC

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location—atop San Bruno Mountain, bordering the San Francisco-San Mateo County line—is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest . . . mounted on a tower which is 1,485 feet above sea level.

KRON-TV presents top NBC network television programs, assuring strong audience tune-in. Local programming will include some day-time television. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

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

Notes
FROM C.K.A.C. LAND



This is a success story — about butter. A short while ago, Mont St. Hilaire Dairy was distributing about 4,500 pounds of butter per week through its retailers. This past summer—at a time when some sponsors go off the air—the Dairy decided to tell its story on CKAC. The result? In less than three months — using only a quarter hour a week—sales had soared to 12,000 pounds. As Mr. Gaboury of Mont St. Hilaire Dairy puts it “Les chiffres disent mieux que les écrits” — the figures speak for themselves. Yes, more and more sponsors are discovering what a powerful influence CKAC exerts in Quebec, a billion dollar market where CKAC reaches more than 70 out of 100 families. It's no wonder that CKAC gets results—at a very modest cost per listener.

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



730 on the dial • 10 kilowatts
Representatives:
Adam J. Young Jr. - New York, Chicago
William Wright - Toronto

much fun for children also works to make women like radio and television offers. (Men, as pointed out in the first article, don't go for premiums.)

“Women take a childish delight in presents, bargains, surprises, extras.” Charlotte Montgomery reminded the Premium Advertising Association of America at a recent meeting.

While glamour can help a premium on television just as on radio, the basic items that pull and pull anywhere in the televising sections of the country are still items that are “handy” to use. Scissors, mixing bowls, refrigerator dishes, dish covers, spoons, etc., never cease pulling. An item can't be too prosaic if it is genuinely and pleasantly usable by the housewife.

The Alpha Beta Food Markets made a single offer of a “Jadeite” mixing bowl on KTLA, Los Angeles. At the time there were about 45,000 television sets in the area, of which about 40% were in the territories of their stores. Four hundred and fifty-seven housewives wrote in for a card that entitled them to buy a pound of oleomargarine at 39 cents and for 46 cents more received the mixing bowl valued at \$1.25 (\$1.64 worth of merchandise for 85 cents). Three hundred and ninety-two women presented their cards at the Alpha Beta markets.

Ansonia Shoe Co., New York, on the *Faye Emerson Show* (WCBS-TV) made two offers at the end of the show of a card entitling women to a 10% discount on merchandise purchased at the store. More than 1,500 women responded to the offer. Glamorous or not, if a woman is convinced there's value in a premium she can use, she can be impressed—and moved in profitable numbers to respond.

The size of a premium isn't important as a factor in a television demonstration—the lenses of the camera will take care of that. It is true that much experimentation is needed to produce both good product and premium commercials. Live premium demonstrations, however, permit more experimentation. They are obviously the best bet for self-liquidating offers which may not recur in exactly the same form, if at all.

With television's advantage in demonstrating and “selling” premiums as well as products right in the home, premium advertisers should expect record returns from this form of advertising. ★ ★ ★

now
500 WATTS
KHMO
SERVING
HANNIBAL—QUINCY
AND
42
COUNTRIES IN
PROSPEROUS *Tom Sawyer* LAND
ILLINOIS — IOWA — MISSOURI
NATIONAL REP.—JOHN E. PEARSON CO.

KHMO *Mutual Network*
1070 KC
SERVING THE RICH
TRI-STATE AREA
1000 WATTS OF HIT

*Get Your Share
of the Rich*
**SPARTANBURG-GREENVILLE
MARKET!**

AIR YOUR WARES OVER
WSPA
SOUTH CAROLINA'S ELDEST STATION
SPARTANBURG, S. C.

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

**CBS Station For The
Spartanburg-Greenville Market**

5,000 Watts — 950 On Your Dial
WSPA-AM and WSPA-FM Are Sold As
A Single Service

MAIL ORDER

(Continued from page 21)

only listenership and business, but repeat business.

His plan called for signing with one station in each market to which he would supply proved programing (where necessary) and products which met standards he believed would keep the confidence of the purchasers. He rigidly controlled copy claims and stressed *underselling* as a key to long-term success. His "network" now consists of about 60 stations.

There is no way of ascertaining exactly how many stations are amenable to m.o. business. One agency has a list of over 400 such outlets. It's likely there are even more. This, of course, doesn't mean all these stations are open to just any business, but that they have and will take what seems to them the right P.I. deal.

Radio mail order sessions have a typical type of programing. For the more sophisticated metropolitan areas the tuneful, "listenable" Martin Block kind of music does best. For predominantly small town and rural markets the hillbilly tunes generally go best. The best of juke box hillbilly tunes are strong favorites. Things like *Careless Hands*, *Room Full of Roses*, *Jealous Heart*, *Mule Train*, etc.

Of course there are exceptions. Participation shows of all kinds are frequent choices for an m.o. item, as are news shows. The typical m.o. session, however, is the musical program with a personality who has the gift of arousing confidence in whatever he recommends. There is something, according to mail order experts, in the theory that these selling personalities are "born." But it is still possible to take an ordinary, even a poor, m.o. salesman and do wonders with him after a little concentrated instruction by an expert in the art.

M.O.N. supplies not only library music for its affiliates who need or desire it, but e.t. commercials as well, though they prefer a station to use a live announcer where they have a good pitchman. M.O.N. will train a station's salesman to handle M.O.N. products on the air. A typical 15-min. segment is handled by opening with a 15-20-second teaser introduction followed by music. The middle commercial runs 2-2½-minutes and the music is followed by a 40-50 second closing reminder. In a


10-minute segment the first announcement and first recording would be cut. The commercial time here is a shade over the NAB code allowance.

Perhaps the king of all m.o. operations is WCKY, Cincinnati. It has been widely reported in the trade (wholly without confirmation from WCKY) that when they started their all-night *Hillbilly Jamboree* (it gets underway at 8:00 p.m.) the station upped its average income around \$3,000 a week.

The *Jamboree* is programed in 10-minute segments of hillbilly and western music. Each sponsor gets a segment and a total of 500 words in open-

ing, closing, and middle commercials. Usually about nine sponsors are handled during a period of 1½ hours, when the entire schedule is repeated, with new music. At 11:00 o'clock a new show starts with new sponsors and products. In this later period new products and sponsors are tested. WWVA, another phenomenally successful m.o. station, works a similar program, but starts later in the evening.

One of the worst black eyes m.o. sponsors have given radio is from the careless way in which complaints on merchandise, have been handled. Often they haven't been adjusted at all.



COLUMBUS—A COMBINATION OF INDUSTRY, STATE GOVERNMENT AND EDUCATION . . .

The situation of Columbus is unique in the nation. Though the industrial output of this city is between \$500-million and \$600-million, industry is not the full strength. Columbus is also the seat of the government of Ohio. Here are state departments and state institutions employing many thousands of people. Columbus is also the center of learning for the state. The Ohio State University with its registration of 22,000 has an important part in the cultural and business life. Industry, government, education, all give to the economy of Central Ohio and Columbus a balance that is profitably favorable to those who sell in this rich market.


CARLILE'S FURNITURE STORE—70 YEARS IN COLUMBUS—25 YEARS ON WBNS

Carlile's are old in years but young in ideas. It was only natural then, that they should be among the first to use the facilities of WBNS when this station started broadcasting 25 years ago. W. A. Carlile installed a studio in the store and invited the public to come in and watch this novelty called "Radio." The response ran into the thousands . . . and they have been coming to Carlile's ever since because this store has continued to use WBNS as one of its principal mediums of advertising.

WBNS IS THE MOST IMPORTANT RADIO SALES TOOL IN CENTRAL OHIO—

If you desire to do a profitable selling job in Central Ohio you must include WBNS in your advertising program. This is easily explained by a look at WBNS programming and coverage figures. 163,550 families in this area are WBNS listeners. The programs on this station have been built to fit their needs and wishes. Test after test has proven that they respond to WBNS advertising . . . and respond in a big way, much to the delight of sales and advertising management.

COVERS CENTRAL OHIO




WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

WINSTON-SALEM



HOW TO WRITE YOUR OWN SUCCESS STORY

Whatever your product or service, give WAIR the opportunity to put your story before the people of this locality. WAIR listener confidence, built up over a period of years, assures profitable reaction, making good material for a SUCCESS STORY OF YOUR OWN

WAIR
WINSTON-SALEM
NORTH CAROLINA
National Rep: Avery-Knodel, Inc.

FOR BETTER RESULTS IN THE Pacific Northwest

The **XL Stations**

**Portland
Ellensburg
Spokane
Butte
Missoula
Bozeman
Helena
Great Falls**

THE WALKER COMPANY
551 Fifth Ave., New York 17, N. Y.
360 North Michigan, Chicago 1, Ill.

PACIFIC NORTHWEST BROADCASTERS
6381 Hollywood Blvd., Hollywood 28, Cal.
79 Post Street, San Francisco 4, Cal.

WCKY broadcasts every half-hour an overall guarantee to handle promptly and personally any complaint whatsoever on the merchandise sold on its air. The station insists that products it offers be at least comparable to prices in such standard retail outlets as Sears and others. Products include such solid staples as car tires and seat covers. Between January and April of this year, *Jamboree* sold over 4,000,000 baby chicks for Black's Poultry Co. of Columbia, S. C.

Today, more agencies are willing to handle m.o. accounts. Some smaller ones are specializing in them. Not all agencies who handle this business are strangers to the 4As. In fact, seven of the top fifteen 4A agencies are reliably reported to be interested in placing business with several outstanding m.o. stations.

Almost no station today will accept P.I. merchandising without first inspecting a sample of the product; finding the price represents good value; ascertaining that the product doesn't conflict too closely with similar merchandise being retailed by stores in the same area; getting a guarantee to refund purchaser's money on his complaint. For a station not to insist on these things is to subject itself to possible sabotage of its listenership. Fewer and fewer stations today are shortsighted enough to risk that.

M.o. business even has a geography of selling. In the metropolitan East listeners take more selling. Here, also "gadget" type merchandise generally has its best sale, though as a rule it doesn't sell on a broad scale. The far West likes a solid serving of facts and specific descriptions, not much selling. The mid-West usually responds better to a blending of the two approaches. If an item is to be pushed to the hilt in all three areas of the country better results are likely to come from scripts which take these facts into account.

As every experienced m.o. station knows, it is possible to educate listeners into responding to mail-pull and direct selling pitches. But one has to start with the right programing and personalities. It is true, and for obvious reasons, that the more powerful stations ordinarily get the best mail order returns. But exceptions are numerous. WHWB, Rutland, Vt., for example, is a one kw station with an exceptional dominance of its area. More powerful

time buyer finds Service-Ads helpful...

"When I'm making my initial screen of stations in a particular market and getting the technical data I need from STANDARD RATE," says the Time Buyer in a large Chicago agency. "I check all the ads that appear, too."

Service-Ads, like WIBX's, for example, are particularly useful to Time Buyers. They supplement and expand the SRDS station listings with additional information that helps buyers buy.

Note to Broadcasters: The SPOT RADIO PROMOTION HANDBOOK reports what radio advertisers and their agencies want to know about stations and where they get such information. If you don't have a copy, order one from us. The price: \$1.00.



The SRDS Television Section is now published monthly in a separate volume.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

IN THE UTICA-ROME AREA

WIBX is FIRST by FAR

in **Hooperatings**

AVERAGE RATINGS - July 1949 through April 1949
Weekdays - Mondays through Fridays

| Station | WIBX | W | A | S | D | F | Sa | Su | C | Sp | H |
|------------|-------|------|------|------|------|------|----|----|---|----|---|
| Hooperings | 10.58 | 4.01 | 1.1 | 2.27 | 91 | 1.9 | 32 | 27 | | | |
| WIBX | 12.00 | 3.75 | 5.01 | 9.00 | 1.34 | 1.42 | 26 | 40 | | | |
| WIBX | 11.43 | 3.19 | 3.29 | 3.96 | 1.30 | 1.23 | 31 | 40 | | | |
| WIBX | 10.20 | 3.17 | 2.76 | 3.23 | 4.17 | 3.65 | 64 | 31 | | | |

SHARE OF AUDIENCE - Weekdays - Mondays through Fridays

| Station | WIBX | W | A | S | D | F | Sa | Su | C | Sp | H |
|------------|------|------|------|------|------|-----|-----|-----|---|----|---|
| Hooperings | 64.0 | 29.6 | 6.6 | 14.2 | 3.8 | 4.2 | 1.4 | 1.2 | | | |
| WIBX | 65.1 | 14.3 | 14.9 | 7 | 3.9 | 3.3 | 1.4 | 1.9 | | | |
| WIBX | 51.8 | 11.3 | 4.0 | 8.6 | 11.3 | 8.9 | 1.2 | 0.9 | | | |

WIBX
UTICA 3, NEW YORK

stations from outside don't come in too well. In recent weeks the station has offered M.O.N. items in fringe time with remarkably good results.

Outlets who are determined not to compromise their published rate cards with P.I. business under any circumstances often take mail order business at card rates, and the distinction should be clearly drawn. It is true that many agencies will gladly pay card rates for time on a station with a proved mail order record—or pay for a test where an up-and-coming station looks like a good bet. As managements change the quality of a station as a mail order puller varies. This makes constant checking and testing necessary.

Overwriting a claim can make a good buy sound suspicious. A slightly misplaced emphasis can cause unnecessary complaints. A current M.O.N. offer first described men's cotton socks with emphasis on the nylon reinforcements. Since people tend to hear what they want to hear, stations got complaints—many listeners sup-

posed they were getting nylon socks. The copy was changed to sell the cotton, referring only briefly and casually to the nylon reinforced heels and toes. Complaints virtually ceased.

Harold Kaye, who censors all copy used on M.O.N. stations, points out the value of an experienced mail order copywriter in cutting down on rejections of merchandise where the trouble isn't with the value of the item but in the erroneously induced expectations of the listener. On an offer of nylon stockings a test using agency-written copy averaged 18% rejections. With

copy rewritten on M.O.N. standards, rejections dropped to 2%.

While it may be said that items under \$3 in cost, and items not too complicated ordinarily do better than others, there are numerous exceptions. To mention only one in each case, H. K. Simon Agency, New York, has a Chronograph wristwatch selling for \$3.95 on 60 stations. It is not unusual for an average station to pull 30 to 40 orders a week.

Casper Pinsker Advertising has pulled about 100,000 orders for a vest-pocket adding machine costing \$2.93.



WAVE AIN'T WESTERN OR EASTERN (Ky.)!

No, Sir, WAVE doesn't reach Eastern (Ky.), nor many of the other crossroad towns in western, southern and northern Kentucky, either!

We're directional-minded for the Louisville Trading Area only, and by any standard—except cosmic, One-World or interplanetary measurements—it's a wonderful market. And since our families have a 46% higher standard of living than do folks in the rest of the State, WAVE delivers a bang-up, premium audience.

So don't grope aimlessly around in Kentucky. Let WAVE put you "on the map" where it really counts—in the Louisville Trading Area!

**LOUISVILLE'S
WAVE**

NBC AFFILIATE... 5000 WATTS... 970 KC
FREE & PETERS, INC.
National Representatives



B M I



EVERYBODY EVERYWHERE PERFORMS BMI-LICENSED MUSIC

BMI-licensed music is used by every performing artist on every program over every network and every local station (AM-FM-TV) in the U.S. and Canada.

And it is performed by every concert artist, every opera company and every symphony orchestra in the world.

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD





Share
-of-
Audience

| | |
|-----------------|------|
| Sept.-Oct. 1949 | |
| MORNING | 41.3 |
| AFTERNOON | 37.2 |
| EVENING | 28.6 |

First By Far

WFBL

SYRACUSE, N. Y.
Represented by
FREE & PETERS, INC.

*One Does It
in Mid-America!*

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000
watt station
310kc

Programmed for
Mid-America Audiences



Feature Availability

Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative - John E. Pearson Co.

The machine, which adds up to 99 million, is definitely on the complicated side. Yet the agency found selling points and a way to put them over simply enough to make listeners order it. Returns average only around 3½%—very low for an item of this nature. It will soon go on more than 100 stations.

While radio selling techniques will necessarily be modified on television, the same headaches, perhaps magnified, will exist for the newcomer to mail order selling: how to select items, censor copy, evaluate price, use premiums, build audience acceptance, etc. Huber Hoge & Sons, one of the country's biggest mail order agencies, feels that television is one of the greatest potential moneymakers of all time. They're now TV-testing several items for Fall.

Right now, however, Hoge is using more than 500 radio stations for a dozen m.o. clients.

The radio industry is disposed to call radio mail order an entirely legitimate method of doing business. But its leaders will not grant that any method of compensation for it other than straight card rates is acceptable.

PUBLIC SERVICE

(Continued from page 44)

colored population in its area would welcome a daily program "of, by, and for its own people." The broadcast that the WDAS management envisioned would include local negro news, serious, pop, and bop music, talks by negro civic and cultural leaders, forums on topics of special interest, participation of negro sports, stage, and screen celebrities and embryonic stars, a day-to-day perspective of the negro world found only in the negro press. Philadelphia had no such program.

WDAS executives discussed its idea with the Philadelphia Fellowship Commission and, at its recommendation, with social agencies, judges, doctors, civic leaders, employment agencies, union officials, business men, bankers, and a number of average householders.

Out of this came a general program skeleton and a decision to select a negro mc who met these four requirements: (1) prominent in the negro community, (2) familiar with show business, (3) exemplary character, (4) good microphone presence and diction.

The answer was George "Bon Bon" Tunnell, a Philadelphian who for years was a featured vocalist with the late Jan Savitt's Orchestra heard over NBC and CBS. Many theatrical engagements had given him stage presence; he had frequently recorded for RCA and Decca; and his harmony group was well-known to a high percentage of the population in and around the Quaker City.

With Bon Bon's help a one-hour variety production was evolved based on the concept of good entertainment and public service without regard for prejudice or bias to race, creed, color, or politics. It began life in mid-August. The broadcast time is 11:30 to 12:30 noon Monday through Saturday.

"The Bon Bon Show" was sponsored from its initial broadcast. Instead of selling daily participations of 15 or 30 minute segments, WDAS instituted individual sponsorship of each day's program. The Spatola Wine Company, experienced in selling the colored market, bought Wednesdays and Fridays on a long range basis. A cosmetic manufacturer, a furniture store, and a furrier purchased the remaining days. Whether the policy of individual daily sponsorship will continue depends on the analysis of the first 15-week test period, soon to be concluded.

It's still too early to indicate results, but the cooperation, publicity, and promotion that the show is receiving from countless quarters augurs well for sales. All four negro newspapers repeatedly urge listening to "The Bon Bon Show." and have even thanked the sponsors by name in their editorial columns. Hundreds of thousands of leaflets, folders, bulletins, and signs promoting the program have been issued by colored organizations. Several sponsors have carried tie-in copy in frequent newspaper advertisements, prepared window displays, purchased billboards. One mailed 100,000 cards to dealers and customers. "Bon Bon" Tunnell has made over 100 appearances in Philadelphia stores.

In publicizing the program to the negro community WDAS stressed the necessity for meaningful public service ingredients. This careful indoctrination, and the obvious pride with which the colored audience views the show, has kept canned propaganda and useless publicity at a minimum. To date close working arrangements have been established with the negro Elks, the

They Love Us in Alberta

Opening the huge stack of mail every morning at KDYL is always a pleasure, but even our office girl was thrilled by a recent letter from Brocket, 'way up in Alberta, Canada, ordering a produced advertising on "The Old Corral."

A thoughtful post-script said, "The Old Corral" is the finest program there is. We listen to it every morning."

What more do we need to say?



Salt Lake City, Utah

National Representative: Jahn Blair & Co.

SPOT
RADIO

sells the millions that buy

ASK

REPRESENTING

YOUR

LEADING

JOHN

RADIO

BLAIR

STATIONS

MAN

JOHN
BLAIR
& COMPANY

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

National Colored Children's Bureau, National Postal Alliance, The Community Chest, The Fair Employment Practices Commission, The Philadelphia Service Organization, YMCA, and other bureaus operating for better race relations.

Today, the basic makeup of a one-hour show contains the following components:

- (1) Vocal and instrumental music by white and colored bands, all the way from classical to bop.
- (2) General news from AP and Overseas News Service.
- (3) International, national, and local news of negro interest.
- (4) "Inquiring Reporter"—telephone-contact queries on topics in or allied to the day's news.
- (5) Negro social, religious, fraternal, and club information.
- (6) "Name-guest" interview, alternating between civic leaders and entertainment world, white and colored.
- (7) "The entertainment whirl"—what's doing in town.
- (8) "Mother-of-the-day"—recommended by listeners (winner receives box of hon-bons and dedication of her favorite song).
- (9) Patriotic moment of "Thanks for America."
- (10) "Reminder for today"—a philosophical thought.

"The Bon Bon Show" has already achieved another distinction. Howard T. Reynolds, songwriter and pianist on the program, received \$1500 from Freedom Foundation for his new song "Speak Up For America" originally presented on the show. He was one of the ten winners in the "Unclassified Awards" division along with Judge Harold R. Medina, Cluett Peabody & Company, Kiwanis International and others.

"The Bon Bon Show" happens to embrace negro public service. But the opportunities for local and regional service ripe and right for sponsorship exist in many directions. It takes keen judgment to determine what's appropriate for sponsorship, what's not. That's a judgment that every sponsor interested in public service broadcasts and every station must exercise.

★ ★ ★

you can do it better

with the
revolutionary

ALTEC 21 B MINIATURE MICROPHONE

ACTUAL
SIZE

It achieves uniformity of response... provides greater tonal fidelity... it is omnidirectional... it is blastproof, shockproof... there is no false bass build-up... more net acoustic gain before encountering feedback... tiny size contributes to remarkable versatility of positioning... extends the fidelity of sound transmission.

*talent deserves
to be Seen
as well as Heard*

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N. Y.

1161 North Vine St.
Hollywood 38, Cal.

W H H M

MEMPHIS

INDEPENDENT—
but not aloof!

PATT McDONALD—*Manager*



INDEPENDENT
METROPOLITAN
SALES
Representatives

The
Texas Rangers

"AMERICA'S FINEST
WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

DAYTIME PROGRAMING

(Continued from page 27)

1 daytime broadcast-audience place locally in the last May-September Hooper report.

The status of WNEW, New York, is well known. This independent, operating in perhaps the toughest, certainly the most crowded, market in the country received 16.3 percent of the daytime share of audience in Hooper's 1949 August-September tabulations for the Big town.

Just one more example is little, 250-watt, daytime-only WIBR (formerly WCLA) at Baton Rouge, Louisiana. During four daytime periods, in the ratings for January-April this year, WIBR outranked the three local network affiliates against whom it must compete.

In all the cases—with high power or low, with network affiliation or without it—it is program pattern that makes the difference. The local stations have been flexible. The networks, in spite of some efforts to improve the daytime picture in the last few years, have on the whole hewed to old formulae.

The network daytime patterns are, by and large, like stars fixed in the sky. Daytime serials are the backbone of NBC and CBS. Audience participationers are the daytime staples of ABC and Mutual. Hugh M. Beville, Jr., director of NBC's research department, concedes that "the serial has been the most stable element in the daytime program pattern." NBC has tried other elements. It experimented with the Fred Waring show. While that one proved to be a good program, as far as critics were concerned, it simply failed to pay off. It cost too much to hold sponsors interested on a cost-per-point basis. CBS tried too, and with greater success, when it brought Godfrey to the coast-to-coast audience. But neither CBS nor NBC has developed any other program with Godfrey's pull. The closest ABC has come to offering real morning competition, outside the audience-participation field, is with the "Betty Crocker" program. NBC is now trying again, with the Jack Berch show and the earlier (9 a.m.) Eddie Albert program. CBS is also making an effort to bolster the daytime log with the Garry Moore pitch taking up a full hour in the afternoon. (That's where Stanton's "cross-reference" idea is being put into ef-

fect.) But Jack Berch is not yet in the Godfrey class, while neither Albert nor Moore has paid off to date—although all three of these may come through.

The network daytime reliance on serials and audience participationers as their chief bulwark has not been an accidental development. That part of the daytime pattern rests on solid research. The trouble with that research—as admitted by the prominent social scientists who conducted it—is that usually it shows only what audiences do *not* want. There is an admission on that point in a condensation of the famous NBC morning-serial survey which was made in 1944. Dr. Paul F. Lazarsfeld and Helen Dinerman, writing about that survey in "Communications Research: 1948-1949," declare:

"Dissatisfied radio listeners are in general more eager to describe what they do not like about existing programs than to describe in any detail the kind of programs they would prefer."

It is only experimentation by the networks, sponsors and agencies that will show what the audiences *might* prefer. The positive approach must come from the industry, it can not be expected from the audiences.

That 1944 NBC survey showed, for instance, that in the morning (9 a.m. to noon) the serial-story audience is made up of only 29 percent of the potential women listeners.

There is another survey, besides NBC's, which is more optimistic. This is one completed for CBS in 1948, after an 18-month inquiry which enlisted the services of such big-time researchers as Lazarsfeld himself, Elmo Roper, Dr. Raymond E. Franzen and Dr. Carl L. Rogers. This study showed that the majority of women—54 percent—did listen to the daytime serial. But then, offsetting the CBS statistics, is a more recent study, conducted in two central Illinois counties by Charles H. Sandage, professor of advertising at the University of Illinois. Here, the picture is not so pretty.

Sandage shows that in one of the areas, Champaign County, the average percentage rating for women's listening to seven available daytime serials is only 4.9.

In that CBS report on serials, it was hard to find any criticism against the daytime pattern. The report simply

showed that the majority of the women "liked" the serials. It showed for instance that, in selected cities, the serial listeners could have tuned in competing programs. In Dubuque, Iowa, the women tuning in on serials had eight competing programs that they could have heard.

But it is on the basis of the reasons given by women who do *not* listen to serials that the networks have developed those additional elements in the daytime program pattern.

Programers, on both local and national levels, know, however, that not all audience criticisms must be taken as gospel truth. There is always danger in relying too completely on what is known to some people in radio as the Cleveland Critique.

That Cleveland Critique was just a bit of a fiasco. It happened three years ago. A local radio editor had called on his readers to say what they would prefer on the air. Here was supposedly a positive approach. Three hundred of the dear ladies took pen in hand and, almost unanimously, demanded more music—classical music. But someone at WHK got hold of 138 of the names from among the 300 music-

loving women. These 138 got their own coincidental check—they received phone calls on two separate occasions, once when the NBC Symphony was playing on its home grounds and receiving local broadcast. Of the 138 music-lovers—exactly 100 were found to be tuned in to other programs while the longhair fiddlers and tootlers occupied local transmitters!

Here are some of the things the networks are *not* doing in the daytime:

They are *not* taking into account the local desires. True, that is something the local stations can do best—since a network must think of a national audience. But the networks are *not* finding enough new programs, new formats, new personalities that could attract national and local daytime audiences at the same time.

The networks are *not* taking into account early morning listeners. Local stations that are successful are always cashing in on that audience.

Except for an occasional, rare try, usually more or less by accident, the networks are *not* taking into account the out-of-home listeners. The recent Pulse-WNEW figures (SPONSOR, Nov. 7) showed that there is gold in those out-of-home mountains, if programs are tailored to their preferences.

The networks are *not*—again, with rare exceptions—taking the semi-urban and rural and farm audiences into consideration. Here, the Sandage report throws additional light on the possibilities. Sandage shows that "farm women reported greater listening than either urban or village women."

Important sponsors have shown, more and more of late, that the networks have big daytime value. Cigarettes have been moving more solidly into the network daytime picture for two years now. Pillsbury has signed up to join the Godfrey parade come spring, General Foods has bought Edwin C. Hill on ABC, General Mills has contracted for the same network's "Modern Romances." Further daytime billings are reliably reported under consideration by General Foods, General Electric, and Campbell Soup.

There are many other sponsors ready, willing and able to sink solid cash into daytime shows on the networks. What they need is: programs. To provide those programs, the networks need: a daytime pattern that will offer something new, fresh, perhaps even boldly experimental. ★ ★ ★

FIGURES PROVE

W T R F

AM-FM

Covers the Prosperous
Greater Wheeling
Market From
BELLAIRE, OHIO

Consult the Hooper Area Coverage Index, 3-County Area 1949, and see how well WTRF covers the Wheeling (W. Va.) Metropolitan Market. To see how economically,

See **THE WALKER CO. Today**

Mr. Advertiser:

YOU CAN DO IT AS WELL (Maybe Better) AND FOR LESS

with

TELEWAYS TRANSCRIPTIONS

The following transcribed shows now available

AT LOW COST!

- JOHN CHARLES THOMAS
260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
156 15-Min. Musical Programs
- STRANGE WILLS
26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
132 15-Min. Musical Programs
- MOON DREAMS
156 15-Min. Musical Programs
- BARNYARD JAMBOREE
52 30-Min. Variety Programs
- DANGER! DR. DANFIELD
26 30-Min. Mystery Programs
- STRANGE ADVENTURE
260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
131 15-Min. Musical Programs

Send for Free Audition Platter and low rates on any of the above shows to:

TELEWAYS RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.
Phones CRestview 67238—BRadshaw 21447



WE'VE BEEN PRODUCING

Motion Pictures

FOR MORE THAN 39 YEARS

industrial . . . sales . . . animation . . . public relations . . . training . . . theatre ads . . . from 20 seconds to 2 hours in length.

A Few Current Productions:

- Federal Reserve Bank
- John Deere
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- International Harvester
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Write or wire for information

Reid H. Ray

FILM INDUSTRIES, INC.

208 So. LaSalle Chicago 4, Ill. 2269 Ford Pkwy. St. Paul 1, Minn.



"Service Medium"

In a year of adversity and confusion radio is demonstrating a growing predilection for service beyond the call of duty. The signs are multiplying.

In Tennessee the Tennessee Association of Broadcasters, headed by F. C. Sowell of WLAC, Nashville, have instituted a "Let's Sell Optimism" campaign over 38 of their stations. Not only are they flooding their state with a minimum of 152 announcements a day of cheery business information, but they're publicizing the bright side of the picture with printed notices to business and civic leaders throughout the state. Results aren't all in, but it's evident that Tennessee is getting a big lift.

And in other states the "Let's Sell Optimism" campaign is finding its

mark, too. Exclusive of the Tennessee broadcasts, close to 100 stations scattered throughout the nation have told SPONSOR that they are spreading the seed of optimism in their individual areas. The power of radio is helping the U. S. recapture its full economic strength.

And in Cleveland another valuable service campaign was introduced by John Patt of WGAR. This one has more of an industry flavor. WGAR has embarked on an ambitious "Give a Radio Campaign" which has now been adopted by many members of the Ohio Association of Broadcasters. The OAB has agreed to furnish each participating station with special copy promoting the sale of radios. While the RMA's "A Radio in Every Room" campaign, headed by W. B. McGill of Westinghouse Electric Mfg. Co., has done a bangup job annually, this is the first time that a real radio-set-selling impact has been delivered by the stations themselves.

There's a growing maturity in radio station circles today that augurs well for the industry. Much is being done on a unified basis for the general welfare. It makes radio a better advertising medium. Radio may be labeled the "service medium" soon.

After BMB: A Prediction

Predicting what will replace BMB, if anything, is an illogical occupation at present. But we'll take a stab at it. And maybe you can check us nine

months from now to see how we're doing.

First, we predict that another radio measurement will follow.

We believe this because advertisers and agencies have decided that they can't afford to be without a gauge for a medium whose individual units are hard to measure. And because broadcasters realize that they'll be at a distinct disadvantage without a common measuring denominator.

We predict that the next measurement may not be very dissimilar to BMB in technique.

But we predict that its use will be different.

We believe that it will be used to determine station coverage, *not* station popularity. We understand that BMB was originally intended as a coverage device, but drifted away from that concept. Thus what may develop is a return to the original premise, with the Niensens, Hoopers, Conlans, Sindlingers, and Pulses doing the popularity studies.

This won't give the radio measurement as much utility as is claimed for the Audit Bureau of Circulation. But radio compensates for that by supplementary research that goes beyond the analyses that have been created for printed-media measurement over many years. And this research will improve.

We predict that broadcasters will continue to foot the bill. But with the definite understanding that the measurement for which they're paying will pay its way . . . and then some.

Applause

BAB Sparkplug

The Broadcast Advertising Bureau's contribution to a keener understanding of the sponsor's problems and practices is being dramatically demonstrated in Maurice B. Mitchell's inspired talks at NAB District Meetings.

From Dallas to Boston, his weighty words have left an impression that will spark many a new broadcast sale.

Mitchell's subject, "How to Get a Larger Share of the Advertising Dollar," could also have been titled "How to Know Your Advertising Prospect Better." A notable portion of his time

was devoted to an analysis of the advertiser's behavior in producing, distributing and marketing his products.

His recognition of the importance of guiding station sales strategy in the direction of sponsor and agency understanding is a tribute to the new-found maturity of broadcast advertising.

Mitchell does far more than that, of course. His highly stimulating presentation constitutes, in fact, a short, hard-hitting course on successful selling, taking in the more essential radio ingredients. After listening to him, one goes away feeling that broadcast

advertising is even greater and more effective than most of us realized.

SPONSOR has long advocated the type of radio education that the NAB is now furnishing the industry; its editorial pages today reflect the same thinking.

NAB President Justin Miller is to be commended for giving BAB the dominant position at these meetings in the face of many other urgent industry problems. In so doing, he is rightly placing dollars and cents factors first in this new radio era of competitive selling.

ALWAYS THE SAME

LAST YEAR, THIS YEAR, NEXT YEAR

EVERYTHING YOU PUT ON YOUR MASTER

IS FAITHFULLY

REPRODUCED

ON YOUR ALLIED PRESSING.

NOTHING IS LOST WITH
ALLIED PROCESSING.



Allied for full fidelity reproduction

Silver nitrate processing of superior quality . . .

Genuine "Vinylite" brand plastic pressings . . .

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

41 N. Las Palmas Avenue, Hollywood 38, California • HOLLYWOOD 5107


IF THE SHOE FITS..

WHEN the booklet "Upper Midwest Food Sales" arrived at WNAX, we said, "this shoe fits us." The booklet prepared for the Twin City Food Brokers Association by Roland S. Vaile, professor of Economics and Marketing, and Edwin H. Lewis, assoc. professor of Economics and Marketing at the University of Minnesota, describes the tremendous market developed in the states of Minnesota, North Dakota and South Dakota—three of the five states in Big Aggie Land.

It seems that the agricultural folks are loaded. For instance, the brochure says the average retail sales per family in 1948 in this Upper Midwest area was \$3,864, as opposed to the national average of \$3,131. In 1948, farm folks in all of Big Aggie Land—the 308 counties within Minnesota, the Dakotas, Nebraska and Iowa—accounted for nearly \$3-billion in net farm income. Big Aggie Land is the world's richest agricultural area—served only by WNAX.

In this rich, stable area, where the ebb and flow of industrial strife are only headlines, 61% of the population is rural. Radio is basic . . . and radio is WNAX. A 1948 diary study, made in 80 counties representing the five states covered by WNAX, showed that, of the 43 stations mentioned, listeners liked us best 94.7% of all daytime quarter hours—78.9% of all evening quarter hours. Call your Katz man for full particulars.

We'd be pleased to forward the brochure on "Upper Midwest Food Sales" to you upon your request.



WNAX

N. DAK. MINN.
S. DAK. IOWA
NEB.

A Cowles Station
570 KC • 5,000 WATTS

SIoux CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.