

# SPONSOR

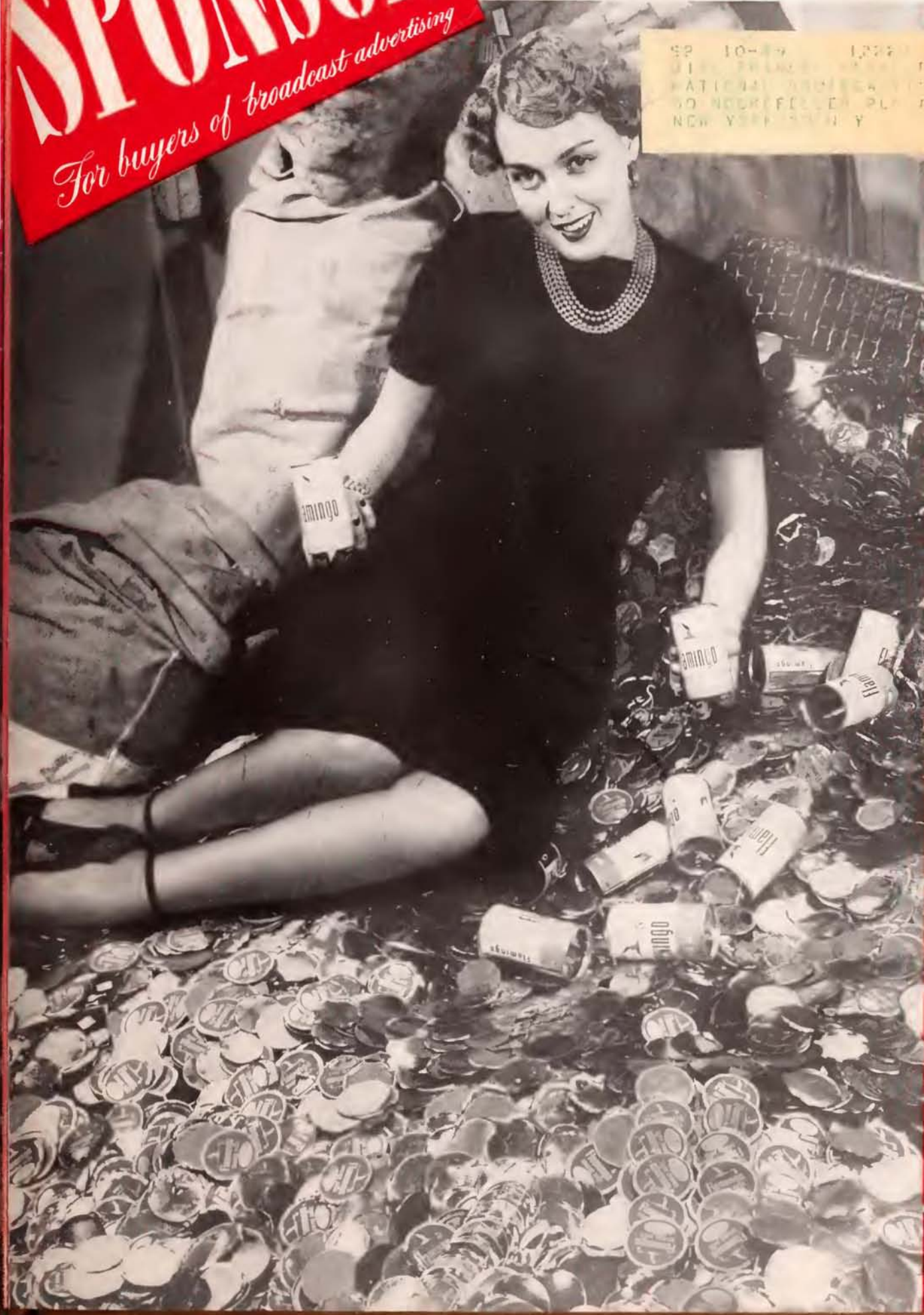
*For buyers of broadcast advertising*



## Do today's cigarette claims hurt air advertising?—p. 34

Flamingo air campaign pulled 402,450 can tops—see p. 50

SP 10-74 1224  
215 THOMAS ST  
NATIONAL BROADCASTING CO  
50 ROCKEFELLER PL  
NEW YORK 20 N.Y.



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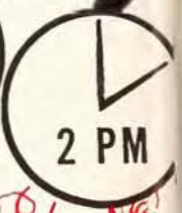
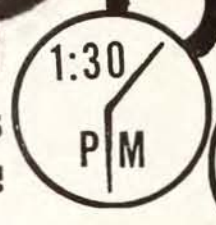
Editorials

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for <sup>MINING</sup> YOU

# "STUMPUS"

.. AVERAGING OVER 9,000 LETTERS A WEEK FROM ENTHUSIASTIC LISTENERS!



From soft, melodious renditions to gey musical humor, Captoin Stubby and the Buccaneers constantly delight Midwest audiences with their STUMPUS comedy and song.



### Listener-Confidence and Acceptance Pay Off in Mail- and in Definite Sales Results

WLS STUMPUS continuously produces the one definite proof of listening—*letters from listeners*. This rollicking music program is averaging 9,000 listener-letters a week (1,500 per program)—and has been doing so for more than three years.

Now aired 1:30-2:00 P.M. Monday thru Friday, 6:30-7:30 P.M. Saturday, it features Captain Stubby and the Buccaneers—one of the top musical groups in the Midwest. The program offers prizes to listeners for tune titles which the musical group cannot play or sing. It's listening fun—typical of the clear, wholesome entertainment WLS provides. STUMPUS response is further typical of the way radio's most loyal audience... the substantial folks in Chicago's Midwest... respond to word from WLS and buy WLS-advertised products. Listener loyalty predicates advertising results.

**WLS listeners know the products advertised on this powerful participation program will be dependable, for they have followed WLS advice for more than a quarter century. Participation announcements in STUMPUS are available at regular one-minute rates. For rates and availabilities contact your Blair man.**



**CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7**

890 KILOCYCLES. 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

**REPORT  
TO SPONSORS  
17 DEC 1951**

**CBS 'Operation  
Flexibility' allows  
hand-picked net**

As predicted in SPONSOR (3 December), CBS last week came up with plan for station-choice flexibility which goes further than NBC's new 75%-of-stations rule. In allowing sponsor to drop stations at will, provided show is kept on air in those markets and made available to CBS for sale, CBS is not gunning primarily for co-op sponsors. Rather, net hopes to get national sponsors for dropped markets. On shows which do not lend themselves to use by other sponsors in those markets (where commercial is integrated or show is identified by name of product) CBS allows sponsors to take show off air in dropped market—if remaining stations include basic group.

—SR—

**Early-morning  
TV rolling  
into high**

Early-morning net TV shows will be reality in new year. In fact, George F. Foley, Jr., president, Foley & Gordon, N.Y. package firm (see "Mr. Sponsor Asks," page 46) predicts by end of '52, "sponsors will be waiting in line for good strip periods on the major networks." Beginning 7 January, Arthur Godfrey, Steve Allen, and news show are expected to debut on CBS-TV from 10:00 to 11:00 a.m. (web now begins day at 11). NBC-TV will display Dave Garroway from 7:00 to 9:00 a.m.

—SR—

**Test campaign  
shows AM can  
sell \$1,000 items**

That radio can sell high-cost hard goods was indicated in Newark, N.J. test campaign for \$1,000 General Electric furnaces during week of 26 November. With \$700 outlay for 4 quarter-hour d.j. participations daily on WVNJ, Newark, group of 7 New York-New Jersey distributors pulled 100 leads, with conversions to sales running at 7 out of 10. (That's \$70,000 gross return for \$700 expenditure if final tally jibes with average at presstime.) Far exceeding anything newspapers have produced for dealers, test results are being studied enthusiastically, will probably lead to 26-week contract via Kenyon & Eckhardt.

—SR—

**OK of TV Code  
helps deflate  
Bentonites**

Underlying recent adoption of TV Code by NARTB's Television Board was statesmanlike attitude toward industry's public-relations problems. Tipoff to TV broadcaster determination to do own policing and keep government controllers away was contained in statement by Robert D. Swezey, v.p. and general manager of WDSU-TV, New Orleans, and chairman of code drafting body. Commented Swezey: "Lawyers, doctors . . . have established the traditional practice of professional self-regulation. . . . The television broadcasters now have taken action in this pattern." Patently, Code and accompanying statement were aimed squarely at deflating Bentonites who push for outside censorship.

—SR—

**BMI may up  
schedule of  
program clinics**

Demand for Broadcast Music, Inc.'s Program Clinics is becoming so great, BMI may increase schedule of its broadcaster pow-wows. For last 5 months, BMI has sent its travelling road show of experts to 4 or 5 areas per month. Credited for effectiveness of clinics in helping to raise local programing standards are BMI's President Carl Haverlin and Station Relations Director Glenn Dolberg.

## REPORT TO SPONSORS for 17 December 1951

MBS hopeful clubs will sign for 'Game of Day'

Though apparently stymied in any attempt to sign up Yankees for "Game of the Day," MBS was hopeful at presstime other clubs would not follow lead of Bronx Bombers. Said MBS President Frank White: "It is our sincere belief that the Mutual baseball broadcasts have helped rather than harmed . . . and that the 'Game of the Day' series can be an asset to baseball. . . .For this reason we feel that many of the major league clubs will accept the proposal which we have submitted to them and hope that the Yankees also will reconsider . . ." Last year MBS negotiated with leagues, but each team now makes own contracts, reflecting concern of majors with Department of justice's current campaign against broadcast blackouts.

-SR-

ARF projects to embrace AM-TV research

You can expect radio, TV research techniques to come under scrutiny of revitalized, industry-wide Advertising Research Foundation. In past, ARF was sponsored to tune of \$15,000 annually by ANA, 4A's; it restricted appraisal to printed media, car card research. Now supported by 89 subscribers at membership cost of \$100,000, it will turn to air media. New chairman of group. B. B. Geyer, of Geyer, Newell & Ganger, told SPONSOR: "We hope media men in radio and TV join ARF, under our expanded membership plan. Our future projects, too, will seek cooperation of all media research organizations, including those operating in radio and TV."

-SR-

O'Farrill plans 18 Mexico TV stations

Mexican television is due to grow rapidly, with broadcast tycoon Romulo O'Farrill planning to build 18 stations from Mexico City to U.S. border. O'Farrill is planning production and distribution of film shows and kinescopes, hopes to promote interchange of programing and production between Mexico and U.S. Monte Kleban, former executive in U.S. broadcast firms, including KTRH, Houston and WOAI, San Antonio, will head up O'Farrill's TV activities. O'Farrill already has 2 TV stations, XHTV, Mexico City, XELD-TV, Matamoros.

-SR-

Morency wants BAB to back research by Elder

At SPONSOR's presstime, Paul Morency, head of Broadcasters' Affiliates' Committee, was discussing project he considers vital with Boston researcher Bob Elder. President of WTIC, Hartford, Conn., told SPONSOR committee wants Elder to supervise research "measuring what radio can do on its own merits; not on basis of what other media do or do not do." Morency expects research project to be financed by BAB "since the Committee has no funds." (For account of BAB plans for 1952, see "What BAB will give sponsors in 1952," page 37.)

-SR-

Study may spark more TV pitches by moviemakers

More advertising over TV by Hollywood film producers may be stimulated by recent Ernest Dichter study on relationship between TV and movies. Psychological consultant Dichter found that what distinguishes TV set owner from non-owner in attitude toward movies is desire for more knowledge about each picture before making choice. (Non-owners, on other hand, go by habit because they have no other major entertainment source.) Dichter points out that WJZ-TV show, "What's Playing," which previews short portions of current films, has satisfied viewer desire for more knowledge, stimulated attendance among 80% of its audience. Hence possibility Hollywood will rev up use of TV, once facts are digested among its moguls.



## popularity

A piece of music is measured and appraised chiefly by its popularity — and popularity in a song can only be judged by the frequency with which it is played and heard. When folks are humming or whistling a tune you can be sure it is popular. The public usually is unaware of the authorship or source of the song it is humming. And quite often those in broadcasting who program these tunes are not aware that a great percentage of the current BIG HITS are being performed under their BMI license.



17 DECEMBER 1951

**BROADCAST MUSIC, Inc.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.  
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

\*BECAUSE OF YOU

\*(IT'S NO) SIN

\*COLD, COLD HEART

\*I GET IDEAS

\*COME ON-A MY HOUSE

BLUE VELVET

DETOUR

JEZEBEL

HEY, GOOD LOOKIN'

SLOW POKE

SOLITAIRE

GAMBELLA

\*HIT PARADERS

# SPONSOR

VOLUME 5 NUMBER 26

## ARTICLES

### **Let your salesmen in on your advertising**

Unless you inform and enthuse your sales force about your air campaign, it's going to lack much of the "punch" it could have.

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### **Serutan: spelled any way, is radio-TV success**

Advertisers who want to carve a special slice of the market can learn much from the way Serutan has used air media to pinpoint the "over-35" audience

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### **The new network merchandising era is here**

To give their advertisers a plus, and to attract new clients the nets are developing merchandising services previously unknown to web radio

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### **Do today's cigarette claims hurt advertising?**

Many admen fear that by "reducing believability to new lows," taking swipes at claims of competitors, cigarettes are undermining all air efforts

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### **What BAB will give sponsors in 1952**

Via new research, BAB is gearing itself to assist sponsors in getting increased flow of facts about radio

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### **Weed cost breakdown eases spot TV buying**

This study by Weed & Company shows average cost of announcements in TV markets, is aid in quick estimate of campaign costs

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### **Personal set radio listening in TV homes**

How is TV affecting AM listening? SPONSOR roundup of latest studies indicates current vitality of radio in TV homes

31 Dec.

### **How radio helped Seabrook start own brand**

At first a "supplier," Seabrook Farms expanded into retail selling of its own frozen food products, allotted 50% of ad budget to radio

31 Dec.

### **Feature films tailor-made for TV**

Who's who in production of feature films, who does the distribution, and what results sponsors have had in using them will be included in this roundup

## DIGEST FOR 17 DECEMBER 1951

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COVER: Leigh Foods, makers of Flamingo frozen orange juice, doubled sales of that product in New York via a radio-TV premium offer which proved staggeringly successful. The offer: a wall can opener for 25c and 30 Flamingo can tops. Marjorie Powell perches atop the 402,450 tops which poured in in seven weeks. 90% of campaign success attributed to film commercials on WCBS-TV, New York, on which only Class C time slots were used (see Flamingo story on page 50).

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"We like  
KWKH—  
it gets results"



**Says E. G. JOHNSON**

President, DeSoto Wholesale Grocery Co., Shreveport

**IMPORTANT LOUISIANA FOOD DISTRIBUTOR**

"DeSoto" is one of the largest wholesale grocery firms in the Louisiana, Arkansas, Texas area. It travels twenty men, and its accounts include many nationally-known concerns. Mr. E. G. Johnson recently wrote us as follows:



**KWKH DAYTIME BMB MAP**

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

Many lines carried by the DeSoto Wholesale Grocery Co. are advertised over KWKH. Several of these lines, including Mrs. Tucker's Shortening, Cemaker Flour and Gladiola Flour, are exclusive to KWKH in this area. From these we get a very good idea of what the station can do and experience shown us that it is most effective, not only in Shreveport, but throughout the area served by our station. Yes, we like KWKH... it gets results!

(Signed) E. G. Johnson

**KWKH**

**Texas**

**SHREVEPORT**

**LOUISIANA**

**Arkansas**

The Branham Company  
Representatives

Henry Clay, General Manager

10,000 Watts • CBS •

## More Industrial Expansion

that's what you like about the South's

## Baton Rouge

With the announcement of Esso's \$35,000,000 expansion program in Baton Rouge, which will double its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top \$125,000,000. Here are the details:

NAME OF COMPANY	AMOUNT
Esso Standard Oil Company	\$38,010,000
Ethyl Corporation	4,011,000
Kaiser Aluminum & Chemical Corp.	22,500,000
Solvay Process Division of Allied Chemical & Dye Corp.	15,000,000
Gulf States Utilities Company	22,580,000
Ideal Garment Company	4,360,000
Naugatuck Chemical Division of U. S. Rubber Co.	2,000,000
Consolidated Chemicals, Inc.	3,500,000
Aromatic Refining Co.	12,000,000
Baton Rouge Engineer Depot	2,500,000
Southern Bell Telephone Co.	1,000,000
Baton Rouge Tin Compress	38,532
	<hr/>
	\$127,559,532

Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!

NBC's 5,000 watt affiliate in Baton Rouge, La.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE

FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGBERY CO.

# Men, Money and Motives

by  
Robert J. Laundry

## Etiquette for Christmas parties

Now, this week, in mounting mania day by day, there bursts forth the modern pagan rites in celebration of Holy Christmas, once a religious day. Office parties throughout the advertising and broadcasting spectrums will see little stenographers kissing big vice presidents, and vice versa, you should excuse the pun. Caspar Milquetoast, who ordinarily never touches the stuff, will, during the present pagan rites, reach full shriek getting stinking from drinking company-provided vodka. He will undoubtedly heartily slap on the back and cry "Hi, Kid," to the bored board chairman who will be pretending, as part of the pagan rout, that he is prince charming for an hour. One day each year the bored board chairman makes like he knew the employes who go unrecognized by him all the other days of the year. Finally, Christmas provides, in the arrival or non-arrival of the year-end bonus, the perfect excuse for self-congratulation in fermenti, or self-commiseration, also in fermenti.

\* \* \*

(Don't get us wrong. We love Christmas, and bonuses, and gals whose emotions cannot be contained. We'll have a Dry Manhattan, please, with a garnish of pagan lemon peel.)

\* \* \*

But, at the risk of seeming, this particular week, a trifle stuffy your column on "Men, Money and Motives" will still attempt its customary curtsy to sagacity. We refer to the interesting fact that these Christmas-time pagan rites have in recent years come under corporate analysis. There may be emerging a conviction that "democracy" around the office wassail bowl, with slaves and masters conmingling, has more potential embarrassments on both sides than benefits. In particular, should the company send to his or her home and family the thoroughly pickled receptionist, secretary, and mail room supervisor? Hence the substitution at some company bacchanals of beer or wine punch, kept to quantities preventing all but the most susceptible chemistries from achieving a state of intoxication.

\* \* \*

The employe (and once in a while the boss) who makes a spectacle of himself at an office brawl has reason later on to remember the occasion not as heart-warming but as heart-burning. *Advertising Age* recently quoted a number of personnel directors of large companies as most reluctant to be the promoters of such folly. Interestingly enough, many of these personnel directors also consider Christmas bonuses as folly, too likely to be taken for granted, too easily criticized when cut from last year, and so on. But where a bonus is given, smart personnel directors use the occasion to communicate with employes at their homes (thereby revealing that many have a new address, never reported to the company) and making sure that the families of the recipients are informed (thereby spreading the company good will, if any).

(Please turn to page 64)



You get a  
**BIG BONUS IN SETS**

ON

**WFBM-TV**  
INDIANAPOLIS



Says **JAMES W. BAISE**  
BAISE RADIO SALES AND SERVICE  
1274 E. Division Street  
Evansville, Indiana

**"Evansville is a WFBM-TV town. I receive the station consistently and better than any other station."**

• Leading Evansville, Indiana, television retailers like Jim Baise, estimate there are approximately 2000 television sets installed in Evansville and Vanderburgh County.

That's good news for every WFBM-TV advertiser . . . it's still more proof that you couldn't spend a TV dollar better than on the Hoosier State's first station. Because, on this great Indianapolis TV station, you're not only hitting the 60-mile bull's eye area in the heart of high-income Hoosier-land, but you're also picking up a sizeable bonus in the lush fringe regions. Planning next year's promotions now? You owe it to your clients to recommend WFBM-TV!

**WFBM Radio Is First in Listening, Too!**

- ★ FIRST in the morning!
  - ★ FIRST in the afternoon!
  - ★ and a GREAT BIG FIRST at Night!
- 50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951

*First in Indiana*

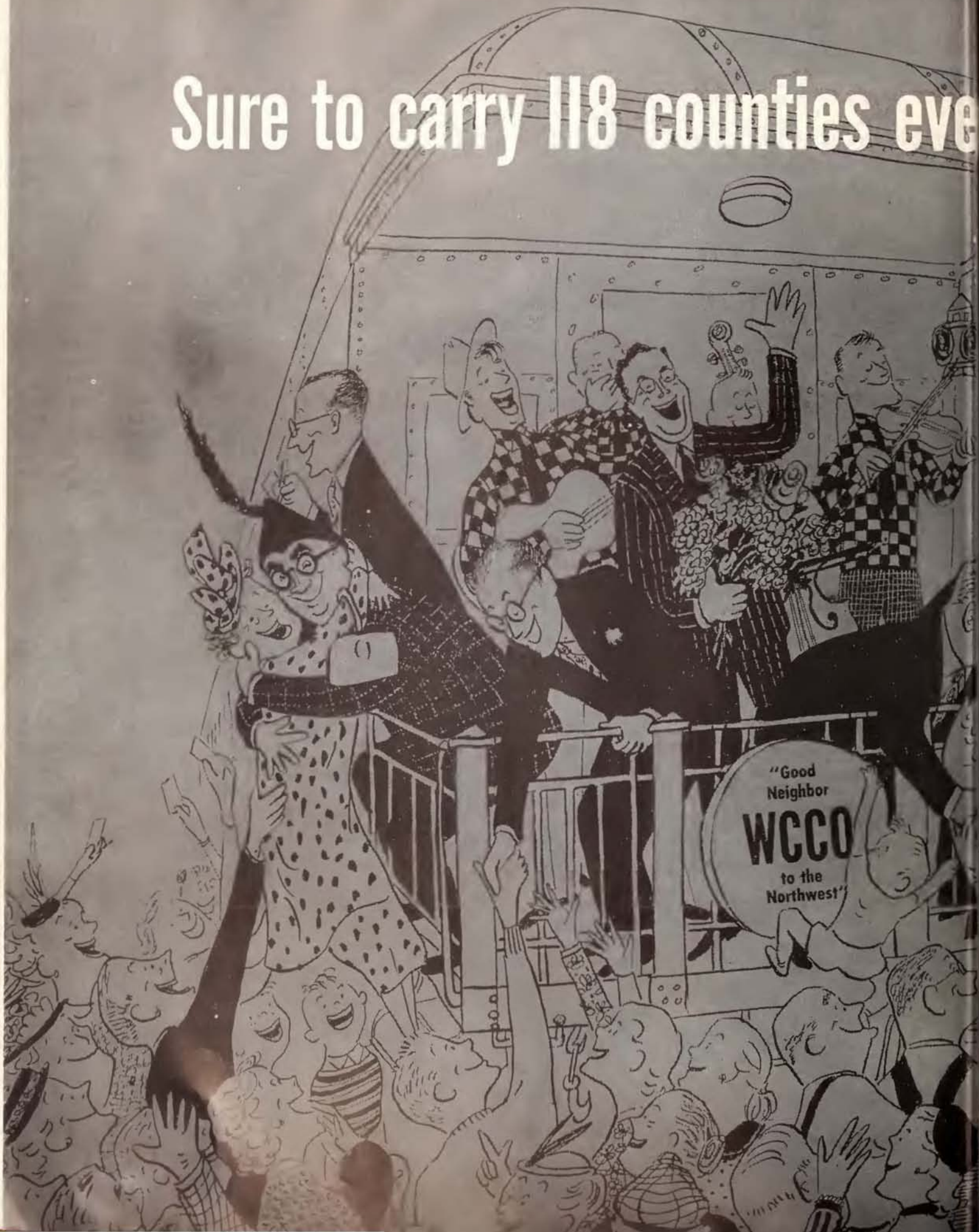


**WFBM-TV**

*Channel 6, Indianapolis*

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Sure to carry 118 counties even



me!

WCCO's popular local personalities are not the fellows to stay at home and rest on their laurels. These favorite sons of the Northwest—like Cedric Adams, George Grim, Bob DeHaven, Larry Haeg, Whoopee John, and the cast of Checkerboard Quiz—get out and win *more* friends (every one a listener)!

Last year, for example, they barnstormed from dawn 'til dusk through 153 Northwest towns (typical town: Waconia, Minnesota, where 1,500 out of a total population of 1,569 turned out to see farm expert Larry Haeg), putting on shows, shaking hands with the local folk ... and talking about WCCO, its programs, its sponsors and products. It all added up to a junket of almost 62,000 miles ... 230 personal appearances.

And how do these campaign trips affect listening? That's an easy one. Any way you check the popular vote, WCCO is the first choice of listeners in its 118-county area.\* In fact, *virtually one out of every two families listening in this tremendous territory—day or night—is tuned to WCCO!*<sup>†</sup>

To be sure your sales messages are carried and *listened to* throughout the great Northwest market, ask us to suggest the right candidate to take *your* case to the people and win sales for you ... every time.

Minneapolis—St. Paul **WCCO**  
Represented by  
CBS Radio Spot Sales

\*BMB Daytime 50-100<sup>+</sup> Area, 1949.

<sup>†</sup>WCCO Listener Diary.

Fall 1950: 6 am—12 mid., 7 days.



a million  
watts  
of  
good  
wishes  
from  
Canada's  
greatest  
mail  
puller

Almost 6,000,000 letters  
in 1951!

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



**CKAC**

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr., - New York, Chicago  
Omer Renaud & Co., - Toronto

## 510 Madison

### SELLING RETAILERS

I certainly enjoyed the article entitled, "What radio should know about selling retailers," by Joe Ward, in your 22 October issue.

This material would certainly be of value to us and I would appreciate a copy.

Congratulations on publishing articles of this type and I hope it will continue in the future.

TOM VILLANTE, *Publicity Dept.*  
*BBDO, New York*

I think that Joe Ward's article "What radio should know about selling retailers" in your 22 October issue is one of the best and most useful articles I have seen for radio management and personnel in the 23 years that I have been in the business.

I want enough copies to give to every employee of our stations in Monroe and New Orleans. Please enter my order for 50 reprints.

PAUL H. GOLDMAN, *V.P. & Gen. Mgr.*  
*KNOE, Monroe, La.*

• Reprints of the article "What radio should know about selling retailers" can be obtained at the following rates: 1-25 copies, 25¢ each; 26-99 copies, 15¢ each; 100 or more, 10¢ each.

### TV RESULTS

We certainly do appreciate TV Results which SPONSOR is running. It is just such items as this that makes SPONSOR different from other publications.

WALTER A. BOWRY, JR., *Prom. Mgr.*  
*WTVR, Richmond, Va.*

• SPONSOR plans to publish its hundreds of Radio Results and TV Results in booklet form early in 1952.

### RADIO RESULTS

Many thanks to you and your "Radio Results" editor for the nice story you gave us regarding the job accomplished for Television Center.

As a postscript to this story I am pleased to tell you that the account is spending only \$4.00 per announcement (local rates) as against the \$9.00 per announcement quoted in the story, and they are continuing to use radio as their only advertising medium. After one month of broadcasting they sold a

total of 79 sets and have been averaging 25 sets per week for the past four weeks.

As you may know, the average neighborhood television retailer in a town of this size congratulates himself when he sells five sets a week.

We would appreciate very much getting your permission to reprint this story exactly as it appeared on Page 46 of your 19 November issue.

W. S. CLARK, *President*  
*Clark Associates, Grand Rapids, Mich.*

### TELEVISION CODE

I would like to express our deep appreciation for your forthright article concerning the proposed Television Code, in your 25 November issue.

Certainly, your accurate and interesting presentation concerning this subject is of particular assistance in evaluating this important step by the Television broadcast industry.

THAD H. BROWN, *TV Director*  
*NARTB, Washington, D. C.*

I am writing to thank you and compliment you for the two very affirmative and constructive commentaries which appear in the 5 November SPONSOR concerning the new TV Code. Both the article on page 27 and the editorial on page 88 are real contributions to the very important job of establishing TV programming on a high level in the interests of the American people and of the broadcasters themselves.

I continue to be impressed by the contrast between your intelligent, understanding approach to these problems and the cynical, destructive, catastrophic point of view shown by so many of the newspaper commentators.

JUSTIN MILLER, *Chrm. of the Board*  
*NARTB, Washington, D. C.*

### UTILITIES ON THE AIR

Thank you very much for the galley. Since then I have gone over the magazine itself. This is a really worthwhile presentation of utility TV on the local level.

The only place that I could question your judgment is the selection of male "cheesecake" for the cover.

RAY MARTIN, *Dir. of Advertising*  
*Consolidated Edison Co. of N. Y.*

• Taking your words to heart, we have changed the type of scenery on this issue's cover.



## "What do you want for 37¢?"

37¢ won't stretch very far at your local meat counter these days.  
 But on WAVE radio — 37¢ will make 1000 sales  
 impressions for you!

(1000 television impressions would cost you 99¢ — 1000 by  
 newspapers would cost you \$8.94!)

Check Free & Peters for availabilities on WAVE radio!

*Facts above are from scientific, authoritative survey  
 made by Dr. Raymond A. Kemper (head of the  
 Psychological Services Center, University of Louisville)  
 in WAVE area, July, 1951. Copy on request.*

# WAVE LOUISVILLE

**5000 WATTS • NBC •**



Free & Peters, Inc., *Exclusive National Representatives*

There's a Way to Sell 'Em in SALEM

# WFIL



*A hand-blown carboy is ready for finishing at Gayner Glass Works*

## **WFIL-HITS THE TOUGH CUSTOMERS**

Takes a bit of doing to pep up sales in Salem . . . an average town of 9,000 citizens. Major interests: glass making, tomato growing, food processing . . . and the annual muskrat-skinning contest. But there's more than one way to skin a muskrat, to get your share of Salem's \$10,505,000 annual retail sales volume. Best way to get your message across every day in Salem is by radio. And in Salem County WFIL stands high . . . 75 per cent regular listenership. You cash in when you schedule WFIL.

## **. . . IN THE 14-COUNTY MARKET**

If you have sales problems in Salem . . . or any part of Philadelphia's 14-County Retail Trade Area . . . take the sure way to be heard every day. Remember, WFIL is listened to regularly by more than two-thirds of America's 3rd Market. Remember, it's the only Philadelphia station to show both day and night audience gains in BMB's latest survey. And WFIL takes your story much further than the 14 counties, into a total coverage area representing \$9 billion in buying power. Schedule WFIL.

and All of America's 3<sup>RD</sup> Market

# Philadelphia



**ANNA W. M. SIMPSON**, Secretary—Glass manufacturing is the major industry in Salem. She's employed as a Gayner Glass Works executive.



**SOL WEINSTEIN**, Wholesale Furrier—He's one of 10 wholesalers whose annual business totals \$2,455,000. Salem is famed for muskrat pelts.



**JOHN M. WELDON**, Auto Mechanic—This WFIL fan manages Nichols Buick service. Six Salem dealers sell cars worth nearly \$1,000,000 a year.



**DANIEL P. GITHENS**, Farmer—Salem County farmers spend twice (\$8,817) the national retail average per farm. He regularly tunes WFIL.



**WFIL**  
560 kc.  
**The Philadelphia Inquirer Station**  
An ABC Affiliate  
First on the Dial  
In America's Third Market  
Represented by THE KATZ AGENCY

# WKMH

5000 WATTS DAYTIME

1000 WATTS NIGHTS

\* IS NOW NO. **3** STATION HEARD IN  
DETROIT Monday thru Friday  
— 12 noon to 6 P.M.

\* IS NOW NO. **2** STATION HEARD IN  
DETROIT on Saturday  
Same Time

IS NOW NO. **1** "BUY" IN THE GREAT  
DETROIT MARKET (based  
on cost per 1000)

\* Detroit Pulse Report  
Sept.-Oct. 1951

Congratulations to our Sister Station  
**WKHM** Jackson, Mich. 1000 watts  
Full time, NOW ON THE AIR...  
970 on the dial

• • • • SEE YOUR HEADLEY-REED REPRESENTATIVE • • • •



# New and renew

# SPONSOR

17 DECEMBER 1951

## 1. New on Radio Networks

SPONSOR	AGENCY	NO. OF STATIONS	PROGRAM, time, start, duration
American Oil Co	Joseph Katz	CBS 81	Challenge of the 50's—Year of Crises; Sun 4-5 pm; 30 Dec only
Lever Brothers Co	N. W. Ayer	ABC 298	Joyce Jordan, M.D.; M-F 3:30-4:15 pm; 10 Dec; 52 wks
Lever Brothers Co	SSCB	CBS	Big Town; W 8-8:25 pm; 2 Jan; 52 wks
Lever Brothers Co	J. Walter Thompson	CBS 180	Lux Radio Theatre; M 9-10 pm; 7 Jan; 52 wks
Pepperell Mfg Co	Benton & Bawles	CBS 145	Red Skelton Show; W 9-9:30 pm; 2 Jan only

## 2. Renewed on Radio Networks

SPONSOR	AGENCY	NO. OF STATIONS	PROGRAM, time, start, duration
Burton-Dixie Corp	Turner	ABC 117	Paul Harvey and the News; Sun 10-10:15 pm; 2 Jan; 52 wks
E. I. DuPont de Nemours & Co	HBDO	NBC 159	Cavalcade of America; T 8-8:30 pm; 18 Dec; 52 wks
General Motors Corp	Kudner	ABC 159	Henry J. Taylor; M 8-8:15 pm; 17 Dec; 52 wks
Mutual Benefit Health & Accident Association	Enzell & Jacobs	NBC 171	On the Line with Bob Considine; Sat 5:45-6 pm; 19 Jan; 52 wks
Phileo Corp	Hutchins	AEC 287	Breakfast Club; M-F 9:45-10 am; 31 Dec; 52 wks
R. J. Reynolds Tobacco Co	William Esty	NBC 162	Grand Ole Opry; Sat 9:30-10 pm; 5 Jan; 52 wks
William Wrigley Jr Co	Ruthrauff & Ryan	CBS 181	Gene Autry Show; Sat 8-8:30 pm; 22 Dec; 52 wks
William Wrigley Jr Co	Arthur Meyerhoff	CBS 188	Life With Luigi; F 9-9:30 pm; 8 Jan; 52 wks

## 3. New National Spot Radio Business

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
American Chicle Co	Chorets	Dancer-Fitzgerald-Sample (N. Y.)	18 mkt	Annents; mid-Jan; 13 wks
General Motors Corp	Buick div	Kudner (N. Y.)	100 mkt	Annents; 16 Jan; 3 days
Illinois Bell Telephone Co	Telephone service	N. W. Ayer (N. Y.)	Illinois	Annents; Christmas week

## 4. National Broadcast Sales Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Charles R. Ahry	AEC-TV, N. Y., acct exec	Same, eastern sls mgr for net tv
Neale V. Bakke	WTMJ-WTMJ-TV, Milwaukee, local sls mgr	Same, sls mgr
Halsey V. Barrett	DuMont, N. Y., sls exec	Consolidated Television Sales, N. Y., eastern sls mgr
Charles Black	WSAI, Cincinnati, prod mgr	Same, prog dir
Ralph T. Braun	WMAR-TV, Balto., staff member	Same, prom mgr
Arthur B. Donegan	ABC, N. Y., asst pub dir	Same, pub dept mgr
Ward Dorrell	C. E. Hooper, N. Y., vp	John Blair, N. Y., prog, research consultant
Charles Emde	American Press Association, N. Y., vp, gen mgr	Fact Finders Associates, N. Y., sls mgr, acct exec
Dr. Augustin Frigon	CBC, Montreal, gen mgr	Same, dir planning
E. Jonny Graff	Kaufman and Associates, N. Y., head radio, tv	Snader Telescriptions Sales, N. Y., sls vp
Eugene M. Halliday	KSL-TV, Salt Lake, sls mgr	KSL, Salt Lake, mgr
Dave Kees	KPIX, S.F., prod mgr	CBS-TV, N. Y., dir spec events
Edward B. Kimball	KSL, Salt Lake, prog dir	KSL-TV, Salt Lake, sls mgr
Donald Manson	CBC, Montreal, asst gen mgr	Same, gen mgr
Paul H. Martin	WSKI, Montpelier, Vt., gen mgr	KFXM, San Bernardino, Cal., natl sls mgr
Robert J. McAndrews	SCBA, Hlywd., managing dir	John Poole Broadcasting Co, Hlywd., comml mgr (KBIG, Avalon Santa Catalina Island, KM2XAZ)
John W. McGuire	Anahist Co, Yonkers, N. Y., dir adv	ABC-TV, N. Y., acct exec



Numbers after names refer to New and Renew category

- H. V. Barrett (4)
- A. B. Donegan (4)
- Ward Dorrell (4)
- E. M. Halliday (4)
- D. L. Murdoch (4)

● In next issue: New and Renewed on Television (Network and Spot); Station Representation Changes; Advertising Agency Personnel Changes

1. National Broadcast Sales Executives (continued)



NAME	FORMER AFFILIATION	NEW AFFILIATION
Ralph E. McKinnic	Paul H. Raymer, N. Y., radio sls mgr	Same, tv sls mgr
Vincent Meade	CBS, N. Y., asst to dir prog sls radio net sls dept	Same, asst research dir CBS Radio spot sls
D. Lennox Murdoch	KSL-TV, Salt Lake, dir tv operations	Same, mgr
Robert C. Payne	Local automotive co., Wichita, adv. pub rel mgr	KFH, Wichita, sls prom mgr
Leslie H. Peard Jr	WBAL, WBAL-TV, Balto., asst mgr	Same, mgr
Paul B. Saliner	Prod-dir-writer, Chi.	WLIO, East Liverpool, O., gen mgr
Donald A. Stewart	WDTV, Pittsbg., sls mgr	DuMont, N. Y., mgr net film dept
Fred M. Thrower	ABC-TV, N. Y., tv sls vp	CBS-TV, N. Y., sp net tv sls
Bill Wallace	Broadcasting Services, Mupls., (Transit Radio), sls mgr	Adam J. Young, L. A., mgr (Guaranty Bldg)
Bob Wood	Victor van der Linde, N. Y., radio, tv dir	Fort Industry Co., N. Y., midwest natl sls mgr



5. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Robert P. Breckenridge	Gemex Corp., Union, N. J., adv dir	Harriet Hubbard Ayer Inc., N. Y., adv. sls prom mgr
Lee H. Bristol Jr	NBC-TV, N. Y.	Bristol-Myers Co., N. Y., asst adv mgr (Ammens medicated powder, Minit-Rub, Trushay)
Alan Brown	Pharmaco Inc., Kenilworth, N. J., asst sls mgr	Same, adv mgr
Harold J. Colton	Pabst Brewing Co., Chi., merch. planning div Pabst Sales Co. div	Same, sls vp Los Angeles Brewing Co., L. A. (Pabst subsidiary)
Bertram M. Demarest	Pharmaco Inc., Kenilworth, N. J., asst sls mgr	Same, sls mgr
John L. Gardner	Omar Inc., Omaha, adv. sls prom dir	B. T. Babbitt, N. Y., adv. merchandising dir
Paul Huth	Procter & Gamble Co., Cincinnati, media dept mgr	Same, media dir
G. Walter LaBarie	Reuben H. Donnelley Corp., N. Y., acct exec	Lever Brothers Co., N. Y., gen prom mgr
Walter P. Lantz	Bristol-Myers Co., N. Y., adv dept coordinator	Same, exec asst to pres product div
George W. Miller	Neal D. Ivey Co., Phila.	Calorie Stove Corp., Phila., adv dir
R. K. Van Nostrand	Borden Co., N. Y., prod adv	Bristol-Myers Co., N. Y., adv mgr (Vitalis, Vitalis hair cream, Sal Henatica, Mr. District Attorney show)



6. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Adam Hat Stores Inc., N. Y.	Men's hats	Madison, N. Y.
Allen Products Co., Allentown, Pa.	Al-Po all-meat dog, cat food	Weightman Inc., Phila.
Amity Leather Products Co., West Bend, Wis.	Amity division	IBDO, Chi. (eff 1 Jan)
Ark Inc., St. L.	Plastic products manufacturer	Seelig & Co., St. L.
Beloit Dairy, Chi.	Dairy products	Cruttenden & Eger, Chi.
Broekles Food Co., Dallas	Salad dressings	Grant, Dallas
Chicago Real Estate Board, Chi.	Realtors association	H. W. Kastor and Sons, Chi.
Colgate-Palmolive-Peet Co., Jersey City	Kirkman soap brands	Charles W. Hoyt, N. Y. (eff 1 Mar)
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Cunningham & Walsh, N. Y. (eff 1 Mar)
Comfort Mfg Co., Chi.	Craig Martin toothpaste	Ruthrauff & Ryan, Chi.
John H. Dolany & Son Inc., Fruitland, Md.	Frozen, canned foods	W. Earl Bothwell, N. Y.
Dusorb Sales Corp., Shenandoah, Ia.	Dusorb, For cleaner	Allen & Reynolds, Omaha
Duxal Manor, Germantown, Pa.	Apartment house	Weightman Inc., Phila.
Ekeo Products (Canada) Ltd., Toronto	Cutlery manufacturer	Walsh, Toronto
Felton-Sibley Paint Co., Phila.	Paints	Lamb & Keen, Phila.
Fratex Fashions, Akron	Fratex Fashions in plastic	Buehl & Associates, Akron
Hoffman Radio Corp., L. A.	TV sets	Foote, Cone & Belding, L. A.
Mason & Mason Inc., Chi.	Mason's root beer	Irving J. Rosenbloom Co., Chi.
Midway Motors, L. A.	Ford dealer	Yamberg, Prochnow, McHugh & Macaulay, Beverly Hills
Norwich Pharmaceutical Co., Norwich, N. Y.	Pepto-Bismol, Amolin, Norforms	National Export Advertising Service Inc., N. Y.
Penn Mutual Life Insurance Co., Phila.	Life insurance	Aitkin-Kynett, Phila.
Rockwood & Co., Brooklyn	Chocolate products	Young & Rubicam, N. Y.
Sun Francisco & East Bay Schools of Nursing Inc., S. F.	Schools	Grisucher, Wheeler & Staff, S. F.
Schneider-Larschneider Co., Waukesha, Wis.	Outdoor fly trap	Barnes, Milwaukee
L. D. Schreiber & Co., Green Bay, Wis.	Packaged cheeses	Klau-Van Pietersou-Dunlap, Milwaukee
Seamprufe Inc., N. Y.	Lingerie, hosiery manufacturers	Joseph Katz Co., N. Y.
Security Mutual Life Insurance Co., Binghamton, N. Y.	Life insurance	Bresnick Co., Boston
Sonotone Corp., Elmford, N. Y.	Hearing aid	Kudner, N. Y.
Life King Corp., N. Y.	TV set manufacturers	Joseph Katz Co., N. Y.
Vitamin Corp. of Amerlen, Newark	Rylintol, Juvenal, Vyons	Dunne Jones, N. Y.



Numbers after names refer to New and Renew category

- R. J. McAndrews (4)
- Fred M. Thrower (4)
- Bob Wood (4)
- Walter P. Lantz (5)
- R. Van Nostrand (5)

# WREC IS THE *Key* TO A 2 BILLION DOLLAR BUYING POTENTIAL

*Rate, Per 1,000 Listeners,  
Has Gone Down 10.1%  
Compared With 1946—*

RADIO REACHES FURTHER.

RADIO COSTS LESS.

RADIO DELIVERS MORE

THAN EVER BEFORE

**WREC**

MEMPHIS  
NO. 1 STATION



Affiliated with CBS. 600 Kc. 5,000 WATTS

Represented by the KATZ AGENCY

# Here are some of the radio people who s

That's me *GROUCHO!*... **670** on your dial



**WMAQ**  
NBC WEDNESDAYS

Relax! Enjoy *DAVE GARROWAY* **670** on your dial



**WMAQ**  
NBC WEEKDAYS

*UNCLE NORMIE* spins 'em **670** on your dial



**WMAQ**  
NBC WEEKDAYS

*FATHER KNOWS BEST* **670** on your dial



**WMAQ**  
NBC THURSDAYS

Hear *BAND OF AMERICA* **670** on your dial



**WMAQ**  
NBC MONDAYS

*TALLU* is *TERRIF...dahlings* **670** on your dial



**WMAQ**  
NBC SUNDAYS

The *GREAT GILDERSLEEVE* **670** on your dial



**WMAQ**  
NBC WEDNESDAYS

*MARTIN KANE...Private* **670** on your dial



**WMAQ**  
NBC SUNDAYS

Your *HIT PARADE* **670** on your dial



**WMAQ**  
NBC THURSDAYS

*FIBBER MCGEE* and *MOLLY* **670** on your dial



**WMAQ**  
NBC TUESDAYS



The 20 eye-catching poster designs on these pages represent WMAQ's strong outdoor advertising promotion for November and December. They appeared on 87 Chicago area billboards and represented

40,716,000 potential radio impressions per month! This is just another example of the strong promotional support WMAQ gives its advertisers to build its dominant audience.

Better than paper to the great<sup>®</sup> midwest!

the *HALLS OF IVY* **670** on your dial  
  
**WMAQ**  
 NBC  
*WEDNESDAYS*

Disc Jockey *WED HOWARD* **670** on your dial  
  
**WMAQ**  
 NBC  
*WEEKDAYS*

*HEP-Hear HOPE* **670** on your dial  
  
**WMAQ**  
 NBC  
*TUESDAYS*

Music King *WAYNE KING* **670** on your dial  
  
**WMAQ**  
 NBC  
*WEEKDAYS*

*HARRIS and ALICE* **670** on your dial  
  
**WMAQ**  
 NBC  
*SUNDAYS*

Your *HOUSE OF MUSIC* **670** on your dial  
  
**WMAQ**  
 NBC  
*SATURDAYS*

Artlett's Welcome Travelers **670** on your dial  
  
**WMAQ**  
 NBC  
*WEEKDAYS*

It's Fascinating! Hear *DRAGNET* **670** on your dial  
  
**WMAQ**  
 NBC  
*THURSDAYS*

*THEATRE GUILD* **670** on your dial  
  
**WMAQ**  
 NBC  
*SUNDAYS*

The Gay *CHEZ SHOW* **670** on your dial  
  
**WMAQ**  
 NBC  
*NIGHTLY*



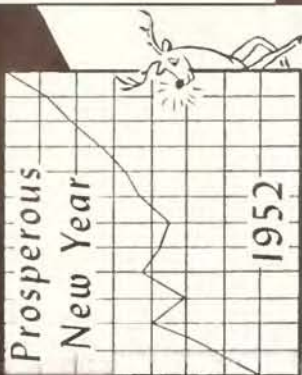
Via WMAQ's brand new transmitter tower—250 feet higher than the previous one—the WMAQ signal now reaches 17,500,000 people—an addition of 300,000 to the WMAQ "family".

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY

Prosperous  
New Year



KWKK wishes its many friends a Merry Christmas and a



Mr. Sponsor

**Kenneth J. Forbes**

Director-Vice President  
Bovril of America, Inc., New York

Britishers have been drinking oceans of steaming Bovril beef tea for generations. Bovril's gastronomic ancestor was even a staple in the diet of the French army in Canada well over a 100 years ago. But U.S. distribution was spotty prior to World War II. To many Americans, Bovril was a name seen on a huge electric sign in almost every newsreel shot of London's Piccadilly Circus.

But Bovril of America, subsidiary of Bovril Ltd. of England, has changed all that with the judicious use of radio and TV in major markets, aided by magazines and newspapers. Within a year and a half the firm has done an "outstanding job in achieving retail food store distribution." This according to the Industrial Surveys Company, a market research outfit.

At the helm of this "outstanding job" is youthful Ken Forbes, ex-Canadian Navy Lieutenant, thoroughly schooled in Bovril matters. After three and a half years of navy duty (North Atlantic patrol) Forbes joined Bovril (Canada) Ltd. in Montreal, his birthplace, as director of sales and advertising. He became Bovril of America's western sales manager in 1950; succeeded to his present post recently.

For seafarer Forbes, the ebb and flow of sales currents are a challenge. His direct approach: the fostering of a market-to-market sales development for the beef extract and cubes. The firm started with 70 food brokers and a nucleus of eight to nine markets. Now there's distribution in 10 major cities.

Behind this savory sales picture is that just-right blend of media with radio and TV accounting (through Hilton and Riggio) for 35% of a \$250,000 expenditure. Forbes explains the air sales role. "We rely on radio and TV to introduce the product in a new market. In later stages of the campaign broadcast advertising is expected to maintain initial sales surges, brand remembrance and recognition."

To foster this aim, top homemakers and personalities like Billie Burke, Dione Lucas and others prepare or describe taste-bud-stimulating recipes involving Bovril's use. A tuneful "Whatever you make . . . Bovril makes it better" jingle adds to the mélange.

But Forbes is still not content. Like a master chef, he's striving for perfection—which might include millions of Americans stopping for afternoon tea—Bovril beef tea, that is.



San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because . . .

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (*Pulse and Tele-Que*)
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children (*Tele-Que - Pulse does not measure*)
- KRON-TV serves the largest number of advertisers (*Rorabaugh*)
- KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week (*Tele-Que*)

Check with FREE & PETERS for availabilities!



—the San Francisco  
TV Station that  
Puts More Eyes  
on **SPOTS**

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

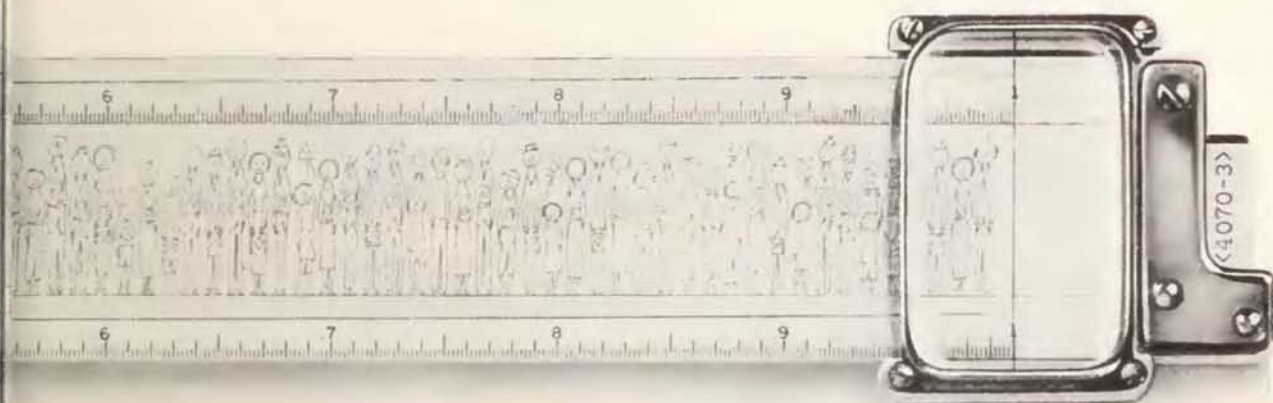
Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco





*In Los Angeles...*

# Radio reaches just one percent less than everybody!



Of all media, only *radio* has kept pace with the growth of the Los Angeles area (10-year population increase: 49%). Only *radio* can give you saturation coverage (99% of all metropolitan Los Angeles homes are *radio* homes).

And of all stations, KNX is far and away the most listened-to in Los Angeles, winning virtually  $2\frac{1}{2}$  times more quarter-hour firsts than all other radio stations combined\*... reaching with its average nighttime program more Los Angeles families than 81% of all nighttime TV programs—during peak-listening evening hours.†

It doesn't take a slide-rule to figure your next step: just call KNX or CBS Radio Spot Sales.

Los Angeles **KNX**

*CBS Owned...Represented by*

*CBS Radio Spot Sales*



With gamecock action we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area.

And, at the same time, we are delivering the *largest listening audience on any station in the area!* WSPA personalities — Jane Dalton, Farmer Gray, Cousin Bud, Ed McGrath, Ace Rickenbacker — plus smart programming and the greatest CBS shows are responsible for that!

\* BMB Report No. 2.



Represented By  
John Blair & Co.  
Harry E. Cummings  
Southeastern Representative

No. 1 CBS Station For  
The Spartanburg-Greenville Market



Roger A. Shaffer  
Managing Director  
Guy Vaughan, Jr.  
Sales Manager

# WSPA

5,000 WATTS 950 KC

South Carolina's Oldest Station  
SPARTANBURG, S. C.

## New developments on SPONSOR stories



**See:** "Says advertising"

**Issue:** May 1947

**Subject:** Goodyear Tire and Rubber Company sells without commercial copy

The Goodyear Tire and Rubber Company has achieved renown by sponsoring *The Greatest Story Ever Told* on ABC without using commercial copy. Now, these biblical dramas based on episodes from the life of Christ, will come to life on video. Premiere program is slated for 23 December on ABC-TV (Sunday 7:00 to 7:30 p.m.). The opener: "No Room at the Inn." story of the Nativity.

Since the TV version requires extensive research, high costume, wig and makeup costs, it's estimated the show will be double "normal" TV costs. (Average half-hour filmers range from \$10-15,000.)

The second film in readiness is "The Story of Lazarus."

Like the AM version the sponsor will be identified with opening and closing program mentions only. And, to give added dignity, sincerity and authenticity to these bible stories, all members of the cast or others connected with the production will remain anonymous.

Behind this public-service gesture is Goodyear's chairman of the board, Paul W. Litchfield, first to bring to a mass radio audience a fine religious presentation unspoiled by sales messages. (Actually, the program is believed to "sell" strongly for the firm in a public-relations sense because the lack of commercial is so outstanding.)



**See:** "Daytime TV: network programing"

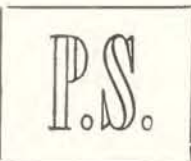
**Issue:** 29 January 1951, p. 44

**Subject:** Network name personalities launch daytime TV on a full-fledged basis

Starting 7 January and from Monday through Friday thereafter, 25 program hours a week will be added in mornings to NBC-TV time available for sponsorship. This announcement came from Frederic W. Wile, Jr., vice president in charge of TV production, during the net's recent Boca Raton, Fla., convention.

The talent array, from Washington, Cincinnati, and Hollywood, will include these personalities: 10:00 a.m.—*The Mel Martin Show* (WLW-TV, Cincinnati); 10:30 to 11:30 a.m.—film drama with a new male personality as host; 11:30 to 11:45 a.m.—Dave Willock and Cliff Arquette (NBC, Hollywood); 11:45 a.m.—*Richard Harkness and the News* (NBC, Washington); 12:00 to 12:30 p.m.—Ruth Lyons (NBC, Cincinnati); 12:30 to 1:00 p.m.—Ralph Edwards (NBC, Hollywood).

For network and agency comments on the morning TV situation see Mr. Sponsor Asks, p. 46.



**See:** "Is Beethoven commercial?"

**Issue:** 5 June 1950, p. 34

**Subject:** Classical music stations in markets of 2,500,000 and over report intensely loyal advertisers

WQXR, New York, celebrated the 15th anniversary two weeks ago of its commercial broadcasting of good music. On hand, through their continuing sponsorship, to mark the occasion were these top-name, long range sponsors of the "best in music": Jambarelli and Davitto Wines; Maxwell House coffee; Martinson's coffee (11 years); Curtis Publishing (10 years); Columbia Records; RCA (nine years); Tourneau watches (eight years); and Stromberg-Carlson (seven years).

# 31 STATES Salesmaker to the Central South

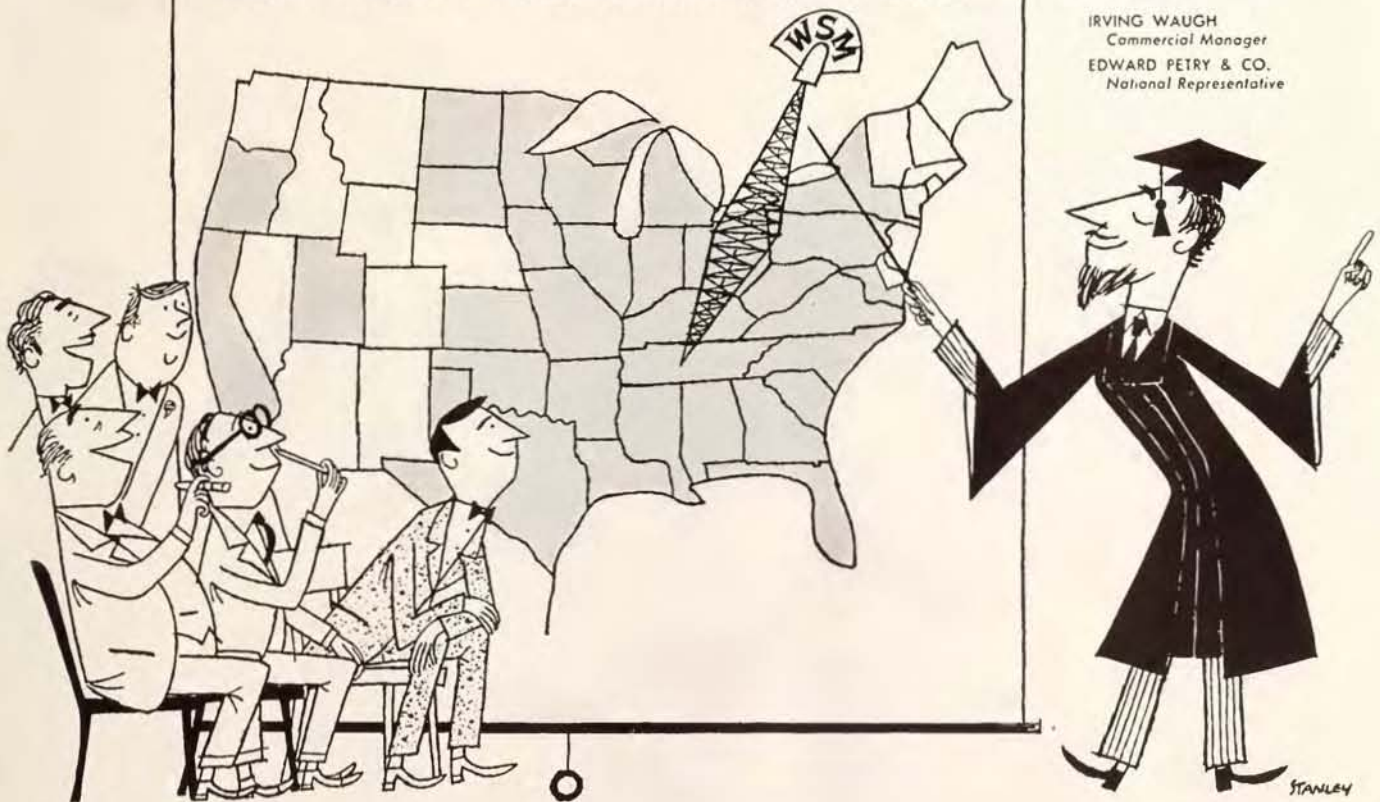
At 7:00 P.M. Saturday, September 29, Jefferson Island Salt made a one minute free picture offer. This one spot announcement drew the incredible total of 24,984 replies. The mail came from 31 states. This is, so far as we know, an all-time mail pull record for a single announcement — further proof of the pulling power of WSM advertising.



**WSM + 1 MIN. = 24,984 LETTERS FROM 31 STATES**

**CLEAR CHANNEL  
50,000 WATTS**

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



Get your  copy now!



**VALUABLE  
MARKET FIGURES**  
on one of the  
nation's largest  
and most profitable  
market areas!

Write for WJR's Important, New Booklet, "Coverage and Market Data"

In this new, fact-filled booklet, WJR offers many significant market figures of its primary coverage areas... figures such as Drug Sales, Food Sales, Auto Store Sales, Total Retail Sales and others. In addition, the booklet gives the latest Passenger Car Registrations

compiled from the State Automobile Registration Bureaus of Michigan, Ohio, Indiana and Pennsylvania. Here's a booklet that all advertisers and agencies will find invaluable in measuring the potential of a great

market—and the best way to reach it. Use this valuable booklet as a year around, easy-to-read reference piece... it can save you hours of research. Send for your copy today and keep it on hand for the future!

Write WJR, Dept. 10, Fisher Building, Detroit 2, Michigan

the  
**GREAT  
VOICE  
of the  
GREAT  
LAKES**



Radio  
America's Greatest  
Advertising Medium

Represented nationally by Edward Petry & Company  
Eastern Sales Office: 665 Fifth Ave., New York

ASK ABOUT THIS WEEK'S  
*Ed Sullivan's*  
SPECIAL

# Let your salesmen in on your advertising

**SPONSOR**

**You can't get the most punch out of your air campaign unless you inform and enthuse the sales force, SPONSOR survey shows**

**over-all** Between nine and five o'clock on the day you read this article, at least 100 top salesmen will have told business acquaintances, sales managers, and even customers exactly what they think of their companies' advertising program. A fair sampling of the remarks would include the following:

"What's the use of buying a lot of radio advertising? The company should spend that money on higher commissions for us. That's my opinion."

"The guy who thought up our company's radio program is way up in the clouds. If he ever got out in the field, he'd know it can't possibly sell our type of product."

"What show do we sponsor? I don't know anything about it. Write the company a letter." (This to a customer, no less!)

"Do you know what I heard today? The company is spending two million dollars on advertising. Two million! Those guys must be crazy: they'll bank-

rupt the company and we'll all lose our jobs before we know it."

If your salesmen echo these comments, a definite gulf exists between the company's advertising and the sales force. Under this condition, salesmen feel they're fighting the sales battle and bucking competition with little or no support from the home office and its advertising program. It also means that salesmen have never been shown how to use national advertising in their personal contact selling. A part of the



Ed Sullivan tours country for Mercury Dealers selling them on TV show. They tie in locally

advertising dollar, therefore, isn't working to sell the product.

Despite complaints, few salesmen condemn national advertising. In a recent survey made by the Association of National Advertisers, 90% of the interviewed salesmen expressed approval of national advertising.

But more important, 40% said they didn't know much about advertising. This group contains the disgruntled salesmen, people never integrated into the company's advertising program.

Among top brass, too, there are many who don't understand advertising. Many an intelligently thought out campaign has been nipped in the bud because senior executives distrusted or misunderstood the methods of advertising. For that reason, each new campaign should be "sold" and explained fully to all executives of the firm. But, on a day to day basis, it's the disgruntled salesmen who need facts on the firm's advertising most.

Let's take one of these salesmen and see how he fits into his company's advertising operations. Jim Heming works for Transcontinental Gadgets, Inc. Although the man and the company are real, the names are fictitious. Heming is a top-drawer salesman—intelligent, business-wise and dependable. He works out of St. Louis and he's been selling that territory for 20 years. His home office is located in New York.

Six months ago, an advertising agency sold Transcontinental a good half-hour radio drama. Negotiations were in process for several months. Although the company was practically committed to the million-dollar project at the time of the last regional sales meetings, no announcement was made to the sales force.

But a week before the program went on the air, the vice president in charge of promotion mentioned to the advertising manager that "the people in the field should be told about this."

"O.K., boss," replied the a. m., who then turned to his assistant and said, "Work up a letter to all sales managers, brokers, and salesmen. Tell 'em it's a big deal. Attach a schedule of stations and program time."

"O.K., boss," said the assistant.

The one-page letter reached Jim Heming 48 hours before the premiere of the program. He glanced at it, wondered how much the husky-voiced female star was being paid, then tucked the letter into the lower right-hand drawer of his desk.

That was that, so far as Heming was concerned. Positive impact on his relations with the company—nil. Positive impact on his ability to increase sales—nil. Later in the day Heming mentioned the program to another salesman. Did radio really pay off? he queried. It seemed too fleeting to

him. "A half hour, then poof! Gone!" he said. "Anyway, TV's the thing now."

Just what can be done to draw the Jim Hemings and the air advertising efforts of their firms closer together? To get the answer, SPONSOR talked with salesmen, dealers, advertising managers, and agency executives. A careful sifting of the discussions produced the following conclusions:

- Air advertising should be two-pronged. It persuades the consumer to buy. It must also help and stimulate the seller to sell.

- The sales force is one of advertising's more important audiences. When salesmen are thoroughly briefed and sold on an advertising program, they can use it to improve their own sales.

- When advertising plans are kept from the sales force, this unit becomes isolated. The salesmen lose aggressiveness and grow easily discouraged. Their morale suffers. They consider switching jobs. Result: advertising dollars don't stimulate the maximum number of personal sales dollars.

- With but few dissents, all interviewed parties agreed that close integration and coordination between advertising and the sales force is necessary to a good, efficient selling program.

Who's doing a good job of sales and advertising coordination? For one,

**COMMON MISTAKE:** these admen, hobnobbing with their air star, have forgotten to introduce her to the salesmen.



Sylvania. In the hotly competitive appliance field, astute coordination may mean the margin between a profitable and a mediocre year. No company is more aware of this than eager Sylvania Electric Products, where advertising director Harry Cunningham considers the indoctrination of salesmen a primary job.

"Poor integration is just poor company operations," Cunningham says. "I can't see how any advertising man can afford to ignore the sales force."

"A well-informed salesman can do a maximum selling job for the product," he adds. "To sell most effectively, the salesman should be told *in advance* of all planned national advertising so that he can pass the information on to his customers. A big advertising program is important to a salesman's morale. It makes him proud. When he has this attitude, he's enthusiastic about both the advertising and the product. And nothing sells a product as well as enthusiasm."

Twice each year, 10 days before the six-month program of advertising breaks in all media, Sylvania gathers its salesmen into carefully planned meetings. Each salesman is given two elaborate portfolios, one detailing the advertising campaign for the particular product he represents and the other explaining the company's over-all advertising program. TV and radio are heavily

stressed. The full line of products is promoted on *Beat the Clock* over the CBS-TV network. Over radio, the company sells television sets, using Grantland Rice and his sportscast over CBS on Fridays and Sammy Kaye's *Sylvania Sunday Serenade* on Sundays over ABC.

At these meetings, each group is addressed by an advertising man. One point is hammered repeatedly: take advantage of the thought and effort that went into this advertising campaign.

Take fluorescent tubes. Sylvania wants to elbow the way for this product into General Electric's and Westinghouse's market. The advertising message is hinged to a "No Risk" offer. If the tubes don't stay brighter and last longer than any other, the company guarantees the purchaser his money back. It's a bang-up argument for sales, the salesmen are told, so use it at every opportunity.

In this way, the advertising message does double duty. Not only does it strike a national audience, but it's used locally by salesmen to lever personal sales.

Sylvania advertising men also pound home the fact that the company is supporting the sales force with the biggest advertising campaign in its history. "Salesmen absorb the personal importance of advertising," says Cunningham. "I've seen them get up and cheer

after we explained our plans. At other times, when they felt advertising wasn't doing a job for them, I've seen them sit as still as mice. There's no doubt that a good salesman isn't going to stay put if he believes his company isn't helping him. He'll look around for a company that can help him."

Like several other companies, Sylvania tries to move its air-advertising talent out into the field. The more contact between talent and salesmen, as well as between talent and consumer, the better is the company spirit of the sales force, Sylvania finds. Salesmen get a kick out of company-sponsored in-person appearances of talent and tend to grow more interested in the air broadcasts. Thus far, Sylvania has used only Sammy Kaye who travels between cities with his band. The Sylvania dances, with no admission charged, have drawn up to 12,000 people on the West Coast. The personal appearance of national talent builds product prestige on the local level and spurs the enthusiasm of the Sylvania sales force.


The list of sponsors adopting this merchandising technique keeps growing each year. Lever Bros. pioneered the personal appearance with Bob Hope's NBC tour of military camps. Chesterfield, the new Hope sponsor, has followed the tradition. Coca-Cola


(Please turn to page 61)


Understand her work . . . the salesman



### Benefits of "selling" ad plans to salesmen

- 

Salesman's all-important morale is boosted by knowledge that air advertising is really effective. Mystery of why firm chose a particular program is stripped away, cutting out gripes that money is being wasted on radio and TV.
- 

Salesman learns how to actually use air advertising. By coordinating with commercial copy points he can drive home arguments which have already been planted via air. He can tell distributors what kind of coverage product is getting in their area, urge that they tie in with displays, good shelf positions to reap full benefits.
- 

Company gains because salesmen are less likely to leave for new jobs when they feel they are being backed up effectively. Incidental benefit to advertising department of firm derives when company top executives attend briefings of salesmen and themselves get better understanding of advertising.



# Serutan: spell

**Drug firm's use of air (S)**

**over-all** It happened a few weeks ago in a large independent drug store on Manhattan's West Side. A bewildered matron in her early 40's stood gazing at the gleaming array of some 200 assorted pills, powders, emulsions and suchlike that stood in neat rows and displays, ready to pamper and ease the American tummy. The druggist smiled at her, confidently.

The customer seemed trying to remember something. "It's one of those products that add 'bulk' to your diet," she said delicately. "I can't remember the name off-hand. . . ."

The druggist showed her several laxative preparations. At each of them she frowned. "No," she said firmly, "that's not it." Then, she brightened.

"I remember!" she said. "It's the one on the radio where they spell the name backwards!"

Without batting an eye, the druggist reached for a package of Serutan.

It was an old story for him, as he later told SPONSOR. Many a time in the past he had seen absent-minded customers come into his store and ask for the Serutan Company's number-one product in that roundabout, but perfectly effective, method. It was also an unspoken tribute to Serutan's air-advertising efficiency.

Things have been that way with Serutan almost from the day, some 14 years ago, when the product was first launched hopefully on New York's WOR by its young (then 21, and just out of Rutgers University) boss, Still

## Journal of Living

You Are  
What You Eat

FIRST AID FOR SIGNS OF AGE  
HOW TO BUY LIVER  
SOUP OR SALAD TO START MEALS?

*Victor Lindlahr*



Victor Lindlahr, Serutan health commentator, formerly sponsored on MBS, now heard on ABC. Above, Lindlahr drinks, not a Daiquiri, but sauerkraut juice, with pretty starlet. Below, health magazine owned by Serutan, cross-plugs Lindlahr in neat tie-in articles

**NOW AT YOUR WHOLESALER—D**

**22 MILLION PEOPLE W**

**GABRIEL HEATTER**

His radio commentaries heard over the East Network at 9 P.M. EST each Tuesday and on Thursday Broadcasting for Serutan

**NEWSPAPERS**

Tremendous Advertising Campaign—22,224,000 Families! Here is a \$100 page that will create countless sales and you full page half page and small space columns in newspapers and magazines. Orders will be read these ads and ask for Concentrated Powder form in your store.

**DON'T LOSE SALES... ORDER NOW**



# any way, its a radio-TV "success"

annually) provides valuable tips on reaching "over-35" market

in his 30's and one of the youngest major-company executives in the drug field, Matthew B. Rosenhaus has advertising—particularly radio—to thank for establishing the product "where they spell the name backwards."

Today, "Matty" Rosenhaus, a man who had faith in his product and his advertising "gimmick," can look back on the lean early days with the same complacency as the man whose friends laughed when he sat down at the piano. For air-advertised Serutan's sales today play a merry tune on drug store cash registers.

Exactly where Serutan stands in terms of sales as a result of this advertising is a secret kept close to the Rosenhaus family (Matty's brother, Irving, is the boss of Newark's WAAT and WATV). However, there are some guideposts. According to a research study of the authoritative trade publication *Drug Topics*, the business done last year in all laxative products in U. S. drug stores was about \$125,544,000. Of this sizable figure, about \$14,317,000 was done in the so-called "bulk" laxatives. This, in turn, was split almost evenly between "ethical" products (prescribed by doctors) and "proprietary" products (over-the-counter).

To find Serutan's share of both of these latter groups, SPONSOR talked to several leading druggists, wholesalers, competitors, and drug industry sources. This is what SPONSOR learned: In over-the-counter sales, Serutan practically

wins in a walk among "bulk" laxatives. Also Serutan gets plenty of boosts from the medical profession, who prescribe or recommend it.

SPONSOR's conservative guesstimate of Serutan's annual laxative sales to the public would be in the \$6,000,000 to \$7,000,000 bracket. Other product sales would put the firm's gross up in the \$10,000,000-and-over class. No Sterling Drug or Bristol-Myers, but Serutan is sound, profit-making and a big advertiser.

The Serutan Company makes most of its money selling the laxative that gave the firm its name. But there are other Serutan products on the market: Geritol (an iron-building tonic); Sedagel (an antacid for middle-aged tummies); Nutrex (a vitaminized compound); R.D.X. (a weight-reducing formula). However, Serutan is easily three-quarters of the firm's business, and gets the same star treatment in the firm's advertising and air usage.

Advertising in general and radio in particular has literally hauled Serutan up the ladder to its present pre-eminence among bulk laxatives sold in drug stores (not counting Kellogg's All-Bran, which sells in grocery stores and is also a plain cereal food). Like most drug firms covered in a recent Association of National Advertisers study, Serutan spends between 25% and 30% of its sales for advertising purposes. Unlike the average drug advertiser—who will normally put about

(Please turn to page 58)



Serutan uses DuMont's "Cavalcade of Stars"; spot TV

## How Serutan became No. 1 bulk laxative via air advertising

- 1. No waste circulation:** Serutan seeks "over-35" customers who are biggest laxative users. Selection of serious programming (news, health expert, commentators, etc.) pinpoints this market.
- 2. Consistency:** Serutan has used virtually the same radio approach for some 14 years, TV for two. Firm is year-round advertiser too.
- 3. Saturation:** Serutan airs its unusual name heavily, often has two or three net radio shows, a TV show at same time.
- 4. Merchandising:** Serutan doesn't leave loose ends. Heavy (65% of \$2,500,000 budget) air campaigns are merchandised to trade, in drug displays.



◀ Serutan merchandising includes ads to drug trade, point-of-sale displays which tie in air advertising

NBC has most extensive merchandising plans of nets to date, recently did trial run in Cleveland, St. Louis (above) which proved successful

**This is what the networks now offer or have planned in the way of merchandising\***

## ABC

Network spokesmen said they had no merchandising plans at present, would concentrate instead on program promotion, to them the "true function" of a radio net. While ABC does on occasion send out mailings, net doubts value to clients of further sales aids. A policy change awaits results of efforts by other nets.

## CBS

It is probable that NBC plans will spur adoption of expanded CBS merchandising. Meanwhile, net sends news of available displays of its sponsors' products to the nation's grocers and druggists via "Radio Picture-News" and backs up its one-shot Red Skelton sponsors with services of a specialist and lots of sales aids.

## MBS

Now studying results of test merchandising campaign in seven markets and 187 stores. Mutual hopes to be able to give clients "something he is not able to get for himself," wants to study merchandising carefully before plunging in. It will probably stress distribution-building in smaller markets when it is ready.

## NBC

Most extensive of net plans includes 12-man field force to help affiliates set up own local merchandising departments; team of three ex-Hearst experts guiding operations from New York. Will give client varying aids, which might include: consumer panels, stock checks, selling dealers on giving sponsor displays, etc.

**\*Definition:** merchandising is the art of converting ad impressions to sales, via everything from posters to research.

# The new

\$500,000 NBC



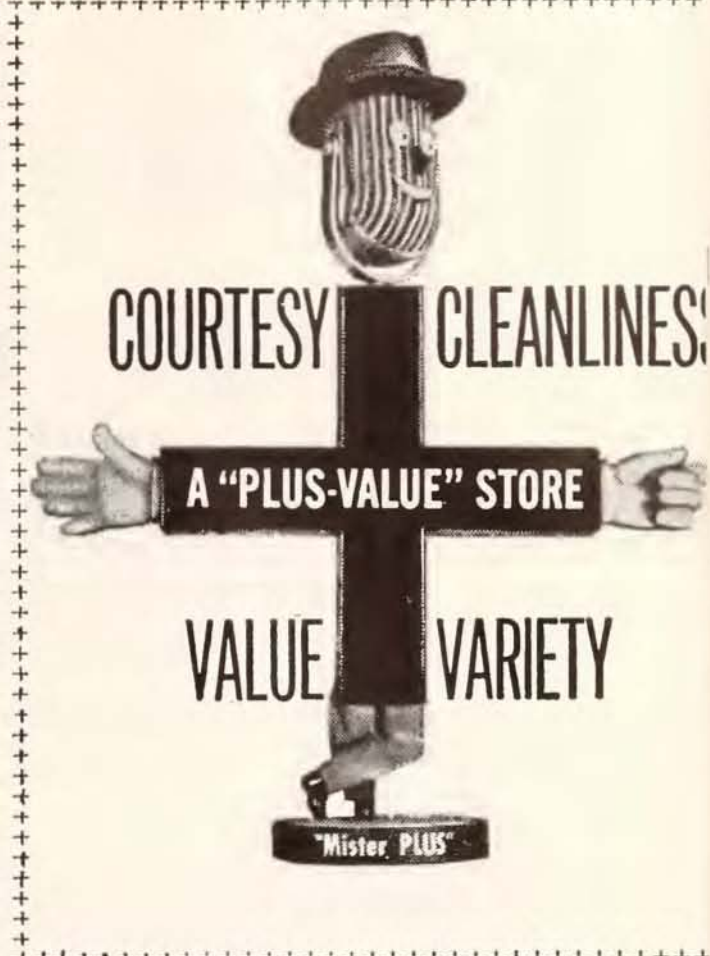
Applause rang out, a former Hearst executive spoke, and a new era in network radio was born a few weeks ago at sunshine-dipped Boca Raton, Florida.

The former Hearst executive was Fred N. Dodge, director of NBC's new merchandising division. What he had to say to the assembled affiliate station executives ushered in merchandising as a new and important factor at all the radio networks. For whether their top executives welcome the prospect or not, NBC's \$500,000 investment in merchandising and determination to make it big time will force the hand of all three of its major rivals and probably lesser nets and an in-



December, 1951

Picture-News



CBS mails store-display news to grocers and druggists, backs up Red Skelton sponsors

MBS is in experiment stage, tried "Plus-Value Stores" tie-in

# Network merchandising era is here

pur unprecedented point-of-sale and other sponsor benefits in '52

creasing number of independent stations as well.

What does all this mean to you as a sponsor or agency executive?

Right now, nothing. But within the first quarter of 1952, NBC's merchandising plans will go into action and, by the spring, when special summer-selling promotions start, ABC, CBS, and MBS are expected to have special merchandising inducements of their own to offer—giving you plus without cost.

Just how effective network merchandising will be depends to a large extent upon sponsors and agency executives themselves. If they assess their own merchandising problems carefully and select specific jobs which are most suitable for the networks to undertake,

everyone is sure to benefit—the past history of media merchandising indicates. On the other hand, if sponsors go into conferences with network merchandisers armed only with the desire to get "something for nothing," helter-skelter, lip-service activity may be the only result. At least that's the way men with decades of merchandising experience look at today's formative period in the era of network merchandising.

To give advertisers some basis for such careful pre-planning before they actually sit down to talk turkey with network merchandisers, SPONSOR has surveyed each of the major networks to find out what they now have to offer or are developing. (See box at left for quick summary.) But before you con-

sider the details of today's present merchandising developments, let's take a look at (1) what media merchandising, a much-misunderstood word, means; and at (2) what has led up to the present network merchandising era.

1. Merchandising has no clean-cut, all-embracing definition because it consists of many things. But, roughly, it is anything which media do for their advertisers to help convert advertising impressions into sales. The help may take the form of posters at the point-of-sale reminding the shopper that the goods she sees there are the ones advertised on radio program A—thus bringing into her mind again the sales points made by the announcer. Or,

(Please turn to page 74)

# Is today's rash of cigarette claims harmful to all advertising?



**Many ad men fear that by "reducing believability to new lows," and by taking swipes at claims of their competitors, current cigarette commercials are undermining all air-selling efforts**

**over-all** Back in 1946, Frederick Wakeman, an ex-account executive of Foote, Cone & Belding, caused a stir in advertising circles with his Rinehart novel, *The Hucksters*. The book was chiefly distinguished by its stinging portrait of Evan Llewellyn Evans, straw-batted president of the fictitious Beantee Soap Company, and erratic "genius" of radio advertising. In the popular mind, Evans was commonly considered a satire on George Washington Hill, Sr., the late president of the American Tobacco Company, who had his erratic didos, too.

There is no reason for exhuming Wakeman's rather vicious lampoon of the advertising profession, except that

it mirrored vividly, in one scene, what has now become a disturbing dilemma for sponsors in general, and cigarette advertisers in particular. That is the problem of how far a sponsor in a highly competitive field can go in his use of "hard-sell" commercials, without violating good business standards.

Wakeman's Evans was the arch-type of the extremist sponsor. In the famous scene inside the ad agency's conference room, the tyrannical Evans is shown hawking on the table, then turning to his new account executive to explain his cynical philosophy:

"Mr. Norman, you have just seen me do a disgusting thing. Ugly word, 'spit,' but, you know, you'll always

remember what I did. Because even if you build the most glamorous, high Hooperating show on the air—it ain't gonna do us a damn bit of good, unless you figure some way to sell soap on it. You gotta make the people remember you. I'll tell you a secret about the soap business, Mr. Norman. There's no damn difference between soaps. Except for perfume and color, soap is soap.

"But the difference, you see is in the selling and advertising. We sell soap twice as fast as our nearest competitor because . . . of repetition. And by repetition, by god, I mean until the public is so irritated with it, they'll buy your product because they bloody well can't forget it. . . . All you professional advertising men are scared to death of raping the public. I say the public likes it, if you got the know-how to make 'em relax and enjoy it."

Extremist though it may be, this brand of thinking has penetrated, among other sponsors, several of the Big Six cigarette advertisers to an alarming degree, many ad men believe. At one time, the major cigarette advertisers were content with conjuring up fanciful phrases: *I'd Walk A Mile For A Camel*, *Blow Some My Way*, *Reach For A Lucky Instead Of A Sweet*. But then, in 1929, Old Gold began dabbling in the therapeutic value of its cigarettes: *Not A Cough In A Carload*. That touched off the



Fictitious radio sponsor Evan Evans (shown here in ad agency conference in MGM film, "The Hucksters") was lampoon of "hardboiled" minority of clients who place hard-sell before ethics

# NOW! FACTS! NOT CLAIMS!



QUALITY COMPARISON—5 PRINCIPAL BRANDS



LUCKY STRIKE HAS TOUCHED OFF CONTROVERSY AMONG AD MEN WITH NEW CAMPAIGN. SEE PRO'S AND CON'S LISTED BELOW

## THE GREAT DEBATE ON CIGARETTE ADVERTISING

### **PRO: Exaggeration is economic necessity**

In face of fierce cigarette competition, advertisers must use "uniqueness" pitch to gain or hold superiority.

Because smokers have guilt complex, you must convince them your brand is "less harmful"—by use of exaggeration.

The market has been expanded by hard-sell tactics. This is beneficial because it makes more jobs in the tobacco business, hence more sales of all goods.

### **CON: "Overdoing it" hurts all sponsors**

When you depreciate your competitors, you waste opportunity to emphasize legitimate virtues of your own product.

By attacking rival ad claims, you weaken believability of your own claims and those of all advertising.

By making dubious pseudo-scientific claims, you harm radio/TV's public relations; arouse distrust of opinion-makers in government and the press.

**Earle Ludgin.**

Pres., Earle Ludgin & Co., Chicago



"An instructor in Business Administration College, Syracuse U., wrote recently: 'When we in college teaching acquire a new class of green-capped freshmen this fall, we will find they have a wise-guy cynicism about advertising. They know . . . advertising is a slippery, dishonest, shabby activity that thrives on untruths, halftruths, gross distortion.' They will soon be our buying public. They are all suffering from an acute case of 'Fatigue of Believability.' . . . Good advertising—selling advertising—has proved over and over again it doesn't need the cheap, the tawdry, the exaggerated, to make it effective. . . . If people lose their belief in advertising, what else have we got to sell?"

**Frederick R. Gamble,**

Pres., 4A's



"The American Association of Advertising Agencies has always held that it's the responsibility of an advertising agency to be a constructive force in business. We further hold that, to discharge this responsibility, advertising agencies must recognize an obligation, not only to their clients, but to the public, the media they employ, and to each other. It's a bad thing for all advertising when an agency competes on the basis of disparagement not on merit. The 4A's Standard of Practice is opposed to copy containing false statements, misleading exaggerations, pseudo-scientific advertising, and testimonials which do not reflect the real choice of a competent witness."

**Harry B. Bressler,**

Senior radio TV copywriter, McCann-Erickson



"Once you begin slashing away at the underpinnings of competitive advertising claims, you wind up committing hara-kiri on the believability of your own claims. What's more, the negative attitude is just plain bad salesmanship. Every second you devote in a commercial to knocking the other fellows, is one more second lost that you could have used for selling the virtues of your product. To my mind, the exaggerated statement about 'nation-wide survey proves,' or the pseudo-scientific medical bar-graph, are also poor salesmanship. This has been so overdone, that the public is inclined to take it with not one but several grains of salt."

fuse. The public was barraged with a mumbo-jumbo of chemical terms, percentages, bar graphs, medical reports, irritation tests, and the inevitable white-clad physician peering somberly through a microscope. An industry *bon mot* was, "Nowadays, you've got to quote either the *American Medical Journal* or *Reader's Digest*."

Not content with evacuating the advertising realm of fanciful phrase-making, some have gone to even greater extremes. They've recently devoted their commercials to an all-out attack on the advertising claims of their competitors.

What does this bitter tobacco feud-ing add up to? Some ad agency experts condone the current advertising claim-counter-claim as a necessity. They point to the fact that, in the cigarette business, the stakes are enormous (Americans spend some \$1,000,000,000 annually on tobacco products). Thus, the competition is savage (newcomers constantly try to invade the market of 60,000,000 Americans who consume over 370 billion cigarettes yearly). Yet, actually, differences between the major cigarette brands are minute.

Consequently, these adherents say, the embattled cigarette companies are perfectly justified in adopting extreme "hard-sell" tactics—as long as the advertising moves their cigarettes off to-bacconists' shelves.

Many opposing experts, however, contend the current trend in cigarette advertising has reached the point where it is dangerous for the tobacco

companies themselves, and advertising at large. Briefly, the critics are concerned about these key points:

1. They question whether a frontal attack on competitors' claims is, in fact, profitable dollars-and-cents salesmanship. As one top radio-TV executive at Lennen & Mitchell (which has the Old Gold account) commented, "When you squander your commercial time by depreciating your rivals, you waste the opportunity to emphasize the positive virtues of our own brand."

2. They maintain that internecine cigarette warfare results only in lessening consumer belief in all advertising. In the words of McCann-Erickson senior radio-TV copywriter Harry B. Bressler, "Once you begin slashing away at the underpinnings of competitive claims, you wind up committing hara-kiri on the believability of your own claims."

3. Finally, many ad men contend that by staking all on dubious pseudo-scientific claims, the cigarette companies make all advertising the more vulnerable to attack from the movers and shakers of society—government officials, newspaper columnists, magazines on the order of *Reader's Digest*, and Better Business Bureaus. The continuity acceptance chief of a major network told SPONSOR, "If the cigarette companies keep making shaky medical claims, while pulling the rug out from under rival claims, they may well speed the time when the government steps in. In fact, we may have a situation akin to Canada's. There the

(Please turn to page 69)

**How  
4A's  
"Ad  
Abuses"  
Committee  
works**

1. 4A's Committee has sent out 6,000 folders asking ad agencies to be on alert against advertising that's "fraudulent, misleading, in poor taste, depreciative of competitors, makes unsubstantiated claims, unbelievable testimonials."

2. Participating ad agencies (now 314) submit complaints detailing cases of objectionable ads.

3. Committee screens out invalid or frivolous beefs; sends legitimate complaints to alleged wrong-doers. No publicity, enforcement is used.

4. Committee admits system has little effect on conspicuous "ad incorrigibles," but says it encourages—if not enforcing—good taste, honesty. Great need is for more agencies to participate.

**BAB  
leaders  
and board  
members**  
March, 1951

STANDING (l. to r.)  
Alexis Coudert,  
atty.; Frank White,  
MBS; Kenyon Brown,  
KWFT; Edgar  
Kobak, chairman;  
Charles C. Caley,  
WMBD; John Patt,  
Goodwill Stations

SEATED (l to r.)  
R. Preston Peters,  
Free & Peters;  
Hugh Terry, KLZ-  
Lou Hausman, CBS;  
Wm. Beaton, KWKW;  
Wm. B. Quarton,  
WMT; Wm. B. Ryan,  
pres. BAB;  
Bob Swezey, WDSU;  
Allen M. Woodall,  
WDAK; Mark Woods,  
formerly ABC;  
Lewis Avery,  
Avery-Knodel;  
Simon Goldman,  
WJNT; Harry Spence,  
KXRO

# What sponsors can expect from BAB in 1952

Coming soon are stepped-up BAB research projects  
on radio-vs.-TV, radio results, farm radio

**over-all** With the hearty confidence of an organization out to promote a sure thing, the Broadcast Advertising Bureau last week revealed in New York the details of what is up BAB's radio promotional sleeve for 1952. Advertisers will be feeling the weight of BAB's stepped-up radio research and fact-finding activities as early as January. And, BAB feels, more advertisers will then be turning to BAB for their data on all types of radio air advertising, and eventually to more radio use.

Many a BAB project that was only in BAB's "future" file, when SPONSOR reported on the new BAB in its SUMMER SELLING ISSUE (9 April 1951), will soon be a reality. Other projects and research services recommended then by SPONSOR, or by ad men quoted in SPONSOR like Block Drug's George Abrams and Welch Grape Juice's Abe Rosenfeld, are also due to become BAB fact.

Here's how BAB's upcoming 1952 services shape up for the air advertiser:

1. There will be a greatly-increased

amount of radio research for advertisers and agencies to use.

Many special projects, to define radio's boundaries and uses as an advertising medium, are due to be reported out of BAB between now and April. These include more over-all studies of radio, more special studies of radio-only homes and radio in TV homes, out-of-home listening, auto radio listening. No definite dates are set for all, but all are in the works.

2. How radio stacks up against other  
(Please turn to page 66)

**BAB** R A D I O  
C O P Y - M I N D E D  
S E L L I N G A I D S

*Radio Gets Results* for

DEPARTMENT STORE  
Schubert's, Inc.  
St. Paul, Minn.

BAB data now being sent out in bulletins like those shown at left help stations do better job for sponsor

**BAB** R A D I O  
S A L E S M A N

**BAB** L O C A L B U S I N E S S  
S A L E S A I D S

# This cost breakdown makes buying spots

## AVERAGE SPOT TV RATES (Class "A," one-time base)

### Circulation under 20,000

KOB-TV  
ALBUQUERQUE  
WTTV  
BEDDINGTON  
XELD-TV  
BROWNVILLE

3 stations, 3 cities. One hour—\$195 to \$250 (average \$215); Half-hour—\$117 to \$150 (average \$129); One-minute or less—\$20 to \$35 (average \$28.33); 8-seconds—2 stations, \$15 to \$17.50 (average \$16.25).

### 35,000-50,000

WNEF-TV  
BINGHAMTON  
WMBR-TV  
JACKSONVILLE  
WSM-TV  
NASHVILLE  
KPHO-TV  
PHOENIX

4 stations, 4 cities. One hour—\$300 to \$325 (average \$306.25); Half-hour—\$180 to \$195 (average \$183.75); One-minute or less—\$40 to \$60 (average \$49.69); 8-seconds—3 stations, \$24 to \$29.25 (average \$26.08).

### 50,000-75,000

IOI-TV  
WJIM-TV  
WDSU-TV  
NEW ORLEANS  
KDYL-TV  
KSL-TV  
SALT LAKE CITY  
KEYL  
WOAI-TV  
SAN ANTONIO  
WKTU  
UTICA

14 stations, 10 cities. One hour—\$300 to \$500 (average \$361.43); Half-hour—\$180 to \$300 (average \$216.85); One-minute or less—11 stations, \$50 to \$90 (average \$51.57); One-minute—3 stations, \$50 to \$80 (average \$63.33); 20-seconds—3 stations, \$40 to \$65 (average \$51); 8-seconds—10 stations, \$25 to \$60 (average \$34.30).

### 75,000-100,000

WOW-TV  
OHAMA  
WTVR  
RICHMOND  
WHAM-TV  
ROCHESTER  
KING-TV  
SEATTLE  
KOTV  
TULSA  
WDEL-TV  
WILMINGTON

13 stations, 12 cities. One hour—\$400 to \$600 (average \$476.15); Half-hour—\$240 to \$360 (average \$285.76); One-minute or less—10 stations, \$65 to \$120 (average \$87.50); One-minute—3 stations, \$100 to \$110 (average \$103.33); 20-seconds—3 stations, \$75 to \$90 (average \$81.66); 8-seconds—9 stations, \$32.50 to \$50 (average \$38.04).

### 100,000-150,000

WGAL-TV  
LANCASTER  
WAVE-TV  
WHAS-TV  
LOUISVILLE  
KFMB-TV  
SAN DIEGO  
WHEN  
WSYR-TV  
SYRACUSE  
WSPD-TV  
TOLEDO

16 stations, 11 cities. One hour—\$400 to \$650 (average \$493.75); Half-hour—\$240 to \$390 (average \$296.25); One-minute or less—13 stations, \$80 to \$110 (average \$91.08); One-minute—3 stations, \$75 to \$104 (average \$89.66); 20-seconds—3 stations, \$60 to \$78 (average \$71.66); 8-seconds—15 stations, \$36 to \$52 (average \$43.57).

### 150,000-200,000

WVAV-TV  
NEW HAVEN  
WJAR-TV  
PROVIDENCE  
WRGB  
SCHENECTADY

6 stations, 6 cities. One hour—\$480 to \$750 (average \$565); Half-hour—\$288 to \$450 (average \$339); One-minute or less—\$90 to \$132 (average \$104.50); 8-seconds—5 stations, \$45 to \$66 (average \$53.70).

### 200,000-250,000

WBEN-TV  
BUFFALO  
WHIO-TV  
WLW-D  
DAYTON  
KGO-TV  
KPIX  
KRON-TV  
SAN FRANCISCO

6 stations, 3 cities. One hour—\$600 to \$750 (average \$645.83); Half-hour—\$360 to \$450 (average \$387.50); One-minute or less—\$100 to \$125 (average \$116.75); 8-seconds—4 stations, \$30 to \$60 (average \$52.50).



# easier

## TV

The figures below give average spot TV rates—by market size. They have many valuable uses, chief among them being for a quick estimate of a campaign's cost. (For ready reference, SPONSOR suggests readers clip and post these pages.)

This compilation is the third in a series by Weed & Company TV manager, Peter B. James. He calculates that one 20-second announcement on

all 109 stations would cost \$15,119 (one-time, Class "A" rate); that rates are up 10 to 20% over 1950. Says James: "89 stations list an eight-second 'ID' rate, 43 more than 1950, showing the increasing import of eight-second slots."

The Weed figures are particularly useful in orienting new clients on TV rates as well as in rapid estimates of what an appropriation for spot TV will buy in markets of varying size.

### 000-300,000

WTCN-TV  
MINNEAPOLIS  
ST. PAUL  
WMAL-TV  
WINB-TV  
WTOP-TV  
WTTG  
WASH., D. C.

10 stations, 4 cities. One hour—\$550 to \$850 (average \$660); Half-hour—\$330 to \$480 (average \$390); One-minute or less—9 stations, \$100 to \$160 (average \$125.55); One-minute—1 station, \$110; 20-seconds—1 station, \$100; 8-seconds—9 stations, \$30 to \$80 (average \$56.66).

### 000-350,000

WLW-TV  
CINCINNATI  
WDTV  
PITTSBURGH  
KSD-TV  
ST. LOUIS

8 stations, 4 cities. One hour—\$650 to \$850 (average \$775); Half-hour—\$390 to \$510 (average \$465); One-minute or less—6 stations, \$113.75 to \$150 (average \$132.29); One-minute—2 stations, \$125 to \$150 (average \$137.50); 20-seconds—2 stations, \$100 to \$135 (average \$117.50); 8-seconds—8 stations, \$40 to \$75 (average \$55.55).

### 000-600,000

EWS  
NBK  
XEL  
LEVELAND

3 stations, 1 city. One hour—\$750 to \$800 (average \$783.33); Half-hour—\$450 to \$480 (average \$470); One-minute or less—2 stations, \$150 to \$160 (average \$155); One-minute—1 station, \$200; 20-seconds—1 station, \$165; 8-seconds—3 stations, \$75 to \$80 (average \$78.33).

### 000-800,000

WBZ-TV  
NAC-TV  
DSTON  
JBK-TV  
FWJ-TV  
XYT-TV  
CYROIT

5 stations, 2 cities. One hour—\$1,100 to \$1,250 (average \$1,160); Half-hour—\$660 to \$750 (average \$695); One-minute or less—\$200 to \$250 (average \$220); 8-seconds—2 stations, \$75 to \$100 (average \$87.50).

### 000-1 Million

CAU-TV  
FIL-TV  
FTZ  
PHILADELPHIA

3 stations, 1 city. One hour—\$1,400 to \$1,500 (average \$1,466.66); Half-hour—\$840 to \$900 (average \$880); One-minute or less—\$250 to \$300 (average \$283.33); 8-seconds—\$125 to \$150 (average \$141.66).

### -2 Million

KLAC-TV  
KNBH  
KTLA  
KTSL  
KTTV  
LOS ANGELES

11 stations, 2 cities. One hour—\$750 to \$1,500 (average \$1,140.90); Half-hour—\$450 to \$900 (average \$689.09); One-minute or less—6 stations, \$200 to \$325 (average \$261.66); One-minute—5 stations, \$135 to \$250 (average \$194); 20-seconds—5 stations, \$90 to \$230 (average \$163); 8-seconds—10 stations, \$40.50 to \$150 (average \$112.55).

### 2 1/2 Million

WOR-TV  
WPIX  
NEW YORK  
NEWARK

7 stations, 1 city. One hour—\$800 to \$3,750 (average \$2,371.42); Half-hour—\$480 to \$2,250 (average \$1,422.86); One-minute or less—2 stations, \$775; One-minute—5 stations, \$165 to \$650 (average \$383); 20-seconds—5 stations, \$130 to \$550 (average \$301); 8-seconds—6 stations, \$80 to \$387.50 (average \$252.92).

# Say Something!

What goes on in a clam-bed goes without *saying*. They're gulfs apart from people: there's no exchange, no buying and selling.... Sellers *talk*—buyers *listen*. Sound marries their minds. And the medium that does most for sound is radio. In the whole wide world, no other voice holds so many listeners. Or persuades so many.... And in all radio, more people listen—and listen longer—to CBS Radio



than to any other network. It offers more of radio's top-ranking programs than all other networks combined...



... attracts the largest volume of advertising. For *new* sponsors this leadership assures greater returns from the

start than on any other network.... If you have something to sell, you have something to *say*. Say it where your customers listen most... on the *CBS Radio Network*

## PHOTO OFFER

SPONSOR: Jefferson Island Salt Co. AGENCY: Noble-Dury

CAPSULE CASE HISTORY: *Noble-Dury produced a transcribed announcement to test the pulling power of Jefferson Salt's 7:00 p.m. Saturday night announcement. The one-time message offered a free photo of Jimmy Dickens, featured star on Jefferson Salt's Grand Ole Opry half-hour. The mail return from this single pitch was an amazing 24,964 photo requests from 31 states, including such distant points as California and Oregon.*

WSM, Nashville PROGRAM: Transcribed Announcement

## FAMILY LEGAL BOOK

SPONSOR: Greystone Press, Inc. AGENCY: Huber Hoge

CAPSULE CASE HISTORY: *Greystone Press ran a test campaign on their "Family Legal Adviser"—a book selling for \$2.98. The first week, three announcements pulled 416 orders for \$1,329, or about what the firm anticipated. The following week, six announcements for the book brought in 1,132 orders for a \$3,373 gross—but at a cost of 26½¢ less per order than Greystone Press anticipated. The two-week dollar tally was \$4,702.*

WCBS, New York PROGRAM: Housewives' Protective League

# RADIO RESULTS

## FREE CANDY OFFER

SPONSOR: Jackson Candy Co. AGENCY: Direct

CAPSULE CASE HISTORY: *Jackson Candy, celebrating its 33th anniversary, offered a free box of candy to the first 200 fans writing to WHK. The announcement, made on the Bill Gordon Show in mid-morning, drew 100 letters plus 50 telegrams the very same day. The next morning's mail brought in 1,250 replies to this one-time \$13.25 announcement. The cost for pulling in 1,400 requests amounted to less than 1¢ per inquiry.*

WHK, Cleveland PROGRAM: Bill Gordon Show

## TELEVISION SETS

SPONSOR: Television & Appliance, Inc. AGENCY: Direct

CAPSULE CASE HISTORY: *The store's co-proprietor said: "If we sell 30 of these 17" T1 sets in the next 10 days we'll be off the hook." He referred to three models priced from \$159.95 to \$179.95. The sales approach: four different 90-second commercials which were worked out by WFTM announcers. The cost: \$200. In eight days, the appliance store sold 167 sets. The sales gross, held down by an order-taking bottleneck, reached \$23,000.*

WFTM, Fitchburg, Mass. PROGRAM: Transcribed Announcement

## DRUG PRODUCT

SPONSOR: Calotabs Co. AGENCY: Dillard Jacobs

CAPSULE CASE HISTORY: *The company sought to increase its sales of Calotabs, a cathartic, in Memphis' volume drug stores. Pre-radio sales and inventories were carefully checked; then an announcement campaign was inaugurated. The schedule: four announcements and transcriptions daily, Monday through Saturday. At the end of seven weeks this was the tally: dollar volume up 383% for the 15¢ size; 906% for the 30¢ size. Cost: \$96 weekly.*

WDA, Memphis PROGRAM: Announcements; Transcriptions

## SEWING MACHINES

SPONSOR: Atlas Sewing Co. AGENCY: Direct

CAPSULE CASE HISTORY: *A \$23 expenditure involving four participations on a d.j. show, the Buddy Starcher Program, comprised Atlas' campaign to get customer leads for electric sewing machines. The announcements asked listeners to request demonstrations. The post-campaign tally: hundreds of demonstration requests and 63 resultant sales for a gross of well over \$5,000. Home demonstration requests kept coming in after the tally.*

WHRM, Miami Beach PROGRAM: Buddy Starcher Program

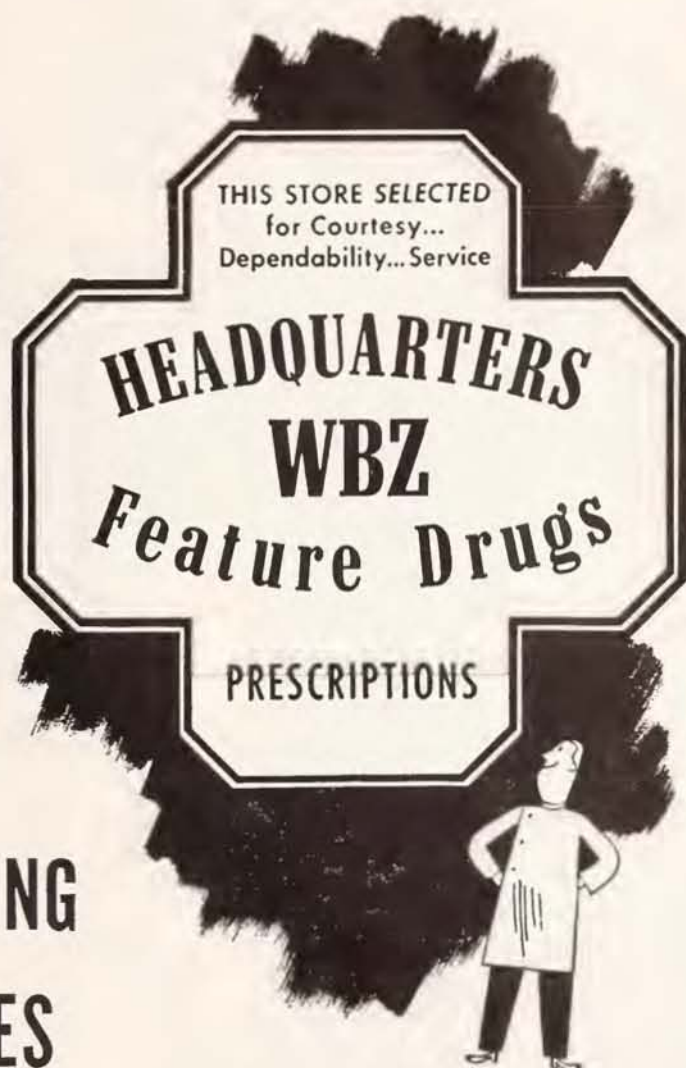
## RUG CLEANER

SPONSOR: Albino Rug Co. AGENCY: Direct

CAPSULE CASE HISTORY: *Albino aimed to encourage store traffic in a suburban location, and customer interest in a rug cleaner. A \$195 expenditure for three half-hour programs of the musical guessing game variety made up Albino's air campaign. The show, offering exchange certificates for winning listeners, drew 5,800 entries. Of these, 4,000 certificates were brought to the store for the rug cleaner, completely exhausting the stock.*

WAGE, Syracuse PROGRAM: Musical Prize Party

SYMBOL  
OF  
SALES  
IN  
500  
CO-OPERATING  
DRUGSTORES



in the heart of the rich New England market

"WBZ Feature Drugs" is the package that can boost *your* volume in New England drugstores!

It's more than a radio program that attracts thousands of listeners regularly (1:00-1:30 PM and 7:00-7:15 PM Monday through Friday). It's a continuing merchandising project, with an alert field staff providing reports to advertisers on 200 storechecks monthly.

It's a power-packed promotion, too. Co-opera-

tion is *guaranteed* in 500 selected outlets identified by the decalcomania shown above. In addition, these 500 highest-traffic independent stores maintain continuing displays exclusively for the use of "WBZ Feature Drugs" advertisers.

In all New England, there's absolutely nothing like the "WBZ Feature Drugs" package. If you want **immediate sales action**, get availabilities from Station WBZ or Free & Peters.

**WBZ** BOSTON  
50,000 WATTS  
NBC AFFILIATE

synchronized with **WBZA**  
SPRINGFIELD




Westinghouse Radio Stations Inc. Serving 25 Million

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

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

**RADIO — AMERICA'S GREAT ADVERTISING MEDIUM**





# Happy ending

These people are watching a happy ending... *and so are you.* Because, while they've been watching, the sponsor has persuaded them to buy. He will make up their order later, but they have made up their minds tonight.

The story started when this sponsor brought his problem to CBS Television Spot Sales. He was looking for prospects for a booklet on New York vacations, and we suggested WCBS-TV's late-evening film program.

"The Late Show." At the end of two months of participation, 31,424 people had asked for the booklet! Two months after the offer ended, viewers were *still* asking for it.

At last check, the cost was down to 11.6 cents per inquiry — and still dropping!

It didn't just happen. Sponsor met customer — and sponsor *sold* customer — because CBS Television Spot Sales' careful analysis of his problem and time-tested knowledge of TV assured him of the right show.

Ask us for a specific recommendation on *your* next problem. No matter what the story, we can help you find a happy ending.

## CBS TELEVISION spot SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KNXT, Los Angeles; WTOP-TV, Washington; WBTV, Charlotte; KSL-TV, Salt Lake City; and WAFM-TV, Birmingham.



# Mr. Sponsor asks...

## How soon will morning TV become important to national and regional sponsors?

Robert P. Breckenridge | Advertising, Sales Promotion Manager  
Harriet Hubbard Ayer Incorporated  
New York

### The picked panel answers Mr. Breckenridge



Mr. Ware

It is obvious that the value of particular time periods vary, else we would never have heard the terms, "Class A, B, and C time." It's also obvious that different sponsors have different requirements in the

type and number of the audience they want to reach.

However, assuming it is the *homemaker* the advertiser wants to talk to, and that your question refers simply to how soon morning TV will draw a sufficiently large number of homemakers to make it profitable to the advertiser the answer is simple. For our experience shows you can get a profitable audience at any hour if you have a program or personality that Mrs. Housewife wants to see.

Witness the radio personality, John Gambling. Several years back he literally filled Madison Square Garden at 7:00 a.m. Three years ago we pioneered in daytime television with *Missus Goes A Shopping*. It went on the air at noon with nothing preceding nor following it. Homemakers tuned in their sets for this one particular program and it pulled a 16.8 rating! More recently we were responsible for a local program in Cleveland. It was scheduled for 11:00 a.m. Saturday mornings. Critics said the time period was impossible. It was too early on a

day when people had too many other things to do. Actually, this show achieved the highest rating of any housewives' daytime program ever telecast in that city. And it proved enormously successful in sales.

To answer your question in a sentence: morning TV will become important to a sponsor just as soon as he can develop a program homemakers really want to see.

WALTER WARE  
TV Director  
Scheideler, Beck & Werner, Inc.  
New York



Mr. Foley

morning television, is the logical answer for the sponsor who can afford frequency of sales impact. It is more important to the national advertiser now because the radio pattern of strip shows is being followed in the planning for daytime television. Before the end of next year, it seems to me, sponsors will be waiting in line for good strip periods on the major networks.

This time will arrive sooner when programs which have merchandising possibilities are added to the daytime roster. Daytime television cannot support itself with mere viewer-per-dollar advertising, but sponsors must buy

shows with sales promotion, merchandising, and dealer appeal which will permit him to get his dollar value out of the increased time and facilities cost. Thus, in the next year we will probably see shows like *Breakfast in Hollywood* and other similar programs on a five-a-week basis.

The regional sponsor will again find it difficult to secure good time and harder to justify daytime strip costs than the so-called major national accounts.

GEORGE F. FOLEY, JR.  
President  
Foley and Gordon, Inc.  
New York

It is important now. With nighttime television practically filled up and with the television audience expanding to virtually every market in the country, daytime television, certainly including



Mr. Madden

its importance to national sponsors on 7 January.

On 7 January NBC will start programming 25 hours between 7:00 a.m. and 1:00 p.m. (Monday through Friday). This investment of over \$75,000 per week for talent and production costs represents the most extensive programming efforts ever undertaken by any network. As of that day our schedule will read:

7:00-9:00 a.m. "Today"  
10:00-10:30 a.m. "Mel Martin Show"  
10:30-11:30 a.m. (To be announced)



11:30-11:45 a.m. "Willock & Arquette Show"  
11:45-12:00 noon "Harkness & News"  
12:00-12:30 p.m. "Ruth Lyons"  
12:30-1:00 p.m. "Ralph Edwards"

7:00-9:00 a.m. *Today*: This program is a morning briefing session that will entertain you, inform you on every significant world and national event, but *Today* is even more than this. *Today* listens as well as looks. News of Korea as it comes off the tape, wire photos of Paris styles as they come off the wires, Churchill's views from London within a few hours of his speech. *Today* has time on the screen. *Today* is every known means of communications, all used for the first time to bring the news into NBC's studio of tomorrow. *Today* is Dave Garroway updating you completely on news events every 20 minutes as he pilots this fast-moving two-hour show. *Today* is low-budget programming which will permit new advertisers to participate in network television for the first time.

10:00-10:30 a.m. *Mel Martin Show*: The *Mel Martin Show*, which will originate from Cincinnati, has already become one of the favorite programs with the fans of the Crosley network. Mel Martin, who can best be described as a young Tom Brenneman, is both an entertainer and a salesman. His successful audience participation format should have little trouble in pleasing the lady viewers across this country.

11:30-11:45 a.m., *Willock & Arquette Show*: This is a 15-minute comedy program featuring two men who have a particular flair for warm, folksy humor which undoubtedly will be wholeheartedly accepted by the public and advertisers.

11:45-12:00 noon, *Harkness & News*: In addition to bringing us up-to-date on happenings around the globe, our capital-city newsroom will be on the lookout for human interest and other items of particular interest to the distaff side. An advertiser for this program would gain a news franchise that should join with *Camel News Caravan* as one of the most important and effective programs on the air.

12:00-12:30 p.m., *Ruth Lyons' 50 Club*: We have confidence that this lady will duplicate the great success she had enjoyed with the Crosley network. Before very long we expect her to emerge as one of the important national personalities in telecasting.

12:30-1:00 p.m., *Ralph Edwards*  
(Please turn to page 78)

# Tulsans Enjoy a HIGHER Standard of Living

Tulsans enjoy a higher standard of living than do citizens of Oklahoma City, San Antonio, and New Orleans, according to Sales Management's Survey of Buying Power.

The Southwest average income per family is \$3,784.00. The average per Tulsa family is \$5,292.00. Since markets are people with spendable income it makes good sense to put your advertising dollars where they can gain sales for your product.

KVOO, alone, covers all of the rich Tulsa market area plus bonus counties in Oklahoma, Kansas, Missouri and Arkansas.

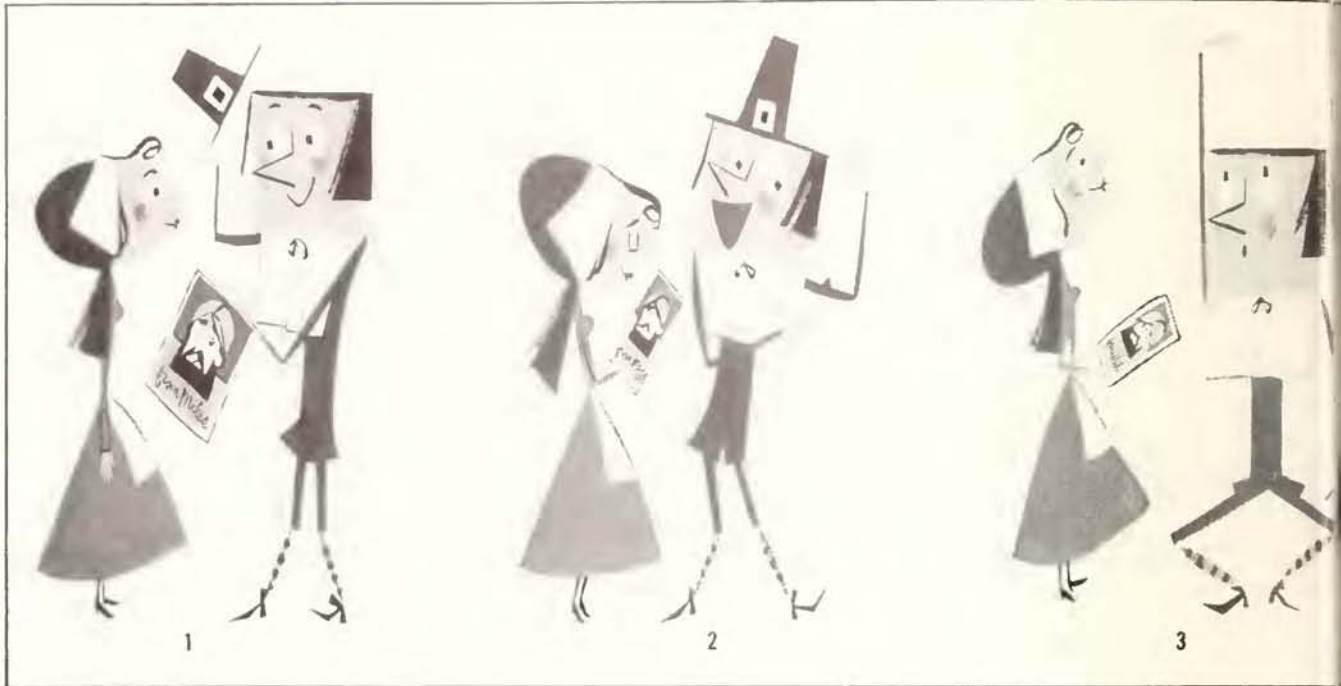
For greater results at lowest cost per family put your schedules on Oklahoma's Greatest Station, KVOO, in Tulsa!



TULSA, OKLAHOMA

National Representatives—Edward Petry & Co., Inc.

# PEOPLE sell better



THE VOICE, WITH ITS SPECIAL EXPRESSIVENESS . . .

In Priscilla Mullins' day, white things came out dingier even with rinsing, and people who inhaled were seized with paroxysms of coughing. In her day if nature wasn't always right, it was just tough. But even in Plymouth colony, the Pilgrim Fathers (and, obviously, the daughters) knew that *people* sell better than parchment. What more proof than Priscilla's advice to John Alden: "Why don't you speak for yourself, John?"

The point is, when you want to sell something, the best way is to speak up about it. And only network radio makes it possible to speak up to a truly national audience.

# man paper



## ... CAN HASTEN A PILGRIM'S PROGRESSIVENESS

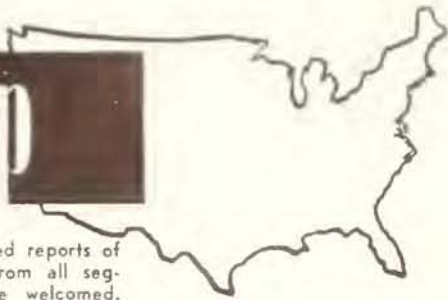
Priscilla and her pilgrim friends remind us of Thanksgiving. Thanksgiving reminds us of Christmas selling. And Christmas selling reminds us of the way you can use NBC radio to boost your sales this season. This year you can use network radio as a *seasonal* medium. Under our new plan, you can use anything from a one-shot to a saturation campaign. It's not too late either. If you call us today, we can have you on NBC coast-to-coast in 3 days. Call us today and hear the whole story.

If you speak for yourself on NBC Radio, you'll convince a lot more Priscillas . . . and Johns.

# NBC Radio Network

a service of Radio Corporation of America

# roundup



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

## Flamingo premium on Class C time reaps 402,450 can tops



WCBS-TV's Patt, Flamingo's McCarty with tops

When you can pull in 402,450 can tops by using Class C time on WCBS-TV, New York, plus test radio and TV in Oklahoma City, Detroit, and Chicago, you've got a "hot" item. In this case it was two solid sellers: Flamingo frozen orange juice (Leigh Foods) and an offer of a Swing-A-Way wall can opener for 25¢ and 30 Flamingo can tops.

But, before this successful seven-week campaign started in early September, Douglas Leigh executives pondered about premium types that would be most suitable. Comic books for the kids or brochures for the ladies were under consideration but the Swing-A-Way opener won. The clincher, according to Milburn McCarty, Jr., Leigh Foods vice president, was three factors:

1. The \$1.93 can opener, in a choice of red, yellow or white, was a quality item and a good value. It was important that premium standards be as high as the product standard.

2. Premium was unusual because of its magnetized "magic fingers" that hold severed can lids.

3. Perfect tie-in. Flamingo's one-minute film commercial could feature the can of Flamingo juice being opened with a Swing-A-Way.

The air campaign ran until 5 November (offer expired 15 November) with WCBS-TV supplying the heavy punch. One-minute film commercials next to the *Margaret Arlen Show*

caught housewife viewers. So, too, did an adjacency to Warren Hull's *Strike It Rich*, and the *Late Show* on WCBS-TV caught husbands and wives. The same film ran in Chicago, Detroit, and Oklahoma with a one-minute transcription for the radio spiel.

First returns came in slowly five days after the initial offer. Slow enough for Leigh personnel to handle it themselves. Then came the deluge of tops and quarters and the Reuben H. Donnelley Corporation was called in. The latest tally: 60 cubic feet of can tops; thousands of quarters.

Leigh officials credit 90% of the campaign success to WCBS-TV. While returns from out-of-town were satisfactory, Leigh executives believe that returns would have been greater had a local instead of a New York box number been used.

In New York, Flamingo sales were doubled at a cost of only \$3,500 weekly plus several thousand dollars for point-of-sale materials. And, because

## Flamingo CAN TOPS

# 402,450!



Wall can opener proved irresistible air offer

of the campaign's staggering success, another offer is scheduled.

The enthusiastic responses included one from a New York man who postponed his move to Rhode Island for one month because his wife wanted to accumulate 30 can tops and Flamingo

wasn't available in that particular Rhode Island community.

It's a problem that'll soon be taken care of. Flamingo, which first hit the New York market in June 1950, now has distribution along the Eastern seaboard and parts of New England. It's first in sales in the Jewel Tea chain in Chicago, and the product is on grocers' shelves in Detroit, Oklahoma City, St. Louis, and expanding into Texas. All in all, markets that represent 50% of the population.

Plans for 1952 call for continued use of radio and TV with an expenditure of \$500,000 to \$1,000,000 depending upon distribution at that time. ★★ ★

## WMAQ, WNBQ top news coverage sells sponsors

News can be made extra-valuable for radio advertisers. That's the contention of WMAQ, NBC in Chicago, and its sister station, WNBQ (TV). They back up their contention with an enviable news sponsorship record.



On-the-scene radio reports are a sponsor draw

For, with WMAQ hanging the "sold out" sign in its weekday news operation, the paid-for newscast tally stands at 80 weekday and five weekend shows, six weekend shows are unsponsored. WNBQ's score: 24 commercially sponsored shows weekly; nine sustainers.

Credit for this commercially successful news operation goes to William Ray, head of the news department for NBC in Chicago since early 1943. It's his belief that wire service material must be bolstered by local reporting by men who know their business (see 29 January 1951 sponsor, "Are you getting the most out of your news sponsorship?").

This policy has paid off with a growing list of scoops by staff men like Len O'Connor and Jim Hurlbut. The two recently scored three news beats in one day. O'Connor produced an important witness for the grand jury in a notorious local case; Hurlbut was in at the killing of one bandit and the capture

of another and, with sports commentator Tom Duggan, broke the news that University of Kentucky cage stars were involved in the basketball scandals.

But that's not all. The 85 sponsored AM shows and 24 commercial TV shows are backed up by a considerable staff of newsmen who can write the news, rewrite wire copy or, if need be,



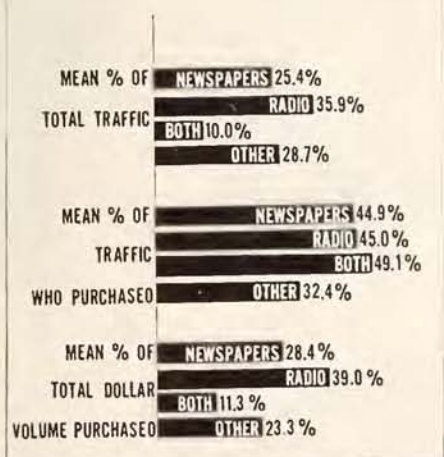
WNBQ's cameras aid WMAQ's AM know-how

can go on the air and read the news. On video, news analysts Clifton Utley and Alex Dreier give advertisers that something extra with their authoritative comments. ★ ★ ★

**"Count Your Customers" is new BAB station sales tool**

Over 930 BAB-member stations now have at their disposal a fact-filled sales tool of vital importance to regular and prospective air advertisers. It's a 32-

**total results of 22 ARBI studies**  
FURNITURE, APPLIANCES & HOUSEWARES ADVERTISING



ARBI's studies chart shows radio's strength page report called "Count Your Customers" and it shows what happens when advertising is bought and sold on the basis of results.

Details for "Count Your Customers" were garnered from 50 certified surveys conducted by Advertising Re- (Please turn to page 78)

**HERE'S THE NEEDLE!**  
By MAURICE B. MITCHELL Vice-Pres. Gen'l Mgr.  
Associated Program Service 151 W. 46th, N. Y. 19

"Radio won't work for me," said a local department store executive to a broadcaster recently. "And don't say I haven't tried. We've used radio now and then, but newspapers always bring in more customers."

Conversation sound familiar? Of course! Many station-operators have heard it. But the broadcaster who listened to the particular words we've quoted suddenly had an idea. He was sitting at lunch at the time, and he leaned across the table and said:

"Not to change the subject, but do you think you can tell the difference between Scotch whiskey and Bourbon?"

"Anybody can do that" was the store-operator's amazed reply.

"Bet ten bucks on it?"

"Sure."

The station-operator called the waiter and in a moment he had two tall glasses, full of water and ice, and two jiggers of Bourbon and Scotch on the side. He dipped the end of his little finger in the Bourbon, picked up a drop, and carefully transferred it to one glass of ice water. Then he put a drop of Scotch in the other glass, shuffled the glasses about on the table, and asked the retailer to tell them apart.

"That's not fair," the indignant retailer complained. "You can't tell anything that way. There isn't enough in those glasses to spot the taste!"

"You're darned right there isn't," said the broadcaster. "And there hasn't been enough radio money in your budget to give you a fair taste of radio, either. You can drink this glass of ice water and swear you've tasted Scotch, just as you can put a fraction of your advertising budget into radio and insist you've tested it, but in both cases you'd be kidding yourself.

"You'll know how radio can do a job for you when you decide to give it a fair test. To me, that's a 50-50 test,

half of your total media dollar on any single promotion. Meanwhile, you're condemning radio unfairly and worst of all, you're depriving your business of a promotion and advertising facility that could help build greater volume and make loads of new friends and customers for your store."

Another good salesman to mention today is a staff member at Si Goldman's WJTN, Jamestown, N. Y. Faced with the need for sales of programs at Yuletide, and equipped only with the usual tools—a radio station, available time, and ingenuity—this man applied good merchandising sense. He took the APS Christmas program package, selected several of the strip programs, carefully edited the technical production instructions out of the text, had them all re-typed on station letterhead, bound in cover-paper bearing the prospect's name on the outside, and presented them as "a special holiday program built just for you and your store."

This simple merchandising gimmick is impressive to a retailer. In most small and medium sized markets he spends his time selecting much of his Christmas advertising material from mat services and other "canned" sources. The chance to buy exclusive material, prepared just for him, is attractive and welcome. Best feature of this is that it is offered to existing station advertisers as "something to use in addition to your regular schedule." It works, too.

We learn a lot from our own subscribers. They tell us—and show us, too—that it isn't the gimmick in the program that makes the sale—it's the salesmanship in the pitch itself. "Give us good, basic listenable music," they say, "and help us keep up-to-date on what's new in selling. We'll do the rest." And dozens of them are doing just that!

# Why Should You Enroll In Our Profit-Share Plan?

THE other day one of our Colonels was quite surprised and gratified when an agency friend told him that the F&P Profit-Share Plan, now in its seventh year of successful application, is "a big plus to F&P customers".

This is the way he figured it, and it makes sense to us:

"After all is said and done, one of the most important things a media salesman can do for us agencies and advertisers is to deliver the hardest, most intelligent solicitation possible for his particular medium.

"Until we agencies know we've had that kind of solicitation from every medium, how can we be sure we'll select the *best*?

"So — good salesmen are a boon to us.

"But everybody knows that it takes good money to buy good salesmen. Hence I, for one, am glad to hear of your Profit-Share Plan. It's an enlightened and intelligent forward step for us as well as for F&P".

\* \* \* \*

*Good men, well-paid men, have always been our key to success here at F&P. Our Profit-Share Plan is only one of several "enlightened forward steps" we've taken to that end. We hope you see the results, in every call we make.*



# F R E E & P E T E R

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH

Interested

FREE & PETERS

PROFIT  
SHARING  
TRUST

Effective Jan. 1, 1915

THE HARRIS TRUST  
AND SAVINGS BANK  
Chicago, Illinois

**REPRESENTING  
RADIO  
STATIONS:**

**EAST, SOUTHEAST**

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL

.....

Charlotte	WIST
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk-Newport News	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ

**MIDWEST, SOUTHWEST**

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD

.....

Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

**MOUNTAIN AND WEST**

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

INC.

HOLLYWOOD

SAN FRANCISCO

**WHEN  
TELEVISION  
SELLS...**

***Furniture  
IN  
SYRACUSE***

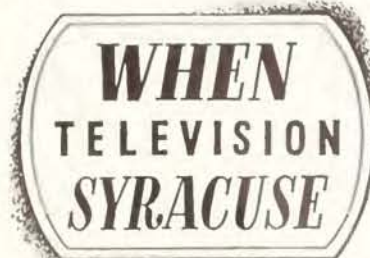


Brothers Chet and Stanley Sagenkahn of the Sagenkahn Furniture Galleries have been on **WHEN** television for over two years. They attribute the year-round success of the **BARCALOUNGER** Heart Chair to their TV promotion of this item which retails at an average price of \$165. **WHEN** television sells for Sagenkahn!

**Say WHEN**  
TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

CBS • ABC • DUMONT



OWNED BY THE  
MEREDITH PUBLISHING CO.



**agency profile**

**Ray Vir Den**  
President, Lennen & Mitchell

Fun-loving Ray Vir Den delights in deflating stuffed shirts. But somehow—with his gusty good humor and his really keen sensitivity to other mortals—he manages to make 'em like it.

He's the vigorous, vital kind of president you'd probably expect to find at the helm of an agency as alert and enterprising as Lennen & Mitchell has been for 27 years. For instance, L & M's pioneering spirit made it venture brazenly, and in a big way, into radio way back when that medium was yet a mere babe. Broadcast media have continued important to L & M clients. This year, AM and TV get approximately a 50% slice of better than \$16,000,000 in billings.

But L & M is no more alert and enterprising than dignity-trampling Ray Vir Den. Born the son of a hell-and-damnation preaching Methodist minister in Wheeler, Indiana, 1895, Ray helped his dad shout about the benefits of prohibition to whiskey-loving Indians in Oklahoma where the family had moved. It was his promising tenor voice, encouraged by a high school music teacher, that brought teen-aged Ray to New York with high hopes for a singing career. However, it was his desire to eat more sumptuously than a singer's salary would allow that made him switch to the business world and a junior partnership in a Wall Street investment firm.

In 1929, while still a Wall Street customer's man, his friend (and he has hordes of them) Jack Mitchell of Lennen & Mitchell told him that they needed some new ad ideas for their accounts. Ray, interested, produced a batch and to his amazement, he was offered \$100 apiece for them. After that, it was the advertising business—and L & M—for him.

Ray's idea-producing propensities were especially attractive to L & M because it prides itself on being what it calls an "idea shop." Whenever a fresh slant on an account is sought, everybody in the agency is invited to contribute ideas. That this philosophy has paid off is attested to by the way accounts tend to stick to L & M: P. Lorillard has been with them for 26 years; Tide Water Oil, 23 years; Scripps-Howard, 22 years; Lehu & Fink, 20 years; Swedish-American Line, 14 years.

At least one show on radio or TV every night is being bankrolled by an L & M client, reports Ray Vir Den. P. Lorillard *alone* has *Original Amateur Hour*, *Down You Go*, *Stop the Music*, and *Madison Square Garden Sports Events* on TV, as well as *Queen for a Day*, *Stop the Music*, and *Original Amateur Hour* on radio.

Ray is an enthusiastic "free enterpriser" and looks eagerly forward to the big TV thaw, which, he feels, will bring down the high cost of TV. ★★★



**“early daytime  
television  
hasn’t seen  
anything  
... yet!”**

*It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new*

**RALPH EDWARDS SHOW**

And little wonder, for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social . . .

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made “Truth or Consequences” a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

At 12:30 on January 7 the fun begins (not so funny for advertisers who miss the bus).

Better talk to us right away about a most reasonably priced 15-minute segment.

**THE RALPH EDWARDS SHOW**

12:30 TO 1 P.M. EST

**NBC TELEVISION**

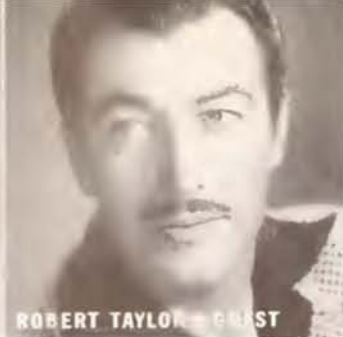
30 Rockefeller Plaza, New York 20, N. Y.

*A Service of Radio Corporation of America*





N. 8-8:30 P. M. ... TE DAVIS \* ... EAR"



ROBERT TAYLOR \* GUEST

the biggest PLUS in network radio history: 10 all-star shows



BURGESS MEREDITH

# the movie stars are moving to MUTU

in 6 prime evening hours every week starting New Year's Eve



CHARLES BRONSON \* GUEST



REX HARRISON \* GUEST

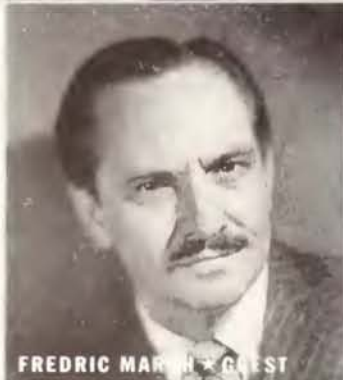


LILLI PALMER \* GUEST



MARLENE DIETRICH \* GUEST

Leo (MGM) Lion provides Hollywood star-talent...



FREDRIC MARCH \* GUEST



FLORENCE ELDRIDGE \* GUEST



TUE. 8:30-9 P. M. ... LEW AYRES \* GUEST

and Mr. (MBS) PLUS provides new Multi-Message Plan for unprecedented advertiser benefits



... GUEST



AVA GARDNER \* GUEST



... 8:30-9 P. M. ... THE GRANT FIELDS SHOW"



10 P.M. EST  
SOUTHERN ★ "ADVENTURES OF MAISIE"



BARBARA STANWYCK ★ GUEST



THU. 8-8:30 P.M. EST  
ERROL FLYNN ★ "THE ADVENTURES OF CASPER"

**FOR NATIONAL ADVERTISERS...**

- ☆ Bette Davis & George Brent
- ☆ Orson Welles
- ☆ MGM Musical Comedy of the Air
- ☆ Errol Flynn
- ☆ Ann Sothorn

**...the MUTUAL broadcasting system**

**FOR LOCAL ADVERTISERS...**

- ☆ Crime Does Not Pay
- ☆ Lew Ayres & Lionel Barrymore
- ☆ Mickey Rooney & Lewis Stone
- ☆ Gracie Fields
- ☆ MGM Theatre



DEBORAH KERR ★ GUEST



...OF DR. WILDARE"



JANE WYATT ★ GUEST



THU. 8-30-9 P.M. EST  
MICKEY ROONEY ★ LEWIS STONE ★ "THE HARDY FAMILY"



SULLAVAN ★ GUEST



TUE. 8-8:30 P.M. EST



for facts on  
how to reach  
the most-per-dollar  
in all radio, call:  
**MBS-PE 6-9600**



## HERE are the 1951 Pulse markets . . .

New York	Boston
Cincinnati	Birmingham
Los Angeles	Minn.-St. Paul
Seattle	Detroit
Miami	Rochester
Charlotte	Reading
Lancaster	Augusta
Oklahoma City	Manchester
Fargo	Waterbury
Fresno	Keene, N. H.
Los Alamos	Bangor
Warcaster	Wilkes-Barre
Syracuse	Eric
Cleveland	Narfolk
Buffalo	Dayton
Chicago	Philadelphia
San Francisco	New Orleans
Richmond	St. Louis
Albuquerque	Atlanta
Columbia	Cleveland
Modesto	Saginaw
Akran	Madison
Albany	Trenton
Santa Fe	Utica-Rame
Springfield	Bakersfield
Yark	Shenandoah
Omaha	Indianapolis
Columbus	New Haven
Washington, D. C.	
Narthern New Jersey	
Jamestown, N. D.	

For 1952, an even bigger list will be available.

Advertising agencies, advertisers, and stations are invited to participate.

For information . . .

ASK THE PULSE

**THE PULSE Incorporated**  
15 West 46th Street  
New York 36, N. Y.

## SERUTAN

(Continued from page 31)

a third of his ad dollars into airselling — Serutan's share for radio and TV is rather startling.

Out of a total Serutan Company budget (all products) of approximately \$2,500,000, the firm is today spending about 65% of it on the air, using network radio and TV and spot broadcasting. Here's where the money goes:

- At the national level, Serutan goes after the "over 35" consumer with *Victor H. Lindlahr* on virtually the full ABC radio web. Lindlahr, a diet authority with a kind of watered-down Gayclord Hauser approach, is heard daily, in a 12:15 to 12:30 p.m. slot. In TV, Serutan is a participating advertiser in one of the two DuMont drug chain video shows. Serutan TV film commercials are seen weekly during the Friday-night, 10:00 to 11:00 p.m. telecasts of *Cavalcade of Stars* with Jackie Gleason. Earlier this year, Serutan was also in *Cavalcade of Bands*, but has been taking a breather since the show was replaced with *Cosmopolitan Theatre*. Another net TV show, *Life Begins at 30*, is expected to start shortly on DuMont.

- At the local level, Serutan airs the Lindlahr show on a transcribed spot radio basis on some eight key radio outlets, like WCOP, Boston, and WTAM, Cleveland, to supplement its coverage. Filmed TV announcements are used in a few key markets, mostly in the East, although more are on the way. Time slots are bought with an eye for a large number of adults in the audience. A series of filmed TV announcements and/or programs featuring Lindlahr, air salesmen *extraordinaire* for Serutan from the beginning, is also in the works.

- At supporting levels, Serutan splits up 30% of its total budget for newspapers and Sunday supplements, trade advertising, and national magazines. The remaining 5% goes into other items like extensive display and point-of-purchase pieces.

At all levels of advertising, Serutan weaves its radio and TV selling in and out of its other promotion. The result is an advertising fabric that is tight as British gabardine, and just as smooth. Serutan shows and personalities, in recent years, have been thoroughly cross-plugged and merchandised to the public and the trade. Broadcast advertising carries the heavy, day-to-

day load. Other consumer advertising is designed primarily to use large chunks of copy to tell an occasional story in full detail. All advertising is designed media-wise and copy-wise to reach and impress the "over 35" consumer.

Hard-hitting and well-planned, Serutan advertising (via Roy S. Durstine until 1 January 1952, when Franklin Bruck takes over most of it) is still a lineal descendant of the original advertising formula. It is also pretty much the creation of Serutan president Matthew B. Rosenhaus, who started the whole thing in the mid-1930's.

When Rosenhaus launched Serutan and invented its name, he was sticking his neck out, both with the product and the approach to the consumer. For one thing, Rosenhaus was not aiming at everyone in sight. The product was designed specifically for the "over 35" consumer. Thus self-limited, the advertising approach had to be aimed at this group to avoid waste motion. However, Rosenhaus' idea has proved to be crazy like a fox.

Take the matter of the consuming market. Even in the early days, some 60,000,000 people were his potential buyers. Today, with increased life expectancy, it's closer to 70,000,000. Not only that, but most of the laxatives bought are purchased by people in their 30's and upwards who are beginning to slow down and worry about their health. This includes about 50% of the U. S. population.

With most of the nation's buying power and health worries concentrated in this group, Rosenhaus soon found he was on to a good thing. Serutan has since launched its other products (such as Geritol), aimed at even older groups, and then gone after them with rifle-accuracy advertising. The rising science of geriatrics has merely proved Serutan's point: Products aimed at the

**BEAUTIFUL GIRLS  
get lots of BCU's  
(big close-ups)  
But the real star  
of our TV spots  
is . . . SELL!**

**Telepix**

6233 Hollywood Blvd., Hollywood  
155 E. Ohio Street, Chicago

middle-aged and elderly American can be a success, if they're sold properly.

Even the Serutan-owned magazine, *Journal of Living*, a sort of joy-through-health *Reader's Digest*, has been a thumping success. (Incidentally, health commentator Lindlahr writes a regular column for the *Journal of Living*, furthering Serutan's everything-plugs-everything-else strategy.)

Serutan picked New York as its test market when the product first appeared. Since Serutan's plant and offices are in the New York area, it seemed like a good though ambitious choice, since officials could keep a close watch on results. Lindlahr, who had been selling various health-promoting items for Serutan's predecessor company (Health Aids) on WAAT as early as 1929, was chosen to go on the air. While Serutan executives and salesmen scurried around filling up the distribution channels, Lindlahr began to do a bang-up job with a daily 15-minute show on WOR. The campaign was backstopped with large-space newspaper ads in New York.

Recalls agencyman Franklin Bruck, original ad counsel for Serutan who lost the account 10 years ago, watched it pass through three other agencies, and now has it back again: "We tested the product and the radio approach thoroughly before we began to expand nationally. Sampling offers gave us a good clue to our market, and we concentrated on the 'over 35' group in all advertising. It was a hit right from the start."

Market expansions were then done in large leaps. Distribution was completed before anything like a really national radio effort began to go to work for Serutan in the fall of 1941. That was when Serutan began sponsoring a Sunday-night newscast series with Drew Pearson and Robert S. Allen on the then Blue Network of NBC, which lasted until the middle of 1944. Other programs, aimed at the "over 35" listener, soon followed.

Here's a capsule summary of Serutan's air progress.

*A. L. Alexander's Mediation Board* (MBS, 1943-'46); *Monday Morning Headlines* (ABC, 1944-'46); *Hymns You Love* (MBS, 1945-'46); *Letters to Lindlahr* (MBS, 1945-'49); *Gabriel Heatter* (MBS, 1946-'49); *Victor H. Lindlahr* (ABC, Sept. 1949 and still on); *Edwin C. Hill* (ABC, 1950-'51); *John B. Kennedy* (ABC, 1950-'51); *Headlines in the News* (ABC, April-

## 5 star participation shows in a top TV sales market

At low participation rates, these top-rated programs offer you ready-made and responsive audiences in America's fastest-growing TV area. All 5 shows have proven sales records for national advertisers. Phone Blair TV or write direct for program resumes.



◀ "Armchair Theater" 11:10 P. M.

Top-rated daily late evening show featuring first TV runs of outstanding films by famous stars. Offers top value for your TV advertising dollar.

▶ "Jean's Kitchen Fair" with Jean Phair 10:45 A. M.

This top home economist has built a "must see" audience of homemakers in the big WBNS-TV area. It's your key to central Ohio's TV kitchens.



▶ "Western Roundup" with The Wrangler and Blackie

From 1:15 to 6:00 P.M. the whole gang gathers around the chuck wagon for western lore, rope tricks, drawings of personal brands and western films.



▲ "Sharp Comments" with Fern Sharp 3:30 P. M.

A unique variety program for women by a leader for over 12 years in presenting fashion, food and homemaking news to women of central Ohio.



▲ "Homemakers Hob Nob" 10:00 A. M.

From "Slick Tricks" to "Buying Tips" Jeanne Shea, Tom Gleba and cast of 1 blend the best features of the "Women's Page" into this fast-moving popular program.



# wbns-tv

COLUMBUS, OHIO  
CHANNEL 10

CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

Sept. 1951). A glance at the above will reveal an interesting fact. Serutan's radio network philosophy consists basically of frequently having *two*, and sometimes *three* radio network shows going at once. These are usually of a five-times-weekly, quarter-hour variety to get repetition of impact. Research breakdowns show the audience of these shows to be primarily in the adult, 35-and-up category. Serutan wants to hit.

After some trial warm-ups, TV was added in 1949, with the two DuMont *Cavalcade* shows. These have proved to be efficient merchandising vehicles

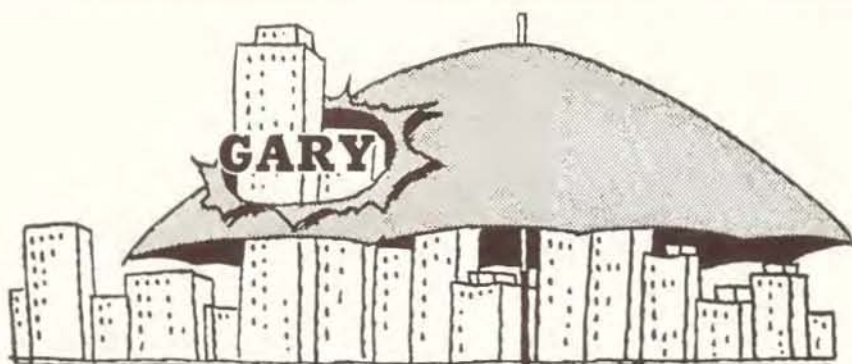
for Serutan, and for its newer products. Spot radio and TV were added at about the same time. Needless to say, there are good-sized Serutan schedules on Newark's WAAT and WATV, one of the minor reasons why Serutan's Matthew B. Rosenhaus is so air-minded.

Serutan commercials are hard-hitting and are divided about evenly in stress between the emotional fears of growing old and the "nature" aspect (no drugs, salts, etc.) of the product. A typical commercial might run along these lines: "As you grow older,

haven't you noticed—the more pills you take the worse you get? Now, there is a newer—a safer—a more effective way to daily regularity. One designed especially for people over 35. It is SERUTAN—based on nature's fresh fruit and vegetable principle—the effective method that today stands medically approved." These themes are worked over thoroughly, hitting the "over 35" angles, the natural mildness of Serutan, double-your-money-back offers, and the fact that Serutan is non-habit-forming.

Commercials for the other Serutan products are only a side issue to the main selling done on the laxative product. The approaches for these products are very similar. They usually revolve around the general theme of health and good looks—even if the listener is on the wintry side of 35.

The men behind Serutan advertising, at the client level, are its president, M. B. Rosenhaus, and his assistant, Sam-



You can't cover Indiana's #2 market from another state.

Our rates are local and include complete merchandising distribution and promotion assistance.

We serve 400,000 loyal listeners in Negro, rural, industrial, and four nationality groups.

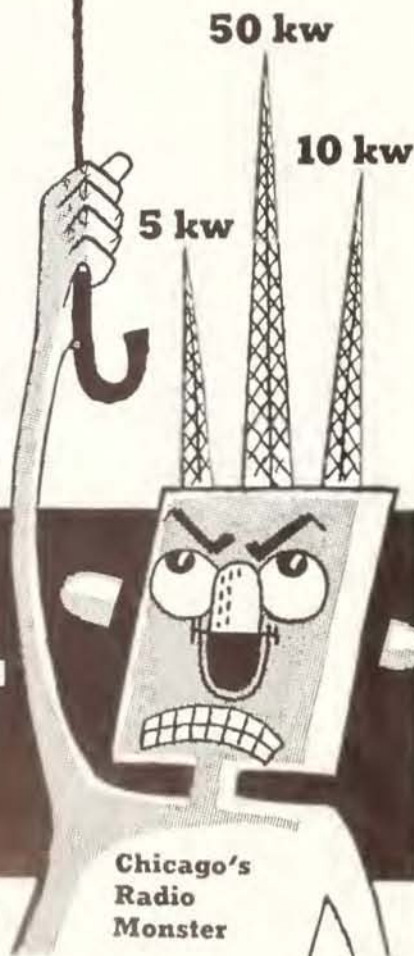
Only the Gary Sales Plan sells Indiana's second market.

Call us without obligation.

*Don O. Coe*  
Gen. Mgr.—WWCA

# WWCA

## Gary Indiana's No. 2 Market



★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
"We have found that TV homes—far from being lost to radio in the evening hours—account proportionately for fully 30% as much AM listening as radio-only homes."

JOHN KAROL  
V.P. Charge of Sales, CBS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

nel Tedlow, as well as Harry Parness, the firm's sales manager in charge of all merchandising. Sam Tedlow, incidentally, usually winters in Serutan's Miami office, both for the climate and because Lindlahr records his program and lives there. Other Serutan brass trek back and forth from New York to Miami during the cold months.

Soon to take over the agency duties from Roy S. Durstine is the Franklin Bruck agency, who lost it to Raymond Spector, who lost it to Grant, who lost it to Durstine. Grey agency handles R.D.X. At the Bruck agency, Franklin Bruck himself supervises the account, and M. J. Kleinfeld is in charge of radio and TV activities. Assumption of agency responsibility will take effect with the New Year for Bruck, covering all Serutan products except R.D.X.

One of the major effects of Serutan's air advertising has been to make the "spell it backwards" aspect of the product, a gimmick coined with advertising genius by Rosenhaus, part of the nation's folklore. Not only do customers often recall the name, or have it stick in their minds, by this process, but it is a standard item in the gag file of many

a radio or TV comedian.

Recently, according to one of his associates, Matthew Rosenhaus was at home, enjoying the *Red Skelton Show* on CBS. Rubber-faced Skelton had adopted a conspiratorial air with one of the show's stooges.

"What are you doing these days, Red?" asked Skelton's straight man.

"I'm a bootlegger."

"A bootlegger? What d'ya mean?"

"I'm bootlegging Serutan to men under 35," chuckled Skelton.

Rosenhaus, who might have winced painfully in Serutan's early days, just smiled a quiet smile. ★ ★ ★

## LET SALESMAN IN

(Continued from page 29)

made extensive use of this practice with Morton Downey, who worked the East, and Edgar Bergen, on the West Coast, both of whom gave military camp shows during good weather. Local Coke bottlers, who foot half the advertising budget, went all out for the personal tours. It proved to them that the talent was really pushing the product.

The latest twist to the talent-salesmen contact technique was innovated by brewers P. Ballantine & Sons, co-sponsors of the Yankee baseball broadcasts over WMGM, New York. Ballantine brought its beer and ale salesmen to the broadcasting booth, where announcer Mel Allen asked them questions about their family, business background, and personal ambitions.

Tickets to broadcasts also help the salesman identify himself with the advertising. It gives his personal prestige a boost, when dealers and acquaintances ask him for "a couple of tickets to the next broadcast."

Bab-O never found its office or sales staff very much interested in air advertising until the company bought a half-hour, every other week, of the Wednesday TV *Kate Smith Evening Hour*. It's the same story with U. S. Steel, which uses radio strictly for prestige. The company found its *Theatre Guild* over NBC strongly attractive to the sales force and must answer a steady stream of ticket requests.

Several sponsors, like the Lincoln-Mercury dealers, have put a fine polish on the practice of tying activity of their local dealers in with national advertising. Mercury dealers peg their national message broadcast by Ed Sul-

# ONLY ONE STATION COVERS

The SEVENTEENTH STATE\*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

\*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

# WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

REPRESENTED NATIONALLY BY NBC SPOT SALES

WATCH  
OUR  
SPACE  
for  
*S-p-e-e-d-y*  
THE  
PIONEER



livan via the CBS-TV *Toast of the Town*. Each week, when Ed Sullivan sounds off on a specific aspect of the business—used cars, for instance—dealers fall right into step with local promotion. They'll hang sales window banners and run newspaper ads, announcing. "Ed Sullivan, your host of *Toast of the Town*, says 'See this week's Lincoln-Mercury used car specials today.'" In this way, dealers used national advertising as a wedge for local sales. Sullivan backs up the tie-in with frequent personal appearances and visits to dealers' showrooms.

Another variation on the tie-in theme was worked by advertising manager

\* \* \* \* \*

\*\*We have every reason to hope for, and expect, continuing and expanding prosperity in our business, for radio is an integral part of American living to-

HAROLD E. FELLOWS  
President, NARTB

\* \* \* \* \*

Lee Mack Marshall of Continental Baking Company. About a year ago, Continental began sponsoring Hopalong Cassidy on TV in Davenport, Ia., then moved the show into Tulsa, Oklahoma City, Memphis, and Des Moines (areas where General Foods wasn't using the great cowboy defender of justice). At the outset Marshall roped his Wonder Bread and Hostess Cake salesmen directly into broadcast promotion.

For three days prior to the premiere of Continental's Hoppie, salesmen wore cowboy hats and kerchiefs. This neat bit of showmanship stimulated a lot of comment and laughs, but it also impressed dealers and the public with the fact that Hoppie was coming to town.

Nothing convinces a salesman of national advertising's value to him so much as the dollar in his pocket. Numerous company studies by the Psychological Corporation show that the best salesmen are money-hungry. When air advertising produces orders, salesmen become sold on the medium.

Two insurance companies, Prudential Life Insurance and Equitable Life Assurance Society, link their agents in the field directly to radio broadcasting. Agents in both companies know that a part of their commissions is being produced by national air advertising.

Prudential uses the five-day-a-week *Jack Berch Show* over ABC. Berch, a powerful salesman in his own right, sold the program to the agents by addressing sales meetings and accompanying individual agents on their daily

rounds. His program has elicited a phenomenal response from listeners, running as high as six million letters a week. Many letters contain a request for a Prudential health pamphlet or other material and represent a lead to a possible new policy-holder. The information is immediately sent to the local agent who answers the request and uses it as an introduction. The Berch show has won over the sales force, for it's led to sales for hundreds of agents from coast to coast.

At Equitable, advertising manager Leslie R. Shope says *This Is Your FBI* over the ABC network must help the agents, else the program is ineffective. "Prestige is not enough," Shope insists. "The program must promote sales."

Equitable employs *FBI* as a bridge between the listener and the agent. The radio announcer plugs a specific type of insurance and tells the listener to contact the local agent. Before this promotion was aired, the company sent its agents varied selling material, all keyed to the commercial. The agents, in turn, relayed the literature to prospective clients. An enclosed card read, in part, "For full details about this chart, listen to *This Is Your FBI*. Be my guest next Friday night."

Equitable keeps selling the program to the sales force through these promotional tie-ins, the house organ and special pamphlets. Shope reminds the agents of the size and calibre of the audience, as well as the prime fact that the program has proven greatly responsible for a 13% increase in sales.

Agents have reacted with letters to the home office. Here are a few excerpts:

"It's a calling card. People say, 'Oh, you're from the FBI company'."

"Radio promotion has been of inestimable value in identifying myself with a widely-known company and a widely-heard program." — From an Oakland, Cal., agent who produced \$122,000 last year from radio leads.

"Radio promotion makes sales easy." — From a Denver agent after producing \$100,000 via broadcasts.

"I have followed radio promotion plan and cashed in." — From a Hot Springs, Ark., agent after selling 11 policies for \$89,000 during a Retirement Income promotion.

Equitable agents understand the program's value to them. It has opened doors to sales. It works.

While every advertising manager, (Please turn to page 64)



# TV commercials...

by **BOB FOREMAN**

A network television potentate recently bared what could be the most insidious scheme since the wooden horse. He said he envisages TV-of-the-future, at least as far as his network is concerned, as a sort of *Life* magazine, programmed by the network and doled out to advertisers on a participating basis alone. I hope very fervently that this gentleman gets no farther than he can throw a 20-inch console.

The Saturday night NBC line-up is a slice of the same kind of pie, likewise the Kate Smith nighttime opus. The only difference in the two is that the rating of the former extravaganza could justify most anything, and the rating of the latter makes any argument for it a lot harder to swallow—especially at its \$40,000 per hour talent tab.

I suppose this participation-idea was developed by CBS. Some time ago that network discovered how often you could dissect an individual (Arthur Godfrey) and still market the pieces. But regardless of where the scheme came from, or how fallow it lies at the moment, I think the people in the busi-

ness of advertising should examine it very closely. Obviously, Operation Participation would give 100% control of program (as well as time) to the networks. Today that percentage is high enough, but it isn't complete — something they may decry and I, for one, prefer since I'm not even slightly convinced of the validity of the oft-aired view that the ineptitude of agency-plus-advertiser is what trades down the quality of television entertainment today. This very (popular though somewhat hackneyed) concept of who narrows the medium is based on the whimsey that consumer dollars are so all-consuming, no new ideas or great ideas or big ideas ever find their way onto the air. It's just so much hogwash.

For example, last week I attended a meeting in which the president of a large food company expressed his own as well as his company's interest in doing something of a really substantial as well as educational nature on television. There was nothing on the air or available at the networks to meet his criteria. I can't help but contrast

(Please turn to page —)

leering out of the family receivers.

I know a few guys who'll re-design the card for about \$7.50. Maybe I can make a deal; in fact, maybe there's a great future in designing these call-letter cards so they look somewhat attractive, can be read without undue effort, and still leave room for the sale of advertising. Most of 'em I've seen so far can stand editing.

## TV review

SPONSOR: **U. S. Navy**  
AGENCY: **Direct**  
PROGRAM: **Public Service Announcements, WPIX**

By use of very limited animation (sliding figures, cell overlays, etc.), the Navy has developed a spot which covers a great deal

of ground, while maintaining a high level of interest. The announcement begins with a chap-getting-nowhere on a park bench, wench beside him. A Navy poster talks, and he then learns what the Navy offers. We get a series of limited animation shots of the various phases of the service, winding up with our chap now wearing Navy garb and winning the gal.

I liked the spot. I found the technique superb as such, but I quarrel with its use for this subject. When our navy-prospect was learning what the Navy offered, realism, I felt, was an essential. Why avoid the drama of carrier-based planes taking off, radar-equipment in full play, and all the other things which "young men between 17 and 21" want to see? Can any line drawing ever do justice to these? Not by a homb-sight!

## TV review

SPONSOR: **Toni Home Permanent**  
AGENCY: **Footo, Conc and Belding, N.Y.**  
PROGRAM: **"Arthur Godfrey and His Friends," CBS-TV**

Although due copy was recently devoted to Toni's efforts, I feel compelled to take up one of their recent commercials (14 November) which I caught on the above show, since it was one of the most thoroughly enjoyable as well as convincing pieces of advertising copy I have come into contact with. In case you didn't catch it, I refer to the segment in the Godfrey hour-long potpourri, sponsored by Toni and White Rain. This specific commercial hit a new high in selling entertainingly without any loss of impact or advertising solidity (as so often happens when entertainment is diffused with advertising). It was staged around four little girls and Mr. G. himself.

Arthur got down on his knees in the midst of this cute quartet and talked to them about their hair (naturally). Two of the youngsters had Tonis and two didn't. Their answers were completely spontaneous. In fact, one couldn't remember her own age and another said she had received her Toni during the summer — months before — which Arthur doubted aloud to the audience.

The story was basically that Toni is mild enough for children, yet permanent enough for all the gyrations a summer-swimming youngster goes through and natural enough so you can't tell it from a four-year-old's own God-given curls. Every possible commercial point was made without a touch of phony-ness, with a trace of studied commercialism, and without one iota of boredom.

I can't possibly think how a more convincingly presented story could have been constructed than what I saw Godfrey and these four youngsters offer this night. Perhaps there's a lesson in this to all advertisers who insist on rote copy delivered without so much as a comma altered once their legal eagles have okayed it.

## TV review

SPONSOR: **CBS-TV**  
AGENCY: **Direct**  
PROGRAM: **Station Identification, CBS-TV**

As a former student of Aristophanes, I'm highly partial to allegory. Toss a bit of classic symbolism my way, and you'll find me contentedly chewing on it for hours. But, doggone, where did CBS get the idea for that horrible-looking three-tone eye, plastered with call letters, that stares out at me nowadays?

Of course, I really know. Someone over at the network figured out that television is visual and the human eye makes it all possible. Clever, huh? Like those bank ads with pictures of Gibraltar in 'em! Despite the cornyness of the concept, I can't conceive of an uglier telop than this bilious-looking orb

## LET SALESMEN IN

(Continued from page 62)

with but one exception, in this survey recognized the need for close teamwork between advertising and sales force, many give this aspect of their work a mere token gesture.

The advertising agencies consulted by SPONSOR also agreed on the importance of integration, but several had doubts about their roles in this field of merchandising. "We're not going to tell the client what to do within his or-

ganization," one account executive said. "That's strictly his business."

Kenyon & Eckhardt, however, which handles air advertising with the Leo Burnett agency for Kellogg cereals, took an active part in a recent Kellogg sales convention. Agency people gave district and divisional sales managers a detailed picture of advertising plans by showing films and kinescopes of future TV show.

This survey by SPONSOR indicates a definite trend toward closer integration of advertising and salesmen. Many

companies are slow in grasping the full importance of the movement. Those advertisers in the lead of the trend have discovered an extra pay-off on their advertising dollar. ★★★

## MEN, MONEY MOTIVES

(Continued from page 6)

Our point should be clear. There is gradually emerging as time goes on a new set of corporate folkways covering the pagan celebration of Holy Christmas. Perhaps some time these folkways will be as precise as the etiquette of the ordinary after-work cocktail parties thrown by a radio or television station sales representative, on behalf of a visiting local station sales executive for the purpose of bringing together a hand-picked galaxy of timebuyers.

\* \* \*

This has been a very active fall social season in the Manhattan sector, with radio stations especially feeling the need to do some competitive fence-repairing. A typical Manhattan "party" starting around 6 p.m. sees anywhere from 30 to 50 timebuyers from agencies invited to meet the visiting sales manager, or owner, of the station. Such parties cost from around \$800 for a small affair to \$1,800 for a more stylish and numerous attended pitch. But let nobody imagine for a moment that these parties are either open houses or purely social. To make either assumption is to overlook, or not understand, the rigid etiquette which has developed, especially since the war.

\* \* \*

Here's the curious angle: although the timebuyer seems to be a lie-god or she-god, and his or her presence makes or breaks the success of the sales cocktail gathering, there is a clearly recognized etiquette against timebuyers bringing along wives or husbands or sweethearts or even (get this) uninvited assistant timebuyers. The invitation list has been carefully planned, the budget, too, and it is not taken good-naturedly if agency characters disrupt the neat arrangements.

\* \* \*

If the regular everyday sales cocktail party, offering the timebuyer some relaxation after work hours, combined with more shop talk, has perfected such precise rules of conduct, it may be that the whole hocus-pocus of uniting alcohol and economics will ultimately be reduced to a code a la Emily Post. ★★★

# 17 OUT OF 18 PREFER WDAY, FARGO!



Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined\*!

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

\*Despite the fact that the other three major networks maintain local studios!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

Free & Peters, Inc., Exclusive National Representatives

## TV COMMERCIALS

(Continued from page 63)

this desire of a sponsor with some of the network "franchise holders" that are actually being broadcast: the chemistry-teacher type "science" show, the grainy films on how the praying mantis snares its breakfast, and those phoney panel programs that are supposed to be newsworthy, intellectual, and informative but are just downright dull.

One of the Warner brothers is reported to have said to an eager young writer—"If you want a new idea, look in the files." This might well be applied to the daring originality displayed by NBC in putting on the Kate Smith evening shindig on the heels of her tremendous success in the daytime strip.

What is also disconcerting as well as of vital interest to all is that the Participation Plan will make it absolutely certain only top-budgeted advertisers can get into nighttime programing. The price of a one-minute participation in *Your Show of Shows* was a cool \$8,890 in 1950 (when NBC was out begging their first sponsors to try this venture)—or about 100% more than you would have had to pay for the same number of spots bought locally on the same number of stations (had minute announcements been available on such a line-up). Today that participation, with 10,190,900 increased sets available to be sure, and a proved rating available, costs \$15,900 just for a one-minute announcement, mind you, once a week—and this show which "you are sponsoring" on TV is also being claimed by six other advertisers.

Which leads me to my last and probably deepest rancor—something which I touched on a few issues back. To my way of thinking, one of the most valuable things television can offer an advertiser is a lock-stock-and-barrel association with the right type of program.

I don't think you could ever measure this virtue, but if Peggy Wood doesn't make more people buy Maxwell House just by being "Mama" than even the commercials themselves do, I'll eat grounds for a month. On the other hand, if our aforementioned pal got hold of this program and forced Maxwell House to split it with, say, two other advertisers, I think one of the best vehicles in television would be just another program—from the advertising standpoint.

Maybe Chesterfields and Lipton's

- Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money!



- Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

**"It's The DETROIT Area's Greater Buy!"**

Guardian Bldg. • Detroit 26

ADAM J. YOUNG, JR., INC., Nat'l Rep. • J. E. CAMPEAU, President

and that meat company and the Glass Waxers and all don't mind sharing Godfrey, but it sure would be nice to be flying solo.

So as I said—I hope no network is out to do what I a-heard because if it turns out that way, four men in four networks might very well become our Commissars of Television Enlightenment and the only TV job of any consequence in the 3,000 advertising agencies will be that of timebuyer. \*\*\*

## BAB'S 1952 PLANS

(Continued from page 37)

media, when all are reduced to common denominators, will be another major service to national and local advertisers.

Other media, like magazines, newspapers, outdoor, etc., will be weighed against radio, and the cost and audience comparisons made clear.

Hint: Early BAB check-ups have revealed glaring holes in publication and newspaper promotions. When measured against radio, BAB feels, many an established publication will take

some mighty hard knocks. This should help change many an advertiser's mind about radio.

3. *Special marketing studies will be done by BAB, in conjunction with ARBI (Advertising Research Bureau, Inc., Seattle).*

These will show how radio, in specially-selected test areas, motivates consumer purchases through extensive interviews at check-out counters. Some ARBI studies have been done, several more are now in the works. Other special projects will include an upcoming study, of particular interest to automotive and petroleum advertisers at all levels, which will measure auto-radio listening, including that done in the winter months, as compared to summer. These are timetabled for April, or earlier.

4. *BAB personnel will make many more personal calls on advertisers and agency men than in the past.*

Where BAB was once confined, a few seasons ago, to limited assistance to local stations, BAB men will now have more time, more facts for the man who pays the bills. Nearly 200 calls on all types of national, national-and-co-op,

and local advertisers will be made between January 1952 and the end of the first quarter. They *won't* be "quickie" calls with a general story, either. BAB representatives will be seeing at least three or four people (ad managers, sales managers, merchandising managers) on each call, with radio presentations geared specifically for particular industries. BAB expects real results for radio from this "personalized," approach.

5. *The farm market, where radio is still the best and most efficient way to reach the farm consumer, will be explored and charted.*

Everything, from data covering listening habits to radio results in this field, will be covered, assembled, and passed on to advertisers by BAB, and by stations working with BAB. Early data indicates that these farm studies will be eye-opening.

6. *Industry news, in a semi-monthly newsletter format, will be sent very soon as a direct-mail promotion to agencies and advertisers.*

This new newsletter will keep them informed on what's happening in radio advertising.

C.51. "TOP-DOG" ON THE COAST

Top Dog Says: "... Just dreaming of the B. C. forest wealth in the CKNW area, where payrolls are Canada's highest and 'NW has 25% more listeners—according to every survey this year."

**"TOP-DOG" on your dial CKNW-1320.**

7. To stimulate more and better co-op advertising in radio, between national or big regional advertisers and their dealers, stations will be supplied with ever-increasing data on co-op campaign ideas.

BAB plans to reach the large advertiser at both levels: at the national level with sales calls, presentations, etc.; at the local level, by having stations call on dealers with full information, ideas, and plans. BAB feels this stepped-up both-ends-against-the-middle approach will result in more big advertisers becoming aware of the opportunities and advantages of co-op radio efforts with

★ ★ ★ ★ ★ ★ ★ ★  
“The basic thing wrong (in radio over-commercialization) is that some advertisers stick as close to the truth as they have to under the FTC, but by weasel words and tricky production, give inferences contrary to the truth.”

BRIG.-GEN. KEN R. DYKE  
Vice Pres., Programing, NBC

★ ★ ★ ★ ★ ★ ★ ★

local-level dealers and distributors. This will continue throughout 1952.

8. As a further assistance in helping local retailers and merchants with their use of local-level radio, BAB will issue a constant stream of other promotional radio material.

These will include the famous BAB Retail Information Folders, sales and merchandising ideas going out to 950 BAB-member stations. Starting in January, BAB will have several new local-level services as well. These will include a radio research library (containing valuable data on local-level radio), a series of copy-writing aids, new and useful case-history studies, and a calendar of special retail merchandising opportunities (Christmas, St. Valentine's Day, etc.) and how they can be related to radio.

That's the 1952 BAB story, and that's what broadcast advertisers will soon be seeing (and using) because of the BAB.

Actually, the streamlined services of BAB will now be quite comparative to those offered by other industry-supported media promotional organizations, like the ANPA. For instance, the new 1952 BAB will have sales analysis services, research services, and assistance to retailers (although most of the local-level assistance is routed via the stations) comparable to those of ANPA. It will have somewhat less to offer in the way of statistical services than the older and better-financed



## He rings a bell with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That's one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors . . . and brings in folding money too!

As Mr. Joseph P. Wortz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wilmington, Delaware:

“We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new business as a result of this particular program.”

The Fulton Lewis, Jr. program, currently sponsored on more than 370 stations by more than 570 advertisers, offers local advertisers a ready-made audience at local time cost. There may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

# results

44% NET INCREASE

In the "re-appraisal" of radio advertising, WPAT continues to sell its radio time on the basis of **RESULTS** for its advertisers.

- NET INCREASE OF 44% (January thru October, 1951 over 1950)
- 78 NEW ADVERTISERS DURING THIS PERIOD (Plus 61 Renewals of Running Accounts)
- FIGURES PREDICT "BANNER YEAR IN '52" (Current Business Approaching SR0)

**wpat**  
PATERSON NEW JERSEY

5,000 watts  
full time  
930 KC N. Y. N. J. CONN.

ANPA. It will have more to show via hard-hitting sales presentations.

The general organization of BAB has been changed only slightly for 1952. Still at the helm is Edgar Kobak, consultant and owner of WTWA, Thomson, Ga., as chairman. William B. Quarton, WMT, Cedar Rapids, Iowa, is secretary; Allen M. Woodall, WDAK, Columbus, Ga., is treasurer. These officers were elected at a meeting held 30 November in BAB's New York headquarters, at which time the 1952 plans were also approved by the BAB Board of Directors.

In addition, William B. Ryan was named to the dual capacity of BAB president and board member and BAB's Kevin Sweeney was named a vice president. Others in the 28-man group who run BAB (and handle its committees) include:

William J. Beaton, KWKW, Pasadena, Calif.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Gene L. Cagle, KFIZ, Ft. Worth, Tex.; Charles C. Caley, WMBD, Peoria, Ill.; Martin B. Campbell, WFAA, Dallas, Tex.; Robert E. Dunville, WLW, Cincinnati; Walter Evans, Westinghouse Radio Stations; Simon Goldman, WJTN, Jamestown, N. Y.; George C. Hatch, KALL, Salt Lake City; Eugene Katz, Katz Agency; Robert E. Kintner, American Broadcasting Company; William B. McGrath, WHDH, Boston; John F. Meagher, KYSN, Mankato, Minn.; Howard Meighan, Columbia Broadcasting System; J. Archie Morton, KJR, Seattle; John Patt, Goodwill Stations; H. Preston Peters, Free & Peters, Inc.; George B. Storer, The Fort Industry Company; Theodore C. Streibert, WOR, New York; Robert D. Swezey, WDSU, New Orleans; Donald W. Thornburgh, WCAU, Philadelphia; Niles Trammell, National Broadcasting Company; Frank White, Mutual Broadcasting System; Frederic Ziv, Frederic Ziv Company.

What the new-and-improved BAB will do during 1952 for advertisers was summed up neatly for SPONSOR by BAB's Kevin Sweeney: "We're not trying to do a puff campaign for radio. All we want to show is radio's true strength and radio's results for other advertisers. It's becoming increasingly important for advertisers to reach everyone in the country. We're convinced that our services and material can help advertisers do just that through radio." ★ ★ ★

*"People Sell Better than Paper"*

**... and You Can Cover  
Central New York with  
ONE Radio Station**

**WSYR ACUSE**  
570 KC

NBC Affiliate, WSYR-AM-FM-TV—the Only  
COMPLETE Broadcast Organization in Central New York

*Headley-Reed, National Representatives*

## CIGARETTE CLAIMS

(Continued from page 36)

government passes on the validity of all broadcast advertising *before* it goes on the air."

Critics within the broadcast advertising industry do not single out the tobacco companies because they are the worst offenders. Various patent medicines and soaps have long been under attack for their advertising. Nor is it suggested that the few offenses are symptomatic of all advertising. For example, out of 5,300 individual pieces of advertising copy studied under a 4A's grant by the National Association of Better Business Bureaus not too long ago, only 30, or less than 2%, were in any way objectionable. And of the hundreds of thousands of air and printed media ads examined annually by the Federal Trade Commission, only about 2 to 3% are found to be irresponsible.

Rather, cigarette advertising has come under critical scrutiny, only because outside investigators have condemned it recently. This, in turn, has led to widespread suggestions that the industry itself tighten up the policing of misleading and unbelievable commercials. In this article, SPONSOR will discuss some of the constructive steps that the industry has taken.

Most recent cigarette company to come under attack is Liggett & Myers' Chesterfields. In its October 1951 issue, the National Better Business Bureau devoted its entire bulletin to citing the Chesterfield radio and TV commercials as "willful disregard of truth in advertising."

The BBB added, "These statements, apparently the deduction of the Newington Foundation, were falsely attributed to the panel. . . . The five panel members did not make a fact-finding survey. They did not make a survey of all advertising, including radio and TV commercials. They merely expressed their lay personal opinions about certain copy that was submitted to them."

A more concerted drive against claims of cigarette advertisers has been made by the Federal Trade Commission. At various times since 1942, the FTC has issued "cease and desist" orders against five of the "Big Six" cigarette brands. Its protests, though, apply to just about every cigarette manufacturer. That's because tests

made for it by the Food and Drug Administration proved that smoke from all leading brands of cigarettes contain irritating substances (carbon dioxide, carbon monoxide, nicotine, ammonia, tars, formic acid) "in essentially the same quantities and degree."

Rebuttal by the cigarette advertisers varies from the practical to the defensive.

An advertising spokesman for the American Tobacco Company (which cites laboratory tests proving Luckies "better made" and of finer "quality" than the "smoke screen claims" of its five principal competitors) told SPON-

SOR: "The FTC allegations don't affect us. In the seven years or so it takes the Commission to get down to cases, we've long since gone on to new advertising campaigns. Developing a theme for a cigarette ad campaign is like staging the Rockette chorus productions. They're the same reliable girls, but wearing new dresses. I feel our current 'Claims! Claims! Claims!' strategy is a good hard-sell campaign, because it's based on what we feel are actual facts, not claims. When you get an informative story like this one, you don't pass it up."

A spokesman for Philip Morris &

# Radio Still Dominated THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

**WSBT**  
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Company: "What most concerns us is that almost 2,000,000 people have switched to Philip Morris because of our hard-sell 'nose test'. It works. In a way, smokers are like drunkards: they have a guilt feeling about the habit. So you have to sell them on the idea that the cigarette you offer them is less harmful than others. They like the idea that they're buying something superior. I don't think cigarette companies destroy the credibility of all advertising, even though the tobacco claims are more ostentatious. The rea-

son is that when a consumer gets rooked into buying a fraudulent patent medicine, say, he gets nothing for his money. But when the consumer is cajoled into buying another cigarette brand, even on a trick test, he still knows he's getting a good product at a low cost."

Richard Kelly, account executive at William Esty, for Camels: "Our 30-day mildness test is hard-sell, but it's also full of interest. In our cigarette commercials, we believe in balance."

Radio/TV executive at Sullivan,

Stauffer, Colwell & Bayles, handling the Pall Mall account: "All I know is that our hard-sell 'reason why' commercials have helped Pall Mall become the fastest-growing seller among the Big Six. We don't debunk other claims, like Luckies does. We use a positive claim: 'By actual measure, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild.' And we believe in the validity of our claim that the filter helps you guard against throat-scratch."

Gil Supple, assistant copy writer, Lennen & Mitchell, who works on the Old Gold account: "I think some of

**WSJS**

**Only ONE Station DOMINATES**  
This Rich, Growing 15-COUNTY MARKET  
WITH  
**1950 Per Capita Effective Buying Income of \$745.00\***

\*Sales Management, 1951 Survey of Buying Power

**WSJS**  
*The Journal Sentinel Station*  
AM-FM  
**WINSTON-SALEM**  
NBC Affiliate

Represented by  
HEADLEY REED CO

★ ★ ★ ★ ★ ★ ★ ★

"Once a TV commercial is actually in production, all the reins should be handed over without question to the producer. If he can't be relied on to function alone, if he really needs help, then you really need a new producer."

GARTH N. MONTGOMERY  
V. P., Radio/TV,  
Kenyon & Eckhardt, N. Y.

★ ★ ★ ★ ★ ★ ★ ★

the other cigarette advertising claims have gone to ludicrous lengths. We've introduced a note of sanity with our contention that we're tobacco men, not medicine men; and our 'treat instead of a treatment'. We don't sell graphs. We sell real, deepdown, smoking pleasure only."

J. V. Tarleton, account executive at Cumingham & Walsh, handling the Chesterfield account (which currently advocates the "no unpleasant after-taste"): "The question of the validity of cigarette claims has been debated at intervals over the last 35 years. There's still no solution."

Actually, many executives within the industry, fearful of the black eye that all advertising may suffer, suggest two solutions for cracking down on extravagant claims. One is that the radio and TV networks demand higher standards in their continuity acceptance departments. An NBC executive admitted to SPONSOR frankly:

"We threw up our hands on cigarette claims long ago. We could have cracked down, but what would have been the use? They would have taken their business to another network. So we let them go ahead, but without our blessing. We felt it was their—and FTC's—battle, and they'd have to resolve it themselves. The trouble is that the FTC hasn't had enough effect on them. What the cigarette companies don't realize,



though, is that their extravagant claims have a deleterious cumulative effect on civic leaders particularly and the public at large."

This notion is corroborated by Thomas Roberts, information director for the Association of Better Business Bureaus. "As long as broadcasters permit flamboyant cigarette claims to go on the air," he told SPONSOR, "the public will accept radio and TV commercials with an increasingly larger grain of salt. For instance, I myself smoke Chesterfield cigarettes—but only out of habit; not because of a dubious claim."

Ralph W. Hardy, government lobbyist for the National Association of Radio and Television Broadcasters, pointed out recently that broadcasters very definitely will lose government goodwill and business—if they don't become more discriminating about passing extravagant claims. The adverse effect was demonstrated only recently, when the Senate turned down the \$4,000,000 appropriation which had been scheduled for recruitment advertising, much of it on radio and TV. In a speech before the 4A's at Greenbrier this past April, Hardy noted that many Congressional law-and policy-makers had adopted these disturbing attitudes toward advertising:

(1) That advertising is an "unnecessary luxury, an economic waste"; (2) that there is something "phony" about it; (3) that because of "flagrant violations of good taste and propriety" it had lost public "confidence and acceptance"; (4) that there is "something sinister and improper in institutional advertising"; (5) that "advertising people generally have failed to get their own professional messages across to vital policy-makers."

A second safeguard suggested by many within the industry is that the 4A's little-known Special Committee on Improvement of Advertising Content be more widely publicized and strengthened. This body was set up by the 4A's in 1946 as a kind of self-regulating watchdog of the advertising industry.

Its current chairman is George Reeves, astute Director of J. Walter Thompson, Chicago, and its 10 committee members include Kenneth W. Akers, of Griswold-Eshleman, Cleveland; Earle Ludgin, of Earle Ludgin & Co., Chicago; Thomas F. Conroy, of Thomas F. Conroy, Inc., San Antonio; L. Stanford Briggs, of McCann-Erick-

# ORSON WELLES IS BACK!

*"The Lives of Harry Lime"*

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

**If You Want to Make a Lot of Stops...**

## Take a Local

(You Meet Lots More People That Way!)

Don't take a "limited" through this vast, important South Florida Market...get in *all* the stops! Call our Rep...The Bolling Company...and let them plan your sales itinerary for the big season ahead via WIOD. That's the sales route most of the *local* boys are taking. *They* ought to know...they're on the spot to check results. And, they're mighty happy, too!



Established January 18, 1926

JAMES M. LeGATE, General Manager  
5,000 WATTS • 610 KC • NBC

730!

Charleston's most far reaching station

1000 WATTS

PAL says



"What's the use of my trying to sell you timebuyers on WPAL. The record speaks for itself. Satisfied sponsors who have been on the station for many years—getting good results, quick results. WPAL programs are designed to reach the heart of the people—and the people listen and buy. Contact John E. Pearson in New York, or Dora-Clayton Agency in Atlanta. They're responsible for my dog tag getting brighter . . . and brighter . . . and brighter . . ."

W-PAL of CHARLESTON SOUTH CAROLINA

John E. Pearson Co. S.E. Dora-Clayton Agency



Smythe sells 'em all!

Persona razor blades

Moplocrest Turkeys

Adolph's Meat Tenderizer

Tintair

Sunbeam Bread

Emerson Radios

Johnston Candies

Edward G. Robinson Smoking Tobacco

Venida hair nets and bobby pins

KTLN

1000 WATTS DENVER'S only independent non-directional station



From Tintair to Turkeys — "Pete Smythe's General Store" sells 'em all over Denver's Music-Personality station KTLN . . . in the nation's largest market without television!

for availabilities wire, phone or write Radio Representatives, Inc., New York, Chicago, Los Angeles, San Francisco or John Buchanan, KTLN, Denver.

son: Henry A. Mattoon, Ruthrauff & Ryan; Charles H. Brower, BBDO; William Reydel, Cunningham & Walsh; Harvey H. Smith, Anderson & Cairns; Sigurd S. Larmon, Young & Rubicam; and Mackarness H. Goode, of the 4A's, all of New York.

To police advertising considered in bad taste or disreputable, the Committee has induced 314 ad agencies throughout the U. S. to participate in what it calls "interchange of opinion on objectionable advertising." This simply means that any participant that considers any ad "objectionable or detrimental to advertising as a whole" passes its complaint along to the Committee. Acting as an intermediary, the 4A's submits this complaint to the ad agency responsible. The complaint is not publicized; and the agency involved is not forced to make the desired change.

Chairman Reeves himself is the first to admit this procedure has several weaknesses. For one thing, the committee has not been sufficiently publicized, with the result that not enough ad agencies participate in the self-policing. "Roughly two-thirds of our 4A members apparently do not regard the activity as of sufficient importance to justify their taking part in it," he says. "In view of this, can the interchange be considered representative of AAAA?"

Secondly, since the Interchange's function lacks the teeth of enforcement, Reeves concedes, "it is ineffectual in dealing with some of the more conspicuous 'advertising incorrigibles'."

However, Reeves adds, the Interchange has no desire to exercise censorship. "Its aim is merely to encourage—not legislate—good taste and honesty in advertising."

Despite these deficiencies, the Interchange system has served to good purpose. Since June 1950, it has received more than 625 reports, with an average of 70 agencies reporting per month. These reports contained 79 complaints which were considered valid and were sent along to the sinning agencies. Reeves, admitting "I myself have received a mild complaint or two," maintains "the majority of the agencies accepted the complaint in co-operative spirit, and agreed to give it serious consideration." (To illustrate, a Lennen & Mitchell executive told SPONSOR his agency had used the Old Gold maxim. "No advertising nonsense, just

horse sense" in one ad. When the 4A's complained, the slogan was immediately scrapped.)

Frederick R. Gamble, president of the 4A's, also admits the Interchange method is by no means perfect. "The difficulty is," he told SPONSOR, "that we want to be constructive, without infringing on the libel laws." He pointed out further that misleading advertising can be eliminated only when advertisers pay genuine heed, instead of lip-service, to the credos they have drawn up themselves. As an example, he quotes the Advertising Copy Code written by the ANA, 4A's, and Advertising Federation of America. This Code specifically repudiates "pseudo-scientific advertising," "statements which tend to undermine an industry," and advertising copy that "depreciates a competitor directly or inferentially."

In the long run, what George C. Reeves calls "badvertising" will only serve to increase dangerously what Earle Ludgin of the Ludgin agency describes as the public's "Fatigue of Believability." And in the long run, too, only the business conscience of cigarette advertisers will serve to eliminate

the malpractices that they themselves have engendered. In the eloquent phrases of Fairfax M. Cone, board chairman of Foote, Cone & Belding:

"There is the manufacturer who is regarded as a fine man in his community. . . . Yet, some agent will come along with a copy campaign containing pseudo-scientific facts, which he knows are either questionable or downright untrue; or an argument built up on a survey which is not only loaded, but inadequate. And damned if he won't sign his name to it. More than that, if the copy is questioned, he'll fight, bleed and die for it—although he would never have thought of putting his name to any such trash.

"What is this metamorphosis that makes a respectable and honorable gentleman into a circus barker, who sells pink lemonade in glasses with false bottoms? . . . I think we can only stop this use of advertising license by stopping it completely. First of all, by stopping it *completely ourselves*. And, second, by hollering bloody murder when we see the truth—or just good taste—abused by someone else."

The president of the Advertising Federation of America, Elon G. Borton, recently issued a stern warning that unless advertising polices itself it is in grave danger of having more restrictive legislation thrust upon it. Speaking before the Advertising Club of Denver, Borton said there were two things ad men should do to prevent government restriction and taxation.

First, he said, ad men must police advertising more effectively and clean up the small percentage of advertising which oversteps the bounds of truth or good taste. Borton pointed out that these transgressors justifiably irritate influential groups and give those who would hamper advertising a readymade excuse for their activities.

Second, he urged that advertising men contact government officials and lawmakers to give them true facts about advertising. This, he told the Denver admen, would help to stem the tide of government restrictions on advertising.

It is precisely because of the danger of more government legislation that most ad men contacted by SPONSOR took a dim view of the present rash of cigarette claims and counter-claims. That, plus the danger of reducing the believability of all advertising. ★ ★ ★



NICHOLAS E. KEESELY  
V. P. Chg. Radio & TV  
Leunen & Mitchell

LIKE MOST  
"Newsworthy"  
TV & RADIO  
EXECUTIVES  
Mr. Keesely's  
LATEST  
BUSINESS  
PORTRAIT  
IS BY —

Jean Raeburn

Photographer to the Business Executive  
565 Fifth Ave., New York 17—PL 3-1882

Mr. Dave Mindlin  
Rogers and Smith Agency  
Kansas City, Mo.

Dear Dave:

Th' hometown w' WCHS, Charleston, West Virginnny, has allus been a place fer sellers like you ter keep in mind, but jest lissen ter this! Uv all th' cities in th' Richmond Fed'ral 'Serve District, this'n here has had th' biggest increase in department store sales in October over that munt, 1950. Yes-sir, Dave, here in Charleston th' department stores did 22.6% more bizness then last year—an' goodness knows, last year wuz good! Jest goes ter show yuh whut a marke' this here town is! An' 'nother thin':

WCHS gives yuh more uv these buyin' lisseners then all th' other four stations in town put together!

Yrs.

Algy

WCHS  
Charleston, W. Va.



# RADIO ONLY

## Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets . . . SO — here, you've got Radio Listeners—who listen to—

**KFSA**  
Fort Smith  
ARKANSAS

**KBRS**  
Springdale  
ARKANSAS

**KHBG**  
Okmulgee  
OKLAHOMA

ABC

Great Locally!

Represented Nationally by  
JOHN E. PEARSON CO.

Owned & Operated by  
**SOUTHWESTERN PUBLISHING CO.**  
Don W. Reynolds, Pres.  
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

**NOW**

MRS. 580

CBS  
**WHP**  
5000 WATTS  
580 K.C.

National Rep.  
The Bolling Co.

**5000 watts**

**580 k.c.**

the key station  
of the keystone  
state . . .  
Harrisburg, Pa.

**WHP**

## NET MERCHANDISING

(Continued from page 33)

merchandising may be calls made to distributors by a media representative, pointing out to them how effectively a certain brand is being backed up by advertising and urging that they stock the brand and push it. Frequently, merchandising goes even farther afield from actual brand selling and enters into market research. Thus, many media help guide the sales efforts of their advertisers by furnishing them with data on consumer preferences in various markets. But, whatever the actual merchandising assistance consists of, its fundamental objective is helping to make sales for the advertiser—and not circulation promotion for the medium. This last point is frequently misunderstood since "merchandising" is a term often used by media promotion men to mean pushing programs or magazine articles.

2. The present network interest in merchandising grows directly out of the inroads of television on radio revenue. The nets want to give present advertisers a tangible plus which will help maintain their interest in the medium. And they want to attract new advertisers. Merchandising is particularly important in this latter respect because many of the new clients which the nets can hope to attract are small or medium-sized advertisers who would particularly appreciate merchandising aid. The CBS "Buy a piece of Skelton" plan for one-shot sponsors, as an example, is backed up by an offer of merchandising aids from CBS; it's hoped that this will make the Skelton show suitable for advertisers who have previously used and merchandised one-shot magazine campaigns.

Even before television came along, there was some merchandising by each of the networks. When it came to closing a hard sale, network executives would frequently throw in the inducement of special poster distribution, and a mailing to dealers was fairly standard practice. But not until CBS instituted its *Radio Picture-News* mailing piece to grocers and druggists in the fall of 1950 did any of the networks embark on a basic, over-all merchandising plan.

Since that time, the pressure on the networks to revamp their operation for healthy competition with television has been going stronger. Advertisers have seen policy change after change at the

networks designed to make them more flexible and therefore more desirable to advertisers—culminating last week (10 December) in the announcement by CBS that it would allow advertisers to buy a virtually hand-picked network (see Sponsor Report, page 1). The new interest in merchandising at the networks is part of this general evolution.

Here, then, is what each of the networks has planned thus far—taking the networks in the order of their progress toward a full-scale merchandising program.

**NBC** In recent years the sleeping giant among radio networks, NBC radio has shaken off its somnolence, now that the television branch of the family is safely launched. It has come up with so many new policy changes and sales plans in recent months that the expression "you can't keep track of the gimmicks without a scorecard." is becoming popular. But the network's merchandising plans are essentially separate from its array of special sales plans. True, one of the gimmicks (the "Market Basket Plan") will give advertisers supermarket merchandising as part of its benefits. But the basic merchandising plan at NBC is aimed at helping most of its sponsors—not just those who tie into a specific sales scheme.

Your best tipoff to whether NBC means business in setting up a merchandising division is in terms of the money it's investing and the support merchandising has among the net's top brass. As to the investment, it's substantial—at least \$500,000 for the first year of operation. As to the top-level support—that, too, is considerable. Perhaps the prime mover in development of the merchandising operation is John K. Herbert, vice president and general sales manager for the radio network. He is a former Hearst sales executive, familiar with the extensive Hearst merchandising setup. Giving him enthusiastic encouragement are Charles R. Denny, executive vice president, and top brass running on up into the parent company, RCA, itself an

**WE Write, Produce, Ship**  
**TV film spots, complete.**  
**TELEFILM, Inc.**  
HOLLYWOOD (28) CALIFORNIA

outstanding exponent of merchandising.

Herbert got the NBC merchandising division rolling on 23 July when he hired Fred N. Dodge away from his post with Hearst's *The American Weekly* and *Puck—The Comic Weekly* to become NBC director of merchandising. Dodge had been with the two publications for 15 years, serving as national director of what's termed the "trade extension division" (meaning merchandising). He has 37 years of sales experience in a career which began when he was 17 years old and a salesman for the Thermoid Rubber Company. He has been general sales manager for Harriet Hubbard Ayer Company, a top sales executive of firms including Dictograph Products, Inc., and account executive for two advertising agencies, McManus, Inc., of Detroit, and Lambert & Feasley, New York.

Dodge has as his assistants in New York two men whom he brought over in October from the Hearst merchandising division. They are W. Marshall Keeling and Fred M. Kiefer. Both are specialists with long and diverse sales and merchandising experience.

Dodge, Kiefer, and Keeling will be the headquarters command for a force of 12 field men who will be stationed at each of the NBC O&O stations and at six other points so as to provide coverage of each geographical section of the United States. These field men, SPONSOR learned, will be hired within 90 days. They will be trained merchandisers whose job will be to work with NBC affiliates to develop merchandising services for network sponsors.

The 12 field men cannot by any stretch of the imagination promote the same type of merchandising at each station. Much depends upon the size of the station; market conditions; and the attitude of the station's own man-

agement. From the enthusiastic reception given Dodge when he described his over-all merchandising plans at Boca Raton, station management, however, will probably be eager to cooperate.

What Dodge's field men will ask for is that the station, where possible, hire personnel to staff a local merchandising department. Guided by Dodge's field men, these local merchandisers would work not only for network advertisers but for local accounts as well. They would help the station to benefit on both levels. One factor in a station's willingness to set up such a department might very well be the recent NBC decision to allow advertisers freedom of station choice (provided they buy 75% of NBC stations). Desire to stay on as many advertiser lists of NBC stations as possible may spur station merchandising efforts.

But just what would such a merchandising setup at the local level do for you as an advertiser? SPONSOR asked W. Marshall Keeling, interviewed in Dodge's absence from New York City last week, to cite the hypothetical case of a station rigged to give the *maximum* in aid under NBC plans. Here's what that aid would embrace:

1. *Consumer panels*—housewives representing a cross-section of the market would be given samples of new or old products. Their opinions would provide valuable data to guide the advertiser.

2. *Spot surveys*—men from the station's merchandising staff would conduct spot-checks in local stores to determine stock conditions and the amount of display advertised merchandise is getting. This would help to uncover distribution weaknesses which can frequently go unnoticed for months.

3. *Displays*—local NBC merchandisers would not set up displays for advertisers but, accompanied by one of the 12 regional men, they would make calls on distributors to sell them on displaying sponsored brands. They would point out how a program's popularity lends itself to effective tie-ins at the point-of-sale.

4. *Point-of-sale material*—this would be made available to the advertisers at cost with station and network identification. Posters, stickers, banners would be distributed by the local merchandising staff to participating stores.

5. *Sales meetings*—station merchan-



Same old story  
in Rochester . . .

**WHEC WAY  
OUT AHEAD!**

Consistent audience rating  
leader since 1943.

**WHEC**

ROCHESTER, N. Y.  
5,000 WATTS

Representatives . . .

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

ask

**JOHN BLAIR & Co.**

about the

**HAVENS & MARTIN**

**STATIONS**

**IN**

**RICHMOND**

**WMBG-AM**

**WCOD-FM**

**WTVR-TV**

**First Stations in Virginia**

**TWO**

are better than

**ONE**

**KLIX IS KLICKIN'**

with **ABC** and **MUTUAL**

Ask **AVERY-KNODEL**

**THE  
MIDWEST  
ADDRESS  
OF  
CBS  
WNAX  
570  
YANKTON — SIOUX CITY**

**Sponsor**

► is the logical gift for all your friends in radio and television advertising...

► Inquire today about the special low-cost Christmas gift subscription rates...

**Sponsor**

The USE magazine of radio and television advertising...

510 Madison Ave.  
New York 22

dising men and NBC's regional staffers will be available to give talks to groups of sponsor salesmen. They would interpret coverage in region, explain the effectiveness of radio, and tell how it can be merchandised to the trade. This would help the advertiser's sales force take full advantage of advertising, something they frequently neglect to do (see "Let your salesman in on your advertising," page 27).

6. *Monthly drug and grocery bulletin*—NBC will make available for local distribution a four-page folder (last page blank for station promotion insert) which will aim at stimulating grocers and druggists to do more merchandising for NBC clients. There will be pictures of outstanding displays, case histories of successful merchandising.

Bear in mind that the six points mentioned above are the ideal case, the case of the station which gives you the works. Most stations will do less. Some won't cooperate at all at first. And even stations which are willing won't have the knowhow to do all of these things until well into 1952 and beyond. It will take radio stations a while to learn some of the techniques which have been common practice for newspapers and magazines.

But Merchandiser Keeling told SPONSOR NBC is determined to give more and better merchandising than the printed media. He cited the big holes in coverage of most national magazines, in contrast to NBC's coverage in major and minor markets nationwide. Because a network has outlets in so many markets, he said, it can carry on far more complete merchandising. "This is not to mention benefits no magazine can provide, like closed-circuit sales meetings or appearances by talent," Keeling added.

As is the case with printed media, the amount of merchandising each advertiser can expect to get will depend upon his expenditure with NBC. What he gets will also vary with what he *wants*. And sponsors can help to get the maximum of value for themselves by having some specific idea in mind of what they'd most like the network merchandisers to do for them.

Even as you're reading this, NBC's three-man headquarters team may be flying out in different directions across the country to help stations who have already requested aid in setting up a merchandising department. Among the

first markets to go into action may be Baltimore and Dallas, from indications at Boca Raton.

Whichever market Dodge and his assistants go to work in first, this is the story they'll tell to help whip up enthusiasm for merchandising:

In a one-week merchandising experiment conducted quietly by NBC during the week of 12 November, sales of the test products were increased *from 22 to 100% in participating stores*. The products were Aerowax (tested in Cleveland) and Pet Milk (tested in St. Louis, see picture page 32).

Those are the kind of results Dodge's merchandising men will be gunning for all over the country during 1952.

**CBS** The merchandising operation here, as of the immediate present, is but a fraction of what NBC has planned. But, despite talk among CBS executives that merchandising is "a resort of the second-bests," you can expect CBS to stay competitive. If NBC's merchandising plan leads to effective and enthusiastic response among clients, CBS will have one.

The CBS merchandising effort now includes its *Radio Picture-News* and merchandising aids for sponsors who "buy a piece of Skelton." The network's outlay for merchandising altogether is an estimated \$50,000 yearly.

*Picture-News* is a 17-page monthly mailing piece which is distributed to 70 CBS stations who pay for it at below cost (difference of about \$40,000 annually is made up by net). It goes to the station's own list of grocers and druggists. The booklet is prepared by McCann-Erickson, the CBS agency, and is designed to sell two things: (1) Radio's power to move goods; (2) The value of merchandising CBS-sold products via displays and posters. Each issue contains pictures and descriptions of displays which CBS advertisers are pushing currently. It has been used

**RESULTS PROVE  
500,000  
MEXICANS IN GREATER  
LOS ANGELES  
LISTEN TO 6 HOURS OF  
SPANISH  
PROGRAMMING DAILY ON  
KWKW AND KWKW-FM  
ASK FOR JOE**

and praised by such CBS advertisers as Philip Morris, Coca-Cola, Lever Bros., and Colgate.

To furnish an incentive for reading, each issue has a cover-girl and inside talent pictures, as well as layouts brightened by color. But the main function of the booklet is to draw attention to merchandising aids.

The merchandising backing up the Red Skelton show, however, is more extensive. It's a well-rounded plan utilizing the full-time services of a merchandising specialist named Ralph Neave, formerly research director at Geyer, Cornell & Newett (predecessor to present Geyer, Newell & Ganger), the Sherman K. Ellis agency, and the Lambert Company.

Neave works with clients who buy a performance of the Skelton show to develop merchandising to consumers and the trade. He makes available the client's choice of 500 post cards in Skelton's handwriting, or 500 signed letters from Skelton, or 500 trick telegrams (Skeltongrams) free—plus additional mailings at cost. Also available is display material at cost which has artwork and lettering of a general nature with space available for the sponsor's own imprint. The display material includes window streamers (at \$45 per 1,000); price markers (at \$20 per 1,000); easel cards (at \$15 per 100).

Where the client desires it, Neave works out additional aids to supplement or substitute for those described above. For example, Pepperell, the white-goods firm, has bought the 2 January "piece" of Skelton and is getting tailor-made merchandising assistance. This includes special pictures of Skelton at the linen closet in his own home with an armload of Pepperell sheets (see page 28) as well as 1,500 autographed pictures of the comedian bearing a special message to Pepperell dealers. These merchandising aids arranged by Ralph Neave and worked

out in connection with the sheet firm's agency, Benton & Bowles, were in lieu of the standard items like mailing pieces and posters.

All advertisers who buy the one-shot of Skelton get similar individual attention from Neave (whose father, incidentally was well known in advertising circles as founder of the Man-Marketing Clinic, a volunteer job-finding club).

If there are any major merchandising activities beyond these now being planned at CBS, they constitute an unusually well kept secret. Actually, it would appear that CBS is in the watching-and-waiting stage. Over the next few months, though, now that the network's top executives have concluded working out of their plan for station-choice flexibility, you can expect them to turn to extensive merchandising approaches.

**MBS** For over a year, Mutual has been conducting special audience promotions which furnish opportunity for merchandising of a client's product. During its Western Week (27 October to 3 November), for example, it invites cowboy-show sponsors to tie-in with Western Week streamers and displays in stores. Mutual helps its clients secure extra displays by contacting jobbers and chain stores. This it considers "normal assistance" to a sponsor and not part of any special merchandising plan.

But in the future MBS may burst forth with a highly developed scheme for supermarket merchandising. The net has had an intensive investigation of merchandising under way for almost a year involving a research test of a pilot plan in seven markets and 187 stores (between 15 June and 15 November). These stores were identified as Plus-Value stores, using MBS' Mr. Plus as their trademark. Stores were selected for full coverage of shopping areas and neighborhoods, ranging from 20 stores in small towns to 40 stores in larger markets. They included approximately 30% of the grocery stores in the market and were serviced by a specially hired merchandising man. He had a dozen different types of merchandising material to work with, all of it bearing the Plus-Value Store insignia.

Mutual is still studying test results which in at least one case amounted to sales pluses of from 100 to 500% (this last figure was on special promotions).

## FREE!

second run . . .

If the rating on our 13 Craig Kennedy Mystery Shows does not beat the rating of any mystery detective TV show at the end of 13 weeks (comparable time).

**Immediate Delivery**  
**First group of 13 half-hour**  
**TV films.**

Adrian Weiss Productions present

## CRAIG KENNEDY

Criminologist



Starring  
**DONALD WOODS**  
as  
**CRAIG KENNEDY**

with Sydney Mason  
and Lewis G. Wilson

Craig Kennedy . . . Tried and True TV entertainment films selling the following sponsors' products:

Virginia Dare Wine—Chicago WENR-TV—  
Friday 9 PM-9:30 PM

Rybutol—Cleveland WEWS-TV—  
Thursday 10:30 PM-11 PM

Crown Drug Company—Kansas City WDAF-TV—  
Tuesday 10 PM-10:30 PM

Rybutol—Seattle KING-TV—Monday 11 PM-11:30 PM

Ask for Craig Kennedy prices in your market; and audition films.

Also available: westerns, features, serials, cartoons, comedies, travelogues.

**LOUIS WEISS & COMPANY**  
655 N. Fairfax  
Los Angeles 36, California

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of  
"WHO'S WHO ON WEVD"  
HENRY GREENFIELD  
Managing Director  
WEVD 117-119 West 46th St.,  
New York 19

ABC  
**WENE**  
BINGHAMTON, N.Y. MARKET  
**NOW 5000**  
WATTS

CALL RADIO REPRESENTATIVES, INC.

And several of its stations are continuing the Plus-Value Stores promotion on a local basis. Meanwhile, this is the network's official attitude toward merchandising:

"When Mutual installs a merchandising plan, it will be on a constructive basis—one which recognizes the importance of coordinating the radio buy with the promotional aids to be provided, and which is designed to workably extend the value of radio advertising, rather than to offer a substitute for radio. As in other moves of the network over the past two and one half years, we may well be the first to test and last to commit ourselves, aiming at a plan which will efficiently contribute toward making the radio advertising dollar pay off in increased sales, but which will also be within the sensible limits of our time charges to the advertiser, and a definite plus for our 550 affiliated stations."

When the Mutual merchandising plan comes, it will probably not include complete servicing of a nationwide group of Plus-Value Stores. Mutual executives feel this would be too rich for anyone's blood. But there may be some plan for getting voluntary cooperation of stores in return for air time. In any case, Mutual is bound to try to capitalize on its large number of affiliates and seek to offer the advertiser distribution help in markets where he has no branch offices. For each of Mutual's 550 affiliates can become a branch office for sponsors once it's tied into some over-all merchandising plan.

**ABC** Alone among the major networks, ABC says it has no merchan-

dising plans. It does send out mailings for clients and other occasional services but its main emphasis is on program promotion. Its executives concede, however, that if clients take to the merchandising schemes of competitors it will have to develop some plans of its own. At present, they are dubious of merchandising's value for most clients.

Not only ABC, but probably Liberty Broadcasting System, regional networks, and independent stations will be swept along as well in the new era of network merchandising. If they do, they'll be following in the footsteps of stations like WLW and WSAI, Cincinnati. WING, Dayton. KSTP, St. Paul. WWL, New Orleans, which have long been leaders in merchandising on the local level. Just how constructive the entire trend turns out to be depends both upon the skill of radio's newly minted merchandising specialists and upon the clear-thinking of clients. Just going in with the "gimmies" won't help to build long-lasting cooperation. But helping radio's merchandisers to find the merchandising approach they can do best for you will. ★ ★ ★

## ROUNDUP

(Continued from page 51)

search Bureau, Inc., Seattle (ARBI) in 15 stores in 25 towns and cities, and categories examined are: men's wear advertising (five ARBI studies); furniture, appliances and housewares advertising (22 ARBI studies); and women's wear: accessories and shoes ad-

vertising (23 ARBI studies).

The point-of-sale customer interview surveys show that more traffic and sales result from radio advertising than from an identical amount of money spent in newspaper advertising—on the same merchandise (SPONSOR, 26 March 1951).

But "Count Your Customers" encourages all advertisers to consider advertising effectiveness in general; shows the use of radio and newspapers isn't duplicated advertising; emphasizes the high sales conversion possibilities afforded the radio-newspaper advertiser.

Customer comments indicating the advantages of using both radio and newspaper advertising, as revealed during the surveys, provide important clues to advertisers on how to use the two mediums more effectively.

Member stations can order extra copies of "Count Your Customers" for salesmen, advertisers or agencies at \$7.50 per copy or \$5 per copy in quantity orders of five or more. ★ ★ ★

## Briefly . . .

A cocktail party helped celebrate the 1952 renewal of the KMPC (Los Angeles)-Liberty Broadcasting System af-



KMPC-LBS-SPONSOR executives talk shop

filiation. Among those present, Loyd Sigmon, KMPC vice president and assistant general manager; Mark Haas, KMPC vice president in charge of broadcasts; John Baird, KMPC director of public affairs; Ed Cooper, SPONSOR's West Coast Manager; Gordon McLendon, LBS president; and Charles Cowling, KMPC's national sales manager. ★ ★ ★

## MR. SPONSOR ASKS

(Continued from page 47)

Show: The network expects that Ralph Edwards will spark mid- and late-morning viewing in the same fashion that Kate Smith gave major stature to the afternoon as an audience and adver-

**KCMO Gives You a**

**\$50,000,000**  
**Purchasing Power**  
**BONUS!**

Actual annual purchasing power of KCMO's larger audience is \$50 million higher than the next nearest Kansas City station. KCMO helps you reach more customers with money to spend. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready.

Write on your letterhead to

**KCMO**  
50,000 WATTS  
125 E. 31st St., Kansas City, Mo  
or The KATZ AGENCY



# Sponsor

► is the logical gift for all your friends in radio and television advertising...

► Inquire today about the special low-cost Christmas gift subscription rates...

# Sponsor

► The USE magazine of radio and television advertising...

510 Madison Ave.  
New York 22

## FOR QUICK, EASY REFERENCE TO YOUR COPIES OF SPONSOR

get the beautiful SPONSOR binder at only \$4 BINDER ORDER FORM

SPONSOR  
510 Madison Ave.  
New York 22

Please send me Binder holding 13 issues and bill me later.

NAME

FIRM

ADDRESS

CITY ZONE STATE

\$4 one binder  \$7 two binders

tising medium. Ralph's broadcasts have always made news and provoked conversation. His TV series will be no exception.

Since our announcement of these shows a little over a week ago, we have started negotiations with many of our old clients as well as new ones who will be able to enter TV for the first time under our new segment-selling plans.

I am confident that NBC's faith in morning television will soon be supported by as many clients as now sponsor our practically sold out afternoon and evening schedules.

EDWARD D. MADDEN  
Vice President in charge  
TV Operations and Sales  
NBC  
New York



Mr. Morgan

We don't know now, but we will soon. About 17% of the distaff audience listens from 7:00 a.m. to noon—almost as many as listen in the afternoon—but, not many look because, naturally, there is not much to look at. Back in 1943, DuMont boldly opened up at 7:00 a.m. in New York. Lack of sales forced them slowly back to a much later sign-on. The idea was sound, but premature. Now, networks and stations are cautiously moving back toward breakfast. The first New York local pro-

gram is at 9:30 a.m., but in the Midwest local stations are opening at 7:00 a.m. and even 6:30 a.m. Last fall ABC began feeding the *Dennis James Show* to the network at 11:30 a.m. NBC is about to plunge in with Garroway across-the-board 7:00 to 9:00 a.m. CBS will soon offer Godfrey in a 9:00 to 11:00 a.m. strip. So, we will know soon.

With radio listening as an encouragement, the networks are confident that this pioneering will pay off for them and their sponsors. But program formats are important! She will listen, yes, but will she sit down and look? Probably a little of each: she will look and listen. Programing will be geared to give the girl a break and let her move around a bit with the chores. And the shows will not be copies of evening programs. In her curlers and wrapper she doesn't want to be romanced or entertained—she wants to talk business.

Will that be important to advertisers? Of course! Right now it looks as if that will happen before she packs the bag for the annual two weeks at the lake.

HAROLD S. MORGAN, JR.  
Vice President  
ABC TV Program Department  
New York

### Any questions?

SPONSOR welcomes questions for discussion from its readers. Suggested questions should be accompanied by photograph of the asker.



**Mister PLUS**

*Mister PLUS, Town Crier, says:*

**"We've got good news for you!  
News listening here is up—oyez!  
They love our newscast crew!"**

**MBS is FIRST FOR NEWS—**

**With listeners and sponsors!  
So if it's news you plan to use,  
Here's where to put it on, sirs!**

**—the difference is MUTUAL!**

+++++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK, 18, N. Y. +++++

## SPONSOR SPEAKS



### Note to the New York Times

The Advertising News and Notes Section of New York Times November 26 carried this item:

"An expanded newspaper campaign will be used by Tintair in 1952, it is announced by Bymart-Tintair, Inc. The newspaper advertising will be supplemented by network television and radio programs and color magazine and Sunday magazine drives. The campaign will cost about \$1,000,000."

We'd recently done a story on Tintair which highlighted TV effectiveness, and it was hard to believe that the air media had now become supplementary. So we phoned sources at Carl Byoir and Cecil & Presbrey. We were told that newspapers were becoming more important on a co-op basis, that 1952 expenditures might total \$1,250,000. We were also told that the air advertising, with the Somerset Maugham Theatre on TV probably 30 minutes weekly in addition to other network radio and TV efforts, would approximate \$1,250,000.

On the basis of this information we

don't see that \$1,250,000 spent on national air advertising is supplementary to \$1,250,000 spent cooperatively in newspapers.

The same Department in the New York Times also was responsible for the following:

"Newspapers and farm publications will be used extensively by the G. N. Coughlan Company, West Orange, N. J., manufacturer of Chimney Sweep Sweep Soot Destroyer, in its 1951-52 campaign. Also used will be radio, television and farm publications, according to G. N. Coughlan, president."

This notice also aroused considerable interest at SPONSOR, since we had just published a *Mr. Sponsor* sketch of Mr. Coughlan in which a company spokesman had told us that radio and TV would dominate the new campaign. So we made a recheck and were told by C. H. Wulf, advertising manager, that \$10 would be invested in broadcast advertising for every \$1 in printed media—and that this would continue to be their policy in 1952.

We all make mistakes. But we've noticed, by diligent check of newspaper advertising columns and general advertising business papers, that broadcast advertising is unjustly subordinated to printed media quite often.

We know that the Bureau of Advertising stresses the need for cooperation by newspapers. But must it be this kind?

### Some vital questions

These are days when the editorial page of SPONSOR might be expanded readily to a full issue. Mulling some of the top topics of the day, we pose a handful of assorted questions.

To the ANA: now that many studies are coming to light showing sub-

stantial and increasing radio listening in TV homes, what are you doing to assess the importance of these findings for your membership? Previously you concluded that a TV home was lost as a radio home.

To the TV Board of NARTB: now that you've forged and adopted a remarkably wholesome and sound Code of TV Practices are your sights firmly set on making it work? The idea of a national review board to handle complaints and code violations is fine—providing you get men as good as those who created the Code. You've built yourself a grand vehicle—please feed it high-test gas.

To CBS Radio: your Selective Facilities Plan sounds ingeniously simple, but many an advertiser is wondering what you mean when you say the plan is available "to 13-week cycle advertisers in any combination acceptable to CBS Radio without section or quantity group requirements." Must each advertiser's problem be interpreted individually?

To NBC Radio: what are you doing to negate the deep-seated resentment of your affiliates against your technique of basing radio rates on TV circulation? They reason (and rightly, we believe) that it's just as bad to base radio rates on TV as to adjust newspaper rates on a magazine yardstick.

To NRDGA: since you have taken a brighter view of the importance of radio and TV as media for department store advertising, why not start a travelling clinic (on the order of BMI program clinics) to show department store ad departments how to use the air effectively? And can't you work with BAB in highlighting such comparative media tests as those made by ARBI?

## Applause

**Ed Kobak:** despite your five-man load of projects you've consented to serve BAB as Board Chairman for another six months. BAB is one of radio's bright hopes. Your presence will help chart a straight course.

**Harry B. Cohen:** your willingness to sacrifice a multi-million dollar account for high standards is another proof that there's plenty that right about the agency business.

**Radio Farm Directors:** you fellows are getting mighty commercial. And you're waking up many a farm advertiser to the advantages of radio and TV by the doing. A special salute to Sam Schneider, KVOO, and Dix Harper, WIBC, farm-director leaders.

**BMI:** under the leadership of Carl Haverlin your 1951 Program Clinics have stirred the imaginations and increased the programing know-how of

commercial broadcasters. Your 37 Clinics have brought an exchange of ideas to 3,000 broadcasters, agency men, and advertisers.

**John Guedel:** your two \$1,000 awards for "the sponsored transcontinental radio program and the sponsored transcontinental television program carrying the best public service message during 1951" are a milestone in leadership and industry service.

*In the heart of America...*



**A Wholehearted Merry Christmas  
to Our Advertisers...**



*It's the*  
**KMBC  
KFRM**

*Team...and It's*

*Wholehearted"*

**who know that to Sell  
the Whole Heart of America  
Wholeheartedly, it's**



*The* **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



# WORLD

RADIO AND TELEVISION STATION REPRESENTATIVES

A N D C O M P A N Y



NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

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