

V 3

What makes Bulova tick—p. 23

"New money" for TV—p. 56

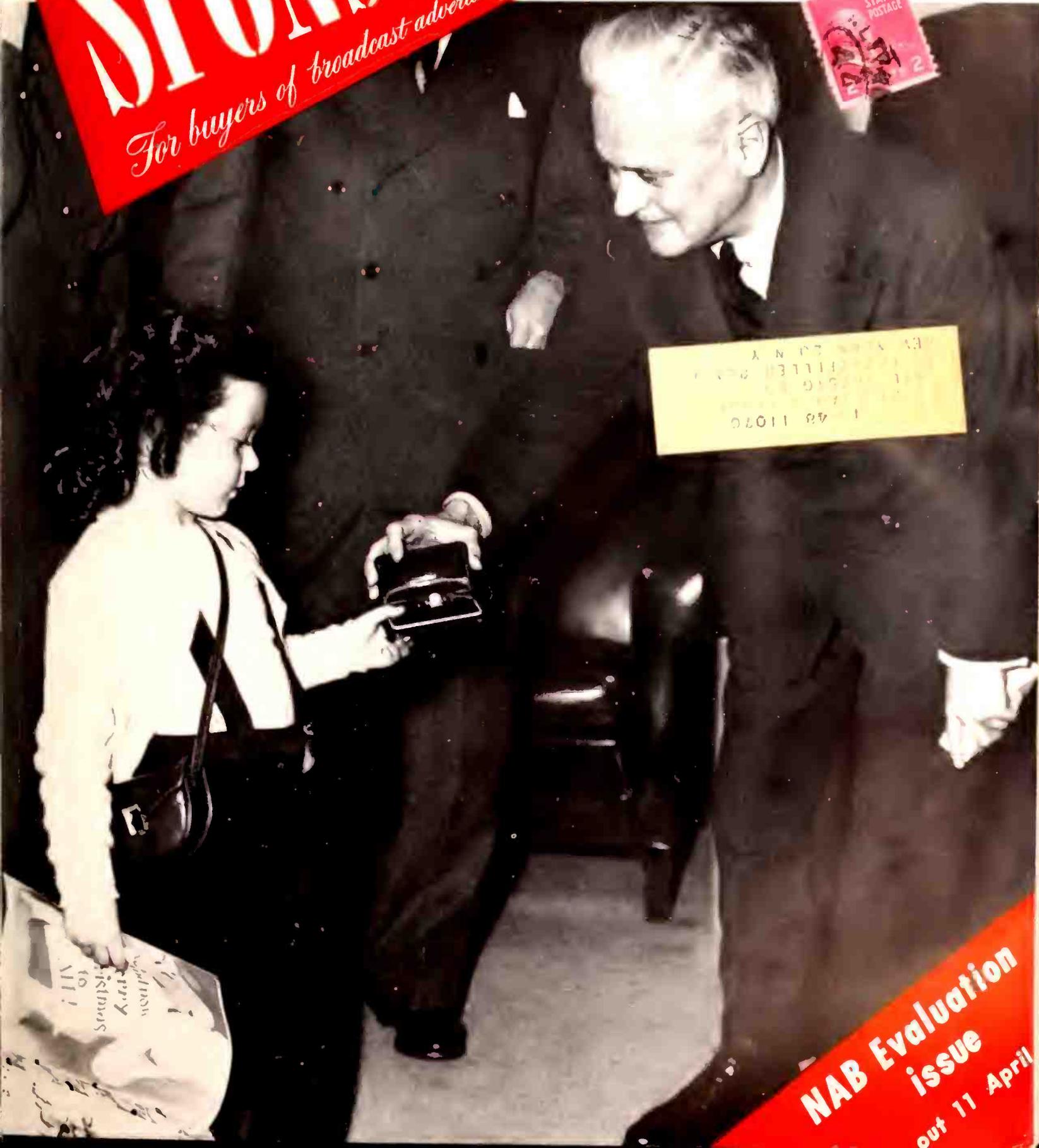
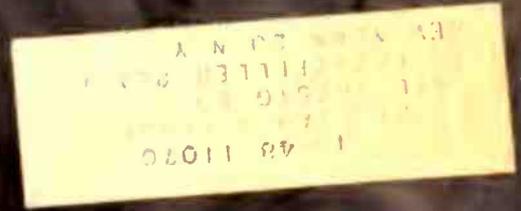
How many stations in 1955?—p. 30

The BMB crisis—p. 28

Bulova dramatizes its "gift of a..." appeal—p. 23

SPONSOR

For buyers of broadcast advertising



**NAB Evaluation
issue
out 11 April**

Alice in New Wonderland

Alice had a wonderful time.

But think how many more wonderful things could have happened to her in the age of radio and television.

In WMBG-WTVR-WCOD land new adventures happen daily.

And these First Stations of Virginia make them happen.

For instance, WMBG was the first station of Virginia to broadcast during the daylight hours.

First to own recording equipment.

WTVR (now operating with full power) was the South's first television station.

First in the country to sign for an NBC-TV hookup.

Yes, Alice had fun.

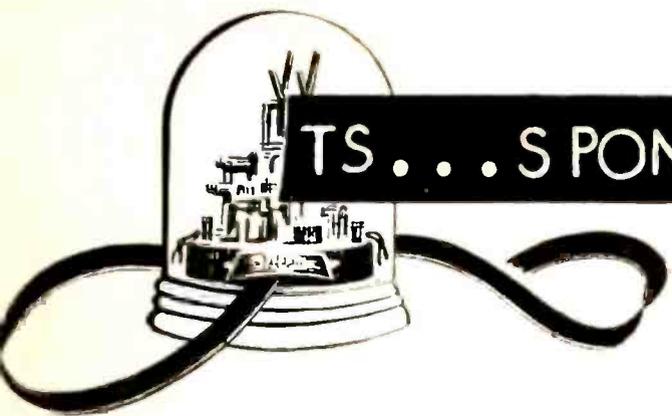
But she should have lived in WMBG-WTVR-WCOD land.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



TS...SPONSOR REPORTS...

...SPONSOR REPORT

28 March 1949

E.T. program plans big

Transcription producers are putting on pressure, with practically all companies announcing new series between now and NAB convention. Bruce Eells will have 2 new programs, Standard 5 specials, Broadcasters' Guild 1, and Frederic Ziv at least 3. Harry Goodman also has something new up his sleeve.

-SR-

New cigarette battle on

Fight for "long" cigarette market will find R. J. Reynolds (Cavaliers), American Tobacco (Pall Malls and Herbert Tareytons), P. Lorillard (Embassy), Liggett & Myers (Fatimas), and Brown and Williamson (Life) all using selective advertising to push brands.

-SR-

Fibber may push new product

Brisk, a new S. C. Johnson product, will find its way to "Fibber McGee and Molly" program just as soon as current tests throughout country have been completed. It's a variation of Johnson's Drax which was tested but not pushed two years ago (SPONSOR, January 1947).

-SR-

Emerson will return to TV air

Emerson Radio and Television will not be off television air for very long. President Abrams doesn't like sponsoring a program he can't control, and "Toast of the Town" was a CBS-Ed Sullivan package.

-SR-

Air to feature refrigeration price cuts

Refrigerators are moving slowly. Result: General Electric, Frigidaire, Servel, Crosley, and a number of other manufacturers are starting to cut price tags. Several firms will use selective advertising to highlight cuts. Others like GE will use "price" copy on their regular network programs.

-SR-

You can't fight Benny

Battling Jack Benny hit Horace Heidt's rating so hard that Philip Morris decided that cigarette vs. cigarette (Lucky Strike vs. Philip Morris) just didn't make any sense. Result: Heidt goes back to his old 10:30 p.m. time on Sundays, with NBC replacing him with a giveaway program.

-SR-

Coupon books selling

Several new "coupon book" broadcast campaigns are in works. Not only are some promoters out with books of cut-rate coupons which sell at \$1.00, but retail groups in number of towns are jointly sponsoring books which contain "trial" offers. Air sales of these books have run as high as 1,000 a day.

-SR-

Zenith ads rousing TV set manufacturers

Zenith's TV set obsolescence ads have so roused manufacturers that new association is forming. Zenith's appeal, like all McDonald's promotions, focuses buyers' attention on Zenith at expense of rest of industry. Zenith was late in getting into TV swim and wants to make up for lost time.

SPONSOR, Volume 3, No. 9, 28 March 1949. Published every other Monday by SPONSOR Publications Inc., 32nd and Elm, Baltimore 11, Md. Advertising, Editorial, Circulation Offices 40 West 52 St., New York 19, N.Y. \$8 a year in U. S. \$9 elsewhere. Application for entry as second class matter is pending at Baltimore, Md. post office.

- National weekly ratings now available** A. C. Nielsen's radio index, as of 1 March, it has been announced by Art Nielsen, covers the nation for first time. Projectable ratings are available weekly for first time in radio history.
- SR-
- Fan mag formula still unknown** Radio and television fan publication formula is still undeveloped. Latest attempt, "Radio Stars and Television", folds with April issue. Not even extensive Dell Publications resources could keep it going.
- SR-
- Only 1 NBC rep on RCA board** Despite major contribution NBC makes to RCA income, Niles Trammell is only operating executive of network on Radio Corporation's board.
- SR-
- TV network sales up** Network gross time sales for TV for February jumped 99%, in Rora-baugh control week of 6-12 February, to \$137,496. Selective TV placement for same control week was \$167,839, and local-retail advertising placement for week was \$118,029. Local-retail was up 33% from January.
- SR-
- News source protection gaining** Radio newsmen are being protected on their news sources by more and more states. Arkansas and Georgia are latest states to protect newscasters. NAB's battle to eliminate discrimination against radio newsmen is gathering momentum.
- SR-
- WLW setting TV pace** Crosley is setting the pace to cover the WLW territory with its TV operation. Crosley's own network will work via station-to-station relays, with a special relay station on top of Mechanicsburg mountain.
- SR-
- KNUZ protects show title via trademark** Protection for name of broadcast program has been achieved in Texas. KNUZ has registered with Texas Secretary of State name "Houston Hoedown." This saves station from having to resort to common law protection, which is expensive and involved operation.

(Please turn to page 36)

capsuled highlights

IN THIS ISSUE

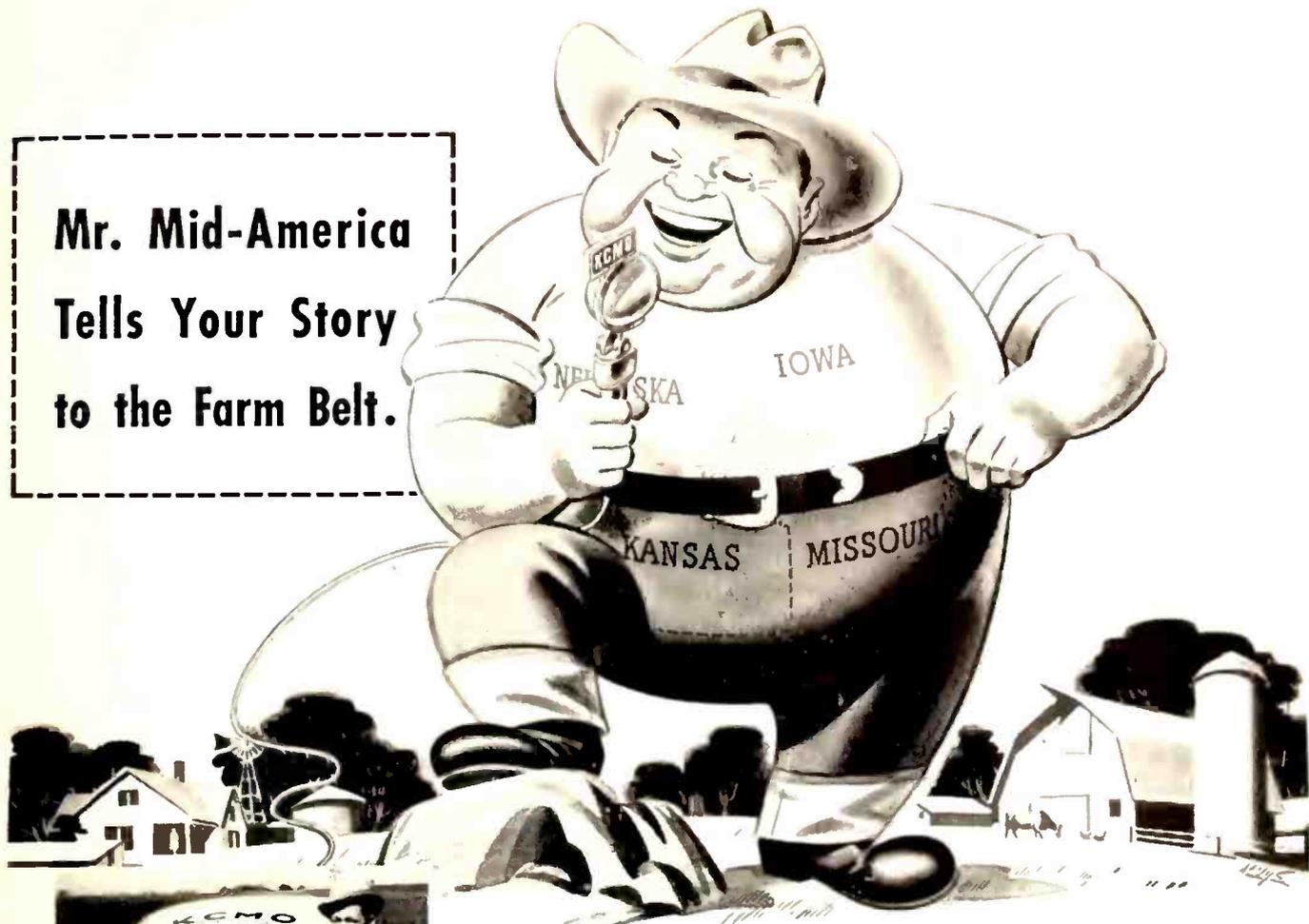
- What makes Bulova tick** is detailed step by step in the first complete report of America's number one watch firm. **page 23**
- Automobile dealer associations** are most active factor in automotive advertising today. The dealers' side of car selling is the basis of SPONSOR's second automotive report. **page 26**
- How many stations in 1955?** That's problem for advertisers, just as it is for the broadcasting industry. **page 30**
- BMB** has had to meet one crisis after another. SPONSOR reports for the first time in any trade paper what "average daily audience" figures look like. **page 29**
- What about rates?** asks Mr. Sponsor in this issue. **page 38**

American business in Argentina. Where is it going? And why. **page 32**

IN FUTURE ISSUES

- The story of auto accesories and parts** is scheduled for SPONSOR's next report on "The Automotive Picture." **11 April**
- NAB Evaluation** is more of a project than a story. It's an annual study made from sponsor and agency reaction to the industry association's previous years activities. **11 April**
- Warm-ups and after-pieces** are mislaid in most agency and sponsor plans. It's a foolish neglect and SPONSOR reports why. **11 April**
- Soap opera success** is no accident. The first episode of an intensive report from exclusive sources is due in SPONSOR'S next issue. **11 April**

**Mr. Mid-America
Tells Your Story
to the Farm Belt.**



JACK JACKSON . . . Between his "Farm Topics," "Party Line" and "Farm Editor" broadcasts, Jack is likely to show up anywhere anytime.



BRUCE DAVIES gives Mid-America farmers their market reports daily direct from K. C. Livestock Exchange.

at a Low, LOW Cost per 1000 Coverage!

You have to know your way around a barnyard to talk convincingly to farmers! And that's just where our Mr. Mid-America Farmer, (KCMO's Director of Agriculture) Jack Jackson, excels. Jack is a farm lad from way back. His background includes 4-H, FFA, teacher of vocational agriculture, county agricultural agent and Radio Editor of Texas A & M College.

Because Jack Jackson knows the language farmers listen to, he's your best bet when you have a story you want farmers to hear. At his command are over 442,000 farm families inside KCMO's measured ½ mv. area. These families produce on their farms an amazing 9.3 per cent of the total farm income in America! They're a "buying crowd." To tell your story to Mid-America farmers at a low, LOW cost per 1000 coverage, tell it on KCMO, Kansas City's most powerful station!

ONE Does It In Mid-America

ONE station

ONE rate card

ONE spot on the dial

ONE set of call letters

50,000 WATTS

DAYTIME—Non-Directional

10,000 WATTS NIGHT

—810 kc.

KCMO

and KCFM... 94.9 Megacycles

KANSAS CITY, MISSOURI

Basic ABC for Mid-America

40 West 52nd

SPONSOR REPORTS	1
40 WEST 52ND	4
ON THE HILL	8
MR. SPONSOR: LEWIS F. BONHAM	10
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COVER PICTURE: Bulova watches are given away on and off the air whenever the "gift of a lifetime" appeal sells to a big extensive audience.

TV SUCCESS

Your article on daytime TV (28 February, page 24) was really a terrific study of the subject.

I thought you might like to know a little about KFI-TV's operation because (a) we are the only station that is exclusively daytime, and (b) one of the few that have realistic cards—a \$150 base rate for a 100,000-set area.

Our initial success indicates that we are on the right track—20 new accounts the first week, a considerable number of them retail. Our approach to selling television is this: we are selling on a cost-per-thousand basis, ignoring the added impact of television.

KEVIN B. SWEENEY
Sales & Promotion Mgr.
KFI, Los Angeles

IF BMB FOLDS . . .

I thought your article entitled "The BMB Dilemma" in the February 28 issue of SPONSOR was an excellent appraisal of the difficulty in which BMB now finds itself. Your editorial on the subject of BMB was certainly punchy and to the point. There is no question in my mind that if BMB is permitted to fold up now it will take many years to bring into existence again an industry research organization capable of doing the kind of job radio and television need.

I am glad to see that there is one trade publication which senses the true value of the issues involved in BMB's present difficulties, and is willing to take an objective and constructive view-point regarding them. Unfortunately, the great majority of trade press coverage to date has evolved around personalities and the exploitation of unfavorable day-to-day developments. In this atmosphere, the real research accomplishments of BMB have been completely lost sight of by much of the trade.

H. M. BEVILLE, JR.
Director of Research, ABC, N.Y.

LAMENTS "LAMENT"

The article entitled "Transcription Producers' Lament" in your current (Please turn to page 65)



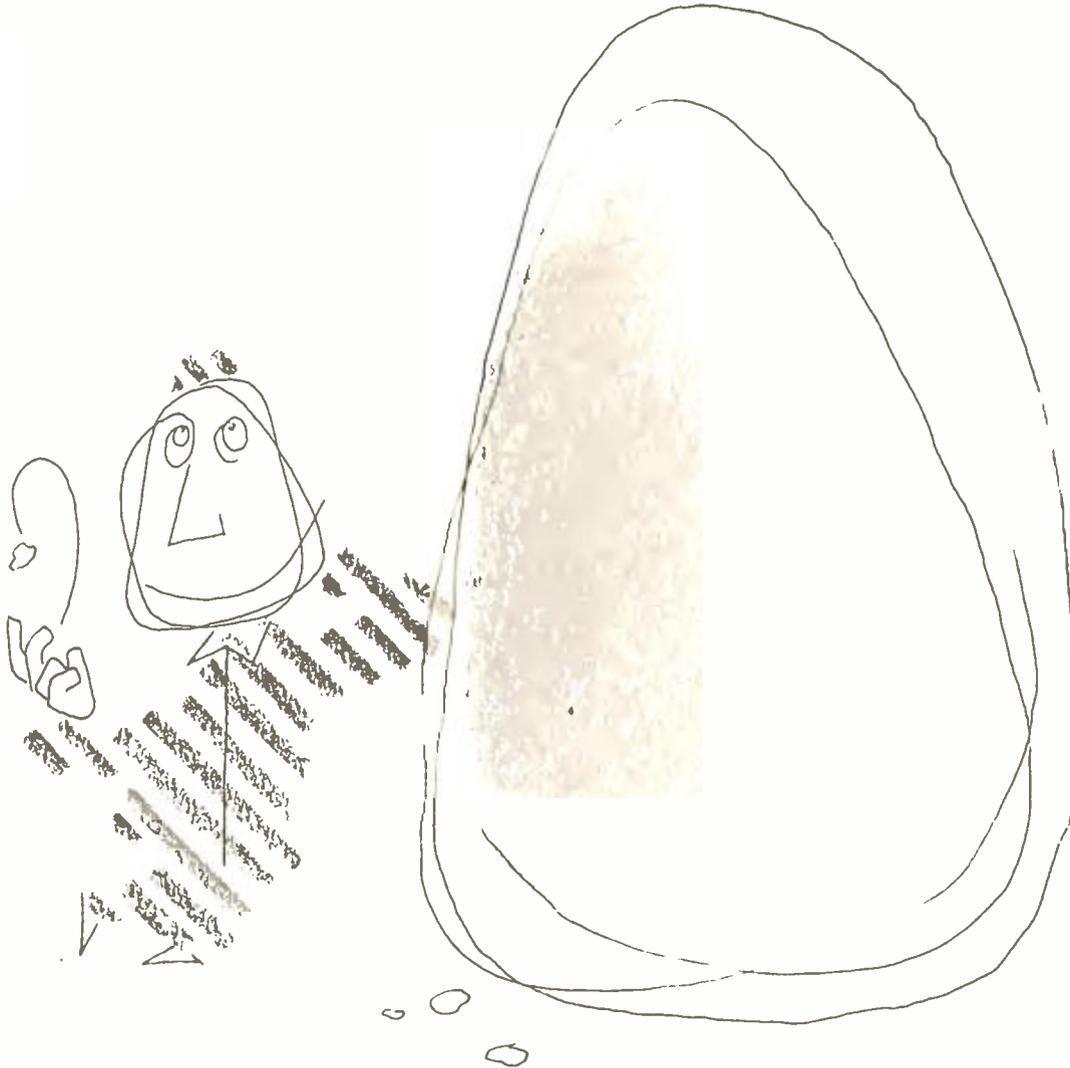
**ON YOUR
PROGRAM
SCHEDULE
PUBLICATION
and
MAILING**

RADIOTIME

- Puts radio and television schedules in one standardized easy-to-use publication.
- Eliminates the confusion and necessity of maintaining schedule files.— No lost schedules . . . no time wasted in filing or searching.
- Assures the advertiser and agency-man of current, up-to-date information.
- Gives clients and prospects all the program facts in a single, complete book, WHEN they want it, and HOW they want it.
- Endorsed by timebuyers, agency-men and advertisers as one of the most valuable new service developments.

WRITE TODAY
for sample copy and
full particulars.

RADIOTIME, Inc.
53 West Jackson Boulevard
CHICAGO 4, ILLINOIS



Make big ones out of little ones...

Agencies. Success Story: Small advertiser gets sound agency advice...
 uses Capitol Transcription Library to build distinctive show... saves talent costs,
 therefore can buy more time, cover more markets. Result is expanding business
 for client, increased billing for agency. Mail in the coupon, get the whole story
 with complete descriptive booklet and FREE audition discs.



A UNIQUE LIBRARY PROGRAM SERVICE

-
- Capitol Transcriptions
- Sunset and Vine, Dept. S2
- Hollywood 28, California
-
- Rush information, including free audition discs,
- on use of Capitol Transcriptions for building shows
- in selective markets.
- Name _____
- Company _____ Position _____
- Street _____
- City _____ State _____
-
-

TRANSIT RADIO...A NEW IDEA...

Reach Customers at Lowest Advertising



Perfect Sound Distribution Throughout Vehicle

Every Passenger Is Within A Few Feet Of A Speaker Overhead

Five to eight loudspeakers are mounted on the overhead panels to achieve perfect sound distribution. Reception is easy on the ears. The clarity and high fidelity of FM eliminates static and electrical interference and does justice to the high quality of Transit Radio programming. Receivers are permanently locked to the stations' frequency with pin-point precision so there can be no fading, wavering or other faulty tune-in. Effective reception of advertising messages is assured.

"Voice Emphasis" On Commercials

When the studio announcer reads a commercial the volume in the bus or streetcar is automatically raised about 8 decibels. This "Voice Emphasis" adds extra impact to the advertising message.

PLEASANT PROGRAMMING TO RELAX PASSENGERS



FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keystone of Transit Radio programming good music, melodic popular tunes by the nation's leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

Special Feature Programs

Commercials, live or transcribed, are limited to 50 words or 25 seconds. "Minute Programs," combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities, previously identified with the sponsor's advertising.



TRANSIT RADIO IS FM BROADCASTING TO PASSENGERS ON BUSES AND STREET CARS

*Low-Cost Rate Structure Based on
Passenger Counts*

In the rapidly expanding list of cities, passengers on public transit vehicles now "listen-as-they-ride" to music, news, weather reports, time signals, sports scores and other special features... and to advertising commercials. The latter are available through the medium of Transit Radio as spot announcements, live or transcribed, or as commercials within sponsored special feature programs.

Counted, Guaranteed Audience

Transit Radio introduces several new dimensions giving it unique advantages as an advertising medium. The audience reached by the advertiser's message is a counted, guaranteed audience. No surveys are necessary—guesswork plays no part. The actual audit of paid passenger fares determines the rate paid by the advertiser.

A Selected Audience

Different age-groups, worker-types and income-classes ride the buses and street cars during the various time periods of the day. Since this audience composition is known, the advertiser can select his most receptive customers by selecting the hours when they are known to ride.

The Lowest-Cost Medium

Class "A" Time includes the rush hour periods in the morning and late afternoon. Rates in each of the Transit Radio cities are based on a formula of approximately 75c-per-thousand guaranteed passengers (at 260-time frequency). To determine the rates, passenger-count audits are averaged by half hour periods.

Class "B" and Class "C" Time include the daytime shopping hours and the later evening hours respectively. Similarly, passenger-counts are used as the basis for determining rates of \$1.00 - or - less - per - thousand guaranteed passengers (at 260-time frequency)

An Audience In Transit

Riders are close to points of sale, actually within minutes of outlets where your advertising can be translated into sales.

CATCH THEIR EAR Just Before They Get Off



At Drug Stores



At Department Stores



At Shopping Centers

WHO HAS ORGANIZED TRANSIT RADIO, INC.?

The Transit Radio idea and organization have been fathered by men and companies whose successes in radio and advertising are nationally recognized.

These founders and stockholders of Transit Radio, Inc. are substantial, multi-million dollar companies. A solid organization has been formed, one with which you can deal in complete confidence:

- WNRC-WCTS—Cincinnati Times-Star
- KXDK—St. Louis Star-Times
- KPRC—Houston Post
- The Yankee Network
- WJW—Cleveland, Ohio
- WMAR—Baltimore Sun
- WWOC—Washington, D. C.
- WGBF—Evansville, Ind.

A NEW VOICE... A NEW MEDIUM!

Cost Who "Listen-As-They-Ride"!



"We won't move a step until Gene Krupo finishes playing Drumboogie!"

Do Passengers Like Transit Radio? "Yes"! Is The Overwhelming Answer

Over 95% Approval by 31,943 Passengers Interviewed
in 8 Transit Radio Cities

Public Transit Companies are understandingly sensitive to public opinion. They approached the awarding of franchises for transit radio broadcasting conservatively.

First, commercial operations on a test basis were conducted for a period of time to allow thorough study. Then independent research

organizations were employed to get the approval and disapproval votes of the passengers.

Each of the surveys was conducted while advertising was being broadcast. The over 95% approval by riders is one of the most enthusiastic endorsements ever accorded a new medium.

Seasonal Products Can Be Tied in With Local Weather Conditions

The sales curves of many products and services are inseparably linked with temperature fluctuations and weather conditions. Advertising timing is all-important.

Some of these seasonal products include rainwear, anti-freeze, hot-

weather beverages, electric fans, insecticides, frozen foods and other familiar examples.

Transit Radio stations will cooperate fully so that advertisers in this category can capitalize fully on the flexibility of this medium.



FM AUDIENCE AT HOME IS "BONUS"

Programs broadcast to Transit Radio vehicles via FM simultaneously reach homes in the area with FM receiving sets.

The size of this bonus audience varies from city to city, apparently in ratio to the aggressiveness with which FM sets have been promoted

rather than to population.

This fact is reflected in the estimated number of FM sets in the following typical Transit Radio cities: St. Louis 50,000, Cincinnati 30,000, Washington 70,000, Houston 25,000, Baltimore 67,000, Worcester 7,500.

MR. & MRS. "EVERYBODY" AND FAMILY RIDE THE BUSES AND STREET CARS

80 to 82 Per Cent of the General Public Rides Public Transportation in Urban Centers, All Income Classes Represented

Transit Radio puts advertisers in contact with this market in motion. Often the passengers' first ports of call are retail outlets.

The Psychological Moment To Influence Customers

Advertisers are offered the distinct advantage of literally getting in the last word. A large percentage of transit riders are headed somewhere to buy somebody's products. You can now catch their ear just before they get off at department stores, fashion stores, drug stores, and jewelry stores—and homeward bound at neighborhood food, drug and shopping center stores.

Visualize the extra payoff in sales when the commercial urges "Get X Brand of hosiery" before a customer gets off at a department store—"Get Z Brand of meat" before a customer gets off at a corner food store.

Local Coverage Unequaled By Any Other Medium

Transit Radio very nearly approximates total coverage in the growing list of cities where it is in operation.

In each city, ranging in size from large to small, the number of daily riders on the average weekday just about equals or exceeds the total population.

For example, in St. Louis with a population of 1,238,361, average daily rides on 1,290 Transit Radio vehicles totals 1,342,402. In Houston, population 558,979, riders on 600 TR vehicles total 419,059. In Huntington, population 100,486, riders on 80 TR vehicles total 75,906.

TRANSIT RADIO MARKETS Franchises are in Negotiation in Practically Every Major City from Coast to Coast

The following cities are currently in operation: Cincinnati, Ohio; Covington, Ky.; Des Moines, Ia.; Houston, Tex.; Huntington, W. Va.; Kansas City, Mo.; St. Louis, Mo.; Tacoma, Wash.; Topeka, Kans.; Washington, D. C.; Wilkes-Barre, Pa.; Worcester, Mass.; Allentown, Pa.; Evansville, Ind.

Because of the rapid addition of new Transit Radio markets, please consult your nearest Transit Radio office: listed below.

Select Your Audience!

Pick the time and you pick the audience you want! Accurate data can be supplied on audience-composition at various times in every Transit Radio city.



6:00-7:30 A.M.—
Factory workers

7:30-9:00 A.M.—
White collar group



8:30-9:00 A.M.—
School groups



9:00-4:00 P.M.—
The Housewife-Shopper

4:00-6:30 P.M.—
Homebound shoppers,
students, workers

6:30-11:00 P.M.—
Entertainment seekers

TRANSIT RADIO, INC.

NEW YORK:
250 Park Avenue—Mur. Hill 8-9254
William H. Ensign, Manager

CHICAGO:
35 East Wacker Dr.—Financial 6-4281
Frank E. Pellegrin, National Sales Mgr.

PHILADELPHIA:
Alden Park Manor—Victor 4-1021
Arnold Nygren, Manager

CINCINNATI:
Union Trust Building—Dunbar 7775
Richard C. Crisler, Vice-President



Advertising needs friends in Washington and other places

Advertising hasn't any real friends in Washington, despite all the good public relations work that the Advertising Council has been doing these past few years. Reason is simple. Advertising's relationship to production has never been properly presented. With labor and liberals both anti-advertising, all media are suffering attacks. Radio campaign to sell advertising and its key position in the national economy has been talked of, but that's all.

Will Federal Trade Commission continue as is?

Federal Trade Commission, anathema to many businessmen, hasn't received much attention from the White House. Many corporations, including radio advertisers, who have cases up before the Commission and who would like to know just what bias this "high court" of business will use next year, must wait until President Truman and/or Secretary of Commerce Charles Sawyer get around to it.

Food and drug administration annoyed by N.Y. Health Department publicity

U.S. Food and Drugs administration is annoyed by recent publicity of the New York Health Department regarding television and radio advertising. The New York bureau was pictured as monitoring radio and TV stations for false or misleading statements in advertising. Since radio and TV transcend state lines, supervision of drug advertising has generally been left to Federal Bureau. Policing by 13 states raises specters of real headaches for U.S. standard setting, annoying to Washington, frightening to most air advertisers. Since N.Y. Department hasn't even an appropriation for a TV set yet, it was all puffery but puffs make headaches, too.

Broadcast mail backs Truman 1000 to 1

Recent broadcasts of the President have brought such an avalanche of favorable mail that he's more than ever set on urging Congress to pass all the bills he promised while campaigning last year. Mail from broadcasts has been thousand to one pro-Truman.

Farmers want action to protect farm prices

Farmers have been much more voluble in past two weeks than during last full year, not because the pinch has already hit them, but because it has hit their organizations. Heads of the Grange and other farm organizations have been telling their members to "get after Washington to save our investment." Farmers have a good man to fight for them in Secretary of Agriculture Charles F. Brannan. He'll try anything for the rural folks—at least once.

Cigarette direct-mail selling getting congressional attention

Because direct-mail selling of cigarettes is consistently used to circumvent local sales tax regulations, the business is under attack on the Hill. Number of bills await congressional action, all with the objective of banning direct-mail selling of tobacco products. Stations are watching these bills carefully, not because they're worried about losing their mail-order cigarette advertising, but because if discriminatory legislation on one product is possible, such moves can be extended to other products advertised by air.

Network station representation problem may be tabled

Investigation of networks by the Federal Communications Commission may result in tabling for the time being any action by the Commission on the rights of the networks to represent stations not owned by them. It makes little sense to regulate networks piecemeal. FCC hasn't an outstanding reason for the network investigation, but announced that it's time to reevaluate previous network regulations.

Wages and prices decline an educational problem

Biggest job facing Washington is problem of educating the public to fact that both prices and wages must be subject to downward revision. Truman is said to be looking for a man who will undertake this difficult public relations assignment. He has asked a number of key business men if their corporations would participate in such a campaign. Thus far, all interviewed have begged off. Even the networks of the nation have asked to be relieved of such an assignment.

Commodity and wage ties to living and product in disrepute

The tying of the price of new materials to the price of a manufactured product is growing in disfavor. The practice of tying wages to the cost-of-living index is also growing in negative reaction. Recently Cuba was forced to drop a contract which tied the sales price of molasses to the price of industrial alcohol in the manufacture of which the molasses was being used. Reason? Industrial alcohol price had dropped so low that molasses was bringing just 25% of the original contract price. Recent contract renegotiations between several unions and managements finds the unions trying to ease out the cost-of-living index tie of wages. Union members do not like automatic wage cuts.

POWER...

50,000 watts of
it daytime, 10,000
night

POWER...

where the people
are, in fast-growing,
rich South Florida

POWER...

to do the biggest
single selling job
in all Florida



WGBS

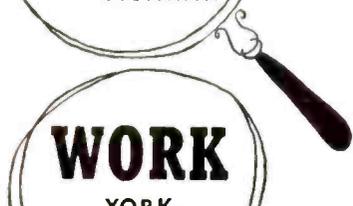
**MIAMI
CBS
at 710**



FLORIDA'S ONLY 50,000 WATT STATION

Represented by Katz

For Profitable
Selling
INVESTIGATE



Clair R. McCallough
Managing Director



Represented by

ROBERT MEEKER

ASSOCIATES

Los Angeles New York
San Francisco Chicago

STEINMAN STATIONS



Mr. Sponsor

Lewis F. Bonham

Director of Advertising & Sales Promotion
The Mennen Company, Newark, N. J.

There is nothing spectacular about Lew Bonham's methods of letting the American male know the virtues of Mennen shave cream, or of telling the American mother that Junior's tender skin will take more kindly to Mennen baby oil. Bonham himself can see no reason why particular attention should be called to the steady, productive job he has done for the Mennen Company in his five years with the firm. The modesty and self-effacement are not false, either; he just feels that he's handling Mennen's advertising in the only sensible way it can be handled.

Prior to Bonham's entrance into the company (in the same position of advertising and sales promotion director that he holds today) Mennen had confined its broadcast advertising pretty exclusively to nighttime network programs. With Bonham taking over the reins, the formula changed to selective and daytime. His idea was to reach men with his Mennen shaving cream message at the time they would be most vulnerable—early morning, and especially during the a.m. shaving chore. And to plant air selling of the Mennen pharmaceutical line (antiseptic oil, borated powder, etc.) when it would do the most good, he chose afternoon slots for housewife listening.

The campaign (representing an annual \$600,000 expenditure out of an overall ad budget of \$2,500,000) remains pretty constant, utilizing about 50 powerhouse stations in as many markets. Programs are generally three 15-minute shows weekly, usually musical and revolving around local personalities. There are exceptions: newscasts across-the-board on WNBC and WOR, New York; likewise on the CBS Pacific Coast network.

Handsome, prematurely gray Lew Bonham has brought a comprehensive knowledge of selling to his Mennen job. He started out as a salesman and then sales manager for one division of the Dixon Company, before going with the Personal Products Corporation (a subsidiary of Johnson & Johnson) as merchandising manager. He left the latter to join the 71-year-old Mennen organization.

An avid duck hunter, Bonham can be found, whenever he can get away from his desk, in Florida, Virginia, Maryland, or wherever it's open season on the swimming birds. An equally avid dog fancier, he writes a column for the *American Kennel Club Gazette*.

She's DECIDED To Buy

WHAT'S BEHIND IT?

The text books call it selective demand. The Sponsor calls it results. By any name it is the reason for advertising. To stimulate the demand and bring the results most effectively your sales message must reach the maximum audience at the minimum cost. This is radio station KSJB's perpetual goal.

To give advertisers a bigger audience in North Dakota, at a lower cost per listener, KSJB spends promotional dollars in the market. Over one hundred newspapers have been used to merchandise sponsors' shows to potential customers. Public Service programs of high local interest have been consistently aired to build listener loyalty. Then surveys have been made to determine listener trends and they have been catered to by program changes where indicated. That is why KSJB leads the field in North Dakota radio today. That is why KSJB should be on your media list.

For the *latest* survey results see your George Hollingbery representative. He now has an area survey based on 6,202 calls made in seven key counties. This conclusive study shows that KSJB leads all others two to one.

KSJB's

LATEST RATINGS

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

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





David Stone Hester

INSIDE U.S.A.

In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio... strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

- by *inventing* great package programs like “Suspense” and “My Friend Irma”;
- by “*showcasing*” great programs like the Philharmonic;
- by *developing* great personalities like Godfrey;
- by *securing* them, like Benny and Amos 'n' Andy.

Invention... showmanship... initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.

If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

1. Lowell Thomas
2. My Friend Irma
3. Suspense
4. Lux Radio Theatre
5. My Favorite Husband
6. Edward R. Murrow
7. Dr. Christian
8. Amos 'n' Andy
9. Arthur Godfrey
10. Jack Benny
11. N. Y. Philharmonic

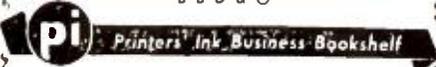
CBS



The most complete analysis of airwave advertising ever published!

pi
**modern
 RADIO
 advertising**
 with an analysis of
 television advertising

By **CHARLES HULL WOLFE**
 Radio and Television Dept.
 B B D & O



A NEW BOOK of 200,000 words, packed with the factual information you want on how to create radio commercials, buy radio time, plan radio campaigns, and test campaigns, programs and commercials. Authoritative, up-to-date, each of the 43 big chapters is introduced by an expert. It covers every phase of radio advertising from jingles to institutional copy, research to testing, contests to criticisms, to help you—advertiser, agent, radio man or student—create better airwave advertising with better results at less cost. **\$7.50**

FUNK & WAGNALLS COMPANY
 153 E. 24th St., New York 10, N.Y. S328
 Please send me a copy of Wolfe's MODERN RADIO ADVERTISING at \$7.50. I understand you will send the book to me on approval, and I may return it if not entirely satisfied. (We pay postage on orders accompanied by remittance. Some return privilege.)

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____
 POSITION _____
 COMPANY _____
 Check enclosed Bill me

New developments on SPONSOR stories

p.s.

See: "50-50 Deal—Blackstone Establishes Name"
Issue: 14 February 1949, p. 29
Subject: Frigidaire approves list of transcribed programs in dealer-ca-op plan

The Frigidaire Division of General Motors Corporation has just approved a group of 24 transcribed programs for dealer-cooperative sponsorship. They'll share costs 50-50. This is a leaf from the remarkably successful co-op plan of the Blackstone Corporation which got under way last October.

There is a major difference, however. Ad-manager James E. Peters of Blackstone selected a single program to offer his outlets. He chose to make the decision as to the ideal transcribed show to sell his washing machines. Frigidaire, on the other hand, has approved 24 waxed shows in the belief that stations and local outlets can choose the best available show and time available in their market. The programs are of five, 15, and 30-minute lengths and provide a variety of moods. Productions are from NBC Radio Recording, Harry S. Goodman, Monogram Radio Programs, Ford Bond, and Hopkins Syndicate. The deal is handled through the Ralph S. McFeely Co., Columbus, Ohio, representatives for transcribed shows.

Letters from McFeely's office went to stations in all Frigidaire markets on 7 March announcing the deal. Meanwhile the 92 stations that were broadcasting *Blackstone*. *Magic Detective* for Blackstone washers have grown to 148, including all stations of the regional Columbine (Colorado) and Arrowhead (Minnesota, Wisconsin) networks. Stations and dealers in each area where Blackstone, the live magician, takes his road show are always able to tie in special merchandising displays with his appearances. Distributors often furnish blocks of tickets to employees of retail outlets in the area. This builds appreciation for the radio version of the magician.

p.s.

See: "General Baking Uses Selective Radio"
Issue: 14 February 1949, p. 22
Subject: GB extends Pa. delivery area three times due to e.t. series on WPWA, Chester

The pull of shrewdly handled selective radio has once again been ably demonstrated to General Baking Company (Bond Bread) home office officials, this time through an announcement series with an idea behind it, on WPWA in Chester, Pennsylvania.

General Baking has, for almost a decade, foregone network programs in favor of strictly selective radio advertising. A. W. Weil, local manager of GB in the Philadelphia area, wasn't however, interested in *any* form of advertising that wouldn't produce sales. "I won't," Weil had often declared, "spend a nickel on radio unless I see tangible results." This attitude rather unreasonably called upon radio to do a good job without being hired in the first place.

Weil finally gave radio its chance recently, however. Lou Poller, WPWA sales manager, sold him a series of syndicated transcriptions, produced by Harry S. Goodman. The one-minute announcements, titled *What's in a Name?*, went on WPWA four times daily, with listener appeal engendered this way: the station sends out postcards to all those people in the area named Smith, Jones, Brown, etc. (one name group for each broadcast), and advises them that if they want to find out how their particular name came to be, tune in WPWA for the explanation.

The result: after 13 weeks 18% new trade opened up for Bond bread, based on the company's figures of having 400 customers out of 1,000 people in the area, with 100 more possibilities and the
 (Please turn to page 60)

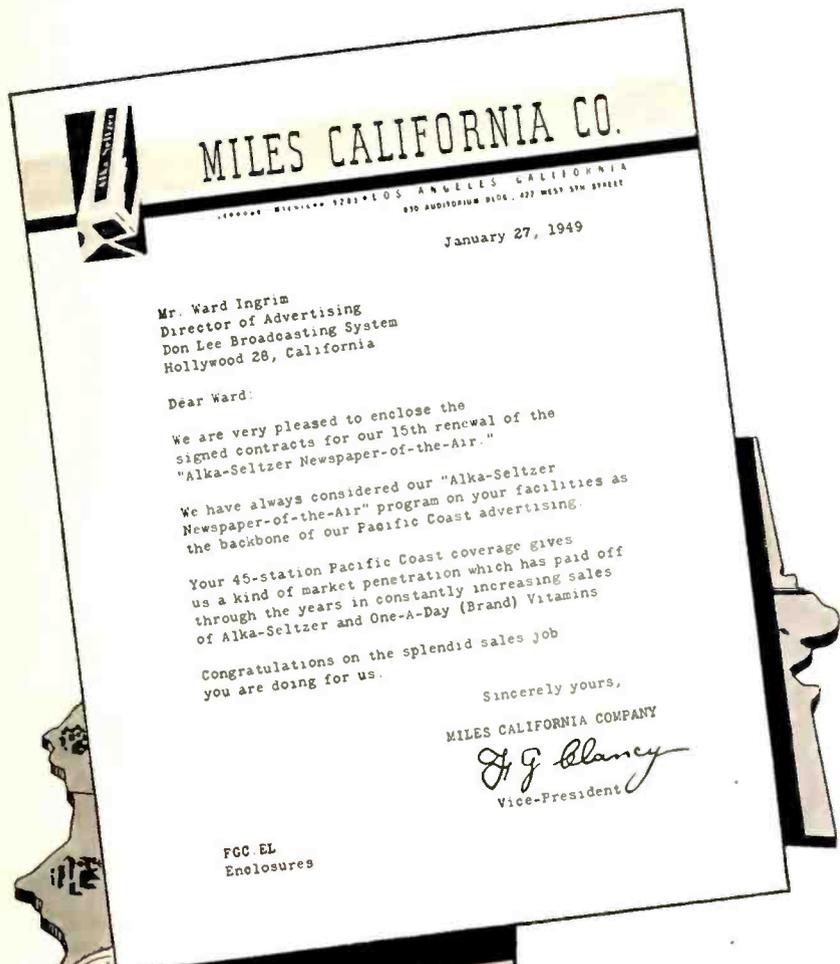
Penetration is the pay-off!

Miles California Company demands complete Pacific Coast market penetration to match Alka-Seltzer's complete market distribution. No wonder then that the Alka-Seltzer Newspaper of the Air—the Coast's Highest Rated Newscast*—is celebrating its 15th Anniversary on the Don Lee Broadcasting System.

*C. E. Hooper, January 1949



When you're on the Don Lee Network your sales message is broadcast from within 45 important Pacific Coast markets. That's PENETRATION! It pays off in MORE SALES, not only in some sections, but all over the vast Pacific Coast.



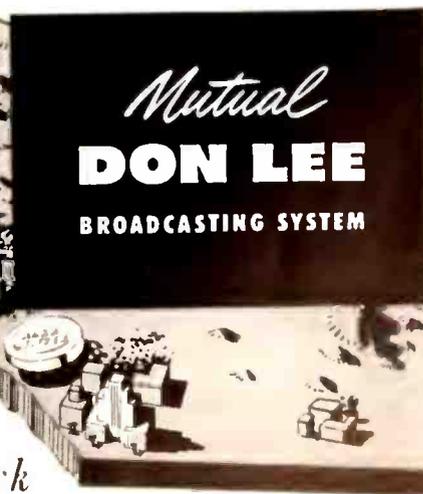
FGC EL
Enclosures

Sincerely yours,
MILES CALIFORNIA COMPANY

J. J. Blaney
Vice-President

LEWIS ALLEN WEISS, President
WILLET H. BROWN, Executive Vice-President
WARD D. INGRIM, Director of Advertising

Represented Nationally by JOHN BLAIR & COMPANY



The Nation's Greatest Regional Network

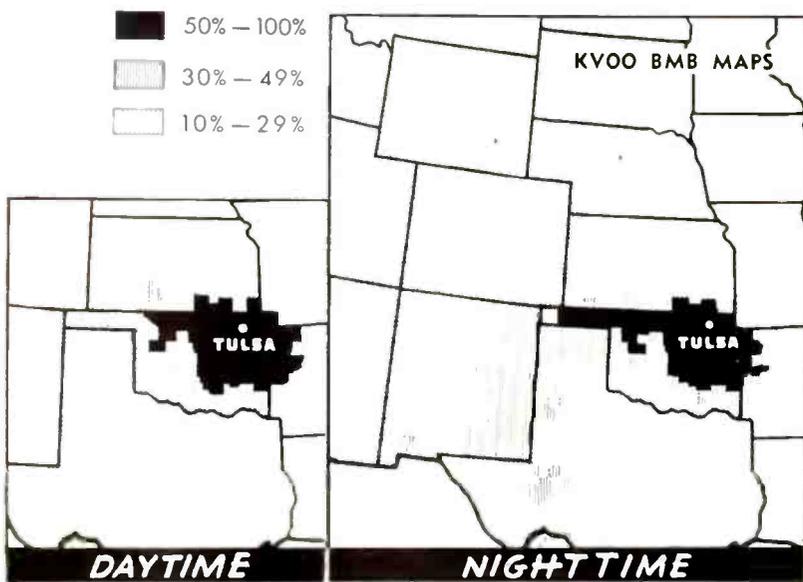
➔ **THERE'S ONLY 1 No. 1 MARKET IN OKLAHOMA**



34.8% of Land Area Has:
 45.1% of State's Retail Sales
 48.2% of Retail Food Sales
 45.5% of Retail Drug Sales
 46.7% of Oklahoma's Effective Buying Power

Above figures taken from Sales Management Survey of Buying Power

And **KVOO ALONE BLANKETS THIS RICH MARKET**



Yes, KVOO, alone, blankets Oklahoma's richest (No. 1) market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 50-100% BMB daytime area.

KVOO is a must on any schedule which is planned to sell Oklahoma's richest market *plus* the bonus counties of that market!

See your nearest Edward Petry & Company office for availabilities.

Hooper reports the overall rating in Tulsa as 38.3 for KVOO; 23.0 for Station "B"; and 22.1 for Station "C"

RADIO STATION KVOO
 EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
50,000 WATTS **OKLAHOMA'S GREATEST STATION** **TULSA, OKLA.**



New and renew



New National Selective Business

SPONSOR	PRODUCT	AGENCY	STATIONS	CAMPAIGN, start, duration
Adam Hat Stores Inc	Hats	Madison (N.Y.)	75-100*	E.t. annents; Mar 28 and April 4; (thru Apr 15)
Block Drug Co	Alkaid	Harry B. Cohen (N.Y.)	(Short pre-Easter campaign) 1-2* (Test campaign, expand later)	E.t. spots, breaks; April 1; 26 wks
Brown & Williamson	Kools	Ted Bates (N.Y.)	Indef* (Adding small mkts to present campaign)	E.t. spots, breaks; Mar (various); 13 wks
Aveo Mfg. Corp (Crosley Div)	"Shelvador" refrigerators	Benton & Bowles (N.Y.)	Indef*	E.t. spots, breaks; April 1; 1 wks
Eastern Wine Corp	Chateau Martin Wines	Bliss & Marces (N.Y.)	(Natl campaign, Major mkts) Indef	E.t. spots, breaks; Mar-Apr; 6-8 wks
General Baking Co	Bond Bread	BBD&O (N.Y.)	(Eastern mkts only) 5-10 (Expanding current campaign)	E.t. spots, breaks; Mar (various); 13 wks
General Foods Corp	Swansdown Instant Cake Mix; Minute Rice	Young & Rubicam (N.Y.)	25-30 (Major South and Southwest mkts)	E.t. spots, breaks; Mar 15; 6-8 wks
General Mills	Betty Crocker Party Cake Mix; Ginger Cake Mix; Devil's Food Mix	D-F-S (N.Y.)	Indef* (Natl campaign after Pacific tests)	E.t. spots, breaks; early summer; indef
Grove Laboratories	Grove's Chill Tonic	Harry B. Cohen (N.Y.)	Indef (Southern mkts only)	E.t. spots, breaks; Apr 18; 18 wks
Lever Bros	Silver Dust	SSC&B (N.Y.)	10-12* (Eastern mkts only)	E.t. annents; Apr 1; 11 wks
	Surf	Day, Duke & Tarleton (N.Y.)	20-25* (Adding to current campaign)	E.t. spots; Mar 23; 13 wks
Liggett & Myers	Chesterfield cigarettes	Newell-Emmett (N.Y.)	Indef* (Testing new copy themes in South)	E.t. spots, breaks, annents; Mar (various); 6 wks
Procter & Gamble	Joy (detergent)	Biow (N.Y.)	Indef (Test campaign, intro campaign planned)	E.t. spots, breaks; Apr (various); indef
River Brand Rice Mills	Carolina Rice	Donahue & Coe (N.Y.)	10 (Heavy N.Y. campaign)	E.t. and live spots and parties; Mar 5; 13 wks
Rokeach & Sons	Kosher foods	Advertisers' Broadcasting Co (N.Y.)	Indef* (Limited natl campaign during Passover)	E.t. spots; Mar 14; 1 wks
Sinclair Refining Co	Gasoline	Hixson-O'Donnell (N.Y.)	1 (Test campaign for new product)	E.t. breaks; Mar 21; 18 wks
Sweets Corp. of America	Tootsie Rolls; Tootsie Fudge Mix	Moselle & Eisen (N.Y.)	10-60*	Spots, breaks; Apr (various); 6-13 wks
United Florists Trade, Inc	Institutional (flowers as gifts etc)	Ruthrauff & Ryan (N.Y.)	Indef (Limited test campaign, Eastern mkts)	Breaks; Mar 6; 13 wks

*Station list set at present, although more may be added later.
 (Fifty-two weeks generally means a 13-week contract with options for 3 successive 13-week renewals. It's subject to cancellation at the end of any 13-week period)



New and Renewed Television (Network and Selective)

SPONSOR	AGENCY	NET OR STATIONS	PROGRAM, time, start, duration
American Chicle Co	Badger & Browning & Hersey	WCBS-TV, N.Y.	Film spots; Apr 1; 52 wks (n)
Asam Brothers (Wall Paper)	Gray & Rogers	WPTZ, Phila.	Film spots; Mar 10; 13 wks (n)
BB Pen Co	Foote, Cone & Belding	WPIX, N.Y.	Film spots; Mar 5; 52 wks (n)
Benrus Watch Co	J. D. Tareher	WNBT, N.Y.	Film annents; Mar 15; 26 wks (n)
Breyer Ice Cream Co	McKee & Albright	WCBS-TV, N.Y.	Film annents; Mar 1; 52 wks (n)
BVD Co	Grey	WNBT, N.Y.	Film spots; Mar 10; 22 wks (r)
Celanese Corp	EHington	KTLL, L.A. WPIX, N.Y. WRGB, Schen. KTLL, L.A.	Film spots; various starting dates betw Mar 15-Apr 1; 8 wks (n)
Chrysler Corp (DeSoto Div)	BBD&O	KTLL, L.A.	Film spots; Mar 7; 6 wks (n)
Curtis Publishing Co (Sat Eve Post)	BBD&O	WPTZ, Phila. WPTZ, Phila. WCAU-TV, Phila.	Film spots; Mar 10; 6 wks; (n) Film spots; Mar 10; 9 wks (n) Film spots; Mar 3; 9 wks (n)
Elgin National Watch Co	J. Walter Thompson	WNBT, N.Y.	Film annents; Feb 21; 52 wks (n)
Ford Dealers	J. Walter Thompson	CBS-TV net	Through The Crystal Ball; Mon 9-9:30 pm; Apr 18; 52 wks (n)
General Electric Co (Appliances)	Young & Rubicam	CBS-TV net	Fred Waring; Sun 9-10 pm; April 17; 52 wks (n)
B. F. Goodrich Co (Tires)	BBD&O	ABC-TV net	Celebrity Time; Sun 8:30-9 pm; Apr 3; 52 wks (n)
Hoffman Beverage Co	Warwick & Legler	WCBS-TV, N.Y. WNBT, N.Y.	Film annents; Apr 11; 52 wks (n)
Liggett & Myers (Chesterfield)	Newell-Emmett	WBBK, Chi	Film spots; Mar 26; 52 wks (r)
Lincoln-Mercury Dealers	Kenyon & Eckhardt	KTLL, L.A.	Film spots; Mar 7; 52 wks (r)
Joe Lowe Corp (Popsicle)	Blaine-Thompson	CBS-TV net	Toast of the Town; Sun 8-9 pm; Mar 27; 52 wks (n)
Pioneer Scientific Co (Polaroid TV lenses)	Gayton	CBS-TV net	Lucky Pup; Mon 6:30-6:45 pm; May 2; 52 wks (n)
		WPTZ, Phila.	Film spots; Mar 10; 13 wks; (n)

●In next issue: New and Renewed on Networks. Sponsor Personnel Changes. National Broadcast Sales Executive Changes. New Agency Appointments

New and Renewed Television (Continued)

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start duration
Rhodes Pharmaceutical Co (Imgrin)	O'Neil, Larson & McMahon	WPIX, N.Y.	City Hall; Sat 7:05-7:15 pm; Mar 5; 10 wks (n)
Rockwell Mfg Co (Delta Mfg Div for Homercraft Power Tools)	Hoffman & York	ABC-TV net	That's O'Toole; Sun 1:15-5 pm; March 13; 13 wks (n)
Romson Art Metal Works	Cecil & Presbrey	WBRG, Chi	Film spots; Mar 15; 52 wks (n)
Stevens Toy Co	Lewis	WSBT, N.Y.	Film spots; Mar 14; 13 wks (n)
Ward Baking Co	J. Walter Thompson	WSBT, N.Y.	Film annemts; Feb 4; 52 wks (r)
Television Guide Magazine	H. C. Morris	WSBT, N.Y.	Film annemts; Mar 8; 7 wks (r)
Wine Advisory Board	J. Walter Thompson	CBS-TV net	Dione Lucas; Th 8-8:15 pm; Mar 3; 18 wks (n)
T. B. Williams Co (Toltries)	I. Walter Thompson	WSBT, N.Y.	Act It Out; Sun 6:30-7 pm; Feb 30; 36 wks (n)

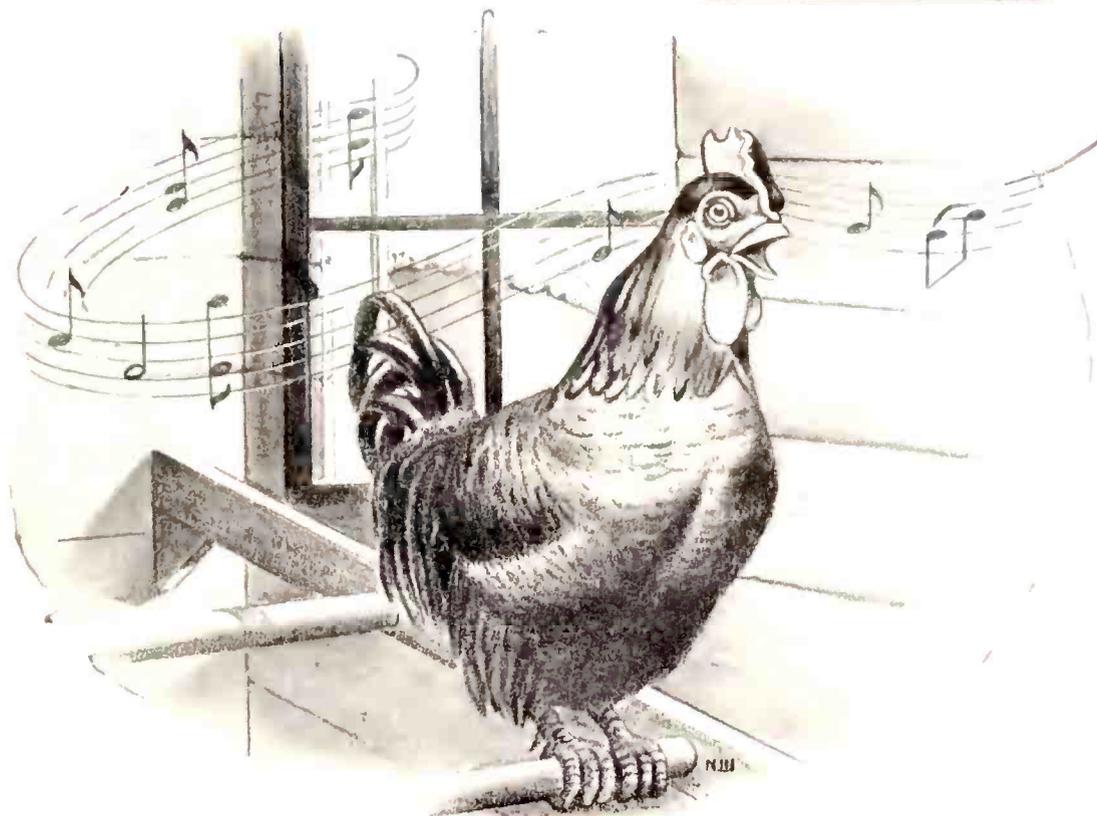
Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
John A. Ashby	Lee Donnelly, Cleveland	Will, Cleveland, acct exec
A. E. Banks	Retail Advertising, S. F.	Fred Moyer Jordan (new), L. A., acct exec
C. L. Baum	Short & Baum Portland Ore., vp	McCarty, L. A., acct exec
Raymond I. Bergman	KSI, Salt Lake City, prom mgr	Francom, Salt Lake City, radio dir
W. P. Booth	Brow, N.Y.	Ted Bates, N.Y., acct exec
F. Seward Burrows	Wood, Brown & Wood, Boston	Mike Goldgar, Boston, acct exec
Irving M. Cohen	Howard Stores Corp, N.Y. adv mgr	Redfield-Johnstone, N.Y., vp
S. John Cousins	Wiley, Frazee & Davenport, N.Y.	William von Zehle, N.Y., acct exec
Arthur J. Daly	Peck, H'wood., mgr	Same, N.Y., radio, TV dir
James Dean	McCarty, L. A., acct exec	Ralph Yamhert, L. A., acct exec
Earl Thi	J. Walter Thompson, H'wood., producer of Edgar Bergen Show	Same, TV dir
Eric I. Erickson	—	Harry J. Lazarus, Chi., acct exec
Charles C. Fitzmorris Jr	Sherman & Marquette, Chi., acct exec	Fitzmorris & Miller (new), Chi., co-head
Edward Froelich	Boston Red Sox trainer	Morris F. Swaney, Chi., acct exec
Ralph Gardner	—	Fred Moyer Jordan (new), L. A., acct exec
Alan Goff	Rodgers & Brown, N.Y.	Lew Kashuk, N.Y., acct exec
Robert Grant	Conner, S. F., acct exec	Wakefield, S. F., vp, acct exec
William R. Groome	Cortland D. Ferguson, Wash., acct exec	Same, radio dir
James I. Grubb	Standard Register Co, Dayton O.	Don Kemper, Dayton O., acct exec
Milton Gutterman	Kal, Ehrlich & Merrick, Wash., copy, planning dir	Emil Mogul, N.Y., acct exec
Robert A. Heely	J. Walter Thompson, S. F.	Gerth-Pacific, S. F., acct exec
Ernest L. Heitkamp	Chicago Herald-American, Chi., writer	Morris F. Swaney, Chi., acct exec
Joel M. Holt	Herbert H. Foster, N.Y., radio, TV dir	Flint, N.Y., acct exec
Bryan Houston	Pepsi Cola Co, N.Y., exec vp	Lennen & Mitchell, N.Y., exec vp
Eldon E. Ihm	KWTO, Springfield Mo.	Lowe Runkle, Oklahoma City, radio dir
Frik Isgrig	Sorenson, Chi.	Young & Rubicam, Chi., acct exec
Lew Jones	BBD&O, S. F., media dir	Fote, Cone & Belding, S. F., media dir
Fred M. Jordan	Buchanan, L. A., exec vp	Fred Moyer Jordan (new), L. A., head
Walter J. Kerwin	Courtland D. Ferguson, Wash., art dept	Same, TV dir
Erwin H. Klaus	Dana Jones, L. A.	Buchanan, S. F., acct exec
Dan Lewis	—	Harrington, Whitney & Hurst, S. F. acct exec
Francis A. Manning	New York World Telegram, N.Y., real estate adv mgt	Flint, N.Y., acct exec
William R. Ma on	Geyer, Newell & Gangar, N.Y., acct exec	Same, vp
Hugh C. McAllum	—	Cockfield, Brown, Toronto, acct exec, copywriter
Rudyard C. McKee	Needham, Louis & Brorhy, Chi. acct exec	McCann-Erickson, N.Y., acct exec
Chester M. Miller	Sherman & Marquette, Chi. copywriter	Fitzmorris & Miller (new), Chi., co-head
I. Allan Mitchell	Compton, N.Y.	McCann-Erickson, N.Y., radio copywriter
Howard L. Neumann	H. M. Gross, Chi.	Lowe Runkle, Oklahoma City, acct exec
S. J. O'Connell Jr	Grant, Chi.	G. A. Sass, Indianapolis, copywriter, acct exec
Virginia A. Parker	Reuben H. Donnelly Corp, N.Y.	Robert Hilton, N.Y., acct exec
Gardner A. Phumey	Washington Post, Wash.	Courtland D. Ferguson, Wash., acct exec
Theodore B. Pittman Jr	—	John C. Dowd, Boston, radio, TV dir
Elizabeth Powers	Allied Stores Corp, N.Y., adv, sls prom, fashion analysis	Leonard F. Fellman, Phila., acct exec
Helga Preisman	WSRS, Cleveland, continuity dir	Marcus, Cleveland, radio, TV dir
Paul Price	Dewey-Warren Campaign, S. F., radio publ dir	Hunter, L. A., acct exec
Robert M. Rehbock	Loewy, N.Y., asst to pres	Rehbock-Hollinger, N.Y., acct exec
Lee Morse Rich	Albert Frank-Guenther Law, N.Y., media dir	William H. Weintraub, N.Y., media dir
Thomas Ridgway	—	Allen-Evans & Jenkins, L. A., TV head
Nelson Schrader	Newell-Finnell, N.Y., in chge motion picture distribution	Grey, N.Y., exec radio, TV dir
Gilbert J. Supple	Peter Hilton, N.Y.	McCann-Erickson, N.Y., radio copywriter
Lester B. Tunison	Liberty Magazine, N.Y.	Maxwell Sackheim, N.Y., acct exec
Leon Witten	Arthur A. Birstein, Boston	Mike Goldgar, Boston, acct exec

Station Representation Changes

STATION	AFFILIATION	NEW NATIONAL REPRESENTATIVE
KAKE, Wichita, Kans.	MBS	Donald Cooke
KIMO, Independence, Mo.	Independent	Donald Cooke
KIAC, Beaumont, Port Arthur, Tex.	MBS	Free & Peters
KRON-TV, S. F.	NBC	Walker
KSTL, St. L.	Independent	Donald Cooke
KTLN, Denver	Independent	Donald Cooke
Store Broadcasting Service, Chi.	Independent	Storadio
WAHH, Baton Rouge, La.	MBS	Donald Cooke
WATO, Oak Ridge, Tenn.	MBS	Donald Cooke
WYAT, Inkeworth, Fla.	NBC	Donald Cooke
WBRB, Buffalo	MBS	Katz
WGFM, Quincy, Ill.	ABC	Donald Cooke
WHAY, New Britain, Conn.	Independent	Radio Representatives
WTMS, Michigan City, Ind.	Independent	Donald Cooke
WINK, Ft. Myers, Fla.	CBS	Donald Cooke
WKPT, Kingsport, Tenn.	NBC	Donald Cooke
WDR, Syracuse, N.Y.	MBS	Donald Cooke
WOKO, Albany, N.Y.	Independent	Donald Cooke
WROW, Albany, N.Y.	MBS	Holling
WWPB, Miami, Fla.	Independent	Donald Cooke
WWSU, Glenn Falls, N.Y.	MBS	Donald Cooke
Zia Network, New Mexico	ABC	Donald Cooke

IN IOWA, RADIOS WAKE UP THE ROOSTERS!



60.2% of Iowa women and 57.9% of Iowa men listen to the radio before 8 a.m. on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey.*

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. Even before 6:30 a.m., 16.4% of the women and 18.7% of the men are up—and listening!

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. All the facts confirm the Survey's policy of keeping standard information up-to-date and of "bringing

to light new information not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the ELEVENTH annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



To make television station

Television time buyers know well that station selection becomes more difficult as the number of stations increases. To ease the task of station selection, NBC Spot Sales offers all of the information listed on the right for nine major television stations. It's all yours for a phone call.

IF YOU are looking for the complete story of the major television stations in the nation's major

markets, call your nearest NBC Spot salesman. You'll find that he represents *nine* outstanding television stations, all of them in operation *today*. You'll find that seven of these stations are located in the ten largest U. S. markets. You'll find that many of these stations in such television centers as New York, Philadelphia and Washington are viewed by more people *more often* than any other stations in their market.

NBC

representing television stations: WNBT—New York • WNBQ—Chicago • KNBH—Hollywood



on selection easier

You'll find your NBC Spot salesman fully informed on the market, the station and the programs which interest you. You'll find him and his associates to be the best-informed television representatives in the industry.

the nation's major television stations in the nation's major markets are represented by



SALES

NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

MPTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond

Television Station Check List

COMPETITIVE POSITION

- popularity of programs
- size of audience
- extent of coverage
- quality of reception
- loyalty of audience ("most listening")
- network affiliation
- programs available
- rates
- promotion services

PERFORMANCE

- sales successes
- audience response
- advertisers using station
- advertiser testimonials
- commendations and awards

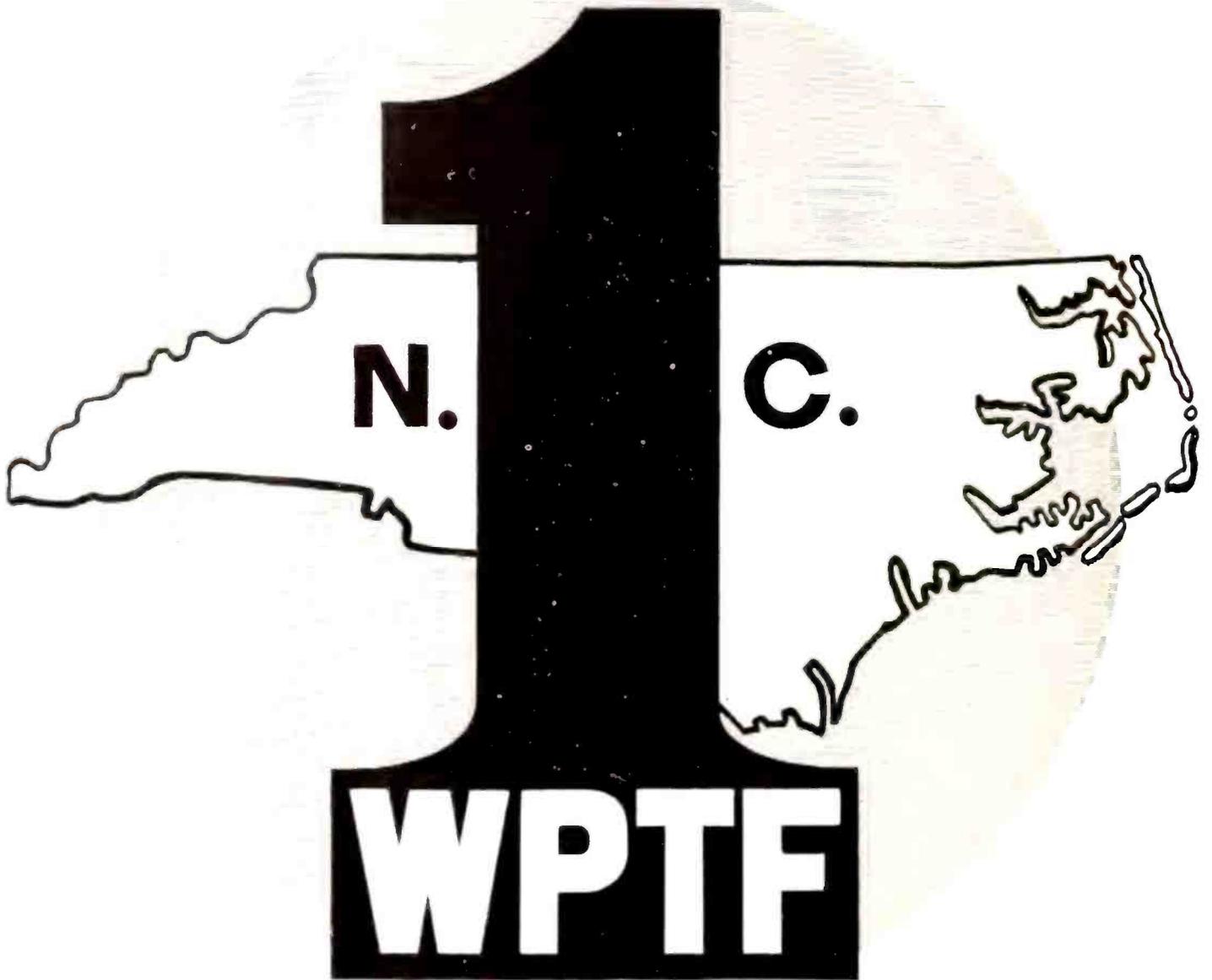
STATION FACILITIES

- size of studios
- number and type of cameras
- film studio facilities (35 mm and 16 mm)
- slide projectors and balopticon
- live and film studio crew
- mobile units
- art, scenery, set construction
- audio facilities

GENERAL INFORMATION

- channel
- effective radiated power
- transmitter height
- transmitter location
- management and ownership

**NORTH CAROLINA IS THE SOUTH'S
NUMBER ONE STATE**



AND NORTH CAROLINA'S

***No. 1* SALESMAN IS**

50,000 WATTS 680 KC
NBC AFFILIATE

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

SPONSOR



Ardo Bulova, the man behind the scenes at Bulova

What makes Bulova tick?

**Twenty years ago a young
watch firm discovered timesignals.**

It could have done worse



John Ballard, ex-salesman, now president of Bulova

selective

It was generally considered sissified to wear wrist watches during the days when the "Charleston" was the dance. Lindbergh flew solo to Paris. Coolidge didn't choose to run—and a Bulova salesman named John Ballard walked into Detroit's WWJ in late 1927 to make a deal for some radio spots. Today, the then-upstart Bulova Watch Company is the country's leading watch firm, with yearly net sales of over \$50,000,000 and a net income of more than \$5,000,000. The salesman who signed up WWJ for the first Bulova time signals is now president of the firm that tops its nearest competitor, Gruen Watch Company, by more than \$20,000,000 in sales and leads the third largest firm, Elgin National Watch, by nearly \$23,000,000.

One thing has built Bulova. From the beginning, the use of national selective advertising in general, and time signals in particular to carry the greatest weight of Bulova's advertising and sales promotion efforts, has been one of radio's great success stories. Bulova in 1949 will spend an amount almost equal to its net income, \$5,000,000, for advertising. Of this figure, about \$3,500,000 will go into broadcast advertising on 250-odd AM stations with time signals and into every TV market with ten-second, 20-

second, and a few one-minute time signals and announcements. The remainder of the budget is spent in seasonal color pages in magazines, and in other forms of space and direct mail sales promotion. A good-sized figure (some estimate \$50,000) is spent in making transcribed announcements which are offered, like a mat service, to jewelers for their local use and which are now used by "about 3,500" jewelers periodically in the U.S. and Canada. Bulova's expenditure for selective broadcasting is the second largest in American advertising (only Colgate-Palmolive-Peet has the edge), and is the largest amount spent thus to promote a single-product line.

Bulova has inspired all sorts of imitation of its successful formula. Nearly every major watch firm, with the exception possibly of Hamilton, has tried to copy the formula. Few have come anywhere near success. Longines-Wittnauer, primarily an importer-manufacturer with current yearly net sales of \$14,000,000, has virtually abandoned the time-signal formula for network and selective e.t. classical music programming. Elgin Watch Co., one of the two leading domestic watch firms, splurges heavily on its annual Christmas and Thanksgiving one-shots on CBS. Gruen Watch Co., like Bulova a firm that

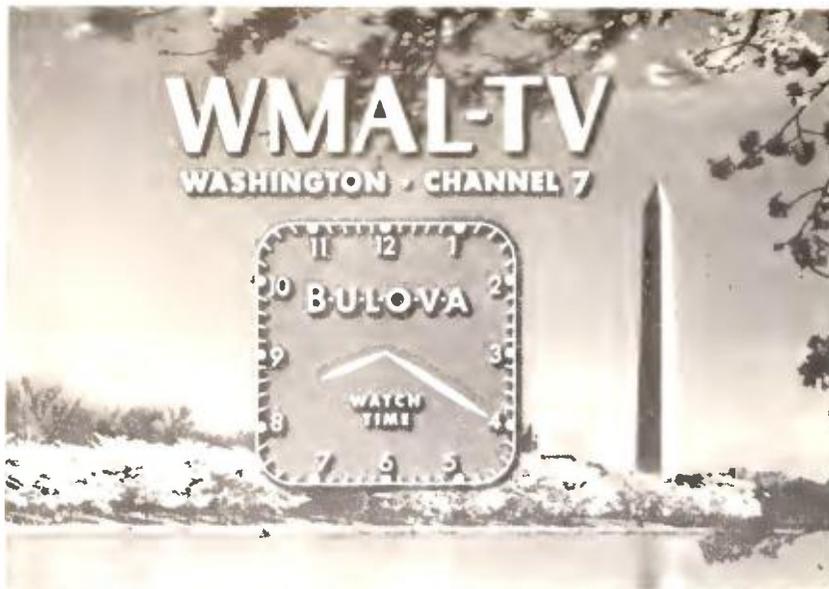


Milton Biow, agency head who sparks advertising



Charles "Fritz" Snyder, advertising manager of firm

SPONSOR



Bulova has designed 10-second TV station breaks that give it full time identification

manufactures a sizable portion of its movements in Bienne, Switzerland, and cases them in the U.S., does its heavy spending in space media and dabbles in radio with time signals. Helbros Watch Co., whose sales have risen rapidly in recent years, spends most of its advertising dollars for *Quick As A Flash* on Mutual.

Only Benrus Watch Co., an almost carbon copy of Bulova's economic and advertising pattern, has basked in Bulova's reflected glory. Benrus, with some \$12,650,000 in net sales last year, uses Bulova-type time signals on about half the number of radio stations that Bulova buys, and is following Bulova's lead in television. Part of Benrus' success with the Bulova formula lies in the fact that Benrus has worked out several good advertising and merchandising wrinkles of its own pertaining to radio and TV, such as "the official watch of such-and-such an airline," Hollywood star tie-ins for its c.t. breaks, and so forth. Still, Benrus and any other watch firm has found that the Bulova method of air advertising is a text book of successful radio and TV operation.

It would be almost impossible for any advertiser to start from scratch today to build the advertising operation that works so well for Bulova. However, in the step-by-step construction of the advertising methods that make Bulova's sales tick lie many of the basic lessons in the successful use of the broadcast media.

When Bulova started in radio in 1927, times were hard for the small watch firm. Bulova was not a new

name in the watch business: the original firm, the J. Bulova Co., had been founded in 1875 and incorporated in 1911. Some of its watches were made entirely in the U.S. (this situation still exists for the Bulova 21-jewel movements), but most of them, as they are today, contain works made and assembled in Switzerland and cased in this country. It was not easy to sell Swiss-made works to Americans, particularly if they were from the Midwest or the Pacific regions where the word "watch" in the late 1920's meant a gleaming, turnip-like Elgin, Hamilton, or Waltham that might have been in the family for a quarter-century. Too, the idea of wearing a watch on the wrist was viewed with suspicion as being vaguely unmanly. Bulova found it a tough job to get jewelers to stock its watches. Sales were nothing to brag about, and the Biow Company (still Bulova's agency after more than 25 years) was placing about \$30,000 annually in the way of Bulova advertising in 1927.

Bulova came to radio through a mingled desire to try something anything that might give the sales curve a boost and help distribution, and because only a few months prior Longines-Wittnauer had been experimenting with radio's first time signals on WJZ, New York. They had brought immediate sales results, but the watch industry generally wasn't interested. Bulova, with nothing much to lose, was interested. To Bulova's agency, and to Arde Bulova, time signals looked like a form of "service advertising" to which they could tie a watch,

just as food advertisers for years had been tying food products to printed recipes in their ads. Carrying the analogy one step further, Bulova reasoned, would be telling people the correct time. Simple. The advertising would then be a logical outgrowth of the function of the product.

The experiment with time signals on WWJ, tensely watched by Bulova officials, worked well almost from the beginning. Detroiters began to joke about the watch firm that "was always

No other Watch BULOVA'S

- WAPI—Birmingham, Ala.
- WBRC—Birmingham, Ala.
- WALA—Mobile, Ala.
- WKRQ—Mobile, Ala.
- WSFA—Montgomery, Ala.
- KFOD—Anchorage, Alaska
- KFAR—Fairbanks, Alaska
- KSUN—Bisbee, Arizona
- KOY—Phoenix, Arizona
- KTUC—Tucson, Arizona
- KARK—Little Rock, Ark.
- KERN—Bakersfield, Cal.
- KMJ—Fresno, Cal.
- KMX—Los Angeles, Cal.
- KTTV—Los Angeles, Cal.
- KFI—Los Angeles, Cal.
- KECA-TV—Los Angeles, Cal.
- KNBH-TV—Los Angeles, Cal.
- KFBK—Sacramento, Cal.
- KROY—Sacramento, Cal.
- KFSD—San Diego, Cal.
- KNBC—San Francisco, Cal.
- KQW—San Francisco, Cal.
- KGO-TV—San Francisco, Cal.
- KWG—Stockton, Cal.
- KLZ—Denver, Colorado
- KOA—Denver, Colorado
- WICC—Bridgeport, Conn.
- WTIC—Hartford, Conn.
- WELI—New Haven, Conn.
- WDEL—Wilmington, Del.
- WRC—Washington, D. C.
- WTOP—Washington, D. C.
- WNBW-TV—Washington, D. C.
- WTTG-TV—Washington, D. C.
- WMAL-TV—Washington, D. C.
- WINK—Ft. Meyers, Fla.
- WJAX—Jacksonville, Fla.
- WMBR—Jacksonville, Fla.
- WIOD—Miami, Fla.
- WDBO—Orlando, Fla.
- WCOA—Pensacola, Fla.
- WFLA—Tampa, Fla.
- WSB—Atlanta, Ga.
- WSB-TV—Atlanta, Ga.
- WAGA-TV—Atlanta, Ga.
- WRDW—Augusta, Ga.
- WRBL—Columbus, Ga.
- WMAZ—Macon, Ga.
- WTOC—Savannah, Ga.
- KGU—Honolulu, Hawaii
- KIDO—Boise, Idaho
- KSEI—Pocatello, Idaho
- WBBM—Chicago, Ill.
- WENR—Chicago, Ill.
- WLS—Chicago, Ill.
- WMAQ—Chicago, Ill.
- WENR-TV—Chicago, Ill.
- WGN-TV—Chicago, Ill.
- WYND-TV—Chicago, Ill.
- WMBD—Baltimore, Md.
- WRBK—Baltimore, Md.
- WCYS—Springfield, Mass.
- WEOA—Evansville, Ind.
- WOWO—Ft. Wayne, Ind.
- WIRE—Indianapolis, Ind.
- WISH—Indianapolis, Ind.
- WMT—Cedar Rapids, Iowa
- WOC—Davison, Iowa
- WHO—Des Moines, Iowa
- WKBB—Dubuque, Iowa
- KMA—Shoemaker, Iowa
- KSCJ—Sioux Falls, S. Dak.
- WIBW—Toledo, Ohio
- KFBI—Wichita, Kan.
- KFH—Wichita, Kan.
- WAVE—Louisville, Ky.
- WAVE-TV—Louisville, Ky.
- WHAS—Louisville, Ky.
- WJBO—Baltimore, Md.
- WSMB—New York, N. Y.
- WHL—New York, N. Y.
- WDBU-TV—New York, N. Y.
- KTBS—Shreveport, La.
- KWK—Shreveport, La.
- WLBZ—Barringer, La.
- WCSA—Ponchartraine, La.
- WFL—Baltimore, Md.
- WBAL-TV—Baltimore, Md.
- WCAO—Baltimore, Md.
- WMAR-TV—Baltimore, Md.
- WAAM-TV—Baltimore, Md.
- WBZ—Boston, Mass.
- WBZA—Boston, Mass.
- WBZ-TV—Boston, Mass.
- WEEI—Boston, Mass.
- WNAC—Boston, Mass.
- WNAC-TV—Boston, Mass.
- WTAG—Worcester, Mass.
- WBCM—Boston, Mass.
- WJR—Detroit, Mich.
- WWJ—Detroit, Mich.

BULOVA AIMS TO DOMINATE WATCH MARKET

spelling out B-U-L-O-V-A on the radio." but this was music to the ears of salesman Ballard, who found the Detroit jewelers coming through with re-orders.

Bulova began to expand its new-found advertising gimmick, slowly at first, but eventually at a pace that in the next couple of years after 1927 found Bulova's advertising in radio following the growth of radio itself. As those who were associated with these horse-and-buggy days of Bulova

radio recall it, they were hectic times.

Rate cards were something that existed in just a few key markets, and then they were often tossed in a desk drawer when someone came in to talk business. Bulova did its timebuying, not in the air-conditioned sanctity of a timebuyer's office in Radio City, but out on the road, like a medicine show's advance man billboarding a town in Kentucky. The small team of people who bought time for Bulova, both from the client and the agency, would

drop in on a station manager with a suitcase full of Bulova clocks and chimes, a wad of cash in their pockets, and Bulova contracts in their brief cases. This "flying squad" was actually racing against a deadline the time when the word would get around the watch industry as to what Bulova was doing, and how profitable it was proving. It was a tough grind. Deals were made on a real nickel-and-dime level—with stations that were carry-

(Please turn to page 66)

Company in the REMENDOUS RADIO

world comes even close to matching AND TELEVISION POWER!

- WWJ-TV—Detroit, Mich.
- WJBK-TV—Detroit, Mich.
- WXYZ-TV—Detroit, Mich.
- WTCB—Flint, Mich.
- WFDF—Flint, Mich.
- WJEF—Grand Rapids, Mich.
- WLAV—Grand Rapids, Mich.
- WKZO—Kalamazoo, Mich.
- WSAM—Saginaw, Mich.
- WEBC—Duluth Minn.
- WMFG—Hibbing, Minn.
- WCCO—Minneapolis, Minn.
- KSTP—St. Paul, Minn.
- KSTP-TV—St. Paul, Minn.
- WHLB—Virginia, Minn.
- WJDX—Jackson, Miss.
- KMBC—Kansas City, Mo.
- WDAF—Kansas City, Mo.
- KFEQ—St. Joseph, Mo.
- KMOX—St. Louis, Mo.
- KSD—St. Louis, Mo.
- KSD-TV—St. Louis, Mo.
- KGBX—Springfield, Mo.
- KXLO—Bozeman, Mont.
- KXLF—Butte, Mont.
- KFBB—Great Falls, Mont.
- KXLI—Helena, Mont.
- KFAB—Omaha, Nebraska
- WOW—Omaha, Nebraska
- KOH—Reno, Nevada
- WFEA—Manchester, N. H.
- WBAB—Atlantic City, N. J.
- WAAZ—Newark, N. J.
- WTTM—Trenton, N. J.
- KGGM—Albuquerque, N. M.
- WXKW—Albany, N. Y.
- WINR—Binghamton, N. Y.
- WREN—Buffalo, N. Y.
- WBBW-TV—Buffalo, N. Y.
- WGR—Buffalo, N. Y.
- WOR—New York, N. Y.
- WNBC—New York, N. Y.
- WCBS—New York, N. Y.
- WNEW—New York, N. Y.
- WOV—New York, N. Y.
- WABD-TV—New York, N. Y.
- WNBT-TV—New York, N. Y.
- WCBS-TV—New York, N. Y.
- WHAM—Rochester, N. Y.
- WGY—Schenectady, N. Y.
- WRGB-TV—Schenectady, N. Y.

- WFBL—Syracuse, N. Y.
- WSYR—Syracuse, N. Y.
- WTRY—Troy, N. Y.
- WIBX—Utica, N. Y.
- WWNC—Asheville, N. C.
- WBT—Charlotte, N. C.
- WDNC—Durham, N. C.
- WBIG—Greensboro, N. C.
- WPTF—Raleigh, N. C.
- WMFD—Wilmington, N. C.
- WSJS—Winston-Salem, N. C.
- WDAY— Fargo, N. D.
- WADC—Akron, Ohio
- WCKY—Cincinnati, Ohio
- WSAI—Cincinnati, Ohio
- WEWS-TV—Cleveland, Ohio
- WGAR—Cleveland, Ohio
- WTAM—Cleveland, Ohio
- WNBK-TV—Cleveland, Ohio
- WBNS—Columbus, Ohio
- WHIO—Dayton, Ohio
- WSPD—Toledo, Ohio
- WSPD-TV—Toledo, Ohio
- WKBN—Youngstown, Ohio
- KOMA—Okla. City, Okla.
- WKY—Okla. City, Okla.
- KTUL—Tulsa, Oklahoma
- KVOO—Tulsa, Oklahoma
- KEX—Portland, Oregon
- KGW—Portland, Oregon
- HPSJ-HP6J—Panama City, Pan.
- WSAN—Allentown, Pa.
- WFBG—Alltoona, Pa.
- WERC—Erie, Pa.
- WHP—Harrisburg, Pa.
- WJAC—Johnstown, Pa.
- KYW—Philadelphia, Pa.
- WPTZ-TV—Philadelphia, Pa.
- WCAU-TV—Philadelphia, Pa.
- WCAU—Philadelphia, Pa.
- KDKA—Pittsburgh, Pa.
- WJAS—Pittsburgh, Pa.
- WEEU—Reading, Pa.
- WBRE—Wilkes Barre, Pa.
- WGBI—Scranton, Pa.
- WFCI—Pawtucket, R. I.
- WEAN—Providence, R. I.
- WJAR—Providence, R. I.
- WTMA—Charleston, S. C.
- WIS—Columbia, S. C.
- WFBC—Greenville, S. C.
- WSPA—Spartanburg, S. C.
- KELO—Sioux Falls, S. D.

- WOPI—Bristol, Tenn.
- WAPO—Chattanooga, Tenn.
- WKPT—Kingsport, Tenn.
- WNOX—Knoxville, Tenn.
- WROL—Knoxville, Tenn.
- WMC—Memphis, Tenn.
- WMCT-TV—Memphis, Tenn.
- WREC—Memphis, Tenn.
- WSIX—Nashville, Tenn.
- WSM—Nashville, Tenn.
- KFDA—Amarillo, Texas.
- KTBC—Austin, Texas
- KFDM—Beaumont, Texas
- KRIS—Corpus Christi, Texas
- KRLD—Dallas, Texas
- WFAA—Dallas, Texas
- KTSM—El Paso, Texas
- WBAP—Fr. Worth, Texas
- WBAP-TV—Fr. Worth, Texas
- KPRC—Houston, Texas
- KTRH—Houston, Texas
- KLEE-TV—Houston, Texas
- WOAI—San Antonio, Texas
- KWTF—Wichita Falls, Tex.
- KDYL—Salt Lake City, Utah
- KDYL-TV—Salt Lake City, Utah
- WTAR—Norfolk, Virginia
- WRNL—Richmond, Virginia
- WRVA—Richmond, Virginia
- WTVR-TV—Richmond, Va.
- WDBJ—Roanoke, Virginia
- KIRO—Seattle, Wash.
- KJR—Seattle, Wash.
- KOMO—Seattle, Wash.
- KRSC—TV—Seattle, Wash.
- KHO—Spokane, Wash.
- WCHS—Charleston, W. Va.
- WBLK—Clarksburg, W. Va.
- WSAZ—Huntington, W. Va.
- WPAR—Parkersburg, W. Va.
- WWVA—Wheeling, W. Va.
- WEAU—Eau Claire, Wisc.
- WTOO—Green Bay, Wisc.
- WKBH—La Crosse, Wisc.
- WIBA—Madison, Wisc.
- WISC—Madison, Wisc.
- WISN—Milwaukee, Wisc.
- WTMJ—Milwaukee, Wisc.
- WTMJ-TV—Milwaukee, Wisc.
- WJMC—Rice Lake, Wisc.
- WSAU—Wausau, Wisc.

CANADIAN RADIO STATIONS

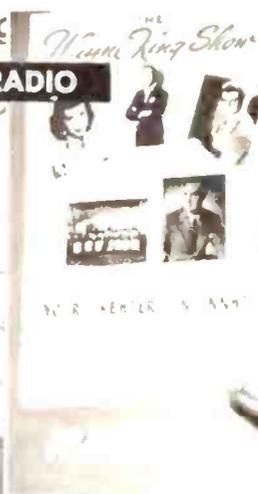
- CFJC—Kamloops, B. C.
- CKOV—Kelowna, B. C.
- CKNW—New Westminster, B. C.
- CJAT—Trail, B. C.
- CBR—Vancouver, B. C.
- CKWX—Vancouver, B. C.
- CJVI—Victoria, B. C.
- CFAC—Calgary, Alberta
- CFCN—Calgary, Alberta
- CFRN—Edmonton, Alberta
- CBX—Lacombe, Alberta
- CBR—Watrous, Sask.
- CJOY—Guelph, Ont.
- CHML—Hamilton, Ont.
- CKOC—Hamilton, Ont.
- CBO—Ottawa, Ont.
- CJCS—Stratford, Ont.
- CKSO—Sudbury, Ont.
- CFRB—Toronto, Ont.
- CBL—Toronto, Ont.
- CJBC—Toronto, Ont.
- CKEY—Toronto, Ont.
- CKNX—Wingham, Ont.
- CHAD—Amos, Que.
- CBF—Montreal, Que.
- CBM—Montreal, Que.
- CFCF—Montreal, Que.
- CHLP—Montreal, Que.
- CBV—Quebec, Que.
- CKRN—Rouyn, Que.
- CKTS—Sherbrooke, Que.
- CHLT—Sherbrooke, Que.
- CKVD—Val D'Or, Que.
- CBA—Sackville, N. B.
- CJFX—Antigonish, N. S.
- CBH—Halifax, N. S.
- CJCH—Halifax, N. S.

• Denotes 50,000 WATTS

dealer associations are avid sponsors



chevrolet dealers in Boston combining to sponsor America's Town Meeting over WCOP, promote fact visually in dealer showrooms



studebaker Cincinnati dealers association sponsor e.t. Wayne King program over WKRZ Sunday afternoons. Families listen at home



PART TWO
OF A SERIES

The automotive picture

Techniques of used car dealers help the industry dispose of new vehicles



The 43,004 new-car and truck dealers in the U.S., who comprise the largest single category of broadcast advertisers at the local retail level, live a sort of double life when it comes to advertising their services. In one sense, they are the last link in the distribution chain that begins when a new car or truck rolls off the factory assembly line. In another sense, they are independent merchants who, in normal times, often cancel out profits on new cars with the losses sustained in giving too-liberal trade-in allowances for used cars; then, they have to make their profits out of accessories, parts, service, and used-car sales. This fact was never so apparent as during World War II, when auto dealers, with no new cars to sell, survived through aggressive merchandising of their repair facilities and their used cars and trucks.

With paper shortages curtailing newspaper advertising, many auto deal-

individual dealers run gamut of programs



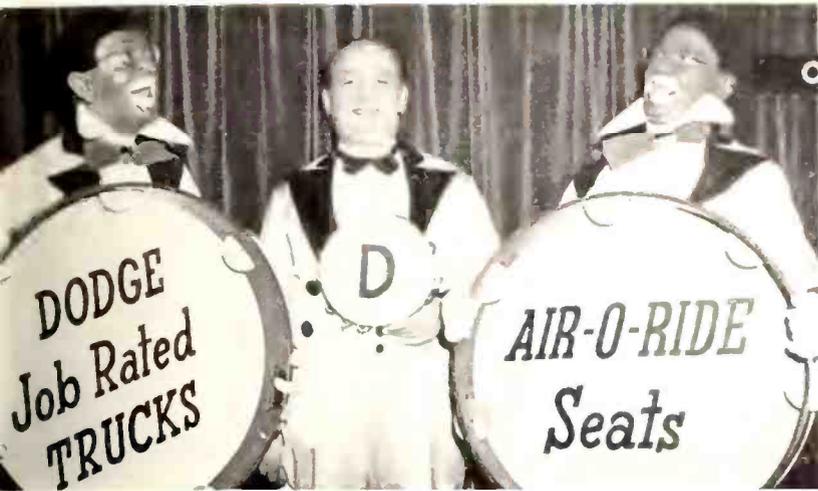
80 dealers throughout nation sponsor Fulton Lewis' MBS daily newscasts



chevrolet Des Moines dealer uses chorus on WHO to spread story to farm and city



kaiser and Frazer cars are roadtest-sold in Boston by a special WCOP e.t. show



ON TV



dodge dealers in the Queen City combine to present a TV minstrel program over WLWT. There's plenty of "sell" in the endmen's tambourines

chevrolet dealer association in New York sponsored the annual Golden Gloves telecast over WPIX. Sports are high in appeal to buyer prospects

ers turned to radio, and during the war radio did an effective job in all parts of the U.S. in building up the wartime repair and used-car business that was to sustain most dealers. Typical of such sponsors is the Winningham Chevrolet Co. of Birmingham, Michigan, which brought a quiz show, in late 1941, on WCAR, Pontiac, Michigan. After two month of steadily plugging its repair services, Winningham found radio had boosted its service department's business 57%.

Radio was also the medium for some fabulous success stories of a wartime phenomenon, the high-pressure used-car dealer. While not "dealers" in the sense that they hold company franchises, the razzle-dazzle air hoopla of such used-car dealers as "Honest John", "Mad-Man Muntz", "Trader Glasser", and "The Smiling Irishman" showed many a conservative old-line dealer that radio could stimulate used-car sales in a sensational way. When one of these firms, "The Smiling Irish-

man", increased used-car sales 80% in an intensive New York City campaign in 1943, many a regular dealer unsmilingly took to the air to sell used cars. With increasing new-car production today, and "Regulation W" limiting credit purchases, many of the wartime wonders have dropped out of radio. But the lesson is there.

Two of the most important forms of radio selling for auto dealers are transcriptions and network co-op shows. Many hundreds of dealers, used to newspaper advertising as their major ad expenditure, discovered only recently that they could buy "name" talent at local rates, and they weren't always expensive, either. The City Chevrolet Co. of San Diego, went on the air in late 1948 with a well-planned, low-cost campaign based on Harry Goodman's transcribed *Safety Spots*. The agency, Patten-Holloway, reported: "Quotas set in the first third of the campaign for City Chevrolet were \$41,000 for repair service; they reach-

ed \$58,000; \$78,000 for automobile parts; they hit \$83,000."

Co-ops sell cars, too. Like the purchase of e.t. shows and jingles, co-op buying has jumped 60-70% in the past two years: more than 300 dealers are on the air today with co-op shows. Typical co-op show results were obtained by the Jameson Motor Co., a Pontiac dealer in Alexandria, La. On KALB there, the firm sponsors ABC's *Headline Edition*, and reports that the last six months of 1948 showed an increase of 305% in its used-car business. Reaching 75 to 80 miles out of Alexandria to bring in people from the Central Louisiana trade territory resulted in 54% of Jameson's used-car sales coming from outside the city.

Even modest announcement campaigns pay off. Walter Wiebel Pontiac Service Co., of Milford, Conn., found that after three days of broadcasting a six-spots-daily schedule on WICC, Bridgeport, 500 visitors were

(Please turn to page 46)



de soto and Plymouth are sold via newscast, with car news used in airings



all types of cars are sold via transcriptions, and "Korn Kobbler" of Ziv are a favorite



chrysler dealer in Kansas City, using folk music to reach prospects, has windows tell tale



THOUSANDS OF BMB BALLOTS ALMOST MISSED MAILSACK WHEN STATISTICAL FIRM ASSISTING BMB ASKED FOR IMMEDIATE PAYMENT

BMB meets a crisis

\$100,000 had to be

underwritten. Here's how stations, agencies, sponsors helped

The BMB charter should, by all means, be retained and used as an instrument for carrying out future plans of BMB or a new organizational structure.

JUSTIN MILLER,
president, NAB

If tax liability must be met and the BMB has not enough funds to pay it in full, the AAAA will assure BMB of meeting up to one-third of the deficit to a limit of \$15,000.

FRED GAMBLE,
president, AAAA

Completion of BMB study and continuation of its research thinking is sufficiently important to General Mills that we are willing to underwrite possible tax liability up to \$2,000.

LOWRY CRITES,
General Mills

over-all The BMB ballots are in the mail. Thousands have already been filled in and returned. The second survey is under way. It was almost stopped before it started, because BMB legal lights said that the Bureau could not borrow for the mailing the \$100,000 which it had set aside in case the decision of the U.S. Internal Revenue Department refused it a tax exempt status. There wasn't much question but that station contracts, with payments yet to be made, would cover the \$100,000 which had been set aside for the contingency. It was strictly a matter of sticking to the exact agreement about the \$100,000. It was therefore essential that the \$100,000 be guaranteed by stations, agencies, and sponsors. It was, within 24 hours after the fact was known that stations

were being asked to underwrite three extra months of their payments if BMB needed it.

The AAAA announced that it could be counted upon for \$15,000, if the tax decision went against the BMB. Lowry Crites for General Mills stated that his company would guarantee \$2,000 of the \$100,000, and while very few other sponsors publicly announced their willingness to underwrite part of the \$100,000, sponsor's personal survey, made as this issue went to press, indicates that every one of the top 30 advertisers would be willing to match General Mills' offer if it were necessary. Serious consideration is now being given to the prospect of the new Broadcast Measurement Bureau (after survey two) being a tripartite organization both as to management

and to ownership. Some tax attorneys feel that there would be less question of a tax-free status if agencies, advertisers, and broadcasters owned stock in the corporation.

Agencies, through the AAAA, have avoided the question of being cash contributors to BMB for several reasons. They know that if the support of BMB should be made a three-way operation, it would in many cases end up with the agencies paying both their own share and the shares of their clients. Many of the bigger advertisers (General Foods, Procter & Gamble, and American Tobacco, to mention three) expect their agencies to pay for media research. Invoices made out to the advertiser are in some cases passed on to the agency for payment. In others it's a bookkeeping operation. It comes out of the agency's 15%, no matter how it's handled.

Agencies therefore would be paying double for their memberships in the Bureau. The very thought is enough to cause policy men at agencies to shudder. How some agencies feel about absorbing research charges is best indicated by the fact that when BBD&O took over the American Tobacco account they actively fought paying certain research charges which had been paid previously for American by Foote, Cone & Belding. Fight or not, they're paying them now.

Agency men feel that some way should be worked out so that they can meet part of the costs of BMB without being taxed twice. They know that if BMB ceases to operate after the second survey they will have to return to buying time with a prayer. How they feel can best be expressed by a letter written by J. Walter Thompson's Linnea Nelson to a West Coast TV station executive on another matter. Stated Miss Nelson, "I feel that radio has lost out to other media frequently because information on its usage has not been made available." With selective broadcasting having increased by leaps and bounds during the past few years, agencies want to keep that billing. They know they can't keep it unless they have facts and figures, market by market, station by station, county by county. Agencies are not sold on the idea that the BMB ballot formula is necessarily the answer to good coverage information, but they are convinced that an industry association is the answer and not a number of private business fighting for the dollar.

(Please turn to page 42)

TEST REPORTS ON AVERAGE DAILY AUDIENCES*

50,000 WATT			DAY			NIGHT		
Station	City in Which Survey was Held	Average Weekly % of audience	Average Daily % of audience	Hooper Share of audience	Average Weekly % of audience	Average Daily % of audience	Hooper Share of audience	
KFI	San Diego, Cal.	37	23	3.4	42	25	5.8	
KIRO	Seattle, Wash.	82	60	20.3	89	66	26.7	
KMOX	Springfield, Ill.	40	25	5.8	36	19	2.2	
KOMA	Oklahoma City, Okla.	83	56	16.4	91	61	25.8	
KOMO	Seattle, Wash.	86	66	26.7	94	76	36.0	
KSL	Salt Lake City, Utah	81	64	34.8	93	70	31.4	
KYW	Philadelphia, Pa.	75	56	17.3	89	67	22.2	
WCAU	Philadelphia, Pa.	82	62	29.3	90	74	29.2	
WGBS	Miami, Fla.	75	54	20.9	84	63	20.2	
WIBC	Indianapolis, Ind.	77	56	26.7	77	53	13.6	
WJR	Lansing, Mich.	84	70	37.7	94	76	43.9	
10,000 WATT								
KFBI	Wichita, Kan.	86	65	26.2	84	52	18.7	
KING	Seattle, Wash.	45	26	5.7	43	25	3.7	
WIBG	Philadelphia, Pa.	49	29	8.3	42	27	7.6	
WMIE	Miami, Fla.	29	13	4.4	31	11	6.2	
5,000 WATT								
KANS	Wichita, Kan.	87	66	21.8	89	62	31.7	
KDYL	Salt Lake City, Utah	84	61	24.3	95	71	31.4	
KFH	Wichita, Kan.	86	69	25.9	91	67	33.9	
KFSD	San Diego, Cal.	76	55	25.5	88	70	31.7	
KJR	Seattle, Wash.	81	59	17.5	90	66	18.7	
KSDJ	San Diego, Cal.	57	38	11.7	72	49	14.6	
KTOK	Oklahoma City, Okla.	72	47	17.2	78	49	17.9	
KUSN	Salt Lake City, Utah	63	41	14.6	72	41	17.8	
KUSN	San Diego, Cal.	35	20	2.3	44	23	3.1	
KVI	Seattle, Wash.	61	38	13.8	68	44	8.5	
WCSH	Augusta, Me.	24	13	3.3	26	13	11.7	
WFBM	Indianapolis, Ind.	83	63	24.8	91	65	29.5	
WFIL	Philadelphia, Pa.	72	50	14.1	79	52	15.1	
WGAN	Augusta, Me.	47	33	6.2	48	30	8.5	
WIP	Philadelphia, Pa.	63	43	9.5	71	44	7.6	
WIOD	Miami, Fla.	82	66	29.6	93	74	36.6	
WIRE	Indianapolis, Ind.	79	61	19.3	91	64	33.4	
WKAT	Miami, Fla.	60	39	6.6	69	43	6.2	
WKY	Oklahoma City, Okla.	90	74	40.8	97	76	49.0	
WLAM	Augusta, Me.	24	12	1.5	22	13	1.7	
1,000 WATT								
KALL	Salt Lake City, Utah	75	50	13.9	78	48	12.8	
KFMB	San Diego, Cal.	62	43	7.4	74	52	14.8	
KGB	San Diego, Cal.	60	41	12.8	73	52	12.9	
KIEM	Eureka, Cal.	93	85	56.4	88	75	47.3	
KNAK	San Diego, Cal.	39	29	10.3	34	21	4.8	
WINZ	Miami, Fla.	30	18	3.4	22	11	2.0	
WWOD	Lynchburg, Va.	90	79	36.5	90	74	26.6	
250 WATT								
KAKE	Wichita, Kan.	77	56	22.5	74	48	13.2	
KHUM	Eureka, Cal.	91	80	41.7	86	67	35.6	
KOCY	Oklahoma City, Okla.	70	43	12.0	78	45	9.5	
WCOS	Columbia, S. C.	82	63	23.5	87	64	21.4	
WCVS	Springfield, Ill.	86	70	33.5	88	69	27.2	
WFAU	Augusta, Me.	85	71	27.0	88	73	24.9	
WRDO	Augusta, Me.	88	78	56.9	96	80	24.9	

*Test made during Oct.-Nov. 1948



Will there be 3000 stations in 1955?

Has the industry reached the "survival of the fittest" era?

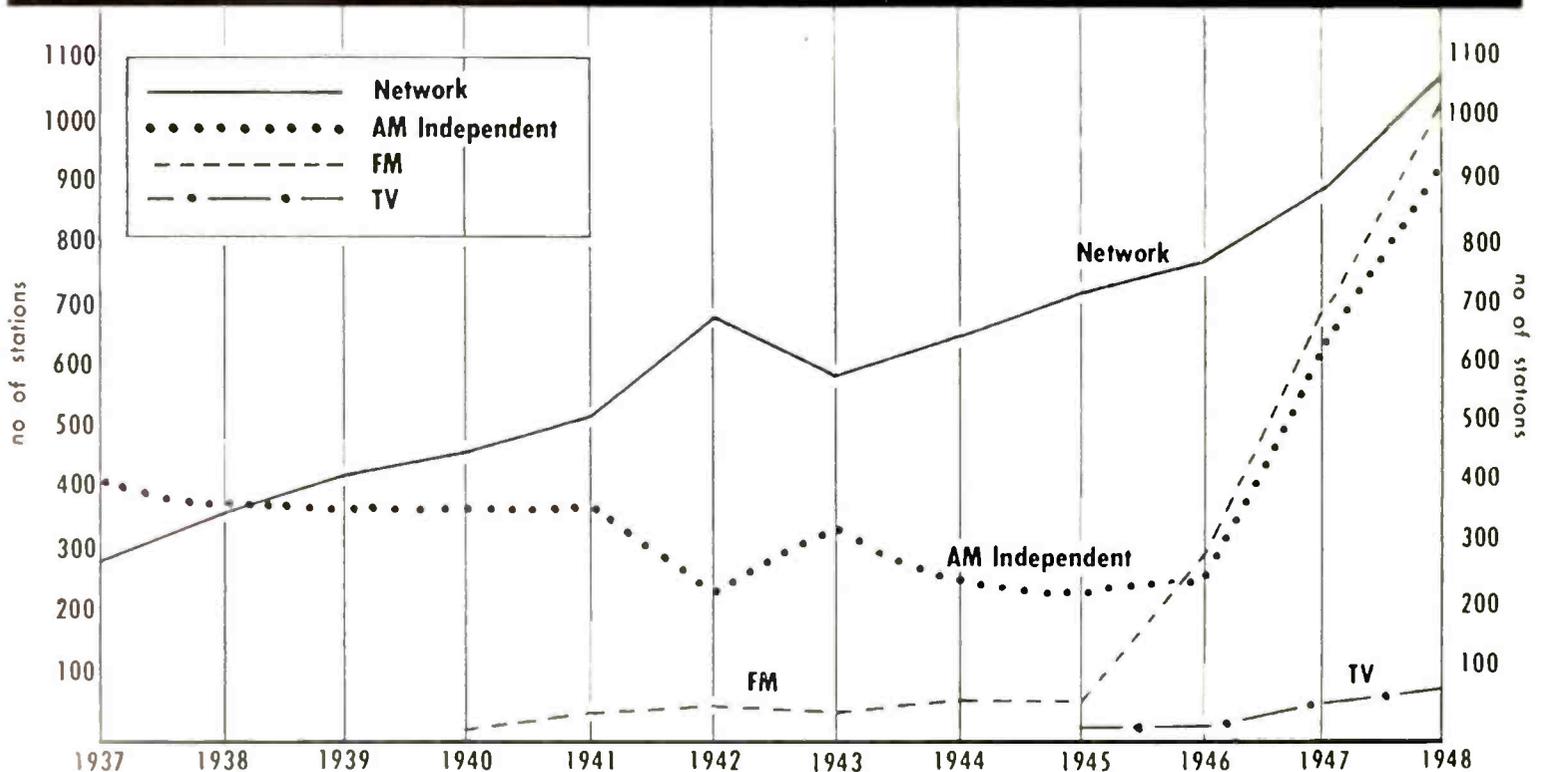
Over-all Literally millions have been poured into new standard broadcasting stations during the past few years. And investment in standard broadcasting stations hasn't stopped, nor will it cease during the immediate future. Between 1946 and 1948 there were 269 network stations

added to the FCC list of authorized AM transmitters. To the 1948 authorized total of standard stations affiliated with networks (1,048) must be added the 914 unaffiliated standard broadcasters. Between 1946 and 1948 non-network station licenses grew from 235 to 914, an increase of 679 stations.

According to the FCC, this means a total of 1,959 standard broadcasters serving the U. S. during 1949, if more licenses are not granted (and many will be), and if stations do not surrender their franchises (and some are doing that right now).

To this figure must be added 1,005

11 YEARS GROWTH IN NUMBER OF STATIONS



FCC licenses to FM station operators (a sizable number are merely FM affiliates of standard broadcasting facilities and 72 licensed TV stations). All these figures are much larger at present, with TV construction permits and stations on the air equalling 127, and with the number of stations on the air changing sometimes weekly.

There seems to be no ceiling to the facilities which will be open to broadcast advertising. The FCC theory of granting licenses without consideration for the economic health of the broadcaster is based upon what is characterized as "the American way", i.e., free enterprise with no vested interest. In other words, the fact that a number of stations are serving and have been serving a market is not considered valid reason for the Commission to refuse to grant a new license to a qualified applicant. The result is that a city like Durham, N. C., two years ago had one station. Now it has five. or did have five when this issue of SPONSOR went to press. It is not within the province of the FCC to decide whether the market served by these five stations can support five outlets. That's a matter for "free enterprise" and the competitive system.

While the growth of stations and the expansion of broadcast advertising to include FM (with its storecasting and transradio offshoots) and TV have been startling, the growth of broadcast advertising during the past two years has also been important.

According to the FCC, net time sales in 1946 were \$334,078,914. In 1948 net time sales were \$402,826,000. This is an increase of 20.5%. The big increase has not been in network broadcast advertising during this period, but in local retail and national-selective broadcast advertising. The latter has increased over 300% since 1937 and the former over 400%. More and more advertisers have turned and are turning to radio and TV. The diehards who did not believe in broadcast advertising are coming into the fold with television. Other diehards who could not see network broadcast advertising for their products are finding both selective broadcast advertising and regional networks producing pinpointed sales which could not be obtained through any other medium.

Just as broadcast advertising has grown, so has the radio audience and, surprisingly enough, the frequency and the amount of listening being done per home in the U. S. A. This is a factor which is often lost sight of when broadcasting is considered as an advertising medium.

In 1946 there were 33,998,000 radio homes in the U. S. A. In 1948 there were 37,623,000, or 94.2% of the 39,950,000 families reported living within the 48 states. A goodly portion of these 37,623,000 homes had at least two radio receivers per home, and a sizable segment were three-set homes. Added to this is the fact that millions of private automobiles are radio-

equipped and never checked by audience-measurement services. One special research study done by an automobile owners association in 1946 indicated that one-third of the automobile radios are in constant use while the cars are in motion. This accounts for an audience between seven and nine a.m., as well as between four and six p.m., bigger than the circulation of any single national magazine.

Sets in use during the last three years, both in the daytime and evening, have increased. C. E. Hooper reports that the evening figures for December-April were:

Year	Sets in use
1945-1946	31.2%
1946-1947	32.9%
1947-1948	33.3%

The daytime figures for the same periods were:

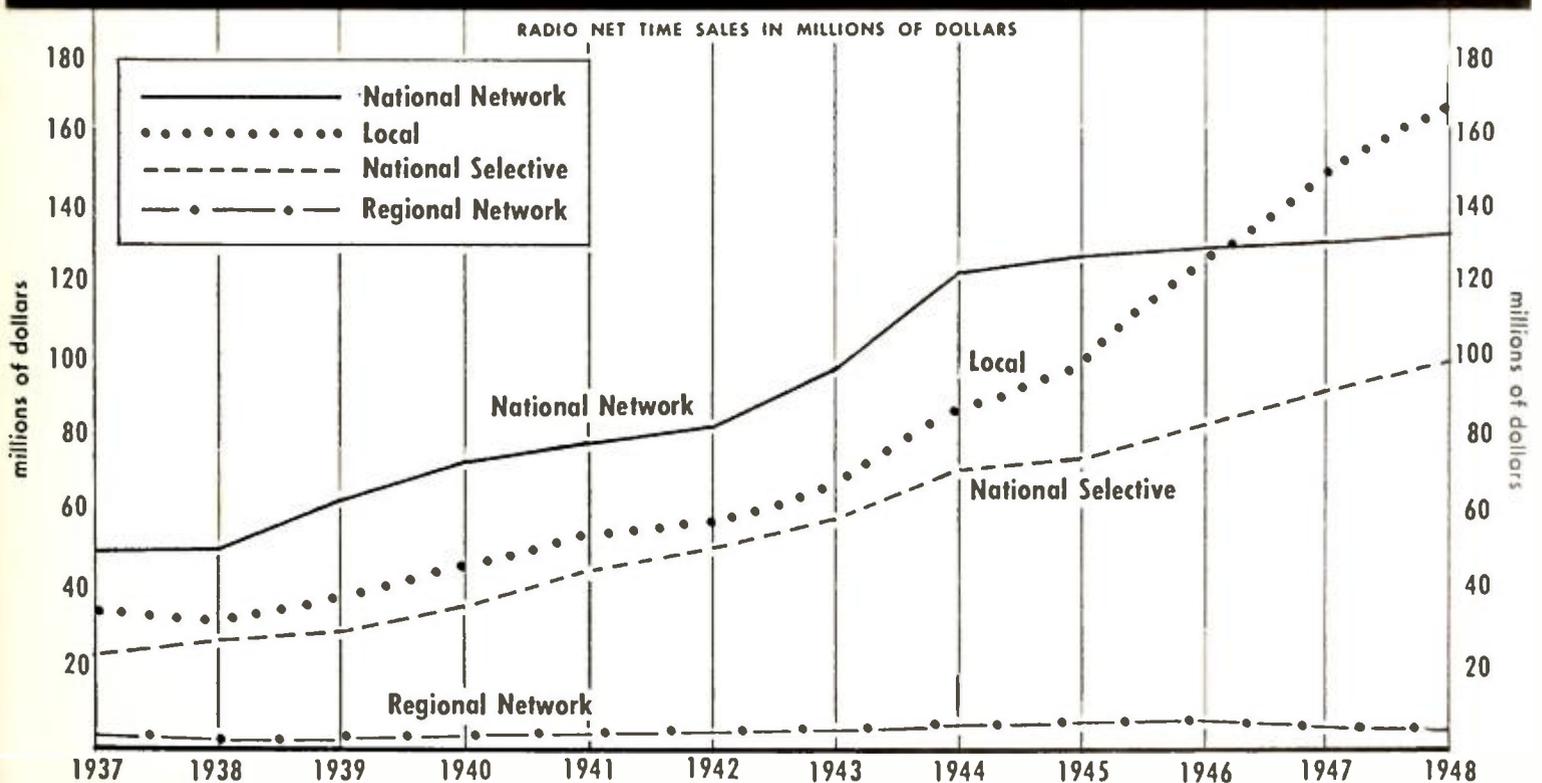
Year	Sets in use
1945-1946	17.2%
1946-1947	18.5%
1947-1948	19.3%

These figures, being those of the Hooper organization, naturally reflect only telephone homes. It is generally felt that non-telephone homes listen more than telephone homes, but conclusive information on this point is still lacking.

The increase in listening does not follow any standard formula. In some cities energetic independent stations have gained for themselves important shares of the audience, and have con-

(Please turn to page 43)

11 YEARS GROWTH IN BROADCAST ADVERTISING EXPENDITURES



There are impressive reasons why...

You can't do business with Argentina



Technically, Argentina's stations are finest U.S. firms design

OVER- Practically every American dollar that goes into Argentina ends up supporting the present Peron regime. True, there are ways for a U.S. firm to obtain dollars for their products—either through other American countries (a form of black market) or by having a product that Peron must have to keep his economy going.

Nobody is taking any money out of Argentina through the sale of consumer products. Many American firms are building enormous dollar balances in blocked currency, in the hope that sooner or later they will find a way to unblock the balances, or that Peron will be forced to open his gates so that the world can do business with him.

American firms which are important

in the broadcast advertising economy of Argentina are headed by Sterling, with Colgate-Palmolive-Peet number two, Swift number three, and American Home Products number four.

Lever Brothers is important in Argentina, but it is the English company, not American, that's in the market. Spanish versions of U.S. trade marks are on many consumer products, but in all cases the products are manufactured locally. Many of the firms are on a merry-go-round. They were important prior to the Peron regime, and they just can't let go.

General Electric International is important in Argentina, and sponsors an expensive half-hour of concert-type music. RCA is also important, and it sponsors a program of dance music.

Both of these firms manufacture products not made in Argentina, and import licenses are extended to them for transmitter equipment and electric generators, to mention two vital products of the great electronic firms.

In most cases, radio sets are assembled in Argentina from parts made in the United States, England, and Holland. Peron wants radio receivers in the hands of as many citizens as possible. The government controls two of three of the networks, and while LRI is controlled by private interests, most of the stations are only nominally operated by individuals. In a great majority of the cases, the owner is merely a front for a Peron-controlled corporation. Many station owners

(Please turn to page 46)

LEADING U.S. ARTISTS APPEAR ON ARGENTINA AIR TO GIVE CULTURAL TONE TO THE COUNTRY'S CONTROLLED STATIONS



“He says he knows what station operators like to read in **SPONSOR**”



“The boys will always read something that appeals to their pride and profits... for example, better shows that are easier to sell.

“Take Lang-Worth, for instance. There’s a service that includes ‘network calibre programs’ comparable to the best musical shows on the air. Radio stations are proud to offer these shows to sponsors. And...

“As for profits—why some stations make enough money selling just one of these special productions to pay for the

entire Lang-Worth service. Advertisers certainly profit, because they can hitch their commercials to big-time entertainment vehicles—at local station cost.

“No wonder more and more advertisers are swinging to Lang-Worth... because Lang-Worth gives them more and more.”

LANG-WORTH feature programs, inc.

STEINWAY HALL, 113 WEST 57th ST., NEW YORK, N. Y.



THE CAVALCADE OF MUSIC

Featuring D'Artega, his 40-piece pop-concert orchestra, 16-voice chorus and famous guest stars.
30 mins., once weekly



EMILE COTE GLEE CLUB

16 male voices and soloists with a repertory of over 200 best-loved popular and memory songs.
15 mins., 5 times weekly



MIKE MYSTERIES

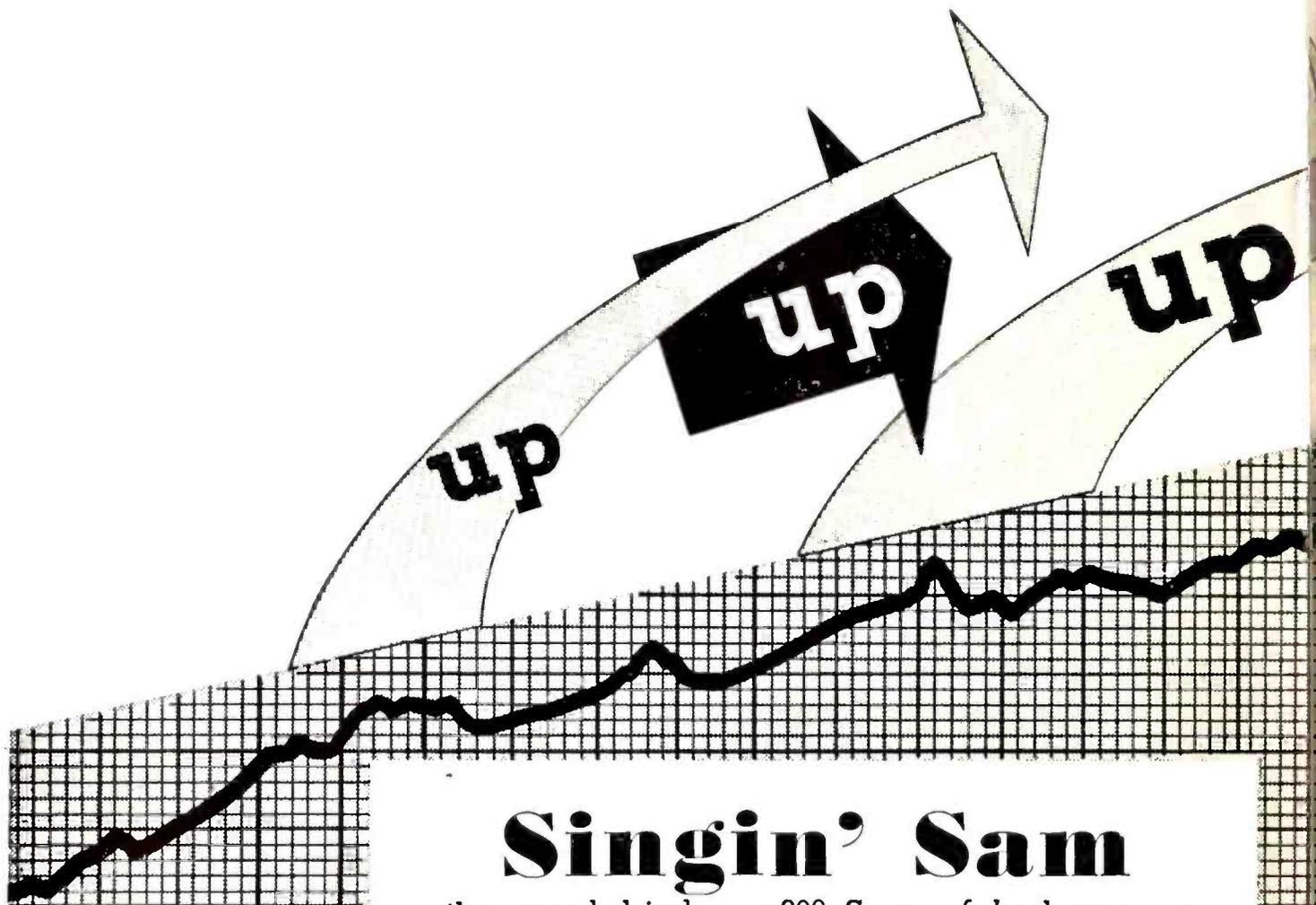
A musical show incorporating capsule mysteries written specially for Lang-Worth by Hollywood's John Evans.
15 mins., 5 times weekly



THROUGH THE LISTENING GLASS

A wonderland of music conducted by Jack Shaindlin and featuring the “Silver Strings Orchestra,” The Choristers and guest stars.
30 mins., once weekly

NETWORK CALIBRE PROGRAMS AT LOCAL STATION COST



Singin' Sam

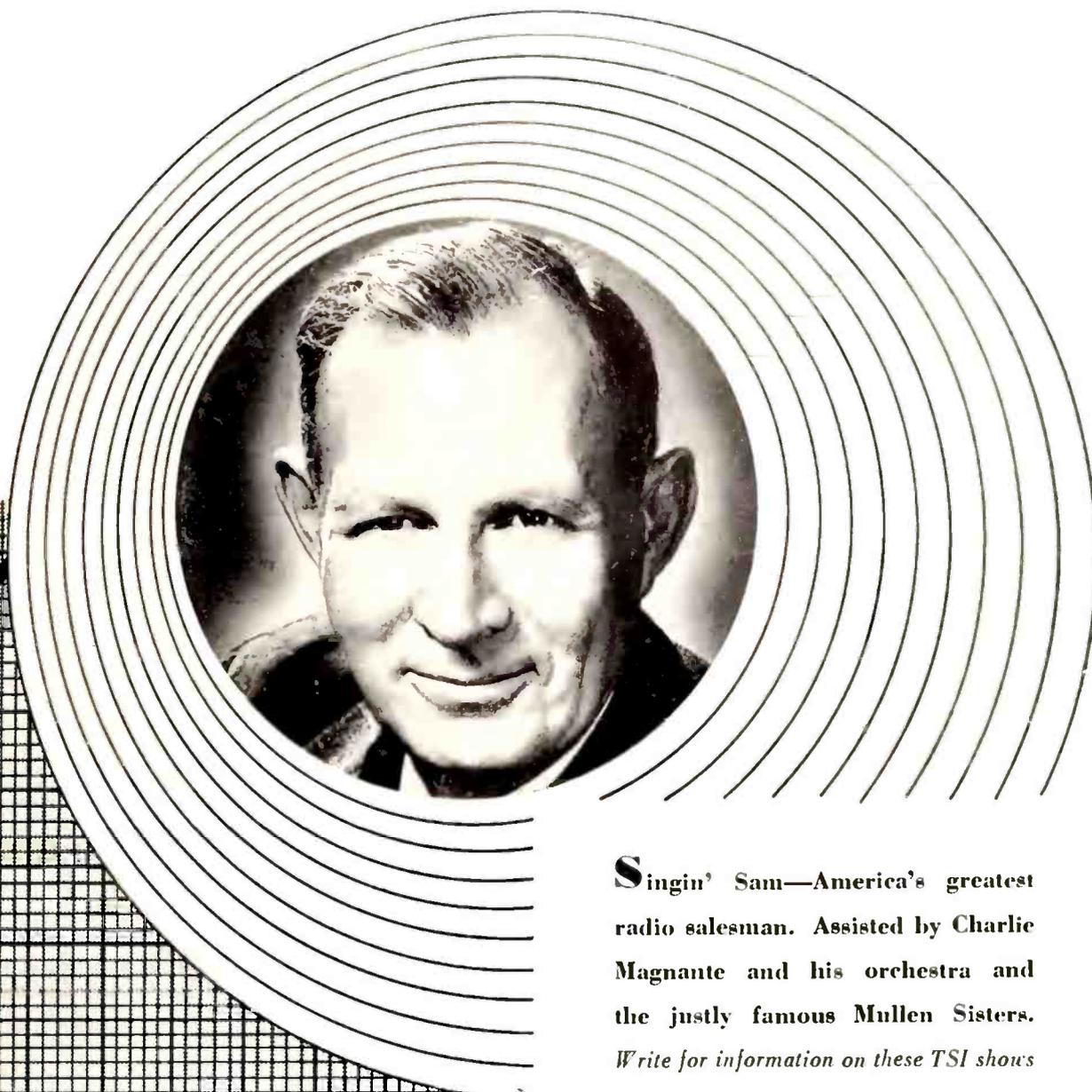
the man behind over 200 *Successful* sales curves

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

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

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





Singin' Sam—America's greatest radio salesman. Assisted by Charlie Magnante and his orchestra and the justly famous Mullen Sisters. Write for information on these TSI shows

- Mr. Rump Bump
- Toby's Cornussel News
- Life in the Great Outdoors
- The Dream Weaver
- Mike-ing History
- Wings of Song
- Rip Lawson, Adventurer

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

New York—47 West 56th St., Co. 5-1544

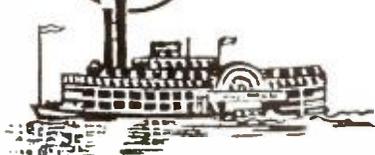
Chicago—612 N. Michigan Ave., Superior 7-3053

Hollywood—6381 Hollywood Blvd., Hollywood 9-5600

continued from page 2

NOW!

5000 WATTS
KHMO
HANNIBAL
 COVERING THE
 HANNIBAL-QUINCY
 TRI-STATE
 MARKET



42 COUNTIES OF
 PROSPEROUS *Mark Twain Land*
 ILLINOIS • IOWA • MISSOURI
 NATIONAL REP.— JOHN E. PEARSON CO.

KHMO *Mutual Network*
1070 KC
 SERVING THE RICH
 TRI-STATE AREA
 1000 WATTS and NITE

**PLUS
 VALUES**

that don't appear on the
 rate card

Time rates are cold things. They can't show the cooperative effort KDYL's staff puts behind sponsors' selling problems.

Is your product getting proper display in stores? KDYL merchandising men have helped many a sponsor with that problem.

That's just an example of the plus values you get on KDYL and KDYL-W6XIS television.

Notional Representative:
 John Blair & Co.

KDYL
 UTAH'S NBC STATION
 AM-FM-TELEVISION

TV rating battle nothing new

Battle between Pulse and Hooper because of difference between their TV ratings on "Admiral Broadway Revue", is no surprise to research experts. Even coincidental ratings may be off when a program is heard on 2 stations in same area at same time. People tune shows, not stations.

Broadcast advertising premiums stressed at premium convention

Greatest premium year was forecast at National Premium Buyers Exposition in Chicago (22-25 March). Self-liquidating premiums for radio offers were all over place, with plenty of interest shown by advertisers.

One TV station in town profitable if—

WDTV in Pittsburgh proves how profitable a station operation can be if it has all four networks from which to accept programs and sock retail selling. WDTV signed 16 national accounts and 7 locals in 2 weeks.

Employment facts to be broadcast-featured

Feeling that buying is off because of scare newscasting has brought urging by several industry leaders to stress positive reaction to unemployment news. Fact that as late as 1941 there were 5,500,000 unemployed, as against 3,200,000 in February 1949, is too often forgotten.

Bon Ami to fight Glass Wax

Radio joins women's magazines and newspaper advertising in Bon Ami's attempt to obtain some of business which Glass Wax is building. Bon Ami's product is called Glass Gloss. Use of Bon Ami as window cleaner has steadily decreased.

Manufacture of TV sets passes FM production

While TV receiver production did not hit 200,000 expected for either January and February, it passed FM and FM-AM set production figures. Latter was 98,969 while TV figure was 118,938. TV set production figure was over 20% of AM receiver production which includes midget sets.

Fred Allen stays with NBC

While switch of programs from NBC to CBS isn't over, Fred Allen will stay with senior network. Allen is not scheduled to be on air this Fall but may be back by January. He's expected to be important in NBC comedy show building plans.

Radio sets can be sold

Iowa two week campaign for radio in every room increased set sales in state 50% over previous weeks and same weeks last year.

April 4
 is
 Key-TV Day
 in
 Cincinnati



WKRC-TV

CBS Affiliate
 Cincinnati's Key TV Station

Operating on Channel 11, WKRC-TV starts regular commercial program schedule Monday, April 4. This schedule includes a complete variety of news, sports, children's shows and drama, in addition to CBS network shows which will be carried by Kinescope recording until completion of co-axial cable. Test pattern on daily since March 1st.



CINCINNATI'S Key TV STATION
 TIMES-STAR BUILDING
 CINCINNATI 2, OHIO

**EXCLUSIVE TELECASTING RIGHTS TO
 \$3,000,000 CINCINNATI GARDEN**

WKRC-TV has exclusive telecasting rights to events held at the Cincinnati Garden, \$3,000,000 sports arena recently completed. The largest financial television contract to be signed in this area gives exclusive sponsorship of these events to a Cincinnati firm.

REPRESENTED BY THE KATZ AGENCY

RADIO CINCINNATI, INC. WKRC-TV...WKRC-AM...WCTS-FM (TRANSIT RADIO)



Mr. Sponsor asks...

“When total broadcast audience is shared by TV and radio, how should rates be adjusted for advertisers?”

Charles J. French

Advertising Manager, Chevrolet Motor Division
General Motors Corporation, Detroit

The Picked Panel answers Mr. French



It has always been my feeling that, although rates are set by the broadcaster, they are actually determined by the advertiser. An advertiser pays for radio only in terms of what he

receives in dollar value. Stations or networks which provide an advertiser with the widest coverage, the most listeners, and the highest value in sales effectiveness for each dollar invested are worth more to him. Broadcasters realize this, and rates have been set accordingly.

Now, in the future, if radio fails to deliver the large, valuable, responsive audiences it is presently delivering, the reaction of advertisers to the situation will determine what adjustment shall be made in rates. If an advertiser does not receive a good dollar return value, if he feels he is not getting his money's worth, he will not buy, and the rate situation will adjust itself to fit these facts. This is, in a way, a corollary to the proved economic law of supply and demand. Rates have always been determined by existing conditions and will continue to be.

There does not seem to be, however, any indication that an adjustment will be necessary for some time to come.

Radio, if anything, is a better advertising buy than it has ever been in the past. There are more sets in the hands of the American people than ever before: the number of radio families is the largest total ever reported, and the figure is growing; and there has also been a concurrent increase in the time spent listening. More money is being spent by advertisers for radio than ever before—and advertisers are bidding enthusiastically for the choice open time spots, whenever they exist. Today, radio gives an advertiser a better value, dollar for dollar, than ever in the past.

One thought for the future may be that radio's emphasis will be on low-cost shows, programs that are inexpensive to produce, but which, in terms of quality, ratings, and sales effectiveness, give the advertiser a better buy than the high-budgeted shows now so numerous.

GEORGE FREY
Sales Manager
NBC, New York



than 20 years ago, many authorities declared that radio would ruin the newspapers. This just didn't happen. It seems to me that television will improve radio and make it a more val-

able medium for advertisers, because the competition between media will force radio to improve its program structure. Our current Nielsen Ratings indicate that radio listening is up over last year.

There are only a few thousand television sets in the entire Chicago area, compared with radio sets that total millions. It will take time to build circulation for television. The fact of the matter is that very few agency people and advertisers have television sets in their offices and homes today. WGN-TV serves an area within a 50-mile radius of Chicago's Loop, while WGN for 20 years has served the entire Midwest. Television would be uneconomical in the small towns and rural areas which continue to be served by clear channel radio stations.

What's all the fuss about? Television is creating an important audience for advertisers in a few metropolitan areas, and radio will continue for many years to sell in metropolitan and rural areas.

FRANK P. SCHREIBER
Manager
WGN, Inc., Chicago



About a century ago, a United States Patent Office executive resigned. In a letter announcing his decision, he asserted he was quitting the job because everything had been invented, and he could see no possibility of continued employment in the patent office.

I don't wish to duplicate that monumental error in prediction. One cannot answer this question without knowing what the total broadcast audience will be when we reach that ephemeral "when". At this minute, for example, with television growing like Topsy in many areas, the Nielsen Index shows listening to rural broadcasting at an all-time high, approaching six hours daily. There is no evidence indicating that television has reduced total broadcasting. There is every evidence, as a matter of fact, that radio, the lowest cost-per-thousand medium in the world, is even now underpriced year by year. There are more people and they are gaining more leisure time. Perhaps radio's share of the total broadcast audience at some unpredictable date in the future might constitute a larger audience than radio delivers to advertisers today.

You see, we think radio is here to stay; we think television is here to stay. Ask me this question in five years.

A. D. WILLARD, JR.
Executive Vice President
NAB, Washington, D. C.



To one engaged in the sale of AM and TV time, your question is like asking a Dodger fan, "by how many games do you think the Giants will win the pennant?"

As yet, there is no reason to assume that television will draw exclusively from present broadcast audiences. In fact, within the last three months, several of our advertisers have graphically demonstrated the tremendous effectiveness of simultaneous radio and television selling by the successful use of both WAAT and WATV for their product advertising.

All of us realize, however, that the rapidly-growing new medium must eventually eat away a good segment of our present radio audience, and those of us connected with a dual operation (AM and TV) have been closely watching for this trend.

In general, we feel that the programming structure of independent AM stations is flexible enough so that most outlets will be able successfully to hold

WIIP Produces!

**Example
13**

A highly competitive product . . .
CHUNK-E-NUT PEANUT BUTTER
. . . in a highly competitive market,
Philadelphia, calls for *power* selling!
And we've given this valued sponsor
just that . . . for **ELEVEN YEARS!**

WIIP
Philadelphia
Basic Mutual
.
Represented Nationally
by
EDWARD PETRY & CO.



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

KOB
 KFDM
 KDSH
 WBZ-WBZA
 WGR
 WCSC
 WIS
 KRIS
 WOC
 WHO
 KVOD
 WDSM
 WDAY
 WOWO
 WBAP
 KGMB-KHBC
 KXYZ
 WISN
 KMBC-KFRM
 WAVE
 WMAW
 WTCN
 WMCA
 WGH
 KFAB
 WMBD-WDZ
 KYW
 KDKA
 KEX
 WPTF
 WDBJ
 KCBQ
 KSD
 KIRO
 WFBL
 WTHI

NBC
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Television

Baltimore	WAAM
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV
San Francisco	KRON-TV

"Eye Radio"

BUSINESSLIKE

RADIO

Do you have some markets that are surprisingly good and others that are falling 'way below expectations? Of course you do—and we know, generally at least, what you'd like to do about them.

But have you thought of how much national spot radio could help you? National spot (Bull's-Eye) radio is the most businesslike radio in the world. In good areas, it works only as hard and costs only as much as your sales picture demands . . .

In bad areas, you can step it up to any degree you wish—can make it work nights, Sundays and holidays, if need be, to get the job done fast and *at the cost you wish*.

We of Free & Peters have specialized in businesslike spot radio since 1932. In that time we've built up some pretty spectacular case histories of what can be done with this medium. If you're interested in any of the markets listed at the left, we'd certainly like to talk with you—*soon!*

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives
Since 1932*

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO

their positions despite competition from the new medium.

It is interesting to note that WAAT program ratings are higher today than they were for the same period in 1943—despite strong “competition” from our TV station, WATV—now averaging 100,000 viewers per quarter-hour from the “broadcast audience pool”. Some of the other New York stations, however, have not been as fortunate, and they are now faced with the problem of selling time at a higher cost-per-thousand listeners in the extremely competitive New York market. Some downward rate adjustment will undoubtedly be necessary to bring their selling costs back in line.

WAAT is now delivering more listeners per dollar during the entire day than any other New York area radio station. Should WAAT ratings start to reflect any long-term downward trend, we would, of course, give serious consideration to a rate adjustment in order to retain our cost-per-thousand leadership.

EDMUND S. LENNON
Sales Manager
WATV, Newark, N. J.

BMB CRISIS

(Continued from page 29)

BMB's operating costs have been cut drastically. There are now no more “high-salaried” (over \$20,000) men on the payroll. Actually, there is only one major executive left—Cott Langley, former assistant to Hugh Feltis. Ken Baker, acting president, shares responsibilities with Langley, but is NAB research director and not on the BMB payroll. There are other operating expenses that can be cut for BMB when and if it operates on a regular schedule. The cost of mailing and tabulating results of a ballot survey is many times what it could be when there's no clear-cut plan on what's wanted from the survey.

Even now with the ballots coming in by the thousands, it's not certain whether reports can be made on the basis of listening 6-7 times a week, 3-5 times a week, and 1-2 times a week, or whether a less satisfactory “average daily audience” figure will have to be substituted. SPONSOR with this analysis prints test surveys made during October-November, 1943, with figures for “Average weekly audience”.*

“Average daily audience”, and a Hooper share of audience for the same period during which the BMB test-ballot survey was made to determine how daily audience figures compared with once-a-week figures and a Hooper share-of-audience percentage.

As indicated in SPONSOR 23 February, many development research men agree with Hans Zeisel that average daily audience figures, arrived at from the BMB ballot returns, are not, to say the least, ideal. However, the size of the sample may preclude issuing the more detailed figures. Experimental research is expensive, when it has to be done on an “if” and once-in-three-years basis.

It would be prohibitive for printed media to operate the Adult Bureau of Circulations if the methodology hadn't been worked out years ago and improved year by year. Newspapers could not support Media Records if the basis for its reports on advertising lineage weren't fixed and stable. The lack of consistent thinking research-wise is said to be one of the reasons

*Homes that listen to the station once a week or more.

WBT MAKES A GOOD



why Industrial Surveys, which did the first survey for BMB, didn't bid on the second. I.S. made a sizable net on the first survey, but couldn't go along with muddled executive thinking, despite the fact that it had made ballot surveys for CBS for years.

BMB has passed through another crisis. The second survey will be completed—will be delivered. The problem that faces the committee which Justin Miller of the NAB appointed recently to report on the future of the industry research organization is not the second survey but BMB's future. The five men appointed by Judge Miller know the BMB problem. Harold Ryan has lived close to the Bureau almost since its inception. Dick Shafto (WIS Columbia, S.C.) has spent many hours studying the problem. John Elmer (WCBM, Baltimore), for whom the current study can do no good since his station will be changing its spot on the dial practically concurrent with the survey, is an oldtimer in station management, and Charles Caley (WMBD, Peoria), as well as Clyde Membert (KRLD, Dallas), has been around for a long time. They all realize that broadcasting

is in a state of flux that has no comparison in broadcast advertising history—that it needs fresh accurate coverage and circulation data.

Though there's no research man on the committee, and no advisory group of agency executives or advertisers has been named, it's certain that BMB's importance to buyers of broadcast advertising won't be far away from the special committee's meetings. The big problem is still how to continue an industry-controlled coverage-research organization which will deliver honest, well-researched reports that will not hurt stations that are doing a good job for their listeners and their advertisers. Auditing the circulations of stations must be done. BMB can be redesigned to perform any and all the coverage-research needs of advertisers.

Broadcast advertising supports Hooper, Nielson, Pulse, and a number of other organizations. It can and should support BMB, feel most agency and advertising executives, if only until such a time that there's something else satisfactory, ready, and able to deliver the information which is any industry's audit bureau's responsibility. * * *

3,000 STATIONS?

(Continued from page 31)

tributed importantly to the increased sets in use. In other cities a new station or stations have cut into the established audiences of long-established outlets.

In an important Southern market with four established stations an independent got under way and showed up for the first time in a City Hooper Report in 1946. The first year (1946-1947) the new station increased morning over-all sets in use over 10% and garnered for itself 21.6% of the audience (sets in use). In the afternoon it increased the sets in use over 20% and gained 18.3% of the total audience for itself. At nights during its first year it did not materially increase the sets in use (the increase was a tiny fraction of 1%). The station, however, won for itself 13.3% of the sets in use, cutting into the audiences of three out of the four established stations. A year later, 1947-1948, the new station held approximately its same share of sets in use, but intensive promotion by the established stations, and the new station, too, increased

IMPRESSION ...many million times a week!



When WBT first began serving the Carolinas, 28 years ago, "promotion" was a small boy who used to run through the streets of Charlotte, announcing to a handful of crystal-set owners that the South's pioneer station was on the air.

Since then, 50,000-watt WBT has become a power in the daily lives of almost three-and-a-half million people in 95 counties... and promotion has helped set the pace all the way. Using many different media...

- NEWSPAPERS (more than 1,000 lines weekly)
- ANNOUNCEMENTS (average of 350 weekly)
- POINT OF SALE DISPLAYS (in food and drug stores)
- MERCHANDISING MAGAZINE (mailed regularly to retailers).

Such impressive promotion—making extra impressions for WBT programs—is one reason why WBT averages a larger audience in Charlotte than *all* other stations combined.* (In the 94 "outside" counties, WBT has virtually no Charlotte competition.)

If you want to make a good impression—and an impressive sales record—in the Carolinas, WBT can show you how.

*C. E. Hooper, Dec. 1948—Jan. 1949 (or any other Hooper Survey ever made!)

WBT

Jefferson Standard
Broadcasting Company
50,000 watts
Charlotte, N. C.
Represented by
RADIO SALES

the evening sets in use from 31.9% to 31.1%, so that the four stations' audiences were returning to what they had been prior to the invasion of the independent.

In Providence a three-year picture looks like this:

Year	A.M.	P.M.	Evening
'45-'46	15.5	15.5	30.3
'46-'47	16.2	16.4	31.2
'47-'48	17.3	19.5	31.6

The increase is pronounced in the daytime because the three new stations in this town are daylight-only operations. However, the daytime habit of listen-

ing increases the evening sets in use.

In Washington, D. C., four new daytime stations increased sets in use in the daytime and jumped evening sets in use in the evening, also. However, there was a fractional drop in 1917-1918 in the nighttime, due to emphasis on FM programming, and FM figures were not included in this report. The Capital City figures are:

Year	A.M.	P.M.	Evening
'45-'46	15.0	16.5	31.8
'46-'47	16.5	18.5	34.7
'47-'48	18.5	19.5	33.9

These cities are not unusual. In-

creased average hours of listening per home, per day was reported recently by A. C. Nielsen for the past five years. In 1913, the average home listened 3.5 hours per day. In 1948 the average home checked by Nielsen reported 4.4 hours of listening per day. This was an increase of 26%. Nielsen reports that "the average network advertiser is delivering sales messages to 12% more homes today than he did two years ago."

He also reports that costs per thousand homes including time and talent have gone down per thousands from \$2.43 in first quarter of 1946 to \$2.16 in the first quarter of 1948. These figures cover network broadcasting.

In metropolitan areas where the Hoopering figures are gathered (36 cities) a contrast of share-of-audience figures between '47-'48 and '48-'49 for December-January indicates that independent stations are increasing their share of the sets in use. Since TV is included in Hooper's figures, the evening increase is not necessarily indicative of increased listening to independent stations. It is reported nevertheless for the record.

Web and Independent share of audience

	Dec. 1947-Jan. 1948		
	A.M.	P.M.	EVENING
NBC	20.9	28.4	37.4
CBS	24.4	23.0	26.1
ABC	27.7	17.7	18.6
MBS	11.9	13.0	10.2
IND	15.1	17.9	7.7

	Dec. 1948-Jan. 1949		
	A.M.	P.M.	EVENING
NBC	20.3	29.2	31.4
CBS	28.6	23.0	29.7
ABC	21.9	15.9	18.2
MBS	11.1	11.1	9.5
IND	18.1	20.8	11.2

These figures of course do not report the impact of the Benny switch from NBC to CBS, since the month before and the month after the switch are averaged. The figures were compiled to indicate the appeal of independent stations—contrasted with networks collectively.

There's little question but that the number of stations on the air will reach 4,000 before the decline of the number of stations on the air starts.

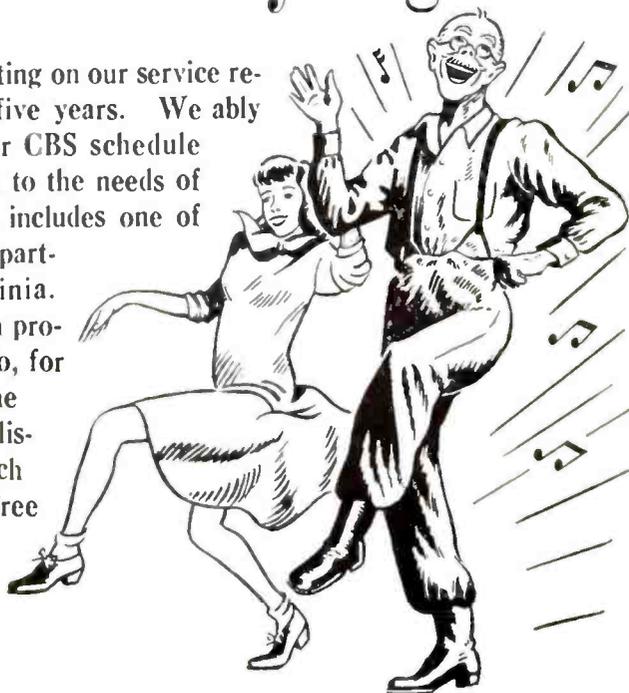
Once the freeze on TV applicants is lifted, hundreds of new video station applicants will be filed, granted, and construction will start. At the outset there will be very little reduction in the number of radio stations agitating the ether, because in most markets radio must continue to pay the way.

In many markets, including the rural, radio will be the number one broadcast advertising medium for a long time to come. It isn't possible to decide that radio will be here forever. Forever is a long, long time. . . .

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!



Using total BMB coverage and Sales Management's market figures, WDBJ's area represents 35.73% of Virginia's (and 7.90% of West Virginia's) total buying power!

WDBJ

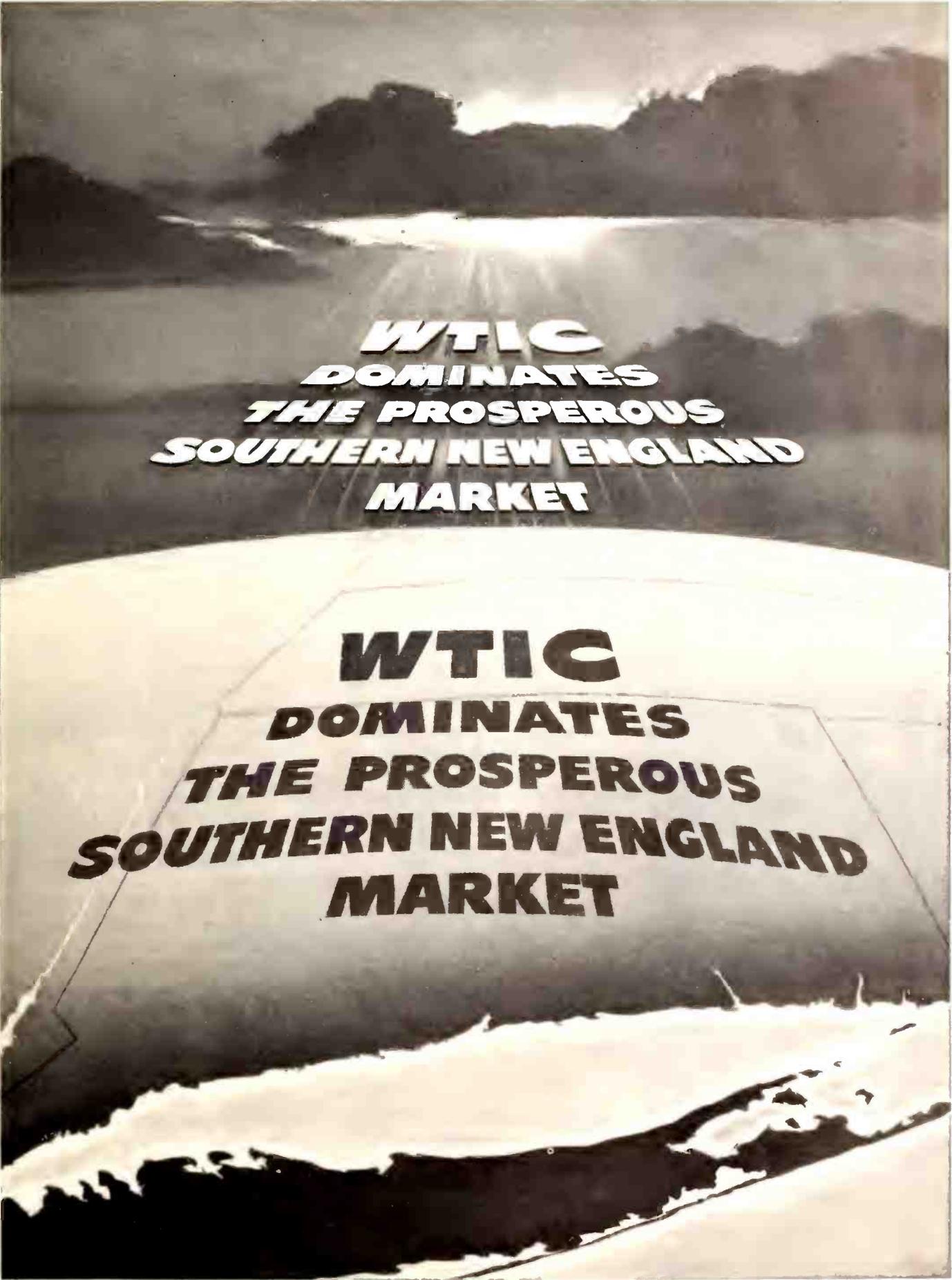
CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., National Representatives





**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



**DELIVERING A
TREMENDOUS
3-CITY MARKET:**

BEAUMONT - ORANGE -
PORT ARTHUR and the
Rich Gulf Coast Area.

Now 5000 Watts
DAY and NIGHT — 560 Kilocycles

KFDM

New studios! New power! All designed to give you a more terrific impact on this wonderful market—NOW, FIRST in the nation in chemical production! Strang, too, in agriculture, lumbering and ship-building. Steady, diversified employment keeps folks here in a buying mood! Reach them with KFDM, the ONE station delivering this rich 3-City Market!

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.
and the
LONE STAR CHAIN
Represented By FREE and PETERS, INC.



XLing

IN THE
Pacific
Northwest

Serving 3,835,800 people

- **WASHINGTON**
KING — Seattle
KXLE — Ellensburg
KXLY — Spokane
- **OREGON**
KXL — Portland
- **MONTANA**
KXLF — Butte
KXLJ — Helena
KXLK — Great Falls
KXLL — Missoula
KXLQ — Bozeman

Pacific Northwest Broadcasters
Sales Managers
Wythe Walker Tracy Moore
EASTERN WESTERN

ARGENTINA

(Continued from page 32)

have testified that they did not want to sell out, but it was a question of sell out—or else. . . .

Broadcasting is vital to Argentinians because it's a nation of wide open spaces. Newspapers are seldom seen by the non-metropolitan population, for even if the latter did travel to a center where papers were available, they'd be at least a week old before they could be bought. The news, although undoubtedly government-colored, is fresh on the air. The stations are free to broadcast any news they desire—as long as it comes from a government-approved news agency.

Music may be broadcast without government okay, but all dramatic programs must bear the stamp of a Peron bureaucrat. As in all South American nations, advertising men refer to all drama as soap operas. The appeal of serial plays is enormous, for story telling has been important for generations in all Latin nations.

There is little active censorship of commercials. Drug product advertising must be approved. However, there are no recorded commercials, no jingles, and no music is permitted behind announcer's voice. The announcer is not allowed to dramatize commercials. If he should be so tempted, it wouldn't be long before he'd lose his license to be on the air. Actors, announcers, news commentators must be licensed.

Commercials are restricted to 100 words. They may be broadcast every two-and-a-half minutes, but not during a dramatic or news program. In a half-hour drama, for instance, only three 100-word breaks are permitted, together with 50-word opening and closing announcements.

Palmolive and Lux are the leading hand soaps. Colgate, Kolynos, and Phillips are the leading toothpastes, with Pepsodent, through the English Lever Brothers, coming up. They reach the consumers through broadcasting, despite all the restrictions. Listening habits show that what they call soap operas have the greatest audiences, with comedians and popular music dialed in that order. The number one program features Louis Sandrini, comedian, and his group of actors.

Lever Brothers sponsors, as its radio leader, a dramatic series, *Radio Teatro Atkinson's*. Colgate-Palmolive-Pect has a talent search 30 minutes twice

a week, *Descubriendo Estrellas* (Discovering Stars). Sterling has a top commentator (Soiza Reilly) 15 minutes Monday through Friday.

It is not cheap to broadcast in Argentina, despite the fact that there are less radio sets in the entire nation than there are in Greater New York. About 10% of the population have receivers. Officially, there are 1,650,000 receivers, and the population at the end of 1948 was about 18,000,000. A 30-minute program on 14 stations would cost 1,000 pesos for time and from 1,000 to 3,000 for talent. Of course, listening is far more intense than in the U.S., and the number of listeners per set is also higher.

Activity of the big U.S. firms in Argentina would make an observer believe that the Americans were making real money in the country. The truth is that they're still all whistling in the dark. * * *

THE AUTO PICTURE

(Continued from page 27)

in over the weekend, placing orders for 50 new Pontiacs and boosting repair business to capacity.

Why don't more dealers use radio, therefore? The answer lies in the structure of the auto industry's sales channels.

When a dealer goes into business, he has to obtain from the manufacturer what amounts to a franchise. This usually takes the form of a contract (prepared by the manufacturer) which states in considerable detail the conditions under which the dealership will be granted. Under this contract, the dealer maintains his franchise (which can be broken off by the manufacturer) by handling and selling the cars in a manner and volume that will be satisfactory to the manufacturer. In the fine print of each dealer contract there is, more often than not, a series of clauses that refer to advertising. The general substance of these clauses is that the dealer advertising on new cars, or manufacturer's parts, accessories and whatnot, must conform with the general theme of the manufacturer's national advertising, particularly if the dealer expects support from cooperative advertising funds (joint dealer-manufacturer ad dollars spent to promote dealer merchandising operations). The degree of control that automakers exercise

over this advertising varies from absolute (in which the dealer must adhere closely to company-supplied advertising material, such as mats, layouts, transcriptions, etc.) to a very limited control (in which the dealers, or more recently dealer groups, spend their own or co-op funds for whatever form of advertising they choose.

What keeps all dealer advertising from being carbon copies of the national picture is the fact that in big metropolitan markets, and even in many smaller towns, dealers and dealer groups have their own advertising programs paid for out of their own pockets.

There is nothing new about dealer co-op advertising. All major automaker and leading independent automakers engage in it, and have done so since the middle 1920's. In its simplest form, it is a 50-50 split between the dealer and the manufacturer on advertising that is done at the local level. However, co-op advertising money goes into advertising at national and regional, as well as local levels, and the methods are not uniform.

Dealer co-op advertising (only a trickle was done during the war) stems from funds accumulated from an arbitrary advertising allowance per car (it ranges from \$10 to \$20 or higher), which is matched by the dealer, the money then going into a central co-op fund. Chrysler, Crosley Motors, Ford, Hudson, Kaiser-Frazer, Nash, and Packard work it on this basis, going 50-50 with the dealer. General Motors divisions (Chevrolet, Oldsmobile, Pontiac, Buick, and Cadillac), as well as Studebaker, have a "sliding scale" which runs from a dealer-manufacturer split of 71.5-28.5% (in terms of dollars, about \$10 of dealer money for every \$4 of company money on the low end) up to approximately a 50-50 split, depending on the volume of business in dealer territory. By law*, any co-op advertising allowance must be available to all retailers of the manufacturer's product. Auto co-op advertising stays well within the law, and is generally a model of successful co-op merchandising. Sometimes, however, the squeeze is put on the dealers (many of whom cannot afford to do much advertising outside the limits of co-op advertising) by the automakers.

(Please turn to page 62)

*The Robinson-Patman Act.



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

Fighting a fire in a steel skyscraper is different from handling one in a two-story home—and it's the same way with radio in different parts of the nation.

The Southern listener is a little different from people in other parts of the country. He does respond better to radio programming that caters to his special preferences and attitudes.

KWKH knows all this and has used the knowledge for twenty-three years. Hence we are years ahead in radio Know-How and listener-acceptance in this market.

Whether you sell tobacco, tractors or toasters, you'll find this KWKH Know-How a big "plus" in our four-state area. Write us today or ask The Branham Company.

KWKH

Texas
SHREVEPORT **LOUISIANA**
Arkansas
Mississippi

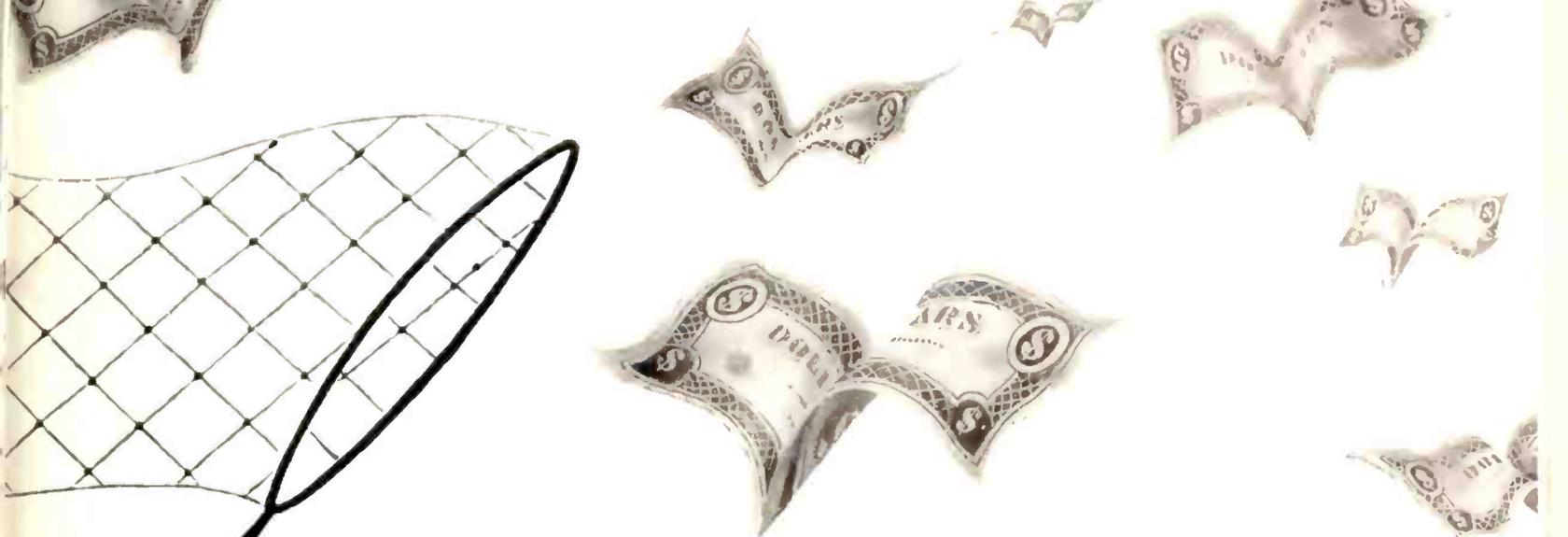
50,000 Watts

• CBS

The Branham Company, Representatives
Henry Clay, General Manager



This



Summer, net a fortune!

TAKE 13 WEEKS WITH PAY...ON WCCO

It's easy to bag big profits in the Summertime in WCCO territory. For Northwest retail sales soar just about as high during June, July and August as they do in any other season. More than \$699,000,000!

And no wonder. During the 13 Summer weeks, WCCO's 308,417 farm families harvest more than \$865,000,000 in cash. What's more, more than two million vacationists add more than \$200,000,000 in "good-time" money to the regular spending of year-round residents.

That's why 18 major non-network sponsors (30% more than the year before) stayed on WCCO all year 'round last year. *Without a Summer hiatus.*

They know, too, that 50,000-watt WCCO delivers the biggest share of the Northwest audience. In the Twin Cities, for example, WCCO delivers an average daytime Summer Hooper of 6.0... a 58% bigger average audience than any other Twin Cities station! *And all cash customers!*

Make your reservations now with us or Radio Sales... for 13 wonderful weeks with pay on WCCO. And net a fortune.

All source material available on request.

WCCO *Minneapolis-St. Paul*

Represented by **RADIO SALES**





Yeah, but can he lift a sales curve?

Advertisers know there is no monkey-business behind CBS' ability to lift their sales curves. For CBS not only has the highest ratings—and the highest average—in all radio, but for the third consecutive year delivers more customers per dollar than any network in radio.

The Columbia Broadcasting System

CBS



April 1949

TV ComparaGraph in next issue

PROGRAMS

Vertical list of program titles and times on the left side of the page.

Grid of program listings for the week, including days of the week and time slots.

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

Main grid of program listings for each day of the week, with columns for ABC, CBS, MBS, and NBC.



Whitehouse on the Hudson, * Station WHEC In Rochester.....

....FIRST BY LENGTHS!

*
The 1948 winner of the famed Albany to New York Outboard Marathon was J. Whitehouse who duplicated his many other outboard motor boat feats of the year by sweeping down the historic Hudson to lead by lengths and then some!
WHEC sweeps the Rochester Hooper—all three—morning, afternoon, evening—and by lengths!

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the U.S! (Morn. Aft. and Eve.)

Latest Hooper before closing time.

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	41.1	24.1	8.3	4.6	14.5	5.8
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	35.2	28.7	8.7	9.9	12.7	4.6
EVENING 6:00-10:00 P.M. Sunday through Sat.	39.5	31.1	6.6	8.2	13.4	Station Broadcast till Sunset Only

DECEMBER 1948—JANUARY 1949 HOOPER
Latest before closing time.

BUY WHERE THEY'RE LISTENING:—



WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT & MCKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

New advertising dollars for TV

They're coming from sales and sales promotion budgets:
from firms that never used the air before

they're new to broadcast advertising



scott paper uses Dione Lucas and her sophisticated cooking instruction in its air debut to sell metropolitan homemakers on kitchen tissue



arrow shirts and collars are an amusing part of the "Arrow Show". Cluett-Peabody feels sight is essential to sales. It never warmed up to radio



unique company toys are made part of Unique-sponsored portion of "Howdy Doody." Animated playthings can be TV-demonstrated



bonafide mills never felt that radio could sell floor coverings, although Armstrong proved them wrong. "Wear" and "Tear" sell Bonnie Maid visually



Of the 44 national sponsors on TV networks during the month of February, nearly one-third have never used radio, or used radio so long ago that it has not been a factor in broadcast advertising. While these 44 advertisers didn't spend one-third of the money invested in visual network advertising during the month, they spent about 25% of the \$561,537 gross billed for network time, \$135,104 to be exact.

There were 265 national or regional advertisers using selective (market-by-market) television in February. They spent, in round numbers, \$727,000, or nearly 29% more than network advertisers. Of the \$727,000, \$137,000 was spent by advertisers who have not been using radio. A considerable portion of the rest of the advertising money invested in selective TV came from advertisers who have not been active recently in radio. To make the picture as clear as possible, only those advertisers who have not used the air for many years are included in the non-users of broadcast ad figures.

On the local-retail level, \$509,459 was spent by advertisers. Since retail merchants are in and out of all media, it is almost impossible to determine how much of this half-million plus is "new" to broadcast advertising.

Because television is for the most part controlled by executives who have been in broadcasting for years, it has not been too well sold to non-radio advertisers. Promotion has been directed for the most part to firms that have used radio, or who have been tabbed as being prospects for the air, as it existed before TV. The broad field of advertising that appeals to the eyes rather than the ears has barely been scratched. Firms like Cannon Mills (towels), Van Raalte (women's hosiery and underwear), and Standard Sanitary (American Radiator) have not only had, by their own admission, inadequate solicitation but in a number of cases are amazed by the fact that they have not been contacted by leading TV networks and stations.

While a number of advertisers look upon TV as a selling medium rather than an advertising medium, there is still the danger that it will be sold as a public relations device rather than the direct selling medium that it is.

Biggest "new money" spender in network-TV is Admiral Corporation, which in the month of February bought \$41,000 worth of time on 35 stations. Admiral also spends a few hundreds on

selective TV, but not enough to be a factor in market-by-market television. Only TV advertiser exceeding Admiral in time buying is Gillette Safety Razor, which with a 17-station network spent \$43,200 during the month of February.

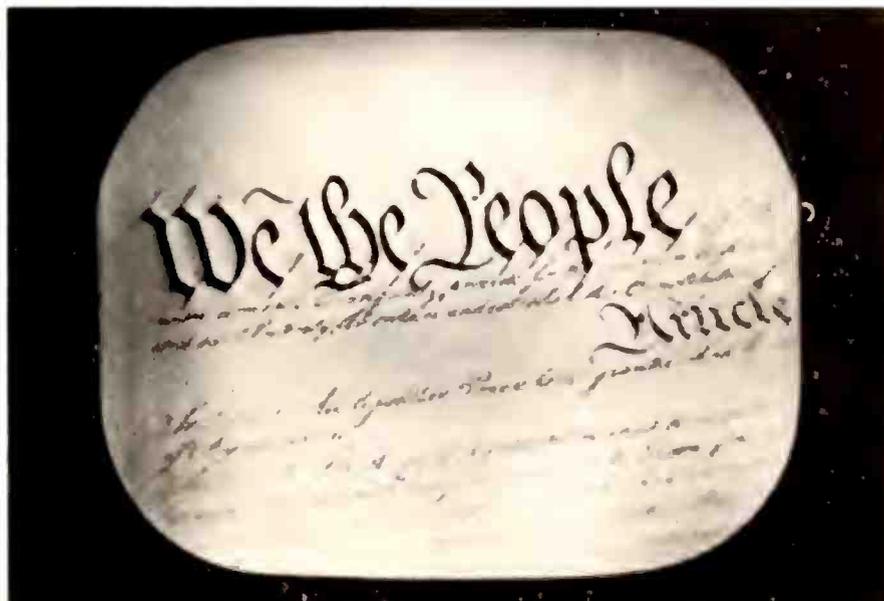
Other non-radio advertisers who have turned to network TV with sizable network budgets include:

Advertiser	Feb. Gross Time Cost
Bonafide Mills	\$ 5,760
Cluett Peabody	10,800
Disney, Inc.	7,560
DuMont	26,544
Mason, Au & Magenheimer	1,680
Motorola	3,840
Scott Paper	2,640
A. Stein	3,540
Textron	1,440
(on part of month only)	
Unique Art	2,520
Whelan Drug	3,840

In the selective field the leading spender is Bulova (see *What makes Bulova tick?*, page 23) with around \$127,000 invested monthly in time signals. No firm, new to broadcast advertising, approached this figure in market-by-market TV. Just as Bulova is second in selective use of radio (Colgate-Palmolive-Peet leads the field), it leads the selective use of the TV medium. Second biggest selective spender is also a watch firm, Benrus, which spends more than one-third of the Bulova organization's TV advertising budget.

The "new money" in selective TV is made up of a number of small

TV budgets didn't affect their radio



gulf Oil kept its "We, the People" radio program going when it added TV cameras to each airing. It even added the "Gulf Show" on TV without cutting its broadcast budget



firestone didn't change its budget for "Voice of Firestone" when it added "Americana" on NBC-TV. To Firestone, TV is a direct selling medium with traceable impact

budgets. They add up, as indicated previously, but they're making haste slowly. They include:

Advertiser	Gross time bought
BVD	\$ 4,900
DuMont	16,800
Golden Blossom Honey	3,000
Sunnyvale Packing	5,000
Television Guide	14,200
Whitman Candy	5,700
Williamson-Dickie (work clothes)	9,600

The new selective TV advertisers generally use one or two stations. It is the exceptions, like Whitman, *Television Guide*, BVD, and Golden Blossom Honey, that use three or more stations.

Out of February's 265 selective TV users, 45 were brewers, the largest, numerically, industry classification in TV time buying. Since most brewers have at some time or another used radio, beer's use of the medium does not represent new firms invading the air. However, many of the 45 brewers in television were not using radio when they decided to test the medium.

Pioneer non-radio advertiser now using television is Botany, which for years has used its "little lamb" on the air to sell men's ties and which is

now expanding its TV commercials to include Botany fabrics. Botany isn't spending much money, but its announcements are on seven stations, at a time cost of around \$2,000 during February. Botany still feels it's using the medium, but it's using weather reports, half-minute in length, just as it has since it got its feet wet in TV.

Although the pioneer floor-covering firm in TV was Alexander Smith, the big rug-and-carpet user of the medium now is Bigelow-Sanford, which used radio directly only once on a three-station MBS network many years ago. Bigelow-Sanford also shared in the broadcast advertising bills of a number of its dealers, but has always felt that it required pictorial presentation of its product in order to sell. To all intents and purposes, Bigelow-Sanford can be called "new money" for TV.

Another floor-covering firm, Bonafide Mills, makers of Bonnie Maid Linoleum, comes to the air without ever having used broadcast advertising nationally before. While its \$5,760 is not a big appropriation for time, it's a real departure for this firm.

The fashion field is not certain of TV. It admits that TV should sell for it, but it's notoriously backward in advertising. Current leader is Handmacher-Vogel, which started in February with minute and 20-second commercials in 25 cities (26 stations). Broadway stars modeling Handmacher-Vogel's Weathervane suits are the pictorial basis of the campaign. The local specialty shops handling Weathervane suits are included in the 20-second and minute commercial motion pictures aired. Most of the Weathervane campaign will run for nine weeks, three times a week. The exception is WNBT, New York, which will show the commercials for 13 weeks two times a week and WPIX, New York, which has the campaign for four weeks.

Because TV seems certain to make TV set owners fashion-conscious, a number of fabric houses are trying the visual air. Leaders are Bates and Textron on the networks. Other fabric houses are cooperating with local department stores and pattern publishers during this development period. Bates unfortunately found itself competing with Arthur Godfrey's Chesterfield program, which wasn't good. It has now moved to 10:10 p.m. Sundays, where the competition does not dominate the viewing.

Textron has just started on the air
(Please turn to page 62)

Why did your eyes stop at this page?



Not because of the words . . . but because of the dramatic presentation of our own sales story.

Motion picture spots for television and theatrical release . . . sales training . . . public relations . . . whatever your needs you'll hit more effectively when you combine basic sales presentation with our dramatic and original artistry of production. Such a merger will increase the impact of values of your program, yet your films will cost no more. Write us for a demonstration.



REID H. RAY FILM INDUSTRIES, INC.

2269 Ford Parkway
ST. PAUL, MINNESOTA

208 So. LaSalle Street
CHICAGO, ILLINOIS

MAGAZINE

SPONSOR: "Television Guide" **AGENCY:** Placed direct
CAPSULE CASE HISTORY: "Television Guide", consumer video magazine, recently ran a test campaign on WNBT, New York. It used only three one-minute film announcements, which featured a \$3 subscription price and a television screen filter as a premium. No other advertising was employed for four days before and four days after the test. The result was direct orders for 2,190 subscriptions, amounting to \$6,591. The cost to the sponsor for the commercials was \$270—an advertising expenditure of 4.1 cents per dollar of sales.
WNBT, New York **PROGRAM:** Film announcements

TV results

CURTAINS

SPONSOR: Cameo Curtains, Inc. **AGENCY:** William L. Sloan
CAPSULE CASE HISTORY: Before experimenting with TV advertising, Cameo Shir-Back Curtains were sold in only one retail outlet, and had a total wholesale volume of \$400 in Philadelphia. Company undertook a two-month television test, using three-a-week one-minute film commercials. The announcements cost \$912, and were juggled around from hour to hour; during this time, no other ad media nor supplementary promotion was used. At end of test period \$55,000 (wholesale) worth of curtains had been sold through six department store outlets.
WFIL-TV, Philadelphia **PROGRAM:** Film announcements

CONTRIBUTIONS

SPONSOR: None
CAPSULE CASE HISTORY: On Friday, 18 February, WBKB carried a telecast of the "Chicago Sun-Times" 11th annual ice show for the benefit of hospitalized veterans. Russ Davis, narrator of the spectacle, suggested to viewers that it would be a nice gesture on their parts if they would "pay" for their ringside seats by sending him contributions to the vets' fund. The suggestion was made casually, and with no particular plea, but within four days Davis had received well over 200 letters from his audience, containing a total of \$1,166.50.
WBKB, Chicago **PROGRAM:** Special event

BEER

SPONSOR: Atlantic Brewing Co. **AGENCY:** Placed direct
CAPSULE CASE HISTORY: As a promotion stunt, Atlantic Brewing is running a "Miss Tavern Pale of 1949" contest in the Chicago area. Final winner will be determined this Summer through weekly elimination beauty contests on video, conducted at intermission time during WGN-TV's wrestling telecasts from Madison Arena, Chicago. Contestants are selected from viewers' nominations, weekly winners by viewers' votes. 11,716 ballots resulted from the first week's voting, 8,638 of them mailed in, 3,078 placed in tavern ballot boxes.
WGN-TV, Chicago **PROGRAM:** Beauty Contest

TOYS

SPONSOR: Marvi Toys, Inc. **AGENCY:** Placed direct
CAPSULE CASE HISTORY: This sponsor began to use television late last Fall, with an eye, naturally, on the Christmas trade. One-minute film commercials, with live narration, were placed on "Junior Frolic", a late-afternoon children's program Wednesday through Sunday. Commercials showed motion shots of the four Marvi plastic toys, designed for children between two and seven years of age. Viewers were asked to send in \$1 for the set of toys. More than 7,000 replies, with money enclosed, came in before the end of the year.
WATV, Newark, N. J. **PROGRAM:** "Junior Frolic"

LOCAL STORE

SPONSOR: Meyer & Thalheimer **AGENCY:** Placed Direct
CAPSULE CASE HISTORY: Last Fall, Meyer & Thalheimer, a local stationery store in Baltimore, bought 26 one-minute announcements to be run one a week. Day after the first one, the first six customers in the store mentioned it. Sponsor now runs three one-minute announcements a week on WMAR-TV, plus a five-minute weekly program called "Toy Parade". M & T consider television "the most outstanding advertising medium that could be used," both from the standpoint of actual sales results and customer interest created.
WMAR-TV, Baltimore, Md. **PROGRAM:** "Toy Parade"

DEPARTMENT STORE

SPONSOR: D. H. Holmes Dept. Store **AGENCY:** Placed direct
CAPSULE CASE HISTORY: This sponsor is reported as being completely sold on television as an advertising medium since debuting in video with two programs last December. Shows are "A Date With Pat" and "Alexander Korda Films." "Date" is a disk jockey program, with debutante Pat Tobin vocalizing, modeling Holmes' dresses, and generally displaying the store's products. Recently, Miss Tobin showed off a chocolate cake, and sampled a piece. Before the commercial was off the air, Holmes had 12 orders for the cake.
WDSU-TV, New Orleans **PROGRAM:** "A Date With Pat"



NEW

AUDIO-
MASTER '49

The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE

Plays 78 and 33-1/2 rpm up to 17 1/2" — Only 15 pounds — Sturdy woodcase — 6 inch speaker — Featherweight pick-up — Rugged motor — Wow-free reproduction — Volume and tone control — Permanent but replaceable needle — 6 Watts output — No needle noise — Air cooled — 90 day guarantee.

low-priced at
\$57.50

AC only
AC-DC Model \$77.50
Microgroove add \$10.00

All prices FOB factory

The Audio-Master Co.
425 Fifth Ave. * New York 16, N.Y.
MU 4-6474

First with the most in
NEW ORLEANS

WDSU

TV Channel 6 —
31,000 watts
New Orleans' first and only. Transmitting from atop the Hibernia Bank Building — the Empire State of the Deep South.

ABC — NBC
DUMONT — WPIX
Television Affiliate

Affiliated with
New Orleans Item

AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.

FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)

WDSU's dominant cooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the
John Blair Company



P.S. (Continued from page 14)

remaining 500 prospects. The 18% in new sales forced General Baking to extend its delivery area three times—with Weil giving full credit to *What's in a Name?* and WPWA.

The program has already used up all the more or less common names that Harry Goodman had produced for it, so the station is now doing the research job on predominant names in the area, and paying Goodman for the rights to the program idea.

P.S.

See: "How Stations Merchandise"

Issue: 28 February 1949, page 22

Subject: WKRC, Cincinnati, KMOX, St. Louis, strong in merchandising

Although less than one-fifth of the nation's stations do any real merchandising, it's noteworthy that in those areas where one station goes all-out on this angle others generally follow suit. Cincinnati is a prime example of a territory with stations which are particularly conscious of sales promotion and merchandising.

WLW, undoubtedly the country's No. 1 station merchandiser, and WSAI are not the only promotion-minded outlets in the Ohio Valley territory. Another Cincinnati station to win recognition in this direction is WKRC, awarded honorable mention for overall station promotion in 1948 by City College of New York. One of the merchandising plans which helped WKRC to this honor is its *Key Item Plan*.

Briefly, this plan makes WKRC listeners the customers of independently-owned drug and food stores in the Cincinnati Tri-State area. The plan is of mutual benefit. The stores distribute a monthly magazine, *Keynotes*, for the station, sending it to a circulation which has grown to 110,000 during the four years of the magazine's existence. *Keynotes* publicizes talent and shows on WKRC to build listeners for the air-advertised products carried by the stores. Each month one advertised product is highlighted as the "Key Item," with counter displays and news pictures (of the product) in windows helping to push the particular item. Quiz programs offer prizes to listeners who answer correctly what the news picture of the month depicts.

WKRC also ties up promotionally with independent film exhibitors and juke-box operators. Fifty-two neighborhood theatres use daily trailers on WKRC and *Keynotes*, in return for which the station broadcasts information concerning the movie houses. This Summer WKRC and the theatres will jointly sponsor community baseball teams to boost theatre attendance and make patrons more WKRC-conscious.

Automatic Phonograph Owners Association, members of which operate 1,400 juke boxes in the area, works with WKRC in placing placards in locations and cards on song-selection panels which feature a WKRC program each month. A monthly top number is also selected and then featured by the station's disk jockeys and by the juke boxes.

KMOX, St. Louis, is another Midwest station very much concerned with merchandising. A current promotion of the station involves 700 grocery and meat markets in the Greater St. Louis area, a point-of-purchase sales builder which, because of its value in promoting efficient store service, is assured prominent store position.

The idea consists of a large display easel with the top half a framed removable poster promoting KMOX personalities and programs, and the lower part containing numbered cards that indicate the next to be served at the counters. Cards (which also carry facsimile of advertiser's package) and posters are changed monthly.

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



The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio



Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

NEW TV MONEY

(Continued from page 58)

with a new program featuring Paul and Grace Hartman. It's an NBC Sunday night program also, but thus far hasn't made the entertainment grade.

New money for TV advertising hasn't all come from new air advertisers. Some regular users of radio have appropriated extra money for TV. Others have found that sales promotion budgets can be raided for TV since the medium is tops to promote. Just saying "it's on TV" helps to sell a

product. Among the firms that have "found" extra money for the medium are Gulf Oil (simulcasting *We the People* on CBS, telecasting *The Gulf Show* on NBC-TV), Firestone (presenting *Americana*), and Ford.

Despite the millions being poured into television, it's still wide open as a selling medium. Practically every time something is offered (for cash) on the air thousands of viewers write in. That has ranged from *Lucky Pup's* offer of four photographs of the puppets for 15 cents, with a response averaging 800 a day for several weeks,

to Jon Gnagy's offer this month (March) of a book on drawing for \$1. Gnagy pulled over 6,000 responses!

Television need not draw upon radio budgets just as long as it's viewed as a selling rather than an advertising medium. That, of course, will require a new approach by advertising agencies. That may be difficult, but it isn't insurmountable. * * *

THE AUTO PICTURE

(Continued from page 47)

particularly when company brass have extreme likes or dislikes about the media used by dealers. This takes the form of the automaker sending out prepared ad materials (kits of layouts, mats, e.t.'s, films, etc.), and refusing to okay the allocation of any co-op funds unless this material is used, basing the refusal on the advertising clauses in the dealer's contract which state that local advertising must, *in the judgment of the company*, benefit the dealer.

Such cases, fortunately, are few, and the pressure is put more on the small dealer who is working on a small overall profit picture than on the big-city dealer or on dealer groups, who virtually have a free hand in their advertising. In terms of broadcast advertising, the company's feeling is motivated in nearly every case of company pressure by the fact that one or more high-ranking officials is rather sour on radio, since radio has not (usually through the automakers' refusal to stick consistently to any one form of radio selling) always produced good results. It does not apply to TV, because TV is too new to have developed deep-seated prejudices!

There is a certain amount of advertising done at the national level that is, strictly speaking, dealer advertising. Since nearly every automaker does it, this type of advertising can be generally said to take the form of magazine ads or newspaper ads, and sometimes billboard campaigns, where the selling message is primarily institutional on behalf of Chevrolet, or Ford, or Dodge dealers without being specific about individual names and addresses of dealers. These campaigns, paid in most cases out of co-op funds, are run in national media, and are administered by the automaker and either his agency of record or the agency that has the dealer account.

B M I

Practical Programs of Recorded Music

Your kit of *Practical Programs* issued by BMI each month now contains program suggestions for 276 full hours of popular music.

Here is a BMI service especially useful to the Disc Jockey and the Program Director. A fresh supplement containing 12 hours of musical selections arrives at your station once every month.

Practical Programs of Recorded Music are perfect for participating shows . . . each hour is arranged in 15-minute segments, with openings and closings generally instrumentals. Make-up of the programs insures maximum listening appeal. Besides, it's a time and work saver for you.

**LOOK FOR
BMI "PRACTICAL PROGRAMS"
IN YOUR STATION LIBRARY**

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

They follow out the general themes used in selling new cars nationally, but with dealer emphasis. In practice, the Ford dealer is plugged as being the best place to have new Ford cars serviced, and so forth. Only two dealer accounts are using national broadcast advertising at the moment. The Ford Dealers, through J. Walter Thompson, sponsor *The Fred Allen Show* on NBC (which may or may not be continued after June, 1949, since Allen wants to retire for awhile). The DeSoto-Plymouth Dealers sponsor a give-away show on CBS, *Hit The Jackpot*, through BBD&O. In most cases the time-and-talent costs are paid out of company-administered funds from the co-op budget, because the costs for such shows would be astronomical if confined to even the largest dealer groups in leading metropolitan markets.

There are no TV programs on a national basis now that are paid for out of co-op funds, except for some TV selective announcements and sport-casts paid for by the Ford Dealers and the Lincoln-Mercury Dealers. Until January of this year, various Chevrolet dealer groups in eastern TV markets were sponsoring *Chevrolet On Broadway*, with the costs pro-rated (according to the number of TV sets in the market) among the sponsoring groups. After January, with TV drama costs mounting and the Chevrolet national account seeking a TV show, the dealers dropped it, and Chevrolet proper took it over as national advertising.

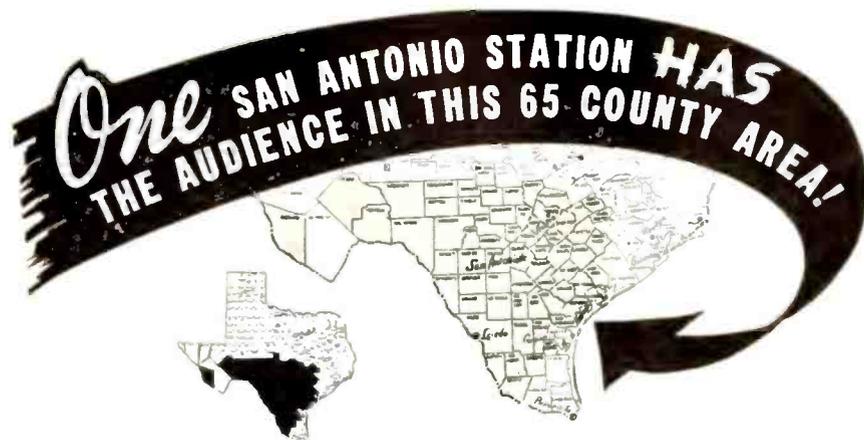
On the next level down from nationwide dealer selling, that of dealer-group advertising in large metropolitan markets, the type of advertising which is paid for (either out-of-pocket or as part of a co-op deal) by "pooling" funds of individual dealers, and buying shows and spot schedules in radio and TV, is the newest and hottest trend in dealer advertising. Like co-op advertising, dealer-group advertising is nothing new.

Broadcast advertising has recently figured more prominently in dealer-group advertising than it has in the national aspects of auto advertising or auto-dealer advertising. And, of the broadcast media used, none has captured the fancy of dealer groups in the manner of television. For one thing, it has the factor of being a visual advertising medium, something

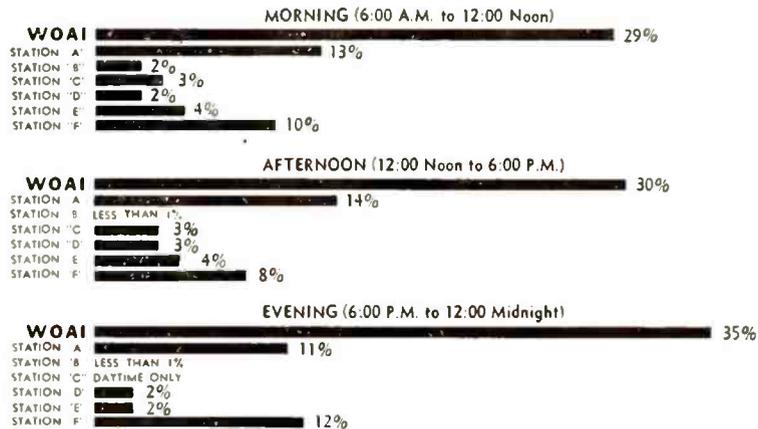
that has held back many auto dealers from becoming broadcast advertisers. For another, early studies on TV results in the auto field (particularly those achieved in the New York market, which has so far been the bellwether for dealer-TV operations) showed that the visual air could produce sales results that were uncanny.

Today, there is a total of 61 dealers and dealer groups on the TV air in 20 (67%) of the TV markets in the U.S. Of the 61, 46 (75.5%) are individual dealers and 15 (24.5%) are dealer groups. The dealer expendi-

tures in the visual air medium are balanced 50-50 with programs and announcements, the majority of them being paid for out of co-op funds. Dealers of all the major makes of autos are represented in this group. Program preferences range from sports and news, through film and quiz programs. Announcements are often prepared by the automaker's agency or advertising department, and passed on to the dealers in dealer kits for TV usage. Dealer groups, in a 60-40 ratio, go in more for programs than spots. Again, it is largely co-op money that



Distribution of listeners among San Antonio stations, based upon the C. E. Hooper Fall, 1948, Study of Listening Habits of 320,940 Radio Families living in 65 South Texas counties*:



* 65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI both Day and Night (BMB Study No. 1)

NOW, MORE THAN EVER, WOAI STANDS OUT AS "THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST"

WOAI *San Antonio*
 NBC • 50,000 WATTS • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.-----New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

83 TV RESULTS

All in one handy booklet—83 Capsuled Case Histories of successful Television Advertisers

EACH contains these essentials:

- Advertiser
- Product
- Agency
- Station
- Program type
- Objective of campaign
- Results

Have you yours yet? write to . . .

SPONSOR 40 West
52 Street, New York 19

is being spent. Programs are large and ambitious, and over-all budgets (for both programs and announcements in some areas) can run as high as the \$450,000 earmarked for the Chevrolet Dealer sponsorship in New York of *Winner Take All* on WCBS-TV. *Golden Gloves Bouts* on WPIX, and announcements on WJZ-TV, WNBT, WABD, and WCBS-TV.

Dealer-group efforts in TV are by no means confined to New York, although it was in that city that they really got their start. The Chevrolet Dealers of Baltimore run announcement schedules in that city on WBAL-TV, the City Oldsmobile Dealers of Baltimore do likewise on the same station and the Ford Dealers of Maryland sponsor a weekly two-hour wrestling show on WAAM. The Hudson Dealers of Greater Chicago sponsor wrestling and the Nash Dealers of Chicago sponsor hockey matches on WBKB in the Windy City. In Cincinnati, the Dodge Dealers of that city are boosting sales for the ten dealer-members of the group with an elaborate weekly studio review, *Olympus Minstrels*, on WLWT. On the same station are the Pontiac Dealers of

Greater Cincinnati with an audience-participation show, *Who Am I?*, which they renewed recently until February, 1950. Also on WLWT the Ford Dealers of Cincinnati have an announcement schedule.

This is by no means a complete nationwide list. It will serve, however, to show representative examples of the scope of dealer-group efforts in the visual medium.

In radio, dealer-group and straight dealer advertising runs the gamut. Almost every one of the major radio markets in the country has dealer groups, or large dealers, or both, buying radio time. Program preferences range from locally-produced shows (such as the Chevrolet Dealers of Iowa sponsorship of a noontime quarter-hour, *Chevrolet Harmony Time*, on WHIO, Des Moines, to reach the lucrative Midwestern farm market with Chevrolet's sales message), transcribed shows and jingles (such as the sponsorship of the Ziv-produced *Wayne King Show* by the Greater Cincinnati Studebaker Dealers on WKRC, Cincinnati, or the Harry Goodman-produced *Weather Jingles* on WRNL, Richmond, by Smith-Utterback, Inc., a Dodge-Plymouth dealer), and network co-op shows (such as the sponsorship by the Beason Motor Co., a Packard dealer, of ABC's *Mr. President* on KFGO, Fargo, and the Pontiac Dealers Association of Metropolitan Boston with Mutual's *Fulton Lewis, Jr.* on WNAC).

At least one auto firm, Chrysler, has taken its cue from the widespread use of c.t. shows by auto dealers, and is putting out its own c.t. package for Chrysler-Plymouth dealers. Chrysler's shows are the five-minute *Animal World* and *American Way*, which are sponsored, either singly or as a joint effort, by a total of 365 dealers in more than 150 markets. Each dealer pays a flat \$5-a-week fee and time costs (billed on his Parts Account) for the c.t.'s, which are then placed on a station in his market by McCann-Erickson, which collects its 15% by paying national rates and doing its timebuying on a national basis.

Just as the coming buyer's market in autos is expected to see increasing amounts of spending by automakers for national broadcast advertising media, indications in all levels of dealer advertising show that dealer spending will parallel this national increase.

* * *

WMT takes the gamble out of Bettendorf (IOWA)



. . . just as it does throughout wealthy WMTland. Bettendorf, the home of the new \$30 million Alcoa plant, typifies the industrial part of WMT's audience. Equally important are Iowa's well-informed, prosperous farmers, 90% of whom own radios, 85% of whom have telephones. They helped Iowa's retail sales in 1948 climb to the all-time high estimated at \$2,374,712,000.

When you've a product or service to sell the high-income, free-spending Eastern Iowa market, the odds are in your favor when you use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for full details.

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

40 West 52nd

(Continued from page 4)

issue, prompts this, my first letter of comment to an editor. All radio stations, or all management, do not fit into the picture therein painted.

In December, 1948, this station adopted a policy of pushing transcriptions. As an inducement to the sponsor, we offered a 20% reduction in station time. As an extra inducement to our sales staff, we offered an additional 5% commission. These were made applicable to any transcribed show contracted for prior to June 30, 1949, and applied to the first year of the contract or time that the show should be carried on a consecutive basis.

We advised several of the leading transcription firms of this policy and asked for their cooperation, in our plan to educate the sponsors of our area in the value of transcribed shows as a medium of selling.

Only one firm responded by a liberal reduction in price, during the first year of our plan. All other firms held to their price, but asked us to sell their shows. Frankly, I want to meet the transcription company head that sells shows locally for a regional or local outlet.

Oh, yes—our results in selling. Ten transcribed shows sold in the first two months of our drive, and more under negotiation—all sold by our own staff, at no cost to the transcription company, other than their reduction in favor of our plan. If I were in position to offer a suggestion to the "Lamenting Producer of Transcriptions", it would be to work with the management of the independent station, under a joint plan of reduction of costs, and thereby educate the advertiser in the value of this important part of radio sales.

WILLIAM H. HAUPT
President and Station Manager
KVVC, Ventura, Calif.

ANSWERING LOYET

Mr. Loyet, as resident manager of WHO, Des Moines, intimated in his letter to SPONSOR, 14 February, that the Doody findings were weak, since WHO was an exception to an attempted rule. Doody Surveys, as described in Part Five of the series, "What's Going on in Farm Research" (page 24 of the

17 January issue), gave more credit to technical considerations than program appeal as reasons for substantial station audiences.

Mr. Loyet submitted a table showing signal field strengths of stations arriving in the Quincy area (WTAD dominated); and because WHO, in sixteenth position for strength, managed to rate second place in area daytime audience, Mr. Loyet concluded ". . . . that local farm programing, which WHO stresses, resulted." in WHO's favorable position.

It might be pointed out, in accordance with the SPONSOR article, that (1) WHO does believe in self-promotion in the area; (2) WHO is the NBC network outlet that lies in a preferred frequency position on the dial (1040), along with the first five stations of the area, WTAD (930), WCAZ (990), KHMO (1070), and KMOX (1120); (3) that KSD (NBC) of St. Louis, with preferred signal strength over WHO (according to Mr. Loyet), still is at the other end of the dial (550)—however, KSD ranks a poor sixth position in the study, due probably in added measure to "first on your dial"; (4) CBS still rolls up the best daytime score against NBC, MBS, and non-net-

97,410 Radio Homes

in the area served by

KMLB

— the station with more listeners than all other stations combined —

IN N.E. LOUISIANA

Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's milevolt contour. Sell it on KMLB!



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night



STUMPED!

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

Anxious

Dear Anxious:

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

KXOK, St. Louis

630 on your dial

work stations represented by the five stations under item (2), just as in the 36-city Hooper reports: (5) that should WHO have been located at the other end of the dial, with perhaps even better field strength, it may have fared less well but network competition would perhaps have still placed combined NBC outlets in a high position; and (6) ABC was not on a preferred KC frequency at the time of the WTAD survey, with St. Louis (110 miles) and Kansas City (175 miles) limiting their promotion activities in that area.

Station dominance, whether due to power or field strength, preferred frequency or relative proximity to radio set, network affiliation and/or self advertisement—maintains audiences more than programing.

ANDREW SARKADY
Edward G. Doody & Co.
St. Louis



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS—Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

BULOVA (Continued from page 25)

ing Bulova time signals as their first national advertising. Many a station met its Saturday-night payroll with the money taken in for Bulova time signals, and later, when rate cards began to make their appearance, used the figures that Bulova was paying as the basis for figuring out charges for spots and breaks. The people who bought time for Bulova—John Ballard, Reggie Scheubel (now the Radio Director of the Duane Jones Agency), and others had a close-up view of radio in the late 1920's that no other client or agency could touch. They discovered that the personal contact with station managers gave them a basis for sizing up a market and its stations that could not be done with research alone.

Bulova's traveling timebuyers drove

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

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

KWFT

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

hard bargains in the early days. Business in radio was scarce, and a dollar looked a lot bigger than it does today. More often than not, Bulova bought itself "package deals" in radio, where several strips of time signals were combined into an over-all discount on a station that often ran heavily in Bulova's favor. After taking the gauge of the market potential for Bulova watches in a city, and after taking a shrewd look at the station or stations in the city, Bulova's timebuyers would make a flat, often take-it-or-leave-it offer. Then, like Yankee horse-traders, they would fence until a figure was reached that was agreeable to both. Often, too, Bulova would sign up "exclusive rights" to time-signal packages on key stations.

In the years between 1927 and 1929, radio began to grow out of its kneecaps. Networks came into existence, and Bulova had an answer for that, too. With networks came programs, and with programs came audiences. Bulova began to buy its time signals carefully, spotting them next to shows that were getting heavy mail. Bulova was often running out in front of the formation of a network like CBS or NBC. Bulova kept its pipelines into network headquarters as hot as possible, and often time signals were bought on a station at times the station manager thought were ridiculous—until he found Bulova had snapped up all the choice time spots next to his best network shows when he became a network affiliate a few months later. Rate cards, too, were coming in. Again, Bulova had the answer. The Bulova contract forms stated that any increases in the Bulova rate figures would have to be in the same proportion to increases in hourly rates existing at the time of the original Bulova purchase. In other words, if a station presented Bulova with a sizable rate increase as circulation figures began to soar, Bulova would have the agency check immediately to see if it was proportionate to the hourly rate. If it was way over, Bulova then figured out what the rate should be, and told the station how much it could expect.

The copy formula that Bulova was using was worked out to a fine art, and is still in essence the same as that used today. The time signals were done on a live basis, because c.t.'s were too expensive and not flexible enough to fit the wide range of markets and time spots that were being used. The

CKNW
CHNW
THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"

actual air copy was kept to its most simple terms, concentrating on short, punchy "sell" copy with a minimum of sibilants that any announcer could handle. The name was spelled out every time, because it added a terrific impact to the actual firm name on the air, and made it something that was remembered. Bulova found that "crowding" as much copy as possible into its time signals only weakened the over-all effect. They were simple. They were frequent. They sold watches.

Then came 1929, the market crash, and the resultant financial crisis. Bulova, caught out on a limb, cancelled (for the first and last time) every single time contract in the house. The agency nearly went crazy. Came the end of the first panic. Bulova licked its financial wounds for a few weeks, took a deep breath, and started in from scratch to buy back as much of its time-signal franchises as it could.

With the depression starting, Bulova knew it was taking a gamble. But the radio advertising done by the firm—then amounting to about \$50,000 a year—had been producing tangible sales results, and nobody at Bulova wanted to lose out on the carefully-built time franchises. It was a heart-breaking task to cover the same ground again in 1929, buying back what Bulova had relinquished, but it was done. In some cases Bulova had to pay more, in some less, and in most instances about the same amount of money for its time signals. Fortunately for Bulova at that time, business was off in local radio, and most stations were glad to get the business again.

Despite the depression, radio was growing up, and Bulova continued to grow along with it. Station reps came into being, and timebuying became less a personal thing and more an exact science, although Bulova men never stopped dropping in on stations. One of them, Ed Petry, saw an opportunity in the new field of station representation, and traveled around the country with Bulova contracts in one pocket and station rep contracts for Petry in the other. Many a Petry station today was signed up during this period, and still carries Bulova time signals (renewed annually).

By 1934, Bulova was placing its time signals in every major radio market in the country. The depression had hit the watch industry right in the teeth, but Bulova, unlike other

watch firms, did not make cutbacks in the advertising budget to balance the books. The two leading domestic firms that year, Elgin and Hamilton, managed to squeeze out a net income of \$736,000 and \$289,000, respectively. Waltham ran slightly in the red. Longines-Wittnauer's showed a \$50,000 deficit, and Gruen was \$277,000 on the debit side of the ledger. Bulova led the field backwards. Bulova's 1934 net income was a deficit of \$311,100. It took a lot of courage to continue advertising in the face of a financial situation like that.

Actually, the general lack of advertising by watch firms in radio during the early 1930's made Bulova's radio position even stronger. When choice time signals opened up in key markets, Bulova snapped them up. Bulova began to discover a workable method of keying short air copy to various products in a wide line, and put it to good use. Nearly every Bulova model was given a name (i.e., "Miss America," "President," etc., etc.), and the names were plugged in the air copy in just a few words. The results could be traced, market by

WSBT

—and only WSBT

—commands the

South Bend audience!

Sure, people *can* hear other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

market, in jewelers' orders. The method of keyed copy also worked well in pushing a particular model in a particular price range (Bulova still does the bulk of its selling in the \$35-\$50 class, although some fancy Bulovas can be had for \$2,500) and in levelling of a dealer's stocks. It worked to perfection for the credit jewelers, who rose on the "dollar-down-and-a-dollar-a-week" days of depression to be a sizable portion of the jewelry business.

The Bulova time signals, as they are today, were not slanted at any particular audience. All Bulova uses as its criterion in buying a particular time spot, once the figure that Bulova intends to spend in a market has been established (generally, if 1% of Bulova's market potential is in a city, 1% of the broadcast budget goes into selective broadcasting in that city, and so forth), is whether or not there is an audience at that particular time. Bulova feels that in the long run all the different audience compositions balance out into the male vs. female buying influences that sell men's and women's watches. Nearly twice as

many watches (both men's and women's) are bought by men as are bought by women, and the same ratio holds true for deciding on the make of watch. Also, the best watch-selling months are April through June, and October through December, since the major gift seasons (graduations, weddings, Christmas) land in these months. Bulova feels that its radio and TV time signals, on the whole, reach people who buy watches at the time they are most likely to think about buying them, and does not get too involved in splitting hairs on audience composition. Bulova's feeling is that the key time-signal franchises now held by the watch firm give them more penetration into the watch-buying market than any other media form. This was true in the late 1930's, and it is still true today.

By 1937, Bulova was in good shape. No longer was the firm in the red. The net income figures showed \$2,643,000 in the till, and Bulova was leaving many of its competitors behind. The year 1937 also saw an interesting refinement in the Bulova technique—the "revolving contract." Bulova and the Biow agency had been plagued for years with a feverish spurt of activity around December. Bulova was busy enough with Christmas jewelry orders without having to worry about the long list of radio contracts that came up for renewal during the same period. Also, there was the problem of rate increases that had to be gone over carefully, and the endless meetings as budget figures had to be readjusted. At the NAB convention in Chicago in 1937, Reggie Scheubel (then with Biow) thought she saw a way out. She worked out a radio station contract which, in its essence, was a self-perpetuating deal between Biow and the station on behalf of Bulova, and one in which the contract was renewed automatically each month for 13 more months, with rate increases granted only after 13 months from the time of station notification. This lightened the load on client and agency, and cut out a lot of last-minute increases during December, spreading the renewal dates out over the entire 13 months. For years, Bulova and Biow kept the contract terms under heavy wraps, and had themselves a quiet chuckle when Dancer-Fitzgerald-Sample proudly announced, in 1942, a "new-type" contract that was almost the same thing.

On the eve of World War II in

1939, Bulova began to think seriously about a new frontier in broadcast advertising—television. The Biow Agency was actually at the stage where it was working out designs for a clock face with NBC that could be used in televising time signals. A few other Bulova wrinkles had been tried out just prior to 1939 and then discarded, such as e.t. instead of live spots (which didn't work out) and weather signals to supplement the time signals (too much trouble to work with, and less effective than time signals as service-type advertising). Television looked like the best bet by far as a new variation in the formula, but the war stopped further Bulova plans.

When America entered the war, American watch firms started making timing devices, chronometers, and so forth for the armed forces. Bulova likewise turned its efforts to making war products. The war years saw a drop in watch advertising of most firms, but Bulova, remembering the 1929 problem of buying back all the



10,000 WATTS IN KANSAS CITY
WHB (1270) JOHN F. SCHILLING
 Represented by **JOHN BLAIR & CO.**
 MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

WE CAN'T GET LYRICAL ABOUT MIRACLE (Ky.)!

No, Sir, there's no magic in Miracle (Ky.). Despite its mystic name, this little rural town can't heal the lame or blind—or even a sales-curvature!

For supernatural results in Kentucky, you've got to rely on the Louisville Trading Area. With Retail Sales over \$640,000,000, this Area is far and away the most important market in our State. WAVE works wonders in this Area because practically the entire shooting match is on our 50% BMB map!

Yes, you'd better skip the Miracles, and just use WAVE! Ask us—or Free & Peters—today!

LOUISVILLE'S WAVE

NBC AFFILIATE... 5000 WATTS... 970 KC
FREE & PETERS, INC.
 National Representatives



time it had cancelled and regaining its industry position. decided to keep all its advertising going, in order to keep the name alive and to build a post-war consumer demand. It was a wise choice. During the war, the Swiss watch imports jumped from being about half of the retail business in jewelled watches before the war, to nearly two-thirds of the market in 1943, and by 1945 to a general monopoly of the American market. Brand names for Swiss watches were firmly entrenched when the war was over, and many American firms found the going extremely rough when peace came. Bulova, which had continued its radio advertising, and had actually started TV advertising in the latter part of 1944 on WNBT, New York, was in a much better position. Since that time, it has continued in its number one spot in the watch industry, and is steadily increasing its lead on the field.

Today, Bulova is maintaining its dominate position in selective broadcasting in radio. There are just a handful of stations still on the "package" basis, and in key cities this has disappeared entirely, with Bulova paying the card rates. Frequencies run from a total of one time signal per night on all stations in the smaller markets, two or three a night in medium-size markets, four or five a night in markets like Kansas City and St. Louis, and up to a total of 10-15 a night on all stations in the top ten markets in the country.

The formula of buying good time-signal franchises, and then hanging on to them, is being carried over into TV with a few new changes. While the majority of the radio time signals are station-break length, those in TV range from 10 seconds up to 20 seconds and minute spots. Bulova feels that its TV money, now being spent in all TV markets, is an investment in the future. To match this long-range thinking, Bulova and Biow have come up with a new angle, peculiarly and specifically TV in nature. The Bulova 10-second spots (at 1/3 of the break rate) are fitted in slots where nobody thought that a time signal would fit, by a simple device. Biow makes up a TV clock face, superimposed on either the station call letters or on a picture of some familiar local scene (the New York skyline, Washington Monument, Detroit's Penobscot Tower, etc.). The picture is reduced to the size of a balopticon slide, a small elec-

tric clock is added, and the station can comply with FCC regulations requiring hourly identification by call letters, and yet do a short, punchy selling job for Bulova at the same time. Otherwise, Bulova's TV selling mirrors the policies of radio selling as to copy, theme, and timebuying. Bulova's TV expenditures for the current year are in the top bracket of TV non-network spending, and may go over the \$500,000 mark.

It is hard to talk about results for Bulova from its broadcast advertising efforts. After more than 20 years with

virtually the same type of advertising vehicle (except for improvements), the results are somewhat taken for granted by Bulova, the agency, and the jewelers who sell Bulova watches. It is perhaps sufficient to say that whenever Bulova lets go of a time-signal franchise, there are a dozen takers, among them other watch firms who have enviously or admiringly watched Bulova's rise from the near-bottom to the top of the list in the watch industry. Bulova time signals are virtually the "model operation" in selective air selling. * * *

Weigh the Value of YOUR FARM ADVERTISING



There's a powerful lesson for advertisers in what these farm folks are doing. This entire load of wheat was first weighed on the platform scales for *QUANTITY*. Now, its final value is being set by the man with the hand scales as he weighs it for *QUALITY*.

WIBW gives your farm advertising both quantity and quality . . . *QUANTITY* through our powerful, easily heard signal that reaches farm listeners in five states . . . *QUALITY* through our acceptance by these farm families whom we have served faithfully for over 25 years.

**Weigh your farm advertising by the
farmer's own standards**

W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



C
B
S

Rep: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN • KCKN-FM



Mr. Sponsor: A Summer Question

Are you hibernating this summer? Have you succumbed to the spell of the summer hiatus?

Have you decided to stop advertising and selling? Will you wait for good old October to excite your prospects into a buying mood again?

As SPONSOR sees it, the summer hiatus that annually afflicts broadcast advertising is largely a case of mass hypnosis.

The hypnosis began years ago. Sponsors and agencies became its victims in droves. Today the "don't advertise in the summer-time" philosophy is accepted as a matter of course.

SPONSOR has reason to believe that the hot months are profitable months to use the air.

There are hard facts to prove this

contention. Facts based upon research. Facts based upon results. Facts based upon what advertisers, networks, and stations are doing to prove the falsity of the summer bugaboo.

SPONSOR is digging, checking, asking, researching to get these facts. So important is the subject that our findings will occupy a full issue.

We recommend that sponsors, agencies, and others interested in truth on summer air advertising take special note of SPONSOR's 9 May issue.

It's called *Summer Selling* issue.

Broadcasting is Five Mediums

Broadcasting is no longer a single advertising medium. It's an oral home medium. It's a transit advertising medium through FM. It's a point-of-sale advertising medium through FM and storecasting. Within the next five years, it will also be a printed medium (FAX), with radio's newspapers being delivered electronically into the home.

Added to these four is television, the fifth facet of electronically transmitted advertising. It's not possible to judge broadcast advertising on a single-dimension basis. Each of its five-pronged facets is completely different—in employment and in results. Storecasting is as different from home broadcasting as television is from transit-radio. Each must employ a specialized creative approach.

Costs vary, impact is different, in each broadcast advertising medium. Let's stop thinking in terms of one broadcast medium.

The NAB and Advertising

The National Association of Broadcasters has little direct contact with agencies and advertisers, except at conventions or through the Broadcast Measurement Bureau. Nevertheless, broadcasting and advertising are entwined in the U. S.

The NAB exists because of what advertising has made possible, the American form of broadcasting—the world's best entertainment, paid for by advertising and not by tax per listener. Therefore, the NAB can't afford to ignore advertising. In the past the NAB, wracked with many problems, has done little to promote broadcast advertising.

A reorganization of the NAB is being considered by a special committee. Many members feel the emphasis of the Association should be 50% on policy and governmental matters and 50% on broadcast advertising. In order to clarify industry thinking on the future of the NAB and its functions, SPONSOR has gone to advertising and agency executives the men and women who buy time and produce broadcast advertising. We've asked what they think of the NAB, but more important, we've asked them what the NAB can do for broadcast advertising.

No association can exist in vacuum.

SPONSOR feels that it has evolved a trade paper technique and service in its annual appraisal of what the NAB has done and can do. The 1949 study will be published 11 April.

Applause

BMB Weathers a Storm

For the first time since the Broadcast Measurement Bureau was conceived at a National Association of Broadcasting convention in Chicago, there has been real evidence that tripartite can mean something more than a word in its operation. It took a crisis (see page 23) to force the agencies and sponsors to show how they felt about the industry "circulation" measurement organization.

When it became apparent that \$100,000 had to be guaranteed, the American Association of Advertising Agencies came forth with a guarantee

of up to \$15,000. General Mills, through Lowry Crites, indicated its willingness to supply up to \$2,000. Mr. Crites was talking for many national advertisers when he stated that if stations didn't guarantee the \$100,000 that was needed, the BMB should call upon sponsors. More than one had indicated that they would be willing to join with General Mills in underwriting the necessary amount.

The second survey will be made. The future of BMB is in the hands of a special committee. The expenses of the survey organization have been cut so that no station manager need feel he is paying an executive of "his"

coverage survey organization more than he is himself making.

Personality conflicts have been removed. The staff of BMB is now skeletonized and made up of workers.

To all involved in the savings operation, SPONSOR tenders applause. Some of the Board of Directors' meetings have run continuously for eight or more hours. This meant that each member of the Board was away from his or her fulltime job for long periods. The BMB second survey did not survive without sacrifice on the part of many people. The result may not please all, may offend some. But it's a worthwhile step in a young industry.

EVERYTHING YOU PUT ON YOUR MASTER

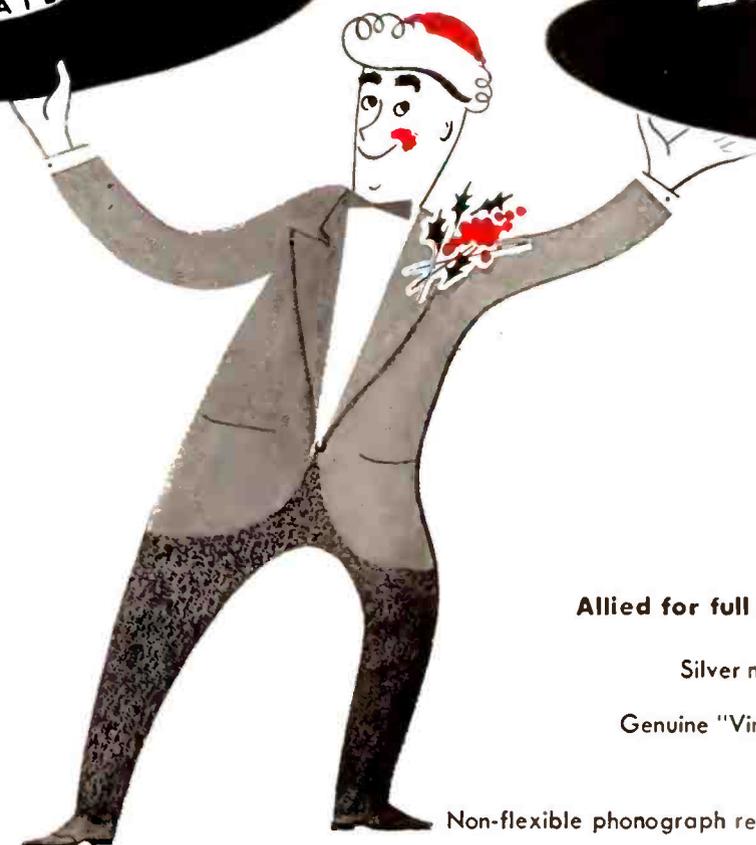
IS FAITHFULLY

REPRODUCED

ON YOUR ALLIED PRESSING.



NOTHING IS LOST WITH
ALLIED PROCESSING.



Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.

041 N. Las Palmas Avenue, Hollywood 38, California • HOLLYWOOD 5107

WJW to broadcast CLEVELAND INDIANS BASEBALL GAMES AM/FM At Home and Away



**EVERY INNING
—EVERY GAME
AS SCHEDULED!**

A smash hit last year, with more firsts than ever before in the history of Cleveland radio, Cleveland's Chief Station is ready for another top-notch performance in '49. For advertisers who wish to reach and sell the great Ohio market, WJW is a "natural".

STATION RATINGS during the 1948 Baseball Season

	WJW	Network 2	Network 3	Network 4	5	6
WEEKDAY MORNINGS	34.3	20.9	24.3	7.9	10.5	1.3
WEEKDAY AFTERNOONS	25.1	23.7	19.5	12.3	13.2	2.1
EVENINGS	42.5	17.7	18.3	12.9	(9.3+)	1.9
SUNDAY AFTERNOON	70.1	9.1	5.9	9.5	3.9	0.2
SATURDAY DAYTIME	48.0	14.0	11.8	10.5	9.5	3.8
TOTAL RATINGS	40.9	18.2	17.3	11.6	(9.9+)	1.9



BASIC
ABC Network

WJW

CLEVELAND

850 KC
5000 Watts

BILL O'NEIL, President

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY