

SPONSOR

For buyers of broadcast advertising

RECEIVED

SEP 12 1950

What two wars have taught sponsors—p. 32

GENERAL LIBRARY

ne Autry gives big boost to Western craze—see p. 21



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



Reports

Queries

Mr. Sponsor
Sidney W.

P.S.

Western
Programming
on Radio

Victor
Coffee's
Success

Station
Merchan-
dising

Mohawk
Carpets
and TV

Radio in
Non-TV
Area

TV Results

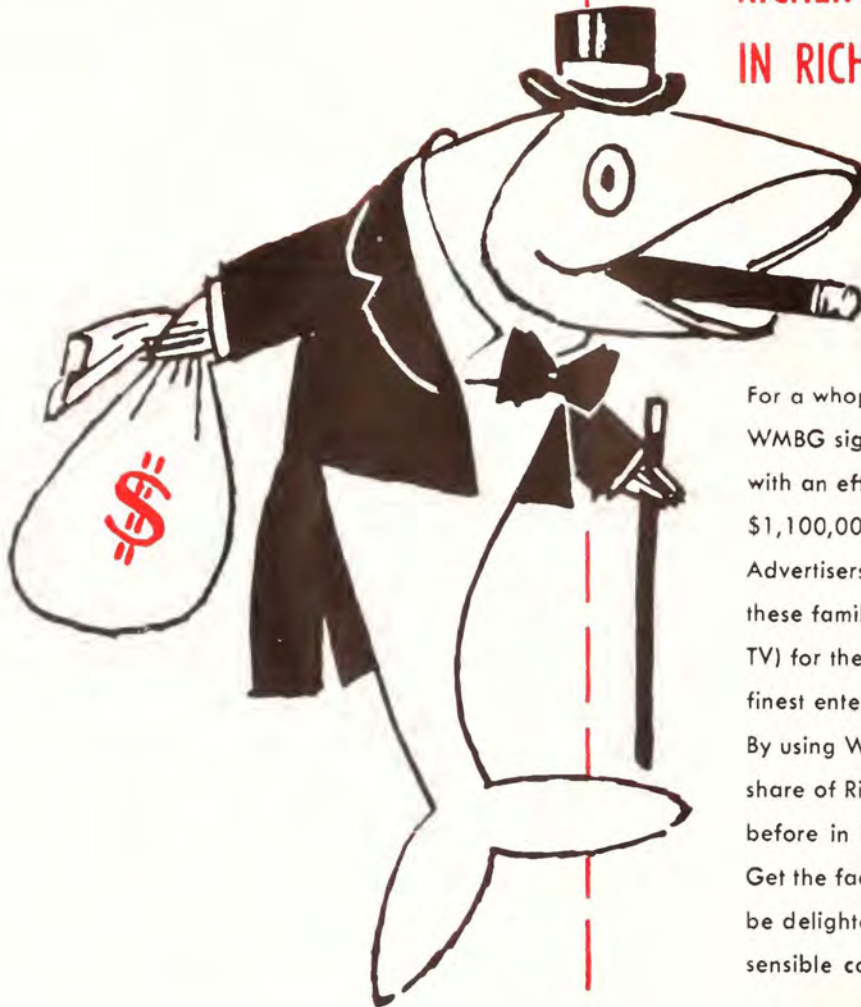
Mr. Sponsor
Asks

Roundup

Sponsor
Speaks

Applause

**FISH IN
RICHER WATERS
IN RICHMOND**



For a whopping big sales catch, be a part of the WMBG signal which booms out to 245,000 families with an effective buying income of nearly \$1,100,000,000.

Advertisers are constantly amazed at the appreciation these families show Havens & Martin stations (AM, FM, and TV) for their pioneering efforts in bringing Richmond the finest entertainment radio and television can provide. By using WMBG, WCOD, WTVR you are assured a larger share of Richmond's vastly expanded buying power than ever before in history.

Get the facts today from your nearest Blair man. You'll be delighted to learn how much you can achieve at sensible cost.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM

WCOD FM

WTVR TV

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

SPONSOR

510 MADISON AVENUE, NEW YORK

REPORT
11 SEP 1950

RADIO'S BIGGEST SEASON NOW UNDER WAY—Despite dire predictions only several months ago, radio is enjoying its fullest season—network, spot, and local. Korean conflagration, with reported increases in listening, have perked sponsor enthusiasm. So has continued TV freeze, creative planning and harder selling by networks, station reps, stations. . . . **NIELSEN REPORTS OVER-ALL RADIO USE**

ABOVE LAST YEAR—Nielsen Radio Index for July 1950 shows more radio listening, both day and night hours, than July 1949. And a Nielsen Television Index analysis reveals that after TV enters a home radio listening continues at close to previous level between 6 a.m. and 6 p.m.; goes down markedly at night. Full day and night totals show 4 hours, 8 minutes devoted to radio before TV; 2 hours, 36 minutes after TV. . . . **RALEIGH CIGARETTES ALMOST 100% RADIO IN 1950-51**—

Biggest radio pepper-upper in last several years is Brown & Williamson decision to sink nearly every cent of Raleigh 1950-51 budget into aural medium, broadcasting same "People Are Funny" program twice weekly (Tuesdays and Saturdays) over 72-station NBC net. William S. Cutchins, B&W vp and ad director, explained preference for radio thusly: ". . . it doesn't take an Einstein or a comptometer operator to figure out that AM radio is still the best buy in the ad media."

CBS COLOR GETS NOD, BUT RCA, CTI, GE HAVEN'T STOPPED TRYING—Under terms of FCC directive, there's still chance for RCA, GE, CTI, or other firm with color TV system ultimately to wrest prize of FCC approval from CBS. Although odds on this happening are short, laboratories will be humming between now and year's end when FCC reviews situation and makes final decision. . . . **TAILOR-MADE**

WESTERNS LOOM AS BIG BUSINESS ON TV—With movie supply of cowboy oldies fast being exhausted by 106 TV stations on air, and pent-up demand for more of same, tailor-mades are expected to fill gap. Gene Autry, Cisco Kid, Lone Ranger are TV tailor-mades mentioned in "Wild West fever: will it sell for you?" (p. 21).

SPORTS PROMOTERS CAN'T LEAVE TV ALONE—Evidence grows that sports promoters everywhere, despite temporary TV withdrawals, can't stay away from medium. Like radiocasts, long-range advantages strongly outweigh short-range suspicions. Right now package deals are vogue. Following Los Angeles Rams deal whereby sponsor and station guarantee club \$575,000 for 15 games, plus additional amount for telecast rights, Baltimore Colts announced plan that may cost sponsor nothing for rights. Said a Colt spokesman: "We want the sponsor to guarantee so much per game. If the receipts equal that figure, the sponsor won't have to pay a cent."

. . . **NAB DISTRICT MEETINGS STRONG FOR "MILLION DOLLAR BAB."**—With Bob Swezey, chairman of Special BAB Committee of NAB, carrying the ball, California and Wash-

SPONSOR REPORT for 11 September 1950

ington NAB District Meetings delegates pledged full support to plan for big Broadcast Advertising Bureau that will help advertisers use radio medium effectively. BAB slated to separate from NAB and expand on or about 1 April 1951. . . .

NBC EXECES KNOW MAGAZINE-NEWSPAPER STRATEGY—Whether by chance or design, one expert in black-and-white sales and promotion know-how succeeds another as NBC President Joseph H. McConnell's assistant. TV vp-elevated Edward L. Madden, former exec vp of dissolved American Newspaper Advertising Network, who sparked Hofstra study, is succeeded by John K. Herbert, recent vp and general ad manager of Hearst Magazines who is exponent of hard-hitting magazine sales tactics.

TV A GREAT MEDIUM, BUT CAN YOU USE IT?—Plight of national advertisers who'd like to use TV, but can't wedge way onto 106 stations now in U. S. (soon to be 107) highlighted by list of blue-ribbon accounts that couldn't be accommodated by Richmond station in past few weeks. Included are Best Foods, Ford, Camel, Philco, Pepsi-Cola, Nash, Goodyear, Packard, Derby Foods, Anheuser-Busch, Lever Bros. Said Wilbur Havens, president of WTVR, "These are only a few. I expect other stations are having the same problem in saying 'no' to sponsors like these." . . .

BAB PROMOTES NEWS—RADIO'S SUPERSALESMAN—Broadcast Advertising Bureau gives advertisers basic facts about news sponsorship in 50-page spiral bound presentation titled "Radio—America's star reporter and supersalesman." Book is highly illustrated; contains number of station result stories. . . . **HOW MANY**

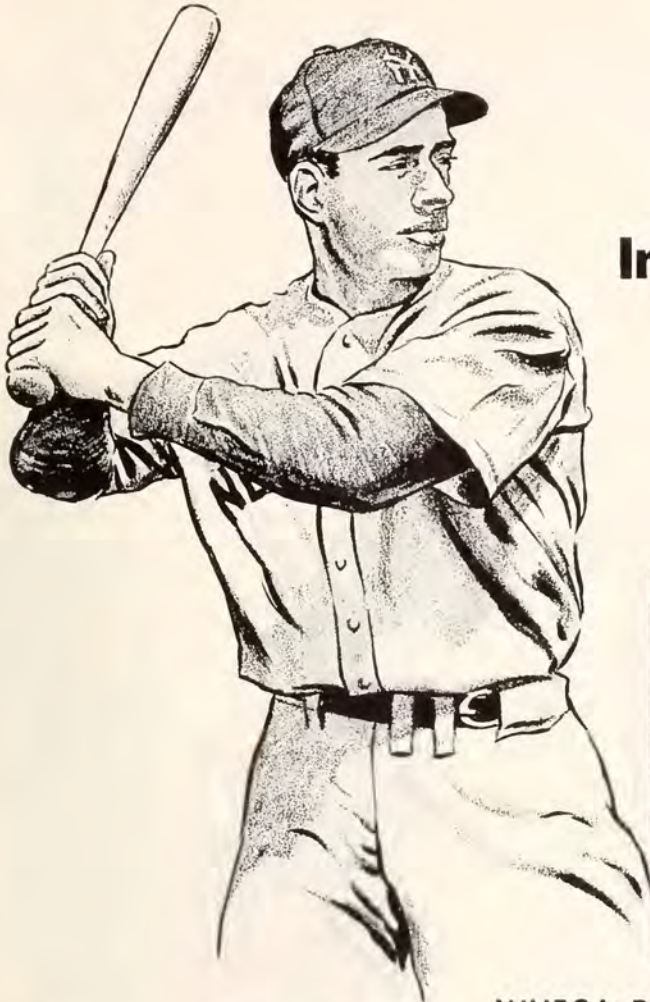
TV SETS IN 1950?—With production of 9,000,000 TV sets during 1950 virtual certainty, prognostication of RMA members earlier in year is getting many a horse-laugh. Average guess was 6,000,000 sets. But 1950 might be even higher except for TV parts shortages. Tubes, resistors, condensers are causing most trouble. War demands aren't causing shortages; it's unexpected demand for sets.

PATT APPOINTMENT REGARDED AS RICHARDS' MASTER STROKE—Election of John Patt to presidency of FCC-pressed Richards' Stations (WJR, WGAR, KMPC) applauded within industry. Patt's strong, public-service WGAR stewardship was backed solidly by all Cleveland groups when accusations by former KMPC newsmen against Richards attracted FCC attention. In other positive moves, highly-regarded Carl George and Worth Kramer, assistant general managers of WGAR and WJR respectively, promoted to general managerships of Cleveland and Detroit 50 KW's. KMPC's Robert O. Reynolds completes respected (even by FCC) four-man management team. Mr. Kramer succeeds Harry Wismer at WJR. . . . **TIMKEN FINDS AIR ADVERTISING IMPRESSIVE**—

Previously 100% black-and-white advertiser nationally and co-op, Timken Silent Automatic Heating Equipment, division of Timken Detroit Axle Co., is getting interested in radio. When Baltimore oil burner distributor insisted on using \$60 in co-op money on WFBR, factory okay broke non-air precedent. With no other advertising, sales average \$1500 weekly. Success of campaign is in hands of headquarters as firm earmarks biggest ad budget in history of oil burner field. . . .

SATURDAY NIGHT REVUE RUNS GAMUT OF SPONSOR CATEGORIES—Nine sponsors signed for NBC two-and-half-hour Saturday night extravaganza point out versatility

(Please turn to page 38)



JOE DI MAGGIO

In Hits, Consecutive Games,* —

WHEC

In Rochester Radio

**LONG TIME
RECORD FOR
LEADERSHIP!**

* In 1941 DiMaggio hit in 56 consecutive games, May 15 to July 16. Joe's "consecutive games hit" record has never been topped since!

In 1943 Rochester's first Hooperating reported the decided WHEC listener preference. This station's Hooperatings have never been topped since!

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

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	43.9	17.2	9.6	6.6	17.8	3.1
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	38.2	24.8	7.9	15.2	9.6	2.8
EVENING 6:00-10:30 P.M. Sunday through Sat.	40.6	27.7	8.0	9.6	12.9	

WINTER-SPRING 1949-1950
HOOPERATING

Station Broadcasts till Sunset Only

BUY WHERE THEY'RE LISTENING: —



WHEC



of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco,

SPONSOR

DIGEST OF 11 SEPTEMBER 1950 ISSUE

VOLUME 4 NUMBER 19

ARTICLES

Wild-West fever: will it sell for you?

It has for dozens of radio advertisers who are riding happily along on the wave of cowboy popularity

21

Evolution of a New England coffee

Victor Coffee owes its rise to the top to radio plus a flexible philosophy of broadcasting

21

Merchandising is like fingerprints: part II

That little extra called merchandising often weights the scales more heavily for one station than another. Services vary greatly

26

Mohawk uses a new broom

When a carpet manufacturer, recently an all-out black-and-white advertiser, shifts 60% of its budget to TV, there must be a good reason

28

What's happening to radio in a non-TV area?

With specific facts, WNAX, Yankton, S. D., proves how radio has grown since 1945 in an 80-county area

30

A sponsor's view of World War II

A summary of the radio advertising objectives and results of national firms during the scarcities of the late war

32

COMING

Bakeries on the air

They are heavy users of the broadcast media. SPONSOR is looking into exactly what the bread and cake makers have on the fire

25 Sept.

Atlantic Refining's formula: sportscasts

This oil-refining company took to sportscasts, became one of the nation's outstanding regional air advertisers

25 Sept.

Wild-West fever: will it sell for you? (TV)

It's TV that's been largely responsible for the current cowboy craze. Western films, once TV time-fillers, are now tailor-made for the medium

25 Sept.

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COVER shows Gene Autry assisting small member of his huge flock of admirers onto the cowboy's best friend. (See p. 21)

Editor & President: Norman R. Glenn
Secretary-Treasurer: Elaine Couper Glenn
Managing Editor: Miles David
Senior Editors: Frank M. Bannister, Erik H. Arctander
Assistant Editors: Fred Birnbaum, Arnold Alper, Lila Lederman, J. Liener Temerlin
Art Director: Howard Wechsler
Vice-President—Advertising: Norman Knight
Advertising Department: Edwin D. Cooper (West Coast Manager), George Weiss (Southern Representative), Edna Yergin, John Kovchok
Vice-President—Business Manager: Bernard Platt
Promotion Manager: M. H. LeBlang
Circulation Department: Evelyn Satz (Subscription Manager), Emily Cutillo, Jacqueline Parera
Secretary to Publisher: Augusta Shearman
Office Manager: Olive Sherban

Published biweekly by SPONSOR PUBLICATIONS INC. Executive, Editorial, Circulation, and Advertising Offices: 510 Madison Ave., New York 22, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 360 N. Michigan Avenue. Telephone: Financial 1556. West Coast Office: 4087 Sunset Boulevard, Los Angeles. Telephone: Hillside 8311. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: United States \$8 a year, Canada and foreign \$9. Single copies 50c. Printed in U. S. A. Address all correspondence to 510 Madison Avenue, New York 22, N. Y. Copyright 1950. SPONSOR PUBLICATIONS INC.

THE GEORGIA PURCHASE

the Georgia Trio

ATLANTA



MACON



WAGA

ATLANTA

5,000w • 590kc

WMAZ

MACON

10,000w • 940kc

WTOC

SAVANNAH

5,000w • 1,290kc

SAVANNAH

(ALL CBS AFFILIATES)

**THE *Trio* OFFERS ADVERTISERS
AT ONE LOW COST:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets.

Represented individually and as a group by

THE KATZ AGENCY, INC.

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

ONLY A
COMBINATION
OF STATIONS
CAN COVER
GEORGIA'S
FIRST THREE
MARKETS

FIRST IN TELEVISION IN OMAHA

Omaha's Number 1 TV Station Celebrates First Year on Air

SEPTEMBER marks KMTV's first full year of service . . . a year in which KMTV has become widely recognized as Omaha's Number 1 Television Station.

AND HERE'S WHY

Best Programs from
Two Great Networks
CBS — ABC

Tentative Fall lineup includes Arthur Godfrey, Perry Como, Don McNeill, Fred Waring, Horace Heidt, Beulah, Ken Murray, Ralph Edwards, Paul Whiteman, Art Linkletter, Studio One, Ford Theater, Lone Ranger, Wrestling, Boxing, Hockey, and Top Locally Produced Shows. With favorites like these, there is no guessing about who gets the big TV audience in Omaha.

Live Network Television
Comes to Omaha

September 30 is the date! This promise of even more top TV shows is sure to add substantially to the more than 30,000 sets already in use in the KMTV area. To penetrate the rich Omaha market use Omaha's Number 1 TV Station. Include KMTV in your basic television schedule.

Get All the Facts from
Your KATZ Man
National Representatives

KMTV
TELEVISION CENTER
2615 Farnam Street
Omaha 2, Nebraska

Here Are Facts About KMA Radio Station!

Conlan measurements and mail results prove that KMA has the most listeners in the rural and small town areas surrounding Omaha. Use KMA to reach the 184 county BMB area in Nebraska, Iowa, Kansas and Missouri.

KMA—Shenandoah, Iowa

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa

510 Madison

ARMSTRONG CORK ON TV

Thank you very much for your nice little piece on your follow-up on our television show. Simply as a matter of personal interest to you, I can give you a little report on what's happening so far as mail is concerned. It's building up very rapidly and in a volume very definitely beyond our expectations. The notable thing is that at least 90% of the letters are commenting about the "wholesome" character of the plays. Many start with phrases like, "The Armstrong Cork Company should be congratulated on. . . ." This makes us feel good because one of our prime objectives is to generate a good feeling toward the company and the whole range of products and apparently we're making some ground.

An observation that can't be escaped as you read a bunch of this mail is that there are an awful lot of people who are highly displeased with the general flavor of a lot of television entertainment. A few letters would indicate cranks but there are literally dozens and dozens that are really diatribes against the murder mystery, suspense, barroom sort of thing.

I'm not passing these observations along to you with any idea except that they might be interesting to you as general background on programing.

CAMERON HAWLEY
Director of Advertising &
Promotion
Armstrong Cork Co.
Lancaster, Pa.

MAIL ORDERS BY THE MILLIONS

A few weeks ago I received your magazine. It may have been the May or June issue. An article in it about Bob Hope selling a million dollars worth of balloons. I gave it to a local balloon manufacturer and he's interested. Can I have a tear sheet of the story or an extra copy of the issue? I turn my copies of SPONSOR over to stations, advertisers or advertising agencies.

C. H. RICHARDSON
Oleida Advertising Agency
Sandusky, Ohio

• The article appeared in the 22 May issue. Tear sheets have been sent to Reader Richardson.

(Please turn to page 70)

Business is Good Go!

See page 18

Mr. D. S. Parker
Ward Wheelock Co.
Philadelphia, Pa.

Dear D. S.:

You jellers what's usin' WCHS has sure got th' jump on th' other advertisers in Charleston, West Virginny! Yuh kin buy chainbreaks on WCHS fer jest 'bout half what it wud cost yuh ter buy all th' other four Charleston stations, but 'ya know what, D. S.? Y'ud git 28 percent more night-time listeners then y'ud git on all th' other Charleston stations put 'gether! Now thet's sumphin' fer you agency guys ter 'member! In Charleston, West Virginny, one'll git yuh more then all th' other four!



Yrs.
Algy

WCHS
Charleston, W. Va.

KCMO

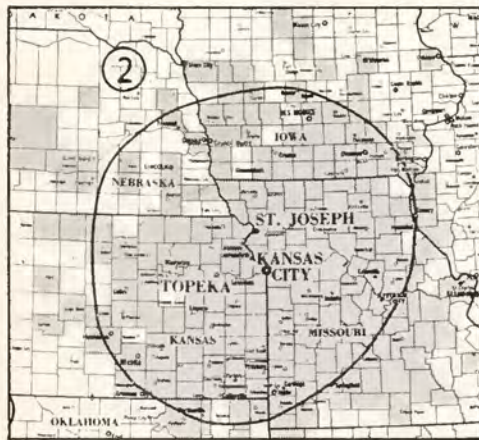
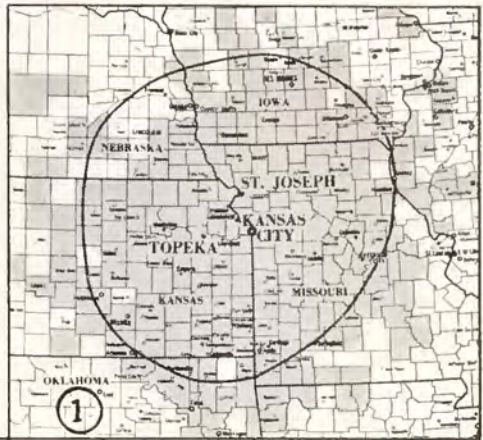
the station that gets
RESULTS

*One Does It-
in Mid-America!*

- ONE** station
- ONE** rate card
- ONE** spot on the dial
- ONE** set of call letters

18 to 1 Sales Ratio

An expenditure of \$3000 resulted in the sale of \$54,000 in merchandise . . . in 3 months . . . for one sponsor of HILLBILLY HIT PARADE. Orders came from 270 counties. (See Map 1 at right). Dal Stallard emcees this 1½-hour Hillbilly-Western record show every Saturday morning. There are no special offers, no write-in gifts . . . just hard selling.



50,000 WATTS

DAYTIME

810 kc. 10,000 WATTS
NIGHT

National Representative:
John E. Pearson Company

Miracle for a Miracle Drug

A schedule of 5 announcements for 1 week on START THE DAY RIGHT, early morning live talent participating show—7:15 A.M. to 7:45 A.M.—Monday through Friday—produced 3,426 pieces of mail in response to Hadacol Mystery Tune. (See Map 2).

Write KCMO for specific program information for your products.

KCMO-FM . . . 94.9 Megacycles



Broadcasting Transit Radio in Kansas City . . . to cover the riding public . . . while they're on the way to buy . . . at new low costs!
Contact Transit Radio, Inc.

KCMO

KANSAS CITY 6, MISSOURI

Basic A B C for Mid-America



Can we do anything for you

IN SYRACUSE



Maybe you don't have any chores to be done in Syracuse, or St. Louis or Portland . . . but how about the *other* markets listed at the right? Whatever you need, ask the Colonel! *All* those cities are "hometown" to us because we're constantly checking them, studying them, working in them. We know the ropes, and it would please us a lot to be helpful. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

ST. LOUIS . . . OR PORTLAND?

EAST, SOUTHEAST

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

MIDWEST, SOUTHWEST

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

MOUNTAIN AND WEST

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

Earl
Godwin



Earl Godwin, Dean of Washington news men—a "name" in Capital and national news circles is now available on WRC, at choice time, 6:15-6:30 p.m. Monday through Friday.

Godwin's down-to-earth style is a potent selling force in this rich market.

The combination of a prestige program with the timeliness of Earl Godwin's news style means audience loyalty for any product.

This availability demands your careful attention—call WRC or National Spot Sales.

Monday thru Friday
6:15 — 6:30 P.M.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS



Queries

Reader inquiries below were answered recently by SPONSOR's Research Dept. Answers are provided by phone or mail. Call MU. 8-2772; write 510 Madison Ave., New York 22, N. Y.

Q. Where should TV commercials be placed?

Advertising agency research department, New York

A. A SPONSOR series on TV commercials appeared 10 October 1949; 2 January; 16 January; 13 March 1950.

Q. Have you carried any per-inquiry articles?

Advertising agency, New York

A. SPONSOR has carried the following: "The case for and against per-inquiry advertising" 4 July 1949, page 24; "Is mail order good for radio?" 5 December 1949, page 19; "Mail orders by the millions" 22 May 1950, page 28; FALL FACTS issue, 17 July 1950, page 59.

Q. Your 14 August issue listed *Sing It Again* under "New on Television Networks" in the New & Renew section. What kind of program is it?

Advertising agency, New York

A. The program is a quiz-type musical show featuring Dan Seymour.

Q. According to the SPONSOR TV map, Syracuse and Binghamton, New York, are linked by cable. Is this correct?

Soap manufacturer, New York

A. Correct effective March 1951. The two cities are now sometimes linked by private microwave relay as was done during the All-Star baseball game this summer.

Q. Have you done any stories on children's musical programs?

Advertising agency, New York

A. Yes. "Robin, spin that disk" 20 June 1949, page 24; "Squirt slant" 15 August 1949, page 22; "TV captures the kids" 26 September 1949, page 57.

Q. In your Sponsor Reports, 17 July issue, you mention the formation of Tape Network Incorporated. What is their address?

Radio station manager, Alaska

A. Address Mr. Bruce Eells, Bruce Eells and Associates Incorporated, 2217 Maravilla Drive, Hollywood 28, California.

Q. What programs does General Foods Corporation sponsor?

Music corporation, New York

A. General Foods sponsors the following network radio and TV shows: NBC radio—*Father Knows Best* (Maxwell House); *Aldrich Family* (Jello); *When A Girl Marries* (Calumet, Swansdown, Baker's Cocoa); *Portia Faces Life* (Jello). NBC-TV—*Aldrich Family* (Jello); *Hopalong Cassidy* (Sugar Crisp, Grape Nuts Flakes, Post Toasties). MBS radio—*Juvenile Jury* (Gaines Dog Food). CBS radio—*Wendy Warren* (Maxwell House and Instant Maxwell House); *My Favorite Husband* (Jello); *Second Mrs. Burton* (Swansdown); *Hopalong Cassidy* (Grape Nuts Flakes, Post cereals); *Gangbusters* (Grape Nuts). CBS-TV—*Mama* (Maxwell House); *The Goldbergs* (Sanka and Instant Sanka).

RESPONSE-ABLE! A WGAR-produced live polka program, "Polka Champs", brought an avalanche of 27,548 pieces of mail in a two-week period! That's proof of WGAR's popularity and pulling power! And 70% of these were official ballots picked up at dealers'. That's WGAR selling power!



EXCHANGING IDEAS with dealers. Through direct mail and personal calls on outlets, WGAR advises dealers of advertising campaigns on station, and recommends tie-ins, displays and selling methods to get greatest value from air schedule. And sales ring true with such follow through!

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Write for our "Six Billion Dollar Picture".



A WGAR SPONSOR. The famous brother team of the Clark Restaurant Company, Mr. A. Y. Clark (left) and Mr. R. D. Clark (right) with Glenn Gilbert (AE) of WGAR. Since 1896, their 15 restaurants in Cleveland, Akron and Erie, have grown so popular that they now serve ten million guests a year! Convinced that "today's children are tomorrow's customers", they have sponsored WGAR-produced "Fairytale Theatre" for over two years.



NOW AVAILABLE... a dinner hour sports round-up in a sports-minded town. Paul Wilcox, WGAR sportscaster, brings to Cleveland and Northern Ohio listeners the scores and sports returns of the day at 6:15 PM. If you want to score saleswise, ask for more information about Paul Wilcox and WGAR.

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR . . . Cleveland . . . 50,000 watts . . . CBS

• Represented Nationally by Edward Petry & Company

**NEW SEASON STARTS
SUNDAY, SEPT. 10**



U.S. STEEL HOUR

again presents radio's award-winning

Theatre Guild on the Air

Another big year of outstanding stage and screen hits! Coming up this season: *The Third Man*; *Come Back, Little Sheba*; *The Fallen Idol*; *There Shall Be No Night*; *Edward, My Son*; *A Farewell to Arms*... and many more!

SUNDAYS
8:30 p.m.
(E.D.T.)
NBC NETWORK

New and renew

SPONSOR

11 September 1950

These reports appear in alternate issues

New on Television Networks

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
Alseo Inc	Dubin	NBC-TV 40	Through Wendy's Window; W 8:15-8:30 pm; 23 Aug
American Home Products Inc	Ted Bates	CBS-TV	Homemakers Exchange; W 4-4:30 pm; 2 Aug; 13 wks
Arnold Bakers Inc	Benton & Bowles	CBS-TV	Robert Q. Lewis; Sun 11-11:15 pm; 24 Sep; 52 wks
Avco Manufacturing Corp (Crosley Div)		NBC-TV 36	Saturday Night Revue; Sat 10-10:30 pm; 39 wks
Bymart Inc	Cecil & Presbrey	CBS-TV	TBA; W 9:30-10 pm; 18 Oct; 11 wks
Benrus Watch Co	J. D. Tarcher	NBC-TV 36	Saturday Night Revue; Sat 9:30-9:40 pm; 39 wks
Campbell Soup Co	Ward Wheelock	NBC-TV 36	Saturday Night Revue; Sat 8-8:30 pm; 39 wks
Chrysler Corp (Dodge Div)	Ruthrauff & Ryan	ABC-TV	Showtime, U. S. A.; Sun 7:30-8 pm; 1 Oct; 52 wks
The Exquisite Form Brassiere Co	Brandford	ABC-TV	The Robbins Nest; F 11-11:15 pm; 29 Sep; 13 wks
Florsheim Shoe Co	Gordon Best	ABC-TV	Red Grange Predicts; Th 11:15-11:30 pm; 21 Sep; 13 wks
Food Store Programs Corp	Franklin Bruck	DuMont 34	Star Time; T 10-11 pm; 5 Sep; 52 wks
Hudson Motors	Brooke, Smith, French & Dorrance	ABC-TV	Billy Rose's Playbill; T 9-9:30 pm; 3 Oct; 52 wks
International Latex Co	Footo, Cone & Belding	CBS-TV	Look Your Best; M-F 3:30-4 pm; 18 Sep; 52 wks
S. C. Johnson & Son Inc	Needham, Louts & Brorby	NBC-TV 36	Saturday Night Revue; Sat 8:50-9 pm; 39 wks
Kellogg Co	Kenyon & Eckhardt	CBS-TV	Tom Ranger; M, W, F 6:45-7 pm; 2 Oct; 52 wks
Lever Brothers Co	J. Walter Thompson	CBS-TV	Lux Theatre; M 8-8:30 pm; 2 Oct; 52 wks
Lever Brothers Co	Ruthrauff & Ryan	CBS-TV	Big Town; Th 9:30-10 pm; 5 Oct; 52 wks
Liggett & Myers Tobacco Co	Cunningham & Walsh	CBS-TV	Perry Como; M, W, 7:45-8 pm; 2 Oct; 52 wks
Ludens Inc	J. M. Mathes	CBS-TV	Sing It Again; Sat 10:15-10:30 pm; 7 Oct; 30 wks
Mars Inc	Leo Burnett	ABC-TV	Falstaff's Fables; M-F 5:55-6 pm; 18 Sep; 52 wks
Minnesota Mining & Manufacturing Co	BBD&O	NBC-TV 36	Saturday Night Revue; Sat 9:40-9:50 pm; 39 wks
Owens-Corning Fibreglas Corp	Fuller & Smith & Ross	CBS-TV	Vanity Fair; T 4:30-5 pm; 5 Sep; 5 wks
The Philco Corp	Hutchins	ABC-TV	The Don McNeill TV Club; W 9-10 pm; 13 Sep; 52 wks
Pillsbury Mills Inc	Leo Burnett	CBS-TV	Arthur Godfrey & His Friends; W 8:15-8:30 pm; 27 Sep; 52 wks
Prudential Insurance Co	Calkins & Holden, Carlock, McClinton & Smith	CBS-TV	TBA; T 8-9 pm; (alt wks) 10 Oct; 22 broadcasts
Snow Crop Marketers	Maxon	NBC-TV 36	Saturday Night Revue; Sat 9:00-9:30 pm; 39 wks
S. F. Whitman & Son Inc	Ward Wheelock	NBC-TV 36	Saturday Night Revue; Sat 8:30-8:40 pm; 39 wks
Wildroot Co	BBD&O	NBC-TV 36	Saturday Night Revue; Sat 8:10-8:50 pm; 39 wks

Renewals on Television Network

SPONSOR	AGENCY	NO. OF NET STATIONS	PROGRAM, time, start, duration
Canada Dry Ginger Ale Inc	J. M. Mathes	ABC-TV	Super Circus; Sun 5-5:30 pm; 3 Sep; 52 wks
Drug Store Television Productions	Product Advertising	DuMont 19	Cavalcade of Stars; F 10-11 pm; 8 Sep; 52wks
General Foods Corp	Benton & Bowles	CBS-TV	Mama; F 8-8:30 pm; 4 Aug; 52 wks
Gillette Safety Razor		NBC-TV	Boxing; F 10-10:30 pm; 52 wks
M & M Ltd	William Esty	ABC-TV 29	Super Circus; Sun 5:30-6 pm; 13 Aug; 26 wks (alternate sponsorship with The Peters Shoe Co)
Miles Laboratories Inc	Wade	NBC-TV	Quiz Kids; F 8-8:30 pm; 39 wks
National Dairy Products Corp (Sealtest)	N. W. Ayer	NBC-TV 62	Kukla, Fran & Ollie; T, Th 7-7:30 pm; 39 wks
Packard Motors	Young & Rubicam	ABC-TV	Holiday Hotel; Th 9-9:30 pm; 14 Sep; 52 wks
The Peters Shoe Co	Henri, Hurst & McDonald	ABC-TV 38	Super Circus; Sun 5:30-6 pm; 6 Aug; 26 wks (alternate sponsorship with M & M Ltd)
Rosefield Packing Co	Guild, Bascom & Bonfigli	DuMont 11	Captain Video; W 7-7:30 pm; 6 Sep; 17 wks

Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KAYL, Storm Lake, Ia.	Independent	Devney & Co, N. Y.
KLOK, San Jose	Independent	John E. Pearson Co, N. Y. (Gene Grant & Co Pac coast rep)
KNOR, Norman, O.	Independent	Devney & Co, N. Y.
KROF, Abbeville, La.	Independent	Devney & Co, N. Y.
WABZ, Albemarle, N. C.	KBS	Devney & Co, N. Y.
WCRB, Waltham, Mass.	Independent	Devney & Co, N. Y.
WEOK, Poughkeepsie	Independent	Devney & Co, N. Y.
WEWO, Laurinburg, N. C.	Independent	Devney & Co, N. Y.

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

Station Representation Changes (Continued)

WFBG, Altoona	NBC	H-R Representatives, N. Y.
WFGM, Fitchburg, Mass.	Independent	Devney & Co, N. Y.
WGTC, Greenville, N. C.	Independent	John E. Pearson Co, N. Y.
WINA, Charlottesville, Va.	MCN	Devney & Co, N. Y.
WKAI, Macon, Ill.	Independent	Devney & Co, N. Y.
WKEY, Covington, Va.	AEC, KBS	Devney & Co, N. Y.
WKOY, Bluefield, W. Va.	MBS	Devney & Co, N. Y.
WNAE, Warren, Pa.	MBS	Devney & Co, N. Y.
WNAW, Neenah, Wis.	Independent	Devney & Co, N. Y.
WNNT, Warsaw, Va.	Independent	Devney & Co, N. Y.
WONS, Hartford	MBS	Devney & Co, N. Y.
WONW, Defiance, O.	Independent	H-R Representatives, N. Y.
WRAD, Radford, Va.	Independent	Devney & Co, N. Y.
WRJM, Newport, R. I.	Independent	Devney & Co, N. Y.
WSIP, Paintsville, Ky.	Independent	Devney & Co, N. Y.
WTCH, Shawano, Wis.	Independent	Schupp-Reimer Co, N. Y.
WTTN, Watertown, Wis.	Independent	Devney & Co, N. Y.
WVMI, Biloxi	Independent	Devney & Co, N. Y.
WARA, WARC-FM, Buffalo-Chester, N. Y.	Independent	William G. Raubach Co, N. Y. (Niagara Frontier market)

New and Renewed Spot Television

AGENCY	NET OR STATION	
American Steel Wool Mfg Co	Needham & Grohmann	WNBT, N. Y.
Anthracite Institute	J. Walter Thompson	WNBT, N. Y.
Benson & Hedges	Kudner	WNBT, N. Y.
Beverwyck Breweries	McCann-Erickson	WRGB, Schen.
Burden Co	Young & Rubicam	WNBT, N. Y.
Arthur Brown & Co Inc	Huber Hoge	WNBT, N. Y.
D. L. Clark Candy Co	BBD&O	WBZ-TV, Boston
Doskin Product Corp	Federal	WBZ-TV, Boston
Reuben H. Donnelly Corp	N. W. Ayer	WNBQ, Chi.
Duffy-Matt Co Inc	Young & Rubicam	WRGB, Schen.
Eclipse Sleep Products Inc	E. T. Howard	WNBT, N. Y.
S. W. Farber Inc	Victor van der Linde	WNBT, N. Y.
Flex-Let Corp	Edward L. Frankenstein	WNBQ, Chi.
Flex-Let Corp	Edward L. Frankenstein	KNBH, Hlywd.
Flex-Let Corp	Edward L. Frankenstein	WRGB, Schen.
Great Atlantic & Pacific Tea Co	Paris & Peart	WNBQ, Chi.
Gruen Watch Co	Stockton, West & Burkhardt	WNBQ, Chi.
Hudson Coal Co	Clements	WRGB, Schen.
McKesson & Robbins Inc	J. D. Tarcher	WNBT, N. Y.
C. F. Muller	Duane Jones	WPTZ, Phila.
C. F. Muller Co	Duane Jones	WRGB, Schen.
Old Dutch Coffee Inc	Peck	WNBT, N. Y.
Procter & Gamble Co	Benton & Bowles	WNBK, Cleve.
Procter & Gamble Co	Benton & Bowles	WRGB, Schen.
Procter & Gamble Co	Compton	WPTZ, Phila.
Procter & Gamble Co	Benton & Bowles	WNBW, Wash.
Ranger Joe Inc	Lamb & Keen	WBZ-TV, Boston
R. J. Reynolds Co	William Esty	WPTZ, Phila.
R. J. Reynolds Co	William Esty	WNBW, Wash.
R. J. Reynolds Co	William Esty	WNBQ, Chi.
Rizzio Tobacco Corp	Badger, Browning & Hersey	WNBQ, Chi.
Shell Oil Co	J. Walter Thompson	WNBT, N. Y.
Stahl-Meyer Inc	Dowd, Redfield & Johnstone	WNBT, N. Y.
Standard Brands Inc	Compton	WPTZ, Phila.
Trico Products Corp	Baldwin, Bauer & Straehan	WNBK, Cleve.
Trico Products Corp	Baldwin, Bauer & Straehan	WNBQ, Chi.
Vaisey Bristol Shoe Co	Storm	WPTZ, Phila.
Vick Chemical Co	BBD&O	WPTZ, Phila.
Vick Chemical Co	BBD&O	WNBW, Wash.
J. B. Williams Co	J. Walter Thompson	WNBT, N. Y.
		One-min live annemt; 30 Aug; 10 wks (n)
		Stn break; 21 Aug; 52 wks (n)
		One-min film; 11 Sep; 13 wks (n)
		20-sec film; 17 Sep; 13 wks (n)
		One-min annemt; 28 Aug; 13 wks (r)
		15-min news; Sun 11:45-12 noon; 10 Sep; 13 wks (n)
		One-min film; 21 Aug; 13 wks (n)
		15-min prog; 3 Sep; 16 wks (n)
		Stn break; 1 Sep; 17 wks (n)
		Stn break; 29 Aug; 18 wks (n)
		One-min film; 23 Aug; 13 wks (n)
		One-min film; 6 Sep; 13 wks (n)
		20-sec film; 25 Aug; 52 wks (n)
		Stn break; 30 Aug; 15 wks (n)
		20-sec film; 17 Sep; 13 wks (n)
		Stn break; 12 Sep; 52 wks (r)
		20-sec film; 21 Aug; 52 wks (n)
		One-min film; 5 Sep; 26 wks (n)
		One-min film; 1 Aug; 15 wks (r)
		20-sec film; 21 Aug; 19 wks (n)
		Stn break; 2 Sep; 18 wks (n)
		15-min news; Sun 12-12:15 pm; 1 Oct; 15 wks (n)
		20-sec film; 17 Aug; 33 wks (n)
		Stn break; 26 Aug; 52 wks (n)
		20-sec film; 3 Sep; 52 wks (n)
		Stn break; 7 Sep; 52 wks (n)
		One-min film; 31 Aug; 18 wks (r)
		Eight-sec film; 8 Sep; 52 wks (n)
		Eight-sec film; 8 Sep; 52 wks (n)
		Eight-sec film; 9 Sep; 52 wks (r)
		Eight-sec film; 3 Sep; 26 wks (n)
		Five-min news; M-F 6:25-6:30 pm; 28 Aug; 52 wks (n)
		Stn break; 25 Oct; 13 wks (n)
		20-sec chain break; 2 Sep; 52 wks (n)
		Stn break; 20 Aug; 26 wks (r)
		Stn break; 31 Aug; 26 wks (r)
		Funny Bunny; M, T, Th, F 5:25-5:30 pm; 18 Sep; 13 wks (n)
		Five-min news; Sun 6:40-6:45 pm; 17 Sep; 52 wks (n)
		One-min film; 3 Oct; 26 wks (n)
		Eight-sec film; 27 Aug; 52 wks (n)

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Rex Beach	United States Brewers Assoc, Wash., consultant	McLaren, Parkin, Kahn Inc, N. Y., special rep in charge of Wash. office
Richard M. Bradshaw	Phillips H. Lord Inc, N. Y., prog superv	Geyer, Newell & Ganger, N. Y., tfe superv of radio, tv dept
David R. Fenwick	Abbott Kimball, L. A., acct exec	Calkins & Holden, Carlock, McClinton & Smith, L. A., acct exec
Tom Hicks	Fletcher D. Richards, N. Y., radio, tv dir	Geyer, Newell & Ganger, N. Y., acct prod
James W. McGlone Jr	True Magazine, Midwest office rep	Friend-Sloane, N. Y., acct sp
David D. Polon	Scheck, Newark, assoc TV dir	Franklin, Bertin & Tragerman, N. Y., dir of tv programming, prod
Monroe H. Shaw	National Bisenit Co, N. Y.	McLaren, Parkin, Kahn Inc, N. Y., acct exec
B. L. Simpson	CBS-TV, N. Y., assoc tv dir	Geyer, Newell & Ganger, N. Y., acct prod in tv dept
E. Watts Wacker	BBD&O, Detroit, in media dept	Geyer, Newell & Ganger, Detroit, media dir
Ralph L. Wolfe	Wolfe-Jickling-Conkey, Detroit, pres	Geyer, Newell & Ganger, Detroit, acct exec

NEW ANTENNA MAKES WHO A FAR BETTER BUY THAN EVER!

WHO's Potential Nighttime Audience Increased 92.7%!

WHO will be operating soon with two new 50 kw transmitters (AM and FM), two new antennas, and a new 780-foot tower. Representing a \$400,000 investment, this new equipment not only improves WHO's transmission, but also brings two hundred thousand new people within WHO's .5 millivolt contour — nearly three million new people within WHO's nighttime fading zone!

Here are the figures:

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Sq. Miles)	73,000	125,300*	71.6%
Population Inside Night-time Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi.
Population figures based on 1940 Census.

NEW AM EQUIPMENT

WHO's new 780-foot tower, a 300-degree vertical-directionalized antenna, is the result of years of research and experimentation by WHO's Technical Research Laboratory. Before the equipment was actually built, a small model tower and antenna were erected and operated at ten times WHO's frequency. This model test made it possible for WHO's engineers to perfect the design and to determine exactly what the new equipment would do in terms of more effective transmission. The new

antenna's design almost completely eliminates unusable radiation above 40 degrees from the earth and returns this energy to horizon levels.

NEW FM EQUIPMENT

A new 12-bay super-gain FM antenna has been installed near the top of the 780-foot tower. This antenna radiates 400 kw effective radiated power and is driven by a new 50 kw FM transmitter. Space has also been provided on the tower for possible future installation of a super-gain TV antenna.

WHO's major investment in new AM and FM equipment makes this station the most modern 50 kw operation in the U.S. — is proof of WHO's determination to provide its listeners with topnotch radio service . . . its advertisers with outstanding radio values.

The 1950 Iowa Radio Audience Survey† gives further evidence of WHO's leadership . . . reveals that WHO is "listened to most" by 37.5% of Iowa's radio families, daytime — 43.9%, nighttime.

Get all the facts about WHO, including a complimentary copy of the 1950 Survey. Write direct or ask Free & Peters.

†The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,215 Iowa families, scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general and the Iowa market in particular.

W H I O

† for Iowa PLUS †

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

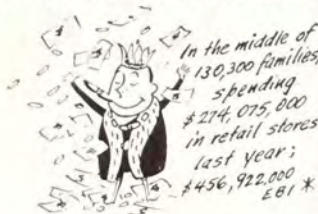


FREE & PETERS, INC.
National Representatives



WGTM

WILSON, NORTH CAROLINA



5000 WATTS FULL TIME, 590 KC.

Jan. 29--Feb. 4, 1950, Conlan shows 46.2% of morning audience, 53.8% afternoon and 54.6% evening. Hard to beat? You bet . . . and now we're **CBS** . . . making WGTM undisputed leader in one of the nation's highest cash farm income areas! Write Allen Wannamaker, WGTM, Wilson, N. C. or Weed & Co., Nat'l Reps.

*SM Survey of Buying Power May 10, 1950



Sidney Weil

Executive Vice President
American Safety Razor Corporation, Brooklyn, N. Y.

Mr. Sponsor

"We use radio and TV to be sure we have full national coverage." Sidney Weil, executive vice president of the American Safety Razor Company, knows whereof he speaks. He has been with the company 24 years, was recently made a top-policy executive.

"The nature of our business requires complete national coverage," says Weil. He's a friendly man, and speaks with sincerity. "We use local spot radio and television to plug the holes left by our network TV. To us there is no such thing as a better or worse market; the pro rata sale must remain constant."

To maintain this consistency in its pro rata sales, the company currently spends about \$3,000,000 for advertising. It will use over half its ad appropriations for the latter half of 1950 on radio and TV. Until a short time ago it sponsored, for its Gem Razor product, *Cavalcade of Stars* and *Cavalcade of Bands* on the DuMont television network (see SPONSOR's "Drugstores on the air," 28 August 1950). These were dropped in favor of two other TV network shows: *Robert Q. Lewis* and *Sugar Bowl* with Chico Marx.

The *Lewis* show will pitch for A.S.R. Lighters starting 28 September over CBS-TV network. *Sugar Bowl* will begin 2 October on ABC-TV network for Silver Star products. Many local TV spots and spot radio announcements in non-TV areas, will also be used.

Although the company produces over 15 different items, it spends the bulk of the ad budget on three: Gem, Silver Star, and A.S.R. Total sales last year amounted to \$15,317,106, with a net income of \$200,991. The low net doesn't discourage the company, which is doing long-range thinking. Sales were almost \$2,000,000 more than in 1948. They have doubled since 1940.

If the company's advertising policies have had anything to do with its booming business, then Sidney Weil is also responsible. In 1941, he became director of sales; in 1942, vice president in charge of sales. He was made executive vice president in 1949.

He was born in Brooklyn in 1901, later attended NYU. For some years he represented famous American brands in Panama and Cuba.

When he isn't working or traveling, he's probably out fishing. "My fishing is just like business," says Sidney. His eyes light up. "I'd like to have national coverage: as it is, I have to get along with my own local spots."

MR. SPONSOR:

WHICH STATION HAS THE AUDIENCE IN DETROIT?

Just look at this Hooper! 26.8% of all Sunday evening listeners tune in WJBK—far more than any other Detroit station. And WJBK's Total Rated Time Periods are exceeded by only one station—that a 50,000 watt network.



Total Coincidental Calls
This Period 15,109

HOOPER RADIO AUDIENCE INDEX
CITY ZONE

CITY: DETROIT, MICH.
MONTHS: JULY, 1950

TIME	RADIO SETS-IN-USE	SHARE OF RADIO AUDIENCE										OTHER AM & FM	HOMES CALLED
		A NETW	B	WJBK AM FM	C	D NETW	E	F NETW	G NETW	H	I		
MON. THRU FRI. 8:00 A.M.-12:00 NOON	12.1	6.8	0.8	10.4	2.8	37.4	2.4	11.7	23.9			0.8	2,468
MON. THRU FRI. 12:00 NOON-6:00 P.M.	15.2	9.5	1.9	19.2	3.8	26.4	8.0	18.6	9.9			2.5	3,660
SUNDAY 12:00 NOON-6:00 P.M.	24.4	4.2	0.8	51.7	1.9	6.4	21.9	6.0	5.3			1.9	1,442
SATURDAY 8:00 A.M.-6:00 P.M.	NOT RATED	IN DETROIT											
SUN.-SAT. EVE. 6:00 P.M.-10:30 P.M.	14.7	8.2	0.7	21.7	3.4	22.3	6.5	22.9	12.2			2.1	7,539
INDIVIDUAL EVENINGS 6:00 P.M. 10:30 P.M.													
SUNDAY	14.3	7.1	⊕	26.8	4.7	18.1	8.7	17.3	16.5			0.8	1,087
MONDAY	16.5	10.6	0.7	9.2	2.8	27.7	2.8	31.2	13.5			1.4	1,055
TUESDAY	12.7	12.9	⊕	21.6	1.7	23.3	10.3	18.1	9.5			2.6	1,108
WEDNESDAY	15.3	9.2	0.8	19.8	3.8	22.1	6.9	26.0	9.2			2.3	1,075
THURSDAY	16.6	6.2	1.4	20.7	4.1	29.7	4.1	17.9	13.1			2.8	1,093
FRIDAY	15.9	3.8	1.5	40.2	3.0	9.8	9.8	15.9	13.6			2.3	1,063
SATURDAY	11.9	8.3	⊕	12.5	3.1	25.0	3.1	36.5	8.3			3.1	1,068
TOTAL RATED TIME PERIODS	14.9	8.0	1.2	21.7	3.3	25.1	7.8	18.0	12.9			2.0	15,109

⊕ No listeners found in sample

These phenomenal Hoopers—the reward for sound programming with the best in music, talent, and entertainment—mean WJBK is the natural advertising choice for you in Detroit. WJBK's exceptional listener-response means superior sales results and extraordinary returns for every nickel spent on radio—WJBK RADIO. Check with your KATZ man.



WJBK -AM -FM -TV DETROIT

REGIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
 Represented Nationally by THE KATZ AGENCY, INC.
 SEPTEMBER 1950



Yes

Business

is

VERY

GOOD

!

NOW . . . PAGE 39

New developments on SPONSOR stories

p.s.

See: "How to crack a stone wall"

Issue: 27 February 1950, p. 22

Subject: Taylor-Reed's growth

Taylor-Reed has found a new way to manufacture customers and retailers.

In an article called "How to crack a stone wall" (27 February), SPONSOR described Taylor-Reed's widespread radio activity. At that time the company was exploring television possibilities.

Now, TV has become a running-mate for the fast-paced radio advertising. And the company's milk flavor, Cocoa Marsh, has felt the wallop of the new medium. For the last few years, prior to March, primarily printed media had been used to push Cocoa Marsh. But since March, the company has presented Cocoa Marsh on the *Magic Cottage* TV program over WABD and the DuMont network on Monday, Tuesday, Thursday and Friday at 6:30-7:00 p.m. It is beamed toward the juvenile audience.

Magic Cottage has become a house on fire—at least as far as Taylor-Reed is concerned. "One short month after we went on *Magic Cottage* last April," says Malcolm T. Taylor, chairman of the board, "sales of Cocoa Marsh went up 250% over the monthly average of the previous three years. We could scarcely believe it, but we're positively convinced now because sales have continued their upsurge and are holding at a 300% increase in Metropolitan New York."

The firm reports that there was a marked increase in orders almost from the start of their sponsorship. These were chiefly from chain store organizations such as A&P and Bohack. The company claims that retail outlets have been increased by 15% as a direct result of the TV program.

Taylor chalked up the success to two reasons: "First, *Magic Cottage* pin-pointed our message to the exact audience we wanted and needed—that is, youngsters whom it would help.

"Secondly, the show we selected permitted actual demonstration of our product under most attractive circumstances." The fact that Pat Meikle, the show's star, drinks Cocoa Marsh on camera, has been a good influence on the otherwise milk-resisting youngsters. According to the company, several parents have stated that their children tend to drink milk and Cocoa Marsh right with Pat.

The company is currently in the midst of preparing new spots for both radio and TV.

p.s.

See: "The soap that slept for 9 years"

Issue: 19 June 1950, p. 26

Subject: Pears soap

Another English product adopts an American air.

Already famous in England, Hovis, Ltd., British baking firm, placed its dough in the American market, beginning with the Metropolitan New York area. In an all-out campaign for its quality bread, Hovis used WQXR in New York as a starter, began 2 August under a 26-week contract.

The situation is reminiscent of the English-made Pears soap, described by SPONSOR in "The soap that slept for 9 years" (19 June). Pears used no other advertising than radio.

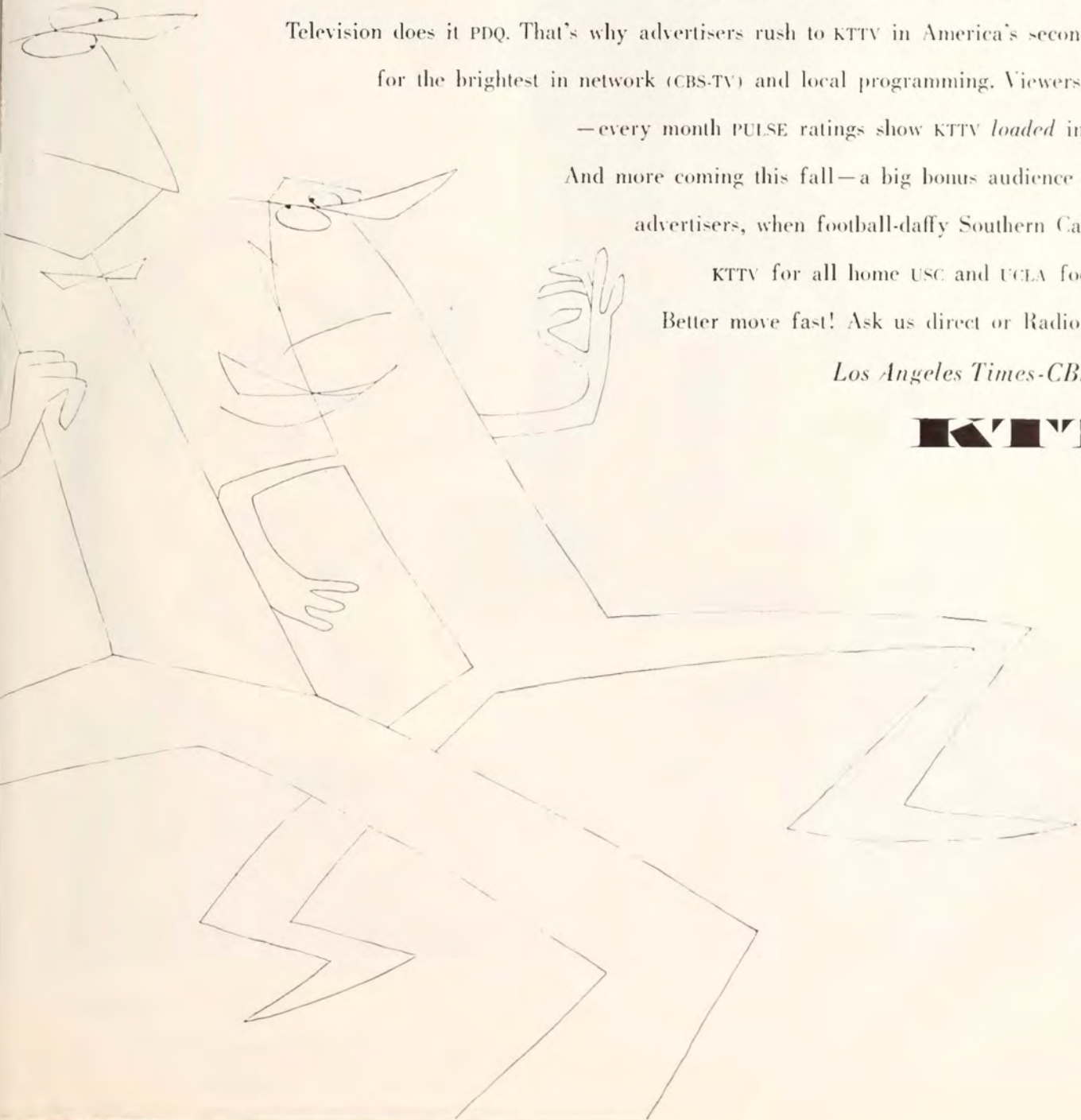
Hovis, on the other hand, will use other media, but the greater part of the ad budget is going to WQXR. The programing consists of a series of Sir Thomas Beecham musical recordings. Commentary by Sir Thomas is transcribed in England. The music is recorded for each show with orchestral selections conducted by him.

PDQ.

Pretty Darn Quick—demonstrating, impelling, selling. Television does it PDQ. That's why advertisers rush to KTTV in America's second TV market, for the brightest in network (CBS-TV) and local programming. Viewers think so too —every month PULSE ratings show KTTV *loaded* in the top ten. And more coming this fall—a big bonus audience for all KTTV advertisers, when football-daffy Southern California dials KTTV for all home USC and UCLA football games. Better move fast! Ask us direct or Radio Sales—PDQ!

Los Angeles Times-CBS Television

KTTV



WPTF
North Carolina's
Number **ONE**
SALESMAN

More North Carolinians Listen To
WPTF Than To Any Other Station.

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

1

N.C.
The South's
Number
ONE
STATE

WPTF

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

RALEIGH, N. C. AFFILIATE

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

★ also WPTF-FM ★



IN TRENTON, N. J. (ABOVE), AND ELSEWHERE IN U. S., KIDS ARE KEEN ON WESTERNS; STRAIN ON PARENTAL PURSE PROVES IT

Wild-West fever:

PART ONE

OF A 2-PART STORY

will it sell for you?

You may find the answer in SPONSOR's roundup of the experiences of numerous radio advertisers who've used cowboys as salesmen

over-all The country's gone Western wacky!

Streets and backyards are crowded with grim-jawed juveniles taking imaginary pot-shots at everything that moves. And all in the name of Hop-along Cassidy, Gene Autry, Roy Rogers, The Lone Ranger, Bobby Benson,

The Cisco Kid, Red Ryder, or just plain old Western enthusiasm.

Movies, comic books, and magazines have combined to increase Western popularity. But broadcasting gave the

An article dealing with the television side of Western programing will appear in next issue.

craze that extra push which turned it into a full-sized boom. In fact, the cowboy influence is so strongly evident on both radio and TV that SPONSOR decided to cover them separately. This article will be devoted to radio alone; a second installment on TV will follow in the next issue.



**KIDS IN YOUR TOWN ARE
WALKING ADS FOR YOU
WHEN YOU AIR ...**

THE CISCO KID



CISCO GETS THE KIDS . . . SPONSORS GET THE SALES . . .

AS THIS ZIV PROMOTION PIECE INDICATES, BY-PRODUCTS WITH HERO'S NAME PROMINENTLY DISPLAYED ARE BIG BUSINESS

Anything that zooms into public consciousness as devastatingly as the Western craze is bound to be a powerful advertising vehicle. But will it sell your particular product? SPONSOR'S survey indicates that Western programing will sell everything, and to the whole family.

Breakfast food, bread, and milk companies are still the leading sponsors of Western drama. They long ago discovered that parents could be sold through their children. So it's no surprise to find cowboy adventures heavily subsidized by food processors like General Mills, General Foods, Interstate Bakeries, and National Biscuit Company.

Adult products too can be boomed with Western drama backing. Grown-ups watch cowboy movies, read cowboy stories; why shouldn't they listen to the same fare over the air? The answer is they do, or such companies

as the St. Joseph Aspirin Co., Memphis, would cancel *All Star Western Theatre*; Culligan Air Conditioning, Sacramento, would drop *Charlie Marshall's Roundup*; and Bell Furniture Co., Fairmont, W. Va., would cancel *Red Ryder*.

Cosmetic, jewelry, dress manufacturers and other advertisers appealing to the "Miss" category have a strong ally in Western music; for Western ditties have a tremendous number of teen-age fans. Where cowboy drama appeals to kids as young as seven, cowboy crooners find their hero-worshippers among the older, teen-age, group. And they have a healthy crowd of older listeners too. The avid oldsters are probably most numerous in the Midwest and Far West, especially in Texas, Arizona, and New Mexico.

Saddle Rockin' Rhythm on KWTO, Springfield, Missouri is a typical example of the varied types of products

that are being promoted by Western-type entertainment. Singing M.C. Shorty Thompson and his crew (accordion, fiddle, bass, and electric guitar players) have been partners on KWTO for the past three years. They have sold tractors, furniture, poultry medicines, tobacco, and syrup; all with equal facility. But their most fabulous selling job was done for, of all things, a tree nursery. In three months they sold more than \$38,000 worth of young trees at a unit price of \$4.95.

Cisco Kid, who rides for the Frederic W. Ziv brand, sells bread, milk, Coca-Cola, Chevrolets, clothes, food, bubble gum, and many more types of products. After the Model Dairy Products Co. in Owensboro, Kentucky had sponsored *Cisco Kid* for just three weeks they offered gimmicks over the air. Kids were invited to send in 10 milk bottle covers for a key chain, 15 covers for a yo-yo, 25 for a dagger,



and so on. Result from eight successive broadcasts: a pile of 150,000 bottle top covers sent in from a city of only 32,000 people! Many puzzled parents wrote the Model Dairy Products Co. that their kids, usually finicky about drinking milk, were gulping it madly to collect the bottle covers.

Just a few other indications that the Western spirit has firmly roped listeners and advertisers:

Straight Arrow, a Comanche Indian chief turned rancher, rides two half-hours a week for the National Biscuit Co. over 340 Mutual Broadcasting System stations.

Some 10,000 independent franchised Rexall dealers have signed for 260 15-minute, open-end shows, with an option for 1,040 ultimately. Called *Rexall Rhythm Roundup*, they will combine transcribed interviews with Western recording stars and their new song releases. Between 400 and 650 local markets are being lined up on a three and five-per-week schedule.

In announcing its expansion into radio and TV packaging, the Charles Ross Advertising Co. of Los Angeles disclosed its first project: a half-hour Western radio show.

Movie cowboy Roy Rogers chases assorted rustlers and gunmen a half-hour a week over 523 Mutual Broadcasting System stations. Quaker Oats Co. pays the tab.

There are dozens more of these examples from every part of the country. Small-fry cowboy opera gallops in the lead of all Western programming. Some are live network shows, others are syndicated transcriptions. SPONSOR told the fabulous success story of one network show, Mutual's Bobby Benson, in the 22 May 1950 issue. The Benson operation was unusual in that it had no sponsor; made a handsome profit by licensing some 40 manufacturers to display prominently the words "Bobby Benson" and "B-Bar-B Riders" on sweaters, bicycles, hats, and sundry other cowboy essentials. Latest word from the B-Bar-B Ranch is that Macy's has recovered sufficiently from the carnage of Bobby Benson's 4 March personal appearance to schedule two more. The first, on 9 September, is only just over, the second will follow next Saturday on 16 September. Veteran cowpokes who return to Macy's Corral (that's no joke) will notice that in the six months since Bobby Benson's last jamboree, the Corral has doubled in size. This is just a small

proof that Western programming is scoring heavily.

Mutual Broadcasting is an old hand at Westerns. A solid block of them fill Sunday afternoon slots. Bobby Benson leads off at 3:00 p.m., followed by *Hashknife Hartley* at 3:30 p.m., and *Hopalong Cassidy* at 4:00 p.m. Hashknife is a summer replacement for *Juvenile Jury*; Hopalong is sponsored by General Foods. Later on, Sunday evening, MBS supplements its afternoon block with *The Roy Rogers Show* (Quaker Oats) at 6:00 p.m. and *The Singing Marshall* (sustaining), 8 p.m.

Pioneer radio Western is the *Lone Ranger*. For 17 years his "Hi-ho Silver!" has boomed out of loudspeakers. The ABC net presently carries the *Lone Ranger*, a Trendle-Campbell Enterprises property, on 36 stations for American Bakeries Co. and over 200 stations for General Mills, Inc. (Cheerios). American Bakeries Co. is the only other company besides General Mills which carries the show, the reason being that General Mills does not market in the southeast region covered by American Bakeries.

General Mills was so impressed by the *Lone Ranger* that in 1946 they bought national rights to the program. This left other advertisers, like Interstate Bakeries, dangling at loose ends. Out of Interstate's quandary was born the *Cisco Kid*, since packaged by the Frederic W. Ziv Co. Interstate Bakeries now carries the Kid three times weekly in 30 markets. And a variety of other sponsors, like Coca Cola Bottling Co., New Orleans; A. B. Chevrolet Co., Portland, Oregon; Hub Clothiers, Amarillo, Texas; United Cleaners, Saranac Lake, N. Y.; Packers Super Markets of Detroit and Ann Arbor, Michigan; Oklahoma Gas & Electric Co., Oklahoma City; and Frank H. Fleer (bubble gum) also use *Cisco Kid*. Altogether, this Robin Hood of the West, played by Duncan Renaldo, is booming sales in over 300 markets.

Straight from the comic strips into radio rode another heroic cowpoke, name of Red Ryder. Langendorf United Bakeries, Inc. has sponsored Red on the West Coast for eight years in a live broadcast. Since then, Louis G. Cowan, Inc. has produced radio transcriptions for owner Stephen Slesinger, Inc.

Harry S. Goodman Radio Productions has sold the transcribed 52-week series to nearly 100 stations in this (Please turn to page 56)



Network: Hoppy and horse are on MBS weekly



Local-syndicated: Saddle Rockin' Rhythm, KWTO



Syndicated: All-star Western of H. S. Goodman





New Victor sign dominated Boston's State Street at turn of century

The evolution of a New England coffee

Horatio Alger rise of Victor began with radio. Programs told the full story, now station breaks reach peak audience

spot "There's only one thing harder, today, than keeping a coffee brand on top—that's to get there in the first place."

SPONSOR found no coffee company ready to dispute these words of W. F. Williamson, dynamic vice president of the National Coffee Association. But the Martin L. Hall Company of Boston, and their agency, John C. Dowd, Inc., of Boston, put Victor coffee on top in New England in 10 years because they combined radio with a

philosophy of broadcasting flexible enough to change as marketing and competitive conditions changed.

The single advertising factor that pushed Victor from the bottom to the top in New England was programs on regional stations. But now that the job of telling the unique Victor sales story (it's made from ripe coffee beans) has been accomplished, the company has hit for a wider audience. Since the first of the year it has used announcements in quantity to keep

pounding home the Victor name.

The Victor story is a saga which saw the brand start with less than 5% distribution in the Greater Boston area and even less in the rest of the five-State New England region. In 1940, the very idea that the famous old name of Victor would challenge, then pass, in consumer popularity top national brands and New England's own one-time favorite, La Touraine, seemed an almost impossible dream to Stanley W. Ferguson, owner of the Martin L.

HEAVILY MERCHANDISED PROGRAMS BUILT VICTOR. FULTON LEWIS, JR. (LEFT), "YANKEE NETWORK NEWS," WERE KEYNOTES



YOU'RE on the air when you stock VICTOR



Station Listing	
WJOR	Bangor, Me.
WFAU	Augusta, Me.
WCOU	Lewiston-Auburn, Me.
WMTW	Portland, Me.
WDEV	Waterbury, Vt.
WLNH	Lanesville, N. H.
WTSV	Rutland, Vt.
WKXL	Claremont, N. H.
WHBS	Concord, N. H.
WKEB	Portsmouth, N. H.
WHAJ	Manchester, N. H.
WLHJ	Greenfield, Mass.
WEM	Lowell-Laurens, Mass.
WBRK	Pittsburg, Mass.
WNAC	Pittsfield, Mass.
WHYN	Boston, Mass.
WAAB	Holyoke-Springfield, Mass.
WONS	Wareham, Mass.
WEAN	Hartford, Conn.
WVCO	Meriden, E. I.
WSAB	Waterbury, Conn.
WVLC	Fall River, Mass.
WICC	New London, Conn.
	Bridgport, Conn.

Why Victor Coffee switched from programs to announcements

- 1 Over a nine-year period, news commentary programs had told the unique Victor story.
- 2 Obviously New Englanders had taken the message to heart; Victor was on top in sales, but primarily the sales were being made among the listeners to Victor programs.
- 3 Victor felt this audience was thoroughly sold. How could it reach additional millions at lowest cost? An announcement campaign with greater frequency and number of stations was the answer.
- 4 Victor made the switch, using announcements during station breaks and on participation shows. These were spotted so as to hit the maximum number of housewives and some husbands as well (before ball games).



Victor execs and agencyman Dowd (c) view TV announcements

Hall Company. The brand's fortunes were at a low ebb following a disastrous advertising failure in 1939.

Since you can't sell coffee that isn't on grocers' shelves, Ferguson sat down to "talk over a merchandising problem" with John C. Dowd, head of John C. Dowd, Inc., one of New England's leading agencies. Dowd had a reputation for aggressiveness, as well as soundness. Ferguson figured he'd need plenty of both to pull Victor out of the doldrums.

Originally, Ferguson's company, Stanley W. Ferguson, Inc., was a coffee importer and wholesaler; he packaged the product for firms who sold it under their own brands. But Ferguson cher-

ished the desire to own a brand of his own, a brand he could develop and foster and build.

It hurt him, somehow, to see his product going into brands which were subject to all kinds of ups and downs. So in 1935 he had bought the Martin L. Hall Company.

Two things led him to choose this firm. First, he knew that Victor was a choice blend (it sold for a few cents more per pound than most popular commercial brands). But the thing that really warmed his heart about Victor, Ferguson told his friends and family, was the trade mark—an old Roman chariot and driver pulled by three great plunging white chargers.

The Victor blend got its special quality from the use of "ripe" coffees. Coffee is usually roasted green. In the early 1800's it happened occasionally, a fast Yankee Clipper carrying coffee to New England would be delayed by a calm. Such a delay allowed the coffee in the warm, moist hold of the ship to ripen to a light, golden brown. Brew from this "ripe" coffee produced an improved flavor. This led to the practice of allowing more expensive coffees to ripen slowly in the open before shipping.

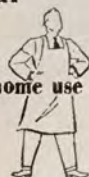
Some of the early Victor advertising in Boston had been as vigorous, in its way, as the rich aroma that charac-

(Please turn to page 64)

PRINTED MEDIA ARE SECONDARY, USED TO SUPPLEMENT RADIO. LETTER CONTEST (BELOW) WAS PROMOTED ON YANKEE NET

First by far

for their own home use — Grocers favor Victor coffee



Who has your grocer has a better opportunity to taste and compare coffee?

Greater Boston's grocers prefer Victor the Ripe Coffee 3 to 1 over the most leading brand for use in their own homes! They know Victor is richer because it's ripe — fresher because it's Vacuum Packed — good every time you buy it because it's Matched Roasted. Yet, strength for strength, Victor needs no more! Buy it — try it — today!

3 to 1



take a tip from your Grocer
... switch to





A GLANCE AT THE ILLUSTRATIONS ABOVE INDICATES THE WIDE VARIETY OF MERCHANDISING AIDS PROVIDED BY STATIONS. THESE INCL

Merchandising is like fingerprints

PART TWO OF A 2-PART STORY

This is what representative radio stations do to help the sponsor sell his product. No two do it same way

over-all Ever watch your wife buy a new dress? She tries it on; it looks fine to you. The styling just fits her figure and the material feels expensive. But she likes another one better because it has fancy pockets and adjustable sleeves. Oh well, you sigh, such are the ways of women.

Shift the scene to a timebuyer's crowded office. He's making up a schedule for Bickenbecker's Beverages, and when he comes to Smorgasbord, S. C., he's torn between two choices. Both stations look good . . . and, what makes it more perplexing, they both have an equally good story to tell about coverage and listener loyalty. But one gets the nod—because it has

an added feature. It sends out letters to dealers and puts up window displays for the client.

It's that little extra called merchandising that often weights the scales more heavily for one station than another. But, as SPONSOR pointed out last issue (28 August), whether or not a station should merchandise is strictly an individual matter. Only the station itself is in the position to decide how much merchandising it can afford.

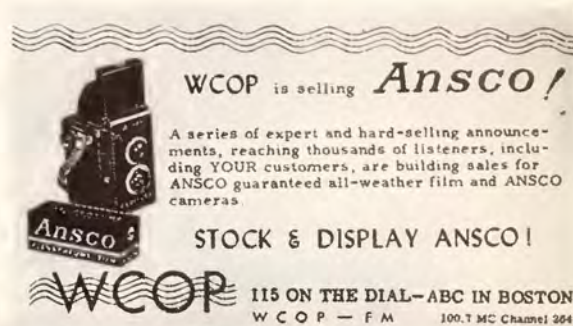
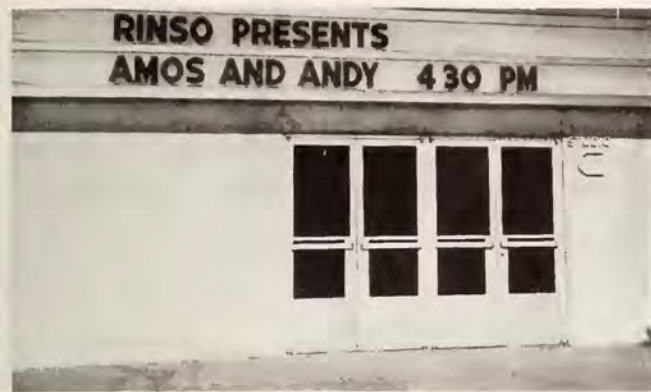
That article also pointed out the big merchandising variations among publications in the black-and-white media.

This is the story of radio's variations in merchandising (with "merchandising" defined as the direct push of an advertiser's product by the sta-

tion at the dealer level). Represented in this story are only a few highlights.

Kingpin broadcast merchandiser is WLW, Cincinnati. The 50,000-watt WLW was most frequently pointed to as an example of aggressive merchandising by the sponsors and advertising agency men queried. These are the many services that WLW furnishes its advertisers:

1. Checks product distribution among jobbers and retailers.
2. Sends out men to distribute sponsor-supplied store display pieces and help build product arrays.
3. Puts its finger on the attitudes of jobbers, wholesalers, store owners, managers, and clerks toward the prod-



ER LETTERS, HOUSE ORGANS, PERSONAL CALLS, BILLBOARDS, CAR CARDS, STORE DISPLAYS, SPACE ADVERTISING, MANY OTHERS

ucts being advertised. Reports are forwarded to sponsors.

4. Works closely with sponsors or agencies whose products require special promotion, such as the initial distribution so vitally necessary to new goods.

5. Mails letters to 500 key drug stores. Larger mailings of up to 3,000 stores can be had for the cost of postage. Mails letters to 1,000 selected grocery stores, with larger mailings as high as 5,000 for the cost of postage.

6. Alerts the wholesale drug and grocery trade to new advertising schedules with letters and cards.

7. Carries news of new accounts in its monthly merchandising paper *Buy Way*. Its 10 yearly issues have a circulation of 7,500 copies in the drug edition and 9,500 copies in the grocery edition.

8. Gets out special publicity releases on products and services that need more than ordinary treatment.

9. Aids courtesy announcements on request.

10. Puts up product displays in 35 independent Cincinnati drug stores, 12 chain and 10 independent Indianapolis drug stores, 10 independent stores in Dayton, 15 independent stores in Columbus. Special displays are placed in five downtown Cincinnati locations.

(Please turn to page 46)

Cross-section of services rendered by typical stations that do merchandising

	Dealer Letters	Personal Contact	Store Display	Illuminated Window Display	Space Advertising	House Organ	Monthly Newsletter
*KCMO, Kansas City, Mo. 50 KW	X					X	
*KCRA, Sacramento, Calif. 1 KW	X	X	X				
KFI, Los Angeles 50 KW	X	X	X		X		
KGHF, Pueblo, Colo. 5 KW	X	X	X		X	X	
*KGNC, Amarillo, Tex. 10 KW	X	X	X		X		
*KLZ, Denver 5 KW	X	X	X	X	X		
*KMPC, Los Angeles 50 KW	X	X			X		
KNX, Los Angeles 50 KW	X			X			X
*KSTP, St. Paul, Minn. 50 KW	X	X	X	X	X		X
WAVE, Louisville, Ky. 5 KW	X	X				X	
WAYZ, New Haven, Conn. 1 KW	X	X	X			X	
WAYS, Charlotte, N. C. 5 KW			X	X			
*WCCO, Minneapolis, Minn. 50 KW	X				X	X	
*WCHS, Charleston, W. Va. 5 KW	X	X	X	X			
*WCOG, Greensboro, N. C. 1 KW	X	X	X				
WEAM, Arlington, Va. 5 KW	X	X	X				
WEIM, Fitchburg, Mass. 250 watts	X	X	X				
*WFDF, Flint, Mich. 1 KW	X	X	X	X	X		
*WHK, Cleveland 5 KW	X	X		X			X
WIBW, Topeka, Kansas 5 KW	X	X	X	X	X	X	X
*WING, Dayton, Ohio 5 KW	X	X	X				X
WIRK, W. Palm Beach 1 KW	X	X					
*WISE, Asheville, N. C. 250 watts	X	X	X	X			
WKJG, Fort Wayne, Ind. 5 KW	X	X	X				
*WKY, Oklahoma City, Okla. 5 KW	X	X			X		
WLAU, Laurel, Miss. 250 watts		X					
*WLW, Cincinnati 50 KW	X	X	X	X	X	X	X
WMFD, Wilmington, N. C. 1 KW	X	X	X				
WMFJ, Daytona Beach 250 watts	X		X			X	
WORZ, Orlando, Fla. 1 KW	X	X	X	X			
WSSB, Durham, N. C. 250 watts	X	X	X				

*These stations provide other services not indicated here, such as lobby and marquee signs, distribution checks of local retailers, route lists, and market research information.

Mohawk uses a new broom

Recent 100% black-and-white advertiser, now places 60% of budget in TV

over-all America's carpetmakers operate on the theory that seeing is believing.

Which explains why their advertising managers (until recently) rarely looked further than newspapers and

Mohawk's TV selling style: close-up on carpets



MOHAWK'S EXTENSIVE MERCHANDISING TIES IN WITH THEIR TV SHOW; THIS PHOTO OF

magazines in their media search. Beautiful four-color magazine ads were practically standard: soft reds, greens, and blues which put over that luxurious carpet feeling.

Obviously, the housewife with a "show me" attitude would, so they reasoned, hardly be convinced by anything short of a picture of their product. So the broadcast advertising budgets of carpetmakers have generally been anemic or non-existent. That is, until TV burst out all over.

Alexander Smith & Sons Carpet Co. was the first to get its feet wet in TV. As long ago as 1944, the company pioneered a show on Dumont's WABD, New York. Called *The Magic Carpet*, it featured two children in the role of visitors to exotic places. Transportation was provided by carpet—an Alexander Smith, of course. The show lasted for three and a half years, went off the air in 1947 without a replacement.

Beginning in October 1943, Bigelow-Sanford went on the NBC network Thursday nights from 9:30 to 10:00 p.m. For a year and a half their *Bigelow-Sanford Show* starred Dunninger, the master mentalist, and comic Paul Winchell with his dummy Jerry Mahoney. From all outward appearances, both Bigelow-Sanford executives and their local dealers were happy with the program. Then, suddenly, in December 1949, the economy axe fell—on

television. No one at the company, its advertising agency, or CBS (where the program switched before going off) was very specific. Just a "revamping of the advertising budget," they said. Since Bigelow and Smith are first and second, respectively, in sales volume, it might seem at first glance that TV was tried and found wanting by carpetmakers (although B-S may be back before long).

But three other carpet manufacturers have since tried their hand at TV and stayed. A. & M. Karagheusian, Inc., helps maintain its number four spot in the carpet field by pushing Gulistan carpets locally. It puts out free TV film commercials and radio spots for local dealer shows.

Both Mohawk Carpet Mills, Inc., and C. H. Masland & Sons have 15-minute TV network shows. Mohawk airs theirs on Monday, Wednesday, and Friday from 7:30 to 7:45 p.m. Masland telecasts theirs on Mondays 11:00 to 11:15 p.m. Mohawk stands third in sales volume and by now may be a good second; Masland is fifth or sixth.

The Mohawk Showroom went on the air 2 May 1949, with Morton Downey and Roberta Quinlan alternating for a five-day stint. Masland first aired baritone Earl Wrightson on 14 September 1949 in *At Home with Masland* (CBS), a musical show very similar to the Mohawk program.

Both had the same objective: build

... as seen on

THE MOHAWK SHOWROOM

TOPS IN TELEVISION

station **WJAR-TV** at **7:30 P.M.**

MON. WED. FRI.

Carpet from the Looms of Mohawk

RTA QUINLAN AND ACCOMPANYING POSTER HELP DEALERS GET MAXIMUM SALES VALUES FROM "MOHAWK SHOWROOM"

brand consciousness among consumers and dealers. And both got off to a small, cautious start; later increased their TV budgets heavily. Masland expects to spend "substantially" more on TV come fall, partly because of rate hikes, but mostly because of expansion into more markets. And Anderson, Davis, & Platte, their advertising agency, is working on changes in the show's format and time slot.

Mohawk Carpet Mills provides a fascinating case history of what happens when advertising policymakers are open-minded. Not many years ago Mohawk had eyes only for magazines

and newspapers. The greater part of their million-dollar 1949 ad budget, for instance, went into magazines. A little over a year ago, advertising and sales promotion manager Howard P. Hildreth made the first move away from tradition.

In May of 1949 *The Mohawk Showroom* opened its doors five days a week on a limited number of NBC network stations. Morton Downey filled in three days a week and Roberta Quinlan, another singer, the other two days. Before long, word had gotten around the trade that Mohawk was making a big impression via television.

Dealers in TV markets not reached by the show began clamoring for it.

Mohawk's Hildreth and their ad agency, George R. Nelson, Inc., finally had to make a decision. The advertising budget just wasn't big enough to add more stations — at five shows a week. But by dropping the highly paid Morton Downey and cutting back to a three-per-week schedule, in December 1949 Mohawk was able to buy more TV outlets.

Shrewd budgeting and careful programming have carried *The Mohawk* (Please turn to page 50)

Rival Karagheusian supplies free dealer aids

TV film commercials round out Karagheusian's heavy dealer-aid program, encourage local ads

ROUND UP MORE CUSTOMERS WITH RADIO

GULISTAN

FOR THE GULISTAN

KARAGHEUSIAN, INC., 215 FIFTH AVENUE, NEW YORK, N. Y.

GULISTAN

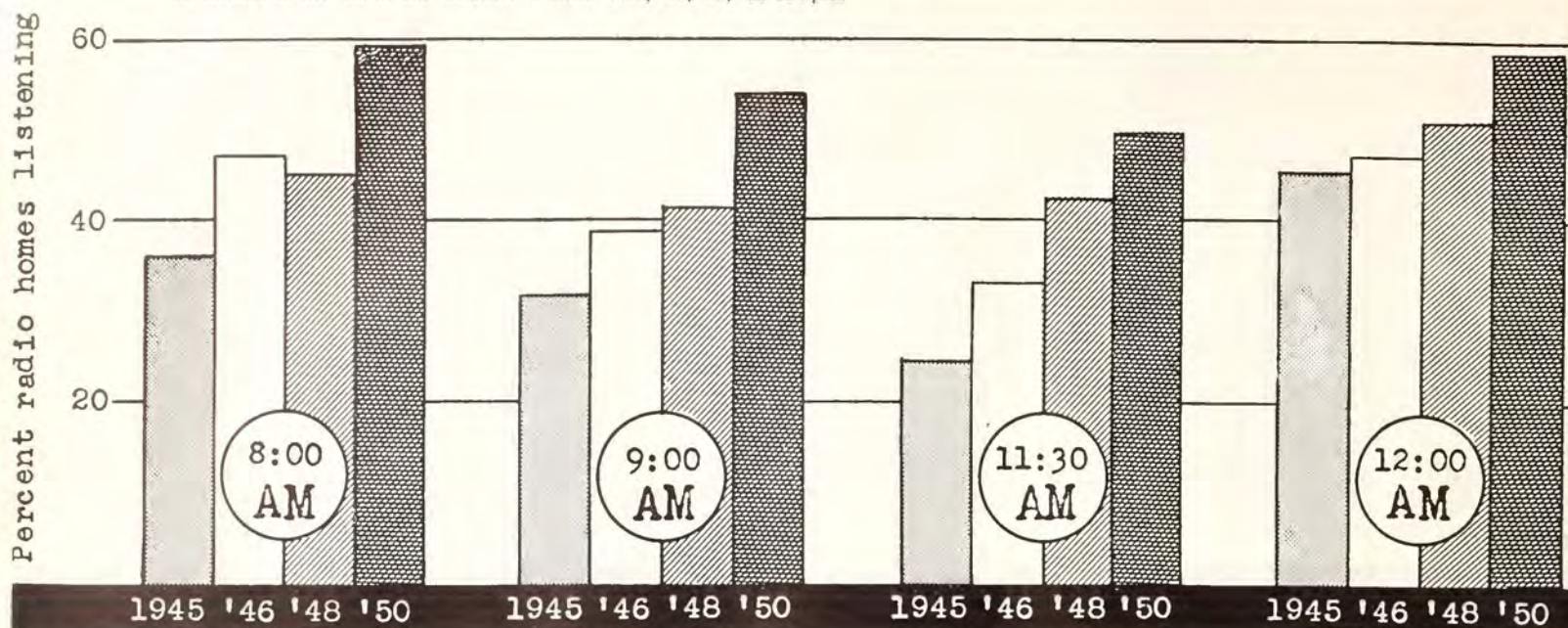
TELEVISION

Films ...FOR YOUR STORE

KARAGHEUSIAN, INC., 215 FIFTH AVENUE, NEW YORK, N. Y.

Year-by-year home tune-in increase based on 80

53 stations in five states are included in these 1945, '46, '48, '50 samples



What's happening to radio in a non-TV area?

WNAX 80-county diary study

charts gains in audio audience between 1945-50



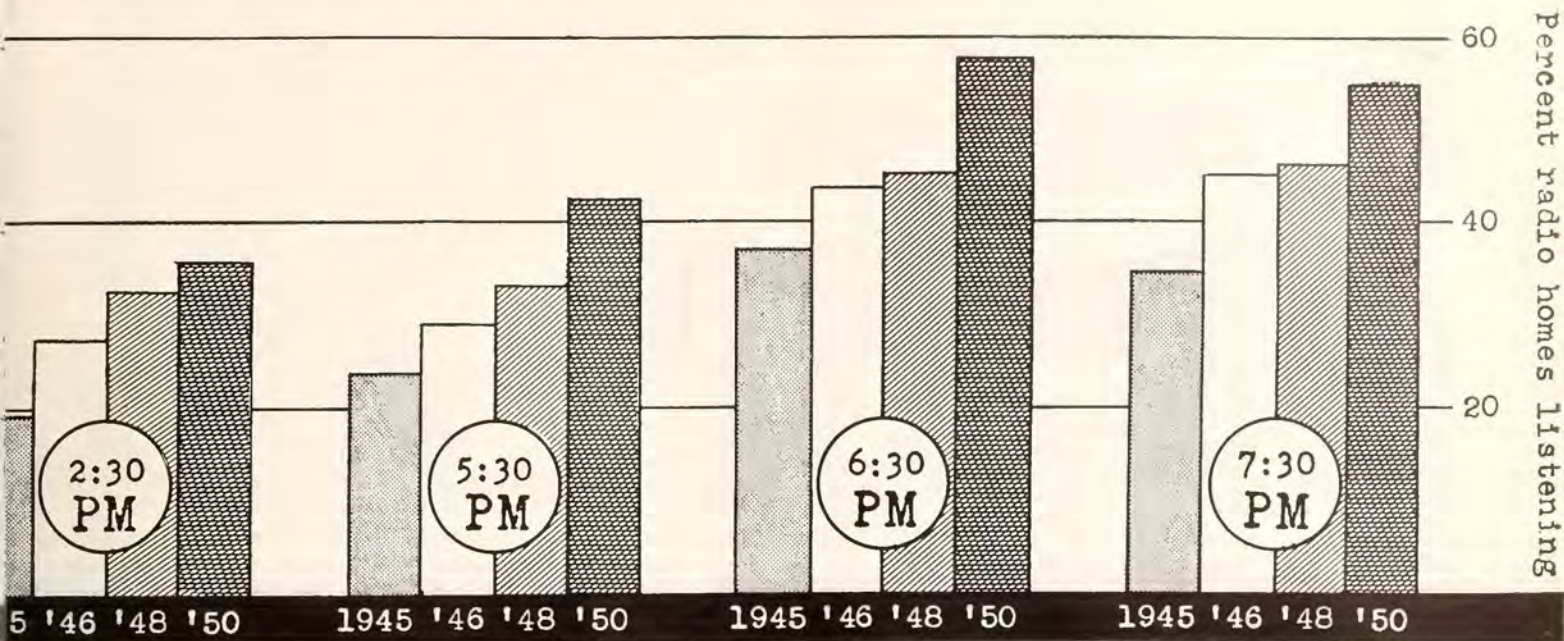
WNAX study used diary-at-every-radio technique for listing family and individual set listening

over-all What's happening to radio listening?

Astute advertisers like Procter & Gamble, General Mills, Colgate-Palmolive-Peet, who are expending millions in the medium this fall, are searching for the answer. The recent ANA report suggesting rate reduction talks is one repercussion of the question.

Studies completed of late by WHO, WIBW, NBC, CBS indicate that, rather than diminishing, radio is getting bigger. But it remained for WNAX, 5KW station in Yankton, S. D., to prove how much bigger. What advertisers need most, for logical analysis of radio, are acceptable comparisons.

The 1950 WNAX Diary Study, a bi-annual survey, provides four useful comparisons—each in the same common denominator. The study covers



four separate years (1945, 1946, 1948, 1950). Each study covers the same data, was made by the same highly-respected research firm, was taken during the same week, includes data on the same quarter-hours of the day, was made in the same area.

Together, the studies over these four years constitute an easy-to-understand picture of what's happened to radio listening in a large, essentially non-TV area. The area surveyed includes 80 counties in North and South Dakota, Iowa, Minnesota, and Nebras-

ka. Results reveal three basic findings:

(1) An average increase of over 14% in the number of sets in use* between 1945 and 1950.

(2) A substantial increase in the number of sets in the average home: multiple-set homes in 1950 double those of 1945.

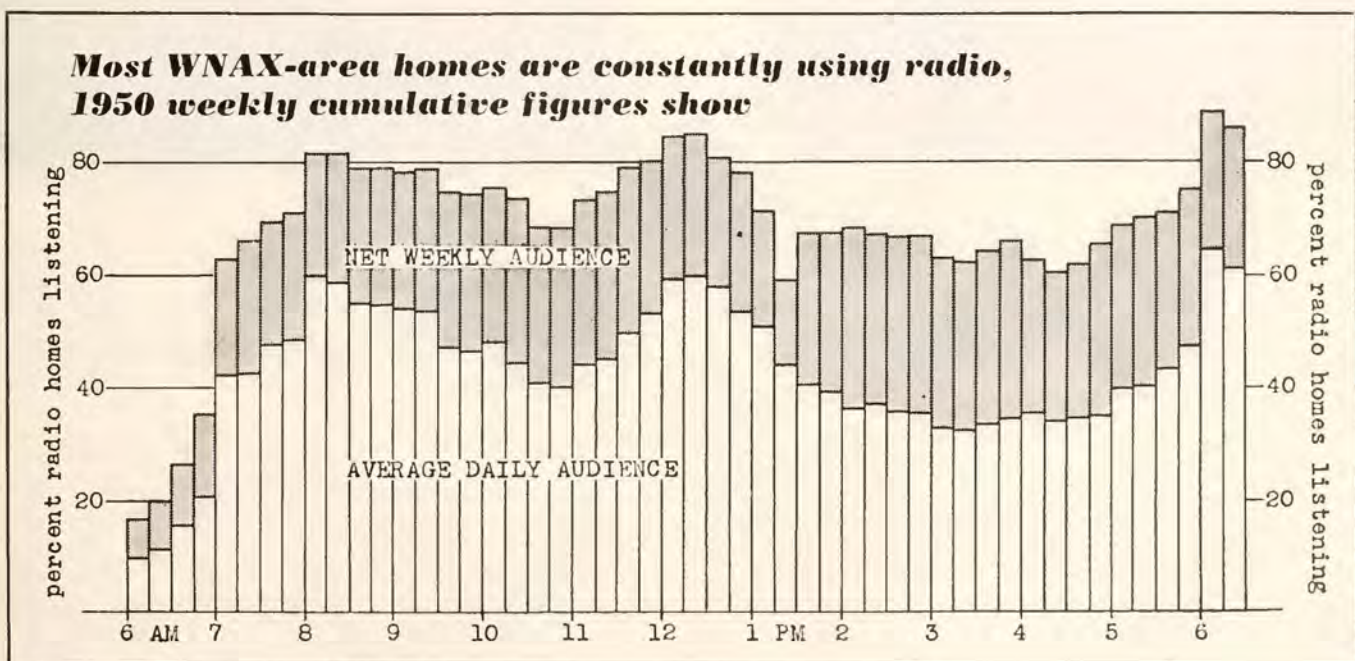
(3) 28% higher accumulative weekly audience than the average daily audience.

*The term "sets in use" actually means "home in use," by quarter-hours. One sample is one home. Figures and charts are on a percentage basis.

The charts on these pages show the year by year progression of the listening done. And you don't need to be a statistical whiz to spot the listening trend. 1950 tops preceding years in almost every quarter-hour.

Eight individual quarter-hour examples (see chart) illustrate the steady climb of sets in use. Each example shows an increase in the four successive studies. The largest continuous gain occurred during the 11:30-11:45 a.m. quarter-hour, which more than

(Please turn to page 53)



A sponsor's view of World War II

Tracing the radio advertising objectives and results of some national firms during a scarcity economy

over-all Many advertisers are just waking to the fact that the Korean situation rates as a major war. Up to now the majority haven't been able to bring themselves to think in terms of a wartime economy.

But when Congress starts talking seriously about how to tax away "excess pay" of wage-earners as well as excess profits of corporations; when the value of the dollar slips to 57 cents (compared with 1939's 100-cent dollar), that means price-wage controls—and rationing—can't be far away.

Advertisers and agencies are passing the word to their research departments to dig out facts on World War II experiences. And they're not forgetting that the basic lessons were learned in the first World War.

To assist radio and TV advertisers and their agencies in the work of ferreting out the lessons of the last war, SPONSOR has surveyed the last 30 years of advertising history. Essentially, the records say this:

THUMBNAILS ON TYPICAL WARTIME SPENDING



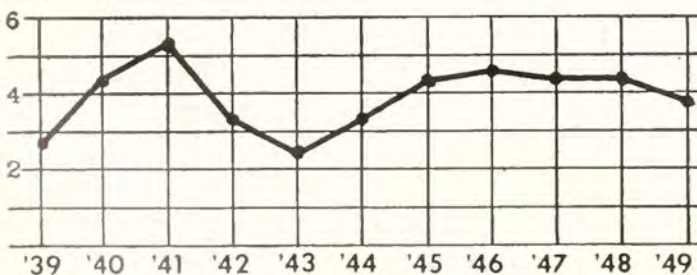
Sponsor: Colgate-Palmolive-Peet

Agency: Ted Bates, Sherman & Marquette, Wm. Esty, Lennen & Mitchell, Honig-Cooper

Product: Soaps, shave creams, beauty preps, etc.

Wartime Objective: Product selling . . . no institutionals. Spotty distribution during the war led to regional announcements to supplement network shows.

Expenditures for net radio only (PIB estimate)
Vertical figures in millions of dollars



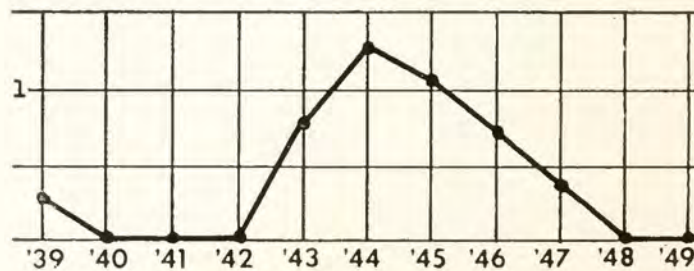
Sponsor: U. S. Rubber

Agency: Fletcher D. Richards

Product: Rubber products

Wartime Objective: Institutional and brand name building in all branches of U. S. Rubber. Public service programing developed with the Philharmonic Symphony Orchestra.

Expenditures for net radio only (PIB estimate)
Vertical figures in millions of dollars



1. Advertisers who drop out of media because they have no goods to sell in wartime risk brand-name death.

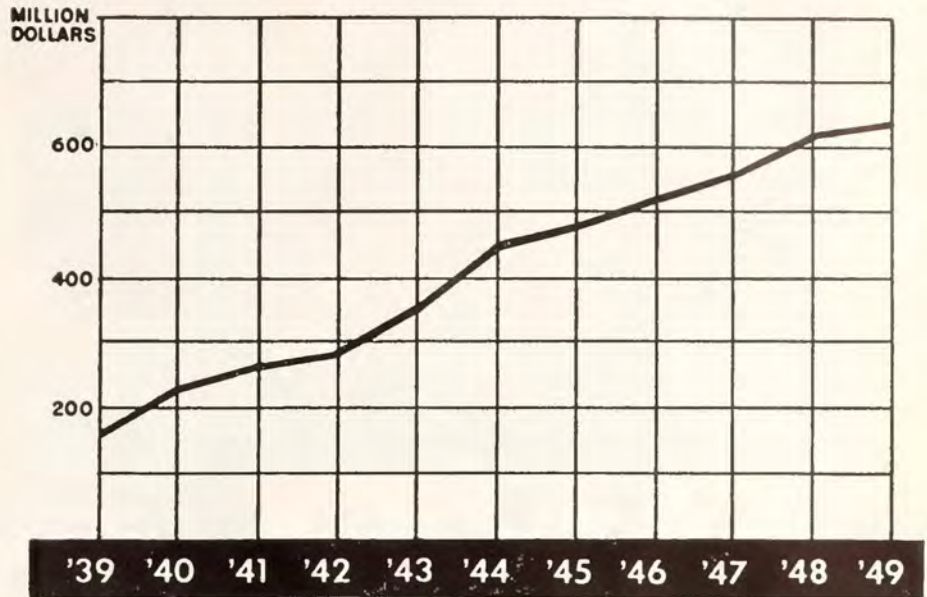
2. It's harder to advertise in wartime, just as it's harder to carry on any number of normal activities in the face of war shortages.

3. Wartime programing requires topical twists, but it shouldn't depart from this axiom: to sell anything, whether it's ideas or soap, you've got to entertain the listener.

The most famous report of what happened to advertisers who decided to put all or most of their advertising dollars into the profit till ("because this is a seller's market") was made by Eastern Industrial Advertisers in September, 1940. Entitled "Proof," the study traced the postwar failure or serious decline of 17 industrial manufacturers whose management either cancelled or severely curtailed advertising during World War I.

Most national advertisers of fast turnover items took the lessons of

This is the way radio advertising (including network, spot, local) rose since 1939



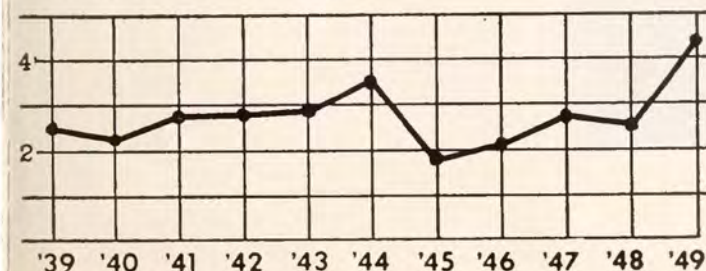
Source: 1950 Broadcasting Yearbook.

SOME TOP NETWORK ADVERTISERS



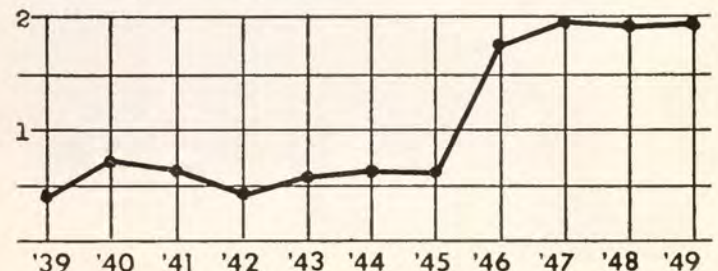
Sponsor: American Tobacco
Agency: BBD&O
Product: Lucky Strike
Wartime Objective: To introduce a changed package . . . "Lucky Strike Green Has Gone to War." . . . Light institutionals developed with a lack of competitive feeling in advertising.

Expenditures for net radio only (PIB estimate)
 Vertical figures in millions of dollars



Sponsor: Prudential Insurance
Agency: Calkins and Holden
Product: Insurance
Wartime Objective: One half of the objective went to selling the service and the other half of the wartime objective was devoted to public service advertising.

Expenditures for net radio only (PIB estimate)
 Vertical figures in millions of dollars



These are some key elements in war programing



1. Shows travel to service camps. Bob Hope (Pepsodent) did public service, kept topical



2. News shoots up in popularity. H. V. Kaltenborn (Pure Oil), and others got record ratings



3. Audience participation shows. Major Bowes (Chrysler) gave servicemen air breaks galore

World War I to heart; the second world conflict found them going all out with advertising to protect their business from the hazards of the public's fickle memory and the aggressive advertising of competitors.

During the last war, the government showed itself quite ready, in the Revenue Act of mid-1942, to recognize advertising expenditures as deductible for income tax purposes. Today, the Bureau of Internal Revenue and the Department of Defense have indicated that reasonable expenditures will be allowable in renegotiated contracts. Previous advertising history will be taken into account and each case will be judged individually.

There has been a general feeling that tax policies of the last war encouraged a great deal of ad expenditure that might not otherwise have been made. This was undoubtedly true in some cases. But it would be highly questionable to conclude that this factor alone was a major cause for the upsurge of advertising in major media in 1943 and 1944. This phenomenon was not only in keeping with our vast expansion in national gross production, but reflected the activity of many new and previously sporadic advertisers. Stable production, expanded output gave these new wartime advertisers, usually smaller concerns, the advertising opportunity they'd always wished for.

All advertising for major media jumped between 1940 and 1944 (according to estimates made for *Printer's Ink* by Dr. Hans Zeisel, Associate Director of Research, McCann-Erickson) as follows:

1940	\$2,087,600,000
1941	2,235,700,000
1942	2,156,100,000
1943	2,496,400,000
1944	2,723,600,000

The biggest gains in 1943 and 1944 were registered by radio. The Federal Communications Commission estimated network and spot time sales for the five-year period as follows:

	Network	National Spot
1940	\$71,919,428	\$37,140,444
1941	79,621,534	45,681,959
1942	81,744,396	51,059,159
1943	99,389,177	59,352,170
1944	121,757,135	73,312,899

Rising costs plus the new ad dollars of numerous smaller advertisers (local.

(Please turn to page 58)

it's the
on the

5th
15th

The secret is out. AVERY-KNODEL is 5 YEARS OLD on the 15th OF SEPTEMBER.

Five years of representing one of the greatest group of stations in the country is not much, chronologically. But, A-K is awfully proud of the *growth* of those stations and the part it has had in that growth.

Five years of serving America's time-buying agencies is not a *long* time. But *length* of service is not as important as *quality* of service. And agencies in all parts of the country have rated AVERY-KNODEL among the *leading station reps*.

Five years is a deceptive figure if measured in average performance. But, AVERY-KNODEL is never satisfied with average performance. That's why some of the country's smartest stations are turning to . . .

Avery-Knodel, inc.

New York • Chicago • Atlanta
San Francisco • Los Angeles

KGGM	Albuquerque
WGAC	Augusta
KERO	Bakersfield
WKBW	Buffalo
WAYS	Charlotte
WJJD	Chicago
WSAI	Cincinnati
WMSC	Columbio
KDAL	Duluth-Superior
KFRE	Fresno
KILO	Grand Forks
WJEF	Grand Rapids
WCOG	Greensboro
WFBC	Greenville
KULA	Honolulu
KTHT	Houston
WMBR	Jacksonville
WKZO	Kalamazoo
WROL	Knoxville
WLOK	Limo
WIBA	Madison
WMAW	Milwaukee
WDGY	Minneapolis
KOMA	Oklahoma City
WIRL	Peoria
KOIN	Portland
WFCI	Providence
WHBF	Rock Island-Quad Cities
KROY	Sacramento
KALL	Salt Lake City
KVSF	Santa Fe
KJR	Seattle
KMA	Shenandoah
KSOO	Sioux Falls
KTUL	Tulsa
WRUN	Utica-Rome
WBRY	Waterbury
KXEL	Waterloo
KFBI	Wichita
WILK	Wilkes-Borre

INTERMOUNTAIN NETWORK

WMBR-TV	Jacksonville
WKZO-TV	Kalamazoo
	Battle Creek, Grand Rapids
WHBF-TV	Rock Island-Quad Cities

ST. LOUIS or SYLACAUGA..

AP sells for stations and

St. Louis is a city of 900,000, one of the nation's centers of industry and finance. KSD, in St. Louis, is a 5000-watt, full-time NBC affiliate.

The General Manager of KSD says:

"KSD Now Carrying 76 Associated Press Newscasts Weekly . . ."

GEORGE M. BURBACH
KSD, St. Louis

Sylacauga is a town of 10,000, in a textile, lumbering, and agricultural area of Alabama. WMLS, in Sylacauga, is a 1000-watt, daytime-only independent.

The General Manager of WMLS says:

"Alabama's Largest Grocer Sells Across the Board with AP News . . ."

CURTIS O. LILES
WMLS, Sylacauga

St. Louis or Sylacauga, AP's selling story is a story of success. Hundreds of the country's finest stations announce with pride . . . **"THIS STATION IS**

sponsors



KSD's 76 weekly AP newscasts are made up of 50 of 15 minutes.

20 of five, and 6 of ten.

Sponsors are S. G. Adams (office furniture and supplies), Ford Dealers of St. Louis, General Mills, Hulman Co. (Clabber Girl Baking Powder), Laclede Gas, Metropolitan Life, Quality Dairy, Roosevelt Federal Savings and Loan, Shell Oil and Sidney Weber Motor.

General Manager Burbach says:

"KSD has used AP news continuously since 1935. Our AP membership certificate is No. 1-R. We were the first station to apply for membership, and proudly acknowledge the importance of our AP service in the preparation of KSD newscasts."



70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain. Hill sponsors three 5-minute AP newscasts daily. Other sponsors of daily AP newscasts include Chrysler-Plymouth, a lumber company, furniture store, taxi company and a bank.

General Manager Liles says:

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

MEMBER OF THE ASSOCIATED PRESS."

AP news has IMPACT:—on Listener
—on Sponsor
—on Member Broadcaster

To the listener, the Associated Press
— oldest and largest
of all news agencies—means
accuracy . . . objectivity . . . speed!

To the sponsor, The Associated
Press means audience
acceptance that helps sell
his product.

To the member broadcaster,
The Associated Press
means a larger audience,
proven success with sponsors,
and station payment
for news based only on
AP's cost of providing
the service he receives.

AP Resources and
Facilities Include:

A news report of
1,000,000 words every
24 hours.

A staff of 7200
augmented by
staffs of member
stations and newspapers
—more than 100,000 men
and women contributing to
each day's report.

Leased news wires of
350,000 miles in the U. S. alone.

The only state-by-state news
circuits in existence.

100 news bureaus in the U. S. —
offices and news
men around the world.

A complete, nationwide
election service, employing
65,000 special workers.

FOR FURTHER DETAILS, WRITE

RADIO DIVISION
THE ASSOCIATED PRESS

50 Rockefeller Plaza
New York 20, N. Y.





The Case of the Billion Dollar Baby...



As Metropolitan Areas go, Greater Miami is younger than most.



But in rate of growth, it towers close to the top of all U.S. metropolitan areas.



In ten years, Metropolitan Miami has increased 83% in population, is now close to the half million mark.

★ ★ ★



In the last ten years, Station WGBS has grown just as phenomenally...



IN POWER—WGBS has increased from 250 watts to 50,000.



IN POPULARITY—WGBS has climbed to the top, now leads all others by a comfortable margin.



Today, WGBS covers a 1950 population of nearly a million in 21 counties, with retail sales of over a billion dollars.

And every day, more and more advertisers are selling this billion dollar market in the most effective way they know—with the influential voice of South Florida's leading station.

Any Katz man will show you why.

50,000 WATTS



WGBS

**CBS
MIAMI, FLA.**

SPONSOR REPORT for 11 September 1950

(Continued from page 2)

of program and medium. Included are Campbell Soup, Snow Crop Foods, Crosley Division of Avco, Whitman's Chocolates, Johnson's Wax, Wildroot Hair Tonic, Scotch Tape, S.O.S., Benrus Watch. Ward Wheelock and BBD&O are represented with two clients each.

MAIL ORDER FIRMS SHIFT FROM P.I. TO RATE CARD BASIS

Mail order firms specializing some months ago in p.i. business have unobtrusively been shifting during recent months to rate card payment. Two largest firms in nation have almost completed transition. Reason: you make more money by paying card rates if you know your stations. Said Harold Kaye, president of Mail Order Network: "If you've got a good radio or TV offer you're a sucker to pay p.i. rates. We've learned our lesson." Mail Order Network currently uses 40 radio stations with 11 offers. By October intends to be on over 100 radio stations, 40 TV. Magic towels and vegetable slicer are top current offers.

SPECIAL TEST SURVEY COMMITTEE PUZZLED OVER HOOPER-PULSE DIFFERENCES

Eight-man Committee attempting to reconcile marked differences between Hooper and Pulse radio audience findings has discovered discrepancies can't be traced to check of telephone homes only by Hooper vs. all homes by Pulse. Conclusion is that survey methods create difference. Committee proposes study of local audience measurements of such systems as telephone coincidental, diary, roster-recall, house-to-house coincidental, electronic methods.

TV ENTERS PARLOR GAME ERA

Flood of TV parlor games are expected to follow in wake of Ralph Edwards' television version of "Truth or Consequences" over CBS-TV this fall. Philip Morris sponsors both TV and radio versions. . . .

TV PROGRAMS GETTING SECOND AND THIRD RUNS

Advertisers and agencies are markedly interested in experiences of second and subsequent TV film runs. Most experience is in Western films, with second runs often commanding more take for film owners than first due to fast-increasing audience. With only 106 TV stations, outlets are limited. ★ ★ ★

In fact, BUSINESS is DARN' GOOD!

...in the
KNOXVILLE

TV Atomic Area

- - And the best bet for
YOUR SHARE of this
business, as always, is
EAST TENNESSEE'S
No. 1 RADIO STATION..

CBS WNOX

SCRIPPS-HOWARD RADIO, INC.

KNOXVILLE, TENNESSEE

10,000 WATTS

Here's What Put Knoxville at Top of U. S. Business

City Had 18 Per Cent Gain in June Compared to 3 Per Cent Average for Nation

Did you know that Knoxville was tops among U. S. cities in business activity during at least one 1950 month? From a miscellany of agencies and periodicals, Chamber of Commerce has put together a picture of city and county progress here that will surprise the many who heretofore have had only piecemeal access to this information.

Where They Got Reports

Some Chamber reports and their sources:
Knoxville was first among the 10 foremost cities of the nation in a comparison of June, 1950, business conditions with the same 1949 month, according to Forces Magazine of Business. The city had an 18 per cent gain, as compared with 3 for the country as a whole. The South has the best regional showing, with 7 per cent gain.

In "effective per-family buying income," Knoxville is high city in the state, with a listed \$4926 per-family income in 1949, says Sales Management.

The Knoxville News-Sentinel

Winner of Alfred I. DuPont Award for Outstanding Public Service, 1949

Represented by **THE BRANHAM COMPANY**

TOY BALLOONS

SPONSOR: Save-By-Mail AGENCY: Roberts & Reimers
CAPSULE CASE HISTORY: *Save-By-Mail, manufacturers of balloon toys, offered an animal balloon circus on their TV Rangers program. Ten announcements, one daily for two weeks, pushed a \$1.00 postpaid assortment; they resulted in 1,390 orders for balloons. The 10 announcements were made simultaneously on Crosley's three-station network and cost the sponsor \$450 less discounts. Total immediate return: \$1,390.*

WLW-TV, Cincinnati PROGRAM: TV Rangers



TV
results

MIXED NUTS

SPONSOR: Morrow Nuts AGENCY: Direct
CAPSULE CASE HISTORY: *The Morrow people wanted to test TV audience reaction to a special offer. Using a one-minute participation (cost, \$25), they offered a pound of mixed nuts for 99c plus an additional pound for 1c. Listeners were urged to send orders in care of the Del Courtney Show. Two days later, 145 requests for the special offer came in as a result of only the one announcement.*

KPIX, San Francisco PROGRAM: Del Courtney Show

JUICE MIXER

SPONSOR: Natural Foods Institute AGENCY: Foster & Davies
CAPSULE CASE HISTORY: *The company bought a half-hour for \$270 and featured their Vita-Mix appliance, a device for preparing and mixing juices. The response was overwhelming. By the following afternoon, over 400 orders had been taken. And, since the appliance sells for \$29.95, sales were well over \$13,500, with orders still pouring in. The sponsor's return on his time cost was 51c worth of business for every penny invested.*

WDTV, Pittsburgh PROGRAM: Film demonstration

ELECTRIC FANS

SPONSOR: A. R. Tiller Inc. AGENCY: Direct
CAPSULE CASE HISTORY: *This company used 10 one-minute announcements to advertise Vornado fans. Time costs for the announcements were \$600. TV was the only medium used and 1,510 fans were sold. The fans varied in sales price from \$22.95 to \$89.95. Figuring an average of \$50 per fan, the Tiller Company gross sales figure amounted to \$75,500. The shipment of 1,510 fans (two carloads) sold on only 10 announcements.*

WTVR, Richmond PROGRAM: Announcements

ELECTRIC SHAVER

SPONSOR: Rae Engineering AGENCY: Birmingham, Castleman & Pierce
CAPSULE CASE HISTORY: *More than \$7,000 in orders for electric shavers resulted from two participations on a late evening news program. Cost of the participations was \$300. As a result of video advertising, this New Jersey firm received 1,547 orders for electric shavers, at \$4.95 each. Total sales amounted to \$7,657.65 with a time cost of \$300 or 3.9% of the gross sales figure.*

WPIX, New York PROGRAM: News On The Hour

AUTOMOBILES

SPONSOR: Floyd Rice AGENCY: Direct
CAPSULE CASE HISTORY: *This advertiser, a new and used car dealer, sponsors a one-hour bowling show with live commercials. On one telecast, Mr. Rice offered 30 executive-used Fords for \$1,395. Within 24 hours after the show, all the automobiles had been sold for a gross figure of \$41,350. Phenomenal sales results have occurred regularly and returns on the video investment are running at the rate of 40 to one.*

WXYZ-TV, Detroit PROGRAM: Bowling

KITCHEN APPLIANCE

SPONSOR: Libby Furniture Co. AGENCY: Irving Rocklin
CAPSULE CASE HISTORY: *In a 10-minute film (time costs \$87.50) the Libby Furniture Company of Chicago demonstrated Slice-A-Way, a device used for cutting fruits and vegetables. Viewers were asked to call the station or write in their orders. Within two hours after the show, 131 orders had been received. The final total was 400 sales from this one 10-minute film demonstration for a total of \$400 worth of business.*

WKY-TV, Oklahoma City PROGRAM: Film demonstration

Your TOP Sales Opportunity

WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.

DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.

WDEL
TV - AM - FM
WILMINGTON, DELAWARE

NBC
AFFILIATES

A STEINMAN STATION

WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV — The only television station in Delaware, it has shown phenomenal growth in its fourteen months of telecasting. The only one TV station that reaches this top market.

Write now for information

Represented by

ROBERT MEEKER ASSOCIATES

New York • Los Angeles • San Francisco • Chicago



**The
picked panel
answers
Mr. Peare**



Mr. Hite

the best buy. Our executives are in daily touch with numerous Southwestern stations. Their market analysis starts with a thorough probing of the potential cost per thousand and then, when the buy is being made, the "X" ingredient comes into play and makes the final sale.

The Tracy-Locke Company firmly believes that to be successful in any market an advertiser must know *where* the consumer dollars are and *how* to get them. He must be intimately acquainted with the trade characteristics and the distribution, advertising, and merchandising opportunities present in each of the markets he works. He must know how to put this knowledge to practical, productive use. To be able to do this an advertiser must be served from *within* a market.

The ready example is the Borden operation on radio in the Southwest. In Oklahoma City, when the best availability was the "soap strip," in went a specially designed soap opera. In Houston, the best buy was a live disk jockey. There were reasons for this variation in program selection beyond

The Tracy-Locke Company takes the position that only a regional advertising agency can know and understand the "X" ingredient that goes beyond Hooper and BMB in determining what station is

the station's BMB and the program's Hooperating. The Houston Borden plant maintains a strong newspaper schedule for metropolitan coverage. Since the Houston plant runs routes into many small towns and communities in south Texas, as well, a program with strong *rural* and *small town* coverage was desirable.

Spot radio together with an intimate knowledge of the client's distribution enables a regional agency to tailor the program, station, and time to the needs of the individual market.

MORRIS HITE
President
Tracy-Locke Co.,
Dallas



Mr. Halpern

tiser and his national agency use radio and TV effectively in his area. The simple fact of the matter, however, is that there is a real and constructive answer to this question. It can be found in the slogan, "All Business Is Local," and its corollary, "All Advertising Is Local." Radio and TV are no exceptions.

From where I sit, a regional agency can be of strategic importance in executing radio and TV most effectively for the national advertiser and his national agency. Operating in close contact with all media in its particular region, the regional agency, by its very

Mr. Sponsor asks...

How can a sectional advertising agency help a national advertiser and his national agency use radio and TV effectively?

Robert S. Peare | Vice president, advertising and public relations
General Electric Co., Schenectady

nature, possesses an intimate and direct knowledge of radio and TV stations, programs in its area. It therefore:

1. Judiciously selects radio and TV stations and programs for particular time segments peculiar to the listening and viewing habits of the regional population, thereby helping the national advertiser and his national agency to allocate its radio and TV dollars to best advantage in the region.

2. Makes valuable suggestions as to comparative rates, programs, etc. of the radio and TV stations in its area, and their respective "sales pull" value.

3. Is of enormous help in tying in nationally prepared radio and TV programs with timely and pertinent local and regional market and merchandising situations.

4. Helps the national advertiser and agency get a closer and more accurate audience reaction to their radio and TV programs in the region.

5. Actually helps administer directly the many burdensome details in his region, which the national advertising agency must otherwise administer by remote and impersonal control.

Multiply these helpful functions (and there are others, of course) by the number of important regions in the country, with their respective regional advertising agencies, and it becomes dramatically clear that the regional advertising agency can play an indispensable role in translating the national advertiser's radio and TV plans into regional advertising reality. *Yes, all business and advertising is local!* It remains for the national advertiser and his national agency to recognize the value and importance of using the regional agency to help achieve this basic truth in radio and TV.

HERMAN HALPERN
Herman Halpern Advertising
Winston-Salem



Mr. Abel

I feel that I am better qualified to answer this question than most other local radio and television directors for the simple reason that our agency is a member of the National Advertising Agency

Network which consists of somewhere in the neighborhood of 30 agencies such as ours scattered from coast to coast.

A local or sectional advertising agency certainly knows its particular market better than any national advertiser or his agency can hope to know it. The buying habits of the population, the business trends, peculiarities of the entire market are at his finger tips. It is a known fact that radio and television stations by and large are more anxious to please a local advertiser and give him the best program availabilities and spot adjacencies.

A typical case in point is a situation which involved a selection of radio and television spot times by a national agency for a local bottler. These spots were purchased in the usual manner by availabilities submitted by the stations and the usual Hooper or Pulse ratings. While the selection was good based on these facts, we pointed out to the local distributor that other adjacencies both in radio and television had a greater listening audience for his particular type of product and at a lower cost per thousand than was originally purchased by the national advertiser.

Each city has its peculiarities and the habits of its population vary to such an extent that it is almost an impossibility for any one person sitting at a desk to be able to select, strictly from paper, the best possible buys in radio and television. I feel that it would be advantageous to a national advertiser or national agency to work with a local agency in the particular market in which they are attempting to do a real constructive job for the advertiser by paying the local advertising agency a fee for advice on a local market.

JEFFREY A. ABEL
Radio & Television Director
Henry J. Kaufman & Associates
Washington



TOP Twenty at 1280

with
**DON
HOWELL**



● It's the "hit parade" of New Orleans... two solid, afternoon hours of the most popular tunes in New Orleans (determined by actual local surveys). It's designed to knock housewives into the nearest easy-chair and hit husbands as they enter the front door... and it does both!

● Write, wire or phone your JOHN BLAIR Man!





READY
BUYING
POWER

+

WRNL

=

MORE SALES
THAN EVER
IN RICHMOND

Your advertising dollars go further and sell more on WRNL. That's vitally important in this Rich Richmond trading area, where progressive industry, established farming and sound economics make for lots of Ready Buying Power.

COMPLETE
COVERAGE

That's the key to success on WRNL. Modern Facilities, simultaneous FM Broadcasting and ever increasing eager-to-buy audiences mean more sell from WRNL.

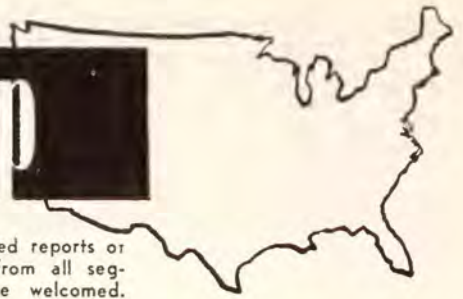
WRNL

5000 WATTS
NON-DIRECTIONAL
910 KC
ABC
AFFILIATE

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES



roundup



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

Gulf Oil promotes products through safety campaign

"Go the Gulf way—and make it the safe way!"

That message has been resounding in the vicinity of Philadelphia's City Hall. Gulf's tie-in with a safety campaign there shows how a sponsor can

perform a public service and get valuable commercial promotion at the same time (a public service tie-in is always a sure-fire goodwill builder).

The message is blared via a "talking billboard" to hundreds of motorists and pedestrians alike at the hub and busiest traffic section in the city. The billboard, designed to reduce the number of deaths and injuries due to traffic accidents, is maintained without cost by the General Outdoor Advertising Company. Under the sponsorship of the Philadelphia Highway Traffic Board, the display consists of a radio star's picture; an attached loud speaker broadcasts safety slogans and music.



Lanny Ross (MBS) helps Quaker City drive

Featured on the "kick off" campaign was Gulf's singing star, Lanny Ross (WIP-MBS). For one week, Lanny's voice will be heard—on tape—by Philadelphians who will be told to "Go the Gulf way". . . .

Included in the billboard display is a picture of Ross singing into a WIP microphone and the words: "Enjoy 'Moonlight and Roses' tonight—walk and drive safely today." The initial campaign pulled widespread publicity. Although WIP was the only Philadelphia station in on the campaign, the *Philadelphia Inquirer* (WFIL); *Bulletin* (WCAU) and *Daily News* gave the promotion a lot of space. ★ ★ ★

perform a public service and get valuable commercial promotion at the same time (a public service tie-in is always a sure-fire goodwill builder).

Houses sell like hotcakes after WSRS pitch

When you spend \$10-15,000 for a home, your primary thought is, "What am I going to get for my money?"

Joe Siegler, one of Cleveland's oldest home builders, gave prospective customers their answers via radio. The result: he can trace the sales of 30 homes directly to his broadcast advertising on WSRS.

Siegler ran a series of "on-the-scene" interviews with the men building the homes. They were questioned about methods of construction, materials used, and landscaping. Air interviews were also conducted with satisfied owners of Siegler Homes.

In addition, an announcement campaign was beamed to the "family" via commercials put on the air following

Sunday church services.

No music, giveaways, or gimmicks—just the questions people would want answered before they buy a home—has



Builder reads SPONSOR for new sales slants

meant approximate gross sales of \$850,000 with program costs amounting to only \$600, including interviews and announcements. ★ ★ ★

Resort owners depend on radio to attract guests

Direct mail and word-of-mouth advertising were popular media with resort owners some years ago. They still are, but many hotel people now use radio as well to attract visitors.

WLAW in Lawrence, Mass., for example, has had six vacation resorts sponsoring programs and announcements.

Allen Albee, proprietor of the famed "Allen A Resort" at Wolfeboro, New Hampshire, sponsored a musical show. His *Allen A Show* every Tuesday evening kept his resort in the public eye. Although he was booked solid to 20 August, he continues his broadcast advertising about "the cutest little village in the world." And there is every likelihood he's sold out for the rest of the season.

Other well known New England resorts rely on radio to reach prospective guests. Executive Director John Dineen of the Casino at Hampton Beach, New Hampshire, sponsors a half hour show featuring music by popular bands appearing at the Casino. The Activities Committee of Old Orchard Beach in Maine uses announcements regularly to extol the beauty of the resort. And, during August, individual enterprises join with the community's radio effort to increase the flow of visitors and dollars to their famous Atlantic bathing spot.

Nowadays, when resort owners tell you they "wish you were here" they do it with radio. ★ ★ ★

Radio-TV outdraws newspapers in Amoco test

Radio and TV drew more inquiries at lower cost than newspapers for the American Oil Company during their "Orchid Festival" promotion. The offer: free baby orchids to anyone who drove into an Amoco service station.

The final tabulation showed that WCAU and WCAU-TV drew inquiries from every market (Philadelphia, eastern Pennsylvania, southern New Jersey, and Delaware) a total of 10,064. Newspapers drew a total of 9,466 inquiries.

Newspapers cost 74c per inquiry; WCAU cost 10.6c per inquiry and video costs at WCAU-TV were 6.7c.

Handbills and station signs were also used in the eight markets. ★ ★ ★

Pepsi battles Coke for Negro market in Memphis

Tailor your program to your market and your sales will be custom made.

The Pepsi-Cola Company, competing with Coca-Cola for the Negro market, has found that out. Pepsi is currently using an open-end c.t. series, *The Golden Gate Quartet*, on WDIA, Negro audience station in Memphis.

While the series has only been on the air in Memphis since 3 July (three times a week), it has apparently proved successful. Coca-Cola, to protect its soft drink business in Memphis, has bought a local Memphis spiritual group on the same station. ★ ★ ★

Briefly . . .

Radio news people are always looking for a "scoop." So, although there are still about 106 days before Christ-



Merry Xmas from Sunoco 106 days before Yule

mas, here's a sample of the *Sunoco 3-Star Extra* "The Newspaper of the Air" Christmas greeting.

★ ★ ★

CFRA, Ottawa, is publicizing, through its *Greetings from Potsdam*, the town of Potsdam, N. Y., some 18 miles south of the Canadian border. The purpose: to tell about the village of Potsdam for the benefit of Canadians planning a trip to the United States.

★ ★ ★

Want to sell to the Irish? WPIX has one angle. It will televise the famous Irish sport of hurling on 24 September. This marks the first time the game will be on video, according to the station. F. & M. Schaefer Brewing Company is the sponsor.

PRESTIGE

with PROFIT . . .

The new JOHN CHARLES THOMAS program will give you both. With "THE KING'S MEN" assisting he introduces and sings hymns of all faiths in "Hymns of the World," an impressive, dignified program which develops a tremendous following of loyal listeners—and faithful customers. Send for a Free Audition of this fine show.

The following transcribed shows now completed and available

AT LOW COST!

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

Send for FREE Audition Platter and LOW RATES on any of the above shows to:

TELEWAYS RADIO PRODUCTIONS, INC.

8949 SUNSET BOULEVARD
HOLLYWOOD 46, CALIF.

Phones:

CRestview 67238 • BRadshaw 21447

In Canada: Distributed by
S. W. CALDWELL, LTD.

Victory Bldg., 80 Richmond St. West, Toronto

MERCHANDISING

(Continued from page 27)

11. Sends monthly supplies of stickers and pennants to 1,000 drug stores for display.

12. Sends monthly supplies of stickers and pennants to 1,500 grocery stores.

13. Researches in selected drug and grocery stores to discover the best labelling techniques, best shelf positions, most effective displays, and so forth. Tests take at least six weeks.

14. Maintains a research department which amasses market data, program preferences, distribution and marketing trends, brand preferences, future buying intentions, and the like. Findings of the "Peoples' Advisory Council" and the "Consumers' Foundation" are also tabulated.

15. Prints stickers, stuffers, and special printed pieces on request.

16. Sends representatives to an advertiser's dealer or salesman meetings, has them explain WLW's coverage and facilities.

17. Places advertising in state, regional, and local drug and grocery trade papers. Jobbers and retailers are encouraged to support products ad-

vertised on WLW.

18. Sponsors a weekly 15-minute service program boosting local druggists and another 15-minute weekly program doing the same for grocers.

19. Sends out monthly newsletters to dealers and their salesmen.

Merchandising services like this are handled by a single department for all Crosley radio and TV stations (WLW, WLW-T, WLW-A, WLW-D, WLW-B, WLW-C, and WLW-F). Naturally, not every sponsor will need all these services, although he may have them if he wishes. The aim is to pattern merchandising campaigns so as to meet the needs of an individual advertiser, rather than go through a purely mechanical ritual.

Another contender for top merchandising billing is KSTP, St. Paul, which emphasizes the individual character of its services with the title "Planalyzed Promotion." This means capitalizing on an advertiser's schedule by aiming merchandising at his jobbers, retailers, or even his local sales force, whichever needs help most.

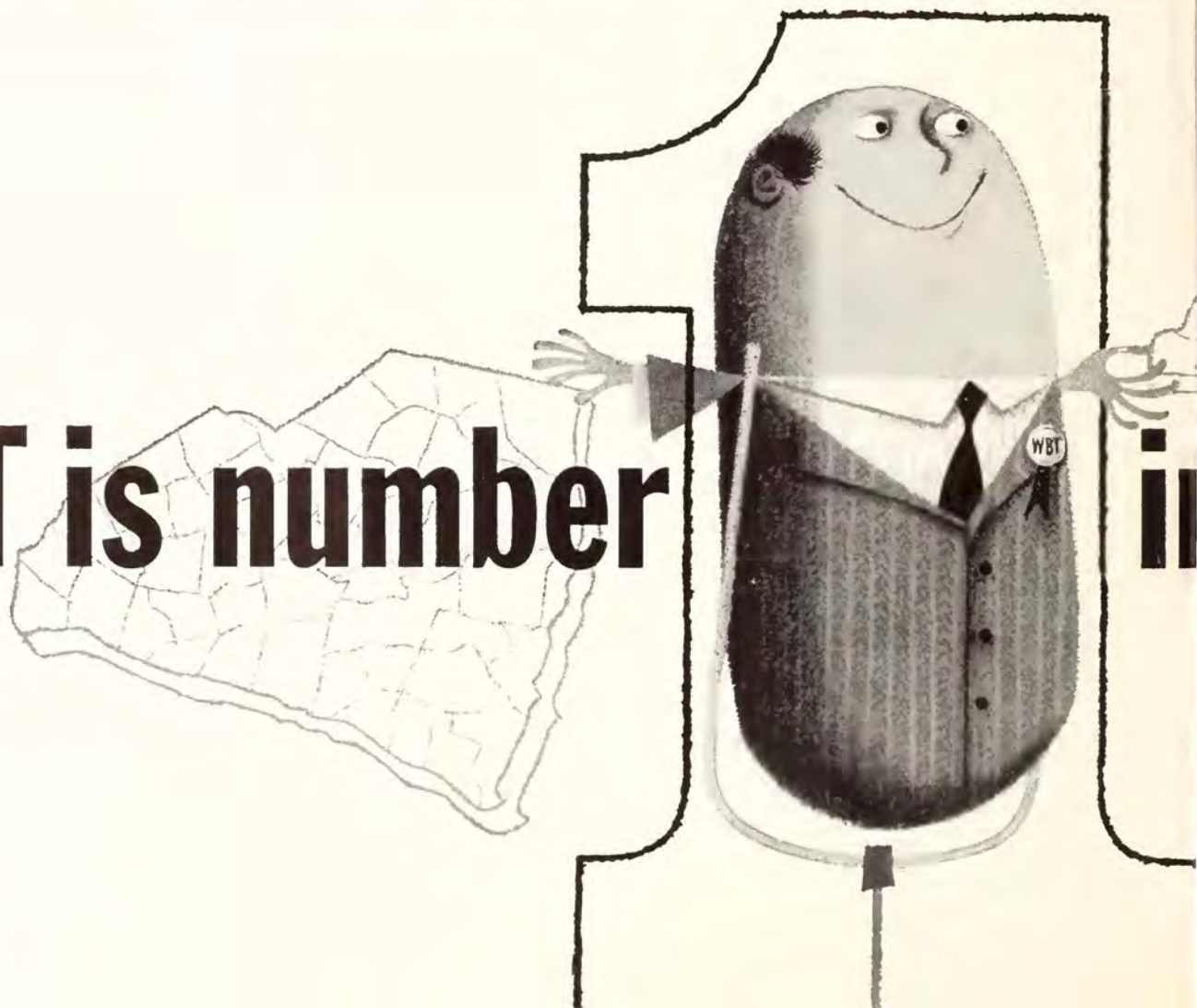
Spelled out, ambitious KSTP's service (winner of *The Billboard's* 12th Annual Radio and TV Promotion Competition) includes numerous assists.

KSTP's gimmicked-up mail pieces are extra clever (and probably expensive). One self-mailer opens to a pop-up of KSTP newscaster Bill Ingram holding a box of Nabisco Honey Graham Crackers. The station's message to retailers: "Watch those Nabisco Sugar Honey Grahams M-O-V-E! Yes sir! You'll be reaping NEW and GREAT-ER Nabisco profits because of the tremendous radio advertising backing Nabisco is giving YOU!" Additional copy describes the Ingram *Noon News* program.

Shopping bags, car cards and bumper cards are commonly used, too. Inside the store, KSTP places stack cards with a space for the price. One reads: "KSTPete says, DELICIOUS! TRY 'EM! Kellogg's All-Bran Muffins. Easy to make—use recipe on box. KSTP featured."

Window displays, courtesy announcements on the air, and paid newspaper advertising round out the KSTP merchandising tools. A sample newspaper ad reads: "Today is Monday . . . and the night is filled with music. *The Railroad Hour, The Voice of Firestone, The Telephone Hour, The Band of America.*" Underneath are the times of each show mentioned and its

WBT is number



One point seems worth emphasizing. KSTP merchandising promotions, like almost all others, promote both sponsor and station. Every plug for Minute Rice, for example, is also a plug for the program *Main Street* and KSTP.

It was from stations like those described above that SPONSOR pieced together some valuable tips to advertisers. Here are the most noteworthy bits of advice on how to get the best merchandising cooperation:

1. Be specific in what you want.
2. Have agency experts prepare copy and/or illustrations for fancy displays which smaller stations might not be able to produce themselves.
3. Let the station in on your specific problems, telling them how they can help you most.
4. Coordinate your sales drive and other media advertising campaign with air advertising and merchandising. Use cross-mentions and have your sales force do some supplementary merchandising of its own.
5. Don't ask for much more than is warranted by your advertising schedule. This leads to ill-will, higher rates, and mere lip-service. Realistic requests have a much better chance of being satisfied.

6. Thank stations which do a good job for your product. A little encouragement goes a long way, provides much-appreciated sales ammunition.

There are dozens of stations that do bang-up merchandising jobs for their advertisers. Obviously there isn't space to describe all of these activities in detail. But most stations have some clever local promotion which indicates to advertisers what it is capable of. Here are some highlights:

WING, Dayton (another key merchandising-minded outlet), airs a special 15-minute show on Thursdays and Saturdays at 10:45 p.m. Called *Good Neighbor*, it puts over merchandising hints to druggists and grocers, gives free bonus advertising to products advertised on WING. Over 300 grocers are forwarded of each show's theme by a notice in *Grocery Briefs*, a regular newsletter. WING's *Drug Briefs* similarly cover 200 druggists.

A second WING sustainer, *At Ease*, does the same job for appliance dealers on Monday nights from 10:45 to 11:00 p.m. Regular mailings give a brief preview of what the shows will be like.

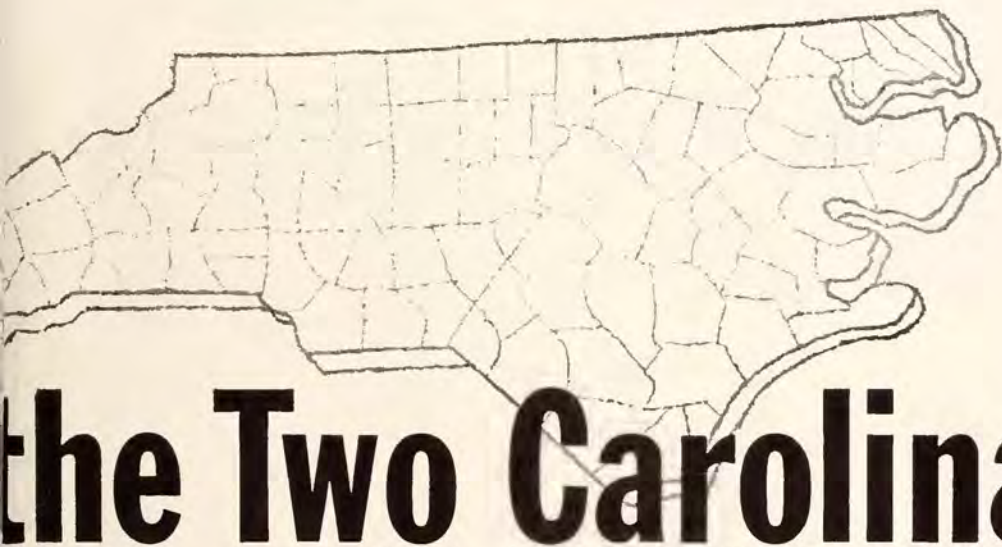
WHK, Cleveland 5,000 watt station, invites local salesmen of its sponsor firms to auditions of the company

shows. WHK feels the salesmen can do a better selling job if they know exactly what will be happening air-wise.

An Orlando, Florida, 1,000 watt, WORZ, recently went all out on a sponsor merchandising stunt. They invited 250 prominent local businessmen to a "Schmoo Naming Contest" in the WORZ studios as a tie-in with Procter and Gamble's current \$50,000 Schmoo naming promotion. A buffet supper and a taped burlesque program called *A Radio Day at WORZ* made friends for P & G and the station.

Mutual Don Lee's KHJ in Hollywood has a "built-in" merchandising plan for sponsors of its half-hour *Women are Wonderful* show. On Monday, Wednesday, and Friday members of The Home-Maker's Club are invited guests. On Tuesdays and Thursdays the general public is invited by the station and retail grocery outlets. Here's what participating food manufacturers get in addition to air plugs:

1. Frequent prize contests in which sponsor's products are given away.
2. An average of 600 demonstrations of sponsor's products every week, as part of the luncheon served studio audiences on Monday, Wednesday, and



the Two Carolinas...

...with 32% more listeners in North and South Carolina combined than the next largest Carolina station.*

try WBT for size!

Jefferson Standard Broadcasting Company · 50,000 watts

Charlotte, N. C. · Represented by Radio Sales

THRIFTY Coverage

of the South's largest Trading Area

WHBQ, Memphis, with 25 years of prestige and know-how, presents its advertisers with a splendid coverage of this market of brilliant potential . . . coverage that brings positive results for every penny invested.

And our 5000 watt (1000-night) WHBQ (560 k.c.) is rate-structured to give you REGIONAL saturation at little more than what you'd expect the local rate to be!

TELL US OR TELL WEED that you'd like additional facts re our

**MAGIC
IN THE
MID-
SOUTH**

Swami
W. H. BEEGUN

MUTUAL

WHBQ

WHBQ
MEMPHIS TENN

Represented Nationally By WEED & Co

Friday. Sponsors' only expense—food.

3. Stack display cards and shelf strips with the "Home-Makers Seal of Approval."

4. Prize certificates for advertisers' products given to studio and radio audiences.

5. Recipe books, regular bulletins about sponsors' products, and weekly bulletins to all women's clubs registered with The Home-Makers Club telling them of new products or offers.

6. Sampling or couponing campaigns through clubs affiliated with the HMC.

7. Taste tests or buying habit surveys through the club's consumer panel.

8. Personal appearances, letters, and phone calls to club members by a public relations staff member of the station.

9. Proof of purchase through the club's continuous label-saving plan. Members are pledged to support sponsors of the show and must save labels to appear on the broadcast.

In the past year, *Women are Wonderful* has collected over \$5,000,000 worth of evidence that listeners buy the products advertised. Companies like Ben Hur Products, Tropical Jams and Jellies, Golden State Milk, Swift & Co., Clapp's Baby Food, and Rain Drops have used the program for from one to four years successfully.

KFI, 50,000 watt Los Angeles station, is extra-strong in the grocery merchandising department. KFI has a regular arrangement with Von's Grocery Co., Ralph's Grocery Co., Mayfair Markets, and Market Basket Stores. About four times a year, each store teams up with KFI in promoting a "KFI Value Week" which features products advertised on the station. Stack cards, air advertising, and newspaper grocery ad tie-ins hypo sales during the week. Each store alternates with the other seven.

Several stations have hit on ways to make certain that their mail pieces get good reading by retailers. When KOWL, 5,000 watt Santa Monica station, sends out mailings to several thousand food and drug dealers, it inserts in the merchandising several dealer names. If the dealers notice their name, they are awarded a prize. KOWL finds this ups readership of their merchandising letters.

WIBW, 5,000 watt Topeka, Kansas station, mails monthly *Grocery Briefs*

to 3,106 grocers and *Druggist Briefs* to 1,010 Kansas druggists. Take the *Druggist Briefs* for example. Three sides of the 8 by 11 inch folder contain short squibs on medical advances, digests of retail buying surveys, and sales-promotion hints. Sample headlines: "New High Blood Pressure Drug," "Dramamine Helps Migraine," "Sales of Tax-Free Items Rose."

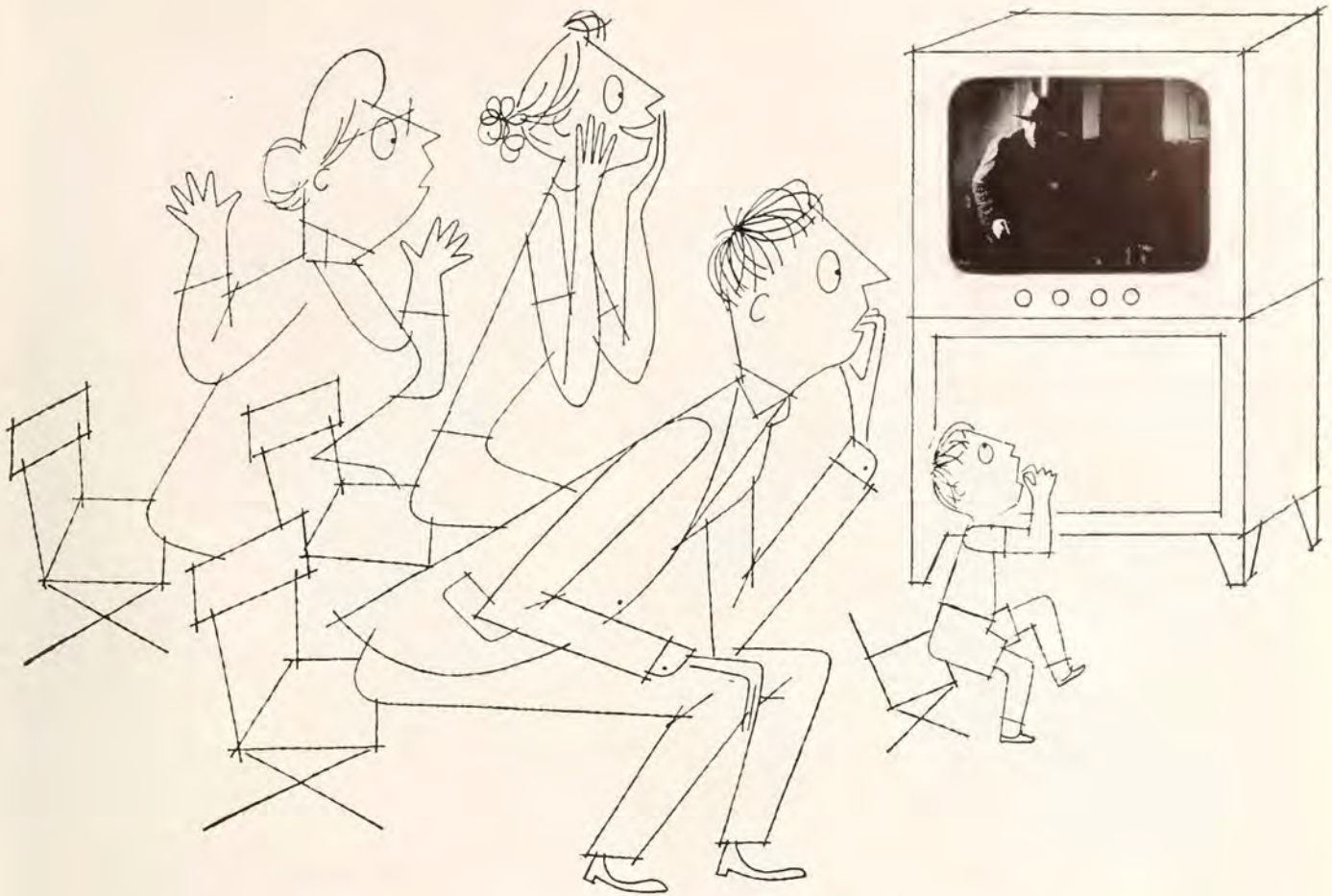
On the last page of the *Briefs* WIBW gets in its plug for advertisers. All products which the grocer or druggist would stock are matched against the program sponsored. A list of products being advertised by announcements is also included.

Weekly or monthly newsletters and house organs are common links between stations and retailers. KNN, Hollywood 50,000 watt, sends out *Trade Talk* to 4,400 grocers and druggists in the Los Angeles area. Over 650 grocers and 150 druggists are reached by *Grocery Briefs* and *Drug Briefs* prepared by KOIL, a 5,000 watt Council Bluffs, Omaha station. *Topper*, KFJ's merchandising newspaper in Wichita, Kansas, is an eight-page monthly going to over 4,000 retail and wholesale druggists, automotive agencies, retail and wholesale grocers, and selected advertising agencies. KCMO, WLS, KMBC are several of the numerous stations who put out monthly house organs for merchandising purposes.

WCCO, Minneapolis 50,000 watt, uses these *Briefs*; also prints *News Parade*, a handbill distributed to grocers. News of the station and product plugs occupy the front and back of the handbill, with the center fold left white for any advertising desired by the local grocer. As many as 112,500 such handbills have been turned out by WCCO, personalized by retailers, and handed on to consumers.

Ambitious WFDF, 1,000 watt Flint, Michigan, station, concentrates on getting programs and sponsors' names seen in as many places as possible. The station uses movie trailers in the local theatre, display ads in newspapers, courtesy announcements over the air, signs on the doors and bumpers of taxi cabs, small notices on juke boxes, display cards in buses, window displays, and special letters to the trade.

There are dozens of other stations all over the nation which are using clever merchandising promotions.



Keeps 'em on the edge of their seats!

Nothing hits home like mayhem and mystery when it comes to keeping audiences in a state of suspense...anxious to follow every bit of the action...hear every word that's said. That's why "Strange Adventure" is a good way to get your TV customers to sit up and take notice of your product.

This series of 52 quarter-hour dramas* (especially produced in Hollywood for television) has proved it can hold its own with audiences. It's been sponsored by one of the nation's biggest advertisers. And hit the Top Ten Network TV listings (both Hooper and Pulse) for six months in a row!**

And no wonder. "Strange Adventure" includes adaptations of the great stories of Chekhov, Poe, Balzac, Stevenson, Bret Harte...played by such great stage and screen stars as Albert Dekker, Rose Hobart, Lyle Talbot, Karen Morley.

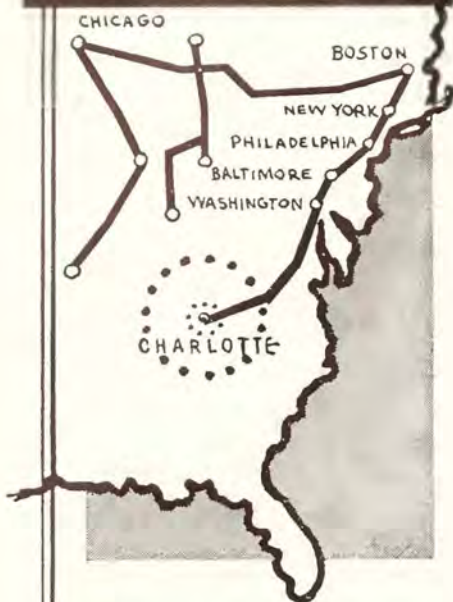
These teleplays are now available *exclusively* through Radio Sales... subject to prior sale in each market. For more information, and a private preview, just call your nearest Radio Sales office.

A CBS-TV Syndicated Film
 Represented by **RADIO SALES**
 Radio and Television Stations
 Representative...CBS



Cable Television comes to the CAROLINAS

SEPTEMBER 30th



New selling power for you in the Carolinas is assured with the activation of the co-axial cable.

August set sales, greatest in the stations' 13-month history, increase your audience potential. Direct, simultaneous programs from the four networks multiply viewer interest.

NOW SERVING OVER
22,000 TV FAMILIES

WBTV

CHARLOTTE, N. C.

Jefferson Standard Broadcasting Company

Represented Nationally by Radio Sales

WCHS, Charleston, West Virginia's 5,000 watt, gives away products advertised on the air to Charleston school children. KMPC, Los Angeles 50,000 watt station, distributes baseball score pads which carry plugs for Lucky Lager's baseball sponsorship. Another Los Angeles station, KNN, uses its lobby, forecourt, and marquee for billing shows and their sponsors.

In analyzing this panoramic view of broadcasting's merchandising cooperation, SPONSOR finds that, over-all, radio's record is at least as good as that of black and white media or better.

In summary, the wide variation in attitude toward and facilities for merchandising are worth emphasizing. SPONSOR finds no grounds for a standardization of these aids, and believes that the only practical approach is an individual one between station, sponsor, agency. ★★★

MOHAWK ON TV

(Continued from page 29)

Showroom steadily upward in dealer and consumer acceptance. Just before it went off temporarily on a summer hiatus, now over, the show was seen on 44 stations—both live and by TV transcription. More stations will be added this September if time can be cleared. To do this job, Mohawk has set aside about \$900,000 of its \$1,500,000 ad budget.

Certain basic ideas have dominated the show from the very first. Foremost was the belief that a single theme should carry through each 15-minute program. Roberta Quinlan and her group (a pianist, a guitarist, and a bass player) sing and play songs related to the theme. The commercials tie in as closely as possible, with topical ideas frequently used: graduation and marriage in June, for example.

A second basic idea is that the TV approach to commercials should follow the style adopted by Mohawk in its magazine ads. These colorful pictures emphasize the rug in a close-up, with "parts of people" as secondary interest. It is nothing unusual for a man's head to be "cut-off" by the border of a picture, leaving only his feet and part of his legs visible. His woman companion in the photograph may be minus everything except her head, just to even things up. The thinking behind this is that people-interest should be there, but not so much so that the main play

is taken away from the all-important carpet. This is often carried over into TV, giving the home viewer a long look at a pair of ankles and a swath of Axminster.

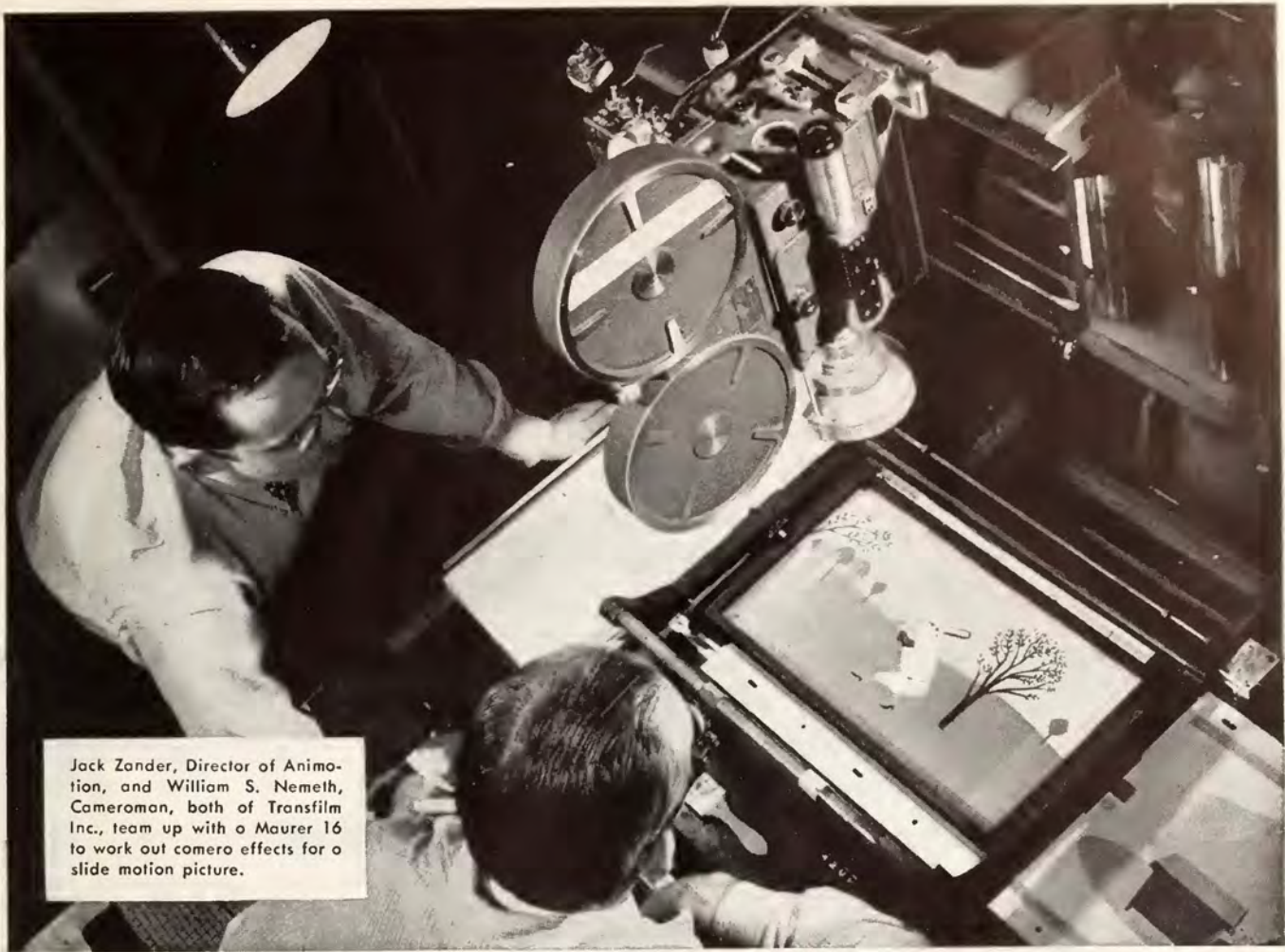
As in magazine advertising, Mohawk on the air stresses quality and fashion. One commercial compared mink and all-wool chenille carpeting. Announcer Stanton's pitch went: "In the eyes of most women, the ultimate in luxurious fur is mink . . . such as this stole our model is wearing. There are furs and furs—but mink remains the luxury product in its field. The same might well be said of carpet. The luxury product in the field is all-wool chenille, and Mohawk craftsmen have long led the field in the production of chenille. . . ."

Third basic idea is that the show should be done in a light mood whenever possible. One commercial had a comely model stroking the brow of announcer Stanton; another featured dancing Mohawk braves—found living conveniently nearby in Brooklyn.

A fourth idea that helps clinch sponsor identification is the Mohawk musical jingle: "Carpets from the looms of Mohawk." It opens every *Showroom* broadcast and is available on transcription records to dealers for use on their local radio programs. Grownups frequently mention the jingle by its lyrics, but one youngster responded to signs in a local showroom by singing a complete rendition. There is good reason for listeners to remember Mohawk's jingle—it was written by George R. Nelson, Inc., highly-regarded exponents of the non-irritating school of musical announcement.

The 8,500 dealers throughout the country who handle Mohawk carpets know about the *Showroom*; the company saw to that. NBC sent out individual dealer letters and Mohawk sent complete merchandising brochures. Included in the brochures were these items:

1. Three glossy photos of Roberta Quinlan and the show.
2. A supply of post cards inviting TV viewers to watch the program—with space for imprinting dealer's name and address.
3. A supply of small folders linking the *Showroom* with Mohawk carpets and the local dealer.
4. A cut-out Roberta Quinlan sign with carpet background.
5. A 5" x 15" "As seen on the *Mohawk Showroom*" sign.



Jack Zander, Director of Animation, and William S. Nemeth, Cameraman, both of Transfilm Inc., team up with a Maurer 16 to work out camera effects for a slide motion picture.

Where hair-line ACCURACY counts..

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line accuracy is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

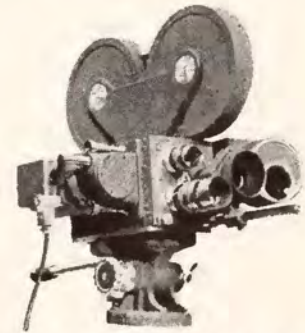
In Maurer **VERSATILITY** they found accurate registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer **DEPENDABILITY** they found consistently accurate performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer **EXCLUSIVE FEATURES**, such as the 235° dissolving shutter, they found fast accurate changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other exclusive Maurer features, write



The Maurer 16 mm., designed specifically for professional use, is equipped with precision high-power focusing and the finest view-finder made. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

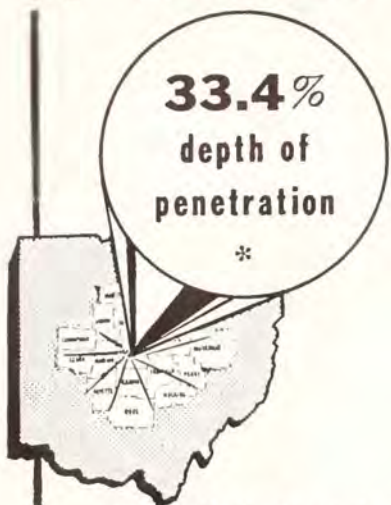
J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
850 South Robertson Blvd., Los Angeles 35, California

16mm
maurer

CABLE ADDRESS:
JAMAURER

AMERICA'S fastest growing TV MARKET



*Source: Television Magazine's Status Map, July-August, 1950

Columbus has discovered television in a big way! Starting after Cleveland, Chicago, Cincinnati and numerous other cities, Columbus has now surpassed all but 4 of America's TV markets in depth of penetration. 33.4% is the figure, and it's still going UP . . . fast. National and local advertisers have discovered Columbus TV in a big way. Outstanding sales records are already commonplace for WBNS-TV advertisers. For example, a recent direct sales offer made on WBNS-TV jammed one of the city's downtown telephone exchanges for several hours. And for bonus TV-results, WBNS-TV offers excellent 17-county coverage in rich, central Ohio.

Find out how WBNS-TV will help you build steady sales in America's Fastest Growing TV Market. Write or phone.

WBNS-TV

COLUMBUS, OHIO — CHANNEL 10
CBS-TV Network

Affiliated with The Columbus
Dispatch and WBNS-AM

Sales Office: 33 North High Street

Studio and Transmitter:
495 Olentangy Blvd.

NATIONAL ADVERTISING
REPRESENTATIVE: BLAIR TV INC.

6. A 22 "x 30" poster.
7. A one-column and a four-column ad mat.
8. A schedule of the kinds of carpet to be telecast.

These tie-in materials are continually being improved and added to. Latest addition is a back-lighted poster set in a handsome wood frame. Before that, 2,000 copies of Roberta Quinlan's record "Buffalo Billy" were sent out to distributors and dealers. These were mainly to cement friendly relations between manufacturer and dealers. Some were also sent to disk jockeys in a bid for free publicity.

Do Mohawk retailers know what is going on? They sure do. In Lancaster, Pa., one retailer draws customers from both TV and non-TV covered areas. He reported that five out of six of his customers living in the TV area mention the *Mohawk Showroom*. Other dealers report customer comments like: "I'd like to see the carpet that pretty girl advertised on television." Some customers, while looking at carpet, remark: "Oh, that's Grosvenor, one of the patterns they show on *Mohawk Show Room*."

Another dealer story which Mohawk salesmen like to tell is the one about a retailer who got a firm customer request for "those carpets they show on the Roberta Quinlan show." The only hitch was that he didn't carry Mohawk carpets and had to do a persuasive re-selling job.

No one at Mohawk Carpet Mills, Inc., will say exactly how successful TV has been in dollars and cents. Carpet sales are hard to trace anyway, since surveys show that two years usually go by between the decision to buy a carpet and its actual purchase.

Yet, even allowing for higher prices, Mohawk earnings are encouraging. From net sales of \$30,700,000 during the first half of 1949, the company's income rose to \$37,200,000 during the same period of 1950. Inability to credit specific results to TV is no bar to Mohawk's continued use of the medium.

The company's intention: to stretch its ad budget to the limit to meet any rate rises and to add to its list of stations. And Mohawk is already toying with color television, too. It has tested a series of color spot participations on WNBW (TV) in Washington as part of a series of experimental colorcasts.

Simple Arithmetic!

in the great
MIAMI
market area
13 AM STATIONS
DIVIDE 121,000
RADIO HOMES

but
THE ONE
EXCLUSIVE TV
STATION HAS
33,800
FAMILIES
ALL TO
ITSELF

Programmed
by all four
major networks

WTVJ
Channel 4
miami

FREE and PETERS-Nall Representatives

Both RCA and Mohawk are hopeful for eventual wide-scale adoption of color. Mohawk and other carpetmakers would then be able to do the kind of visual selling job they formerly could do only in magazines.

Until the arrival of color television, Mohawk has tentative plans for radio spots to fill the void which TV hasn't yet covered. The reasoning is: if black and white television has been so effective, probably radio, too, can do a good selling job. Mohawk dealers have long had access to recorded jingles which they could use in local spot campaigns. Soon they may have added advertising support from the factory.

Carpets are not big business. In 1947, the latest year covered by the Carpet Institute, Bigelow-Sanford led the field in sales with \$63 million. And six of the top carpetmakers together sold only \$363 million worth of carpets in 1947.

This is hardly surprising, since carpeting is one thing a family puts off until it has considerable disposable income to jingle in its pocket. During depression years total carpet sales dropped below \$25 million. Even in the best postwar year, 1946, net income after taxes amounted to only 8.4%. What makes the industry even more insecure is the fluctuating cost of carpet wool—all of which must be imported from places like India, Argentina, Iraq, and New Zealand.

Carpetmakers like Mohawk are gradually achieving their first objective of brand recognition. Their next step is to sell homemakers on the idea that wall-to-wall carpeting is modern practice. And to convince them that carpets are just as vital a part of the American home as furniture. Mohawk, for one, thinks TV can do the job for them. They intend to keep right on beating the tom-toms until it does. ★★★

RADIO IN NON-TV AREA

(Continued from page 31)

doubled itself from 1945 to 1950.

Each successive Diary shows a steady increase in total sets in use, though there are a few instances where 1946 was slightly higher than 1943. The overall picture follows:

Average Sets In Use	
1945	28.1
1946	33.3
1948	36.4
1950	42.4

Not only does the Study show a sets-in-use increase, but it also reveals a heavy growth in radio set ownership. In this Midwest area TV set ownership is negligible. The closest TV stations are in Omaha, Minneapolis and Ames, all on the fringe of the area covered.

Like the radio family described in "How many radios in your home?" (SPONSOR, 13 March 1950), the families in this Study tend toward a radio in every room; and many barns, too, if they have them. The report gives the radio set ownership for 1946, 1948

and 1950; no figures are available for 1945.

The three years tell the story. The figures bear out the growth and importance of multiple-set homes in the area. *Second and third and fourth set ownership have increased steadily.* About half as many families were limited to only one set in their homes in 1950 as in 1946. Third set ownership jumped from 1.8% in 1946 to 11.3% in 1950. Even fourth set ownership went up, from .6% in 1946 to 3.0% in 1950. The table which follows gives a complete and graphic picture of the

**The H.A. Puttkamers
of Lawton, Oklahoma
live 78 MILES
from Oklahoma City**

...but they're a part of the
WKY-TV
Undivided AUDIENCE!

WKY-TV CHANNEL 4 OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WKY, OKLAHOMA CITY — THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
Represented by THE KATZ AGENCY, INC.

increase in set ownership.

Radio Set Ownership

(based on WNAX Diary Homes)

Sets per home	1946	1948	1950
1	82.4	60.4	44.6
2	15.2	29.7	41.1
3	1.8	7.3	11.3
4 or more	0.6	2.6	3.0

Respondents answering question:
493 427 462

In addition to showing the sets-in-use and set-ownership trends, the Study has recognized the importance of the concept of net weekly, or accumulative, audience. Other media frequently use this concept. Why not radio? If

a person listens to a particular quarter-hour but once during the week, he has had one impression made upon him. If he listens again during the week, another impression has been made. The net weekly audience properly measures the total number of impressions over the course of a week.

The net weekly audience versus the average daily audience is strikingly plotted on the chart in this article. Average daily rating is a mathematical average. It is the average of the number of listeners for each of the five days on a Monday-Friday quarter-hour basis. It does not measure the

total number of impressions made during the week.

The chart shows the difference. Total impressions must be included if a true picture is to be presented. For example, 10:45 a.m. has an average daily audience of 40.0%, but some time during the week 68.4% listen on an accumulative basis. And the difference, whether more or less, is equally noteworthy for the other quarter-hours recorded.

All in all, the WNAX Diary Study provides a clear analysis of what's happening to radio listening. The excellent field work was done during the week of 13 March of each year specified by Audience Surveys, Inc.; compilations by the Statistical Tabulating Company in New York under the direction of George Cooper.

"A form was given for each radio in the home," George Cooper explained. "We had the families place the form on top of each radio. When any member of the family listened to a radio, he noted it on the form for that particular set. This went on all week in the homes tested, and resulted in an accurate quarter-hour picture of radio listening in each of the homes."

**DON'T FORGET TO ADD
MISHAWAKA
WHEN YOU STUDY
SOUTH BEND SALES FIGURES!**

Saleswise, the two cities of South Bend and Mishawaka are one. They are separated only by a street. Together they form a single, unified market of 160,000 people.

This two-city fact makes a big difference in South Bend's national sales ranking. For example: in 1949, South Bend ranked 85th in the nation in retail sales, with a total of \$161,266,000. But, when you cross the street and add Mishawaka's 1949 retail sales, the total jumps to \$190,907,000. That figure boosts South Bend-Mishawaka to 72nd place nationally—instead of 85th!

Be sure to add Mishawaka when you count South Bend sales figures. Remember, too, that these sister cities are just the *heart* of the South Bend market. The *entire* market takes in more than half-a-million people who spent more than half-a-billion dollars for retail purchases in 1949!

WSBT—and only WSBT—covers *all* of this rich and responsive market.

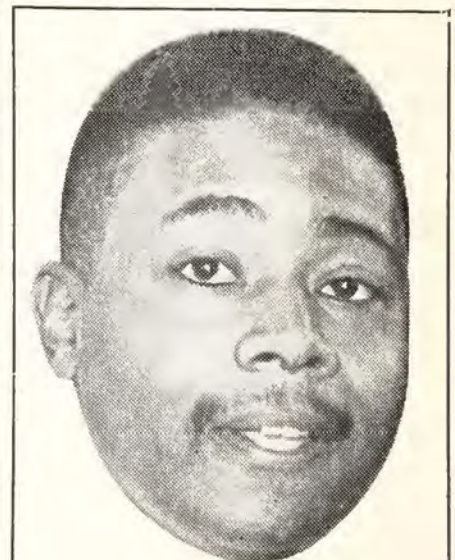
*Figures from Sales Management's
1950 "Survey of Buying Power"*



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

W
S
B
T



This round-faced boy is Ford Nelson, whose nimble piano playing and smooth chatter offer one more good reason for WDIA's high Hooper's, listener loyalty and thus, advertisers like these:

- *Sealtest
- *Bromo Quinine
- *Ex Lax
- *Pepsi-Cola
- *Stag Beer
- *4-Way Cold Tabs

HOOPER RADIO AUDIENCE INDEX									
City: Memphis, Tenn.					June-July 1950				
Time	SETS	WDIA	A	B	C	D	E	F	
MF 8AM-6PM	17.5	25.9	19.9	15.0	14.4	10.1	7.8	6.1	

"WDIA, Memphis, Tennessee, Bert Ferguson, Mgr., Harold Walker, Com'l Mgr. John E. Pearson, Rep."

TV in OMAHA

DIRECT NETWORK STARTS **SEPT. 30TH**

65 HOURS A WEEK ON WOW-TV

Hurry!

Good Spot Buys Scarce— But Still Available!

With TV Set sales crowding 30,000 — and 50,000 expected by year's end — it'll be a great year for WOW-TV, Omaha.

65 to 70 Hours — mostly NBC and Dumont — is all set! — Also all Cornhusker Football games, World's Series, Boxing, Wrestling and Local features.

Wire or Telephone now your nearest John Blair man or WEBster 3400 at Omaha

WOW-TV

CHANNEL SIX

Owned And Operated By Radio Station WOW, Inc.
OMAHA, NEBRASKA

FRANCIS P. MATTHEWS, President

JOHN BLAIR & CO., Representatives

LYLE DeMOSS, Acting General Manager.

WILD-WEST FEVER

(Continued from page 23)

country and Canada. National Biscuit Co. is the largest single user of *Red Ryder*, covers 20 markets with the show. Dairies and bakeries are the heaviest users of the "Famous Fighting Cowboy," with a small sprinkling of ice cream and bottling company sponsors whose products have "kid" appeal.

With all the whoop and holler made by radio's gun-totin' dramatists, folks may lose sight of the fact that Western music is good entertainment too.

Western Gene Autry, the movies' singing cowboy, has been singing songs for over 10 years for the Wm. Wrigley, Jr. Co. Every Saturday night at 8:00 p.m. Gene sparks the *Melody Ranch* show on 171 CBS stations. The half-hour program ranges from comedy, to song, to a short dramatization of Western lore.

Gene Autry was one of a long line of Western entertainers who got their start at WLS, Chicago. He was followed by Louise Massey and the Westerners of New Mexico, The Girls of the Golden West, and Rex Allen "The

Arizona Cowboy." Even with its traditional interest in Western-type programming, WLS, Chicago, has noticed an even bigger surge of recent interest in things Western. Bob Atcher, WLS's current Western star, reports an increasing number of requests for traditional cowboy ballads like "Strawberry Roan," "Cowboy's Lament," and "Red River Valley." And during personal appearances demands for autographs and pictures have more than tripled during the past nine months.

Other stations in various parts of the country report a similar trend. Says one Spokane, Washington station: "KREM established a two-hour block of 'Western Requests' from 5:00 to 7:00 p.m. about a year-and-a-half ago. This has grown in popularity so that it is doing very well, not only from 5:00 to 6:00 p.m., but from 6:00 to 7:00 p.m. as well. Such heavy listening between 5:00 and 7:00 p.m. tends to continue through the rest of the evening."

A Boston survey of programming by the Katz Agency (station representatives) disclosed that Western music was gaining in popularity. A similar survey in Flint, Michigan brought out the fact that an effective new program there was *Western Stars*, consisting of recorded Western music built around songs of screen cowboys. One Katz station, KRNT in Des Moines, Iowa, recently announced addition of a Western singing disk jockey to its staff.

A roundup of Western music programs corralled these shows: *Rhythm Ranch Hands* on KSTP, Minneapolis for Pillsbury Flour; *Charlie Marshall's Roundup* on KFBK, Sacramento, participating; *KOH Roundup* on KOH, Reno, Nevada, participating; *Chuck Wagon Jamboree* and *K-Bar-G Jamboree* on KWG, San Diego, open for sponsorship; *Hawkeye Jamboree* on KLOA, Des Moines, participating; *Rhythm Range*, *Old Chisholm Trail*, and *Gentlemen of the West* on KVOR, Colorado Springs, participating; *Open Range* on WHK, Cleveland; *Sunrise Ranch* and *Georgia Crackers* on WH-KC, Columbus, Ohio; *Tri State Roundup* and *Saddlemates* on WKBN, Youngstown, Ohio, participating; *Zeke Clements* on WLAC, Nashville; *Reveille Roundup* on WLAW, Lawrence, Mass.; and *Smilin' Max* on WTAC, Flint, Michigan.

Several highly successful local productions are available on transcription. *The Texas Rangers*, produced and sold by Arthur B. Church Productions,



**It's no mystery
to sales-wise advertisers**

WMBD is the top national spot program outlet in Peoriarea

National advertisers buy more spot programs and announcements on WMBD by far than on any other Peoria station. The following list shows just a few: Blue Bonnet Margarine; Campbell Soup; Colgate (Ajax, Dental Creme, Fab, Halo, Lustre Creme Shampoo, Palmolive, Vel, Veto); Dodge; Griffin; Kools; Kroger; Proctor & Gamble (Dreft, Ivory, Joy, Lilt, Spice & Span); Shinola; Standard Brands; Tenderleaf Tea; etc.

Naturally this dominant position is achieved by RESULTS . . . and WMBD produces results because:

WMBD serves more listeners in ANY time period than the next 2 stations combined at a cost per thousand FAR LESS than any other Peoria station

What's more, WMBD backs up its advertisers with a full scale promotion and merchandising program. This pioneer station, with 23 years experience, knows the Peoriarea audience and beams the right show to the right people at the right time at the right price!



ASK FREE & PETERS

PEORIA

CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reprs.

Kansas City, has done well in numerous markets for several years. These cowboy songsters drew a 27.4 Hooper in Scranton, Pa. Sponsors include cattle feed makers, bread and cake bakers, drug products, saltine crackers.

All-Star Western Theatre is another syndicated singing feature, sold in 40 markets by Harry S. Goodman Radio Productions. Foy Willing and his "Riders of the Purple Sage" appear in 94 half-hour segments, along with guest stars like Tim Holt, Tex Ritter, Smiley Burnette, and others. The Weber Baking Co. in California and Schulze Baking Co. in the Midwest are principal sponsors, use the show in eight and 12 markets respectively.

More recently, Foy Willing and the Riders of the Purple Sage have recorded 156 straight musicals lasting 15 minutes each. These are handled on an outright sale basis by Teleways Radio Productions, Inc. in Hollywood. Difference between the Goodman and Teleways transcriptions, besides the fact that one runs for a half-hour and the other 15 minutes, is that the Goodman platters contain drama and guest stars in addition to singing. The Teleways productions are strictly vocal.

Once upon a time licensing manufacturers to label their products with cowboy names and thus cash in on the big Western rage was considered merely a "by-product." Not any more. The Bobby Benson operation, for example, thrives handsomely on product tie-ins alone.

The New Yorker magazine indicates just how business has boomed. Speaking of only one phase of the cowboy accessories industry, it reports: "Five years ago there were fewer than 10 manufacturers of holsters and pistol belts in the whole country, and they were grossing something under \$5 million a year. Currently, more than 150 manufacturers are turning out holster-and-pistol-belt sets, and they're grossing around \$30 million a year."

Hopalong Cassidy licensees, making about 150 items, confidently expect to rake in \$100 million gross this year. And the number of items is still growing. These include not just lassoes, hats, shirts, boots, raincoats, knives, and conche shells, but wallpaper, ice cream, bubble gum, cookies, children's beds, soap, and lollipops. Bill Boyd's 5-10% cut will be about \$5 million and the retired ex-clerk Clarence Mulford (Hoppy's creator) will pocket an

To put your finger on the heart of this great northeastern market...



WGY's total weekly audience is over 2½ times greater than that of the next best station in Daytime and at Night.

WGY's daily audience is 3 times greater than that of the next best station — 191% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 428,160 Daytime; 451,230 Night.) (10-station weekly audience: 313,080 Daytime; 310,970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B's 5 counties, Sta. C's 3 counties, Sta. D's 3 counties.

WGY has almost twice as many counties in its primary area as any other station in the area has in its entire area.

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

Your best radio buy is **WGY**

Represented Nationally by NBC Spot Sales

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

WGY
A GENERAL ELECTRIC STATION

WOC**FIRST in
the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 16,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

COMING!

5000

WATTS

ON **KLX** **910 ON YOUR DIAL**

TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

equal amount. Only a few weeks ago. The Robbins Co., premium producers and promoters, began turning out Hopalong Cassidy compasses, hat rings, and Bar-20 clips. Southern Dairies, Inc., Beatrice Foods Co., General Ice Cream Corp., Carnation Co. and other regional dairy product distributors will feature the premiums on their Hopalong Cassidy ice cream bar wrappers.

With the current Hopalong Cassidy ballyhoo it's easy to forget that Gene Autry and others, like the Lone Ranger, Roy Rogers, Bobby Benson, and Red Ryder have been licensing manufacturers for a good while. Autry was the first to start the tie-in deals, now has close to 100 products licensed. Even the Cisco Kid, a comparative newcomer, has over 30 products.

A trip through Macy's Corral, which has doubled in size over a six month period, discloses a wide price range. A knitted Hopalong Cassidy sweater sells for only \$1.98. Lone Ranger Dungarees for \$2.19, or Bobby Benson slacks at \$4.98. If your child's tastes run to more plush desires, there is a Lone Ranger deluxe gun and holster set for \$12.59, and a Bobby Benson leather jacket for \$12.98. All in all a good place for parents to stay away from.

Will the Western craze last? Most observers in the business think it has quite a while to run yet, they see it still on the way up. After all, the Wild West is the most American part of our history; it's always been popular and always will be. But when some of the present edge wears down a bit the cowboys with the most entertainment value and, probably, the best public relations, will stay on top. Meanwhile, there's still lots of gold in them Western mountains. ★ ★ ★

WARTIME ADVERTISING

(Continued from page 34)

regional, and national) account for an undetermined share of the total increase in ad expenditures. (It is the war-born ad dollars of aggressive newcomers which help grease the skids for the manufacturer who stops talking to his customers because of a restricted output.) Rationing of paper diverted additional dollars to radio from printed media.

It is significant that radio announcements for scrap paper are already appearing in many metropolitan areas.

and now...over a 6-month period...

WCFL Leads in Chicago in Pulse-Rating Gains

The paper pinch comes before it's felt. And ad strategy in a war economy must take into account such restrictions on media.

Radio has its shortages, too; limitation of choice time, on both spot and network radio, becomes a problem when advertisers flock to get on the air. And the difference in the number of homes or advertising impressions per dollar as influenced by a good or a poor time slot can be very great, as experienced radio sponsors know.

It is interesting to note here that as radio wasn't available as an advertising medium during the first world conflict, but was in the second—so television, not a commercial factor in World War II, will play a substantial commercial role during any future world war. The magnitude of that role, of course, depends largely on whether the TV audience is frozen by cutting off set production.

As an indication of how tight the open time became on one network during the last war, consider CBS on 1 January, 1944. Between the hours of 7:00 to 10:00 p.m. for the seven nights of the week, only five quarter hours were available.

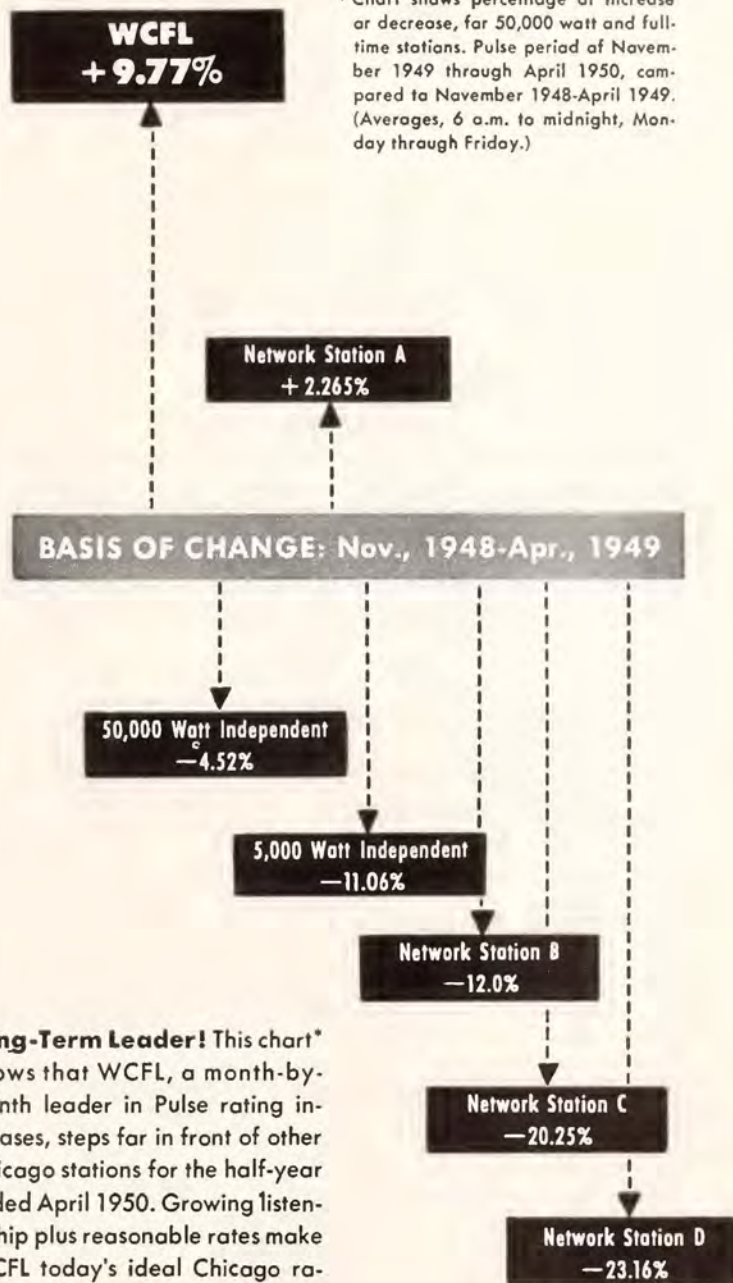
Under the influence of the war, sponsors got higher circulation than ever before attained. Sets-in-use (6 a.m. to midnight) for the national average audience, as reported by the Nielsen Radio Index, increased from 20.1% in 1943 to 23.2% in 1945. Average hours of listening, according to NRI, rose from three hours and 41 minutes in 1943 to four hours and 14 minutes in 1945.

Astute advertisers, foreseeing this trend, not only took early advantage of the bonus circulation, but calculated the advantage of choice franchises far into the future.

Emerson Drug, for example, started its sponsorship of the 8:00-8:30 p.m. Monday period on CBS on 4 August, 1941, and still retains it. On NBC, Bell Telephone has occupied the Monday, 9:00-9:30 p.m. slot since 6 April, 1942.

Pure Oil Company began its uninterrupted sponsorship of H. V. Kaltenborn five nights a week on NBC in March, 1940. The following March, Miles Laboratories took over NBC's *News of the World*, five nights a week, which they still sponsor. Alertness to grab good time spots and above-average programs insures extra circulation that can come in no other way.

* Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)



Long-Term Leader! This chart* shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

WCFL
 An ABC Affiliate
 50,000 watts • 1000 on the dial
 The Voice of Labor
 666 Lake Shore Drive, Chicago, Ill.
 Represented by the Bolling Company, Inc.

While there was a dip in the peak ratings of news shows following the last war, the dip never fell near the level before the war. Today, news program ratings are edging toward peak war levels. In New York, for example, Pulse ratings for the 26 news periods on the four network stations increased 14.7% in July, 1950 over the previous month. Reports from stations throughout the country indicate similar increases in listening to news programs.

Smart advertisers won't wait for a world in flames before they start planning how to get the most out of radio, whether with spot, news programs, or other shows.

A comparison of network programs during the war years with those before and after reveals that formats are gen-

erally the same. *We, The People* became *We, The People, At War*. Armed Forces personnel appeared before the microphone, as did other people connected with the war effort. But the format and essential flavor of the show remained the same.

Soap opera worked in all manner of home front appeals; but its heroines continued to prove that a virtuous woman is her husband's best friend, and more than a match for any evil that can threaten him.

Special "front" shows—home and war—appeared; but the successful ones utilized drama and the other tested ingredients of entertainment. Sponsors still sold products, or ideas, if they had nothing else to sell, as part of a package designed to entertain.

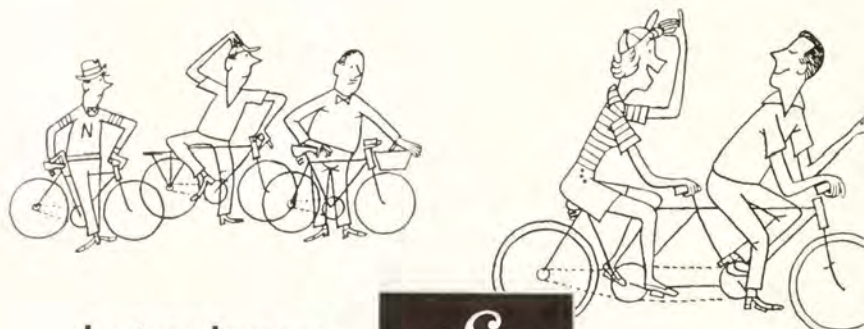
The most skillful advertisers were, by and large, the ones who knew better than to pull out when wartime restrictions curtailed or eliminated entirely their normal sales. "Advertising," H. A. Batten once said, "has one specific thing to do; and that is to inform, and often—but not necessarily always—to persuade."

Recognizing this, those who understood advertising best didn't have to be sold the idea that they had something pretty important to tell their customers. They didn't neglect to keep telling it over and over.

Detailed compilations have been made of the dangers that can be avoided and the specific advantages to be gained by talking to customers and potential customers when you have nothing, or only a little, to sell. But most of it boils down to making people remember you favorably. The problem of the advertiser with plenty to sell is essentially the same as always, except that he must not appear to be taking advantage of the war situation.

When the American Tobacco Company had to allocate its meager supplies of Luckies to distributors, it dropped its normal competitive prod-

radio stations everywhere



but only one...



Basic N.B.C. Affiliate

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
General Manager
EDWARD PETRY & CO.
Nashville, Tenn. and C.

If you want to give your advertising dollar a long and fruitful ride, climb onto the 50,000 Watt Clear Channel Signal of WSM. You'll travel the highways and the buy ways of the fabulous Central South, with the backing and sales influence of a station which has enough talent and talent good enough to originate sixteen network shows weekly, in addition to regular station business. Results? Just ask Irving Waugh or any Petry Man for case histories.

Quad-Cities

Rock Island, Ill. Moline, Ill.
East Moline, Ill. Davenport, Ia.

Four Cities—One Market
17.5%

Gain in Population
over 1940

232,733 (1950 census met. area)

80th U. S. market in
population

Highest Hooperated
Quad-Cities
Station



"Delivering
More Listeners
at a Lower
Cost"

WHBF AM·FM·TV
5000 WATTS
BASIC ABC

uct selling. Until the war was over ATC used a light, institutional approach. Radio explained that "Lucky Strike Green has gone to war" when American introduced the new package. During the war period, the famous LSMFT reminder tag was developed.

Military purchases stopped suddenly with the war's end, the whole distribution pipeline became glutted with cigarettes . . . more than the public could consume, even when they stopped smoking cheaper substitute brands they had made do with during the war. This could have been a disaster for any company which had let rivals steal a wartime advertising march. But smokers abandoned their war-brands and returned to the familiar smokes they hadn't been allowed to forget.

American will return to the light "Be Happy . . . go Lucky" theme on 1 September in contrast with the grim world outlook.

U. S. Rubber Co. got back into network radio in 1943 after a three-year absence. Company officials decided that a prestige show was the thing to keep the brand name of its products prominently in the minds of the public. They combined the prestige objec-

tive with the idea of public service and contracted to underwrite the New York Philharmonic-Symphony Orchestra on CBS.

One indication that the Philharmonic did its job is the fact that over a quarter of a million people (out of some 13 million weekly listeners) responded to 29 10-second announcements (one announcement each week in the hour-and-a-half program) offering copies of the intermission talks.

The company dropped radio after 1947 to experiment with television.

United States Steel, not selling directly to consumers, plugged in printed

media the theme "Look for the U. S. Steel label." With the war, the theme was switched to a public service slant. The story of Steel's industrial family and its service to the nation was taken up in 1945 by *The Theater Guild on the Air*.

The company feels its public service advertising created a better informed public—"took the cover off U. S. Steel." Following the war, the public service theme was continued, but the "Look for the U. S. Steel label" came back. Now the company is reporting on the Korean situation, telling what they did during the last war and what

"WSYR-TV has come in good"

Chateaugay ●

160 miles

★ WSYR-TV

160 MILES AWAY!

News item from page 1 of the *Chateaugay Record* of May 26, 1950: "Television reception in Chateaugay that most thought would not be an accomplished fact for many years became a reality this week. Ray Lucia . . . now is enjoying televised programs nightly at his Lake Street home . . . WSYR-TV has come in good. Ray reports that when he was down in Syracuse last week the experts down there just couldn't believe television would carry this far."

Chateaugay is 160 air miles from Syracuse. Yes, WSYR-TV really covers the great Central New York Market—and points north, south, east and west.

WSYR ACUSE
TV channel 5

NBC Affiliate in Central New York
HEADLEY-REED, National Representatives

WBNS
PLUS WELD-FM

The Hooper May-June Index for CBS stations places WBNS first in share of audience . . . Another proof of this station's outstanding popularity in central Ohio . . . Another convincing demonstration of how advertisers get greater value for their money on WBNS plus WELD-FM.

ASK JOHN BLAIR

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

WHAT HAVE I GOT that gets 'em!



Well Sir -- BMB says I've got 97,300 average daily family listeners -- 106,100 average nightly family listeners. None of the other boys in Miami can touch that. And, what's just as important is the fact...that I ain't satisfied -- keep on trying harder. to please the folks in South Florida! And I've had more than 24 years of experience at it. But shucks -- you ask the George P. Hollingbery Company -- they've got my background, past, present and future.



James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC

Spot
time buying
made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market, their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The WIS Service-Ad shown here is an example of how stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to compare opportunities—facts about coverage, audience, programs, service, for example.

Note to Broadcasters: Study the *Spot Radio Promotion Handbook* for detailed help in making it easier for buyers of spot time to buy what you have to sell. Copies from SRDS at \$1.00.



STANDARD RATE & DATA SERVICE

The National Authority / Walter E. Botthof
Serving the Media-Buying Function / Publisher
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

WHAT'S THE BEST STATION IN SOUTH CAROLINA?

Station WIS, in Columbia, operates with one of the nation's most favorable regulations on South Carolina's largest market. WIS gives you the greatest opportunity coverage in South Carolina.

WIS has a daytime BMB (March, 1948) audience in 43 of the State's 46 counties, plus 15 in North Carolina and Georgia—more than any other top South Carolina station. 57% more listeners hear WIS than any other station in the State.

The Columbia Trading Area, embracing 20 counties, is by all odds South Carolina's leading market. Greenville with 7 counties



and Charleston with 6 are the next in line. (BMB/48). For Columbia, see *Engineering Digest*, "Radio," (Dec., 1948 Jan., 1949) p. 18-19. For all other counties, contact 89.1% for all three with Columbia station combined!

WIS is NBC, broadcasts day and night with 5000 watts at 560 kc. (14.4 Mc. in a letter). The nearest 5000 watt station is about 100 miles away.

Yes, in any market, WIS is the 1948 year in South Carolina's TOP 25 LISTING. Write our Mr. Free & Peters for all the facts and details of our individual and various other merchandising cooperation.

WIS
COLUMBIA, S. C.
NBC - 560 KC - 5000 WATTS

278 radio and TV stations used Service-Ads in the monthly issues of SRDS during 1949, supplementing their listings with additional information to help buyers buy.

their place will be if another world war develops.

Westinghouse, with most of its production devoted to the war effort, felt they could keep their consumer contact alive by fostering public appreciation for the engineering skills which make their products dependable.

An important part of this effort was handed to radio. A Sunday afternoon half-hour of music with John Charles Thomas, the King's Men Quartet, and a symphony orchestra directed by Victor Young did the entertaining. John Nesbitt did the commercial. It consisted of a dramatic story featuring some phase of the firm's scientific accomplishments. Westinghouse officials also felt the show made a "definite contribution to company good will at a time when the entire country was making sacrifices on all fronts."

Colgate-Palmolive-Peet Co., when they couldn't supply distributors nationally during the war, concentrated on spot radio and newspapers in those areas where they had distribution; national magazines were secondary in telling the product story. Colgate used spot radio so successfully during the war that they became the biggest spot advertiser in the country.

The Noxzema Chemical Co., makers of Noxzema, adopted a policy followed by numerous other wartime national advertisers faced with restricted output. They advertised aggressively to build a backed-up demand, then continued with their ABC network show *Mayor of the Town*, featuring Lionel Barrymore, and with printed media to cash in on the demand after the war. They will follow the same policy if allocations are again imposed.

The Frank H. Lee Company faced a special problem after the war. During the war, Lee was building "Lee" hats into a national brand. In addition to printed media, they sponsored Dale Carnegie on MBS, first with 31, then on 225 stations. Shortly after the war, they switched to ABC and *Drew Pearson*. The big job handed Pearson was to help persuade thousands of returning GIs, unused to wearing hats in civilian life, that they ought to wear

JOE ADAMS

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

a hat (a Lee, of course). Pearson, who had been voted one of the three men who had done most for the lot of GIs, was able to do it.

Lee, in a move to add glamor to their product, is now sponsoring motion picture and TV star Robert Montgomery instead of the more rugged and controversial Pearson.

Curtis Publishing Company's pre-war printed advertising was aimed at advertising prospects. Spot radio was used to a limited extent for circulation. Wartime objectives were the same. In 1944, a weekly 15-minute network radio program on ABC. *The Listening Post*, tried to boost circulation. It grew slowly. *Listening Post* was axed after 1947 and spot was used in leading metropolitan centers. There's no change in the making.

The Prudential Life Insurance Co., like other sellers of service, had plenty to sell. Unlike some service organizations, however, a sizable group of its prospects were out of reach during the war. Ad funds were about evenly di-

vided between printed media and network radio. Jaek Berch and *Prudential Family Hour* helped produce leads for Prudential salesmen, and sales showed a normaly rising curve.

Wartime advertising was divided about evenly between selling insurance and public service, as contrasted with the prewar approach which sold the product almost exclusively. Emphasis returned after the war to selling insurance, but time is still devoted regularly to public service.

The Wrigley Co. removed their product entirely from the public mar-

ket, sent it to the Armed Forces. Yet they continued a vigorous campaign, including several network radio shows. When they came out with a very poor substitute product, they called it just that. After the war they switched their copy from general to very specific appeals. They dropped network and went into spot.

Regional advertisers during the war were no exceptions to the rule that it paid to keep talking consistently to customers and prospects. The Land O'Nod Mattress Co., Minneapolis, while unable to supply demands for



WAVE DOESN'T TRY TO TRAP FOX (Ky.)!

At WAVE, we take no interest in trapping Fox (Ky.)! Truth is, we haven't any license to lay our bait that deep in Kentucky's timberland. . . .

We do legally snare the 27-county Louisville Trading Area—a territory that's almost as valuable as Fox (Ky.) and *all the rest of the State combined!* Every year nearly a billion dollars changes hands right around the Louisville trading post. . . .

So take our advice, old hunter—beware of hounding Fox, and begin pelting Louisville with WAVE. Are you game for all the facts?

LOUISVILLE'S WAVE

NBC AFFILIATE . . . 5000 WATTS . . . 970 KC

FREE & PETERS, INC.
National Representatives



Let WIBW

MEND YOUR SALES FENCES

CLEAR ACROSS KANSAS

If your sales are slipping or competition's getting tough, you need the sales help that only WIBW can give you.

WIBW is the state's No. 1 farm salesman. It's the station most listened to by farm families*—the folks who raised over a billion dollars worth of farm products last year.** So if you want to strengthen your sales fences or build new ones—WIBW is the one medium with the "pull" to do the job best.

*Kansas Radio Audience '50. **Sales Management '50.

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

HOOPER STATION AUDIENCE INDEX

CITY: NASHVILLE, TENNESSEE

MONTHS: June-July, 1950

Total Coincidental Calls — This Period — 5,310

INDEX	Sets- in-use	"A"	"B"	"C"	"D"
WKDA	28.5	20.8	20.3	13.5	13.1
Total Rated Time Periods	22.4				

Represented By
FORJUE & CO., INC.
T. B. Baker, Jr., General Manager



their product, not only continued their news program on WTCN, but added a quarter-hour of music on another station. After the war, the company reports they cashed in heavily on their war advertising.

Twin City Federal Savings and Loan Association of Minneapolis and St. Paul has used radio since 1936. During the war years the firm increased the radio budget each year, and during that period passed every other company of that type and became the world's largest. Many competitors were cutting their radio.

In the last few years a number of advertisers with spotty national distribution have decided to forego the prestige and promotional advantages of network radio in favor of spot, which they can match more closely with their distribution.

During the last war, however, with limited product, or none at all, such sponsors did not try to match advertising to specific markets. Their effort was to keep their names alive, and this they succeeded in doing.

New products, with few exceptions, were dropped from war advertising schedules. The push was for the established brands. Many new products were ready for the market before the last war. For example Halo, Ajax, Surf, Tide, Fab, Skippy Peanut Butter, Colgate kept Halo (a shampoo) back until 1946 when they gave it intensive treatment, including heavy spot radio, to put it among the leaders.

The pattern for wartime advertising was basically set in World War I and confirmed in World War II.

Some agency people queried by SPONSOR were willing to concede there might be individual exceptions to the "don't give up wartime advertising" axiom as confirmed in the two world conflicts. "I'd hate to have to name the exception, though," said an ad-front veteran of both wars. The rest said they would too. ★ ★ ★

VICTOR COFFEE

(Continued from page 23)

terized the blend. Startled Bostonians one morning looked from their famous coffee houses to see a replica of the chariot trademark rolling through the cobblestone streets behind three great white horses driven by a Negro charioteer with a silver trumpet from which he emitted piercing blasts. From time to time, he would stop and give

away samples of the "ripe" coffee.

But the owners of the Victor brand failed to keep pace with modern advertising techniques; when Ferguson acquired the brand in 1935, he had an uphill fight on his hands.

National brands enjoy a certain prestige, or glamor denied the local or regional brand. But regional brands can, on a year-round basis, always out-advertise a national brand in their own bailiwick, and this can more than make up for the glamor of nationally advertised brands.

Firms with distribution solidly established have long odds in their favor against a newcomer trying to break through. Grocers don't like to tie up money in new brands—they've got plenty already invested in brands their customers are currently buying. Many also have their own brands they like to push. Finally, price is an acute problem in the coffee business, as it is in other fast turnover food items. Victor's premium price hurt its chances.

So when Stanley W. Ferguson sat



LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

down with John C. Dowd that day early in 1940, the prospect for Victor Coffee looked anything but bright.

Ferguson, a forward-looking man, had just sunk \$100,000 during 1939 in a radio series called *I Want A Divorce*. The program was actually designed to expose the evils of divorce. But with a title like that in heavily Catholic New England the show was a disaster. People never listened to learn its true moral slant.

Planned as the keystone of a drive to get distribution, the arch crumbled and the whole campaign tumbled in ruins. It was at this point that the Dowd agency was called in.

Dowd, a believer in radio, was too astute to go to distributors so soon after the *I Want a Divorce* debacle with another proposal for using radio to excite customers about Victor. To give them a chance to forget about Victor's 1939 radio, and at the same time do something constructive to help familiarize potential users with the Victor label, Dowd recommended that

Ferguson use the rotogravure sections of leading New England newspapers. There wasn't much money to spend, but toward the end of 1940 distribution in the Greater Boston area had crept up to about 15%, and some small progress had been registered in the rest of New England.

Dowd and Ferguson had worked closely together in their first year of association, found they agreed on the major problems involved in telling New Englanders about Victor. So when Dowd advised at the end of 1940 that it was time to start back into ra-

dio, Ferguson was with him.

In 1940, Dowd had embarked on what was to remain for 10 years virtually a one-word copy theme. That word was "ripe." The agency felt that a consistent campaign was needed to tell the story of what ripe coffees meant to Victor's taste and to its economical use. Victor was still priced a few cents higher than the leading New England sellers, and that price had to be hurdled if Victor was to forge ahead.

The company's salesmen had begged Ferguson to cut the 32c per pound price to 29c, the same as Chase and

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Note To Timebuyers



A card or letter to us, or to Free & Peters, will bring you this WDBJ BMB Area presentation which includes:

- Official BMB Coverage Map
- Latest Market Data—BMB Counties
- Preliminary 1950 Census Figures
- Comparative BMB Coverage Graphs

Handily bound for filing and perforated for three-ring binder.



Rochester
STATION
GAINING

- in AUDIENCE
- in TIME SALES

And Our Low Rate Card Remains Unchanged



IN ROCHESTER, N. Y.
Represented Nationally by
WEED & COMPANY

WDBJ

CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION
ROANOKE, VA.

FREE & PETERS, INC., National Representatives



PRN

more about the PRN..

Q. What is the Pacific Regional Network?

A. It is a combination of 48 radio stations from every significant market in California—that provides all the advantages of network radio, plus the flexibility of spot radio.

Q. What type of stations make up the PRN?

A. Stations selected from all of the four existing networks, or strong independents—each chosen for the specific market it covers, and for the LOCAL selling job it can do.

Q. Must the advertiser buy all of the 48 stations that make up the PRN?

A. No. With the flexibility of spot buying he may select any number from 4 to 48 stations—to match his coverage or his budget, or to augment and strengthen his present facilities.

Q. Does the PRN provide complete California coverage?

A. Yes! With more stations than the other four networks combined, the PRN provides for the first time intensive coverage of every significant California market.

Q. Granted that the PRN provides the flexibility of spot—what are its advantages over spot?

A. Convenience and saving of time and effort in buying; use of a single program without the expense of transcriptions and handling; and most important: a saving of 20% (plus frequency discounts) on time costs alone! (Plus important savings on transmission costs.)

Q. How is the BIG new Pacific Regional Network being received?

A. Most enthusiastically, thank you! Its efficient, economical coverage of the vast California market has found ready acceptance among many advertisers and advertising agencies.

Q. How can I get more details about the PRN?

A. For complete information, write, phone, or wire direct.



**PACIFIC
REGIONAL
NETWORK**

6540 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA

CLIFF GILL TED MacMURRAY
General Manager HI. 7406 Sales Manager

Sanborn and other popular brands. But Ferguson steadily refused. "I have seen him resist every temptation to cut quality in order to cheapen the price—his insistence on quality is fanatical," says Dowd.

To tell this story of Victor quality, Dowd recommended radio programs. At first, there was money for just one station. Agency and client agreed that a strong personality with a loyal following was required. They bought MBS news commentator Fulton Lewis, Jr., on WNAC, Boston, a cooperative program.

Stations including WEAN, Providence, WAAB, Worcester, and WFEA, Manchester, N. H., were added during the year until a total of seven stations carrying Lewis shows were bought.

Dowd, a strong apostle of merchandising, had Lewis up from Washington, where the program originated, for conventions and other grocer get-togethers. Lewis spoke at these gatherings and twice originated his program from them. His picture appeared in thousands of stores in connection with displays of the product.

Some 90% of the budget was going to radio and the story of "Victor, the ripe coffee" was beginning to make more than a casual impression on customers; they began demanding it from their grocers in such numbers that by 1943 Victor distributors were able to crack the big chain stores like A & P, First National, Stop & Shop (a leading regional chain). Until this happened, lack of major class "A" distribution was a road block in Victor's march to the top of popular favor.

With more money to spend for advertising, the agency-client team went after a new audience for the "ripe" story in about the middle of 1946. On WBZ, Boston, and WBZA, Springfield, Mass., "Chet" Gaylord was doing a quiet, pleasant quarter-hour of song and patter at 8:15 in the morning. When he became available, they bought him on Monday, Wednesday, and Friday, and later made it Monday through Saturday.

Gaylord accelerated the addition of new outlets, as he got his listeners to ask their grocers for his sponsor's brand. In another move to broaden the audience for the Victor story, in October, 1946, they bought the popular New England commentator, Bill Cunningham on WNAC, Boston. Cunningham's show was aired on Sunday at 2:30 p.m. These two shows, like

We like to be ON THE SPOT



- On the spot to Deliver CBS to one million people
- On the spot as Durham's Number One Station

HOOPERWISE
BMB-WISE

We'd like to be put ON THE SPOT

SCHEDULE OF CLIENTS
WHO WANT RESULTS

WDNC

Durham, North Carolina
5000 Watts 620 Kc

PAUL H. RAYMER, Rep.

Lewis', were heavily merchandized.

With the war over by then, new marketing and competitive conditions had to be solved. More plentiful supplies of tin and glass allowed strong national and regional competitors to step up the pressure in the vacuum-packed field. The trend toward more open displays in new super-markets got under way. But the Dowd-Ferguson combination had been looking ahead.

When it became necessary to *show* the Victor label in order to make it easier for people to recognize it on super-market and other counters, the company was ready with ads prominently featuring the Victor label. Both large and small space was used, the latter as a reminder followup.

Lewis had been sponsored on stations such as WNAC, Boston, WAAB, Worcester, WLLH, Lowell-Lawrence, WEAN, Providence, and WFAU, Augusta. These contracts began to expire in 1947—this occurred on a staggered basis, as stations had been added one at a time as increased sales of the product justified an expanded budget. Instead of renewing them, the company decided to sponsor the *Yankee Network News*, 1:00-1:15 p.m., over its 27-station hookup (starting in 1948). This provided a new audience and still more ambitious radio coverage than Victor had yet undertaken. But the payoff in sales of the "Victor, the ripe coffee" story made the move possible.

In the period following the war, while Victor was experiencing unusually rapid progress in expanding both distribution and sales, a number of other regional coffees attempted to crash the New England market with its hub in the Greater Boston area. Among these were Wilkin's (Washington, D. C.), and Aborn's and Ehlers (N. Y.).

But one of the reasons for the consistent ability of smartly promoted regional brands to outdo all other competition is their understanding of how to sell their own area. For example, most of the "outside" competition attempted to get distribution by selling the retailer directly. But it isn't done that way in New England. Eventually they gave up and turned to the wholesalers. A few of them got a toe-hold, but none climbed very far.

The 20 Victor salesmen do call on their retail outlets—but any orders they take are turned over to the wholesaler, to keep from antagonizing him.

IN TOPEKA INDUSTRY MOVES FORWARD



INCREASED PAYROLL FAMILIES MEAN
INCREASED SALES OF INDIVIDUAL ITEMS

WREN

"FIRST ALL DAY"

ABC

5000 WATTS



WEED & CO. NATIONAL REPRESENTATIVES

To a sponsor's wife who doesn't

"know a thing about advertising, but . . ."

Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You understand *The Cocktail Party* and wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there cat quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, sister, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of big-spending farm counties in the U. S. And, in the book department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's \$4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.

5000 WATTS, 600 KC



DAY AND NIGHT

BASIC COLUMBIA NETWORK



5000 Watts—Day and Night

the center of

Capitaland*

Selling

12

Georgia Counties

and

11

Florida Counties

*Ask your John Blair man to tell you the full story on Capitaland and North Florida's most powerful radio voice—WTAL!

Southeastern Rep.
Harry E. Cummings
Jacksonville, Fla.

WTAL
TALLAHASSEE

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

FLORIDA GROUP
Columbia
Broadcasting
System

The primary purpose of calling on retailers is to encourage and help him to push Victor through new displays and other merchandising gimmicks.

By 1948, the Victor radio programs, backed by heavy merchandising, had zoomed the "ripe coffee" right on past La Touraine in third place, past a faltering Chase and Sanborn in the runner-up position, and put it in a see-saw battle with Maxwell House for clear leadership.

Maxwell House and Chase and Sanborn are the only truly national brands, measured by the yardstick of national advertising. On a nation-wide basis, Maxwell House probably sells the most pounds, followed by two regional coffees, Hills and Folgers, with Chase and Sanborn coming in fourth. If you add the three A&P brands together, they would top Maxwell House. These are coffee trade estimates. There is no basis for actual checking of pounds sold, even of relatively small regional brands. This is information any firm would give much to learn. But all guard it so jealously they won't even talk about annual advertising budgets on the ground the competition could infer from it their annual sales.

As 1950 approached Victor sized up its situation and decided on a major shift in strategy. The *Yankee Network News* was cancelled, and announcements got the nod.

The agency was convinced that eight years of programs had thoroughly established the Victor selling points of taste and economy. It was Dowd's belief that the company now should use more stations and hit harder on a local community level. This they could afford to do because announcements alone were now adequate to remind listeners of the often-told Victor story.

Announcements on an expanded station list would allow the company to match its distribution still more closely with the radio coverage, and permit aggressive solicitation of new accounts in the markets where announcements would be used. And, by rotating stations, the company could utilize 40 to 50 stations during the year in their six-state area, thus giving outlets a lift at the time and place most needed.

Dowd set up four simple points to guide the purchase of announcements:

1. Does the time suit the product?
2. What does it follow?
3. What does it precede?
4. What is the competition?

WSRS
CLEVELAND

.... "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. ... covering 336 square miles.

.... Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up ... WSRS cost per thousand lowest in town, thus the best buy in ...

CLEVELAND
WSRS

BIG!

To **SELL** the PEOPLE Who Buy

The **MOST** in the **BIG**
MIDDLEWEST

POPULATION
Over 4 Million
RETAIL SALES
Over 2 Billion

Use The **BIG**
STATION

THE MIDWEST-EMPIRE STATION
KFAB
30,000 WATTS OMAHA BASIC CBS

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

WTRF
AM-FM

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

**KEEPS YOU
IN FRONT
IN UTAH**

KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.

As is self-evident, these checking-points are aimed at preventing purchase of announcements at times unsuitable for catching housewives, or, in some instances, the male head of the household; to prevent purchase of illogical adjacencies; and to prevent bucking a too-attractive spot on another station. With the alert help of station representatives, Dowd is constantly improving his spots. About 60% are station breaks, the rest one minute, including announcements preceding all Brave and Red Sox games.

Stations currently on the schedule are: WCOP, WEEL, WHDH, Boston; WTAG, WORC, Worcester; WSFL, WSAR, Springfield; WLAW, Lawrence in Mass. WDRC, Hartford; WBRY, Waterbury; WKNB, New Britain; WNAB, Bridgeport in Conn. WGAN, Portland; WGUY, Bangor; WCOU, Lewiston in Maine, WMUR, Manchester; WKNE, Keene, N. H. WCAV, Burlington; WSYB, Rutland, Vt.

About 30 newspapers, including four foreign language papers, are used to supplement the radio coverage. Newspapers, business papers, and outdoor posters account for about 15% of the total budget, which has increased about 500% since 1940.

Starting last May, about four one-minute and 20-second film announcements a week have been used on WBZ-TV, WNAC-TV, Boston; WNHC-TV, New Haven; WJAR-TV, Providence.

How have Victor coffee distribution and sales held up under the new strategy? Very well, it seems. Trade reports have vacuum-packed coffee sales off as much as 40-50% on some brands this year because of price rises. Victor was off only 20%, 100% (or more) better than the trade average. In 1950, Victor is the only coffee so far to gain in distribution in the Greater Boston area, according to a recent survey by a Boston newspaper.

The Martin L. Hall Company is now headed by Stanley W. Ferguson, but its active management is in the hands of Mason Lincoln, a son-in-law. The parent company, Stanley W. Ferguson, Inc., is headed by Crawford Ferguson, a son of the founder. They work closely together and with Dowd. "Our policy is still flexible," they assert. "Our use of spot now doesn't mean we will not go back to programs if market and competitive conditions should change. The one thing we won't change is the quality of Victor Coffee." ★ ★ ★

**TWO TOP
CBS STATIONS**

**TWO BIG
SOUTHWEST
MARKETS**

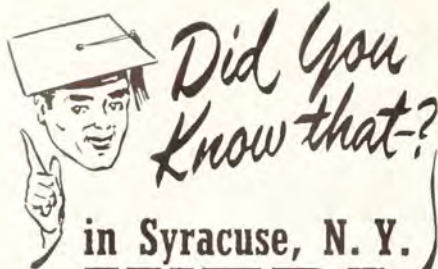
**ONE LOW
COMBINATION
RATE**

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

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

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

National Representatives
JOHN BLAIR & CO.



in Syracuse, N. Y.

WFBL

now delivers
more listeners,
DAYTIME or
EVENING,
than anytime
in it's history!

Call FREE & PETERS
for Availabilities

WFBL

SYRACUSE, NEW YORK



**BASIC
SINCE
1927**

The way to conquer Communism is thru Religion.

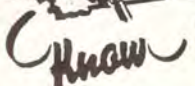
Practice and teach Christianity and Communism will fly out the window.

The Art Mosby Stations



5000 Watts
Night & Day
MISSOULA

250 Watts
Night & Day
ANACONDA
BUTTE



MONTANA

NOT ONE, BUT SEVEN MAJOR INDUSTRIES

510. Madison

(Continued from page 6)

MEDIA UNDER THE MICROSCOPE

I certainly would like to congratulate you on the splendid article in the 31 July issue on "Let's put all media under the same microscope."

This is the first basic, sensible article I have read on the radio-TV competitive position.

I have stated right along that we are not anymore interested or afraid of TV competition than we are of movies, magazines, newspapers, bridge, gin rummy, or canasta. What we are competing for, just like all businesses compete for the customer's dollar, is for the customer's time.

In the summer I am just as concerned with the golf club and the garden hoe as I am with the television set.

I believe that as a broadcaster it is up to me to make my programs sufficiently interesting that people will prefer to listen to them, rather than to play golf, tennis, go swimming, or in other ways amuse themselves or get recreation away from a radio receiver.

I hope that you are able to continue hammering away at this basic truth that we all, as advertising media, are competing for people's time.

With some 20 years of experience in the publishing field, some of which was as a circulation director, I know that circulation figures are interesting, but are absolutely no evidence of readership. On the same basis I believe that radio set ownership is no indication of a radio audience. Each such figure merely means the possibility of exposure to the medium present.

Let's continue the philosophy that we are competing for the time of the audience.

Again, congratulations on this splendid article.

ROBERT T. MASON
President
WMRN
Marion, O.

STUDENT RATES AVAILABLE

For the entire length of your publishing days I have been avidly following the articles and valuable information turned out by SPONSOR. It's been of great help to me in teaching radio courses at Syracuse University.

It has become of sufficient impor-

A B C
AMERICAN
BROADCASTING
COMPANY
IN LOUISVILLE



1080
Kilocycles

5000
WATTS-DAY

1000
WATTS-NIGHT

WK★LO

Louisville, Ky.

JOE EATON, MGR.

Represented Nationally by
JOHN BLAIR & CO.

BMI

**SIMPLE ARITHMETIC
IN**

MUSIC LICENSING

BMI LICENSEES

Networks	23
AM	2,138
FM	378
TV	98
Short-Wave	4
Canada	150

**TOTAL BMI
LICENSEES . . 2,791***

You are assured of complete coverage when you program BMI-licensed music
-As of September 1, 1950

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD

GROWING GROWING GROWN

Now First in Mobile

MORNING PERIOD*

PLUS...

a 14.8 Over-all Audience Increase Since 1949

ANOTHER BONUS FOR ADVERTISERS...

Special merchandising department for extra promotion of sales.

*January, February, 1950 Hooper

WABB AM 5,000 Watts
FM 50,000 Watts
AMERICAN BROADCASTING COMPANY
OWNED AND OPERATED BY THE MOBILE PRESS REGISTER
NATIONALLY REPRESENTED BY THE BRANHAM COMPANY

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.



Nancy Goode

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City

KFRM
for Rural Kansas

tance to me in my Station Management and Programing course to recommend it as a supplementary text for the coming year.

At the moment I don't know how many students will be in the course . . . probably between 25-40, but regardless of the number is there such a thing as a student rate for those subscribing to SPONSOR between the months of October-June?

Since there is a certain amount of detail involved in setting up the procedure for a magazine as a text, I would greatly appreciate an early reply.

Once more congratulations on a very informative and provocative magazine.

DOX W. LYON
TV Program Director
Syracuse University
Syracuse

• SPONSOR's student rate is \$4.00 a year.

JEWELERS ON RADIO

There is a jeweler in Colorado Springs who insists that radio advertising is not a satisfactory medium for a fine jewelry store which does not feature credit. He says that he has never heard of a fine jeweler using radio successfully. We know that there are many quality jewelers over the country using radio to advantage, but have no specific cases.

In the 17 July issue of SPONSOR you stated you could send facts and figures on radio results from most types of businesses. If you have something on quality jewelers, please send us information on type of program, time segment used and results.

ORVILLE W. SUHRE
KVOR
Colorado Springs

• We agree with reader Suhre that the radio successes for jewelry store are legion. If you know of any, please send a brief account to SPONSOR.

MR. SPONSOR SPEAKS

I just wanted you to know how tremendously pleased I was with the Mr. Sponsor article in the 17 July issue. My friends (and many strangers) have written to tell me what a grand article it was. I think you should know the nice response it received from SPONSOR readers.

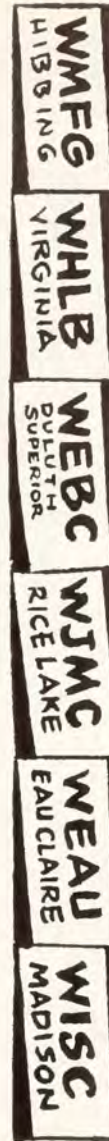
GEORGE J. ABRAMS
Advertising Manager
Block Drug Company
Jersey City

YOU CAN CALL YOUR SHOTS ON THE

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!



Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.





On the beam

This is a big fall for the networks. And one of the factors that makes it big is the re-emergence of NBC as a trim, creative, well-coordinated fighting force.

With CBS moving ahead on all 16 cylinders, more than one observer noted that it was too bad that NBC could not hold the pace.

But lately NBC hasn't taken a back-seat to anyone in ingenuity and elbow-grease. "Operation Tandem," the Sunday night radio show talent-budgeted at \$30,000 weekly, some highly productive staff appointments and adjustments are cases in point.

One man has made a lot of difference. He's Joseph McConnell, whom General Sarnoff quietly installed as

president of the big network some months ago. It's taken Mr. McConnell a while to see what needed doing. But now he is quietly and efficiently sparking the rejuvenation.

Jean Muir incident

How many phone calls, or postcards, does it take to throw an artist off the air . . . to wreck a life career?

After the Jean Muir incident, it appears that 20 will do the trick.

General Foods' decision to buy up actress Jean Muir's contract for her role on the NBC-TV version of *The Aldrich Family* may be the right one. But the procedure is wrong; and highly injurious to an industry which, because of its sponsored-program character, is especially sensitive to the protests of a minute portion of its audience.

Miss Muir's crime was to be listed in *Red Channels*, a brochure specifying Communist sympathizers in radio and television. The protests to General Foods causing her dismissal stemmed from that mention.

As matters now stand, Miss Muir is out of radio and TV. Maybe she deserves to be, maybe not. But she wasn't even given a chance to defend herself.

Carried to an extreme, the device of putting pressure on a sponsor can force any air performer into retirement. The sponsor can't afford to risk the future of his product. And anyone with a grudge, justified or not, can get 19

cohorts to assist in applying the pressure.

Perhaps the Advertising Council can work out a safety-valve procedure for such cases. Radio and television can't afford another Jean Muir incident.

Cowboy craze

It's getting so you can hardly pick up a copy of *Look*, *Collier's*, or *Life* without finding yourself staring plumb into the muzzle of a six-shooter aimed by a hombre in cowboots and a ten-gallon hat.

And every bush in the neighborhood is a vantage point for his spittin' image, junior size.

SPONSOR takes note of this wholesale return to the Wild West with an article in this issue (page 21) and another 25 September. In these two revealing episodes we expect to throw light on the phenomenon, its whys, wherefores, and significances to radio and television sponsors.

The return of the lawless West is strongly linked to the influence of such air heroes as Hopalong Cassidy, the Lone Ranger, Gene Autry, Bob Atcher, Cisco Kid. Some have filled the air for many years; others have come with television. The movies have played their part by furnishing TV with dust-covered B flickers that become A's in air entertainment.

Together they form a posse that's rounding up a nation. We call this a marked tribute to the power of the air.

Applause

Fire away, Breyer

Our nomination for the man we'd most like on our team is Stanley G. Breyer, commercial manager of KJBS, San Francisco. Mr. Breyer has done the impossible by getting researchers C. E. Hooper and Sydney Roslow to sit down with six broadcast advertising specialists for the purpose of assaying the accuracy claims of Hooper vs Pulse in the audience survey field.

Further, there's now hope that by the time the Committee is done a rating system will evolve that any sponsor, beset by a thousand other problems, can follow without benefit of counsel.

Mr. Breyer got all steamed up a few

months back when both Pulse and Hooper undertook surveys in San Francisco, but with notably different results. He's been agitating for a special test survey to find out who's right.

SPONSOR has had occasion to watch Mr. Breyer at work, since every other mail has brought us an up-to-the-minute report of progress, setbacks, and grand strategy. Despite big odds, he's succeeded in bringing together such men as Larry Deckinger, director of research, Biow Co.; Matthew W. Chappell, head of psychology department, Hofstra College; Lewis H. Avery, president, Avery-Knodel; Ken Baker, director of research, NAB; A. Wells Wilbor, director of marketing research, General Mills; Fred Manchec, execu-

tive vice president, BBD&O. They're hard at work on the problem.

Along with a proper research technique for broadcast audience measurement, SPONSOR is sold on yet another, and even more basic, yardstick. Advertisers need a common denominator to enable them to weigh the relative merits of all advertising media in a market. In our issue of 31 July 1950 (page 24), we suggested that the ANA, AAAA, AFA give thought to sponsoring a survey based on "share of time" each medium gets during a day as that common denominator. Such a study can be effectively made by existing survey organizations.

Paging Mr. Breyer!



HERE'S WHY

Advertising Stays-Where It Pays

On WNAX-570

COVERAGE

MARKET

COST

COMPLETE

Big Aggie Land, 267 BMB counties in Minnesota, the Dakotas, Nebraska and Iowa, is served only by WNAX. In this world's richest agricultural area, 405,210 families listen to WNAX . . . 80% of them three to seven times every week.

In 1949 folks in Big Aggie Land enjoyed a buying income of \$3,855,970,000 — greater than San Francisco, Philadelphia, or Washington, D. C. Retail sales in Big Aggie Land totaled \$2,931,783,000 — greater than Los Angeles, Detroit or St. Louis.*

*Compiled from 1950 Sales Management Survey of Buying Power.

On the basis of a one-time Class A chain break, 4.4c buys 1,000 BMB radio homes. \$1.00 gets you 22,512 radio homes.

No conflict with TV — no need to buy several stations to assure complete market coverage. WNAX alone delivers this Major Market in one big, low-cost package. See your Katz man.

WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts
REPRESENTED BY KATZ

A Cowles Station
AFFILIATED WITH A.B.C.

RECEIVED

SEP 12 1950

Washington Transit radio audience **doubled** by Oct. 1



**Now available in all these markets
(and coming soon in scores of others)**

Boston Suburban-WHAV, WLYN
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul WMIN
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

FROM THE very day Transit Radio started, it's been the fastest growing new advertising medium in America. And no wonder!

It delivers your radio message to street car and bus riders at the lowest cost-per-thousand. And you get the home FM audience as a big plus.

Transit Radio delivers a *counted* audience. You know *exactly* how many people you're reaching.

You can buy a *selected* audience. Men and women riders; inbound, outbound; special hours—you buy *precisely* what you want.

On October 1, additional installations in Washington will bring the total to 450 vehicles—*double* the previous number.

Result stories already in our files are amazing. For full information on rates, audience, availabilities, call or write Transit Radio, Inc., 250 Park Avenue, N. Y.—Mu.H. 8-3780. In Chicago: 35 E. Wacker Drive—Financial 6-4281.

WWDC is Washington's dominant independent



WWDC-FM

transit radio



WASHINGTON, D. C.

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