Advertisers urge
BMB be kept going—p. 26

Bop Hope was younger then, p. 30
How do you get them to look and listen in Virginia’s greatest market?

They look via WTVR, Virginia’s only television station. They look so enthusiastically that although WTVR must work alone in stimulating set sales, already one in about every ten homes in the Richmond area is TV equipped.

They listen via WMBG (AM) and WCOD (FM). And they’ve been listening to WMBG first since 1926.

These constitute Havens & Martin Stations, the only complete broadcasting institution in Virginia, the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems in the Old Dominion. Try them and see.

Stop!

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
WJZ-TV cuts its schedule

WJZ-TV, key ABC station in New York, has met mounting costs problem by cutting eight hours from weekly program schedule. Monday schedule now doesn't start until 8:30 and Tuesday until 9 p.m. But TV is adding business, too. Goodyear premiered, on ABC-TV 6 November (through Young & Rubicam), half-hour "Paul Whiteman Revue." Ford Dealers will sponsor hour-long Tuesday night Kay Kyser musical show over CBS-TV (through J. Walter Thompson). Over 16 stations, mainly in Midwest, Ford dealers are presenting weekly half-hour film highlights of Big Ten football games.

-SR-

Sanctions are urged on "outlaw" Cuban, Mexican stations

NAB's Fourth District, meeting at Pinehurst, N. C., recently, passed resolutions asking U.S. Government to request Cuban and Mexican governments to order their licensees to "return immediately to frequency, power and directional assignments" of North American Regional Broadcasting Agreement. Failing that, the district would have U.S. eliminate protection by our stations to theirs; rearange Cuban cane sugar quotas; restrict passports against these countries, and withdraw currency support to them. Third District has taken similar action.

-SR-

Transit Radio adds 128 new sponsors

In eight recent weeks Transit Radio has added 128 sponsors, bringing total of music-as-you-ride advertisers in buses and trolley cars to 393. Newcomers include Swift Packing, Ford Dealers, Musterole, Bond stores, Ipana toothpaste, Miles Laboratories. TR now operates in Baltimore, Cincinnati, Covington, Ky., Des Moines, Houston, Huntington, W. Va., Jacksonville, Kansas City, Mo., St. Louis, Tacoma, Washington, Wilkes-Barre and Worcester.

-SR-

SPONSOR Appointments

Effective 1 November, Norman Knight joined SPONSOR as vice-president in charge of advertising; Ellen Davis as managing editor. Mr. Knight was Eastern stations relation manager of Mutual Broadcasting System prior to his appointment. Earlier he served in various radio station capacities culminating in the general management of the West Virginia Radio Corporation. He will headquarter in New York. Miss Davis has had long experience in broadcast advertising. For a number of years she was associate editor of the VARIETY RADIO DIRECTORY, and more recently promotion director of VARIETY. During the war she was director of public relations for the USO in Hawaii.
Muzak promotes new Fox film

20th Century-Fox enlists network of Muzak wired-music outlets in restaurants and hotels in U.S., Canada and Mexico to promote its movie, "Oh, You Beautiful Doll," starring June Haver. Muzak dinner music will fill ears of 16,000,000 with music from film. Newspaper ads and table tents will tie in. Muzak in stores, beauty salons and Grand Central Station will be full of it too.

-SR-

Skippy and Lever start net shows

Skippy peanut butter has bought 10:30-11 Thursday night spot on CBS, starting 1 December (through Y&R) for "Skippy Hollywood Theater." Top British stars will appear in transcribed original dramas. . . Lever Bros. (through Ruthrauff & Ryan) has begun to sponsor last half of ABC's five-a-week "Breakfast in Hollywood" over 30-station Canadian Dominion network.

-SR-

Beville counts 2,500,000 TV sets

NBC's research director, Hugh Beville, estimates 2,565,000 TV sets in operation end of September, against 2,310,000 end of August. Of total sets in 48 markets now covered by TV, New York area now has 31%. Year ago NY had 46% of all.

-SR-

Meck replaces old radios with new

To "enhance customer-dealer relations," John Meck Industries introduces plan under which owners of small Meck radios needing repairs may replace them at dealers with new ones. Dealers simply return receivers to Meck plant at Plymouth, Ind., where they are reconditioned for resale.

-SR-

KCBS seeks KSFO's 50,000 watter

KCBS and KSFO, San Francisco, have filed joint application with FCC for KCBS to build new 50,000-watt transmitter on its 740 kc. frequency. Instead of constructing proposed 50,000-watt station, KSFO would continue on present frequency and power, and concentrate on developing its TV station, KPIX.

-SR-

Color TV hearings will be extended

After five weeks of listening to color TV claims of CBS and RCA, FCC announced that hearings and testimony would go into February. FCC rejected RCA petition for two-month delay in demonstrations and will start them November 14. FCC now plans to view system of Color Television, Inc., of San Francisco in Washington February 6. . . . Reports on FCC color TV hearings and on National Radio and TV Week will feature RMA's fall conference in New York, 14-16 November.

-SR-

Ford sponsors UN telecasts

Ford Motor Company (through Kenyon & Eckhardt) starts 7 November to sponsor 15 hours weekly coverage of United Nations meetings, over CBS-TV, from Lake Success, N. Y. Maximum of 21 stations will carry telecasts Monday through Friday from 11 a.m. to 1 p.m. and from 3:00 to 4:00 p.m. Commercial will be limited to announcement that this is public service program of Ford.

-please turn to page 34-
YESIR! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night—among all stations in the country for the five-month period, Dec. '48-Apr. '49!

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WDAY</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
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<tbody>
<tr>
<td>Weekday Mornings</td>
<td>66.2%</td>
<td>16.8%</td>
<td>7.7%</td>
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<tr>
<td>Weekday Afternoons</td>
<td>66.1%</td>
<td>11.4%</td>
<td>11.9%</td>
<td>3.7%</td>
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<tr>
<td>Evenings</td>
<td>67.5%</td>
<td>14.1%</td>
<td>9.2%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

Amazing, you bet, but once you see the facts about our rural superiority, you'll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY's rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!
FEATURES

- Sponsor Reports
- 10 West 52
- In the Hill
- New and Renew
- Mr. Sponsor: James E. Peters
- P.S.
- Mr. Sponsor Asks
- 4-Network Comparagraph
- TV Results
- Sponsor Speaks
- Applause

ARTICLES

- The Big Plus: First continuing study, by Pulse in New York metropolitan area, shows out-of-home listeners give advertisers a 24.7% bonus
- Muntz mops up: Leading disk jockeys and announcers in 13 major markets help wizard's TV set sales rise to seventh place nationally
- Do sponsors want BMB?: Studies by SPONSOR and other groups find advertiser and agency executives unanimous in calling it necessary sales tool
- Equitable opens the door: "This Is Your FBI" network show helps 7,000 life insurance salesmen build business by providing en~tre to more homes
- Can your program grow?: Many programs have been kept going and growing because sponsors knew what to do when they began to decline
- How to take Washington: Integrated advertising, spearheaded by air media, does fast job to establish Heurich's new "Champer" beer in capital

IN FUTURE ISSUES

- Gillette wins World Series: Record radio and TV audience, backed by intensive promotion, help razor firm clean up
- Timebuyer's functions: He works closely with advertiser and other agency departments in scheduling
- Gruen finds radio pays: "Hollywood Calling," on Sunday night against Jack Benny, sells a lot of watches
- Return of the box top: With greatly intensified competition premiums are riding rampant on the air waves
- Radio works for railroads: In addition to network "Railroad Hour," individual roads boost business on air
- Chevrolet tackles TV: Biggest automotive advertiser telecasts a half-dozen widely different programs
INDEPENDENT WNEB LEADS AGAIN!
IN WORCESTER, MASS.!
HIGHEST RATINGS!
IN COMPETITION WITH ALL NETWORK STATIONS
LOWEST RATES!
TO MAKE A TIME-BUYER'S DREAM COMBINATION
THAT GIVES YOU
THE MOST LISTENERS PER DOLLAR!


<table>
<thead>
<tr>
<th>TIME PERIODS</th>
<th>BASIC CALLS</th>
<th>WNEB</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
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<tr>
<td>MORNING PERIODS</td>
<td>6,197</td>
<td>32.1</td>
<td>10.1</td>
<td>19.5</td>
<td>32.4</td>
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<tr>
<td>AFTERNOON PERIODS</td>
<td>10,916</td>
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<td>29.4</td>
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<tr>
<td>EVENING PERIODS</td>
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<td>10.3</td>
<td>13.3</td>
<td>33.8</td>
<td>10.2</td>
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<td>ENTIRE SURVEY</td>
<td>24,950</td>
<td>33.8</td>
<td>10.9</td>
<td>14.7</td>
<td>31.9</td>
<td>8.7</td>
</tr>
</tbody>
</table>

CONLAN RADIO REPORT

August 21-27, 1949

Sure, we carry baseball, and it has helped to build our station. But our over-all leadership comes from over-all acceptance since baseball represents only about 18% of the time periods covered by this survey. What's more, this survey shows that WNEB is in first place in 36 of the 58 quarter-hour periods 8:00 A.M.-10:30 P.M., Monday thru Friday. Call in a station representative and see the complete report.

WNEB
WORCESTER
MASSACHUSETTS

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.
tackle North Carolina’s metropolitan market and you’re on fertile fishin’ ground.

Raleigh and Durham “waters” are a paradise for advertisers fishin’ the WNAO and WDUK channels.

WNAO and WDUK, in combination, are a pair of “hot hooks”—sharpened with a discount... and brother, they’re bitin’!

Avery-Knode, our “reps”, will gladly show you a chart.

you’ll do better with the same line ... and 2_hooks!

MORE NEGRO “FIRSTS”

I read with great interest your two-part article on the Negro market ... you mentioned a number of stations who have recognized the importance of this market, and you included one Washington station. I am afraid, however, you have neglected us. WWDC, Washington’s leading independent, beams most of its programs to the general population, but has for many years aimed specific programs at the 29% local Negro population.

Our 1450 Club, although conducted by a white announcer, Jack Lowe, has for years outranked all network shows in popularity... A survey made in January, 1948, by a competing station found the white audience voted for more than 100 assorted programs, but the Negro audience was virtually unanimous in selecting the 1450 Club as their favorite...

Approximately six months ago we hired Jon Massey, a talented young Negro announcer, currently heard twice daily... He started with one sponsor and now has eight.

WWDC was the first Washington station, probably one of the first in the nation, to employ a Negro commentator... Dr. Rayford W. Logan, of the History Department of Howard University...

Our famous Amateur program, which has consistently had the highest Hooper in town on Sundays at 12:30 for better than six years, features both white and Negro talent. Our Scholastic Sports Association program originally started out with representatives of white high schools, but these boys, by their own voluntary action, invited Negro high schoolers to participate—quite a remarkable gesture in this city where schools are segregated...

Our reasons behind this programming are, frankly, commercial, but it has its soul satisfying awards. Last year WWDC was cited by the National Conference of Christians and Jews “for outstanding contributions during the past year to mutual understanding and respect among people of diverse backgrounds through the powerful medium of radio.”

BEN STROUSE
General Manager
Radio Station WWDC
Washington
SPONSOR
We read your series of articles titled "The Forgotten 15,000,000."

However, in Part II ... there were some references to the Negro listening audience of WUSN and their "A-Train" program. The article quoted an independent survey which showed a greater Negro preference for WUSN, and this may well be the case since we have conducted no "independent" survey to prove otherwise. We would like to point out a few salient facts for consideration, however.

WPAL was the first station in the Charleston area to employ a Negro disc jockey—on the first all-Negro show ever to hit Charleston. ... This program has nothing but Negro sponsors; no others are allowed ... conducts each Saturday the "Colored Youth Review," featuring talented Negro boys and girls ... has presented each Sunday the "YMCA Hour."

... presents daily a recorded music show designed strictly for the Negro listeners, called "Blues 'n' Boogie" ... acts as Public Relations Counsel to the Negro YMCA Sporting Club in the presentation of various special events ... has over 15 Negro quartets, gospel singers and church groups broadcasting regularly.

... has the only Negro salesman in or around the Charleston area ... is the ONLY station in Charleston that has, or has ever had, a Negro disc jockey, and a Negro salesman ...

L. P. MOORE
General Manager
Radio Station WPAL
Charleston

SEEING vs. LISTENING

We are very much interested in the article Seeing versus listening, which appeared in the 12 September issue of SPONSOR, and Reading versus listening, in the 26 September issue.

We would also like to have ten reprints of these two articles. If these are available, will you please send them on and bill us for whatever charges there are for them.

E. J. GLUCK
President & General Manager
WSOC, Charlotte, N. Y.

- SPONSOR has reprints available of the first Seeing vs. listening article, and a limited number of tear sheets of the second.

YOU know, and we know that there's no simple catch answer to what makes one football player or one radio station superior to others. It's a matter of "flair," and Know-How. ...

KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to Southern tastes. We have Know-How. ... The result is that KWKH gets top Shreveport Hoopers for Total Rated Periods, Mar.-Apr. '49.

It's 70% greater in the Morning
7% in the Afternoon
47% in the Evening!

Yet Shreveport is only a fraction of our total coverage. KWKH comes in strong and clear throughout our booming four-state area and gets an even larger and more loyal rural audience.

Let us send you all the facts, today!

KWKH

50,000 Watts  •  CBS

The Branham Company, Representatives
Henry Clay, General Manager
Steel and coal strikes hurt many industries

President Truman has refused to act—as this is written—under the emergency powers granted him in the Taft-Hartley law, to settle the steel and coal strikes. Railroads, automobiles and other industries are beginning to feel the pinch. Government economists estimate that, if the strikes continue another month, 5,000,000 unemployed will create the first full-scale depression since 1929-33. But the essential soundness of the economy is emphasized by the fact that stock market prices in late October reached the highest level since mid-1943 and advertising, even in steel and coal areas, was being reasonably well maintained. . . . Although third-quarter earnings were down, U. S. Steel declared the same dividends as in the second quarter. Bethlehem Steel had record earnings for the nine-month period.

British and Italian firms start campaigns in U.S.

British biscuits and sweaters and Italian cheese, canned goods, wines, gloves and musical instruments are among overseas products currently being promoted in this country, with the help of their respective governments. British Export Trade Assn. (BETA) is sponsoring the sweater campaign. Six baking companies, as the Joint Biscuit Manufacturers of Great Britain, are promoting their wares in the New York area. The Italian government has chosen New Orleans as the first market to be invaded with a wide line of products. If the campaign there succeeds, it will be extended to San Francisco, Detroit, Denver and other cities. Italy is expanding the commercial staff of its embassy in Washington and is appointing trade commissioners in several major U.S. cities.

Durable goods sales check decline in retail volume

Continued expansion in sales of durable goods (primarily automobiles) and of food has kept the overall retail sales curve from turning sharply downward thus far this year, the Department of Commerce shows. Such major producers as General Motors and General Electric continue to move ahead steadily, with G-E reporting a 5 1/2% sales increase for the first nine months. Department store sales, says Federal Reserve Board, recently have been 13 1/2% below parallel period of 1943.

Construction activity continues at high level

A large part of the volume of durable goods is going into construction the $1,900,000,000 value of which in September was larger than in August and about the same as September, 1948. In the first nine months of the year construction, paced by residential building, was 1 1/2 higher than a year ago. Number of new factories and stores going up has declined.

International "primer" is issued by NAB

Who Gets the Air, a "primer" on international problems of radio broadcasting, has been mailed by NAB to member stations and associate members. Developed under the direction of Forney A. Rankin, NAB government relations director, it deals with the North American Regional Broadcasting Agreement, the problem of sharing high frequencies, and the "gentlemen's agreement" on allocations. Some chapters deal with United Nations and UNESCO, the "Voice of America" broadcasts, and relations of broadcasters with the State Department and FCC.

77% of FM stations move to full power

Seventy-seven per cent of the more than 700 FM stations on the air are now operating at full-licensed power, says FM Assn., Washington. In nine recent days FCC authorized 55 stations to change to full power.

Supreme Court to decide on FTC-order compliance

The Supreme Court has agreed to decide whether the FTC may force companies to provide detailed reports on how they are complying with the commission's cease-and-desist orders resulting from anti-trust actions. Morton and International Salt companies claim FTC does not have this authority. These and other salt companies were named in an anti-trust action which was upheld by an appeals court in 1943. Two years ago FTC ordered the companies to file reports on their compliance. Morton and International declined to do so.

Congress committee probes big business

A House Judiciary subcommittee headed by Emanuel Celler (D., N.Y.) has begun an intensive investigation of the effects of "bigness" on American business. Such leading advertisers as the presidents of duPont, General Electric and Lever Brothers have been called to testify. Mr. Celler intends to keep things humming three days a week until Christmas.

Kaiser-Frazer borrows $10,000,000 more from RFC

With an additional loan of $10,000,000, RFC has put up $44,400,000 in loans in the last month—against collateral of $76,000,000 to help Kaiser-Frazer get moving on that new lower-priced car. The current $10,000,000 will be used as a "revolving fund" to help dealers finance purchase of cars from the factory. K-F is owned by more than 40,000 stockholders, with the Kaiser family owning less than 10% of its stock.
## Cost Per Thousand Homes

### 6:00 - 6:10 P.M. ... Monday Thru Friday

For Cleveland Regional Network Stations

<table>
<thead>
<tr>
<th>Time</th>
<th>WHK</th>
<th>NET. B</th>
<th>NET. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15 - 6:30 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hooperating Average</td>
<td>5.3</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>Homes Primary Area</td>
<td>952,244</td>
<td>874,385</td>
<td>705,393</td>
</tr>
<tr>
<td>Homes Reached Daily</td>
<td>50,469</td>
<td>54,212</td>
<td>35,975</td>
</tr>
<tr>
<td>Cost for 10 Minute Program (Max. Discount)</td>
<td>$60.75</td>
<td>$91.13</td>
<td>$72.04</td>
</tr>
<tr>
<td>Cost per 1000 Homes</td>
<td>$1.18</td>
<td>$1.68</td>
<td>$2.00</td>
</tr>
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</table>

### Available M.-W.-F.—See Your Raymer Representative About the 6:00 PM News

© Hooper Fall-Winter 48-49
Winter-Spring 48-49

© Based on coverage patterns on file with the FCC; and Homes, Sales Management Survey of Buying Power 1949

© Projected rating for primary area

7 November 1949
Today these stations are reaching more people, with more money to spend for their spot advertisers’ products and services than ever before.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Power</th>
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<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
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<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
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<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
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<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
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<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
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<tr>
<td>WGH</td>
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<td>ABC</td>
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<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
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<tr>
<td>WDBJ</td>
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<td>CBS</td>
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### MIDWEST, SOUTHWEST

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<tr>
<td>WHO</td>
<td>Des Moines</td>
<td>NBC</td>
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<td>WOC</td>
<td>Davenport</td>
<td>NBC</td>
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<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>ABC</td>
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<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>NBC</td>
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<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>ABC</td>
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<tr>
<td>WISH</td>
<td>Indianapolis</td>
<td>ABC</td>
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<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>CBS</td>
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<td>ABC</td>
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<td>KXYZ</td>
<td>Houston</td>
<td>ABC</td>
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<tr>
<td>KTXA</td>
<td>San Antonio</td>
<td>CBS</td>
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### MOUNTAIN AND WEST

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<tr>
<td>KOB</td>
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<td>KDSh</td>
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<td>CBS</td>
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<tr>
<td>KVOD</td>
<td>Denver</td>
<td>ABC</td>
<td>5,000</td>
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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>*CP</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
</tr>
</tbody>
</table>

7 NOVEMBER 1949
At a time when many cities in the country, including representative ones in the Southwest, are experiencing a "leveling-off" reaction in business, TULSA remains in the PLUS COLUMN, according to latest figures released by the U. S. Department of Commerce on total retail trade. Advertising dollars placed in Tulsa with the Southwest's most potent advertising medium — KVOO — is not an "expenditure" or an "experiment." It is a SOUND INVESTMENT!

*Year In, Year Out, Advertisers Know They Can Always Count on KVOO!*

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<table>
<thead>
<tr>
<th>City</th>
<th>Change</th>
</tr>
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<tbody>
<tr>
<td>Austin</td>
<td>1</td>
</tr>
<tr>
<td>Dallas</td>
<td>5</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>1</td>
</tr>
<tr>
<td>Houston</td>
<td>0</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>(not reported)</td>
</tr>
<tr>
<td>San Antonio</td>
<td>3</td>
</tr>
<tr>
<td>Tulsa</td>
<td>+2</td>
</tr>
</tbody>
</table>

Total retail trade for the first eight months of 1949, as compared with the same period last year, shows TULSA to be the SUNNY SPOT IN THE SOUTHWEST! The following figures, percentage change in sales, were furnished by the United States Department of Commerce in its "Monthly Retail Trade Report," released September 27:

**TULSA — OIL CAPITAL OF THE WORLD**

---

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS - OKLAHOMA'S GREATEST STATION - TULSA, OKLA.
### New National Spot Business

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PRODUCT</th>
<th>AGENCY</th>
<th>STATION-MKTS</th>
<th>CAMPAIGN, start, duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borden Co.</td>
<td>Borden's Instant Coffee</td>
<td>Kenyon &amp; Eckhardt</td>
<td>5-6 sta; 1 mkt** (New England test campaign)</td>
<td>E.t. spots, breaks; abt Oct 25; 13 wks</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>Campbell's Soups</td>
<td>Ward-Wheeler/ Danner-Fitzgerald/ Sample (N.Y.)</td>
<td>1 sta; 1 mkt (Trial runs; may expand later)</td>
<td>Wkly 15-min live show; WBYD, N. Y.; abt Oct 20; 12 wks</td>
</tr>
<tr>
<td>Chrysler Corp. (Dodge Div.)</td>
<td>Dodge cars</td>
<td>Ruthrauff &amp; Ryan (N.Y.)</td>
<td>Indef</td>
<td>E.t. spots, breaks; abt Oct 24; 2-4 wks</td>
</tr>
<tr>
<td>Crispy Chemical Co.</td>
<td>Dry Gas</td>
<td>Altin-Kaysen (Phila.)</td>
<td>Indef* (Limited campaign)</td>
<td>Early a.m. spots; abt Dec 1; 8 wks</td>
</tr>
<tr>
<td>G. N. Coughlan Co.</td>
<td>&quot;Chimney Sweep&quot; and &quot;De Moist&quot;</td>
<td>A. W. Lewis (N.Y.)</td>
<td>5-9 sta; 5-9 mkt* (Limited Midwestern campaign)</td>
<td>Spots, parties; abt Nov 1; 13 wks</td>
</tr>
<tr>
<td>Dad's Root Beer Co.</td>
<td>Beverages</td>
<td>Malekson-Howard (Chi.)</td>
<td>Indef* (TV-AM nat'l campaign)</td>
<td>E.t. spots, breaks; Oct 27; 1 wks</td>
</tr>
<tr>
<td>Frank H. Flee Co.</td>
<td>Flee's Double Bubble Gum</td>
<td>Lewis &amp; Gilman (Phila.)</td>
<td>Indef* (TV-AM schedules; limited campaign)</td>
<td>Varies local programs; abt Nov 15; 13 wks</td>
</tr>
<tr>
<td>General Foods Corp. (Calumet-La France Div.)</td>
<td>Calumet Baking Powder</td>
<td>Young &amp; Rubicam (N.Y.)</td>
<td>Indef* (Schedules in S.E. non-metropolitan areas)</td>
<td>Two daily 15-min music shows on regional net; abt Oct 15; 13 wks</td>
</tr>
<tr>
<td>General Mills</td>
<td>Gold Medal Flour</td>
<td>Danner-Fitzgerald-Sample (N.Y.)</td>
<td>Indef* (Limited now; may expand after Jan 1)</td>
<td>E.t. spots; breaks; abt Nov 1; 2-6 wks</td>
</tr>
<tr>
<td>Paramount Pictures, Inc.</td>
<td>Movie; &quot;The Heiress&quot;</td>
<td>M. M. Fisher (Chi.)</td>
<td>30 sta; 50 mkt* (Major mkt only)</td>
<td>E.t. spots; breaks; abt Nov 1-15; 13 wks</td>
</tr>
<tr>
<td>Proctor &amp; Gamble Co.</td>
<td>Breft</td>
<td>Danner-Fitzgerald-Sample (N.Y.)</td>
<td>Indef* (Heavy schedules planned for N. Central U.S.)</td>
<td>Spots next to newscasts; abt Nov 7; 20 wks</td>
</tr>
<tr>
<td>Scott &amp; Bowa</td>
<td>Scott's Emulsion</td>
<td>Atherton &amp; Carrier (N.Y.)</td>
<td>Indef* (Mostly in South and Southwest)</td>
<td>E.t. spots, breaks; abt Oct 17; 13 wks</td>
</tr>
<tr>
<td>Standard Brands, Inc.</td>
<td>Chase &amp; Sanborn Coffee</td>
<td>Compton (N.Y.)</td>
<td>12-18 sta; 12 mkt* (Regional campaign)</td>
<td>E.t. spots, breaks; Nov 7; 6 wks</td>
</tr>
<tr>
<td>Toy Productions</td>
<td>Mechanical toys</td>
<td>Buchanan (L.A.)</td>
<td>Indef* (All major mkt's)</td>
<td></td>
</tr>
</tbody>
</table>

### New and Renewed Television (Network and Spot)

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>AGENCY</th>
<th>NET OR STATIONS</th>
<th>PROGRAM, time, start, duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Tobacco Co (Lucky Strike)</td>
<td>Ayer</td>
<td>WNTF, N.Y.</td>
<td>Film spots; Sept 29; 13 wks</td>
</tr>
<tr>
<td>Borden Co</td>
<td>Young &amp; Rubicam</td>
<td>KNBC, Hollywood</td>
<td>Film spots; Sept 17; 16 wks</td>
</tr>
<tr>
<td>Budweiser Co</td>
<td>Biese</td>
<td>WBZ-TV, Boston</td>
<td>Film spots; Sept 18; 18 wks</td>
</tr>
<tr>
<td>Cadillac Dealers</td>
<td>Cecil &amp; Prebrey</td>
<td>WBU, N.Y.</td>
<td>Film spots; Oct 4; 13 wks</td>
</tr>
<tr>
<td>Chevrolet Dealers</td>
<td>Campbell-Ewald</td>
<td>WBN-AM, N.Y.</td>
<td>Film spots; Oct 18; 13 wks</td>
</tr>
<tr>
<td>Coney Island Motor Co</td>
<td>Ruthrauff &amp; Ryan</td>
<td>WBN, N.Y.</td>
<td>Film spots; Nov 4; 26 wks</td>
</tr>
<tr>
<td>Dolly Matt Co</td>
<td>Young &amp; Rubicam</td>
<td>WGBS-TV, N.Y.</td>
<td>Film spots; Oct 24; 13 wks</td>
</tr>
<tr>
<td>Forstner Chain Corp</td>
<td>A. W. Lewis</td>
<td>WBBY-TV, Boston</td>
<td>Film spots; Oct 24; 6 wks</td>
</tr>
<tr>
<td>General Baking Co (Hund Bread)</td>
<td>Campbell-Ewald</td>
<td>WABD, N.Y.</td>
<td>Film spots; Oct 26; 13 wks</td>
</tr>
<tr>
<td>General Time Instruments (Western Watch Co)</td>
<td>BB&amp;CO</td>
<td>WCBS-TV, N.Y.</td>
<td>Film spots; Oct 24; 13 wks</td>
</tr>
<tr>
<td>Henry Heide, Inc</td>
<td>Kelly-Nason</td>
<td>WPTZ-TV, Phila.</td>
<td>Film spots; Dec 20; 39 wks</td>
</tr>
<tr>
<td>MacFarland Candy Stores</td>
<td>Minor</td>
<td>WMA-RT, Altoona</td>
<td>Film spots; Oct 31; 13 wks</td>
</tr>
<tr>
<td>Philip Morris &amp; Co Ltd Inc</td>
<td>Biese</td>
<td>WNTF, N.Y.</td>
<td>Film spots; Oct 5; 13 wks</td>
</tr>
</tbody>
</table>

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- In next issue: New and Renewed on Networks, Sponsor Personnel Changes, National Broadcast Sales Executive Changes, New Agency Appointments
## Station Representation Changes

<table>
<thead>
<tr>
<th>STATION</th>
<th>AFFILIATION</th>
<th>NEW NATIONAL REPRESENTATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNYA, Windsor Ontario</td>
<td>Independent</td>
<td>Adam Young, 1916, Toronto, Ont.</td>
</tr>
<tr>
<td>KTVI, Houston, Tex.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KMIR, Palm Springs, Calif.</td>
<td>NR</td>
<td>John Blair</td>
</tr>
<tr>
<td>KSTM, Salinas, Calif.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KDKS, Dallas, Tex.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KASK, Salt Lake City</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KSBG, Tulsa, Okla.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KYNO, San Diego, Calif.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KXII, Fort Worth, Tex.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KTVN, Ventura, Calif.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>KMCA (TV), Halfax</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WBBR-FM, Birmingham</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WPTV, Pittsburgh</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WLS, New York</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WATL, San Antonio</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WMUR, Springfield, Mass.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WABC, Farmington, N.Y.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
<tr>
<td>WWSO, Waterbury, Conn.</td>
<td>Independent</td>
<td>Independent Metropolitan Sales</td>
</tr>
</tbody>
</table>

### Advertising Agency Personnel Changes

<table>
<thead>
<tr>
<th>NAME</th>
<th>FORMER AFFILIATION</th>
<th>NEW AFFILIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas Allen</td>
<td>North Dakota</td>
<td>Grey, N.Y., radio copywriter</td>
</tr>
<tr>
<td>Robert W. Hall</td>
<td>Lucky Strike</td>
<td>Harry E. Foster, Toronto, Ont.</td>
</tr>
<tr>
<td>Sylvia Harris</td>
<td>Robert H. Kone</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Edward L. Brown</td>
<td>Frank H. Cusker</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Walter Bous</td>
<td>Franklin McKeen</td>
<td>Same, ny</td>
</tr>
<tr>
<td>James C. Clark, Jr.</td>
<td>Earl L. Cullage</td>
<td>Same, ny</td>
</tr>
<tr>
<td>John J. Bircher</td>
<td>Paul Wolfsberg</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Mel Doherty</td>
<td>Brian DeSantis</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Florian Forte</td>
<td>J. Morse Fly</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Ross Farrell</td>
<td>Abigail Dorn</td>
<td>Same, ny</td>
</tr>
<tr>
<td>embedding</td>
<td>James A. Squires</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Ronald D. O'Neill</td>
<td>Edward L. Brown</td>
<td>Same, ny</td>
</tr>
<tr>
<td>William B. Rettenmeier</td>
<td>Ronald T. Phillips</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Marion Patullo</td>
<td>Joseph A. Stover</td>
<td>Same, ny</td>
</tr>
<tr>
<td>James J. O'Neill</td>
<td>Peter F. O'Neill</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Richard Pen</td>
<td>Al Paul Lefkow, N.Y.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Abe Lawrence</td>
<td>J. E. Weins, N.Y.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Leo Barnett, Chil.</td>
<td>Ross, Det.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Campbell-Sanford, Chil.</td>
<td>Oregon Voice, Portland Ore., ad. to publish</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Consolidated Edison Co. N.Y., ad.</td>
<td>Colgate-Palmolive-Peet, Jersey City N.J., ad. to publish</td>
<td>Same, ny</td>
</tr>
<tr>
<td>B. H. Klingstrum, Canton, Ohio</td>
<td>J. J. Gilmore, Toronto, Ont.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>C. T. Krug, N.Y.</td>
<td>Tom Berry, N.Y.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Y. A. Buin, N.Y.</td>
<td>Tommy South, Chil.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Reynolds Metals Co., Lakeville, Minn.</td>
<td>ad. to pub.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Faber Products Co., Chil.</td>
<td>hicks &amp; gerst, N.Y., radio, space buyer</td>
<td>Same, ny</td>
</tr>
<tr>
<td>General Foods Corp., N.Y.</td>
<td>Pabst National, Portland Ore., ad. to publish</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Henry L. Haskins, Chil.</td>
<td>General Foods Corp., N.Y.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>James E. Hensley</td>
<td>Henry L. Haskins, Chil.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>James E. Van Rien</td>
<td>James E. Hensley, Chil.</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Del W. Bierman</td>
<td>James E. Van Rien</td>
<td>Same, ny</td>
</tr>
<tr>
<td>Allan W. Willard</td>
<td>James E. Van Rien</td>
<td>Same, ny</td>
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<tr>
<td>Edgar F. Will</td>
<td>James E. Van Rien</td>
<td>Same, ny</td>
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<td>James E. Van Rien</td>
<td>James E. Van Rien</td>
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<td>James E. Van Rien</td>
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<td>Same, ny</td>
</tr>
</tbody>
</table>
WHO HAS UNCHANGED LISTENING HABITS IN IOWA

IT takes more than power (or proximity) to attract and hold a radio audience. It takes programming.

In the ring of 14 counties selected by Station "B" for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened-to-most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, each of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually every area WHO's programming and Public Service have for many years won and held the largest share of the audience. In 1949, WHO is "listened-to-most" in 57 of Iowa's 99 counties! Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

*These 14 counties were used in a 1948 coincidental area study.

The 1949 Iowa Radio Audience Survey is the twelfth 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 interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoritative radio survey available on Iowa.
When James E. Peters, aggressive advertising manager of the Blackstone Corporation, manufacturers of washing machines, decided to use radio to supplement the organization's national print programs, he had a problem on his hands. He well knew the effectiveness of radio as a high-powered selling medium, yet in the few instances when dealers had used broadcasting to plug the product, results had been discouraging to a marked degree. Peters knew the reason, so did the dealers. The latter were quick to recognize that advertising was not their forte (nor was it expected to be); that the broadcasts suffered from poor timing and loose tie-ins with the merchandise advertised.

Charged with the responsibility of finding a show which would be a boon to product identification. Peters got the dealers solidly behind him (even to the point of sharing equally in programming expense) when he discovered a co-op package almost tailor-made. Blackstone, the Magic Detective.

By carefully supervising the informative content of the commercials, Peters got over the second hurdle in selling listeners—the fact that Blackstone washers are higher priced than other standard makes. Such arguments as easier-on-your-clothes were advanced, comparing the gentle cleansing motion of the machine with the violent action of most competitive machines. Clincher was the fact that in six consecutive issues, the Blackstone washing machine was listed as tops in the respected Consumer's Guide. With sales climbing rapidly as a result of the radio show, distributors and dealers clamored for participation in the co-op package plan. By the end of the first year, 183 stations were airing the show.

Convinced that co-op radio advertising was the answer to Blackstone's selling problem, Peters bought the Magic Detective, which started 1 October. Cost of this 52-week program is split three ways, between dealers, distributors and manufacturers. For the sections of the country which favor musical features, Peters makes available Smilin' Ed McConnell and Phil Brito at the same expense arrangement. And to make the tie between manufacturer and seller still closer, Peters is currently offering prizes to the salesmen who get the greatest number of radio contracts between 1 October and 31 December.
After careful study of that firm's plan for selling television time, and in view of our gratifying experience in past years' association, we take great pleasure in announcing appointment of

EDWARD PETRY & CO., INC.

as our exclusive national

TELEVISION REPRESENTATIVE

with offices in

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS
SAN FRANCISCO • DETROIT • ATLANTA

WOAI-TV

Channel Four
San Antonio, Texas
A major addition to the list of basic tools for radio timebuying is Spot Radio Estimator, the first edition of which has just been issued by National Association of Radio Station Representatives, 101 Park Avenue, New York.

The book has three principal tables: by geographical groups, by 173 metropolitan markets, and by 1,160 places in the United States with one or more radio stations.

Each table gives the rate for the highest cost station, average rate for network-affiliated stations, and average rate for non-network stations—all for 30-minute and 15-minute periods, one-minute announcements, and station breaks. Each is accompanied by a simple formula for figuring frequency discounts, other time units and other time classifications.

Sponsors and timebuyers can tell, for example, how much it will cost to buy any day or night time unit in the 35 metropolitan markets of 500,000 and more population, or in the 70 markets in the 250,000-500,000 population group, or the 150 markets of more than 100,000 population.

The buyer learns that he can buy 15 minutes, daytime, at the one-time rate in these 150 markets for $7.979, subject to frequency discounts.

This is the price of the highest-cost station in each. The average rate for network affiliates would be $5,931, and for non-network stations, $3,010.

A total of 1,160 places in which there are commercial radio stations are listed individually, then summarized by state costs, and the states summarized by sections.

To determine why three-fourths of the homes in the nation’s capital are without video entertainment, the American Research Bureau, of Washington, D. C., has completed a sampling survey and found that 44% cannot hurdle the financial obstacle. However, according to the survey almost all of the persons interviewed had considered purchasing a television set. Relatively few persons expressed complete indifference to the new medium.

Of the 1000 men and women represented in the ARB's survey, 22% felt that video was still in its experimental stages and, therefore, were reluctant to buy sets at present day prices. Eleven percent of the prospective buyers feared that most of the sets marketed today would be outdated soon. They referred to the current color contest between RCA and CBS as another indication that sets made today will be obsolete shortly.

In the remaining 20% 5.1% considered TV programs inferior to radio. As soon as color video makes its bow 4.7% will purchase a set immediately. Only 3.2% expected to buy in the near future, while 3.2% felt that television is an optical hazard and did not contemplate getting a set until reception is greatly improved and flickering eliminated. Obdurate landlords who refuse to give tenants permission to install aerials, constituted only one of many miscellaneous reasons for not buying. This had been a major problem before advent of indoor and window aerials. Miscellaneous reasons for not buying accounted for 4.9%.

The philharmonic in Carnegie Hall or the bow and fiddle at the Jamboree. Boiled shirt sophisticates in sleek limousines or Ma and Pa on the buck board. Deep in the heart of every American is a love for music really our own—that is as much a part of America as hot dogs and the 4th of July.

Rosalie Allen, famed Prairie Sweetheart, presents America’s music nightly on WOV’s Prairie Stars. Now in its 5th year, Prairie Stars is a proven consistent winner for advertisers of consumer products. For increased sales at lowest cost, for fast selling action and sustained buying interest, ask to see the new Prairie Stars Audience Audit and buy... Prairie Stars.

Audited * Audiences

The Balling Co., Nat. Reps.

SPONSOR
A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market it serves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new ultra-modern transmitter, new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers; services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.

5000 WATTS FULL TIME 550 kc AM 101.5 mc FM

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

7 NOVEMBER 1949
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF \(\text{NBC}^{\text{aff}}\) 50,000 WATTS 680 Kc. also WPTF-FM RAELIGH, North Carolina National Representative FREE & PETERS INC.
"Esso Reporter" on WWL, New Orleans, and other stations attracts out-of-home listeners

WNEW, New York, informs its roving audiences of good places to drive, play, and listen

TRAFFIC
WNEW's TRAFFIC SERVICE keeps you posted weekend only. New York's big city traffic is the most congested, and audiences coast-wide have learned to depend on WNEW for the most accurate traffic reports.

WEATHER
WNEW'S WEATHER SERVICE forecasts the weather ahead around the clock to help plan your day, weekend or vacation.

FISHERMEN
WNEW'S FISHERMEN SERVICE announces the day only, every time a supply runs out and to keep listeners aware of the whereabouts of the motor whale & sculling out.

PICNIC SPOTS - POOLS - PLAYGROUNDS
Take a listen now how WNEW SUMMER SERVICE why you design a list, place to go to the city, where, when, how much and how long they.

BEACHES
WNEW SUMMER SERVICE during the day why you plan vacation or the beaches. Your reservations will be more included. And every fishermen in 1951 will tell you favorite with your friends if you request them.

NOW--THRU LABOR DAY
WNEW SUMMER SERVICE is WNEW's most powerful "big" plus every day in the city. An extra WNEW service makes up to 150 miles away your favorite service for above and more.

Every MORNING when you wake up, WNEW SUMMER SERVICE helps you plan your day, weekend or vacation.

Radio listening is personal. Advertisers have delivered thousands of sales messages to millions of people they never counted because people can—and do—listen anywhere. In automobiles, at work, in other people's homes, in public places, etc., they are reaching a vast audience not counted by standard audience measuring services, which normally limit their checking to home listening. These uncatalogued millions are the advertiser's big plus.

Only within the last two years (and then on a sporadic, small-scale basis) have any serious attempts been made to find out who these people are, where they listen, what they listen to, how long they listen, how many of them listen. Checks have been made in such scattered places as Chicago, Des Moines, and certain Western vacation areas; in Washington, D. C., Springfield, Mass., and certain areas in Maine.

The first systematic, full-scale measurement of the "big plus" audience
**Hundreds of thousands of New Yorkers listen regularly.**

<table>
<thead>
<tr>
<th><strong>Who</strong></th>
<th><strong>SEX</strong></th>
<th>Male</th>
<th>54.3%</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>45.7</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td><strong>AGE</strong></td>
<td>7-13 yrs</td>
<td>5.2%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>13-19</td>
<td>10.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20-34</td>
<td>30.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>20.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>45-64</td>
<td>27.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>65 and over</td>
<td>6.5</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIO-ECONOMIC</strong></td>
<td>A ($7,600)</td>
<td>5.7%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B ($4,950)</td>
<td>22.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C ($3,640)</td>
<td>41.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>D ($2,260)</td>
<td>29.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TELEPHONE OWNERSHIP</strong></td>
<td>Phone</td>
<td>62.3%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-phone</td>
<td>37.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Where</strong></td>
<td>Automobiles</td>
<td>35.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>While Visiting</td>
<td>21.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>At Work</td>
<td>20.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Restaurants and Bars</td>
<td>9.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outdoors (portables)</td>
<td>7.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retail Establishments</td>
<td>4.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hospitals</td>
<td>1.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Clubs and Schools</td>
<td>0.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Garages</td>
<td>0.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buses</td>
<td>0.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| *Add to more than 100% because of listening in different places by the same listeners.*

was made last August by Dr. Sydney Roslow, director of Pulse, Inc., New York, of a ten-county New York-New Jersey metropolitan area. What he discovered is perhaps the most important fact in radio advertising today. Its implications are true in principle for metropolitan areas anywhere.

They hold good, in fact, for markets big and little—because Mr. and Mrs. United States choose to listen to their radios wherever they are. The Pulse study is important because it offers the first definite proof of the tremendous number of people advertisers have been reaching outside their homes.

More than two years ago, station WNEW under the astute generalship of Bernice Judis decided to aim still more sharply at the listening they felt sure the station had in automobiles and other out-of-home listening posts. Acting on the assumption that a very substantial proportion of WNEW listening occurred outside the home, program manager Ted Cott came up with (among other things) an idea for systematic reports on roads, weather, traffic, etc., as a service to motorists during the four months from May through Labor Day.

This Summer Service, aired during station breaks and in other spots through the day, was sold to Norge. Norge has sponsored it for the last two summers. Norge won't say how many people they think bought refrigerators as a result of their summer campaigns, but they have renewed.

The station decided last Spring to commission the Pulse to do a series of pilot surveys on who and how many people they were reaching in places outside the home. The first study came last April. Results were so startling that vice president and commercial manager Ira Herbert just didn't believe them.

Sure as he was of tremendous unmeasured (therefore) listening, it didn't seem possible—as indicated by the test run—that an average of more than two and a half million people, out of approximately eleven million in the test area, were listening to radios outside their homes every week day.

A further pilot run was made in each of the following three months. Test samples were roughly two thirds the sample of 1,600 men and women interviewed during the first week of last August for the first regular report. Results of the preliminary tests more than convinced both WNEW and Dr. Roslow they had one of the most important developments to date in measuring the audiences an advertiser reaches through radio.

It isn't only important for the metropolitan area of New York City that more than 35% of all out-of-home diaters listen to a car radio. People drive to work in hundreds of communities. A diary study made by NBC in Washington, D. C., last February revealed that 150,000 people (12% of the metropolitan population of 1,300,000) listened to a car radio on a typical weekday. Average listening time while riding was 50 minutes daily.

The tendency, greatly accelerated during the war years, for people to spread out from congested city areas to suburban areas continues unabated. In the last ten years population changes in the counties of New York's metropolitan area have shown this steady trend. For example, Queens, Nassau, Westchester, and Bergen counties have increased their populations a total of nearly a million. A dozen others have increased from 20,000 to 100,000 each.

A May, 1949, study by Pulse for WOR, New York, showed that between 7 and 9 a.m. and 5 and 7 p.m. from 35% to 41% of cars had radio sets in
### When (and how many) *

<table>
<thead>
<tr>
<th>Time</th>
<th>Number of listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
<td></td>
</tr>
<tr>
<td>6-7 a.m.</td>
<td>56,000</td>
</tr>
<tr>
<td>7-8</td>
<td>369,700</td>
</tr>
<tr>
<td>8-9</td>
<td>380,900</td>
</tr>
<tr>
<td>9-10</td>
<td>190,400</td>
</tr>
<tr>
<td>10-11</td>
<td>224,000</td>
</tr>
<tr>
<td>11-12 noon</td>
<td>201,600</td>
</tr>
<tr>
<td>AFTERNOON</td>
<td></td>
</tr>
<tr>
<td>12-1 p.m.</td>
<td>313,700</td>
</tr>
<tr>
<td>1-2</td>
<td>358,500</td>
</tr>
<tr>
<td>2-3</td>
<td>582,500</td>
</tr>
<tr>
<td>3-4</td>
<td>728,100</td>
</tr>
<tr>
<td>4-5</td>
<td>616,100</td>
</tr>
<tr>
<td>5-6</td>
<td>291,300</td>
</tr>
<tr>
<td>EVENING</td>
<td></td>
</tr>
<tr>
<td>6-7 p.m.</td>
<td>280,100</td>
</tr>
<tr>
<td>7-8</td>
<td>134,400</td>
</tr>
<tr>
<td>8-9</td>
<td>201,600</td>
</tr>
<tr>
<td>9-10</td>
<td>280,100</td>
</tr>
<tr>
<td>10-11</td>
<td>168,000</td>
</tr>
<tr>
<td>11-12 midnight</td>
<td>156,800</td>
</tr>
</tbody>
</table>

*Total of Monday through Friday unduplicated listeners.

---

### How much *

<table>
<thead>
<tr>
<th>Station</th>
<th>Daily average</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent A</td>
<td>92</td>
<td></td>
<td>117</td>
</tr>
<tr>
<td>Independent E</td>
<td>90</td>
<td></td>
<td>146</td>
</tr>
<tr>
<td>Independent F</td>
<td>81</td>
<td>159</td>
<td>128</td>
</tr>
<tr>
<td>Independent B</td>
<td>81</td>
<td>81</td>
<td>144</td>
</tr>
<tr>
<td>Independent D</td>
<td>81</td>
<td>147</td>
<td>114</td>
</tr>
<tr>
<td>Independent C</td>
<td>75</td>
<td>75</td>
<td>102</td>
</tr>
<tr>
<td>Network A</td>
<td>71</td>
<td>60</td>
<td>113</td>
</tr>
<tr>
<td>Network C</td>
<td>56</td>
<td>60</td>
<td>51</td>
</tr>
<tr>
<td>Network B</td>
<td>48</td>
<td>66</td>
<td>75</td>
</tr>
<tr>
<td>Network D</td>
<td>35</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td>All others</td>
<td>69</td>
<td>47</td>
<td>72</td>
</tr>
</tbody>
</table>

*Amount of Out-of-Home Radio Listening per person—average number of minutes

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use. This represented about 200,000 listeners in the morning and a quarter of a million in the evening—a 14% plus over the home audience in each instance. In Chicago last August, Dr. George Terry of Northwestern University found that more than 40% of the radio-equipped cars on the streets between 7 a.m. and 10 p.m. had sets in use.

Listening out of the home isn’t confined, of course, to great metropolitan centers. Sponsor reported in the issue of 24 October (page 28) the Psychological Corporation study for NBC and CBS in Springfield, Mass., and Des Moines, Iowa, the who, where, and how long of listening outside the home. The great significance for advertisers is the fact that the pattern of modern living throughout the nation encourages listening which up to now has been an unrecognized plus to at-home audiences. Not only are one third of American’s cars (more than 12 million) driven to work, but housewives drive to super-markets, to shopping centers, etc., in communities small and large. Esso Standard strongly encourages stations carrying its Esso Reporter news show to use outdoor posters to plug the show to motorists.

A special contribution of WNEW and Pulse is the start of a series of regular quarterly reports on the “big plus” audience. Hollywood, says Dr. Roslow, would be the next logical market in which to extend the service. That, of course, depends initially on what agencies and stations think of it. It is logical that when the uses of such a measurement can be demonstrated to advertisers they will not be satisfied without it. Two New York stations (including WNEW) and three agencies had signed for the service when this was written.

Such a measurement, for example, is the only means (along with complete checking of multiple set listening in the home) of arriving at a total audience figure. The Pulse August, 1949, survey of the ten-county New York area (comprising 12 million plus listeners seven years old and up) showed that between 9-10 a.m. the total New York audience was 813,100—of which 37,000 were outside the home. But by the 11-12 noon period the total audience had risen to over a million and a quarter of which 112,000 were out of home.

The total audience continues to rise between 3-9 p.m. Out of more than three and a quarter million listeners, over 999,000 (41½% of at-home listeners) are listening somewhere away from their homes. Using a single station as an example, between 3-9 p.m. out of a total audience of 147,000, WNEW had 42,000 out-of-home listeners (39.3% of the at-home listeners).

The Pulse technique is the first that furnishes a figure for listening outside the home which is comparable to figures for at-home audiences. Pulse obtained both sets of figures in a single interview. Thus, with a common base, it is possible to add the two sets of figures to obtain a total audience figure.

Even a glance at the first report reveals much information useful to advertisers interested especially in out-of-home listeners in the selection of stations, time, and programs. The audience turnover factor is important. Not all turnover, however, is attributable to tuneouts due to disinterest. Between 6-7 a.m., for example, the audience turns over a little better than twice. Much of this activity occurs as people turn off sets when leaving their cars. (Data for listening before 9 a.m. was obtained in a special Pulse survey for (Please turn to page 5?), 23
In 1943, a substantial bundle of energy—which apparently had been gaining momentum ever since it appeared on the American scene 29 years before and was tagged Earl W. Muntz—collided with a smaller, but visibly vibrant, bundle of energy named Michael Shore and aged 24.

The collision, if not exactly heard 'round the world, definitely made some pretty deafening noise on the West Coast, ranging from roars of applause (including approving laughter from Mr. and Mrs. Average Citizen), howls of pain from the competition and the resounding ring of the cash register. The pro and con arguments advanced by veteran buyers and sellers of advertising were not notable for restraint, either.

The pair agreed that their combined energies might well set a modest portion of the world on fire, and make things really hot in the used car business. As background, Muntz had sold radios direct to the consumer, and had built and raced midget cars. He also had six used cars. At least, he did till one of them had to be turned over to the owner of the lot in lieu of rent.

Shore had a conviction he could go places in the field of hard-hitting, unorthodox advertising. (A conviction borne out by the fact that the best advertising brains in the country, whether...
er enthusiastically or grudgingly, rate him "genius." Before he was 21, he has renamed a New York used car dealer, Tony Holzer, the "Smiling Irishman" and hypoed profits via zany ads.

The pair also agreed they were crazy. The decision to let the public in on the state of their mental faculties started one of the wildest, wackiest and most effective ad campaigns to burst upon a startled public. Muntz, of course, was given the starring role as "Madman Muntz," plus a large replica of Napoleon's tricorn skinner, a suit of long red underwear and spurred boots. He practised tucking his left hand in under the second button of his shirt, and struck quite an impressively ridiculous figure on billboards, signs and newspaper ads. Behind-the-scenes writer, producer and director was Shore, who went crazy with more privity, keeping "Madman Muntz" before consumers' eyes and ears and convincing them he really was a bit touched; that it was all family and friends could do to keep him from going off the deep end.

Via spot announcements on West Coast stations, billboards and newspapers, Muntz loudly assured potential customers that "I really want to give 'em away, but Mrs. Muntz won't let me. SHE'S CRAZY!" Shore earnestly took the public into his confidence. "He's really nuts; pays you more for your car than it's worth, but we can't do a thing with him."

Other enlightening approaches were:

"Medical Authorities Agree: Walking is Good For You! Sell Your Car to MUNTZ, the Automotive Madman."
"Money Isn't Everything! (You Fool.) Give Your Car to Muntz." etc. "Your Car May be Worth EIGHT THOUSAND DOLLARS (Very Unlikely.)"
"Just Sound Your Horn (We Pay by Ear.)" "... and You Thought they had it buried at Fort Knox!"

One billboard reading, "I Buy 'em Retail, Sell 'em Wholesale! More Fun That Way! did not tickle the Better Business Bureau's sense of humor, and they told him so in no uncertain terms. The framed letter, enlarged four times, has a place of honor in his office.

These shenanigans resulted in some mental confusion among even his closest friends. Was the man a myth, or the myth a man? Had the character dreamed up for him by Shore become second nature, an act he had learned to take on and off as easily as he donned and doffed his three-corner hat, or did Shore's conception of him actually reflect a natural, heretofore unsuspected bent for zaniness? It's a moot question, but most agree Muntz possesses a lusty, gusty and colorful sense of humor and slightly erratic impulses which lend themselves to word-of-mouth even without the script being written for him. He does not need to be primed, for instance, to give bus boys $100 tips "because they need it more than the headwriters," to buy a $3,500 mink coat for a young lady so his companion could make a fitting entrance at a swank night club, nor to put a few dollars under the mattress before going to bed because "I always like to put aside a little money to retire on."

They resulted, also, in a rash of imitators, including such monkeys as the Ticklish Turk and Raving Ralph. (The Smiling Irishman, meanwhile, was being rapidly reduced to tears.) One Brooklyn dealer merely stated, "I'm Crazy." But without Muntz' flair for interpreting Shore's genius, most of these efforts fell flat and people were inclined to take the Brooklyn dealer's statement at face value.

Most remarkable result, of course, was the volume of sales and profits rolled up. By 1944, his used car volume was about 750 cars a month, on which he made a net profit of $25 per car, or $18,750 a month. Thus he acted as the middleman in the exchange of around 20 million dollars before he took over the Kaiser-Frazer distributorship for Los Angeles and, subsequently, New York. And several millions managed to stick to his fingers, despite the fact that his New York spurious rivalled that of Diamond Jim

*(Please turn to page 35)*

---

**coast sales campaign**

---

4. trucks

Salesman and set start off immediately

---

5. one-hour

Kids grab the best seats
Some stations get better "coverage" under BMB

BMB Study No. 1 in 1946 (right) gave KOMA an audience in more countries than the station itself had reported

Do sponsors want BMB?

Major advertisers and agency executives unanimously call it a necessary tool

If directors of the National Association of Broadcasters, at their meeting in Washington on November 14, move to kill Broadcast Measurement Bureau, they will act against the almost unanimous opinions and desires of men and women who buy hundreds of millions of dollars worth of national broadcast advertising.

These advertiser and agency executives generally are convinced that the death of BMB would push back the methods of reporting radio station coverage by 10 years or more.

A number of them imply, and some of them even say, that the difficulties and confusion thus imposed would reduce their volume of broadcast advertising.

This note was struck in a resolution of directors of American Association of Advertising Agencies, which stressed the need for "standardized, authenticated, comparable, continuing audience measurements." and added: "We strongly believe that radio as an advertising medium would suffer if such an organization (as BMB) did not continue."

It has been re-emphasized in three current surveys.

The Four A's radio-TV committee, under the acting chairmanship of Linnea Nelson of J. Walter Thompson Company, sought reactions on BMB from executives of hundreds of agencies—large and small, both members and non-members of the Four A's—throughout the country.

Association of National Advertisers, through a radio research subcommittee headed by Joseph M. Allen of Bristol-Myers Company, made a "depth survey" among members of its radio-TV group of 235 leading advertisers, for recommendations on broadcast research standards, including BMB.

Independently, Sponsor surveyed 70 leading national advertisers and radio executives of 50 large agencies on the question, "Is BMB worth saving?"

The consensus of all the replies is that

1. Despite its shortcomings, BMB Study No. 1 (made in 1946 and covering only once-a-week listening) was a vast improvement over "unreadable maps, mail counts that are five to 10 years old, bad guesses" and "wishful coverage."

2. The 1946 BMB reports have been and still are of day-to-day value, both in specific scheduling of stations and in deciding to use radio at all.

3. The soon-to-be-issued BMB Study No. 2 (made early this year and covering one and two, three-to-five, and six-and-seven-day listening) will be of even greater value.

4. But BMB should be continual.
ly improved and strengthened — if possible by an annual study;
5. And it should continue under the tripartite direction of advertisers, agencies and broadcasters.

Some of the buyers were especially grim in their predictions of what would happen to radio if BMB should die. One said that for broadcasters to deny agencies "the kind of information we need to spend money on their stations... would sound to me like self-contribution to slow business suicide." Another: "Although BMB costs broadcasters a lot of money, it is a sales tool they will someday be glad to have. Radio is going to have a tougher and tougher time competing with other media." A third: The death of BMB "would indicate that broadcasters cannot agree on anything." And he cited "the progress that is being made by other media in scientific selling."

Miss Nelson's letter, dated October 20, was an "urgent appeal to all who take part in buying radio time." She said that, although "Study No. 2 should be an improvement over the first... the mere publication of an improved study will not save BMB," unless buyers recognize their need for it and make their need known.

Individual agencies — such as Richard Foley Agency, Philadelphia, Ted Bates & Company, New York, Tyler Kay Company, Buffalo — are writing broadcasters on their own to ask them to "give this organization your full support."

To each of some 600 station contracts being placed in the last 10 weeks of this year, J. Walter Thompson Company implies the continued need for BMB coverage maps by attaching a memo requesting stations to submit maps of their areas.

Thompson has found that in working out a recent schedule in one section, only 10 of 38 non-BMB subscribers in it "have submitted anything in the way of audience surveys or coverage information." Data on the others consist largely of such items as a letter from a new station saying that it is ready to receive orders; a brochure showing the new studios; "a blue map of the state with the home county colored yellow."

A number of buyers brought up the growing threat of other media to radio. Replying to vonsson's query, Henry Schachte, national advertising manager of the Porden Company, noted that

Many broadcasters, as well as sponsors, have urged that BMB be continued and expanded. Frank E. Pellegrin — broadcaster (KSTL and WATO); radio sales rep (Transit Radio, Inc.) and former director of broadcast advertising for NAB — has suggested that BMB be reconstituted as a "complete research service."

BMB would function on "a year-round basis, turning out reports regularly, month after month... in audience measurements, program popularity measurement, advertising impact measurement, and all the other various fields of sound radio research," and covering AM, FM and TV.

"By doing this, every single broadcasting station throughout the United States could buy some type of service from BMB. So could advertising agencies, and advertisers. Thus BMB could have a continual source of revenue for a continuous service," and "could become the outstanding source for authentic, standard, reliable and useful radio research."

"television is forcing advertisers to look at radio... Television's growth is market-by-market, so radio has to be studied the same way."

Many pointed to the necessity, in this highly-competitive period, of specific data on who, how many, and how much. One said he could get "no recent audience information for some 200 stations we are using for a network show. The network has nothing either. At plan board meetings, this timebuyer felt he "wouldn't have a leg to stand on in holding this $750,000 a year for radio."

Some progressive broadcasters, on the other hand, are so concerned over the possible death of BMB that they would try to set up their own independent versions of it.

But hundreds appear willing to get

(See turn to page 53)
Equitable opens the door

"This is Your FBI" program helps 7,000
life insurance salesmen expand business

Equitable is the first life insurance company to make radio advertising do more than open doors for its agents. It's true that Equitable Life Assurance Society of the U. S. pioneered the technique of using radio successfully to get leads and open doors for interviews. But it took the imagination of an ex-sales-promotion man to devise—and sell—a way by which network radio not only helps deliver prospects, but helps sell them directly.

Equitable traced more than 10% of its ordinary life sales last year to its radio promotions. Just what this means becomes clear when you compare Equitable sales with last year's trend.

Life insurance sales as a whole were down in 1948, and Equitable sales were no exception. But Equitable sales dropped less than the industry average by approximately the percentage of business accounted for by the radio promotions. This was 10.7% ($68,932,660) of an ordinary life volume of $666,884,660.

The previous year, 1947, saw life insurance sales continue to climb, following the surge of postwar buying. Equitable, however, topped the average increase for the industry in 1947.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Dollar Volume, Ordinary Life Sales</th>
<th>Total Dollar Volume Traceable to Radio</th>
<th>Per Cent of Total Sales Traceable to Radio</th>
<th>&quot;FBI&quot; Program Time and Talent Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>$764,234,500</td>
<td>$69,261,616</td>
<td>9.1%</td>
<td>$950,000</td>
</tr>
<tr>
<td>1948</td>
<td>$666,884,789</td>
<td>$68,326,660</td>
<td>10.7%</td>
<td>$1050,000</td>
</tr>
</tbody>
</table>

Radio activity, sales, chart parallel course
by approximately the same amount of business they could trace directly to their radio promotions.

Equitable decided in the Spring of 1945 to use network radio to help open doors to their agents and back up their selling with institutional messages. The agency, Warwick & Legler, New York, conceived a program based on actual case histories from the files of the Federal Bureau of Investigation. Director J. Edgar Hoover approved the idea, and thus was born This Is Your FBI.

The show is carefully checked by FBI officials not alone for technical accuracy, but for the faithfulness with which it portrays the thinking and objectives of the FBI and for its "crime does not pay" theme. This cooperation enables the opening announcement to label the program "... the official broadcast from the Files of the Federal Bureau of Investigation... presented as a public service... ."

The program, produced (also written and directed) for the agency by Jerry Devine, started on ABC in April 1945. A careful study of the audience composition of programs with generally similar formats convinced agency officials that This Is Your FBI ought to attract a mass family-type audience with a high proportion of listeners in upper and middle income groups.

Men and women should strongly dominate, and a substantial proportion of the families should include adults with high school or better education, and should include one or more children. Such an audience would be a highly profitable one to talk insurance to. The program succeeded even better than expected in attracting just such an audience.

The most recent audience composition analysis, based on Nielsen data for Feb.-March 1948, shows that 33% and 36%, respectively, of the families who listen to Your FBI are in the upper and middle income groups. Forty-three per cent of the listening families represented have one to two children, 28% have three or more. Sixty-two per cent of the families have high school educations, 21% college. There is reason to believe that the audience pattern is substantially the same today.

Children compose only 17.8% of the audience, only slightly more. for

(Please turn to page 44)
Can your program grow?

Do you know what to do when it starts to decline?

Only slightly over 11% of the network sponsors who were on the air in 1939 are using the same vehicle today. Even the daytime sponsored program fare on the networks hasn't remained constant. Besides the 11% of the sponsors who have been continuously sponsoring the same shows during the past decade, there are others presenting programs that were on the air in 1939. Actually, these programs total another 10%. Thus just slightly under 20% of 1939's network commercial programming is still being sponsored.

The case for program changing, if past experience is to be followed, is even clearer than these figures indicate. A great many of the programs that have the same sponsors today that they did ten years ago are not selling the same product. This is especially true in the daytime. During the serial hours, programs seldom sell the same product day after day. "Backstage Wife," for instance, carries copy for Dr. Lyon's Toothpaste, Dr. Lyon's Toothpowder, Double Danderine, Astring-O-Sol, Energine Cleaning Fluid, Haley's M-O, Energine Lighter Fluid, Cal Aspirin, Phillip's Milk of Magnesia, Face Cream, Mulsified Coconut Oil Shampoo, Dr. Lyon's Ammoniated Tooth Powder, Energine Shoe White and Bayer Aspirin.

What's true of Sterling Drug sponsored programs is also true, in a limited way, of most other daytimers. "Life Can Be Beautiful" carries Proctor & Gamble commercials for Tide, Lava, Ivory Snow and Crisco. American
Home Products (Whitehall) has Just Plain Bill sell Anacin, Heet, Bi-So-Dol Mints and Powder, Wizard Wick and Wizard Glass Wax. It’s only the limited-product daytime sponsors that keep their programs selling one or two products. Since B. T. Babbitt has Bab-O as a leader, it gets the major play. Even Babbitt uses Lora Lawton (CBS) and David Harum (NBC) to sell a second product, Glim. The more limited the product line, the more apt a sponsor is to change its program. Manhattan Soap, a limited product sponsor, has changed its program relatively frequently. Ten years ago, its vehicle was Jack Berch and His Boys, today it's We Love and Learn. At first, Manhattan only had Sweetheart Soap to sell and was a traditional “two for one” promotion user. Today, Manhattan has a second product, Blu-White Flakes, and is giving General Foods' competitive product, La France, a tough battle for the consumer blueing dollar. GF's La France is not currently using airtime, which is some indication of what Manhattan's air advertising (Duane Jones) has done for Blu-White.

Limited-product advertisers in certain fields stick to their programs and change them only slightly. Typical are Firestone Tire and Rubber and Cities Service. The former has kept The Voice of Firestone going for years selling Firestone tires. The fact that it operates Firestone Stores which sell a varied line of products really puts Firestone out of the limited-product classification, but its major commercial approach has been to sell Firestone rubber products, mostly tires. The Voice of Firestone hasn’t changed too much during the years. It's still a mixture of semi-classical music and ballads that drip with sentiment. It still suits the musical tastes of the senior Firestones and the Bible Belt loves it. That's where the most of Firestone's products are sold. Cities Service Band of America was Cities Service Concert ten years ago, but the change is only in the instrumentation, not in the program appeal. It's easier to promote a brass band than it is a semi-classical orchestra so “Deac” Aylesworth, ex-NBC president, recommended the change as part of his radio-advising the Cities Service Co. Cities Service sells a limited line, gasoline and oil, and feels that the majority of car owners are in the older group who like (Please turn to page 58)
New Premium beer wins Washington

Integrated advertising, spearheaded by air media, does fast job to establish Heurich’s “Champeer”

In the middle months of 1943, the venerable Washington brewing firm of Christian Heurich, was in a fast squeeze play. Sales were nosing down, contracts were falling off, and the outlook was anything but bright. It was not that Heurich, the only brewery that actually makes its product in the nation’s capital city although the market is large and competitive, wasn’t trying its best to sell its well-known “Senate” brand of beer in Washington, Maryland and Virginia. It had one of Washington’s most aggressive and saleswise advertising agencies, Henry J. Kaufman & Associates, thinking up plenty of good merchandising ideas. The trouble lay in Senate Beer itself. It was beginning to taste terrible.

The fault lay with the equipment in the Heurich plant where Senate was brewed from the sound formulas of old Christian Heurich, Sr., who had started the firm some 80 years before and had lived on to the thoroughly ripe old age of 102. When Christian Heurich, Jr. took over the family business in 1945, on the death of his father, he inherited one of the oldest brewing businesses in the country . . . and some of the oldest brewing methods as well.

Old Christian Heurich’s son, who had literally been raised in the brewing business, had some big plans. For one thing, he had the formula for a very special sparkling malt liquor with a 7½% alcoholic content (beer is usually between 3.2% and 4.5%), which his father had brewed up in small batches for favored guests. One day, Heurich, Jr. didn’t know quite when, it was going to be put on the market. But, before Christian Heurich the younger was going to do anything else, he was going to put Senate Beer back on its feet.

He started in the latter part of 1943 by hiring in some star management performers in the brewing field. Albert J. Bates, former president of New York’s famed Jacob Ruppert Brewery, was hired as general manager. From Liebmann Breweries, one of the country’s outstanding examples of a firm built up by consistent advertising (“Miss Rheingold” campaigns in space, outdoor, magazines and broadcast media), Heurich got Kenneth Twyman. Liebmann’s sales manager, to be Heurich’s general sales manager in January of this year.

Bates began to get things done in a hurry. Under his supervision, and while Twyman began work on new sales campaigns, Bates renovated the plant from one end to the other, drastically junking antiquated methods. Out went the old wooden vats, partially the cause of dealer and customer complaints about the taste of Senate Beer, and in went a whole series of new steel vats and modern equipment. New formulas were tested for Senate, and the findings used to improve the brew. With a rejuvenated product which test panels showed had a high taste score, Heurich was ready to go.

A sales and advertising campaign had to be started to reverse the slumping sales curve on Senate Beer. The

Pro football TV part of “Champeer” media team. Score: sales double expected total
D-Day of the campaign was set for early February, 1949.

Heurich asked the Kaufman ad agency to come up with an idea which would give Senate Beer a real sales shot-in-the-arm and which could double as a promotion gimmick in the air advertising, newspaper, outdoor, car cards, and point-of-sale advertising that Heurich intended using.

This was no small order. It had to be something around which a campaign theme could be built, which could be used somehow in radio, TV, and space advertising, and which could be promoted in a strong merchandising campaign to the dealers and distributors, and to the public.

What Heurich wanted for Senate Beer was, in short, the thing that most agencies have been getting ulcers for years trying to find: The All-Media Selling Gimlick.

Kaufman found it in three honey-blondie singers, Eileen, LaVerne, and Charlotte Mack, better known in radio and talent circles as an act called "The Mack Triplets." What got Kaufman started on the idea of using the girls as Heurich's basic advertising idea for Senate was the fact that people, on the average, buy beer for one or more of three good reasons. It looks good, or it smells good, or it tastes good . . . and all the combinations in between. When Kaufman found out that the Mack act was for hire, he made a pitch to Heurich, and the brewing firm went for it.

The basis of the campaign was, therefore, to be around the Mack Triplets. They were good-looking girls, so that was fine for TV, outdoor, and newspaper advertising. They could sing, too, so that was fine for radio and could give an added plus to any personal appearances the girls made at dealer meetings, sales meetings, or at places where Heurich's products are sold, both in packages over the counter or across the brass rail. Best of all, the idea of using pretty triplets, instead of the comely model, offered a perfect opportunity for a triplet campaign theme. Thus was born the "Three Ways Right" (Look, Smell, Taste!) and the resulting tie-in of the "Triplet Test."

The new campaign for Senate was launched in the middle of February, 1949. About $200,000—a lot for a fairly modest firm like Heurich—was budgeted to be split in media between radio (25%), television (20%), newspapers (25%), outdoor (10%), car cards (10%), and point-of-sale (10%). Nearly half of the ad budget went for broadcast advertising. The Mack triplets were signed to do a weekly half-hour show on WNBW, (NBC's Washington TV outlet) which was named, with an eye on the merchandising angles, Senate Get Together. A special musical jingle was written for the girls to sing during the commercial, which they promptly recorded as a singing radio jingle to be used via a 40-time-weekly frequency on a total of three Washington radio stations.

The TV show was turned into a subtle half-hour commercial by the other media advertising. Like Arthur Godfrey for Chesterfields, like "Miss (Please turn to page 35)
Mutual moves to form fifth video network

With opening of WOR-TV, MBS now has video stations operating in New York, Boston, Washington, Chicago and L.A. Among MBS plans for 1950 submitted by President Frank White to recent directors' meeting are TV "network coordination." Mutual, however, continues to move slowly into TV.

"Superman" becomes adult program

After 10 years of derring-doings on radio for edification of kids, "Superman" moved to ABC on Saturday night spot, 29 October, broadened his scope to stress mystery and crime detection, and set out to attract adults. Program isn't yet sponsored.

Mary Pickford to produce radio and TV shows

Mary Pickford, her husband, Charles "Buddy" Rogers, and their radio-TV representative, Mal Boyd, have formed PRB, Inc., 745 Fifth Ave., New York, for radio-TV production and personality management. Rogers currently stars in ABC's five-a-week radio series, "Pick a Date with Buddy Rogers," and will begin "Buddy Rogers' Showcase" on ABC-TV 4 January. Mary Pickford is considering her first radio series in 15 years. She has applied for three TV channels.

Justice Department drops baseball inquiry

Justice Department has suspended study of alleged restraints in broadcasting and televising major league baseball games until it can be seen how new rules adopted by leagues work out. Principal cause of complaint was rule permitting a major league club to stop broadcasts in home territory of games played by other clubs. "Home territory" was defined as a radius of 50 miles from ball park. Unique contract, covering AM, FM and TV, has been signed by WAGA and WAGA-TV for exclusive rights to Atlanta Southern Association baseball games for five years.

"Kukla, Fran and Ollie" to take winter hiatus

"Kukla, Fran & Ollie," NBC-TV five-a-week puppet show sponsored by RCA-Victor and National Dairy, will take winter hiatus after Christmas, but probably will broadcast through next summer, best selling season for Sealtest ice cream.
NEW BEER WINS

(Continued from page 33)

Rheingold" for Liebmann, like Chiquita Banana for United Fruit, and like Ed Wynn in the old days for Texaco, the Mack triplets were used as the basis for nearly all the other Senate selling to the point where they became "secondary trademarks" for the advertiser, and the potential for sponsor identification was at the highest possible level.

Weekly newspaper ads, window display material, billboards, and car cards featured the Mack triplets while doing a selling job for the rejuvenated Senate Beer. The pay-off came quickly. It was not long before the TV show was hitting a rating of 23.4, and had more than 55% of the sets in use tuned to it. The campaign began to pull, and Senate Beer sales started regaining the ground lost earlier.

Heurich soon found that the campaign was working better than even they, or the agency, had hoped. The three girls turned out to be ace trouble-shooters in selling beer, and were perfectly willing to go along with a heavy publicity and personal-appearance schedule.

For example, in the two day period of Wednesday and Thursday, June 1-2, the Mack girls put in a public relations stint that would make most showfolks head for something a good deal stronger than Senate Beer. On Wednesday, at noon, the girls rode around Washington in a new car with a Senate banner on it, posing en route for the newsreel cameras. After a quick lunch, the girls posed for publicity pictures for Barbara Holmes' food page in the Washington Times-Herald. At 3:30, they were hustled off to a photographer to be prettied up for newspaper ad photos. At 6:00 they were being interviewed on a Washington TV show, and at 8:00 they were the star turn at an American Legion shindig where Senate Beer (with a commercial, yet, by the Macks) was served to 200 Legionnaires.

On Thursday, they tumbled out bright and early for a rehearsal at WNBW of the Senate Get Together show. For lunch, they were whisked away to the influential Cosmopolitan Club where Senate was served (again, with Mack commercials). At 3:30 the Macks were standing before a recording-studio mike, cutting radio jingles. Between 7:00 and 11:00 they
were rehearsing and airing the TV show.

During the six months that followed the start of the Senate campaign with the Mack triplets in February, 1949, the sales of Senate started climbing again, and kept going up past their old levels to new heights. Christian Heurich’s brewing firm was in the black again, but Heurich, like Alexander, began to look around for new worlds to conquer. The famous formula for a premium malt beverage left him by his father began to look more and more like the first “new world” to tackle.

As a result, “Champeer,” a sort of semantic head-on collision of the words “champagne” and “beer,” was born. Heurich found that it was practical to brew the product on a big scale with the firm’s new facilities, and still obtain the same results that his father had gotten in small batches.

In August, 1949, a test campaign in the Washington area was started for the new product. It was a modest one, but it was carefully planned. The product was introduced in hard-to-sell places, like luxury restaurants and the best hotels.

Expensively-printed, four-color point-of-sale material, such as table tents, menu cover, and back bars was distributed. Heurich’s most desirable radio air spots, some four a day, were turned over to the selling of the new premium-priced product. Some of the other places in media previously reserved for Senate were also turned over to the selling of Champeer. Since Champeer is aimed at only 3½% of the total beer market being entered, the over-all size of the campaign was not large at the beginning.

Champeer now has a TV show of its own to help establish the new product. Since the Mack triplets were so closely associated with Senate, the girls could not be used to help in the introductory stages of Champeer selling. Instead, Heurich turned to one of the standbys of brewery air advertising: sports.

Champeer’s main advertising push is via the TV National Pro Football Highlights, a 30-minute sports film narrated by Harry Wismer. Commercials are done live, featuring a clubhouse-type cocktail lounge set and a male-female modelling duo who appear on Champeer point-of-sale pieces, somewhat as the Mack girls do.

Champeer’s introductory campaign in Washington has been a great success. General manager Bates of Heurich admits that the level of sales already reached is double that originally expected as sponsor goes to press. Dealer enthusiasm for both the air show and the new product, which Heurich intends to market nationally in the future, has been high, particularly since the mark-up per case, when consumed on the dealer’s premises, is about $4.00 and is over $2.50 per case on off-premises-consumption sales.

Somewhat to Heurich’s surprise, Champeer’s market has turned out to be broader than expected. Even though the price (25c up for an 8-oz. bottle) is high, it is catching on with consumer groups in lower income brackets than the one originally thought to be the market for a premium-priced brew like Champeer. Heurich plans to use additional TV time and radio spot campaigns as distribution increases, and because of the broader base for appeal.

Just when Champeer will be ready to “go national,” not even Christian Heurich is sure. With Champeer’s sales building, and Senate Beer’s rejuvenated, Heurich is in a strong position to make his bid for national markets pay off. One thing is definite. Radio and TV will continue to play a star role in the air advertising of this expanding Washington brewery.

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**SOUTHWEST VIRGINIA’S Pioneer RADIO STATION**

**BUSINESS is GOOD!**

*January through September, 1949, the Roanoke Market appeared among the Top Ten in the U. S. three times:

5th in March
8th in April
6th in September

**Roanoke, same nine months, was a Virginia Preferred-City-of-the-Month every month. Business is UP 4½% over the same period in 1948!**

WDBJ is a preferred medium in a year-round preferred market! Ask Free & Peters!

*Rand-McNally
**Sales Management

---

**WDBJ CBS · 5000 WATTS · 960 KC**

*Owned and Operated by the TIMES-WORLD CORPORATION

**ROANOKE, VA.**

**FREE & PETERS, INC., National Representatives**

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**SPONSOR**
No other station makes mornings brighter!

Where do the stars go when the sun comes up? On the A.M. band at EIGHT-ONE-O! WGY has studded the morning hours with a new set of twinklers! EARLE PUDNEY, his piano and discs; GARRY STEVENS, nationally known recording artist with the WGY HEPTET; MARTHA BROOKS AND VERN COOK in 30 minutes of hi-jinx. Yes... WGY mornings are brighter with an all-star cast that makes more people listen!

Our name is Thorpe. We are one of 14,900 families that live in Chittenden County, Vermont. Last year the four of us spent 3200 dollars for necessities. WGY has long been our favorite station. It makes our mornings brighter and our evenings happier. And that applies to plenty of folks over here in Vermont. WGY's the "family station" in our part of the country and a daily habit with us.

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

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

A GENERAL ELECTRIC STATION
Not so Mad Muntz

(Continued from page 25)

Brady.

The K-F association lasted two years, at the end of which time the "Madman" with the Mida-touch met TV engineer Rex Wilson, who convinced him that his ingeniously designed TV set would revolutionize the industry. It needed no antenna except in the poorest locations, eliminated half the troublesome parts of conventional sets and had only three controls—instead of six; an on-off switch, a channel selector and a one-knob picture control that automatically adjusted to all variations in brightness, contrast, focus, image sharpness, horizontal and vertical holds.

By November, 1948, over 200,000 of the one million Muntz TV, Inc., shares at $1 par value common stock had been sold. Sets are manufactured in Chicago and shipped to Muntz TV branches.

The new organization started in Los Angeles in April, 1948, in Chicago in May. In June, they invaded New York City, Boston, Detroit, Philadelphia, Washington and Baltimore. During July and August, they went into Newark, St. Louis, Cleveland and Brooklyn, Long Beach, Calif., has since been added, and other cities along the co-axial cable, wherever TV can be received, will be opened in the future. (Miami, Buffalo and Cincinnati are slated to be added after the first of the year.)

Taken apart, the Muntz-Shore advertising philosophy has no individual, world-shaking departures from known techniques. The out-and-out wacky approach, while not actually an innovation, admittedly was fresher and brighter than any that had caught the public fancy in many a moon. Yet, despite its unprecedented success, it is a greatly muted version which is being used today. Cops has gone pretty much straight, will continue to do so. As Muntz himself puts it, "There's enough insanity in television without my adding to it." Having spent hundreds of thousands of dollars to build up the "Madman" angle, he's cheerfully willing to spend a similar amount to play it down. Yet, he retains considerable affection for the old trademark. His only thought of change as regards it—and he swears he's dead serious—is a change in the wearer of the fancy duds. It was, of course, inevitable that competitors, and just plain onlookers, should add a tag to "Madman" Muntz along the lines of "Oh yeh, crazy like a fox." Muntz insists that if he keeps getting all this free advertising and publicity, a fox will soon inherit the red underwear, et al.

Nor is there anything particularly new in skywriting, elimination of the middleman, keeping salesmen healthfully competitive. Hardly new, either is home demonstration of products. Yet Muntz was the first to use the home demonstration method, which had already proven its value; the first equipped to put it to work...and has pioneered in showing other manufacturers how to utilize radio to sell TV sets.

Not adverse to taking bows on the well-nigh phenomenal success of his advertising, Muntz is not loath to give credit (and the firm's share of advertising) to newspapers. In some of the TV cities served, radio is used exclusively.

As much as anything else, it would seem that a hard-headed insistence on results, which are checked consistently and meticulously, is no small part of the effectiveness of the Muntz advertising. As little as is humanly possible is left to chance; there are no hangers-on on the ad schedule. Willing to spend plenty to make more, the organization is just as willing to reach for the axe when a station or newspaper doesn't show proportionate results.

The same format is followed in all markets. Stations are carefully analyzed as to market possibilities before being approached; no long-term contracts are signed until they have passed the test. Program time is flexible, as long as it adds up to 15 or 20 spots a day, and varies from one, five, 10 and 15-minute airings to an occasional half-hour. Currently, only independent stations are being used, but plans are underway for a network program within the marketing areas.

(Please turn to page 42)
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET


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

7 NOVEMBER 1949
Mr. Sponsor asks...

"To what extent should station merchandising and promotion influence choice of stations?"

K. C. Gifford  // President, Schick Corp.

The Picked Panel answers
Mr. Gifford

Not to any great extent. All wide awake stations merchandise and promote their programs through one or more mediums such as newspapers, direct mail, billboards, car-cards, cooperative tie-ups, window display posters as well as a good public relations program. If a station is doing well commercially, there's a good reason for it; it is producing the desired results and the sponsors will continue to advertise over that station. No advertiser will continue to put his money into a medium that is not paying off. Salesmanship may land an account but will not keep an account. First things come first. Sales promotion alone will not produce the results the sponsor is after...but sales promotion coupled with intelligent programming will attract listeners, and the listener in the final analysis is what helps the station pay off. Yes, the listener is the precious commodity so highly valued by a station. You must have listeners before you can hope to keep an account on your books steadily.

Edith Dick
Station Manager
WWRL, Woodside, N. Y.

Mr. Flanagan

As a matter of cold fact, merchandising aid influences to a most minute degree the choice of stations. It is well known that the smart time buyers are looking for all the factual information they can get in regard to station coverage and cost per thousand. Merchandising aid comes after the order. If the question is "merchandising promotion," then the answer is that it has little or nothing to do with choice of stations. If the question is "program promotion" then it has a lot to do with station choice, since size of audience is affected not only by quality of program, but also by the promotion of programs.

Here is a typical situation involving merchandising aid: The manufacturer finds his finished stock inventory excessive, his orders falling off; he reduces production; he instructs his agency to get up an effective campaign. The agency turns to Spot radio as being uniquely fast and effective in creating consumer demand. But the manufacturer ris up against moving a lot of frozen inventory, so he resorts to the doubtful expedient of trying to get the wholesale and retail trade to load up in anticipation of demand. The agency does its best to comply with the client's wishes. It decides upon the stations it will use, and then begins the task of asking for merchandising aid. The station's business is the financing and management of a broadcast station, a most difficult task, requiring a knowledge of several arts and much science. Its principal problem is programming, divided into a good network affiliation, and a splendid job of local news and events and programs. Any expense which the station undertakes for merchandising is obviously unfair to the great majority of clients who do not ask for such merchandising aid, but assume themselves the responsibility for their selling efforts and point of purchase advertising.

The worst tragedy of all is that on the accounts on which a station spends its funds for merchandising aid, an early cancellation is entirely likely, and often comes in, so that the merchandising aid has often cost more than the total receipts for time sales. Furthermore, there are likely to be misunderstandings between the time buyer, the client, the station, and the Spot Representative as to how much was promised and how much was delivered. Some of the cynics say that the best policy on merchandising aid is to promise much and do as little as possible.

Program promotion is an entirely different thing. The client and the agency are entitled to expect from the station intelligent and aggressive promotion of the station's programs. This is nothing more than the advertising of the station's product. Since the station is in the advertising business tooth and nail, the station must believe that advertising of its programs will help to increase audience. It is widely observed that time buyers are much influenced by their knowledge of how a station promotes its programs. And even if it doesn't know, good program promotion does build audiences, providing the program promotion is based on good programs.

T. F. Flanagan
Managing Director
National Association of
Radio Station Representatives
101 Park Avenue
New York

SPONSOR
This is a good question and deserves an honest answer, even though it has overtones of the old cliché "Have you stopped beating your wife?" In short, the stations that merchandise aggressively will feel that I ought to say "By all means take all merchandising and promotional activities into account when buying time!" and the stations that may not be as active along these lines; or who sincerely believe that this is not a function of advertising, will no doubt feel that my reply should be "Buy time on coverage and audience, let the merchandising fall where it may."

Actually, I don't believe that either view is the entire answer. As a long time advocate of close cooperation with distributors and local dealers of nationally distributed products, I feel that a station that does not make the most of its opportunity to contact and work with these people is missing one of the most important functions of a radio station. It is good business for any station to insure the success of all its advertising wherever possible.

As an advertiser or agency placing advertising I would be most interested in knowing whether the station in question could move merchandise off the shelves of the retail outlets. That, in the final count, is what the advertiser buys and pays for and hopes to get! If merchandising, station promotion, programming, or anything else can do the job, it's a good buy for the advertiser, and it is an indication of the extent to which the station may deliver sales. But I would be very foolish, as an advertiser, to pass up a station that moved case after case of merchandise off the shelves, but that lacked even the most fundamental of merchandising departments. Certainly the criteria ought to be: "Can I expect the station to produce sales results?" If the answer is "Yes," I would take the extras, or window dressing along with; but with or without, I would still buy that station!

JOHN E. PEARSON
John E. Pearson Company
250 Park Avenue
New York City, N. Y.

Watch the New WDSU
No Other New Orleans Station Affords Sponsors Such Economic, Hard-Selling Programs.

RADIO
"Dixieland Jazz"
Jazz Authority Roger Wolfe spins waxings and adds colorful tidbits from his own voluminous library of Jazz records and facts.
(Available for Sponsorship)

VIDEO
Racing
Mid-Winter racing televised again this season from the New Orleans Fair Ground's fast oval.
(Available for Sponsorship)

See your JOHN BLAIR Man!
AM - TV - FM WDSU NEW ORLEANS

EDGAR B. STERN, JR.  ROBERT D. SWEZEY  LOUIS READ
President  Executive Vice-President  Commercial Manager

Affiliated with the N. O. Item
NOT SO MAD MUNTZ
(Continued from page 38)

In each city, Muntz sets up a factory-showroom-warehouse, in a low rental district, and moves in a fleet of shiny white trucks and a staff of 200 telephone operators, office workers, TV technicians and salesmen.

The advertising barrage breaks simultaneously: fleets of "Muntz Writers in the Sky" planes写字 clouds of copy—usually over 200 miles of lettering fill the sky, the Muntz name appears over 100 times, while a dozen different selling phrases are visible. Concurrently, radio stations, newspaper ads and trucks are urging the public to phone in for a free demonstration.

The radio advertising relies equally on live and transcribed plugs. Whenever possible, key disk jockeys are used because of their loyal, ready-made audience. If not, a different type of ready-made audience is taken advantage of by using transcriptions made by such topflight announcers as Harry von Zell, Ken Carpenter, Don Wilson, Bill Goodwin and Harlow Wilcox. Because their names and voices are recognized by practically every radio listener, and their opinions respected, their personal suggestion to "pick up the phone right now" impels a very high percentage to do just that.

The promise of "a set in your home within an hour" usually is fulfilled within a matter of minutes, as the calls are relayed at once to trucks and cars cruising about the streets.

All branches welcome children viewers in their showroom. They arrive by foot, roller skates or bicycle. The gesture on the part of the management is not of course, purely philanthropic. Engrossed in a show, many a moppet forgets he's due home with a dozen eggs. Many a father is dispatched to deliver junior and the eggs where they belong, and he grows a bit forgetful. Then momma goes forth to collect junior, the eggs and poppa. More than a few salesmen have been known to deliver a whole family home—plus one TV set!

The way things are going now, it wouldn't surprise anyone very much to see, in the not too distant future, a keen-eyed fox looking over the prospects from beneath a three-cornered hat that bears a very strong resemblance to one worn by Napoleon—and, more recently, "Madman Muntz." ***

Call The Cops

A large Winston Salem store wanted to sell a stock of blue jeans. One announcement was made over WAIRadio exclusively. Result: Mob waiting next morning to buy blue jeans. Cops necessary to keep order. Stock soon sold out. Late sleepers missed out.

WINSTON-SALEM
SUCCESS STORY

For Better Results in the Pacific Northwest

The XL Stations

Portland
Ellensburg
Spokane
Butte
Missoula
Bozeman
Helena
Great Falls

THE WALKER COMPANY
531 Fifth Ave., New York 17, N. Y.
360 North Michigan, Chicago 1, Ill.

PACIFIC NORTHWEST BROADCASTERS
79 Post Street, San Francisco 4, Col.
"No... (Sob!!) ... KJR"

**KJR doesn’t reach everybody!**

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world’s richest-per-capita incomes.

Best of all, KJR’S 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And “the beauty of it is”—it costs YOU so much LESS!

★ Talk with AVERY-KNODEL, Inc., about KJR!

for Western Washington... an Affiliate of the American Broadcasting Company

7 NOVEMBER 1949
**WMT is the new oracle of Delhi** *(IOWA)*

... and The Word goes out, loud and clear, from one end of WMT land to the other: Get a load of WMT, for entertainment (exclusive CBS programming for the area), and information (AF, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 my line make up an important part of the important Iowa audience (whose per capita income hit $1,491 in '48, up 33% over '47 and 68% since the end of the war!) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

*Note to purists: We know the ancient oracle was at Sibiu, not Delhi. How close can you get?*

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**EQUITABLE OPENS DOORS** *(Continued from page 29)*

example, than Lux Radio Theatre's 16.5% juvenile fans. It's interesting to compare this ratio with the 35.7% kid listenership to Love Ranger.

Advertising manager Leslie R. Shope returned to Equitable from the Army in December of 1945. One of the first jobs assigned Col. Shope was to find a way to make that advertising budget—about $90,000, practically all going to radio—more productive.

A big reason that more insurance air advertising has failed than succeeded in the last 20 years is a failure to understand the role of audio-selling. The reason for such a lack of understanding only becomes clear when it is realized that few real advertising men sit in the advertising manager's chair at most insurance companies.

By May of 1946 the Equitable had worked out a plan to harness some of the tremendous persuasive power of radio to help sell Equitable policies.

The idea was to organize the air selling around a series of promotions over a period of about ten weeks. The promotions would cover some five fundamental themes, such as homeownership, educational fund, retirement income, etc. Key to the plan was to persuade the men and women of Equitable's field force to accept and follow carefully a campaign built around the series of broadcasts on each idea.

The crucial point is that individual underwriters, or salesmen, work for agencies who are affiliated with the insurance company by contract. They are free to follow their own devices in obtaining and selling prospects, subject only to the head of the agency.

For each scheduled promotion a sales kit explains, illustrates and demonstrates each step of a procedure by which an agent can make immediate sales. The program commercials for the period of each promotion stresses the particular phase of protection featured in the sales kit, and reiterates the importance of the agent.

Preceding each scheduled broadcast promotion, each agency manager receives an advance sales kit accompanied by a letter from Equitable's agency vice-president Vincent S. Welch, which sells the new promotion. Included is an outline for conducting agency and district meetings relative to the promotion. *(Please turn to page 52)*
1. **ALBANIA PLANTATION**, Jeanerette, La. Built in 1842 by Charles Greveberge. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.

2. **RICE THRESHING** near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.

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

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
With the critics, who call the program "indestructible comedy ... socks over solid."

With the people—13 million of them on an average listened to the program last season.

With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.

And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

*They have so much pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.
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<th>Time</th>
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In 1869 Rutgers won from Princeton the first formal intercollegiate football game. Rutgers has now played well over 600 games, a record no other collegiate football team can top!

Since 1943 when Rochester's first Hooperating reported the decided WHEC listener preference, this station has maintained Hooperatings no other Rochester station can top!

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated!

Note WHEC's leadership morning, afternoon, evening:

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<th>STATION</th>
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<tbody>
<tr>
<td>MORNING</td>
<td>WHEC</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
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<td>8:00-12:00 Noon, Monday through Fri.</td>
<td>39.4</td>
<td>19.7</td>
<td>10.3</td>
<td>7.0</td>
<td>15.5</td>
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<td>AFTERNOON</td>
<td>36.7</td>
<td>26.7</td>
<td>6.8</td>
<td>15.2</td>
<td>9.5</td>
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<td>12:00-6:00 P.M., Monday through Fri.</td>
<td>34.3</td>
<td>21.4</td>
<td>8.5</td>
<td>9.8</td>
<td>10.9</td>
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<tr>
<td>EVENING</td>
<td>6:00-10:30 P.M., Sunday through Sat.</td>
<td>AUGUST-SEPTEMBER HOOPER, 1949</td>
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Note: Station broadcasts 11 p.m. Eastern Time Only.

BUY WHERE THEY'RE LISTENING:—

WHEC

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

7 NOVEMBER 1949
WLOS--ABC
Now
FIRST
in ASHEVILLE, N.C.
LATEST CONLANT
Reveals
WLOS, 27.4%
STATION B, 26.6%
*C* 24.0%
D 18.1%
CONTACT YOUR NEAREST
TAYLOR-BORROFF
OFFICE FOR COMPLETE
DETAILS

Western North Carolina's MOST
POWERFUL RADIO COMBINATION

EQUITABLE OPENS DOORS
(Continued from page 44)

Equitable items, carries feature articles that high-light the sales possibilities for agents.

The first eight-week promotion (May 3-June 28, 1940) featured an "Assured Home Ownership" plan. Seventy-four agents participated. They sold 208 policies amounting to $1,300,000 as a direct result of using the promotion. The fourth promotion found 439 agents in on the deal. For the ninth promotion 1,048 were in on the integrated campaign. They sold 4,096 policies amounting to $13,152,442.

Some 50,000 postcards each week are mailed to new prospects plugging the current promotion and the radio program, to which the prospect is invited to listen for further details. Just starting the normal winter climb in rating, the show had a Hooper 11.8 (October 7) and Nielsen 12.1 (Sept. 9). It has had a mid-Winter NRI rating as high as 20.3 (last January 21), and has consistently been among the top-rated shows regardless of classification since its first year.

This Is Your FBI puts the Equitable sales messages into the ears of an average of 16,000,000 people at the rate of approximately $1 for each 1,770 listeners. Here are some typical ways in which agents in the field use the promotions:

Charles J. McGinn (Dickenson Agency), Philadelphia, sent a letter on financing of mortgages with a radio postcard urging prospects to listen. From these two pieces, plus the program, he got 25% of the interviews he asked for and sold $50,000 worth of business.

In Providence, R. L. Jackson H. Skillings (J. D. E. Jones Agency) mailed 50 cards a week for the period of the Retirement Income promotion and followed with calls. He sold 17 prospects in the eight weeks of the promotion. Business amounted to $137,000.

The most recent promotion (June 17-Aug. 19) for which results have been audited reveal that 392 agents took part in selling 4,739 policies amounting to $13,115,231. These figures as well as those for the two previous promotions represent a substantial increase over the same period in '48. Equitable believes they have only begun to tap the opportunities for further sales integration and market development.

WLOS--ABC

SPOT RADIO
sells the millions that buy
ASK REPRESENTING YOUR LEADING JOHN RADIO BLAIR STATIONS MAN

John Blair & Company

KATL, Houston State National Bldg.

$100.00

IS A LOT OF MONEY!

* * *

It will buy tremendous results on KATL to assure proper distribution of your products in the Houston-Gulf Coast market.

* * *

Why not let Jack Koste at INDEPENDENT METROPOLITAN SALES, 55 West 42nd Street, N. Y., show you what $100.00 a week will buy on KATL.

* * *

A natural for a small budget.

* * *

A.I.M.S. for Houston

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner. The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations - ask about our new sales plan!

Wire, write or phone
ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

THE TEXAS RANGERS
"AMERICA'S FINEST WESTERN ACT!!"
along with half-millivolt or mail maps, or "guesses," or nothing at all.

Timebuyers made rather caustic remarks about this group. They pointed out that, even with BMB, radio is not too well prepared to meet the aggressive, organized competition of other media, supported by tripartite research.

For 35 years, daily newspaper and magazine circulations have been audited by Audit Bureau of Circulations, and more than 90% of these publications now belong to it. For 10 years, the Bureau of Advertising has financed a continuing study of newspaper reading, conducted by Advertising Research Foundation. ARF is now making similar studies of ear cards, farm papers and business papers, and is considering such a study of magazines. Traffic Audit Bureau, also tripartite, analyzes the circulation of outdoor posters and painted bulletins.

Broadcast advertisers point out that of some 900 AM radio stations in the country in 1946, more than 700 helped to finance BMB Study No. 1. But of 2,600 AM stations today, BMB's Study No. 2 is supported by only 604. In other words, the first study gained the backing of more than three-fourths of all AM stations, the current study—after a lot of dissensions as to whether it should be made at all—is backed by less than one-fourth of today's total.

These proportions obtain in large markets and among big stations as well as smaller ones. In the 20 metropolitan districts of 200,000 or more radio families each, as of last March, only 60 of a total of 270 AM stations signed to help finance Study No. 2. Three years ago 104 stations in these areas paid to participate in Study No. 1.

Today such major markets as Baltimore, Buffalo and Milwaukee are not represented in BMB at all—even though the total number of stations in each has almost doubled since 1946.

Only six of Boston's 20 stations are in the current study; only six of Chicago's 18 stations; three of the seven in Cincinnati; one of six in Cleveland; two of nine in Detroit; three of 10 in Houston; five of seven in Kansas City; three of 21 in Los Angeles; three of nine in Minneapolis; four of 28 in New York; four of 17 in Philadelphia;

DO SPONSORS WANT BMB?
(Continued from page 27)

WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn't tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What's more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn't mean we are grey-beards—far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That's WSM—24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact—to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!

HARRY STONE, General Manager
IRVING WAUGH, Com. Manager
EDWARD PETRY & CO., Nat'l Rep.
You can’t buy TIMEBUYER quotes like these:

**Foote, Cone & Belding**

“SPONSOR is the brightest newcomer to the field of advertising publications in many a long day.”

    Fairfax M. Cone, Chairman of Bd.

**Biow**

“SPONSOR really keeps us posted on what’s going on in radio and television advertising.”

    Ethel Wieder, Timebuyer.

**Erwin, Wasey**

“The SPONSOR method of presentation was long overdue. I feel that SPONSOR greatly deserves the important part it plays on the agency scene.”

    Ray Simms, Chief Timebuyer.

**Beaumont & Hohman, Inc.**

“We hear nothing but complimentary remarks about SPONSOR within the agency trade. It is definitely on my ‘must-read’ list regularly.”

    Clarke Trudeau, Media Director.

**Benton & Bowles**

“SPONSOR has been on my list of home must reading for a long time. I find it interesting as well as informative.”

    George Kern, Head Timebuyer.

**N. W. Ayer**

“Everyone connected with Radio and Television advertising should read SPONSOR. We at N. W. Ayer read it regularly because it keeps us posted on the latest radio and television activities.”

    Paul Kizenberger, Timebuyer.

**Ruthrauff & Ryan**

“SPONSOR presents the type of factual information helpful to the agency and client in dealing with radio and television problems. It receives thorough readership in our firm.”

    Ross Metzger, VP & Radio Director.

**Kenyon & Eckhardt, Inc.**

“SPONSOR is well-named for it is the only book that really gets down to cases with the problems directly concerning sponsors. We find it a valuable source of ideas and facts.”

    Philip Kenney, Radio Timebuyer.

**B. B. D. & O.**

“Because SPONSOR fills a need covered by no other trade paper, all of our timebuyers get SPONSOR at home where they can read it in peace and quiet.”

    Frank Silvernail, Chief Radio Timebuyer.

**Kuduer**

“I read SPONSOR regularly to keep up to date with the happenings in the radio and television field. I consider it an excellent medium for people who are interested in this phase of the advertising business.”

    Dan J. Pykett, Media Director.
William Esty Co.

"SPONSOR talks our language and gives us invaluable and current information. Our office file of back copies of SPONSOR has proven invaluable."

KENDALL FOSTER, Director Television Dept.

Sherman & Marquette

"SPONSOR is given careful reading each issue by most of our key personnel. Moreover, it contains much information which is of permanent reference value."

LOU TILDEN, Radio Director.

Doherty, Clifford & Shenfield

"SPONSOR seldom fails to provide some newer, fresher, approach to an industry story or problem."

HELEN WILBUR, Radio Timebuyer.

Honig-Cooper

"SPONSOR contains more meaty case histories of advertising in action than any other trade publication in the field."

LOUIS HONIG, Vice President.

Maxon

"SPONSOR is a regular in our Maxon radio and television departments. It's solid reading from cover to cover."

ED WILHELM, Timebuyer.

Schwimmer & Scott

"SPONSOR to me is the best in the field. As a matter of fact, I have almost all the copies in my files from the day it started publication. For radio and TV news, it can't be beat! I find myself constantly referring to back issues for information of all kinds—most particularly for TV growth and acceptance."

EVELYN R. VANDERPLOEG, Head Timebuyer.

Sullivan, Stauffer, Colwell & Bayles

"For up-to-date complete information we consider SPONSOR a must on our reading list of radio publications."

FRANK MINEHAN, Vice President & Media Director

Compton

"SPONSOR's the answer to a need in trade papers. Everyone here reads it that should."

HENRY CLOCHESSY, Head Radio Timebuyer.

J. Walter Thompson

"SPONSOR is a must on the recommended reading list. Its total audience at J. Walter Thompson far exceeds the number of subscriptions."

LINNEA NELSON, Head Timebuyer.

McCann-Erickson

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

BILL DEKKER, Dir. Radio Serv. & Station Relations.

SPONSOR
The Magazine That Broadcast Buyers Read and Use
three of 18 in Pittsburgh; four of 11 in Portland, Ore.; two of eight in Providence; two of nine in St. Louis; three of 16 in San Francisco-Oakland; four of 11 in Seattle, and three of 14 in Washington, D. C.

SPONSOR has mentioned BMB shortcomings before. It pointed out, for example, last February 28, how hard it is to "make a radio station manager see the value of paying for research that has the end result of losing business for him." It mentioned the "low denominator of 'once-a-week' listening," and the fact that often a station must show a timebuyer "50% coverage" in order to be considered at all.

Also, the timebuyers don't all agree with the majority of broadcasters even on such things as the "inadequacy" of the one-a-week listening basis. Frank Silvernail, of BBDO, believes it is "probably 80% adequate," and the more-frequent-listening figures may change "only the fringe counties."

Mr. Silvernail pointed out, however, that BMB should be regarded as only one of several factors on which to buy time. Among others are a station's frequency and power, audience surveys, cost, and the buyer's own experience with it.

But BMB is still, he said, "the foundation for buying." Like every other major agency BBDO uses it regularly.

At this agency, "BMB data help us to determine a station's availability for a particular job. This means not only broadcasting but limiting coverage, if desired, to specific areas." If an advertiser makes a special offer in only one area, for example, he wants to get the fullest possible coverage and dealer cooperation.

All advertiser and agency executives covered in SPONSOR's survey were unanimous in saying that they found the 1946 study of value. All but one advertiser and one agency executive believed that the 1949 study, to be released about December 1, would be of more value than the 1946 study.

WHADDA YOU WANT THAT'S FANCY (Ky.)?

Yearning for sumpin' extra special—like a new sales record in Kentucky? Then keep away from such plain little towns as Fancy, gent's, because they're just too rural to satisfy any such elegant whim!

But if it's a really decorative Kentucky market you want, WAVE will give you a dandy—the Louisville Trading Area. WAVE's 50% BMB Map is embellished by 26 of these 27 counties, where the standard of living is 46% higher than that in parts of our State we don't cover!

Ain't that fancy—er—exquisite?
THE BIG PLUS
(Continued from page 23)

WNEW alone.) At noon, and at dinner time the rate also rises as people tune in as they start their meal and tune out afterward.

The Pulse report reveals that a loyal audience of out-of-home listeners doesn't necessarily mean a comparatively large audience. The top ranking station in the average length of time its audience listens per weekday gets 92 minutes. But this same independent station ranks eighth with only 4.5% of total out-of-home listeners. WNEW, on the other hand, is tied with two other independent stations for third place in average number of minutes per day (81), but ranks first with 22.7% of all unduplicated out-of-home listeners.

It was WNEW's belief that more people could and would listen to radio outside their homes if somebody took the trouble to plan for them. The Summer Service, for example, included the latest dope on where fish were biting and other things of interest to fishermen; information on picnic spots, pools, playgrounds, beaches, and other places to go and how to get there. The Pulse findings confirm the station's thesis.

The area covered in the first Pulse out-of-home listening report does not include the entire coverage area claimed by several of New York's higher powered stations (WNEW has 10,000 watts). WNEW garnered the biggest share of the out-of-home listening in the area surveyed, but all broadcasters stand to benefit from the listening facts revealed.

"This measurement," WNEW commercial manager Ira Herbert, told sponsor, "proves that radio is even a better buy than most of us thought it was. It's going to be tough now for any other medium to compete with radio on a cost basis.

"In cold figures," added Herbert, "it means that, on the average, radio's cost in New York per thousand listeners is from 20-25% lower than we've been figuring it." This may well prove true to a certain degree in other areas when additional out-of-home listening facts are developed. But the pioneer New York survey of plus listening nails down for the first time the fact that people will listen to radio whenever and wherever they get the chance, and are given acceptable fare.
CAN YOUR SHOW GROW?
(Continued from page 31)

yesterday’s music, brass band or otherwise.

Musical programs seem to hold their individual audiences, once they have them, better than most other program forms. They don’t hit top Hoopers, but they hit a faithful audience that buys the products advertised. These audiences are like the listeners who dial the Mary Margaret McBrides, Housewives’ Protective Leagues and the host of other daytime women’s sessions. They buy, buy, and buy. Since most sponsors continue to change programs, despite the fact that broadcasters and agencies know that the habit of listening isn’t developed overnight, the big question is WHY? And do they do the right thing in changing? And at what point in a program’s history has it reached its peak—in audience and in selling impacts. Is a Bob Hope unproductive for a toothpaste after a number of years simply because he’s “sold” all his listeners? Or can Lever Brothers go right on using him for that purpose? They didn’t, of course, for they shifted him a few years ago to Swan after he’d Pepsodented his audience for years and years. It was the same type of thinking that caused the Pepsodent organization, before it was acquired by Lever Brothers, to drop Amos ‘n’ Andy during the early days of commercial broadcasting.

Normal ratings of programs fail to reveal one very vital fact. A 20 rating this week is not necessarily the same 20 next week, even though it’s a 20 for the same program. There is an audience turnover that is seldom weighted, except on special studies by Nielsen. Only Nielsen can report these figures. (Radios, since it covers the same homes week after week, could report audience turnover but since it’s 48\(\text{th}\) states away from being national, it can’t be used as an index at this time, except in Philadelphia.)

One particular daytime program with a Nielsen rating of 5.6 actually reached 66.2% of the radio homes in 20 weeks (110 broadcasts). A long-sponsored ballad-type musical reached a 20.6% of the radio homes with one broadcast. At the end of a 14-week period it had reached 69.3%. An hour-long dramatic program reached 32.7% of the radio homes during a single

Mr. Advertiser:
YOU CAN DO IT AS WELL. (Maybe Better) AND FOR LESS

with
TELEWAYS TRANSCHRIPIONS

The following transcribed shows now available
AT LOW COST!

- JOHN CHARLES THOMAS
  260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
  260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
  135 15-Min. Musical Programs
- STRANGE WILLS
  26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
  182 15-Min. Musical Programs
- MOON DREAMS
  156 15-Min. Musical Programs
- BARNYARD JAMBOREE
  52 30-Min. Variety Programs
- DANGER! DR. DANEFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
  131 15-Min. Musical Programs

Send for Free Audition Platter and low rates on any of the above shows to:
TELEWAYS PRODUCTIONS, INC.
8549 Sunset Blvd., Hollywood 46, Calif.
Phones: Crystal 67216—BRadley 214447

The Case of the Magic Mattress

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devoted one of the spots on his series on "The Emerson Smith Show" to his mattresses—sold every last one of them.

That’s the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.

KDYL Utah’s NBC Station
AM-FM-Television
Salt Lake City, Utah
National Representative: John Blair & Co.
SPONSOR
broadcast hour (not all the listeners stay with the program for the hour, of course). In the course of 14 weeks, it reached 74.1% of the U.S. radio homes at least once. A situation comedy, tops in its class, reached 30.5% of the radio homes during its half hour broadcast. During 14 weeks 76.3% of U.S.'s radio homes tuned it. It may be noted that the situation comedy reached less homes per broadcast (30.5%) than the hour-long drama (32.7%), but reached more homes during a 14-week span. A top mystery half hour reached 24.4% of the radio homes during one broadcast (all one-time figures are for mid-season airings) and was heard in at least 68.7% of the homes during the 14-week period. A low-rated mystery on Mutual reached only 13.5% of the radio homes during one broadcast but was listened to at least once, by over half of the radio homes (52.1%) during a 14-week period.

These figures are important, since they point up the fact that it's possible to reach a high percentage of radio homes in America with even an average program. Having reached each home once, it's simply a matter of bettering the program content to reach each home more frequently—not a matter of changing the entire program.

It's also a matter of promoting the program, of making it "the thing to listen to." Too much audience promotion isn't worth the paper on which it's printed. A few hours study of how the music industry goes to work to sell the nation a song, should be very illuminating to the average advertiser. Some song "hits" are decided upon as long as 12 months in advance of their being introduced to the public. A program "hit" can be handled in the same fashion. It seldom is. Fibber McGee and Molly is an ideal example of a program that was made by an advertiser's sticking to his decision that the program was going to be a hit. Lux Radio Theater is another example. When it was a New York dramatic program, it had a fair audience. It was decided to make it a hit. It was moved to Hollywood, a continuity of theme was added. It was well advertised and promoted. It became the ranking program on the air. Duffy's Tavern and The Aldrich Family were made programs. Archie was just a character on a Consolidated Edison (New York) commercial. Ed Gardner decided to build a program around Archie. Result: Duffy's Tavern. The Aldrich Family was lifted bodily out of a Broadway play. At first it was simply a sketch on the Kate Smith Program. Then General Foods built it into a program with the help of the author, Clifford Goldsmith, and the Henry Aldrich of the legitimate play, Ezra Stone. Today, neither Goldsmith nor Stone are essential to the success of the program, although their characterizations are.

A well-known manufacturer of automobile parts sponsored a popular musical program in 1948. It reached 16% of the radio homes in midseason, according to Nielsen. It wasn't hitting a broad enough segment of the radio audience frequently enough. This year they changed to a mystery series. They are already reaching 21.5% of the radio homes and they're going higher.

A great manufacturer of electric refrigerators sponsored a mystery in 1948 with a Nielsen rating of 15.4 in March. They changed this spring to a situation comedy, a well-known team. Their Nielsen rating in March 1949 was 13.2.

A change is always a risk.

One solid reason for changing a program is that it duplicates the audience of another program sponsored by the same advertiser. That's legitimate. Only a panel-type of survey, such as Nielsen's Audimeter-measured homes or any other group that can be sampled on a continuing basis, can show whether two programs reach the same group of listeners. One Nielsen study showed that a sponsor with three programs on a single network was reaching an audience where his daytime program was attracting practically the same audience that his two evening shows were holding. By switching his daytime program (and daytime network, too) the sponsor increased its audience 9% at an increase in cost of 1%. Multiple program sponsors are constantly faced with the problem of not aiming all their advertising at the same listeners. It's sometimes wiser to sponsor a program with a smaller audience, if that audience isn't the same one that's reached by another of the same advertiser's programs.

There's also another important reason for changing programs. That's when an audience for a specific program isn't the type that buys the sponsor's products. Sherwood Dodge, of Foote, Cone and Belding, speaking at an ANA gathering recently, pointed out that one canned milk firm discov-
EARTHENWARE SETS

SPONSOR: Z.C.M.I. Dept. Store  
AGENCY: David W. Evans  
CAPSULE CASE HISTORY: The agency built a 15-minute program for the Z.C.M.I. store, using an 11-minute feature and five commercials which combined merchandise and model. Sixteen-piece "starter sets" of Franciscan earthenware (which can be added to from open stock) were featured on the show at $9.95. Within a few days, 98 per cent of the store's stock was exhausted, and the client was forced to cancel a repeat of the pattern televised... substituting duck hunting equipment for its following week's telecast.

KDYL-TV, Salt Lake City  
PROGRAM: Not noted

DOG FOOD

SPONSOR: Dr. Ross Dog & Cat Food  
AGENCY: Placed direct  
CAPSULE CASE HISTORY: To check effectiveness of 13-week, five-times-a-week Telenews series, sponsor offered dog comb for 10 cents and label from can of dog food. One-minute spots, which ran once a day for six days, featured a girl sitting on lawn beside a lake and grooming good-looking pooch. Total replies were 1,071, in an area which numbered some 9,500 sets installed at time of offer. High response (with mail received from 86 cities and towns in 19 counties) led to renewal of contract.

KPIX, San Francisco  
PROGRAM: "INS-Telenews"

HOMES

SPONSOR: Home Bldrs. A-So., Richmond  
AGENCY: Placed direct  
CAPSULE CASE HISTORY: Finding a home which offers a prospective buyer the right price, location, facilities and appeal is a search involving considerable time and travel. To take the home to the prospect, the Home Builders Association sponsors a 15-minute show directed to women. Each program analyzes—and shows—a different house built by an associate member and his subcontractor. In every single case, the house used on the show has been sold, and its effectiveness has created enthusiasm for the medium throughout the organization.

WTVR, Richmond  
PROGRAM: "Women's Video Journal"

USED CARS

SPONSOR: North Side Motors  
AGENCY: Placed direct  
CAPSULE CASE HISTORY: This casual, almost hit-and-miss half-hour features big names and unknowns displaying their talent. Entertainment is supplied by bankers and shoe shine boys, lawyers and dentists, and ranges from "On Wisconsin" played by an investment president clicking a pencil against his teeth to a rhumba performed by a septuagenarian couple. Used car displayed in the studio gets a dialectic commercial from a Dutch-character speaker, and records show the car advertised has been sold immediately the next morning after each show to date.

WCCO-TV, Minneapolis  
PROGRAM: "The Show-Off Club"

SILVER POLISH

SPONSOR: Oakite  
AGENCY: None listed  
CAPSULE CASE HISTORY: A one-mention, give-away offered 23 October resulted in 5,480 requests for Oakite's silver cleaning plate, along with a sample of Oakite, as of 27 October. An actress was shown cleaning silver the old-fashioned way. An Oakite representative entered, telling about the company's new silver polishing plate. He dropped the plate in boiling water, let it soak briefly, then lifted the glistening silver from the water. The give-away offer followed. (Figure is the number of letters received not the number of plates requested, which ran considerably higher.)

WBTY, Charlotte  
PROGRAM: 60-second film commercial
CAN YOUR SHOW GROW?  
(Continued from page 59)

...ered that it's well-rated program had its greatest audience in rural areas that didn't buy evaporated or condensed milk. In fact said Dodge, "If we carried the survey far enough I'm certain that we would have discovered that the program had its greatest audience among the cows." That of course was a typical podium gag, but it pushed the point home that a well-rated program isn't enough. It's important that the show reach, not people, but prospective buyers of the advertiser's product.

When Miles Laboratories dropped its long sponsorship of the National Barn Dance, many advertisers wondered why, since it was a low-cost program with a fine audience. It was dropped because Miles discovered that too much of its advertising dollar was going to reach the National Barn Dance type of consumer.

Much program changing is of the seeking-the-rainbow variety. It's based also upon looking at program ratings and not upon product sales. Mary Lee Taylor and Pet Milk Saturday Night Serenade have never been high-rated programs. They still aren't. Nevertheless, they increased Pet Milk sales and profits fantastically. Last year the programs changed networks for reasons that had nothing to do with their success, but they're still doing their topdrawer selling job without big audiences. If Pet Milk started after that rating rainbow, there's real doubt if they would have continued to increase sales and profits.

The answer to whether to change, or not to change a program is not too difficult to find. Check the program's selling job. Check its unduplicated audience. Use ratings as relative figures only.

There's another thing that few advertisers realize. A program sells as well as the commercials it carries. One judge in the middle west hearing a suit against an insurance-company sponsor of a class musical program, dismissed the case with the remark that a sponsor of that type of program couldn't do the things the plaintiff alleged.

Never discount the favorable atmosphere produced by the "right" type of programming. Look what it did for du Pont. "Don't change to suit yourself" explains one top program authority. Remember your customers.
Spot—but not spots

More than a year ago the editors of Sponsor, in collaboration with other advertising business papers, embarked on a campaign to change a name.

We decided to change the word spot to selective.

By so doing we hoped to eliminate the confusion surrounding the double industry meaning of spot. To most advertisers and agencies it expressed not only a market-by-market medium, the radio parallel to daily newspapers, but also announcements, station breaks, chain breaks, station breaks, and all the short shorts of radio advertising commonly referred to as spots.

Because the average national advertiser was not educated to distinguish between the two meanings, the lesser connotation generally had caught on to the detriment of the radio industry.

At many a board meeting radio had suffered because spot radio was regarded as an announcement campaign, used to supplement network, magazine, newspaper, outdoor posters and other media if an extra local push were required.

Use of the word selective has materially aided the re-educating process. Today national radio-minded advertisers and their advertising agencies think of announcements as the short shorts within the spot or selective medium.

To this extent a substantial gain has been made.

But the editors of Sponsor have learned that a time-honored industry word is not easily changed. The industry knows the word selective. It prefers to use the word spot.

Recently it was suggested that Sponsor revert to spot to express the medium while never referring to the short shorts as spots. Instead, they would be classified for what they are, i.e., chain breaks, one-minute announcements, station breaks, singing commercials, etc.

Thus, only one usage of the word spot would continue. And this the term for the medium.

We like this suggestion. It makes sense. It eliminates confusion. It perpetuates an easy-to-say industry word in its important connotation.

With this issue Sponsor returns to spot, but not spots.

TV competes with all media

As an advertising medium, television is separate and distinct from all other advertising media.

As a competitor in the advertising appropriations arena, it should fight for its share against all other media.

Then why the almost automatic tendency of many advertisers and advertising agencies to go into television only at the expense of the radio budget?

True, they're both forms of air advertising. But radio is no more a competitor of television than newspapers are of magazines. The argument that the air audience is split with the increase in television sets, registers on us precisely like the argument that the reading audience is split with the advent of a new national magazine. Both arguments must be analyzed carefully.

And radio has considerable data to prove that listening is going up constantly.

So we have this to say to television-minded advertisers and agencies:

Sure, television is in competition with radio. But it's also in competition with newspapers, magazines, billboards, and direct mail. If you analyze the whole field of advertising media before deciding how much goes to magazines or newspapers, it's only logical that you do the same with TV.

To the broadcast-advertising industry we say: Recognize radio and television for what they are—two separate and competitive advertising forms.

On entering our fourth year

As Sponsor enters its fourth year we say "thanks" to an industry that has taken us to its heart.

We express our appreciation to the thousands of national advertisers, advertising agencies, radio and TV stations, station representatives, transcription firms and others who have helped us prove that the idea of a business paper 100% devoted to broadcast buyers was sound.

We look forward to working closely with them in the years to come.

To all connected with broadcast advertising we pledge a continuation of the credo published in our first issue and annually thereafter:

This credo:

• to give the national advertiser and all advertising agencies what they need to understand and effectively use broadcasting advertising
• to sort out the broadcast advertising media in their present day perspective
• to make every line of editorial content vital and vivid to the sponsor
• to look at broadcast advertising issues fairly, firmly, courageously, and constructively
• to promote good broadcast advertising—advertising that is good for the sponsor and good for the listener.

Norman R. Glenn
Publisher
Starts regular telecasting NOV. 15... with "Clear Sweep" coverage of the San Francisco Bay Area

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area market. The KRON-TV transmitter location — atop San Bruno Mountain, bordering the San Francisco-San Mateo County line — is generally considered the finest for telecasting in this area. And the specially-designed KRON-TV antenna is San Francisco's highest... mounted on a tower which is 1,461 feet above sea level.

KRON-TV will present top NBC network television programs, assuring strong audience tune-in from the outset. Local programming, including some day-time television, will also be outstanding. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

* Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco
**FIRST** in Hooper... **FIRST** in BMB... **FIRST** in the South's First Market

**KPRC**

Houston

950 Kilocycles   5000 Watts
National Representatives: Edward Peery and Company

Affiliated with NBC and TQN...

Jack Harris, General Manager.