

13 12

SPONSOR
For buyers of broadcast advertising

5K
RECEIVED
MAY 12 1949
2 CENTS

acts about summer listening—p. 23
Baseball's greatest season—p. 30
operas in the summer-time—p. 32
Folk music out-of-doors—p. 27

GENERAL LIBRARY Radio is a... attraction at beaches—p. 23

SP 10-49 12220
MRS FRANCES SPRAGUE
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

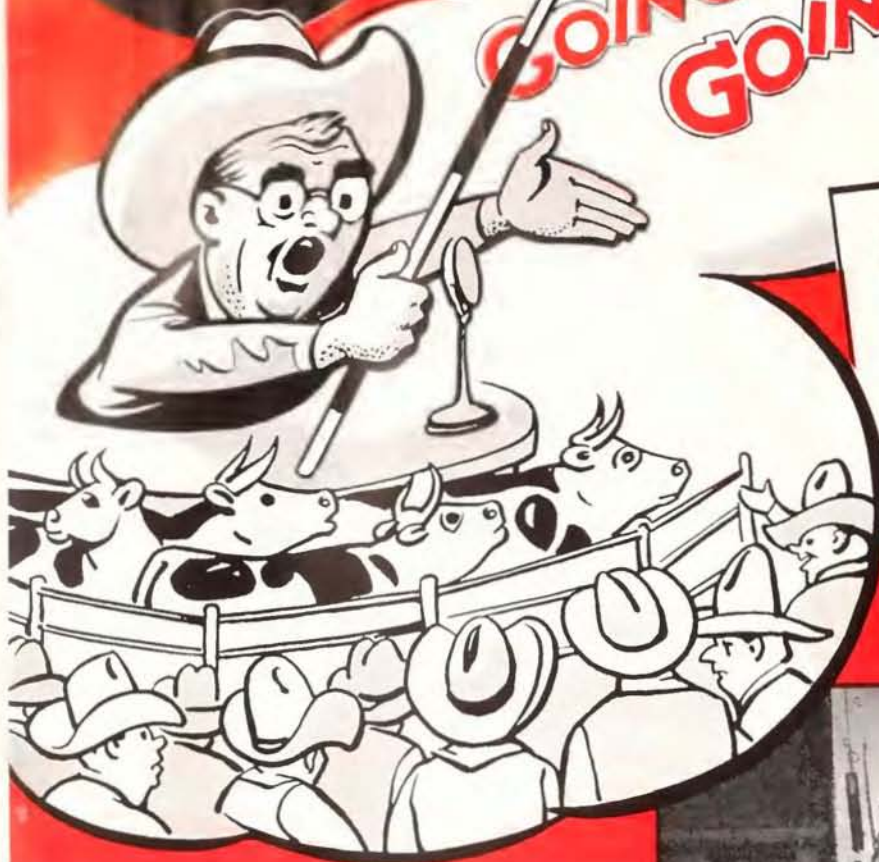


KGNC

YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE

10,000 WATTS NIGHT AND DAY - 710 K. C.

GOING! GOING! GONE!



16,443 HEAD OF CATTLE
SOLD for over **2 MILLION**
dollars in 7 days!

KGNC

CONTROLS TRAFFIC OF COUNTRY'S
LARGEST* CATTLE AUCTION
DURING RECORD-BREAKER!

THE PROGRAM THAT PUT IT OVER!

"THE TRADING POST"

WITH

UNCLE JAY

SPONSORED BY THE AMARILLO
LIVESTOCK AUCTION COMPANY

HERE'S THE STORY:

On Sunday morning, March 13, it looked as though all the Panhandle cattlemen had decided to truck in stock to Amarillo for auction.

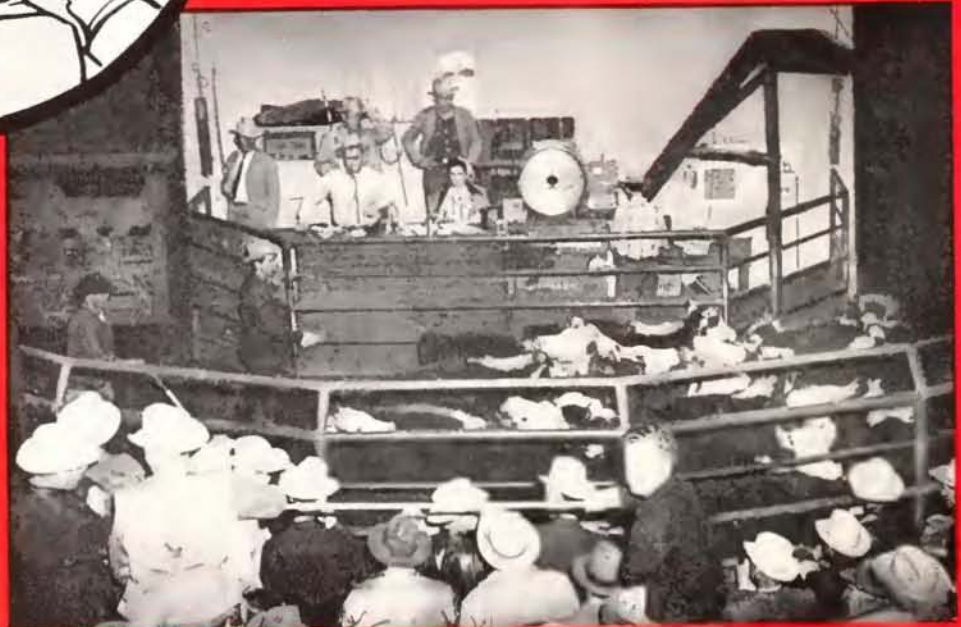
The pens of THE AMARILLO LIVESTOCK AUCTION COMPANY were filling up fast . . . allowing for trucks currently on the road, all pen space was taken.

At 12:30 Sunday, KGNC flashed the news that the auction pens were filled, and that UNCLE JAY would keep them posted on the regular Monday and Tuesday programs of THE TRADING POST.

At 2:00 P.M. Sunday, the cattle trucks stopped coming.

On the following Tuesday, UNCLE JAY announced that pen space would be available after 3:00 P.M. that day. Promptly at that hour, the cattle trucks began to roll in again.

KGNC's control performance is now recognized as an essential part of THE AMARILLO LIVESTOCK AUCTION COMPANY's operation. Over two million dollars business (March 14, 15, 16, 21, 22, 23, 24) is powerful evidence that it is paying off for both client and cattlemen!



AUCTION IN FULL SWING! EVERYTHING SMOOTH THANKS TO KGNC

HERE'S WHAT THE SPONSORS SAY:

"I wouldn't attempt to run this business without the support of our program, THE TRADING POST, on KGNC."

- Jay Taylor

"If you don't think the people in this whole country listen to KGNC, you're plumb' crazy. We KNOW they listen!"

- Eddy Johnson

Jay Taylor and Eddy Johnson are co-owners of THE AMARILLO LIVESTOCK AUCTION COMPANY

KGNC

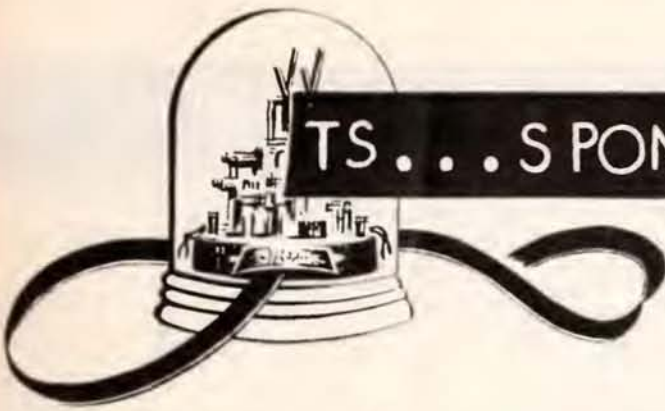
AMARILLO, TEXAS

AFFILIATED WITH NBC

MEMBER OF LONE STAR CHAIN

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC

* SALES ACCORDING TO THE NATIONAL BUREAU OF AGRICULTURE



TS...SPONSOR REPORTS...

...SPONSOR REPORT

9 May 1949

Transportation organizations fight tax

Tax on transportation is getting intensive going-over by railroads and plane companies via air advertising and direct handouts at ticket windows. Mail pressure on Congress as direct result is tremendous.

-SR-

Fall business trend may be determined this summer

Future business trend will be determined this summer, according to many financial authorities. Ten out of U.S.'s top 50 business organizations are revising their summer advertising schedule at present. Earlier contracts for returning big-time programs may be in works if talent can be convinced. Policy men feel that intensive summer selling may ease fall decline.

-SR-

Will Congress investigate insurance?

Insurance companies continue to be investigable in a big way. Fact that they control amazing part of U.S. capital is something Washington worries about. Most advertising campaigns of insurance organizations will carry copy this fall explaining how they handle policy holders' money.

-SR-

Fulton Lewis has 750 sponsors

Effectiveness of network cooperative programs at local level is seen in recent Mutual network announcement that Fulton Lewis is now heard commercially over 306 stations with 750 sponsors.

-SR-

Lower-cost-of-living needs better press

Cost-of-living continues down, but there's little in newspapers or on air to bring fact home to general public that doesn't see over-all picture. Even big advertisers, definitely affected by consumer mental approach to buying, haven't been doing selling job on fact that lower living costs are equivalent to upped wages.

-SR-

Art Nielsen answers comics on program ratings

A. C. Nielsen, who doesn't usually come to defense of ratings, has answered comics who hit indicies when they aren't on top. While sales are great index of program effectiveness, he said in cleancut statement, maybe good sales record of program would be better if program had better rating.

-SR-

KYW buys time on WPTZ-TV

Fact that TV and radio can and will live together was indicated recently by KYW buying announcements on Philadelphia's WPTZ (Philco television) to focus attention of listeners and viewers on KYW's top radio shows.

-SR-

Transitradio gets riders' O.K.

Survey of transit travelers in District of Columbia by Ed Doody indicates that preponderance of Washingtonians enjoy music in buses and street cars--and that they don't object to transitradio commercials.

P&G feels Tallulah suit only Bankhead publicity

Procter & Gamble does not feel that "Tallulah, the Tube," ridicules Tallulah Bankhead or any other Tallulah of whom it claims there are plenty, including spring water, soft drink, brand of canned goods, and oil tanker. P&G uses the "TtT" character in radio commercial to good effect.

-SR-

Campbell Soup nearly slapped at award time

Slap by Peabody Awards Committee at Campbell Soup's singing commercials was deleted from award citation corporation received for sponsoring Edward R. Murrow. Committee called spots "soupiest commercials on the air."

-SR-

TV fan papers getting heavy play

TV fan publications all over nation are growing by leaps and bounds. Television set owners don't feel that newspaper listings of programs are complete enough, and are subscribing in solid numbers to any local publication that gives detailed information on what's available for viewing.

-SR-

Quiz shows block programed

Block programing of audience participation programs for two-hour stretch is being tried by WOR, N.Y. Since block or mood scheduling has worked for other types, feeling is that quizzers will also increase listening by being placed back-to-back.

-SR-

Opticians come back to air

Opticians, who as a group have been off radio in most areas for some time, are coming back. Community Opticians, one of largest users of air-time before war, is back on WNEW. Same thing is happening all over nation.

-SR-

TV weather forecasts spreading

Weather station breaks are becoming just as big in TV as they are in radio. Harry Goodman's unique puppet-films are sponsored by packing firm in St. Louis, bank in Boston, brewer in Pittsburgh. Columbus reports sponsorship, too.

-continued on page 40-

capsuled highlights

IN THIS ISSUE

- Summer listening is the great unresearched section of broadcast advertising. What has been uncovered thus far is reported in this issue. **page 23**
- Fall buying is not conceived in the fall. Consumers' minds are made up in July and August, which is why it's profitable to broadcast in the summertime. **page 26**
- Folk music moves outdoors in the summer and shakes hands with its fans. **page 27**
- Baseball is bigger, as a broadcast advertising vehicle, than ever before. "Play ball" sells to men and women all over the U.S. **page 30**

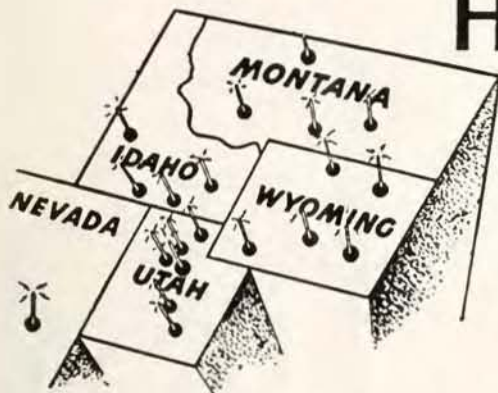
Fifty-two week schedules for daytime serials are no accidents. Why the soap operas stay on and on and on is part three of SPONSOR's latest program study. **page 32**

IN FUTURE ISSUES

- Cuticura on the air **23 May**
- Puerto Rico, American outpost **6 June**
- Broadcast advertising audiences, AM, FM, TV **23 May**
- Conti, how they sell soap **6 June**
- Selling Polaroid lenses **6 June**

One of a series. Facts on radio listening in the Intermountain West

INTERMOUNTAIN NETWORK DOMINATES TERRIFICALLY HIGH TUNE-IN



Daytime tune-in nearly equal to nighttime listening outside
Salt Lake metropolitan area

The only complete survey ever made showing the size of audience in the Intermountain West was the Winter, 1947 Hooper consisting of 58,163 coincidental telephone calls.

Comparing the sets-in-use in the Salt Lake City metropolitan area with the sets-in-use for the 13 outside Intermountain cities, it was found that there were 52.6% more sets-in-use in the 12:00 Noon to 6:00 PM period, and 100% more sets-in-use in the 8:00 AM to 12:00 Noon period!

In these 13 cities the Hoopering for the morning was 11.9 for the Intermountain Network stations which had 42.2% of the audience. In the afternoons the Intermountain Network stations had a 14.5 Hoopering with 49.7% of the audience.

20 HOME TOWN
MARKETS COMPRISE
THE
INTERMOUNTAIN
NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVQ, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pacatella
KID, Idaho Falls

WYOMING

KVRS, Rack Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYES, Butte*

NEVADA

KRAM, Las Vegas

KALL

of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction.

SETS-IN-USE

Monday through Friday—Winter, 1947

TIME	SETS-IN-USE 13 INTERMOUNTAIN NETWORK CITIES OUTSIDE OF SALT LAKE CITY	SETS-IN-USE SALT LAKE CITY
8:00 AM—12:00 Noon	28.3%	14.0%
12:00 Noon—6:00 PM	29.2%	19.2%

The high daytime tune-in in the beyond metropolitan areas of the Intermountain West means that in many areas the daytime advertiser on Intermountain Network secures sets-in-use equal to night-time listening in the Salt Lake metropolitan market.

SETS-IN-USE

Winter, 1947 Hooper Survey

CITY	EVENING SETS-IN-USE SATURDAY 6:00 PM—10:00 PM	SUNDAY THRU FRIDAY, 8:00 AM—6:00 PM
Salt Lake City, Utah	35.6	
Rock Springs, Wyoming		32.7
Price, Utah		40.0
Billings, Montana		37.8
Casper, Wyoming		31.7
Idaho Falls, Idaho		32.2
Powell, Wyoming		32.2
Miles City, Montana		28.8

THE **INTERMOUNTAIN
NETWORK Inc.**



Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

40 West 52nd

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MR. SPONSOR: HAL DEAL	12
NEW AND RENEW	17
P.S.	20
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COVER PHOTO: Not all possible sets have as beautiful a J. J. Michael Maroon with them as this Hilton, but the set is a wise bet for good luck.

PROMOTION HELP!

There's been a question I've been wanting to ask, one that I feel sure many small stations would like to have solved by the timebuyer.

When the timebuyer requests the station to contact dealers or distributors in order to coordinate promotion with their commercials, the timebuyer, as a rule, supplies no list.

For example, to run down a comprehensive listing of every dealer who handles margarine is one of those tasks for which a 1,000-watter is not staffed.

Could the sponsor be persuaded of the importance of attaching dealer or distributor lists to their contracts? Local mailings from the station then could follow through with ease.

VIRGINIA ALLEN
Ass't to the Mgr.
WIFB
Benton Harbor, Mich.

RE REPRINTS

Your survey titled "The Automotive Picture" in the March 14 issue of SPONSOR is an extremely good one. May we obtain 50 reprints of the article, or, failing this, may we have permission to use parts of the article?

JOE MIDMORE
Promotion Manager
CKWX
Vancouver, Canada

May we have permission to reproduce in a weekly radio column "Will There be 3000 Stations in 1955" in whole or in part?

Full credit, of course, would be given SPONSOR.

BERNEY BURLESON
Assistant Manager
WETB
Johnson City, Tenn.

* In reply to many inquiries, SPONSOR does not permit partial reproduction of its stories. Permission for complete reprint with credit is generally granted on request.

TV AS SALES TOOL

We would like to have any information on TV as a tool in selling to national and local markets, such as articles, editorials, case histories, etc.

We are contemplating preparing an article for one of our clients discussing (Please turn to page 6)

**ONE STATION
in Houston
leads all
others**

KPRC

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE
SOUTH'S FIRST MARKET



To sell Houston
and the great
Gulf Coast area

**Buy KPRC
FIRST
in Everything
that Counts**

**KPRC
HOUSTON
950 KILOCYCLES - 5000 WATTS**

NBC and TON on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

RECEIVED
MAY 12 1949
NBC GENERAL LIBRARY



Magic FINGERS



More than hands on a keyboard!
In seven years of broadcasting, Hugh Waddill of WFAA has played more than 7,000 programs. He has drawn mail from every state in the union . . . from countries ranging from New Zealand to Germany. Hugh's popularity is proof that WFAA has the best organist in radio . . . that the WFAA organ, synchronized with WFAA acoustics, is an incomparable instrument . . . that WFAA's power to entertain is matchless.



DALLAS

and WFAA FM

820 KC • NBC • 570 KC • ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY



STERLING BEER, WITH BASEBALL

HARTMANN FURNITURE STORE BASEBALL SCORES

PENNSYLVANIA MOTOR INN SUNDAY BASEBALL REVIEW

WISH hit a home run for Sterling Beer, Hartmann Furniture Store and Pennsylvania Motor Inn last baseball season. Naturally all three have signed their contracts again for this year. These are just three of the many enthusiastic advertisers on the WISH team, year in and year out.



1310 KC INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, National Representatives

40 West 52nd

(Continued from page 4)

their use of TV as a selling tool and its use in overall selling capabilities as viewed through the eyes of a national advertising agency. The theme of the proposed article would be "missionary" in approach in selling TV as a potent sales tool for both large and small advertisers.

NORTON J. BOND
John Falkner Arndt
Philadelphia

PRINTLESS PAGES

Did you ever start on a tedious three-hour trip with a favorite trade magazine and no other reading material, get settled as comfortably as possible, and then find that the articles you were interested in were started or continued on pages sans print?

This happened to me with the 11 April issue of SPONSOR.

Please let me have a new complete copy, or pages 24, 25, 28-29, 32-33, 36-37, 76-77, 80-81, 84-85, as soon as possible.

JOHN E. BALDWIN
All-Canada Radio Facilities
Vancouver, B.C., Canada

"HAPPY GANG" LIKED

I would like to add my thanks for one of the most refreshing stories ever done on our *Happy Gang*. I, myself, thoroughly enjoyed every paragraph. It was, indeed, a job well done—interesting, informative, and keenly analytical. The picture lay-out was particularly good—and the whole story is, and will remain, a source of great pride and pleasure to me.

BERT PEARL
The Happy Gang
Toronto, Canada

WTAX OMISSION

In a recent issue of SPONSOR, I noticed a story and table dealing with BME's test reports on average daily audience in 23 cities. Springfield, Illinois, happens to have been one of the test cities, and you included two station reports on Springfield coverage (one of them an "outside" station), but omitted any mention of WTAX.

(Please turn to page 71)

SPONSOR

Don't take our word for it!

Compare official maps filed with the FCC
and learn for yourself that...

**WMCA reaches more
radio families and more
unduplicated radio homes*
than any New York
independent station!**

*WMCA—570 kc. first on New York's
dial—delivers five-state coverage in-
cluding 403,000 homes unduplicated
by the stronger of two 10 kw stations
... 190,000 homes unduplicated by
the stronger of two 50 kw stations!

wmca



FIRST ON THE DIAL... FIRST IN COVERAGE... FIRST IN DOLLAR-VALUE

represented by FREE & PETERS

MAY 1949

NORMAN BOGGS, General Manager



by Rockwell




“Have a wonderful time”

THIS SUMMER, TAKE 13 WEEKS WITH PAY... ON WCCO

Stay on wcco all year 'round—*without a Summer hiatus*—to have a wonderful time! Summertime in the Northwest is just what the doctor ordered.

BIG SALES! Throughout the 6-state wcco territory, retail sales are just about as high (\$699,000,000) in June, July and August as they are in any other season. Northwest farmers harvest cash crops of \$865,927,000 in these three months, and more than two million vacationists bring in (and gleefully spend) an additional \$212,000,000.



BIG LISTENING! wcco delivers an average daytime Twin Cities Hooper of 6.0 in the Summer—58% better than any competing station. (Throughout the 6-state area surveyed by the CBS-wcco Listener Diary,* wcco averages 200% more listeners than any other Twin Cities station.)

BIG PRECEDENT! Last year, 18 blue-chip local and national spot advertisers (30% more than the year before) stayed “on the job” all year 'round on 50,000-watt wcco. As they'll do again this year...having a wonderful time, making sales while the sun shines.

You'll find, as they have found, that the 13 Summer weeks on wcco are 13 *weeks with pay*. For reservations, see us or Radio Sales.

50,000 watts **WCCO**
Minneapolis-St. Paul • CBS
Represented by RADIO SALES

Outlook

Drive to up U.S. consumption of fish under way

Biggest drive in food market this summer will be to increase America's fish consumption. While meat-eating has increased 15% and chicken on the table 30%, fish has continued rather static. Fish industry on both coasts is now engaged in intensive promotion which includes radio and television. Frozen fish has extended fish sales possibilities to entire nation. Shipments from Massachusetts to Chicago alone are nearly double last year's.

Furniture sales off, with "borax" lines suffering most

There's practically no segment of industry that hasn't been affected by current trend of consumers putting locks on their purses. March furniture sales, which started easing last November, are off 10% from a year ago. Decline is particularly noted in non-advertised lines, with "borax" furniture suffering most. "Borax" sales go to low-end buyers. It is this group that's putting-by most for the forthcoming rainy days that they are hastening by their saving.

Toothpaste firms add a new appeal to ads

Toothpaste industry finds itself facing another revision in appeal due to publicity on ammoniated tooth powders. Most leaders have brought out, or are about to bring out, a product with the new ingredient that is supposed to counteract tooth decay. There are no plans on the part of big firms to drop current products.

New lines have something that old pastes and powders never did, ingredients that dentists feel will actually help the teeth.

1,200 hose firms find going heavy

Less than 20 firms do 50% of all the hosiery business in the U.S. Field is crowded with 1,200 mills, but the advertisers do the business. Retailers are asking for more ad support this summer to counteract the bare-leg "menace." Manufacturers will bring out the sheerest of hosiery for the summer, but the very sheerness makes the long-wearing plus of nylon of questionable value. Radio will be used to sell Miss America on wearing hose for "your audience's sake." Current business is about 10% off of last year's.

Advertising liquidating Waltham Watch's big inventory

Waltham Watch, America's current example of what happens to a non-aggressively advertised product, will come out this fall with an entire new line. Liquidation of present over-stocked line is being carried out through widely advertised sales like those recently handled by Boston's William Finene. It takes advertising even to liquidate. New Waltham line will be well-advertised, if present indications are any index of the future.

Cigarette production continues to expand, as does tobacco advertising

While most industry is cutting down and down, cigarette production continues to jump. March was 6.9% above 1943, and February was up 3.6% over a year ago. Advertising budgets of tobacco leaders are up over 1943 also, but definite figures were not released. Radio is now a cornerstone in any cigarette advertising campaign.

Trucking industry now ready to step out and advertise

Trucking industry now feels that it is in a position to advertise competitively with railroads for business. Seventy percent of all new automobiles are now distributed by truck, and one such trucking firm will approach \$3,000,000 gross this year. Trade association in trucking industry is seeking a radio formula which will reach its prospects with a minimum of waste, and still condition consumers not to regard the giant trucks only as road "hogs."

European travel still not helped by U.S.

European tourist travel still is without support of many governmental departments. Latest setback is decision of the Civilian Aeronautics Board not to permit a "tourist rate" for airlines serving the Continent. ECA head Paul Hoffman has been doing his best to get American dollars into Europe without loaning or leasing them. Tourist agencies advertising locally recently reported great interest in touring Europe this summer and the need for better breaks for tourists. Short-term vacationers want to fly in order to be in Europe as long as possible. Lifting of Berlin blockade is another incentive to travel in Mid-Europe. Only three weeks remain during which loosening of European travel restrictions will mean anything for this year. It's now or never—in 1949.

Radio helps Hunt Foods hit a better sales figure

Hunt Foods, one of the most consistent West Coast air advertisers, is one of the few foods processors who have announced sizable sales increases for the first four months of their fiscal year. Hunt recently tested New York radio in a big way for their canned peaches, although New York is not generally a test market. Hunt is now checking the results of its New York test and the next move will be based on what the New York experiment has indicated.

A 1949 News Item Published in 1924!

The April, 1924, *Prairie Farmer* carried the following news in its radio column:

... station WLS. Special programs for farmers are broadcasted at noon and evening.
Every Saturday night is barn dance night. The music for these dances will be broadcasted from eight to 12."

APRIL 12, 1924, WLS began its policy of service and down-to-earth entertainment for the family people of the Middlewest, as reflected in the April, 1924, radio pages of *Prairie Farmer*, excerpts from which are above. Dinner Bell Time, America's oldest farm service program—Home-making programs—the one and only WLS National Barn Dance—market services—weather—

WLS pioneered them all in 1924—but what is more important, *continues* them all in 1949 on a bigger scale, constantly improved to meet the growing needs of Midwest America. 1924-1949—years of service and years of learning to serve *better*, and to serve an ever-growing audience throughout Illinois, Indiana, Michigan and Wisconsin, and border counties of the states around.

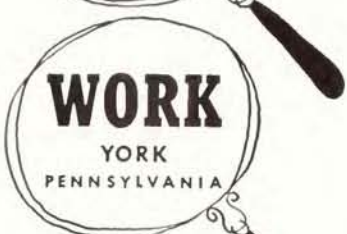
1924—1949—25 years of service and entertainment.

A Clear Channel Station



890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

For Profitable
Selling
INVESTIGATE



Clair R. McCollough
Managing Director



Represented by

ROBERT MEEKER

ASSOCIATES

Los Angeles
San Francisco

New York
Chicago

STEINMAN STATIONS



Harold R. Deal

Mr. Sponsor

Manager, Advertising & Sales Promotion
Tide Water Associated Oil Co. (Associated
Division), San Francisco

To Associated's office on New Montgomery Street late this summer will come the top radio and TV sportscasters, officials, and college football and basketball coaches in the West. It will be Hal Deal's show all the way. For a couple of days, his map-hung office will sound like a happy blend of an Army staff meeting and Stillman's Gym. The more than 100 football games and 250 basketball games (plus bowl events and playoff tournaments) that Associated will sponsor during the 1949 season on 150 or so radio and TV stations will be discussed in minute detail. Transcriptions of last year's sponsored games will be played back, and Deal, a former semi-pro ball player who somewhat resembles General Eisenhower, will be quick to point out the flaws caught by his sensitive ear.

Tireless, effervescent Deal knows what he's talking about. He joined Tide Water as assistant ad manager in 1921, later master-minded its entry into sportscasting in 1926. Today, that sports sponsorship annually blankets 11 Western states during the fall-winter season. It accounts for 30-40% of a \$1,500,000 ad budget, but Deal swears it's worth every penny of it.

Few advertising executives integrate their broadcast advertising efforts into the firm's over-all marketing operations as well as does Hal Deal. The straight, factual copy that his announcers and sportscasters use is only a small fraction (3%) of the total airtime, but the regional identification of advertiser and program is tremendous. Deal promotes the Associated-sponsored sports shows vigorously to the firm's 3,500 dealers, and follows through to the public via give-away game schedules, booklets, high-powered sports contests (which gave away 14,000 footballs last year), window posters, and 17 film libraries of highlights of Associated's games.

Deal is the first to admit that he can't always trace a direct sales value to the firm's sportcasts. In fact, there are many areas served by the broadcast games where Associated has no marketing facilities at all. But, Deal is quick to point out, in terms of prestige and good consumer-dealer relations the Associated Sportcasts really pay off.



WHAT ARE YOU DOING THAT FOR?

The little fellow's question is a good one. The Grocer's answer is a good one, too. He's building that island display to tie-in with a well planned, well placed advertising program. The reason? He knows from experience that "merchandising" national advertising at the point of purchase means more sales, *more profits*.

As grocers have come to rely on "national" advertising to sell their merchandise they have also become more critical of it. Timing and replacement are important. They know which station their customers prefer and they are inclined to back up that station's program with extra promotion.

Wise grocers in North Dakota know that programs aired over KSJB will give them the support they need. That is why the chances are good that your salesmen will

be well received when they detail a program using KSJB.

Added proof of KSJB's potent power can be seen in the *latest* survey taken in seven key North Dakota counties. Any Geo Hollingbery representative will be glad to show you the complete study.

—KSJB's—

—LATEST RATINGS—

	Morning	Afternoon	Evening
KSJB	54.4	46.5	49.6
Station A	18.0	21.4	23.5
Station B	19.3	25.5	17.7
All Others	8.3	6.6	9.2

Survey taken in Stutsman, Barnes, Griggs, Foster, Kidder, Logan, and LaMour counties, North Dakota.

KSJB, 5000 Watts at 600 KC, the CBS station covering "The Top Of The Nation". Studios in Jamestown and Fargo, North Dakota

IVORY TOWER LAMENT

By BRUCE EELLS

WHEN I was Sales Manager of KIJJ, I worshipped at the new MBS shrine, and later as Business Manager of Young & Rubicam's West Coast radio I reverently appointed the feet of



the wizards who jockeyed for scarce network availabilities. Just at first did I try to tell 'em how we used to do it in Sioux City.

I soon learned that unless a man were a network or agency executive ensconced in Los Angeles, San Francisco, Chicago or New York (later we forgot Chicago and San Francisco) he simply couldn't have his finger on the pulse of the people in Cedar Rapids. When I remembered that "Bubbles" Dean had managed KSCJ from scratch into a station where an advertiser could make \$25.00 per week return \$2,000 in sales, I decided he didn't really know what the listeners wanted; he was just lucky—consistently. I had to learn that I was now on the "national level."

After 10 years of this I was bright as a new dollar. Closest I got to Sioux City were the times I flew over it on the way to New York to find out what we planned there for the entertain-

ment and sales edification of people—in Sioux City—for the coming year. In 10 years I successfully avoided asking people like Howard Roberson what went on in Amarillo. It was less distracting that way. Besides, how could Howard know how to please the people he lived with, without having gone to New York to find out what they wanted—in Amarillo.

Finally, a cousin of mine in Sioux City came out to California to see me. He'd built a several million dollar wholesale grocery business in Sioux City—using local radio time the networks didn't preempt. He said he didn't have an advertising agency but that the local station manager "was as smart as a whip." I didn't want to embarrass him so I didn't tell him about how you couldn't really be that smart unless you lived in an ivory tower in Los Angeles, Chicago or New York. During his visit I introduced him to Jack Benny, Burns and Allen, Eddie Cantor and Red Skelton. I would have introduced him to some more—but it was too embarrassing. Why? The ratings of the programs he sponsored were higher than theirs—in Sioux City.

Seems Jimmy was using transcribed shows he and some other advertisers around Iowa had pooled their resources to produce on a cooperative "cost-plus" basis. The character of



PIONEER SUBSCRIBER. Leadoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."



NEWEST MEMBER, Gene Trace, WBBW, Youngstown, Ohio: "Would've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."



ENTHUSIASTIC MANAGER, S. U. Oppenhuizen, WFUR, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."



NBC AFFILIATE OPERATOR Karl Wyler, KTSM, El Paso, Texas waited until Syndicate had proved itself; came in with flags flying. Pleased with programs.



EARLY SUBSCRIBER "Red" Moss, WLTR, Bloomsburg, Pa.: "The Pat O'Brien series alone is worth more than our fee. Frontier Town and Adventures of Frank Race will bring revenue for years."



HARD-HITTING Earl Smith, WLCS, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea."



ILLINOIS LEADER, W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."

Local Dollars vs. Network Pennies

the programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignorant as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow staggered along on what they knew about people in their own bailiwicks.

I began to entertain the reasonable thought that "Bubbles" Dean of KSCJ might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days loitering around the drugstore where George Volger's announcers hang out in Muscatine. Fortunately, I pulled myself together, perished those errant thoughts, re-read the office copy of "The Huckster," and returned to my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the areas covered by 38 of them.

One day I got a letter from Jimmy so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with

the best; that most transcribed programs were too expensive to come out on; that local advertisers represented a purchasing power far in excess of all national advertisers put together; that if good—really good—transcribed shows were made available at a reasonable cost, local advertisers would spend more in radio and less in newspapers, and that national advertisers would divert millions of dollars per year from network and put it into spot radio at full national rates—buying only the markets they wanted; that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time, card—instead of 35%. He urged that I get into the business of producing top-quality, top-talent shows via transcription for local advertisers and for national advertisers on a spot basis.

Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade network-calibre transcribed shows for NBC, CBS, MBS, and ABC affiliates and independent stations in 40 states and 8 Canadian provinces—on his "cost-plus" basis; that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smartest operators in the radio industry—the local station managers; that the advice and help they gave me has set a cooperative pattern that national advertisers applaud and networks are studying with interest.

Of tremendous interest to Jimmy would be the revelation that—together—our stations can finance and produce more and bigger radio shows than can be financed and produced by networks whose substance is being drained off by television; that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that working together under their own cooperative production plan, the Broadcasters Program Syndicate—they'll make local radio pay off more heavily than ever before. They'll take over the national advertiser's dollar on a local basis and when they're ready, they'll take over television on the same basis.

The ivory tower days are over. "Local level" operators are taking over.



ASTUTE OWNER, A. J. Mosby, KGVO, Missoula, Montana: "BPS programs afford our local advertisers the same weight and quality we carry for network advertisers."



UNIQUE PRINCIPLE of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Oliphant, WLAC, Nashville, Tenn., as Broadcasters Program Syndicate convention mascot Miss Alyce Cougis beams approval.

BROADCASTERS PROGRAM SYNDICATE Success Story...



Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee* equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-calibre programs. All current programs—plus every additional series produced by the Syndicate in the future.

To Syndicate member-stations, the PAT O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, and ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

ALABAMA WKAX, Birmingham WBJL, Brewton WABR, Mobile . . . MBS WAPX, Montgomery . . . ABC	LOUISIANA WLCS, Baton Rouge . . . ABC KXIO, Crowley WDSU, New Orleans . . . ABC KSYL, Alexandria . . . NBC	TEXAS KBKI, Alice KFOA, Amarillo . . . ABC WRR, Galia . . . MBS KTSN, El Paso . . . NBC KFJZ, Fort Worth . . . MBS KXYZ, Houston . . . ABC KOLC, Fort Arthur KABC, San Antonio . . . ABC
ARIZONA KAWT, Douglas KTAR, Phoenix . . . NBC KYCA, Prescott . . . NBC KGLU, Safford . . . NBC KTUC, Tucson . . . CBS KYUM, Yuma . . . NBC	MICHIGAN WFOF, Flint . . . ABC WFUR, Grand Rapids WKNX, Saginaw	UTAH KUTA, Salt Lake City . . . ABC
ARKANSAS KVLG, Little Rock	MINNESOTA KRCC, Rochester . . . NBC WESG, Duluth . . . NBC WFMG, Hibbing . . . NBC WHLB, Virginia . . . NBC	VERMONT WSKI, Montpelier
CALIFORNIA KERN, Bakersfield . . . CBS KQON, Monterey KXOA, Sacramento . . . MBS KUSN, San Diego KCBS, San Francisco . . . CBS KXOB, Stockton . . . MBS KVVC, Ventura	MONTANA KANA, Anaconda KBMV, Billings . . . MBS KOPR, Butte . . . ABC KXEL, Glendive KQJM, Havre KXLO, Lewistown KPRK, Livingston KRJF, Miles City . . . MBS KGVO, Missoula . . . CBS	VIRGINIA WCYB, Bristol WGH, Newport News . . . ABC WRNL, Richmond . . . ABC WLSL, Roanoke . . . ABC
COLORADO KFJX, Grand Junction . . . MBS KGHF, Pueblo . . . ABC	NEBRASKA KOLT, Scotts Bluff KOIL, Omaha . . . ABC	WASHINGTON KJR, Seattle . . . ABC KXLY, Spokane . . . CBS KIMA, Yakima . . . CBS
CONNECTICUT WTOR, Torrington	NEVADA KOH, Reno . . . NBC	WEST VIRGINIA WOAY, Oak Hill WLOH, Princeton
FLORIDA WEUS, Eustis WMBR, Jacksonville . . . CBS WCNN, Quincy	NEW YORK WCSS, Amsterdam WINS, New York City	WISCONSIN WHLI, Sheboygan . . . ABC
GEORGIA WGPC, Albany . . . CBS WRFK, Atlanta WCNN, Atlanta . . . ABC WBQQ, Augusta . . . MBS WRLB, Columbus . . . CBS	NORTH CAROLINA WLOS, Asheville . . . ABC WCPB, Tarboro	WYOMING KVOD, Casper . . . ABC KFBC, Cheyenne . . . ABC KPOW, Powell . . . MBS KWYO, Sheridan . . . MBS
IDAHO KRPL, Moscow KLIX, Twin Falls . . . ABC	OHIO WSAI, Cincinnati . . . ABC WJW, Cleveland . . . ABC WWSR, Wooster	BERMUDA ZBM, Hamilton, Bermuda . . . ABC-MBS
ILLINOIS WSIV, Pekin	OREGON KWIN, Ashland KOOS, Coos Bay . . . MBS KOIN, Portland . . . CBS	CANADA ALBERTA CFRN, Calgary . . . CBC CFRM, Edmonton . . . CBC
INDIANA WMBU, Anderson . . . ABC WEQA, Evansville . . . CBS WFBM, Indianapolis . . . CBS	PENNSYLVANIA WLTR, Bloomsburg WCPA, Clearfield WSCR, Scranton WIP, Philadelphia . . . MBS	BRIT. COLUMBIA CJOC, Dawson Creek CKOV, Kelowna CKNW, New Westminster
IOWA KFJB, Marshalltown . . . MBS KWPC, Muscatine	SOUTH CAROLINA WMBR, Myrtle Beach	MANITOBA CJOB, Winnipeg
KENTUCKY WLXN, Lexington WINN, Louisville . . . ABC	SOUTH DAKOTA KOSJ, Osage KOTA, Rapid City . . . CBS	ONTARIO CKOC, Hamilton CFPA, Port Arthur CHUM, Toronto . . . CBC
	TENNESSEE WTJS, Jackson . . . ABC WROL, Knoxville . . . NBC	QUEBEC CFCF, Montreal . . . CBC-ABC
		SASKATCHEWAN CFOC, Saskatoon . . . CBC CJGX, Yorkton . . . CBC CKCK, Regina . . . CBC

*If your quarter-hour rate, for example, is \$25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for \$25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

KFH IS TOPS



STATIONS WITH BEST LIKED WICHITA FARM SERVICE PROGRAMS HAS BEST FARM NEWS

KFH		10.8
RADIO STATION	B	3.3
RADIO STATION	C	.—
RADIO STATION	D	.—

HAS BEST GRAIN AND LIVESTOCK MARKET REPORTS

KFH		17.5
RADIO STATION	B	3.7
RADIO STATION	C	.—
RADIO STATION	D	.—

— Named by less than
1% of regular customers

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The figures given here are based on number who usually listen to the type of program indicated.

KFH is TOPS in Wichita's farm market—the figures quoted here are a striking indication of the farm audience that is available to KFH advertisers. The KFH area is tops in "per farm income," in "retail sales per family" and by other indicia that determine the value of a market for sales development. Consider KFH for your radio program—it's TOPS by every standard.

5000 Watts - ALL the time

KFH
WICHITA, KANSAS CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

SPONSOR**New and renew****New on Networks**

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Albers Milling Co	Erwin, Wasey	NBC	12	Elmer Peterson; WThF 5:45-6 pm pst; Apr 20; 52 wks
General Foods Corp	Benton & Bowles	ABC	9	Surprise Package; TuTh 2:05-2:15 pm pst; May 17; 20 wks
Gillette Safety Razor Co	Maxon	CBS	168	Preakness Stakes; Sat 5-5:30 pm; May 14
Gillette Safety Razor Co	Maxon	CBS	168	Belmont Stakes; Sat 4:30-5 pm; June 11
Philip Morris & Co Ltd Inc	Cecil & Presbrey	MBS	384	Against the Storm; MTWTF 11:30-12 noon; Apr 25; 52 wks
Stanley Home Products Inc	Direct	ABC	260	Northfield Choral Festival; Sun 3:30-4 pm; May 15

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

**Renewals on Networks**

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
D. L. & W. Coal Co.	Ruthrauff & Ryan	MBS		The Shadow; Sun 5-5:30 pm; Sep 11; 39 wks
Philip Morris & Co Ltd Inc	Cecil & Presbrey	MBS	384	Queen For A Day; MTWTF 2-2:30 (alternate 15 min); Apr 18; 52 wks
Pure Oil Co.	Leo Burnett	NBC	33	Kaltenborn Edits the News; MWF 7:45-8 pm; May 2; 52 wks
Pure Oil Co.	Leo Burnett	NBC	33	Harkness of Washington; TuTh 7:45-8 pm; May 2; 52 wks
Sceman Bros Inc.	William H. Weintraub	ABC	257	Monday Morning Headlines; Sun 6:15-6:30 pm; May 29; 52 wks
Toni Inc	Foote, Cone & Belding	CBS	163	This Is Nora Drake; WTWTF 2:30-3:45 pm; May 9; 52 wks

National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Noel C. Breault	WFCL, Providence R. I.	WNOC, Norwich Conn., sls mgr
J. Allen Brown	NAB, asst dir of broadcast adv	WPIK, Alexandria Va., adv, sls mgr
Charles H. Cowling	KOWL, Santa Monica Calif., sls mgr	KMPC, L. A., national spot sls dir, acct exec
Robert M. Hetherington	KSTL, St. L.	WIL, WIL-FM, St. L., sls mgr
Robert Z. Morrison, Jr.	WFIL, Phila., in chge sls development	WFLN, Phila., sls mgr
William T. O'Connor	—	WNAV, Annapolis Md., sls mgr
Henry R. Poster	Thomas B. Noble Associates, N. Y. slsman	Headly-Reed, N. Y., slsman
Willis Searfoss	WLOU, Louisville Ky., sls rep	Same, sls mgr
Morton Sidley	KXOA, Sacramento Calif., mgr	KXOA, Sacramento, KNOB, Stockton, KXOC, Chico Calif., vp, sls dir
Bill Sinor	KOPP, Ogden U., natl sls mgr, asst gen mgr	KGVO, Missoula Mont, KANA, Anaconda Mont., natl sls mgr

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Harold S. Birkby	—	Peerless Mills Co, N. Y., gen sls mgr, adv dir
Jon Jacob Black	May's Department Store, N. Y., gen mgr	Alexander's Fordham Store, N. Y., gen mgr
Roy Boscow	Nash-Kelvinator Corp (Nash Motors div), Detroit, adv, sls prom dir	Magnavox Co, Fort Wayne Ind., gen sls mgr
L. A. Brodsky	—	Golden Oak Packing Co, Chi., adv mgr
Russell Brown	General Mills, Mnpls.	Dad's Root Beer Co, Chi., adv, mdsg mgr
Richard W. Clare	New England Confectionery Co, Cambridge Mass., sls mgr	Same, marketing mgr in chge sls
Joseph G. Csida	Billboard, N. Y. vp, editor-in-chief	Radio Corporation of America (RCA Victor div), Camden N. J., asst pub rel dir

● In next issue: **New National Selective Business. New and Renewed on TV Advertising Agency Personnel Changes. Station Representative Changes**

Sponsor Personnel Changes (Continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
John P. Cunningham	Newsweek Magazine, N. Y., adv staff	Same, adv mgr
O. L. Forster	—	F. W. Cook Co Inc, Evansville Ind., gen sls mgr
Jack Gilbert	—	Roney Plaza Hotel, Miami Beach Fla., adv mgr
George N. Hawley	Southern California Edison Co, L. A., industrial sls mgr	Same, adv mgr
Wade H. Jones	New England Confectionery Co, Cambridge Mass., mdsg mgr	Same, sls mgr
Lucien E. Liddy	—	American Home Foods Inc, N. Y., adv mgr for Clapp's baby foods, Duff's baking mixes, G. Washington's instant coffee, broths, Chef Boy-ar-Dee foods, Burnett's food flavors
Eugene B. Lucas	—	Walco Inc, E. Orange N. J., natl sls mgr
Tom Mason	Avco Mfg Corp (Crosley div), Cincinnati, Central regional mgr	Same, sls prom mgr
Frederick J. Nahkey	—	American Home Foods Inc, N. Y., sls prom mgr
Ellis L. Redden	Avco Manufacturing Corp (Crosley div), Cincinnati, adv, sls prom dir for appliances, radio, TV	Motorola Inc, Chi., adv, sls prom dir
Keith Stone	Socony-Vacuum Oil Co Inc (White Star div), Detroit	Same, adv dept mgr
Robert C. Taft	Mellon National Bank & Trust Co, Pittsb., vp	Stromberg-Carlson Co, Rochester N. Y., pres
Lee Walsh	Washington Daily News, Wash., woman's page ed	Julius Garfinckel & Co, Wash., adv, publ dir

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Benson & Hedges, N. Y.	Benson & Hedges Private Blend	Al Paul Lefton, N. Y.
California Cotton Mills, S. F.	Cotton Mills	Brisacher, Wheeler, S. F.
Case's Tangy Pork Roll Inc, Trenton N. J.	Meat packer	Weightman, Phila.
Chemicals Inc., Oakland Calif.	Dura Starch	Garfield & Guild, S. F.
Cribben & Sexton Co, Chi.	Universal Gas Ranges	Christiansen, Chi.
Frank J. Curran Co, Aurora Ill.	Insecticides	Schoenfeld, Huber & Green, Chi.
Dunn's Restaurant, N. Y.	Restaurant	Altomari, N. Y.
Emerson Radio & Phonograph Corp, N. Y.	Radios, phonoradios, TV sets	Foote, Cone & Belding, N. Y.
Empire Milwork Corp, Corona N. Y.	Lumber, bldg needs, ready-to-finish furniture	Rose-Martin, N. Y.
Golden Oak Packing Co, Chi.	Smoked meats	Shrout, Chi.
Vic Hendler, Phila.	Appliances, tires	Weightman, Phila.
Hotel Chelsea, Atlantic City N. J.	Hotel	Seidel, N. Y.
Lever Bros Ltd, Toronto	Good Luck Margarine	Ruthrauff & Ryan, N. Y., for Canadian adv
Josell Suits Inc, N. Y.	Women's suits	Dorland, N. Y.
Kaiser-Frazer Corp, Willow Run Mich.	Automobiles	William H. Weintraub, N. Y.
Anne Graham Logan, Hamilton, Can.	Electrolysis	Garry J. Carter, Toronto Can.
Lord & Taylor, N. Y.	Department store	William Warren, N. Y. for TV
Marin Dell Milk Co., S. F.	Dairy prods	Russell, Harris & Wood, S. F.
Milwaukee Launderers Assn, Milw.	Institutional	Loise Mark, Milw.
Mark Morris Tire Co, S. F.	Tires	Wakefield, S. F.
Nordis of Dallas Inc, Dallas Tex.	Women's sportswear	J. B. Taylor, Dallas Tex.
Pla-Buck Auction Enterprises Inc.	Co-op promotional plans for Southern Calif. merchants	Irwin-McHugh, L. A.
R. J. Reynolds Tobacco Co, Winston-Salem N. C.	Cavalier Cigarettes	William Esty, N. Y.
Roman Meal Co, Tacoma Wash.	Breakfast cereal	Guild, Bascom & Bonfigle, S. F.
S & C Motors, S. F.	Ford dealer	Garfield & Guild, S. F.
San Francisco Chronicle, S. F.	Newspaper	J. Walter Thompson, S. F.
Schine Organization, N. Y.	Hotel chain, Wiggins candy	Robert W. Orr, N. Y.
Sherwin-Williams Co, Cleve.	Paint products	Fuller & Smith & Ross, Cleve.
Smax Co, Marion Ind.	Smax-cheese-toasted corn chips	W. Earl Bothwell, Chi.
Snellenburg's Department Store, Phila.	Department store	Philip Klein, Phila.
Southern California Fish Co, L. A.	Blue Sea Tuna	Glasser-Gailey, L. A.
Spir-it Inc, Malden Mass.	Spir-it, Icing-les prods	John C. Dowd, Boston
Standard Brands Inc, N. Y.	Tenderleaf Tea	Compton, N. Y.
Tailored Woman, N. Y.	Women's store	Gordon & Mottern, N. Y., for radio, TV
Tea-Off Inc, N. Y.	Golf-eye men's slacks	Lue H. Witt, N. Y.
United Expositions Corp, N. Y.	First International Inventors Exposition	Gordon & Mottern, N. Y.
U. S. Beet Sugar Assn.	Institutional	Foote, Cone & Belding, S. F.
Walco Inc, East Orange N. J.	TV enlarging lenses, filters, phonograph needles	H. W. Hauptmann, N. Y.
Ward Laboratories Inc, N. Y.	Hair tonics	Frederick-Clinton, N. Y., for radio
Welch Grape Juice Co, Westfield N. Y.	Grape juice, jelly	Leunen & Mitchell, N. Y.



ARE YOU A TIME BUYER WITH A 9-MONTH MIND?



For nine months each year, you're a keen-minded customer. You scrutinize and analyze with slide-rule precision and accuracy. Facts alone govern you. And we like it that way.

But when you think about summer, we still haven't figured out what strange metamorphosis takes place. Logic goes by the boards; and belief in the old saw, "business falls off in summer," holds sway.

As a matter of fact—and a fact is a fact even in June, July and August—business is better in the Duluth-Superior Market in summer. Your advertising dollar actually can bring you a bonus return. Because all summer long we're host to hundreds of thousands of free-spending tourists. And they're probably more susceptible to your advertising then, because the vacation spirit offers less restraint to the impulse to buy.

Give us credit for knowing you too well for nine months of the year to try fooling you about the other three. You can take what we've said as fact. So why not take advantage of the summer business bonus in the Duluth-Superior Market? There's still time.

WEBC ★ **DULUTH-SUPERIOR** ★ **KDAL**
NBC MINNESOTA WISCONSIN CBS

Remember when



junior wore diapers



then short pants . . .



then long pants?

It's a proud day for a boy when he first gets long pants and feels like a grown man! We're proud of WWDC's growth, too. Starting out small, WWDC has grown into a man-size station in the rich Washington market. Your Forjoe man will give you the story.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

New developments on SPONSOR stories

p.s.

See: "Margarine Makes Good"

Issue: 11 April 1949, page 30

Subject: Margarine Congressional victory sparks renewed radio promotional campaign

Heartening effect of the margarine interests' recent victory in the House of Representatives is becoming increasingly visible in radio advertising of the butter substitute. Margarine, governed by Federal laws regulating its sale and manufacture since 1866, and handicapped by stiff U. S. and state taxation, took an important step forward last month when the House passed a bill to abolish all Federal levies against the product. If the measure gets by the Senate, margarine for the first time will be able to compete with butter on an equal basis, except for states taxes and minor regulations on labeling, packaging, and restaurant serving.

On the strength of the House victory, margarine producers have stepped up their broadcast promotional campaigns. Safeway Stores, Inc., using four Los Angeles stations to advertise meat and grocery products, started a series of one-minute announcements for its house-brand margarine, Sunnybank, on one L. A. station, KTSI. Standard Brands' Blue Bonnet margarine, on and off WLW's (Cincinnati) *What's Next?* program on a haphazard schedule, is now advertised regularly three times a week on the show, with an additional Saturday a.m. announcement. Delrich, Cudahy's margarine entry, has a regularly-scheduled hitchhike on *Nick Carter* (MBS), while Swift's Allsweet, after sporadic plugging on *Meet the Meeks* (NBC), now receives spotlighted attention in the commercials.

Although this hyped radio campaign on behalf of America's most persecuted food product still doesn't include all its leading manufacturers, it nevertheless is a significant weathervane as to which way the wind will blow if and when the Senate passes the tax-free bill.

p.s.

See: "Why sponsors change agencies"

Issue: December 1947, page 15

Subject: Do radio programs still cause more advertisers to change agencies than other advertising media copy?

While recent agency changes haven't been as spectacular as the switch of American Tobacco to BBD&O, from Foote, Cone and Belding, during the past year, there have been a number of switches that can be traced, at least in part, to failure to develop a top radio or television program. BBD&O's Dennis James half-hour which lasted on TV for one consecutive performance for General Electric may not have been the reason why Young & Rubicam now has the hour-long Sunday night Fred Waring show for GE, but it is at least a contributing reason. BBD&O's substitute for the lamented James one-timer also was a continuous headache, despite the fact that it was produced by one of TV's better-organized independent producers, World Video. A young fortune is being poured in the Fred Waring presentation which didn't impress viewers on its debut. Waring is a top-flight visual-minded music man, and there is little doubt that his Sunday evening stint will keep that part of the GE account at Y&R.

Switch of Tenderleaf Tea (Standard Brands) from J. Walter Thompson to Compton cannot be attributed to radio 100%. But the fact that *One Man's Family* never did sell the tea too well, and the added fact that Standard Brands is currently anti-radio-minded, had a bearing on the shift.

(Please turn to page 50)

No other station has a better who's who

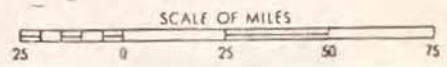


Here's a partial list of guests interviewed on **BOB BENDER'S SPORTS PROGRAM**: Branch Rickey, Bob Feller, Stan Musial, Ralph Kiner, Bob Quinn, Bill Meyer, Eddie Sawyer, George Mikan, Jesse Owens, Bennie Oosterbaan, Ralph Branca, Schoolboy Rowe, George "Hooks" Wiltse, Earle Brucker, Zach Taylor, Lefty Gomez, Gene Sarazen . . . Monday through Friday, 6:30-6:45 p.m., Saturdays at 6:15 p.m.



We are one of 39,000 families who live in Berkshire County. Our name is Gilson. Last year the 6 of us spent \$5000.00 approximately for necessities. My four sons and I listen to Bob Bender and enjoy the "famous" of the sports world we've met through his program. Bob is our favorite because he gives us first hand information about winter and summer sports.

Charles D. Gilson



BMS—STUDY NO. 1—1946
Represented Nationally by NBC Spot Sales

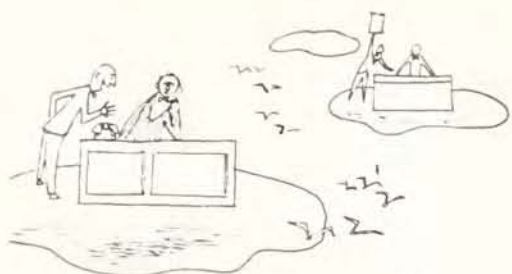
-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

KEY TO SYMBOLS ★ Over 250,000 ■ 100,000—250,000 ● 50,000—100,000 ○ 25,000—50,000 ⊙ 10,000—25,000 ○ Under 10,000

Mr. Jamison sells no Blue-Sky



In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could *peddle* more time than I do now. But I wouldn't *sell* near as much. For in the business of national spot representation, THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE. Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed *radio and television*
station representatives
and company

new york • boston • chicago • detroit
san francisco • atlanta • hollywood



MILLIONS OF SUN LOVERS WILL ENJOY FAVORITE PROGRAMS AT BEACHES THIS SUMMER WITH PORTABLE RADIOS BY THEIR SIDES

Don't underestimate summer listening

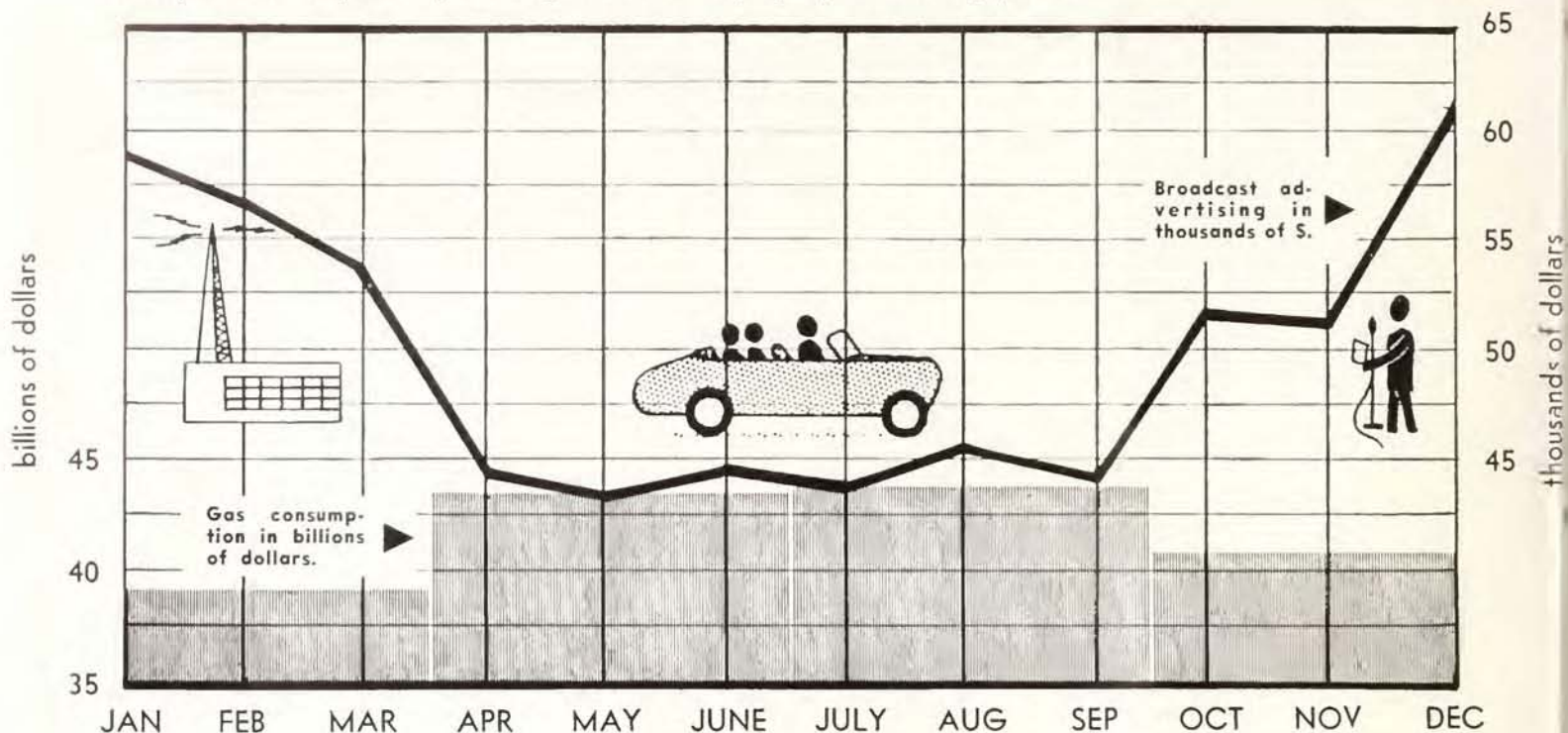
**What the statistics reveal about
listening in the good old summertime**

over-all There are only 13.3% less people at home in metropolitan telephone homes during summertime evenings (July-August) than there are at night during the peak winter month, January (70.0 vs. 80.3 of the total homes). The comparatively slight difference, between the audience available in the frigid months and those who could listen if they wanted to, is accented in the summer daytime when the July-August available homes (68.7) are only 6.6% less than are available during the peak daytime month (February).

These are the C. E. Hooper figures that indicate that if metropolitan listening goes down during the dog days, it's only partially due to prospective listeners not being available for dialing. This fact is further accented by a special study financed by NBC and CBS and made by the Psychological Corporation. The PC figures indicate that only 6.8% of the nation is on va-

Gas and oil air advertising for 1948

compared with quarterly retail gas and oil buying by consuming public



based upon Department of Commerce figures for the period covered

ation at any one time during the 13 weeks that make up summer (July 1 to Labor Day). Of this 6.3% only 4.1 is away from home. The vacation facts, according to this study, are that a little more than one-third of the two-weeks-with-pay-contingent do not leave town but relax at home. This does not mean that they are continually available to listen to radio, but that they are adjacent to their home sets a certain part of the time. They swell the potential radio audience, but they do not mean as much to the actual audience as the men and women who go out of town on their vacations. This is because a limited survey made of listening in bungalows and on portable radios in hotel rooms indicates that leisure listening is at least 25% more than the dialer would do at home.

That it isn't more can be traced to the generally poor quality of summer commercial programming. Eighty-one percent of the men and women questioned in the Psychological Corporation survey indicated that they'd listen just as much, if not more, in the summertime as they do in the cool months if the shows were of equal quality.

A limited summer-bungalow-colony diary study conducted by a graduate student at one of the Midwest universities (the sample was only 100

homes with 153 diaries, the extra 58 records being kept for multiple sets in the 100 homes) indicated that use of radio sets in these 100 homes was up 23% in the daytime, down 7% between six and 8:30 p.m., and up from eight to 14% from the latter hour until 11:30 p. m. Summer-resort listening continues for at least a half-hour longer than in-town radio habits, despite the fact that literally hundreds of thousands of men commute during July and August who don't during the other ten months. Theoretically, the male of the species, having to travel on an average of two hours more back and forth from the bungalow than he does from his winter home, should retire earlier in the summer than he does during the winter. The reverse is true. (This may be one reason why production per man-hour at many factories is less during July and August than it is during the rest of the year.)

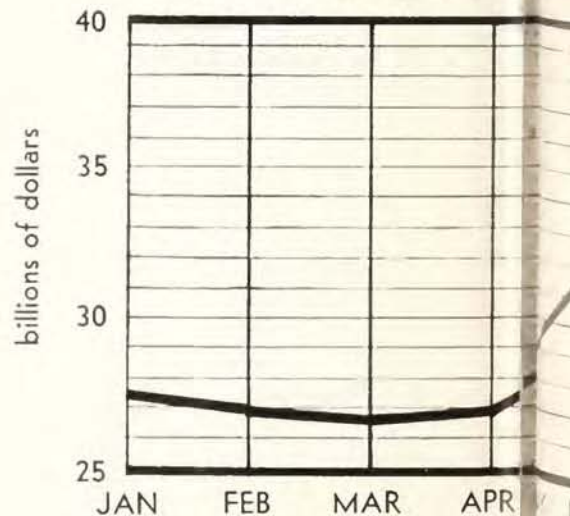
The programs that are bungalow-listened-to do not fall into the same categories that are dialed in the year-round home. Variety programs that reach the bonus-sized audiences during the major 39 weeks of the year do not get the big resort listening. It's the mysteries that pull the big shirt-sleeve-and-open-neck brigade. The summer diary report indicated that program interest in the 100 homes (153 diaries)

was reported (percentagewise) as follows: (If all 153 diaries would have reported listening to any one program-type, the rating would be 100%.)

Type	Rating
1 Mysteries	92%
2 Quiz programs	82%
3 News	68%
4 Daytime serials	52%
5 Situation comedies	42%
6 Popular music	38%
7 Concert music	22%
8 Various	18%

No attempt in the above has been made to separate the daytime and evening listening, except in the case of the soap opera, which, being a class of entertainment all its own, naturally is reported individually.

U.S. total wages and salaries



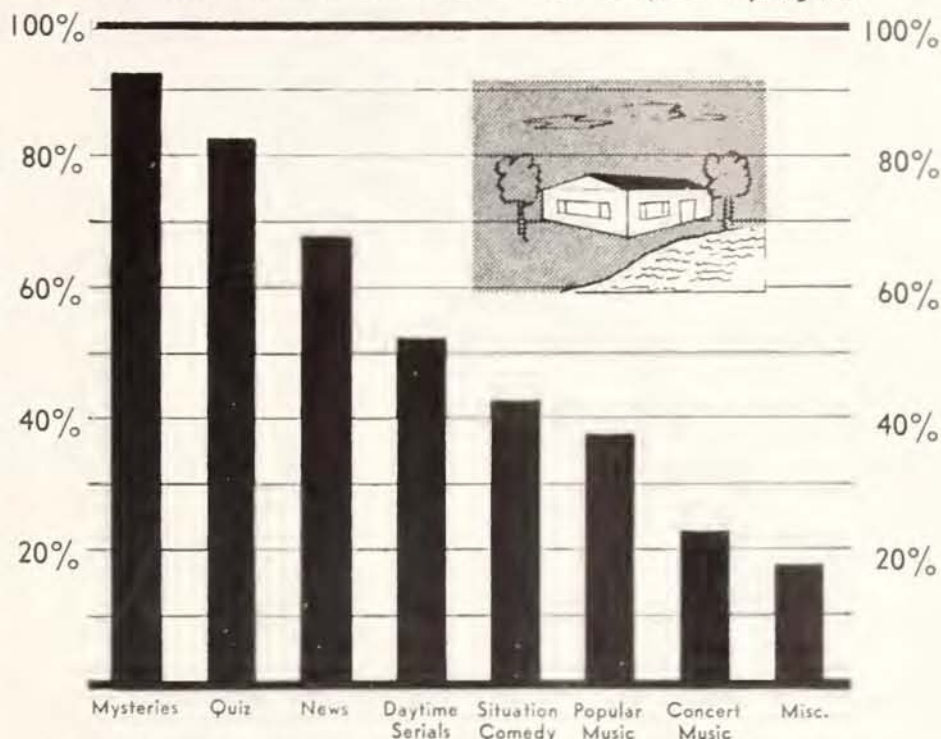
Because hot-weather listening is the great unresearched section of broadcast advertising, even the 100 diary study of a graduate student is important. Average length of time spent with the radio by bungalow-listening families was 5¼ hours. This compares with December, 1943, listening per day reported by C. E. Hooper of 4¼ hours per day in the 36 cities in which the *Program Hooperatings* are made twice a month. In other words, listening in this bungalow colony, if the diary sample is to be believed, and it was more accurate than usual diary studies, since the graduate student personally did a call-back cross check on the accuracy of each of the 158 completed diaries, was one hour and five minutes a day longer than in December big-city telephone homes.

There was special provision in these special diaries for squawks. Number one summer complaint was a lack of good comedy programs on the air. The number two complaint was that little or nothing was done by stations and advertisers to let listeners know what good programs were on the air. Since many of the bungalow colony were beyond the normal service areas of some of their favorite stations, it was necessary for them to develop new dialing habits, although frequently to the same network programs or replacements to which they listened at home. However, the "local" stations had programs of their own about which the summer visitors weren't aware. In a number of cases, the diary keepers reported that it was six to eight weeks before they discovered a specific program they liked. (The diary week was the ninth of the ten-week summer-resort season.)

Popular music was dialed a great

Summer colony listening by type

Homes that listen, least once a week, to specific program



This chart is based upon a small diary study made in a Midwest bungalow community. The findings are not conclusive.

deal more than the 38% index indicated. This is because most of the 38% not only listened to popular music, but listened to it a great deal. It was frequently, of an evening, danced to in bungalows by as many as ten couples. Despite the dancing crowd, this multiple listenership of necessity was reported as one radio set. Popular music listeners are strong radio fans.

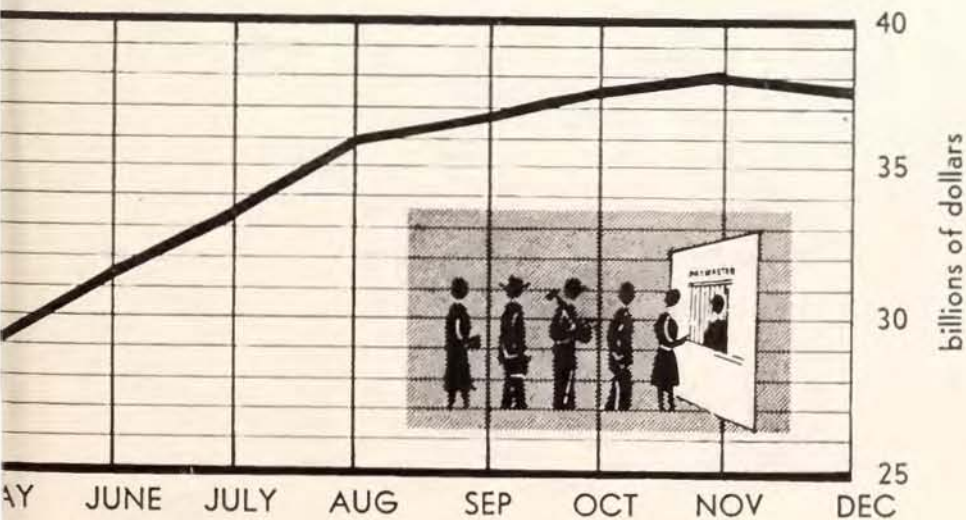
The 22% percent who reported listening to concert music, when cross checked, indicated that concert music was anything from *Alice Blue Gown* to *Madame Butterfly*. Concertizing to this bungalow colony was anything it classed as "good" music.

The graduate student reported that only three bungalows in the colony of 858 homes were without one or more radio receivers. This, in terms of coverage, means that over 99.5% of the summer homes had radios.

Possession of a radio at a summer resort means more than the possession of a radio in the city. The reason for this is that very few sets are permanently located in a bungalow colony. They have to be brought to it from the city. It's a deliberate move, an indication of a desire on the part of the set owner to use it. Seventy percent of the bungalow colony, used for this Midwest survey, brought their sets with them, and 30% used sets that were left at the bungalow during the winter. Quality of reproduction was noticeably better in the 70% homes.

There are many other forms of summer listening which are not indicated in any Nielsen or Hooper report. In areas near the oceans, lakes, or navigable streams, radios on pleasure boats get very intense usage. During the past nine years since WOR had the American Market Research Service conduct a survey to show listening to broadcasts on boats in and around New York City, there are indications that the 60% coverage which AMRS reported in 1940 has increased to 85. Information (not official) reported by (Please turn to page 16)

Salaries for 1948





FALL SUITS, LINENS, APPLIANCES, ARE TOP BUYS IN SEPTEMBER. BRAND CHOICE IS AN AUGUST DECISION FOR ALL THREE

They buy in the fall, but decide in the summer

over-all Only October and December exceed the retail sales total of September, according to the figures of the United States Department of Commerce. October exceeds September by only a little over \$400,000, and the holiday month, the biggest retail sales month of the year, is only \$2,146,000 ahead of September.

While July and August retail buying is ahead of most months of the year, aside from the last third of each year, September is the period during which the housewife buys a great number of products which she needs for her home and herself. The decision on what to buy, what brands, and where to buy is made, according to two department store surveys (one in Milwaukee and one in San Francisco), on major purchases 80% in the latter

part of July and August. These major purchases include appliances, linens, and women's and children's clothing (dad's fall wearables are not a summer concern, according to the survey made by these two department stores).

The survey, which was of a confidential nature, now determines the advertising policy of not only the two stores which made the survey, but of practically the entire chain of great retail firms of which they are a part. Newspaper copy is geared apparently to persuade the reader to come in and buy now, but it's actually directed at conditioning the reader for her fall purchasing.

"It's too late," states the vice-president in charge of merchandising of the San Francisco store, "to wait to sell a major investment until the family is

back in fall harness. Then the different pulls—the problems of the family and the home, with the children returning to school—make selling through advertising twice as difficult as it is when the purchasing agent of the household has the leisure to be intrigued with the possibility of owning a particular product, dress, or adjunct to better living. We budget part of our August advertising against our September merchandising costs. It's difficult to convince some of our department heads to advertise in August for September selling. Department stores are advertising geared to today's expenditures paying off with tomorrow's sales. This may be satisfactory for all the other 11 months of the year but it isn't for September. We have our records on (Please turn to page 68)



Howdy Neighbor

**Warm-weather outdoor events bring
entertainers and listeners face-to-face**

PART TWO
OF A SERIES

over-all Of all types of radio programming, perhaps none can get closer, through personal appearances, to its broadcast audience than a folk-music unit. And at no time of the year is that more apparent than during the summer months when touring hillbilly performers and their radio listeners meet personally at the hundreds of state and county fairs held annually from June through September around the U. S. When this folk talent-audience personal contact is made—particularly in the natural setting, for country music, of a country fair—very few better summer-selling

jobs can be done by radio artists for their sponsors, both directly and in good will.

Breaking down the normal live-audience barriers of a personal appearance isn't nearly as difficult for folk-music groups as it is for any other kind of radio performer. That's entirely due to the nature of the entertainment itself. The greater rapport between listeners and folk-program personalities lies in the informal, homey quality of these shows over the air. With that easy informality established in the minds of folk music's wide audience (urban, just as well as

rural), the in-person reception accorded hillbilly units is always warm, no matter in what locale the appearance may take place.

Broadcasting before live audiences from theaters or auditoriums is an all-year-round adjunct of the country's top folk-music shows. WSM's *Grand Ole Opry* plays to about 5,000 people every Saturday night in Nashville's (Tenn.) Ryman Auditorium. Better than a couple of million persons have sat in front of WLS's (Chicago) *National Barn Dance* in the Windy City's Eighth Street Theater since 1932. The *WWVA Jamboree*, in Wheeling's



grandstand overflows to greet folk-music artists at county fairs throughout U.S. during the summer months

parades including barn dance and hoedown performers, march to their ground calling attention of townfolk to opening of rural America's fun-tim

(W. Va.) Virginia Theater draws an average crowd of 2,000 each Saturday night. *Old Dominion Barn Dance*, on WRVA, Richmond, Va., has filled the WRVA Theater (formerly the old Lyric) to the limit of its 1,300-seat capacity in the past three years of Saturday evening broadcasts.

The story is the same, in varying degree, for all other established folk programs. And along with set weekly appearances at broadcast time, hundreds of hillbilly acts tour theaters, tent shows, auditoriums, etc., extensively throughout the year. Prominent among complete broadcast units which travel intact is the *Missouri Valley Barn Dance* of WNAX, Yankton, S. D. Every Saturday night the entire talent staff of this program takes its folk songs and comedy warm-up, hour-broadcast, and dance-till-tired—to a different town in South Dakota, Nebraska, Minnesota, or Iowa; SRO crowds turned out during the past winter, the Midwest's worst recorded one. WNAX currently reports enough requests for tickets to fill Saturday engagements for the next two years.

In many cases small units which make up the roster of these complete programs appear on stations as separate attractions during the daytime. Building their own followings in this way, they often tour as individual acts—not only because of their own popularity, but also because touring every unit comprising a large show would disrupt a station's schedule, if they were all away at the same time.

But of all the good will and actual sales revenue for local advertisers to be derived from the in-person appearances of the folk-music groups they sponsor on the air, probably the greatest benefit comes when the personal appearances are made at fairs, state or county.

Size of attendance is one factor. State and county fairs are of the utmost importance in the lives of ruralites, who frequently travel hundreds of miles to be part of the festivities. Because of the holiday mood, their reception of the hillbilly singers and instrumentalists they have heard throughout the year on the air is even warmer than under normal in-person circumstances. Local advertiser identification with the various folk units is built up more readily; the groups' music folios, featuring their individual theme songs, sell better—and supply a constant reminder of sponsor identification for the next 12 months.

There is also a climatic affinity between folk-music programs and the warm months during which fairs are staged. They tend to belong more to the sunny balminess of a country fair than a vast auditorium in the midst of a blizzard. The relationship is only an intangible, and yet it has a bearing on the added popularity of folk-music artists at rural fairs—and the subsequent added benefit for the artists themselves, the local advertisers who sponsor them through the year, and the local stations on which they appear.

While the actual money to be made

by large folk programs playing fairs is so negligible that not very many of them go in for such bookings, nevertheless individual groups can and do find fairs profitable. Outfits like Buck Turner and His Buckaroos, a folk music staple of WREC in Memphis, put on performances at virtually every county fair in the state of Tennessee; *Sagebrush Roundup*, of WMMN, Fairmount, W. Va., makes as many as four local fairs a week in between its Saturday night broadcasts; *Brush Creek Follies*, which has hung up an SRO sign as a combination air-and-stage show for 12 years over KMBC, Kansas City, sends various of its component parts out on fair bookings; KWTO's (Springfield, Mo.) *Korn's-A-Krackin'* roadshows from late May into the fall, hitting many fairs along the way. These represent a tiny percentage of the total number of hillbilly groups and acts which play state and county annual outdoor get-togethers.

Only the practical angle that fair dates are not too profitable for big folk units keeps programs such as *Grand Ole Opry* and *National Barn Dance* from regular bookings in that field. *Opry* is not booked into fairs except when WSM sets it into one as a goodwill gesture, or it is booked as a free act by some large regional fair. WSM management has found that very few fairs can match, in terms of actual profit for so large a show as *Opry*, the \$29,000 recently grossed in five days of playing theater and auditorium one-night stands in Missouri and Kansas.



radio playhouses are focal points at many county fairs. Listeners meet their favorites there, cementing good will for sponsors



talent performs wherever a platform can be set up and there's enough room for a control unit

WRVA's *Old Dominion Barn Dance* is another large unit which finds playing high schools, Legion halls, and baseball parks more profitable than most fairs. This program's only fair bookings this year are in Mineral, Virginia, and Louisa counties, in Virginia. WLS's famous *National Barn Dance* also typifies the financial feeling of most big folk shows; it generally makes only one appearance yearly at the important Illinois State Fair.

There are those folk programs, however, which go in for fair bookings in a big way. WLW's (Cincinnati) *Midwestern Hayride* has an ambitious schedule lined up for fair appearances this summer. As SPONSOR goes to press, this hillbilly troupe is set for 16 fairs in as many towns in Ohio and Indiana from 20 July to 23 September. Still further bookings will be made between now and the beginning of the fair season. Most important of the dates will be played on 27 August at the Ohio State Fair in Columbus, the highlight of which will be a telecast of *Hayride* over WLW-T.

KSTP, St. Paul, has a folk program noted for its traveling and far-flung personal appearances. Since 1940, when the show first went on the station for a "trial engagement," more than a half-million people have seen *Sunset Valley Barn Dance* in 250 towns throughout KSTP's listening area. This summer will find the show at three fairs in Minnesota, three in Wisconsin, and one in North Dakota, with several more dates to be booked.

County and state fair appearances for WNAX's *Missouri Valley Barn Dance* have not been definitely set thus far, but it is likely that repeat dates will be scheduled for the Clay County (Iowa) Fair, Kidder County (North Dakota) Fair, and the South Dakota State Fair.

In-person appearances of folk talent are so frequent and so beneficial to local stations and advertisers that many stations maintain their own artists' bureaus to handle the volume of bookings. KWTO (Springfield, Mo.) and KMBC (Kansas City) are typical examples of local stations whose artists' bureaus meet innumerable requests from church, civic, Legion, and other community groups, as well as local fair managements, for personal appearances of all types. Of this constant demand singers or instrumentalists featuring folk music are requested in a three-to-one ratio to any other kind of performer.

Some stations find that their folk talent gets around even without being handled by a local artists' bureau. WOW, Omaha, is a notable example of a station which does not operate such a bureau, but which nevertheless has its folk performers making fair appearances on a private basis.

But, whether or not a station cares to go to the trouble and expense of setting up its own artists' bureau, personal appearances, station-sponsored or otherwise, are greatly encouraged among folk-music programs, and with good reason. The results are several-

fold: p.a.'s enhance performer popularity, thereby cementing established listenership and acquiring new dialers for the station represented by the talent; they help local-advertiser identification with the particular program or talent, through the obvious personal contact with audiences.

Local advertisers using hillbilly talent on the air have long known the power of such talent to do a strong selling job. When these "barn dances," singers, yodelers, and instrumentalists go out on the road—and especially when they tie in with state and county fairs—the selling job they do achieves further impetus. More than anything else, it's the down-to-earth approach of this form of entertainment to an audience that makes that audience almost universal. When the remote barriers of broadcasting are removed, and the contact between talent and listeners becomes a live, personal thing, the homey informality that gives folk programs their widespread appeal is complete.

One other thing stands out in the friendly rapprochement between folk entertainers and audiences. Like old friends, folk artists "wear" with the same listeners for years—and increase in popularity and in their ability to deliver commercial results. Dialers may not "accept" a new act or personality for several weeks or even months, but, once accepted, that act or personality becomes as a much a member of countless families as Aunt Minnie or Uncle Charlie. * * *

The sponsor hits a home run

**Baseball sponsorship booms,
as proof of its impact spreads**



Over 2,000 stations have sold sponsorship of some form of baseball broadcasting—live play-by-play, reconstructed play-by-play, or round-ups. There are very few independent stations, standard radio, FM or TV, that aren't collecting upon the fact that each year the nation's men, plus an important segment of their wives and daughters, listen to the call of "batter-up." The Madison Avenue agencies only think in terms of big leagues, but many of the independent stations dominate their daytime listening because they air not the major leagues but semi-pro and even school games.

While coast-to-coast web stations have gradually, in many cases with sincere regret, dropped out of the competition for baseball sponsorship, independent stations like WHDH (Boston), WWSW (Pittsburgh), and WTTI (Baltimore) step out of being also-rans in their areas, and frequently dominate listening in the summertime.

Baseball stations point to the fact that it's no more logical to judge them by their non-baseball season ratings than it is to judge network stations by their hiatus time.

Baseball is not a 13-week broadcast event. It starts with the training season in February, and ends with the World Series in September-October.

Thus, it's a continuing six-month high-spot event, and on many stations pulls a solid audience for seven months or longer.

There are stations throughout the country, like WCPO in Cincinnati, which having achieved fantastic shares of audiences like 61.0 on Sunday afternoons and 48.0 for all daytime Saturdays have added more games to their schedules to further dominate hot weather listening in their areas.

There are a number of independent stations that shift their daytime ballgame airings to affiliated AM and FM stations in order not to disturb their all-year 'round daytime programming. They are contrasted with the WHDH type of sports-news-music operation that uses baseball, plus other out and in-door sports, to pull a steadily high following all year 'round. In the summer, WHDH is first in Boston, and credit must be given to the Atlantic Refining and Narragansett Brewing sponsorship of the Red Sox and Boston Braves home games. However, WHDH can't be ignored in the accolade routine, since in most areas covered by Atlantic, the oil company owns the broadcast rights of the sporting events it sponsors. In the brown-bread area,

it's WHDH that controls the baseball broadcast rights rather than the advertiser who makes the airings possible.

There are a little short of 200 stations that tie themselves to major league broadcasts. That figure may be startling since there are only 12 cities in which major league baseball is an in-town factor. Even this puts Brooklyn and New York in the category of different cities.

The figure accents the impact of major league ball. While it is not permissible for the games of one major league team to be broadcast in the home city of another major league (unless the teams are playing each other), it's possible to set up an extensive regional network, covering the distribution of a brewer or a gas refiner, which does not touch the territory of competitive teams. Thus, the Goebel Beer-Detroit Tigers network is composed of an increasing number of stations each year so that currently it's the biggest special regular network of its kind in the nation—and only the Detroit team's games are broadcast.

Whereas for years baseball games were single-station air events, they are now more and more special regional network daily airings. This is true of the Atlantic Refining presentations of the Boston, Philadelphia, and Pittsburgh teams. It's true of the Guenther, Narragansett, Standard, Griesedieck, as well as Goebel, beer broadcasts of teams in their merchandising areas. The networks run as high as 54 stations and as low as three.

While brewers rank first among major team sponsors, tobacco, drugs, gasoline, dairy, and food manufacturers are also important advertisers using both big and little teams to spread the good word about their products. There was a time when a cereal manufacturer (General Mills) dominated the baseball broadcast picture to such a degree that its agency (Knox Reeves) set up a New York office for the sole purpose of obtaining co-sponsors of the games G. M. sponsored. It was General Mills research which proved that co-sponsorship was effective, and that each of two sponsors of a baseball game received the advertising advantages of sponsoring the entire season. Thus

(Please turn to page 66)

WMGM's "red head" (Walter Barber) gathers as great an audience as any other sportscaster, when he broadcasts the play-by-play antics of the Brooklyn Dodgers



MARLIN

SHAVE ELECTRICAL

TEAM	AB	R	H	E
HOME	12	1	10	1
AWAY	12	1	10	1

ABOVE: ABE STARK

Serials are hot in the summertime

Daytime dramas prove that they listen throughout the sultry months

over-all Not even during the summer weeks need housewives go without the consolation that romance may still be theirs at 35 or after . . . or that a good, clean-living woman is more than a match for anything that may threaten home, husband, or career, from she-wolf to shyster. Drug, food, soap, and other advertisers take advantage of unslaked desires for

psychological reassurance, provided by the themes of a majority of the serials, by keeping them on the air around the seasonal clock.

Vacations and other influences do not dent serial audiences to nearly the extent that evening and other daytime audiences are affected. (Chart shows how serial listening compares with other daytime listening.)

One reason listening to America's daytime folk-tales holds up so well during vacation time is the habit of listening established with the five-a-week non-stop broadcast. Another seems to be the programs' effect in soothing normal anxieties and helping maintain a sense of security.

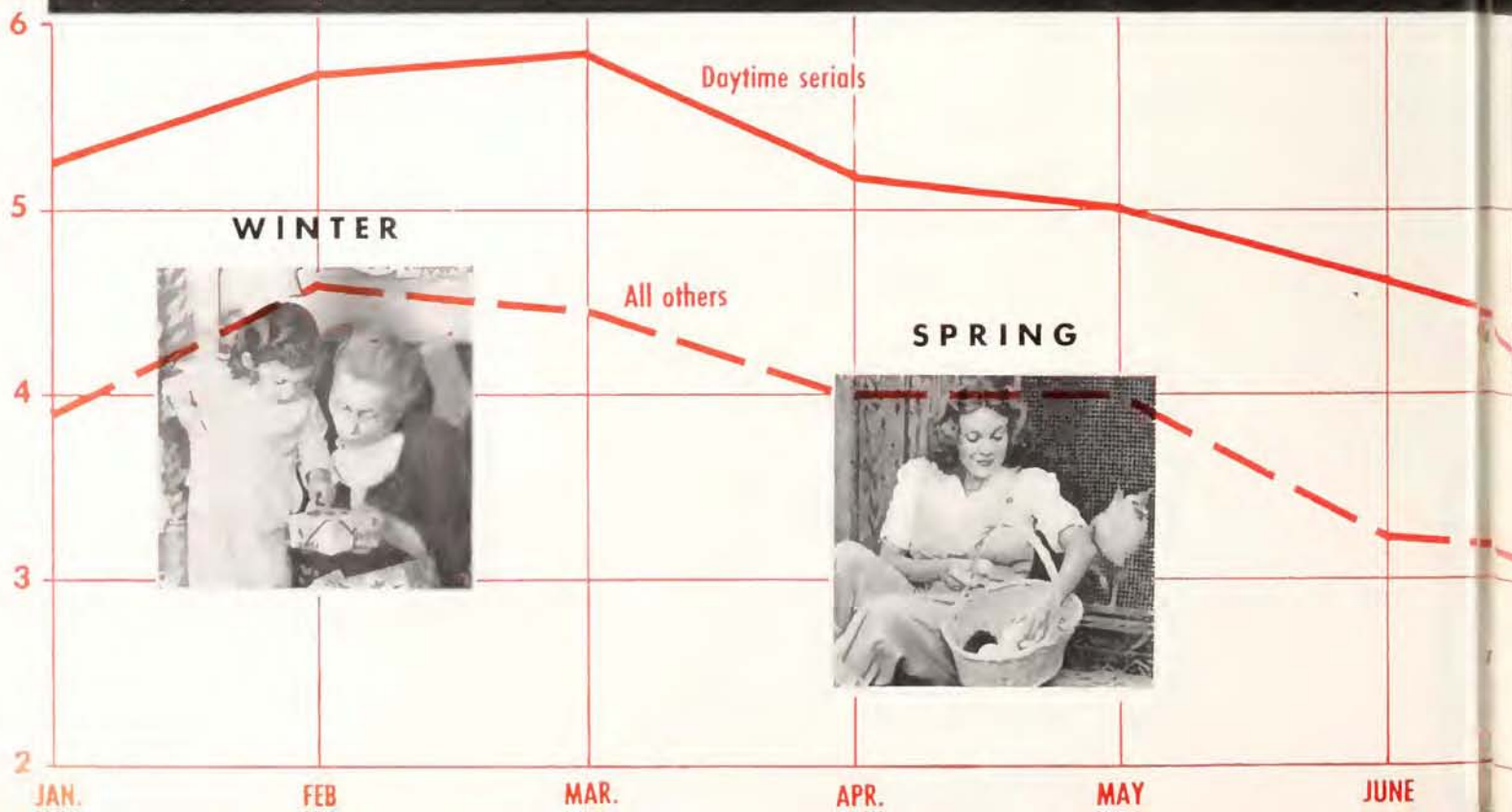
A Washington, D.C., station made a pilot diary study of summer radio habit in three nearby vacation areas. Findings strongly indicated that women in vacation bungalows in the areas studied tended to follow the same pattern of radio habits as at home. One woman's remark pretty well summarizes the general attitude revealed in this survey: "I turned off my radio at 5:30 in the city—I turn off my radio at 5:30 here."

This three-area pilot investigation indicated these vacationers used their radios 40% more than they normally did at home. Women listened to more episodes of their regular serials, they said, because life in the bungalow was less distracting.

Despite the over-all increase of time spent in listening to the radio, there was no definite indication that women tended to add new cliffhangers to their regular listening lineup. Less than 5%, in fact, reported they became interested in a new daytime serial.

Mr. and Mrs. America frequently undergo certain rigors in "getting off" on that vacation trip, or in making various adjustments as one season

How they listen to daytime serials



slips into the next. Not so the characters in soap opera. For one thing, time in drugtown, cerealtown, or soaptown isn't the same as calendar time.

Still, despite classic examples of characters' taking weeks to get through a revolving door, days to shave a single customer, etc., writers are primed far in advance to make soap-opera time coincide with national holidays. The truth is that weather as part of the settings of serial dramas is seldom important. Settings are severely slighted in favor of the stark action that illustrates the underlying theses.

Time may move jerkily in the complicated lives of serial characters: but time keeps adding new listeners to share their perplexities, as well as new listeners to all of radio. Nearly 10,000,000 new radio homes contributed their quota of new serial devotees during the last ten years. 1949 is expected to raise the total of radio homes to upward of 39,000,000.

Whether making the storyline jibe always with the seasons would be important to other than those listeners who send presents to the story characters, when they marry or have babies, is a question. But there are many fans like the alert listener who put the finger on the murder suspect in one serial. This civic-minded fan decided to expose the fellow when she detected his voice under another name on another program. For these fans, producers will likely keep insisting their

writers keep the story in season, however erratically days and hours may move.

Listening "regulars" affectionately consider "Ma," "Bill," "Mike," "Ellen" in the category of their intimates. Their amazing loyalty to the programs has led to the popular misconception that serials reach mainly a static group and attract few new listeners.

But the same people don't always send the presents. The NBC research department reveals in a special Nielsen study of *Pepper Young's Family* and *Right to Happiness* (P&G sponsored shows) that in September-October, 1948, each show played to 37% new homes not reached in the same period in 1947.

Even though no widely definitive study has yet been made of the radio habits of serial devotees on vacation, there's a good deal of evidence that either away or at home they are the most consistent of all fans—day or night—in listening to their favorite programs. For example, the high point of listening in 1948 to serials throughout the country, according to Hooper figures, was in March, with an over-all average rating of 5.8. The high mark for all other daytime shows was 4.6.

The July-August trough for all daytime programs other than serials plunged 34.8%, while the low point (July-August) for serials dropped only 22.4%. Tuning to other daytime

programs fell off a third more than to soap operas in year 'round homes.

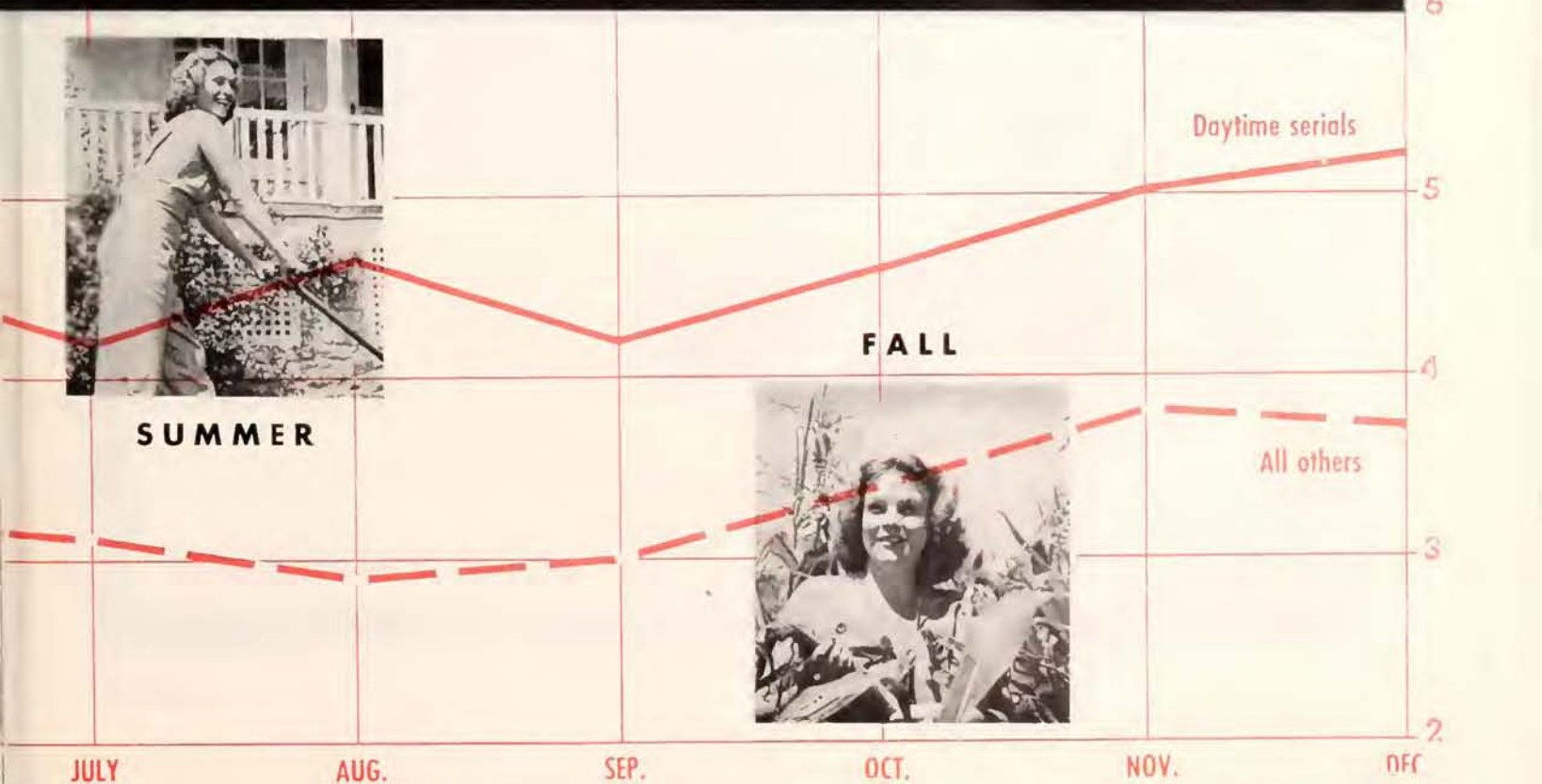
But the spirit of devotion isn't found alone among listeners. Many soap-opera actors and actresses, apparently aware of the unique meaning of their efforts to 20,000,000 housewives, have been known to go several years without vacations, rather than be written out of a story sequence (one of an endless series of complete narratives that make up the continuing series) to which their roles seemed important.

Deep-voiced Jim Goss, who used to play "Uncle Jim" on *Jack Armstrong* (a juvenile strip listened to by many adults) is said to have gone three or four years without missing a broadcast. Lucille Wall, who is Portia in *Portia Faces Life*, has also gone several years at a stretch without time off.

Extremists among listeners are no more surprising in their concepts of the reality of soap-opera characters and events than are occasional members of the casts. One actress became so imbued with the feeling for her part that she carried it right over into her real life. It must be reported that her efforts to solve the problems of friends and strangers alike were not as successful as when backed up by the good right arm of her script writer.

Another actress became outraged during a rehearsal when the actor play-
(Please turn to page 52)

(compared with all other daytime commercial programming)



SOON!

SOON!

CKLW goes
50,000
WATTS
at 800 kc.



The Detroit Area's GREATER Buy!

JUNE!

From 5,000 to 50,000 watts, in the middle of the dial, and at the lowest rate of any major station in this region. Start scheduling this greater value now!

CKLW

**GUARDIAN BUILDING,
DETROIT 26, MICHIGAN**

J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

H. N. Storin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM



Jack Benny will vacation again this summer, but will pop up as a guest star during hot months

network As they did in 1948, and have for the past half-decade, nearly a third of the evening programs in network radio have now made their final preparations to leave the air during the hot-weather months of 1949. For the first time, too, a similar trend is appearing among the leading high-rated, high-budget shows in television. The prime reason behind these "vacations" is still the same: summer audiences, say nearly all sponsors whose shows go off the air for the summer, are not sizable

enough to warrant continuing a high-budget show. And, as an afterthought, most of them admit that their stars have insisted on a summertime rest.

This now-annual mass exodus of some of broadcast advertising's best evening shows means many things to many people.

It means vacations away from the grind of microphones for eight to 16 weeks during the hot weather for top-name stars. It means anything but a vacation for network program departments, who have to fill on an average

The summer replacement problem

**There's nothing wrong with
summer listening that good
programming won't cure**

of one out of two vacated time slots with sustaining network-built packages that range from elaborate productions (being showcased hopefully for possible fall buying) to the most inexpensive musicals and AFRA-minimum-cast whodunits.

It means the annual chase after the hard-to-sell summer advertisers in American business by network and station sales departments, armed for the most part more with hope than with fact. It means, for agency radio heads, a long session of auditioning new package shows for the year-round advertiser who wants to give his star and cast a hiatus—but who also wants a good summer replacement in the time slot to earn the healthy 52-week discount networks offer as an inducement

Replaced



Ed Gardner (Archie) stops managing Duffy's Tavern



Bob Hope says goodbye to his Tuesday night show



Amos 'n' Andy won't be settling darktown problems

Their replacements



and Henry Morgan fills his spot with different humor



while Dean Martin and Jerry Lewis tearfully fill in



but the cast of "Call the Police" starts sleuthing

to stay on the network air. For station reps, timebuyers, and station managers, sweating out selective schedules designed to sell products to Americans at home, or in the hills and at the beaches, the hot-weather merry-go-round means long hours of revising and re-revising schedules as audience potentials of adjacencies go up and down like a roller coaster.

As SPONSOR goes to press, the summer pattern of radio and TV has already begun to take its final form. Two out of every three shows listed in the top-rated "First Fifteen" of the 1-7 April Hooperating will be off the air for the summer. Every one of the "First Five" (*Winchell, Lux, Benny, McGee & Molly, Irma*) is due for a hot-weather layoff. Three of these five shows will have a carefully-selected summer replacement (paid for by the regular sponsor), and the other two (*Lever's Lux Radio Theatre* and *My Friend Irma*) will have their time slot filled by CBS-built packages now being promoted aggressively.

Kaiser-Frazer, sponsor of the top-rated Walter Winchell show on Sunday nights, feels, as did Jergens when they sponsored Winchell, that there is a high summer potential for the product, as well as a sound listening habit built up for the Winchell spot. This summer, as it has been for several years now, Winchell will go off and soak up sunshine. In this spot, instead of the commentary format of past years, there may be rotating guest stars of the caliber of Crosby, Benny, and Hope, during WW's seven-week vacation. Like most other advertisers who sponsor their own summer replacement, it will cost Kaiser-Frazer about 70% of their fall cost-per-rating-point to reach summer audiences when they are particularly conscious of the comfort and convenience of their cars during vacation driving.

The thinking at Lever Brothers, sponsor of *Lux Radio Theatre*, runs just counter to this. Probably as much if not more Lux soap is used during warm weather as is used during the fall and winter. However, Lever was the first advertiser to demand and get a "permissible hiatus" of eight weeks, back in 1941, which is generally credited as being the deal that opened the way for sponsors on CBS (and other networks) to leave the air entirely in the summertime. Every year since then, *Lux Radio Theatre* has taken a complete hiatus, with the net-

work building up its own shows in the vacated hour. This season, as part of the CBS plan to push a dozen or so house-built shows during the summer, one of the two 30-minute programs that will mark time for Lux will be a situation comedy, *Dear Doctor*, built around Rudy Vallee's screen characterization of a fuddy-duddy stuffed shirt, in this case a medical man.

The other show will also be a CBS package, rounding out the hour. Both shows have much of the same mood that appeals so strongly to the drama-loving audience that tunes in *Lux Radio Theatre*, and their relationship to Lux is somewhat like the relationship between summer "straw hat" theaters and the Broadway stage. This same idea is carried out by several other advertisers. *Prudential Hour of Stars* will continue this year through the summer, but without the name-guest policy and with more emphasis on comedy. The Electric Companies' *Electric Theater* (Helen Hayes) will be replaced for the summer by an Electric-sponsored light-comedy substitute, *Corliss Archer*.

The third-rated program of the 1-7 April week, Jack Benny, like most comedy shows in radio that revolve around a central star (Bob Hope, Red Skelton, Eddie Cantor, et al.) will be off the air for the full summer. Replacing a comedy show is never an easy job, although some of the replacements (like the *Aldrich Family*, a Benny replacement some years ago that became a network success) make the grade and go on the air in the fall for the same, or another, sponsor. The Benny replacement this year is going out of its way not to fall into the same hole that Jack Paar, Benny's replacement (chosen largely by Benny) did in 1947, when the program seemed to make the grade in the summer and then fell on its face when it had a later run in the winter. While the Waukegan comic is taking siestas in the desert sun, a music program (music is the perennial "safe" summer replacement; besides, it's low-cost) modelled on American Tobacco's *Hit Parade*, will fill in. Since both network and sponsor feel that the Sunday 7:00 p.m. spot is terrific in the fall and winter and a low-listening spot in the summer (too early in the evening), there is a strong chance that the Benny replacement will go into a 9:30-10 p.m. spot on CBS either on Tuesday or Thursday, leaving CBS to stick another

of its packages into the Sunday spot.

This form of "counterpointing" comedy shows with something that is fairly popular summertime fare, yet is not basically a comedy show, is done by several other sponsors, including S. C. Johnson, whose fourth-rated *Fibber McGee & Molly* in the 1-7 April ratings has long been substituted for by such musicales as the *Summerfield Band Concerts*, which manage to carry on the idea of the McGee-Molly show by having one or another of the cast drop in as "guests" every week. Lever's *Amos 'n' Andy* is also due for a vacation, with a replacement set that is diametric to it, a *Gangbuster*-type show used successfully last year, titled *Call The Police*. Rexall's situation comedy show with Phil Harris and Alice Faye tried this approach to replacement programming last year with a drugstore drama, but is falling back on the safest bet this year. It will be replaced by a Rexall-sponsored music show featuring Guy Lombardo. General Foods' (Gaines dog products) *Juvenile Jury* will be replaced by a show with much the same basic appeal, although the opposite in talent—*Life Begins at 80*.

Of the "First Fifteen" shows rated in 1-7 April only one comedy show, at this writing, is due to be replaced by another sponsored comedy show. This non-conformist is *Duffy's Tavern*, whose summer spot will be filled by NBC's Henry Morgan show. *Duffy's* sponsor, Bristol-Myers, feels that Morgan's style of comedy is different enough from the *Duffy* routine to attract an audience for the B-M products (Trushay and Vitalis) sold on the *Duffy* show (both of which have a high usage factor in the summer months), without undermining *Duffy's Tavern* while it's off the air.

The last of the "First Five" in the 1-7 April ratings, Lever's (Pepsodent Div.) *My Friend Irma* will be in somewhat the same category as *Duffy's Tavern*, in that a new Cy Howard package, *Eddie and Ann*, featuring "the world as seen through the eyes of a twelve-year-old boy and girl" will fill in as a sustaining showcase. The programming move, one of CBS' summer attempts to fill vacated time slots with promising shows, is pleasing to Pepsodent, which feels that much the same audience will be attracted to it as is attracted to *Irma*.

For the most part, the lower-priced (Please turn to page 72)

These stay on



Sam Spade goes on being tough in mystery show



Doctor Christian continues to relieve humanity



"Family Hours of Stars" entertains sans guest stars

Here's to B.A.B.

DON'T look now but we are about to blow our horn a bit.

Two years ago we started a series of advertisements in the trade press urging the formation of an association or bureau for the promotion of radio as an advertising medium.

Our first copy was headed "Let's Get Together." We called for a national "business association." We asked that the stigma be removed once and for all from transcriptions. We pointed to the aggressive and unified action of newspapers and magazines in their respective fields, and contrasted it to radio's complacency and lack of interest in counter measures. It was incredible to us that radio, the youngest and fastest growing of the major advertising media, could continue to operate without any central direction, research or industry promotion.

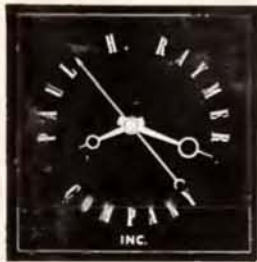
In the field of Selective Broadcasting, the surface has barely been scratched. Although the hundred million dollar volume mark has been reached, we say it should and

Pa

could be three or four hundred million dollars yearly. For all of its rapid growth, radio still has tremendous sources of untapped revenue. There are thousands of accounts presently confining their advertising to newspapers. Some are national, many are regional, but all are Selective Broadcasting prospects. They are first line prospects for B.A.B. effort. They can be sold for radio by research, promotion and organized cooperation. This means the salvation of many AM stations and new revenue for established stations feeling the first pinch of competition.

Broadcast Advertising Bureau is a big step and one in the right direction. The all important problem of sales has finally been lifted from the sub-committee cellar to its proper level in N.A.B. activities. We now have a promising *BUSINESS* association that is worthy of everyone's dues and support.

Here's to B.A.B.



H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

York Boston Detroit Chicago Hollywood San Francisco

REPORT FROM WGAC-land!

WGAC reaches more people ($\frac{1}{2}$ mv contour) than live in all the following cities combined: Raleigh . . . Durham . . . Charlotte . . . Greensboro . . . Spartanburg . . . Columbia . . . Charleston . . . Greenville . . . Savannah . . . Columbus . . . Macon.

★ WGAC-land

has a population of 988,500 people.

★ Augusta accounts for only 10% of the WGAC primary coverage population.

Let WGAC or Arery-Knodel tell you what we have done for other advertisers in the great WGAC market—and how we can deliver a great farm and home market for you.

WGAC

Augusta, Georgia
5,000 watts...530 Kc.
ABC Network

REPORTS . . . SPONSOR REPORTS . . . SPONSOR

—continued from page 2—

AP news on over
1,000 stations

Associated Press passed 1,000 mark in radio station members during April. Thirty-three stations were elected during week of 26 April. United Press reported during same month that it is servicing 1,200 stations.

CBS
pro-Pulse

CBS is pro-Pulse in any current rating battle. This goes only for Pulse cities, Philadelphia, Boston, Cincinnati, New York, and Chicago. CBS owned-and-operated stations don't like the Hooper listening picture in TV towns where it has stations.

American way of life
to be sold via e.t.'s

America's Future, which sponsored an ABC program a few years ago, is now going to public via a transcribed series which is being offered stations and sponsors without charge. Series has contest tie-in, giving \$200 bond for best letter each week, as well as copies of Thomas James Norton's The Constitution of the United States.

Purchase of TV sets
at 3% saturation

Current TV sets in home represent only 3% of video set market, states John Craig of Crosley. More radio sets will be sold in 1949 than were sold in many pre-war years.

Jack Bundy owns
Heinie name

Heinie (Jack Bundy) has won Wisconsin Supreme Court round on right to his professional name, Heinie. He did not win right to a slogan which he used on WTMJ, judge ruling that this would be unfair competition.

"Lucky Pup" has different sponsor
for four out of five telecasts

How TV differs from radio is demonstrated by CBS "Lucky Pup" sponsorship. On Mondays, Popsicles sponsor program, Ipana sponsors it on Tuesday and Thursdays, Phillips Packing presents it on Wednesdays, and U. S. Rubber on Friday. No daytime or kid program in radio has such a mixed sponsorship as this.

A



... is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this \$45 million Wenatchee industry get your program on ABC... 92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

B



... is for Bremerton and its \$61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC... 86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually *all* the Coast market, inside, outside and all around the town

On the coast you can't get away from

ABC



... is for cows, which turn the green grass of Sonoma County, California, into oceans of milk and 97 million dollars. If you want to skim the cream off this strictly grade "A" market, remember that ABC is listened to regularly by 85% of the radio families in this rich dairy region.

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network... a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • Circle 7-5700—DETROIT: 1700 Stroh Bldg. • CHERRY 8321—CHICAGO: 20 N. Wacker Dr. DELAWARE 1900—LOS ANGELES: 6363 Sunset Blvd. • HUDSON 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXBROOK 2-6544



Mr. Sponsor asks...

"What is the relationship between leisure and listening?"

Alfred R. Nathan

Vice President in charge of advertising
Ronson Art Metal Works, Inc.

The Picked Panel answers Mr. Nathan



It is pretty much of a commonplace by now that the average person spends more time listening to his radio than he does anything else except working or sleeping.

According to the Nielsen reports for the first nine months of 1948, the average family spends four hours and 19 minutes per day at the radio, which represents a 10% increase over the 1946 figure of three hours, 55 minutes. During the 1948 summer (July through September) the average home set was in use three hours and 38 minutes, also a 10% increase over 1946. But an analysis of the use of home sets alone doesn't give us a true picture—especially in the summer time.

Unfortunately, neither the Nielsen fixed sample of homes nor the Hooper sample of telephone homes in 36 cities provides us with a correct index to total radio listening. While both services supply data on size of audience in 37,600,000 radio homes, no satisfactory technique has yet been established to measure the huge additional audience represented by 10,000,000 automobile sets, 2,000,000 port-

able sets, and 4,000,000 sets in public places. This applies to any radio program, but is naturally a factor of considerable importance in relation to summertime broadcasting.

Although no specific studies of the relationship of leisure time and listening have been conducted with special reference to the summer months, general studies of this type have consistently shown radio listening to be the leading leisure time activity. Henry Link's study, *People and Books*, done for the Book Industry Committee, showed that 49% of leisure time activity was spent in radio listening, compared to 21% for newspaper reading, 11% for magazines, 11% for movies, and 8% for book reading. It might be possible that radio's proportion would be even larger than this in the summertime.

As far back as 1935, a survey conducted by the writer showed that of 100 adults, 92 were at home in any one summer week, and of the eight who were away from home, five were still available to radio. Even at that time it was found that whether people went to hotels, camps, private cottages, or boarding houses, approximately two-thirds were still near a radio set.

With the tremendous increase in the number of portable and automobile sets since that time, it is obvious that the potential audience in summer is considerably greater than we have been led to believe. There is no doubt, however, that the industry is in urgent need for more definitive information on listening habits of the summertime audience away from home.

EDWARD F. EVANS
Director of Research
ABC, New York



Each year at this time we are presented with the question: "How important to sponsors is the drop in summertime listening?" As in past years, the answer is still: "Nobody

knows." Audiences in the summer are probably not as large as at other times of the year. Nobody knows how large they are, but it is very probable that they are larger than the industry concludes from its uncritical interpretation of Hooper and Nielsen ratings.

Hooper shows that fewer people are "available" in the summer, particularly in the evening. But to whom are these people not available? To radio? No. To Hooper. The number of car and portable radios, as well as the amount of vacationing and travel, has increased markedly since the war. The probable result is that the ratings shrink in warm weather considerably more than listening does.

And don't blame Hooper. He has warned you time and again against the uncritical use of his figures which, like those of Nielsen, cannot account for listening in cars, vacation spots, etc.

There is a question about summertime radio much more fundamental to the sponsor than audience size. It is this: "Does a good show promote more sales in the summer or in the winter?" Some advertisers may be able to answer this from their own experience. While audiences may be smaller, certain other factors may operate in favor of the summer. First, a good show is more outstanding in

the summer and may exert a relatively stronger influence on the individual listening. Secondly, in the summer, the listener to a given advertiser's show is exposed to fewer competing commercials which tend to "unsell" him from the given advertiser's brand. Until we know something about sales effectiveness of radio, it is impossible to determine the importance to sponsors of seasonal variations in radio.

Another kind of information which would be very useful in connection with this question both to advertisers and broadcasters has never been obtained, though it readily could be. I refer to exact information on what people are doing throughout the day in different seasons of the year. Such a study would cover activities in connection with all advertising media, as well as all other activities. It would show advertisers the relative size of the audience of *all major media* at different times of the year. It would enable broadcasters to adjust program structure to people's interests and activities.

MATTHEW N. CHAPPELL, Ph.D.
The Psychological Corp.
 New York



Since radio programming is not static throughout the year, it is difficult to determine how much of the "summer slump" is due to changed programming and how much to changed

habits in listening. In any case the "slump" occurs mostly during the evening hours. Accurate data on away-from-home listening during the summer is not available, but Pulse studies of automobile and beach listening reveal that its extent is considerable, and that independent sports stations get the lion's share of it.

Analysis of quarter-hour sets-in-use figure for the four summer months (July-October) versus the four winter months (November-February) in 1948 for the five Pulse Cities reveals the following differences:

FIVE-CITY AVERAGE SETS-IN-USE

	Summer	Winter
6 a.m.-12 noon	17.9	19.6
12 noon-6 p.m.	23.7	24.2
6 p.m.-12 midnight	26.4	30.4

The "slump" is not as great as ad-



and Satisfied Clients!

- 8:00- 9:00 p.m. **Chicago Symphony Orchestra**
for Chicago Title & Trust Co. (Wednesday)
- 9:00- 9:30 p.m. **Treasury of Music**
for Chicago Federal Savings & Loan
- 9:30-10:00 p.m. **The Deems Taylor Show**
for Dolcin Tablets
- 10:15-11:00 p.m. **Music Lovers Hour**
for Goldenrod Ice Cream
- 11:00-11:30 p.m. **Community Concert**
for Community Builders

Listening to good music is steadily becoming more popular. 29,000,000 people—one-fifth of the nation's population—are confirmed concert-goers. And WCFL—50,000 watts and 1000 on the dial—offers the finest of music nightly. Sponsors in the tremendously important Chicago market find WCFL an ideal avenue of approach to the vast audience of music lovers. This is clearly indicated by the fine-music program listing above. For information on joining this distinguished music family—and on WCFL rates, which mean lower costs per thousand listeners—get in touch with WCFL or your nearest Bolling Company representative.

WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

An ABC Affiliate

WFBL

SYRACUSE, N. Y.

1ST

in

HOOPER RATINGS

OCTOBER 1948 THROUGH FEBRUARY 1949

in 27 of 40
quarter hour daytime
periods--Mon. thru Fri.

2nd in 10 periods
3rd in 3 periods

WFBL had 13 Quarter-Hour Periods with a rating of 9 or better. No other Syracuse station had a single period with this rating.

Free & Peters will be glad to show you the complete quarter hour breakdown.

HOOPER *Share-of-Audience* Oct. 1948 thru Feb. 1949

WEEKDAY—MONDAY THRU FRIDAY

	WFBL	Station B	Station C	Station D	Station E
Morning	40.2	28.6	20.6	7.1	3.2
Afternoon	38.4	19.4	19.2	12.9	9.6



Ask Free & Peters for the WFBL Market Booklet and Availabilities.

WFBL

BASIC
CBS

IN SYRACUSE . . . THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING

vertised. Networks suffer a drop in listening, which is partly made up by an increase in listening to independents. In New York, despite a drop in total listening during the summer months of 1948, listening to independents was higher than the winter figure. Percentagewise, the independents drew 39.8% of listening in the winter, 45.7% in the summer.

In August, 1948, a survey of automobile radio listening in Boston revealed that sets-in-use between 10 a.m. and 12 noon averaged 22.6, and 33.6 between 2 and 7 p.m. Comparable sets-in-use figures for at-home listening in July-August were 22.7 and 29.4, respectively.

A coincidental study of radio listening at New York beaches on weekend afternoons found more than 75% of the portable radios tuned to independent stations, with sportscasts getting most of the listening.

Away-from-home listening is large, particularly in the summer, but the problem of getting a representative cross-section is difficult. The normal radio audience is made up more of women than men. Conjecturally, leisure-hour listening reflects a greater program selection by men, and this would account for the summer increase of listening to sports and other non-continuous program types on independent stations.

DR. SYDNEY ROSLOW
Director
Pulse, Inc., N.Y.



The question assumes that what happens to radio in the summer is due to what happens to leisure. I am not so sure that the presumed lack of interest in radio in summer is entirely due to the competition which summertime leisure pursuits offer.

The over-all seasonal drop in radio listenership usually begins in March and continues through July, which is the low point. It is certainly due partly to season, but there are some interesting points to be made about it. There is a seasonal rise beginning in August, which is certainly part of the summer. Furthermore, the summer replacement

listenership usually begins in March and continues through July, which is the low point. It is certainly due partly to season, but there are some interesting points to be made about it. There is a seasonal rise beginning in August, which is certainly part of the summer. Furthermore, the summer replacement

"The Louisiana Purchase"

166,470 more Radio Homes now in our primary area!

Power jumps ten times! Radio Homes jump from 59,990 to 226,460!

Everything's up but the rates—in "The Louisiana Purchase." Same rates — 400% more Radio Homes.

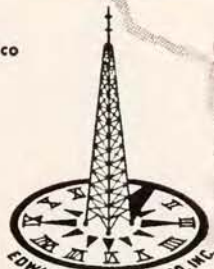
And for the first time these additional 166,470 Radio Homes have full, primary NBC daytime programming.

Figure it any way — the new, powerful KTBS is the best radio buy. Truly—more than ever—"The Louisiana Purchase!"

SHREVEPORT

New York
Detroit
San Francisco
Boston

Chicago
St. Louis
Los Angeles
Atlanta



National Representatives

5,000 WATTS AT NIGHT

KTBS

A BETTER BUY THAN
EVER BEFORE

NOW

710

KILOCYCLES

10,000

WATTS

KTBS

RADIO CENTER
SHREVEPORT

AT THESE PRICES CHOICE AVAILABILITIES
CAN'T LAST LONG! WRITE OR CALL TODAY!

NBC-TQN AFFILIATE



IN EASTERN NORTH CAROLINA TOBACCO IS KING



WGTM

**Covers This Rich
Market... with a
King-Size Voice!**

**Write or phone us or our
National Representative**



"THE VOICE OF
THE GOLDEN PLAIN"

WILSON, N. C.

**5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People**

**NATIONALLY REPRESENTED
BY WEED AND COMPANY**

MUTUAL EXCLUSIVE IN THIS AREA

vogue, born of a desire to save money when the audience was reduced, has actually lowered the level of entertainment and further depressed the ratings, already summer-slumping. And lastly and most interestingly, only two of the four major networks show a marked over-all seasonal variation in the ratings of the shows they carry. The two which carry the bulk of the big variety and dramatic shows, which are most often replaced by summer substitutes, have the biggest ups and downs of their seasonal curves.

This suggests, it seems to me, a very definite possibility that certainly not all, but at least a part of the summer slump may be due to the quality of entertainment rather than competition from summer activities.

An examination of attendance at motion picture theaters lends support to this contention. The monthly index of such attendance during the summer is as follows (average is 100):

May	93
June	90
July	93
August	105
September	102

The only really bad month at this time of the year for the movie exhibitor is June, not the month of hottest weather and not the height of the summer season. Not all theaters are air-conditioned, either, and it cannot be flight from the heat and humidity which accounts for those summer ticket sales. If people know a movie is good, they patronize it even in the summer.

Similarly, with millions of car radios and portable sets providing access to the air even on summer excursions, there is reason to believe that the public will tune in, given the right kind of entertainment.

JAMES L. WOLCOTT
Audience Research, Inc.
New York

SUMMER LISTENING

(Continued from page 25)

boat basins in and around New York, New Jersey, and Connecticut, puts radio-equipped motorized boats at 92% and unmotorized licensed craft at 85%. Since there is a considerable quantity of bottoms which do not anchor at basins, most authorities feel that 85% is a fair figure—until a more detailed survey indicates otherwise.

When boats are being used, their radios are in use today far more than they were in 1940 when the WOR survey reported 31.7% of the radio-equipped craft had their passengers enjoying radio. Sets are better and station signals are better.

The floating radio sets-in-use figures are only indicative, not conclusive. In order to mean a great deal to a sponsor it would be necessary to have figures on usage of the boats (number of hours per week and number of weeks per year). It would be also important to have a current figure on the number of passengers per boat. (It was 4.1 in 1940). However, one thing is sure. This listening is important. There are few distractions when boating. Listeners can't walk into the other room. (At least not on most boats.) There is a socio-economic factor that also should be taken into consideration. It costs money to own and take care of a boat. Boat owners spend money. As a group, there's only one season during which they can be reached—in the good hot summertime.

There are no finite estimates of the number of radio-equipped craft in use throughout the U.S. There is,

**Get the Most out of a
Billion Dollar Market**

**81% OF THE
RADIO
HOMES**

Reach an area with 172,880 radio homes—equal to 81% of the radio homes in the entire State of Nebraska.

**60% OF THE
BUYING
POWER**

Two "Big-Town" hometown stations that reach an area equal to 60% of the buying power of the Entire State of Nebraska.

1 LOW RATE

KBOY KOLN

Omaha

Lincoln

World Insurance Bldg.

Omaha, Nebraska

Natl. Rep: RA-TEL. INC.

SPONSOR

Looking for the biggest?

New York's

biggest

early-morning

audience

tunes to

WCBS



JACK STERLING talks to 263,000 radio families daily. He leads all competition on the air during his broadcast period!

WCBS	2.9	Station C	1.7
Station B	2.7	Station D	1.3

Sterling has held this first place since his debut in N. Y. radio — replacing Arthur Godfrey in N. Y.'s top early-morning spot — Nov. 1, 1948.

Nov. 1948—Mar. 1949, Pulse of N. Y. Average ¼-hour Ratings 6:00-7:45 AM, Mon.-Sat.

Blue Chip Programs at penny-ante prices!

Let's face it! Live-talent program costs are soaring. Television is commanding a place on advertising schedules. And times suggest a little belt-tightening. So, when you shop for local radio, you want to be offered more than air time. You want ideas... sharp, inexpensive ideas with the promise of a real sales hypo.

In short, you want a blue-chip program at penny-ante prices. You want a local show that will compete with network talent... big names, big-time format... a listenable framework for your commercials. Above all, you want a flexible show that can be tailored to your individual merchandising requirements. Right?

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter... a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes win audience for you? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. To get the whole story, send today for the free demonstration discs, full details.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol Transcriptions,
Sunset and Vine, Dept. S-59
Hollywood 28, Calif.

Sirs: Send me your **FREE** demonstration discs,
without obligation.

Name _____

Station _____ Position _____

Address _____

City _____ State _____



however, no question but that pleasure craft usage is increasing every year—and radio listening on board these craft is an every-day occurrence.

While most advertisers admit that radios on boats may have a high incidence, there is a feeling that only a few families have boats. It will surprise many, except those who own boats themselves, that boat ownership is not restricted to the upper-income brackets and each year boat ownership increases.

But even if advertisers want to ignore the major and minor yacht club contingent, it is more difficult to ignore the millions who go to the beach during the summertime. The "beach" is no longer restricted to lakes, rivers, and salt water areas. Pools are now located in every city and town of any size whatsoever. If they're not right in the town, as they are in most metropolitan areas, they are between towns and cater to a number of small population centers. A checkup by a manufacturer of portable radios of 26 pools* throughout the U.S. indicates that one out of every five groups entering a pool brings a radio set with it. In terms of single bathers, this was one radio set for every 14 swimmers (sand or water).

Several of the great pools now sell replacement batteries for standard portable sets. There are a few pools that ban portable radios, but they are the exception, not the rule. Attendance at pools throughout the U.S. runs into the multiple millions daily.

Back in 1939, WOR conducted a survey of portable sets at New York beaches. While WOR dominated listening in the checkup, it must be remembered that it did so during the hours checked (daytime) because of its baseball coverage at that time. Portable sets tuned to baseball during the daytime on beaches back in 1939 represented 54.9% of the sets. On the three beaches checked by Hooper-Holmes in 1939 there were 630 portable radios, of which 474 were in use. The most populous beaches in the New York area were not checked. This was ten years ago. Last year 1,000 people leaving the subway at Coney Island were clocked on what they were carrying to the beach. Three hundred and thirty-eight carried a portable radio or something that looked like one. Lost-and-found department of the
(Please turn to page 51)

* A small sample.

KING

"SEATTLE'S 50,000 WATT INDEPENDENT
WHERE BASEBALL IS "



● ● MERCHANDISABLE AREA
● BONUS LISTENING AREA
SERVING 3,835,800 PEOPLE

● With a Single Contract PACIFIC NORTHWEST BROADCASTERS

- | | |
|------------------------|-------------------------|
| KXL Portland | KXLK Great Falls |
| KXLE Ellensburg | KXLJ Helena |
| KXLY Spokane | KXLQ Bozeman |
| KXLL Missoula | KXLF Butte |

KING Seattle

E A S T E R N Sales Manager . . . Wythe Walker . . . 551 - 5th Avenue, New York City, N. Y.

W E S T E R N Sales Manager . . . Tracy Moore . . . 6381 Hollywood Blvd., Hollywood, Calif.



That's what all buyers of K-NUZ time give the fine results their clients get from K-NUZ's Texas style programming and spot schedules.

**CLIENTS'
SALES
INCREASE
in Houston!**



**AS K-NUZ HOOPERS
INCREASE**

	Jan-Feb.	Feb-Mar.
Morning	11.0	11.9
Afternoon	9.4	10.3
Evening	11.2	10.4

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

P.S. (Continued from page 20)

Weintraub's latching on to 100% of the Kaiser-Frazer account is credited by K-F executives partly to that agency's adroit handling of the commercials on the Walter Winchell broadcast. Winchell alone was not expected to sell cars in the K-F price range, but Weintraub has done a job with the Winchell airings. Just as Weintraub promoted Drew Pearson into a top-selling personality for Lee Hats, just so is the agency building Winchell into an ace car salesman. The switch from a hand lotion to an automobile was made painlessly, which has surprised most advertising men. Nobody doubted Winchell's audience, but there were plenty of doubters as to his ability to move cars.

Television programs have succeeded radio shows as door openers for new accounts at agencies. Practically any account executive who has a fresh idea for a TV commercial program is welcomed by advertising executives, although they frequently tell him that "we're not interested in changing agencies." Three major switches of agencies to be announced this Fall will be traced to TV.

P.S.

See: "The Automotive Picture—Part Two"

Issue: 28 March 1949, page 26

Subject: Chrysler revamps its dealer-sponsored transcribed series with new show.

The recent announcement by the Chrysler Sales Division of the Chrysler Corporation that a "new series" of thrice-weekly 15-minute e.t. shows, modelled after the *Chesterfield Supper Club* and featuring Sammy Kaye's orchestra, is due to start on 16 May is more than just a re-shuffling of a dealer-sponsored program series. It is, for one thing, a tacit admission that Chrysler-Plymouth dealers participating in the series (by actual count, more than 900) wanted a show that would do a selling job, and would no longer accept without reservations a show that could not build a mass audience. It also marks an end to nearly a year of programing the five-minute *Animal World*, a show which was the delight of the humane societies and of dog-fancier David A. Wallace, president of the Chrysler Sales Division, and just about the toughest show in radio to merchandise successfully.

Actually, there had been many behind-the-scenes stresses and strains before the announcement of the new series was made. Many dealers had grumbled about the thrice-weekly *Animal World* series, which earned Wallace a roomful of trophies from humane societies, but did little to promote the service facilities or new cars of Chrysler-Plymouth dealers. Some dealers felt, too, that the manner in which the shows were placed (the agency, McCann-Erickson, had orders to do the timebuying nationally, thus collecting its 15%) was a little high-handed on the part of Chrysler, since any attempt to place the e.t.s. like a mat service, at local rates only brought the 15% agency commission back to the dealer again—billed on his factory Parts Account.

Continuing, however, is the other twice-a-week (Tuesday and Thursday) show in the Chrysler-Plymouth series, *The American Way*. Like *Animal World*, it is a five-minute e.t. program produced and packaged by the ad agency and distributed to the dealers for sponsorship, but unlike *Animal World*, it is designated primarily to meet dealer needs for a show that has the high promotion potential necessary in the current scramble for business in higher-priced auto lines and service.

The new quarter-hour musical e.t. series, *Sammy Kaye Showroom*, will probably run on a Monday-Wednesday-Friday basis on more than 260 stations in all major markets, with the *American Way*, primarily a sports show, filling in on the off-nights.

SUMMER LISTENING

(Continued from page 48)

New York subway system reports hundreds of portable radios lost monthly on branches of the underground that end at beaches. This, it's explained by specialists in why people lose things, is not because the travelers want to forget the darned things (this is the case with many other lost-and-found articles), but because they come to the beaches heavy-laden, rush to get out before the doors close, and thus are liable to leave practically anything behind, including baby.

Average number of listeners to a portable radio in use at a beach varies. If it's tuned to a baseball game it'll run as high as 15. If it's tuned to a disk jockey or other form of music, it'll have an audience no more or less than it would have at home.

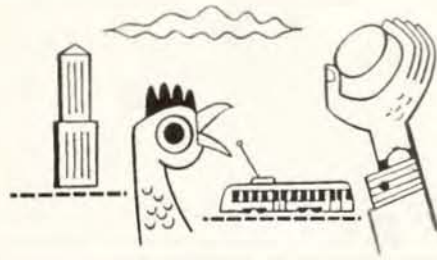
While sales of radio sets for homes have recently declined, the sales of portables continue high. This isn't an accident. Portable sets are in the price range that most families want to pay for a second or third radio. That alone hasn't increased the sales. Dealers push them because they are far less trouble from a service-department slant than other sets.

There's still another reason for portable-set sales. In WBT's area (Charlotte, N.C.) the station is using as many as 20 and as few as 12 station breaks to sell the idea of buying portables, daily from 15 April to 15 May. The station does not sell the "buy portables" breaks, it gives them to the radio industry. . . . And portables are moving out of radio dealers' shops in all the great area served by WBT.

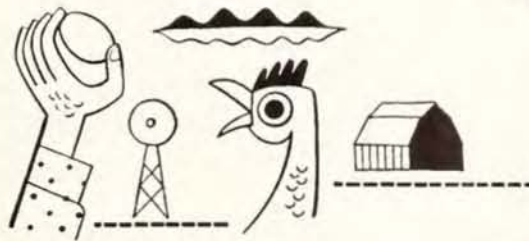
The progressive Charlotte station may have given more time to portable selling than other stations, but WPEN in Philadelphia tied in with the local dealers' association to do the same job—get portables in the hands of consumers who use them—to tune the stations that pushed the idea. WPEN made sure that its promotion produced listeners because every set sold had a special WPEN reminder on the chassis.

Farm areas have been receiving summer-absence treatment from many advertisers. What's forgotten is the fact the farmer in many areas of the U.S. receives as high as 35% of his annual income during June, July, and August. In the Northwest this drops to 24%, but that's still one-quarter of his annual income. In September the

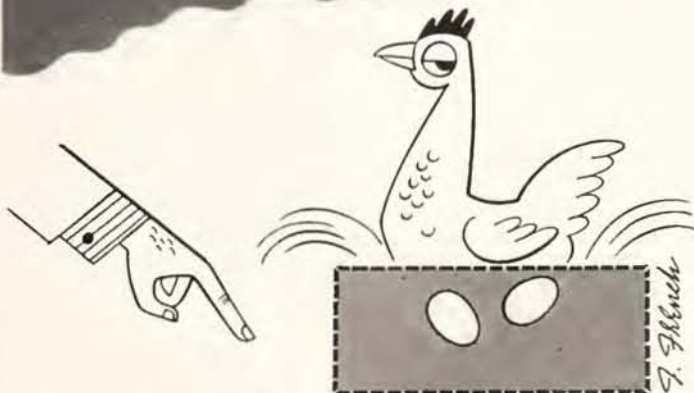
Coverage



not just urban



not just rural



you get both* with

*499,379 RADIO HOMES

WMC

NBC • 5000 Watts • 790

WMCF
WMCT

50 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

Northwest farmer receives 13% of his annual take.

A check-up of the farm buying habits (see *Fall Buying*, page 26 in this issue) indicates that the blue-jean contingent makes up its mind in the humid months. Early fall buying is not determined in the fall but in August and even in some cases in late July.

It's fairly evident that summer listening away from home is high. It's also evident that there isn't too great a decline in listening to daytime serials even at home. (See *Daytime Serials*, page 32). What may be questioned is the buying power of the listeners.

Next to Christmas and ahead of Easter buying is summer-month spending. Over 50% of the American families save for their vacations. Resort and summer clothing takes a good part of the monies not actually spent for accommodations or transportation.

Indicative of the size of vacation expenditures are figures for New York State, which exceed \$1,000,000,000, the figures for the Twin City vacation area, in excess of \$200,000,000, and

the \$116,000,000 spent in the State of Washington by vacationers.

. . . and don't underestimate the importance of automobile radio. In the summer it has a tremendous impact. The State of Washington's visitors (588,000 of them) came 490,000 strong by car, and less than five per cent of these cars were minus radio.

Auto radios are important to listening all year round. In the summertime they're not just important, they're vital.

And don't ever forget, drivers listen to music, sports, and news. The summer radio non-advertiser loses more than he knows—no rating service tells the truth in the summertime. * * *

DAYTIME SERIALS

(Continued from page 33)

ing her fiancé persisted in wearing his hat in the wedding scene. "My head is cold," was his miserable explanation. "Look at him!" wept the actress to the director. "Wearing his hat at a time like this!"

But—to be fair—such fervent dedication is the exception. Most members of a cast read their lines (dressed comfortably), with minimum protest at some of the inanities they must voice. They may not understand why (as will be discussed in another article in this series) most of the taboos and verbal circumlocutions peculiar to soap opera are genuinely necessary. But they have a chore to perform, and they usually do it gracefully.

The customary practice in handling vacations for the serial cast is to write out the part for the period the player is to be away. It's not difficult to send a character away logically from the immediate scene of action, when the situation is planned in advance. In one instance where it was not logical to have the character off the story scene, the writer silenced her with a sore throat. Another actress emitted unintelligible grunts and gurgles for four weeks to signify the presence of the first actress.

While no sponsor ever undertook a study to ascertain exactly how many



listeners would be seriously disillusioned to hear their heroines speak in new voices during summer months, there are great sacks of letters every year that indicate the effect might be deadly among thousands.

This, of course, is due to the strong identification that housewives feel with the heroines and other characters of their favorite strips. When it becomes necessary to replace permanently an actress playing an important role, the producer may use several "gimmicks" to make the transition less noticeable. He may, for instance, have the role written out for a week or two, removing the character from the scene on some reasonable pretext.

The new actress, when she takes over, may imitate characteristic voice inflections of her predecessor. One writer had the heroine undergo an operation on her throat, which accounted for the voice of the new actress. Every producer has his own way of handling the situation. A switch in the lead, however, is often considered so dynamite-laden in its possi-

ble disturbance to listeners that a sponsor executive sits in with agency and package producer (where the agency isn't the producer) to plan the strategy of the changeover.

These problems would seem to arise in part out of the very characteristics that cause women listeners of the Common Man group (65% of the population) to listen so consistently that the soap-opera listening curve drops less in summer than that of any other form of daytime programming. Their strong identification with the program, for example, results not from an active imagination, but from limited powers of imagination and an educated repression of spontaneous impulses.

Another impulsion to year-round tuning of serials by America's Common-Man housewife is that not even vacation time stops her life from being a struggle to control the forces both within (instinctive and emotional) and without (threats to security of home, romance, job, etc.).

There's no magic in summertime that makes the male-female relation-

ship any less startling to the Common-Man wife, or that makes the relationship with men seem less threatening and likely to lead to despair. Daytime folk-tales have a year-round job of helping their listeners face life with a little less antagonism, frustration, and disillusion.

At home or away on vacation there appears to be a strong tendency for serial "regulars" to keep contact with their not-so-fantastic (to them) friends of soapland. While systematic checks of summer away-from-home listening have never been made on a broad scale, some limited investigations have shown the opportunity for serial listening at vacation resorts, and have demonstrated that dealers avail themselves of that opportunity. A Mid-Western agency for a pharmaceutical account discovered that in a certain Wisconsin hunting area and resorts in the Northeast and around Seattle, Wash., 30% of the summer bungalows had radios.

Listeners in the Seattle area sample reported they averaged hearing two

"Arthur Smith and His Crackerjacks" are so exceptional that last year The Billboard awarded them two first prizes as the best group of their kind on any 50,000-watt station in the country!

The prize with these Crackerjacks is a TOP rating!

Buy this WBT prize package and you win a Charlotte Hooper of 6.7—a bigger rating than you'll find on any competing station all afternoon long!* In 94

"outside" counties, Arthur ("Guitar Boogie") Smith and his boys have virtually no Charlotte competition.

To get the big prize that comes with these Crackerjacks, get in touch with us or Radio Sales. Before they're sold.

Jefferson Standard **WBT**
Broadcasting Company

50,000 WATTS • CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES

*Noon-6:00 PM, Monday thru Friday; C. E. Hooper, Oct. 1948 - Feb. 1949

WIP Produces!

**Example
14**

For more than 27 years Gimbel Brothers, Philadelphia has sponsored the "Uncle Wip" program. For the past three years "Uncle Wip" commercials have been devoted exclusively to Buster Brown shoes . . . and Gimbel Brothers, Philadelphia, has become AMERICA'S NUMBER ONE outlet for Buster Brown shoes!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

episodes a week of their favorite daytime program. In all three of these areas, women staying in summer bungalows said they listened to the radio about 20% more than they did at home.

In a diary study covering 100 resort bungalows in still another area, a Midwestern university graduate student found that 52% of the families followed one or more daytime serials. This placed the cliffhangers fourth (after mysteries, quiz, and news) in program types listened to most by all families together.

These bungalows were 99.5% equipped with radios, compared with 80% in the areas mentioned before.

The majority of advertisers still don't like to make premium offers on serial programs in the summer. The most important reason customarily offered is the drop in listening. Still, some sponsors give more weight to such factors as nature of the product, direction of the sales curve, time of previous offer, etc. For instance, Whitehall Pharmaceutical Company in 1947 offered "Perfume Earrings" on *Helen Trent* as late as August, and last year offered "Carnation Earrings" 10-25 June.

Procter & Gamble, on the other hand, usually assigns a special promotion period to each product to avoid multiple overlapping promotions. The Ivory Soap premium promotion starting 1 August last year was one of the most successful in its history.

Premiums are worked into the stories of most serials, starting two or three weeks ahead of the actual commercial offer. This gives the cast an opportunity to build the premium up by sentimental association with the heroine, who usually receives the item, perhaps a piece of jewelry, as part of the story action.

Casts do not always take kindly (in rehearsal) to the coos, gurgles, and exclamations over the item demanded by the script during the build-up. But on the air they competently portray the necessary sentimentality.

Frank Hummert is credited with the idea of the first serial premium offer in the early thirties. The response to his first offer of a picture of *Ma Perkins* was so sensational that the practice has been standard ever since.

Premium offers on Benton & Bowles serials, unlike the customary practice of most others, are seldom written into the scripts of the show. The agency
(Please turn to page 70)



We call 'em "folk singers" in Baltimore

All Baltimore folks aren't opera fans. There's a heap of 'em who think the singing and skylarking of *Slim Stuart* and "THE PLAINSMEN" about the best kind of musical show there is.

You know the format—Happy Birthdays—Dedication Numbers—Instrumental Solos—and a lot of good-natured fun. They enjoy it, the audience enjoys it and we think you'll enjoy the lift they can give your sales. A few availabilities are open Monday through Friday between 5 and 5:30 P.M.

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!



RAY MOFFETT

"Musical Clock," 6:00-9:00 A.M.



HAL VICTOR SHOW

5:30-5:45 P.M.



... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

BUICK Looks Fine for '49 **CUSHIONS**

Hi-POISED
ENGINE
MOUNTINGS



OLSEN AND JOHNSON TAKE OVER THE BERLE TEXACO SPOT ON NBC-TV FOR THE SUMMERTIME, WITH BUICK AS SPONSOR

TV: SUMMER 1949

Showcases for fall

buying will highlight the hot weather months



Summer will not be the network program desert in TV that it is in radio. This doesn't mean that a number of TV network programs won't leave the air, but that new programs are coming to the visual ether that in appeal seem to be just as effective as the shows that they're replacing.

Olsen and Johnson are taking over the Berle spot for a summer break-in period before moving to their own network hour this fall. The theory behind this is that Berle's audience is a slum-bang comedy audience and there-

fore will really go for the loud-mouth routines of the theater's screwball comedians. There was a period in the early days of radio's CBS when this network used a top-flight sustaining program to build up listening for a time period and then sold the time period, not the program, to a sponsor. The advertiser then put his own program in the slot which had been built up, and felt he was collecting upon the previously-developed audience. As a matter of record, some of the commercials lost the audience which had been listening to the CBS sustainer,

and others were able to hold on to it. Admiral, which has been sponsoring its own original music revue on CBS, will give the production a vacation and spend its TV money on the TV version of *Stop the Music*, which it may keep as a vehicle this fall to supplement the revue, if it does as well visually as it has done aurally. *Stop the Music* will cost Admiral a lot less than the \$13,000 which it is supposed to be paying for the revue.

The Goldbergs taking a hiatus doesn't quite make the sense that other (Please turn to page 65)

Do they love us

at McCann-Erickson? or at Roche, Williams & Cleary?

McCann-Erickson

Subscriptions to SPONSOR 19			
Home	8	Office	11
Executives	7	Timebuyers	4
Acct. Exec's	2	Radio Dept	2
Radio Dir's	3	TV Director	1

Some McCann-Erickson clients who subscribe: Cresta Blanca Wine, California Packing, Chesebrough, Columbia Records, Fawcett Publications, B. F. Goodrich, Humble Oil, John Hancock, Lehn & Fink Products, Leisy Brewing, National Biscuit, Ohio Bell Telephone, Pillsbury, Schenley Distillers, Soil-Off, Esso, Westinghouse Electric, Standard Oil.

Says Bill Dekker, McCann-Erickson: "Reading SPONSOR is a must with me. It has to be, with so many of my associates and clients always quoting it. Besides, it's good reading."

Reading SPONSOR, reading it regularly and enthusiastically, is a confirmed habit with thousands of broadcast advertising buyers. And why not? SPONSOR is their magazine, edited 100% for them. Three out of every four copies (8,000 guarantee) go to timebuyers, account executives, advertising managers, heads of sponsor firms. An average of 10¹/₂ paid subscriptions go to people at each of the 20 top radio-billing agencies. *No other radio publication can make this claim.*

Ask any timebuyer . . . or your own national representative.

You're sure to hit home with sponsors and agencies when you advertise in SPONSOR

Roche, Williams & Cleary

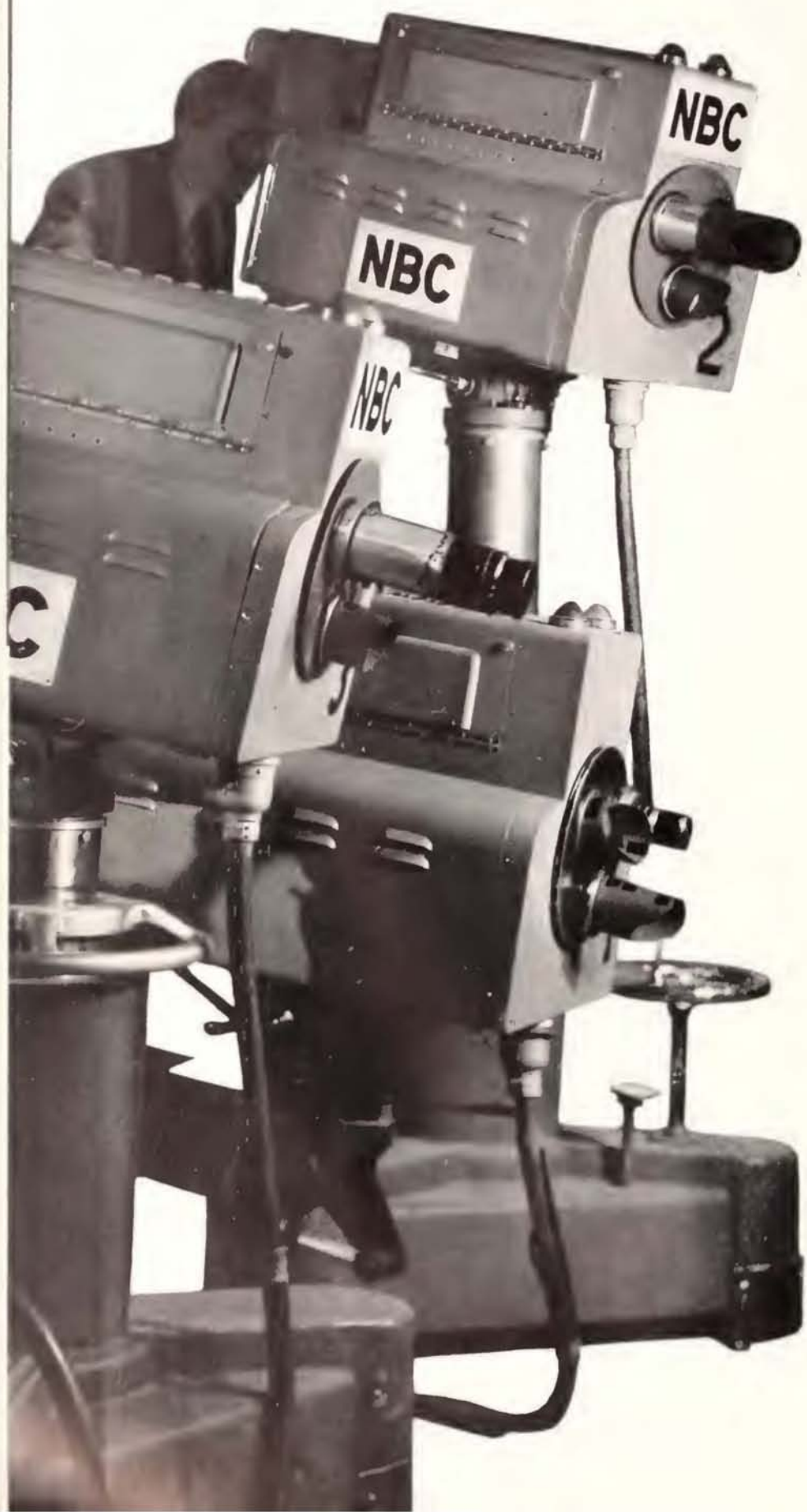
Subscriptions to SPONSOR 8			
Home	4	Office	4
Executives	2	Timebuyers	1
Acct. Exec's	3	Radio Dept.	1
Radio Dir's	1		

Some Roche, Williams & Cleary clients who subscribe: Revere Camera, Sears Roebuck, Studebaker, Sun Oil.

SPONSOR

40 West 52 Street, New York 19

For buyers of Radio and TV advertising



For the
7th consecutive
month,
NBC presents
advertisers
with the largest
average
evening audience
in network television*

**TV Hooperatings - October through April*

Radio Comparagraph in next issue

SPONSORS

Table listing sponsors and their programs, including ABC, CBS, DuMont, NBC, and NBS.

PROGRAMS

Table listing programs and their times, including ABC, CBS, DuMont, NBC, and NBS.

Main program grid showing times (4:15 to 11:00) and network affiliations (ABC, CBS, DuMont, NBC) for SUNDAY through SATURDAY.



Midwest

Spring 1949 (Revised May)

Radio Comparagraph in next issue

SPONSORS

Table of sponsors and their programs, including Adrenal, American Tobacco, Bell & Howell, and others.

PROGRAMS

Table of programs and their broadcast times, including Action Autographs, Amnial 8-way Review, and various news and entertainment shows.

Main broadcast schedule grid showing time slots (4:15 to 11:00) and program listings for stations ABC, CBS, DuMont, and NBC across the days of the week.

TELEVISION'S MOST
POPULAR SPONSORED
PROGRAMS—
8 OF THE TOP 15*

TELEVISION'S LARGEST
NUMBER OF
NETWORK ADVERTISERS
AND SPONSORED HOURS

TELEVISION'S HIGHEST
AVERAGE RATING —
DAY AND NIGHT*

*TV Hooperatings—April

America's No. 1 Network

NBC TELEVISION

A Service of Radio Corporation of America



ask

JOHN BLAIR & Co.

about the
HAVENS & MARTIN
STATIONS
IN
RICHMOND

WMBG-AM

WCOD-FM

WTVR-TV

First Stations of Virginia

RESULTS COUNT



Twenty-seven years of solid growth in AM broadcasting is pretty good evidence that KDYL knows how to make those cash registers ring up sales for its advertisers.

Now—beginning its *second* year in telecasting, KDYL-TV has amply demonstrated the showmanship and leadership that gets phenomenal results for users of this newest medium.



National Representative: John Blair & Co.

TV: SUMMER 1949

(Continued from page 56)

hiatuses do, since it isn't a high-cost show. The same is true of the Arthur Godfrey programs, *Talent Scouts* and *Godfrey's Friends*, which are rating leaders without being pocketbook emptiers. It would seem logical for Lipton's Tea to stay on the air with the high acceptance that iced tea has, but the radio tradition seems to be taking hold of TV before the medium has had an opportunity of establishing itself.

It is the feeling of many TV agency-men that a hiatus makes more sense in TV than it does in radio, since it's difficult to look in on television during the sunlight hours, and since the sun continues to dominate hot-weather viewing in many sections of the nation as late as nine p.m. "To operate in the sunlight will require receivers able to function under the conditions of a higher 'ambient' light* than sets on the market at present," according to an agency director. This particular agency director doesn't question the appeal of TV in the daylight: what he questions is the ability of television receivers produced today to deliver an image that can be enjoyed in the sunlight. Unless receivers are produced that can be viewed in the daylight, hot weather TV is still questionable summer entertainment.

After nine p.m. there is a different approach to TV in the summertime. The problem is not the "ambient" light, but whether or not the viewers will want to look in or not. This is frankly a matter of program quality. With the *Texaco Star Theater*, *Lamb's Gambol*, *Ed Sullivan*, and a number of other cool-weather shows off the air, it's a question whether or not there will be enough compelling visual entertainment being telecast to bring the viewers to their sets.

The new presentation of the *Hit Parade* both on TV and radio may make a Saturday night contribution which hasn't been present during the winter. The new showcases which the networks may produce will have to sell themselves, sans viewing habit, and in a great number of cases sans promotional effort, since TV has not yet been marked by any outstanding promotion intelligence.

The fact that in a large section of

*Light in the room in which the TV set is being viewed.

COSTUMES for TELEVISION!

NOW — Rent COSTUMES

- ... for your Television Shows!
- ... Technically Correct!
- ... over 100,000 in stock!

from Broadway's Famous Costumer...

The same speedy service enjoyed by NBC, ABC, CBS-TV, WABD, WPIX and Major Broadway Productions!

If outside NYC, wire or airmail your requirements; 24-hour service when desired!

EAVES

COSTUME COMPANY

Eaves Building

151 WEST 46th ST. • NEW YORK 19, N. Y.

Established 1870

FOR

SMART

TELEVISION

COMMERCIALS

1 VV RESPONSIBILITY

**2 GET PRICES FROM
VIDEO VARIETIES
BEFORE YOU
ORDER FILMS**



**VIDEO
VARIETIES
CORPORATION**

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

the country there will be live presentations, instead of kinescope recordings, will help. Whereas there has been just one coaxial cable up to this spring, and that has made it difficult for the four networks to compete as networks that's no longer live. With three cables available most the day and night, even though they are one-way networks, summer fare will be far better technically than it was during the winter season. The Midwest hasn't been given much opportunity to produce "great" video, except with Kukla, Fran, and Ollie, and comparatively few ABC presentations. Two-way coaxial cables are important when both ends of the cables are important. That isn't true.

This will be the first summer test of TV. Prior to 1949, TV wasn't a real factor in the humid-weather months. This summer will be a real test for the medium. Will viewers continue to concentrate as they do in the summertime? Will TV compete with the many outdoor attractions and other leisure appeals of the vacation period?

A year from now most of these questions will seem infantile. Today they're the great TV question marks.

BASEBALL

(Continued from page 30)

most of the costly games (where rights are high) have dual sponsorship. In New York only Chesterfield is without a co-sponsor of games. The Dodgers have General Foods and Schaefer Brewing; The Yankees, White Owl Cigars and P. Ballantine and Sons. In Pittsburgh, Sealtest Ice Cream joins the Atlantic Refining.

The almost 200 stations presenting major league baseball are of course but a drop in the bucket of radio's presentation of America's favorite sport. There are hundreds of cities where farm teams of the big leagues or local nines have even more faithful fans than the big teams. There was a time when regional and local sponsors did not realize this, but today the good word has spread far and wide, and the San Francisco Seals, Norfolk Tars, Lynchburg (Va.) Cardinals, Rochester (N. Y.) Red Wings, Baltimore Orioles, and Amsterdam (N.Y.) Rugmakers get just as intense, if not more faithful, listening than major league teams. The difference is that the fame of each team is restricted to a

much smaller area than that of the majors. A few of the smaller teams have widespread followings. The Orioles and Seals are typical examples of such teams.

Play-by-play broadcasts of the smaller teams extend the baseball air figure from 200 to nearly 1,000. This is still not the end of the summer impact of the game. Another thousand or more stations have baseball round-ups, forecasts, and hourly score broadcasts. The scores, inning by inning, are available from most news association wires, and all wire services have special baseball services which permit stations to do a good baseball show or series of programs without working too hard. Thus some stations attract, at certain hours, all the diamond fans in their areas simply by bringing the fans up-to-date on the scores of *all* games. Play-by-play broadcasts do not neglect this detail, but the handling of live games precludes establishing specific times at which scores of all the teams can be aired.

While most games are still daytime presentations, more and more games are being played under lights. In some areas, the teams will not sell the rights to the night games but they are aired in most sections of the country. This is an added reason why network stations find it practically impossible to carry baseball. It means disrupting station schedules both day and night. Only an independent station is in a position to do this. This is as true of television as it is of standard broadcasting. Thus far, the daytime games have presented no problem to telecasting schedules, for most TV stations are not regularly scheduling daytime visual programs at this time. However, when it comes to night games, the problem is just the same with television as it is with regular broadcasting. Thus some network stations are already farming out to independents—or other network stations with schedules which are not as tight—the night games.

Baseball is on the visual air wherever there are teams and stations. In a few areas night games are restricted. Thus far, only major league and a few big minor league team games are being telecast. The number of markets covered by television is comparatively small (34), and many of these are not major league markets.

Baseball sponsorship (play-by-play) is not an inexpensive advertising



STUMPED!

She says she'll marry me but refuses to leave town to go on honeymoon. Says she won't risk missing her favorite KXOK programs. What'll I do?

Anxious

Dear Anxious:

No reason why your bride should miss ANYTHING on her honeymoon. Go on your honeymoon anywhere from west-central Missouri to Indiana, from Iowa to Arkansas. KXOK's powerful signal can reach her any hour of the day or night, even into Tennessee and Kentucky. Any John Blair representative will gladly help set your itinerary.

KXOK, St. Louis

630 on your dial



*3 Beauties
of the Deep South*

1. STUART PRESCOT HOUSE in Baton Rouge, Louisiana. This mansion, over 100 years old, has always been owned by the Prescott family. During the Civil War it was used as a hospital by the Union Army.



2. SUGAR CANE HARVEST at Poplar Grove Plantation, near Baton Rouge. Louisiana's 1948 sugar cane crop — 5,256,644 tons — represented 85% of the cane grown in this country for the production of sugar. Another valid reason why WWL-land is above the national average for increased income, increased buying power and general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

**The greatest selling power
in the South's greatest city**

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE



Represented Nationally by The Katz Agency, Inc.

On **WOW**
 The Sponsor
 Gets The
CAPITAL GAINS!

NOTE...

these observations on Radio WOW's Fall-Winter Hoopers... compared with a year ago.

- ★ The "Quiz Kids" (NBC) had a 7.9 rating a year ago—this year it's an 11.1.
- ★ The Skippy Hollywood Theater (National Spot) had a 13.1 rating a year ago and this year it is 16.6.
- ★ The Fred Waring Show (mornings) had a 5.5 a year ago—and has a 6.7 this year.
- ★ "Amos 'n Andy had a big fat 30.0 on WOW a year ago. This year, on "Station B" it has a 13.4.
- ★ "Ma Perkins" (NBC) had a 6.9 a year ago. This year it has an 8.6.
- ★ "Screen Guild Players" had a 14.2 last year on "Station B". This year it has a 19.9 on WOW.
- ★ "Can You Top This?" had a beautiful 17.1 a year ago on WOW. This year, on "Station D", it has a skinny 4.9.
- ★ "The Hit Parade" had a nice 23.5 a year ago and a whopping 27.2 this year because it "stayed put".
- ★ The 10 o'clock (night) news on WOW came up with a nice 19. The 5:30 PM news with a 16.4; the noonday news with a good 10.3.
- ★ The "Phil Harris" show has a whooper-duper 30.3 this year—a 25.3 a year ago!

These are OMAHA HOOPERS. Outstate WOW's leadership is as good or better!

That's why WOW *alone* will do your advertising job here.

RADIO
WOW, Inc.
OMAHA
 5000 WATTS • 590 KC
 JOHN J. GILLIN, JR., PRESIDENT
 JOHN BLAIR, REPRESENTATIVE

medium. Chesterfield's budget for the Washington Senators and New York Giants is in excess of \$750,000 and the budgets of Goebel, Griesedieck, and Atlantic are not hidden in the shade by this figure. Games require a considerable amount of air time. Even though all baseball airings are sold on a package basis that has little or nothing to do with the rate card of the stations involved, it's still a lot of money for an advertiser, even if it isn't for the stations. Even commitments for the sponsorship of the home games of a small club run into real advertising money. It's a major decision for a men's clothing firm like Mortan Men's Shop in Amsterdam, N. Y., to sign a contract to sponsor the broadcasts of the 60 home games of the Rugmakers over WCSS. However, there are ways in which advertisers are able, during the hot weather, to collect upon baseball without paying time charges for two hours or more, plus the charges for rights. Baseball delivers a special audience for sponsors of baseball warmup and afterpieces. These 15-minute sessions have audiences that in size compare with fans who listen to the games. (The game audience must not be looked upon as one that stays with the games for the entire nine innings, as the latter represents but a small portion, except during crucial or World Series games of the baseball listeners.) Where the sportcaster is a name or has a following, these pre-game and post-game sessions are top buys. For some reason yet to be determined, men's clothing retailers lead among the sponsors of these sessions. Soft drink and hot dog purveyors also get in on the act somewhere along the line. While most soft drink-hot dog sponsors do not have franchises to sell at the ballparks, the listeners aren't at the ballparks, either. There are hundreds of advertisers who get in the baseball act without sponsoring either the games themselves, the warmups, afterpieces, or the round-ups. These sponsors buy station breaks before and after the games. In some cases, contracts make it possible to buy breaks during the games themselves, but this is the exception, not the rule. It is in the break spots that watches, drugs, soft drinks shine. Men's clothing retailers yen these breaks also but since most breaks are restricted to 20-second announcements, retailers don't feel they can do enough "sell" to justify the expenditures. Where break-

time permits of 30-second or longer announcements, then the local haberdasher sneaks in and finds a real audience. There is cooperative advertising money available to men's wear retailers for baseball game announcement advertising, and bigger retailers buy it—when they can.

Baseball and summer are synonymous. Sure, it starts in March-April and ends with the World Series (September-October) but the nation's fans take out their frustrations and the gang—in the good old summertime. And they listen when they take a 15-minute break from the production line and when the sun's high and the coat's off.

Current check-up says that there'll be 1,800 sponsors riding the coattails of baseball broadcast advertising this summer.

... and the top audiences in the daytime will be attuned to "b-a-t-t-e-r u-p-p-p-p."

FALL BUYING

(Continued from page 26)

how August advertising for September selling pays, but we think we've developed a formula that belongs to us and we aren't ready to reveal it, yet."

The stores use some broadcast advertising (where they're radio-conscious) for this pre-selling, but since department stores are not leaders in the use of broadcast advertising, they serve in this case merely to underline the fact that the summer is a good time to sell for fall buying.

Consumer buying is currently off anywhere from ten to 20%, but bank deposits continue up. There is a great reservoir of buying which is ready to be tapped when consumer confidence has returned. The problem currently isn't an absence of cash reserves but of a public willingness to spend what they have. Tales of increasing unemployment, although seasonal, pile on to tales of decreasing buying to create a backlog of product at the retail level. This has retarded movement of consumer products from manufacturer to retailer, and thus has caused layoffs and curtailed production schedules. As soon as the desire for that summer vacation starts, bank accounts will stop being a one-way street and at least for ten weeks a great portion of the public will loosen their belts and enjoy a little spending.

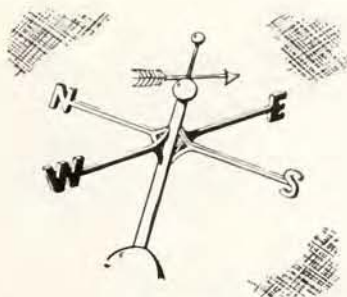
(Please turn to page 71)

9 More Significant Facts For Radio Advertisers

(About Mutual)



New Week-Night Shows. Gabriel Heatter, Mutual's traditional 9:00 PM high-spot, moves, April 25, to 7:30 NYT. Our new schedule, featuring sequences, will have new listener appeal. Watch for it.



The Network For News. Swift, accurate, complete U.S. and world news is a Mutual forte: current "beats" keep us "up there." Name commentators and Special Events round out our listened-to News Shows.



Foreign Correspondents give us on-the-spot coverage, help us stay ahead. Our 19 newsmen are in Europe's capitals and in "hot news" spots—from Shanghai to Tel-Aviv, Seoul to Istanbul, Cairo to Manila.



"Million-Two" Plan. For advertisers who can spend \$630,000 net annually for time, this Plan provides maximum value and flexibility in network radio; schedules, station line-ups, etc., are tailored to fit.



Package Plan, for advertisers using Full Mutual Network, provides three advantages: 1. maximum discounts; 2. all new Mutual stations added without cost; 3. credit for stations leaving the web.



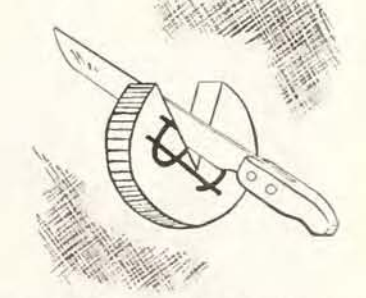
The Smaller Budget need not find the door to network radio closed. Mutual has a Plan to encourage the "small" starter and help him grow. The Plan is so sound even big advertisers use it in testing.



Rate Guarantee for One Year. "Going back for more money" to meet rate increases upsets yearly advertising budgets. Mutual is now the only network which gives a 12-month time-rate guarantee.



"Kid Shows." With "Tom Mix," "Superman," "Captain Midnight," "Straight Arrow," "The House of Mystery," Mutual leads in presenting great entertainment for the youngsters; *and makes sales too.*



Lowest Cost per 1,000 Homes covered. Example: a Nighttime Quarter-hour Strip, Full Network, time cost only, based on Nielsen Network Audience Study—Mutual: 91¢. Others: \$1.07, \$1.21, and \$1.30.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

DAYTIME SERIALS

(Continued from page 51)

does not believe their writers should be forced to alter storylines via artificial developments that must be accounted for, in order to "sell" the premium. Premiums are usually handled altogether in the commercial time of the show.

Whether or not most listeners appreciate this agency policy is a question. But there's no doubt that writers and cast call it blessed. The cast of

Portia Faces Life (a Benton & Bowles show), for the first time in the history of the show, will record three weeks of scripts this summer. This will enable the storyline to unfold normally and leave the entire cast free during this period.

The idea was still in the talking stage (as SPONSOR goes to press) at Compton and Dancer-Fitzgerald-Sample, other agencies with a large number of serials.

Getting three weeks ahead on scripts instead of two (the customary num-

ber) isn't a major problem for most writers. Getting three months ahead, as one writer did, in anticipation of a long Florida vacation, could cause unexpected problems. The writer drove himself day and night to build up the backlog of scripts. The agency okayed them.

Then a sponsor executive decided he wanted a different storyline. By this time the writer had become so involved in his own fantasy that he couldn't delete from the lives of his characters the events he had already created. The agency paid him for his scripts and assigned him to writing another serial, but he still took that vacation. While the season of the year may not have a great deal to do with daytime serial plotting, the lives of the radio-created characters do. While this author vacationed he had to bone up on what his new cast of characters had done.

Which isn't what daytime serial listeners do. They listen 12 months a year. They know. * * *

SURE COVERAGE
IN A *Booming* OKLAHOMA MARKET

KTUL'S swiftly developing 26 county area packs an \$878,744,000 buying income punch—with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.

KTUL TULSA
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH **KOMA**, OKLAHOMA CITY



WANNA GIT THE REAL McCOY (Ky.)?

If you're hankerin' to reach the genuine McCoy (Ky.), it can be arranged. But not by WAVE — we doubt that we can be heard down there, even if they ain't feudin' and fussin' . . .

But around Louisville, it's different! WAVE does a terrific job throughout the 27-county Louisville Trading Area — and our unarmed listeners have 46% more spending power per family than the people outside our area!

So forget the McCoy's, Pal, and let us give you the folks you really need in Kentucky — the law-abidin', money-spendin' people around Louisville!

LOUISVILLE'S WAVE
NBC AFFILIATE . . . 5000 WATTS . . . 970 KC
FREE & PETERS, INC.
National Representatives

FALL BUYING

(Continued from page 68)

It's hoped by many financial authorities, that the increased demand for the many articles which are part and parcel of summer living may curtail the downward spiral of buying. Already the spending by summer resort hotels, railways, and airways is being felt by stations. The days of "no reservations," overfilled trains and planes have passed. Transportation organizations can handle all the traffic that yens travel. Manpower and womanpower are available for resort hotels and many areas are overbuilt and thus expect to have to fight for business. Thus the vacation urge is being nurtured early this season. Newspapers have published some of the biggest advance vacation sections in their histories. Department stores have switched from Easter to summer-vacation-wear promotion almost overnight—after clearance sales. The publicity departments of the vacation-minded areas, New York, Minnesota, the Pacific Northwest, and New England (to mention four) are hard at work playing on the get-away-from-it-all urge.

This all adds up to a concerted attempt to break down the deflationary tendencies which are now indicated all over the nation. The nation's pocket-book can be opened this summer, and a number of stations, with the Twin Cities' WCCO showing the way, are making radio-advertising history by overcoming more than a decade of negative tradition.

Starting with summer promotion and a planned campaign to bring back advertisers to the air during August and early September instead of October, there is a unique opportunity for broadcasting advertising to set the pace for industry. Buying this fall must be stimulated. It can only be stimulated by what is done in the vacation season. That is the feeling not only of those who will profit from increased advertising, but also of important figures in finance, including key men with the Federal Reserve, U. S. Department of Commerce, and the Treasury Department. The same feelings will be found at the U. S. Chamber of Commerce.

To stimulate fall buying—summer advertising must be placed on the air so that it reaches America wherever it vacations. There are no territorial barriers to broadcast advertising.***



14.3 Hooper rating on WHAM

ROCHESTER, N. Y.

"WHO'S TALKING?"

Listeners actually hear
Celebrities give clues about themselves

plus A MERCHANDISING "HOOK" THAT
GUARANTEES TRAFFIC TO THE SPONSOR

Now available in a few markets — Wire or Phone

HAL TATE RADIO PRODUCTIONS

192 N. CLARK STREET • CHICAGO 1, ILL. • Phone RAndolph 6-6650

Those in the Know...

KNOW!

The more careful
you are in the selection
of your Miami Station
-- the more certain you
are to buy WIOD!



WIOD

FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

In Miami
It's WIOD
In Miami
It's WIOD
In Miami
It's WIOD
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It's WIOD

All WIOD-AM programs are duplicated on
WIOD-FM without extra cost to advertisers

SUMMER REPLACEMENTS

(Continued from page 37)

whodunit and crimeshows, like *Mr. District Attorney*, *This Is Your FBI*, *Suspense*, and *Fat Man* (all are in the "First Fifteen" of 1-7 April), as well as *Sam Spade*, *Mr. and Mrs. North*, *House of Mystery*, *Lone Ranger*, *Imer Sanctum*, *True Detective*, *Nick Carter*, and *Sherlock Holmes* stay on during the summer months, without a break. Besides the important factor of low cost, the sponsor of each of these (and

similar adventure-mystery shows that go on for 52 weeks a year) has found that mystery programs draw well and acquire sizable ratings in the summer. Also, each of these shows is sponsored by an advertiser whose product sells just as well in the summer as it does in the winter, and for some, even better. Only one mystery show of any consequence, *The Shadow*, takes a straight hiatus, and that only because its sponsor (D.L.&W. Coal Co.) has a product that would be wasted on the summer air. Most of the daily news

shows with the exception of Campbell's Edward R. Murrow and P&G's Lowell Thomas, will go on through the summer for much the same reasons that low-cost dramatic shows like *Dr. Christian*, *Grand Central Station*, and *Armstrong Theater*, and the mystery shows go on for 52 weeks—despite the reduced potential of summer audiences, their advertisers feel that 52-week expenditures bring a 52-week business.

Television, for the first time this year, will see some shake-ups in programming during the summer months. Texas' top-rated TV show, the *Texaco Star Theater*, is due to go off the air for a 13-week period (as will the radio version on ABC) while star Milton Berle takes a well-earned rest. Into the Berle spot will go Buick's new Olsen and Johnson TV package, which the Kudner agency has been trying to place in a choice one-hour slot on either NBC-TV or CBS-TV for some time. Buick, anxious to get on the TV air for a shakedown cruise with the new show, will move to another spot somewhere in the fall. Another major TV show, the *Admiral Broadway Revue*, also gets a 13-week layoff, with a series of Hopalong Cassidy films

B M I



No more fishing...

for timely scripts on national events

When the calendar calls attention to frequent national events, are you ready with a program, or with music that is suitable? Will you begin a last minute search for facts and songs that fit the occasion?

* * *

There'll be **NO FISHING FOR CONTINUITY** when you receive your special editions of BMI's "According to the Record" program scripts.

Half-hour, smooth, well-written scripts, and timed to the times, "According to the Record" is ready for your immediate use.

Scheduled for the coming weeks are:

- Marine Aviation Day—May 22
- Richard Wagner's Birthday—May 22
- Memorial Day—May 30
- D-Day—June 6
- Robert Schumann's Birthday—June 8
- Edward Grieg's Birthday—June 15
- Father's Day—June 19

This BMI Continuity Service and many others are yours under your BMI license

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

**SPOT
RADIO**

sells the millions that buy

ASK

REPRESENTING

YOUR

LEADING

JOHN

RADIO

BLAIR

STATIONS

MAN

**JOHN
BLAIR
& COMPANY**

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

bridging the summer period. Other Admiral money will be around TV this summer, however, since Admiral is buying into ABC-TV's Thursday-night version of that network's high-rated 52-week giveaway show, *Stop The Music*. The primary purpose in this maneuver is to give the *Revue* cast a rest, while Admiral maintains its aggressive 52-week selling campaign in TV to keep up the sales curve on TV sets and refrigerators. As SPONSOR goes to press, replacements are being discussed for the various Arthur Godfrey TV shows, *Suspense*, *The Goldbergs*, and *Mary Kay and Johnny*, and others, with most of them following a pattern comparable to similar shows in radio.

The P. Lorillard Company (Old Gold), unlike Admiral feels there is just as good an audience for both TV and radio shows during the summer months. Lorillard will continue the TV and AM versions of its popular talent show, *Original Amateur Hour*, on DuMont and ABC to earn the sizable 52-week discounts, as well as to keep up Old Gold summer sales.

A few shows, like *Theatre Guild*, Edgar Bergen, and Bing Crosby, this season will have summer replacements

that are not really replacements in the strict sense, but rather something to mark time until the fall when each of these shows either changes networks or sponsors or both. U. S. Steel's *Theatre Guild*, for example, will have the NBC Summer Symphony holding down the time slot that *Guild* will occupy this fall.

This, at the moment, is the situation in evening programing for the coming months, both in radio and TV. Daytime radio (and what daytime TV there is) will largely be unchanged.

While daytime radio's continuous, 52-week serials have built a steady habit of listening that carries through the summer months, evening programing will again this year be a patchwork quilt of substitutes and compromises during the vacation days. This despite the fact that research recently conducted by the Psychological Corporation indicated that 81% of radio's regular nighttime audience would continue to listen at night—if summer evening radio fare was as good as it is in the winter. * * *

IF YOU SELL GROCERIES IN CHICAGO

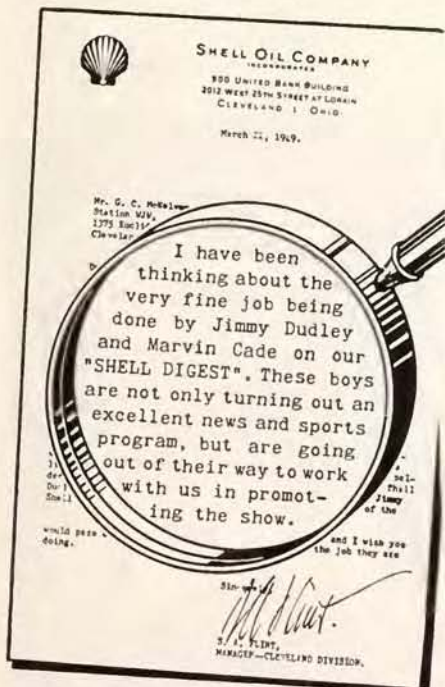
You need

WAIT's

GROCERY-STORECAST



An excerpt from a letter to Cleveland's Chief Station



The Only Radio
Consumer + Point of Sale
Promotion
of its kind in America

HERE'S WHAT IT OFFERS YOU! A daily half-hour food show over WAIT that reaches into the homes of America's second largest market that drives buyers into 460 National Tea Stores. (2) All-day Storecast in 100 National Tea Supermarkets to force sales at point of purchase. PLUS—complete merchandising, display-checking, and sales-reporting service on 100 stores delivered to you every two weeks. A PROVEN SUCCESS! Get details NOW!

Storecast is available to all supermarkets

In the center of the dial
in
CHICAGO

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

5000 WATTS **WAIT** 360 No. Mich. Ave. Chicago 1. ILL.

REPRESENTED BY: RADIO REPRESENTATIVES, INC.

BILL O'NEIL, President
WJW
CLEVELAND
5000 WATTS
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



All in One Package

WMBD has wrapped up a larger share of Peoria's listening audience than the two nearest Peoria stations combined and is ready to deliver it to you.

Twenty years before any other radio station was established in this rich territory, WMBD had learned how to entertain and sell Peoria.

That's why national advertisers buy more program and announcement time, by far, on WMBD than on any other Peoria station.

WMBD DOMINATES Peoria



See Free & Peters

WMBD

PEORIA, ILLINOIS

AM

FM

CBS AFFILIATE
AM 5000 watts
FM 20000 watts

40 West 52nd

(Continued from page 6)

We realize that your story was handled as a summary of BMB findings, rather than a complete report, but the omission of a Springfield station is likely to raise a question in the minds of your readers as to our membership in BMB, which we have supported from its inception. Or, another reader might assume erroneously that only the top stations were listed and that WTAX was not one of them. As you know, that is not the case, and a brief reference correcting any wrong impressions would be appreciated.

OLIVER J. KELLER
Manager
WTAX
Springfield, Ill.

• The BMB test reports referred to were not intended as complete reports of each city listed, which explains the omission of WTAX. BMB test reports for this station, tops in its area, during October-November, 1948, reveal the following percentages:

Average Weekly % of homes	Average Daily % of homes	Hoopar Share of Audience
92	Daytime 75	30.8
91	Nighttime 74	39.3

R. R. HOUR RESULTS

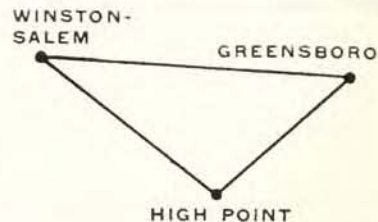
On March 7, 1949, we offered on *The Railroad Hour* to send a copy of the new edition of *Quiz on Railroads and Railroad* to anyone who would write *The Railroad Hour*. Transportation Building, Washington 6, D. C. We have now had an opportunity to tabulate and analyze the response, and I think you will be interested in the results.

For a period of three weeks following the offer, we received a total of 33,374 requests. Nearly 87 per cent of them were from adults (62 per cent from men and 24.8 per cent from women), while slightly more than eight per cent came from children. The balance were unidentifiable.

More than 14 per cent of the people who requested copies of *Quiz* wrote comments about the program. Of these comments, 5,554 were wholly favorable, nine were mixed and only one was unfavorable.

It was possible from the requests to identify the occupations of 5,752 individuals. Of these, 3,467 were teachers or students; 136 were professional

NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

\$271,683,000. Retail Sales

\$410,987,000. Buying Income

* Copr. 1948,
Sales Management Survey of Buying Power;
further reproduction not licensed.

Saturated by

**THE STATIONS
MOST PEOPLE
LISTEN TO
MOST!**

WSJS

(AM) WINSTON-SALEM (FM)

THE JOURNAL-SENTINEL STATIONS

NBC

AFFILIATE

Represented by
HEADLEY-REED COMPANY

people; 994 were businessmen; 554 were railroad employees, and the balance were in mixed categories. Thirty-four requests were received from libraries.

Speaking generally, the mail indicates an intelligent class of listeners. With the exception of perhaps five per cent of the inquiries, the cards and letters were properly addressed, were in legible handwriting, and in general indicated high-grade listeners. A number of them referred to the commercials, and in every case where this was done, the comments were favorable.

ROBERT S. HENRY

Vice President

*Association of American Railroads
Washington*

"SPORTLOG" RENEWED

Last year, as SPONSOR reported, the Webber Motor Company brought the entire KOIL Sports Package and that was news. The KOIL-Webber association has been so successful that the popularity of the program demanded a repeat. The coming year of the KOIL-Webber *Sportlog* will be better than a repeat; it will be a bigger and better *Sportlog*.

CHARLES F. FRANSEN

Promotion Manager

KOIL, Omaha

SUCCESS STORY THANK YOU

I feel that SPONSOR continues to be a refreshing stimulus in the radio trade paper field, and I sincerely hope that you will continue to attempt the "new" and the "novel" in your article selection. As I have told you verbally, I think the radio industry owes SPONSOR a debt of gratitude for the tremendous "success story" files available to us thru SPONSOR.

NORMAN KNIGHT

Eastern Manager

Station Relations

*Mutual Broadcasting System
New York*

SUMMER ISSUE WELCOMED

I am very much interested in fact that your 9 May issue will be devoted pretty much to digging in and getting the facts on summer time advertising which has proved to be such a bug-a-boo. This strikes a responsive chord in my heart as for many years, and I might say going back many, many

Yes KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*



*ASK ANY JOHN BLAIR MAN TO PROVE IT



FIRST IN THE

QUAD
Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. **FM** 47 Kw. 103.7 Mc. **TV** C.P. 22.9 Kw. visual and aural, Channel 5

**Basic Affiliate of NBC,
the No. 1 Network**

The November 1948 Conlon Survey shows WOC First in the Quad-Cities in 60 percent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives



for
**NETWORK
CALIBRE
PROGRAMS**

... at local
station cost

See your station
representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.



The Biggest Year in its 26-Year History

WSYR ACUSE

... in 1948 carried the greatest
volume of advertising ever
broadcast by a Syracuse sta-
tion—

- **FIRST** in Network
- **FIRST** in National Spot
- **FIRST** in Local
- **FIRST** in Total Advertising
- **FIRST** in Popularity with
Syracuse and Central New
York Listeners
- **FIRST** in Merchandising &
Promotion
- **FIRST** in Coverage Area

WSYR ACUSE

570 kc—5000 watts

Headley-Reed, National Representatives
NBC AFFILIATE IN CENTRAL NEW YORK

years ago even while I was in the news-
paper business, the only way, both in
radio and the newspaper business,
that I kept my end of it up was through
special summer promotion that really
kept going after the vacation end of it.
I am thankful to say that it resulted
in many thousands of dollars worth
of business during the summer time.
Without it the old summer time would
have looked a little forlorn. We used
many different angles in selling the
local retailer, and vacation resorts,
hotel, and other classifications. But
as stated above, it did prove successful
and resulted in many thousands of dol-
lars worth of business. So I welcome
this issue very much and also think
you are to be congratulated on step-
ping out and doing this kind of job.
Summer time business it seems to me
has been a good deal like Mark Twain's
old saying "everybody talks about
the weather but nobody does anything
about it."

JOHN G. BALLARD,
Director, National Sales
The Nunn Stations

JELKE'S RADIO-MINDED AD. MGR.

Effective May 2, I am joining the
John Jelke Company of Chicago as
advertising and sales promotion man-
ager. I would appreciate it if you
could redirect SPONSOR from station
WVET to my new baliwick. Inci-
dentally I think your book is swell
and makes good reading every issue.

HARRY W. BENNETT, JR.
John F. Jelke Co.
Chicago

CAMPAIGN HELPED SEPTEMBER

In working up a presentation on our
summer selling campaign for Merle
Jones* to give at the CBS "O & O"
managers meeting in March, we dis-
covered that while September was a
vacuum month insofar as "starts" of
new contracts was concerned, it was a
high month for increased billing over
1947. Here are the exact percentages
for the billing increases using May
billing as a base: June was 94%, July
was 88%, August was 90% and Sep-
tember, 105%. These figures surprised
us since we thought September would
be low because of the few new con-
tracts which started in that month.

TONY MOE
Sales promotion manager
WCCO, Minneapolis

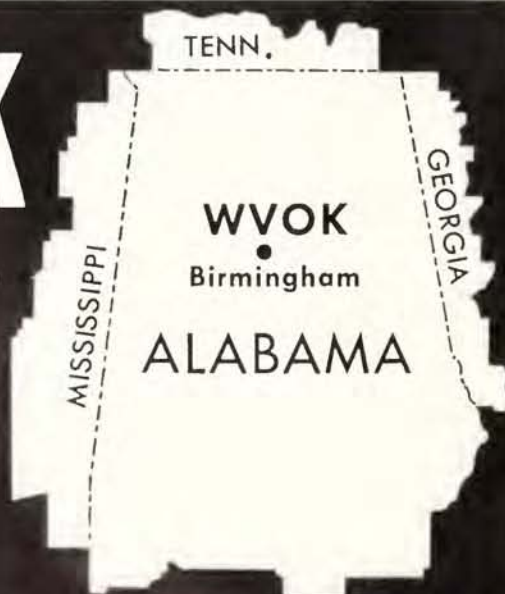
*WCCO manager.

**WHY buy just the Birmingham area?
Buy all Alabama for less on WVOK**

WVOK

**10,000 watts
690 Kc.**

**Alabama's most
powerful A. M.
station**



Primary Mail Coverage Map

WVOK

IRALEE BENNS
President
WILLIAM J. BRENNAN
Commercial Manager

**Voice of Dixie
Birmingham, Ala.**

SUMMER SUCCESS

According to Mr. Tom Glasgow, Carolina distributor for Motorola radios, there is overwhelming evidence that a 1948 summer radio campaign increases his sales of Motorola radios 76% above summer sales of the previous year.

In April 1948 Mr. Glasgow sponsored three 15 minute periods of Grady Cole time over WBT, Charlotte, from 7:40-7:45 a.m., plugging Motorola.

On September 1, 1948, sales of Motorola radios in the Carolinas for the period April through August were checked against sales for the same period of 1947. Tom Glasgow states "Motorola home radio set sales for these five months in 1948 76% ahead of the same months in 1947. I feel sure that some other factors must have helped do this *but the Grady Cole program is the only major and additional difference between the two operations that I know of.*"

J. R. COVINGTON
Radio Station WBT
Charlotte, N. C.

The Swing
is to WHB
in Kansas City



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by
JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILUNG, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT



It's an Ill Wind that Somebody Blows Good

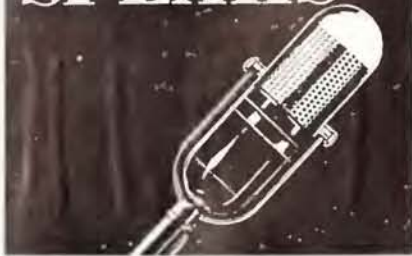
Repairing ill pipe organs or making new ones, sounding B flat or the kuell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's *heard*—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine*.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

SPONSOR SPEAKS



Kiss the hiatus goodbye

If you're one of many sponsors who has allowed his air advertising (and sales) to slump in the summertime, this issue of SPONSOR may contain very good news.

Herein is proof, corralled in one publication for the first time, that air listening is high in the summertime, that the hot months of July, August, and September warrant special consideration by your advertising department and advertising agency.

For instance . . .

Did you know that only 1.4% of the nation's population is away from home at any one time (see *Don't Underestimate Summer Listening*, page 23)?

Did you know that listening to day-

time serials continues at a high level throughout the dog days (see *Serials are Hot in the Summertime*, page 32)?

Did you know that many an advertiser has discovered that baseball sponsorship is the road to results (see *Baseball: 1949*, page 30)?

Did you know that a 1948 diary study indicated that 99.5% of all summer bungalow colonies had one or more radios, and that the listening continued approximately one hour longer during an average day than "at home" listening (see *Don't Underestimate Summer Listening*, page 23)?

So, before you decide on an advertising siesta this year, we hope you'll find time to check our facts and figures. The result may be a shorter vacation for your air advertising, but a more enjoyable one for you.

The Lively Corpse

Publicity hasn't been kind to radio during the past few months.

As a matter of fact, we can hardly blame the sponsor who, hearing on all sides that radio is gasping for breath while the colossus television rises in its place, takes it all in.

Nor do we blame the space salesman who, seizing his golden opportunity, calls attention to the latest blast prophesying radio's early demise. After all he's willing to believe what he hears. Why shouldn't he use what the experts are saying and the FCC hinting.

But is it true?

Does television sound the death-knell of radio?

Without taking anything away from television, we simply can't see it.

We've looked carefully into the situation, and all we can see is the continuation of radio as a powerful advertising force for the next decade. We refuse to prophesy beyond that.

Speaking of the next several years, radio is going to be a mighty lively corpse. We think that, sparked by some strong selling tactics and creative programing, radio will show the other media a thing or two on how to win listeners and advertisers. Do we have facts? Sure. And we're publishing some highly useful ones in our 23 May issue. Don't sell radio short!

Don't do it!

The summer is not just a good time to sell, it's a vital advertising season. Agencies, advertising departments of manufacturers, and even sales executives are apt to relax in the summertime—to take it easy. It's good golf weather. The shores beckon. The outdoor air is redolent of the forest—of growing things. The children cry for daddy.

Result?

The great temptation—to sit back and collect upon what winter's labors have brought.

That would be disastrous if it were continued this summer.

Applause

Making Hay while the Sun Shines

Today, more than at any time during the past ten years, stations and networks are thinking in terms of selling summer broadcast advertising. In 1934 and 1935, the networks used grey matter to counteract the trend towards going off the air in the summertime, and they made some progress at that time. In the interim, sales effort has been at a minimum, and policy thinking has been in the form of using dollar and frequency discounts, rather than aggressive selling to keep advertisers on the air all through the dog days of July and August.

This type of thinking might have continued indefinitely if it hadn't been

for WCCO's decision last year to collect upon the fact that Minnesota is a great vacation territory, and that hot weather business is especially good in the Twin Cities. WCCO, a CBS O&O station, was able to sell the powers-that-be in New York on allocating real money for a summer-selling campaign. Under Merle Jones' direction, the station went all out to "sell 'em while they're hot" and each step in the project was planned like a veritable war campaign. Nothing was left to chance. WCCO knew that it was attacking inertia and the summer tradition of do-nothingness. There was a definite objective—and it was in dollars-per-week (although listed as a percentage increase of business). WCCO suc-

ceeded in building new selective and local-retail business.

It's doing it again with its current *Thirteen Weeks With Pay* 1949 campaign. But more than just getting more business for itself, WCCO has started the industry thinking has startled into action the men and women who have taken the summer slump for granted. There were stations this year that even started to work on summer by promoting a spring-selling campaign. That, too, worked, and we'll report on it at some later time.

But it's WCCO who through a real trade-paper advertising campaign and all the other "must" promotion has revived summertime as a good time—for advertising on the air.

KMBC KFRM

HEART BEATS



Kansas City, Missouri

from the Heart of America

Trade Paper Edition

KMBC-KFRM Serves Rich Farm Area

"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined The Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.



Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market.

"Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alum-

nae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats", with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours", with Ken Parsons, and "Lazy River Boys", hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at \$40.50 per hundred in Kansas City... the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent

increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America... including 3,970,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of \$4,739,317,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area!

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sports-casts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.



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CIVIL WAR



SPANISH AMERICAN WAR

“ that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion.”

—ABRAHAM LINCOLN



WORLD WAR I



WORLD WAR II



50,000 WATTS
CLEVELAND

50,000 WATTS
DETROIT

50,000 WATTS (DAYS)
LOS ANGELES

WGAR ★ WJR ★ KMPC

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Ass't to the President

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