Kentuckiana leads the nation...

1 in effective buying income increase
U. S. increase—1%
Kentuckiana increase—5%
Source: 1949 and 1950 issues,
Sales Management Survey of Buying Power.

2 in manufacturing value increase
Kentucky leads U. S. by 32%
Indiana leads U. S. by 2%
Source: latest two U. S. Censuses of Manufacturers.

WHAS alone delivers ALL of Kentuckiana

Kentuckiana's personal and industrial income continues to show healthy increases, even in the face of a national 'leveling off'. There are real sales opportunities in this rich-and-getting-richer market—if you remember that...

WHAS and WHAS alone delivers ALL of Kentuckiana (Kentucky plus a generous portion of Southern Indiana).

50,000 WATTS  ☆  1 A CLEAR CHANNEL  ☆  840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director    •    NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
10 April 1950

Issues lacking at 1950 NAB Convention

Percentage of members attending NAB management sessions in Chicago this month will be lighter than 1949. Survey reveals that lack of specific issues, ascendency of district meetings are responsible for lagging interest. Most attending will be coming to participate in special meetings, visit exhibitors, or see industry acquaintances.

-SR-

What's time on radio worth?

Dilemma of advertisers concerning worth of radio time in TV area enhanced by action of two leading stations in decreasing rates. Advertisers have always expressed desire to pay what medium's worth, but confusion caused by whirlwind TV emergence has them baffled. Radio spokesmen contend radio rates have been unrealistically low. Two big listening factors seldom considered in calculating rates are out-of-home listening and mushrooming multiple-sets-in-the-home. WNEW, exponent of out-of-home listening, currently enjoying best sales season.

-SR-

Radio is getting bigger

NAB and RMA jointly announce that over 85,000,000 radio sets were in use at end of 1949. Included are 14,784,000 auto sets and 5,000,000 in public places. Television sets in use totalled 3,764,000. Average number of sets in home, radio and TV, was 1.70. Joint study was suggested by SPONSOR in order to provide concrete figures for industry.

-SR-

Evening radio doing fine in Boston

Countering reports of fast diminishing night radio listening in TV cities, WCOP, Boston contends that Hub City loss for all radio stations, 1948 vs. 1950, is only .6 between hours of 6 pm and midnight. According to analysis, based on Pulse, three stations have shown gains.

-SR-

Sindlinger suit may reveal Nielsen methods

If suit by Sindlinger organization (Radox) against Nielsen, Hooper, et al charging monopoly in restraint of trade reaches trial, advertising fraternity may witness public airing of some previously secret research methods. Sindlinger source says plaintiff will push for subpoena of Nielsen records. Sindlinger contends threat of Nielsen use of on-the-shelf patents has broken down necessary refinancing negotiations. Damages requested total $2,500,000.

-SR-

Baseball proves radio sells women

With advertising nut of $20,000,000, 1950 is radio's biggest baseball year yet. Ranks of listeners (and viewers) are swelled by feminine millions who learned batting averages, vital statistics, characteristics as daytime listeners.
Milwaukee TV findings

WTMJ-TV's-Viewer Survey No. 3 gives these findings for Milwaukee area: about two out of every 10 TV sets in use between 3:15 and 4:30 when women's programs predominate; about four out of every 10 in use between 4:30 and 6:30 when children's shows predominate. Peak viewing period is between 7:00 and 9:00 when more than eight out of every 10 sets are in use. Tuesday is the big night when Texaco Star Theater, Fireside Theatre, and Life of Riley provide two hours of viewing with an average rating of nearly nine out of every 10 sets in use.

-SR-

Spot mail order campaign pulls over 1,000,000 orders

One of the most successful mail order campaigns on record was RCW Enterprises, Hollywood sale of toy balloons over selected list of stations for one month preceding 1949 Christmas. Returns said to substantially exceed 1,000,000. Each reply contained $1 to $5. Campaign was on card rate basis, with Cowan & Whitmore Advertising Agency, Hollywood, handling account.

-SR-

Consumers Union favors CBS color

Consumer Reports, monthly magazine publishing research findings of Consumers Union, comes all out for CBS color. Urging adoption of CBS method, Consumer Reports argues that CBS color is good, that it's economically adaptable to existing sets. Findings were issued prior to RCA's unveiling of one-tube color. CU advises subscribers to buy television sets now without waiting for color decision.

-SR-

Should NAB be federated?

As television emerges many elements within NAB and outside consider medium too competitive to radio to long exist within same close-knit framework. Some quarters insist that federated setup, with Washington top executive chiefly concerned with governmental aspects, is logical solution. One group of stations is currently discussing possibilities of federation (see "What broadcasters think of NAB," page 28).

-SR-

Conlan readying competition to City Hooperatings

Robert S. Conlan, long known for tailormade station surveys, plans to branch out into multiple cities within next few months ala City Hooperatings.

-SR-

Radio listening up

Despite television inroads, 1950 radio listening is at all-time high. In 1946 Nielsen reported 156,000,000 hours of listening daily; in 1949 he reported 198,000,000. Current figure is well over 200,000,000 hours, with multiple sets in the home helping to boost daily average.

-SR-

Will Godfrey be good?

Peck's bad boy of CBS, the irrepressible Godfrey, has promised top management to stop embarrassing the network. Industry historians say Federal Communications Commission Chairman Wayne Coy's reprimand marks first time Commission or its members have publicly censured an individual entertainer. There's widespread feeling that "bad taste" condemnation of Godfrey (Coy didn't mention name) is well warranted.

(Please turn to page 40)
FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR

IS POWERED FOR RESULTS

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

10 APRIL 1950
What broadcasters think of the NAB
SPONSOR reveals that broadcasters want more action from NAB. Digest (p. 27) gives point-by-point summary. Article (p. 28) gives full analysis

Play ball: 1950
Baseball broadcasting will have boom year in 1950, reflecting sport's peak popularity. Network activity the keynote this year

It happens every spring
Benjamin Moore's seasonal network show has been "Selling Moore Paint" for 21 years. The company uses radio alone among all advertising media

Tools of the trade
A cross section of the radio industry's tools for advertisers. SPONSOR explains how trade associations, the networks, the national representatives, etc., aid advertisers

Brand preferences in TV homes
Research by Advertisers among 588 housewives reveals that television is strong sales force, builds brand sales among viewers

What broadcast advertisers want to know
This is a year of problems; to find out what questions were uppermost in minds of sponsors, a representative of SPONSOR spoke to dozens of advertisers at the AAAAA and ANA conventions

IN FUTURE ISSUES

Department stores on TV
Across the U.S. department stores are using television effectively. A round-up report on objectives, results, techniques

Radio is a growing industry
Dire predictions about radio's future were all wet. An upcoming industry story will explain why

Aid for timebuyers
Valuable method of judging station's share of audience from new BMB ratings has been developed. It should be an aid to sponsors planning spot campaigns
YOU don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming now-How produce statistical proof of leadership!

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. . . . New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these rural areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's urban superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts — today!

KWKH

Texas

Shreveport

Louisiana

Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives
Henry Clay, General Manager
ZIV's New, Low-Priced A Terrific Selling Job

MEET

BIG HOLLYWOOD NAMES! TOPS ALL MR. & MRS. SHOWS!

Built For SINGLE SPONSORSHIP

3 COMMERCIALS ON EVERY 15-MINUTE SHOW!

TODAY'S MOST PROFITABLE, MOST MERCHANDISABLE PROGRAM!

Bought by stations like these:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBEM</td>
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<td>WMNB</td>
<td>North Adams</td>
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<td>WSB</td>
<td>Atlanta</td>
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</tbody>
</table>


d...AND HUNDREDS MORE!

Radio's Most Entertaining Quarter Hour!

Adolphe Menjou and Yvonne De Carlo have terrific and continuing appeal for housewives.

They talk about movie greats and music—fashions and food—teenagers and travel—problem parents and pets—timely headline topics.

Peter, their 12-year-old son, completes the family group. Their charm and personality keep audience interest at a boiling point.

THESE ZIV SHOWS SHOWN:

- ADDITIONAL CURRENT ZIV HIT SHOWS:  
  - The Cisco Kid
  - It's a Wonderful Life
  - Wayne King Show
  - Barry Wood Show
  - Sincerely-Kenny Baker
  - Please Manhunt
  - Easy Aces
  - Forbidden Diary
  - Dearest Mother
  - Career
  - Parents' Magazine On The
Across-The-Board Show Is Doing
For Stations And Sponsors!

HE MENJOU'S

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store
Younkens Dept. Store
Sealy Mattress
Sealy Mattress
Spring-Air Mattress
Spring-Air Mattress
Pure Sealed Dairy
Banner Dairy
Hemenway-Johnson Furn. Co.
Awrey Bakers
Omaha Public Utility
Abson Savings & Loan
Forbes Coffee
Gill Coffee
Gill Coffee
Hafner's Coffee
Griffin Grocery Co.
White Lily Flour
General Electric Appliances
Philco Appliances
Wex Soap
Albers Super Markets
Cherry & Webb Dept. Store
Trask's Dept. Store
Eaves' Super Market
Taylor Hardware

WGR
KTRI
WBAP
WMPB
KPHO
KCNA
WGL
KVKC
KENT
WJRK
KBON
WHK
KKOK
WMBC
WTAR
KOV
KOMA
WAPO
WAAB
WLGAL
WKRK
WLOG
ERGC
RWB
WHBU
KTRK

Buffalo
Sioux City
Dallas-Fort Worth
Memphis
Phoenix
Tucson
Fort Wayne
Abilene
Shreveport
Detroit
Omaha
Akron
St. Louis
Richmond
Norfolk
Pittsburgh
Oklahoma City
Chattanooga
Worcester
Lancaster
Cincinnati
Lima
Providence
Erie
Anderson
Lufkin

See the Amazing Success Story At
ZIV's N.A.B. EXHIBIT
Suite 500-501, Stevens Hotel, Chicago

VERREE TEASDALE MENJOU

...AND HUNDREDS MORE!

ON YOUR STATION!

- Hollywood
- Guy Lombardo Show
- Favorite Story (with Ronald Coleman)
- Ide
- Korn Kofflers
- Songs Of Good Cheer
- Boston Blackie
- Philo Vance
- Blair
- Calling All Girls
- Old Corral
- Lightning Jim
- Sparky And Dug

For The Book
WGY completely blankets these 16 metropolitan markets*

AND...
Many other markets between and beyond

*HOOPER SURVEY, JANUARY, 1950
Metropolitan population of 16 Market Area—1,247,000 (Approximately the same as Baltimore's Metropolitan Area).
Retail trading zone population of the 16 Markets numbers 1,843,556 (Source: Audit Bureau of Circulations.)

Represented Nationally by NBC Spot Sales

510 Madison

FARM FACTS HANDBOOK
I have just been informed that copies of Farm Facts Handbook are now available for use in advertising. Inasmuch as the Baker Company beams much of its advertising to a rural audience we are, naturally, quite interested in any information pertaining to this type of advertising.

WARRREN J. MICHAEL
Sales Promotion Coordinator
The Baker Company
Minneapolis

* Copies of Farm Facts Handbook are available without charge to new and renewal subscribers. To others, the price is $1.

TV DICTIONARY
Relative to your TV Dictionary which you have featured in recent issues of SPONSOR, we note you are currently publishing this in booklet form.

In the event you are planning a free distribution to subscribers, will you kindly place us on your list to receive this booklet when it becomes available.

R. E. GIFFORD
Advertising Manager
Oldsmobile Division
Lansing, Michigan

Would you please send me a copy of the TV Dictionary as mentioned in your recent publications.

PEIOLOPE SIMMONS
Radio Timebuyer
Federal
New York

This is a request for a TV Dictionary as advertised in SPONSOR 13 March, page 34. Thank you very much.

KARL E. IRVIN
Research Department
McCann-Erickson
New York

Per your issue of SPONSOR 13 March, please send me a copy of the TV Dictionary.

HELEN McDERMOTT
Warwick & Legler Inc.
New York

Will you please send me a copy of
Because WEAS Has:
10,000 Watts at 1010
Georgia's largest labor, working-class, and rural audience
Georgia's largest religious audience
Largest percentage of Georgia's 1,083,000 Negro listeners
Distinctive block programming with no overlapping

WEAS Broadcasts nothing but the homely, informal, personalized programs which the Georgia homefolks like best.
A high degree of listener loyalty to WEAS is daily demonstrated by sales response to this personalized selling.

IF YOU ARE INTERESTED IN:
Georgia's retail sales market of $2,104,951,000 yearly
. . . which includes $463,089,844 Negro sales . . .
OR
Atlanta's retail sales market of $1,166,387,000 yearly
. . . which includes $243,405,140 Negro sales . . .

REMEMBER: No coverage of the Georgia market is complete without WEAS!!

For detailed mail, survey, and sponsor-business-growth reports, contact WEAS directly, or your nearest John E. Pearson Office.

WEAS
ATLANTA * DECATURE

the TV Dictionary for sponsors as offered in your 13 March issue.

LINNEA NELSON
J. Walter Thompson
New York

I would like to know if it would be possible to obtain half a dozen copies of your TV Dictionary.
We realize the value of your dictionary and would like very much to distribute it among our TV clients.
We would be grateful for any cooperation on your part in obtaining these dictionaries for us.

MICHAEL KAHN
Huber, Hoge & Sons
New York

Mr. Peters is desirous of receiving a copy of the complete TV Dictionary in booklet form which is described on page 34 of your 13 March issue.

LUCILLE B. SIMMERMAN
Secretary to F. H. Peters
Advertising Manager
Frigidaire Division
Dayton, Ohio

* The above are typical of hundreds of letters received. Single copies of the TV Dictionary are available free to subscribers; additional copies are available at 25¢ per copy. Proportionally lower rates for quantity orders.

DIRECT MAIL WASTEFUL

Broadcasters are wasting many thousands of dollars on direct mail pieces and postage.
At the Daniel F. Sullivan Company, as at other agencies, everything relating to broadcasting is routed by the mail department to the Radio-TV Director. As a result I have from three to as many as six or eight duplicate pieces on my desk every morning. As an example, a station representative just sent out a set of five new TV rate cards. This morning I have five of these sets on my desk, one addressed to me, one to Mr. Daniel F. Sullivan and three to former staff members, some of whom have not been with us for two or more years. This morning I also have three identical program schedules from a Maine station, a Florida TV station and a New York independent. I also have four identical 6 x 9 inch cards from a second New York independent, all addressed to past and present members of our staff.
If sponsor would look into this—
( Please turn to page 24)
22 NETWORKS

2082 AM RADIO STATIONS

394 FM RADIO STATIONS

94 TELEVISION STATIONS

150 CANADIAN RADIO STATIONS

1362 MUSIC PUBLISHERS and their Composers and Authors

(as of April 1, 1950)
Mars Incorporated makes rapid rise in candy industry

Mars Incorporated (Milky Way, Snickers, Mars) sales have risen from about $9,000,000 in 1939 to $47,000,000 in 1949—just slightly below its record-breaking sales year in 1938. Currently, Mars Incorporated (Howdy Doody, NBC-TV) accounts for almost one-fifth of all the nickel candy bars sold in this country. They are topped only by Hershey.

Price cutting may spread to TV and radio sets

New York department stores continue their price cuts on fair-traded electrical appliances because of the competition from discount houses who ignore fair trade laws. Price slashing, confined to small appliances (toasters, waffle irons and mixers) may spread to TV and radio sets.

Phonovision ready for Chicago test on 1 September

Hollywood film makers have supplied the Zenith Radio Corporation with enough motion pictures for their three-month Chicago test. The "pay as you see" test starts 1 September. E. F. McDonald, Jr., Zenith president, says the names of the films to be shown will not be revealed beforehand because of fears that movie house owners might boycott the films.

Packaging battle looms in future months

With tin cans now free of wartime controls, it should be a free-swinging battle for can, bottle and paper container manufacturers. Metal can shipments in 1949 were one percent above record-breaking 1948 shipments and the increase should continue. Glass container use dropped about eight percent while paper containers have shown an increase. Pepsi-Cola is currently conducting a test campaign in three markets (Florida, Illinois and New York) for its canned product. Should the tests prove successful, advertising for its canned drink, including radio and TV, probably will be in the offing.

2½ and 7½ cents coins would benefit soft drink and candy manufacturers

Candy and soft drink makers are anxious to have 2½ and 7½ cents pieces minted. Rather than raise their prices from 5 to 10 cents, the soda and candy men would prefer the 7½ cents charge. The new coinage would help them meet rising costs and, at the same time, would mean a fairer price to the consumer. It might create a problem, though, for the composers of singing commercials.

Mexican video men think they have sure-fire idea

Mexican television men hope to profit from U. S. video viewing tastes. Noting the phenomenal success and revival of wrestling because of TV, and the success of roller skating derbies, our neighbors across the border have some ideas of their own. When Mexican video gets started, promoters hope to make a financial success of bullfights via video.

New packaging may bolster sagging cigar sales

The cigar industry hit a post war peak of 5.6 billion units in 1946. Since then, cigar sales have slumped alarmingly. Now Bayuk cigars has started triple-sealing packs of cigars in cellophane. This should spur the purchase of cigars in quantity rather than one or two at a time. The new packaging may be what the cigar industry is looking for. Meanwhile, a competitor, the General Cigar Company (White Owl) will attempt to bolster sales via its airings of Yankee baseball games on WINS.

Better public relations urged for the tobacco industry

The tobacco industry employs several million people; has domestic retail sales of $4,200,000,000. The industry collected $1,320,000,000 in taxes for the federal government and $100,000,000 for state and municipal governments. With this in mind, Philip Morris & Company president, O. Parker McComas (SPONSOR 27 February) urges a nationwide public relations program as an antidote to industry attacks and sensation-seeking articles in magazines. There may be changes in radio and other advertising copy to better industry's public relations.

Doubled and tripled ad rates help TV broadcasters get into the black

Television broadcasters have been losing money since TV's commercial debut in 1947. Now, approximately a score of the 102 stations on the air have begun to show a profit. Among the factors making the video ventures profitable are higher advertising rates to sponsors; more than 2,000 advertisers using the medium (less than 500 sponsors some 13 months ago); and an increased know-how in station operations.

Drug makers not worried about anti-histamine ad attacks

Despite unfavorable FTC publicity about their radio and newspaper advertising claims, Bristol-Myers, Analist and other cold pill manufacturers say they are not worried about sales. They contend that the public has used them with "safety" and will continue to use them.

New plan looms for Transit Radio

Look for Transit Radio to offer regional group of stations to transit advertisers at a package rate with a larger discount to those using all transit markets. Plan will get underway as soon as the number of transit radio markets reaches 100.
World's Largest Square Dance covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolec called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by JOHN BLAIR & COMPANY

10 APRIL 1950
Yes... X is the new Associated Program Merchandising Service

A complete modern package of unique (1) powerful sales helps, (2) dynamic promotion aids, and (3) profitable merchandising tips. Another plus value for all Associated library subscribers.

1 THE SHOW SELLER
... it sells shows

your own personalized sales presentation for your Associated shows. There is a special spot for your price quotation. Open the Associated Show Seller on your prospect’s desk and follow the lead of this dynamic sales aid, a powerful “assist” to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
... it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there’s one for each Show Seller—includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
... it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE

A terrific NEW income-producing medium from...

Associated

ASSOCIATED PROGRAM SERVICE	: : : 151 WEST 46th STREET : : : NEW YORK 19, N. Y.
These reports appear in alternate issues

New on Networks

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>AGENCY</th>
<th>NET STATIONS</th>
<th>PROGRAM, time, start, duration</th>
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</thead>
<tbody>
<tr>
<td>General Mills</td>
<td>Knox Reeves</td>
<td>MBS 100</td>
<td>Welcome Back Baseball; Sun 7:30-8 pm; April 16 only</td>
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<tr>
<td>Hot Point Inc</td>
<td>Maxon</td>
<td>CBS 173</td>
<td>Program unnamed; Sun 5-6 pm; May 14th only</td>
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<tr>
<td>Richfield Oil Corp</td>
<td>Morey, Hunot &amp; Johnstone</td>
<td>CBS 31</td>
<td>Escape! Fri 10-10:30 pm; April 21; 52 wks</td>
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<td>Gulf Products</td>
<td>Young &amp; Rubleman</td>
<td>MBS 385</td>
<td>The Lanny Ross Show; M-F 12:15-30 pm; May 1</td>
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Renewals on Networks

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<td>American Tobacco Co</td>
<td>BBDO</td>
<td>NBC 166</td>
<td>Your Hit Parade; Sat 9-9:30 pm; April 22; 52 wks</td>
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<td>Bell Telephone Co</td>
<td>N. W. Ayer</td>
<td>NBC 155</td>
<td>Telephone Hour; M 9-9:30 pm; April 17; 52 wks</td>
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<td>Doubleday</td>
<td>Huber Hope</td>
<td>NBC 43</td>
<td>Edwin C. Hill Farts Unlimited; Sun 1:30 pm; March 5; 5 wks</td>
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<tr>
<td>The Equitable Life Assurance Society of the U. S.</td>
<td>Warwick &amp; Logier</td>
<td>NBC 280</td>
<td>This Is Your FBI; Fri 8:30:0 pm; Mar 31; 52 wks</td>
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<td>General Foods Corp</td>
<td>Young &amp; Rubleman</td>
<td>CBS 68</td>
<td>The Second Mrs. Burton; M-F 2-2:15 pm; March 27; 52 wks</td>
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<td>Benton &amp; Bowles</td>
<td>NBC 89</td>
<td>Portia Foxx Life M-F 5:15-30 pm; March 27; 52 wks</td>
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<td>Benton &amp; Bowles</td>
<td>NBC 81</td>
<td>When A Girl Marries; M-F 5-5:15 pm; March 27; 52 wks</td>
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<td>Lever Brothers</td>
<td>Young &amp; Rubleman</td>
<td>CBS 151</td>
<td>Arthur Godfrey's Talent Scouts; M 8-9:0 pm; April 3; 52 wks</td>
</tr>
<tr>
<td>Manhattan Soap Co</td>
<td>Duane Jones</td>
<td>NBC 164</td>
<td>We Love And Learn; M-F 11-11:15 am; March 27; 52 wks</td>
</tr>
<tr>
<td>Miles Laboratories Inc</td>
<td>Wade</td>
<td>NBC 70</td>
<td>Edwin C. Hill; M-W-F 7-7:05 pm; April 3; 22 wks</td>
</tr>
<tr>
<td>Miles Laboratories Inc</td>
<td>Wade</td>
<td>NBC 148</td>
<td>News of the World; M-F 7-7:30 pm; April 3; 52 wks</td>
</tr>
<tr>
<td>National Biscuit Co</td>
<td>Maguire Erickson</td>
<td>MBS 55</td>
<td>Straight Arrow; Tu, Th 5-5:30 pm; March 28</td>
</tr>
<tr>
<td>Sterling Drug Inc</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>ABC 206</td>
<td>My True Story; M-F 10-10:25 am; May 1; 52 wks (Expanded sponsorship: Since June 7 Sterling Brand sponsored program on Tu and Th).</td>
</tr>
</tbody>
</table>

National Broadcast Sales Executives (Personnel Changes)

<table>
<thead>
<tr>
<th>NAME</th>
<th>FORMER AFFILIATION</th>
<th>NEW AFFILIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlson R. Appleby</td>
<td>Ontario Daily Report, Ontario, California, mgr</td>
<td>KOCS, Ontario, supervising mgr</td>
</tr>
<tr>
<td>Louis Brault</td>
<td>WFAA, Dallas, public affairs dir</td>
<td>Same, head of continuity dept</td>
</tr>
<tr>
<td>Thomas D. Connolly</td>
<td>CBS, N. Y., radio program dir</td>
<td>Same, tv program dir</td>
</tr>
<tr>
<td>Solvin Danseman</td>
<td>WWRL, Woodside, L. I., ds staff</td>
<td>Same, ds program dir</td>
</tr>
<tr>
<td>James H. Ferguson</td>
<td>WJXT, Cincinnati</td>
<td>WNAVZ-Tv, Huntington, West Virginia, prog dir</td>
</tr>
<tr>
<td>Ray C. Huffer</td>
<td>WFAA, Dallas, public affairs office</td>
<td>Same, ds program dir</td>
</tr>
<tr>
<td>Harry L. Kronigberg</td>
<td>WFAA, Dallas, continuity department</td>
<td>Same, pub dir</td>
</tr>
<tr>
<td>Bert Libin</td>
<td>WOII, Washington, D. C.</td>
<td>WRIF, Washington, D. C., acct exec</td>
</tr>
<tr>
<td>Joseph Lopez</td>
<td>WEAN, Providence, R. I., mgr</td>
<td>Yankee Network, sales office in Boston, head of office</td>
</tr>
<tr>
<td>Danielle McKinney</td>
<td>NBC, N.Y., dir-prod</td>
<td>Official Television Inc, N. Y., exec prod</td>
</tr>
<tr>
<td>Ronnie Mardus</td>
<td>Standard Radio Transcriptions, publ cmn</td>
<td>KFT &amp; KFT-TV, L. A., not to program and publ dir</td>
</tr>
<tr>
<td>John J. A. Michel</td>
<td>U. S. Navy, Lieutenant Commander</td>
<td>NBC, N. Y., supervisor of the employee services section</td>
</tr>
<tr>
<td>Cyril Penley</td>
<td>KOA, Denver, news department</td>
<td>Same, program dir</td>
</tr>
<tr>
<td>A. Richard Robertson</td>
<td>University of Utah, member of pub rel staff</td>
<td>KSL, Salt Lake City, program and merchandising assst</td>
</tr>
<tr>
<td>Kristian Solberg</td>
<td>WSPR, Springfield, Mass., treasurer's office</td>
<td>Same, as treasurer</td>
</tr>
<tr>
<td>Bud Stimson</td>
<td>ABC, N. Y., stations department</td>
<td>Same, N. Y., 15 sl, acct exec</td>
</tr>
<tr>
<td>Alan C. Tindal</td>
<td>WSPR, Springfield, Mass., commd dept</td>
<td>Same, as mr and board of dir</td>
</tr>
</tbody>
</table>

*In next issue: New National Spot Business: New and Renewed on Television: Station Representation Changes: Advertising Agency Personnel Changes*
### Sponsor Personnel Changes

<table>
<thead>
<tr>
<th>NAME</th>
<th>FORMER AFFILIATION</th>
<th>NEW AFFILIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. M. Rudd</td>
<td>Eisen Fieman Corp, Cleve, charge of sla</td>
<td>Campbell Soap Co, Camden, N. J., gen adv mg</td>
</tr>
<tr>
<td>C. T. Raus</td>
<td>Pepida Co, N.Y., dir</td>
<td>Same, pres</td>
</tr>
<tr>
<td>James W. Garken</td>
<td>Kaiser-Frazer Corp, Willow Run, vp &amp; E-F Export Corp</td>
<td>Same, chairman of the exec committee</td>
</tr>
<tr>
<td>Steve Gerard</td>
<td>Thomas J. Lipton Co, N. Y., dir of research</td>
<td>Kaiser-Frazer, Willow Run, gen as mg</td>
</tr>
<tr>
<td>AmerSafe &amp; Grzelinski Jr.</td>
<td>Campbell Soup Co, Camden, N. J., asst to adv mg</td>
<td>Thomas J. Lipton Co, N. Y., dir of market research</td>
</tr>
<tr>
<td>J. R. Johnson</td>
<td>Celerode Fuel &amp; Iron Corp, Denver, gen mg of cemend steel sla</td>
<td>Campbell Soup Co, Camden, N. J., gen adv mg</td>
</tr>
<tr>
<td>F. N. Jones</td>
<td>Emerson Drug Co, Balo, vp &amp; dir of adv (Bromo Seltzer)</td>
<td>New Album, research mg of market research</td>
</tr>
<tr>
<td>John H. Kelly</td>
<td>Colgate-Palmolive-Peet Co, merchandising exe</td>
<td>Advertisers' Exchange Inc, N. Y., assistant to copy chief</td>
</tr>
<tr>
<td>J. W. Kilcoyne</td>
<td>Lambert, N. Y., head of market research</td>
<td>Alfred D. McKeen Co, N. Y., text to pres</td>
</tr>
<tr>
<td>Michael Krall</td>
<td>American Gas &amp; Electric Service Corp, N. Y., dir of</td>
<td>dahl's Knitting Works, Grand Rapids, N. Y., officer mg</td>
</tr>
<tr>
<td>Walter H. Tangen</td>
<td>Globe Textile Knitting Co, Minneapolis, Minn.</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Harry P. Meehan</td>
<td>American Textile Knitting Co, Mentor, Ohio</td>
<td>Greyman Linen Inc, vp in charge of sla</td>
</tr>
<tr>
<td>Edward J. Nelson</td>
<td>Waltham Watch Co, adv mg</td>
<td></td>
</tr>
</tbody>
</table>
| Robert G. Spears | New Agency Appointments

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PRODUCT (or service)</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing Machine &amp; Equipment Co, N. Y.</td>
<td>Typewriters</td>
<td>Edward Elsmoor Inc, N. Y.</td>
</tr>
<tr>
<td>American Safety Razor Corp, N. Y.</td>
<td>Combines &amp; accessories</td>
<td>McCann-Erickson, N. Y.</td>
</tr>
<tr>
<td>Axel Brothers Inc, Long Island City</td>
<td>Diamond rings</td>
<td>Hazard, N. Y.</td>
</tr>
<tr>
<td>Boyce's Provision Co, Wilmington, Delaware</td>
<td>Park provisions</td>
<td>Katesluss, Wilmington</td>
</tr>
<tr>
<td>The Bilt Co, New Haven, Conn.</td>
<td>Mailbox of cellophane doors</td>
<td>Orono &amp; Gilbert, Milford, Conn.</td>
</tr>
<tr>
<td>Blumenthal Brothers, Phila.</td>
<td>Package candy</td>
<td>Lavenstein, Phila.</td>
</tr>
<tr>
<td>Book Find Club Inc, N. Y.</td>
<td>Book club</td>
<td>William Warren, Jackson &amp; Delaney, N. Y.</td>
</tr>
<tr>
<td>The Borden Co, N. Y.</td>
<td>Dairy products</td>
<td>Young &amp; Rubicam, N. Y.</td>
</tr>
<tr>
<td>Bruce Engineering Corp, N. Y.</td>
<td>Packaging</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Durkee Potato Chip Co, Columbus, Ohio</td>
<td>Potato chips</td>
<td>Greyman Linen Inc, vp in charge of sla</td>
</tr>
<tr>
<td>Butler Mfg Co, Kansas City, Missouri</td>
<td>Steel fabrication</td>
<td>Waltham Watch Co, adv mg</td>
</tr>
<tr>
<td>Clark Brothers Cheesecake Corp, Plainfield</td>
<td>Steel gauge</td>
<td>New Album, research mg of market research</td>
</tr>
<tr>
<td>Golden Manufacturing Co Inc, Newark, N. J.</td>
<td>Mattress</td>
<td>Globe Textile Knitting Co, Minneapolis, Minn.</td>
</tr>
<tr>
<td>William Cooper &amp; nephews Co, Chicago</td>
<td>Dog remedies</td>
<td>American Textile Knitting Co, Mentor, Ohio</td>
</tr>
<tr>
<td>Crescent Nut &amp; Chocolate Co, Phila.</td>
<td>Candy</td>
<td>Waltham Watch Co, adv mg</td>
</tr>
<tr>
<td>d'Arcey, N. Y.</td>
<td>Cravats</td>
<td>New Album, research mg of market research</td>
</tr>
<tr>
<td>Diamond State Brewery Inc, Wilmington</td>
<td>Drinks</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Dittograph Products Inc</td>
<td>Beer</td>
<td>Greyman Linen Inc, vp in charge of sla</td>
</tr>
<tr>
<td>The George &amp; Drake Baking Co, Pitts.</td>
<td>Beer</td>
<td>Waltham Watch Co, adv mg</td>
</tr>
<tr>
<td>Delmate Inc, River Grove, Illinois</td>
<td>FAMA airline</td>
<td>New Album, research mg of market research</td>
</tr>
<tr>
<td>Allen Edmonds-Nose Corp, Milwaukee, Wisconsin</td>
<td>Food products</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Eleman, Ewen &amp; Rose Inc, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Farm-Rite Implement Co, Chicago</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Fort Worth National Bank, Fr. Worth, Texas</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Frank Ford Brewing Co, Louisville</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Flata Area Mezazine Argentina, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Foremost Chemicals, Balton, Co.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Gilbert-Jordan Products Co, Watseville, California</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Holdenline Co, Cleveland</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Howe Folding Furniture Inc, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Inclisy Baby Stowe, Pitts.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Johnson &amp; Johnson, New Brunswick, N. J.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Klamath Potato Growers Association, Klamath Falls, Oregon</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Larson Laboratories, S. F.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Le Pajes Inc, Gloucester, Mass.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Arthur C. Mangels Industries, Phila.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Marquette National Bank of Minneapolis</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Medlin Co Inc, L. A.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Monarch Wine Co, Brooklyn</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Myrick &amp; Rose Inc, Newark, N. J.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Peter Paul Inc, Nautseuck, Conn.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Chase Brothers &amp; Co, Brooklyn</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Philadelphia Leather Goods Corp, Philadelphia</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Radiant Rosemont Pallets Inc, New Britain, Conn.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Randman Paper Mills Inc, Napoarch, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Squire Valley, California</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Stey Chemical Co, Detroit</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>W. J. Natville Co, East Rutherford, N. J.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Elyman Plastic Co, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Town &amp; Country Market, L. A.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Tru-Oil Yarn Co, Fleshing, N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>United Board &amp; Carton Corp, Syracuse</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>United Mills, Mill Co, Mt. Gilead, N. C.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Vara Blaster Co, San Mateo</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>W. L. &amp; N. Y.</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Western Solvents Inc, Longmont, Colorado</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
<tr>
<td>Wolverson Harness Raceway Inc, Detroit</td>
<td>Furniture</td>
<td>Lever Bros, N. Y.</td>
</tr>
</tbody>
</table>

*New and Renewed 10 April 1950*
Spur your sales in Los Angeles and San Francisco with...

KHJ
5000 WATTS LOS ANGELES 930 KC

KFRC
5000 WATTS SAN FRANCISCO 610 KC

For economical, complete coverage of the Pacific Coast’s 2 biggest markets, use these Key Stations of DON LEE—the Nation’s Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.

10 APRIL 1950
3 MINUTES
on the house

PHONE ANY
HOUSEWIFE IN
SAN ANTONIO AT OUR EXPENSE

ASK HER ABOUT KITE!

No kidding! Just send her name, number,
and the charges to Jack Koste at Indie
Sales (or to KITE). We'll pay for the first
3 minutes from any recognized time buyer!

Here's real proof of preference by the gals
who spend 85% of every retail dollar . . .
and backed by Hoopers that deliver more
listeners per dollar . . . every time!

Get the up-to-date San
Antonio story first-hand,
and for free, by picking up
your telephone!

"the sultry favorite station" 1000 WATTS
KITE 930 on ANY dial
S AN ANTONIO

Represented by
INDEPENDENT METROPOLITAN SALES
New York Chicago

Mr. Sponsor
Lewis H. Brown
Chairman of the Board
Johns-Manville Corp., New York

Thin-haired hoosier Lewis H. Brown took the first important
step in his long and successful career in 1919. After serving in
World War I as an infantry captain, he got a job in Montgomery
Ward's personnel department although he admitted he knew nothing
about its operation. Company officials were impressed with his stately
appearance (six-feet-two, 230 pounds), modest manner, and eagerness to learn.

After eight years Brown was made assistant operating manager
of all plants. T. F. Merseles, then president of Ward, was highly
pleased with Brown's competency and capacity for work. When he
accepted the presidency of Johns-Manville, he invited Brown to come
along as his assistant. He accepted. Two years later Merseles sud-
denly died. The Johns-Manville hierarchy lost no time in selecting
the Iowa-born assistant to fill the vacancy.

As president of the world's largest producer of building materials,
Brown adopted several ideas for closer harmony between employees,
management, and shareholders. He was one of the first top industry
chiefs to conduct a series of informal, regional stockholder meetings
in cities throughout the country. He instituted a system of employee
attitude surveys. Employees were given free rein to admonish or
admit the company management. In addition, he permitted collective
bargaining and installed the eight-hour day, 40-hour week long
before these were required by law.

Back in 1937 Brown started the policy of making financial reports
to employees as well as stockholders. These reports are issued twice
a year. To Brown, management is a trusteeship. He believes that
top-level executives are responsible for maintaining the delicate balance
between stockholders, employees, customers and the general
public. For his "outstanding contributions in the field of industrial
management," the Franklin Institute of Pennsylvania awarded him
the Vermilye Medal in 1939. He was the first man to receive it.

Of the company's estimated $2,000,000 annual ad budget, $644,832
was spent for network radio in 1943. In 1949, the amount allocated
to net-radio was upped to $1,211,695. Johns-Manville is currently
sponsoring Bill Henry and the News, Monday-Friday, 8:55-9 pm,
over 413 stations of the Mutual Broadcasting System.
RED RYDER

AMERICA'S FAMOUS FIGHTING COWBOY

the biggest western program on transcription

EVERYBODY KNOWS RED RYDER

now ridin' high in 52 half-hours of vital entertainment

Harry S. Goodman

19 EAST 53rd STREET • NEW YORK, N. Y.

Licensed by Stephen Slesinger, N. Y., N. Y.

NAB CONVENTION HEADQUARTERS: Suite 515A-517A Hotel Stevens
New developments on SPONSOR stories

p.s.  See:  “Contests and Offers”  
Issue:  18 July 1949, p. 80  
Subject:  Frequent smaller contests

Are network give-away programs giving way to local gift shows? “Yes,” says Don Barry, National Director, Prizes, Inc. “The once very popular lavish network handout show,” he told SPONSOR, “seems to have taken an almost overnight drop, and it looks as if its days are numbered. Not so with the small participating give-aways on the local stations; these are becoming more popular than ever.”

In its story “Contests and Offers,” SPONSOR described give-aways which had been given a local twist to the benefit of both stations and advertisers. As an illustration of a new type of give-away which has gained popularity, Mr. Barry cited Musical Tune-o. This show, and several similar ones, have been taking local stations by storm.

It is packaged on a large scale, and used as a give-away tied in with local merchandising. The show is conducted as a musical game played like bingo. Listener participants pick up cards prior to the show from the local merchant sponsor. As songs are played and named during the program, listeners fill in the cards as if they were playing bingo.

Various prizes are offered, ranging up to a $500 or $1,000 jackpot limit; smaller prizes average about $100.

In a recent survey conducted by Prizes, Inc., it was found that “the practical article which they have a rea-sonable chance of winning rates, with most people, above the (network) pie-in-the-sky.” The approximate odds against winning something on some network shows are 60,000,000 to 1; the odds against picking up a prize on a local show are usually about 20 to 1.

The small give-away show seems sure to survive. It has already demonstrated a consistent drawing power over the years.

p.s.  See:  “Selling the Undergraduate”  
Issue:  February 1947, p. 15  
Subject:  Intercollegiate Broadcasting System

The college crowd’s radio network has raked up a big sale.

The Intercollegiate Broadcasting System recently announced a new 12-month advertising contract with the New York Bell Telephone Company. The company will use spot schedules on five Intercollegiate Broadcasting System stations in New York State: WNYC, Clarkson College of Technology; WYIB, Cornell University; WIP, Rensselaer Polytechnic Institute; KSLU, St. Lawrence University; and WRUC, Union College.

The IBS, a non-profit association of 75 campus broadcasting stations, with a combined staff of over 3,500 students, celebrated its 10th anniversary 19 February. It started with only 12 colleges back in February 1930. Function of the system is to establish operating codes and represent college stations collectively before advertisers, publishers, and government agencies.

IBS offers advertisers the opportunity to reach the rich college market directly; and, as SPONSOR pointed out in “Selling the Undergraduate,” student tastes are more than apt to become permanent once they have been established.

Some time ago IBS withdrew from active representative participation in national accounts, but is now planning to pick it up.
You can make your sales grow in the Summer and stay in full bloom. By putting your product on WCCO all year round... Fall, Winter, Spring and Summer.

That's because your customers in WCCO's rich Northwest territory spend more than $686,000,000 in retail sales during June, July and August. And you can reach them at a low Summer cost-per-thousand!

No wonder 60 big national spot and local advertisers (25% more than the year before) stayed on WCCO all year round last year. They found that in the Twin Cities WCCO commands an average Summer daytime Hooper of 6.5. And now delivers 12% more Summer radio-families-per-dollar than in 1946!

To walk off with a pretty profit, call us about a hot WCCO sales-personality (like Larry Haeg, for example). And watch WCCO send your sales UP with the temperature!

50,000 watts • 830 kilocycles

Minneapolis-St. Paul WCCO
Represented by Radio Sales
Columbia Owned
in Northern Ohio

WTAM delivers 30 markets

the largest newspaper delivers 2

How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really penetrate only two markets (Cleveland—68% coverage, Painesville—24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers... and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets... yet the cost is lower than other media delivering only one or two markets.

N B C

S P O T  S A L E S

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD
<table>
<thead>
<tr>
<th>City</th>
<th>% Daytime</th>
<th>% Evening</th>
<th>Area's Largest Newspaper Penetration % Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland</td>
<td>81</td>
<td>93</td>
<td>68</td>
</tr>
<tr>
<td>Akron</td>
<td>83</td>
<td>87</td>
<td>*</td>
</tr>
<tr>
<td>Canton</td>
<td>79</td>
<td>92</td>
<td>*</td>
</tr>
<tr>
<td>Youngstown</td>
<td>63</td>
<td>84</td>
<td>*</td>
</tr>
<tr>
<td>Warren</td>
<td>75</td>
<td>85</td>
<td>*</td>
</tr>
<tr>
<td>Massillon</td>
<td>82</td>
<td>87</td>
<td>*</td>
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<tr>
<td>Mansfield</td>
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<td>Alliance</td>
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<td>Cuyahoga Falls</td>
<td>74</td>
<td>85</td>
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<td>Ashland</td>
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<td>Salem</td>
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<td>90</td>
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<td>Coshocton</td>
<td>48</td>
<td>52</td>
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<td>Painesville</td>
<td>85</td>
<td>97</td>
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<tr>
<td>Conneaut</td>
<td>53</td>
<td>66</td>
<td>3</td>
</tr>
</tbody>
</table>

*Less than one percent

Source for WTAM penetration: RMR Study No. 2 March 1949. Percentage of total families in city listening to WTAM.
Source for newspaper penetration: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.
AND NOW LEADING THE FIELD
IN THE BLOOMINGTON AREA

JUST A YEAR OLD—

AND, WHAT'S MORE, WE'RE
GOING TO 5000 Watts!
(That'll boost our coverage market in central and southern Indiana)

Balanced programming makes the difference, although we're the first to acknowledge, it doesn't hurt our rating any to be designated sports station for Indiana University. Located as we are in the limestone center of the world, we're right in there pitching—day and night—with NEWS • DRAMA • MUSIC • CIVIC and COMMUNITY INTEREST programs.

510 Madison
(Continued from page 9)

perhaps even suggest ways of correcting it, it would result in savings throughout the industry.

E. F. Stafford
Radio-TV Director
Daniel F. Sullivan Co.
Boston

GROUCHO STILL ON AIR

I respectfully offer a correction of a statement made on exact top of page 54, 13 February SPONSOR.

The Groucho Marx Show, as you title it, has not been cancelled for any reason whatsoever. We are still cutting shows here and have had no indication of any change from BBDO. They did, I believe, switch the commercials from the sales pitch to service, otherwise there has been no change. The service pitch will probably continue for the duration of the strike.

The actual title of the show is: You Bet Your Life... starring Groucho Marx.

Believe me, we enjoy SPONSOR very much and look forward to every issue.

DICK PETTIT
Publicity Director
John Guedel Radio Productions
Hollywood

TRANSIT STORY PLEASES

Your recent article on Transit Radio is one of the finest I have seen to date and we certainly appreciate your excellent handling of the subject.

RICHARD C. CRISLER
Transit Radio Inc.
Cincinnati

Heartiest congratulations and sincere thanks for the splendid article.

Frank Bannister did a most expert job of concise and accurate reporting, a credit not only to your fine publication, but in the highest traditions of trade magazine writing. Those of us who have lived with Transit Radio for a long period of time and understand its countless ramifications fully appreciate the thoroughly professional job.

FRANK E. PELLEGRIN
Vice President
Transit Radio Inc
New York

SPONSOR

THE SARKES TARZIAN STATIONS

WTTS

Represented Nationally by
WILLIAM G. RAMBEAU CO.
New York, Chicago,
Los Angeles, San Francisco

WTTV

Represented Nationally by
BARNARD and THOMPSON, Inc.
299 Madison Avenue
New York City

BLOOMINGTON
INDIANA
America's greatest mail-order programs
every day * 52 weeks a year

WJJD
Chicago
50,000 WATS
1160 on your dial

28,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.
# What broadcasters think of the NAB

## Digest

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>DESCRIPTION</th>
<th>RATING</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President's office</td>
<td>Majority opinion approves of Judge Justin Miller as being a very personable man who does an excellent job in Washington on government affairs and top level representation of the industry. But dissatisfaction voiced over burying of station business problems and issues. Industry-experienced general manager vested with specific powers and allowed to function freely on specific station business matters and administration would enhance President's utility.</td>
<td>38%</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Broadcast Advertising Bureau</td>
<td>Broadcasters are preponderantly of the opinion that BAB is the most significant service available to them through the NAB. Recommend that Mitchell be given tools for expanding BAB's operations; want high-powered point-of-contact sales assistance.</td>
<td>60%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td>Next to BAB, broadcasters favor an expanded public relations program under Bob Richards that would be national in scope. Station owners are of the opinion that a high-powered program would help sell both radio and TV to agencies and sponsors. Comments highly critical of the limited scope of this department.</td>
<td>12%</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>Broadcasters demand more research information; favor BAM studies on listenership and cite need for data on small station markets. Comments deplore limited activities of department and indicate broadcaster's eye cocked for an effective BAM.</td>
<td>28%</td>
<td>72%</td>
<td></td>
</tr>
</tbody>
</table>

Turn to page 56 for chart, page 28 for story
What broadcasters think of the NAB

Even in quiet times life at a trade association is no bed of roses.

There's a tug and pull from all sectors of the industry that frequently threatens to push it off balance. Under these circumstances, the trick is to maintain balance, to keep driving forward toward set objectives, to do the greatest good for the greatest number. Constructive, positive action commands respect, if not 100 percent approval.

Today the National Association of Broadcasters is off balance. Caught in the vortex of a hundred problems besetting a mushrooming industry, the NAB is in urgent need of stock-taking and adjustment.

In order to get to the root of the NAB's dilemma, to throw the fullest light on the problem, SPONSOR undertook a two-pronged study: 1) questionnaires were sent to nearly 3,000 AM, FM, and TV station managers; 2) two staff members personally interviewed close to 100 station managers in the South, Midwest, and Southwest. The findings were checked and cross-checked, discussed with outgoing, incoming, and current members of the NAB Board.

High among the complaints of the NAB membership is the pronounced feeling that the Association isn't driving forward. In the words of one critic, "What's happening to the big issues?"

This lack of issues is making itself felt in attendance at the Annual Convention being held in Chicago in mid-April. At this writing no list of delegates is available, but SPONSOR's personal canvas indicates that attendance will be lighter this year than last. NAB members who haven't missed a single preceding session will be missing this time. In explanation, they say: 1) they'd rather take in the working-level regional meetings, 2) there's nothing to fight for that they can see, 3) there's too much happening at the station, 4) they're just not interested.

When the possibility was expressed that perhaps the national convention had outlived its usefulness, the denial was generally prompt and emphatic. No, the NAB needed an annual convention. But it also needed important issues to null over, fight over, iron out in sessions, open and closed. The membership hasn't been prepared this year to discuss important issues, even if they should come up. The implication was clear that if future conventions promised something more than the ride they'd be on hand.

Of course the regional meetings have taken the edge off the national conven-

### NAB questionnaire results

<table>
<thead>
<tr>
<th>Category</th>
<th>EXCELLENT</th>
<th>GOOD</th>
<th>FAIR</th>
<th>POOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's office</td>
<td>38%</td>
<td>37%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Legal</td>
<td>30%</td>
<td>40%</td>
<td>23%</td>
<td>7%</td>
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<td>Labor relations</td>
<td>60%</td>
<td>30%</td>
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<td>3%</td>
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<td>Public relations</td>
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<td>32%</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>TV</td>
<td>7%</td>
<td>40%</td>
<td>40%</td>
<td>13%</td>
</tr>
<tr>
<td>FM</td>
<td>3%</td>
<td>25%</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Engineering</td>
<td>22%</td>
<td>44%</td>
<td>26%</td>
<td>8%</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>32%</td>
<td>44%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>International affairs</td>
<td>13%</td>
<td>38%</td>
<td>31%</td>
<td>18%</td>
</tr>
<tr>
<td>BAB</td>
<td>60%</td>
<td>22%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Research</td>
<td>28%</td>
<td>42%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>Is BAB fulfilling its function?</td>
<td>Yes [74%]</td>
<td>No [26%]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
tion. But the NAB disaffection can't be dismissed as lightly as that.

Is it possible that the several elements making up the NAB membership are incompatible, and will become increasingly so? Literally hundreds of questionnaires returned to SPONSOR expressed diametrically opposed objectives. The FM stations want more emphasis on FM operation; small market stations complain that they're being overlooked; TV stations want more NAB attention; above all, many radio stations look on TV as intense competition. Small stations want the large ones to carry more of the financial load; large ones bitterly contend, in some cases, that they're paying too much already.

More than all else, the conclusion grows that something must be done to separate radio and TV within the NAB framework. A federated NAB may be the answer, and is already being discussed by one group of regional stations as a possible solution. Just as AM-TV stations within the same company are discovering that they need two separate sales forces, so NAB faces the same situation wherever the two media are competitive.

What does the membership want most? That's easy. With expanding incomes, the overwhelming demand is for sales assistance. To the question, "What services should the NAB emphasize during 1950?" the answer shown on SPONSOR's questionnaire was almost uniformly "BAB" or some variation thereof. Second preference went to increased public relations designed to sell radio as a medium.

Under these trying conditions, Judge Justin Miller, president of the NAB, has conducted himself with dignity and restraint. Yet the restraint exercised by this respected and well-liked executive is said by many to be largely responsible for keeping the NAB perpetually off-balance.

No man can be expected to learn the complexities of an industry in a few short years. Judge Miller was appointed before the "let's sell-sell-sell" concept cornered the NAB market. His forte is the governmental scene. It is sometimes said, more than once bitterly, that the Judge does a great job of keeping the temperatures down; but he keeps the issues down, too.

One of the foremost figures on the regulatory scene said of Judge Miller: "Broadcast problems are too great, too urgent to keep under wraps. You can't appease everyone. Let Judge Miller make his mistakes; we all do. But for the good of the industry he's got to lead."

It is expected that the Chicago Convention will see the appointment of a general manager who will administer the business affairs of the NAB, thus clearing the President for policy and high-level matters. The candidate who probably will get the job is an experienced and skilled broadcaster. There

(SPONSOR makes five recommendations . . .

1. Explore the possibilities of a federated NAB (or some variation thereof) that will allow radio and TV to pursue their separate courses on such matters as sales, yet work together on common denominator factors.

2. Institute positive action on issues. Mistakes may be made; but act.

3. Give BAB a larger share of the NAB budget, even though it means paring down elsewhere. An effective BAB will do much to solidify and expand the NAB.

4. Give public relations a budget to continue selling radio and TV to the nation.

5. Explain NAB; its functions and accomplishments, to all stations.

on BAB

"Prepare handbook of radio selling. Get bigger budget."

Longview, Tex.

"Continue spadework with big business. Top level selling of radio as a top medium is required."

Lincoln, Nebr.

"BAB should go to source with aids in selling chain stores not using radio—i.e. Penney, Montgomery Ward, etc."

Batavia, N. Y.

on federation

"One trade association cannot house radio and TV and still provide radio with ammunition to fight TV."

Washington, D. C.

"Generalized work on radio problems did no good when we were in NAB [we resigned]. Specialized work is needed. NAB should be loose affiliation of autonomous station groups."

Beckley, W. Va.

"TV should be divorced from radio, as the mediums are highly competitive. NAB cannot serve two masters."

Greensboro, N. C.

on members who might join/rejoin

"I'd be back in the fold if there were less brass; fewer fancy offices and officers; nominal dues. BAB should be divorced."

Milwaukee

"If I were sure FM and small stations got a voice in the NAB councils we'd be back."

Mt. Clemens, Mich.

"We are not a member and have never been approached. We believe many more stations would join if approached."

Trenton, N. J.

"We could be induced to rejoin under an impartial administration headed by a proven successful broadcaster."

Chicago

"We resigned a year ago, but expect to rejoin in near future. We suggest a positive approach toward AM and FM, the backbone of broadcasting."

Buffalo

"This station now joining only because of promise of increased BAB activity."

Anderson, Ind.
Play ball: 1950

It's been big for radio before. This year breaks records

"Red" Barber, CBS sports director, conducts interview with celebrity on typical after-game show. 

Mel Allen (left), Yankee announcer on WINS.
When southpaw Harry S. Truman throws out the first ball at Washington's Griffith Stadium this coming April 18, he'll officially inaugurate what should turn out to be the biggest season in the history of organized baseball. And the biggest season for baseball broadcasting as well.

The signs are plentiful.

All along the Citrus Circuit in Florida this winter, major league teams drew record crowds. Composed as it is of vacationers from every part of the country, the Florida audience is a barometer of national interest.

In the face of a general amusement industry decline, baseball attendance will probably surpass the record set in 1948 when 21,000,000 customers passed through the gates of major league ball parks. (No exact figures are available for minor league attendance but it hits at least 30 to 40 million each season.)

Uncounted millions of fans are devoted to local pro games which are heard over scores of local stations.

Radio and television reflect the trend. In 1950 advertisers will spend over 20 million dollars for sponsorship of baseball broadcasts; this sets a record and is three times greater than the figure for 1948.

Advertisers across the country are hopping on baseball's bandwagon. There's a new grass-roots tendency for local sponsorship of baseball by firms of all kinds — even drug stores. But the biggest money is still being spent by the old standbys, breweries, tobacco companies, and oil refiners.

Many big advertisers have increased baseball spending. Here are some highlights.

The Liggett & Myers Tobacco Company has added coverage of the Chicago Cubs to its schedule. WIND, Chicago, is the originating station with Cub games going as well to the 35-station Midwest Baseball Network. As it did last year, L & M also sponsors Giants' and Senators' play-by-plays on radio and TV. WMCA and WPIX, New York, carry the Giants; WWDC-AM-FM and WTTG-TV, Washington, air the Senators.

The Atlantic Refining Company, veteran sports advertiser, is bankrolling the biggest baseball schedule in its history.

Last year in Philadelphia Atlantic sponsored only the Shibe Park contests of either the Phillies or Athletics. This year the oil company sponsors all home and away games of both teams; WHGC will handle Athletics' games and WPEN will carry the Phillies. (Atlantic has extensive sports programming outside Philadelphia as well, covering the Boston Braves and Red Sox, the Pittsburgh Pirates, and the Baltimore Orioles.)

As in previous years, Atlantic splits sponsorship with Sealtest in Philadelphia; and there's a third advertiser.

(please turn to page 28)
It happens every spring

Benjamin Moore’s seasonal network show has been

"Selling Moore Paint" for 21 years

The odds on the swallows by-passing Capistrano are shorter than those against the possibility of Benjamin Moore & Company failing to return to the air each spring. The paint manufacturing firm has sponsored the network program, Your Home Beautiful, for 21 consecutive years. The show started its 22nd season this 4 March, over 350 Mutual stations. Other than radio, the Moore company doesn’t spend a dime on national advertising—for the excellent reason that they see no need to. Radio, backed by adroit promotion, has been doing the whole job for them ever since 1929.

The firm, which was established in 1863, has factories in Newark, Chicago, Cleveland, St. Louis, Carteret, N. J., Denver, and Toronto, with main offices in New York. Well up among the leaders in the quality paint field, Benjamin Moore & Co. dominates the industry insofar as trade to retail stores and contractors is concerned. This fact is directly linked to the firm’s long and Eminently successful use of radio.

The company uses its radio show basically as a “dealer help” device. Householders seldom buy paint by brand, as they do toothpaste, or soup, or tomato juice. More often, they are apt to ask the dealer’s advice, after giving him an idea of what they have in mind and about how much they want to pay. To the Moore company, their vigorous radio campaigns are a hedge against the general looseness of paint buying on the retail level, insofar as brand preferences are concerned.

The effectiveness of this strategy was shown in the results of a survey made last year among Moore dealers by the firm’s advertising manager, R. C. Bergmann, after Your Home Beautiful’s first season on Mutual. The dealers reported that, on the average, more than 55 percent of their customers were new ones, and credited the Moore company’s radio advertising with much of the added traffic.

Although Your Home Beautiful is currently on Mutual, the show has been aired by all four major networks during its long history, and heard variously on every day of the week except Tuesday and Sunday. Primarily, the Benjamin Moore program offers practical advice on interior decorating for homemakers. Plus, of course, some pretty broad hints that Moore paints are ideal for home decoration.

In addition, specific queries from listeners on problems of interior decoration are invited during each program. Most of these can be answered
by a booklet prepared by the Moore company; the rest are answered individually. The paint field is so intensely competitive that a bit of counsel on how to spruce up a tired kitchen or a drab living room is often the decisive factor in a sale.

The Benjamin Moore Company shrewdly exploits such sales possibilities in each spring broadcast series. Listeners are urged to visit their local Benjamin Moore dealer or write the firm for a free folder containing full-color illustrations of 12 decorated rooms. Each of the broadcasts in turn is devoted to one of these rooms, with the folder serving as a handy home reference. Thus the 4 March broadcast described the “Lazy Susan Kitchen,” the 11 March broadcast covered the “Family Favorite Living Room,” the 18 March broadcast the “Gay Gingham Bathroom,” and so on.

Every broadcast of Your Home Beautiful closes with these three injunctions: “And for best painting results—consult your Benjamin Moore Paint dealer . . . employ a reliable painting contractor . . . use Moore Paint.”

The long-range penetration of the company’s radio selling was pointed up recently by Benjamin Moore’s advertising manager, R. C. Bergmann, in a radio merchandising broadside sent to all dealers. “Dealers have learned,” he said, “that whatever Betty Moore (the company’s radio voice, played by actress Vicki Vola) recommends in products and colors, is easier to sell. Recognition of product names creates confidence for the consumer and breaks down sales resistance at the retail counter.

“The first program in the 1950 series, The Lazy Susan Kitchen, will feature Primrose Yellow and Silver Gray Dulamel, and French Blue and White Impervo Enamel. By displaying the same products that Betty Moore talks about, in their store windows and on their counters, dealers reduce selling costs and effort.”

The company has outlined an eight-point program for its dealers which is calculated to bring them maximum benefits from association with the radio campaign. The promotion material referred to below is contained in a special radio kit sent by the firm to all Benjamin Moore paint dealers:

1. Put Up the Window Streamer. Look up the call letters of your nearest (Please turn to page 52)
tools provided in the following are included in this study:

1. NATIONAL ASSOCIATION OF BROADCASTERS
2. NATIONAL RETAIL DRY GOODS ASSOCIATION
3. AMERICAN FEDERATION OF ADVERTISERS
4. AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
5. ASSOCIATION OF NATIONAL ADVERTISERS
6. TELEVISION BROADCASTERS ASSOCIATION
7. RADIO MANUFACTURERS' ASSOCIATION
8. NATIONAL REPRESENTATIVES
9. BROADCAST ADVERTISING BUREAU
10. BROADCAST MEASUREMENT BUREAU

11. NEWS SERVICES
12. RESEARCH SERVICES
13. PROGRAM RATING SERVICES
14. NETWORKS
15. MERCHANDISING SERVICES
16. TRADE PUBLICATIONS
17. TRANSCRIPTION COMPANIES
18. MUSIC PROGRAM SERVICES
19. PACKAGE PRODUCERS
20. TRANSIT RADIO, STORECASTING
NAB

The National Association of Broadcasters is essentially an association of station owners, and as such represents them in the public service and governmental phases of the industry. In serving those it represents, the station owners, NAB of necessity serves the advertiser. The advertiser is the key to the station's survival. In this light, NAB is itself a tool for the advertiser, and provides several services for him.

Factual information is continuously compiled to help the advertiser get the most from his local or network advertising promotions. Through the use of its various departments, NAB provides the following services which are important to the advertiser's sales results:

- **Legal Department** furnishes legal assistance. The primary service is for the benefit of broadcasters, but as an incident to these services, a benefit to advertisers results. NAB protects the interests of members in cases where efforts are made to tax advertising facilities or revenue. Its participation is limited to the giving of assistance to counsel in the preparation of a case for trial.

- **Research Department** prepares and submits to the broadcaster and advertiser fundamental factual information. It makes an annual estimate of the broadcasting industry's revenue, showing time sales broken down into: national network, regional network, national spot and local retail; these estimates are in general use among advertisers and station management. Results of a current study on foreign language broadcasting in the U. S. will be of particular interest to advertisers who wish to reach this type of audience.

- **Public Affairs Department** serves the station and advertiser through its promotional work relative to public or community organizations and functions. It handles news releases and publications, acting in advisory capacity in this field to Broadcast Advertising Bureau. The overall work of the Department does much to encourage the public's acceptance of broadcasting advertising.

- **Readers' Service** Not included in this report are the names and addresses of firms that provide the tools listed. These are available to interested readers by writing to Readers' Service, sponsor, 510 Madison Avenue, New York 22.
In television, as in every form of merchandising, it's performance that counts. A video commercial may be wonderful to see and hear—but if it doesn't sell coffee or bread or shortening or soap, or whatever it's supposed to sell, it's no good.

This fact has become increasingly apparent to advertisers and broadcasters alike as television leaves the rompers stage. In the race for the media dollar, competition rapidly separates the boys from the men. Television's right to wear long pants gets hasty support from the results of a recent study by Advertest Research on brand usage in TV homes.

The study covers eight product categories. In all but two, use of a specific product among viewers of a program which plugged that product, was substantially greater than among non-viewers.

The findings are based on interviews of 588 housewives in the New York-New Jersey metropolitan area, during the first 10 days of November, 1949. The product categories covered are: 1) instant coffee; 2) regular coffee; 3) shortening; 4) laundry soap; 5) dish soap; 6) facial tissues; 7) cold cereals; 8) packaged bread.

Each interview was divided into two sections. First the housewife was asked if she used the product—instant coffee.
for example. Then she was asked: “What brand do you now have in the house?” and finally: “What brand do you expect to purchase next?” The validity of the Adverttest Research study is strengthened by the fact that the interviewers made no mention of television until this first portion of the interview was completed. Thus there was no possibility of an interviewee naming the product advertised on a favorite video show rather than her actual preference.

Once the brand preferences were established, the respondents were asked whether or not they were regular viewers of a specific television program sponsored by one of the products in each of the eight categories. (The categories themselves were chosen, according to Adverttest Research, “because of frequency of purchase and because the housewife-respondent could be expected to have a full knowledge of products used and planned purchases.”)

It should be remembered that all of the housewives polled in the study were television set owners. In answering the second set of questions — those bearing on television programs — they were classified either as viewers or non-viewers, depending on whether or not they were in the habit of watching the show in question.

Here are tabulations of the Adverttest Research findings, by product categories.

### Instant Coffee

<table>
<thead>
<tr>
<th></th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE GOLDBERGS</td>
<td>356</td>
<td>232</td>
</tr>
<tr>
<td>Percent using Instant Coffee</td>
<td>46.9%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Percent using Sanka</td>
<td>13.2%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Instant coffee brand preferences, in order of popularity — television advertisers are indicated by an asterisk: 1. Nescafe; 2. G. Washington; *3. Borden; *4. Sanka; 5. Maxwell House. Both Nescafe and G. Washington have had an instant coffee on the market far longer than the other three brands named.

### Regular Coffee

<table>
<thead>
<tr>
<th></th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE GOLDBERGS</td>
<td>356</td>
<td>232</td>
</tr>
<tr>
<td>Percent using regular coffee</td>
<td>90.2%</td>
<td>87.1%</td>
</tr>
<tr>
<td>Percent using Sanka</td>
<td>8.1%</td>
<td>1.0%</td>
</tr>
<tr>
<td>MAMA</td>
<td>140</td>
<td>448</td>
</tr>
<tr>
<td>Percent using regular coffee</td>
<td>91.4%</td>
<td>88.3%</td>
</tr>
<tr>
<td>Percent using Maxwell House</td>
<td>31.3%</td>
<td>23.2%</td>
</tr>
</tbody>
</table>

Here are the regular coffee brand preferences, in the order of popularity.

(Please turn to page 82)
What broadcast advertisers want to know

Top questions in the minds of Sponsors
gleaned at the AAAA, ANA meetings

ANA members at their Spring meeting at Hot Springs, Virginia (March 29-31) considered a raft of meaty problems for 1950. Trend of the discussions was how to make advertising a sharper, more potent selling force. Not a new approach under any name the idea of selling more effectively is always the basic goal of ANA conventions. But this time there was something special for radio and television advertisers.

Hottest session of the meeting for users of broadcast media was that with the radio-television panel composed of A. N. Halverstadt, Procter & Gamble; H. M. Chapin, General Foods; Bob Brown, Bristol-Myers (substituting for D. W. Stewart, The Texas Company); Frank Stanton, CBS; Niles Trammell, NBC; Leonard T. Bush, Compton Advertising; Marion Harper, Jr., McCann-Erickson; A. C. Nielsen, A. C. Nielsen Co.

The panel breezed through questions on estimates of future television ownership, television costs, commercial color television, BMB status, division of audience between radio and television, listening-viewing habits in radio-television homes, etc.

The question on just what happens to radio listening in television homes was answered in considerable detail by Nielsen. It added up, as everybody expected, in drastic reduction in listening (since the figures have been widely reproduced, they will not be repeated in this summary). To the question whether radio time costs would decline in view of increasing television ownership and viewing, Stanton and Trammell said “No.”

Basing their answers both on figures developed by their own research departments and on Nielsen figures, the network representatives showed how network cost per thousand listeners had fallen, both over the last ten years and over the last three years.

Radio, the record indicated, is now a better buy on a cost-per-thousand basis than ever before (down in 10 years from 42.9 to 32.6 cents per thousand). Related to this question was a report on a very sketchy survey consisting of 39 replies to an ANA questionnaire on

SPONSOR
where television money came from last year. Forty-four percent of the replies took all television money from other media; 72% took half of it from other media; 15% appropriated new money for television.

The session developed no serious probing of the panel as to how heavy radio spenders like Procter & Gamble and Miles Labs, for example, were facing the problem of radio-television budgets. At a meeting with reporters following the panel session, however, it came out that big radio time users are currently bumping on the problem of planning budgets for television coverage in key video centers like New York, Philadelphia, Chicago, Cincinnati, Los Angeles, etc.

They are asking themselves: if network rates aren't lowered in the immediate future (one or two years), where will the money come from? P&G and Miles are already on record that they are concerned with maintaining their competitive position in key television cities without a strong video effort. They point to the present trend in television set buying and viewing habits which will admittedly give video an estimated 50-60% of the nighttime audience in areas such as those named above.

Despite a drastic loss of nighttime audience in key television cities, overall radio listening is up by a Nielsen-estimated 6% of home-hours of listening. More radio homes, multiple sets, out of house listening (not included in the Nielsen 6% estimate), all contribute to increased hours of listening.

Commenting sharply on his company's position concerning necessity for television coverage to compete in cities where radio listening is down, Halverstadt summed it by saying "Something's got to give!"

Stanton and Trammell didn't deny it. "Some kind of an adjustment will eventually take place," Trammell readily agreed. They both emphatically denied that lowering network rates was the answer. They gave a flat "NO" to the direct question whether they would clip their rates. Here is where confusion began to fog the question.

Nobody seemed prepared to discuss other possible solutions to the problem of getting the extra money for television. The CBS president and NBC board chairman, backed by their own and Nielsen's figures, argued doggedly that radio had long been undersold, was now a better buy than ever before.

Halverstadt, losing his customary icy demeanor, breathing a little harder, insisted that there was no answer to his problem of how to compete in strong television cities. Some advertisers privately expressed the view that lowered network rates might be the only answer. For some reason serious discussion of this question did not arise in the regular panel session. If this session did nothing else it should indicate the need for discussing this problem on its merits apart from the network contention not denied by anyone at the panel session, that radio is an exceptionally good buy today.

Discussion of BMB study number two provoked neither the confusion nor the warmth of the radio-television panel session. The study was generally regarded as a vital research tool for every radio and television advertiser. It wasn't the subject of a special address at the ANA meeting, as it was at the AAAA meeting held concurrently in nearby White Sulphur Springs, W. VA.

But views expressed by Albert S. Dempewolf of Celanese Corporation of America to the AAAA members coincided pretty well with those expressed to SPONSOR by ANA users of radio.

"The differences in audiences are worth dollars," said Dempewolf. He insisted on the necessity for uniform standards of station audience measurement so "We don't have to work on the basis of if you can't lick 'em, confuse 'em."

There was a feeling among sponsors that radio and television advertising couldn't hope to be kept "sharp" without continuing coverage studies. The effect of programming changes and the operation of over 200 new stations on the air since the BMB field work were cited. Agencies will use BMB data in figuring cost per thousand for relative station costs.

Dempewolf also made the point that "No advertiser's business and no show rating is uniformly national so we can't apply a projected national average to a specific station in Tulsa, Nashville or Albany." He went on to say that "Without BMB you can't answer the problem of coverage from the outside nor can you determine when a group of regional stations gives you a better (Continued on page 83)
WJBK-TV's 1,000 announcement prize

Concurrently with increase of schedule to nine hours fifteen minutes daily (2:00-11:15 pm) WJBK-TV, Detroit signed Altes Brewing Company to 1,000 announcements. Agency is McCann-Erickson.

Radio gets 5% of department store ad dollar

During 1949 radio got 1/20th of the department store advertising melon, according to Howard P. Abrahams of NRDGA. Newspapers got slightly more than 1/2 (52 percent) and direct mail 1/20th. Displays and salaries accounted for most of what remained. With department store TV growing daily, and radio moving up, opinion is that budgets must expand or newspapers' handsome share decrease.

Too successful
Tune-O

When Seeman Brothers, Inc. dropped their WMCA, New York Tune-O sponsorship it was case of radio producing too well. Volume of mail and phone calls overtaxed firm's handling ability.

Phonevision
stirs Hollywood

Although Phonevision test scheduled for Chicago this fall may not get first-run pictures, it's not being overlooked by Hollywood bigwigs. Aggressive E. F. McDonald, president of Zenith, says only one major studio has refused to consider proposal. Chicago test will cover 300 homes. Different picture will be sent each night for 90 nights.

Retail drug stores
to push fountain sales

Increased ad activity among retail drug stores imminent with recommendation by Associated Chain Drug Stores that 33 percent of ad budgets be earmarked for fountain sales promotion. Entire spring meeting of Association held in New York devoted to methods for stimulating fountain sales in retail drug stores.

Practically all TV picture tubes now 12 inches or larger

RMA reports that in February 96 percent of all cathode-ray tubes for new TV receivers were 12 inches or larger. Of these, 35 percent were 14 inches or larger.
WLAW

NEW ENGLAND'S
MOST POWERFUL STATION
DELIVERS THE GOODS WITH ITS

50,000 WATTS

Affiliated With The American Broadcasting Company
The sponsor goes
where the listeners are!

America's greatest advertisers know from long experience where to find Chicago listeners in the greatest numbers. That's why more of them use WBBM, more than any other Chicago station, for their main radio advertising effort. So do Chicago's smartest local advertisers. Just look for the sponsors. That's where the listeners are!

WBBM
Columbia Owned
Represented by Radio Sales
GROCERY STORE

SPONSOR: Lawson's

AGENCY: Direct

CAPSULE CASE HISTORY: This neighborhood grocer (nine blocks from Brandon's downtown business section) used eight spot announcements advertising a "Hi Neighbor" sale. The three-day sale resulted in an average increase of 28 percent over corresponding three days in which no radio advertising was done. The store manager said the spots brought many new customers to the store and many added that they had heard of the sale via radio.

CKX, Brandon, Manitoba

PROGRAM: Spots

PUBLIC SERVICE

SPONSOR: none

AGENCY: Direct

CAPSULE CASE HISTORY: Radio comes through, too, in its public service chores. The hospital phoned the station requesting a spot announcement. Eight pints of rare type of blood were vitally needed in an emergency case. Half an hour after the announcement went on the air, 14 pints had been contributed. Another spot was used to tell responsive listeners that blood donors were no longer needed.

WSTC, Stamford

PROGRAM: Spots

HELP WANTED

SPONSOR: Boston & Maine R.R.

AGENCY: Harold Cabot Co.

CAPSULE CASE HISTORY: Because of a mail pile-up in the Boston & Maine's North station in Boston, additional clerical help was needed quickly. The publicity director of the railroad bought a schedule of announcements on four radio stations. The first one went on the air at 10:59 a.m. By 11:50 a.m., 2,250 men had reported for work in answer to that single spot and, because of the success of the single spot, the rest of the schedule was cancelled. Results were quick and inexpensive.

Various stations

PROGRAM: Spots

PORTABLE GENERATOR


AGENCY: Direct

CAPSULE CASE HISTORY: This company had never used radio but decided on a trial run. A tractor-driven portable generator as a standby electric power source on the farm was plugged. The company hoped to get about four requests per announcement . . . or at least 24 from a week of one-a-day spots. The result far exceeded their expectations. The company got 223 requests in a week plus additional requests for the portable generator days and weeks after the original announcements.

WMT, Cedar Rapids

PROGRAM: Sunrise Hour

FEEDS

SPONSOR: Aubrey & Co.

AGENCY: W. J. Smith Co.

CAPSULE CASE HISTORY: This manufacturer of Red A Feeds distributes his products throughout the South. The program used is a 10-minute report on grain, produce, and livestock quotations. Department of Agriculture bulletins and a special U. S. Weather Bureau report is also used. The sponsor finds that Despite the fall off in farm income and intensified competition, his sales are holding up. Since it began advertising on radio, firm has expanded distribution and with only four announcements in a week greatly stepped up their grain receipts.

WHAS, Louisville

PROGRAM: Market Digest

RADIO RESULTS

HOMES

SPONSOR: George Decker Inc.

AGENCY: Arnold Olson

CAPSULE CASE HISTORY: Only two fifteen-minute programs (tape recorded) and 15 one-minute spots sold 50 homes in one day. The announcements and programs previewed these new homes with a "packaged mortgage" deal. Police reserves were called out to handle a crowd of 8,300 who visited the model home. Total sales were $525,000. Radio advertising expenditure $150. The homes sold for $10,500 each, advertising cost per unit was $.0029.

WICC, Bridgeport

PROGRAM: Spots

FOODS

SPONSOR: Albert & Son

AGENCY: Allen & Reynolds

CAPSULE CASE HISTORY: This maker of a fine salad dressing regularly used "Polly The Shopper" program and an afternoon women's service program. The sponsor advised KOIL that the shows had helped sell new accounts in every town east of a line running north and south through Dunlap, Iowa (65 miles from Omaha). Salesmen report the minute they go east of this imaginary line they run into sales resistance because the ice hasn't been broken in this territory. Since KOIL is the only outlet used consistently, radio can take all the credit.

KOIL, Omaha

PROGRAM: Polly The Shopper
are you singing the blues in St. Louis?

M.L.P.D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B.M.B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
 Owned and operated by the St. Louis Star-Times
 Represented by John Blair and Co.
IT'S IN THE
Now that you've been stopped by the age-old snare of a pretty girl, consider this:

DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query have with the illustration? Very simple... the connection is "in the groove!"

Think it over. A transmitter is not a linguist. It cannot translate distortion into clear signals. When foreign sounds are picked up from a recording groove and delivered to an amplifier, q. e. d., your transmitter speaks with an accent.

If your aim is quality transmission, then look first to the recording groove. If the fidelity you seek is not in the groove, then your reproduction just can't and won't be fidelity on the air.

I extend you my personal invitation to visit our engineering exhibit during the NAB Convention. Browse around at will. See and hear Lang-Worth's revolutionary recording groove that defies rules and ushers in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

C. O. LANGLOIS, President

CONVENTION HEADQUARTERS:
Suite 512A - 513A
Stevens Hotel
Chicago, Illinois

LANG-WORTH FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 WEST 57th ST. • NEW YORK CITY 19
The picked panel answers

Mr. Kalkhof

Let's direct the basic question to the sponsor himself. For it is he, with the help of his agency, station or network operator, who must decide before he starts in the medium what type of campaign he wishes to run. Without this decision a discussion of the merits of film versus live is purely academic. Both methods have their good and bad points. Let's examine a few.

First of all, take film. A canned presentation is going to cost Mr. Sponsor a lot of money to create, much more than good live shows. However, once it is made, the initial cost of filming is decreased over a period of time as the film reaches more and more potential customers. Eventually, through amortization and the elimination of repeated rehearsal charges, production expenses will be reduced to the funds needed to print additional copies. This means that production-wise any national spot campaign is apt to be cheaper in the long run on film than a series of live shows. Studio physical limitations are overcome; a competent film editor assures a satisfactory end product and, furthermore, a film can be used to pin-point the sales pitch in any area, at any time. Thus, a sponsor can purchase time on local stations in the best time periods available for his particular product and be assured that the identical show, with the same carefully prepared sales message will be seen by viewers reached in the selected markets.

As a final argument, the dangers of cast or technical errors committed at or by the originating station is practically non-existent. So, all Mr. Sponsor has to do is buy the time he wants, pay the film studio usage charges and roll it.

But is this good? The champions of live programming argue that a film show lacks spontaneity; it must be made in advance and this means that once the sales message is in it's more difficult and more costly to adjust copy to meet changing sales needs.

Unless a sponsor is prepared to spend a great deal of money, he must limit his film-making to a definite series, say enough films for a 13-week period. At the end of that time, he must either find another film series, produce one himself, or go off the air. On a live show though, the only limit for continuing a series is availability of talent and material. And, from the looks of things, there's going to be a lot of talent and a lot of material around for a long time—and it's getting better every day.

There is another important point in favor of a live show. Chances are that a live show is going to have better reception quality than film. No matter how carefully a film is made, it is not as good as a TV camera pick-up. This is particularly apparent in audio portions. True, this is a problem that is becoming less obvious as better techniques for TV filming are developed, but, as of today, it's definitely a factor to be taken into consideration.

Mr. Johnston

THOMAS B. McFADDEN
Manager
KNBH-TV
Hollywood

Perhaps the best answer to your question is a review of some of the reasons why Young & Rubicam recently decided to switch from live production of their Silver Theatre-CBS series to film production. These were:

Cost—Mass production through the new Fairbanks Multicam system made it possible to produce the show on film for less than the live production cost.

Scope—With film production, the range and scope of the series was increased through location shooting, process backgrounds, and film optical effects.

Cast Performances—Ability to re-take and shoot special inserts made it possible to achieve better over-all cast performance while reducing rehearsal time.

Program Re-use—While this factor was not emphasized by Y & R, there is no doubt that it was an additionally attractive feature. Second use of a film program would cut in half the per-broadcast-cost of a show.

Availability of Hollywood Names—Fairbanks' Multicam system makes it possible to secure Hollywood faces,
well-known to millions, who are not content to risk their reputations on kinescope recording quality.

Distribution — Programs on film give the clients more flexibility in station and network selection and permit extended use in areas not served by the cable without having to abide with the poor quality of TV recordings.

Promotional Use — Filmed programs can be used for sales conventions, dealer showings and other promotion.

Foreign Television — If and when international TV markets are available, foreign languages can be ‘looped’ into existing programs as the motion picture industry has been doing for years.

Perhaps the most important question the agency or client should ask is, “Should I go along docilely with successive cost increases in live, cable-connected television until they reach the point where I can no longer afford to use the medium—or should I experiment now with a system that promises to lower the costs and increase the value of television?”

Russ Johnston
Vice-President
Jerry Fairbanks, Inc.
New York

I think the sponsor’s decision in regard to this question will largely be governed by one consideration — coverage. If the sponsor’s product is not sold throughout the country, but is to be found in numerous widely scattered areas, it would seem advisable to choose film. This medium would eliminate all local production and talent problems.

If, on the other hand, the prospective sponsor distributes his products throughout areas covered by the TV networks, he would be better advised to invest in a live network program. It is my feeling that the spontaneity and flexibility of a live program has an advantage both from the standpoint of production and appeal.

John Halpern
Asst. Radio & TV Director
Erwin, Wasey & Co.
New York

ALL THIS AND EVANS, TOO! Bill Evans’ engaging radio personality accounts for his huge listening audience in the Chicago area. His fans are now following his new program of music and information on WCFL—9 to 10 a.m. Monday through Friday. WCFL also builds listener leadership with these star attractions: College and professional basketball games, hockey, and horse race results in sports; the Chicago Symphony Orchestra and other top-run programs in music, and a bright array of ABC network shows.

SPONSORS GET AUDIENCE PLUS ON BILL EVANS SHOW.
Bill Evans follows the perennially popular Breakfast Club. Evans’ time is available on block basis in 15 minute strips across the board, or in minute announcements on a participating basis. For further information, contact WCFL or The Bolling Company, Inc.
Connoisseurs agree that network radio surpasses everything else on the media menu—both for appetizing appeal and for solid nutrition. And for those who also rate it high on the price side of the card, we have two mouthwatering facts.

First, Mutual serves up broadcast advertising at costs well below those of any other network. Second, clients consistently get larger audience helpings per dollar on Mutual than they can anywhere else.

This news, in these times, is important to every executive who is responsible for getting the most he can from the advertising bill of fare—and still keeping the check within reason. The most convincing way we know to convey the basic fact of Mutual economy is by this straightforward invitation:

1. Let a Mutual man work out with you the radio hookup that best fits your marketing needs.
2. Let him plan with you the program fare that will best assemble the audience you want.
3. Compare Mutual charges with the best buy you can find on any other network—at any cost.
4. Take a good look at the money Mutual saves you. You can pocket the difference—or use it to finance any reasonable test of any other medium you choose.

That's why we say: on Mutual you can have your cake and eat it too. Whatever you sell and wherever you sell it, we believe that, well within 13 weeks of your acceptance of this invitation, you will get your teeth into two worthwhile discoveries: the effectiveness of network radio...and the economy of the Mutual Broadcasting System.

The Difference is MUTUAL!

Remember these other Mutual plus-differences:

Largest Audiences per Dollar in All Network Radio.
500 Stations; 300 the Only Network Voice in Town.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.
the difference is MUTUAL!
MOORE PAINT
(Continued from page 33)

station and the broadcast time in the station list. Then boldly mark both on your window streamer. Attach the streamer to your display window. Display it prominently during the entire program series—right up to May 27.

"2. Display the Color Scheme Folder Near Your Cash Register. Keep a good supply available. Customers will be asking about it! Listeners will be asking for it!

"3. Use the Package Stuffer-Envelope Insert. You will receive a generous supply. Insert it in all letters and bills. Make special mailings. Include it with all parcels. Hand it out over the counter. Be sure to imprint your store name in the space provided. Ask your station if it has a mailing list which you can use.

"4. Insert the Newspaper Mat Every Week. Place it in your local newspaper regularly—preferably on Thursday or Friday. For best results it should appear on the Women's Page or Radio Page.

"5. Plan Radio Tie-In Announcements. Develop your own radio tie-in campaign. Station personnel will be glad to help on this score. Use direct tie-ins immediately preceding and following the program. Use station breaks and spots during the week.

"6. Get Local Newspaper Publicity. Betty Moore is good news to homemakers in your community. But first, prepare your publicity releases professionally. . . . Then contact your local newspaper friends.

"7. Display Products Featured on Program. Build simple tie-in window displays of the products featured each week by Betty Moore to show what colors and paints are needed for the color schemes she describes.

"8. Create Interest by Word-of-Mouth. Gain the interest of as many people in your community as you can. Be sure to tell women about the Decorating Department's free service.

The Mutual promotion and publicity departments have done an unusually canny and thorough job of buttressing the Moore campaign at the dealer and station levels. In a letter to all affiliates, the network urged an energetic follow-up of the local dealer tie-in announcement angle mentioned in the company's merchandising folder. Said Mutual:

"To Benjamin Moore & Co., Your Home Beautiful's real worth is its effectiveness at the local retail level. For this reason our client has decided to omit the dealer cut-in plan, available at no extra cost, and, instead, urge dealers to purchase local spot announcements preceding and following each broadcast and during the week. This procedure, used last year, tends to emphasize to each dealer the importance of his participation in national advertising. So consider your local Benjamin Moore dealers as fine sales prospects for local announcements typing in with the show. . . ."

The paint company estimates that 70 percent of its dealers bought such local tie-ins during the course of last year's campaign.

This setup is in marked contrast to the usual situation in which local dealerships are established for nationally-distributed products. In most cases the dealers participate only on a co-op basis, splitting air time costs with the manufacturer, 50-50 or otherwise.

Mutual also sent its stations a detailed merchandising letter on the Benjamin Moore show, in which the following "plan of attack" was suggested:

"Your first step in dealer contacts should be to write to all the Benjamin Moore dealers in your area. In your letter include a brief selling talk on dealer-sponsored announcements. Follow up your letters with personal calls on as many dealers as possible. At this time you can discuss with them their own merchandising plans. . . .

"Invite dealers to hear the initial broadcast in the new Your Home Beautiful series in your studios. . . . If you publish a merchandising paper which is mailed regularly to retailers, be sure to include a short story on Your Home Beautiful in the next issue. A list of Benjamin Moore dealers is included for handy reference."

The list referred to is broken down by cities and states, and includes at least one dealer for each MBS station carrying the program.

The network also supplies its affiliates with prepared promotional announcements, like this: "Your home, freshly painted and redecorated, is a much happier place to live in. Redecorate this year with the helpful advice of Betty Moore. Hear Betty Moore in Your Home Beautiful, with Johnny Thompson's songs. Saturday at (time) on (station)."

SPONSOR
Among other promotional suggestions for its local affiliates, Mutual listed these: "Make arrangements with real estate dealers to plug Your Home Beautiful in connection with the sale of older houses which need redecoration. This can be accomplished by word of mouth or by small printed cards which could be handed to prospective buyers or left under the door knocker. You might give the real estate dealer air announcements in exchange for this service.

"Have your women's commentator use her women's club contacts to boost the show. She can phone the secretary of each group, urging that Your Home Beautiful be brought to the attention of the membership as a program of interest to women."

In point of coverage, (see chart) the Betty Moore show has grown by leaps and bounds, from 16 stations in 1929, to a peak of 385 stations last year. The early programs, on CBS, were voiced by Ida Bailey, cooking and homemaking expert and a pioneer woman broadcaster. Today's Betty Moore, Vicki Vola, is a well-known radio actress.

The current Your Home Beautiful program is a fast-paced quarter-hour combining Betty Moore's interior decoration advice and songs by Johnny Thompson. Thompson doubles as straight man for Betty's bright comments on interior decoration in general, and decoration with Moore paints in particular. The announcer often joins these exchanges, adding to the air of informality.

Oddly enough, Moore's competitors do little if any radio advertising nationally, and not a great deal locally. Sapolin buys participation in Jack Sterling's morning show on WCBS, New York, the Cook Paint Co. uses radio in Kansas City, Mo., and Fuller has used radio on the west coast.

Benjamin Moore & Co. and its agency, St. Georges & Keyes, recognize in television a potentially ideal medium for their product — but only if and when "the viewers are in the right places." They are mindful of the fact that at present a majority of video set owners live in cities, and thus usually have little or nothing to do with painting their abodes.

Letters from grateful listeners have been a continual source of satisfaction to the Moore company ever since their first broadcasts in 1929. Here are some excerpts from recent letters to Betty Moore:

"Cologne, Minn.—My friends think my kitchen is beautiful. So do I and thanks for your suggestions. My daughter purchased Moore's Paints for me in Minneapolis which is 35 miles away. I wanted to have the right products so I could get exactly the right results... .

"Valley Stream, N. Y.—I have been using your suggestions for some years and have been very satisfied with the results. Moreover the paint your firm manufactures has been excellent, and Smith & Brown, your agents in Valley Stream, have been very courteous.

"Hernando, Miss.—I guess you are the answer to my prayers. I heard your program for the first time this morning and I do want you to know that I really enjoyed it. We have just bought a house... ."

More than 200,000 women wrote Betty Moore in a similar vein last year. Requests for color schemes and decoration advice also came from schools, theaters, restaurants, and other establishments. And every one, of course, represented a golden opportunity to "Sell Moore Paint."

***

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000 — and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the heart of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-billion dollars on retail purchases in 1948.

And only WSBT covers all of this market.

10 APRIL 1950
WATCH

Present the

At the N.A.B.

ANOTHER GREAT
FIRST!

ANOTHER GREAT
EXCLUSIVE!

ANOTHER GREAT
SPONSOR-SELLING
SHOW!

. . . For WORLD-Affiliates

ONCE AGAIN

WORLD Adds To The Great Train Of Unparalleled Feature Present

DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER
FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONY

See WORLD'S N.A.B. Convention Exhibit, Suite 500 -
WORLD...

Hottest Idea

Convention!

ANOTHER GREAT
MONEY-MAKER!

WORLD PROGRAM SERVICE
Library

1, Stevens Hotel, Chicago
## What broadcasters think of the NAB

<table>
<thead>
<tr>
<th>Subject</th>
<th>Description</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Relations</td>
<td>Rated the most effective of all NAB departments. General feeling is that department is highly qualified but should give more emphasis to small station labor problems.</td>
<td>60%</td>
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<td></td>
<td></td>
<td>40%</td>
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<tr>
<td>Legal</td>
<td>Critical rating reflects uncertainty in broadcasters’ minds regarding advantages won or ground lost over FCC and governmental issues. Dearth of ideas may be summed up with, “We don’t know what’s wrong but we don’t like it.”</td>
<td>30%</td>
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<td>70%</td>
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<tr>
<td>International Relations</td>
<td>Little interest shown in responsibilities or objectives of this department. Except for interferences created by “wildcat” Cuban stations, broadcasters do not feel that local station problems are affected by international events. Rating and comments not consistent with theme of 1950 Convention.</td>
<td>13%</td>
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<td>87%</td>
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<tr>
<td>TV</td>
<td>Comments divided on TV as being 1) too new, or 2) an AM competitor and as such should be in a different league. Departmental effectiveness not adequately rated due to AM antipathy; feeling that TV is not paying its way in NAB.</td>
<td>7%</td>
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<td></td>
<td>93%</td>
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<td>FM</td>
<td>FM broadcasters are critical of AM, feel ignored, want more active department and top level support.</td>
<td>3%</td>
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<td></td>
<td>97%</td>
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<tr>
<td>Secretary-Treasurer</td>
<td>Evaluation indicates this office considered a top level staff function with responsibilities that have no realistic application to broadcasters’ basic problems of sales, programing, etc.</td>
<td>32%</td>
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<td></td>
<td>68%</td>
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<tr>
<td>Engineering</td>
<td>Although top rating is low, comments are few; “Doc” Howard endorsed, personally. Attitude indicates preoccupation with business problems rather than engineering.</td>
<td>22%</td>
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<td></td>
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<td>78%</td>
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**NAB**

*(Continued from page 20)*

is considerable sentiment that he be empowered by the President and the Board to act on matters of large importance where his experience as a practical broadcaster will indicate the course to follow.

Those who really know what goes on within the NAB credit Judge Miller with skillful achievements that seldom appear on the record. For example, no adverse legislation has been passed during his tenure. A strong general manager will give the President even more time to utilize his great talents on top-level matters.

Should the networks return to the NAB? Among the larger stations there’s strong feeling that the networks have much to offer. One outgoing member of the NAB Board ventured the opinion that with the influx of small stations the inclusion of the networks would do much to balance the scales; besides the sound judgment of such men as Frank Stanton, Niles Trammel, Frank White and Mark Woods the added dues would come in handy too.

The large amount expended in executive NAB salaries is frequently criticized. Several years ago there would have been no comment, but things are different now. A plusly atmosphere doesn’t sit well with hundreds of stations who are literally fight-
STOP GUESSING!

WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in and, the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of average cultural level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurate checking of results
- Reasonable advertising rates

Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling.

Write for information.

Represented by

ROBERT MEEKER Associates
Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION
WGAL-TV
Channel 4—Lancaster, Pennsylvania
Clair R. McCollough, Pres.

NBC - TV AFFILIATE

10 APRIL 1950
ing for existence, and even some of the more prosperous are taking notice. It isn’t the individual salaries that are questioned but the aggregate sum.

By and large, the membership would like to cut down on expenses everywhere but BAB. They’d like to put what’s saved into the BAB kitty, for here is where the average station hopes to reap a return. To the question, “Shall the NAB budget and the BAB share be increased?” many respondents separated their answers so that the overall conclusion was obvious: don’t increase the NAB budget, but give the BAB more. Many others wrote: give the NAB more, BAB more. One out of every three respondents recommended that the BAB budget (now about $200,000) be at least doubled.

In any survey of NAB members today, BAB hogs the limelight. But Labor Relations comes in for plenty of mention, too. It’s nearly invariably good. For several years Dick Doherty has been providing prompt, headsup, vital assistance on labor problems to a multitude of stations. True, it’s another “hot” service, but Labor Relations could muffle it. They don’t.

There’s puzzlement regarding Broadcast Audience Measurement Inc., successor organization to BAM. The field recognizes the importance of a common denominator acceptable to the broadcast buyer, but the common observation is: “How can I tell what it should be if the experts can’t?” There’s plenty of interest and anxiety concerning BAM. This matter will be discussed at the Chicago meeting.

Some members are distressed about the code. What happened to it? Can it be revived, applied?

Public Relations is a term that means different things to different people. Yet the frequent reference to Public Relations takes on the definite flavor of selling the radio medium to the country at large, to the advertiser specifically. Radio is ripe for the extension of such campaigns as the NAB-RMA “Radio in Every Room,” and “Let’s Sell Optimism” as initiated by sponsor and broadcast by well over 100 stations, notably all members of the Tennessee Association of Broadcasters. NAB Public Relations has practically no funds to do the important job of selling broadcasting.

International Relations, specifically the Cuban situation, are all-important to affected stations. When a member station is involved, he looks to the NAB for a solution. If the controversy is resolved satisfactorily, regardless of who resolves it, everybody will be happy: if not, there will be unpleasantness. That’s one of the hazards and responsibilities of Association life.

With the increase in dues 1 April, a number of stations, principally the small ones, have dropped out of the NAB. But the loss may be more than balanced by the imminent return of several 50 kw outlets who, noting that the trade association is in some straits, are forgetting their differences.

Despite all the problems, there are hopeful signs. The broadcasting industry has shown tremendous vitality. The NAB Board contains men of remarkable integrity, ability, and capacity for industry service. Most of them recognize the current problem and the complexities that the NAB President faces. The NAB itself, from Judge Miller down, has men of stature and proven ability. It has done excellent jobs over the past several years that aren’t generally known or appreciated.

But the proper foundation must be dug, the house put in order.
willie wish,
salesman extraordinary

The Union Federal Savings and Loan Association success story reads: "An average of 12 spots per week over WISH for the past seven years."
This long established financial institution learned long ago that consistent use of spot advertising over WISH in the Indianapolis market is the best way to get results.
Ask any Free & Peters "Colonel".

that powerful puller in Indianapolis . . .

WISH
OF INDIANAPOLIS
affiliated with AMERICAN BROADCASTING COMPANY
GEORGE J. HIGGINS, General Manager

10 APRIL 1950
Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.
JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail — proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch’s brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages . . . and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the power and appeal of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.

America's No. 1 Advertising Medium

The National Broadcasting Company

A service of Radio Corporation of America
NRDGA

The National Retail Dry Goods Association is a national organization which helps retailers on every level use advertising and sales promotion effectively. Part of the NRDGA's activities is aimed directly at the broadcast advertiser. Throughout the year the organization supplies sponsors with a tide of promotional material, ideas, and suggestions on how they can use broadcast media to better advantage.

Newsletters of the organization contain a special section devoted to explaining how some of its members are using radio; the results they have obtained; and pointers on program improvement. Also included in the newsletter are reports on unique types of dealer tie-ins which can be adopted by other broadcast advertisers. The newsletter is published 20 times a year and is available to non-members at a special fee.

Special bulletins are issued to help the air-advertiser secure fruitful results. NRDGA consults radio advertising specialists to gather material that will assist sponsors in determining their objectives and finding the best ways to achieve them. One of these bulletins sent to members clearly outlines the principles of good program planning for department stores. There are booklets available for other categories of retailers.

Meetings conducted by the NRDGA include one-half day which is allocated to discussing means for getting better retail radio results. The discussions are led by leading authorities representing top retail outlets and various AM networks.

Annual radio contest is held to stimulate better programing by NRDGA members and "to reward good, resultsful radio advertising by retailers;" the NRDGA sponsors it in conjunction with the National Association of Broadcasters. The contest is open to NRDGA members only. They must submit a transcription of the program along with an explanation of its objectives. Certificates are awarded to the winning entries.

Counseling service is available to those retailers interested in using radio advertising. It will assist the neophyte sponsor in selecting the proper type of program, outline several types of sound promotional gimmicks, dealer tie-ins, etc. In addition, NRDGA will compile case histories of other retailers in the same business, who have used radio and successfully reached their goal.

Planning calendar issued by NRDGA lists the dates for special weeks, days, and events for the entire year. Some of these events can be developed into profitable promotions by sponsors. A number of promotional possibilities are noted in the calendar.

AFA

It is the function of the Advertising Federation of America to tell the nation why and how advertising is used. By doing this, AFA dispels the common misconceptions people have about advertising and gives them a clearer picture of how it benefits the public. Radio transcriptions (900 in all) and scripts have been prepared as part of the AFA's campaign for better public understanding of advertising. The transcriptions, ranging from 15-17 seconds, are distributed free to stations requesting them.

Unfair legislation is fought by AFA: currently it's battling the Little Rock, Arkansas, Langer bill which it alleges unjustifiably taxes radio stations and radio time buyers. The Federation is a watchdog of advertising interests.

Forums conducted under the auspices of the AFA include a guest speaker discussing some topic of interest to broadcast advertisers.

Annual contest run each year by AFA asks high school students to write essays on what advertising means to America. Several sponsors have used the contest as a tie-in with their radio programs to boost product identification among teen-agers. This year's contest is being promoted on Colgate-Palmolive-Per's Our Miss Brooks.

AAAA

The American Association of Advertising Agencies is the national organization of the advertising agency business. Membership is by application and is open only to ad agencies able to meet the qualifications for membership. These include experience, ability, character, ethical and business standards, and financial responsibility.

A Four-A agency is a symbol to the advertiser of an able and ethical agency.

The association has three aims:
ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hoopered TV shows on a spot basis at prices you can afford!

One of Paramount's TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . with some good markets still open.


FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany's Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, "Train of Tomorrow," for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the 10 weeks from September 12 to December 2, 1949, pulled 84,000 replies—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KT LA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLlywood 9-6363
New York Sales Offices • 1501 Broadway • BRyan t 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

10 APRIL 1950
1. To protect, strengthen and improve the ad agency business.
2. To advance the cause of advertising as a whole.
3. To perform services for members which they cannot perform for themselves; or which can be done better or less expensively through the association.

These aims are further broken down as follows to insure maximum service to advertisers:

**Standards** of agency service required make clear that the agency's work extends from product and market analysis to cooperation with the clients to insure the greatest effect from advertising.

**Protection** for the advertiser is extended by means of a standard of practice which condemns untruthful or indecent advertising copy, rebating, or use of speculative materials in soliciting accounts.

AAA cooperates with advertisers and media in three major joint research enterprises—the Advertising Research Foundation, Broadcast Measurement Bureau and Traffic Audit Bureau. Research projects include continuing studies of transportation advertising; farm publications; weekly newspapers; business papers.

**ANA**

The Association of National Advertisers helps advertisers employ the professional skills of the advertising agencies to better advantage.

Members of the ANA include the nation's major industries. The work of the AAAA and the ANA, to a great degree, complements each other. While the AAAA serves industry through the advertising agency, the ANA develops and encourages the more effective and profitable use of advertising as a tool of selling and management.

ANA aids include:

**Protecting** the buyers of advertising against possible unsound practices of sellers through meetings individually and in groups with AAAA, publishers, broadcasters and other media. Seven media committees and an ANA radio council keep members well-informed on latest advertising developments.

**Posting** members on the latest legal moves of the government as they concern advertising practices. The legal department also interprets decisions of the courts in FTC cases. Food and Drug Administration, Fair Trade laws and trademarks.

**Media** committees give the ANA members the advantages of group thinking and organized collective action. They include the magazine: newspaper; radio (ANA Radio Council); outdoor advertising; display advertising; industrial advertising and films committees.

**Day-to-day** service includes keeping members posted with information, ideas and experiences on advertising and related subjects as they apply to individual needs. There is also a large library and files system covering all phases of marketing and advertising.

Thus, the AAAA and the ANA sometimes working together, at other times singly, strive to improve advertising in all its phases. How they are succeeding is evidenced by the high standards of the advertising profession.

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**TBA**

Advertisers, prospective advertisers, agencies and stations can get an overall idea of what is happening in the television industry with the aid of a quarterly compilation by the Television Broadcasters Association.

This brochure—"Status of the TV Industry"—can be used as a handy reference tool for the advertiser who wants to know how, when and where to spend his video dollar.

Copies, free to TBA members and a dollar to non-members, provide data from diverse sources. And, from these sources, an advertiser can glean enough information to help him make his decisions.

A typical issue contains the following:

**Statistical picture** of an average TV community which gives an advertiser an idea of trends to be expected. From cities like Milwaukee, Washington, D. C., New York and Los Angeles come figure breakdowns giving the average number of hours TV sets are used. Men and women's program preferences are listed. So are children's likes and dislikes. Thus, from past figures, agency and advertiser can avoid the pitfalls of misjudging product and program or audience and program.

**TV impact** on home habits; TV viewing habits and TV selling power are concisely explained. 

**TV advertising analysis** service given is indispensable to the sponsor who wants
to know what his competitors are doing. The number of advertisers, and types, by product groups, help the sponsor know whether he is using video to its best advantage. Included also is the number of advertisers by markets.

RMA

The Radio Manufacturers Association has helped promote multiple radio set buying with their “Radio-in-Every-Room” campaign. Thus, indirectly, they have benefited dealers, distributors, radio stations, and radio advertisers in their set-selling drive.

For over two-and-a-half years, the RMA Advertising Committee promoted the “Radio-in-Every-Room” campaign with spot announcements, slide film and playlet.

While RMA no longer sponsors the national campaign they have assisted distributors and radio stations in Baltimore and Cleveland get started with their local promotional campaigns.

RMA is now busy in the video field. They’ve issued a question-and-answer booklet on color television called RMA Recommends urging the adoption of color TV after a thorough test of the system to be adopted. They have also advocated, in their booklet, the lifting of the freeze on commercial television applications and the prompt allocation of very high frequencies.

National representatives

In the 20’s, the station “rep” was a pavement-pounder, selling time. The national station representative of the 50’s sells time, plus service.

This new concept of responsibility has come about because, as the industry has progressed, it has grown in complexity. It is harder for the national station representative to get his share of the business. Conversely, with the advent of television, many advertisers are turning to the flexible medium of spot advertising. That representatives are racking up sales records in 1950 is due mainly to this fact plus sharpening of existing sales tools, de-

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more “pulling power” in every dollar you spend on CKLW. Get the facts! Get the story first hand from those that see this “pulling power” working day in and day out right down the middle of the dial at CKLW’s 800 kc.

J. E. Campeau, President
Guardian Building • Detroit 26, Michigan
Adam J. Young, Jr., Inc., National Rep.

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Development of new ones.

Taking them point by point, here are the tools the field offers to buyers of advertising:

**Market and station data** issued in summary form, including population, number of families, number of radio sets and buying income help the advertiser determine which station's facilities are best fitted for his needs.

**Rate card standardization,** which station representatives are constantly striving for, assures the advertiser of a fair and equitable charge regardless of where he buys his time. Competitive data are also made available to advertisers. They show the cost per thousand radio homes in the different stations in the area.

**Availability data** is routinely sent to advertisers and agencies and lets them know what is available in regard to time or station.

**Continuing studies** of the broadcasting field bring the advertiser or prospective advertiser a better picture of conditions in the industry. Census reports, used by one company, keep advertisers informed on population figures by counties. Incorporated are reports on how much each county spends for food, drugs, autos and other commodities. Invaluable to industries concerned.

**Programming aid** is offered in an advisory capacity: representatives suggest changes in programming and point out technical flaws. The representatives can also suggest network shifts or change in station affiliation when it means more business.

**Billing and collecting** is handled by three or four representatives—a service greatly appreciated by advertising agencies. A few representatives also grant credit—a distinct service to some stations.

**Calendar of expiration dates** based on 13, 26, 39 and 52-week cycles is offered by one representative. This copyrighted calendar shows the sponsor and time buyer, at a glance, when his contract is up for renewal.

**Station brochures** and a comprehensive presentation of stations' salient sales points are handled by most representatives from copy to art work and production. Letters and bulletins are also mailed to advertisers and agencies. These highlight success stories of programs and personalities and point out the specific types of programs that are the best showcase for a sponsor's product.

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**National Association of Radio Station Representatives, Inc.** in a partial list of its activities, prepared for SPONSOR by its managing director, Tom Flanagan, gives an indication of how it aids advertisers:

1. Production and distribution of "Spot Radio Lets You Decide," a factual study of stations, audience, programs and other data.
2. Tabulation of material and publication of the Spot Radio Estimator, widely used by advertisers and agencies in planning spot campaigns.
3. Easel presentation of spot radio, used by member stations and their salesmen, and in talks before sponsor and agency executives, university classes and other groups.
4. Monthly meetings with advertisers to explore results from use of spot radio, difficulties, possible improvements, advertisers' needs for information, service.
5. Special presentations to advertisers and agencies on specific campaigns.
6. Teams of NARS members assigned to work with individual advertisers to supply them with spot media information.
7. Analysis of industries for comparative 10-year sales volume by corporation units in the industry, gross and net profits, administrative selling and advertising expenses, analysis of advertising methods, of success and failure.
8. Individual service to advertisers and agencies on requests for information on all phases of radio, and especially, television.
9. Continual contact with radio and TV stations to secure better information and service through representatives.
10. Analysis of questionable advertising practices.
11. Publication of a directory of members and the stations they represent.

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**BAB**

Broadcast Advertising Bureau, a branch of the NAB, is much more than the national promotion voice of the broadcasting industry. Its staff not only performs general services of great significance to advertisers, but under
IN SAN FRANCISCO BAY AREA TELEVISION . . . A TOP LOCAL HOMEMAKING PROGRAM BUILDS BIG AFTERNOON AUDIENCE:

"Your Home" show proves KRON-tv peak pull for sponsors

Each weekday for a full hour—3 to 4 p.m., Monday through Friday—the only televised homemaking show in San Francisco Bay Area sells products by demonstration. Special "Your Home" features include: Monday, decorating tips... Tuesday, charm... Wednesday, community interests... Thursday, fashion... Friday, gardening...

Just one example of KRON-TV's strong local programming

Exceptional sales results are reported by present non-competitive sponsors of "Your Home." Facts and figures, now accumulating rapidly, are available on request.

And KRON-TV is teaming many other good local productions with favorite NBC network programs that assure strong audience tune-in. KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area. If you're planning a television campaign in this market, check KRON-TV coverage, programs, spot availabilities.

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

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certain circumstances may consult directly with national and regional advertisers on specific problems in the use of broadcasting. Here is a digest of services for which an advertiser can call on BAB. (The only cost to the advertiser is expenses of the Bureau staff member where travel is involved.)

Advisory information is available to both advertisers and prospective advertisers on the national and regional level. The only requirement is that the problem be of general interest to the industry, and that BAB be permitted to use the information developed for the benefit of the industry, should it so desire. Printed information such as reports, experience stories, is supplied without cost.

Trade associations may obtain the bureau's help in planning ways in which their member organizations can profitably use radio and television. For example, the National Stationers Association, Life Insurance Association, National Laundry Institute and many others have sought and obtained advice on use of broadcasting in their fields.

Cooperative advertising plans which include radio and television are reported in detail by BAB to all NAB member stations. This is of benefit to the manufacturer or sales organization in two ways:

1) It keeps co-op advertising (so far as broadcasting is concerned) from being a football; local radio salesman keep constant pressure on retail outlets to take advantages of co-op allowances. This helps assure widest possible coverage at the local level. International Harvester introduced a home refrigerator and wanted to get immediate and widespread local radio promotion for new features. A flash from BAB on broadcasting co-op allowances started salesmen all over the country presenting the case for broadcasting to outlets handling the new Harvester product.

2) BAB sends to stations information on co-op plans only after the firm concerned has checked and okayed the data. This enables station salesmen to advise retailers in following through accurately the necessary steps in availing themselves of the manufacturer's plan, thus eliminating waste of company time and correspondence.

Research facilities of the parent NAB's research department are available to BAB. In addition, it will have a fund of its own, commencing 1 April, for basic research on problems of broadcast advertising. But by the very nature of its operation BAB is a clearing house of information on the use of radio and television. By far the greatest basic source of information applying to broadcast problems lies in the pool of data continuously accumulated by BAB and available to staff experts for use in analyzing specific problems of any advertiser. The BAB has put some of its informational efforts into films available to advertisers.

BMB

Broadcast Measurement Bureau, the industry-sponsored audience measuring organization, is scheduled to expire next 30 June. But its Study No. 2 is a must in the business of figuring radio coverage. The study is a county-by-county report on the total audience of every radio station in the United States. A committee representing the NAB, the American Association of Advertising Agencies, and the Association of National Advertisers has proposed the formation of a successor corporation to be known as "Broadcast Audience Measurement, Inc., which would inherit BMB assets, including Study No. 2 and the activity of servicing it.

The report includes the following features essential to agencies and advertisers concerned with radio:

Total audience measurement, the only current study that reports total audiences for all U.S. stations. This study counted radio homes who listened from one to seven times per week. It shows distribution of coverage, county by county. Figures are given both in percentage and estimated number of families in each station's total audience.

Breakdown of frequency with which families tuned stations is reported on basis of 1-2, 3-5, and 6-7 times per week. This helps a sponsor estimate the "density of coverage" he's buying and is a valuable tool for agencies in planning spot campaigns and the size and distribution of networks.

Servicing of the report includes special tabulations of the punched IBM cards, analysis of coverage data, etc., at cost. Data is also available to an advertiser on stations not subscribing to the report.

Broadcast Measurement, Inc., BMB's proposed successor, would continue to perform some kind of industry-wide research. The kind of measurements is
a matter for future decision. In addition to a "total audience," or coverage measurement it could perform program rating services, using meter, diary, coincidental, or other methods. Public opinion surveys are a possibility. According to present thinking, the new corporation would be financed by broadcasters through a stock issue. Agency and advertiser people who join with broadcasters as incorporators will do so independently of the AAAA and the ANA and will not participate in financing the new corporation.

**News services**

News is still the "meat and potatoes" item on the radio programing menu. Survey after survey has shown that listeners prefer news to any other type of program fare. And they get what they want—advertisers buy more news shows of one kind or another than any other type of program.

The two largest news wire services—AP and UP—maintain separate radio divisions which contribute an important part of their income. INS, while it has no separate radio news wire, has many station subscribers to its regular newspaper wire service. Trans-Radio Press, on the other hand, was organized primarily to sell news to radio stations but also services a few newspaper clients.

In recent years, radio—and television—have become increasingly important to the news services for inescapable financial reasons. New stations have been built in great numbers, while newspaper clients have dwindled because of rising costs, mergers, and material shortages.

The prospective radio advertiser who is considering sponsorship of a news program has a choice of more than 30 different types—each of them self-contained and delivered to the station or network at regular intervals by tele-type or mail. These include, aside from the basic new bulletins and hourly summaries, such specialized packages as women's programs, commentary programs, farm programs, business and economic programs, human interest programs, sports programs. Each of these generic types is in turn subdivided into specific programs of varying lengths and descriptions. The programs, as they come in over the wire or through the mail, are ready for broadcast, with the addition of commercials.

Here is a rundown of generic news program types together with some of the products they are currently selling on the air:

**Basic news programs**—automobiles, breakfast food, candy, cereal, coal, coffee, dairy products, tooth paste, paint, insurance, hats, peanuts, shaving cream, soup, motor oil, flour, gasoline.

**Human interest programs**—women's apparel, vacuum cleaners, tractors, laundry service, medicine, dry cleaning, shopping guides, soap, taxi service, oil, baked goods, appliances.

**Business and economic reviews**—banking services, groceries, jewelry, lumber, real estate, automobiles, men's wear.

**Farm programs**—coffee, trucks, real estate, flour, fertilizer, livestock, insurance, home loans, dairy products, seeds, tires, fuel oil, farm implements, insecticides, livestock, lumber, magazines, furniture, electrical appliances, cold storage, hardware, sulphur, investments.

**Commentary programs**—wine, flowers, drugs, men's clothing, oil, baked goods.

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**WHY PAY MORE...**

When W-A-Y-S Does It For So Much Less?

**HERE IS WHAT CHARLOTTE LISTENS TO FROM 7 to 8 A. M.**

(Percent of listening homes, most recent morning survey)

**W-A-Y-S.** 5000 watt, regional—

4.05% hear Alonzo Squires.

Station "A" 50,000 watt—

4.47% for the same period.

**DOLLAR for DOLLAR**

W-A-Y-S IS YOUR BEST BUY!

W-A-Y-S
W-A-Y-S, FM
610 kc.
CHARLOTTE, NORTH CAROLINA
Represented by Avery-Knodel

10 APRIL 1950
Say . . . . .

Are YOU being misled about NORFOLK???

Getting most for your dollars in VIRGINIA'S NO. 1 MARKET?

Better double check your schedule NOW for this prosperous, booming area!

and get set for BIG NEWS IN NORFOLK RADIO in 1950!

ASK RA-TEL . . . . about

A M W S A P F M

Serving NORFOLK — PORTSMOUTH NEWPORT NEWS From Portsmouth MUTUAL NETWORK

B. Walter Huffington, General Mgr.

beer, electrical appliances, dry goods, gas, flour, pencils, oil, plumbing and heating, tractors, real estate, television, stationery.

Women's programs—soap, loans, men's wear, flowers, drugs, dry cleaning, canned meats, baked goods, automobiles, public utilities, women's wear, gifts, moving and storage, floor coverings, gas, furs, groceries.

Sports programs—cigars, tractors, boats, radios, beer, sporting goods, food, automobiles, soft drinks, shoes, radios, oil, jewelry, insurance, banking, tires, printing, coal.

With the exception of INS, the news services have had comparatively little to do with television so far. INS, in collaboration with TeleneWS, a film producing unit, offers a packaged video newsreel service in which news bulletins are cut in with current newsreel clips. Company representatives are available for advice and consultation on building television shows based on the newsreel.

Program rating services

Program rating services deliver a variety of data of essential importance to network, national spot, and local advertisers.

Sets in use is the percentage of the sample actually listening at any period. Records of the trend at various times throughout day, week, or month, are useful in choosing programs and time of broadcast.

Shade of audience is the percentage of sets in use tuned to a given program (or station). It is one measure of the relative pulling power of a show.

Audience composition is the percentage of men, women, and children tuned to a program and helps a sponsor judge the appropriateness of his program and time period.

Behavior of the broadcast audience from period to period (minute to minute as measured by meter and other devices) is analyzed and reported as part of the regular service of firms like Nielsen, Hooper, and others. Such analyses may include information on home characteristics, audience turnover, frequency of listening, audience for spot announcements, etc. Not all services operate in such a way as to obtain this and other detailed information on audience habits, and the only one now in a position to do this on a national scale is the Nielsen Company.

Sales effectiveness studies are not available as a regular service from most program-rating organizations. They are available from the Nielsen Company as part of a comprehensive service called the National MRI (Nielsen Radio Index) Service. C. E. Hooper, Inc., recently established such a regular service, Sales Impact ratings.

Spot ratings are issued by Advertist Research, covering TV in the metropolitan New York area. Basic information is obtained through interviews. The Nielsen Company offers essentially the same type of analysis for spot as for network radio.

Evaluation of audience listening and viewing habits together with data on economic status, education, size of fam-

New York Radio Station Representatives, small office, long established company has sales opening. $80.00 weekly salary. Send written application including experience, age, family status to Box No. 13, Sponsor.

Research services

In a broad sense almost any market research service is a potential tool for an advertiser. The following research tools, however, are specifically adapted to the specialized requirements of the radio and television advertiser:

Program research is designed to tell an advertiser how many listeners or viewers a program has; who they are, when, where, how often and how long they listen or view. In addition to program rating services which deal in this kind of information (see "Program rating services") numerous research organizations are equipped to do smaller scale special investigations in this field. Qualitative research into the likes and dislikes of program elements with diagnosis for corrective treatment is the province of firms specializing in this field together with network and agency staffs devoted to program analysis.

Audience research, which some of the rating services also provide, counts the number of listeners to networks and individual stations and how long and how often they listen (See BMI). Coverage maps are provided by various research organizations from special studies of station coverage data. This service overlaps the work of both BMI and the work of a number of regular program rating services active in these related fields.
PLUS COVERAGE. A calendar was offered to listeners of WGAR's "Range Riders". Local response was tremendous. But there also were requests from 199 towns and cities outside the state of Ohio... from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!

WIDE AWAKE PROMOTION. A WGAR-published newspaper, "The Dial", is one of WGAR's many promotional activities. Mailed to a select list of merchants throughout WGAR's coverage area, it keeps dealers informed about WGAR personalities, programs, sponsors, and products.

in Northern Ohio... WGAR
the SPOT for SPOT RADIO

AN OUTSTANDING PROGRAM. Jack Dooley, specially trained U. of Iowa newscaster and Des Moines Radio News Award winner, takes over WGAR's oldest established news program... the 11:00 PM News. This program is now available for sponsorship. Ask us about it.

A WGAR SPONSOR. Watkins Furniture Company of Cleveland is a successful advertiser on WGAR. They are now in their seventh renewal of WGAR's popular "Mayer of the Morning" program, Monday through Friday. You are in good company on WGAR.

RADIO... America's Greatest Advertising Medium
WGAR... 50,000 watts... CBS
Represented Nationally by Edward Petry & Company

10 APRIL 1950
This is Jean Joyce, “Killian’s Personal Shopper.” She presents commercials written by Beulah Marsh of Killian’s, Cedar Rapids’ leading department store. Beulah and Jean are one and the same—have been ever since the store’s 9 a.m. news program started 16 years ago (which makes it the second oldest continuously sponsored newscast in radio history).

This is A. L. Killian, Chairman of the Board of Killian’s. He knows that 75% of Cedar Rapids’ morning listeners hear WMT (from a questionnaire recently mailed to 10,000 charge account customers): that Cedar Rapids’ “Homes Using Sets” in the a.m. is 71%, above the national average; that WMT covers the store’s entire trading area (from mail stimulated by “The Wishing Well,” Killian-sponsored afternoon program).

This is Bill Quarton, WMT’s general manager, who originally handled the Killian account as a salesman. Bill can quote statistics like an electronic computer—but they all prove the same two things: Eastern Iowa is a lush market for advertisers; WMT is the sellingest station in Eastern Iowa. Ask the Katzin man for full details.

This is Eastern Iowa...

5000 watts • 600 kc • Day & night

BASIC COLUMBIA NETWORK

FOR TV STATIONS:

The GRAY TELEOP

EASY, LOW COST

TV COMMERCIALS

The problem of low budget yet modern and visually interesting TV Commercials production is solved by the new Gray Research TELEOP. Versatile, “cinematic” effects are obtained from inexpensively prepared materials or small objects.

1. TELOP TELEVISIONS MANY THINGS
   There are four optical openings for opaque cards, photographs, artwork, glass slides, transparencies, strip material (on rolls), and small objects.

2. DUAL PROJECTION
   Two slide holders, containing ten projection items, may be used in any two optical openings. Any two items may be televised simultaneously with superimposition, through lap dissolve or fade-out. The bottom station in the TELEOP may be opened for televising small objects.

3. STAGES 2 and 3
   These two variable speed units may be attached to any station, one for vertical roll strip, the other for horizontal televising of teletype news strip. The horizontal unit may also be used anywhere between top and bottom of the mosaic.

4. NO KEYSTONING
   The single projection lens eliminates keystoning of the projected mosaic.

5. RUGGED EQUIPMENT
   The TELEOP, weighing 600 lbs., has a cast iron base and rigid framework to withstand constant hard usage.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
28 Arbor St., Hartford 1, Conn.

Division of The Gray Manufacturing Company • Originators of the Telephone Pay Station

Networks

The four major networks, with their nationwide facilities and breadth of organization, are ideally equipped for serving the advertiser. Competition keeps them neck-and-neck, and all four offer the same kinds of basic services. Audition facilities are provided for anything from a one-minute announcement or a full-hour show. Any network salesman or account executive can set it up, and make the necessary arrangements with program and engineering personnel. Research services are available to the advertiser. Daily program ratings, coverage, audience analysis, etc., can usually be obtained on request. Special arrangements should be made with the department head for detailed and extensive information on program acceptance, brand identification, market breakdowns, etc. Reference libraries are maintained by the networks where, in addition to the standard reference works, a wealth of invaluable background material is available. This includes various statistical studies, newspaper and magazine clippings pertaining to radio or to particular shows or stars. Client booths are reserved for the advertiser and his associates at auditions.
and at each broadcast, if desired. Such extra comfortable facilities are available at all studios and network playhouses.

Publicity and promotion departments of the networks produce a steady stream of releases for newspaper and magazine radio editors, columnists, women’s page editors, etc. Such material, produced and placed expertly, constitutes valuable free advertising for the sponsor. Even in cases where the product is not mentioned, this material contributes to building larger audiences which in turn mean added sales and profits. Additionally, the network publicists themselves are ideal sources of information, since it’s part of their job to be thoroughly familiar with every aspect of their network’s operation.

Prospective advertisers who is “on the fence,” or who merely wants more facts and figures on a specific show, and on how it can sell his product, should contact the network’s presentation department. Working in collaboration with the sales department, they are prepared to turn out in short order an exhaustive prospectus on whatever program the advertiser has in mind.

Merchandising

Merchandising services available to advertisers vary so widely from station to station and network to network that no set pattern emerges. Some stations do little if any merchandising. Others do a great deal.

Among the station merchandising services most frequently encountered are these:

Lobby displays of the advertiser’s product itself, facsimiles thereof, or photographic reproductions are placed prominently in the studio building and, in the case of audience shows, in the studio or auditorium.

Sampling by mail in the case of new products or a test sampling is handled by stations.

Personal appearances by program stars and sometimes the entire cast at the point of sale arranged as an added sales stimulus.

Point-of-sale displays by the retailer or dealer, tying in with the radio campaign, are arranged by stations and networks.

Tie-in promotions are frequent gimmicks. Deals between purveyors of complementary products or services, such as builders and painting contractors, are often co-ordinated by a station’s promotion department.

Route lists are prepared by some stations. They give an advertiser exhaustive lists of likely retail outlets for his product—food stores, drug stores, etc. These may be broken down in a variety of ways—geographically, racially, budget-wise, etc.

Retail advisory services are another tool. At least one large station holds retail store modernization sessions in which retailers in food, drug, grocery and other fields are given expert advice on revamping their businesses.

Trade publications

Every industry of consequence has its periodicals, and the advertising industry has many. With the increase in competition between media and the specialization demanded by the era, the service rendered by the several publications has become more and more defined.

The broadcast publications in particular find present-day problems so numerous, serious, and ever-changing...
Something New Has Been Added
To The
ROSE BOWL CITY
Pasadena ... the nation's 107th city in population, but its 3rd IN PER CAPITA INCOME ... shows a new radio profile this spring.

Veteran 1000-watt daytimer, KWKW now has:
BETTER FREQUENCY
FULL TIME OPERATION
NEW RCA TRANSMITTER
BONUS FM AFFILIATE
NEW STUDIOS

KW KW
PASADENA-LOS ANGELES
Call your nearest Foxjoe man for details.

P.S. When you're in Pasadena-Los Angeles area, drop out and get some sunshine and exercise on our private "Pitch and Putt" course.

SELL THE COTTON BELT
WITH THE
"COTTON BELT GROUP"
Over 1,250,000 people in the primary area at less cost

COTTON • OIL • LUMBER
AGRICULTURE
"The South's Billion $ Market!"
Write—Wire—Phone
Cotton Belt Group
R/O KITS
Texarkana, Tex.—Ark.

that their pages bulge with pertinent data. Their opportunities to render constructive service constantly expand.

Some trade periodicals are specifically grooved toward the agency and advertiser and offer a constant stream of service. Here are some of the aids available through sponsor and comparable publications:

Readers' service is extended to advertisers and agencies; they regard qualified publications as a good right arm in answering a-hundred-and-one questions. Most magazines have indexes and skilled personnel available to render such service.

Research studies are conducted by a few magazines at the request of readers. For example, one publication compiled a list of disk jockeys as a readers' service.

Bonus publications are issued to answer specific needs; such "added" publications as Farm Facts Handbook, 199 TV Results, TV Dictionary for Sponsors (all published recently by sponsor) are available to subscribers. Several magazines have "extras.

Experience stories about what other advertisers are doing, and how they're doing it, are an important ingredient of specialized trade publications. Such facts and figures stories help the advertiser appreciate and effectively use the broadcast media.

Transcription companies

The transcription companies have succeeded in giving national, local and regional sponsors network quality programming at comparatively low cost. Their job doesn't end there. They're interested, too, in meeting differences in regional tastes and local station needs. And they are succeeding.

National advertisers, who want different programs for their different markets, are heavy users of ET shows. They include companies such as Coca-Cola; Pepsi-Cola; Canada Dry; Lipton's Tea; Trommer's Beer; Sears, Roebuck and Borden's.

Once the firm has sold a program to a station that's not the end of itsjob. Stations are given promotional aid and advice. Some of the self-spurring items and promotions include:

Biographies and complete details on show talent for newspaper readers and radio station publicity release. Glossy photos of the show's stars and newspaper mats for local newspaper reproduction. Pre-announcements recorded to plug a new transcribed series.

Franchise sales agents. Some firms act as agents for books, games and toys that are tied in with a children's program. Advertiser's name and sales message can be imprinted. This service and material, at a nominal fee, means program and store promotion simultaneously.

Special jingles such as time signal and weather jingles are given to the local station free. These are made available to the sponsor at a slight fee.

Syndicated spot announcements with merchandising tie-ins such as musical household hints in rhyme and rhythm. Window displays and three dimensional figures for point-of-sale promotion.

Merchandising service that includes tips on new products; hints on merchandise to feature in conjunction with the day's transcribed show; commercial copy, suggestions and production instructions.

Premiums can be purchased by the program sponsor to be given away in conjunction with an adventure program. Usually self-liquidating items like a picture book, jewelry or photographs.

Facts supplied for the observance of national weeks or holidays.

Jingle library and tailored jingle service. A sponsor can have a jingle to meet any local requirement. Jingle library covers 40 different types of businesses.

Seasonal window displays. Christmas, Thanksgiving, Fourth of July, Halloween displays.

Music program services

Music program services today provide stations with superior quarter and half hour musical shows which are available to national as well as regional and local sponsors. The low cost and high production caliber of such programs is possible because they are built from complete music libraries leased by the program services (also known as music library services) to stations on a monthly rental basis. The library companies, as part of their services to stations, build 26 and 52-week series of commercial programs, timed to allow inclusion of commercials by local announcers. They require only
case histories
in 59 categories
capsuled and indexed
for profitable use

AND

tv dictionary
for sponsors

BONUS WITH
YOUR NEW
SUBSCRIPTION TO
SPONSOR

Return the coupon below and receive the
next 26 issues of SPONSOR plus "199 TV
RESULTS" and the "TV DICTIONARY
FOR SPONSORS."

SPONSOR PUBLICATIONS, INC.
510 MADISON AVENUE
NEW YORK 22, N. Y.

Enclosed please find $8.00 for a
year's subscription to SPONSOR. I under-
stand that I will receive "199 TV RESULTS" and
the "TV DICTIONARY FOR SPONSORS" at no
extra charge.

*CHECK HERE IF YOU
PREFER TO BE BILLED LATER

NAME

FIRM

ADDRESS

CITY

STATE
selecting from the library the necessary transcriptions and rehearsing with the advertiser's commercials. There is an accelerating trend toward greater sponsorship of these programs because of their consistent ability to get good audiences against any kind of competition. A variation of the "library" idea is the service of Bruce Kells which offers stations a library of transcribed shows of all types for a monthly rental.

The music program services offer several factors important to sponsors:

Program notes, interesting information on the music and stars of a series provide station program departments with data for additional continuity and for program promotion.

Program promotion and publicity material including newspaper mats, publicity releases, photographs of talent, exploitation ideas are regularly furnished each station subscriber to the library service.

Production aids, such as musical bridges, sound effects, special voice tracks in which stars introduce sponsor, local announcer, etc., are provided to aid in giving a series a completely professional feeling in its production.

Merchandising aids in form of ideas and plans for tying in the show with point-of-sale material and other product promotion are furnished.

Fifty-two weeks (and indefinitely longer) of sponsorship are now possible for most music library series.

Package producers

The package producer is a program building expert specializing in developing programs for advertisers. Most package producers have several completed programs available that can be adapted to a sponsor's needs. At the drop of a hat any of them will tailor a show for a sponsor if they haven't anything in stock he can use.

Here's what the packager does for the sponsor:

Program selection suggestions by the packager aids the sponsor in making his program choice. They meet with the sponsor and/or his agency and discuss the various types of program vehicles which will move his product best.

Program production is done entirely by the packager. The entire show (generally exclusive of commercials) is written, produced and directed by the packager.

Sales analysis is provided by producers; they supply suggestions for linking the product name to the show. In addition, they offer ideas for commercials to the agency and work out special merchandising promotions such as contests, give-away gimmicks, premium offers, etc. All these campaigns are slanted to stimulate sales and make the product familiar to the people who have never used it before.

Publicity departments are operated by some of the packaging firms. They furnish releases about client's shows and create promotions aimed at getting the program and the sponsor free space.

Transit radio

Transit radio is a specialized commercial broadcasting service evolved especially for bus and trolley riders. Its basic program ingredient is "listen-able" popular tunes and capsule news items broadcast via static-free FM radio. Programs are also heard in FM-equipped homes. FM stations operate the service in cooperation with the local transit companies in 22 cities where the service is now available. This service is steadily expanding. A national sales organization, Transit Radio, Inc., with offices in New York, Chicago, Philadelphia, and Cincinnati, represents the stations on national accounts. (See complete report in SPONSOR for 27 February, 1950, page 30.)

Transit radio offers advertisers several distinct features, some of them unique:

Audiences are counted accurately. Local transit officials know the approximate number of riders on their systems during any hour or half-hour in the day. An advertiser can know how many cars he is buying for a series of announcements at any time of day or night.

Audience composition is of equal importance; the transit radio sponsor knows who is hearing his message. Transit statistics include detailed breakdowns on rider's income, occupation, age, sex, when they ride, average length of trip, etc. Knowing who is riding when al-
Iows sponsor to time and slant his copy to prospects with unusual precision.

Working women, riding public transportation to and from work, make up a sizable proportion of women riders in a day. They aren’t available as regular daytime radio listeners, but can be reached through announcements while riding.

Costs now average from $0.75 to $1.00 per thousand riders during rush hours and $1.00 or more during shopping and entertainment hours and on Sundays on basis of maximum frequency.

Some of the national advertisers using transit radio include: Ipana (Bristol Myers); Miles Laboratories; Swift & Co.; Fanny Farmer Candy Stores; Frigidaire; Ford; Chevrolet; Plymouth; General Baking Co.; United Fruit Co.; Gruen Watch Co., and Arthur Murray Dance Studios.

Storecasting

Storecasting is a means of broadcasting tailor-made music and commercial announcements to the shopper already in the grocery store. It originates from local FM stations, and is picked up by specially-designed receivers in the store. The same program is available on home FM sets. Storecast operates in Philadelphia, Pittsburgh, Chicago, and southern New England; and will operate in metropolitan New York starting in May.

It is a direct stimulus to the buying impulse right at the point of sale. As tools for the advertiser, Storecast provides several services.

Stock control measures make certain that the advertiser’s product is always on hand. Storecast field men check each store’s inventory of advertisers’ products each week or two, and leave a suggested order form with the store manager. The store manager then uses the form to order his fill-ins. Storecast’s record of less than one percent on advertised products that are out of stock is impressive when compared to the 16 percent out-of-stock average for grocery products.

Display ideas, tested and proven, are made available by Storecast to its stores. Part of the Storecast System agreement is that Storecast advertisers be assured of good competitive displays. Storecast representatives are often able to obtain extra displays for

an advertiser’s product.

Product sampling campaigns direct to the store manager’s home can be made. Storecast makes available to the advertiser a list of the home addresses of store managers; this gives the advertiser an opportunity to sample his product to the store managers in their own kitchens.

Special seasonal promotions are arranged for Storecast-advertised products. Promotions are usually in the form of special commercial announcements and special displays.

Monthly sales figures are submitted to the advertiser. Each month Storecast sends the advertiser his product’s sales results in Storecast-serviced markets.

Shelf panel strip signs bearing the product’s brand name are provided for all Storecast products.

More than 200 leading national and regional grocery products are using the Storecast System, including such names as: Coca-Cola, Pepsi-Cola, Maxwell House Coffee, Libby’s Baby Foods, Minute Maid Orange Juice, My-T-Fine Desserts, Schaefer Beer, Quaker Oats, Post Cereals, Beech-Nut Products, and Swift’s Canned Meats.

WNOX gratefully acknowledges the ALFRED I. duPONT AWARD • 1949 • for outstanding and meritorious SERVICE in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community

Scripps-Howard Radio, Inc. WNOX KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham

10 APRIL 1950
IN SPORTS

KATL is Houston's original SPORTS STATION, pioneering in complete coverage of Major and Minor League Baseball, Hockey, Basketball, Wrestling, Boxing, Football, etc...

If you would like to reach Houston Sports-minded fans write, wire, or phone Independent Metropolitan Sales, New York or Chicago...

Or call:

Houston's Oldest Independent

KATL
HOUSTON, TEXAS

BASEBALL

(Continued from page 31)

sharing the bill this year, Ballantine Ale & Beer.

Goedel Brewing Company will sponsor all home and road games of the Detroit Tigers over 31 stations fed from WJBE, Detroit.

Another beer company, Fox de Luxe Beer, will pick up the tab for the White Sox games on WJID, Chicago. Muntz TV is co-sponsor.

The Griesedieck Bros. Brewery Co. of St. Louis has a three-year exclusive contract for Cardinals broadcasts. The 1950 games will go out over a Midwest network numbering 70 or more stations. This year for the first time Griesedieck is selling 10-second periods during each game to other advertisers: announcements can be bought on single stations or on the whole chain.

The sampling above makes it obvious that beer companies regionally and locally continue as heavy spenders in baseball broadcasting, as do cigar and cigarette manufacturers. Despite the growing popularity of the national sport among women (and its perennial fascination for kids), baseball sponsorship is top-heavy among advertisers seeking the male-adult market. This point will be covered at greater length later in this article.

The postwar popularity of baseball is changing the whole pattern of summer broadcasting. This year in-season baseball will be heard live over a 31-state network for the first time in radio's history when Mutual starts its "Game of the Day" series on 360-odd stations. At this writing, CBS as well had network plans. Reports filtering from Columbia's Madison Avenue, New York headquarters indicate that the Saturday Dodger games may be heard this season on many stations of the network. If plans go through, Post Cereal Division of General Foods, which alternates sponsorship of the Dodgers with the F & M Schaefer Brewing Company on WMGN, is a likely sponsor.

Along with Atlantic Refining, Sealtest sponsors the Pirates on WWSW, Pittsburgh. Games here are rebroadcast to a special network in western Pennsylvania. Enthusiasm for baseball in Pittsburgh is at a high pitch: WWSW baseball broadcasts last year had the top major league Hoopers.

Off the diamond, Bing Crosby and Bop Hope will star in a special radio program titled "Welcome Back, Baseball" to be sponsored by General Mills over CBS, MBS, and ABC on three succeeding days in mid-April.

Baseball is so popular it acts as the glue to bind stations.

In one case baseball has been responsible for the glueing together of what may conceivably wind up as the nation's fifth coast-to-coast web, the Liberty Broadcasting System. Liberty started with one station in Dallas (KLIF) three years ago; now it comprises a reported 60 or 70 stations, signed for whom they provide five hours of programming daily during the baseball season. It was built up completely on the popularity of its baseball re-creations which brought in-season big league broadcasts to the South for the first time.

Last year the Liberty Broadcasting System sold its re-creations to 46 Mutual affiliates, according to James Foster, its general manager. But ask a Mutual executive whether Liberty was a factor in the "Game of the Day" move and he's likely to flick disdainfully at an imaginary speck on his sleeve. Speck or no, Liberty's success was, at the least, used by Mutual as an indication of the baseball possibilities when it reached a decision.

In 1948 the Liberty Broadcasting System consisted mainly of one fledgling Dallas station, a set of realistic baseball sound effects, and the vocal cords of a young, ex-Navy Japanese language interpreter and baseball enthusiast named Gordon McLendon. He is Liberty's president and chief baseball announcer.

Gordon McLendon calls himself the "Old Scotchman." Actually, he's young (28) and ambitious as a queen bee. McLendon is given to making blue-sky statements about LJS having 250 to 300 stations affiliated by 1951 in a 48-state chain. But then he has a right to spread himself.

McLendon started cold in 1948 on his theatre-magnate father's new station KLIF, Dallas. With only college baseball broadcasting experience to back him up, he bit off a toughie. He was going to bring major league games to Dallas from New York via leased wire re-creations. This despite the opinion of "experts" that people in the South weren't interested in big-league ball . . . or in re-creations.

McLendon's re-creations scored im-
HOW TO PLOW AND PLANT IN RICHMOND

It took a lot of plowing and planting,
tilling and toiling to harvest
the bumper crop of listeners
the Havens & Martin stations deliver in
Virginia's first market.
Pioneers in radio and television both,
WMBG, WTVR and WCOD are as much a part of
prosperous Richmond as its traditions
and landmarks. They are as close to its
people, their likes and tastes, as you'd
want your national sales message to go.
A Blair representative will be glad to
expand the facts.

Havens & Martin Stations are the only
complete broadcasting institutions in Virginia.

WMBG  AM
WTVR  TV
WCOD  FM
FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.
Clients keep renewing because . . . they’re getting SALES RESULTS

Ask your Headley-Reed man about the best buy in . . .
Charlotte, N.C.

1st in the South—sixth in the nation in effective buying income per family.

WSOC AM NBC in Charlotte

RADIO-TELEVISION EXECUTIVE SALESMAN

Aggressive—Seasoned—Hard Hitting, 38 years young, married, 2 children.

Excellent background and sales record in N.Y. agencies and networks selling and servicing accounts for both radio-televisions.

Established contacts agencies—advertisers. Has sold successfully for Networks and Nat'l. Representatives.

Seeks a connection where the future is limited only by performance and production.

Interested in selling for good Station (any market) Representative: Film Producer or Allied Field.

Write Box 14, Sponsor, for his past experience and know-how in advertising and selling to top management. He can do an outstanding creative selling job for your property.

pressive successes for sponsors and were bought up quickly by stations in the South and beyond. La Zenda Cigar used Liberty baseball time on a number of stations through Texas and became the number one brand in every one of those markets.

The Conro Work Clothes Company bought five minutes of the baseball time and by the end of one season was three months behind in production on 50,000 dozen orders. In areas where there was no distribution, stations were harried by phone calls. The Conro people offered baseball schedules at one point in the season and disposed of 50,000 in four days. The write-in demand totaled 250,000.

Liberty had baseball on over 200 stations last year and will have almost that many this season. Rate schedule of the network works this way: population of the station city and retail sales in the station market are the index. There is no standard rate card.

The Mutual “Game of the Day” series referred to earlier takes its name from the fact that it will offer each day’s most interesting game in the opinion of the Mutual sports staff. There’ll be a minimum of ten origination from each of the American League cities; and some National League games will be covered. Live broadcasts will be the rule wherever possible with re-creations planned only in case of rainouts in the area scheduled that day.

On the rare days when there are no games, Mutual will carry a program of the sports celebrity interview type. The network expects to attract an average of 75 million listeners.

In the case of the American League, Mutual bought broadcast rights from the Baseball Players Annuity and Insurance Plan which since 1947 has owned and profited from the broadcast right sales. Some National League rights, on the other hand, are owned by the individual clubs. This makes for greater difficulty in arranging National League coverage and Mutual will air only a limited number of the National League games.

Some idea of the immensity of the baseball broadcasting picture can be gathered from the fact that since 1947 the players’ fund has taken in over and a half million dollars for rights.

Mutual stations are selling time locally for the “Game of the Day.” There are 30-second announcements at the end of every half-inning and one 60-second announcement at the end of the game.

As this issue of S P O N S O R went to press, there was no complete breakdown available of the type of sponsor. Mutual stations were attracting; or of the total number of stations which had sold the whole game. A check revealed, however, that a week after announcement of the baseball feature 140 of the 360 odd stations planning to carry the games had wired in reports of sales. Over 40 were booked solid; over 100 were partially sold.

Mutual execs said they expected to have at least 300 stations sold before the season starts next week (18 April). At this time this went to press a prediction as to whether this is probable was difficult.

Down at 1440 Broadway, in Manhattan, however, Mutual execs are encouraging another by reading from a set of “score cards” which describe sales already chalked up.

One early sale reported on a Mutual “scorecard” was by WRAL, Raleigh. Three of the daily games there will be sponsored by the Cameron Village Shopping Center, a group of merchants who have banded together to share costs.

WPJR, Mutual station in Greenville, has been selling spots to a cross-sectional group of local merchants. As an indication of the wide variety of sponsors the games have attracted, here is a partial listing of the WPJR baseball advertisers: Barq Beverage Co. (Pepsi-Cola); Farmers Tractor & Implement Co.; Goldenest 51 Beer Distributor; Delish Shop Cafe; Norge Distributor; Sear’s Moving Vans; Greenway Drug Store; Garnon Ice Cream; City Cab Co.

Mutual has a sales brochure for use of its stations which tips off where the web expects its best chances for sponsorship lie. The brochure has four different covers: one to be attached for beer prospects; another for automobile dealers; and a third for local soft drink bottlers. That Mutual chose beer for one of its individualized covers points up the fact that breweries have been a predominant force in baseball advertising.

Progress of the Mutual stations in selling baseball time will be watched carefully by advertisers and stations. Emphasis placed on the network baseball situation should not obscure
LAST SUMMER WCCO had 25% more all-summer-long advertisers (national spot and local) than the previous season. Better still, by astute programming it produced low cost-per-thousand ratings.

WLW, KDAL, WEBC, and KNX are a few other stations that recognize the importance of the summer push. KOIL has a special summer merchandising plan.

Talk to these stations, or many others bucking the summer bugaboo, and you discover the key to success is hard work. The salesman who counts himself out from June to August is missing a golden opportunity.

SPONSOR is sold on summer selling. Its 1949 Summer Selling Issue helped advertisers and agencies appreciate the importance of radio selling during the hot months. In Des Moines Mauriee Mitchell of the BAB spotted pages from this issue decorating the walls of the ad club. An agency wrote that a cancellation was turned into a renewal on many spot stations after the client read SPONSOR’s Summer Selling Issue. Another agency wrote that it had been their plan “to reduce a 5-weekly program to 2-weekly for the months of June, July, and August . . . but in the midst of our deliberations along came SPONSOR’s Summer Selling Issue with summer selling trends and experiences of clients who had used summer radio. So we didn’t reduce. And the continuation on 36 stations worked out fine.”

SPONSOR’s 1950 Summer Selling Issue will be out 8 May. It’s unique; it’s for advertisers and agencies. It will get top reading. It will be saved. Regular rates and frequency discounts apply. We think you should be in it. Don’t you?

SPONSOR

The Magazine That Broadcast Buyers Read and Use
the basic fact that baseball is a strong element everywhere in local station programming. More than ever before baseball on local stations, large and small, is attracting large audiences. Some independent stations have been built up entirely by baseball.

KATL, Houston, is a good example. The station's first Hooper after start of broadcasting in May of 1947 outdistanced every other station in the city. Its night rating was 32.5; and Sunday afternoon hit 23.5.

Broadcasts of Houston Buffaloes games were what got the station off to such a good start. This Texas League team stirs great local interest as does minor league clubs everywhere.

Sales results KATL helped score reflect that interest. In 1943 Grand Prize Beer ranked five or six in the Houston area. At the end of a season's sponsorship of the Buffaloes over KATL, they were first. This can be attributed to the broadcasts since other advertising was not increased for the summer.

In Milwaukee WEMP has kept the same sponsors for six years for games of the Milwaukee Brewers. Appropriately enough, Miller High Life Beer is one of the sponsors; Gimbel Brothers, largest department store in Milwaukee, is the other.

As is the case in major league ball programming, considerable fanfare attends the season opening. Miller High Life Beer prints 250,000 baseball schedules carrying a picture of WEMP's play-by-play announcer Mickey Heath. KATL drumbeats for the baseball season includes participation in a baseball parade (see picture).

One of the biggest trends everywhere, from Texas to Milwaukee, to Brooklyn, is the increasing popularity of baseball among women.

Radio is largely responsible for this; the pleasant voices of sportscasters have found their way into the kitchens... and into the hearts of the country's women.

Recognizing this, WMGM in New York this year will get up a baseball brochure for women in conjunction with the Brooklyn Chapter of the American Red Cross. The brochure is a humorous take-off on the typical Red Cross manual, containing rules for safe and sane behavior among the women Dodger fans. It is designed for "the protection of the ladies... against accidents which are likely to develop from the peculiar combination of feminine behavior and Dodger fan excitability."

Though the enthusiasm of women for baseball is becoming widely recognized, there has been no corresponding increase in advertising to appeal to the ladies. Beer and cigarettes dominate the picture. One radio industry leader who has studied the situation told a reporter that in his opinion dairies and other types of consumer advertisers were missing a good bet in baseball. "After all," he said, "kids and their mothers are a large share of the baseball audience. Yet from the bulk of the baseball advertising you'd imagine that it was exclusively male..."

The television picture, which has been touched on only in passing here, will be the subject of a forthcoming article. In brief, TV baseball broadcasting trends follow AM closely.

More money for more broadcasts is the rule this year in both broadcast media.

TV RESEARCH
(Continued from page 37)


In addition to television, Maxwell House has used network and local radio for many years. Chase & Sanborn is also a network radio veteran, while Martinson's and Savarin have used local announcements.

Shortening

<table>
<thead>
<tr>
<th>Product</th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireside Theatre</td>
<td>231</td>
<td>381</td>
</tr>
<tr>
<td>Percent using shortening</td>
<td>90.2%</td>
<td>97.5%</td>
</tr>
<tr>
<td>Percent using Spry</td>
<td>7.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Percent using Crisco</td>
<td>20.7%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Shortening brand preferences, in order of popularity: 1. Crisco; 2. Spry. Both, of course, are television advertisers. Both have also used network radio.

Laundry Soap

<table>
<thead>
<tr>
<th>Product</th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireside Theatre</td>
<td>201</td>
<td>381</td>
</tr>
<tr>
<td>Percent using laundry soap</td>
<td>90.2%</td>
<td>97.5%</td>
</tr>
<tr>
<td>Percent using Duz</td>
<td>7.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Percent using Ivory</td>
<td>20.7%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Laundry soap brand preferences: television users are indicated by an asterisk: *1. Rinso; *2. Tide; *3 Duz; *4. Ivory; *5. Lux; 6. Super Suds; *7. Oxydol; 8. Kirkman's; 9. Fab; 10. Silver Dust; 11. Drift, Rinso, Ivory, Lux, and more recently Tide and Duz, are also mainstays of daytime network radio, with a particular fondness for the daytime serial.

Dishwashing Soap

<table>
<thead>
<tr>
<th>Product</th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireside Theatre</td>
<td>201</td>
<td>381</td>
</tr>
<tr>
<td>Percent using dish soap</td>
<td>90.2%</td>
<td>97.5%</td>
</tr>
<tr>
<td>Percent using Duz</td>
<td>7.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Percent using Ivory</td>
<td>20.7%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>


Again in this category the leaders, most of whom sell both laundry and dishwashing soap, are or have been heavy users of network radio.

Facial Tissues

<table>
<thead>
<tr>
<th>Product</th>
<th>Non-Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun For The Money</td>
<td>28</td>
<td>500</td>
</tr>
<tr>
<td>Percent using facial tissue</td>
<td>93.2%</td>
<td>90.0%</td>
</tr>
<tr>
<td>Percent using Kleenex</td>
<td>56.1%</td>
<td>48.1%</td>
</tr>
</tbody>
</table>

*Cold Cereals

<table>
<thead>
<tr>
<th>Non-</th>
<th>Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE SINGING LADY</td>
<td>376</td>
<td>512</td>
</tr>
<tr>
<td>Percent using cold cereal</td>
<td>78.9%</td>
<td>73.5%</td>
</tr>
<tr>
<td>Percent using Kellogg's</td>
<td>80.0%</td>
<td>76.3%</td>
</tr>
</tbody>
</table>


*Packaged Bread

<table>
<thead>
<tr>
<th>Non-</th>
<th>Viewers</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV WESTERN FILM</td>
<td>311</td>
<td>277</td>
</tr>
<tr>
<td>Percent using pkgd. bread</td>
<td>88.1%</td>
<td>88.8%</td>
</tr>
<tr>
<td>Percent using Fischer's</td>
<td>14.6%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>


**ADVERTISERS' QUESTIONS (Continued from page 39)**

buy than one clear channel. He also emphasized strongly the need for BMB data in establishing proper coverage for cooperative advertising territories.

You can't always measure television competition on the basis of television's effective area, Dempewolf said. A station like WCCO has 50% of its circulation outside the area of television competition. So the effective area of television competition often depends on the station coverage area, which calls for BMB data.

Hotpoint's James J. Nance puts his finger on the necessity for finding better techniques to make advertising pre-sell products. Hotpoint is exploring ways to make radio and television do a more effective pre-selling job. This will be a consideration in increasing the current quarter of a million dollars now allocated to radio and television. Broadcasting must find new ways to help educate potential customers to more expensive products and to products with low saturation such as elec-

Not only products, but the company itself must benefit by techniques available to advertising. Guy Berghoff of Pittsburgh Plate Glass Company told ANA members. He described the fifteen minute morning radio program of the Pennsylvania Railroad as an activity which had proved most beneficial to the railroad and palatable to the listeners, who hear from company employees about the company's problems, plans, working conditions and place in the community. As a by-product, the boost to employee morale is also terrific.

But advertising techniques alone, tric dishwashers and kitchen disposal units.

Wildroot's Ward Maurer told ANA members, lose their best punch when not integrated with research, sales, and agency activity. Product advertising, selling, the follow-through at point of sale, all add up to consumer selling, said Maurer. Since advertising is the force which sells consumers in the mass, and the field force, that which sells and services the outlets, Maurer argued the activities should be integrated under a closely coordinated plan. The agency, as a member of the advertising and sales groups should work as a member of the team and be directly responsible for sales. In 14 years Wildroot has jumped its advertising budget from $300,000 to about $3,000,000, of which about 50% goes to radio and television.

Other programs which came in for advertiser discussions were how to make salesmen and retail outlets more aware of what radio and television shows are doing to back them up, how to sell advertising policies to directors and stockholders, and how to get more continuity of effect in radio and other commercial copy.

These questions will be explored in future issues of SPONSOR.

****

SEVEN LEADERS

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

WESTINGHOUSE RADIO STATIONS

IN SIX LEADING MARKETS

Pittsburgh • Philadelphia • Fort Wayne
Portland, Ore. • Boston
Springfield, Mass.

10 APRIL 1950
An NAB Convention needs issues

If the sponsor's survey of station managers, across-the-desk and questionnaire, holds good, the 1950 NAB Convention will be the poorest attended in the postwar era.

Men who haven't missed a national meeting for years, many of the old guard, won't be on hand this year.

When you talk to them, you get a bushel of reasons: can't get away from the station, another crisis coming up, the regional meeting fills the bill. But most common of all: I don't know why I should make the trip; I can't see anything happening.

Does this mean that the annual NAB Convention is a thing of the past? Sponsor thinks not. But it does mean that a membership devoid of issues is bound to become indifferent.

Fundamentally, a national convention (any national convention) is designed to discuss and debate the problems confronting its delegates; to achieve, if possible, an understanding of issues and a meeting of minds.

The fact is that the NAB membership is not being properly conditioned to issues. Their apathy (and in many cases, downright dissatisfaction) is symptomatic.

There's a place for an NAB annual Convention. It's essential that top-level executives of the NAB, and the members of the board, investigate the present lack of interest.

85,000,000 radio sets

John Patt, general manager of WGAR, Cleveland, started it.

Neck deep in his new campaign to promote the concept of a radio set in every room, he stumbled when it came to one statistic.

He wanted to know how many radio sets were in use in the nation. One authority quoted 60,000,000, another 90,000,000, and others had totals in between.

When he wrote and asked Sponsor to come to the rescue we found the situation every whit as confused.

So, early in March, Sponsor asked the NAB and the RMA to bring their figures up to date; to come to a definite agreement on the total number of sets.

The findings are in. At the end of 1949, report the NAB and RMA jointly, the total number of radio sets in use (inside and outside the home) totalled slightly more than 85,000,000.

Here's hoping that this sort of census-taking will continue on a joint basis and will become a regular annual event.

Pressure plus

Check the NAB Board and you find an unusually well-qualified group.

Check the NAB executive staff and you find, from Judge Miller down, men who can hold their own in any company.

Yet the NAB isn't doing too well. Out in the field you encounter apathy, often worse. A sponsor survey just completed throws light on the terrific pressure to which the NAB staff and NAB Board are subjected. Small stations want lighter dues and more representation. Big ones want economy. The FMers feel totally disregarded. The TV stations want much more emphasis for their medium. Radio outlets bitterly resent TV encroachment.

Is the situation tenable?

Every association has pressures. It's part of the life. But NAB pressure will continue to build up because the premise on which it is functioning doesn't permit any safety valve. Radio and TV are not compatible on all fronts.

Though the two media have much in common, radio and TV selling is competitive; it will become increasingly so.

And selling is the No. 1 concern of the NAB membership today.

What can be done?

Some expound the idea of a federated NAB, divided by radio and TV units.

Others suggest that the BAB (with a new one for TV) be separated from the NAB.

Either change will cost money. But either should help put the NAB on a solid foundation.

Applause

Recently it was our pleasure to read the minutes of the Tennessee Association of Broadcasters' meeting held last month in Nashville.

Were we impressed!

In one jam-packed day 123 delegates from 34 Tennessee stations listened to experts like John Fontaine of Nelson-Chesman, Hugh Murphy of Lake-Spiro-Shurman, and Albert Noble of Noble-Dury tell "What a time-buyer wants to know." They heard Maurice Mitchell in a special pitch.

They discussed ways to crack tough accounts; relationship with competitive media; the effectiveness of TAB public service throughout Tennessee.

The Mayor of Nashville came in to pay his respects, too. He applauded TAB's "Let's Sell Optimism" campaign suggested by Sponsor some months ago. He said that the TAB has been spreading optimism throughout the state. President F. C. Sowell reported that scores of stations throughout the U. S. have inquired about the TAB.

When you read the record you wonder how TAB covered so much territory in a single day. And at the same time you sense an earnestness, an interest, an organization, a purpose behind the day's proceedings.

As we see it, TAB's busy day might serve as a model for many state and national sessions. It was no surprise to see the whole slate of officers, including F. C. Sowell, WLAC; Earle Winger, WDOD; Jack Draughon, WSIX; John Hart, WBIR; Tom Baker, WKDA; and Marshall Pengra, WATO, reelected unanimously.
Accepted studies show Kansas City’s Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been custom-built to serve this area—without waste circulation!

The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters’ “Colonel” for complete details.

The True Area is an East-West Rectangle and...

Only
The KMBC-KFRM Team
Covers it Effectively and Economically

Contours are 0.5 mv/m Daytime

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." This is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked. The sponsor who catches this one will win a handsome reward.

A CBS PACKAGE PROGRAM