

OK

# SPONSOR

*For buyers of broadcast advertising*

\$100 for a new name for spot—p. 42

Is radio flexible?—p. 25

Station representatives' lament—p. 34

Custom-built networks—p. 32

Executives of A. S. Beck (shoe chain) become interested in TV—p. 36



# Non-perishable fruit



Chances are you can recall some favorite teacher whose friendly interest helped shape your life, earned your affection. So, while the apples teachers get may be perishable, the fruits of their efforts with pupils are not.

In the communities they serve, the fruits of Fort Industry Stations' public service efforts are lasting, too.

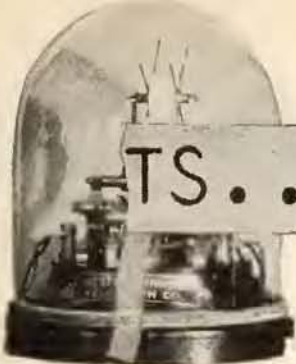
More, as part and parcel of everyday life in their localities, the seven stations listed below have earned the same kind of affection that favorite teachers do . . . have become trusted and listened-to friends of their communities. To advertisers this means these stations speak with voices of authority.



"You can bank on a  
Fort Industry Station"

## THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.  
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.  
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2135



# TS... SPONSOR REPORTS...

# ... SPONSOR REPORTS

August 1948

WFIL-FM FAX  
STARTS WITH  
7 ADVERTISERS

WFIL-FM's first commercial eight-page FAX edition of Philadelphia Inquirer July 15 carried advertising for 7 advertisers, including Bold Cigars, Parkway Bread, Greystone Wines, Lit Brothers (department store), J. M. Korn advertising agency.

-SR-

5-CITY  
LISTENING UP

Listening in 5 areas surveyed by Pulse--Cincinnati, New York, Chicago, Philadelphia, Boston--was up for May-June with these areas combined producing more dialing than year ago. Baseball stations contributed to maintaining high level of radio interest.

-SR-

NBC TO GO  
ALL OUT FOR  
FRIDAY NIGHTS

This fall NBC will concentrate on building Friday night as week's top listening evening. Strong line-up of programs plus sizable promotion budget are combined to fight nighttime sportscasts generally scheduled at this time.

-SR-

POLITICS FORCE  
EARLY PLACING  
OF SPOT

Regular and seasonal advertisers are placing national spot schedules months earlier than usual due to fear that political broadcasting may tie up many hours previously available.

-SR-

WESTCLOX  
TESTING TV

General Time Instruments Corporation (Big Ben-Westclox), which hasn't used broadcast advertising for over 10 years, is testing TV for 13 weeks ending September 22 via WBKB, Chicago. Once-a-week minute film is being used.

-SR-

TWO NETWORKS  
FOR ALASKA?

Alaskan income has so pyramided during past 3 years that area not only justifies 5-station network but there is talk of 2 networks within next 3 years. Lot of money is being poured into territory by Washington which looks upon Alaska as prime defense area.

-SR-

WBRE SHOWS  
LOUIS-WALCOTT  
FIGHT TO 6,000

Although Wilkes-Barre, Pa., has no TV station, WBRE demonstrated RCA's 7' x 9' projection set night of Louis-Walcott fight to 5,000 fans outdoors at station's FM transmitter and proposed TV site. Another 1,000 saw fight on four other receivers. Traffic previous night when fight was cancelled on account of rain was jammed for 7 miles back to Wilkes-Barre. Fight was picked up from Philadelphia station. Hooper's Telerating on Louis-Walcott fight was 86.6, topping radio's greatest index, 79.0, reached by FDR's war message.

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# S... SPONSOR REPORTS... SPONSOR RE

MYSTERIES AND  
AUDIENCE PAR-  
TICIPATIONS  
LEAD

Leaders in summer network fare are 8 mysteries and 5 audience participation programs. "Take It or Leave It," 2 "Stop the Music" 15-minute segments, "Break the Bank," and Bob Hawk are in Hooper "First Fifteen," as are "Fat Man," "Mr. D. A.," "Your FBI," "Big Story," "Gangbusters," "The Sheriff," and "Mr. Keen."

-SR-

L. A. EXAMINER  
AND DON LEE'S  
KTSL JOIN IN  
TV COVERAGE

Don Lee TV and Los Angeles Examiner have signed long-term mutual assistance pact insuring Don Lee's KTSL of top-flight news coverage and the newspaper of headline TV promotion.

-SR-

STATIONS PLAN  
CORRELATION OF  
LOCAL MARKET  
DATA

Emphasis on market research by newspapers is forcing stations to augment research staffs or else employ free lance marketing research men to correlate information on distribution, finance, population growth, and other data of importance to sponsors. Broadcasters are prepared to deliver facts beyond coverage and listening figures to advertisers upon request.

-SR-

16 LANGUAGES  
ON N. Y. AIR

Foreign language broadcasting has diminished throughout U. S. but 16 languages are broadcast in New York. WHOM and WOV air 135 hours each in Italian weekly. WEVD devotes 80 hours weekly to Jewish. Other languages aired on 5 stations (WBNX, WEVD, WHOM, WOV, WWRL) in metropolis are Polish, French, Czechoslovakian, Armenian, Lithuanian, Russian, Hungarian, Ukranian, Syrian, Swiss (French & German), Spanish, Irish, German, and Greek.

-SR-

20th CENTURY-FOX  
LEADS FILM-TV  
INVASION

While all motion picture companies are getting their feet wet in TV, most active from program point of view is 20th Century-Fox. Not only has Skouras organization released newsreel to Camels but during July it signed agreement with UP to service UP-subscribing stations with stock film to give pictorial life to UP Telecast News.

-SR-

RADIO MFRS  
PLAN BIG SET  
ADVERTISING  
CAMPAIGNS

Over \$2,000,000 will be spent in advertising by radio set manufacturers this fall tying in with election broadcasting. Admiral's contest for distributor-salesmen alone offers \$100,000 in cash awards for extending Admiral's dealer organization. More energetic radio manufacturers become in selling sets, bigger broadcasting's audience becomes.

-SR-

SPORTS STILL  
TOPS IN TV

5 of Top Ten TV programs in New York as reported for June by Pulse are sports. Other 5 are film, amateur program, singer, kiddie show, and TV coverage of "We, The People" radio program.

Verified anew by 1948 Listener Diary Study!

OKLAHOMA CITY

**WKY**

**WKY LEADS IN AUDIENCE** 97.1% of the time in competition with 20 other stations in Oklahoma City and the 41-county area, plus dozens more which can be heard from outside.

**WKY LEADS DAYTIME** during 326½ out of 332 quarter-hours.

**WKY LEADS NIGHTTIME** during 159 out of 168 quarter-hours.

**WKY LOCAL PROGRAMS** achieve larger shares of audience, on the average, than either NBC or transcribed shows.

**WKY PROGRAMS** consistently build larger net weekly audiences than the competition.

**WKY IS FIRST CHOICE** of Oklahoma listeners, clearly and unmistakably . . . and the **BEST BUY** for advertisers!

**dominates**  
**all competition\***

. . . in Central and Western Oklahoma



\* TWENTY other stations in Oklahoma City and immediate 41-county area, dozens more outside.

1948 LISTENER DIARY STUDY was conducted by Audience Surveys, Inc., in the 41 Oklahoma counties in which WKY has 50% or more BMB coverage day and night, during the week beginning January 26. Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours. Complete details available from WKY or Katz Agency representatives.

**WKY OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN  
KVOR, COLORADO SPRINGS — KLZ, DENVER (Affiliated Management) — REPRESENTED BY THE KATZ AGENCY

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COVER PICTURE: A S. Beck show company executives become aware of television. (Three page picture story starts page 25)

## 40 West 52nd

### COST CORRECTION

In reference to your July issue, on page 86 you list our program "It's a Hit!" as a live package program. This is correct. I would like to correct the cost figure you indicate, however. A participation on this show is \$175 . . . which includes time and talent. Also, the contest each week is between two groups of men and women, any business, not only schools and clubs.

LOUIS E. WESTHEIMER  
President  
Westheimer & Co., St. Louis

### MISSING ISSUES

A review of my library of SPONSOR reveals the following issues missing:

- December 1946
- March 1947
- April 1947
- May 1947

Can you help me fill in the gap? If you will advise which issues you can supply, and the amount, I will forward a check immediately. We consider SPONSOR an excellent research library on the subjects your articles have covered.

TOM D. SCHOLTS  
Scholts Advertising Service  
Los Angeles

Some back issues are no longer available. However, a few bound volumes of the first 12 issues (November 1946 through October 1947) can still be purchased on a first come, first served basis at \$10 per volume.

### DOWN UNDER

Many thanks indeed for yours of the 25th March by which we note that as yet you have not made a complete study of the wine industry, but we look forward to receiving this information in due course when you decide to publish same.

As subscribers to SPONSOR, we derive very useful information and data concerning the American broadcast industry, and find that the various case histories quoted are of exceptional value to us in our operations. Being the only commercial station in Australia operating on a continuous 24 hours per day schedule, we find that our problems are very akin to those of our American colleagues, and consequently your magazine provides most useful references in all aspects of commercial broadcasting.

FRANCIS E. LEVY  
Sales Manager  
Commonwealth Broadcasting Corp.  
Pty. Ltd., Sydney, Australia  
(Please turn to page 6)

# More Listeners per Dollar

## ...in Dollar Rich Pittsburgh

Dollar for dollar, WWSW gives you more listeners than any other station in the potent Pittsburgh market, because we are giving Pittsburghers what they want to hear 24 hours a day.

**We know they like lots of sports. So, we give it to them! We know they enjoy plenty of popular music. So, we give it to them! When something big occurs in Pittsburgh, we know they want to hear about it—when it happens. So, we have permanent remote lines terminating at over twenty vital points in the city from which we can—and do—broadcast unusual happenings of a moment's notice!**

That's the kind of programming that has made WWSW a strong listening habit in Pittsburgh, through sixteen successful years of broadcasting. A listening habit that has brought effective radio results to a host of cash conscious advertisers—both local and national\*.

**Count us in on your fall radio campaign, and you, too will profit by tested volume-per-dollar value with . . .**

# WWSW

PITTSBURGH'S  
**Major Independent**

WWSW, Inc.  
Keystone Hotel, Pittsburgh, Pa.  
\*Ask Forjoe

**One Does It  
in Mid-America!**

ONE STATION • ONE SET OF CALL LETTERS  
ONE SPOT ON THE DIAL • ONE RATE CARD

*Your Homemaker Shows are Fine!*



# ...and Millions of Listeners!

*We like KCMO's Variety Shows!*



*KCMO Market Reports Sure Help Me!*



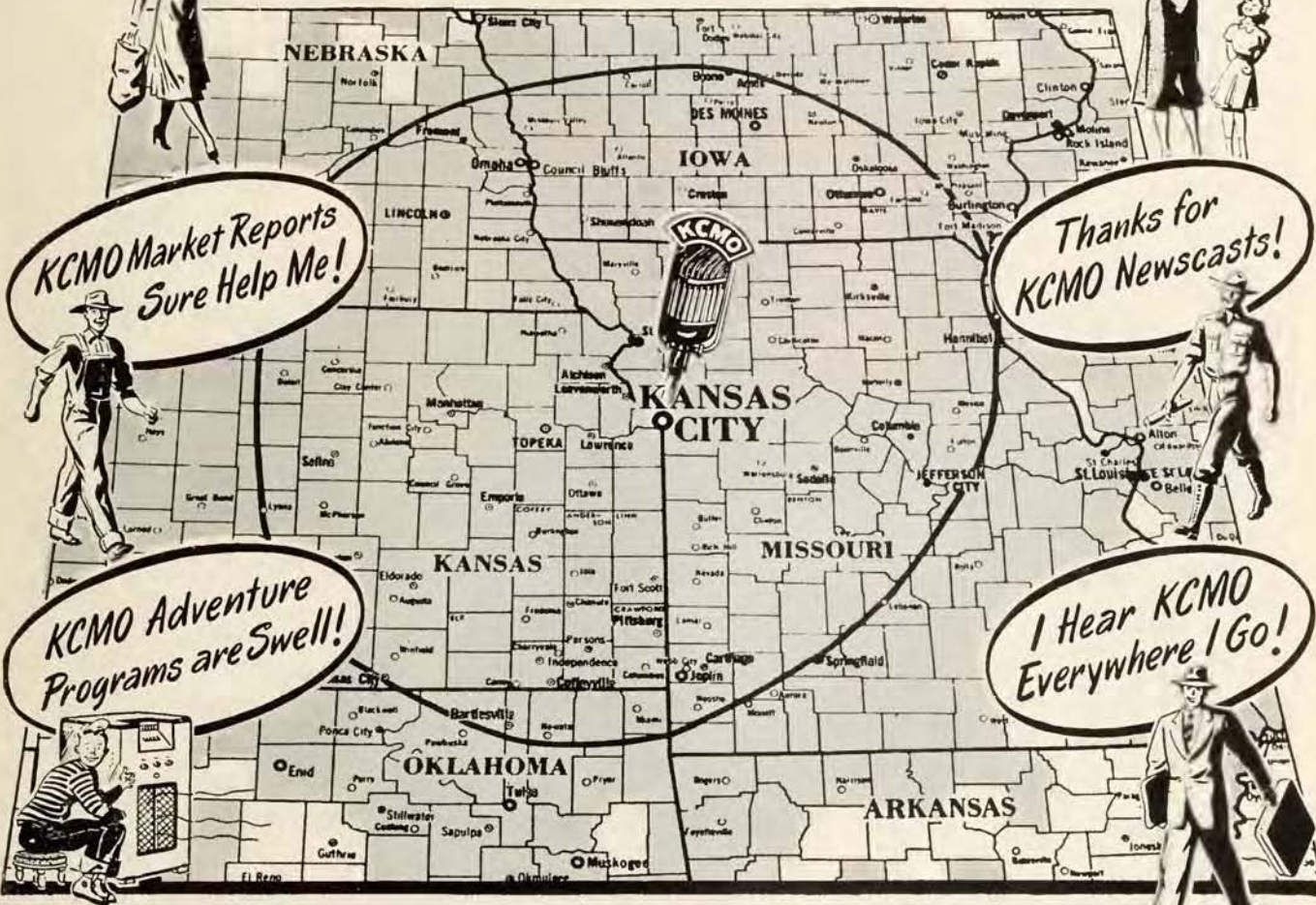
*Thanks for KCMO Newscasts!*



*KCMO Adventure Programs are Swell!*



*I Hear KCMO Everywhere I Go!*



Response from listeners throughout 6-state Mid-America area indicates audience approval of KCMO's diversified programming. Mail response—(shaded area on map)—has come from 415 counties in 6 states, plus 22 other states not shown above!

Inside the measured 1/2 millivolt\* 213-county area are over 5 million people . . . 54% rural, 46% urban. With KCMO's 50,000 watts daytime non-directional, you're sure of reaching the entire Mid-America market.

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

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

National Representative: John E. Pearson Co.



# KCMO

... and KCFM—94.9 megacycles  
KANSAS CITY, MISSOURI  
Basic ABC Station for Mid-America

# BIG in '47—**GREAT** in '48

## RADIO'S NO. 1 FOOTBALL SHOW



- PREDICTIONS  
(85.6% Correct in '47)
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

*With*

### COACH FRANK LEAHY

*Head Coach and Athletic Director  
at the University of Notre Dame*

NAMED COLLEGE ALL-STAR COACH AGAIN IN '48



Transcribed for Local or Regional Sponsorship—15 minutes, once a week for twenty weeks during football season beginning week of August 16 and carrying through Bowl games January 1. Recorded weekly following big games, and expressed for Thursday or Friday broadcasting.

**Promotional Features**—This season's program includes new promotional features such as autographed footballs and photographs, newspaper mats, feature and publicity stories and other merchandising and sales help to assure the success of "Leahy of Notre Dame."

**Scoop Your Market with "Leahy of Notre Dame"**—Football is just around the corner. Beat the rush by requesting full information today.

**WRITE . . . WIRE . . . PHONE**

For Prices and Information

**GREEN ASSOCIATES**

PHONE—CENTRAL 5593

360 N. MICHIGAN BLVD.

CHICAGO 1, ILLINOIS

**40 West 52nd**

continued from page 4

#### JARO HESS AGAIN

Mr. Ralph Brenan, owner of Radio Station CFBC, Saint John, N. B., saw your Jaro Hess drawings framed in our reception room, and nearly killed himself laughing. He is very anxious to get a set of prints, and as we represent his station, we would be most happy to pay for them if there is any charge.

Keep up the good work—your magazine is getting bigger and better each month!

S. W. CALDWELL

*Manager program division  
All-Canada Radio Facilities, Ltd.  
Toronto, Canada*

#### ANOTHER TV AGENCY DIRECTOR

We noted the list which you published in your July issue of advertising agencies having television departments.

You might be interested to know that we have recently opened a television department with the writer as director.

JAMES L. HILL

*TV Director*

*Son De Regger Advertising Agency  
Des Moines*

#### COST INFORMATION?

If you have available for distribution any additional material mentioned in your article *Cost; the Classic Question* which appears on page 113 of your July, 1948 issue, I could certainly use it.

DONALD H. ARVOLD

*BBD&O*

*Los Angeles*

► There is a cost chart on page 54.

#### FRIEND OF DEKKER

Will you be good enough to let me know the name of the individual appearing on the cover of your July Fall Facts Check List?

I am convinced that it is my old friend William Dekker. If it is, I would like very much to drop him a note.

O. J. NICKEL

*Sterling Drug Inc.*

*(Commer. Co. div.)*

*Brattleboro, Vt.*

► It was Bill Dekker.

*(Please turn to page 54)*



# With a Single Contract



## PACIFIC NORTHWEST BROADCASTERS

P O BOX 1956      SYMONS BUILDING      ORPHEUM BUILDING      6381 HOLLYWOOD BOULEVARD      SMITH TOWER  
BUTTE, MONTANA      SPOKANE, WASHINGTON      PORTLAND, OREGON      HOLLYWOOD, CALIFORNIA      SEATTLE, WASHINGTON

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



# LOVE AT FIRST

One significant fact to come out of the field of television programming is the active (and consistent) enthusiasm of the critics for CBS-TV showmanship.

As each of the major CBS-originated and produced Television shows has hit the air (and met the critic's eye) the response has been immediate—a case of love at first sight. It is applause not only for purpose, but for fulfillment: for *both* ingenuity and technique—in news as in music, in variety-comedy and in “remote” broadcasting.

Of far greater significance is this fact. In a medium which is still in its infancy, these CBS-TV programs emerge as *fully matured productions on their very first airing*—as the following comments clearly reveal.



# SIGHT

## Here's what the critics said:

### TOAST OF THE TOWN Sunday, 9:30-10:30 pm

"Television seemed to advance five years, at least... Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace... With this show, CBS moves ahead of the crowd as the leader in putting together Grade A Variety fare." RADIO DAILY

### CBS-TV NEWS Monday thru Friday, 7:30-7:45 pm

"Much better than the feature-type newscast employed by other video broadcasters." VARIETY  
(Also the American Television Society's annual news award for "the station with the year's outstanding news program.")

### WHAT'S IT WORTH? Friday, 9:00-9:30 pm

"Prime television programming... It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleasurablely informal... There's a tremendous wealth of anecdote and human interest in the program." THE BILLBOARD

### PLACES, PLEASE Mon., Wed., Fri., 7:45-8:00 pm

"This new backstage tele series, giving featured performers, bit players and chorines from Broadway a chance at some individual stuff, has a warming informal quality that makes attractive video... Barry Wood as producer-singer-emcee... hits it satisfyingly." VARIETY

### FACE THE MUSIC Mon. thru Fri., 7:15-7:30 pm

"Here's one of the neatest little musical packages to be wrapped up for television." (producer)... "has wisely dressed the show with sufficient visual mountings and has given the singers bits of business to do. Latter factor gave the show that all-important movement." VARIETY

### TO THE QUEEN'S TASTE Monday, 8:05-8:30 pm

"Most TV recipe shows are as flat as stale beer, but one stands out like a glistening grape in a flavorless aspic. Mrs. Dione Lucas... has husbands drooling... is something of a television sensation." TIME MAGAZINE

### THE MISSUS GOES A-SHOPPING With John Reed King Wednesday, 1:30-2:00 pm

"Best proof... of staging certain types of television shows 'on location'." Television version "added plenty of color and authenticity." VARIETY

## The audience backed up the critics

Certainly of equal importance with critical acclaim is the response of the television audience. Here, too, CBS-TV programming has already established clear-cut leadership.

The most recent Hooper Telecrating Report showed that four CBS-TV programs placed among the "top 10"—more than placed by any other station. And Gulf Oil's WE THE PEOPLE with a 46.0 rating was the No. 1 program in the New York area.

TOAST OF THE TOWN'S first rating (9:30-10:00 pm) won more than half the viewers with a 56.5 share of audience. And CBS TELEVISION NEWS, only two months on the air, was the only news program to produce a broadcast with a rating in the "top 10".

## Praise from network affiliates

A major measure of effective *network* programming is its appeal in other cities. Two affiliates testify to the local effectiveness of CBS-TV programs.

"I am sure you will be interested to know that from the comments and letters we receive, it is clear that CBS, day after day, is doing an outstanding job in Television News. It is programming of this type that helps build large and increasingly loyal audiences to our station."

G. BENNETT LARSON, WCAU-TV, Philadelphia

"Congratulations. I think 'Toast of The Town' ranks with the top Television entertainment on the air. It's certainly the kind of programming stations need to build audiences."

E. K. JETT, WMAR-TV, Baltimore

*For advertisers today these universal tributes to CBS-TV programming have sharply practical implications. To explore them to your profit call CBS Television.*



*There's only one . . .*

**RICH  
DOWNSTATE  
ILLINOIS  
MARKET**

*There's only  
one voice . . .*

**W M I X**

*and*

**W M I X  
F M**

**"Southern Illinois' Most Powerful  
Radio Voice"**

that covers and sells that entire  
rich market for you with both  
AM and FM at one single low rate.

**No. 2 Radio Center, Mt. Vernon, Ill.**

940 kc

94.1 mc

**National Representative  
John E. Pearson Company**



**William A. Hart**

**Mr. Sponsor**

Director of Advertising  
E. I. du Pont de Nemours & Company, Inc.

Taking the "munitions trust" taste out of peoples' mouths and substituting du Pont's theme of "better things for better living through chemistry" has been the job, for nearly a quarter century, of tall, husky, exacting Bill Hart.

A good deal of du Pont's institutional burden is carried by one of Hart's pet projects, du Pont's *Cavalcade of America*. Under his watchful eye, it airs a literate blend of American history, drama, and institutional advertising.

He fits well into the famed institutional aura surrounding du Pont's advertising activities. Even though his headquarters, like the firm's, are in Wilmington, *Cavalcade* is not supervised by long distance phone. Hart often pops in on New York rehearsals to sound off on production and scripting flaws. He is said once even to have criticized the necktie worn by a member of the show. Despite such occasional flamboyancies, the many members of his large department respect his quick and definitive pronouncements, and his shrewd evaluation of what works and what doesn't in advertising.

Hart's job is not an easy one. From its small beginnings as a powder-making plant on the banks of the Brandywine, du Pont has grown to a world-spanning industrio-chemical empire with 1947 net sales (plus other revenue) of \$795,535,075. It has 85 plants in 25 states, plus many foreign branches. It has successfully weathered an anti-trust suit (1911), a congressional munitions investigation (1934), and a cellophane monopoly suit (1947), among others. Du Pont is quite patriotic with regard to its position as emergency armorer to the U. S.; rather touchy about it during peacetime. Today, some 58% of du Pont's products are those developed during the past 20 years, and only a small fraction is war goods. A major part of Bill Hart's job is to tell the story of continuous du Pont research to the public. Here, radio plays an important role. Over 35% (\$1,250,000) of a \$3,500,000 ad budget goes to broadcast advertising, the rest to magazines, newspapers, and farm papers.

Attendance by du Pont advertising executives at *Cavalcade* airings is a matter of strict protocol. If Hart isn't there, Assistant Advertising Director Applegate shows up. If Applegate isn't there, Advertising Manager Dewey sits in the client's booth, and so on.

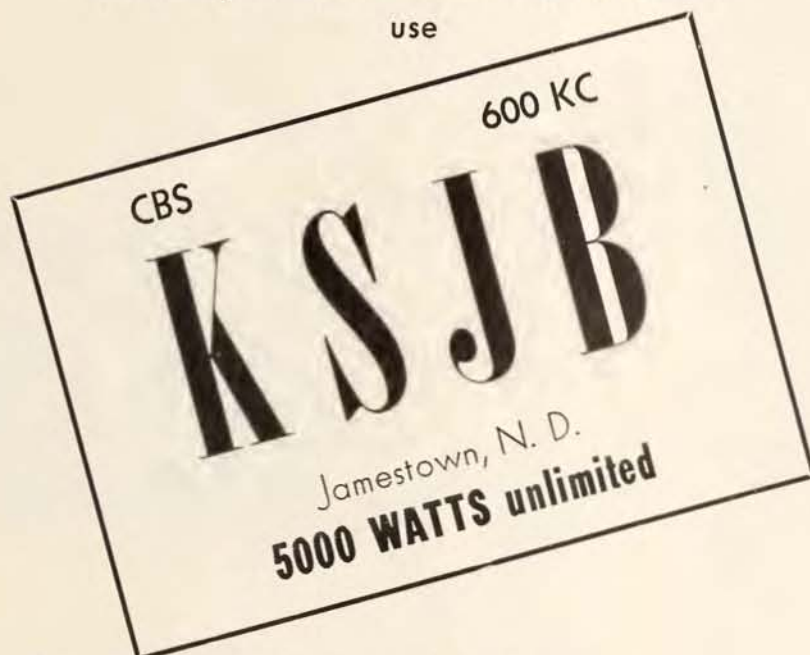
**FARGO**

**Jamestown**

**BISMARCK**

North Dakota

for complete coverage  
of all important markets in North Dakota  
use



The CBS Station that covers the top of the Nation

MAXIMUM COVERAGE  
MINIMUM COST  
PLUS MERCHANDISING

Write for our BMB Interim Survey which is now available—Get the true picture on Radio Coverage in North Dakota

**George P. Hollingbery Co.**  
National Representatives

The CBS station — KSJB — that covers the top of the Nation

50%  
GAIN!

LATEST MORNING  
SHARE-OF-AUDIENCES  
FIGURES SHOW A  
50% LISTENER-GAIN  
OVER EARLIER 1948  
FIGURES . . . *this in  
a 7 AM and 4 PM  
station area. You  
take it from there!*



ABC

5000 WATTS  
DAY & NIGHT

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

Representatives:  
AVERY-KNODEL, INC.

## New developments on SPONSOR stories

**p.s.**

(See "Employees Must Be Sold Too," SPONSOR, August 1947, page 31.) What's the status of radio's place in industrial relations? What are management and labor doing?

In the election year of 1948, labor relations are assuming an important place in the plans of many radio sponsors. It is more vital than ever to large corporations to make their employees feel that they are a part of the company's advertising effort, and that air advertising is not just something to please the board of directors. Still the leader in this type of activity is U. S. Steel, which periodically travels *Theatre Guild*, at considerable expense, to play cities like Pittsburgh, Chicago, Washington, Boston, and Birmingham (all of which they visited last year) for the benefit and entertainment of thousands of their steel workers. Campbell Soup Company brought its three air shows, *Club 15*, *Double or Nothing*, and *Edward R. Murrow*, to Camden, New Jersey, to play before 5,000 officials and employees of the soup firm at a company get-together on June 22 last. The 75-minute show was picked up by CBS' video cameras and carried on the network, so that the many Campbell employees and friends who couldn't crowd into the hall could view it too. Participants on *Double or Nothing* were Campbell employees, which added much to the enjoyment of their fellow workers. Since all three shows were technically on a summer hiatus, normal radio schedules didn't interfere.

Several leading advertisers staged out-of-town shows for their employees for the first time during 1947. Armour put *Hint Hunt* on for one broadcast in the middle of the Chicago stockyards, where Armour employees could get a chance to see it. Coca-Cola took their two network shows, *Pause That Refreshes* and *Spike Jones*, on the road to play the bottling and syrup plants. R. J. Reynolds traveled the *Vaughn Monroe Show* to Winston-Salem, N. C., to put on an airing for their tobacco workers. These and other long-time users of the air as an improver of employee relations, such as du Pont and AT&T, feel that the increased costs of line charges, transportation, etc., are paid for in better industrial relations.

There is a growing tendency among labor groups to air their side of the case. Two of the largest and most powerful unions have their own sponsored shows, *Arthur Gaeth* for the CIO's United Electrical, Radio, and Machine Workers and *Dorothy Fuldheim* for the Brotherhood of Railroad Trainmen. Both are liberal-minded commentators who air political and labor news of interest to workers and their families. For management to say its piece, the glamor of a big-time radio show's warm-up is still an ideal place. The other opportunities, such as ABC's labor-management half-hour (NAM's *Let Freedom Ring* and *It's in the Family* by the CIO and AFL, Tu 10:30-11 p.m.), are often not enough.

**p.s.**

(See "Beer," SPONSOR, August 1947, page 13.) How many of the country's leading brewers use broadcast advertising? Why are more brewers turning to television? What is now the most popular type of television program among brewers the nation over?

The United States brewers with the largest sales volume in 1947 use broadcasting. The ten leaders, according to figures released this June by the Research Company of America, New York (listed by sales rank), are:

Joseph Schlitz Brewing Co.	Liebmann Breweries
Pabst Brewing Co.	Jacob Ruppert Brewery
P. Ballantine & Sons	Falstaff Brewing Co.
F. & M. Schaefer Brewing Co.	Blatz Brewing Co.
Anheuser-Busch, Inc.	Duquesne Brewing Co.

All of them are broadcast advertisers. Pabst is still the only brewer underwriting a coast-to-coast network show (*Eddy Cantor*, NBC). It sponsored the New York Giants football games on television last season.

Ballantine and Schaefer also include television in their advertising.



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

SOME national advertisers get little business in the South—and mistakenly assume that Southerners “just don’t have the income.” Actually, the reason usually is that the advertiser simply doesn’t know the approach to the Southern mind and ear.

The people in KWKH’s daytime area have an actual buying power of nearly \$3,000,000,000. It’s easy to get your share—if you know how . . .

KWKH has spent 22 years in learning what our Southern listeners want to hear on the radio—what makes them buy radio-advertised products. *We know the answers.* If you’d like to have them too, we’d be happy to tell you.

# KWKH

**Texas**  
**SHREVEPORT** **LOUISIANA**  
**Arkansas**  
**Mississippi**

The Branham Company  
Representatives

Henry Clay, General Manager  
Dean Upson, Commercial Manager

50,000 Watts • CBS •

# INDUSTRY BACKS THE BUYERS

A wide range of industries back the high buying power of 1,000,000 people in WJHL's 32-county coverage area. Dozens of diverse industries — from silk spinning to bookbinding — help keep average family incomes well over \$2,000 yearly — higher than any similar area in the South. You can count on WJHL — and stable industries — to back your sales effort. Check WJHL!

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

**WJHL** **ABC**  
5,000 W 910 KC  
JOHNSON CITY, TENNESSEE  
Nat. Rep. John E. Pearson Co.

schedules. In addition to using announcements, Ballantine is screening the baseball Yankees this season. Schaefer will underwrite telecasting of the New York Rangers hockey games next season. They now telecast a 5-minute *Sports Album* featuring a tie-in with the Brooklyn Dodgers.

Within the last six months other beer firms, such as Burger Brewing Co., Cincinnati; William Gretz Brewing Co. and Esslinger's, Inc., Philadelphia; A. Gettelman Brewing Co., Milwaukee; and Atlantic Brewing Co., Chicago, have added TV to their regular broadcast schedules.

Sports continues to be brewers' most popular program subject. With the exception of Gretz, whose current offering is a show (*Sports Scrapbook*), the firms just named are presenting actual sports events. Burger has the Cincinnati Reds baseball games. Wrestling bouts account for the remainder.

(See "Radio Sells a Loss Leader for Nedick's," SPONSOR, January 1947, page 32.) What is the status of Nedick's plans for a bottled, carbonated soft drink? Will they use radio to promote it, and if so, what kind?

## p.s.

Since the first SPONSOR report on Nedick's, the well-known orange drink sold successfully for years in the chain's stands has appeared in a bottled, semi-carbonated form. Nedick's has created a new bottling division within itself to handle the production, distribution, and merchandising of the product. Ad budgets for the bottled orange are separate from the main Nedick's budget, and it is not sold through the Nedick's stores.

Some radio announcements (live) have already been used. They were used mainly to test copy appeals, marketing methods, and so forth. The main push starts early this month with a 45-second e.t. spot campaign which will stress the summertime coolness of the drink. This winter, when the emphasis will be on home use, the bottling ad-money is expected to go for sportscasts, a Nedick standby.



"390,306 COWS IN  
WONDERLAND," said Alice

"Yum," said the Timebuyer, "that's a lot of sirloins. But cows listen to the radio very seldom, and they almost never buy soap."

"Quite true," admitted Alice, "but think how rich the nice Wonderland people are getting selling cattle to meat-hungry folks. You know about meat prices nowadays. And KBKI is their very favorite station because we have broadcasts of their stock shows and auctions and cattle market reports and lots of other things they like. And they buy soap. And automobiles and coffee and scads of other things when KBKI tells them to."

\*WONDERLAND: the 14 county chunk of Texas where KBKI sounds out loud and clear.

1000  
WATTS  
CLASS II  
CLEAR  
CHANNEL  
1070 KC.

# KBKI

**ALICE**  
(in Wonderland)  
**TEXAS**



# DO THE STARS INFLUENCE YOUR SALES?

Hundreds of millions, in their homes and in their daily life, copy what the Stars wear, eat and use.



Scenes from "Sorry, Wrong Number"—a forthcoming release of Paramount Pictures Inc., starring Barbara Stanwyck and Burt Lancaster. A Hal Wallis production—watch for it!



The quickest way for you to interest the Stars, and the motion picture writers, producers and directors, is to sell them *via* KTLA. For television is Hollywood's hottest interest—and in Hollywood, television means KTLA . . . on the air every afternoon and evening. Sell Hollywood and you sell the world!



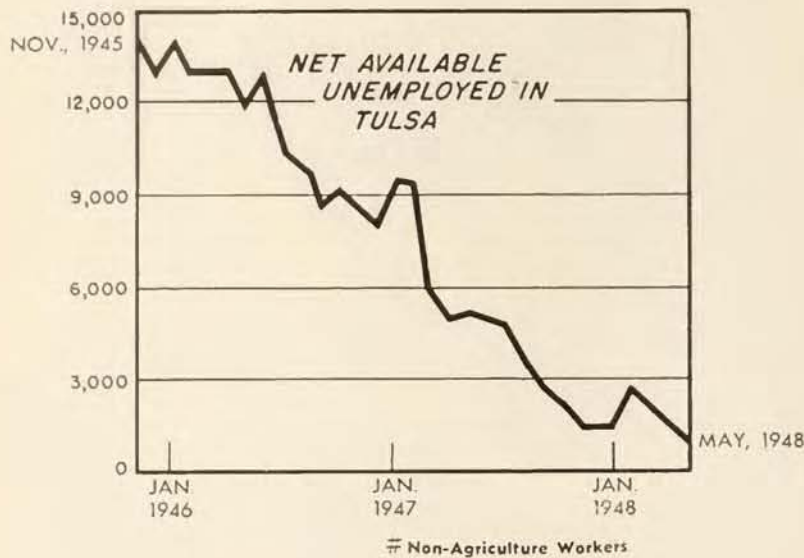
## KTLA

*Your Star Salesman in Hollywood*

Hollywood Studios • 5451 Marathon St • HOLLYWOOD 6363  
New York Office • 1501 Broadway • BRyant 9-8700

**A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

# Markets are People with Jobs!



People *with jobs* make markets, not people, alone! In Tulsa there is *less unemployment today* than at any time since the end of the war reconversion period. As the graph above shows, 14,100 were unemployed as of the end of November, 1945, with 81,750 net available employables. Today, as of the end of May, 1948, only 1,125 are unemployed with 95,475 net available employables\*!

Markets are people with jobs and spendable income! This combination is present in the Tulsa market in real abundance today. Proof? The U. S. Department of Commerce in its April, 1948 report, shows Tulsa leading all cities in the West South Central area in retail trade gains with a 27% gain, over all, April 1948 over April, 1947. Oklahoma's second market shows a gain of only 17%.

Advertising dollars buy *more* in the Tulsa market . . .

Advertising dollars buy *more* radio advertising when they buy KVOO, Oklahoma's Greatest Station!

\*Oklahoma State Employment Service Report

## RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

**50,000 WATTS**
**OKLAHOMA'S GREATEST STATION**
**TULSA, OKLA.**

# new and renew



## New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS	CAMPAIGN, start, duration
Ansley Radio & TV Co	Radios, TV sets	Chernow	15-20* (Regional in East)	Spots, breaks, pgms; Aug-Sep; 13 wks
Chrysler Corp (De Soto Div) Fifth Army Area	Cars Recruiting*	BBD&O John W. Shaw	100-130* 15-20 (Midwest, Chicago)	E.t. spots, breaks; Aug 1; 52 wks E.t. spots, breaks; Aug-Sep; 13 wks
General Foods Corp	Swansdown, Mint Rice	Young & Rubicam	10-20* (Expanding current campaign)	E.t. spots, breaks; Aug 16; 3 wks
Kellogg Co Park Lane Co	Cereals Seat covers	Kenyon & Eckhardt	20-30* 14*	E.t. spots; Aug 7; 13 wks E.t. spots, breaks; Jul-Aug; 13 wks
Super-Starch Inc	Liquid starch	Shaw Assoc	10-20 (Test campaign, may expand)	Spots, partic; Aug-Sep; 8-13 wks
Unicorn Press	Encyclopedia	Leonard	Approx 300* (1-wk test, will continue Sep)	5-min local pgms; Aug 9; 1 wk
Vick Chemical Co	Coughdrops etc	Morse	50-100*	Spots, breaks, pgms; Oct; seasonal
White Rock Corp	Beverages	Kenyon & Eckhardt	5-6*	Spots, breaks; Jul-Aug; 7 wks



## New On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Arabian-American Oil Co	Kudner	ABC	254	Earl Godwin; Sun 6:30-6:45 pm; Jul 4; 52 wks
General Foods Corp	Young & Rubicam	ABC		Meredith Willson; Tu 7:30-8 pm; Oct 5; 52 wks
General Mills Inc	Tatham Laird	ABC	260	Breakfast Club; MTWTF 9-9:15 am; Aug 16; 41 wks
General Motors (Chevrolet div)	Campbell-Ewald	CBS	165	All-American Soap Box Derby; Sun 4:30-4:45 pm; Aug 15; one-time
Gold Seal Co	Campbell-Mithun	CBS	160	Arthur Godfrey; MTWTF 10:30-10:45 am; Aug 30; 52 wks
P. Lorillard Co	Lennen & Mitchell	ABC	170	Stop the Music; Sun 8-8:15 pm; Jun 27; 9 wks
National Biscuit Co	McCann-Erickson	CBS	160	Arthur Godfrey; MTWTF 10:45-11 am; Sep 6; 52 wks
Pillsbury Mills Inc	McCann-Erickson	ABC		Breakfast in H'wood.; MTWTF 11-11:15 am; Sep 13; 52 wks
Procter & Gamble Co	Compton	NBC		Galen Drake; MTWTF 3:30-3:45 pm; Sep 13; 52 wks
R. J. Reynolds Tobacco Co	William Esty	NBC		*Fri 9:30-10 pm; Sep 3; 52 wks
Seaman Bros	J. D. Tarcher	ABC	11	*Fri 8:30-9 pm; Oct 8; 52 wks Buddy Weed Show; Sat 11:45-12 am; Jul 31; 52 wks

\*Show not set



## Renewals On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Ballard & Ballard	Henri, Hurst & McDonald	CBS	29	Renfro Valley Folks; Sun 10:15-10:45 am; Aug 1; 52 wks
Borden Co	Kenyon & Eckhardt	CBS	62	County Fair; Sat 1:30-2 pm; Jul 3; 52 wks
Campbell Soup Co	Ward Wheelock	CBS	161	Your Song & Mine; Wed 9-9:30 pm; Jul 7; 52 wks
Colgate-Palmolive-Peet Co	William Esty	CBS	150	Club 15; MTWTF 7:30-7:45 pm; Jun 28; 52 wks
Electric Companies Advertising Program	Sherman & Marquette	CBS	155	Edward R. Murrow; MTWTF 7:45-8 pm; Jun 28; 52 wks
Emerson Drug Co	N. W. Ayer	CBS	151	Blondie; Sun 7:30-8 pm; Jul 4; 52 wks
Kraft Foods Co	BBD&O	CBS	154	Mr. & Mrs. North; Tu 8:30-9 pm; Jul 6; 52 wks
Lewis-Howe Co	J. Walter Thompson	NBC	144	Electric Theater—Helen Hayes; Sun 9-9:30 pm; Oct 3; 52 wks
Mars Inc	Roche, Williams & Cleary	NBC	150	Inner Sanctum; Mon 8-8:30 pm; Jul 26; 52 wks
Minnesota Valley Canning Co	Grant	NBC	130	Kraft Music Hall; Th 9-9:30 pm; Jul 22; 52 wks
Pabst Sales Co	Leo Burnett	NBC	162	Date With Judy; Tu 8:30-9 pm; Oct 12; 52 wks
Procter & Gamble Co	Warwick & Legler	NBC	147	Curtain Time; Sat 7:30-8 pm; Jul 3; 52 wks
	Benton & Bowles; Compton	ABC	189	Fred Waring; Fri 10-10:30 am; Jul 16; 52 wks
	Blow	CBS	148	Eddie Cantor; Tu 9-9:30 pm; Sep 21; 52 wks
	Compton	ABC	188	Welcome Traveler; MTWTF 12-12:30 pm; Jul 1; 52 wks
				FBI in Peace & War; Th 8-8:30 pm; Jul 1; 52 wks
				Breakfast in H'wood.; MTWTF 11:15-11:30 am; Jul 1; 52 wks





## New and Renewed on Television

SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
American Tobacco Co.	N. W. Ayer	WABD, N. Y. WBEN-TV, Buff. WCBS-TV, N. Y. WRGB, Schen. WPTZ, Phila. WCAU-TV, Phila. WNBW, Wash. WABD, N. Y. WTMJ-TV, Milw.	Spots; Jun 16; 13 wks (r) Spots; Jun 30; 13 wks (n) Spots; Jun 28; 26 wks (r) Spots; Jun 28; 13 wks (r) U. of Pa. football games; approx Sep 15-Nov 30; season (r) Show Business; Mon 7-7:15 pm; Jul 9; 26 wks (r) Spots; Jul 7; 4 wks (r) Yankee football games; thru fall season (n) Spots; Jun 17; 10 wks (n)
Atlantic Refining Co. Lou Block Motors L. S. Briggs Co. (meats) Chevrolet Dealers Assn City Liquor Distributors (Villa Wine) General Electric Supply Co. General Foods Corp. (Sanka) General Time Instruments Corp. (Westclox, Seth Thomas, etc) George's Radio & TV Co.	N. W. Ayer Solis S. Cantor C. D. Ferguson Campbell-Ewald of N. Y. Direct Bowman & Block Young & Rubicam RBD&O Robert J. Enders	WBEN-TV, Buff. WABD, N. Y. WRKB, Chi. WNBW, Wash. WCAU-TV, Phila.	Spots; Jul 2; 13 wks (n) Spots; Jun 16; 13 wks (r) Spots; Jun 29; 13 wks (n) Spots; Jul 6; 4 wks (r) Street Singer; Fri 9-9:15 pm; Jul 2; 13 wks (r) Uncle WIP; MW 6-6:15 pm; Jul 12; 13 wks (n)
Gimbel Bros and Pierce- Phelps, Inc. Guthrie Brewing Co. Kool Vent Metal Awnings Lit Bros (dept store) Miller Brewing Co. Pioneer Scientific Corp. (Polaroid TV lens) Pontiac Dealers Assn (of Phila.) Procter & Gamble Co. (Prell, Ivory Snow) Rostinski Furniture Co. Sheffield Farms Co. Shymons Co. Simon Distributing Co. (Motorola radio, TV) Standard Oil Co. (of N. J.)	Robert J. Enders W. Wallace Orr Robert J. Enders Direct Direct Cayton Harry Felgenbaum Benton & Bowles Ellis N. W. Ayer Young & Rubicam Henry J. Kaufman Marshall & Pratt	WNBW, Wash. WCAU-TV, Phila. WTMJ-TV, Milw. WABD, N. Y. WRKB, Chi. WPTZ, Phila. WABD, N. Y. WBEN-TV, Buff. WCBS-TV, N. Y. WRGB, Schen. WNBW, Wash. WABD, N. Y.	Telesports; Th 11-11:15 pm; Jul 2; 13 wks (r) Partic In "Television Journal"; Jul 10; 4 wks (r) Lits Have Fun; Tu 10-11 am; Jun 22; 13 wks (n) Spots; Jul 2; 4 wks (n) Wrestling bouts; Th 9:30 pm-close; Jul 1; 13 wks (n) Buddy Young-Riehy Victor Show; 10-min as sched Fri nites; 13 wks (n) Paul Riblett; Sep 1; 10 wks (n) Television Fashions on Parade; Fri 8-8:30 pm; Jul 23; 49 wks (n)
Sun Radio Co. Thermodyne Corp. (air conditioners) Tom's Auto Service Waco TV Lens Ward Radio Co. Whelan Drug Stores	Kal, Ehrlich & Merrick Van Diver & Carlyle Henry J. Kaufman Scheck Kal, Ehrlich & Merrick Direct	WBEN-TV, Buff. WCBS-TV, N. Y. WRGB, Schen. WNBW, Wash. WABD, N. Y. WNBW, Wash. WBEN-TV, Buff. WNBW, Wash. WABD, N. Y.	Spots; Jun 30; 13 wks (n) Spots; Jun 28; 26 wks (n) Spots; Jun 30; 26 wks (n) Spots; Jul 2; 13 wks (r) Spots; Jun 16; 13 wks (r) Capital Citizen; Tu 9-9:30 pm; Jun 15; 13 wks (n) Spots; Jun 27; 26 wks (n) Spots; Jul 2; 13 wks (r) Charade Quiz; Th 8-8:30 pm; Jul 8; 10 wks (n)

## New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Ablon Inc. Dallas	Kol-Wave home permanent	Melton, Dallas
American Bedding Co. N. Y.	Mattresses, springs, couches, beds	Jasper, Lynch & Fishel, N. Y.
Elizabeth Arden Sales Corp. N. Y.	Cosmetics	Bozell & Jacobs, N. Y.
Arlington Briar Pipe Corp. N. Y.	Pipes	Battistone & Bruce, N. Y.
Bloomington Bros Inc. N. Y.	Department store	Albert Woodley, N. Y.
Broadway Appliance Distribution Corp. N. Y.	Laundry washing machines	H. L. Mihle, N. Y.
Burgess Seed & Plant Co. Galesburg Mich.	Seeds, plants	Goodkind, Joice & Morgan, Chi.
Byer-Rohneck Co. Garland Tex.	Men's hats	Tracy-Locke, Dallas
Campbell Soup Co. Camden N. J.	V-8 juice, catsup, chili sauce	Dancer-Fitzgerald-Sample, N. Y.
Cascade Products, San Leandro Calif.	Automotive lubricants	Ad Fried, Oakland
Chase & Capra Pipe Factory, Berkeley	Brilar pipes	Ad Fried, Oakland
Chicago & Eastern Illinois R. R., Chi.	Railway	Erwin, Wasey, Chi.
Club Aluminum Products Co. Chi.	Cooking utensils	Leo Burnett, Chi.
F. B. Connelly Co. Portland Ore.	Norge distributor	Richard G. Montgomery, Portland
Continental Mills Inc. Seattle	Prepared pie crust	Keene & Keene, Seattle
Graftex Products Corp. I. A.	Reflex cameras	Bass-Luckoff, Illwood
Davis Bros Fisheries Inc. Gloucester Mass.	Fisheries	Daniel F. Sullivan, Boston
Dobler Brewing Co Inc. Albany	Beer	Woodward & Fris, Albany
Drug Products Co Inc. Passaic N. J.	Pharmaceuticals	Wesley, N. Y.
Lby Shoe Corp. Ephrata Pa.	Fleet-Air shoes	W. H. Long, York Pa.
Fellows Medical Mfg Co Inc. N. Y.	Proprietary	Lee Ramsdell, Phila.
Feldston Ball Pen Co. N. Y.	Ball pens	Lee Murray, N. Y.
First National Bank, St. Louis	Banking services	Gardner, St. Louis
Forest Conservation Inc. Portland Ore.	Forest conservation	House & Leland, Portland
Peter Fox Brewing Co. Chi.	Fox DeLuxe Beer	H. W. Kastor, Chi.
Genesee Brewing Co Inc. Rochester N. Y.	Beer, ale	Rogers & Smith, Rochester N. Y.
Gibson Wine Co Inc. Cincinnati	Beer	Ralph H. Jones, Cincinnati
Golden West Brewing Co. Oakland	Beer, ale	George F. Lynn, S. F.
Grove Laboratories Inc. St. Louis	Bromo Quinine Cold Tablets	Gardner, St. Louis
Guthrie Brewing Co. Balto.	Beer	W. Wallace Orr, Phila.
Chr. Hansen's Lab Inc. (Junket Brand Foods div.) Little Falls N. Y.		
Holston Binders Inc. N. Y.	Food products	McCann-Erickson, N. Y.
International Latex Corp. N. Y.	Photograph albums	Leland K. Howe, N. Y.
Kays-Newport Inc. Prov.	Latex products	Foote, Cone & Belding, N. Y.
Kennedy-Allen Co. Prov.	Shoes	Ben Kaplan, Prov.
Kilckerhooker Food Savings Assn. N. Y.	Plastic tile	Joseph Maxfield, Prov.
Leco Products Inc. Balto.	Bank	French & Preston, N. Y.
Lady Esther Ltd. Chi.	Castile soap, shampoo	Kastor, Farrell, Chesley & Gifford, N. Y.
Lotsdale Sports Arena, Lonsdale R. I.	Cosmetics	Ruthrauff & Ryan, Chi.
Andy Lutzshaw Co. Chi.	Sports events	Joseph Maxfield, Prov.
	Andy Lutzshaw body rub, Gorfus hair dressing	Bozell & Jacobs, Chi.
Lys-Su Co. N. Y.	Auto polish	Furman, N. Y.
MacLachlan Hats Inc. Norwalk Conn.	Men's hats	John A. Cairns, N. Y.
Milco, I. A.	Hearing aids	Anderson, L. A.
F. B. Mills Seed Grower Inc. Rose Hill N. Y.	Seeds	Flack, Syracuse
National Dairy Products, N. Y.	Seafood products	N. W. Ayer, N. Y.
Peppeln Co. East Rutherford N. J.	Digestive aid	Shaw, N. Y.

(Please turn to page 84)

NEW HOOPER REPORT GIVES

# AFTERNOON

STATION-PREFERENCES

IN "IOWA PLUS!"



Now you can know what stations are listened to most in ALL THE 116 COUNTIES IN "IOWA PLUS"—as well as in Polk County (Des Moines), which accounts for only 6% of the area's population.

C. E. Hooper, Inc. polled a scientific cross-section with the question: "To what stations do you and your family listen most frequently or the most time?" The resulting Report lists the percentage of mentions given each station with 1% or more.

**AFTERNOONS, WHO GETS 27% • NEXT STATION GETS 8%!**

For the period 12:00 Noon to 6:00 PM, WHO was rated first by 27% of respondents. Eleven other Iowa commercial stations polled 1% or more. The combined rating for all these stations totalled 32%.

We believe these figures from the Winter 1948 Listening Area Coverage Index support WHO's philosophy that *People listen most to that station whose programming pleases them best, whose Public Service arouses their greatest loyalty, and whose commercial necessities are handled most sensibly.*

Write for availabilities—or ask Free & Peters.

# WHO

**+ for Iowa PLUS +**

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President • P. A. Loyet, Resident Manager  
FREE & PETERS, INC., National Representatives



Albuquerque  
 Beaumont  
 Boise  
 Buffalo  
 Charleston, S. C.  
 Columbia, S. C.  
 Corpus Christi  
 Davenport  
 Des Moines  
 Denver  
 Duluth  
 Fargo  
 Ft. Worth-Dallas  
 Honolulu-Hilo  
 Houston  
 Indianapolis  
 Kansas City  
 Louisville  
 Milwaukee  
 Minneapolis-St. Paul  
 New York  
 Norfolk  
 Omaha  
 Peoria-Tuscola  
 Portland, Ore.  
 Raleigh  
 Roanoke  
 San Diego  
 St. Louis  
 Seattle  
 Syracuse  
 Terre Haute

KOB  
 KFDM  
 KDSH  
 WGR  
 WCSC  
 WIS  
 KRIS  
 WOC  
 WHO  
 KVOD  
 WDSM  
 WDAY  
 WBAP  
 KGMB-KHBC  
 KXYZ  
 WISH  
 KMBC-KFRM  
 WAVE  
 WMAW  
 WTCN  
 WMCA  
 WGII  
 KFAB  
 WMBD-WDZ  
 KEX  
 WPTF  
 WDBJ  
 KSDJ  
 KSD  
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Television

Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
New York	WPIX
St. Louis	KSD-TV

# Eye Radio"

## MARKET-PLANNED

### RADIO

How do you engage your salesmen—by “basic groups” and “supplementary groups,” a dozen or a hundred at a time? And then how do you train them to sell—with one “personality” and one sales appeal, regardless of local preferences or potentials?

Spot radio (Bull's-Eye Radio) is a salesman who can go into any market or markets in the nation—many or few—when and where you wish—and can then “work” those markets

as required by the individual problems encountered.

Bull's - Eye Radio is *market-planned radio*. It can be used alone, or to reinforce network radio, national magazines, newspapers or outdoor. For sixteen years, F & P has devoted itself to Bull's-Eye Radio *exclusively*. We know most of its opportunities, most of its pitfalls, and would be as happy to tell you about the one as the other. Would you like to discuss it?

## FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives*

*Since May, 1932*

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO



### **U. S. Spends 42% of Income for Food**

Despite current cutting of advertising budgets (including broadcasting) by food processors and distributors recent Department of Commerce reports state that the average family food budget takes 42% of income. New food organizations, in an effort to obtain part of that 42%, are entering the broadcast advertising field and are expected to force the withdrawers back into the fold. Broadcasting affects buying habits of 93% of all families. Rent is still second consideration of consumer market and apparel a close third (rent 12.5%, apparel 12%).

### **Miami May Be Sold As TV Luxury Market**

Bob Venn (through Joe Bloom) is trying to persuade prospective TV advertisers that Miami's WTVJ will reach a luxury market in the lush TV-equipped vacation homes. Station's test patterns are expected to be on the air before the middle of August, with plans for a star-studded schedule in the making for November-December. FCC could throw in a monkey wrench by refusal to okay sale of pending operation to Wolfson-Meyer theater operators, but isn't expected to.

### **Credit Spending Continues Up**

Lack of credit controls is speeding spending throughout U. S. Unless the special session of Congress acts, credit will reach an all-time high during the latter half of 1948. Mortgage credit, installment credit, loans on securities are all on a rising trend. Money in circulation is also expected to rise to \$700,000,000 by end of year. That's an all-time high. It means both consumer cash and credit will be ready and willing to be sold by advertising. This poses a new problem for radio and all advertising. Should it sell all it can, or should it just sell what it should. It's a toughie for "free enterprise."

### **FTC Decisions Put Heat on Continuity Acceptance**

Federal Trade Commission is dotting "i"s and crossing "t"s in recent decisions. This has had the net result of network commercial continuity clearance departments' doing likewise. When the FTC states that Lamora with one "l" is okay for a wool fabric and Llamora with two "l"s isn't because it implies the presence of llama wool, it makes the networks' censorship departments look even deeper than they normally do for "hidden" meanings. Try to figure through the spoken word on the air if there are two "l"s or one in Llamora.

### **More "Public Relations" Insurance Advertising**

Insurance companies will be spending more money for broadcast advertising and advertising of all types this fall and winter than they have during the past ten years. Copy on programs will be directed to educating public on state insurance laws and their operation. Reason is a public relations one, since Federal Trade Commission is making an intensive study on monopolistic tendencies in insurance field which are said to be helped by state laws. Study will take 15 months, and then some anti-trust actions are expected against a number of the companies.

### **Discount Control May Help Advertising**

Maximum discounts for grocery products and rubber tires may be set by Federal Trade Commission this fall. Both grocers and automotive supply dealers want some protection against discriminatory quantity discounts and have appealed to the Commission for action. Control over discounts may enable food and rubber manufacturers to divert monies, now expended in discounts, to advertising.

### **Farmers to Continue to Have Spending Money**

Last minute extension of present farm program insures major farm prices' being maintained for at least two years. This means that the farmer, who has more money to spend than ever before in U. S. history, will continue to be a prime market for broadcast advertisers. More and more rural stations will slant their programing towards the man who makes his income from the soil.

### **U. S. Income to Hit High in 1949**

America's disposable personal income for the first half of 1949 as estimated by the Department of Commerce and other Washington sources will be at annual rate of \$204,800,000,000. This compares with \$82,500,000,000 in 1929. Cost of living index, on the other hand, is said by the same sources to be rising at a higher ratio than disposable income. Advertising costs are not rising as rapidly as other marketing factors. Generally speaking the lowest percentage of cost of products in five years will be spent for advertising, but this lower percent will still be the largest amount spent for advertising for all time.

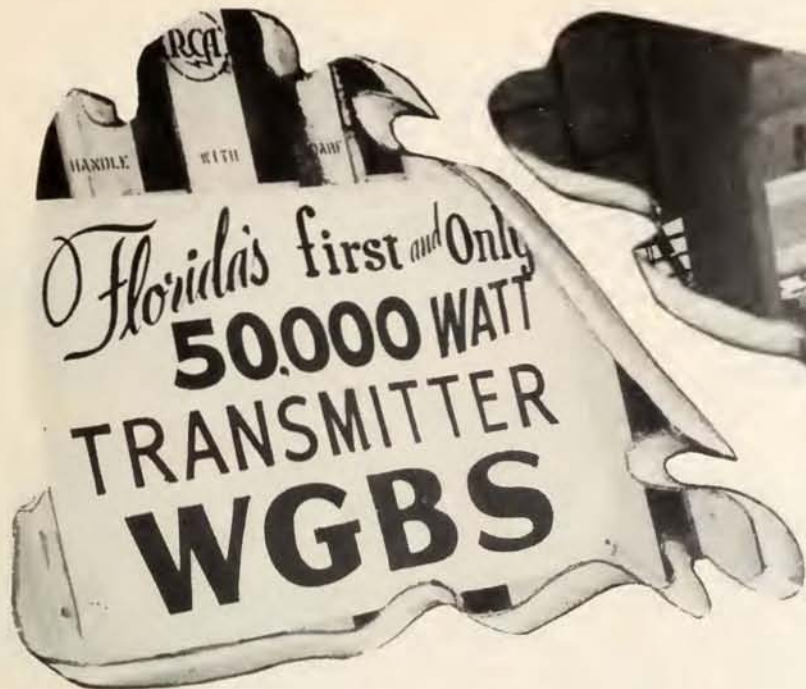
### **Anti-Trust Suits Continue**

While anti-trust suits are expected to be cut considerably if the Republicans win the elections this fall, there is no present let-up in the activities of the Justice Department in this field. Most recent industry to feel the heat of the law has been the wall-paper manufacturers, a number of whom were accused of acting in restraint of trade in stabilizing prices and enforcing established resale prices. Advertising by these companies (there were eight of them) hasn't been big, but a cooperative campaign (including radio) which had been planned by the Wall Paper Institute has been scotched as a result of grand jury indictment obtained in Philadelphia by the Justice Department against the Institute and manufacturer members.

### **Postal Receipts Top Record**

Postal receipts are held in many quarters to be a good barometer of business conditions throughout the U. S. Fiscal year ending 30 June 1948 is said to have been the Post Office's biggest 12 months. New York alone increased its receipts \$10,500,000, hitting all-time high of \$142,500,000.





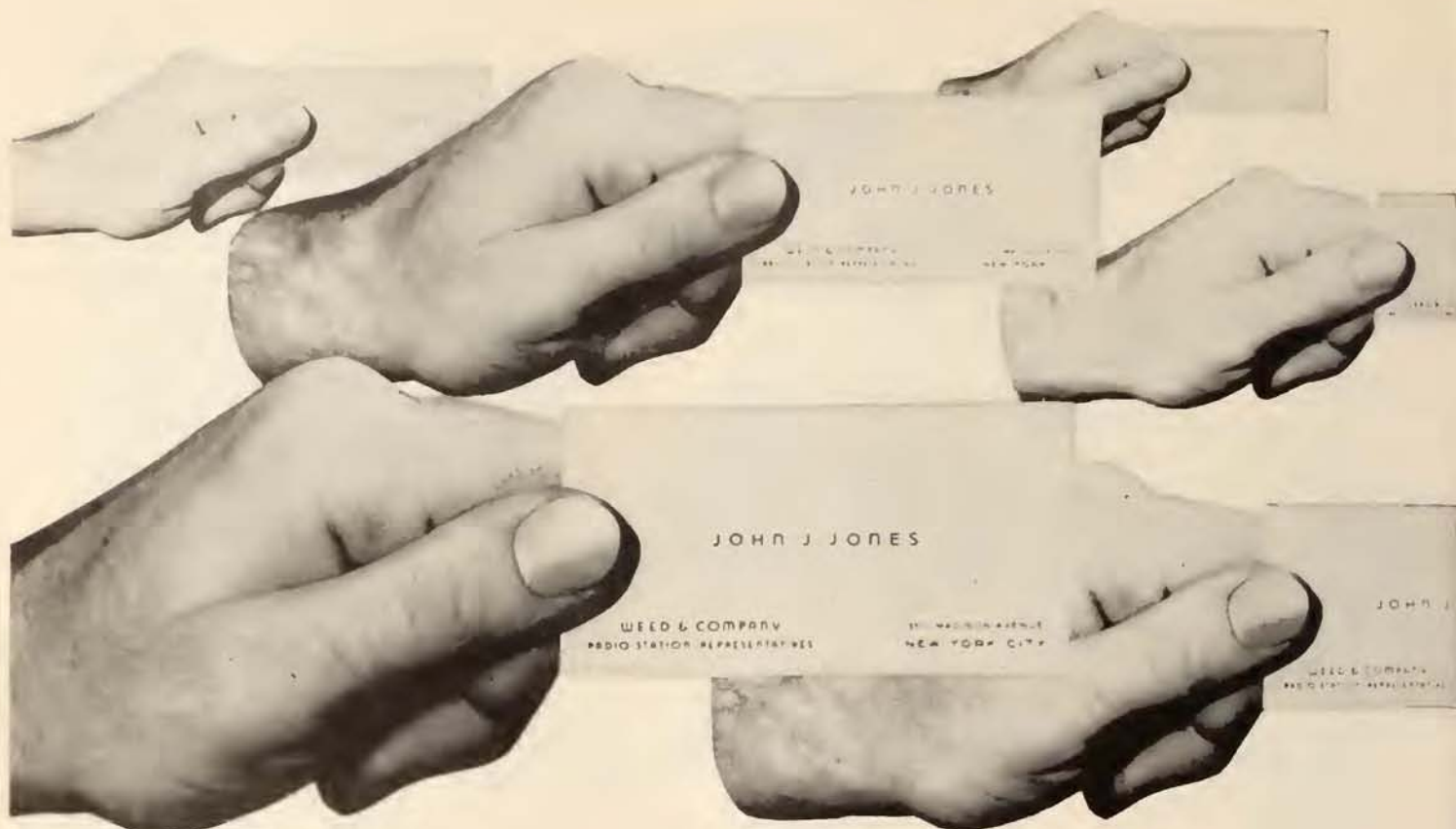
**Put them all together - - -**

**and you've got Florida's first  
and only 50 KW transmitter**

More than that. For next month, when WGBS moves up into that select group of 50,000 watt stations, you'll have a powerful new voice to travel your sales message throughout the rich southeast Florida coast cities. To reach the fastest growing metropolitan area in America with an impact second to none.

**CBS in MIAMI • The KATZ Agency**





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

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is *here . . . right now . . .* to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about *your* business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him . . . with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium . . . and . . .
4. that this skill was produced by two basic factors: extensive *knowledge* and plain *hard work*. They *always* pay off . . . in *any* business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

**Weed** *radio station representatives*  
 and company  
 new york • boston • chicago • detroit  
 san francisco • atlanta • hollywood

# Is radio the most flexible medium?

**In several important respects it measures no higher than black and white, but there's an extra something**

**over-all** Over \$15,000,000 in broadcast time has been cancelled for this fall with the explanation that the advertisers are shifting moneys to "more flexible media." In a majority of the cases the cancellations were of network radio.

It is not so easy to check cancellations in national magazines. Consumer magazines do not, like broadcasting, live in a fish bowl. However, a study made among 36 national advertisers indicates that 30% of them are cutting their mass magazine space. They are giving magazine representatives the same reason that network salesmen have been given. They are going to use "more flexible media."

There is little question, at this time, but that most national advertisers want to keep their 1948-1949 budgets in a liquid state, free of long-term commitments. They want to be able, if necessary, to about-face right in the middle of a season—to change copy appeal and even the product in their advertising. The season 1948-1949 is destined to be a cash register season. Costs of producing most products are continuing to rise, and buying resistance to price increases continues. Stockholders are reading their quarterly reports far more completely than they have for the past few years. Wall Street brokers report that requests for corporate annual and periodic reports on the part of both traders and the investing public have increased by over 15%.

Most management consultants recommend avoiding long-term commitments. Advertising in certain media can be used hand-to-mouth without losing much (if



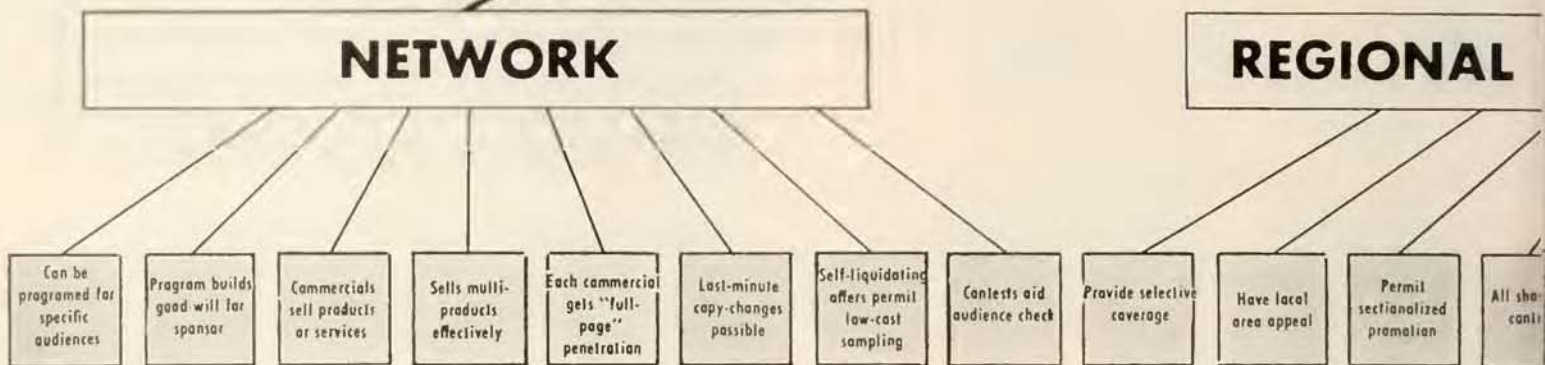
*Courtesy of Editor & Publisher*



*Courtesy of Outdoor Advertising Inc.*



# SOME REASONS WHY BROADCAST



anything) in the way of discounts. In network broadcasting, volume and frequency discounts are a vital factor and no time is sold in less than 13-week cycles. Besides the discount factor there is also the vital consideration of listening habits. An advertiser in a network slot, if he has the correct vehicle, gets more in circulation for his money practically every season he stays on the air. With few exceptions, the network programs with top audiences and top sponsor identification are those which have been on the air for a long time, continuously and in the same time period. It is this increment which has forced advertisers to conclude that network radio is inflexible—that you can't get in and out of it quickly and effectively.

From that point of view broadcasting is inflexible. Bonus audiences aren't collected rapidly. Listening habits aren't changed overnight. But that fact, however, has nothing to do with advertising flexibility. Through a program with an increasing regular following an advertiser has an audience ready, willing, and able to be sold what the advertiser has to sell. The audience is his.

Having an audience, it's up to the advertiser to sell what he has to sell. Here radio has its greatest flexibility. It's true that network radio hasn't used this flexibility except in hitchhike and cow-catcher commercials before and after the program advertising. There is a fear on the part of big advertisers that the listener will be confused with too many products,

that listener faithfulness is dissipated through multiple commercials. Tests recently conducted by one of the leading soap companies proved to the satisfaction of that organization that they could sell an almost unlimited number of products on one program, just as long as the products were noncompeting items and the commercials weren't run together. The research head of this company believes it's possible to use a big program on the air as a multiple advertising carrier. The *Lux Radio Theater* hour, it is believed, could sell as many Lever Brothers products as the Cambridge firm decided to carry on the program, without hurting the high listener-rating of the program or the impact of the advertising. That it hasn't been used is more because of the desire to make the program a top prestige item for Lever Brothers than because there is any feeling that by using only Lux copy it sells more Lux soap.

A top network program with a great audience is not an inflexible advertising medium. Not only can it be used to sell as many products as the manufacturer desires (within the limitations of network rules and regulations) but it doesn't have to sell the same products throughout all sections of the nation. There are few products with national distribution which have equal acceptance in all sections of the country. On any of the four networks it is possible to have regional cut-ins for special commercial copy. Regional cut-ins are inexpensive and can make any network as pliable as direct mail. Split-

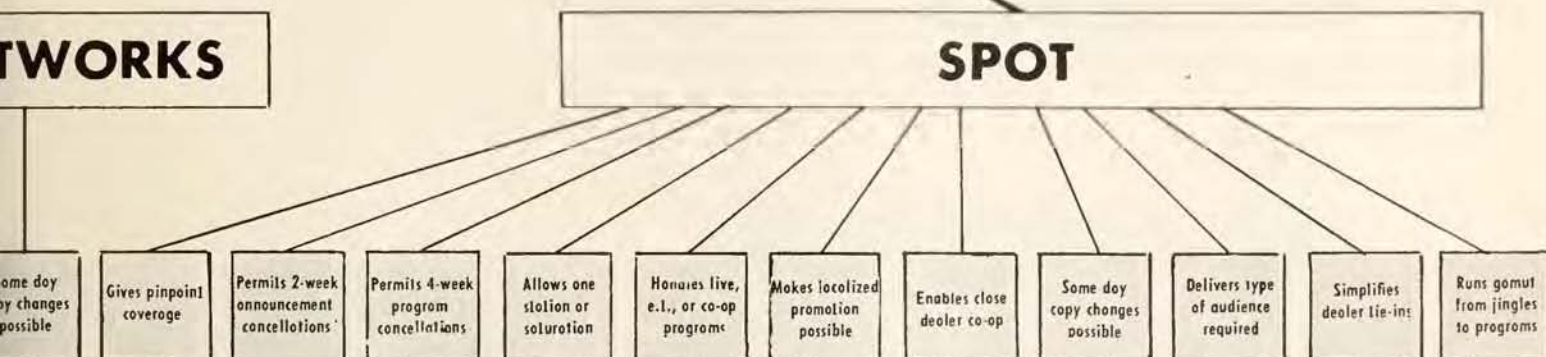
ting a network into sectional links as far as advertising copy is concerned is another indication of the flexibility of network radio.

The big negative on network broadcasting still is that you can't get in and out of it quickly. If, instead of looking upon the medium solely as an advertising form, the advertiser looks upon it as a continuing personal contact with his market, there is usually very little worry about getting in and out. Few great corporations cancel all their advertising if they expect to stay in business. Since broadcasting is a very personal link between advertiser and consumer, many advertising managers feel it should be the last medium to be cut in a budget. As the vp in charge of advertising for a great food company stated when fighting a management directive to drop a long-sponsored network program, "We lose more than we gain when we cancel a program like this. We may save some immediate dollars but we cut ourselves off from millions of our customers—customers who have been educated to buy our products while listening to our show."

He had to drop the program despite his plea. Since bankers control many corporate operations they frequently are guided by financial reports which must by their nature give an incomplete picture of company operations.

All the so-called inflexibility of broadcasting is missing from spot radio. It's possible to get in and out of a spot announcement campaign within two weeks, a spot program operation within

# ADVERTISING IS TOPS IN FLEXIBILITY



four weeks. Early in June, executives of Colgate-Palmolive-Peet met for three days to decide what markets they'd drop and in what markets they desired extra push. The meeting made its decisions around 11 a.m. one day and two weeks later new markets were being saturated and worn-out markets had been dropped. Colgate is a great believer in spot broadcasting.

When U. S. Steel found itself involved in a labor dispute and wanted its side of the story brought to the public in areas in which Steel had plants and others in which it had big stockholders, it turned to spot advertising. It had a paid statement by Benjamin Fairless on the air within a few hours after it was teletyped to stations. This advertising being of a public service nature, stations cancelled other commercials for it. They have done the same for commercials on the union side of a labor dispute.

Spot broadcasting is the most flexible of all media. Advertising copy conceived at noon can be on the air the same day. By means of spot it is possible to hit as few or as many territories as desired. It is possible to pinpoint advertising's impact by using stations which cover only their immediate areas or outlets which cover as many as eight states. It is possible to saturate a market quickly with multiple announcements daily or to cover selected areas.

With spot broadcasting it's possible to tie in programs and announcements with individual merchants or chains of stores.

It's possible to send listeners into stores—specific stores—asking for promotional literature. The flexibility of spot broadcasting is virtually limitless. It's even possible, despite the fact that broadcasting is a mass medium, to pinpoint advertising in some territories to the exact economic or educational strata that a sponsor desires to reach. He can hit at a discriminating level through a station like WQXR (N. Y.). A young audience can be reached through the WNEW's of the nation. There is a group of farm audience stations for the firm which wants them. Even the negro listener has special program likes which enable a user of spot advertising to reach him.

Because of station block programming it's possible to buy ready-made audiences. Because of research studies (diary, Conlon, City Hooperatings, Pulse, Whan, and a variation or combination of the techniques used by these research organizations) it's possible to have a fairly accurate idea of the exact audience being reached. Results are as immediate as point-of-sale advertising, as checkable as newspapers, and as low-cost as throw-aways. An advertiser who shifts out of broadcasting with the statement that he is going to use a more flexible medium can't be aware of the scope or the inherent possibilities of the air.

Where an advertiser doesn't want the problems of buying individual stations, and where current conditions preclude a long-term coast-to-coast network commitment, there is always the regional net-

work field. More of these networks are being formed almost monthly, designed to cover sections of the country which have similar buying and living habits. They are usually conceived so that they parallel the natural sales territories of great national consumer goods corporations. They are either extensive collections of small stations, or intensive linkings of a few powerful stations. They bill as a unit, promote as a unit. They are not quite so flexible as individual stations nor so long-term as national networks in their contractual operations, although individual regional chains differ in their minimum number of weeks and cancellation requirements, etc.

Broadcast advertising runs the gamut. It can be used to reach a mass audience of over 90% of the nation, or a tight captive audience shopping in supermarkets in Connecticut. Advertisers can get into and out of the field within a few weeks, or use it without a change for years. Not only can broadcasting reach any audience flexibly, but it can put that audience in a buying mood.

When million dollar corporations bow out of broadcasting—or cut radio advertising budgets—with the excuse that radio is "inflexible" it's an admission that they don't know how to sell the listeners. It is just as if a food manufacturer were to tell the stockholders that he couldn't sell in a chain of supermarkets. If broadcasting can't be used effectively, there's liable to be something wrong with the product or the sales philosophy. \* \* \*



To the enormous compilation of radio research data which is served up to sponsors at intervals has been added U. S. Hooperatings. Unlike Hooper's Program Hooperatings, City Hooper Ratings, and more recently, Hooper's Teleratings, the U. S. Hooperatings purport to be complete figures on actual listenership to network programs throughout the United States. All other Hooper studies are made on a comparative popularity basis via the telephone. U. S. Hooperatings combine telephone coincidental ratings with diary-study information from nontelephone homes.

# U. S. HOOPERINGS: an explanation

**Few people understand limitations  
and strong points of Hooper's  
nationwide survey**

Diaries are also placed in telephone homes, in order to obtain the relationship between diary-reported listening and coincidentally-reported telephone listening. Proceeding on the thesis that his telephone coincidental ratings are currently the most accurate indices to radio listening within the cities surveyed, Hooper uses them as his base and computes the inflation present in diaries by comparing the diary-reported listening in telephone homes with the coincidental-reported listening. He then scales down diary-

Interviewers filled out forms like this as they checked listening for U. S. Hooperatings. Sheet included second radio set information not usually checked

DATE		TIME	TO	NAME	INTERVIEWER NO.	CITY	CITY NO.	LISTENING TO A SECOND SET											
FEB. 1 1948		2:32	245			Brong	N.Y.	YES	NO										
TEL. DISC.	TEL. LI.	TEL. NO.	DO NOT ANSWER	LIVE	BUSY	DEF.	LISTENING	PROGRAM	STATION	TV	ADVERTISER OR	YES	NO	PROG.					
✓	AB	12345																	
	BC	23456											✓						
	CD	34567	✓																
	DE	45678					✓	Mr. President	WJZ	None			✓						
	EF	56789					✓	International Round	WNBC	International Round			✓						
	FG	67890	✓																
	GH	78901					✓						✓	James					
	HI	89012					✓						✓						
	IJ	90123					✓	Story D.K.	WJZ	D.K.			✓						
	JK	01234					✓						✓	Mr. P					
	KL	12345					✓						✓						
	LM	23456					✓	James Melton	W.E.A.F. NBC	International Round			✓						
	MN	34567					✓						✓						
	NO	45678					✓	Music D.K.	D.K.	11:15-10:10			✓						
	OP	56789					✓												
	PQ	67890	✓																
TOTAL CALLS		→ 15	3	5	7	CALLS		DA	✓	YES	NO	CALLS	DA	✓	YES	NO	M	C	
																	7	5	3
AND THEN COLUMNS		1		2		3		4		5		6		7		8		9	
		2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
TOTAL		27																	
BY STATION																			
AUDIENCE																			



# FM's point of sale audience



## Storecasting technique

**no longer experimental. Sponsors report**

**65% average sales increase in supermarkets**

**spot** Point-of-sale advertising has found its voice. That voice, restricted during the first two years of its testing by the shortage and cost of telephone lines, has not only proved its effectiveness but has uncovered the secret of how to deliver national coverage. It's FM.

"Music to shop by" isn't new. Its successful combination with advertising is. Today over 50 products are sold over the Storecast Corporation of America's system alone. The first experiment conducted by Muzak 15 years ago in New England A&P stores was a dismal failure. Even when Stanley Joseloff left the Biow advertising agency to head the storecasting development in the East, the "experts" still knew practically nothing of

how to sell via the spoken broadcast word in supermarkets. The music was programmed incorrectly, the wording, spotting, and scheduling of advertising were inept. The sound blasted the shoppers in one part of the store and was inaudible in other sections. The products advertised were frequently hard to find, rather than in the good traffic aisles of stores, and store personnel were unsold on what they were hearing.

The telephone line problem was also a storecasting deterrent. Supermarkets are generally not located close together. This meant that the cost of linking the stores with a central studio was expensive. It also meant that point-of-sale broadcasting was tied down by the shortage of facilities. When there aren't enough lines for tele-

phone use, it's practically impossible to obtain them for leased-line purposes.

Standard broadcasting has been considered a number of times during the past 15 years as a means of reaching the shopper at work, but the impossibility of maintaining clear undistorted music and voice reproduction at the receiving end due to man-made\* and natural static prevented the use of this form of transmission.

FM broadcasting is different. No motor noises, neon sign emissions, x-ray or diathermy interferences, disturb FM reception. The problems and restrictions of land line transmission are being elimin-

\*Various forms of electrical equipment used in and around stores produce disturbances that make listening difficult in any the least.





Typical of supermarkets where point-of-sale broadcasting increases buying is this market in Montreal (Picture courtesy of Chain Store Age)

ated by broadcasting's staticless, high fidelity form, FM.

By law FM can't forsake its responsibility to the home listener and serve as a facility to transmit music and commercials to supermarkets. Neither can it sell big blocks of time to a storecast operator for the purposes of transmitting programs to giant markets. But it can program its broadcast entertainment and advertising at least part time so that they're ideal for reception both in the home and at the point of sale. It can't do it on a full time basis because stations have a public responsibility to provide something besides music and selling.

Most FM point-of-sale service will be programed at peak hours of store traffic, from 10 a.m. to 1 p.m. and from 2 p.m. to 6 p.m. During these hours the music will be popular but virtually without vocals. It will be music-to-buy-by, but it will also be music-to-work-by in the home. It will be music-to-read-by. It will be background music. Two years of tests have

proved that shoppers don't like over-arranged tunes. They want the melody to be clear, they want mostly strings, little brass. Stanley Joseloff, now head of Storecast Corporation of America, succinctly describes the type of music the food shopper likes best as "music to hum." It's the type of music that Muzak has recorded for restaurant and bar service. Some of it is ageless, some of it is as up-to-the-moment as the costumes that models carry in their big round hatboxes when they're rushing to a photographic assignment.

Just like regular radio daytime programming, the music and commercials will be scheduled in 15-minute segments. Unlike present-day broadcasting, the commercials will be aired in groups of three. During the telephone wire testing period these three commercials were 30 seconds in length and were separated by 40 seconds of dead air. Dead air is a great way to lose an audience in broadcasting, so FM storecasting will not use it. The

three commercials will be linked by type of product. There might be bread, butter, and coffee advertised in one continuous commercial, with the copy bridging the three, very much as musical selections are joined with a segue. There will be from eight to ten minutes of commercials an hour (the NAB code permits three minutes in each 15 during the day.)

Gone will be the plug uglies. Point-of-sale broadcasting can't be done with irritant commercials. No guns will be fired, no LS/MFT will be intoned. Jingles, candy whizz-es, and bromo-seltzer choo choos are out. Storecasting commercials must have straight, simple, direct reasons-why continuity. By special pulse controls, the spoken commercials will be heard in the stores (only) at higher levels than the music. The pulse transmitted by the FM station will affect only the special receivers in each market and will not increase the level of sound at which the programs are heard in the home.

(Please turn to page 91)

# The Custom Built Network

As many as 100 stations have been linked in 24

hours by an advertising agency

**spof.** With radio's farflung as well as intensive facilities most sponsors wonder why a custom-built network is ever necessary. Custom-built webs are expensive if set up for a weekly 15-minute or half-hour broadcast. Therefore a custom-built chain is seldom linked for a regular commercial program no matter what the coverage problem of the sponsor. Custom-built networks were for years called per-occasion webs, and it is for special occasions that they are most justified and most productive.

Pioneer agency in the field of building special chains is Stanley G. Boynton, Detroit. Boynton's first custom-built groupings of stations were for religious broadcasts. As networks, except MBS, shifted away from commercial religious airings it became more and more important for those preachers of the gospel who felt that they wanted to reach the radio audience on a regular basis to establish their own networks. Boynton did this for them most effectively and in doing it discovered how productive specially assembled nets are. Sunday a.m. was not an expensive time period and when Boynton started signing stations it wasn't popular with sponsors. It was not difficult to sign important stations to join a special network for this period for they had no national network commitments before noon on the holy day.

The arrangements for these networks are not as difficult as it might seem at first glance. Boynton points out that a decade ago he set up a big network for the broadcast of the All-Star football game within 24 hours for Wilson Company, manufacturers of sporting goods.

It is in the field of sports that custom-built networks are most effective. Baseball, football, basketball games, and tennis matches have listening appeals that vary with each event. It is useless to sponsor over a large area a football game

between two teams which have only local appeal. One of the two teams later in the season, however, may develop into a contender for championship honors and the advertiser underwriting that game would find it worthwhile to cover a seven-state area with the battle. Practically every clash of football opponents appeals to a different audience. What one eleven does this week changes its appeal to pigskin fans next Saturday. If a sponsor wants to reach his greatest football audience it means, during the last half of the season, changing his custom-built networks from week to week.

While the same thing isn't true of baseball sponsorship, to realize effectively upon fan interest in different nines re-

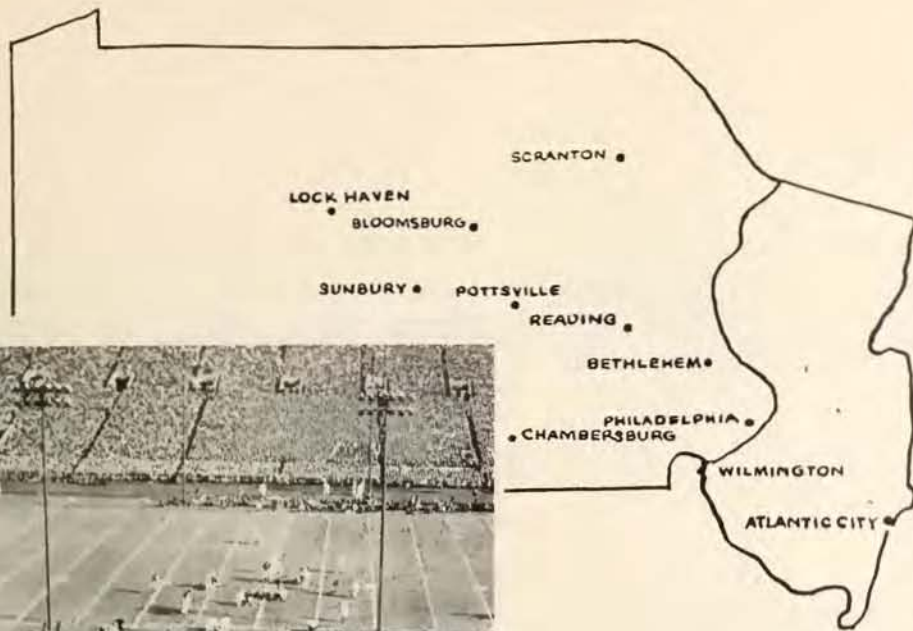
quires a hand-tailored network. In New England, the Atlantic Refining Company joins the Narragansett Brewing Company to air the games of Boston's two major league teams throughout the New England States. Twenty-two standard and nine FM stations from Lewiston, Maine to Providence, R. I. are linked by N. W. Ayer for these games. Regular net facilities would have been incapable of delivering the intensive coverage that these 31 stations give these games and their dual sponsors even were it possible to clear time on a network for the span of time required for a baseball broadcast.

There are problems with baseball sponsorship not present in underwriting the broadcasts of other sports. It is not per-



Custom-built network for Atlantic Refining and Narragansett Brewing saturates New England with baseball





Goebel Football Network). Michigan is both baseball and football conscious to an extreme and Goebel does a fine job collecting on this interest to sell its brew.

In 1943, the Goebel network had a total of nine stations. Today it's composed of 28. When the network started (1943) Goebel sales were 541,159 barrels. In 1947, the last figures available, Goebel sold 897,799 barrels. The sports broadcasts are the backbone of Goebel's advertising.

In Detroit, also, networks are built for the Davis Cup Tennis Matches and the National Tennis Matches, the latter an annual September event. The broadcasts of these games are sponsored by A. G. Spaulding & Bros., Inc. For the 1948 Davis Cup meet a network linking New York, Boston, Chicago, San Francisco, Los Angeles, Philadelphia, and Paterson, N. J. was contracted. These are the only areas that Spaulding wanted to reach with this match. For the National Tennis Matches Spaulding ordered a much bigger network. New York (2 stations), Springfield, Mass.; Boston, Philadelphia, Washington, D. C.; Pittsburgh, Buffalo, Detroit, Cincinnati, Chicago, Minneapolis, St. Louis, Memphis, Atlanta, Jacksonville, New Orleans, Houston, Dallas, Austin, Kansas City, Mo.; Denver, Salt Lake City, Los Angeles, Pasadena, Long Beach, Calif.; San Francisco, Seattle, Cleveland are linked for this September classic.

How can Spaulding afford to set up such an extensive network for a one-time

(Please turn to page 70)

*\*In some cases games justify only one-station broadcasts and they are scheduled that way.*



Atlantic Refining pioneered in commercial football. This is a typical football web

missible, for instance, to broadcast the games of one major league team in the bailiwick of another. Often it isn't even permitted to broadcast the games of one major league team in the territory that is reserved for an important minor league team.

The problem of setting up a custom-built network for a baseball season is a once-a-season problem. The network is planned before the baseball season opens and the same network functions from April through September.

As indicated previously this is not true of a football network. Pigskin coverage is on a week-to-week basis. Early in the season networks are planned for every game to be sponsored by an advertiser. There are very few games that are broadcast to the same station line-ups that were linked for the previous games of either of the teams involved. Atlantic Refining, the big football sponsor in the East, links the areas which contain the major followings of each of the teams. They add to their coverage areas where the local games do not appear to have a big draw, and subtract from the territories of each team sections where there is a highlight local fracas. In some cases, Atlantic sponsors a high school game instead of a big college game because it knows that the secondary school following is weightier locally than the college loyalty.

It is not unusual for Atlantic to have ten or 12 custom-built networks broadcasting games on one Saturday. It is not

unusual for these networks to be changed during the week before they function.

Atlantic spends over \$300,000 a year on broadcasting—and it's virtually all done on a custom-built network basis\*.

Goebel Brewing Company of Detroit, Michigan, has built its radio advertising entirely on a custom-built chain. Throughout the midwest its network is known as the Goebel Sports Network (sometimes called the Goebel Baseball Network, in the fall frequently called the

Spaulding's custom-built network for Davis Cup Matches jumps around the nation



# STATION REPRESENTATIVES\*

## Problems with agencies

1. Timebuyers lack sufficient authority
2. Agencies' concept of spot broadcasting is limited
3. Radio departments have little knowledge of pending spot broadcast plans
4. Hooperatings are employed beyond their valid use
5. Chain breaks and one-minute announcements instead of programs are emphasized
6. Clients' advertising objectives are seldom explained to agencies' radio staffs
7. Spot broadcasting talent budgets are practically non-existent

## Problems with clients

1. Their awareness of spot program possibilities is meager
2. They consider spot an unimportant secondary medium
3. They tend to wait years before employing spot broadcasting and then demand availabilities overnight
4. They seldom promote their spot advertising
5. They expect direct sales miracles from spot that they don't ask of network broadcasting
6. They have little realization of the fact that at the home receiver all broadcasting (network, local, or spot) competes on an equal basis
7. They seldom budget for spot as they do for practically all other media



The station representatives' lament has nothing to do with the state of their business. Big and little, they're doing satisfactorily, thank you. Their complaint is generally centered around the fact that the widespread lack of understanding of spot broadcasting makes it impossible for them to make the contribution that they'd like to to broadcast advertising.

A number of representatives earmark a certain percentage of their incomes for the education of sponsors and agencies on the efficacy of radio at the local level. They admit that they've made very little headway except at a few agencies.

Spot radio is the stepchild of broadcast advertising. And the station representatives carry that brand on them all the time. There is every indication that national business placed on individual broadcasting stations this fall will be the greatest in all radio history. At that time there will be a concerted drive to educate advertisers to the facts of spot life. The big problem, say representatives, is not so much to prove that spot advertising is productive as to prove that it is important—that it can be as much a prestige medium as it is a resultful one. Spot, say representatives, needs more "class" programs. Petrillo\* has made it difficult to produce "big" custom-built transcribed programs for individual sponsors, but Skippy, Hollywood Theater (a forthcoming SPONSOR story) is ample evidence that e.t. spot programing can be both a great selling vehicle and a prestige builder at the same time. What Skippy has enabled Rosefield Packing Company to do to nationally-advertised and established peanut butter brands like Beech-Nut, Heinz, Planters', and Peter Pan is proof, say the men who sell radio's city-by-city advertising form, what spot can do.

\*Music is an integral part of all "big" shows and the AFM refuses to permit use of music on records.

# LAMENT

**"Rule of thumb" selections, limited**

**timebuyer authority, high on list of sellers' gripes**

It's a constant irritation to many station representatives that they're in a multimillion-dollar business with a penny-ante reputation.

Not all station representatives feel this way. To some the plush living that they're making as well as their vital contribution to the financial health of the stations they serve are sufficient recompense for their lack of prestige in the advertising world.

The most consistent strain in the station representatives' lament, one that is heard over and over again in various keys at practically all representatives' offices, is Hooperatings. Hooper's City Reports, made in 94 cities, are the very special cross which representatives carry. They have no personal fight with Hooper. They know how he stresses the limitations of his telephone coincidental type of listener measurement. They also know that only one station in each town can be a rating leader in that town, and no matter how fine a list of stations they may have they'll have only a comparatively small percentage of the leading stations in the territories they service.

When they're asked to submit availabilities they know they have to bring Hooperating figures along with them. And they know in advance that if their station availability is second or third in an area they will have to put up a real battle even to be in the running for the business. Frequently the station they represent may have the exact type of audience that an advertiser requires, but that makes little difference to most agencies and advertisers if the station hasn't a high Hooper spot open. Since Hooperatings are obtained, in most cases, within the city limits of the areas covered, since they're only an index of popularity on an intracity or town basis (except in the case of the U. S. Hooperatings and

Hooper station "coverage" reports), Hooperatings for stations are only the beginning of what an advertiser should know when he considers an outlet. But in thousands of cases, a good Hooperating is the alpha and omega in station selection.

There are, of course, some station representative salesmen who say that Hoopers are a challenge to them really to sell their stations. They object only when the agency timebuyer won't, or—worse—can't, listen to reasons why, in this particular case, a Hooperating isn't the correct broadcast advertising answer. Certain accounts handled by agency buyers require minimum Hoopers for every spot announcement or spot program purchased.

One advertiser for instance moved his business from one agency to another because the new agency promised him that at no extra cost it would buy spots with two more Hooper points than his former agency was delivering. A timebuyer who didn't deliver what his new-business department had promised the client would be out of a job very quickly.

Timebuying can be a fine art, but is not often practiced as such. This, say station representatives, doesn't mean that there aren't a number of timebuyers in New York, Chicago, San Francisco, Philadelphia, Boston, and a number of other cities who aren't well versed in the art—and practice it too. The well-grounded timebuyer is in the minority. Most of them

*(Please turn to page 52)*

## Problems with stations

1. Despite their profits from spot broadcasting, they fail to promote it
2. They judge station representatives nearly 100% by the business they produce, ignoring other services
3. They don't build enough programs which can be offered for sale
4. They don't keep their representatives abreast of local market conditions
5. National spot sales leads picked up locally are seldom passed on to the representative
6. Availability of schedule information has been improved but it's still far from adequate
7. Representatives are frequently the last to learn of good promotional material



1- Louis Keane, Seymour Weitzman, and Charles Spector, Beck executives, become TV fans and ad prospects



2- agency listens while station WPIX's B. O. Sullivan outlines the values of the Gloria Swanson Show, TV's first woman's participation program. Atherton Pettingill, Dorland, Inc. president, supervises A. S. Beck advertising

PICTURE STORY OF THE MONTH

# A. S. Beck comes to TV

For the past 24 years A. S. Beck has invested most of its advertising budget in newspapers. From time to time they tried broadcast advertising but never seemed to be able to hit the correct formula for selling style merchandise to a mass audience. Fifteen years ago they sponsored a musical program with Willy Howard, Ginger Rogers, and Morton Downey on CBS. It didn't sell Beck shoes.

It is the feeling of Atherton Pettingill, head of Dorland, Inc. (the A. S. Beck agency), that television is the ideal air medium to move any product with a fashion appeal. He says that the sponsor (Beck) and the agency waited only until they felt the metropolitan New York market had enough television sets to make it a profitable dollars-and-cents investment. A mass-priced fashion item like Beck shoes can't afford to be a pioneer. Every Beck advertising cent must bring in its dollars in profits.



3- commercials come in for special agency treatment at a plans board session with Lillian Campbell, Josephine Kelm (A. S. Beck account executive at Dorland), H. G. Barnes (agency TV director), and Pettingill



4- program strategy including integration of commercials, is discussed by Gloria Swanson with station's program heads. (left to right) Sherling Oliver, Harvey Marlowe, Miss Swanson, and show producer Richard Rose



**5- rehearsal time** calls for full cooperation of director, cast, and crew. Dick Rose emphasizes the importance of camera angles to model Madelyn Tyler. The umbrella, too, is a Beck product and must show its best face to the camera. Both star Gloria Swanson and Pat Murray (right), A. S. Beck television fashion editor on program, sit in on every rehearsal detail for smoothness



**6- on the air** at last. Closeups of products are essential. The camera moves in for a shoe sequence so that none of the fashion detail is lost when received in the home



**7- viewer at home** seeing the details of the shoes being highlighted on this telecast, weighs the cost as well as style features. Live modeling adds high-fashion touch



**8- window display** helps viewer associate the sponsor with the telecast that she has seen. The pair of shoes seen on the air is displayed near tie-in poster



**9- floor display** stops the customer as she seeks a salesman in an A. S. Beck store. Since television is news to shoppers, women buy even if they didn't see the program on the air

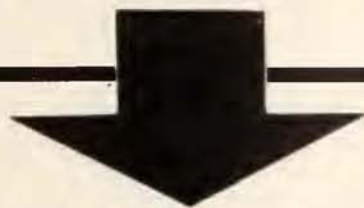


**10- the sale is made** and everyone's happy. The home viewer (Betty Colvin) feels that she's wearing the newest in footwear (a television style). A. S. Beck have discovered the impact of TV, both to bring in new customers and to lend high style to the shoestelecast. A. S. Beck expect to find on visual air what they claim they failed to discover in radio during past 15 years



# BEFORE YOU DECIDE ON YOUR FALL SCHEDULE

*in the* **DETROIT** *Area*



*See How Much* **MORE** *You Get, Using*

# CKLW

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

*Guardian Bldg., Detroit 26  
J. E. Campeau, President*

*Adam J. Young, Jr., Inc., Nat'l Rep.  
H. N. Stovin & Co., Canadian Rep.*

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



**Television is proving  
that visual air advertising  
can sell anything from  
wire and cable to eyeglasses  
and stocks and bonds**

## WIRE AND CABLE

SPONSOR: U. S. Rubber      PRODUCT: Insulated Products

*CAPSULE CASE HISTORY: U. S. Rubber, having developed something new in wire insulation, decided to reach its Quakertown market through a Hollywood-style TV premiere. All of Philadelphia's important contractors and builders were invited to the first telecast of "At Liberty Club" over WFIL. Before this first scanning was off the air orders had been placed that justified the 13-week series. Show is currently on NBC-TV. Agency is Fletcher D. Richards.*

WFIL, Philadelphia      PROGRAM: "At Liberty Club"

## HOME APPLIANCES

SPONSOR: Harry Alter Co.      PRODUCT: Refrigerators, etc.

*CAPSULE CASE HISTORY: Alter is in its second 26 weeks of sponsoring wrestling. Via TV it introduced the Crosley refrigerator to Chicago. Two days later a couple visited a dealer, demonstrated the Crosley to an inexperienced salesman as they had seen it done on the air, and bought one. One of Alter's dealers offered a clothes sprayer free to anyone visiting his store who mentioned they saw him on TV. It cost him 130 sprayers. Agency is Malcolm-Howard.*

WBKB, Chicago      PROGRAM: Wrestling

## OPTICAL SERVICE

SPONSOR: Universal Optical Co.      PRODUCT: Eyeglasses

*CAPSULE CASE HISTORY: While opticians have used radio in areas where their advertising is permitted and acceptable, seldom has oral broadcasting brought the immediate results that WBAL-TV did for this client. One one-minute announcement was scanned exclusively on this station in June. When the store opened the next morning, five out of the first six customers said they were there because they had seen the ad on television.*

WBAL-TV, Baltimore      PROGRAM: 1-minute announcement

## STOCKS AND BONDS

SPONSOR: Reynolds & Co.      PRODUCT: Securities

*CAPSULE CASE HISTORY: To achieve acceptance and standing with viewers and security houses, Reynolds sponsored a 15-minute TV series programing Pennsylvania leaders of industry. Top management men from firms such as Pennsylvania R. R., Philco, SKF, and Gimbel Brothers were presented. Trade paper publicity and viewer association of the name of Reynolds with top corporations has convinced the sponsor that their salesmen won't have to make "cold" calls anymore.*

WPTZ, Philadelphia      PROGRAM: "Leaders of Industry"

## SCHOOL, RESTAURANT

SPONSOR: None      PRODUCT: Food and instruction

*CAPSULE CASE HISTORY: Because Mrs. Lucas, who directs this weekly kitchen session, is an epicure's chef, her how-to-make-it sessions have charm and viewer appeal. Although this is a sustaining CBS program, it draws an average of 1,000 letters a week and Mrs. Lucas' Cordon Bleu restaurant and school are doing the biggest business of their career. It pays, says the lady, to admit that viewers know how to cook ham and eggs.*

WCBS-TV, New York      PROGRAM: "To the Queen's Taste"

## HOSIERY

SPONSOR: Willy's of Hollywood      PRODUCT: Nylons

*CAPSULE CASE HISTORY: On June 11, this hosiery manufacturer made its first offer of 66 gauge, 15 denier women's hosiery for \$2. On the evening of the telecast, 81 calls resulted in sales of 228 pairs of hose. The following day orders for 59 more pairs were received. "Shopping at Home" is a participation program which has 15 sponsors. Willy's hose is sold directly from a factory-owned store in Los Angeles.*

KTIA, Los Angeles      PROGRAMS: "Shopping at Home"

# "The **KMBC-KFRM** Team HAS PROVED ITSELF!"

JAMES R. REESE ADVERTISING CO

LAND BANK BLDG. • 15 WEST TENTH ST  
VICTOR 5269

KANSAS CITY 6, MO.

May 28, 1948

Mr. Arthur B. Church, President  
Radio Stations KMBC-KFRM  
Kansas City 6, Missouri

Dear Arthur:

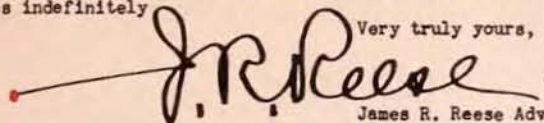
I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and Livestock Market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying—in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source. ... For this reason we have extended our contract for this five-day week series indefinitely

Very truly yours,



James R. Reese Advertising Co.

RADIO — FARM PAPERS — NEWSPAPERS — BUSINESS PAPERS — OUTDOOR — DIRECT MAIL

## The **KMBC-KFRM** Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people... and, they are all important consumers in this rich Heart of America market.



# KMBC

of KANSAS CITY  
5,000 on 980



7th Oldest CBS Affiliate  
Represented Nationally by  
FREE & PETERS, INC.

# KFRM

for KANSAS FARM COVERAGE  
5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

AUGUST 1948

# \$100 for a new name for SPOT

# SPOT

**The word "spot" has developed two meanings; only one has caught on with sponsors**



It's time for a new name for national broadcast advertising purchased on an individual market basis. Many names have been suggested as replacements for "spot," but none, thus far, has met industrywide acceptance. Because there is need for an acceptable term, SPONSOR is offering \$100 in a new name competition which is open to all segments of the industry. Ten brand volumes of the first 12 issues of SPONSOR, which already are collectors' items, will be awarded as runner-up prizes.

Three representatives of each of five segments of broadcast advertising will serve as judges of this name search. Rules and regulations established for this con-

test-search are described in this article and on the entry card bound between the pages of this report.

If the word "spot" were to mean just one thing, it might be adequate. It doesn't. To most men not directly associated with radio advertising it means "announcements." In many cases the meaning of "spot" is even more restrictive. Executives of national advertiser firms generally limit the meaning of the term to very short announcements—chain-break or station-break commercials (about 15-20 seconds in length).

In an effort to overcome the misconceptions of the meaning of "spot," time-buyers at advertising agencies have roundtable meetings with new clients to

"educate" them to the broad meaning of the term. Linnea Nelson, J. Walter Thompson, explains her operations in this manner: "We have a routine with new clients. We explain very thoroughly what spot radio is. Then we seldom have any trouble again. Sometimes we use the word 'local' in connection with 'spot.' While 'local' will mean something different to station men, at J. Walter Thompson it means nonnetwork announcements or program campaigns. There has been considerable education in the industry as to exactly what 'spot' is. There is probably less confusion now than in previous years. A new name would be a good idea, but the word would have to be smart, effective, and not highbrow in any way."

## THE JUDGES IN SPONSORS' "NEW NAME FOR SPOT" COMPETITION

**J. D. BOWDEN**  
*Radio Time Buyer, Montgomery Ward & Co., Chicago*

**LEE MACK MARSHALL**  
*Advertising Manager  
Continental Baking Co., New York*

**CLIFFORD SPILLER**  
*Sales & Advertising Manager  
Franklin Baker Inc. General Foods, New York*

**CARLOS FRANCO**  
*Manager, Radio Time Buying  
Young & Rubicam, New York*

**JACK LAEMMAR**  
*Media Director, Eagle Air & Bellini, Chicago*

**LINNEA NELSON**  
*Head of Radio & Television Time Buying  
J. Walter Thompson, New York*

**JACK HARRIS**  
*General Manager, KPHO, Houston*

**CLAIR R. McCOLLOUGH**  
*President, Steamship Stations, Lancaster, Pa.*

**HUGH TERRY**  
*General Manager, KLTZ, Denver*

**JOSEPH BLOOM**  
*President, Furpe & Co., New York*

**H. PRESTON PETERS**  
*President, Free & Peters, New York*

**PAUL H. RAYMER**  
*President, Paul H. Raymer Co., New York*

**GUY HERBERT**  
*General Manager  
All-Canada Radio Facilities, Ltd., Toronto*

**JOHN PATTERSON WILLIAMS**  
*President, Transcription Sales, Inc., Springfield, Ohio*

**FREDERIC W. ZIV**  
*President, Frederic W. Ziv Co., Cincinnati*

Since education has been found essential throughout broadcast advertising on the meaning of the word "spot," it's obvious that the name isn't adequate. It's obvious therefore that the advertiser who hasn't used radio, who hasn't been subjected to "education," doesn't know what it means. The problem becomes more involved as each agency develops its own set of terms to cover the field of national broadcast advertising on a market-by-market basis.

Mary King, timebuyer at Kudner Agency, explains their procedure in the following way: "We have our own house distinctions for the terms of 'spot' broadcasting. We call all announcements of less than one minute, 'limited announcements.' One-minute 'spots' are 'minute announcements.' 'Spot' programs are defined by length and type. 'Spot' is used only to define the fact that it is non-network. We sometimes use the term 'limited-area' broadcasting to explain 'spot' campaigns."

The stress that Mary King puts on "limited area" is indicative of the common belief, even in the radio departments of advertising agencies, that national advertising purchased on an individual market basis is all limited-area advertising. Seldom is the field of "spot" pictured as a national medium, which the Rosefield Packing Company (Skippy Peanut Butter) has used to cover 80% of the nation. National broadcast advertising purchased on an individual market basis need not mean individual area advertising only. It can and does deliver nationwide coverage.

While "spot" is understood by radio executives and timebuyers in agencies, and, in many cases, by the radio advertising executives of national advertisers, it's a considerable hurdle to advertising men in sponsor firms when discussing the field with executives outside the advertising department. Cliff Spiller, now sales and advertising manager of the Franklin Baker division of General Foods, has to explain to practically every non-advertising man at G-F that his test campaign in the Southwest which is being run on a "spot" basis is not an announcement campaign, but a program sponsorship.

J. D. Bowden, radio timebuyer with Montgomery Ward, and Harry E. Fuller, district advertising manager for Household Finance (both of Chicago) have found that an understanding of "spot" doesn't extend beyond the advertising staff. Says Bowden, "Speaking to people outside the ad department, I find it necessary to explain what 'spot' is." Fuller

(Please turn to page 81)

## quotes . . .

"I'm in favor of a new name if it will help clear up the confusion as to the meaning of 'spot,' and I think that it will. I don't like to waste time when sitting down with an account man to explain that spot radio may mean a baseball game or a one-minute announcement."

**TOM McDERMOTT**  
*Timebuyer, N. W. Ayer, N. Y.*

"Most people take the word 'spot' to mean spot announcements alone, so it isn't broad enough. We should have a better word."

**HELEN WILBUR**  
*Timebuyer, Doherty, Clifford & Shenfield, N. Y.*

"We definitely need an adequate term. Perhaps someone will have to coin a new word. I have no suggestion to describe what we mean by 'spot' or non-major network radio."

**MARGARET WYLIE**  
*Timebuyer, J. Waller Thompson, Chicago*

"I think it's definitely time that we found a new term. 'Spot' can mean anything from a one-minute announcement to a 15-minute strip or 'you name it.' It's confusing not only to advertisers but also to people in the business."

**JIM COMINOS**  
*V.p. in charge of radio, LeValley, Inc., Chicago*

"With the tremendous growth in the use of spot advertising we require a more definitive term. The right word would help sell the use of 'spot' to national advertisers."

**DAVID HALPERN**  
*V.p., Owen & Chappell, N. Y.*

"I do think that a new name would be a good idea. Non-radio people in the agency and the client's office tend to think of 'spots' as minute announcements only."

**FRANK DANIELS**  
*Timebuyer, Lennen & Mitchell, N. Y.*

"I can see where 'spot' is confusing to people not connected with radio."

**JANE McKENDRY**  
*Timebuyer, Needham, Louis & Brody, Chicago*

"'Spot' encompasses so much that it has to be broken down. Possibly a combination of other words or coining a new word would clarify the situation."

**JACK LAEMMAR**  
*Media director, Foote, Cone & Belding, Chicago*

"'Spot' is a negative word. It's time for a new word."

**STEWART P. BROWN**  
*Neff-Rogow, N. Y.*

"I've run across trouble in explaining exactly what 'spot' is."

**WILLIAM D. SMITH**  
*Timebuyer, Buchanan, N. Y.*

# BMI Pin-up Sheet

## Hit Tunes for August

(On Records)

### CHILlicothe, OHIO

(Mellin)

Arl Mooney—MGM 10230 • Peggy Mann—Eddie Heywood—Vic. 20-2839  
The Four Tunes—Manor 1087 • Les Brown—Col.\*

### DELILAH

(Encore)

Glenn Miller—Vic. 20-2942 • Buddy Clark—Okeh 6403  
Horace Heidt—Col. 36370 • Mills Brothers—Dec. 4108  
Dick Jurgens—Okeh 6389

### DREAM PEDDLER, THE

(Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652  
Hal Derwin—Cap. 481 • Snooky Lanson—Merc. 5124  
Del Courtney—Vila.\* • Harry Roy—Lon. 225

### FOOLIN'

(Jay Dico)

Francis Craig—Bullet 1013 • Ed McMullen—Crown B 1-164  
Gloria Carroll—Back Bay\*

### IT'S SO PEACEFUL IN THE COUNTRY

(Regent)

Mildred Bailey—Dec. 3953 • Charlie Spivak—Okeh 6291  
Bob Chester—Bluebird 11227 • Harry James—Col. 36246  
Jan Savitt—Vic. 27464

### JUST BECAUSE

(Peer)

Frank Yankovic—Col. 38072 • A. George—Sig. 15207  
J. Gumin—Chord 664 • Eddy Howard—Maj. 1231  
Lone Star Cowboys—Vic. 20-2941 • Sheriff T. Owens—Mer. 6086  
T. Parker's Four Jacks—Polde 1002 • Riley Shepard—Embassy 1003  
D. Stabile—Dec. 24376 • F. Zaic Polkateers—Cont. 1228  
Al George—Master 101 • Penn-Jersey String Band—Metro. 2001

### I WANT TO CRY

(Escalator)

Savannah Churchill—Mon. 1129 • Chris Cross—Sterling 4004  
Dinah Washington—Mer. 8082 • Phil Reed—Frank Picher—Dance-Tone 216

### LONG AFTER TONIGHT

(BMI)

Kate Smith—MGM 10157 • Snooky Lanson—Mer. 5095  
Andy Russell—Cap. 15055 • Yvette—Vila. 919  
Betty Rhodes—Vic. 20-2735 • Russ Titus—Musicana 14

### SERENADE—MUSIC PLAYED ON A HEARTSTRING

(Duchess)

Buddy Clark—Ray Noble—Col. 38091 • Jan Garber—Cap. 15043  
Bob Eberly—Russ Morgan—Dec. 24376 • John Laurenz—Mer. 5099  
Jerry Wald—Com. 7503

### SOMEONE CARES

(Porsie Music)

Vaughn Monroe—Vic. 20-2671 • Mills Brothers—Dec. 24409  
Art Lund—MGM 10170 • Eddy Howard—Maj.\*  
Frankie Carle—Col. 38130 • John Laurenz—Mer. 5144

### SPRING GAME

(Republic)

Sammy Kaye—Vic. 20-2886

### TAKE IT AWAY

(Pomora)

Eric Madriguera—Dec. 24446 • Edmundo Ros—Lon. 230  
Xavier Cugat—Col. 38239 • Emil Coleman—DeLuxe 1010

### TIME AND TIME AGAIN

(London)

Wayne King—Buddy Clark—Vic. 27516 • Eddie Duchin—Col. 36089  
Bob Chester—Bluebird 11172 • Tommy Tucker—Okeh 6177

### WALKIN' WITH MY SHADOW

(Johnstone-Monte)

Four Knights—Dec. 48014 • Jack McLean—Wayne Gregg—Coast 8001  
Monica Lewis—Sig. 15229

### YOURS

(Marks)

Vaughn Monroe—Vic. 20-2984 • R. Armengod—Dec. 18159  
Xavier Cugat—Vic. 26384 • Jimmy Dorsey—Dec. 25121  
Benny Goodman—Col. 36067 • Eddy Howard—Col. 37995  
Phil Reed—Dance-Tone 17 • Andy Russell—Cap. 10112  
Tito Guizar—Vic. 27410 • Nat Brandwynne—Dec. 3913  
E. LeBaron—Dec. 25205 • Cuba Libre Six—Coda 5004  
G. Carter—Black & White 3005 • Ben Light—Tempo 598  
Roy Smekc—Dec. 3790

\* Soon to be released.

## BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

## status report

### Dialing Habits Differ

Indicative of how dialing habits differ in City, Town, and Rural listening areas are figures in the first U. S. Hooperatings.

Selecting *Grand Ole Opry* as a show that should have a strong rural appeal and Walter Winchell as a program with strong metropolitan listening, SPONSOR had two tabulations made from the U. S. Hooperatings (January-February 1948).

U. S. Hooperatings

"Grand Ole Opry"	Area	"Walter Winchell"
11.83	City	20.08
14.48	Town	14.61
16.43	Rural	9.89

The daytime *National Farm and Home Hour* had a program popularity Hooperating of 1.9 for January-February. The U. S. Hooperatings for the same period reveal a different picture by area type.

"National Farm and Home Hour"

Area	Hooperating
City	1.88
Town	3.75
Rural	4.89

The three programs are not used to prove that there aren't programs that appeal to all of America but just that there are many that have a changing appeal.

### Television Directory No. 4

## TV RATES & FACTBOOK

(revised to July 1, 1948)

- part 1: Commercial TV Stations Operating  
Rate cards, facilities data, TV set count, personnel, etc.
- part 2: Construction Permits Outstanding & Applications Pending  
Technical facilities, affiliations, call letters, etc.
- part 3: Experimental TV Stations
- part 4: Present Allocation of TV Channels by Cities  
Allocations to first 140 markets, sales rank, population.
- ADDED FEATURES
- part 5: Proposed Allocation of TV Channels by Cities  
New allocation plan listing proposed channels for 458 cities.
- part 6: Directory of Television Program Sources  
Owners, producers, syndicators of live and film material.
- part 7: AT&T Maps of Television Network Routes

\$5.00 per copy

MARTIN CODEL'S

*Television Digest*  
and FM Reports

1319 CONNECTICUT AVE. N.W., WASHINGTON 6, D. C.  
Write for data about our complete service, including weekly newsletters; TV, FM and AM Directories and weekly Addenda; regular Supplements etc.



## 100,000 TICKET HOLDERS JAM-PACK WFBR'S MODERN STUDIOS YEARLY!

The ticket-taker at WFBR's big Studio A is a busy fellow. He collects free admission tickets from over 100,000 loyal WFBR fans that throng the station every year.

What does this mean to you? Plenty! This big crowd is the only "plus" of its kind that you can get in Baltimore. It's a home town listener loyalty that is just one of the reasons why WFBR is **first** in the nation's sixth largest market.

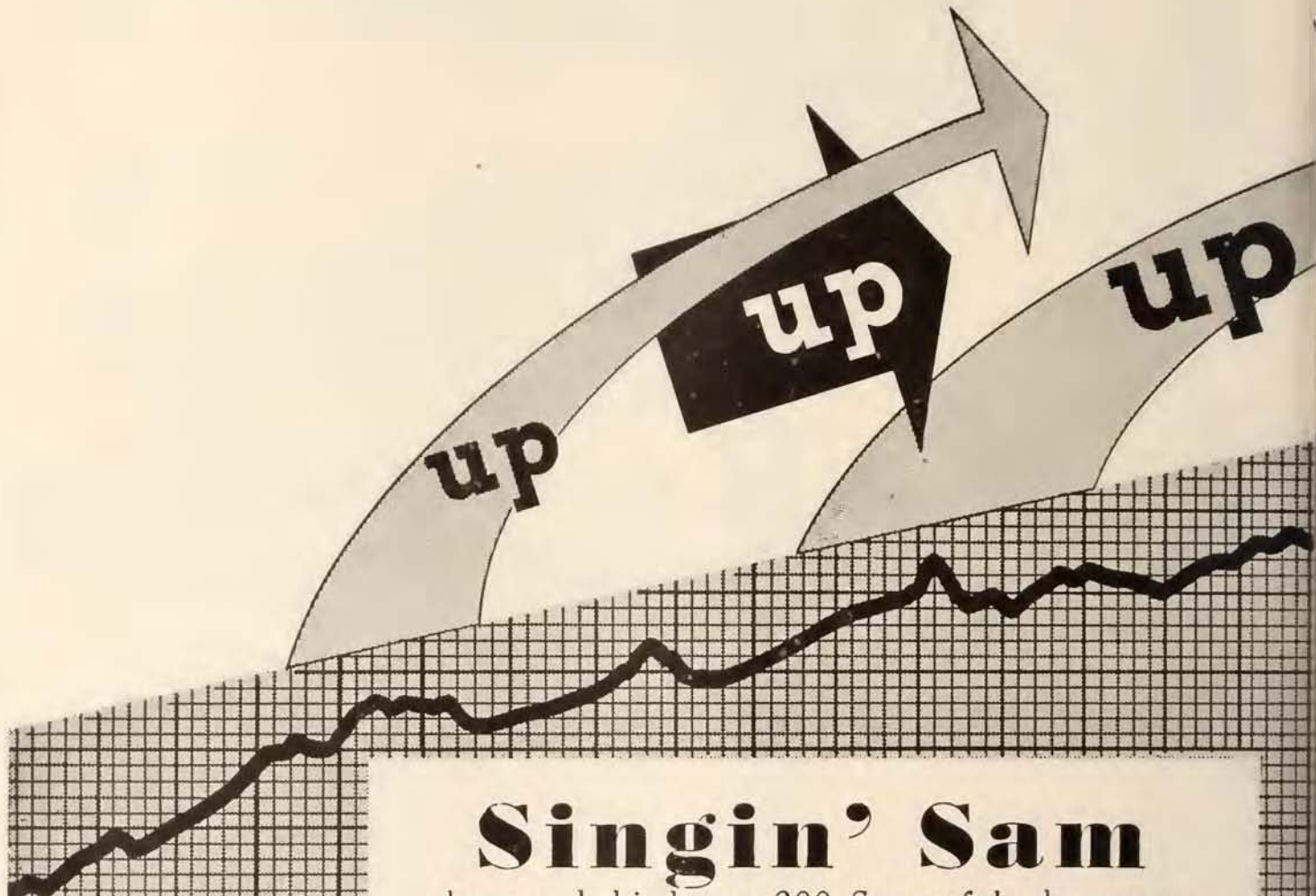
This year over 100,000 Baltimoreans will visit WFBR, get their copy of "Let's Listen" (WFBR's program highlight guide), see great shows, look at interesting merchandise displays and generally have a swell time.

In planning your fall time buying, please remember this - in Baltimore it's . . .

# WFBR

**THE BALTIMORE STATION WITH 100,000 PLUS**

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.  
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



# Singin' Sam

the man behind over 200 *Successful* sales curves

For the sponsor interested in *sales*, Singin' Sam presents a unique opportunity. For never in radio's history has there been a personality like Sam . . . never before a program series with such an outstanding record of *major* sales successes unbroken by a single failure.

These are strong statements that carry tremendous weight with prospective program purchasers . . . if supported by facts. And facts we have in abundance . . . high Hoopers, congratulatory letters, expressions of real appreciation by advertisers themselves, actual before and after stories backed with the concrete figures.

This 15-minute transcribed program series is the show you need to produce results. Write, wire, or telephone TSI for full details. Despite Singin' Sam's tremendous popularity and pull, the show is reasonably priced.







**S**ingin' Sam—America's greatest radio salesman. Assisted by Charlie Magnante and his orchestra and the justly famous Mullen Sisters.

*Write for information on these TSI shows*

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

**TRANSCRIPTION SALES, INC.,** 117 West High St.  
Springfield, Ohio  
Telephone 2-4974

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

Chicago—612 N. Michigan Ave., Superior 3053

Hollywood—6381 Hollywood Blvd., Hollywood 5600



## HIT 'EM A HARD LICK WITH WCON!

We've got our coats off and sleeves rolled up—waiting to go to work for you!

We know this market and we know our listeners. We know what programs they like and we see that they get 'em.

So when you want to get in a hard sales lick down here... just call on WCON!

Why not call on Headley - Reed Company for the dope right now?



Drawing by permission of D. Appleton-Century Co.

# ABC

IN ATLANTA IT'S  
WCON

5000 WATTS

550 KC

# broadcast merchandising

A matchbook of 5 plastic golf tees reminded key Bostonians, including agency and sponsor executives, that it was T-Day when Westinghouse's WBZ-TV took to the air on June 9.

Paper plate, wooden spoon and fork celebrates "Dinner Winner's" 15.4 Hooperating. Station WHK (Cleveland) told the world about a new Hooperhigh by mailing to sponsor prospects an empty place service. Fork was stamped "WHK forks over the listeners." Spoon was marked, "WHK dishes out results."

WNEW's little songs about democracy were the subject of an "art contest" among high school students recently. Winners were shown at the Associated American Artists Gallery in June and at the Museum of Science and Industry in Radio City during July. In August they will tour public libraries in New York City.

"How to cook a dragon" is a most intriguing and perfectly illustrated booklet published by NBC to stress the significant juvenile Saturday morning audience. The booklet "sells" the NBC Saturday before-noon line-up from *Story Shop* to *Smilin' Ed McConnell*. WCKY, Cincinnati, has issued its own booklet on this time period titled, "Oh, What a Beautiful Morning." The L. B. Wilson station points out that in the Queen City there are 20% more radio listeners on Saturday morning than on any other a.m.

Instead of using regular station letterheads to send out letters to the drug trade on Toni's sponsorship of programs over WPOR (Portland, Me.), the station printed a special letterhead which included the name of Toni and the programs sponsored. Less copy about the shows had to be put into the letter.

KSL, Salt Lake City, tagged fishes at the opening of Utah's fishing season with KSL's call letters and numbers delivering from \$1 to \$50 each to the catchers. KSTP practically tore up Minnesota three years ago with a similar promotion. Thirty-seven tagged trout were caught on the opening day of Utah fishing season.

"Listen Ladies" on KGNC (Amarillo, Tex.) asked daytime dialers to send in recipes. Over 1,000 unusual cooking ideas were submitted to station. Practically all the 2,500 200-page cookbooks published from these

recipes moved out of the station into the homes within a few weeks after they came off the press.

Disk jockeys sent up in a blimp for a broadcast by WACE and WACE-FM (Chicopee, Mass.) to give their show a "lift" floated over two houses that a real estate firm sponsor had for sale. The jockeys, Kris Martin and Lee Smith, miked commercials on the properties. Result—both houses were sold before the blimp returned to the ground.

Not all stations take a summer slump lying down. KOIL (Omaha, Neb.) decided that one way to promote hot weather listening was to increase the sale of portable radios. On 475 streetcars and buses, on the backs of 105 Checker cabs, in newspaper advertising and radio dealer counter cards, KOIL advised transit patrons to "listen to KOIL all summer and buy a portable radio today."

Now...  
**Sell 8  
Times  
More  
People!**



5000 ~~250~~ WATTS

620 ~~1430~~ KC

WDNC

DURHAM, N. C.

REP. PAUL H. RAYMER



For Announcement  
Schedules:

**USE participations in the  
"Old Dominion Barn Dance"  
on WRVA, Richmond, Virginia.  
It's the best buy in the South.**

**Ask Radio Sales for diary figures  
--- they're out of this world!**



**WRVA**

**RICHMOND and  
NORFOLK, VIRGINIA**



## *“Through the Listening Glass”*

*flows such Heavenly Music — SALES!*

Nothing could be sweeter! Not Cherubim nor Seraphim humming on a cloud . . . not even angel wings strumming a thousand harps! No, nothing could be sweeter than the SALES you'll make . . . with Lang-Worth's feature program, "THROUGH THE LISTENING GLASS!"

Here is a quality, 30-minute musical show that captures the ear of your potential customers and enhances the power of your sales message. It is available, via transcription, on 600 Lang-Worth affiliated stations. It is written and produced with charm, glamour and good taste. It will sell your product just as surely as fine raiment sells the man!

"THROUGH THE LISTENING GLASS" reveals a "wonderland of melodies" — in brilliant color-tones. Musical glamour by Jack Shaindlin and the radiant voices of his "Silver Strings" orchestra. Rich old ballads by the Lang-Worth Choristers, and your favorite romantic songs by Dick Brown, Joan Brooks and Johnny Thompson.

In addition to "THROUGH THE LISTENING GLASS," every Lang-Worth Station offers the brilliant "Cavaleade of Music" and several other star-studded musical shows for local and regional sponsorship. See the listing on opposite page and contact station or its representative immediately.





## What's this... WSM Cigarettes?

**W**hen one of our 7½ million listeners asks for cigarettes, he is guided by an invisible label on the pack. The odds are he will ask for a WSM advertised brand... because through years of consistent listening he has built up a respect for the commercial messages on this station. To him, the name on the product is closely associated with this invisible label — WSM's stamp of approval which our listeners use as their buying guide.

**— WSM —**  
**NASHVILLE**



HARRY STONE, Gen. Mgr. • IRVING WAUGH, Com. Mgr. • EDWARD PETRY & CO., National Rep.  
 50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

## REPRESENTATIVES' LAMENT

(Continued from page 35)

are smart as a whip but they're seldom given the opportunity to make full use of their natural intelligence. Rarely do they leave their home offices. A number will of course be found at every broadcast convention, every radio AAAA or ANA meeting. A few will also be found at university clinics, industry bull sessions, and trade paper-inspired "problem sessions." Station representatives point out that many timebuyers who attend these sessions, who travel the country, who know how different Texas can be from Oregon, haven't bought a schedule personally in years. They are more nearly agency station relations executives than timebuyers. Representatives are quick, however, to qualify these statements with the information that there are some men and women who do the actual buying who do get out of their ivory towers. To talk of conditions in Kansas to a buyer who has never been further West than Pittsburgh is a selling problem of no mean proportions—especially if you've never been West yourself.

Timebuying is the most intricate of all media selection. Station loyalty is something that's very difficult to measure with a slide rule. Station coverage is also something that is beyond a matter of physical signal transmission and BMB standings. High power stations cover a great deal of territory before eight a.m. Their signals at that hour are almost as farflung as they are after sundown. But in-town or near-by stations get the listening to rise-and-shine and musical clock programs. In the daytime, local stations are better heard than they are at night, and in some areas this is more accentuated than in others. To a timebuyer who has never left metropolitan centers this may be, and frequently is, all Greek. It sounds like sales talk and many a station representative has returned to his office and butted his head against the wall after a timebuying session where he was doing the same thing.

Despite the fact that timebuying is more difficult than buying newspaper or magazine space, timebuyers seldom have the respect shown to them in their own offices that other agency media men have. At first flush this may seem nothing for a station representative to bewail. Nevertheless it is. A typical illustration of how this is so was demonstrated during the first week in July.

Several choice availabilities opened up on a fine station in the Midwest. They were just what a certain advertiser had

(Please turn to page 56)

*"92% listen to WLS? I'd expect that"*



**CLYDE YODER**  
Hatchery man  
Morocco, Indiana



**N**EWTON COUNTY, Indiana, is 100% rural—not a town in it over 2,500 population. Largest is Kentland, then Morocco with 1,608 population, home of the Morocco Electric Hatchery, complete with feeds and other poultry supplies.

It is operated by Mr. and Mrs. Clyde Yoder, with their son, Russell. The Yoders moved to Morocco 21 years ago after farming for 19 years near Pekin, Illinois. They started the hatchery in 1930. Farming is still in the Yoder blood, however; Russell lives on a small poultry farm at the edge of town, with his wife and four-year-old boy.

They are around farm people enough to know that WLS is the leading station in Newton county. BMB shows 92% listening day and night. And the Yoders have had opportunity to feel the impact of this listening. Several times, after a WLS feed advertiser has mentioned Morocco Electric Hatchery to be dealer in this particular brand, as reported by Russell, "Quite a number have come in to say they heard 'our' program on WLS."

Mail, too, shows the high degree of listening to WLS. Last year from the 2,630 radio homes, we received 3,626 letters—138% response!

Here then is evidence of listening . . . and of response. Yet this is the story of only one county in the four-state Major Coverage Area of WLS. For complete details . . . on why they listen . . . where they live . . . specific stories of how and why they respond, ask your John Blair man.

890 Kilocycles

50,000 Watts

ABC Affiliate

Represented by

JOHN BLAIR & CO.



AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

**MEDIA FIGURES?**

In your very interesting article on media cost comparisons you refer to some intriguing figures SPONSOR has computed for the four general weekly magazines. How about letting us have the benefit of sharing them with SPONSOR?

HANS ZEISEL  
Associate Director of Research  
McCann-Erickson, N. Y.

► At right is cost-per-ad-reader computation referred to in the July issue story on Comparative Media Costs

**DEPT STORE INFORMATION**

The information on department store advertising is of great importance to me, and I sincerely appreciate your allowing me to share your store of knowledge on this subject.

SELVIN DONNESON  
WWRL  
Woodside, N. Y.

**A GUY NAMED ARTHUR**

The coverage of women's participating programs in SPONSOR's April and May

**Cost Per Advertisement Reader for Four Mass-Circulation Magazines**

Publica- tion	Total Audience*	Page Rate (B&W)	Page Rate & Production†	Ad-Readers		Ad-Readers† per Dollar
				%	#	
Collier's	10,341,000	\$ 8,000	\$ 8,920	30	3,102,300	347
Life	27,572,000	\$16,600	\$18,509	26	7,168,720	387
Look	17,439,000	\$ 8,000	\$ 8,920	36	6,278,040	704
Post	15,702,000	\$11,200	\$12,488	26	4,082,520	327
Average						441

\*As reported in the 1948 Magazine Audience Group Study.  
 †\$11.5¢ has been added to the page rate for the cost of art, copy, and production. This percentage has been computed by Hans Zeisel of McCann-Erickson as the average cost of the preparation of magazine advertisements.  
 ‡Percentages of ad-noters, as Daniel Starch calls advertising readers, are projected against the total magazine audience, as determined by the Magazine Audience Group Study, to calculate the number of advertising readers.

issues was wonderful as a panoramic view of the over-all plan.

We were disappointed, however, in not seeing any of the WHAM material we sent you. The angle of a guy named "Arthur" doing a swell job of running a

women's participating show is an idea that would have added another twist to your already comprehensive coverage.

ARTHUR KELLY  
Promotion director  
WHAM, Rochester, N. Y.



**LEAD THE LEAGUE WITH WBT!**

It's easy! For WBT's 5:00 a.m. to 11:30 a.m. batting order is one of the longest, strongest block-programming lineups in all radio.

**LEADOFF MAN IS GRADY COLE** (5:00-9:00 a.m.), VARIETY Award-winning WBT farm editor who performs such miracles as selling 320,000 chicks in eight days. Average unsolicited fanmail: 8,000 cards and letters a month.

**NUMBER TWO MAN IS KURT WEBSTER** (9:00-10:30 a.m.), whose single-handed revival of the tune "Heartaches" sold more than 3,000,000 records. Now he's emcee of a fast-moving audience participation show, "What's Cookin'?"—a solid hit!

**THIRD AT BAT IS ARTHUR GODFREY** (10:30-11:30 a.m.) on CBS.

A big-league trio. Yet even before these heavy hitters were one-two-three on WBT, more Charlotte listeners tuned to WBT than to ALL other stations combined, all morning long!\*

Now WBT's batting average will be higher than ever. You'll lead the league, too, if you let Grady Cole or Kurt Webster go to bat for you.

Jefferson Standard **WBT** Broadcasting Company  
50,000 watts • Represented by Radio Sales • Charlotte, N. C.





# TV Available Live Package Programs

(Continued from SPONSOR July Falls Facts edition)

TITLE	TYPE	APPEAL	TIME	COST	EXPLANATION	PRODUCER
STORY OF THE WEEK	News	Adult	15 min, 1 wk	OR	Interviews by Richard Harkness of news notables	NBC-TV
STORY TIME	Drama	Juvenile	15 min, 1 wk	OR	Genial mc tells kids stories	WLWT, Cincinnati
SUNNY WEEKEND	News	Family	5 min, 1 wk	OR	Alan Scott gives vacation hints	WPTZ, Phila.
SUNSHINE CORNER	Variety	Juvenile	15 min, 5 wk	OR	Across-the-board teen-ager show	WFIL-TV, Phila.
SWING INTO SPORTS	Sports	Family	30 min, 1 wk	OR	Experts demonstrate sports of the season	DuMont
TAKE A NUMBER	Quiz	Family	30 min, 1 wk	OR	Contestants pick numbers, answer questions	Mutual
TELE LAUGH THEATRE	Aud partie	Family	30 min, 1 wk	\$2000	Audience sends in jokes for dramatization	Edward Wolf
TELEVISION BRIDGE QUIZ	Aud partie	Adult	15 min, 1 wk	OR	Fast-paced quiz on bridge problems	WFIL-TV, Phila.
TELEVISION SCREEN MAGAZINE	Variety	Family	30 min, 1 wk	OR	Each segment devoted to a different topic or guest	NBC-TV
THAT'S JUST DAISY	Comedy	Adult	30 min, 1 wk	OR	Family situation comedy by Len Holton	Wynn Wright Assoc
THREE MEN AND A MAID	Musical	Family	15 min, 1 wk	OR	Betty Jane Bruce supplies vocal oomph	WPTZ, Phila.
TITLE-O	Quiz	Family	30 min, 1 wk	\$1500	Musical quiz, merchandising tie-in	Video Events
*TWENTY QUESTIONS	Quiz	Family	30 min, 1 wk	OR	Panel (members and guest) play famous parlor game	Mutual
UNCLE SCHULTZ'S DRAWING SCHOOL	Hobby	Juvenile	15 min, 3 wk	OR	Dick Hyland drawing comical cartoons	WTVR, Richmond
VIDEOGRAMS	Aud partie	Family	10-15 min, 1-3-5 wk	OR	Home viewer participation	Basch Radio & TV Prodn
VILLAGE BARN	Variety	Family	30 min, 1 wk	OR	A remote pick-up from the famous night club	NBC-TV
WEATHER WISE	Weather	Family	10 min, 5 wk	\$550	Armand Spitz, weather authority	WCAU-TV, Phila.
WFIL-TV PLAYHOUSE	Variety	Family	60 min, 1 wk	OR	Dramas, sketches, feature films	WFIL-TV, Phila.
WHAT ARE YOU DOING TONIGHT	News	Family	15 min, 1 wk	OR	Roy De Groot shows viewers things to see in N. Y.	Roy de Groot
WIT'S END	Quiz	Family	30 min, 1 wk	OR	Don Bennett conducts a 20 Questions quiz	WPTZ, Phila.
WRESTLING, QUEENSBORO ARENA	Sports	Men	90 min, 1 wk	OR	Wrestling from outdoor arena	WPIX, N. Y.
YOU TOO CAN BE LOVELY	Fashions	Women	10-15 min, 1-3-5 wk	OR	A top name in the field gives beauty tips	Basch Radio & TV Prodn

\*Television sponsorship only upon sanction of Ronson, current AM sponsor.



## REPRESENTATIVES' LAMENT

(Continued from page 52)

been seeking in the market for six months. The representative took the availabilities to the timebuyer at the account's agency. The latter recognized their importance immediately and told the salesman he'd check at once. A week went by before the buyer called the representative about the availabilities. By that time another office of the representative had sold them.

The timebuyer was furious. After his temperature had dropped a few degrees, the representative asked him why it had taken

a whole week to obtain an okay. Then it came out. The timebuyer couldn't obtain an audience with the account man during most of that week. The latter had been "too busy." The representative, in this case being associated with an office that handled both printed media and radio, knew that the account executive had seen both the magazine and the newspaper media men at the agency during the week, while he was keeping the timebuyer dangling.

The station representative frequently sees account executives on policy matters, (he's seldom dead-ended by a timebuyer)

but on straight sales he must go through channels, and his direct selling channel is the timebuyer handling the account. There was a time when it was lese majesty for a station representative to go direct to a client or to the account executive at an agency. Those days are past. As long as the representative doesn't tell the account executive or advertising manager something that he hasn't told the timebuyer, all is well. One hard and fast rule, and it frequently gripes good time salesmen, is never to question, by word or deed, a timebuyer's schedule to the account executive or the client. Sometimes a representative will get around this prohibition by working on the account man or client, looking towards the time when schedule is being considered for renewal. They hope to have the advertising manager suggest a shift at renewal time. Even then, most representatives avoid the subject.

Station representatives bemoan the fact that timebuyers generally do not sit in on plans boards meetings. Thus they are forced to buy time in an advertising vacuum. Representatives are thus also forced to submit availabilities in a vacuum.

It has been only comparatively recently that media men generally have been recognized as worthy of vpships in agencies. At the very moment that station representatives lament the lack of stature of timebuying, they have to admit that it took years for media buying of any kind to get out of the production blind alley in agencies.

The more authority a timebuyer is given, the better the job a station representative can do.

Station representative gripes with the stations they represent are comparatively few. They wish that when time availability requests come from agencies they be turned over to the representatives immediately, and that direct agency-to-station inquiries be discouraged. They admit that the agency frequently comes up with a better collection of availabilities when a sizable piece of business is dangled before a station's eyes, but by and large they contend that everyone is better served when the station representative isn't bypassed. This type of maneuver by agencies doesn't affect the representatives' pocketbooks since all national business placed direct or through the representative is credited to the representative for commissions.

A few years ago stations were careless about informing their representatives about availabilities of programs. With

(Please turn to page 60)

# ANNOUNCING FYI

"FOR YOUR INFORMATION"

## A NEWS FEATURE PAGE COMES TO LIFE ON THE AIR

### *A New Transcribed Show . . . FOR ALL THE FAMILY*

FYI will feature a galaxy of renowned columnists who appear regularly in 700 daily newspapers. Peter Edson, prize-winning Washington columnist . . . Burton Heath, Pulitzer Prize winner . . . Erskine Johnson, top Hollywood reporter . . . Alicia Hart, well-known women's expert . . . and Harry Grayson, ace sports writer . . . head the list.

FYI is produced in collaboration with the editors of NEA, the world's greatest news feature service, and will also include reports from members of NEA's famed foreign service.

- THREE ONE-QUARTER HOUR SHOWS A WEEK
- BOTH ENDS OPEN AND A MIDDLE COMMERCIAL
- RELEASED THE FIRST WEEK IN SEPTEMBER

## Ed Hart & Associates, Inc.

Producers of ADMIRAL ZACHARIAS' "World Intelligence Report"  
and ED HART'S "Is Congress Doing Its Job"

1737 H ST. N.W. • Phone REpublic 4312 • WASH.6, D.C.

*Wire For Audition*

Compared to  
**KDKA**  
he's a piker!



You think *roosters* get started early?  
Not any earlier than KDKA listeners!  
Just look what's happened recently on a  
few of KDKA's early-morning programs:

**5:45 AM**—A 15-minute transcribed show,  
offering no give-aways or other mail  
inducements, received in 2 months letters  
from 64 communities in Pennsylvania, and  
from 9 other states.

**6:00 to 7:00 AM**—A distributor of specialized  
building equipment, using radio for the first time,  
purchased less than \$500 worth of time on  
KDKA's famed Farm Hour. Result: more than  
\$20,000 worth of business.

**7:00 to 8:00 AM**—A 15-minute kid show sponsored  
by a food company offered a succession of  
premiums, each requiring a box top plus from  
10c to 25c. In 11 weeks, the show pulled  
more than 25,000 letters.

And so it goes, right through the morning hours.  
Another sponsor received 32,000 dimes in a  
3-week period. Still another, in response to two  
announcements offering a calendar, got 3,375  
pieces of mail from 86 counties. All this is typical  
of audience action . . . morning, noon, and night . . .  
throughout the rich market-area\* covered by  
KDKA, Pittsburgh's 50,000 watt NBC affiliate.

Westinghouse Radio Stations Inc. . . owner and operator  
of WBZ, WBZA, WOWO, KEX, KYW, KDKA, and  
WBZ-TV. National representatives, NBC Spot Sales  
(except for KEX). For KEX, Free & Peters.

\*According to BMB, KDKA's daytime area includes 1,159,910 listener families in  
117 counties. At night, 1,303,520 listener families in 194 counties.



**WESTINGHOUSE RADIO STATIONS INC**



## Mr. Sponsor Asks

"How can a sponsor, using custom-built television program films, maintain good production quality at minimum costs?"

Steve Campbell | Associate Advertising Manager  
Post Cereals Div., General Foods Corp., N. Y.

### The Picked Panel answers Mr. Campbell



First step in producing low-cost, good quality films for television is a careful analysis and choice of subject matter, both commercial and program. This analysis should consider not only

the adaptability of the subject to the medium, but also the adaptability of the producer and his facilities.

There are certain fixed costs for film productions which include raw stock, equipment, union wages for minimum crews, processing, etc. These costs are the same for all producers. The wide differences in the cost of television film productions usually stem from poor planning, lack of knowledge (on the producer's part) of actual operating expenses, poor coordination between client, agency, and producer, last-minute changes and revisions, and unreasonable weather gambles.

Recently we asked for bids on fourteen 1-minute 35mm sound television commercials. Old, established companies were all within a few dollars of each other. They figured from final client-approved scripts we had submitted. They knew their costs they were figuring on a known quantity. Several smaller producers, only recently attracted to television, claiming "rich background of experience in professional motion picture producing," quoted from half to twice as

much as the job was worth. One firm would have made more than eight times the normal business profit—another would have had to absorb 50% of the cost or come back to us for assistance from the client.

We don't mean to imply the fault is always the producer's, large or small. The creative people sometimes try impractical "gimmicks" that send costs up unreasonably. Common sense works magic in keeping television film costs down. Know what you want to do. Be reasonably sure it's right. Coordinate carefully. Choose a reputable producer. The end result should be a good quality film at a reasonable cost.

LEE COOLEY  
Director of Television  
McCann-Erickson, Inc., N. Y.



Television program films of good production quality most certainly can be produced at reasonable costs.

Video films and their costs, however, must be based on motion picture standards.

One can't compare the expenses of transcribing a radio program with the staging of a Broadway play. Neither can one compare the cost of making films to that encountered in preparing a radio show of similar nature.

Television films can and are being prepared at exceptionally reasonable rates when compared to the costs of theatrical movies. As in the case of *Public Prosecutor*, which we have just completed for NBC, costs were maintained at a mini-

mum as a result of careful planning all down the line.

As in all industries, there are many tricks of the trade; many ways of reducing costs without lessening quality. Space prevents all of these from being enumerated, but a few are mentioned as examples. Writers, for instance, were selected with a combination radio-movie background, with a thorough knowledge of video limitations, and with proved abilities to prepare fast-moving scripts with limited shooting budgets. All video film plays were tightly written to prevent large footage trims after filming, necessitated by the stricter time requirements of television.

Expensive sets, which would add no real value to the production, were eliminated at the start. Number of sets was held to eight or ten and all were built with an eye for reuse with prop changes. Many were constructed on wheels for rapid change and as a consequence less stage space was needed.

In selecting a director we sought a man who could do his planning on paper, not on film and while the series was before the cameras. We signed the cameraman because he had an understanding of video and its requirements; because he was familiar with the techniques that we had worked out during nearly three years of research. Actors were selected not only for their popularity but for their ability to master lines quickly and accurately, thus resulting in a minimum of retakes. Technicians from electricians to make-up men were hired with working speed and efficiency in mind.

In brief, every effort was made to keep costs at a rock bottom minimum. The same series filmed for theatrical distribution by usual Hollywood methods probably would have cost three times the amount.

Video film actually is less expensive

than live shows when the cost of rehearsals, costumes, sets, technicians, etc., are added and when the film can be amortized over a number of stations. It is the one sure way of achieving professional perfection in television.

JERRY FAIRBANKS  
Executive Producer  
Jerry Fairbanks, Inc.



The question you pose to my mind does not greatly concern national advertisers. With them, budget is not a prime factor and, in addition, the mushrooming television coverage of which they will avail themselves will in itself mean a program cost minimization.

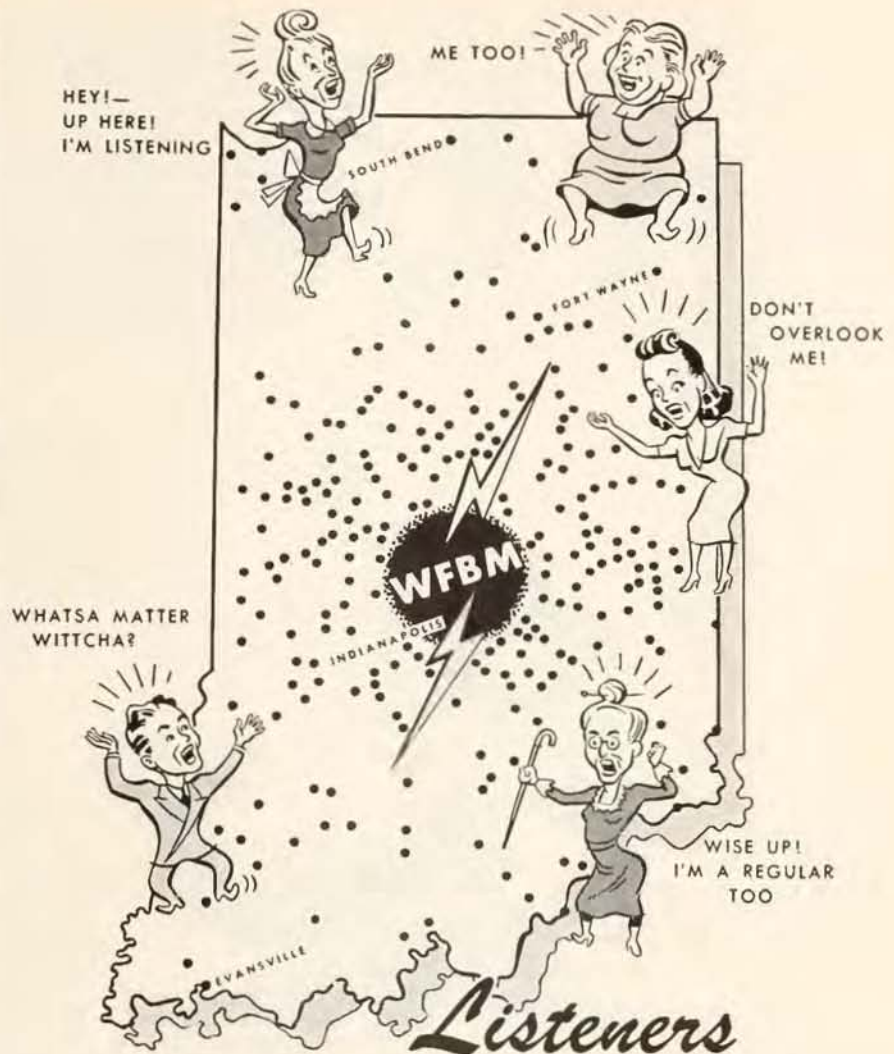
But let us consider the regional advertiser whose coverage will always have limitations, despite the rapid growth of television. Or the local advertiser, restricted often to a single market. Here budget is a factor, and the answer will be found, I believe, in the leasing of programs on films, the video counterpart of open-end transcriptions. Syndication is certainly a direct route to low cost.

Lest it here be thought that the term "syndication" is incongruous in a "custom-built" discussion, I should explain my thinking. To separate the commercial from the program, the commercial should be "custom-built" in the true sense. But the programs can be "custom-built" in a wisdom sense; that is, tailor-made to accomplish at low cost the aim of a local or regional television sponsor. His aim is to attract an audience, to whom he can deliver his message. Give the viewers something good to see and to hear, and they'll look at and listen to Mr. Sponsor's message.

When programs are so built, it is completely conceivable that one program can effectively serve many different types of products and sponsors. Good drama, for instance, appeals as much to Mrs. Smith of Baltimore, who might be induced to buy her furniture at the X Furniture Store, as to Mrs. Jones of Boston, who might be induced to buy her jewelry at the Y Jewelry Store.

Another part of "custom-building" the video programs of which I speak is to slant them to the varying audiences which

(Please turn to page 62)



## PROVE WE'RE FIBBING!

We claim *central Indiana* coverage (400,000 radio homes divide nicely into our single rate card) . . . but look at the above "Quiz Club" membership map!

We didn't expect folks in Gary, Hammond, South Bend, Fort Wayne, New Albany, Evansville and other remote places—*more than 150 miles north and south of the WFBM transmitter*—to respond to our invitation to join the "Quiz Club."

But, in they came! So, we tested them—made long distance calls for telephone-answer awards. Yep—*they were listening!*

We still claim only *central Indiana* coverage—but "Quiz Club" member-listeners prove our claim is modest. Okay, call it a BONUS.

Popularity at home? Yes—we're still **FIRST IN INDIANAPOLIS** (Hooper's April-May Index).

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



**WFBM**  
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDE Flint—WOOD Grand Rapids—WEOA Evansville

The Swing is to WHB in Kansas City



## A PRETTY PICTURE

Buy WHB in Kansas City, and you get a *known* quantity. You get full value—and more—in tangible sales results. Sweet knowledge that, and simple as ABC. Know why?

*a*—**10,000 watts** carry your message to more than three million people in the five-state WHB coverage area, where the low frequency of **710 kilocycles** assures clear, interference-free reception.

*b*—**Day and night**, WHB is winning new friends for your product. WHB promotion draws listeners, and WHB programming holds them. Locally-produced shows and fine Mutual network features blend into the New Listen in Kansas City radio.

*c*—**Rates are unchanged.** They're low, and they include expert assistance in merchandising, promotion and advertising. Real agency service!

See your John Blair man for availabilities!

**10,000 WATTS IN KANSAS CITY**

**WHB**

DON DAVIS  
PRESIDENT

JOHN T. SCHILLING  
GENERAL MANAGER

Represented by  
**JOHN BLAIR & CO.**

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

## REPRESENTATIVES' LAMENT

(Continued from page 56)

few exceptions (and these stations are careless about everything) outlets today keep their representatives current. Some stations don't mesh too well with their representatives on promotion, and these representatives are embarrassed all too frequently by having clients and agencies call them about a piece of promotion that the representative has never seen. To balance this, more and more station representatives are working direct with the stations' sales promotion men on broadsides and mailing pieces. There are a few representatives who actually create station promotion and carry it through from idea to mailing.

The station representatives' gripe on a sponsor level is very broad. Most advertisers don't know what spot advertising is all about and don't care. Sponsors frequently ask for impossible service from their agencies. Only recently an advertiser with a \$10,000,000 budget asked his agency to obtain a list of spot availabilities and what their ratings would be two years from now. That type of information would be impossible to secure even for printed media where circulation figures change far less quickly than listening habits.

Another sponsor service request, and this hits the smaller station representative more than it does the one with an extensive list of stations, is the order for a list of all availabilities in hundreds of markets. Many times the representative knows that the advertiser can't be interested in so broad a list but he must go ahead and tear up his office and the teletype lines to get the information. The top 25 representatives see requests of this type as long-range service. The bottom 25 see it as a burden that shouldn't be foisted upon the business.

The greatest complaint of all is still the need for an understanding on the part of the advertiser of what spot advertising is all about. In the recent *Sales Management* survey of what salesmen representing national sponsors think of advertising media, the salesmen listed network broadcasting as having their greatest respect and spot as having their least. Representatives point to this as typical of what sponsors think of spot radio.

Selling spot is an industrywide job, but station representatives feel they bear the greatest part of the burden and many of them think it's time for all of broadcasting to realize that spot broadcasting has been keeping radio, as it will keep TV, prosperous. . . .

# WJZ

has six top programs for sale...  
all of them have loyal, ready-made  
audiences... all of them get results  
in the nation's first market!

## Co-op Programs

**ABBOTT AND COSTELLO.** Riotous fun and nonsense with America's favorite zany comedy team. With music by Matty Malneck's popular orchestra. This great network show is for sale in New York at a *surprisingly low cost!*

**FAVORITE STORY.** When it comes to prestige, you just can't beat Mr. Ronald Colman, winner of the Academy Award and "man of the year" in Hollywood. His brilliant dramatic half-hour is one of the most distinguished in radio—and he can build good will for *your* product exclusively in the New York area! Sundays, 4:30 pm.

**MR. PRESIDENT**—direct from Hollywood, with Metro-Goldwyn-Mayer's popular Edward Arnold as star! In this momentous election year, the attention of every man, woman and child in America is focused on the White House! This timely program has *everything*: drama, patriotism, thrills, suspense, action. Sundays, 2:30 pm.

## Local Programs

**DON GARDINER.** Here is early morning news at its best. Don Gardiner is a topnotch newscaster, popular with New Yorkers because of his complete and competent coverage of the news. More and more in these historic days, listeners are tuning in their radios for *news*. Weekdays, 7:00 a.m.

**THE FITZGERALDS.** Ed and Pegeen are more than "favorites" with New Yorkers; they're an *institution!* Their popular breakfast program on WJZ is full of fun, good humor, interesting facts—with a special charm all its own. Results? Call WJZ for some amazing-but-true stories! Weekdays, 8:15—8:55 am.

**ETHEL AND ALBERT.** Did you read critic John Crosby's recent *rave* review? What a tribute! And every word of it was deserved—for here is one of the most delightful comedy programs on the air. Listeners recognize themselves in every line—and they love it! Weekdays, 6:45 pm.

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

WJZ—New York 50,000 watts 770 kc	KECA—Los Angeles 5,000 watts 790 kc
WENR—Chicago 50,000 watts 890 kc	WXYZ—Detroit 5,000 watts 1270 kc
KGO—San Francisco 50,000 watts 810 kc	WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network



# ABC American Broadcasting Company

## MR. SPONSOR ASKS

(Continued from page 59)

are potential purchasers of various products. For instance, a pipe manufacturer cannot expect to do his best selling through animated nursery rhymes.

Slant the programs to audiences, I say, but there the "custom-building" should end. Dramatizing the commercial is one thing, but television advertisers should not make the program the product. In other words, how "custom-built" can you get?

In radio I have had jewelers, for instance, ask for programs about the mining

of diamonds. Not only would it be prohibitively expensive to take cameras and crews on the long trek to the diamond mines of Africa for a television program, but what would be accomplished? Only a repetition of a grave mistake in speaking the sponsor's language rather than that of the viewer, who is the one to be sold. This is a point which reminds me, too, of the undertaker who wanted me to build a radio show for him. He had the theme song all set—"I'll Be Glad When You're Dead, You Rascal You." (Editor's note: Goodman didn't sell him, but the undertaker was serious.)

It is inevitable that video be compared

with her older brother, radio. In radio, open-end transcriptions were long kept more than a step behind the industry. Not because of the failure of programs by competent producers to reach the proper stature, but because of a failure in certain quarters to see the obvious, to see that preplanning, plus the opportunity for correcting flaws and fluffs, makes for the closest approach to program perfection. Now that open-end transcriptions have more than come into their own, I believe the video counterpart will start from that high point of attainment. And competent producers of video programs on film—programs which will be both syndicated and "custom-built," which will maintain good production quality at minimum costs—will keep abreast of the television industry which is setting an ever better, faster pace!

HARRY S. GOODMAN

General Manager

Harry S. Goodman Radio Productions

# + 32.6%

During the first six months of 1948, the gross revenue of KMAC-KISS was 32.6% ahead of any previous year! That is what KMAC-KISS are doing with the Mutual Network in San Antonio, the 27th market of the nation.

The new 5000-watt KMAC, at 630 on the dial, with unlimited time, will reach 1,250,000 listeners.

MBS  
and  
TSN

Let Pearson tell you what we can do for you.

# KMAC-KISS

San Antonio's Mutual Stations

Howard W. Davis  
Owner

Nationally Represented by  
John E. Pearson Company



We do not recommend motion picture films as a method of maintaining program quality at minimum cost. Good quality motion pictures are too expensive for television. We recom-

mend teletranscriptions, a new form of film recording.

These transcriptions are created by recording a live program off the face of the cathode ray tube with specially-designed camera equipment. They can then be used throughout the country on a television network basis, giving the advertiser many "plus" values not now available in the medium.

1. The advertiser can select affiliated stations anywhere in the country, giving him complete coverage of his marketing areas, local dealer tie-ups, local merchandising and promotion, etc. He can also select time and date adjacent to the best local programs in each city. Consequently, transcriptions offer complete flexibility.

2. The advertiser is not hampered by the limitations of local facilities which may be inadequate for quality production of his programs and commercials. He knows exactly what will be on the air wherever he desires his programs to be telecast.

3. It is very difficult to distinguish

(Please turn to page 65)



**PEOPLE  
ARE "SEEING THINGS"  
IN DETROIT**



Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

**WWJ-TV**

Associate FM Station WWJ-FM . . .  
Associate AM Station WWJ

# What Makes a Station **GREAT!**

## **SERVE THE COMMUNITY**

Stimulated by WNAX Farmstead Improvement Program, held in cooperation with State Extension Leaders and County Agents, farmers in 203 counties in Big Aggie Land are giving their homes and buildings a face-lifting. More than 1,040 farm families are already competing for prizes in this 3-year WNAX Farmstead Improvement drive.

## **MINGLE WITH LISTENERS**

Big Missouri Valley Barn Dance gang now entertaining Sioux City Riverview Park patrons with 2-hour broadcast, Saturday nights. • In 3 weeks, Bohemian Band played to more than 5,000 folks in 8 towns in 3 states. • Inquiring Farm Reporter took recording apparatus on 1,000-mile plane trip, when interviewing farmers throughout South Dakota.

## **LISTENERS WITH MONEY**

Although U. S. farm debts increased, South Dakota, Nebraska, Iowa ranked 1, 2, 3, in reducing farm mortgages in '48, according to Dept. of Agriculture. And all 5 states in WNAX-area showed a 7.4% average reduction.

## **SALES FOR ADVERTISERS**

Maker of \$1.79 kitchen appliance sold 4,358 items DIRECT to WNAX listeners. Sales cost, only 16.9%. • In 10 weeks, WNAX advertising and merchandising got product into 767 Big Aggie drug stores, where previously there'd been no distribution.

WNAX has built intense listener loyalty in Big Aggie Land by serving the entertainment, spiritual and business needs of this prosperous major market. This continuous policy of service pays off in sales to the advertiser, as any Katz Man can show you.

570 KC  
5,000  
WATTS

A Cowles Station

# WNAX

SIoux CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.



## U. S. HOOPERATING

(Continued from page 29)

the broad base for which they are Hooper-reported. It is not possible, for instance, to take the *Fibber McGee and Molly* U. S. Hooperating for the cross-section of all U. S. homes, which is 24.85%, and determine thereby the listenership in an individual rural or city area. *Fibber* is reported via the U. S. Hooperatings as having varying coverage in the three population groups into which Hooper has divided the U. S.

Program	City	Town	Rural
<i>Fibber</i>	27.53	23.97	22.35

The variation in U. S. Hooperatings is even greater in the case of a program like *Lux Radio Theater*, which is on the air from 9 to 10 p.m. EST. Only metropolitan areas stay up late consistently.

Program	City	Town	Rural
<i>Radio Theater</i>	29.25	19.34	18.10

It must be stressed that these figures also are not projectable against any individual area but against City U. S. A. (areas over 50,000), Town U. S. A. (areas 2,500-50,000), and Rural U. S. A. (under 2,500). The ratings which are percentages of all U. S. homes are averages for the entire country, not for any individual

(Please turn to page 66)

## MR. SPONSOR ASKS

(Continued from page 62)

between a transcription and a motion picture when viewed on a television receiver.

4. A live studio show which is teletranscribed costs considerably less than a motion picture of equivalent length and quality. All cutting and editing is done on the control panel with continuous visual and sound recording resulting. It is this reduced cost which makes national television advertising possible.

5. Teletranscriptions are created in a special manner which permits cutting and editing of production flaws which occurred in the original live performance, thus improving the program quality.

In summary, therefore, teletranscriptions are the answer to top quality programs which can be reproduced throughout the country on a national basis at a reasonable cost.

EDWARD ROBERTS CARROLL  
Manager, Teletranscriptions Dept.  
DuMont Television Network, N. Y.

TALK  
to the  
SOUTH'S  
**EAR  
ZONE**

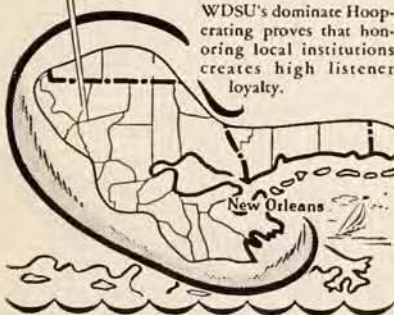
through  
**WDSU**



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

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

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



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



**Your profits  
will please you, too**

**When you let WTAR do the sales job in the NORFOLK Market**

**HERE'S WHY:** the NORFOLK Market, with the nation's greatest metropolitan area population gain, '47 over '40 (Bureau of Census, '47), is **STILL GROWING** . . . more customers, more folding money than a year ago.

And WTAR delivers the customers at less cost per sale because WTAR has most of the listeners practically all of the time (Hooper, C. M., Fall-Winter, '47-'48):

**DAYTIME:** WTAR outrates all other 6 local stations combined on 15 out of 40 daytime Mon.-Fri. quarter hours; is well ahead of the nearest competitor for 36 of the 40.

**NIGHTTIME:** WTAR outrates the other 3 local nighttime stations combined for 43 of the 56 half hours between 6:00 & 10:00PM, Mon.-Sat; with a comfortable margin of leadership for the other 13.

Let us tell you what this profit producing market-media team can do for you

**NBC AFFILIATE**  
5,000 Watts Day and Night  
**NORFOLK, VIRGINIA**

**WTAR**

Operator, WTAR-FM, 97.3 Megacycles National Representatives: Edward Petry & Co.



## HOW DOES YOUR PRODUCT RATE IN THIS SUPER-MARKET?

How does your product stack up against competition in New York's choice WQXR market? If yours is one of the products listed below... it will pay you to find out.

Because whatever brands WQXR's families buy... they buy a lot. As advertisers know who have met them, WQXR's families are the active above-average-income families in your biggest and busiest market. And there are more than 500,000 of these families... so devoted to the fine music of WQXR, no other station can reach them so effectively.

Get your copy of this new survey now. Just drop us a note today.

# WQXR

and WQXR-FM  
Radio Stations of The New York Times  
730 Fifth Avenue, New York 19, N. Y.

### WHAT DO YOU SELL?

Beer  
Bread  
Boxed Candy  
Canned Meat  
Chewing Gum  
Cigarettes  
Cigars  
Coffee  
Dog Food  
Floor Wax  
Hair Tonic  
Ice Cream  
Perfume  
Prepared Desserts  
Salad Dressing  
Shampoo  
Sparkling Water  
Tea  
Tooth Powder  
Tooth Paste  
Wine

Send today for WQXR's 1948  
Consumer Brand Preference  
Survey... and find out how  
good-income New Yorkers buy.

## U. S. HOOPERATINGS

(Continued from page 65)

section. In some areas the diary sample might be as small as two for an entire town. When these two diaries are combined with others from the same type of area, the survey figures may be held to be valid as an average figure for all towns of this size combined. They are not valid for this particular town or any other single town.

The validity of the U. S. Hooperatings is no greater than the validity of the telephone coincidental. However, it must not be assumed that the Program Popularity Hooperatings—the reports issued each 15 days and commonly referred to as Hooperatings—are the base from which the U. S. Hooperatings are projected. The Program Hooperatings are reported from a base of 36 cities each of which has equal opportunity to hear the programs of the four major networks. As indicated previously, the base used by Hooper for his U. S. Hooperatings is projected from 84 areas from which Hooper is delivering City Reports to stations, agencies, and sponsors. These include cities in which comparative network strength differs. How different the 36-city report can be from the U. S. Hooperatings is seen in the table published with this analysis. There are very few programs like *Truth or Consequences*, whose ratings in the 36 four-network cities used for Program Hooperatings are the same as their U. S. Hooperatings. *Truth or Consequences* Hooperating for January-February 1948 (average of four such ratings) was 24.1. Its U. S. Hooperating is 24.26, just a little less than .2 higher.

Extent of network facilities is a vital factor in U. S. Hooperatings. It isn't in Program Popularity Hooperatings, for a simple reason. No study of popularity ratings is made in cities where the four networks are not heard with approximately equal facility. Therefore it's a report on program appeal in which it is logical that programs like ABC's Walter Winchell and Bing Crosby will rank high. In the U. S. Hooperatings, the survey represents the nation. It is logical therefore that only NBC and CBS programs appear in the "Top Twenty" U. S. Hooperatings.

Inevitably, U. S. Hooperatings and the Nielsen Radio Index report on listening figures will be compared. Such a comparison, in detail, is being made by a ranking advertising agency research man for publication in SPONSOR. At this time it is important to indicate that the Nielsen usable sample (accurate tapes from Audi-

meters attached to radio receivers in the home) are less than half the diaries returned to Hooper from his mailings. Since these diary records were combined with thousands of telephone interviews, Hooper's completed two-month sample (January-February 1948) is many times the size of Nielsen's panel. On the other hand there is no question but that an Audimeter tape, which registers every dialing change of a receiver without the dialer's even being aware that it is being registered, is a more accurate record of set use than a diary. However, since the base for U. S. Hooperatings, telephone-coincidental ratings, and the diary ratings are adjusted through the use of the coincidental base, the inaccuracy of the diaries is not a significant factor.

There is a great deal to be learned from Hooper's first circulation ratings. Hooper will be the first to admit that they are subject to the errors which must be a part of any first study of program coverage in terms of homes. The figures do permit network sponsors to reappraise their facilities as well as their vehicles.

A start has been made on Hooper reporting *who* listens on a nationwide basis. One fact must not be lost sight of. This is but a start. It is not the final answer to broadcasting research. \* \* \*

**MORE**  
Advertisers  
USE  
**KOIL**  
THAN ANY OTHER  
RADIO STATION  
IN  
**OMAHA &  
Council Bluffs**

**BASIC ABC 5000 WATTS**  
Represented By  
**EDWARD PETRY CO., INC.**

# WIP

## *Produces*

### *Example* #5

In March, 1913, the Arrow Store—reputed to be the largest purveyor of Arrow merchandise in America, based on square footage of floor space—began sponsorship of "The Arrow News", 8:15 to 8:30 AM, Monday through Saturday.

It is estimated that the Arrow Store has quadrupled the store space in the past five years . . . five years in which "The Arrow News" has been the "Big Gun" of the store's radio advertising, and *one of the biggest* of all its advertising weapons.

# WIP

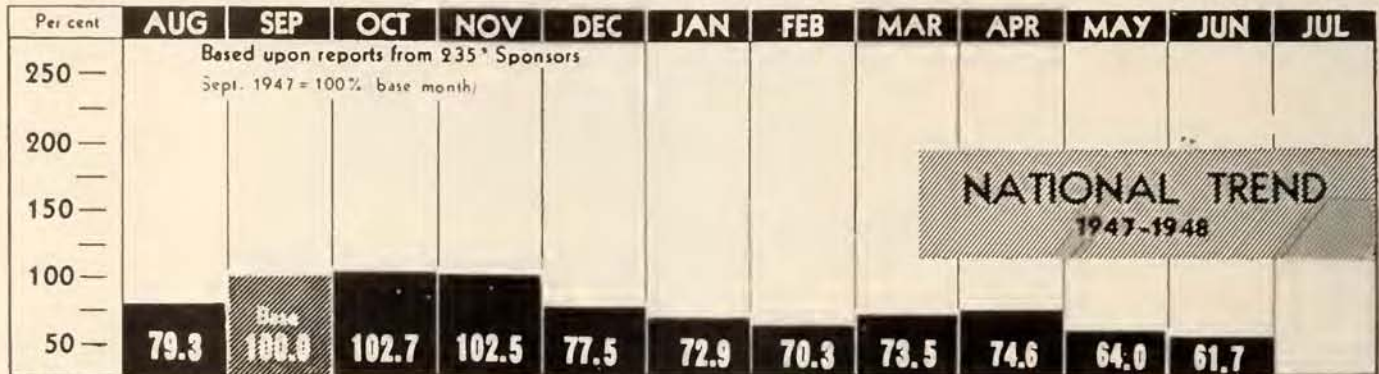
***Philadelphia  
Basic Mutual***

•  
***Represented Nationally  
by***  
**EDWARD PETRY & CO.**

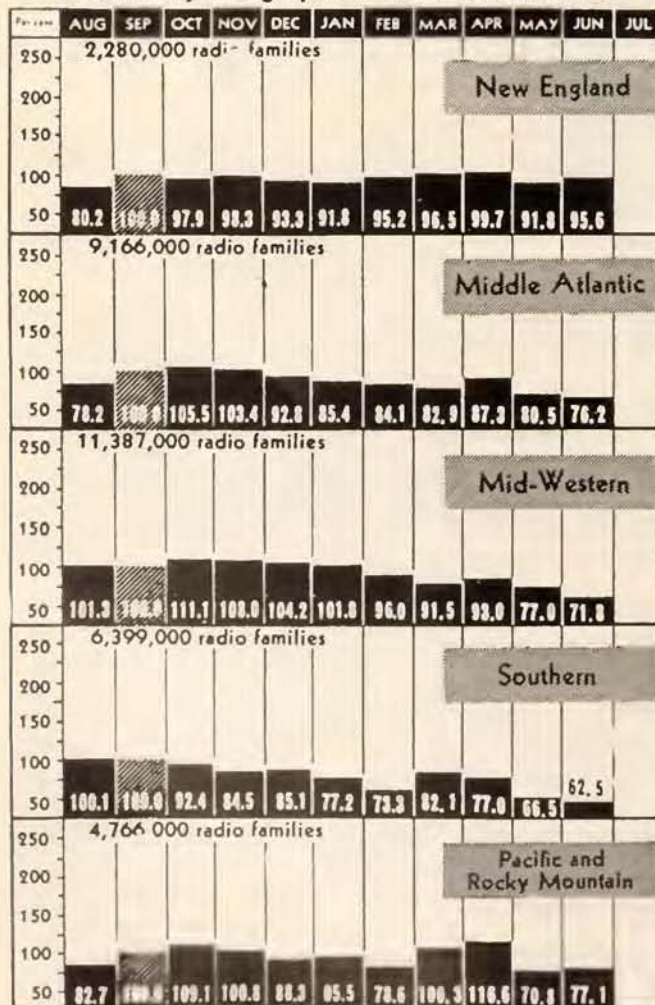
# spot trends

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

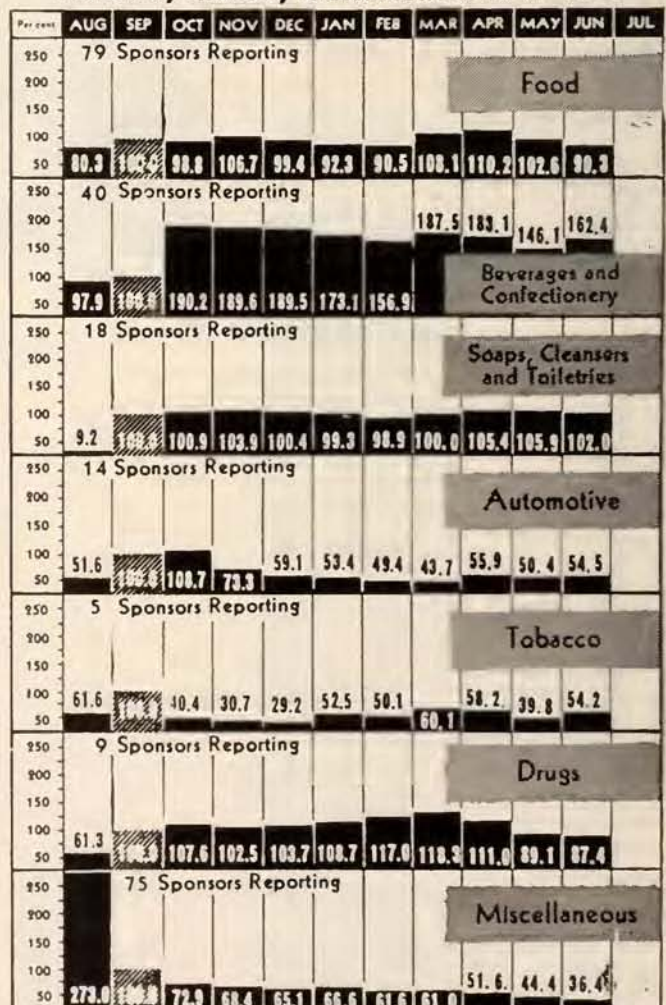
Continuing the seasonable decline in radio advertising, national spot placement in June was off 3.3 from May. Reason why nationwide decline wasn't as great as expected for this month is the jump in soft-drink spot use. While the "Beverages and Confectionery" index didn't hit its high of last October, it was up 16.3 from the previous month. Indications are that this category will continue high in business placement through September. Also bettering their May indices were the "Automotive" and "Tobacco" categories. End of strike threats in the automobile industry is said to be reason why spot business placement in this field is continually increasing. Regionally there was a light improvement in the Pacific-Rocky Mountain and New England areas.



## Trends by Geographical Areas 1947-1948



## Trends by Industry Classifications 1947-1948



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

# WROL YOUR BEST BUY . . . BY FAR IN KNOXVILLE

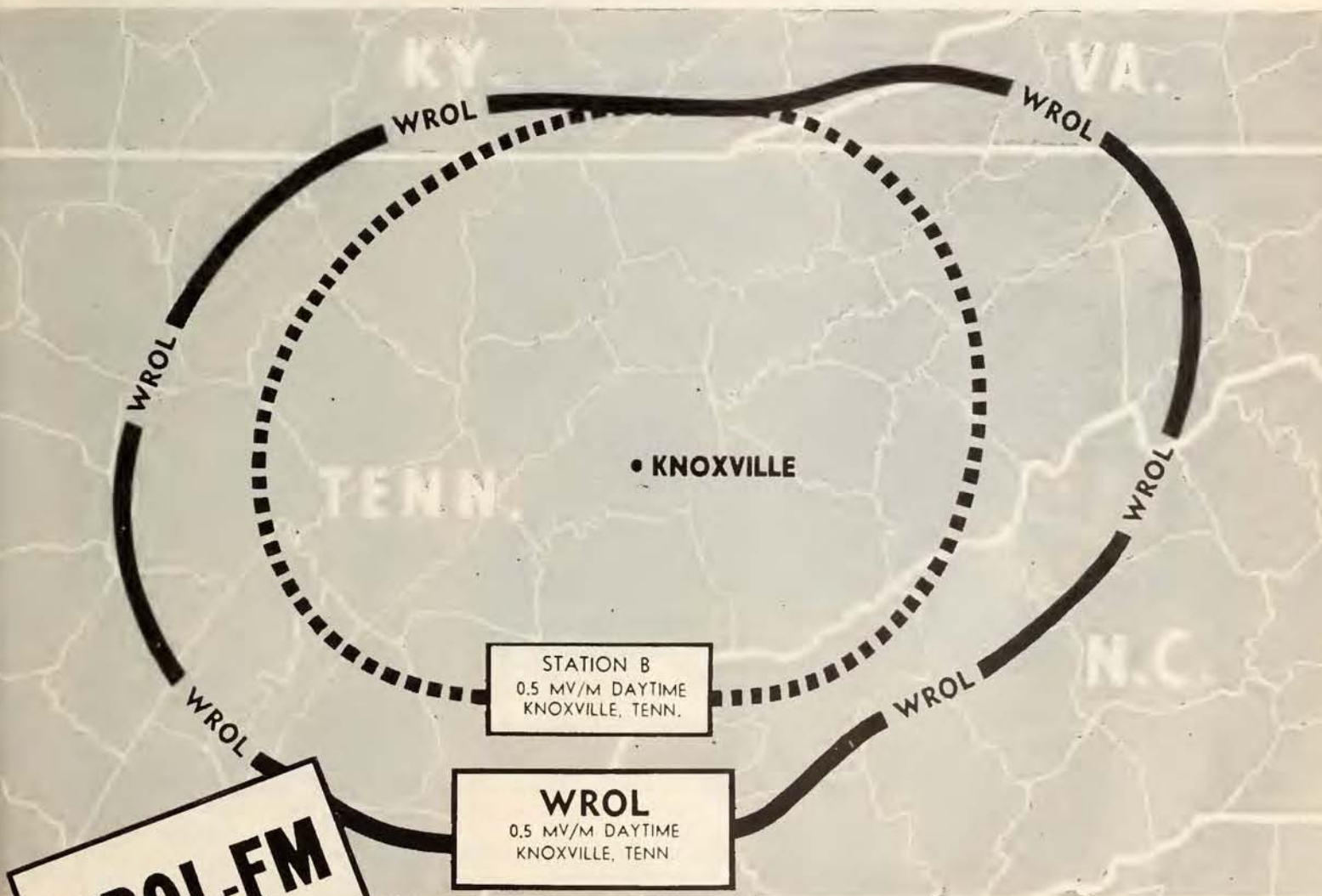
620 KC 5,000 WATTS

- Greater Coverage
- Greater Audience
- Lower Cost

	WROL	STATION "B"	STATION "C"	STATION "D"	STATION "E"
7 A.M.-7 P.M.* Monday thru Friday	<b>37.5</b>	30.7	17.9	7.3	6.3
Delivered Radio Homes per Dollar Cost**	<b>750</b>	490	480	225	148

\*Based on the second quarter report of "The Knoxville Radio Research Study" sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor, Supervisor, and Dr. E. E. Garrison, Associate Professor Marketing, School of Business Administration, University of Tennessee, covering the months of April, May, and June 1948 with a total of 43,200 coincidental telephone calls.

\*\*Cost of Knoxville listening is approximated by assuming 100 per cent listening and 40,000 radio homes in Knox county and using the single time 15 minutes published card rate. Relative costs are correct for any percentage of listening.



**John Blair & Company**  
National Advertising Representatives

**Harry Cummings**  
Jacksonville, Fla., Southeastern Advertising Rep.

**NBC FOR EAST TENNESSEE**

# Everybody's itchin' to see what Easy does on 50,000



With an audience limited largely to Central Indiana, Easy Gwynn, WIBC's platter-and-patter man *par excellence*, pulled 61,212 pieces of mail in the past year. If you're guessing what the count will be when WIBC goes to 50,000 watts and blankets *all* of Indiana, you'd better guess high because, when

this man Gwynn makes with a microphone, everybody and his brother bends an ear . . . all of which suggests that if you've a selling job to do in Hoosierland, Easy Gwynn is your best bet. Ask your John Blair man about availabilities on WIBC—soon to be Indiana's *first and only* 50,000-watt station.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

# WIBC

1070 KC  
50,000 WATTS SOON  
BASIC MUTUAL

The Indianapolis News Station

## CUSTOM-BUILT NETS

(Continued from page 33)

broadcast? The explanation is manifold. First, Spaulding is covering only the territories where its distribution justifies the advertising expense. Second, it can afford to purchase stations with the lowest time costs in the linked territories. With events like the National Tennis Matches, the audience that is interested will tune the stations bringing the games to the air. It is not necessary to purchase a station with a high Hooper. In the case of custom-built networks for headline sporting events, the saving is not alone through being able to buy stations with good facilities and low time costs, but also in being able to purchase time on a block-basis. The Davis Matches, for instance, are contracted, station by station, on a full-hour basis. The National Tennis Matches cover a time span of two hours. If the meets run short, the sponsor pays for the time "to the nearest quarter hour." The same thing is true on an overtime basis, although Boynton states "there haven't been any overtime periods in tennis broadcasts in many years."

In the case of football sponsorship, time is also purchased on a block basis. Since  
(Please turn to page 80)

# THIS IS THE NEW ALASKA



Impressions of Alaska gained from school books of even a few years ago don't fit the NEW Alaska of today. Theatre-goers almost anywhere in the 48 states would fittingly boast of a showplace as modern, as up-to-date, as the Fourth Avenue Theatre in Anchorage...another symbol of the NEW Alaska—America's great NEW market of above-average consumers.

Fairbanks — **KFAR** — 10,000 Watts 660 K.C.  
Anchorage — **KENI** — 5,000 Watts 550 K.C.

VOICES of the  
NEW ALASKA

Sold separately...or in combination of 20% discount

**MIDNIGHT SUN BROADCASTING CO.**  
A. T. Tolson, Pres. Alvin O. Brunstet, Gen. Mgr.  
GILBERT A. WELLINGTON, Natl. Adv. Mgr.  
1014 American Building • Seattle 4, Washington



"Cowboy Hymns," by The Texas Rangers, is the first album of its kind! This exciting new album by Bibletone features six outstanding cowboy hymn selections.

Just one more accomplishment of The Texas Rangers, America's largest and finest group, playing and singing Western tunes! They've built a national reputation that can be put to work for your client, through their top quality transcribed tunes. It's appropriate that The Texas Rangers music is transcribed vertically for high fidelity... America's only vertical cut transcriptions of Western music. You'll find them ideal for either FM or AM. They are priced right for your market, and your station.

Wire, Write or Phone for  
Complete Details

**THE  
Texas Rangers**  
AN  
ARTHUR B. CHURCH PRODUCTION  
KANSAS CITY 4, MO.



# REPORT ON TELEVISION

NO. 3



**30,000 SMALL FRY.** The vast army of young listeners to WABD's Small Fry program has a solid core of 30,000 faithful followers who have qualified as members of the club.



**ORIGINAL AMATEUR HOUR** promises to repeat on television its great radio success. Two successive Hooper Reports have given it a whopping rating of 46.8—tops in television.



**"COURT OF CURRENT ISSUES,"** television's most adult public service program. Vital topics of public interest are put "on trial" before a picked jury of competent authorities.

AUGUST 1948



**PROGRAMS FOR EVERY TASTE.** This breakdown of a month's programs on WABD—key station of the Du Mont Network—shows a well balanced entertainment diet.

## Ask Du Mont—

For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

**DU MONT TELEVISION NETWORK**  
"The Nation's Window On The World"  
515 Madison Avenue, New York 22, N. Y.

TELEVISION  
**DU MONT**  
NETWORK

DU MONT NETWORK STATIONS

**WABD**—Channel 5  
New York, N. Y.

**WTTG**—Channel 5  
Washington, D. C.

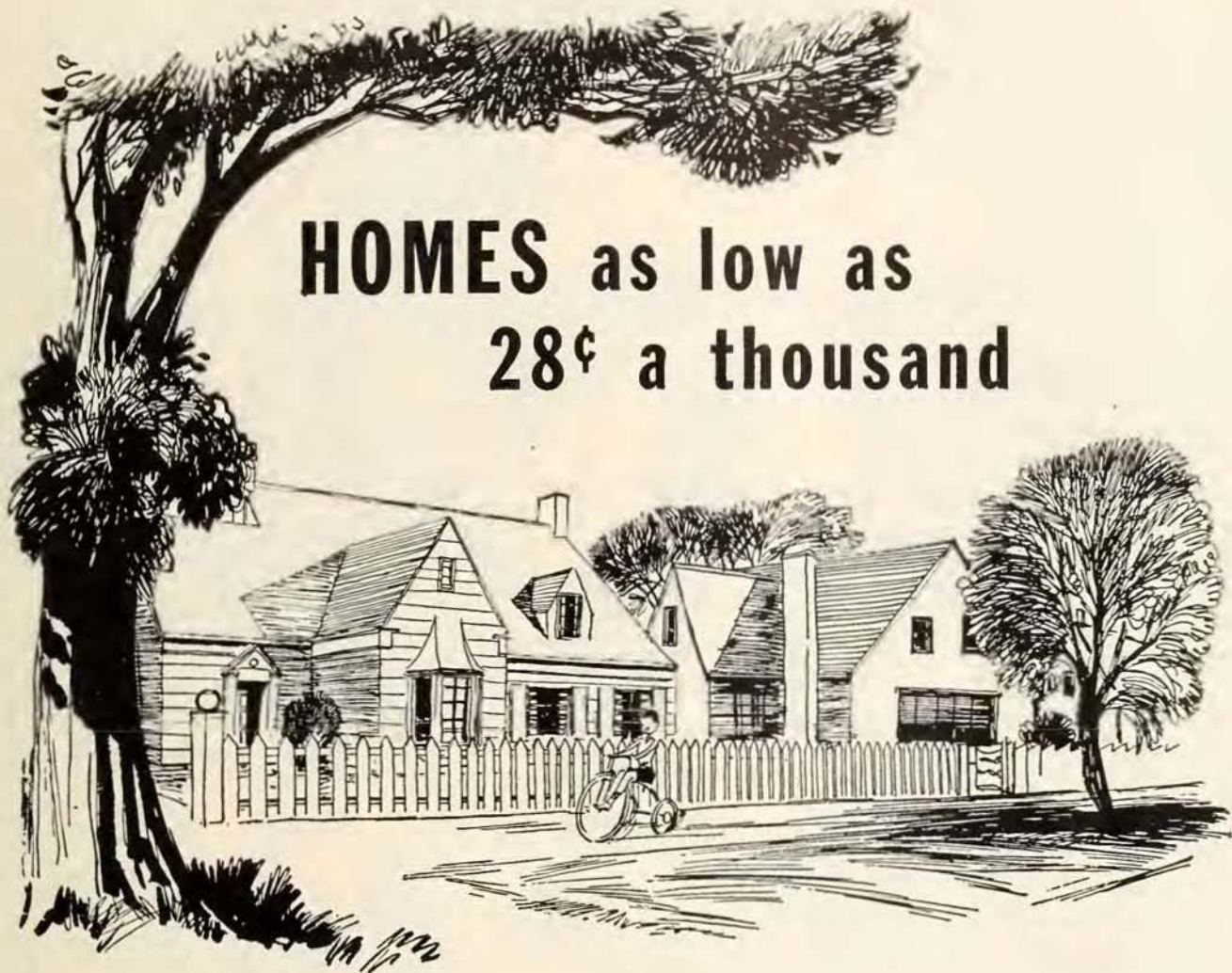
**WDTV**—Channel 3  
Pittsburgh, Pa.

**WNHC**—Channel 6  
New Haven, Conn.

# Contests and Offers

SPONSOR	PRODUCT	PROGRAM	TIME	OFFER	TERMS	OUTLET
AMERICAN STORES CO	Chain food stores	American Cookbook & American Music	MWF 10:30-10:45 am	\$5 bag of groceries	Listeners fill out entry blanks obtained at sponsor's stores; guess title of mystery tune when phoned by program	WHCU, Ithaca, N. Y.
APPLETON CAMERA SUPPLY	Photographic goods	Musical Merry-Go-Round	Saturday 1-5 pm	Various merchandise prizes	Send fan letter to show	WHBY, Appleton, Wisc.
BORDEN CO	Various Borden products	County Fair	Saturday 1:30-2 pm	\$50 cash	Wives submit photos of their husbands performing daffy stunts. Best photos run in <i>Parade</i> magazine	CBS
CHRYSLER CORP DE SOTO DIV	Cars	Hit the Jackpot	Tuesday 9:30-10 pm	Cumulative stockpile of high-priced merchandise prizes	Listeners called, compete with studio contestants in musical quiz	CBS
COLGATE-PALMOLIVE-PEET	Palmolive Soap	Kay Kyser	Saturday 10-10:30 pm	Nylon bath brush	Send two black Palmolive bands & \$1 to sponsor	NBC
EVERSHARP, INC** P. LORILLARO CO SMITH BROS CO* SPEIDEL CORP	Pens, razors Old Gold Cigs. Cough drops Watch bands	Stop the Music	Sunday 8-9 pm (15-min ea.)	\$18,000 minimum \$1,000 in various cash, merchandise prizes	Listeners called, must identify tune played plus "Mystery Melody"	ABC
GENERAL FOODS SALES CORP	Guinea Dog Food	Juvenile Jury	Sunday 3:30-4 pm	Underwood portable typewriter	Send question for discussion by jury to program, N. Y.	MBS
	Baker's Coconut	When a Girl Marries	MTWTF 5-5:15 pm	Booklet: "Coconut Glamor Desserts"	Send 10c in coin to sponsor, Battle Creek	NBC
HOUSE OF DAVID	Home-made preserves	Lee Lockwood Show	TTS 9:30-9:45 am	Case of HOD jama and jellies	Listener furthest from station writing to musical request wins weekly	WHFB, Benton Harbor, Mich.
LEVER BROS	All products	Aunt Jenny	MTWTF 12:15-12:30 am	35-piece model circus set (promotional tie-in with Ringling Bros)	Send 25c and 2 boxtops to sponsor, N. Y.	CBS
		Lux Radio Theater	Monday 9-10 pm			CBS
		My Friend Irma	Monday 10:30-11 pm			CBS
		Call the Police	Tuesday 9:30-10 pm			NBC
LIGGETT & MYERS	Clusterfields	So You Want to Lead a Band?	Wednesday 7-7:15 pm	Various merchandise prizes	Listeners called, pick best amateur band leader	NBC
MANHATTAN SOAP CO	Sweet Heart Soap	Katie's Daughter	MTWTF 11:15-11:30 am	Full purchase price of three cakes of soap	Send 3 wrappers and letter telling whether or not product liked, to program, N. Y.	NBC
MARS INC	Dr. I. Q., Mars, Snickers	Dr. I. Q. Jr.	Saturday 5-5:30 pm	(1) Various merchandise and cash prizes. (2) \$50 weekly plus whatever studio contestant fails to win	(1) Weekly word-building contests, based on new product phrase announced each week. (2) Send biographical sketch with Ping wrapper to program	NBC
METROPOLITAN LIFE INSURANCE CO	Institutional	Eric Sevareid	MTWTF 6-6:15 pm	Health booklets	Free on request to program, c/o local CBS station	CBS
PHILIP MORRIS & CO	Cigarettes	Everybody Wins	Friday 10-10:30 pm	\$20-\$100 in cash prizes	Send list of 5 questions with P-M package wrapper to program. Cash for use, more if contestant misses	CBS
NICKLES BAKING CO	Tortmaster-Bread	Nickles Telephone Quiz	MTWTF 1:45-2 pm	Cumulative \$10 jackpot	Listeners called, give correct answers to me's questions	WHBC, Canton, O.
PET MILK SALES CO	Pet Milk	Mary Lee Taylor	Saturday 10:30-11 pm	Recipe booklet; baby care booklet	Free on request to program, c/o local CBS station	CBS
PROCTER & GAMBLE	Dreft	Joyce Jordan	MTWTF 10:45-11 am	4-piece "Lustro Ware" refrigerator set of plastic food containers	Send 75c and one Dreft top to program, Cincinnati	NBC
RAGLAND BROS CO	Koffee Kup Coffee	Tell Us the Title	MTWTF 10:45-11 am	Pound of coffee	Listeners called, identify songs played	WHBS, Huntsville, Ala.
RONSON ART METAL WORKS	Lighters	Twenty Questions	Saturday 8-8:30 pm	Lighter to sender of subject used; if studio contestants stumped, grand prize of silver table lighter, matching cigarette urn, tray	Send subject about which 20 questions may be asked, to program, N. Y.	MBS
STERLING DRUG	Various	Bride & Groom	Monday 2:30-3 pm	\$1,000 grand prize, various other cash prizes	Listeners send number times "bride" mentioned on program on certain days, with 25-word letter on program, to program, N. Y.	ABC
WILDROOT CO	Wildroot Oil	What's the Name of That Song	Wednesday 8-9:30 pm	\$5 cash prizes	Send list of any three songs to program for program use	Don Lee
WILLIAMSON CANDY CO	Oh Henry's	True Detective Mysteries	Sunday 4:30-5 pm	\$100 reward from True Detective Magazine	Awarded weekly if person correctly identifies wanted criminal described on show to FBI, then contact magazine	MBS

\*Starts sponsorship September 19  
 \*\*Starts sponsorship September 5.



## HOMES as low as 28¢ a thousand

### Potential radio homes, that is!

You know how it is with *local* radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

... And one big reason for any advertiser's success on CFRB is simply this; you reach *more homes on CFRB, for every Dollar you spend.*

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement

standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach *more* homes in Canada's richest market. You'll get *results!*

*Ontario's favourite  
radio station*

# CFRB

## TORONTO

**Representatives:** *United States:* Adam J. Young Jr. Incorporated    *Canada:* All-Canada Radio Facilities Limited.



## Yeah, but can he lift a sales curve?

CBS is the only network to hold and increase its share of the radio audience in the past year, despite the surging competition for listeners from some 450 new radio stations. A matter of solid comfort for advertisers who want to lift their sales curves.

The Columbia Broadcasting System

**CBS**



Table with columns for time slots (4:15, 4:45, 5, 5:15, 5:30, 5:45, 6, 6:15, 6:30, 6:45, 7, 7:15, 7:30, 7:45, 8, 8:15, 8:30, 8:45, 9, 9:15, 9:30, 9:45, 10, 10:15, 10:30, 10:45, 11, 11:15, 11:30, 11:45, 12) and rows for various TV programs and networks.

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Main grid of TV program listings with columns for time slots and rows for networks (ABC, CBS, MBS, NBC) and program titles.

Numbers 1-12 in each box are number of stations... For indicates Pacific Coast program.

# "Citation" In The Races,— WHEC In Rochester.....



## ....FIRST BY LENGTHS!

**WIN**

**WHEC  
159**

**PROGRAM FIRSTS**  
(TIES—7)

(Also Ran:—Station D—4 Firsts, 7 Ties; Stations E & F—No Firsts, No Ties)

**PLACE**

**STATION "B"  
86**

**PROGRAM FIRSTS**  
(TIES—2)

**SHOW**

**STATION "C"  
11**

**PROGRAM FIRSTS**  
(TIES—0)

FIGURES FROM THE WINTER-SPRING HOOPERATINGS

★ **WHEC SHARE OF AUDIENCE — APRIL - MAY — 38.2%**

*Last report before closing date,—morning, afternoon, evening combined.*

Station B..... 29.9  
Station C..... 10.1  
Station D..... 8.8  
Station E..... 7.2  
Station F..... (Daytime only)

**BUY WHERE THEY'RE LISTENING:—**



# WHEC

*of Rochester*

N. Y.

5,000 WATTS

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

## CUSTOM-BUILT NETS

(Continued from page 70)

most college games are played on Saturday afternoon, and since, with the exception of the U. S. Army, there hasn't been any sponsorship on the networks of football on Saturdays, most stations are willing to talk terms for block time purchases for the games. As football switches, bit by bit, to night games, sponsorship of the games will be over independent stations. The fact that more college games are being played on Friday evenings is one reason why NBC, this Fall, is out to build up a block of programs with big

audiences to fight the football stations.

Professional football, a Sunday afternoon sport in most localities, is also growing into a custom-built network program feature. Unlike baseball, football games (college or pro) are played regardless of the weather. They do not create the problem of games being cancelled. Tennis, like baseball, is not played in the rain. It has to be contracted for on the basis that the matches will be played on the following day, or the day after the following day. That's tough on stations which have to prepare substitute programs to cover weather contingencies.

Broadcasts of games that are cancell-

able are accepted by stations because they deliver audiences. In the summer, in Boston, independent station WHDH goes right to the head of the Hub's broadcasters. This is true of many of the stations that air sports and are linked with custom-built networks for this purpose. Many of them therefore make a package deal for the season (if a season-long contract is involved) or for individual games if, like football, the games are contracted for on a week-to-week basis. The reduced package time-rate more than makes up for the cost of the specially ordered telephone lines. Another reason for the station's willingness to accept a package rate is that an advertiser sponsoring a special event on a custom-built network usually spends considerable money promoting the broadcast at the point-of-sale. Thus, the station's call letters are brought to its prospective audience, and that's worth a great deal.

Most agencies do not recommend custom-built networks unless the event to be aired is an occasion that loses its impact unless aired live, and there is no available group of stations permanently linked up as a regional or special network which cover the advertiser's market. This is

# WISCONSIN'S

*Newest and*

**MOST  
POWERFUL  
RADIO  
STATION**

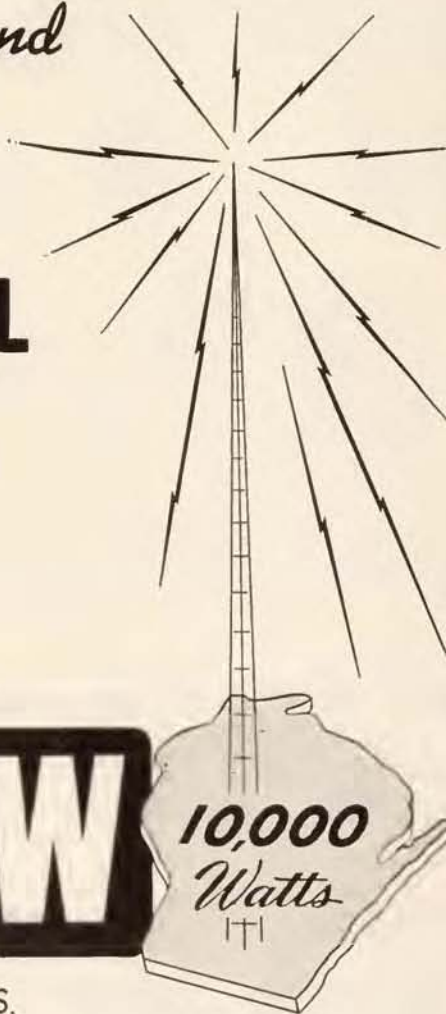
**WKOW**

AFFILIATED M. B. S.

**1070** *On your dial*

MADISON 3, WISCONSIN

Represented by HEADLEY-REED COMPANY



**KMLB**  
MONROE, LOUISIANA  
HAS MORE  
*Listeners*  
THAN  
ALL OTHER STATIONS COMBINED  
IN NORTHEASTERN LOUISIANA  
AND REACHES A  
\$103,629,000 BUYING POWER

Year in and year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined!  
KMLB is your time-tested advertising medium in this rich area!

AFFILIATED WITH  
AMERICAN BROADCASTING CO.  
TAYLOR, WISCONSIN  
J. C. LINER, JR., Gen. Mgr.



easy to understand since custom-built networks are time-consuming and expensive to operate from a manpower basis. Each station has its own contract, and there must be a special contract with the telephone company. That's a big job.

Nevertheless, where the occasion and the sponsor's distribution demands, as in the case of Spaulding, Atlantic, Goebel, Narragansett, and a number of dairies, brewers and oil companies, there is only one tight effective way to use broadcasting—the custom-built network.


Even politics enter the building of these per-occasion chains. Most contracts for custom-built networks for this fall have been signed months ago. That was the only way that the agencies could protect their sponsors against being cancelled for political broadcasts.

Politics also turns to custom-built networks for its link with the people in a single voting area. There are few links (regional, or sections of a national network) that cover an area the way a candidate desires. \* \* \*

### \$100 FOR A NAME

(Continued from page 43)

states, "I have to explain the term when talking to executives who aren't connected with radio."

<b>STEINMAN STATIONS</b>	
<b>build profitable sales</b>	
<b>WDEL</b>	Established 1922 WILMINGTON, DEL.
<b>WGAL</b>	Established 1922 LANCASTER, PA.
<b>WKBO</b>	Established 1922 HARRISBURG, PA.
<b>WRAW</b>	Established 1922 READING, PA.
<b>WORK</b>	Established 1932 YORK, PA.
<b>WEST</b>	Established 1936 EASTON, PA.
Represented by	
<b>ROBERT MEEKER ASSOCIATES</b>	
 Chicago San Francisco	New York Los Angeles

Despite the obvious need, it's logical that there is no great driving urge for a new name for "spot." Status quo is always easier than change. The fact that there are many advertisers who should use broadcasting but don't, because they look upon radio advertising as either network (too costly) or "spot" announcements (too insignificant), makes little impression on many in the agency field and on many advertising managers. The campaign which will be waged by the National Association of Station Representatives to educate agency and advertising personnel, through a well-documented presentation on the value of

"spot," will reach, for the most part, only the advertising segment already in broadcasting. The advertiser who hasn't used the medium or has used it sparingly must be educated on the importance of using national broadcast advertising at a local level.

A new name for "spot" will go a long way towards broadening the radio advertising horizon of organizations that haven't used the medium yet. It could shake the broadcast industry out of its "spot" inertia.

It's important that a name be uncovered to replace "spot" before TV becomes a nationwide factor in broadcast

**OKLAHOMA CITY'S ONLY....**

**50,000 WATT STATION**

# KOMA

For best results in the rich central and western sections of Oklahoma tie your message to a 50,000 watt signal that is heard by OVER 1,370,000 Oklahomans who spent OVER \$855,739,000 in retail sales during 1947.

**JOE BERNARD**  
GENERAL MANAGER

**AVERY-KNODEL, Inc.**  
NATIONAL REPRESENTATIVES

Oh, I say, Sir Walter,  
How's the penetration  
down WPTF way?



Here are your figures,  
Mr. BMB. More proof  
that WPTF is the No.  
① Salesman in North  
Carolina, the South's  
No. ① State.



## WPTF's BMB AUDIENCE

457,840 FAMILIES

% BMB Penetration	Day-time Audience Families
90-100%	180,280
80-100%	288,830
70-100%	303,080
60-100%	319,030
50-100%	368,510
40-100%	398,030
30-100%	411,850
20-100%	442,390
10-100%	457,840

★ WPTF's Audience Reprint containing Complete BMB audience information by Counties and measured Cities available upon request.

# WPTF

**680** **50,000** **WATTS**  
**KC** **NBC**  
AFFILIATE

**Raleigh, North Carolina**

**FREE & PETERS** National Representatives

advertising. That's because TV will deliver nationwide visual air advertising on an individual market level long before TV will be available on a telephone or microwave (automatic relay) network basis. To burden this new segment of broadcast advertising with the dual-meaning and generally misunderstood (at a sponsor executive level) "spot" nomenclature is unfair to television, just as it is unfair to the new facets of FM, "store-casting," and "transitradio."

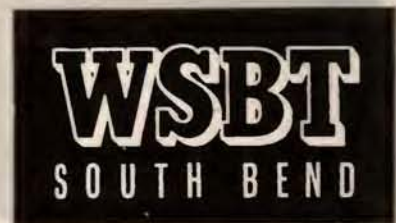
At a timebuyer level (see "Quotes,") men and women like Jack Laemmar (Foote, Cone & Belding, Chicago), Florence A. Neighbors (Goodkind, Joice

& Morgan, Chicago), William D. Smith (Buchanan, N. Y.), Frank Daniels (Lennen & Mitchell, N. Y.), Tom McDermott (N. W. Ayer, N. Y.), Tom Lynch (Newell-Emmett, N. Y.), Helen Wilbur (Doherty, Clifford & Shenfield, N. Y.), David Halpern (Owen & Chappell, N. Y.), Stewart Brown (Neff-Rogow, N. Y.), and McLean Chandler (Leo Burnett, Chicago), feel that the name "spot" is an industry obstacle. Others, almost as numerous, feel that the word "spot" is adequate, part of the radio language, and here to stay.

Sponsor has been checking the men who pay the bills for broadcast advertising for over six months. Generally these

# On WSBT, every CBS show has a Hooper that's higher...

Yes, 23% to 202% higher!



CBS • 960 KC • 5000 WATTS

WSBT Hooperatings on all CBS shows are higher than the national ratings. Not just a little higher, but *much* higher—23 to 202 per cent!\* And no other station, either local or out-of-town, even comes close in Share of Audience. It is WSBT—and *only* WSBT—that gives you blanket coverage of the South Bend market.

\* Hooper Report, Fall-Winter 1947-48

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

SPONSOR

men state they have little desire to change the word "spot." At the same time they are confused by the name. They think of the field of "spot" as being short announcements, jingles, and one called it "irritant" advertising.

When a multi-million dollar advertising form is so misunderstood and underestimated something should be done to find a word that doesn't misdescribe it.

That's why SPONSOR is asking advertisers, advertising agency men, station representatives, station executives—in fact everyone in the advertising business—to suggest a new name for "spot."

There's \$100 waiting the sender of the name regarded best by the 15-man industry committee. Contestants won't be required to pay postage on their entries. A postage-paid card between pages 42 and 43 is yours to fill in and mail. In case of duplicate entries, the first to be mailed, as indicated by the postmark on the card, will be judged the winner.

As usual in most competitions, the decision of the judges must be final. No entries will be returned by SPONSOR. No employees of Sponsor Publications Inc. are eligible. All entries must be mailed before midnight, 30 August. The competition's official starting hour is midnight, 8 August. (Please turn to page 86)



**T**HERE IS AN AREA served by WGY of which the Capital District of New York State is the hub. In this area, WGY is the station most people listen to most. But this is only one reason advertisers prefer WGY. No other single station can duplicate WGY's coverage, and no group of stations can do so at a price that is at all competitive. Figured on a cost-per-listener basis, popular, pioneer Station WGY is the economical buy.

At WRGB, the General Electric Television Station, a reputation for economical programming is in the making. Ask your nearest NBC Spot Sales office about "44 Practical Television Programs" now available for sponsorship.

**ALL-STAR  
WESTERN THEATER**

**TOP  
WESTERN DRAMA**

**TOP  
WESTERN MUSIC**

94  
30 Min.  
Transcribed Shows  
**WITH BIG-NAME  
TALENT**  
Dec. '47 - Apr. '48  
**HOOPER**  
**W O W - OMAHA**  
**18.2**

**KCMB - Kansas City 13.5**  
**WMBO - Peoria 15.1**  
**WHO - Des Moines 14.1**  
**- NUF SED! -**

**WIRE  
WRITE or PHONE**

**HARRY S. GOODMAN**  
Radio Productions  
19 E. 53rd St., N. Y. C.

NATIONAL REPRESENTATIVES . . . NBC SPOT SALES

**W G F M  
FREQUENCY  
MODULATION**

**WGY**

50,000 WATTS  
SCHENECTADY, N. Y.

**W R G B  
TELEVISION**

**GENERAL  ELECTRIC**

# signed and unsigned

## New Agency Appointments (Continued from page 18)

SPONSOR	PRODUCT (or service)	AGENCY
Power's Bakery, Des Moines	Bakery	Meneough, Martin & Seymour, Des Moines
Oulun Publishing Co, Kingston N. Y.	Handi-Books	Butler, N. Y.
Rexon Inc., N. Y.	Thorens lighters	Norman D. Waters, N. Y.
Santa Fe Vintage Co, L. A.	Wine	Erwin-Wasey, L. A.
Shedd-Bartinski Foods Inc., Detroit	Grocery products	Clark & Rickerd, Detroit
Spedel Corp., N. Y.	Watch bracelets	Cecil & Presbrey, N. Y., radio only
Tetrad Mfg Corp., Mt. Vernon N. Y.	Phonograph needles	Seymour Kameny, N. Y.
Twln City Shellac Co Inc., N. Y.	Windo-Wax, floor wax	Devine, N. Y.
Wachusett Shirt Co, Leominster Mass.	Whitney shirts	James Thomas Chirurg, Boston
Wheatena Corp, Rahway N. J.	Cereal	Brisacher, Van Norden & Staff, N. Y.
Wilson & Co Inc, Chi.	Meats	Davis, L. A., for Pac adv

## Sponsor Personnel Changes

NAME	FORMER AFFILIATIONS	NEW AFFILIATIONS
J. L. Atwood	---	North Amer Aviation Inc, L. A., pres
Lester A. Aue	Drackett Co, Cinci., asst adv mgr	Same, adv mgr
E. C. Boris	---	Bendix Aviation Corp (Bendix Radio div), Balto., gen sls mgr
V. John Borr	American Tobacco Co, N. Y., adv dept	Same, asst adv mgr
Donald Dickson	Harry E. Foster, Toronto	Bullas Dept Stores, Kitchener Ontario, adv mgr
E. Lloyd Dosch	American Home Foods, N. Y., midsg mgr	Same, vp
Russell E. Ebersole	---	Westinghouse Elec Corp (Lamp div), Pittsb., gen sls mgr
Budd Gore	H. & S. Pogue & Co, Cinci.	Marshall Field & Co, Chi., adv mgr
H. T. Hamilton Jr	Bristol-Myers Co, N. Y., asst adv mgr	Snow Crop Marketers Inc, N. Y., adv, sls prom mgr
Stanley C. Hope	---	Esso Standard Oil Co, N. Y., exec vp
W. N. Huse	---	Carnation Co, L. A., adv mgr Albers Cereal & Friskies div
Tad Jeffery	---	Lever Bros Co (Pepsodent div), Chi., asst adv mgr
Rudolph M. Kant	---	Hamilton Watch Co, Lancaster, pres
Calvin M. Kendig	---	Hamilton Watch Co, Lancaster, bd chmn
H. L. MacRae Jr	---	General Foods Corp (Bireley's div), H'wood., sls mgr
Sydney J. Mass	Packard, acct exec	National Pressure Cooker Co, Eau Claire, adv, sls prom dir
Walter Mayer	---	Carnation Co, L. A., adv mgr fresh milk & ice cream div
Frederick J. Motte	James Hanley Co, Prov., asst sls mgr	Same, gen sls mgr
Dawson Newton	Rourico Corp, Miami, adv mgr	Florida Citrus Commission, Lakeland, adv mgr
L. W. Nolte	---	Carnation Co, L. A., adv mgr evaporated milk div
George B. Park	---	General Elec Co, Bridgeport, adv mgr appliance dept
Harmer Replogle	American Home Foods, N. Y., gen sls mgr	Same, vp
J. P. Richardson	Hotels Statler Co, N. Y.	Same, adv mgr
Robert J. Roth	Byer-Kolnick Co, Garland Tex., radio, prom dir	Same, adv, sls prom mgr
Kenneth W. Sickinger	Stewart-Warner Corp, Chi., adv mgr radio div	Zenith Radio Corp, Chi., asst adv mgr
Louis Sobolof	---	June Dairy Prods Co, N. Y., adv mgr
George F. Sorgatz Jr	United Air Lines, prom adv mgr	Pan American-Grace Airways, N. Y., adv mgr
Paul H. Wallis	---	Carnation Co, L. A., gen adv mgr

## Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Wlek Adams	---	Barnard L. Sackett, Phila., TV script ed
Freda Bartels	Compton, N. Y.	Federal, N. Y., radio copywriter
Geraldine Holdridge	---	Ad Fried, Oakland, timebuyer
Ted Huston	Free lance radio, TV producer	McCann-Erickson, N. Y., TV dir
Nicholas Keesely	MBS, N. Y., prog sls mgr	Lennen & Mitchell, radio dept mgr
Scotty MacGregor	CBS-TV, N. Y.	Yorker, N. Y., TV dept head
Seymour Morris	---	N. W. Ayer, Detroit, vp
E. C. Portman	---	Lunke-Portman & Associates (new), S. F., partner
Billy Sanders	Mitchell-Faust, Chi., vp in chge radio	Dan B. Miner, L. A., radio, TV dir
Don Santo	Radio, stage actor	Ad Fried, Oakland, TV dir
Alfred J. Sealpore	Young & Rubicam, H'wood., prodn mgr	McCann-Erickson, N. Y., radio prodn mgr
D. W. Scott	Bendix-Westinghouse Automotive Brake Co, adv, pub rel dir	Norman Malone, Akron, acct exec
John R. Sheehan	U. S. State Dept (Indestr div), N. Y., head	Buchanan, N. Y., radio, TV dir
Edgar A. Shoeff	War Assets Administration, adv div chief	J. M. Strauss, L. A., vp, gen mgr
Ray Simms	Kenyon & Eckhardt, N. Y.	Erwin, Wasey, N. Y., timebuyer
George A. Slater	Mumum, Millay & Nichols, Columbus O.	Same, vp
F. Bryce Spruill	Burton Browne, Chi., vp	N. A. Winter, Des Moines, vp
Charles E. Van Voorhis	BBD&O, Cleveland, acct exec	Fuller & Smith & Ross, Cleveland, acct exec
Charles K. Walden	---	Boone, Sngg, Tevis & Walden, S. F., partner
Henry J. Weil	Filjs, Buffalo, acct exec	H. J. Weil (new), Buffalo, partner
Milton Wise	M. C. Lodge, S. F.	Long, S. F., acct exec



**in Cincinnati, ONE station ~~can do it~~ did**



In 1922, John and Ferd Hengehold opened a tiny tire and battery shop on historic Mohawk Place in Cincinnati, a semi-suburban location far from the city's heavy shopping traffic. Over the years, their store became known as the Mohawk Furniture and Appliance Mart. Their new lines demanded more traffic than the location would normally produce. In 1937, they inaugurated a modest 15-minute Sunday afternoon show, "CANAL DAYS" over WSAI.

Since then, they have used *no other medium . . . no other radio station . . . no other program.* Now a half hour, this show began its 12TH YEAR in March. Today, the Mohawk store draws patronage from all of the city's sprawling trading zone . . . has 10,000 square feet of selling space . . . inventories 1400 items. **IN CINCINNATI, ONE STATION CAN DO IT . . . if it's WSAI!**



**WSAI**  
**CINCINNATI**

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

# WMBD

**dominates  
PEORIA AREA**



HOMES FOR 10,000 people will ultimately be erected in Marquette Heights, brand new community rising just south of Peoria. By fall, 2500 will be moved in.

NEW CUSTOMERS will shop for nationally advertised products in the planned commercial center.

TREMENDOUS INDUSTRIAL EXPANSION is making Peoria area larger and more prosperous than ever before.

## WMBD alone keeps pace

**..with new facilities**

Soon to be announced: new power . . . new transmitter . . . new theatre studios.

**FM**

The only Peoria area station with FM. Now operating FM full time simultaneously with AM.

**TV**

The first Peoria area station to apply for television.

**WMBD**  
PEORIA  
CBS Affiliate • 5000 Watts |  
Free & Peters, Inc., Nat'l. Reps.

## \$100 FOR A NAME

(Continued from page 83)

Among the strong proponents of a new name have been Paul H. Raymer, station representative of the firm of the same name, and H. Preston Peters, of Free and Peters. Mr. Raymer has advocated "selective" as the ideal term for national-broadcast advertising on a market-by-market basis. Mr. Peters has used the name "bull's-eye broadcasting" to characterize "spot" advertising as he sees it. Both Mr. Raymer and Mr. Peters, despite their use of other names, have joined the 15-man industry committee of judges.

SPONSOR, through this competition, is acting as a representative of the entire broadcast advertising industry. Its action, in initiating this campaign for an adequate name that will be acceptable to the entire industry, is taken at this time because little has yet been done, but much is in the wind, to place "spot" on a competitive basis with all other advertising media.

National radio advertising placed on a market-by-market basis is a full-fledged part of broadcast advertising that needs ride on no one's coat tail. . . .

### 1947-1948 Contest Report

#### Very little new during last season

Radio's best-tested contest formulas were the most successful during the 1947-48 season. This was true despite the fact that a new type of radio "contest"—the telephone quiz with a charity tie-in, brought to its peak by Ralph Edwards' *Truth or Consequences*—gained tremendous popularity with listeners and advertisers. The basic reasons for the success of a straight contest promotion are still unchanged.

The big-time contest promoters, Procter & Gamble, Lever Brothers, General Foods, General Mills, Borden, etc., used the standard jingle contests, 25-word letter testimonials, name-selecting, and essay-writing, plus mild variations of these. The main trend was in the prizes. The housing shortage brought contests that offered listeners new homes, lots, and complete furnishings. The fact that cars are still hard-to-get resulted in contests offering new Chevrolets, Fords, and Kaiser-Frazers. Money prizes were on the upgrade too. The top money prize of the 1937-38 radio season was a P. &

# WHIZ

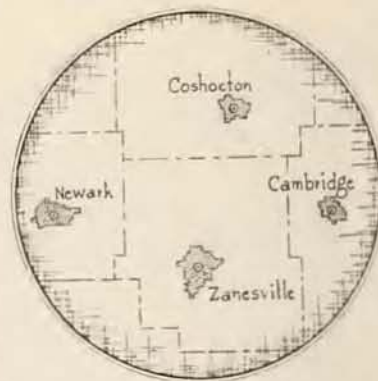
Zanesville, Ohio

## A NEW MAJOR MARKET

with

# 123,400

urban population



FOUR CITIES in the WHIZ primary area (all within 25 air miles of Zanesville) have 123,400 Total Urban Population.

City	Population
Zanesville	44,500
Newark	41,400
Cambridge	21,900
Coshocton	15,600

Total Urban Population 123,400

ZANESVILLE is the *Ninth Largest Trading Area* in the State of Ohio with a total population of 272,000 and retail sales in excess of \$182,000,000.

AND WHIZ dominates in this rich industrial-agricultural trading area with a 60 per cent share of audience. (Conlan—November, 1947).

NBC AFFILIATE

# WHIZ

John E. Pearson Co.

G.-Camay letter-writing contest that totalled \$103,000. In 1947-48 the top total was the \$203,725 given away by Pepsi-Cola in its not-too-successful "Family Sweepstakes" contest, promoted largely through newspapers, magazines and, to a limited extent, spot radio.

It is hard to say whether any single contest was the most successful of the season. Contests are designed to do various jobs—build listening, create consumer demand for the product, sample products, or create general good-will. That's why successful contests must be tailored to the specific task that the advertiser wants done. Returns alone do not always indicate the measure of a successful contest promotion.

From a sales standpoint, outstanding was Kaiser-Frazer's *Newscope* letter-writing promotion. The prizes included the usual merchandise and cash list (there were 1,360 in all) but also featured new Kaiser cars and big cash prizes. (Total value of the prize list was \$135,000.) Kaiser-Frazer ad-men decided that the contest had to be designed to build interest in the cars themselves, and bring prospective customers into showrooms. The problem was solved through dealer-obtained entry blanks, without which listeners to the thrice-weekly *Newscope*

program could not enter. Dealers reported, when the contest promotion was over, that 3,000,000 people had come to the auto firm's showrooms for the blanks. Most of them also looked over the new models, and listened to a sales talk. Kaiser-Frazer, one of the few auto firms not oversold, paid for the contest several times over in car sales.

Last year's top contest was the Lever-Pepsodent *My Favorite Brunette* promotion. It proved to Lever president Charles Luckman that the jingle contest formula had the edge on other contest

forms from both a sales and contest return standpoint. This season Lever again applied the jingle treatment to *Arthur Godfrey's Talent Scouts* on behalf of the Lever subsidiary, Thomas H. Lipton Company. The cash prizes totaled \$15,000, with \$10,000 as first prize. Listeners had to complete the last line of a product limerick, and send it along with a carton top. Though the prizes were not outstanding, the contest pulled more than a million entries. At least 30-50% were from new users of Lipton's Noodle Soup, and recent check-

# "HERE'S THE PROFITS FROM FIELD 7, LEM!"



Maybe you think that illustration is a gag. If so, you ought to come out and see our hay-seeds drag in the dough!

In WDAY's Red River Valley, the average family has an Effective Buying Income of \$4491 (1947). The average in "booming" California is \$3771. In Indiana it's \$3699! In the parts of North Dakota not served by WDAY, it's \$3810!

WDAY is one of the few stations even heard throughout the Red River Valley. In Fargo, our share of the audience was 3-1/2 times that of Station B. In our primary area, our share of the audience was 5 times that of Fargo Station B. (Conlan, May). Don't you think our story deserves your consideration?



**FARGO, N. D.**

NBC • 970 KILOCYCLES

5000 WATTS



is able to create attention for your product in the rich North Jersey market of 1,000,000 homes.

5000 WATTS

the radio station of the  
**Newark News**

# SAVE A CHILD—SAVE THE FUTURE



## **You can help—you must help!**

YOUR GIFT TO THE CRUSADE FOR CHILDREN WILL BE PART OF A UNITED EFFORT TO

**Raise \$60,000,000 for relief**

**A**S you read this, millions of children are starving. Dozens will die before you finish.

To keep as many as possible alive and to help them to normal growth and normal thought, members of the United Nations are making a *unified* appeal for your help. *Every* country is doing what it can.

In the U. S. A. this appeal is called the Crusade for Children and

twenty-six established relief agencies are represented. These agencies are making a *single* request for aid, and they will *share* your contribution.

Sixty million dollars are needed — now. There is no time to lose.

When you save a child, you save the future. So give what you can, and give now!

*Photo by Roman Vishniac*

## **CRUSADE FOR CHILDREN**

**AMERICAN OVERSEAS AID — UNITED NATIONS APPEAL FOR CHILDREN**

*National Headquarters*

*39 Broadway*

*New York 6, N. Y.*





ups at point-of-sale show that repeat sales are holding up well.

Procter & Gamble, perhaps the leading user of radio contests, stuck pretty close to the 25-words-or-less formula that it has employed through the years as a part of the continuous sampling of P. & G. products. To tie-in with housewives spring cleaning sessions, a \$50,000 *Treasure Hunt* promotion was conducted on four P. & G. afternoon NBC soap operas, and on ABC's *Breakfast in Hollywood*. The prize money was hidden in a well-known city, and listeners had to identify the location through clues given on the programs. Dealers came in for their share, too. Contestants were asked to give names and addresses of dealers who had helped them fill out their official entries. Thus, the dealers featured the special "spring cleaning" displays of P. & G. products and contestants submitted the usual P. & G. product sentence: "I use Procter & Gamble products for housecleaning because . . ." The promotion was over-all—the complete line of P. & G. housecleaning products (Spic & Span, Duz, Dreft, etc.) were featured in point-of-sale displays, and in the supporting advertising in newspapers and Sunday supplements. Boxtops from any three different products in the group had to

accompany each entry. The timing of the contest promotion was ideal. Total returns were estimated at 1,500,000. Sales of P. & G. housecleaning products during the annual spring cleanup jumped 10% to 35% in groceries and chain stores. Other P. & G. contest promotions (the soap firm runs about 8 to 10 a year) ran the gamut from the Camay \$25,000 "Name-the-girl-on-the-Camay-wrapper" contest to the Ivory 5-week "Cutest Baby" contest. All featured the 25-word letter.

Listener contests promoted by the networks were productive last season. The largest of these was the ABC *Memory Tune* contest on the *Paul Whiteman Record Club*. ABC promoted \$22,650

worth of merchandise prizes for the hour-long, multiple-sponsor network disk show. Four weekly contests, tied-in with a fund raising drive for the American Council on Rheumatic Fever, gave away everything from a Kimball grand piano to a Philco television set. The show's rating, during the run of the proportional campaign (an ad in *Life*, local ads by ABC stations, courtesy spots, etc.) was raised nearly 33%. Some \$65,000 was raised for ACRF. That the show did not maintain its boosted rating once the promotion was over was not the fault of the contest. Network disk jockeys just don't compete well with the local variety.

Other successful air contests in the 1947-48 season were geared to program

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

**WDBJ** consistently covers a near **BILLION DOLLAR MARKET!**



Retail sales in WDBJ's daytime coverage area exceeded \$850,000,000 in 1947, nearly double 1946. In the part of this rich market where WDBJ's listenership is 50-100%, retail sales exceeded \$500,000,000. You can cover this fast growing market of Roanoke and most of Southwest Virginia with WDBJ alone, and the cost is surprisingly low.

**Ask Free & Peters!**

**WDBJ**

CBS • 5000 WATTS • 960 KC

Owned and Operated by the  
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives



**WIBK**  
**KBIW**

ANY WAY  
YOU LOOK AT IT . . .

KNOXVILLE'S BEST BET  
is

**WIBK**

Represented by Donald Cooke, Inc.

**SELL**  
**No. 1 Market**  
 IN THE  
**South's**  
**No. 1 State**

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

*All* WITHIN OUR  
**PRIMARY + AREA**

**210,200 PERSONS**  
**\$179,469,000**  
**IN RETAIL SALES**  
**\$283,685,000**  
**IN BUYING INCOME**

**We Lead Day and Night**  
**in this Rich Tri-City Market**

WRITE FOR OUR BMB DATA FOLDER

**WSJS**  
 (AM) WINSTON-SALEM (FM)  
 THE JOURNAL-SENTINEL STATIONS

**NBC**  
 AFFILIATE  
 Represented by  
**HEADLEY-REED COMPANY**

and product. Cudahy Packing Company introduced their post-war Old Dutch Cleanser on Nick Carter with a jingle contest that gave away 20 new Fords, and \$2,500 in cash. Borden pulled more than a million returns on a radio-promoted contest to name the new baby of their "Elsie the Cow" trademark. General Foods built consumer acceptance for Birdseye frozen peaches with a \$10,000 letter-writing contest, and reversed a slump in the frozen foods sales. There were many others.

Not all radio contests click. A lot of advance testing and planning is needed to insure success. For radio advertisers, however, a well-promoted, well-conducted contest can be productive of both sales and increased listening. \* \* \*

**Who Owns What?**

**Package Shows Increase**

Independently owned package shows being sponsored on coast-to-coast networks are on the increase. Fifty-one and a half per cent of the commercial shows on the air in June were bought by either client or agency complete and ready for airing. This compares with 41.6% when SPONSOR checked last December.

This trend was at the expense of agency-built vehicles, which has dropped from 30.5% to 20.8% since last year. In a certain sense, the swing toward buying independent packages is also at the expense of network-built packages. In spite of the efforts of web program departments during the last year to come up with new ideas and talent, the percentage of sponsored chain-built shows remains virtually unchanged. It's 16.2% as against 16.3% at the end of last year.

The percentage of station and client-owned programs hasn't changed perceptibly during the year. Stations now have 1.2% of web commercial shows as against a former 1.8%. Sponsors now own 10.6% as against 9.8% last year.

There are good reasons for the trend away from agency-built and controlled shows. Independent packagers are in a better position to produce and sell to the networks shows on a sustaining basis. This provides the valuable opportunity (shared also by chain-built programs) to build acceptance while awaiting the hoped-for sale. An agency can buy such a package and at the same time act in a supervisory capacity. It may virtually control the show from story line to cast without the cost or responsibility of a complete production staff. \* \* \*

**THE KEY TO**  
*Southern Minnesota*



**MINNESOTA'S TRIPLE MARKET**

- ★ 350,000 INTERNATIONAL visitors
- ★ 34,000 METROPOLITAN residents
- ★ 87,200 RURAL consumers in the primary coverage area.

EVERYONE **KROC** NBC  
 DIALS TO Minn. Network  
 N. W. Network  
 Southern Minnesota's Oldest Radio Station  
*Established 1935*

**IN ROCHESTER, MINNESOTA**  
 nationally represented by the John E. Pearson Co.

A 1 1/2  
**BILLION**  
**DOLLAR MARKET**  
*spread over two states*

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

**KWFT**

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

## FM POINT OF SALE

(Continued from page 31)

The turning on of the receivers in the stores can also be controlled by a pulse. Thus, a nonstorecasting sponsor may be permitted to buy time on an FM-storecast station during the period normally devoted to storecast commercials, the receivers in the stores being turned off so that only the FM homes will be able to dial the program. During the storecast hours, the FM stations will be a dual operation. The sponsor will buy the spot commercial from the station for home reception and will purchase separately the facilities of the point-of-sale advertising operator so that these commercials may be heard in the supermarkets. The point-of-sale broadcast advertising operator will own the equipment in each store, will merchandise the storecasting, and will service the stores.

Retail food merchandising through supermarkets has to operate without active salesmen. It is automatic merchandising, almost as automatic as a vending machine. Storecasting has proved that it can overcome the lack of live on-the-spot selling. Individual manufacturers like Swift have special case history studies of what in-store broadcasting has

been able to do for them. Sales of Swift's Meats for Babies were increased in First National Stores in New England (Hartford, New Haven, and Bridgeport areas) over 100%. The average increase in sales for a storecast advertiser, during the latter year of the two-year test, has been 65%. The stores themselves increase their volume 5% with music. How much 5% can be is best indicated by the fact that the Norwalk, Connecticut, First National supermarket grosses over \$3,000,000 a year.

This First National giant is equipped in the manner that all future Storecast Corporation-served markets will be. The speakers are hidden underneath bins. They are angled so that the sound hits the shelves opposite the bins. It bounces off these shelves to ear height. The speakers are located at intervals so frequent that there are no spots in the store where the airing is too loud or too soft.

Surveys have been made by First National to determine consumer reaction to music in its giant markets. Not everybody liked it—6% preferred shopping without it, 7% were indifferent to it. The rest, 87%, indicated that if they had to choose between shopping with or without music, they'd go to the market that had it. There weren't as many who admitted

# WAPO

We have a **HOT HOOPER**  
in **CHATTANOOGA!**

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

## WAPO

*Affiliated with*

**National Broadcasting Company**

*Represented by*

## HEADLEY-REED COMPANY

# WOC

## FIRST

in the

**QUAD**  
*Cities*

The 40th retail market

DAVENPORT  
ROCK ISLAND  
MOLINE  
EAST MOLINE

"FIRST to broadcast  
to 'shut-ins'."



## WOC WOC-FM

5,000 Watts, 1420 Kc.

BASIC NBC Affiliate

Col. B. J. Palmer, Pres.

Beryl Lettridge, Mgr

## DAVENPORT, IOWA

National Representatives:

**FREE & PETERS, Inc.**

# Wild Indians couldn't keep 'em from listening to WMT

in Tama (IOWA)



... not that they'd try, for even the Indians haven't any reservations about WMT's solid programming. (To tell the truth, the Sacs and Foxes who inhabit the nearby Mesquakie Reservation are really tama than they are wild).

When you want to reach Tama's solid citizens — and the 1058 other prosperous farm and industrial communities within WMT's 2.5 MV line, whoop it up on Eastern Iowa's only CBS outlet. Ask the Katz man about WMT's 33,630,000 acre BMB coverage — in one of the richest markets in the world.



**WMT**  
CEDAR RAPIDS  
5000 Watts 600 K.C. Day & Night  
BASIC COLUMBIA NETWORK

liking the commercials but 66% stated that they found them useful. The researchers making the study annotated this figure with the remark that it was evident that the women generally did not want to indicate that they were influenced by advertising in making their selections.

Indicative of the effectiveness of storecast commercials is the fact that often women leave their valuable place in a check-out line to add something about which they have just heard, to their purchases. (Losing a place in line at peak shopping hours may mean a loss of from 20 to 30 minutes.)

Employees—and employee relations are important to chain store operations—vote 99% in favor of music in stores. Clerks and check-out girls in chains some of whose stores receive storecasts frequently ask if there is music in the store to which they are being transferred and have been known to resign rather than accept a transfer to a "silent" market. Realizing that the advertisers make the service possible, store managers and clerks are apt to give better locations and better servicing to the products sold on storecasting.

The best-integrated storecast operation doesn't depend upon store personnel good-will for the posting of panel signs

and stocking of store shelves. Storecasting would fail if product distribution wasn't adequate, if the products were hidden in inaccessible corners of stores. Operations like Storecast Corporation maintain a field staff to make certain that the products advertised are in good supply, well displayed, and have effective panel signs. In some areas a regular Nielsen-type audit is maintained so that the movement of the product from warehouse to supermarket is regulated by the movement of the product off the store shelves.

During the past two test years, Storecast maintained a control set of stores so that sales in a store served by music could be checked against a similar store not so serviced. It is not planned to use this "control" operation in new areas, nor to continue it in present areas when the shift is made from telephone wire service to FM. This shift is scheduled for 1 October in New England and 1 January in Philadelphia. In Philadelphia the Baltimore Markets (33) and the American Stores supermarkets (100) are serviced. In New England 63 First National giant markets are Storecast-equipped and an additional 57 receive Storecast merchandising service. These latter 57 will no doubt also have Storecast programming



**WGTM**

W I L S O N  
N O R T H C A R O L I N A

Allen E. Wannamaker, Mgr.

WEED & CO., National Representatives



Do you want fancy talk or results? There's only one answer. That's why we're sure you'll want to ask a Farjoe man to make good on the statement above. And make good he can! Because WMIN does deliver listeners at lowest cost in the Metropolitan Minneapolis-Saint Paul Market where nearly half Minnesota's retail sales are made. And WMIN gives you high-power FM at no extra cost. Ask Farjoe about WMIN.

**WMIN**  
ST. PAUL • MINNEAPOLIS  
REPRESENTED BY FORJØE & COMPANY

You can SPOT more SPOTS that are HOT SPOTS on JOHN BLAIR STATIONS!

**JOHN BLAIR & COMPANY**

REPRESENTING LEADING RADIO STATIONS  
Offices in Chicago • New York • Detroit  
St. Louis • Los Angeles • San Francisco

when the shift is made to FM. The problem of telephone lines cost made their servicing uneconomical up to now, but they were merchandised in order to give the Joseloff operation something big enough\* to interest national advertisers.

With FM, storecasting can be nationwide as quickly as stores are equipped to receive the programs and stations contract to program for stores. The change-over from normal FM station programming won't be very difficult because most successful independent station operation is based upon block-programed music. Storecast scheduling is a particular type of block programming. Stations when they contract with Storecasting are guaranteed a minimum amount of revenue per year. Besides, they reach a new audience for themselves, since every half hour the call letters of the station are heard in the stores. If the store customers like what they hear, they are more than likely to want it at home also.

Storecasting isn't being permitted, like Topsy, to just grow. In New England a program, *Mr. and Mrs. Storecast*, was broadcast daily over WNAB, Bridgeport. Not only did it sell the idea of shopping to music but it carried participating advertising by the advertisers using the Storecast service. It's no longer needed up Yankee way but it's likely to be presented in each new territory Storecast Corporation enters.

Storecast Corporation is not without competition. In Chicago, Consumers' Aid serves 100 markets in the Jewel Tea chain.

The trial and error point-of-sale broadcasting period has been paid for by Storecast Corporation. They've proved the medium. Others will take up from here. There's a great deal of know-how in storecasting, and the top of the savvy is best expressed by George Hennessy, executive vp, who says, "Food merchandising isn't learned overnight. Storecasting is food merchandising at its most exacting point. We have made errors during the first two years and corrected them, but don't get the notion that we feel that we've licked every problem. There'll be a new one tomorrow that no one has even thought of today.

"What do we do when the world series is on?"

"We give them the games."

The ultimate in good merchandising is never reached—in or out of FM storecasting. \* \* \*

\*Since the cost of reaching the 57 stores by telephone line would be prohibitive, they were merchandised only to keep the storecast merchandising package large enough to interest national advertisers.

He who pays the piper...



...calls the tune

and on WATV it's the merry jingle of cash registers when your product reaches the thousands of *Junior Frolics* television fans who daily at five line up to follow Uncle Hal's film funnies and cartoons.

**WATV 13**  
Channel

TELEVISION CENTER, NEWARK 1, N. J.

# SPONSOR



## SPEAKS

### Spotlight on "Spot"

Early in radio's advertising career a new word was born.

The word "spot" was created by advertising agency man Stanley Boynton of Detroit to designate broadcast advertising placed on an individual market basis. He used it in an ad prepared for Scott Howe Bowen, dean of station representatives.

There was nothing wrong with the term. As a matter of fact, there were brevity and simplicity to commend it. But somewhere along the line it took on a double meaning. It became not only a designation for an important segment of broadcast advertis-

ing, but it began also to mean "announcements," "chain breaks," "jingles," and all the short subjects that appeared on the sponsored scene.

Unfortunately, the narrower concept caught on most widely with the buying end of the advertising fraternity; the broader definition was largely overlooked. The fact that "spot" meant all of broadcast advertising on an individual market basis, whether programs or chain breaks, didn't quite register.

Several years ago some men in the selling end of broadcast advertising sensed the confusion and misunderstanding occasioned by the term and urged a change. They proposed a contest for a new name to be conducted by the NAB, but it never got rolling.

Last fall station representative Paul Raymer took further action. He canvassed broadcast advertising buyers for their understanding of the word "spot." When the response showed that the vast majority understood it to mean only the "announcement" phase of what he had to sell, he decided that the time had come for action. He proposed a change to the word "selective," and carried through a forceful promotion campaign to plant the idea.

He put across his basic premise. Among others, SPONSOR quickly realized the wisdom of finding a new term for "spot" in its broader aspect. Editorials were carried in several issues advocating a new name.

After many months, and much factfinding, SPONSOR has decided that the best way to get a new name is to invite the industry at large to participate in a compe-

tion to select it. A notable group of fifteen people were asked to serve as judges; all fifteen have accepted. Among them is Paul Raymer, who has unselfishly buried his interest in the word "selective" to help in the quest for the best name to be found. Another is H. Preston Peters, head of the station representative firm of Free & Peters, who has been just as industry-minded in putting aside the term "bullseye radio" he has publicly advocated.

### International Broadcasting

For some years before World War II the senior networks (NBC and CBS) regarded international broadcasting as a logical phase of their expansion. Both chains spent large sums of money developing networks of the Americas with the thought of eventually transmitting commercial programs from Mexico to Cape Horn.

Now that is all over. CBS has disbanded its international division and there is no desire at NBC to even talk about it, due to recent governmental disclosures. This is tragic. Nowhere in the world does the United States free enterprise system need selling more than in South America. American business is losing its opportunity to present its story.

The networks will not of themselves revitalize their international operations. It's up to American business to say it with dollars—to the chains; to tell them that they're willing, ready and able to sponsor broadcasts not only to South America but to the world.

## Applause

### SOAP SETS A DIFFERENT PATTERN

The fault that advertisers find with broadcast advertising is the manner in which they use it rather than the medium itself. Several great corporations are cutting their radio budgets. Their announced reason is that the medium is not flexible. Other corporations, sometimes in the very same fields in which competitors are making drastic broadcast advertising budget cuts, are expanding their use of the medium. The firms that are reducing their expenditures think of broadcasting as a medium that can't measure up under selling pressure. Factually it's the manner in which they have employed the medium that is inflexible—that doesn't deliver sales. It's SPONSOR's belief that broadcasting is as flexible as an advertiser is willing to make it.

This fall there will be a number of sponsors who will change their use of the medium drastically. They'll prove that broadcasting is flexible. Lever Brothers has a big stake in a number of important programs. It was rumored that it wasn't going to renew Bob Hope for Pepsodent. He's high-priced talent. The sale of toothpaste is tapering off from its 1947 high, so Pepsodent no doubt wondered if it could afford Hope. What Lever

Brothers (Pepsodent's parent company) did, is what many intelligent users of broadcast advertising can do. They continue to hold both Hope and the time period for which he has developed high listening, meanwhile shifting the selling on the program to another product. Lever Brothers will be fighting harder than ever to keep itself a leader in the soap, cosmetic, and food fields. It will put more "sell" into its advertising copy. It will use broadcasting with all its flexibility (pages 25-27).

The soap industry, with the exception of Colgate-Palmolive-Peet, will do very little drastic radio budget cutting this fall. Even Procter & Gamble, which less than a year ago warned the broadcasting industry that it was becoming a costly medium, will only rearrange, not materially cut, its budget. P&G will be investing a sizable sum in films for telecasting, with plans to get into TV extensively early in 1949.

Broadcasting is still the most productive medium through which soap can be sold. Soap merchandisers generally know and acknowledge this. What's true of soap can be true of most products that are sold to mass audiences.



## Ever buy a Pig in a Poke?

Buying radio programs on the basis of percentages alone is closely akin to "buying a pig in a poke". Markets are people, not percentages. Ratings have meaning only in terms of homes reached, and ratings are projectable only to the segment of the population represented in the sample.

That's why WLW—with its 4-state Merchandise-Able Area almost evenly divided between rural and urban listeners—adopted the Nielsen Radio Index. And that's *how* advertisers know exactly what they are getting for their advertising dollar on WLW.

The NRI is an accurate cross section of *all* the nearly 3¼ million radio homes within WLW-Land. It provides a scientifically accurate picture of all listening, minute-by-minute. Thus an advertiser knows the total listening audience, his share of the audience, and the total number of homes reached per broadcast.

But that isn't all. Nielsen also reveals the Cumulative Audience—the number of *different* homes reached by one or more programs in a series of broadcasts. It is not the same people who listen to successive broadcasts—the audience is fluid. With each successive broadcast the advertiser reaches new listeners, as well as many of the same listeners. That is the manner in which radio is bought and sold, and the manner in which people listen to it.

That's why the Cumulative Audience is of extreme importance to the advertiser. It enables him to know the total number of home impressions made by this advertis-

ing in a series of broadcasts... and the cost per home impression.

For example: a morning newscast on WLW had an average *per broadcast* audience of 229,000 homes, Monday through Saturday, during four measured weeks of listening in February-March, 1948. But in the course of a week (6 broadcasts) this program reached 448,000 different radio homes. The average home reached heard 3.1 of the six broadcasts—accounting for 1,388,800 home impressions at a cost of only \$1.25 per thousand home impressions.

For further details, contact your nearest WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, see the Keenan & Eickelberg representative in Los Angeles, San Francisco or Portland, Ore.



THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

... A COMBINATION THAT COPPED



# 1st place

## for Cleveland's Chief Station

The combination of WJW's potent programming and its scene-of-action broadcasts of the Indians ball games ... at home and away ... has made it the favorite station in the great Cleveland market. All through the week, Sunday through Saturday, according to latest ratings, WJW takes top spot across the board!

For your share of these audiences ... phone or see Headley-Reed.



**WJW**

Broadcasts of  
Indian Games  
make it most  
listened to station  
in Cleveland!



BILL O'NEIL, President



BASIC  
**ABC Network**

# WJW

## CLEVELAND

850 KC  
**5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



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