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PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

WLW

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THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

The
SEATTLE
TACOMA
**PACIFIC
NORTHWEST**

means

KIRO

The Friendly Station

50,000 Watts
710 KC

CBS

SEATTLE, WASHINGTON

Represented by FREE & PETERS, Inc

IT'S A HABIT!

FOR 20 YEARS, FARMERS IN
KANSAS AND NEARBY STATES
HAVE TURNED TO WIBW FOR
DEPENDABLE SERVICE AND
PREFERRED ENTERTAINMENT.

WIBW The Voice of Kansas
in TOPEKA

General Mills

(Continued from page 15)

for "Eventually—Why Not Now?" in 1925, was the creation of the Blackett-Sample-McFarland agency. The world famous Wheaties slogan—"Breakfast of Champions"—was an idea of the late Knox Reeves.

General Mills was one of the first national advertisers to hire a radio man to run its radio programs. In 1938 Sam Gale brought an expert radio production man, Edward G. Smith, to Minneapolis from Chicago, where he had been director of daytime programs for WGN. Today Ed Smith supervises all of General Mills' radio program activities, working with George Stellman of Dancer - Fitzgerald - Sample and King Painter and Russ Neff of Knox Reeves.

Another example of well delegated responsibility is the case of Fred Jacky, of Chicago, who for 11 years has ably directed the *Hymns of All Churches* program.

To Irna Phillips, Carl Wester and associates, Chicago, has gone the task of handling the *General Mills' Hour*, heard each afternoon over NBC.

Rule of Thumb Has No Place

Rule of thumb has had no place in General Mills' advertising scheme under Sam Gale. A new program is treated like a newly discovered germ. It must be minutely examined through the microscope of public reaction until its mathematical possibilities for success are beyond question. Nothing is left to chance, and no amount of influence by high ranking officials with pet ideas can alter the coldly-calculated gauntlet through which each new program must run.

The procedure is simple: First test the program on a small number of stations. Second, call in market research analysts, psychologists, sales experts, program and idea men.

Does the program entertain? Does it educate? Does it offend? Can the program sustain interest? These and hundreds of other questions are investigated thoroughly before a program can go network for General Mills.

"The most important function of advertising," says Gale, "is to help reduce the cost of distribution." Under this policy, radio advertising has helped expand General Mills' markets until the company has become the world's largest processor of cereal grains and the nation's leading cereal food advertiser.

This scientific elimination of guesswork from advertising has paid off phenomenally. A recent survey revealed that 9 out of 10 women in the United States know Betty Crocker, and over 5 out of 10 identify her with General Mills.

Mr. Gale's enthusiasm for gimmicks and love of family life are partly responsible for the multitude of premium offers ranging from toy airplanes to Lincoln automobiles (pre-war offer) that have

Handy to Handel

WOV New York has started a new programming theme—six hours of music, little talk, 6 p.m. to midnight, Monday-Saturday. Programs include every conceivable type of music from old New Orleans jazz through to symphonies and even liturgical music. Audience response has been heavy.

been part of all General Mills' radio advertising.

The father of two children himself, Mr. Gale takes a paternal interest in General Mills' children's programs, currently *The Lone Ranger* and *Jack Armstrong, the All-American Boy!*

When Jack Armstrong calls on his juvenile listeners to send in a Wheaties boxtop for a free "Magic Whistling Ring", response runs into the hundreds of thousands. A recent offer of a Tru-Flight model airplane (offered intermittently over a six-month period) drew 6,000,000 boxtops. Boyishly, Mr. Gale tries out the new gadgets in his office, and takes them home for pre-testing by his two sons, Jeremy, 12, and Samuel, 9.

Care is taken that General Mills' children programs are free of blood lust. Jack is a model American boy, polite, possessed of quiet, manly virtue, an example for every other American boy. As a result, thousands of youthful listeners brush their hair, clean their teeth, and practice good deeds every day without complaint or pressure because these things come natural to Jack himself.

General Mills' radio shows are beamed at all class levels and all age groups. But each character, from Valiant Lady to the Lone Ranger, has a common denominator: financially they are neither poor nor rich, but just right. They also belong to no one church and to no one segment of society. They are, in essence, the radio counterpart of "Everyman", with heavy accent on virtues that inspire listeners to become better mentally, morally and physically. And Wheaties, with milk or cream and some kind of fruit, of course, assures the latter.

Some of Best-Known Programs

On the air for General Mills are some of radio's best known and most widely heard programs. They include *Valiant Lady*, CBS, 10:00-10:15 a.m. EST, repeat 11:15-11:30 a.m.; *Light of the World*, CBS, 10:15-10:30 a.m., EST, repeat 11:30-11:45 a.m., EST; *Betty Crocker*, ABC, 10:25-10:30 a.m., EST; *Hymns of All Churches*, ABC, 10:30-10:45 a.m.; *Guiding Light*, NBC, 2:00-2:15 p.m., EST; *Today's Children*, NBC, 2:15-2:27 p.m., EST; *Betty Crocker Home Service Talks*, NBC, 2:27-2:32 p.m., EST; *Woman in White*, NBC, 2:32-2:45 p.m., EST; *Masquerade*, NBC,

2:45-3:00 p.m., EST; *Jack Armstrong*, ABC, 5:30-5:45 p.m., EST; *The Lone Ranger*, ABC, 7:30-8:00 p.m., EST, Monday, Wednesday, Friday; *Sam Hayes Breakfast News*, NBC (West Coast only), 7:45-8:00 a.m. PST; and *This Woman's Secret*, NBC (West Coast only), 4:00-4:15 p.m. PST.

The above schedule of network shows is supplemented by numerous individual "spot" programs. One of the earliest and most extensive sponsors of baseball broadcasts (discontinued during the war period), General Mills will return to baseball sponsorship next season, but not on so broad a scale as in the past. According to present plans, the broadcasts will include games at Philadelphia and Pittsburgh, co-sponsored with the Atlantic Refining Company. Wheaties, of course, will be the product discussed.

The company policy behind all radio programs is best explained in the outline drawn up by the advertising and legal departments, for Betty Crocker herself:

"Betty must be dignified; though her style may be altered according to the audience, it must always be that of a gentle woman. Betty should be friendly but not intimate. She must stick to home economics and never discuss her private life. Whenever possible Betty should say 'we' and not 'I' for it would be unsound and probably illegal to represent her as a superhero who thinks up all her own recipes and answers her own mail. Anything said by Betty or credited to Betty must be literally true with respect to some current member of the company's home economics staff." To Mrs. Husted falls the chief responsibility for interpreting this policy.

Three Advertising Principles

For the promotion of General Mills' products, the board of directors has officially adopted three principles of constructive advertising. These principles were formulated by Sam Gale and are adhered to by all the agencies:

1. Our advertising shall be factual, informative, and educational.
2. It shall render the maximum of helpful service.
3. It shall attempt to expand markets rather than merely take business from competitors.

Just about everything ever attempted in radio has been grist for General Mills. Recipe contests, word contests, name-a-cake contests, give-aways and gimmicks—all these and many others have brought an unending flood of responses, with boxtops attached.

Perhaps the first singing commercial—"Have You Tried Wheaties?" was introduced by General Mills' famous "Wheaties Quartet", which with Betty Crocker, started General Mills into show business in a big way.

Since the days of the first Wheaties Quartet program, featur-