

SPONSOR

For buyers of broadcast advertising

ROCKEFELLER PLAZA NEW YORK, N.Y.

Does network radio have a future? — p. 25

20-year pioneer Smith with RCA boss Sarnoff—see p. 4

SP 10-50 12479
WM S HEDGES
N B C
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y



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Captain JOHN SMITH led the way



Statue of Captain John Smith

The Indian signals that broadcast the Jamestown landing of intrepid Captain John Smith prophesized, too, another pioneer event in Virginia.

Today the epic story of Captain Smith and his heroine Pocahontas can be told, in full picture and sound, to the people of Virginia via television.

In Richmond it can only be told over WTVR, now over three years old and still Richmond's only television station.

Like Captain John Smith, Havens and Martin Stations lead the way. Twenty-five years of service by these

First Stations of Virginia have made an indelible impression on citizens of the Old Dominion. It's an

impression that pays off for advertisers.

WMBG AM **WCOD** FM



WTVR TV

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

FIRST STATIONS OF VIRGINIA



\$500,000 SALE GOES BEGGING WHILE NETS WEEP—In midst of gloom unofficial among network executives, SPONSOR learned of one advertiser with itch to spend \$500,000 on web radio. But none of nets, with exception of Mutual, have pitched vigorously for business. Advertiser himself regards situation as indicative of prevailing lack of sales push in net radio circles.

N. Y. CARS EQUIPPED WITH RADIO JUMP 32% IN PAST YEAR—In New York City alone there are 770,330 cars with radios, Pulse survey discloses. That's 4 out of 5 cars, jump of 31.6% over 1950. Says Pulse director, Dr. Sydney Roslow: "If this ratio held true in suburban counties . . . there are approximately 1,250,000 cars with radios in metropolitan New York." Roslow plans to extend car survey to 17 other major U. S. markets during May, will make results available to agencies, broadcasters as service to industry.

MUTUAL, ABC RATE CUTS IMMINENT AT PRESS TIME—CBS negotiations to buy ABC were cause of delay by Mutual, ABC in making rate cuts. Expected momentarily as SPONSOR went to press, Mutual cut was cause of last-minute soul-searching. Network's dilemma: should we cut when eventual sale of ABC could put Mutual in stronger competitive position? Despite break-off of CBS-ABC talks, poser for network remains since ABC sale is still likely, many believe.

BAB'S LIGHT WON'T BE HIDDEN UNDER BUSHEL—You can expect to hear lot more about BAB, Inc. In recent weeks, little has been said concerning role of BAB in presenting radio's case to advertisers because emergency-basis organization of Affiliates Committee held center stage. But it's clear, SPONSOR learns, that Committee intends to work closely with BAB once organizational problems are out of way and committee settles down to long-range efforts.

AFFILIATES COMMITTEE EXPECTED TO BE PERMANENT, AND MILITANT, GROUP—Checks from stations for support of Affiliates Committee rolled in by dozens before 15 May deadline, insuring future existence of group, insiders believe. Advertisers anxious to grasp what future holds for network radio will follow committee's activities with keen interest. Committee may work with webs to modify contractual arrangements with affiliates. Shrewd industry observers also foresee affiliates working together to form regional nets with special rates and pooling resources for regional research to get bed-rock radio facts.

PEPSI-COLA LAUNCHES NEW FAYE EMERSON SERIES ON CBS-TV, CELEBRATES SALES JUMP—Purchase of prime Saturday night slot (9 to 9:30) for Faye Emerson on CBS-TV comes at time when Pepsi-Cola is enjoying 12% jump in sales of concentrate to its bottlers during first four months of 1951. New Emerson show replaces present three-a-week format on ABC-TV. Following Emerson on CBS will be American Safety Razor's

REPORT TO SPONSORS for 21 May 1951

"Show Goes On," with Robert Q. Lewis as m.c. Interestingly, both Pepsi-Cola and razor firm tend to give their stars wide merchandising. Faye Emerson appears in Pepsi-Cola color ads in national magazines; Robert Q. Lewis is used in ads, point-of-sale placards, and personal appearances.

AFRA-INDUSTRY GROUP WORKS OUT PROCEDURE FOR HANDLING LOYALTY PROBLEMS—

After months of discussion, sub-committee representing AFRA, AAAA, NARTB, ANA, and major networks has developed procedure for handling subversive charges. Plan is designed to protect radio/TV talent and their employers from irresponsible accusations. Under new set-up, when employer learns of disloyalty charge, he requests statement from individual involved. This goes to AFRA, without identification of employer, allows talent opportunity to reply directly to charge without publicity spotlight. So far no case has come up under new arrangement.

WILL COAST-TO-COAST TV COME IN TIME FOR WORLD SERIES?—

Rumors that coast-to-coast TV is proceeding so rapidly that World Series may get nationwide hookup appear unfounded. Last link in cross-nation connection, the micro-wave relay facilities from Omaha to Coast, will be completed for carrying telephone calls by this August. That may be source of rumor. But necessary equipment for carrying TV signals from Omaha to Coast won't be installed till late in fall.

NEW EDITION OF BEN DUFFY BOOK ON MEDIA AND MARKETS OUT THIS MONTH—

Second edition of "Profitable Advertising in Today's Media and Markets," by BBDO president Ben Duffy, was published by Prentice-Hall this month. Brought up to date 11 years after first appearance, book covers scientific buying of radio, TV, printed media, outdoor. Media savant Duffy rose through agency ranks, was successively media buyer, media department head before becoming agency president in 1946. In this issue of SPONSOR, Duffy takes look at future of network radio, points out that appearance of new media in past has not automatically sounded death knell of existing media (see page 27).

ADVERTEST SURVEY MEASURES POPULARITY OF WESTERNS ON TV—

April issue of "Television Audience of Today," published by Advertest, reports that 51.4% of all homes contacted said Western program was viewed during preceding week by at least one family member. Among families with children age 5 to 14, 66.3% report viewing of Westerns; only 39.2% of homes without children report such viewing. Interestingly, over 63.1% of viewers admit watching Western pictures for second time. That point is of particular importance to advertisers using Westerns who feel hampered by lack of new films for TV. Apparently viewers love old Westerns even second time around.

HOW TV AIDS SPORTS PROMOTERS—New WPIX, New York, survey, reported exclusively in this issue of SPONSOR (see page 30), indicates that sports attendance can be helped by television. Sample included only sports fans; despite this, 81% saw some sport for first time on TV. Of these, 30% later bought tickets to sport and 34% say they want to buy tickets. Statement to SPONSOR by Ned Irish, Madison

(Please turn to page 52)



Billy Hamilton In Runs Per Season*

WHEC In Rochester Radio

**LONG TIME
RECORD FOR
LEADERSHIP!**

In 1894 Hamilton, playing with the "Phillies" scored 196 runs during the season. This big league record has never been topped since!

In 1943 Rochester's first Hooperating reported the decided WHEC listener preference. This station's Hooperatings have 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.	43.1	19.7	8.0	8.4	15.4	3.7
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	42.0	28.4	8.8	11.9	5.4	2.4
EVENING 6:00-10:30 P.M. Sunday through Sat.	39.2	28.2	8.6	11.6	10.6	2.4

FALL-WINTER REPORT 1950-1951

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, LEE F. O'CONNELL CO., Los Angeles, San Francisco,

SPONSOR

VOLUME 5 NUMBER 11

ARTICLES

What is the future of network radio?

Opinions range from darkest gloom to hope for continued prosperity through changes in network operation

25

How Rinso and Spry made an about-face

A return to hard-selling spot and daytime radio boosted sales for Lever Brothers' Rinso and Spry

28

Does TV hurt Madison Square Garden's b.o.?

New survey indicates TV can increase sports attendance; should help convince promoters that they can continue to allow televising of athletics

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Hillman-Minx goes far on a small budget

Skillful selection of personality d.j. shows with large local following hyps sales of British-made car in U. S.

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Now you can see what you're buying

Radio salesmen have transcriptions to use as samples. What can TV's reps use? Free & Peters' answer is new desk-top film-strip selling technique

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Kate Smith's first 20 years

Human quality has piled up \$29,000,000 in billings for singer. But one mistake was allowing Kate to sell cigarettes, mgr. Ted Collins told SPONSOR

36

Stop sugar-coating your advertising

Using too many superlative adjectives woven into glib testimonials about your product may make your buying public "wary and weary"

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COMING

TV Dictionary/Handbook for Sponsors

New lexicon of trade terms includes over 1,000 words, valuable data. To be published in installments, then appear as a SPONSOR supplement

4 June

Kindergarten for sponsors

Contacts with the show world are fraught with pitfalls for the sponsor who lets the razzle-dazzle go to his head

4 June

Spanish language broadcasting

Why sponsors are missing a good bet by neglecting the millions that comprise the Spanish-speaking market in the United States

4 June

DIGEST FOR 21 MAY 1951

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COVER: Much of Kate Smith's success is due to human qualities viewers find in her programs. Typical of her 20 years of homey showmanship was recent TV show in which she helped Brig. Gen. David Sarnoff get Red Cross drive off to start. RCA Board Chairman Sarnoff is Red Cross campaign keystone. Miss Smith, currently on NBC-TV with daytime show, may also bring daytime radio show "Kate Smith Speaks" (Mutual) to NBC. For Kate Smith story, see page 36.

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the **TOUR TEST** proves

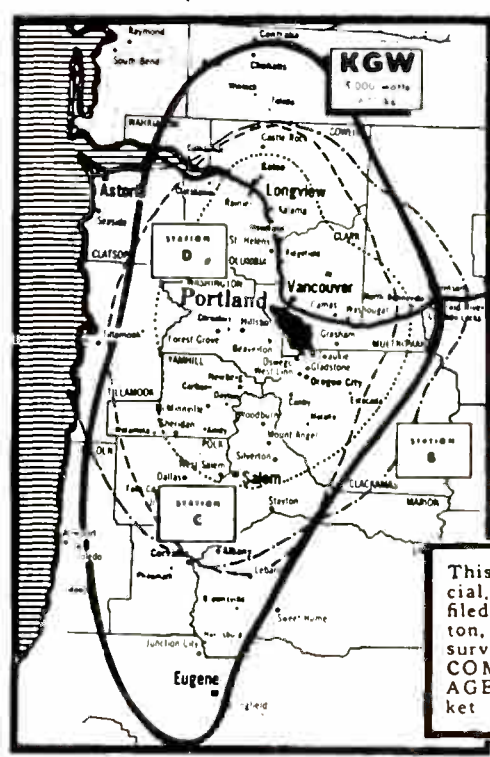
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGEin the **OREGON MARKET**



BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW'S LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)



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

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

Miss KGW, on recent Tour Test to Corvallis, made in cooperation with Oregon Motor Association, visits Chapman Manufacturing Company, where Robert Wheeler, Plant Engineer shows operation of hydraulic press. Wood waste from Oregon's basic resource are utilized in making product with a variety of uses. KGW's Comprehensive Coverage was proved effective in Corvallis by this Tour Test. Second picture shows Tour Test car in front of big, new Gill Basketball Coliseum on Oregon State College Campus.

KGW

30th YEAR

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



Still the most discussed topic in local television circles is the MacArthur telecast. The West Coast's combined operation, which included the pooled facilities of the 11 California TV stations, brought five million viewers on-the-spot coverage of the historical event via the San Francisco-Los Angeles microwave. An estimated 45 million eastern viewers witnessed the telecast by kinescope.

KSFO aired the event for AM audiences with Wally King, Bob Tutt, Bob Hanson, Bill Hillman and Bill Hayward handling announcing chores.

In S.F., KPIX exclusively screened MacArthur's address to Congress 9 hours later. Kinescoped in Chicago, via the Balaban-Katz process, the kine was flown to Los Angeles and fed to KPIX on the microwave.

ADD KSFO AIRINGS

KSFO's recently inaugurated "Voice of California Agriculture" features well known bureau man, Bert Buzzini. Originating in the KSFO studios, the 15 minute farm show is fed to four additional California radio stations, Mondays thru' Fridays at 6:30 AM.

STATISTICS . . . Bay Area TV set sales have now reached the 180,000 mark . . . according to Tele-Que, 90.3% of these sets were tuned to the West Coast's telecast of MacArthur's arrival.



SAN FRANCISCO

Men, Money and Motives

by
Robert J. Landry

"Here," said the doctor, "try this couch on for size."

"I don't like it," complained the patient. "I feel laid out."

"Hmmm," said the doctor, scribbling on his pad. "very significant. You see yourself as a corpse?"

"That's right," the patient muttered. "very time I read the trade press I have nightmares in which I am attending my own funeral. I am entirely surrounded by smirking characters who are glad I'm dead."

* * *

"Free associate," encouraged the doctor, "can you identify any of the smirking characters in your nightmare funeral?"

"You mean like television editors?"

"Or other strange figments."

The patient reached back into his dream. "I see zombies with big bellies."

"Big bellies," the doctor rubbed his hands, elatedly, "what do they remind you of?"

"Undigested inventory," said the patient, "and they're pale government-green around the gills. They keep spitting money and beating their chests and bragging."

* * *

"Good, good," said the doctor, "can you make out what they are saying?"

"They keep saying something about waiting, just waiting. They say just wait until October."

"October?" pressed the doctor, "a revolution in October, new days to shake the world?"

"Yes, yes," the patient responded, "in October the coaxial cable reaches Hollywood."

"Free associate," commanded the doctor.

* * *

"It's the trade press. I know about the coaxial cable from the trade press. It's then that I'm a goner. It's then they'll lay me out."

"But," said the doctor, doesn't it depend on what trade press you read? Others say you'll be dead when the freeze ends."

"When Milton Berle reaches Denver, that's when, that's when," the patient groaned at the prospect.

"There is something morbid about this dream of yours," said the doctor. "Milton Berle has reached Denver before and practically nothing happened. Your pressure is normal, your arteries are young, only a few months ago in 1950 you had your best year in your entire life. Why do you suddenly feel convinced you are not long for this world?"

* * *

"I feel strangely inferior," replied the patient. "In my dreams I keep falling by the neck."

"Ah-ha," said the doctor, "the plunging neckline complex. Very

(Please turn to page 71)

What's Louisville Got-

BESIDE

Beautiful Women?!?

Louisville's 3-county Metropolitan Area ranks ahead of Metropolitan Memphis, Miami or Omaha in both Retail Sales and Effective Buying Income.*

Louisville's WAVE gets a Daytime BMB Audience of 238,490 families. Its BMB Area contains less than a third as many people as Kentucky's total, but *accounts for 66.2% as much Food Sales as the entire State.*

WAVE-TV pioneered in Kentucky . . . is now far and away Louisville's favorite television station. It is Channel 5 — NBC, ABC and Dumont. There are 86,782 TV receivers in and around Louisville.

Make WAVE and WAVE-TV your Kentucky choices. Free & Peters can give you all the facts.

**Sales Management Survey of Buying Power, May 10, 1950*

WAVE ^{AM} TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of \$1.67 billion, as against \$2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the income in those Kentucky counties in which WAVE does NOT have a BMB audience!

*The WAVE-TV Coverage Area contains 256,100 families.



LOUISVILLE



FREE & PETERS, INC.
Exclusive National Representatives

MBS



For the fifth consecutive year, Mister PLUS stands alone at the peak of the mountain called Sunday Afternoon.

Other networks get up into the foothills, but the view from the top is reserved strictly for Mutual clients.

And what a view!

More than twice as many actual listeners tuned to the Mutual Broadcasting System as to any other network...

Far more than double the homes-per-dot

the difference is... **the MUTUAL broadcasting system**



delivered by any other network...

es, on Sunday afternoons, Mutual clients
 re getting the largest audiences in all network
 radio—at the lowest costs of all.

nd there's room at the top for you!

the close up:

AVERAGE RATINGS		AVERAGE HOMES/\$	
MBS	7.3	MBS	319
NETWORK X	3.0	NETWORK X	143
NETWORK Y	3.5	NETWORK Y	122
NETWORK Z	3.1	NETWORK Z	121

Source: Nielsen Radio Index—Oct. '50-Feb. '51 for ratings; Oct. '50-Jan. '51 for homes-per-dollar data. Averages for all commercial programs (except religious) 12-6 p.m. Sundays.



WILSON

NORTH CAROLINA

IS THE

WORLD'S

GREATEST

TOBACCO

MARKET

WGTM

5,000 WATTS ★ CBS AFF.

Sells the 1,250,000 people in the largest tobacco producing area in the whole wide world!

Let us send you up-to-the-minute facts, figures and availabilities!

Write, 'phone or wire

ALLEN WANAMAKER

Gen. Mgr., WGTM, Wilson, N. C.



Mr. Sponsor

George Miller

Merchandising Manager
Richfield Oil Corp., Los Angeles

Born four months before the turn of the century, jolly George Miller has spent the largest part of the time since then selling petroleum products. He has been with Richfield for 12 years; in his present position the last 10 of them. Before that George spent 17 years with Sinclair, leaving as resident manager in Philadelphia to come to Richfield.

An avid sports enthusiast, George lists too many spectator and participating sports as special interests to mention them all. At the top of the list are golf, baseball, football.

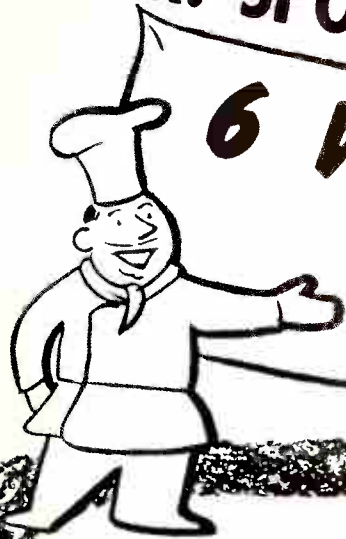
George gets a kick, too, out of spending over a million dollars a year for Richfield's advertising. About a third of this is spent on the *Richfield Reporter* which has grown in its 20 years on the air to the status of an institution. This 15-minute newscast is broadcast daily over the complete NBC Pacific Coast and Arizona Group networks with the addition of ABC stations in Washington and Oregon. (An identically titled show is aired on the East Coast by Richfield Oil Corporation of New York. This New York organization, which was originally set up to market Richfield products on the East Coast, is now a wholly owned subsidiary of the Sinclair Oil Corporation, has no connection with the West Coast firm.)

Newspaper and outdoor advertising come next with between 20 and 25% of the budget going to each of them.

TV is an up and coming youngster, with additional money being appropriated for this medium as it becomes profitable to do so. TV announcements have been used in all markets with good results. The only program used on TV at present is *Success Story*, an hour-long institutional presentation of the workings of Los Angeles industry. This telecasts weekly over KTTV, with a different industry reported each week. George is proud of the fact that the ratings show this educational feature outpulls wrestling telecasts. He hopes to use this same program format in the San Francisco area.

George thinks that TV will continue to grow in importance for Richfield for quite some time and that its budget will be added to year by year. Radio's place will depend to some extent on TV's effect on its ratings and rates. The *Richfield Reporter's* large loyal audience outside of major population centers, he feels, makes it a good bet to withstand TV for a long, long time.

MR. SPONSOR:



**6 Weeks on WJBK-TV ...
25% SALES INCREASE!**

May 1, 1951

Mr. R. E. Jones, Gen. Mgr.,
WJBK-TV
Masonic Temple,
Detroit, Michigan

Dear Dick:

Thought you might be interested in knowing about the gratifying results we have been getting on a participation basis on the WJBK-TV "Ladies Day" show.

We selected a key product which had little previous advertising, checked the route sales averages a month before, and featured it on "Ladies Day" five days a week for six weeks. During this period the product was not advertised through any other medium.

At the end of the six weeks run, we again checked route averages and found they had increased 25% in sales.

Another spot check of the same test product, three weeks after we had been off the program with no other advertising, showed even higher sales. This proves to us, not only the sales results of advertising on WJBK-TV, but also the continuing effect of your sales punch.

Of course, we have no way of determining the amount of goodwill we are getting--"meeting" each day with the women's clubs that attend "Ladies Day"--but we feel it plays an important part in merchandising our products.

Sincerely yours,

FARM CREST BAKERIES, INC.

Ralph L. Recor

Ralph L. Recor
Sales Department

RLR/eb

You, too, can get real results the easy way. Let WJBK's tremendous listener-response give your sales the boost that pays off in higher sales results. Smart advertisers know that sales success in booming Detroit is spelled W-J-B-K.

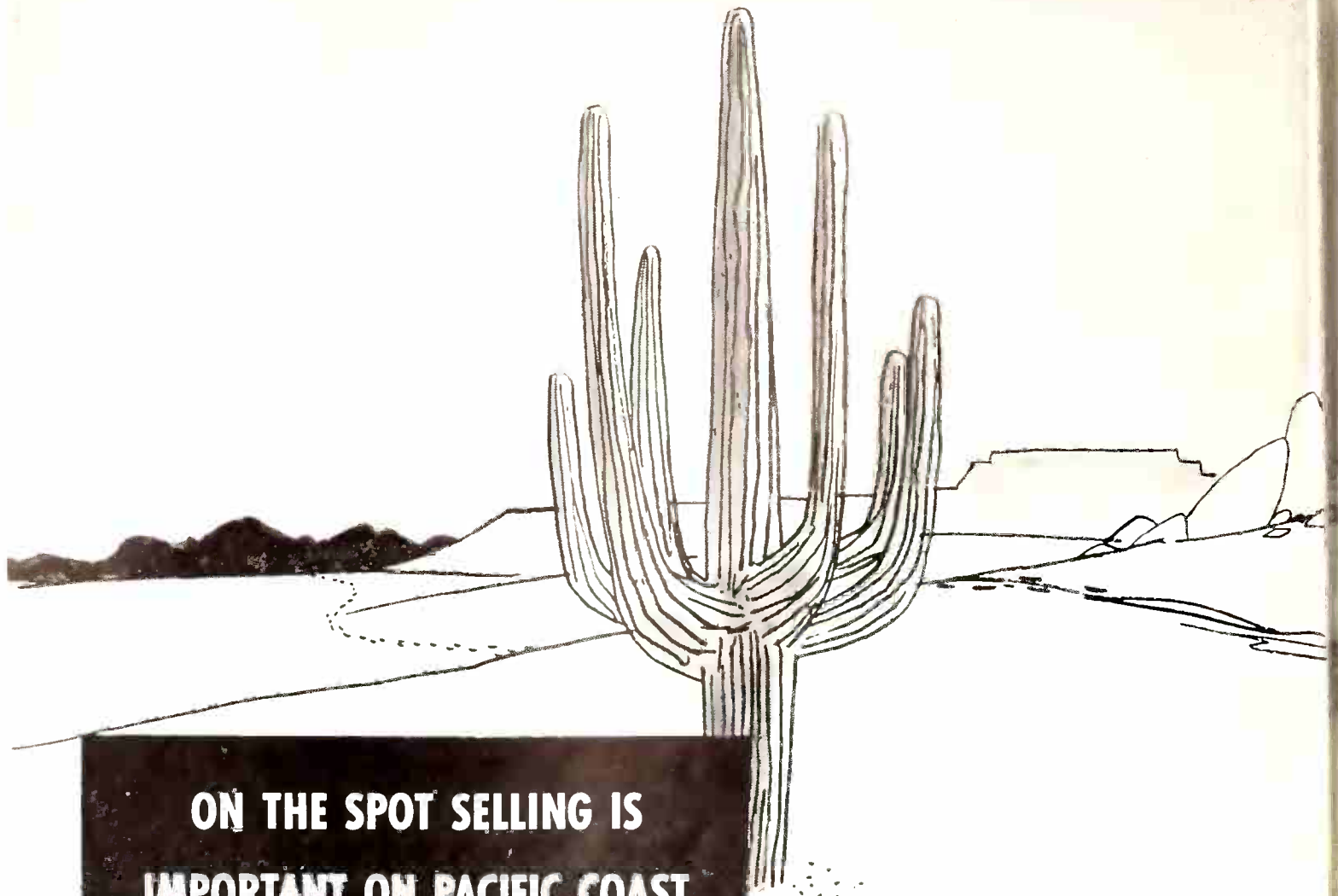


**WJBK -AM
-FM
-TV** **DETROIT**

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 3-2455
Represented Nationally by THE KATZ AGENCY, INC.

21 MAY 1951



**ON THE SPOT SELLING IS
IMPORTANT ON PACIFIC COAST
NETWORK RADIO, TOO!**

DON LEE IS THE ONLY RADIO NETWORK on the Pacific Coast that can release your sales message on-the-spot . . . where the people live and spend their money (\$21,154,281,000 of it).

The Pacific Coast is big, sprawling and virtually covered with very high mountain ranges. Add low ground conductivity and you have a situation that demands many stations, each broadcasting *within* the markets for good consistent reception, the kind that *really* makes complete coverage. Don Lee has 45 stations in 45 important Pacific Coast markets—Don Lee has the *only* network station in 24 of those markets.

Does this on-the-spot local coverage really work? You bet it does. Don Lee regularly broadcasts more regional programs on the Pacific Coast for both regional and national advertisers than any other network.

Complete *on-the-spot* coverage when you want it. *Extreme flexibility* when you need it. Buy what you

WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA

Of 45 Major Pacific Coast Cities

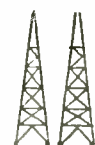
ONLY 10
have stations
of all 4
networks



3
have Don Lee
and 2 other
network stations

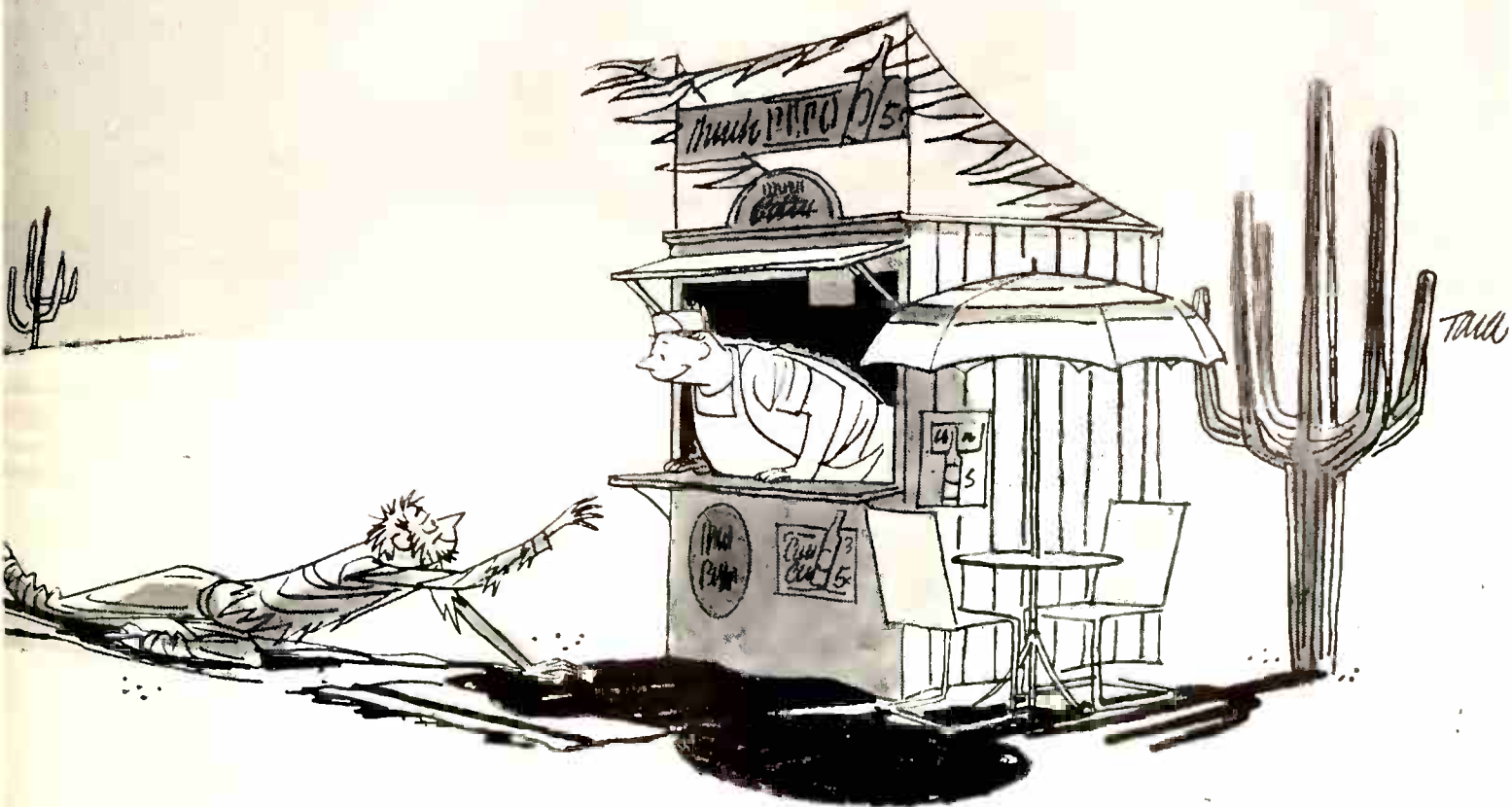


8
have Don Lee
and 1 other
network station



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





want to fit your distribution—no waste. An exclusive Don Lee feature and at a lower cost per sales impression than *any* other advertising media.

Point-of-purchase selling is mighty powerful selling. Put your sales message on Don Lee and sell them where they live and BUY.

Don Lee Stations on Parade: KUIN—GRANTS PASS, OREGON

Located just a few miles from the boundary between Josephine and Jackson counties, Don Lee Station KUIN has served this prosperous market since 1939. 1950 Sales Management Survey of Buying Power credits the two counties with a combined population of nearly 100,000 and an effective buying income of \$88,464,000. Put your Coast advertising on Don Lee and get the on-the-spot sales influence of KUIN and 44 other stations that put you in LOCAL contact with your consumers—where they live and spend their money.

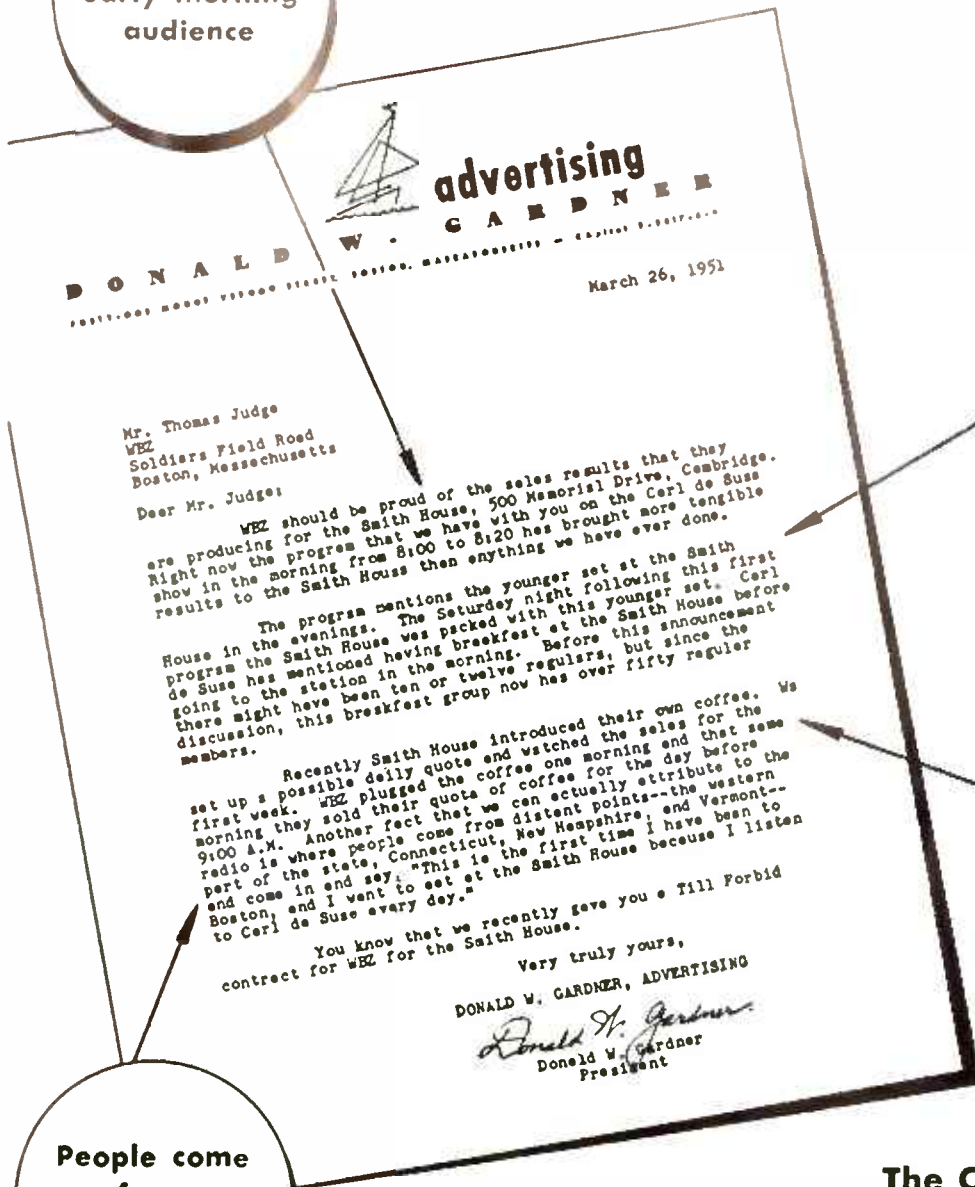
The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

Represented Nationally by JOHN BLAIR & COMPANY

tangible, telling results!

Reaches early morning audience



Reaches teen-agers

Sold full day's quota of coffee before 9 AM

People come from distant points

The Carl de Suze Show.. favorite radio fare for thousands of New Englanders each morning from 8:00 to 8:30.. keeps moving merchandise for a growing list of participating sponsors! As this letter shows, the Smith House is one of them.. an important example, because this advertiser sells *both* service and merchandise. Important, too, are Carl de Suze's frequent public appearances.. not only in Boston but in *five* New England states. For details, check WBZ or Free & Peters.

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium

New and renew

SPONSOR

21 MAY 1951

1. New on Television Networks

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
Anthracite Institute	J. Walter Thompson	ABC-TV 12	Better Home Show; Sat 6:30-7 pm; 5 May; 52 wks
Bauer & Black	Leo Burnett	ABC-TV 39	Super Circus; Sun 5:30-6 pm; 10 Jun; 5 wks
Blatz Brewing Co	William H. Weintraub	CBS-TV	Amos & Andy; Th 8:30-9 pm; 19 Jun; 52 wks
Bohn Aluminum & Brass Corp	Zimmer-Keller	NBC-TV 6	American Forum of the Air; Sun 1:30-2 pm; 29 Apr; 36 wks
Eversharp Inc	Biow	NBC-TV 29	Jack Carter Show; Sat 8:15-30 pm; 5 May; 52 wks
Goodall Fabrics Inc	Ruthrauff & Ryan	CBS-TV	Round Robin Tournament; Sun 5-6 pm; 10 Jun only
Chris Hansen's Laboratory Inc (Junket Brands Food div)	McCann-Erickson	CBS-TV	Garry Moore Show; Th 1:30-45 pm; 7 Jun; 52 wks
Nash-Kelvinator Corp	Geyer, Newell & Ganger	ABC-TV 34	Paul Whiteman TV Teen Club; Sat 8-9 pm; 9 Jun; 52 wks
Northam-Warren Corp	J. M. Mathes	ABC-TV 29	Laraine Day Show; Sat 1-1:15 pm; 5 May; 52 wks
Pabst Sales Co	Warwick & Legler	CBS-TV	Charles-Maxim Fight; W 10-11 pm; 30 May only

2. Renewed on Television Networks

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
American Tobacco Co	BBDO	NBC-TV 30	Robert Montgomery Presents; alt M 9:30-10:30 pm; 7 May; 26 wks
Firestone Tire & Rubber Co	Sweeney & James	NBC-TV 37	Voice of Firestone; M 8:30-9 pm; 21 May; 52 wks
Andrew Jergens Co	Robert W. Orr	NBC-TV 48	Kate Smith Show; W, F, 4:15-45 pm; 20 Apr; 9 wks
Mohawk Carpet Mills Inc	George R. Nelson	NBC-TV 50	Mohawk Showroom; M, W, F 7:30-45 pm; 30 Apr; 52 wks
Revere Copper & Brass Inc	St. Georges & Keyes	NBC-TV 42	Meet the Press; Sun 4-4:30 pm; 8 Apr; 13 wks

3. Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KOB, Albuquerque	NBC	The Branham Co, N.Y.
KOB-TV, Albuquerque	NBC, CBS, ABC, DuMont	The Branham Co, N.Y.
KWFC, Hot Springs, Ark.	MBS	Adam J. Young Jr Inc, N.Y.
WAAA, Winston-Salem, N. C.	Independent	Forjoe & Co, N.Y.
WCBM, Baltimore	MBS	O. L. Taylor Co, N.Y.
WCCC, Hartford	Independent	Indie Sales Inc, N.Y.
WGMS, Washington	Independent	National Time Sales, N.Y.
WHAY, New Britain, Conn.	Independent	Adam J. Young Jr Inc, N.Y.
WHIE, Boston	Independent	Forjoe & Co., N.Y.
WIOD, Miami	NBC	The Bolling Co, N.Y.
WPCF, Panama City, Fla.	ABC	National Time Sales, N.Y.

4. New and Renewed Spot Television

SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
Best Foods Inc	Benton & Bowles	KSL-TV, Salt Lake	1-min annemt; 2 May; 26 wks (n)
Best Foods Inc	Benton & Bowles	WAFM-TV, Birm.	1-min partie; 2 May; 26 wks (n)
Best Foods Inc	Benton & Bowles	WCAU-TV, Phila.	1-min annemt; 10 May; 26 wks (n)
Borden Co	Doherty, Clifford & Shenfield	WCBS-TV, N.Y.	20-sec annemt; 17 May; 36 wks (n)
Canada Dry Ginger Ale Inc	J. M. Mathes	WCAU-TV, Phila.	1-min partie; 2 May; 15 wks (n)
Eversharp Inc	Biow	WCAU-TV, Phila., and 19 other stns	1-min annemt, partie; 8 May; 52 wks (r)
General Foods Corp	Young & Rubicam	KTSL, Hlwyd., and 9 other stns	20-sec annemt; 7 May; 32 wks (n)
Kreuger Brewing Co	Charles Dallas Reach	WNBT, N.Y., and 4 other stns	8-sec annemt; 8 May; 26 wks (n)
McKesson & Robbins Inc	Ellington	WNBT, N.Y.	1-min annemt; 3 May; 17 wks (r)



Numbers after names refer to category in New and Renew:

H. W. Betteridge (5)
 Allen G. Bishop (5)
 W. H. Case (5)
 T. K. Carpenter (5)
 Wm. Chalmers (5)

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

1. New and Renewed Spot Television (continued)



SPONSOR	AGENCY	NET OR STATION	PROGRAM, time, start, duration
Mrs. Paul's Kitchens	Aitkin-Kynett	WNBT, N.Y.	1-min annemt; 1 May; 13 wks (n)
Pan American World Airways	J. Walter Thompson	WCBS-TV, N.Y.	1-min partie; 11 May; 32 wks (n)
Procter & Gamble Co	Benton & Bowles	WAFM-TV, Birm.	20-sec annemt; 1 May; 52 wks (n)
Procter & Gamble Co	Danceer-Fitzgerald-Sample	WPTZ, Phila.	1-min partie; 7 May; 52 wks (n)
Procter & Gamble Co	Benton & Bowles	WPTZ, Phila.	20-sec annemt; 7 May; 52 wks (n)
Sweets Co of America	Moselle & Eisen	WBT, Charlotte, and 27 other stns	20-sec annemt; 1 May; 52 wks (n)

5. Advertising Agency Personnel Changes



NAME	FORMER AFFILIATION	NEW AFFILIATION
Andy Armstrong	Danceer-Fitzgerald-Sample, Chi., art dir	Leo Burnett, Chi., vp
Harry W. Betteridge	Denton & Betteridge, Detroit, exec vp	Betteridge & Co, Detroit, pres (new agency in Buhl Building)
Allen G. Bishop	Butthrauff & Ryan, Chi., acct exec	Warwick & Legler, N.Y., acct exec
Robert Carley	Coe'l & Presbrey, N.Y., vp	Cunningham & Walsh, N.Y., exec
Thomas K. Carpenter Jr	Kenyon & Eckhardt, N.Y., head of radio-tv commercials dept	Same, vp, copy dir
Tom Carson	Foote, Cone & Belding, N.Y., special radio-tv consultant	Benton & Bowles, N.Y., dir radio-tv timebuying div
Winslow H. Case	Campbell-Ewald, N.Y., sr vp, dir	Same, also head creative, tv staffs for all Campbell-Ewald offices
William A. Chalmers	Kenyon & Eckhardt, N.Y., radio, tv vp	Grey, N.Y., vp
Richard B. Cousins	McCann-Erickson, N.Y., acct exec	Foote, Cone & Belding, N.Y., acct exec
William Drager	Fuller & Smith & Ross, N.Y., marketing research	Kenyon & Eckhardt, N.Y., acct research dir
John T. Dunford	Marschalk and Pratt, N.Y., tfe mgr	Same, asst media dir
Ken R. Dyke	Young & Rubicam, N.Y., pub rel vp	Same, also asst to pres
William Fisher	Young & Rubicam, Chi., tv producer	Gardner, St. L., radio-tv dir
Robert S. Gentry	Gentry, Seattle, pres	Vick Knight, L.A., radio-tv dir
Paul Gerhold	Danceer-Fitzgerald-Sample, research mgr	Foote, Cone & Belding, N.Y., research dir
Robert Gillham	J. Walter Thompson, N.Y., vp	Cunningham & Walsh, N.Y., exec
George H. Gribbin	Young & Rubicam, N.Y., copy supervisor	Same, vp
W. Richard Guersey	McManns, John & Adams, Baltimore, office mgr	VanSant, Dugdale & Co, Balto., acct exec
Alfred Hanser	J. Walter Thompson, Chi., acct exec	Biow, N.Y., acct supervisor (Eversharp, Anseo, Whitehall)
Harry Harding	Young & Rubicam, N.Y., vp	Same, also head of contact dept and member of exec committee
James C. Ingles	Youngs Department Store, Alton, Ill., adv. display dir	Richard B. Ingles, St. L., partner
Leonard S. Kanzer	Rosenfield, Boston, mgr	Same, vp
Bill Kennedy	BBDO, N.Y., timebuyer	Fed Bates, N.Y., timebuyer
Kenneth McKenzie Jr	Neale, L.A., copy chief	Martin R. Klitten Inc, L.A., member of plans, copy staff
Robert P. Mountain	Young & Rubicam, N.Y., exec	Same, vp
Farlan Myers	Platt-Forbes, N.Y., tv dir	Fed H. Factor, L.A., tv dir
H. Ross Potter	Danceer-Fitzgerald-Sample, N.Y., acct exec	William Esty, N.Y., acct exec
Donald Quinn	Butthrauff & Ryan, N.Y., head timebuyer	Pedlar & Ryan, N.Y., head timebuyer
Harry Bauch	Young & Rubicam, N.Y., radio publicity dept mgr	Same, vp of Bureau of Industrial Service
Thomas B. Rhodes	Billups Petroleum Corp, New Orleans, adv mgr	Herbert S. Benjamin Associates, Baton Rouge, acct exec
Cecil Richards	WGMS, Wash., s/s mgr	Onslow and Brown, Wash., acct exec
Fred L. Ryner	Danceer-Fitzgerald-Sample, N.Y.	Same, research mgr
Barnard L. Sackett	Barnard L. Sackett Radio-TV Productions, Phila., pres	Nat M. Kolker, Phila., assoc. member, dir radio-tv dept
William H. Saul	Arthur Rosenberg, N.Y., pres	Weiss & Geller, N.Y., acct exec
Wilson A. Shelton	Danceer-Fitzgerald-Sample, N.Y., vp	William Esty, N.Y., vp
Herbert D. Stott	Carl S. Brown Co, N.Y., dir publication media	Same, media dir
Arthur E. Taylor	J. R. Pershall, Chi., acct exec	Same, vp
Max Tendrich	Wiss & Geller, N.Y., exec	Same, dir of media
William Tyler	Danceer-Fitzgerald-Sample, Chi., copy chief	Leo Burnett, Chi., vp
Frank W. Townshend	Campbell-Ewald, Detroit, asst gen mgr	Same, N.Y., office mgr
Henry F. Woods Jr	Young & Rubicam, N.Y., pub rel, publicity dept mgr	Same, vp of Bureau of Industrial Service
Tom Wright	BBDO, N.Y., tv dept bus mgr	Dundes & Frank, N.Y., vp



6. Station Power Increases

STATION	FORMER WATTAGE	NEW WATTAGE	FREQUENCY
WAER-FM, Syracuse	2 1/2	1,000	Test basis

Numbers after names refer to category in New and Renew:

- Ken R. Dyke (5)
- Robert Gillham (5)
- Alfred Hanser (5)
- Harry Harding (5)
- Tom Wright (5)

7. New Network Affiliations

STATION	FORMER AFFILIATION	NEW AFFILIATION
WBAB, Atlantic City	CBS	Off the air (eff 20 Apr)
WEPG, Atlantic City	ABC	CBS (eff 29 Apr)

No. 3

IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) "usually listen" to WHO's Farm News and Market Reports.

STATIONS PREFERRED FOR FARM NEWS AND MARKETS (An Iowa Radio Audience Survey Study)		
Percentage of all listeners naming a favorite station	Men 67.8%	Women 49.5%
Best Farm News and Markets on:		
WHO	37.4%	46.7%
"B"	18.9	15.4
"C"	12.2	2.1
"D"	5.6	0.9
"E"	4.9	8.7
"F"	3.9	3.9
"G"	3.0	3.6
"H"	2.6	5.1
"I"	2.1	3.4
"J"	1.7	2.8
"K"	1.2	0.6
"L"	0.8	0.5
Others	5.7	6.3

In Iowa, *Specific Farm Programs* are highly and widely popular, and *more people prefer WHO farm programs than prefer those of any other station.* For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

	First Year	Second Year	Third Year
WHO —	14.0%	53.9%	55.0%
Station B —	54.5%	13.8%	10.2%

This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



Let's make the next curve
all table models!

36 MILES of TV Sets in KMTV-OMAHA

• If you put the Omaha area's 77,000-plus TV sets side by side, they'd extend from the Bronx to Norwalk, Conn., or from Akron to Cleveland!

Saleswise, this means your television dollar goes a long way on KMTV in Omaha — reaching into more than 77,000 television homes.

Omaha is a live, growing market where the television-family audience is increasing by hundreds every week — where KMTV features direct CBS, ABC, DuMont, and local TV programs for this rapidly expanding audience.

For sales results in this rich Nebraska-Iowa market, include KMTV-Omaha on your basic television schedule.

Get All the Facts From
Your KATZ Man
National Representatives

KMTV TELEVISION CENTER

2615 Farnam Street
Omaha 2, Nebraska
CBS • ABC • DuMont

KMA Commercial Mail Response
UP 94.8% Over 1949

That's an increase of nearly a quarter million pieces of commercial mail! It proves that during this highly competitive period Radio Station KMA is even a better buy than ever before. You'll be SALES AHEAD with KMA

KMA-Shenandoah, Iowa

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa

510 Madison

RKO'S RADIO THEME

Your story, "How RKO stops box-office sag," in the 23 April SPONSOR reminded me I haven't heard that one for 15 years or more. Didn't your old timers at RKO leave out some of the words? Didn't the song go more like this?

*Hello, hello, the RKO
Is sending you this message via
radio.*

*From Maine to California
And up to Montreal
And down to dear old New Orleans
You'll hear this friendly call.
All the brightest stars
From here to Mars
Are here to greet you with a big
"hello."*

*And in case you like the show,
Be sure and tell your neighbor so—
The voice of the RKO.*

JIM BROWN
Manager, Radio-TV Promotion
& Publicity
BBDO
New York

• Reader Brown is gifted with a remarkable memory. RKO trotted out its oldest employee to sing the theme to SPONSOR. But he admitted (as did others) that the words were hard to recall.

SUMMER SELLING ISSUE

Congratulations on your outstanding Summer Selling issue. There has been a very favorable reaction among our salesmen and among Los Angeles agencies because of down-to-earth approach and more comprehensive research by your staff.

Give my congratulations to Norm Knight and all your people who worked so hard on the summer story. I sincerely believe your efforts will sell the idea of summer radio. Who is the girl on the front cover?

TONY MOE
Sales Promotion Director
KNY
Los Angeles

OLDSMOBILE COMMERCIALS

At this agency, we all gave special attention to your issue of 23 April, because of the article on top TV commercials. Naturally, we were very much pleased to see that our spots for

Oldsmobile made the first five in your survey.

Moreover, I'd like to say that we find SPONSOR consistently interesting and informative. Any survey taken in this office would certainly rate your magazine at the top of its field.

We have had the pleasure of talking with your editors from time to time. All the material we have passed on to them has been handled with skill and fine judgment. Please call on us if we can be of service to you in the future.

KENNETH G. MANUEL
Television-Radio Director
D. P. Brother
Detroit

OPEN LETTER TO CROSBY

Congratulations on your "Open Letter to John Crosby"

Strange to say, I haven't run into any defeatism anent radio versus TV, but if I do, your editorial has afforded additional ammunition.

JOHN CLEGHORN
General Manager
WMBQ
Memphis

I just wanted to let you know how delighted I was to read your open letter to John Crosby.

My compliments for carrying the torch so completely and intelligently.

ERNEST LEE JAHNCKE JR.
Vice President
ABC
New York

STATION'S REBUTTAL TO ANA

We observe that, because "... individual stations affected by TV competition (show declines in) radio time values . . .", the suggestion is made that WLAC's rates be reduced by 15%. The following figures prove the utter fallacy of any such reasoning.

While there has been no rate increase at WLAC since our power was raised to 50,000 watts in 1942, the number of radio homes served by this station over the past 5-year period has substantially increased:

Radio homes in 25 primary (50% or more counties)	1949—	173,110
	1944—	114,461
		A gain of 58,649

What has been the extent of the au-
(Please turn to page 81)

A word to time buyers:

WCUM puts Cumberland to bed...not to sleep!

And the good people of Cumberland were wide awake on the day that the City Furniture Company advertised some mattresses for sale! From one show—just *one*—they completely sold out the item! Just read this letter from the advertiser:

“This is to verify the fact that radio advertising on WCUM pays. I sponsor a program on WCUM in Cumberland Monday through Saturday at 9:45 A.M. One Tuesday we advertised mattresses and before the day was over we sold out completely the 50 mattresses we put on sale. It was through radio advertising on WCUM that we moved this item and many others.”

(signed) Robert E. Friedland
City Furniture Company

That's the kind of sudden results WCUM is used to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.


If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.

CUMBERLAND, MD.

1490 on your dial

FM 102.9 MC





The minute she makes up her mind...

This is the minute the TV demonstration makes a woman a customer.

Actually, the sale began when an advertiser accepted Radio Sales' suggestion for using TV in Salt Lake City: participations on KSL-TV's live kitchen program.

It worked. So well that, after 26 weeks, the sponsor concentrated *all* his Salt Lake City advertising on KSL-TV and renewed for another 39 weeks...using even more time on each program.

Radio Sales has been in television since its early days...has kept a close watch on television development. Out of close study and experience has come the "know-how" which makes for *most effective* television advertising. For the sponsor we've just told you about...and for you.

Radio Sales

Radio and Television Stations

Representative... CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTLA, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.



PROSPERO
IN ~~OLD~~ MOBILE

... it's
WKRG

with

- Every Top CBS Show
- Stimulating Local Programs
- Astonishing 59.5% listenership gain

I AM A BELLE OF OLD MOBILE, THEY SAY THAT I'M OLD FASHIONED. WHILE BROADWAY DOLLS MAY SIP AND PLAY WITH HANDSOME GUYS IN A SMALL CAFE, HONEY, AH'M BUSY AS CAN BE MAKING MONEY FOR YOU AND ME.

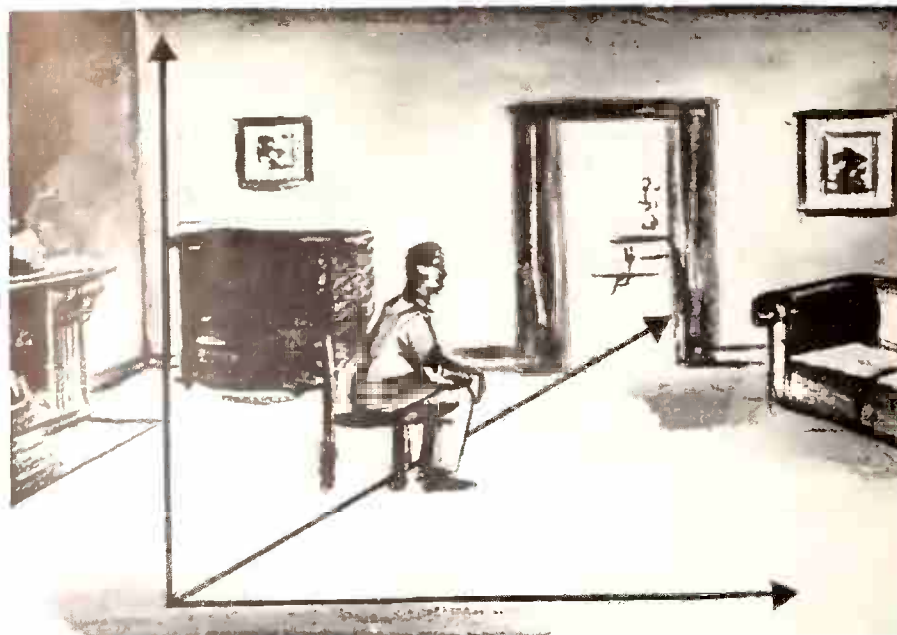
*\$322,949,000.00
 Total Buying Income
 \$4,763.00 Average
 buying Income per
 family

National
 Representative,
 Adam J. Young, Jr.

F. E. Busby,
 General Manager

first ON THE DIAL 710
WKRG
 CBS

New developments on SPONSOR stories



Telemension device provides illusion of scenery surrounding actor in all dimensions



See: "Getting the most out of your camera and props?"
Issue: 12 February, 1951, p. 32
Subject: Illusions created by special effects cut costs

New equipment and procedures developed by the Telemension Syndicate of America (550 Fifth Avenue, New York) are designed to cut TV production costs to one-tenth the current figure, according to the company. The method: specially processed motion picture footage is precision-blended with live studio action going on simultaneously. The process is intended to eliminate or decrease the necessity for construction and storage of scenery.

Other devices the Telemension system makes available include: a *suspended image system* whereby an average TV studio can be magnified or expanded optically to create an illusion of distance, height, and depth without actually altering the staging area dimensions; *three dimensional scenery*—on the specially processed films, scenery will appear around live performers in such a way as to appear to be three dimensional.

In addition to other time and money saving factors, the Telemension system is ideal for local station requirements because of its compactness. The entire unit housing is not more than 24 inches in length and width.



See: "How to sell on Saturday nite"
Issue: 31 July 1950, p. 19
Subject: Advertisers love radio's barn dance for its sales punch

Advertisers who want to keep abreast of rural listening tastes can glean some helpful information from a recent KYAK, Yakima, Wash., survey.

Richard J. Passage, farm service director of this Don Lee-MBS affiliate, sent out 1,000 questionnaires asking farmers for their program preferences—exclusive of farm shows. News proved to be best liked, with popular music second, comedy shows third; audience-participation programs and western music shows were fourth and fifth respectively. Among the least-liked program types were soap opera, classical music, and opera.



1.

Poor Ab O'Ridginy, so she'd repine no more,
Promised his helpmate to knock off a dinosaur.



2.

This, on reflection, seemed good for no yaks—
No one yet, you must know, had invented the axe.



3.

So Ab did—and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4.

MORAL: You don't have to invent it! Your
best sales weapon for Dayton
is ready and waiting—Dayton's
first and favorite WHIO-TV.

For Sales Prowess
in Dayton*

THE SHOW MUST GO ON WHIO-TV

* How's to get your share of sales from Dayton's 800,000 viewers and their 200,000 TV receivers? Via WHIO-TV! How else? Pulse says that they *really* keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 54% *televised*. Ask for the full story from National Representative George P. Hollingbery Company.



* Pulse March figures show 8 out of top 10 televised shows were WHIO-TV programs.



In Northern California
MORE PEOPLE LISTEN — more often — to KNBC
 than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

... KNBC has the *biggest, most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

... And as a plus, KNBC penetrates the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers **MORE PEOPLE** (in one package!) — at **LESS COST** per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
 San Jose-Santa Clara

- Population — 288,938, on increase of 65.2% from 1940-1950
- Effective Buying Income* — \$415,346,000 up 166.4%
- Retail Sales* — \$302,670,000, on increase of 206.2%
- KNBC Audience — Week after week, almost *nine-tenths* (89%) of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

Northern California's **NO. 1** Advertising Medium

50,000 Watts — 680 K. C.

San Francisco

Represented by NBC Spot Sales



NETS MUST SPECIALIZE IN LOW-COST SHOWS, MAKING ABOUT-FACE FROM HIGH-PRICED ERA WHICH MAJOR BOWES OPENED

Does network radio have a future?

**Everyone has an opinion, but most believe
that with structural changes and expert
aggressive salesmanship nets can thrive**

over-all Does network radio have a future?

The rate cuts, the economy moves at NBC, and the possible sale of ABC have spread confusion through all segments of network radio. (Although negotiations to sell ABC are temporarily at a halt, the network is still expected to go on the block. And the same parties may later be involved. SPONSOR learned that, contrary to published reports, CBS was in the meetings till the final minute.) For the advertiser trying to plan ahead, the atmosphere is cloudy.

Will network radio continue to be the vital force it has been? Answers on that key problem are many and sharply divided.

WHAT AD MEN, RADIO EXECUTIVE

There is a sizeable group which argues that because of the high cost of network TV and its inadequate coverage network radio will be an important tool for advertisers for many years to come. Network supporters point to its economy of operation for advertisers and agencies and its ability to deliver high-quality shows at low cost-per-thousand. One network sponsor, F. L. Dewey, manager of general company advertising, E. I. duPont de Nemours and Company says, "On a cost basis, which is the guide for any advertiser, there is yet no medium to approach radio for reaching the mass audience." A show like CBS' unsponsored *Line-Up* costs 90 cents per M.

Net billings				
1st quarter '50 vs. '51				
	CBS	NBC	ABC	MBS
1950	\$17.8	\$17.0	\$10.1	\$4.4
1951	\$19.7	\$15.0	\$8.6	\$4.6
Change	+10.9%	-10.4%	-14.6%	+2.8%

Figures in millions of dollars
Source: Publishers Information Bureau

Network spokesmen feel that their setups will continue strong because they are the only organizations that can produce top-notch shows at a low cost-per-station.

Not all networks have declined in sales. One is at an all-time high. CBS has achieved a 10.9% increase in billings for the first quarter in 1951; MBS had a 2.8% increase for the same period. Only NBC and ABC have the sharp decreases.

But network pessimists are legion.* Some say that the days of the national webs are numbered. This was probably put most bluntly by Merlin H. (Deke) Aylesworth in a *Look* article two years ago. Aylesworth, first president of NBC, said, "I predict that within three years the broadcast of sound, or car radio, over giant networks will be wiped out. Powerful network television will take its place." Now, because of the TV freeze and delays in laying the co-axial cable, "Deke" Aylesworth is extending the date when TV networks will supplant the radio webs by another two years. "The difference between two and three years is only a detail of progress, however," he
(Please turn to page 72)

*Contributing to the gloom are recent cancellations, including Longines (CBS), Raleigh (NBC). Moves of such advertisers are particularly significant when you consider that total of network sponsors numbers less than 200.



J. M. Allen, v.p., Bristol-Myers: "radio fading away"

It must be foreseen by now that the future of radio is somewhat like General MacArthur's old soldier who never dies but just fades away.

At the peak of radio coverage, 95% of the 50 million families in the United States had radio sets. Today television set ownership is around 14 million and has some distance to go before there are as many television families as radio families. It seems, however, that within the foreseeable future television sets will reach that saturation point. Surveys show that the radio gets very little attention once a television set is installed.

Of course, while this is going on there are large important areas where television is not available. Where television is available there are periods of the day when no television programs are being presented. Many advertisers are now using these areas and these periods for radio advertising to reach their audiences—and will continue to do so as long as such audiences represent an appreciable proportion of the total national market.

I am convinced that TV will eventually cover the U. S., and that present TV stations will be on 18 hours a day.



J. H. McConnell, pres., NBC: "radio's future healthy"

I believe radio has a healthy and continuing future as a great advertising medium.

The problem as I see it is not a ques-

tion of whether television will swallow up radio, but whether we broadcasters will have the ingenuity to shape both these great services so that each will do the most effective job. Each has a particular job for which it's best equipped; each can do a tremendously effective job. Used together they can accomplish more than any other medium.

Radio's job is to establish its basic advertising values in comparison with the values of other media, such as magazines, newspapers, car cards, billboards, and so forth. It is inherent that emotion and imagination dominate in the early development of any medium. This was true with the advent of radio broadcasting. Many advertisers withdrew from magazines to go into radio, but with the arrival of a realistic attitude, all media were reappraised as to their proper values and each medium returned to its proper sphere. Radio and television together give an advertiser full coverage, full impact, and full economy. Radio will no more disappear from the American scene than did newspapers and magazines when radio broadcasting entered the picture. Radio will, of course, undergo some major changes, but that is part of its very history. The ability to change and adapt itself to change made radio the great medium that it is, and so it will be in the future. The advent of television merely spurs radio broadcasters to new feats of ingenuity.



Don Nathanson, ad chief, Toni: "economy net radio's hope"

In my opinion, there is a definite future for network radio . . . if . . . the networks make the necessary adjustments.

I'm not talking only of price adjustments, but of programing adjustments, operational adjustments and sales adjustments. The industry will have to gear itself to a smaller audience, both daytime and nighttime. Yet, it will still be a big and powerful audience in relation to other media.

The great hope of radio lies in its economy of operation. No other vehicle of advertising can reach so many peo-

ABOUT FUTURE OF NETWORKS

ple so inexpensively. However, in the flush of tremendous profits, the industry has added expense after expense to its cost of doing business. These "extras" will have to go in radio's future.

With fewer listeners, radio rates will tumble, too (as they already are doing). It is not enough for a station to defend its high rate on the promise that radio still reaches more listeners per dollar than TV. We are familiar with this parallel example: You pay *more* for a 4-color spread in a magazine than you do for the same two pages in black and white. The cost differential is justified by the added *impact* of 4-colors.

Don't let the radio industry kid itself. TV has more impact than radio and can, therefore, justifiably charge more for each potential customer it reaches.

What is this ratio of added impact that television delivers—two to one, five to one, or 10 to one? That question is still to be answered. Advertisers, television, and radio men should attempt to determine the ratio. Once they do this, adjustments in radio rates can be made on a fair and equitable basis.

Program adjustments will certainly be made in radio's future. Already, program costs are going down. Big budget shows are becoming museum relics. But, lowering costs is only part of the program story. A research study of the radio audience should be undertaken by the networks.

For example, a regular TV listener still drives a car; he still listens to his radio in this car. As home listening goes down, car listening goes up in relative importance. What types of programs do car listeners prefer? That kind of question will become more important as time goes on.

And, so the story goes. The key word is *adjustment*. Radio has a bright future, if all of us in the industry don't get blind looking at TV.



M. S. Jones, gen. mgr., KNX:
"regional net prospects bright"

The prospects for regional network radio on the Pacific Coast are bright as advertisers are increasingly aware of the West's vast sales potential.

Columbia-Pacific is substantially ahead in its forecast for summer and fall business. Our forecast shows June, July, and August to be higher than January, February, and March of 1951. As a result of the new 10% rate reduction we do not anticipate any drop in summer and fall nighttime billing.

Our Columbia-Pacific San Francisco office is showing a great billing stride. We believe this indicates recognition by astute on-the-scene regional advertisers of the great Pacific Coast population increase of 50% within the last 10 years.

Currently our billings from Eastern advertising centers is on the increase, reflecting recognition by business generally that the great migration to the Pacific Coast is being felt in terms of greater West Coast sales and that regional radio is the most effective means of reaching the area.



J. M. Outler, gen. mgr., WSB:
"network programing may be on verge of a renaissance"

Any prognosis of what's ahead in network radio must include several pertinent angles. One of these is the future attitude of the network affiliates and how dependent they may be on the networks for programs and revenue. Then, there is the presumptive attitude of the networks toward their affiliated stations—either program-wise or profit-wise. And both these angles are strung on the thin thread of the continued privilege of the audience to freely choose the source of entertainment or information.

That there is a future for radio broadcasting is presently beyond debate. But unless the independent network affiliates return to first principles and are both willing and able to serve their areas with their own resources, they will continue to be vassal to and dependent on the vagaries of a network contract.

If radio tune-in has dropped off in recent months, it is not so much because of the advent of television, per se, as perhaps the fact that radio programs—network and local—have themselves provided the incentive for the

audience to seek entertainment elsewhere.

It is not beyond good reasoning that network radio is on the verge of a renaissance, and that today's circumstances may precipitate better programs, better program ideas, a better service to American listeners, than has been the case in the past. The future of network radio is, to a large extent, in the hands of the network affiliates. Toleration of mediocrity can produce more of the same.

Contentment or lassitude means a continuance of present conditions. The quality of programs and future progress of network radio depends on the demands made by the multiplied outlets.



Ben Duffy, pres., BBDO:
"TV costs could cause shift back to radio"

If we are to determine the future of network radio, we must necessarily look back a bit.

In 1914, the total expenditures for national advertising amounted to less than \$1,000,000,000. Today, some advertising agencies have billings which exceed this figure.

It was in the late '20s that radio began to show its importance as an advertising medium. At that time some people anticipated that radio would eventually put newspapers, magazines, outdoor, and other media out of business. Let us look at the record:

Newspapers—National billing in 1929 amounted to \$260,000,000. This was a banner year for newspapers. In no previous year did the national volume exceed this amount. In 1950, however, national newspaper advertising volume amounted to \$449,000,000. It is true that the percentage of newspaper advertising as against total advertising volume decreased from 49% in 1929 to 34% in 1950. Nevertheless, the fact remains that the overall national advertising expenditures increased from \$532,000,000 in 1929 to \$1,466,000,000 in 1950. Therefore, with a smaller percentage of total volume, the total national newspaper advertising dollar has more than doubled.

(Please turn to page 79)

THE STAFF PRESS
**STEVE AND LORELEI
BREAK BIG TOWN STORY**



RINSO AND SPRY SHARE CBS-TV "BIG TOWN" (WITH RADIO COUNTERPART ON NBC) TO ATTRACT NIGHTTIME FEMALE AUDIENCE

**Howard
Bloomquist**



Howard Bloomquist, advertising manager for Rinso and Spry at Lever Brothers, has shot up fast in the advertising world. He's only 32. Born in Minneapolis, he graduated from University of Minnesota, became assistant ad manager for Pillsbury Mills and Toni. He joined Lever December 1950, to handle Lux, recently shifted to Spry, Rinso. He has home in Greenwich, Conn., where he spends spare time gardening, listening to AM, TV.

How Rinso and Spry made an about-face

**Sales are up for both now that Lever has
dropped glamour approach, returned
to hard-selling daytime spot radio**

over-all Not since the dynamic Charles Luckman left the presidency of Lever Brothers Company in January, 1950, has there been so much ad excitement for Rinso and Spry. This year, the mammoth soap-and-shortening company is spending an estimated \$3,500,000 to \$4,000,000 to advertise those two products on radio and TV. No ringside tickets are being sold. But trade spectators can enjoy viewing a ding-dong battle royal as Rinso and Spry try to recoup the sales gains of their two doughty competitors—Procter & Gamble's Oxydol and Crisco.

The current suds-and-shortening imbroglio reflects a new revamp in advertising strategy for Lever Brothers. Only recently is it recovering from the decline it suffered during the post-war years. When Luckman took on his \$300,000-a-year presidency in 1946, the 36-year-old executive just about altered the company's advertising policy from stem to stern. Luckman was attracted to glamour show personalities; he spent much of Lever's some \$20,000,000 annual ad budget on big-time radio celebrity programs, like *The Bob Hope Show*. In contrast, Luckman decreased Rinso-Spry's spot radio ammunition. And he dropped veteran daytime radio shows, like *Big Sister*, a soap opera that had been selling Rinso for 10 years. (It was picked up the next morning by P & G.)

By the end of his four-year tenure, Luckman could boast of having the top six radio shows on the Hooper roster, ranging from the *Lux Radio Theatre* to *Amos 'n' Andy*. But in the meantime, P & G had doubled its earnings, and Lever Brothers had tumbled for a multimillion-dollar loss, the first time in memory it had ever lost money. A study made by *Fortune Magazine* in 1950 reveals this interesting comparison of figures:

Sales and Profits After Inventory Adjustments
(Millions of dollars)

Year	Lever Brothers		Procter & Gamble	
	Sales	Profits	Sales	Profits
1946	150	8.0	346	23.0
1947	220	14.0	534	32.9
1948	260	6.6	724	42.4
1949	200	7.0 (deficit)	697	49.7

Since 1950, Luckman has retired to pasture in Los Angeles, as partner in the architect firm of Perrera & Luckman. Lever's new president, Jervis J. Babb, an astute and experienced business figure, recognizes the virtues of hard-selling, if outwardly unspectacular, spot radio and daytime radio programming. This return to the tried-and-

true verities is seen in Lever's current broadcast advertising for Rinso and Spry. Here's the line-up:

For Rinso, Lever Brothers has been using a stepped-up schedule of radio announcements and participations over 210 stations in 70 major cities. Its Rinso network artillery includes: the 10:15 to 10:30 a.m. portion of the CBS *Arthur Godfrey Show* on his daily 90-minute marathon, Mondays through Fridays; one-third of the NBC radio *Big Town* show, shared with Lifebuoy Soap Tuesday nights; and one-half of the CBS-TV *Big Town*, shared with Spry Thursday nights.

For Spry, Lever Brothers has been using an equally impressive spot radio barrage, directed to 180 stations in 75 major cities. Its Spry network schedule includes the daily use of the *Aunt Jenny* soap opera, 12:15 to 12:30 a.m. on CBS radio; one-half of TV *Big Town* shared with Rinso. When Lever began using the *Arthur Godfrey Show* on radio in October, 1950, Spry was promoted for the first 13 weeks. But after that, Rinso got the play from the indefatigable Godfrey.

Because Lever Brothers releases no figures for its 30 main products (including such varied lines as Rayve Creme Shampoo, Harriet Hubbard Ayer cosmetics and Pepsodent tooth paste and brushes), it's hard to determine the specific status of Rinso and Spry. But trade insiders have no doubts that these two brands have upped sales considerably since Lever's shakeup.

According to Frank J. Reilly, editor of *Soap and Sanitary Chemicals* magazine, consumers bought 90,000,000 cases of packaged soaps and detergents in 1950, (24 packages to a case) as compared to 60,000,000 cases in 1949. In the so-called synthetic detergent field, alone, P & G's Tide is tops, easily dwarfing Lever's no-rinse Surf, which got a late start in promotion during the Luckman regime. But in the granulated soap race, Rinso has sputtered ahead, handsomely. In January, 1950, Rinso's sales were neck and neck with Oxydol, but today Rinso is selling 10% more than Oxydol, and it's also ahead of P & G's Duz, trade insiders believe.

Rinso has done more than increase its sales at the expense of granulated competitors. It has also boosted sales despite the current vogue for detergents.

(Please turn to page 58)



Present Rinso, Spry AM shows

1. NBC's "Big Town" gives Rinso family following
2. "Aunt Jenny," CBS, sells Spry to women at noon
3. Godfrey morning pitch on CBS sells Rinso



In past, Rinso, Spry tended to big shows like "Amos 'n' Andy" which was dropped



Does TV hurt Madison Square Garden?

What Ned Irish told SPONSOR about TV

New survey indicates answer is "no"; should

••Madison Square Garden had a full program of television during the 1950-51 season, and we still feel the effects on our box office are not particularly damaging.

The New York Rangers were televised from the start of the season, but had a poor year competitively, so that the decline in attendance cannot be attributed solely to television. As a matter of fact, when the team improved in the second half of the season, the attendance and gate receipts rebounded very nicely.

The basketball season was marred by conditions outside of television, so that we cannot get a true picture of it. The Horse Show, held in the first week of November, 1950, had its best season ever despite televising every performance. The Rodeo was not televised for the first two weeks, and televised the last two weeks without any appreciable difference in gate receipts. Boxing receipts were off, but the attractions were not up to par.

All in all, our conclusions were that the actual televising of the events was not nearly as damaging as the great improvement in the overall quality of television entertainment this past winter. We still feel that reaching the tremendous television audience will result in the eventual increase in the number of sports fans who will become spectator fans as well as television viewers. ••

NED IRISH, executive v.p. Madison Square Garden Corp.

TV The telecasting of sports — one of TV's most powerful attractions — hangs by a thread.

Some of the choicest events have already been banned from video: many of this year's college football games, for example. A dearth of televiewers, lack of well-heeled sponsors, technical problems? Not at all.

It's simply that sports promoters, who own the precious television rights, are getting nervous about the empty-seat situation. A pocketful of TV money is fine if it doesn't mean box-office starvation.

Since an advertiser can't telecast a sports event without buying or arranging the rights to it, the promoter's nervousness is catching. Many a sponsor's ad campaign depends not on the traditional problem of enough budget, but on a particular promoter's attitude toward TV.

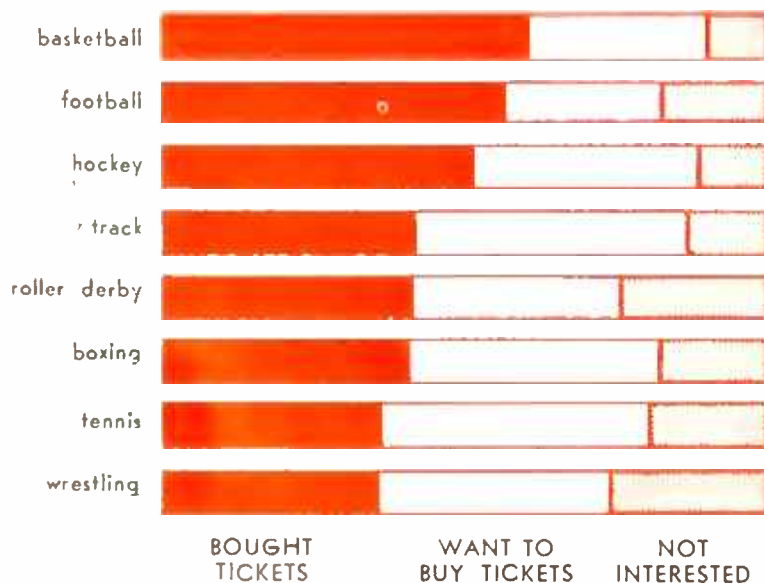
Despite the doleful complaints of the more pessimistic promoters, there's evidence to show that televising sports does not invariably knock boxoffice sales in the head. To the contrary, it often bolsters them in the long run — particularly for lesser known sports.

Latest straw in the wind is an intensive survey of 1,116 WPIX. New York, viewers who tuned in on New York's famed Madison Square Garden during the past season. Results of the survey, conducted for WPIX by the research department of Hewitt, Ogilvy, Benson & Mather, are reported here exclusively for the first time by SPONSOR.

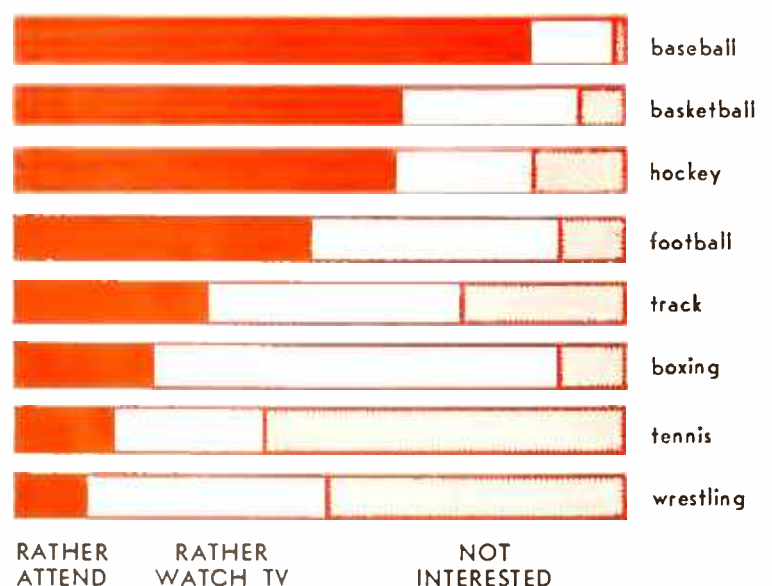
What makes the survey particularly interesting and important is the unique standing of Madison Square Garden as a sports arena of top national prominence. Millions know it as the mecca for college and pro basketball, hockey, track, boxing. Other millions of fans remember the Garden for its presentations of the rodeo, horse show and dog show, tennis. What happens here in TV's supposed joust with the box office may well serve as a bellwether for other decisions.

More pertinent to the sponsors of last season's 120 televised events is the survey's effect on next season, since first-refusal rights are involved. The Local Chevrolet Dealers Association signed for half the \$500,000 package, with Webster Cigars and Instant Chase & Sanborn Coffee (Standard Brands) splitting the remaining half

% of people who bought tickets to sports seen first on TV



"Would you rather attend or watch sport on TV?"



Garden's b.o.?

s of promoters

evenly. When Chevrolet pulled out in mid-season because of defense production's impact on auto-making, Thom McAn (Melville Shoe Corporation retail chain) signed up for most of the remaining unsponsored events.

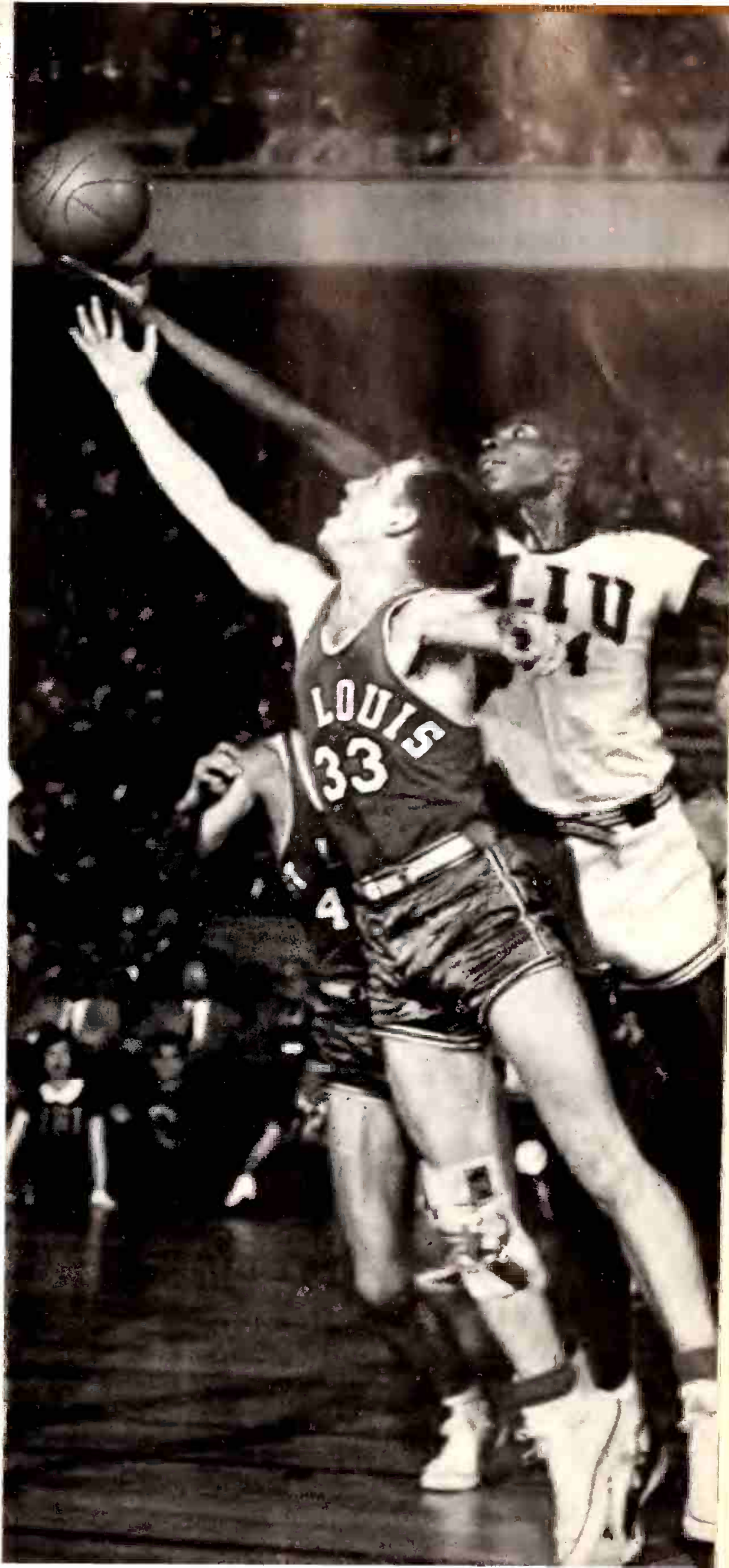
Despite the subdued approval of TV's part in Garden operations expressed by its executive vice president, Ned Irish (see statement at left), next season's approval of Garden telecasting is still unknown.

Even before the WPIX survey in February 1951, there were encouraging signs that TV was a help rather than a headache in filling the Garden's 17,000 seats. Take the Horse Show, for example. Ned Irish says it "had its best season ever despite televising every performance." What happened is that following the "social" opening on the first night, which drew a fair crowd, the second night gate dropped off. Both performances were televised, however, and on the third night business picked up. On the remaining three nights the Garden was packed!

Analyzing this box-office trend, many observers might be inclined to reword the Ned Irish statement above to read: "it had its best season ever *because of* televising every performance."

Contrast the horse show situation with what happened when pro tennis came to Madison Square Garden. Net star and promoter Bobby Riggs firmly squelched the idea of TV coverage. He apparently subscribed to the idea that it would kill attendance. Came the big night and a mere 3,500 people walked leisurely into the Garden, picking their way through the 17,000 seats. Tennis at the Garden had laid an egg.

The WPIX survey, like the Jerry Jordan sports survey of a year ago,
(Please turn to page 76)



Hillman-Minx goes far on a small budget

**Colorful d.j.'s overcome
prejudice of Americans
against cars from Britain**

spot

A disk jockey on a West Coast station recently wound up his commercial on Hillman-Minx cars with the off-hand remark:

"If you're too lazy to go to the showroom and see the Hillman-Minx, send me a check and I'll buy one for you." A few minutes after the program was off the air the d.j. received a phone call from a listener who said: "Say, I've never seen this British car. Is it really as good as you said it was?"

The radio personality courteously assured his caller that every word of his praise for the automobile was sincere.

"Well, okay, I'm sending you a check this morning," the man on the other end told the startled d.j. The check arrived as promised, and the radio personality fulfilled his part of the deal by driving a Hillman-Minx direct-

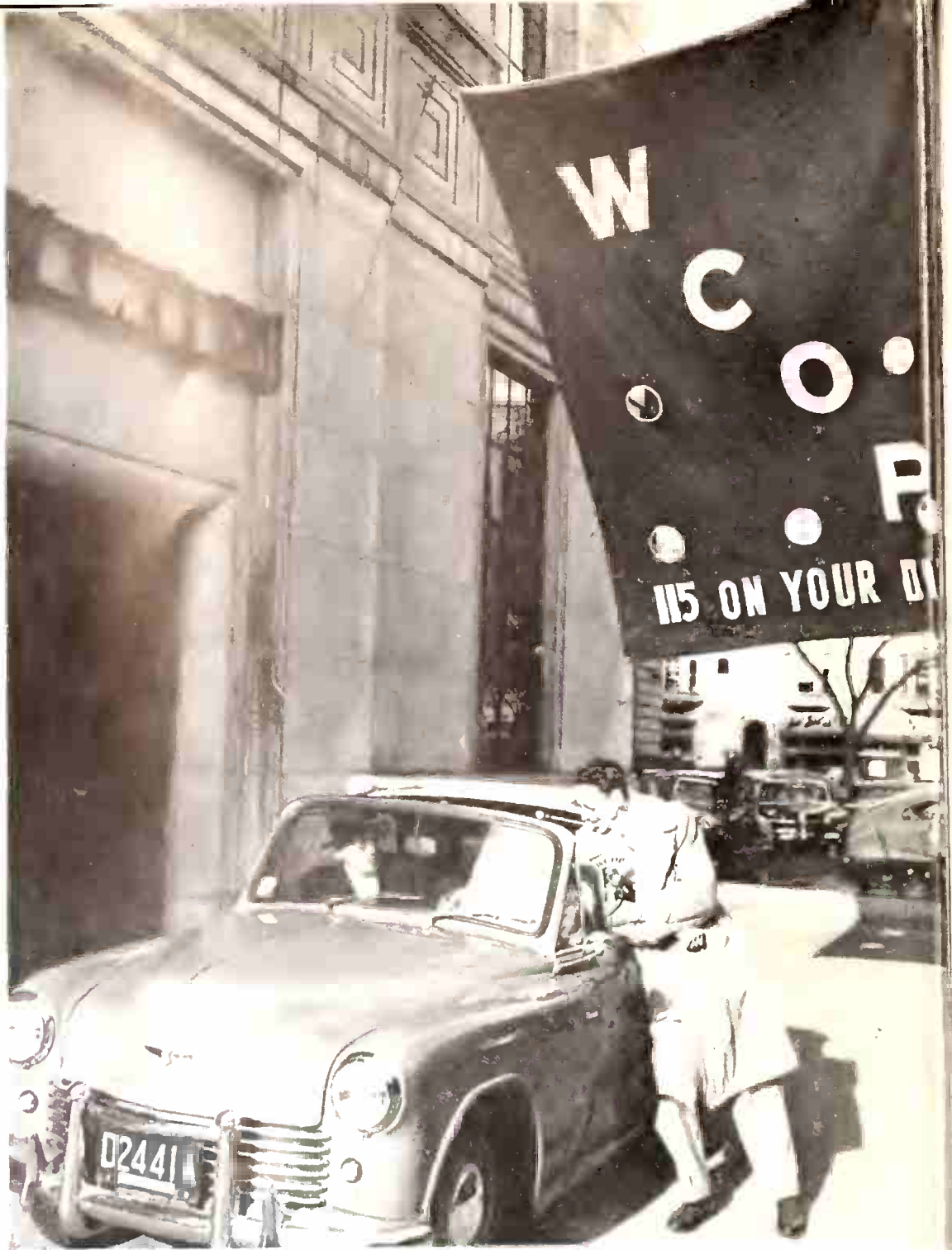
ly to the door of his devoted listener.

This incident, probably the ultimate in selling via a radio personality is related by a pleasantly amazed agency man, Victor Seydel, radio and TV director, Anderson & Cairns, New York. (Hillman-Minx is one of the accounts that Anderson, Davis & Platte contributed in the recent merger with John A. Cairns, Inc.) Though things like this do not happen every day, Seydel explains that the incident does point up a key factor in the Hillman-Minx radio success—the use of carefully selected personality programs. Great Britain's Hillman is now one of the top sellers among foreign cars in the U. S.

To appreciate the British advertiser's shrewd radio strategy, you have to go back several years ago when the Rootes Group of Great Britain introduced its Hillman on the American market. "Rootes had tremendous re-

sources as one of England's leading automotive producers," says Donald MacVicker, the agency's account executive on the Rootes account. "But it could not bring large funds into this country for a strong advertising campaign because of the restrictions on the transfer of funds out of England. Rootes had to finance advertising directly from car sales here. Promotion resources had to be husbanded carefully. Every dollar had to be spent with the maximum of advertising efficiency, and that is why spot radio was tried two years ago.

"We decided that the most potent way to use spot radio was by purchasing early morning time on disk jockey shows featuring personalities with large followings in their communities. Tests on the *Jack Sterling* show, WCBS, New York, confirmed this theory, and we began to expand slowly.



WCOP's Bragg (right) and Armstrong (left) work closely with Hillman-Minx Boston dealer Hamm (center)

Hillman dotes on the "personality boys" Firm's strategy is to use d.j.'s whose strong local following can melt iciness to foreign cars. D.j.'s use their own copy to sell

1. Jack Sterling is WCBS, New York, d.j.
2. "Morning in Maryland," WFBR, Baltimore
3. "Six O'Clock News" (pm), WGBS, Miami
4. Bill Layden, KFWB, L.A., exec. Tim Rootes
5. "Morning Watch" crew, WCOP, Boston
6. Skitch Hendersen, WNBC, N. Y., and wife

That expansion has by no means come to a stop," Seydel points out. Eleven markets are now covered by radio through the national office, Rootes Motors, Inc., plus a large number of programs and announcements put on by the dealers.

The personality approach was designed to overcome two handicaps that imported cars face. First, Americans are not accustomed to these cars. Second, many foreign car makers have come and gone in this country, leaving owners of the cars with a big headache when parts were needed. The strategy worked out by the agency was aimed at building confidence in the name Hillman. Personal indorsement by such figures as Sterling in New York or Nelson Bragg, WCOP, Boston, is stressed, all with the object of personalizing the unfamiliar Hillman name for Americans. To stir enthusiasm for the product among the talent, dealers make the car available to them for weekends or special trips. Once they have driven the smooth-riding car themselves, the d.j.'s go on the air with a natural, convincing pitch that begins with such typical phrases as, "A bunch of us went for a ride in the Hillman-Minx Sunday and I wan to tell you..."

One large dealer, John N. Hamm, British Motor Car Company, Boston, told SPONSOR how the personality approach works in his market, where Nelson Bragg, WCOP, d.j., pushes the car.

"I think that the Hillman-Minx is a product that demands personality selling and in my opinion the value of Nelson Bragg's commercial is Nelson, period. I think he's tops in Boston radio for personality selling. His commercials are conversational. When he talks of maneuverability of the car he speaks of 'sneaking in and out of traffic.' It's also a matter of faith with listeners. Nelson has something he believes in, and the people believe him."

This is the way skilled exploitation of radio's unique personal hold on its audience has paid off. "I figure that at least 16% of total sales," says Hamm, "are directly attributed to him. For automobile selling that's terrific."

"In view of my past pessimism as to the value of radio advertising in merchandising the Hillman-Minx I feel in fairness to you," he wrote to WCOP recently. "I should offer my apology at this time and acknowledge my erroneous thinking. Since you have spread the word through Nelson Bragg, we have had a very definite response in sales volume directly attributable to station WCOP."

On the Coast KFWB, Los Angeles, tells of typical results on its *Bill Layden Show*. One dealer, Bob Roberts in Hollywood, phoned Layden recently with the enthusiastic message that Layden's Saturday morning commercial was directly responsible for selling seven cars over the weekend—a sizable amount for foreign cars. In Baltimore the Bittorf-Coburn Motors, Inc., is finding that the WFBR, Baltimore, morning announcements are bringing heavy traffic into their showroom.

Radio's contribution in the national picture was praised with earnestness by Robert A. Wimbush, Rootes Motors sales manager. Wimbush, whose speech is as British as his name, says, "Radio has been extremely effective for us." He found it difficult to assess the medium's exact contribution to the large boost in sales since magazines and newspapers play a big part in the Hillman promotion. Newspapers, magazines and radio share in the national budget estimated at about \$200,000 in foreign car circles.

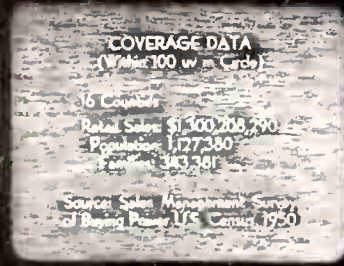
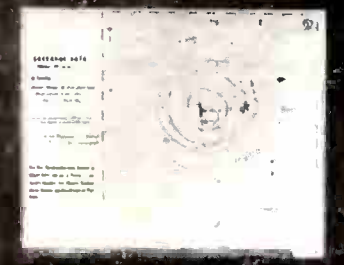
The potency of advertising is sharply evident in the registration figures for foreign cars. These figures, according to the *Automotive News*, show 3,279 Hillman cars registered in 1950 as contrasted with 575 in 1949. Registration figures run behind actual sales by a number of weeks. And foreign car people usually add about 1,000 to the registration figure to get a more accurate sales picture: that would make Hillman sales for 1950 about 4,279. Austin Motors Company, Hillman's most important competitor, had a registration figure of 5,452 units in 1950 against 3,642 the preceding year. Austin, not a consistent air user, is thus

(Please turn to page 66)





New Telestrip desk-top film unit is being studied (above) by Free & Peters salesmen. They'll use it a visual presentation to clients. Typical film strip (left) viewed by admen shows Texas market



SAFETY FILM

Now you can see what you're buying

Use of desk-top films, color slides, is boon to buyers of AM/TV shows

Not long ago, Trico Auto Parts Company (via Baldwin, Bowers & Strachan, Buffalo) decided to add WPIX-TV, New York, to its spot TV list of 45 video stations. The realization that TV was right for them in New York was the result of a unique film presentation—the Telestrip.

Trico had shunned New York because it felt few autos were used there. But Free & Peters, Inc., by using a portable film unit placed directly on the advertiser's desk, revealed visually that areas surrounding WPIX included one of the nation's best auto part replacement markets. So elated was Tri-

co with the film presentation that it asked F & P to repeat the performance as a merchandising device before the spring sales meeting of the company's New York wholesale dealers.

The new visual technique that F & P has adopted to sell TV markets and programs may be used profitably by sponsors themselves to merchandise their advertising to their sales staffs. The broadcast industry, which has trailed other industries in using film presentations, could also do well in duplicating this visual aid. Recently, pioneers like the Associated Press and the Broadcast Advertising Bureau have found presentations via slides of enor-



alter Thompson: (l. to r.) Admen Laemethauer, Rorke, with F&P Demonstrator Kieling

Purity Bakeries: F&P Demonstrator Tynan with Purity execs Brown, Elliott, Nieman observing (l. to r.)

Philip Morris: F&P veepee Griffin gives vis sales pitch to Ad Manager Gorman across the tal

mous dollar-and-cents value. Here are typical comments from advertisers:

Said Patrick Gorman, advertising manager for Philip Morris, Ltd., New York: "The Telestrip is one of the best sales tools I have ever seen for getting the complete and concise facts from seller to buyer. I may use it myself."

Said Don Elliott, executive vice president, Purity Bakeries, Chicago: "This is one of the finest TV presentation techniques I have seen."

Most dramatic is the Telestrip, developed by Free & Peters and Burt Kleerup, engineering vice president of the Society for Visual Education. It consists simply of a folding screen, a small projector, and a strip of film.

"We've finally licked the problem of selling TV 'blind'," says F & P's national TV sales manager, I. E. Shower-

man. "Radio has its recordings; printed media have their easel presentations. Now TV, which was stymied by the prohibitive cost of kinescope equipment, has its visual tool for selling programming at the local station level."

Not only is the Telestrip cheap (both projector and screen cost less than \$100); its visual impact works remarkably. The salesman, facing the prospect across his desk, can pace his pictures and sales story according to the expression on the client's face.

A variation of Telestrip, used successfully by the AP, consists of a portable screen and a 25-minute color slide presentation. "Your News and Its Revenue Potential." Oliver Gramling, assistant general manager of the AP, unreeled this compact unit before local sta-

tion owners. While the color slides are shown. Gramling sells the broadcasters on the dollars-and-cents values of radio news. The device is so simple—he merely pushes a button to change slides—that Gramling expects to give similar demonstrations to admen.

The slides feature a cartoon character, nicknamed Archy, who represents a station time salesman (conceived by Joe Cunningham, AP cartoonist, and Art Miltenberger, commercial artist). Archy is seen selling a local auto dealer on 8:00 a.m. newscasts (when 75% of men listen); a feed store dealer on noon market news programs (when 85.3% of feed customers listen); a coal dealer on weather reports in August (for which 90% of all listeners tune in). ★ ★ ★



AP'S COLOR SLIDES GIVE SPONSORS INSIGHT INTO OPERATION OF NEWSROOMS, PROOFS (ABOVE) OF RADIO NEWS VALUE



OVERCOMING HANDICAPS, KATE SMITH BROUGHT HOMEY TOUCH TO RADIO, UPPED SALES FOR SPONSORS LIKE GRAPE-NUTS

Kate Smith's first 20 years

She has done 7,612 shows, grossed \$29,000,000 thus far



Ted Collins masterminded Kate's rise to top

over-all "Hello, everybody. . . ." With those words an unknown singer named Kate Smith introduced her first broadcast, a 15-minute musical sustainer. She closed the show—for which she received \$50—with a heartfelt "Thanks for listening." The date was 1 May 1931.

Two months later she went commercial, and has been sponsored continuously ever since.

In the 20 years that have elapsed, she has done 7,612 radio programs, for which advertisers paid \$29,000,000, not including time costs.

Last fall she made her debut in television with a five-times-a-week, Monday through Friday, hour-long show (NBC-TV, 4:00 to 5:00 p.m.). To-

day, every minute of it is sponsored—to the tune of over \$6,500,000 in annual billings; and its average rating on 63 outlets is a husky 25.0 (A.R.B.), which, according to NBC, adds up to more than 10,000,000 viewers a week—approximately twice as many as any other program.

Yet it hasn't been all milk and honey. Except for the emergence of TV, and the remarkable business acumen of Ted Collins, Kate might today be on the toboggan.

Like *Amos 'n' Andy* some years before, Kate began to lose out in the rating struggle. But along came daytime TV. And Collins, pioneering again, arranged an afternoon show on TV. It had little competition; gained



1931-radio: Kate worked on NBC, went to CBS for LaPalina **1951-TV:** Ten advertisers fill schedule of five hourly shows a week

astronomic ratings (for daytime). So the shadow of the toboggan is currently forgotten as sponsors wait for availabilities on a show that's sold out.

On the basis of dollars-and-cents results, Kate Smith continues as a top sales personality. Her phenomenal success poses a series of key questions whose answers add up to a composite of what makes Kate Smith tick.

1. What keynotes her audience appeal?

The late President Franklin D. Roosevelt gave his answer when he introduced Kate to the King and Queen of England. The words of one of history's greatest phrase makers were: "This is Kate Smith—this is America." "Kate has what it takes," is the way Ted Collins, her close friend and manager, sums up her audience appeal. "She has the common touch," is the

laconic comment of a sponsor waiting for an availability on her TV show. The dominant, tangible factors of her mass popularity are her naturalness and sincerity. These are reflected in the sentimental, folksy quality of her singing, and by her practice of going to almost any length to bring what she calls "a little sunshine" into the lives of ailing people. Her patriotic appeals and activities in the field of human relations (described later in this article), have substantially increased her personal stature and her value to sponsors.

2. How has her commercial technique evolved over the years?

Sales managers agree that a "natural salesman" relies, for the most part, on an instinctive, simple approach. Top saleswoman Kate has not changed her sales personality over the

years. Her selling is always marked by the same qualities which are part of her singing style. An example of the Smith-Collins' emphasis on sincerity prompted him to tell SPONSOR that "I made one big mistake in my 20 years as a producer—insofar as sponsors are concerned. Much against my better judgment, I allowed myself to be talked into accepting a cigarette account for a year. Since Kate doesn't smoke, she had no participation in the commercials. The effect was so distasteful, I refused to allow the company to take up the option."

3. What innovations were made in the format of her radio program?

Just as a steadfast policy governed commercials, there was an equally steadfast policy on program format. Always try the new is the Collins-
(Please turn to page 80)



KATE SMITH ENGAGES IN CONTINUOUS PUBLIC SERVICE EFFORT THAT BEGAN WITH BENEFITS FOR SOLDIERS IN WORLD WAR I

"Stop sugar coating your advertising"

Says advertising counselor George H. McCormick

over-all Is the appeal in advertising being overworked today by the use of too many superlative adjectives, and those signed, sealed, and delivered (at so much per delivery) testimonials that are drifting into our everyday reading and listening?

Today's fixed pattern as cast in the mold of common advertising usage seems to indicate that it is—especially those luxury item announcements that crash into the climax of a program at the most interesting point, and testimonials previously prepared for outstand-



George H. McCormick, of Houston, wrote article below out of pique at ad excesses. For views of other adv. professionals, see p. 44. "Mack" had own agency in '20's, was publicity director of KTRH; is now advertising counselor

A language of their own: Amusing repartée below appeared in *Space & Time*, billed as "dialog between two S & T subscribers, by Fairfax Downey" (free lance writer and author). It aptly illustrates Mr. McCormick's complaint

"I was drinking a glass of tomato juice the other day. In response to my beatific smile the little woman remarked: "That's the Insertname Brand. Its soothingly-extracted super-savor cannot be excelled!"

"Most interesting. But what is that sweet, sonorous, super-heterodyne strain of music I hear?"

"That's my combined, augmented, super-symphonic Insertname Radio."

"Did you know that the Joneses are due in Patagonia today? Let's telephone them. The rates all over the world are so low now it's ridiculous. Let's put through an Insertname System call."

"Soon as I've had another delicious cup of this 97.348% caffeine-free Insertname Coffee."

"I'll bet your wife, who knows how to please the man in her life with a man's brew, is smart enough to use Insertname Brand toothpaste."

She flashed a pearly smile, "It's the hydrogen in it," she said.

"My wife," he boasted, "has a snow-white laundry, super-flowing drains, rose-red nails. Her whole day is a mass of big values."

"Do you know my doctor wanted me to cut out smoking?"
"Incredible!"

"I said does Medical Science offer proof positive I should and when he replied he just thought I'd feel better I said that was not proof positive, it wasn't even positive proof."

"Bully boy!"

"The trouble with you, doe," I said, "is you don't know about Insertname Brand cigarettes which has .0009 less nicotine and is naturally far less irritating to X-rays."

He stroked his chin scientifically. "That doctor didn't know that tobacco smoke cures people."

"He wouldn't give you an endorsement? Pass him by. Don't count him. He'd throw your copy off."

ing personages, who are paraded in the newspapers and magazines—ad libitum. In the latter class, we have persons who have a reputation for being ultra exclusive—because of their popularity, social strata and/or financial fibre.

It may sound a little oafish and untutored to inquire, and without any piquancy. "What have they got that I haven't got when it comes to appraising quality?" But when Johnnie and Susie Shopper do a big percentage of the annual mass buying, isn't the idea of relying too much on the elite for opinion and testimony just a little crass?

Just for the moment let us dial your radio station and hear your favorite program. But as you push the button and connection has been made, meticulous Mercedes Scenario, star of radio, screen and stage, informs you in dulcet tones (we omit the studio or producer's plug), "I'm faithful to the luxurious charm afforded my delicately textured skin by Blah-Blah's Oatmeal Soap. I use it because chapping would end my career, and Blah-Blah's Oatmeal Soap with its velvety, creamy, feathery, sudsy suds keeps my skin so clear, smooth, soft and radiant."

Thus little Mercedes speaks her piece, and as she speaks—her monologic effort is accompanied by music written originally for "You made me what I am today, I hope you're satisfied."

Then pick up a copy of *His Fireside*, and on page 68 we find Mortimer Jodhpurs leaning against the fireplace in his country estate home. Yes, there is Mort carelessly flicking the ash from

(Please turn to page 69)

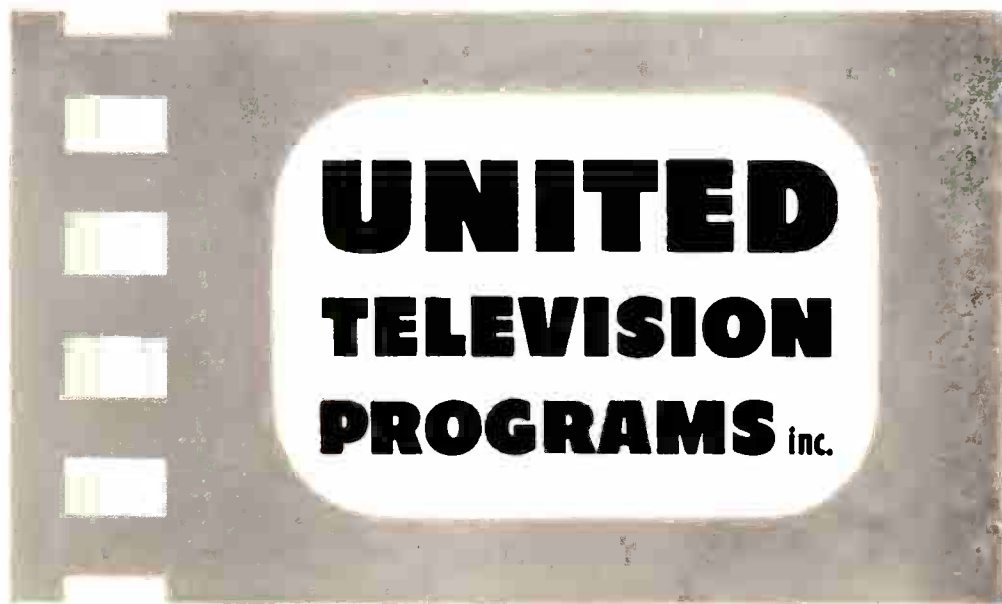


Are you non-plussed about a HIATUS



If so, **UTP** has **35** fine **BRITISH FEATURES** (22 have been made since 1948) edited to speed up action and for censorship.

No epics — just mystery and light comedy drama. Call us now...



The largest distributor of quality TV films

LIPSTICK

SPONSOR: Watt & Shand

AGENCY: Direct

CAPSULE CASE HISTORY: *Using a five-minute demonstration show, this department store recommended a lipstick of the kiss-proof variety. After one TV demonstration a stock of 18 dozen lipsticks was sold out in three days. In addition, a reorder of 36 dozen was also sold. As a direct result of this five-minute show (cost. \$62.50), Watt & Shand sold 81 dozen lipsticks at \$1.20 each or \$1.209 worth, rolled up a big volume of repeat business.*

WGAL-TV, Lancaster

PROGRAM: Demonstration

KITCHEN KNIVES

SPONSOR: Home Test Products

AGENCY: Direct

CAPSULE CASE HISTORY: *The offer: a set of 10 kitchen knives at \$4.95 per set. To reach prospects, the company invited phone orders on their participation in the Charm Kitchen TV show, Thursdays, 4:00-5:00 p.m. After eight such announcements, Home Test Products pulled in 2,000 orders. Their TV expenditure of slightly under a thousand dollars brought in a sales gross of \$9,900, a return of almost 10 to one on their TV ad dollar.*

WXYZ-TV, Detroit

PROGRAM: Charm Kitchen



SALAD DRESSING

SPONSOR: Henri's Food Products Co.

AGENCY: Cramer-Krasselt Co.

CAPSULE CASE HISTORY: *This Milwaukee firm participates one-time weekly on a morning show, Betty Hanscomb's Homemaker's Fun Fest. Weekly expenditure: \$65. The product they advertise on the show, a salad dressing, is used in program recipes. TV is the only mass medium on which the product is plugged in the Minneapolis-St. Paul area. The assistant sales manager reports that sales have doubled in this market since these once-a-week announcements were started.*

KSTP-TV, Minneapolis

PROGRAM: Homemaker's Fun Fest

BANKING SERVICES

SPONSOR: Central National Bank

AGENCY: Direct

CAPSULE CASE HISTORY: *Two objectives spurred this Richmond bank's entry into TV. First, they wanted to keep their customers apprised of all banking facilities. Secondly, they wanted to increase bank business. To accomplish this they purchased three chainbreak announcements weekly for \$112.50. After four months, the bank reports increased activity in all departments. And, institution-wise, customer comments have been most favorable.*

WTVR, Richmond

PROGRAM: Announcements

WASHING MACHINES

SPONSOR: Monitor Washing Machines

AGENCY: Tullis Co.

CAPSULE CASE HISTORY: *The company offered a 10-day free trial on their \$49.95 machine. But first, to limit the number of trial machines, they added a qualifying gimmick. Participations requested listeners to phone "in the next half hour and name the second largest city in the U. S." Two such announcements costing \$108 pulled 44 leads. And the 44 free trial installations gave salesmen a potential sales gross of \$2,197.80.*

KFI-TV, Los Angeles

PROGRAM: Are Ya Looking?

APPLIANCES

SPONSOR: Paramount Radio Shop

AGENCY: Allen & Reynolds

CAPSULE CASE HISTORY: *A quick gross volume increase was sought by this radio shop. And, to achieve this, the firm sponsored two 30-minute live telecasts weekly, one a give-away, the other a non-professional variety show. The weekly expenditure: \$210. Now, after a brief period in TV, Paramount reports, conservatively, a 25% increase in gross volume; are able to trace a goodly portion of this increase to their TV advertising.*

KMTV, Omaha

PROGRAM: Paramount Penny Auction;
Paramount Radio Playhouse

BEER

SPONSOR: Acme Breweries

AGENCY: Foote, Cone & Belding

CAPSULE CASE HISTORY: *Acme's weekly audience participation program started as a call-in give-away. After three weeks, viewers were completely tying up telephone exchanges and format was changed to "mail a card in and get called." Cards are coming in by the thousands. And Acme's ad manager reports that despite a new label, a price increase and bad weather, Acme beer sales are skyrocketing. Cost per program: \$180.*

KPIX, San Francisco

PROGRAM: Watch and Win

PLAY BALL!

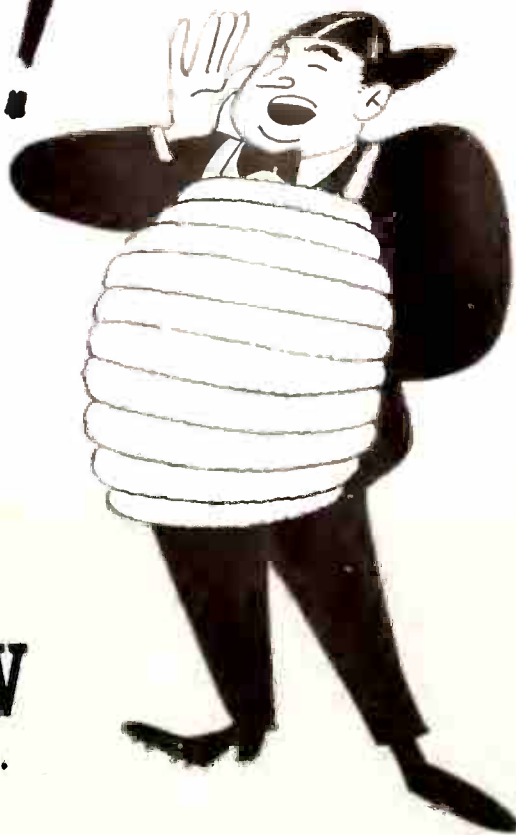
PHILLIES
and
ATHLETICS
Games on

WDEL-TV

Wilmington, Del.

WGAL-TV

Lancaster, Penna.



Play Ball means that all Saturday home games of both Phillies and Athletics are telecast over WGAL-TV and WDEL-TV. This splendid baseball feature is important on two counts. First, because it has definite appeal in these two markets. Second, because it is only one of a great many special features which are the result of effective, long-range programming. These two stations are increasing their number of viewers constantly. They're keeping these growing audiences loyal and responsive through programs which are worthwhile and *diversified*. They offer TV advertisers an unusually fine opportunity for profitable business. Investigate.

WDEL-TV—Wilmington, Delaware

Only television station located in this market— which is first in retail store purchasing; has the highest per capita expenditure of any state.

WGAL-TV—Lancaster, Pennsylvania

Only TV station in this large, prosperous area of Pennsylvania. Presents the top shows of four networks: NBC, CBS, ABC and DuMont. Producing outstanding sales results.

STEINMAN STATIONS
Clair R. McCollough,
General Manager

NBC

TV • Affiliates

Represented by

ROBERT MEEKER Associates • CHICAGO • SAN FRANCISCO • NEW YORK • LOS ANGELES



Patti Ray

RHYTHM

The Perfect Combination
Anthony, America's
Page, America's Number
and "The Queen of Rhythm"

These kids are today
atres, hotels and night
... their fans are legions

Send for special brochure
two of the "hottest" performers
soon for sponsorship opportunities

LANG-WORTH

Network

113 WEST 57th Street

Page Anthony

in

INDEZVOUS

New radio program co-starring Ray
dance band, and glamorous Patti
vocalist — "The King of Dance"
perfect musical marriage.

are top attractions in leading thea-
ter recordings are *current* favorites
releasing daily.

*this exciting NEW show co-starring
the entertainment field . . . available
through affiliated stations. It's a natural!*

FEATURE PROGRAMS, Inc.

at Local Station Cost

NEW YORK 19, N. Y.





Mr. Sponsor asks...

Does the believability of your radio or TV commercial suffer through the use of celebrity testimonials?

O. E. Kraus | President
Personna Blade Company, Inc.
New York

**The
picked panel
answers
Mr. Kraus**



Mr. Black

I am not one of those people who believe that the intellectual level of the average adult is that of a 12-year-old. Many hold this belief close to their hearts, especially those responsible for

the many low-calibre programs being fed to the radio and TV audience. However, even if this theory were true, my answer to your question would still be yes!

The average 12-year-old boy or girl of today, living in an era when revelations of corruption in government, sports, etc., are commonplace, no longer has the illusions that a youngster of the same age who lived 50 or even 25 years ago might have had. The 12-year-old of today suspects that money may have had something to do with a particular celebrity's testimonial. And how right he is! If this is the reaction of a youngster, the average grown-up, whose illusions have been worn thinner than the 12-year-old's, certainly isn't convinced by celebrity testimonials on radio or TV.

However, other types of testimonials can be very effective. In one of our new Vaseline Cream Hair Tonic commercials, to be included in the *Greatest Fights of the Century* TV series, an average-looking young man, NOT a celebrity, delivers a simple testimonial. In my opinion, this kind of testimonial

is a thousand times more believable, and therefore more effective, than a celebrity testimonial.

More and more celebrity testimonials are appearing on TV. However, this is not necessarily a sign that this type of commercial brings results. In many cases, the advertiser reasons that since his newspaper ads feature celebrity testimonials, he'll simply use the same slant in his TV advertising. But this advertiser doesn't realize there's a big difference between the two media.

Say, for example, that a sports celebrity is being used. It's a simple matter to make up a newspaper or magazine ad consisting of a photo of the celebrity plus a quote in praise of the product. Although I don't put much stock in celebrity testimonials even for newspaper and magazine ads, these ads do contain a fair amount of believability. However, take the same celebrity and have him read the same lines for the TV camera—there you have a horse of another color. Your celebrity may be a crackerjack ballplayer but when it comes to reading his lines he usually sounds very unconvincing. Either he speaks in a dreary monotone or he tries too hard and sounds insincere. His deadpan expression is also a drawback. Add all of this to an initial skepticism on the part of the viewer and you end up with a commercial that has a very low believability.

A commercial that does a good selling job, whether in radio or TV, must have an air of sincerity about it. In my opinion, celebrity testimonials convey a minimum of sincerity.

ALLAN BLACK
Radio-Television Director
Cayton, Inc.
New York



Mr. Smith

The believability of a radio or television commercial using celebrity testimonials depends upon the product. Since this type of advertising is being used to such a tremendous extent today, ut-

most care must govern its use.

Products that require no physical action for use can normally have celebrity testimonials and be believable. Products that require physical use, especially those in the household field, are poor risks for commercials of this type as the public is well aware that these individuals would never perform tasks of this nature.

Details of the lives and living habits of the motion picture stars as well as personalities in the radio and television field are completely covered in the many fan magazines published about the individuals in the entertainment field. With these magazines enjoying a large circulation, it is important for the advertiser using celebrities in these fields for his commercials to make sure his product and the use of it would blend with the living habits of the individual.

Another drawback on commercials of this nature is the over-use of certain stars and celebrities, many of these appearing so frequently that all impact and believability is lost.

Commercials of this nature have tremendous impact for immediate viewing or listening as the name or picture of a celebrity always captures attention. This is especially true of products with "kid" appeal. The hero

worship of the audience in this age group will make them believe the endorsements on any product of interest to them.

Celebrity testimonial commercials can be, in my opinion, one of the strongest types of spot radio commercials but, as stated, can offer many problems and must be used with the utmost care and planning.

BILL SMITH

*Manager, Radio-TV Department
Buchanan & Company
New York*



Mr. Martin

No, provided certain most important elements are properly handled. It is an accepted fact that through the use of celebrities, you can draw greater attention to your commercial. It is also an accepted

fact that you have gained little in securing greater attention if the commercials fail to sell. Believability is only another term for the selling impact of a commercial.

At the Duane Jones Company, we believe in the use of testimonial advertising by celebrities. However, we are most careful to use only those celebrities that can be considered experts by the public. For Sweetheart Soap we use the world's best known and most beautiful cover girls. As beauty is their business, we feel the public will accept them as experts.

For another product, Mennen Spray Deodorant, we use top sport celebrities—baseball, golf, etc. We believe these sports celebrities are qualified to discuss the relative effectiveness of deodorants in that they perform violent physical exercises and therefore tend to perspire to a greater degree than a normal person.

We also believe that the copy used is most important. As a celebrity is not necessarily a great actor or announcer, the copy should be prepared for his particular style. In other words, make your copy claims but in the normal conversational style of the celebrity.

GERRY MARTIN

*Director of Television
Duane Jones Co.
New York*

**SPONSORS GET
"PROMOTION PLUS"***
**ON
WDSU**

**FRONT PAGE
HIGHLIGHTS**

* Special Page One Feature
Appears In Every Edition!



- The front page—most widely read page of any newspaper—carries this exclusive, daily feature which highlights WDSU programs. Every reader of the front page of New Orleans' leading afternoon newspaper, sees this "Highlights" Box.

**NO OTHER NEW ORLEANS STATION OFFERS
THIS PROMOTION "PLUS" TO SPONSORS!**

- Write, Wire
or Phone Your
JOHN BLAIR Man!

**AM TV FM
WDSU
NEW ORLEANS**

here's why more spo



"Tremendous aid in selling Phillips 66 product

O. E. BETTIS, Advertising Manager
Phillips Petroleum Co.
Bartlesville, Okla

"We're more than happy with the results of our AP sponsorship over KRMG," Advertising Manager Bettis reports. "Everyone in the Phillips organization is proud to be associated with KRMG and The Associated Press."

are buying AP NEWS



"My biggest advertising buy."

W. T. HANNA
(Lincoln-Mercury Dealer)

Address-Hanna, Inc. Shreveport, La.

"The regular renewals on my 10:05 P.M. AP news over KWKH are proof that I'm satisfied", reports Mr. Hanna. "Whether it's new cars, used cars, service or parts, news delivers the results. I'll keep my AP newscasts as long as I possibly can and they will be the last thing I'll let go."

From Henry B. Clay, General Manager of KWKH: "The terrifically high ratings of our newscasts explain the importance we place on AP. For example, the 8:00-8:15 A.M. Monday-Saturday AP news has a Share of Audience of 59.4%, greater than all four competing stations combined. Hooperatings range from 7.0 to 13.1 on the 40 sponsored AP news programs we carry weekly."

Hundreds of the country's finest stations announce with pride... **"THIS STATION IS A MEMBER**

ors

m Robert B. Jones, Jr., KRMG General Man-
er: "In looking for an advertising vehicle for
llips 66, our first thought was AP news. The
son is that since the day we went on the air,
mail response has shown that our AP news-
ts created effective listener interest."



Associated Press... constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7200 augmented by member stations and newspapers... more than 100,000 men and women contributing daily!

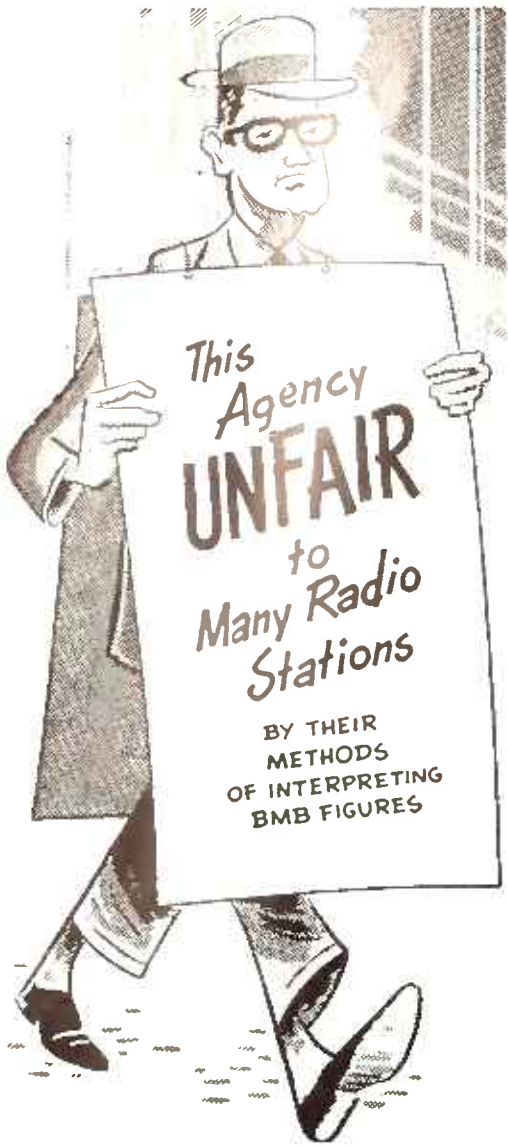
For audience penetration with dynamic sales impact... more advertisers choose AP news to sponsor. AP news returns the advertising dollar-investment many times over... by building peak listenership on a solid base of trust. Sponsors, Advertising Agencies and Member Stations know the value of AP's reputation for accuracy, speed, thoroughness.

If you are not yet taking advantage of AP news service... **WRITE AT ONCE FOR DETAILS.**

**RADIO DIVISION
THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.

ASSOCIATED PRESS."



Some agencies and advertisers have been unwittingly turning up the wrong answers through methods of interpreting B M B figures which fail to eliminate the frequently misleading *popularity factor*.

This organization has developed a method of using B M B figures which keeps the record straight on this important point—and is therefore uniformly fair to all types of stations, whether NBC, CBS, ABC, Mutual or Independent.

We will welcome the opportunity to demonstrate the value and soundness of this method to agencies and advertisers anywhere.



Adam Young Inc.

RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

Radio commercials...

by **BOB FOREMAN**
Radio/TV copy v.p., BBDO

If my own family is even vaguely indicative, we average about 115 miles per weekend these days with the radio blaring every mile. It's mostly daytime driving and on weekends, so our car-listening is primarily restricted to disk jockeys and baseball festivals—usually on independent stations. This gives us a stiff dosage of commercials—in fact, it does more to keep me up-to-date on who's saying what than a month of sedentary home-listening.

It's a kind of radio diet that gives a listener more commercial repetition. I believe, that he gets at home with the high-rating network shows. Thus, I, when driving, become as nearly a normal radio listener (non-professional, that is) as I ever get to be and I can't ever recall having been repelled by hearing the same message too often, whether that message is spoken, sung, or gimmicked-up some other way. All of which leads me to: when does a radio announcement (or show commercial) wear out? The answer is: only half as fast as the sponsor and account man think so, speaking

conservatively. I daresay most copy changes are made, not because of a change in market-situation or in product or in copy-approach, but because sponsor thinks he isn't working agency hard enough. This could be the case and thus serve some purpose, but merely redoing a commercial approach to keep the writers limber and the account man lithe can very well destroy something in which there is a sizable investment. I've worked on one account that's now into its fourth jingle in as many years. The money spent last year should be working for them this year. But in this case it isn't. We're starting all over. Another account hasn't changed its tune in 12 years. They're really cashing in, every playing. Still another has changed its message (because times made this essential) but kept its tune. This is adroit foot-work.

When I'm asked (and hardly a week goes by without the question) how long before an announcement should be changed, I usually say: "I can't
(Please turn to page 68)

radio review

PRODUCT: *Personna Precision Blades (Personna Blade Company)*
AGENCY: *J. D. Tarcher, New York*
PROGRAM: *Gabriel Heatter, Mutual; Live middle annmt.*

Whether or not you consider Mr. Heatter's treatment of this chaotic globe in keeping with the seriousness of same, his commercial technique must offer a lesson in point. When I last caught the frantic gentleman, he had Personna Blades flanked by the battle of Seoul—having launched his attack on razor-blade economy with hardly a pause for breath and certainly no diminution of ardor. If you're one that looks for integration of show and commercial, here is the Wedding of the Year. Personna was presented as "real news" and the vital importance of the new price-reduction as breathlessly dealt

with as Korea.

Those who are followers of this newscaster, and there are many, cannot help but be impressed and convinced by the way Mr. Heatter sells his sponsors' products. Sometimes, when in a soul-searching mood, I draw the acid conclusion that this approach is perhaps far more honest than that of those other newscasters who pride themselves (and their networks) on the fact that they remain totally aloof from the folks who are footing the bill. One of these commentators (as they prefer to be titled) graciously offered to deliver a three second lead-in to a commercial format I was preparing *just so long as no adjectives or other words of praise were included*.

And the most high-handed case I ever ran into was that of the big-name Hollywood star-turned-commentator who proudly boasted to me that his contract stated he didn't even have to deliver his sponsor's name anywhere in the entire 15 minutes. Tell me—why do people buy these guys, huh?

radio review

PRODUCT: *Spud Cigarettes (Philip Morris & Company, Ltd.)*

AGENCY: *Biow Company, New York*

PROGRAM: *One-minute spot anncmnts.*

Perhaps the snazziest new commercial ditty that's come my way of late is for Spud Cigarettes. This opus has a lilt and bright quality which serve to set the tune off from its immediate neighbors (always the problem in jingle-production) and helps to answer another query that sponsors are constantly tossing at their agencies when the latter comes up with a musical announcement; namely, aren't jingles outmoded? The answer, of course, is, "No sir, not good ones!" In fact, to ask whether jingles, as such, should be relegated to the limbo shared by the dodo and crystal set is like asking aren't all-type ads out-of-date. Not when they're done correctly for a product that should use them.

I might add in passing that one of the problems inherent in all commercial lyrics is the fact that you've got to warp your sales-story to fit a meter and a rhyme scheme which sometimes gets you caught off base. For example, "mouth happy" is an important theme-phrase in the Spud story but in the jingle it's pretty well lost in the rhythm of the lyric since the word "mouth" is a throw-away and the accent hits on the "hap" of "happy." Listen carefully and you'll see what a job the producers of the jingle had in getting the phrase to register at all.

radio review

PRODUCT: *Carolina Rice (River Brand Rice Mills)*

AGENCY: *Donahue & Coe, New York*

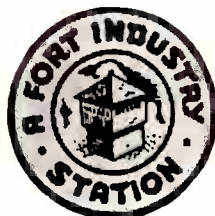
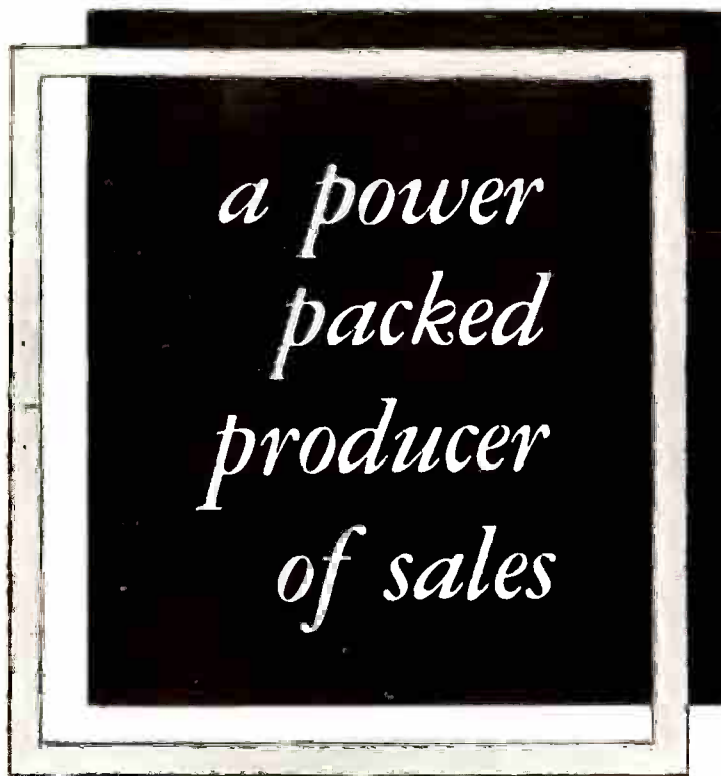
PROGRAM: *One-minute spot anncmnts.*

Carolina Rice, you might think, is just about as prosaic a subject as a lyricist might encounter. But, undaunted, the product is airing a singing commercial which both musically and talent-wise is as pleasant as a pop tune. In fact, the ditty is patterned after a pop number rather than the brief repetitive and utterly simple format of the usual commercial opus. As such it doesn't provide the immediate impact, instantaneous recognition, but actually Carolina Rice's theme song has a more insidious, and possibly more lasting, effect. Once the tune sticks to you, I think it's bound to stay. The blues effect is most attractive and the gal who does the solo puts more sex in a kernel of rice than I, for one, had ever imagined possible. In answer to the query posed in this department (above), here's a singing commercial which I don't believe will ever become cloying.



23 years of service and smart programming have made and kept WMMN in number 1 position in the rich north-central West Virginia area.

WMMN is the only station programmed and powered to serve both day and night the 18 counties that comprise a healthy portion of the state of West Virginia.



WMMN

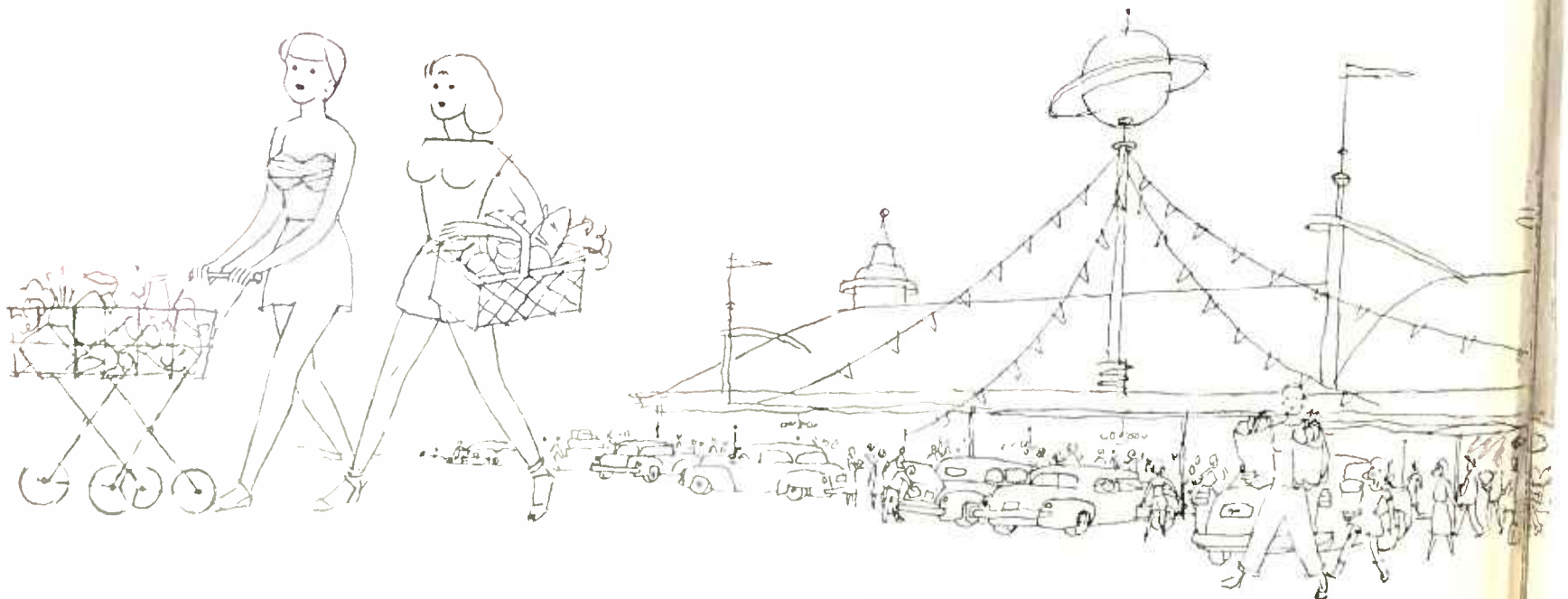
5000 watts

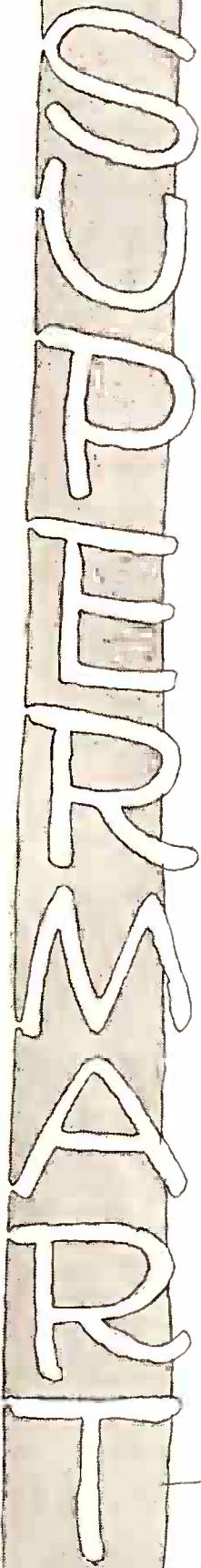
Represented by KATZ

CBS

A FORT INDUSTRY STATION
Mailing Address, Fairmont, W. Va.

Summer is only colossal!





SUMMER TRAFFIC

Take a long look at Southern California in the Summertime.

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

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

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

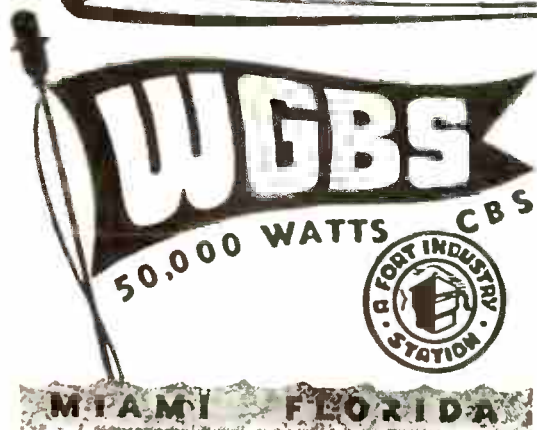
To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California

KNX Los Angeles



THERE'S NO guess work when Bill Wright of the NY Katz office tells agency time buyers about WGBS leadership. For WGBS now leads the second station by 78%, the third station by 80% in daytime quarter hour averages!

*From the desk of
BILL WRIGHT:*
This summer will be the biggest in greater Miami history, according to all signs . . . hotel and travel reservations, tourist facilities, employment, general business conditions. Get your share of summer profits, too, by telling your story on WGBS.



REPORT TO SPONSORS for 21 May 1951
(Continued from page 2)

Square Garden executive vice president, indicates he regards TV as asset. WPIX survey, attitude of Irish, should help convince other promoters to allow television. At stake are valuable franchises for many regional, national advertisers.

RADIO LISTENING STRONGER AMONG LONG-TIME TV SET OWNERS, WOR STUDY FINDS—Adding to evidence furnished by Trendex study recently, WOR, New York, survey by Pulse shows that long-time set owners listen to radio much more than new TV homes. Families with TV sets for over 2 years spent 50% more time listening to radio than 9 months or less owners. And they devoted 19% less time to TV.

"10 YEARS OF UNDER-SELLING"—Grey Matter, newsletter published by Grey Advertising Agency, recently addressed pithy comments on current sales slowdowns to retailers. Grey Matter termed retail recession "shortage of shortages," warned that "currently we are suffering more from under-selling than over-production. Indeed, we have had just about 10 years of under-selling." Grey comments add to chorus from agency executives who point out that, proportionately, advertising is getting less and less of sales dollar, despite over-all increase in ad volume.

LUCKIES COMMERCIAL "BEST LIKED" IN SURVEY OF VIEWERS—Lucky Strike commercials led "liked best" list in viewer survey by John Meck Industries; got 70 votes compared with 8 for second-place Dill's tobacco, 5 for third-place Old Gold. Sample was too small (154 replying out of 500 queried) to yield definitive conclusions.

AMERICAN ADVERTISERS HEAVY USERS OF SOUTH AFRICA RADIO—Lourenco Marques Radio, Johannesburg, reports new business and renewals from many of same firms which are heavy users of air in U. S. Atlantic Refining, Bayer Aspirin, Vick, Ovaltine are among buyers of time on South African radio. Reader's Digest, which uses announcements 5 days weekly, reports: "We have proof that radio advertising from here has substantially stimulated sales."

Salesmaker to the Central South



During 1950, a work garment manufacturer with one WSM half-hour program a week increased his Central South sales by 21 percent!

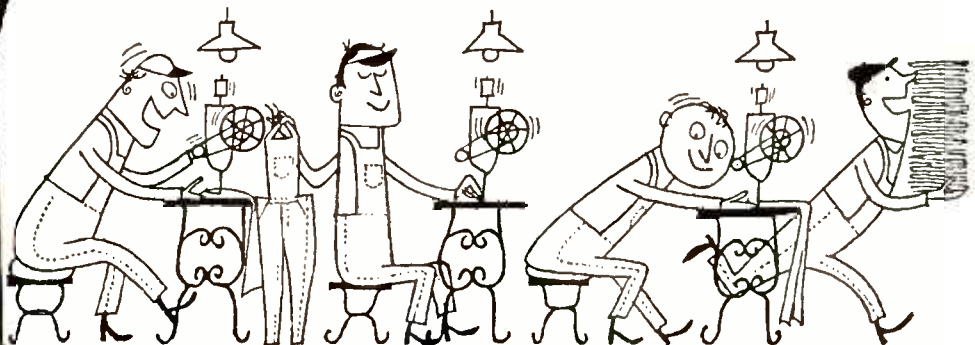
Radio Stations Everywhere
But Only One...



... with a talent staff of 200 top name entertainers ... production facilities that originate 17 network shows each week ... a loyal audience of millions that sets its dial on 650 ... and leaves it there!

**CLEAR CHANNEL
50,000 WATTS**

IRVING WAUGH *Commercial Manager*
EDWARD PETRY & CO., *National Representative*



For the first time
in radio advertising
history

**5 STATIONS
IN 1 MARKET
OFFER THEIR
COMBINED
AUDIENCE**

(the second largest in the area)

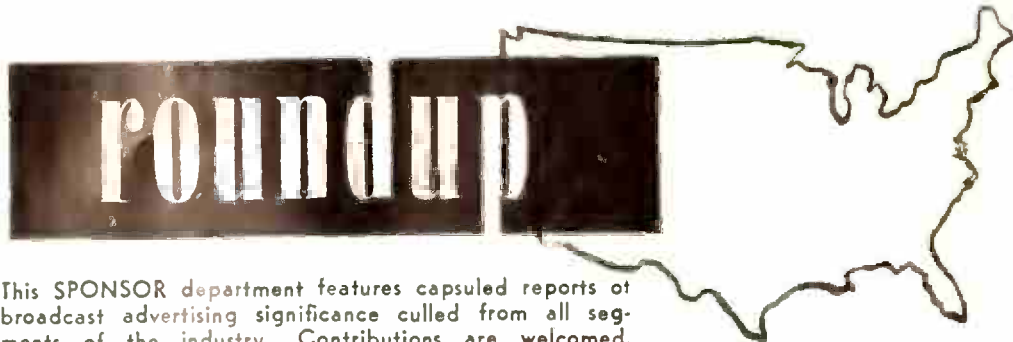
as a unit buy
at lowest
cost
per listener

This is the effective new way to
buy Daytime Radio Coverage.

**WASHINGTON, D. C.
METROPOLITAN
NETWORK**

- WARL** AM & FM, Arlington, Va.
780 KC, 1000 W.
- WBCC** AM & FM, Bethesda, Md.
1120 KC, 250 W.
- WFAX** Falls Church, Va.
1220 KC, 250 W.
- WGAY** Silver Spring, Md.
1050 KC, 1000 W.
- WPIK** Alexandria, Va.
730 KC, 1000 W.

For details, write or phone Jack Koste,
Indie Sales, Inc., national reps., 60 E.
42nd St., NYC—Murray Hill 2-4813; or
J. Douglas Freeman, commercial man-
ager, Munsey Bldg., 1329 E St., N.W.,
Washington, D. C.—STerling 1772.



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

Famed stars sell Emerson radios on local level

Big name stars in a 30-minute transcribed show will spearhead the latest radio advertising drive of the Emerson Radio and Phonograph Corporation of



Robbins and Jane Pickens form talent duo

New York. Budgeted at \$100,000 for each 13-week cycle, the show is scheduled for one radio station in each of the TV markets.

The program, *Robbins Nest*, was packaged and produced by Emerson's agency, Getschal & Richard, Inc.; said Richard Ash, agency vice president: "The show has more of a local flavor

than one put out by a transcription firm: it ties the Emerson "sell" directly to a store. Local sponsorship of this show is similar to putting the dealer name into an Emerson ad mat, with the added advantage of interviews with top names like Ella Fitzgerald, Milton Berle, Ava Gardner, Perry Como, Kyle McDonnell."

A cue-in is provided, after the transcribed interviews, allowing the station announcer to introduce a local listener's record request.

Fred Robbins, the show's m.c., delivers three Emerson commercials in each transcribed show. Then, at the close of each Robbins' commercial, the local announcer airs the local dealer's message.

The show, designed to increase TV set sales, is free to dealers and distributors, and station time is chargeable against the distributor's advertising fund; the dealer pays 50%. Distributors can arrange to run the program with from one to five dealers a week.

★ ★ ★

Customer is always right on Ayres' shopping show

L. S. Ayres & Company, Indianapolis department store, has a simple program formula for its Ayres' *TV Shopping Guide*. Their policy: let viewer-customers decide on how the show is to be presented.

The program, telcast on WFBM-TV, Indianapolis, reaches an audience within a 40-mile radius of the city. Thus letters and calls from cities like Terre Haute, Anderson, Plainfield, and Fort Wayne, have influenced program content and format since its start on 5 February. This format is the result:

First, merchandising personnel select items of best value; then they decide if an item has visual appeal and suggest methods of presentation. Then, from viewer comments, items for each day's TV presentation are scheduled.

Typical comments are: "I like the medium price range of items presented" . . . or "I like the idea of giving the price so that we can determine what we want to buy."

Similar comments are taken into consideration when information about each item is compiled including the possibilities of a demonstration by a model, salesperson, or manufacturer's representative.

Carolyn Ackors, the show's "TV Salesperson" explains her sales philosophy in rhyme:

Select the item
Make it sell
Time it, try it
Then you tell
'Bout size and color
The use and all.

★ ★ ★

"Off-season" show reaps \$193,000 implement gross

Ordinarily the winter months are bad for farm implement dealers. Farmers are just not interested in buying machinery when there's a foot or two



Radio put "sold" sign on tractors for dealer

of snow on the ground and normally combine sales start around 15 June.

But this past winter, George McCulloch,

local Massey-Harris dealer at Brandon, Manitoba, decided to experiment with radio and got the jump on competitors. The result: he did two-thirds of his 1951 business in two months, January and February.

Starting 1 January, the implement dealer bought a *Weather Roundup* on CKX, Brandon, on weekdays at 12:25 p.m. The program, costing under \$200 a month, included a fanfare, an 18-word introduction, a 50-80 word commercial; then a brief weather report, ending with a 50-60 word commercial.

The results were amazing. Up to 28 February, McCulloch sold 40 Massey-Harris combines. Thirty of them sold for \$5,100 each; the other ten—smaller models—averaged \$4,000 apiece for a sales gross of \$193,000 on a radio expenditure of under \$400. ★ ★ ★

Singers transcribe special occasion salutes

Greeting card manufacturers have made holiday and special occasion commemorations big business. Now there's a growing trend toward special transcribed program offerings available to advertisers who want to capitalize on holiday promotions.

Newest of these offerings was a set of five 15-minute programs readied for Mother's Day by Associated Program

Service. Featuring singers Vic Damone, Phil Brito, Robert Merrill, Hayes Gordon and Guy Mitchell the programs were reproduced for ready use on the five days preceding Mother's Day or as a tandem operation saluting American mothers on the day itself. A similar series featuring vocalists Evelyn Knight, Mindy Carson, Kay Armen and others will be available for Father's Day. ★★

Briefly . . .

General MacArthur's visit to Milwaukee on 27 April was marked by complete coverage of the event, with a



Milwaukee station execs plan MacArthur net

"MacArthur Network" formed by five Milwaukee stations. WEMP, WFOX, WISN, WMAW, WMIL, giving a seven-hour continuous broadcast. G. W. Grignon, WISN general manager, headed the organizing of the network.

A 72-minute recording of excerpts from WTAG's daily program schedule for the indoctrination of sales representatives is the idea of Robert J. Brown, the station's commercial manager. Played for executives of the Paul H. Raymer Company recently, Brown thinks it's the ideal way of letting the reps know what they're selling.



WTAG's Brown, Krueger, Raymer's McKinnie

The

The latest Pulse of Birmingham proves once again that WAPI news is hot news for advertisers. It shows that WAPI broadcasts eight out of the top ten news programs, day and night, Monday through Friday.*

best

Best is the word for WAPI news. And for WAPI's star newscasters. Newsmen like CBS' Edward R. Murrow (12.9 rating) and WAPI's Lionel Baxter (9.0 rating, 5:30-5:45 p.m., Monday through Friday).*

news

News and more news is what Alabama listeners demand. Which makes WAPI news great news for you, too. Because all Alabama is booming with new industry and loaded with spending money.

in

In cases where WAPI quarter-hour news shows compete with other local programs, Pulse shows WAPI news *always* gets a higher rating. You get a bigger audience (more customers) when you choose WAPI news.*

Alabama

Alabama-bound advertisers who know a good buy when they see one should look in on WAPI and get the news. For complete details and availabilities, get in touch with the nearest Radio Sales office or...

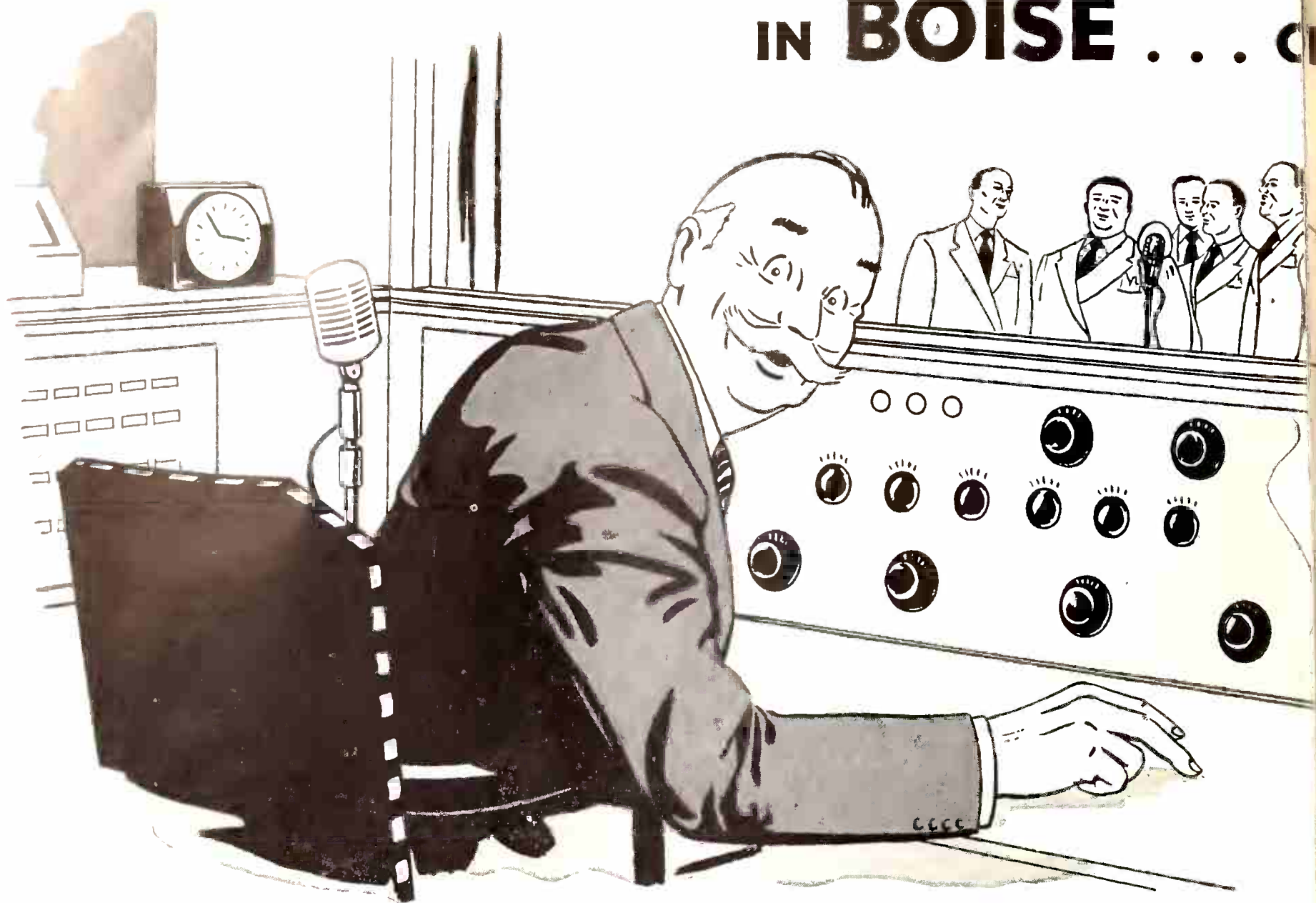
*Pulse: Mar.-Apr. 1951; Mon.-Fri.

WAPI

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

Want a Good Show

IN BOISE . . . OF



Scarce as good time and program availabilities are today, hardly a week ever goes by in which F&P doesn't have at least a few *top* opportunities in the important markets listed at the right. Over a period of time, we can help you build such a choice selection of high-rated, low-cost *programs* that you may wonder why you ever even considered mere announcements.

Talk it over with F&P, and let us do some *digging* for you. That's the way we *like* to work, here in this pioneer organization of radio and television station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

MINNEAPOLIS-ST. PAUL?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

RINSO-SPRY STRATEGY

(Continued from page 27)

"There's no doubt that detergent soaps are dominating the soap world today," Reilly told SPONSOR. "But it's not the granulated soaps, like Rinso, that are suffering as a consequence. It's the sales of bar soap that have taken a beating."

All signs suggest that Spry sales, too, have jumped over the last year and a half. According to *Food Topics* magazine, Mrs. Housewife buys over \$231,000,000 worth of vegetable shortening

a year. P & G's Crisco, which began production some 15 years before Spry, gets the lion's share of these sales, but Spry sales have increased by an estimated 5% recently.

Lever Brothers officials freely praise broadcast advertising as being responsible, in large measure, for the sales prosperity of Rinso and Spry. Howard Bloomquist, personable, 32-year-old brand advertising manager for these two products (it's traditional for Lever to pair off two products under one man's general supervision) told SPONSOR:

"We've been spending well over 50% of our total ad budget for Rinso and Spry on radio and TV. There are several reasons. One is that broadcast advertising packs such a wallop. Another is that radio—especially daytime radio—reaches a larger audience at a lower cost than any other medium."

When asked why he devoted the rest of the 50% advertising appropriations largely to newspapers and Sunday supplements and spurned slick magazines, Bloomquist replied: "Newspapers and comic supplements provide us with selective market selling. But when it comes to the matter of mass selling, we favor radio, rather than magazines, because of radio's blanket coverage."

Mass coverage, with an emphasis on female listenership, seems to have been the key broadcast advertising formula for Rinso and Spry right from the beginning. Anyway, that's what a glance at their advertising history would strongly suggest.

Rinso, America's first granulated laundry soap for heavy-duty washing, started in this country quietly in 1919, a product of the gigantic Anglo-Dutch Unilever combine with headquarters in London. Eleven years later, in 1930, Rinso had grown big enough to warrant a radio program. It made its debut, significantly, on a daytime soap opera, *Ted and Jean*, heard every morning from 11:30 to 11:45 over seven stations of the old NBC Red Network.

After that, with the chaperoning of Ruthrauff & Ryan (which had aggressively taken on the account in 1926) Rinso began a long and blissful marriage with radio. At first, the stress was on soap operas, like *What Happened to Jane?* (1930 to 1931) and *Big Sister* (1936 to 1946). But gradually, beginning in 1936, Rinso turned its affections also toward variety and big-time dramatic shows.

In 1936 to 1937, for example, Rinso squired the Tuesday night *Al Jolson Show*, which featured such dazzling old-timers as the Mammy-singer himself, Martha Rae, Sid Silvers, Victor Young's orchestra, Pakyakakus, Frank Faye, and Zasu Pitts. That same year, 1936, Rinso sponsored *Laugh with Ken Murray*, and it featured Eve Arden, Russ Morgan, Phil Regan and Jack Oakie. Then, in 1937, it began radio's *Big Town*, an enormous Hooperating bonanza, with Edward G. Robinson as the hardboiled managing editor and Claire Trevor as his Girl Fri-

WSJS

WINSTON-SALEM

NORTH CAROLINA

Mount Airy Reidsville
North Wilkesboro Greensboro
High Point
Lexington
Salisbury Asheboro

Only ONE Station DOMINATES

This Rich, Growing 15-COUNTY MARKET
WITH
\$531,621,000*
RETAIL SALES

WSJS

The Journal-Sentinel Station

AM-FM
WINSTON-SALEM

NBC Affiliate Represented by
HEADLEY-REED CO

BIGGEST SLICE!

WGAR still delivers the largest slice of pie. WGAR leads *all* Cleveland stations in share of audience (Hooper, October '50—February '51) . . . more than the two next-best stations combined! Further proof of WGAR's popularity is the winning of the Cleveland Press Radio Poll for the *fifth consecutive year*. WGAR has the listeners. WGAR is the best buy.



SAFETY FIRST!

"So Help Me—It's The Truth" . . . WGAR has won *another* award for its series of programs by that title. Mr. J. C. Hiestand (right) presents WGAR script writer Jim Orgill (left) with the Outstanding Achievement Award of The Ohio State Safety Council. In the interest of public service, WGAR has authorized the production of these shows over 14 Ohio stations.

in Northern Ohio..



the SPOT for SPOT RADIO



DONALD C. HYDE?

The man with the pipe is Donald C. Hyde. Two men? Two pipes? Two Donald C. Hydes! WGAR's special events director (right) conducts "Ask City Hall". He is well versed on public issues and current local problems. In this instance, Donald C. Hyde (left) of the Cleveland Transit System is answering queries on public transportation. The similarity of these names is as synonymous as WGAR and PUBLIC SERVICE! Ask anyone.



CAPITAL BUY!

WGAR makes capital of news in the nation's capital with two fully accredited Washington correspondents and reporters. Kay Halle (right) and Gunnar Back bring Northern Ohio listeners the reactions of their legislators to significant events, often in their own voices, plus human interest stories. This exclusive feature is available for sponsorship.

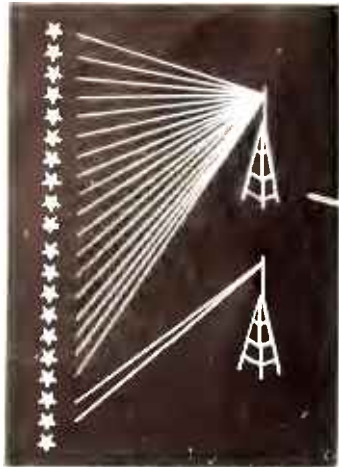
WGAR Cleveland
50,000 WATTS . . . **CBS**



RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM



Represented Nationally by
Edward Petry & Company



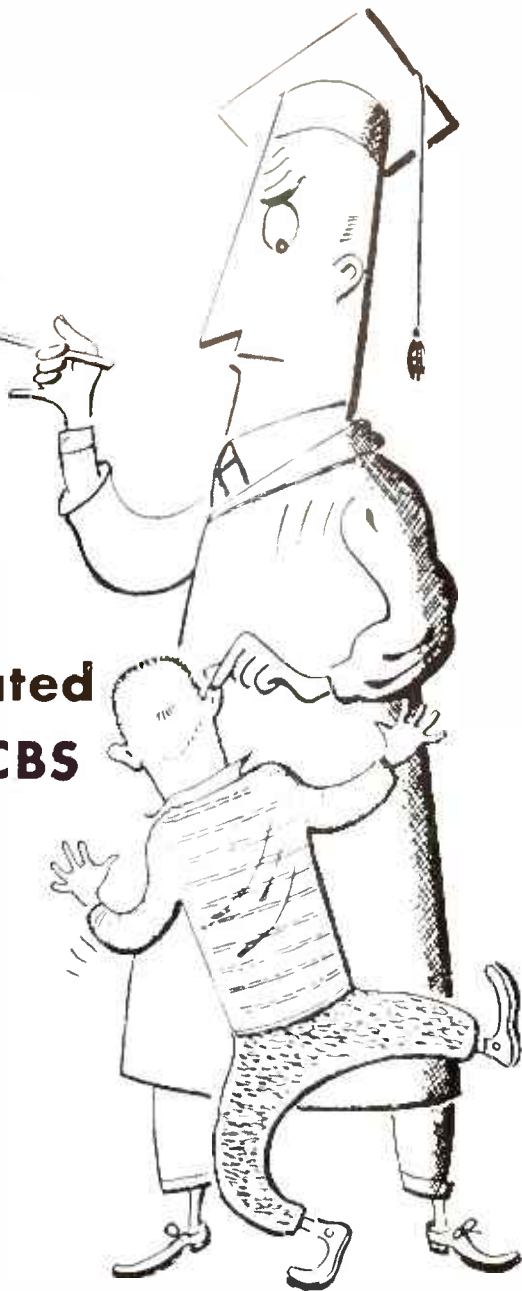
**18 of the 20 top-rated
programs are on CBS
... and in Buffalo
CBS is WGR**



*Broadcasting
Corporation*

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Lea J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry



day, Lorelei. Ultimately, in the '40's, it bankrolled such nighttime radio veterans as *Mayor of the Town* (1942 to 1943), starring Lionel Barrymore and Agnes Moorhead, and *Amos 'n' Andy* (1943 to 1951), starring, of course, the great burnt-cork jesters, who are now plying their humor for Rexall Drugs.

Rinso hopped onto the spot radio bandwagon heavily in 1942. It was then that it tried its new "Rinso white, Rinso new." singing commercial on radio stations in the New York area. "The results were remarkable," says ad manager Bloomquist. "After only six weeks, a study showed that 62% of the women questioned could identify our spot announcements. And after 14 weeks, when women in Syracuse and Hartford, Conn., were surveyed, 88% had heard it on the radio, and 80% could identify it correctly."

Unlike Rinso, Spry, the all-vegetable shortening, made its broadcast debut with announcements. When the product first came out on the market in 1936, it was only distributed on a regional basis. The problem was to build up its name, and Ruthrauff & Ryan found the answer. The agency executives noted that station breaks, which heretofore had been used entirely by watch manufacturers, like Bulova, seemed ideal for Spry announcements.

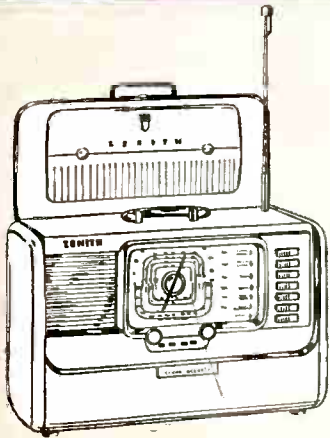
"The results," says Bloomquist, "were outstanding. So much so, that Spry used these brief announcements successfully for a number of years."

By 1937, station breaks had established the Spry brand name sufficiently for the product to take on a network show. This it did with *Aunt Jenny*, a CBS daytime series that it has continued to this day. In the interim, Spry has sponsored the half-hour quiz show, *Uncle Jim's Question Bee* (1940 to 1941), and it has participated, with Rinso, in bank-rolling the Saturday morning *Vaudeville Theatre of the Air*, starring Marty May as m.c., Dick Todd, the singer, and the comics, Kemp & Mack.

Lever, apparently, believes in intramural sponsorship of its stable of products. For some time, it even had Spry participating in *Lux Radio Theatre*. In this case, Spry was given a "hitch-hike," with the Lux show ended 30 seconds early, and this spare time devoted to a Spry commercial.

Asked whether joint Rinso-Spry sponsorship of the TV *Big Town* doesn't weaken the potency of the com-

POWER IN PERFORMANCE!

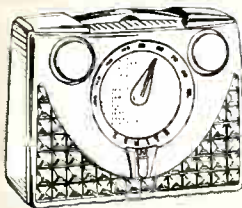


NEW ZENITH SUPER TRANS-OCEANIC

—world's finest, most powerful radio, it's in a class by itself! Designed to perform under the most difficult conditions . . . virtually anywhere, ANYTIME!

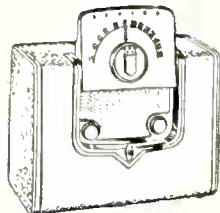
- 7-BAND WORLD-WIDE RECEPTION
- WEATHER and MARINE COVERAGE

- COMPLETELY HUMIDITY-PROOFED
- PLAYS on TRAINS, PLANES and SHIPS



MODEL "401"

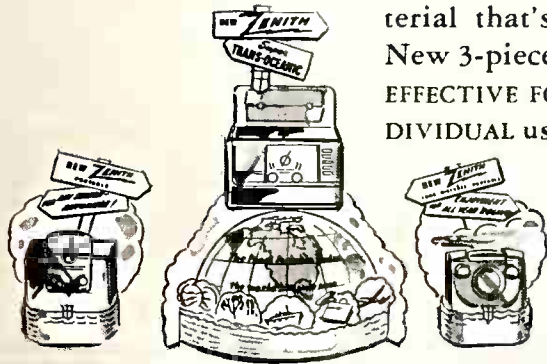
Built to OUTPERFORM any other portable in its price class! DialSpeaker design for better tone. Maroon or Gray. AC, DC or Battery.



THE UNIVERSAL

Plays even where other portables fail! Tip-Top dial is easy to read. Black or Brown leather-grained case. AC, DC, or Battery.

POWER IN PROMOTION!



Display material . . . promotion material that's *really* SALES-PACKED! New 3-piece portable display that's EFFECTIVE FOR FULL LINE . . . OR INDIVIDUAL usage. Dealer Promotion Kit . . . contains *everything* for a record-breaking Portable Year! Streamers, stuffers, hard-selling newspaper ads.

POWER IN ADVERTISING!



National ad-campaign KICKS-OFF a sales drive in your own neighborhood. The result . . . sales volume in portables that you've never realized before!

ZENITH RADIO CORPORATION, CHICAGO, 39 OVER 30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY

ZENITH
POWER
IN
PORTABLES
MEANS
ZENITH
SALES



mercials of each product. Bloomquist says: "No, because the products aren't competitive. Of course, we'd prefer individual programs for each. But the costs of TV are now so high, we feel it's necessary to foot the bill jointly, in order to make the program pay. Anyway, the one TV program is doing a good selling job for both."

At Ruthrauff & Ryan, both Rinso and Spry are handled efficiently by Lee Frierson, account supervisor, aided by Wally Rigby, account executive, and Frederic Burghard, assistant account executive. The commercial copy is guided generally by Henry A. Mat-

toon, creative supervisor, with Frank Dennis looking after TV copy, and Robin Dunham, radio copy. Rapport between all agency personnel and Bloomquist is very close.

Frierson is reported to have been instrumental in developing Rinso's famous "Bob White" singing commercial. Interestingly, while the ordinary Bob White bird tweets three short and one long whistles, radio, being a great simplifier, offers but two short and one long whistles on the Rinso jingle. The complete commercial begins with the three whistles and appends these lyrics: *Happy little washday song!*

*For a wash that's whiter
And brighter than new
Rinso washes, Rinso new!
Rinso white, whiter than new,
Rinso bright, brighter than new!
Rinso new!
Happy little washday song!*

Since last January, the Spry commercials have emphasized the product's "water whip pie-crust method"—that is, while other shortenings need to be cut into the dry ingredients, you only need to whip boiling water into Spry. On Spry's one-minute spot radio commercials, sound effects are used heavily this way:

*Three Girls: Water Whip (Brushes)
Water Whip (Brushes)
Water Whip (Brushes)
Water Whip (Cymbal)*

1st Announcer: It's here! Homogenized Spry's amazing new discovery—the Water Whip Pie-Crust Method!

2nd Announcer: It's faster . . . it's easier . . . it's surer . . . and it gives you the BEST pastry you ever tasted!

Girl: Imagine making pie dough without "cutting in" your shortening. Imagine mixing your dough in half the time. And no guess work about the water!

2nd Announcer: All you do is whip boiling water into Homogenized Spry until it looks like whipped cream. . .

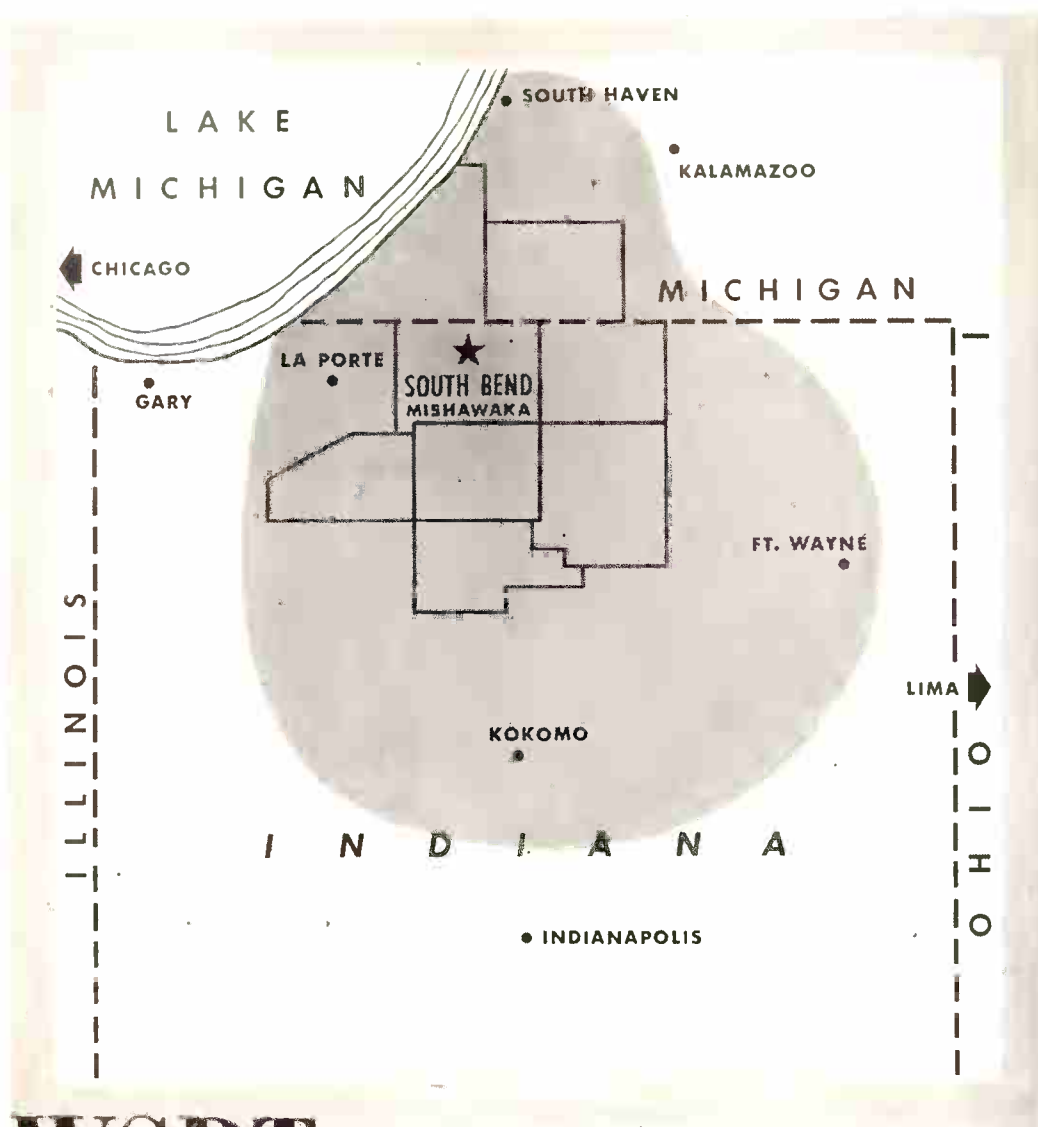
In acquiring time for Rinso-Spry's announcement time slots and participations, R & R timebuyer Stan Schloeder is primarily concerned with mass coverage in major cities. Four or five stations may be used in one market, and the emphasis is on daytime disk jockey shows and domestic shopping programs, like *Mrs. Goes A-Shopping* on WCBS. Here are typical stations that have been used for Spry:

In St. Louis, KMOX, KSD, KWK, KXOK; Chicago, WBBM, WGN, WIND, WLS, WMAQ; Philadelphia, WCAU, WIP; Cleveland, WGAR, WHK, WJW, WTAM; Buffalo, WBEN, WEBR, WGR, WKBW.

And here are typical stations used for Rinso:

In Boston, WBZ, WCOP, WEEL, WHDH; Memphis, WDA, WMC, WMP, WREC; New York City, WCBS, WJZ, WMCA, WMGM, WNBC, WNEW, WOR; Pittsburgh, KQV, WCAE, WJAS, WPIT, WWSW.

Quite obviously, Lever is happy with its long-time liaison with *Aunt Jenn*, and it's not hard to understand why. The program definitely gets Spry results from its *hausfrau* audience.



WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly \$1½ billion a year. That's what we mean by *bonus* coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



BMI

*... thanks the Presidents
of the State Broadcasters Associations
for Endorsing the BMI Program Clinics*

BMI

presents

AMERICAN MUSICANA

*An exhibit of original
manuscripts, autographs
and other musical vari-
eties*

In conjunction with the Program Clinics being held under the auspices of the individual State Broadcasters Associations, BMI has made available its exhibit of "American Musicana."

This unusual display of rare documents, shown recently at the NARTB Convention is being exhibited throughout the country, wherever Program Clinics are scheduled.

"American Musicana" is open to the general public and presented as a contribution of local broadcasters. Already shown in Springfield, Illinois, Milwaukee, Indianapolis and Ann Arbor, the exhibitions have received acclaim of civic and education leaders.

BMI has provided the physical portion of the exhibit—specially constructed display units and portable crates—as well as a major number of the manuscripts and autographs. Portions of the exhibit are on loan to "American Musicana" through the cooperation of the Foster Hall Collection, the Roger Barrett Collection and the Carl Tollefsen Collection.

Unanimous support of the 29 Presidents of State Broadcasters Associations for the plan to expand the BMI Program Clinics on a national scope is accepted by the entire BMI organization with sincere appreciation.

That the series of Program Clinics conducted by BMI in New York and other areas in the past have proved so helpful to our industry is also gratifying.

Now, with the strong backing of State Associations, Program Clinics will be conducted in all parts of the country. A Standing Committee of Presidents of State Broadcasters Associations now is actively engaged in furthering and developing the Program Clinic schedule.

Through the coordinated efforts of BMI and the individual State Associations the fulfillment of what broadcasters have termed "a genuine need of the industry" is in sight—opportunities for the exchange of views and ideas on local programming.

B R O A D C A S T M U S I C , I N C .

580 Fifth Avenue, New York 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

(Once, when Spry staged a 30-day contest asking listeners to name Aunt Jenny's new-born grand child for a \$10,000 prize, it received 554,503 name suggestions.) The program is somewhat different from most daytime serials in that each episode lasts from three to 10 days, then begins with a new story encompassing new characters. However, it sticks to the folksy formula in the sense that *Aunt Jenny*, the sage of Littletown, warns hoosier citizens against leaving town to go to nearby Metropole, a combined Sodom and Gomorrah, bristling with pitfalls.

Although it might not seem apparent at first, the radio and TV *Big Town* programs are also directed to women-folk. As one Lever executive puts it, "We use only good, clean gore for fear of alienating sensitive women. There's nothing messy about our murders."

Actually, the TV *Big Town* is directed toward the whole family. Assistant account executive Burghard explains it this way: "We have to appeal to both Mom and Dad on a nighttime TV show. Otherwise, if it had too feminine a slant, Dad would want to

turn the set to another, more robust type program. If Mom were sharing the set with him, she might be willing to agree to keep peace in the house."

This policy seems to have worked out well. The TV show gets a high Nielsen rating of 37 to 40, and, according to R & R, a 46% female listenership, which virtually equals the *Kate Smith Show*.

Of interest to other sponsors is the fact that Lever does not simulcast its radio and TV *Big Town*. Different networks and even different casts of characters are used. On radio, Walter N. Greaza plays Steve Wilson, the managing editor, and Fran Carlton, Lorelei. On TV, Pat McVey is Wilson, and Mary Kay Wells his Girl Friday. Interestingly, Steve Wilson was changed from an editor to a reporter on TV, in order to make his wide-ranging traveling seem more authentic. In fact, the TV version places far more stress on atmospheric validity than the radio one: its newspaper office furniture was exhumed from the defunct *New York Sun*, and a "spotter," Bill Markham, is hired just to discover New York landscape than can be filmed for the show in the documentary tradition of *House on 92nd Street* and *Call Northside 777*.

What of the future of Rinso-Spry's broadcast advertising? From all appearances, it would seem that Lever will stress daytime radio and nighttime TV. "We particularly like the time slot of *Aunt Jenny*," says Bloomquist, "because that daytime period is most apt to withstand longest the inroads of TV."

Moreover, it would seem that Lever is tending more to regard radio and TV as a fusion of advertising media, rather than complementary ones. In this connection, Bloomquist does not believe that the recent CBS rate slash will tend to hypo radio network sales. "With TV time and talent costs rising increasingly," he says, "the recent radio rate cut does not compensate for the total amount of money that a sponsor must spend, if he wants to buy both radio and TV." It is significant that George Duram, a leader in the ANA rate-slashing project, is media director of Lever.

Finally, in the long-range future, consider this straw in the wind for Rinso-Spry advertising. Says Bloomquist, with a heavy stress on his words: "We're *very* much interested in the vast possibilities of color TV." ★ ★ ★

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 through FEBRUARY, 1951					
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA					
TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM - 12:00 Noon	23.3	50.8	25.3	23.8	0.1
Monday thru Friday 12:00 Noon - 6:00 PM	23.3	64.9	19.1	15.7	0.3
Sunday thru Friday 6:00 PM - 8:00 PM	38.1	71.4	13.1	11.9	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	40.8	67.5	9.1	20.4	3.1

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives





"Live artist" quality is a characteristic of the new RCA Victor "Personal" radio, one of the most compact ever built.

How to hold a band in your hand!

Tune in this RCA Victor "Personal" radio —no bigger than a book. Out pour the full tones of any orchestra—so full of "living presence"—that it's like holding a band in your hand.

This compact instrument grows directly from basic research conducted at RCA Laboratories. Scientists and engineers here perfected highly efficient circuits and electron tubes—powered by compact RCA Batteries. Its built-in antenna gives peak performance anywhere—at home or "on the

road." Its miniature loudspeaker offers fine acoustical performance in a minimum of space.

Development of this handsome portable radio, weighing less than 4 pounds, is another example of RCA research and engineering at work for you. Result: a totally new satisfaction from a small "Personal" radio.

* * *

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



See the compact new RCA Victor "Personal" radio today. Model B411—now on display at your local RCA Victor dealer's.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

STILL THE LEADER

Latest Rating Gives WREN
9.7 Lead Over Next Station

— Best Daytime Buy! —



ABC **WREN**
5000 WATTS **TOPEKA**

WEED & CO. NATIONAL REPRESENTATIVES

+ Average Daytime Share of Audience, Hooper Feb.- Mar. 1951

WWDC

WASHINGTON, D. C.

is happy
to announce
that we are now
represented
nationally by
JOHN BLAIR
and Company

OFFICES IN

NEW YORK • CHICAGO • DETROIT
ST. LOUIS • SAN FRANCISCO
DALLAS • LOS ANGELES



FORD NELSON

489,000 CUSTOMERS FROM
ONE MEMPHIS STATION!

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Feb., March, 1951
Time Sets WDIA B C D E F G
M-F 8AM-6PM 20.1 26.2 23.1 19.8 16.8 12.0 5.0 1.2

WDIA, programming exclusively to a Negro audience, completely covers the 44% Negro portion of Memphis' 394,000 population and inexpensively gives you the 489,000 total Negro population in WDIA's BMB counties. The 5 other Memphis stations split up the white audience. The Hooper above proves the coverage and case histories of such QUALITY advertisers as Purex, Linit, Camel Cigarettes, Ajaga Syrup and Kellogg All-Bran prove the sensational results. Write for facts.

Radio Station WDIA, Memphis, Tenn.

Harold Walker, Com. Mgr. — John E. Pearson, Rep.

HILLMAN-MINX

(Continued from page 33)

far behind Hillman in rate of sales gain for the period in which Hillman's air advertising was heaviest.

Steel shortages abroad and the shift of heavy industry to war production means that the Hillman sales curve will probably level off. The demand for the car now far exceeds the supply. Nevertheless, Hillman is continuing its radio promotion to make its name more familiar to the American market. Participations form the general pattern of the radio campaign usually before 8 a.m. on early morning disk jockey shows, although a few evening programs are also used. Frequency varies considerably through the year on each station. Seydel says. He cites three participations weekly as the minimum in most cities.

The programs on the present schedule include *Morning in Maryland*, WFBR, Baltimore; *Morning Watch*, WCOP, Boston; *Distractions*, WCOG, Greensboro, N. C.; *Bill Layden*, KFVB, Los Angeles; *Bob Lynn*, WIOD, Miami; *Sports and News*, WGBS, Miami; *Jack Sterling*, WCBS, New York; *Skitch Henderson*, WNBC, New York; *Koin Klock*, KOIN, Portland; *Sun Dial*, WTSP, St. Petersburg; *Sunrise Salute*, KIRO, Seattle; *Dinner with Dennis*, WDAE, Tampa; *Looking Them Over and Waiting for Weaver*, KCBS, San Francisco; *Sports Roundup*, KTUC, Tucson; and *Starlight Salute*, KNX, Los Angeles.

Television is being used in Greensboro with a 15-minute film on WFMV-TV, Wednesday nights, 7 p.m. to 7:15 p.m. Hillman may expand its use of the new medium, with TV announcements now under consideration. The company is beginning experiments with radio in Canada, a ripe market for the British-made automobiles. Tests are now underway in eight Canadian cities.

The Hillman technique for spot radio has been successful in the U. S. because of the choice of stations and broadcasters. Their disk jockeys must have a good following and deliver commercials in their own individual styles. The disk jockeys are sent advertising fact sheets.

The big selling pitch in all copy is the economy theme. First, the models are priced below American makes. The Hillman sedan sells for \$1,540, accessories not included, while the converti-

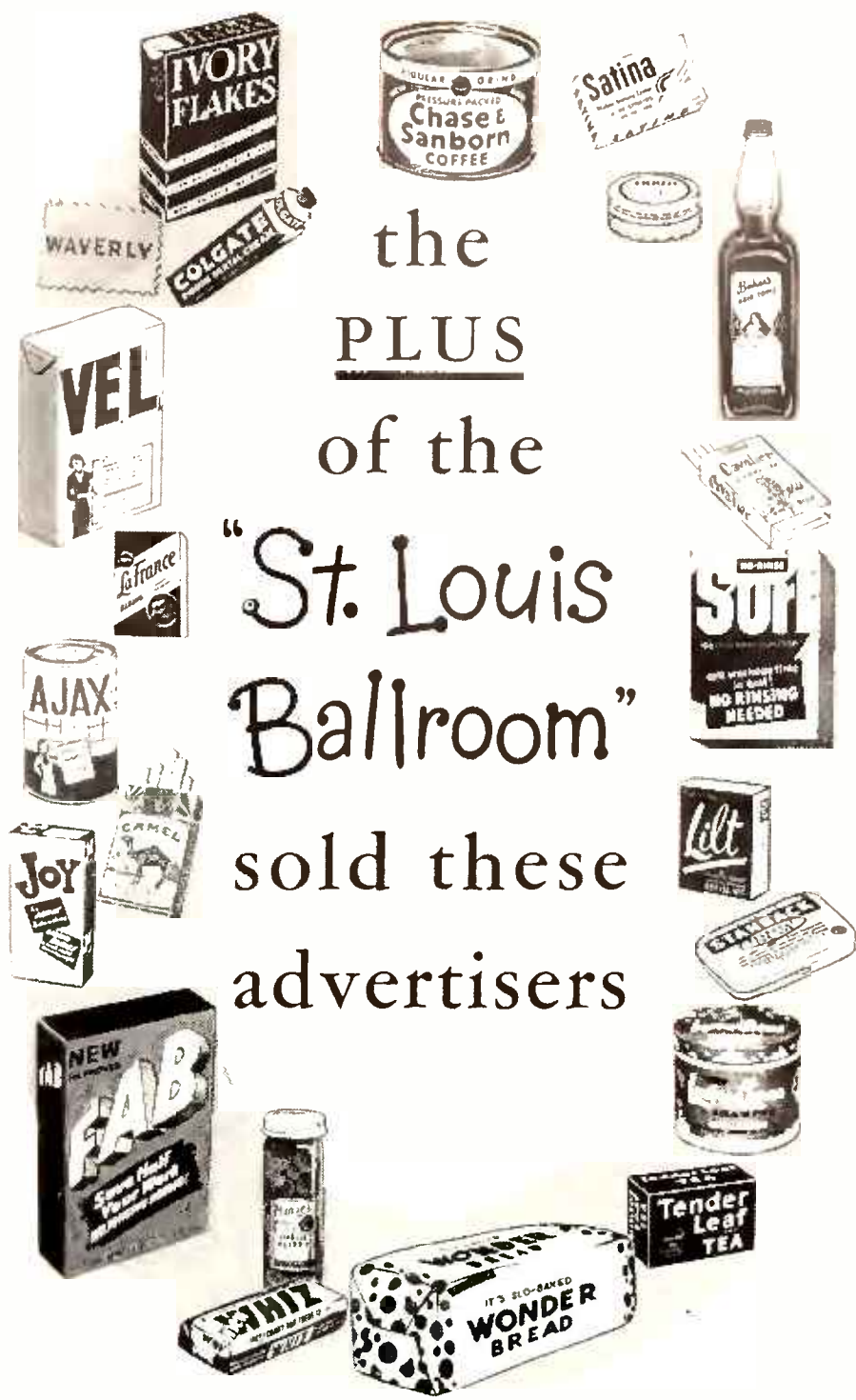
ble is somewhat higher, \$1,790. "Drive in style for less per mile," is the slogan that points up the gas consumption savings for the four-cylinder British cars. The Hillman averages 32 miles per gallon and mileage as high as 44 miles per gallon has been seen on test runs. The transmission with four forward speeds which save gas on the pickup is another economy factor. Other sales points stressed on the air include the safety resulting from an integrated body and frame of all-steel construction, plus comfort and styling.

One strong prohibition that all d.j.'s must observe is that there must be no implication that this is a midget car. Although smaller than American cars, the Hillman is still larger than the squeeze-size automobiles which most Americans do not like. Over-all length of the Hillman is 160 in. so that Rootes promotes it as a family-size car. Advantages of the smaller type car are emphasized by stressing the easy-to-park argument.

All radio advertising is coordinated with promotion efforts in newspapers and magazines. The printed media advertising frequently includes mention of other Rootes makes, Humber Hawk, Humber Super Snipe, and the Sunbeam-Talbot. For its magazine advertising Rootes use such publications as *Time*, *New Yorker*, and *Holiday* to get a distinct class appeal.

The advertising policy of this company is still in a formative stage because of the newness of its sales effort and the shifting of its market. "It really has been a great puzzle to us," says Wimbush. "When we first started out we were told that our clientele would be the three-car families. But as we analysed our sales later we found that many of our customers were one-car families. Now there is a shift back to the two- and three-car families. A Buick owner, for example will buy a couple of Hillmans for the other members of his family. The car's lightness and ease-of-handling have particular appeal to women," he says. Another tip-off to the type of market that Hillman aims for is that a large number of sales are made to people traveling abroad. The cars are ordered and paid for here, then picked up in England. Then when the trip is completed, the owner can turn the car back to Rootes who ship the car back to the U. S. at the company's expense.

Travelers worried about service problems abroad are told that Rootes



the
PLUS
of the
"St. Louis
Ballroom"
sold these
advertisers

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.



ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME
OWNED AND OPERATED BY
THE ST. LOUIS STAR-TIMES

Represented by John Blair & Co.

has representatives in 100 countries where its products are sold. The Rootes concern is a huge combination of seven manufacturers in the automotive field. Boss of this motor empire is Sir William (Billy) Rootes who rose in the tradition of Henry Ford and Walter P. Chrysler from mechanic to millionaire. His first job was that of apprentice mechanic in a Coventry motor works. Today he is the biggest employer in that bombed and rebuilt city. His son, Brian Rootes, is director for the Rootes Group in Canada, U. S. and the Caribbean that includes a sales organization of 640 distributors and

dealers. The 300 dealers and distributors in the U. S. are concentrated on the East and West Coast where most of the foreign car business in this country is transacted. The reason is a reverse F.O.B. Detroit situation. All imported cars have the same price at any port of entry. Once the car is shipped inland, the price mounts with the increased freight charges. The closer to Detroit a purchaser is, for example, the higher the price on the Hillman. Since foreign car shipments have not been large, importers prefer to build up the coastal dealers and make them strong before developing the ter-

ritory inland. Rootes does have a string of dealers across the country so that Hillman owners traveling across the country do not have a service problem. With typical British thoroughness, showroom literature includes a map of all dealers in North America.

To many an observer in the foreign car field, it has been significant that Hillman, which has been the largest radio buyer in the field, should have one of the top rankings among imported cars. Radio has not been used much by other firms except Austin which is returning to the air with participations on the John Gambling show, WOR, New York, after a long layoff. (J. M. Mathes, New York, is the Austin agency.) Austin recently concluded a series of one-minute TV announcements in New York, Boston, Seattle, and Buffalo and will probably resume this type of schedule in the fall. Plans for more extensive use of the broadcast media have been shelved because of the international scene. Newspapers are now Austin's principal medium. ★ ★ ★



GEARED TO A FARM MARKET

WIBW furnishes the "drive" that turns Kansas farm income into retail sales. That's because WIBW is an out and out farm station. Our entertainment, services, and way of selling is geared to the needs and interests of our farm friends. That's why they respond so quickly to our buying suggestions.

Sales Management 1950
 (Kansas Radio Audience—1950)

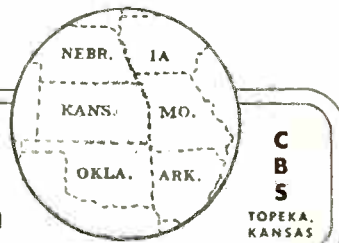
Our farm listeners control the spending of *over a billion dollars cash income.** In personal interviews these families said they listen *more* to WIBW than any other station.† That's why WIBW can shift your Kansas sales program into overdrive. Let us prove it!

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



RADIO COMMERCIALS

(Continued from page 48)

answer that EVEN with all the facts. To the best of my knowledge, no one KNOWS. But I will improvise an opinion if you tell me how often the announcement runs (frequency) and what kind of an announcement it is (technique). Some tend to get less believable and less interesting than others. For example, a cute tune should wear longer than a dramatized commercial of the "Why, Ethel, what ever did you do to your hands? They look like spun silk!" But maybe that's because phoney dialogue isn't very good from its first performance. On the other hand, a straight announcement should NEVER wear out. Once it has so imbedded itself in a listener's mind that he mentally tunes out because he *knows* what it says, the spot has done its job on him and is being aired to reach another ear. And remember other ears are available! Even the *Lux Theatre* and *Jack Benny* get tremendous audience-turnover in the course of a month of broadcasts. And the turnover a catch-as-catch-can spot announcement gets is sufficient to warrant your leaving it before many, many months after you're as bored by it as an oak tree that houses a pileated woodpecker. ★ ★ ★

STOP SUGAR COATING

(Continued from page 38)

his carefully blended—easy on your throat—longer lasting fag. There he stands with a library background—with glass in hand—showing off to advantage his 2-carat flasher. We then read that Mortimer's liquor larder is bulging with that good Old Shotgun Whiskey, composed, developed, and bunged over 16 years ago; also that Old Shotgun is what it is, because of the conscientious, untiring, and paternal care given to it by its old master distiller, who knows his cornjuice recipe.

Yes, it is this trundlebed care of Old Shotgun in a specially prepared, charred oak-staved vat (a secret with the O'Bourbon Company) that gives it that mild, smooth, exquisite, subtle bouquet, and alluring "come-on-let's-have-another" flavor. Mortimer has just returned from the hunt. His dogs are tired and so is his faithful registered, pedigreed mongrel by his side. So Mortimer pours himself a stiff snorter of Old Shotgun and poses while the candid camera man shoots Mort while the cameraman sips some of the same. Why, of course, Old Shotgun!

These two examples suffice to show the type of exaggerated piffle that bursts in on Mom as she tries to untangle one of the problems on her favorite program *The Schoolteacher Who Went Astray*, or while Dad wet-thumbs page after page in the latest copy of *His Fireside*—for men only, while looking for the concluding chapter of "Twelve Minutes Past Twelve."

What do the readers think? Do listeners to radio programs really believe what they hear? How do they react to this zany appeal for business? Is it good advertising? I doubt if anyone will ever know, regardless of all the precise research that any scientific organization could make. I would not venture a guess, but if the current reaction as expressed in some few statements that I heard can be taken, collectively, as a barometer by which to measure public thinking, I would say "there will be some changes made"—advertisingly speaking.

In a rather casual manner, I made a few notes on several little trips across town—just to sense the thoughts of the

YOU MIGHT GET A 12'8" BLACK MARLIN*

BUT ...

YOU NEED WKZO-WJEF AND WKZO-TV TO LAND BUSINESS IN WESTERN MICHIGAN!



WKZO, Kalamazoo, and WJEF, Grand Rapids, catch the biggest radio audience in Western Michigan. In their home cities, listener-preference is so heavy that we've even quit subscribing to Kalamazoo Hoopers! Out in the country, 1949 BMB figures give WKZO-WJEF a 46.7% increase over 1946 in unduplicated Daytime Audience—a 52.8% increase at night! Yet WKZO-WJEF's combination rate is 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

When it comes to television, WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. Coverage includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars! WKZO-TV telecasts to more receivers than are installed in such metropolitan markets as Atlanta, Kansas City and Rochester. WKZO-TV, Channel 3, is first choice on most of the 120,269 sets within the .1 MV line.

Write direct or ask your Avery-Knodel man for whatever facts you need!

**In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WJEF Top 1 IN GRAND RAPIDS AND KENT COUNTY (CBS)	WKZO-TV Top 4 IN WESTERN MICHIGAN AND NORTHERN INDIANA	WKZO Top 4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)
--	---	---

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
Avery-Knodel, Inc., Exclusive National Representatives

**NORTH CAROLINA
IS THE SOUTH'S**

No. 1 STATE

AND

**NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

**NBC WPTF 50,000
WATTS
680 KC.**

• ALSO WPTF-FM •

**AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, Inc.**

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen
to WPTF Than to Any
Other Station

buying public. In a somewhat covert manner, moving here and there, in stores, on the street, in hotels and cafes, on buses going to and from my home, I heard what a small cross section of my city of about 500,000 is thinking. Want to hear the intake? Briefly, here it is:

"Sure I heard what she said, but it's just so much advertising. I tried it just the way she said and look at me." "Ah, he's paid real money to say that." "I'll bet a dollar that she never used that lotion." "He's not telling the world anything new." "That's all hog-wash." "I don't believe in advertising anymore."

No, this hearsay is not a criterion by which to measure the total reaction of the buying public. But it does denote what may be taken as a fair sectional sample that shows how much reliance is being placed on all these high-blood-pressure adjectives and pre-treated testimonials in radio, newspaper, and magazine advertising. That the buying public is becoming wary and weary with all this veneered approach to their pocketbooks is quite evident. If you keep your ear close to the ground whereon the buyers tread, while shopping, you'll find the foregoing statement rings true.

No, dear little vivacious, loquacious Mercedes is not to blame, nor is Mortimer, tired after a day's hunt. They are both on the payroll. The prime fault lies with the advertiser who is guilty of too much thin thinking about how the public is accepting all this sugar-coated jargon. The answer to this reaction, which is growing, is a revision of copy. The remedy, first of all, must be actuated by a desire to produce advertising—simple statements of facts—all wool and a yard wide—without all these high pressure adjectives and testimonials—without the bombast of a cheap sideshow barker with tongue in cheek when it isn't wagging. Radio is chock-full of it.

This should be a good time for an old-fashioned bonfire of adjectives in copy and testimonials from the persona grata—deluxe editions, or for the advertising agencies and others to sponsor an "adjective-less" week. To be sure I believe adjectives are necessary in advertising, but I like to hear and see them used sparingly, and not just to fill time and space, or because they sound "pretty."

**Over
160,000
Sales***
IN ONLY 15 WEEKS

*** A 15c Item In
43 Retail Outlets**

For the complete story
Contact any

BRANHAM COMPANY
• OFFICE •

OR
WABB
MOBILE, ALABAMA

Vacation Time

Wheels, wheels, wheels
Clickety clack—clickety clack
Fun — on the run
Wheels, wheels, wheels
Clickety clack—clickety clack
Home again — tired
Routine again — routine again
Wheels, wheels, wheels

Get wheeling on the

The Art Mosby Stations



KGVO-KANA
5000 Watts
Night & Day
MISSOULA
250 Watts
Night & Day
ANACONDA
BUTTE

MONTANA

THE TREASURE STATE OF THE 48

I feel the same way about adjectives and testimonials as I do about a baseball game. A nine-inning game gives me my money's worth, and I like to get up and stretch in the seventh inning, but I don't care for double-headers. They are just nine innings too long for my enjoyment.

Maybe you don't agree with me, but out of curiosity, why not get out that old dictionary and look up some specific definitions?

Adjective. "An adjective is a word used with a noun to denote quality." But the dictionary doesn't say anything about countless words of similar meaning used with a noun."

Testimonial. "A testimonial is a token of regard and admiration in acknowledging a service rendered." Usually given as a token of esteem without regard to reward or compensation. It doesn't demand a price. ★ ★ ★

MEN, MONEY & MOTIVES

(Continued from page 6)

common this season. You feel that nothing stands between you and disloyalty to radio but a bit of *crepe de chine*?"

"Yes, yes, you've been opening my dreams."

"You're jealous of not having a plunging neckline at your station?"

"Well," mused the patient, "there's our receptionist."

* * *

"Now think carefully," said the doctor, "do you recognize among the smirkers in your nightmare funeral any prominent agency time buyers?"

"There's one. Marshalk & Pratt. They keep challenging the corpse to get up and fight."

"But no other agency time buyers are at your funeral?"

"Why, no."

"They seem to have ignored your funeral altogether?"

"Yes."

"Does it occur to you you're not dead at all?"

"Not dead at all! But the trade press—?"

"Do you have a single terminal symptom? How did you feel in 1950 as distinct from 1949?"

21 MAY 1951

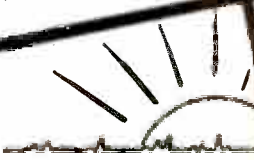
"Night and Day"

WOW-TV

Leads!


NIGHT

**WOW-TV LEADS IN
19½ OF THE 31 HOURS
it is on the air!**



DAY

**WOW-TV LEADS IN
20 OF THE 32 HOURS
it is on the air!**



Let us **PROVE** to you that **WOW-TV** has the **LARGEST** audience nearly $\frac{2}{3}$ of the time — *Both Day and Night!*

- Yes... ask us to **PROVE** it. This is no "guess-work" claim. It is based on a thorough, well-planned "Telephone Coincidental Survey," covering about 3% of the TV set-owners. This is the **FIRST** survey ever made in this market giving information so complete.

Full details of this survey — how it was carried on, the questions that were asked, the number of set-owners responding in each hour, and their answers — all these, and other important data, are available to you in our presentation of the Survey, sent at your request.

You *can't* judge the Omaha area TV market (now **OVER 75,000** sets) without this vital information — these **FACTS**. Write, wire or telephone to **WOW-TV**.

WOW-TV

CHANNEL 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400
OMAHA, NEBRASKA

Frank P. Fogarty - General Manager John Blair TV - Representatives

"Well, I had a lot more spots before my eyes."

"You mean, spots with dollar signs?"

"Oh," said the patient, light dawning. "I see what you mean."

* * *

"Ever hear about the savage tribes in Africa?" asked the doctor, "They put the curse on an enemy, announce that at a certain hour of a certain day he will die."

"And does he?"

"Sometimes. That is, if he believes the curse. Then he dies. If he doesn't believe the curse, if he is too busy-planning his own future to believe in

witchcraft, he goes right on living."

"Well, thanks, doc," said the patient, rising and reaching for his hat, "guess I'll do the same." ★ ★ ★

NETWORK RADIO FUTURE

(Continued from page 26)

told SPONSOR. But others modify that prophecy by saying that advertisers will eventually be dealing with just two surviving networks.

On the basis of the shifts underway today, veteran radio people believe that sponsors will be dealing with a different type of network radio in the fu-

ture. These are some of the trends they see coming:

1. The network's position will weaken as the individual station's position grows stronger. Affiliates, stung into action by the recent rate cuts, will be asking—and probably receiving—more time from the networks to sell at the national spot rates.

2. Regional networks like Don Lee will continue to thrive since groups of stations in particular areas of the country will be vital to advertisers. Such non-link setups as Keystone will also prosper.

3. Networks will offer advertisers more flexibility in the ways that time can be bought and stations lined up. Flexibility will be evidenced in other directions, too.

4. Programing will continue to shift to low-cost formats such as mysteries, news, music, and sports summaries.

Sponsors will find more and more time available for economical saturation campaigns. One broadcaster cites this example of how networks changed their attitude on the short periods of broadcast. CBS permitted a five-minute news strip during the evening hours only as a wartime emergency. After the war ended, the program was dropped because the network did not want to break up half-hour segments. Now, with fewer half-hours sold, the networks are eager to sell the smaller segments.

Nielsen has shown that a great number of listeners can be reached over a week's time by using a number of different shows with unduplicated audiences. More advertisers are expected to follow the strategy of the large soap companies which fill the air with 15-minute shows at different times. Sponsors with smaller budgets can apply this tactic, one network official says, by using the five-minute and one-minute segments.

Network announcements often enable the advertiser to buy more stations for less money than if he buys them individually; this type of buy also has an appeal to agencies because they are saved staff work in lining up stations for a national spot campaign. Naturally, such a trend is meeting heavy opposition from the stations and reps whose income could be cut drastically by this development. As a counter argument, one network suggests that a network saturation campaign

WBNS gives you this rich portion of sales producing Ohio.



This is a big chunk of prosperous Ohio territory you sell when you advertise on WBNS. There are 187,980 WBNS families with an income of \$1,387,469,000. WBNS covers the market at lower cost to advertisers.

A test will prove to you that you get the best results in central Ohio radio when the station is WBNS.

ASK JOHN BLAIR
NATIONAL REPRESENTATIVES

WBNS

PLUS WELD-FM

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO

will bring in new money for the stations that they would not otherwise receive for national spot campaigns.

In buying shows for this fall, advertisers will find an absence of high-priced Hollywood talent. Most broadcasters see less expensive packages definitely in the cards. Although NBC is announcing plans for *The Big Show*, the network's new economy wave may easily force abandonment of this expensive entertainment. Eventually, low-budget efforts such as mysteries, music, and sports will be the network's program diet.

"When a sponsor wants to present comedy or variety shows he will use TV," one broadcaster predicts. Mutual, with its present emphasis on low-budget programs, appears to be in good shape for this transition.

When industry "prophets" are asked whether advertisers will be interested in such plain programming fare, the answer is, "Yes. When compared with the \$70,000 per hour time charges predicted for TV in 1955, low-cost radio shows will always have buyers."

Another change that is predicted for network radio is greater flexibility in the way advertisers can buy stations. Sponsors expect the networks to permit more tailor-made networks such as the hookup that Mutual arranged for Bab-O recently. The time may come when, if an advertiser wants Mobile instead of Birmingham, he will be able to buy it without paying a penalty. The networks are hesitant about going along with such predictions. They say there is a point where a network can become so flexible that it is no longer a network. One official says ruefully, "Some advertisers' idea of flexibility is a hookup that avoids all markets where there are now TV stations."

Other ways that greater flexibility may be seen is in product acceptance. Radio has long had higher standards than other media; now the more stringent restrictions may be eased. There is already greater freedom in the advertising of deodorants. Laxatives are being mentioned more frequently on some networks. Length of commercials may be increased beyond the present network limitations.

If weakening of the networks takes place, advertisers will be dealing more and more with the stations, which can point to prosperity currently; their time sales are at an all time high and there are waiting lists of sponsors at a



Keeping Steady Company with an Influential Fellow

"That fellow has pull," writes Mr. Frank Bishop, Sales Manager of the Dimond Motor Company, to station KATO, Reno, Nevada. "We've just rounded out our first quarter of keeping company with Fulton Lewis, Jr. and we are more than satisfied with our recent '51 Dodge campaign. I want to authorize you to continue with 'this is Fulton Lewis, Jr. speaking for Dick Dimond, your friendly Dodge-Plymouth dealer.'"

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

number of stations, though there may be mortalities among the weaker stations, the outlook is cheerful contrast to the gloom in some network quarters. Many stations expect to get more time back from the networks since there are fewer programs to carry at the 35% rate than they average to their outlets. The stations believe that there will be a lot of advertisers to buy as much time as the local outlets can make available. The stations are happier, of course, receiving a 100% rate for that time.

Repears one affiliate: "Advertisers are now dealing with affiliates with a different psychology, a new feeling of our importance. What is most important for the sponsor is the way the local stations have developed the manpower to do a good job of programming on their own."

The affiliates were stung into action by the rate cut move. The committee they formed under the leadership of Paul W. (Fritz) Morency may become a permanent organization. Checks to support a permanent organization are

coming to treasurer George Storer by the score. Groups throughout the U.S. are protesting the cuts in various ways (see "CORN in the Northwest," page 84).

The loudest complaints among the stations are those in the non-TV areas. The action taken was particularly unjust to them, they assert. In analyzing the broadcasting picture over the entire country, stations are advancing all kinds of reasons for the cut. Some feel that CBS and NBC are spending too much time fighting each other rather than going after new business. Others maintain that it is because the television buildup is in full swing, and the networks have shifted their energies towards what they believe will be their greatest source of revenue in the future. Stations are still maintaining that the networks should never have bowed to the ANA demands since radio continues to produce powerful sales results.

One timebuyer drew this parallel. "Radio's reduction of rates is akin to *Life* cutting rates and consequently folding because *Look* came into being with a large circulation and much fanfare."

Advertisers will be asking for further cuts, one advertising manager of a drug firm predicts. "By reducing their rates, the networks have set a precedent. What happens when TV has 40% to 50% penetration?" he asked.

The rate reduction was praised by a number of advertisers who said that the rising cost of TV made it difficult to use both radio and TV at the same time. Radio, by cutting its rates, enabled advertisers to continue their use of AM, they argue.

This cut in network radio rates is not necessarily the beginning of the end for the national organizations, some radio officials say. Their argument is that since networks fulfill a need for advertisers, the networks can survive and prosper if they revitalize their operations. These steps are urged:

1. Radio is in a strange position as the great uncounted medium with its out-of-home listening and secondary sets in the home still unmeasured except for specific markets where researchers such as Pulse have made studies. A nationwide effort with all the networks and stations working together is needed. Unified plausible re-

It's
"TELEWAYS"
for
SUCCESSFUL
Transcribed
Shows

Transcribed and ready to broadcast:

RIDERS OF THE PURPLE SAGE
156 15-minute top western musical programs

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

TOM, DICK & HARRY
156 15-minute programs of music and chatter

MOON DREAMS
158 15-minute romantic musical programs

CHUCKWAGON JAMBOREE
131 15-minute programs of good western music

STRANGE WILLS
26 half-hour dramatic programs

DANGER, DOCTOR DANFIELD
26 half-hour exciting mysteries

BARNYARD JAMBOREE
52 half-hours of good hill-billy music

STRANGE ADVENTURE
260 5-minute stories of interesting adventure

OR

**Custom-built Transcribed Shows,
Spot Announcements and Singing Jingles**

For Free Auditions and Prices Write

TELEWAYS **RADIO PRODUCTIONS, INC.**

8949 Sunset Boulevard, Hollywood 46, Calif.
CRestview 67238 BRadshaw 21447

***we
hate
to brag.
but . . .***

- 1** You said you loved our 1947 Fall Facts Issue.
Our 1948, 1949, and 1950 Fall Facts Issues, too.
- 2** We say you'll be even happier about our
5th Fall Facts Issue (out 16 July)

sooo, a tip to stations . . .

You'll get your money's worth and then some when
you tell your story in the
Fall Facts Issue, *read* and *used*
by every decision-maker on your list.

SPONSOR

THE USE MAGAZINE

Get the full story on the Fall Facts Issue without obligation
by calling or writing your nearest SPONSOR office:

Norm Knight—SPONSOR • 510 Madison Ave., New York 22, N. Y. Murray Hill 8-2772

George Weiss—SPONSOR • 161 E. Grand, Chicago, Ill. Superior 7-9863

Ed Cooper—SPONSOR • 6087 Sunset Blvd., Los Angeles 28, Cal. Hillside 8089

HITCH YOUR PRODUCT TO A K-NUZ RADIO RANCH STAR



Walter Colvin
as **Joe Chrysanthemum**
on **"Spinner Sanctum"**

2:30 to 4:00 P.M., Monday through
Friday

National and regional com-
pany you keep on "Spinner
Sanctum":

Alaga Syrup
Doubleday & Co.
Fair-Maid Bread
Hadacol
Hellman's Mayonnaise
Jax Beer
Lone Star Beer
Pepsi-Cola
Robert Hall Clothes
Southern Select Beer

(Plus a choice list of local advertisers)

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. BOX 2135
TWX HO 414



search on behalf of all radio and all networks would help.

2. The trend towards low-cost programming does not mean that entertainment has to suffer. Expensive Hollywood talent is not the only way to hold audiences, as many a local station has found in developing programs that have high showmanship or are close to interests of its community.

3. The bigger BAB offers networks an excellent opportunity to get rid of the promotional febleness that has characterized all radio, including the networks. Consolidated presentations based on consolidated thinking is called for. The networks haven't yet decided to do right by BAB.

4. The networks can profit handsomely by using the techniques of magazines such as *Life* in merchandising. Individual stations, WLW or WWL, for example, have gone a long way with hard-hitting merchandising strategy. CBS has made some good starts in this direction.

5. Salesmen must be trained, the way firms like National Cash Register prepare their representatives, to do a thorough, creative selling job. To illustrate network sales apathy, the spokesman of a large drug firm told what happened, or rather did not happen, after he dropped a long-time radio show. The advertiser has \$500,000 to invest. He continues to be sold on radio and is just waiting for the right buy to present itself. But net radio salesmen are slow in calling on him.

Probably more important than all these specific approaches is the basic sales principle that the networks themselves must have full faith in a medium that has more listeners now than at any time in history. The pessimism in certain network quarters is the surest way to weaken an advertising force that penetrates 95% of all homes with a persuasiveness beyond question. ★ ★ ★

TV AND GARDEN B.O.

(Continued from page 31)

confirms the foregoing indications that TV is not the ogre many sports promoters claim it is. Here are the highlights. They represent the 1,116 answers from a total of 2,000 questionnaires sent to viewers who requested Garden scorecards. In other words, the sample consists of Metropolitan New York sports fans who have TV sets.

Think
FIRST
of
"CANADA'S
FIRST
STATION"

In the big Montreal area—
one of the best markets in
Canada — CFCF gives you
maximum coverage and the
friendly listenership of in-
creasing numbers who prefer
"the Station of the Stars".

Many distinguished advertisers
agree "It's easier to sell
through CFCF".

U. S. Representative: Weed & Co.



MONTREAL



5,000 Watts Full Time

John H. Phipps, Owner
L. Herschel Graves, Gen'l Mgr.

FLORIDA GROUP
Columbia
Broadcasting
System

National Representative
JOHN BLAIR AND COMPANY

Southeastern Representative
HARRY E. CUMMINGS

Let's
Look At The
**VITAL
STATISTICS**



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

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

When clients get fussy—want more for their dough

Here are Toledo statistics—you should know.

In Toledo are people—300,000 we find

98% have a radio plus retail buying in mind.

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

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



Represented Nationally by KATZ

TV the following sports events?" (Some fans were not interested in certain sports at all—whether on TV or in person: tennis, for example, ranked lowest in general appeal with 61% not interested.)

Among the eight sports investigated, a pattern emerged. Four showed up most strongly as in-person sports; the other four were preferred on television. Ranking of the predominately "rather attend" sports went like this:

Baseball	83%
Basketball	61%
Hockey	61%
Football	48%

The following percentages of people preferred to watch these sports via video:

Boxing	68%
Track	42%
Wrestling	40%
Tennis	24%

An interesting sidelight on peoples' preference for watching sports at the arena or over television: each sport gains more in-person adherents as TV ownership lengthens. All, that is, except for tennis. Strangely enough, 35% of those who had owned sets a year or less preferred to attend a tennis match in person—with the percentage falling off drastically for owners of longer standing. Set owners with 13 to 23 months experience who preferred to attend tennis matches comprised only 14%. Those with over two years experience comprised an equally low 17%. Tennis is apparently one of those atypical sports with its own special problems.

While at the outset TV adapted itself to an already established pattern of spectator sports, it's now reached the stage where it influences that pattern. This is pointed up by the fact that 81% of those quizzed in the WPIX survey reported seeing at least one new sport on TV. Further (and more important to promoters) 37% had actually attended this new sport. Another 42% said they'd like to.

Top mention in the "saw it first on TV" category was wrestling and the roller derby, the latter strictly a TV-made sport. Both have been featured heavily in New York sports telecasting. After seeing the roller derby initially on TV, 41% subsequently went to watch. Among the new wrestling fans made by TV, 35% actually went to see it in person.

Wrestling and the roller derby point up the most valuable function of television to the promoter: sparking inter-

est in the lesser-known sports. The dollars-and-cents value of filling Madison Square Garden's 17,000 seats for every event, instead of just a few thousand, is obvious. Properly handled, there's no reason why 17,000 of New York's more than 2,000,000 TV-set owners can't be persuaded to attend each Garden event in the flesh.

These results of the WPIX survey made by Hewitt, Ogilvy, Benson & Mather are the station's best argument for another season of television from the Garden. It had no problem selling last season's \$500,000 package and should have no problem with next season's—if the rights are for sale. Melville Shoe (Thom McAn Shoe Stores), Webster Cigar Company (Webster Cigars), and Standard Brands (Instant Chase & Sanborn Coffee) have first refusal rights on the next such deal. A shift in media strategy has put Standard Brands out of the running for next season.

Although no exact figure on this year's rights cost is available, trade estimates put it at \$150,000 to \$200,000. Balance of the \$500,000 went for time, announcer and technical talent.

KXOL

FORT WORTH'S

leading independent

JOHN E. PEARSON COMPANY

Originally, the Local Chevrolet Dealers Association contracted for half the 120 events—at a cost of \$250,000. Webster and Standard Brands picked up a tab of \$125,000 each.

Prospects for a repeat performance by the Garden and some or all of this season's sponsors are considered bright. Results of the WPIX survey and experience with many types of sports add up to the conclusion that TV most frequently supplements, rather than robs, the box-office. No one applauds this more than the happy sports sponsor and the telecasting station. ★★ ★

DUFFY ON NETS' FUTURE

(Continued from page 27)

Magazines—Magazines showed an even more significant growth. In 1929, total advertising revenue was \$186,000,000. In 1950, it was \$430,000,000.

—almost two and a half times the 1929 volume. Put on top of this the fact that radio advertising increased in 1929 from \$25,000,000 to \$370,000,000 in 1950, and you have a picture of what can happen in the United States in these days of competitive selling even though this entirely new medium—radio—now takes a large percentage of the advertising dollar. The question now is, "What will television do to network radio?"

In a recent survey which we made at BBDO on leisure time, we stated that "those who anticipate . . . a blackout of radio listening, magazine and newspaper reading, and other leisure time activities at the hand of television are due for a disappointment. Without detracting in the least from the impact of television, we can conclude that other activities are far from dead."

"As for radio, 67% of those in television homes listen to the radio as compared with 87% listening to radio in non-television homes. Despite this decrease in homes which have television sets, those who listen to their home receivers devote an average of two hours and 10 minutes a day to this leisure-time activity."

It is true, perhaps, when television reaches out into every market, that network radio at night may be very seriously affected. But this situation does not prevail now. Daytime network radio will probably never be as badly affected as nighttime. Again, because of low costs and greater coverage, network radio will no doubt be used as a selective medium by many advertisers.

In view of these comments and figures, the fact remains that network radio will be judged on what happens to it as a medium for producing sales. In the final analysis if network radio can continue to produce sales for advertisers, it will be important as a medium. However this question can not be answered right now. From a practical viewpoint we also have to consider television costs. If television costs get out of line, it may not be economical for certain advertisers to use television in a big way or in a manner that would be productive of results. In such an instance there may be a shift back to radio. One should remember that for a temporary period in the early 1930's when radio was making its biggest gains and we were in a depression period, newspapers and magazines suffered. However, they

To One Million People CBS Means WDNC

DURHAM,
North Carolina
5,000 WATTS
620 K.C.



PAUL H. RAYMER, REP.

Only
Rochester
STATION
GAINING

- in AUDIENCE
- in TIME SALES

And Our Low Rate Card Remains Unchanged

1280 KC 5000 WATTS

WVET
MUTUAL

IN ROCHESTER, N. Y.

Represented Nationally by
THE BOLLING COMPANY

A value . . . **PLUS**
in "BRUSH CREEK
FOLLIES"



with
**HIRAM
HIGSBY**
on
**KMBC
KFRM**

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!
PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse!
PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!



• • • 6th oldest CBS Affiliate • • •

Mr. J. A. Reilly
Armour and Co.
Chicago, Illinois
Dear J. A.:

Shore wuz glad ter see Marrene when she wuz in Charleston, West Virginny, fer Miss Wisconsin Cheese. Us jolks at WCBS is al-lus glad ter see a purty gal, 'specially effen she's merchandisin' sumptin' fer one uv arr sponsors. Incidentally, J. A., yuh shore got STARS OVER HOLLYWOOD on th' right station in Charleston. Th' latest Hooper shows thet WCBS has 43.1% uv th' audience fer th' total rated periods an' they's fire radio stations in own! Now ain't thet sumptin' ter crow 'bout?

Tell all yur frens at th' agency thet WCBS really delivers th' lisseners in Charleston, West Virginny!

Yrs.
Algy

W C H S
Charleston, W. Va.

quickly recovered when things began to settle down and the advertiser could take a more objective look at all competitive media. ★ ★ ★

KATE SMITH'S 20 YEARS

(Continued from page 37)

Smith approach. A stream of "firsts" are attributable to the full-hour variety program she began in 1933. Collins was the first to sell the antagonistic movie industry on condensing new films and previewing them with the original stars on Kate's show. Ben Bernie and Kate Smith initiated the now common practice of guest appearance exchanges between radio stars of rival networks.

Collins put an unknown group called *The Aldrich Family* into the middle of the variety hour, starting the serial on the road to sponsor recognition. Kate developed the idea of "taking" her audience to a different city each week. Her programs were the springboard to fame of Abbott and Costello, Henny Youngman, Harry Savoy, Harvey Stone, and many others. About the only things in the program format that didn't change over the years were the familiar sign-on and sign off.

4. *What's the difference in her AM and TV selling techniques?*

When General Foods sponsored Kate's radio variety show—1937 to 1947—the commercial copy was written especially for her. In addition, the advertiser gave his star the right to make any changes in the copy she wished. On her TV program, Kate and Collins have the right to refuse products, but the sponsor of each product they accept may use a testimonial by Kate Smith. Actually, a 15-second introduction to the TV commercials is the extent of her involvement. She does not give the pitch personally as was the case in radio.

5. *What philosophy underlies her client-agency relationships?*

There is a third steadfast policy.

Says Collins: "It is extremely important to sell the products sponsoring the broadcast. Consequently, we spend a lot of time conferring with the agency involved on how to get the biggest sales. Except for the cigarette sponsor, all of our agency relations have been of the best. We have always done everything we could to keep the sponsor-agency relationship a happy one. We have found that by taking this at-

titude the agency and the sponsor extend more cooperation."

Miss Smith's realistic evaluation of the purpose of air advertising coincides with that of sponsors—hers and others. "Fundamentally," she told a SPONSOR reporter who interviewed her in NBC's Hudson Theater during a rehearsal session of her video show, "the media—AM and TV—present entertainment and/or information to promote sales."

From that level-headed analysis we proceed to an account of her two decades of broadcasting to promote sales.

The story of Kate Smith's fabulous career begins with "Kated," the hypothetical corporation named for her and Ted Collins, her partner-manager. It came into being in 1930 and has been functioning ever since—on the strength of an oral agreement based on friendship and faith in each other's integrity. Neither has had cause to complain.

Kate, just 17 at the time, was doing moderately well as the singing comedy lead in a play called "Flying High." Ted, sales manager of a phonograph recording company, was so impressed by the beauty and perfect pitch of her contralto voice he invited her to make some records for his firm. Unlike the self-appointed comedians in the show, he didn't pull any gags about her size. That and his genuine interest in her vocal range of two and a half octaves impelled the sensitive girl to burst into tears of gratitude. The potential personality and the man destined to develop that personality became a team then and there.

The "then"—1930—was a year of important radio expansion. Plans for Radio City were on the drawing board. William S. Paley, the new president of the Columbia Broadcasting System, was cooking up competition for the older National Broadcasting Company. Broadcasting was becoming a big business, with prospects of rich rewards for ideas and initiative.

Under Collins' guidance, Kate's growing popularity led to several guest shots on NBC and an offer from CBS—the program described in the first paragraph of this article. The CBS time slot was available because nobody else wanted it. For the competition opposite was *Amos 'n' Andy*. Another tribulation concerned Kate's accompaniment, the network providing only a five-piece band for that. Ted added seven musicians and paid them

out of the salary from his recording job.

The show rolled on, and in a few weeks they had to hire three secretaries to handle Kate's fan mail. That was a strong contributing factor in selling the program to her first sponsor—La Palina cigars—who carried it for three years at a weekly cost of \$5,000 for the package. (Kate did not handle the cigar commercial personally as she did in the cigarette show referred to above by Collins.)

That marked the end of the quarter-hour series. The next year Hudson Motors sponsored Kate Smith's first hour-long radio series. At the end of the second year, the show was switched to the Atlantic and Pacific Tea Company. In 1937 General Foods took over for a decade.

Seven years after Kate's debut as a radio singer, Ted again did the unexpected and cast her in the role of a daytime commentator. Her *Kate Smith Speaks* cooperative strip is now on Mutual, may move to NBC. The deal is currently in the negotiating stage.

Kate Smith Sings, also a 15-minute strip on MBS, involves Kate and Ted doing a d.j. routine with her recordings. According to Collins, this stanza is slated to become a series of syndicated platters to be offered locally.

Ted's managerial brilliance, or luck,

as some people call it, has delivered the goods again, and Kate has stepped from a declining radio rating to a top television position. By getting on the air early in the development of afternoon broadcasting, the Smith-Collins team was able to get the cream of the markets. The program boasts a weekly talent budget exceeding that of such NBC-TV productions as *Four Star Extra* and *Your Show of Shows*. Its success has led to Kate being scheduled for a weekly full-hour night session on NBC-TV next fall.

During her 20 years on the air, Kate has received a list of awards that makes her one of the world's most cited women. Her World War II activities included travelling nearly 52,000 miles to entertain the men and women of the Armed Forces: christening merchant ships and Army bombers—one of the latter being named for her; prevailing on 25,000 other Smiths to donate blood to the Red Cross; and selling a total of \$500,000,000 worth of war bonds—more than any other single person—with a series of round-the-clock radio appeals.

The celebration of her two decades of broadcasting—1 May—was commemorated by the presentation of a special Red Cross citation for "distinguished humanitarian service" signed by President Truman, and by her induction into the Radio Pioneers Club by H. V. Kaltenborn.

Kate Smith and Ted Collins have come a long way in those 20 years. The two have sometimes been compared to Svengali and Trilby, but the analogy is without justification in fact. From the start, Ted classified Kate as "a natural talent, of which there is never more than one in a generation in any given field. There was one Babe Ruth. There was one Knute Rockne. There is one Kate Smith." Instead of trying to create synthetic qualities, he encouraged her to rely on her innate characteristics. As a result, Kate Smith sounds sentimental because she *is* sentimental; she sounds sincere because she *is* sincere; she sounds friendly because—underneath the defensive veneer necessitated by thoughtlessly sadistic barbs—she *is* friendly. ★ ★ ★

510 MADISON

(Continued from page 13)

dience move from radio to TV in this area? Here is what the record shows:



"Boy, am I happy. Latest Elliott-Haynes survey of the Greater Vancouver area—the one-hundred mile radius—gives me top billing. Yet I'm always first or second right in Vancouver, too."

**TWO TOP
CBS STATIONS**

**TWO BIG
SOUTHWEST
MARKETS**

**ONE LOW
COMBINATION
RATE**

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

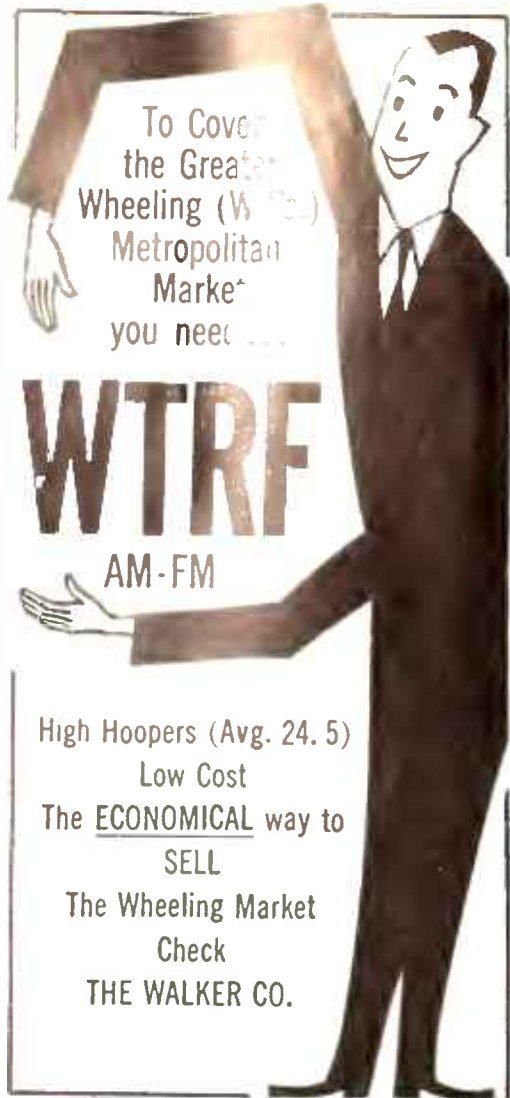
When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

To Cover
the Greater
Wheeling (W. Va.)
Metropolitan
Market
you need

WTRF
AM-FM

High Hoopers (Avg. 24.5)
Low Cost
The ECONOMICAL way to
SELL
The Wheeling Market
Check
THE WALKER CO.



*Greater
Kansas City's
only
50,000
Watt Station*

KCMO

810 kc.

10,000 WATTS NIGHT

National Representative
THE KATZ AGENCY

Sets in Use in Nashville (before TV)	
Jan-Feb 1950	37.4
Sets in Use in Nashville (after TV)	
Jan-Feb 1951	32.5
A loss of	4.9

This figure (4.9) represents a drop of 14% in Nashville tune-in. Obviously, this percentage applies to home county only. Of all the TV sets sold in primary area, 75% have been placed in home county, 25% in outside counties. Using this as a yardstick, reduced tune-in for outside counties is 1/4 that of home county, or 3.5%.

14.0% of 84,820 home county radio families	11,875
3.5% of 88,290 outside home county radio families	3,090

*Net loss 14,965
**On the assumption that each TV home formerly was a radio home but had since eliminated evening listening.

Gain in radio homes between 1944 and 1949	58,649
Loss in tune-in between 1950 and 1951	14,965

Net gain in radio homes 43,684

On overall night tune-in, primary, secondary and tertiary, BMB's 1949 report showed WLAC with an 89% gain over the measurement made in 1946.

Station comparison Hooper:

1944 Jan-Feb Share of Audience	WLAC 30.8	WSM 51.3
1951 Jan-Feb Share of Audience	WLAC 31.3	WSM 31.5

Average Night Ratings:	Gain	Loss
1944— WLAC 11.2	0.5	19.8
1951— WLAC 10.4		WSM 18.7
		WSM 10.4

WLAC Loss 7.7% *WSM Loss 44.0%
*It is noted that WSM is "... given no cut-back under the formula." This displays good judgment. WSM's rates are generally recog-

IN DANVILLE, VA.

BUY THE

OLD ESTABLISHED
ESTABLISHED 1930

HIGHLY RATED
52.8
AVERAGE WINTER 1951

ABC STATION

WBTM

HOLLINGBERRY

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5600 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

nized as being too low, and even with the tune-in loss as shown above, their rates still are under what they should be.

We heartily endorse the statement that "... the user of spot radio must be considered. He is obviously concerned with the relative values of time on individual stations." However, this surely does not represent new thinking—it always has been true. That is why WLAC has consistently maintained rates below the actual value of the service rendered.

When we count up our mail we are all the more convinced of the reasonableness of our rate structure. In 1950 WLAC's mail count passed the 900,000 mark, almost 10,000 in excess of that received in 1949. A station that can draw mail in such volume is bound to "make friends and influence people" in behalf of the accounts using our medium.

We understand that ANA arrived at its rate-reduction figures on the basis of an "analysis." We have not seen the analysis they made of WLAC, so we shall have to content ourselves with the one produced by our own auditors. We hope it makes as much sense to you as it does to us.

F. C. SOWELL
General Manager
WLAC
Nashville

FIRESTONE'S 23 YEARS IN RADIO

In the 26 February issue of SPONSOR you had a very wonderful article entitled "23 years with the same program."

KLIX
IS KLICKIN'

In one of the west's
RICHEST MARKETS
Idaho's Fabulous Magic Valley

Ask Hollingbery
ABC at
Twin Falls, Idaho

Frank C. McIntyre
V. P. and Gen. Mgr.

HEADACHE? Toss TV
film spot problems to **TELEFILM Inc.**
Hollywood (28) Calif. since 1938

We would like to send reprints of this article out to some of our district managers and key division men and are wondering whether it would be possible for us to secure about 75 reprints of this article.

If reprints are not available would it be possible to get that many back copies of this issue?

I would appreciate your advising me on this as we know this article would be very interesting to our district managers.

E. H. SWINEHART
Advertising Department
Firestone Tire & Rubber Company
Akron

• Reprints of any SPONSOR article are available to subscribers. Rates on request.

MERCHANDISING AT WCOP

I have always been impressed by SPONSOR being impressed with the necessity of merchandising by radio stations. Your Applause column in a recent issue of SPONSOR occasions this perhaps too long letter, but I have wanted to write you about what I feel is one of the most complete merchandising operations in the country, and which SPONSOR alas, has not seen fit to mention in its frequent stories on merchandising.

We here at WCOP have a special Merchandising Department which is certainly unique in the area. If you are statistically minded, you might be interested in knowing that in 1950 our Merchandising Department made no less than 1,635 calls on retailers varying from hardware stores to sporting goods stores. These merchandising calls are, of course, a regular aspect of the WCOP merchandising operation

and are designed to call the retail trade's attention to WCOP-advertised products. In conjunction with this, we also conduct sales surveys in an attempt to give the sponsor some conception of his product's acceptance at the point of sale; how it does against competition; the effectiveness of its advertising. Twenty-four separate such surveys were made in the calendar year of 1950, and in addition to the usual drug and grocery accounts were included such esoteric products as photographic equipment and shoe polish.

We also keep in touch with retailers, wholesalers, and jobbers with special mailings (and since this turns out to be an annual report I may as well give you some figures on it); 51 mailings accounted for almost 29,000 separate pieces of mail.

WCOP is also fortunate in having a good high-traffic ground floor location, and we have a professional display house continually keeping our windows filled with WCOP-advertised products and photographs of the program on which they are featured. One hundred such window displays were exhibited during the year featuring products as varied as clothing, petroleum products, and motion pictures.

This by no means wraps up our complete merchandising cooperation with radio sponsors. We maintain travelling displays that appear in drug and grocery outlets throughout greater Boston. We carry a regular column in the *New England Grocery & Market* magazine, and conduct similar types of merchandising services for advertisers.

JOHN WILKOFF
Promotion Manager
WCOP
Boston

In the Heart of
CHICAGO'S LOOP


Historic
BOSTON OYSTER HOUSE

World Famous
TERRACE CASINO
Available for Any Type Function

WILLARD M. RUTZEN
manager




HOTEL *Morrison*
MADISON and CLARK
CHICAGO



Many people are literally resting easier because KQV is doing an outstanding job. One of our clients, after using the "News Flash" package for a month, said—"My business is very good while other mattress companies are screaming." Ask Weed & Company about this and the numerous other recent sales success stories on KQV.

KQV
Pittsburgh, Pa.
MBS—5,000 Watts—1410

WBIR
... the **Big Buy** in Knoxville!



Not the biggest station, but the **BIG BUY** in cost per thousand homes reached in Knoxville's "golden circle" . . . the industrial metropolitan area of 335,000 people. Cover this compact market with WBIR AM and FM, both for the price of one.

AM...FM **The Bolling Company**



What radio men fear most

It is important that advertisers who are looking at the several media constructively understand what radio broadcasters fear most.

During these days of network rate slashes and network sale negotiations one thought constantly presses hard on station owners and managers. That thought: in the uncertainty over nighttime network radio are advertisers, totally without intent or malice, building up the notion that radio as a medium is declining?

Broadcasters have been remiss in coming forward with simple logical assessments that the national advertising fraternity will "buy" as bonafide evidence of the worth of radio. Pending such time as this evidence is forthcoming (the No. 1 objective of the new BAB is to provide this as early as possible) much harm can be done. After all, the average advertiser has much more to think about than the problems

of radio. It's easy to see how the president of a large company or his advertising manager can, almost totally without conscious thought, project his downgrading of nighttime network radio to all of radio.

In a last-minute effort to fight this osmosis of thought the network Affiliates have organized; some stations whose cost-per-thousands are the most favorable in their existence are raising national spot and local rates; many stations are calling attention to their audiences, impact, and snowballing national spot business. What is happening is that a medium which has been criminally backward and shortsighted in its own promotion is finally taking the offensive.

As one agency put it, "Radio stations are finally coming around to realizing that it's better to advance radio as a medium than to tear down one another."

Unfortunately, the simple straightforward evidences that advertisers need to make up their minds about the true dimensions of radio won't be forthcoming immediately.

So SPONSOR makes these interim suggestions:

1. Be as tough as you like, but keep an open mind about radio. The facts on the medium will be coming as soon as the BAB can ready them.

2. Look at the network gyrations in their proper light—simply adjustments in one segment of radio that hasn't quite kept abreast of the times. And remember, the networks are making adjustments.

3. Remember that newspapers and phonograph records have both made radical adjustments in the last decade

or two. Today, despite earlier pessimism, both fields are stronger than ever before in their history.

CORN in the Northwest

"Seattle calling," said the operator.

It was late Thursday night, 10 May, and we were busy putting our 21 May issue to bed. We took time to get on the phone. A prominent Seattle broadcaster came on, shortly followed by two others. And there was plenty of excitement.

It developed that the Board of Directors of the Washington State Broadcasters had just adopted, unanimously, a resolution which they hoped network executives would take to heart, as follows:

"Whereas the networks of the great American system of broadcasting have jitters . . .

"Whereas everyone even remotely connected with the great American system of broadcasting has experienced direct evidence of those jitters in their income . . .

"Whereas mass desertion of brass within network ranks is further evidence of the jitters . . .

"Therefore we of the great altruistic Washington State Association of Broadcasters do hereby create the organization which shall henceforth be known as CORN (Cooperative Organization for the Relief of Networks).

"We hereby invite all broadcasters and the great American public to join with us in forwarding to those 'disabled' persons any contribution of food, clothing, or other material so that they may survive to maintain our great system of free democratic broadcasting."

Applause

We tip our hat to . . .

Herbert True, Gardner Advertising Co., St. Louis—whose magnificent new TV Dictionary Handbook for Sponsors, to be published starting with the 4 June SPONSOR, is the culmination of months of painstaking research, analysis, contact, double-checking. And to Mrs. True, who pitched in every step of the way.

Edgar Kobak—who at a still youngish age is rapidly becoming the elder

statesman of advertising, especially air advertising. His ability to pin down and express solutions to key problems is of inestimable value to this field today.

Radio and TV station representatives—whose present-day alertness and expansion of service make them perhaps the most progressive single segment on the broadcasting scene today. Their service both to stations and advertisers goes far beyond anything dreamed of a few years ago.

A certain anonymous midwest drug manufacturer—who dropped his longtime radio program but insists on plowing the appropriation back into radio. His point, well taken and useful for other sponsors: radio is the No. 1 mass medium (an important factor to 19 out of 20 families, including TV families). I can't afford to drop it. But new developments give me better buys with other programs than the one I've been sponsoring. So I'm making a change.



ARTHUR GODFREY talks to millions of housewives over **WJR** Monday thru Friday

W

J

R

*..first they listen
then they buy...*



the
GREAT VOICE
of the
GREAT LAKES



WJR DETROIT ★ **POWER 50,000 WATTS CLEAR CHANNEL**

The buying habits of millions of housewives (and their families) in the rich Great Lakes area are conditioned by their listening habits of many years. Stay tuned to these profitable buying habits with **WJR**—the Great Voice of the Great Lakes...Remember!...First they listen...then they buy!

Represented nationally by Edward Petry & Company

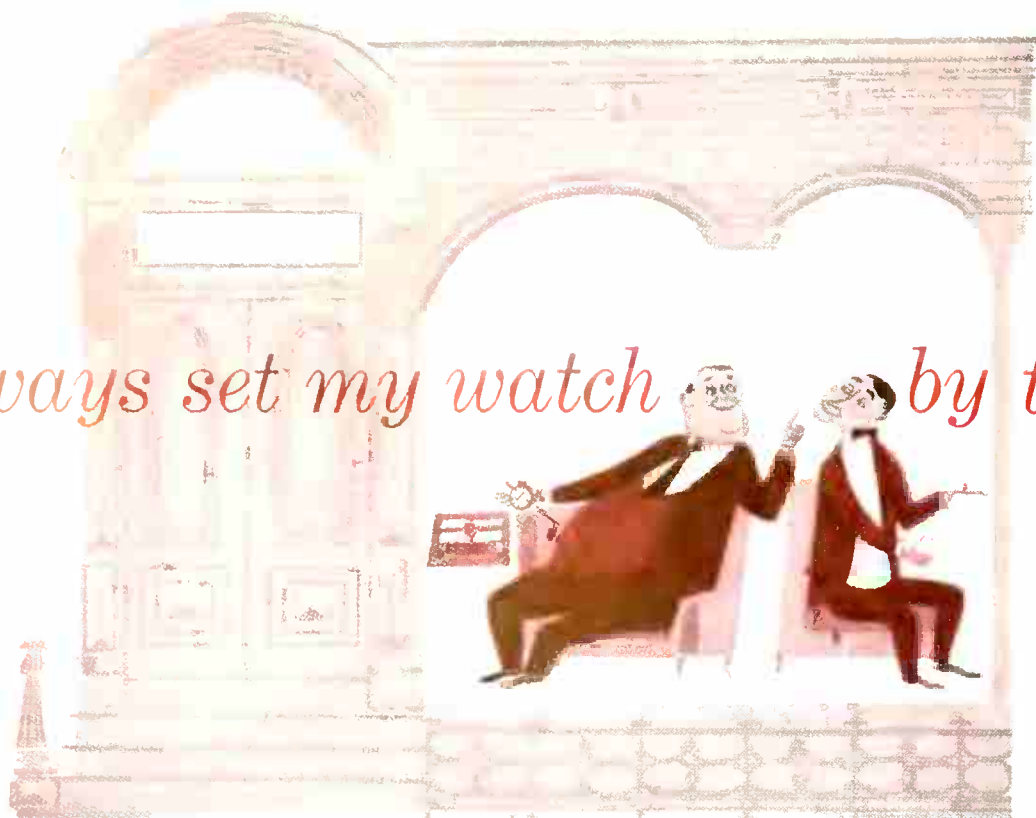
**FREE
SPEECH
MIKE**



Radio—America's greatest advertising medium



"I always set my watch by the radio"



It's all right with us, but better be careful.

You really ought to break the habit of setting your watch, say, by Jack Benny's voice, even though you've been hearing him at the same time for sixteen years. You should know there can be a gap of anywhere from 3 to 30 seconds between radio's official time signal (the hourly "beep") and the start of a program.

Chances are you know better. It's just a habit with you.

Just as it's a habit to turn on the radio for a favorite comedian, or to find out whether the road's safe for driving, or whether school keeps; or to learn the path of the hurricane or the course of the battle.

In one generation, radio has become perhaps the most typical American habit. More of a habit than the Sunday drive (we own

more radios than automobiles). More of a habit than taking a bath (we own more radios than bathtubs). Most Americans would find it hard to live without a radio. It almost ranks with meals as something we couldn't regularly do without.

This habit of listening* is a most useful one for advertisers.**

Through radio, customers make their own daily or weekly appointment with the advertiser... come to him deliberately, time after time, ready to listen to what he has to say.

What you have to say, and what you have to sell, can very easily become a habit with millions of people, through radio.

*GREATEST HABIT: listening to CBS. 23% more people listen here than anywhere else.

**GREATEST ADVERTISING HABIT: CBS, where 15% more is invested than on any other network.

The Columbia Broadcasting System