

SPONSOR

For buyers of broadcast advertising

OCTOBER 1947
50c • \$5.00 per year



A football will bring new listeners to independents (see page 4)

Block programing: hottest thing in radio
How advertising agencies rate in research

the hour glass wasn't enough



The passage of time has always been one of the most important factors in human existence.

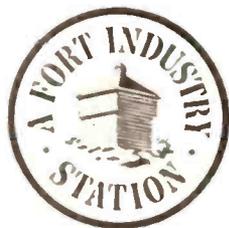
Since his prehistoric realization that the sun rises and sets with eternal regularity, man has demanded a method of measuring time. From antiquity, the hour glass was considered a reliable way—and one whose trickling sand had satisfied through centuries the need for a rough approximation of an hour.

But time—in a busier world—has become a commodity that rules life more closely. The need for a finer more dependable measurement is inescapable. Today, controlled by the unwavering

accuracy of the stars, time signals are radiated regularly from the U.S. Naval Observatory in Washington. These dependable pulsations are the precision standard by which a nation regulates its clocks and its life.

Accuracy and dependability are essentials, too, of the seven Fort Industry stations. Located in seven leading markets, from Michigan to Florida, they serve 20,000,000 people with a dependability built all the surer by two decades of broadcasting experience.

Listener or advertiser, you can *depend* on a Fort Industry Station.



"You can bank on a
Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla.



TS... SPONSOR REPORTS... SPONSOR REPORTS...

OCTOBER 1947

BEER'S 100 G'S REFUSED FOR WORLD SERIES

Baseball Commissioner Chandler refused \$100,000 for television rights for World Series because prospective sponsor was a brewer, Rheingold. Chandler stated that he would have refused a cigarette sponsorship had one been offered. Final sale was to Gillette and Ford at \$65,000.

-SR-

NBC'S NEW KEY PROMOTION MEN

Latest shifts at NBC put ex-promotion men in key executive positions, arguing more intensive activity on publicity and promotion fronts. Ken Dyke is administrative vice-president in charge of programs and public service; Charles P. Hammond is new assistant to executive vp Frank Mullen. Both Dyke and Hammond are basically advertising and promotion men. Both see eye-to-eye on importance of public service programing and its promotion.

-SR-

FOUR-MEDIUM STATION

Philadelphia's WFIL is nation's first station to get all four broadcast services into operation. Outlet's TV and FM operations are regular daily services. Its FAX transmissions are on an experimental basis with regular service to be announced later this year.

-SR-

NEGRO PROGRAMING

Stations in key negro population centers, Detroit, New York, Cincinnati, Chicago, and Los Angeles, to mention five, are considering adding broadcast sessions of news and music especially slanted for this big segment of audience. Station WJBK, Detroit is one of the few to add regular colored disk jockey, but number of others plan to subscribe to negro news services. Field is wide open although negro press doesn't look upon broadcasting competition with favor.

--SR-

HALF AMERICA ASLEEP AT 10 P.M.

Sponsors were warned at recent luncheon by George Gallup that America is half-asleep at 10 p.m. and that it's half-awake by 6 a.m. Gallup stressed tendency of advertisers and radio men to judge America by its Hooper cities and telephone homes, which isn't, said Gallup, the way even Hooper claims it is.

-SR-

REASON FOR Y&R RADIO BILLING CUTS

Sigurd Larmon, president of Young and Rubicam, recently stated that among his accounts advertisers had shifted their spending away from radio, that radio billing had decreased at Y&R despite over-all increase in business. Fact is that shift of accounts-using-radio to other agencies is more responsible for downward trend at Y&R than cutting of broadcasting by Y&R clients.

-SR-

BUSINESS GROUP AVERAGES 2.2 HOURS LISTENING PER DAY

Maximum radio listening among 9,500 employees of the General Aniline and Film Corporation is seven hours a day, with 11 per cent listening one hour a day or less. This was uncovered in a company survey. Average was 2.2 hours, with lowest average listening (1.8 hours) indicated for New York employees of firm.

... SPONSOR REPORTS ... SPONSOR R

"SELL TELE- VISION"-- SARNOFF

Television has RCA-NBC green light with promotional efforts of both firms concentrated on obtaining quick acceptance for video. David Sarnoff, RCA president, is said to have told staff that there must be no competitive selling. "Sell television," is said to have been order.

-SR-

IS RADIO OVERBUILDING?

Recognition that broadcasting business may be overbuilding was indicated in FCC Commissioner Denny's talk before membership of NAB. Denny, while stating that FCC would not protect any station from competition, nevertheless warned prospective station operators to have plenty of cash reserves and to stay away from markets that had multiple station service.

-SR-

HOW NBC AFFIL- IATES DECIDED ON "NO CRIME PROGRAMS"

NBC affiliates sanction of "no crime programs" before 9:30 p.m. est was not railroaded through, nor was it last-minute thought. Resolution was in the hands of affiliates from two to three weeks before Convention. Rump meeting of some 50 affiliates voted practically 100 per cent to go along with network thinking. Team of Niles Trammell and Ken Dyke rallied impressive support for better broadcasting and NAB code.

-SR-

COCA-COLA SET FOR NEAR-MID- NIGHT ON MBS

One of few attempts to clear time for a network program after 11 p.m. est is in works at Mutual with plans for a three-a-week show for Coca-Cola at 11:15 p.m. Morton Downey will head it. He was scheduled to be mc on CBS program now called "Spotlight Review" but didn't fit into final Spike Jones-Dorothy Shay hillbilly formula. So Coke is setting Downey up in business again on MBS.

-SR-

NET STATION AND INDEPEND- ENT STATION REPS MAY SEPARATE

Efforts to open key time segments for national spot business on stations throughout nation will end, station representatives believe, in rep field's splitting up between network-station and independent-station representatives. Latter hasn't been profitable until recently, when due to block programing (page 15) outlets in many areas have been winning audiences in excess of local network outlets. This development, plus fact that transcription organizations are making available network-calibre programs with star names (Tommy Dorsey, Guy Lombardo, Ronald Colman, Eddie Bracken, Jim Ameche, Ted Lewis, George Raft, Nora Martin, Kenny Baker, Singin' Sam, Wayne King, Barry Wood) gives independents' representatives top time and top names to sell.

-SR-

BOB HOPE DISK JOCKEY PROMOTION

Disk jockeys will receive heavy promotion in connection with latest Bob Hope picture to be released in November. Hope's sponsor, agency, and network are talking plans with Paramount Pictures. Top-flight idea is in works that will pay off locally as well as nationally for Paramount and Pepsodent. Fact that first motion picture promotion (released by Universal) using disk jockeys (so-called national convention of "jocks" in Chicago) laid egg isn't deterring those interested in this three-way tie-up. They say, "The Universal picture didn't have Hope." New picture is about a disk jockey

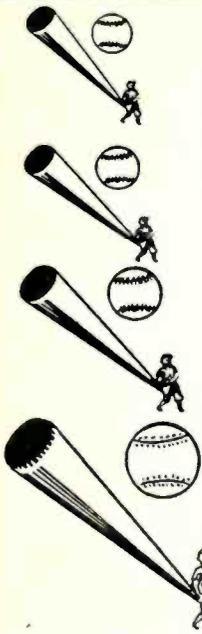


5000 Watts

AT **590**
MEANS



✓ THIS BOX SCORE



WROW's 5000 Watts at 590 delivers a .5 MV/M Signal 95 miles north, 80 miles south, 35 miles East and West from its transmitter.

At 870 Kc., 24,700 watts would be needed*

At 1390 Kc., 321,000 watts would be needed*

At 1530 Kc., 500,000 watts would be needed*

* Yes, it would take a mighty sock to equal the coverage offered by WROW at 590. The figures given above are based upon computations by consulting engineers and prove beyond question that WROW is FIRST in home coverage — present or planned (except WGY) in the GOLDEN TRIANGLE of the Empire State.

And **SOCK** Is What You Get When You Use

WROW

ALBANY, N. Y.

to cover

New York's 3rd Market

The Albany-Schenectady-Rensselaer (Troy) Metropolitan County Area comprises "THE GOLDEN TRIANGLE of the EMPIRE STATE. This is New York's THIRD MARKET — in population, in Retail Sales, in Effective Buying Income, in Income per Family. Tied for First Place in New York State for Quality of Market.

HERE'S THE WROW MARKET
(Primary Coverage)

POPULATION	839,500
RADIO HOMES	266,140
RETAIL SALES	\$697,923,000]

AVERY-KNODEL, INC.

Exclusive National Representatives

40 West 52nd

COMPARAGRAPH REACTIONS

Congratulations on the COMPARAGRAPH and thank you for sending me an advance copy.

It's a clean, functional job that should go far to serve your readers.

FRANK STANTON
President
CBS

Just received your new "comparagraph" and want to tell you it fills a long-standing need.

Many thanks for this extra service.

CARL MARK
Radio Director
Al Paul Lefston Co., N. Y.

Thanks very much for sending me the advance copy of your National Comparagraph. I have asked my people to look it over carefully and make any suggestions for its improvement.

Meantime, I think it's a swell job and thanks for letting me see it.

CHARLES P. HAMMOND
Director of Advertising & Promotion
NBC, N. Y.

WANTS SPONSOR SEMI-MONTHLY

May I extend our best wishes and congratulations for your fine magazine and say that the staff of WKNA is looking forward for the time when we will be able to read SPONSOR at least every two weeks. Or has that been suggested before?

FRANK E. SHAFFER
Program Director
WKNA, Charleston, W. Va.

ANOTHER TOP INDEPENDENT

I notice in the recent write-up you had regarding high Hooper Ratings of independent stations around the country that several were mentioned but not WITH.

I would like to point out that on the last Hooper Report the over-all average for all periods of the day and night for the entire week showed the following figures:

WFBR	25.8
WITH	22.4
WBAL	22.1

(Please turn page 6)

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Published monthly by SPONSOR PUBLICATIONS INC. Executive, Editorial, and Advertising Offices: 40 West 52 Street, New York 19, N. Y. Telephone: Plaza 3-6216. Chicago Office: 410 N. Michigan. Telephone: Whitehall 3540. Publication Offices: 5800 North Mervine Street, Philadelphia 41, Pa. Subscriptions: United States \$5 a year; Canada \$5.50. Single copies 50c. Printed in U. S. A. Copyright 1947 SPONSOR PUBLICATIONS INC.

President and Publisher: Norman R. Glenn. Secretary-Treasurer: Elaine C. Glenn. Editor: Joseph M. Koehler. Associate Editors: Frank Bannister, Charles Sinclair. Art Director: Howard Wechsler. Advertising Director: Lester J. Baumrath. Advertising Department: Edwin D. Cooper, Jack E. Dube. Chicago Manager: Ka. Brown. (Los Angeles) Duncan A. Scott & Co., 448 S. Hill St.; San Francisco) Duncan A. Scott & Co., Mills Bldg. Circulation Manager: Milton Kaye.

COVER PHOTO: Night football may bring high ratings to independent station as night baseball did this summer. It'll help television too.

SELL 1 OUT OF 4 CITY FOLKS IN THE SOUTH'S No. 1 STATE All WITHIN OUR PRIMARY+ AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED SIGNAL

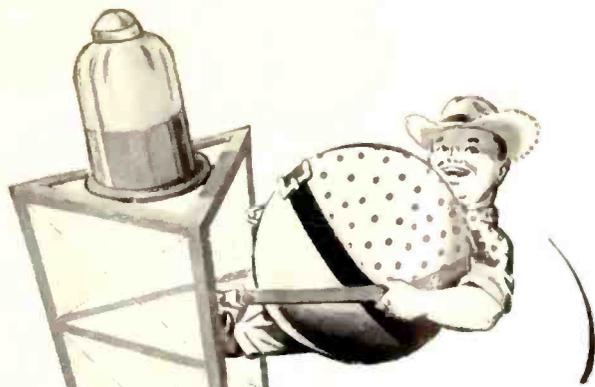
210,200 PERSONS
\$179,469,000 in Retail Sales
\$283,685,000 in Buying Income

We Lead Day and Night in This Big Tri-City Market

Write for our BMB DATA FOLDER

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY



**KCMO is up to
50,000 watts!**

CENTER YOUR SELLING

IN EXPANDING MID-AMERICA!



NOW — UP TO 50,000* WATTS, at a new frequency of 810 kc, KCMO blankets the fast-growing industrial and agricultural area of Mid-America. For complete and economical coverage of this rich and expanding Mid-America market, center your selling with Mid-America's most powerful radio station.

KCMO

Represented by: John E. Pearson Co.

Kansas City, Mo. • Basic ABC for Mid-America

***50,000 WATTS DAY • 10,000 WATTS NIGHT—AT 810 KC**

KRNT PERSONALITIES HOOPER-RATE HIGHER THAN MOST NETWORK SHOWS



DON BELL . . .
KRNT disc jockey with ratings as high as 11.1. Tops the Des Moines Hoopers of Henry Morgan, Fred Waring, Frank Sinatra, The Eddie Bracken Show and many others.



GENE EMERALD . . .
Afternoon disc jockey and air salesman has a Hooper rating of 7.4. Higher than Arthur Godfrey, Ellery Queen, Mo Perkins or Hour of Charm, in Des Moines.



BETTY WELLS . . .
Her dolly women's programs earn a Hooper rating of 9.2. That beats Hildegarde, Kate Smith, Jack Smith show and others in Des Moines.



CHARLES MCCUEN . . .
Ace newscaster rates up to 10.8 and 11.0. Higher Hoopers than Jack Carson, Breakfast in Hollywood, Vox Pop and Mel Blanc Show.



RUSS VAN DYKE . . .
Long a favorite with Des Moines audiences, his newscasts reach a rating of 10.3. Neither Mayor of the Town, Pepper Young's Family, Double or Nothing nor Frank Morgan do as well in Des Moines.



JON HACKETT . . .
Top-flight sports caster, Des Moines ratings rate as high as 8.1 on regular reviews — higher on special contests. That is above Information Please, Gene Aulry, Family Hour and Ted Malone.

All Above Comparative Ratings Taken from Latest Hooper Winter-Spring Report for Des Moines.

Buy "HIGHER THAN NETWORK" RATINGS IN DES MOINES

Buy RESULT-ASSURED PROGRAMS AND ANNOUNCEMENTS IN DES MOINES

Buy **KRNT**

DES MOINES

The Register & Tribune Station

KRNT IS AVAILABLE WITH WNAX AND WMT AS THE MID-STATES GROUP

10 West 52nd

WCAO 17 9
WCMB 10 4

I would like also to point out that we only carry baseball from 9:05 to 10:30 p.m., and we do not have it in the daytime as some of these independents do who have high ratings, and we do not have it on Sunday afternoons.

I frankly don't believe, if you will check into it, that there is an independent station in the United States that has as good comparative ratings as we do with the network outlets.

R. C. EMBRY
vp
WITH, Baltimore

A FULL SET OF SPONSOR

We recently subscribed to your magazine and have found it to contain so many down-to-earth articles that I should like to secure a full set of the back issues from 1 to 7. We would, of course, be happy to pay for them.

LOUIS K. WOLFF
General Manager
Kendall Mfg. Co.
Laurence, Mass.

OUTSTANDING!

We have found that SPONSOR is of real "dollars and cents" help to the station's sales department.

We look forward to seeing you continue the same sort of progressive trade journalism that has marked your publication as "outstanding."

EUGENE D. HILL, Manager
WORZ, Orlando, Florida

ANSWERING MR. NELSON

May a non-sponsor speak in reference to September's "Sponsor Speaks"?

Mr. Ray Nelson takes broadcasters to task, saying that "in place of statistics (radio) pitches ratings and coverage figures, neither of which can possibly be exact and neither of which has the legitimate ring of a sworn statement of circulation" such as space media use.

Ratings and coverage figures are statistics. True, they are not as exact as Audit Bureau of Circulation figures. But they are every bit as exact as any comparable figures provided by space media.

It must be borne in mind that ABC figures represent the number of copies of a publication sold, not the number read. ABC figures derive from the publisher's end of the line, not the reader's. In like

(Please turn to page 8)

BALL PEN FINDS WNAX HAS PLENTY on the ball

10,607 ONE DOLLAR
ORDERS FROM SIXTEEN
15-MINUTE PROGRAMS

On sixteen 15-minute programs WNAX received a total of 10,607 orders at \$1.00 each for Ball Point Pen, or an average of 663 orders per each 15-minute program. Cost per order 9 9/10 cents.

Offer was on a staggered schedule for a period of five weeks using the "Billy Dean Show," "Sunday Get-to-Gether Show" and "Bohemian Band."

Affiliated With

The American Broadcasting Company.
WNAX is available with KRNT and WMT as the Mid-States Group.
Ask the Katz Agency for rates.



WNAX

A Cowles Station

SIoux CITY • YANKTON

IN JUST
ONE YEAR

WHDH BECOMES BOSTON'S BEST RADIO BUY!

"Share of Audience" up 459%

For the first time, an *independent* station has attained overall leadership in Boston radio. *With 100% local programming*, WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous "sports roundups,"

and Herald-Traveler news *every hour on the half hour*. Musically, too, WHDH offers easiest listening with many popular participating features, including the "Carnival of Music," and the new "Tommy Dorsey Show."

THEN (June-July 1946)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	5.6	25.7	23.2	22.3	11.5

NOW (June-July 1947)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	25.7	21.9	19.6	12.6	10.0

HERE'S WHY WHDH IS BOSTON'S BEST BUY

And if you're buying Boston, you want the best. In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story — but here are *two facts* you should know now:

CLASS "A" HOUR RATES*

WHDH	\$225.00
Network Station A	560.00
Network Station B	525.00
Network Station C	440.00
Network Station D	400.00

*from SR & DS, August 1947

1. **WHDH** will deliver you lowest cost per thousand radio time available in Boston.

2. **WHDH** superior coverage will assure you of reaching the *maximum number of listeners* for every dollar spent.

BOSTON'S BEST BUY

WHDH

HERALD-TRAVELER STATION • 5,000 WATTS • CP 50,000 WATTS

Represented Nationally by John Blair & Company

WARL

780 KC - 1000 WATTS

HCCPER
STATION LISTENING INDEX
METROPOLITAN WASHINGTON, D. C. AREA

AUGUST, 1947

SHARE OF AUDIENCE

STATIONS	WEEKDAY MORNING	WEEKDAY AFTERNOON
	8 A.M.-12 NOON	12 NOON-6 P.M.
WARL	8.7	8.6
STATION A	2.0	1.9
STATION B	7.3	6.2
STATION C	16.0	8.8
STATION D	6.5	7.5
STATION E	2.8	4.2
STATION F	1.6	1.6
STATION G	19.8	21.4
STATION H	25.5	23.2
STATION I	7.7	13.2
ALL OTHERS	2.1	3.4

TOTAL COINCIDENTAL CALLS
THESE PERIODS: 12,649

NOTE WARL'S RANKINGS

MORNING

4th

AFTERNOON

5th

NATIONALLY
PRESENTED BY
BURN-SMITH CO., INC.



SERVING Over A MILLION LISTENERS
FROM ARLINGTON VIRGINIA

(Continued from page 6)

manner, broadcasters could easily issue sworn statements of coverage of the area (and thus people) within their half millivolt contours.

The nearest space media equivalent to program ratings are readership figures of individual ads. Surely these are no more exact than radio ratings. The nearest space media equivalent to BMB audience figures are publication readership figures. Surely these are no more exact than BMB.

To say that ratings and coverage figures lack the ring of legitimacy is to damn all rating and coverage figures because some are of admittedly doubtful legitimacy.

It was for the very purpose of providing agencies and advertisers with legitimate, uniform and comparable audience figures that BMB was formed. It was to assure freedom from bias and acceptance by agencies and advertisers that BMB was organized as a tripartite, cooperative body, governed jointly by AAAA, ANA and NAB, each of which is equally represented on its Board.

Not only has radio taken the lead in media research, but much of it has been from the listener's viewpoint. Such research is seldom susceptible to exact measurement but it serves advertisers and agencies better than the measurement of a medium's mere physical distribution, however accurately measured.

Such research must precede any worthwhile promotion, because it forms the raw material of promotion. Far better that radio should have sacrificed promotion in its eagerness to provide its clients with facts than that it should have failed to provide the facts in its eagerness to promote itself.

Indeed, engaging in research is itself a form of promotion. When a station, questioning the value of subscribing to BMB, wrote its station representative that for the subscription fee it could produce several promotion pieces, the rep replied, "Subscribing to BMB is the best promotion you can do."

As to the assertion that agency commissions are paid on the theory that agencies help sell time, that stems from the era when agencies were essentially space sellers and only incidentally space fillers. I think it is generally accepted today that an agency's first allegiance is to the client, not the media. But that's another subject.

PHILIP FRANK
Executive Secretary
Broadcast Measurement Bureau

new and renew

New National Spot Business

SPONSOR	PRODUCT	AGENCY	STATIONS	PROGRAM, start, duration
American Chicle Co.	Chewing gum	Badger & Browning & Hersey	25-30	Expanding present campaign to selected major and minor markets with e.t. announcements, station breaks; Sep 29; 6-13 wks
Associated Fur Coat and Trimming Mfrs. Peter Ballantine & Sons	Institutional Beer	Direct J. Walter Thompson	15-20 25	Live announcements, participations; Oct 1-15; 10 wks Transcribed announcements; Sep 15-22; 4 wks (may be extended)
Consolidated Biscuit Co. Ann Dale Products Co.	Biscuits Candy	Lynn-Fieldhouse Bo Bernstein	12 15	15-min e.t. musical shows; Sep 23; 13 wks Announcements, breaks; Sep 15-30; 13 wks in New England markets
Ex-Lax Inc.	Laxative	Joseph Katz	250-300	Transcribed announcements added to present campaign; Sep 29; 13 wks
Garrett & Co. Iroquois Brewing Co.	Virginia Dare Wines Beer	Ruthrauff & Ryan Baldwin, Bowers & Strachan	100-125 17	Transcribed announcements, breaks; Oct 15; 8 wks "Favorite Story" e.t.'s in northeastern U. S. markets; Sep 29; 3 years
P. Lorillard Co.	Embassy Cigarettes	Geyer, Newell & Ganger	2	Introductory transcribed announcements campaign in Buffalo, Indianapolis (will expand later); Sep 22; indefinite
Glenn L. Martin Co.	Aircraft	Van Sant, Dugdale	25-30	Transcribed announcements in major airline cities; Sep 29; 6-13 wks
Monticello Drug Co.	"666" products	Gahagan, Turnbull	75-125	Transcribed announcements, 5-min newscasts; Sep 22; 26 wks
Musterole Co.	Medications	Erwin, Wasey	150-200	Transcribed announcements, breaks; Sep 20-Oct 1; 26 wks
Packard Motor Car Park & Tilford Co. Prest-O-Lite Battery Co. Scott & Bowne Seock & Kade Alexander Smith & Sons	Cars Tintex Batteries Scott's Emulsion Pertussin Carpets	Young & Rubicam Charles Storm Ruthrauff & Ryan Atherton & Currier Erwin, Wasey Anderson, Davis & Platte	75-150 50-100 50-100 75-125 75-100 150	Transcribed announcements; Oct 15; 3 wks Transcribed announcements; Sep 29; 13 wks Transcribed breaks; Sep 15; 6 wks Transcribed announcements; Oct 6; 26 wks Various local programs; Oct 1-Nov 1; 26 wks Transcribed announcements; Sep 22; 13 wks
Tide Water Oil Co.	Gas, oil, etc.	Buchanan	98	Rocky Mt. and Pacific region college football; Sep 19; to end of season
Topps Chewing Gum Twentieth Century-Fox	Gum Movies	Cecil & Presbrey Kayton-Spiro	50-100 50-100	Transcribed breaks; Oct 29; 13 wks Transcribed announcements for "Forever Amber"; Sep 15-Oct 1; 2-13 wks
Wilbur-Suchard Chocolate Co.	Candy	Badger & Browning & Hersey	12	Transcribed announcements added to present campaign; Sep 15-30; 13 wks

New On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
American Express Co.	J. M. Mathes	ABC		Vox Pop; Wed 8:30-9 pm; Oct 1; 52 wks
American Tobacco Co.	Foote, Cone & Belding	ABC		Jack Paar; Wed 9:30-10 pm; Oct 1; 52 wks
America's Future Inc.	Andrew Gahagan	ABC	242	Sam Pettengill; Sun 1-1:15 pm; Oct 5; 52 wks
Bekins Van & Storage Co.	Brooks	NBC	9	Fred Waring; Sat 9:30-10 pm; Oct 4; 52 wks
Bosco Co.	McCann-Erickson	ABC	39	Land of the Lost; Sat 11:30-12 n; Oct 11; 52 wks
Chrysler Corp.	BBDO	CBS	160	Christopher Wells; Sun 10-10:30 pm; Sep 28; 52 wks
Coca-Cola Co.	D'Arcy	CBS	160	Spotlight Revue; Fri 10:30-11 pm; Oct 3; 52 wks
General Electric Co.	BBDO	NBC	160	Fred Waring; Mon 10:30-11 am; Oct 6; 52 wks
John Hancock Mutual Life Insurance Co.	McCann-Erickson	ABC	12	Point Sublime; Mon 7-7:30 pm; Oct 6; 13 wks
Miles Laboratories Inc.	Wade	CBS	139	Lum 'n' Abner; MTWTF 5:45-6 pm; Sep 29; 52 wks
Musterole Co.	Erwin, Wasey	MBS		Billy Rose; TTh 8:55-9 pm; Oct 14; 26 wks
Pharmaco Inc.	Ruthrauff & Ryan	MBS	82 238 137	Charlie Chan; Mon 8:30-9 pm; Sep 29; 52 wks Jim Backus; Sun 9-9:50 pm; Sep 7; 52 wks Song of the Stranger; MWF 3:30-3:45 pm; Sep 29; 52 wks
R. B. Semler Co.	Erwin, Wasey	MBS		Billy Rose; MWF 8:55-9 pm; Oct 13; 52 wks
Swift & Co.	J. Walter Thompson	NBC	161	Fred Waring; Sat 11-11:30 am; Nov 8; 52 wks
L. E. Waterman Co.	Charles Dallas Reach	ABC	198	Gangbusters; Sat 9-9:30 pm; Sep 13; 52 wks

(Fifty-two weeks generally means a 13-week contract with options for 3 successive 13-week renewals. It's subject to cancellation at the end of any 13-week period)

Renewals On Networks

SPONSOR	AGENCY	NET	STATIONS	PROGRAM, time, start, duration
Allis-Chalmers Mfg. Co.	Bert S. Gittins	NBC	160	National Farm & Home Hour; Sat 2-2:30 pm; Sep 13; 52 wks
American Home Products Corp.	Dancer-Fitzgerald-Sample	CBS	80 81	Helen Trent; MTWTF 12:30-12:45 pm; Sep 15; 52 wks Our Gal Sunday; MTWTF 2:45-1 pm; Sep 15; 52 wks



SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
American Tobacco Co.	Foote, Cone & Belding	NBC	Jack Benny, Sun 7-7:30 pm; Sep 28; 14 wks
Armstrong Cork Co.	BBDO	CBS	Theater of Today; Sat 12-12:30 pm; Sep 27; 52 wks
Bavak Cigars Inc.	Neal D. Ivey	MBS	Inside of Sports; MTWTF 7-15-8 pm; Sep 8; 52 wks
Bewco, Inc.	Sorenson	CBS	Stark Over Hollywood; Sat 12-12:30 pm; Sep 20; 52 wks
Brown & Williamson Tobacco Corp.	Russel M. Seeds	ABC	Is It Fact Or Fiction?; Sun 12-12:55-1 pm; Oct 5; 52 wks
		NBC	159 Red Skelton; Tu 10:30-11 pm; Sep 9; 52 wks
Brown Shoe Co.	Leo Burnett	NBC	People Are Funny; Fri 9-9:30 pm; Sep 19; 52 wks
Carrier Products Inc.	Sullivan, Stauffer, Colwell & Bayles	ABC	73 Smilin' Ed McConnell; Sat 11:30-12 n; Aug 30; 52 wks
Champion Spark Plug Co.	MacMunn, John & Adams	ABC	219 Champion Roll Call; Fri 9:55-10 pm; Oct 5; 52 wks
Christian Science Publishing Society	H. B. Humphrey	ABC	73 Christian Science Monitor Views the News; Th 8:15-8:30 pm; Sep 2; 13 wks
Inf Aluminum Products Co.	Swaney, Drake & Bement	ABC	48 Club Time; Tu 10:45-11 am; Oct 14; 13 wks
Cream of Wheat Corp.	BBDO	CBS	146 Let's Pretend; Sat 11:05-11:30 am; Sep 20; 52 wks
D. E. & W. Coal Co.	Ruthrauff & Ryan	MBS	37 The Shadow; Sun 5-5:30 pm; Sep 7; 52 wks
Eversharp Co.	Blow	ABC	202 Henry Morgan; Wed 10:30-11 pm; Sep 10; 52 wks
General Foods Sales Co.	Benton & Bowles	MBS	90 Juvenile Jury; Sun 3:30-4 pm; Sep 7; 39 wks
		CBS	145 Wendy Warren; MTWTF 12-12:15 pm; Sep 22; 52 wks
		CBS	150 Baby Snooks; Fri 8-8:30 pm; Oct 3; 52 wks
		CBS	153 Adventures of the Thin Man; Fri 8:30-8:55 pm; Oct 3; 52 wks
Gillette Safety Razor Co.	Maxon	ABC	211 Boxing; Fri 10 pm; Sep 5; 52 wks
Hall Bros. Inc.	Foote, Cone & Belding	CBS	157 Reader's Digest—Radio Edition; Th 10-10:30 pm; Sep 11; 52 wks
Helbros Watch Co.	William H. Weintraub	MBS	367 Quick as a Flash; Sun 5:30-6 pm; Sep 7; 52 wks
International Harvester Co.	McCann-Erickson	NBC	158 Harvest of Stars; Sun 2:30-3 pm; Oct 5; 52 wks
Kellogg Co.	Kenyon & Eckhardt	MBS	Superman; MTWTF 5:15-5:30 pm; Sep 29; 52 wks
Kraft Foods Co.	Needham Louis & Brorby	NBC	125 Great Gildersleeve; Wed 8-8:30 pm; Sep 10; 52 wks
Lever Bros.	J. Walter Thompson	CBS	158 Lux Radio Theater; Mon 9-10 pm; Oct 6; 52 wks
Miles Laboratories Inc.	Wade	NBC	145 Quiz Kids; Sun 4-4:30 pm; Sep 28; 52 wks
		CBS	135 News of the World; MTWTF 7:15-7:30 pm; Sep 29; 52 wks
Pabst Sales Co.	Warwick & Legler	NBC	146 Eddie Cantor; Th 10:30-11 pm; Sep 25; 52 wks
Pet Milk Sales Corp.	Gardner	CBS	72 Saturday Night Serenade; Sat 10-10:30 pm; Oct 4; 52 wks
Phileo Corp.	Hutchins	ABC	244 Breakfast Club; MTWTF 8:45-9 am; Sep 1; 52 wks
Procter & Gamble Co.	Dancer-Fitzgerald-Sample	CBS	66 Mystery of the Week; MTWTF 7-7:15 pm; Aug 25; 52 wks
		CBS	79 Jack Smith; MTWTF 7:15-7:30 pm; Aug 25; 52 wks
		CBS	79 Lowell Thomas; MTWTF 11-11:15 pm; Aug 25; 44 wks
Prudential Insurance Co.	Benton & Bowles	NBC	134 Jack Berch; MTWTF 11:30-11:45 am; Sep 29; 52 wks
R. J. Reynolds Tobacco Co.	William Esty	CBS	154 Screen Guild Players; Mon 10:30-11 pm; Oct 6; 52 wks
		NBC	155 Vaughn Monroe; Sat 9:30-10 pm; Oct 4; 52 wks
W. A. Sheaffer Pen Co.	Russel M. Seeds	NBC	54 Sheaffer Parade; Sat 3-3:30 pm; Sep 14; 52 wks
Skelly Oil Co.	Henri Hurst & McDonald	NBC	23 Alex Dreier; MTWTF--Lloyd Burlington; Sat; 9-9:15 am Sep 8; 52 wks
Standard Oil of Calif.	BBDO	NBC	19 Standard Hour; Sun 8:30-9:30 pm pst; Sep 21; 52 wks
Sterling Drug Inc.	Dancer-Fitzgerald-Sample	NBC	142 Young Wilder Brown; MTWTF 4:45-5 pm; Sep 15; 52 wks
Swift & Co.	J. Walter Thompson	ABC	274 Breakfast Club; MTWTF 9:15-9:45 am; Oct 27; 52 wks
Texas Co.	Buchanan	CBS	159 Tony Martin; Sun 9:30-10 pm; Sep 28; 52 wks
Wildroot Co.	BBDO	CBS	159 Sam Spade; Sun 8-8:30 pm; Sep 28; 52 wks

New and Renewed on Television

SPONSOR	AGENCY	STATION	PROGRAM, time, start, duration
American Tobacco	Foote, Cone & Belding	WABD, New York KTLA, Los Angeles WBKB, Chicago	Spots for Lucky Strike; MTWTF 6:44 pm; Sep 29; 26 wks (n) MTWTF; Sep 29; 13 wks (n) MTWTF; Sep 29; 13 wks (n)
Botany Worsted Mills	Silberstein-Goldsmith	WABD, New York WBKB, Chicago	Weather spots; Sun 2:00 pm; Sep 5; 13 wks (r) Weather spots; Fri 8:30 pm; Aug 15; 13 wks (r)
Broadwood Hotel	Deane, Klein and Davidson	WPTZ, Philadelphia	Time signals; Fri nights; Aug 8; 13 wks (n)
Brown & Williamson Tobacco Co.	Russel M. Seeds	WBKB, Chicago	College basketball; as scheduled; Dec 13; season (n)
Comet Candles Inc.	Direct	WABD, New York	Look Upon a Star; Tu 7:30-7:45 pm; Sep 30; 39 wks (n)
Dewco Tire Co.	Raymond E. Nelson	WPTZ, Philadelphia	Time signals; Sun afternoons; Aug 10; 13 wks (n)
Edin National Watch Co.	J. Walter Thompson	WBKB, Chicago	Time signals; Sun nights; Aug 31; 13 wks (r)
Fair Store	Ivan Hill	WBKB, Chicago	Telechats; Fri 7:30-7:45 pm; Sep 19; 13 wks (r)
Fischer Baking Co.	Scheck	WABD, New York	Small Fry Club; Th 7-7:30 pm; Sep 4; 26 wks (r)
F. W. Fitch Co.	L. W. Ramsey	WABD, New York	Spots; Th 9:00 pm; Sep 4; 26 wks (n)
Tough Industries	Direct	KTLA, Los Angeles	Al Jarvis; MWF 7-7:30 pm; 26 wks (n) Star Views; TThS 7-7:15 pm; 26 wks (n) Home Economics; Tu 7:15-7:30 pm; 26 wks (n) Tele-Beauty; Th 7:15-7:30 pm; 26 wks (n) You'll Be Sorry; Sat 7:15-7:30 pm; 26 wks (n) Uncle Phil; MTWTF 7:30-7:40 pm; 26 wks (n) Serial adventure film; MTWTF 7:40-8 pm; 25 wks (n) College of Style and Swing; Tu nights; Sep 2; 26 wks (n) Football Scoreboard; Sat afternoons; Oct 1; season (n) Rockets home football games; Fri 8:30-10:30 pm; Aug 29; season (n) Boxing and wrestling matches; MWF 8:30-11 pm; Aug 18; 13 wks (r)
Lectrolite Corp.	A. W. Lewin	WABD, New York	Spots preceding football games; Tu 9:15 pm; Sep 7; 13 wks (n)
Pabst Sales Co.	Warwick & Legler	WABT, New York	N. Y. Giants football games; Sun afternoons; Sep 3; season (n)
Phileo Radio & Television Corp.	Direct	KTLA, Los Angeles	Meet the Dons; Th 8-8:15 pm; Sep 4; 26 wks (n) Los Angeles Dons games; Sun aft., Fri night; Sep 12; 7 games (n)
Powers Inc.	A. W. Lewin	WABD, New York	Spots; WF nights; Sep 17; 52 wks (n)
Ryan's Army-Navy Store	Stewart-Jordan	WPTZ, Philadelphia	Time signals; Tu nights; Aug 19; 13 wks (n)
Spring Mills Inc.	Direct	WABD, New York	Yankee football games; Sun afternoons; Sep 5; 8 wks (n)
Superline Fuels Co.	Solis S. Cantor	WPTZ, Philadelphia	Weather signals; Wed nights; Aug 6; 13 wks (n)
Teldisco Co.	Raymond	WABD, New York	Wrestling matches; Th 9:30-11 pm; Sep 4; 52 wks (n)
Television News	Direct	KTLA, Los Angeles	Time breaks; Sun; Sep 7; 13 wks (n)

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Admiral Auto Seat Cover Co., Los Angeles	Auto seat covers	H. Charles Sleek, Los Angeles
American Handicrafts Co., Los Angeles	Handicraft supplies	Davis-Hood, Los Angeles, for regional adv
American Home Foods Inc., Chicago	Food products	Young & Rubleam, Chicago
American Home Products Inc., New York	Kolynos Tooth Paste, Powder	Duane Jones, New York (for "Front Page Farrell")
American Shower Door Co., Hollywood	Shower doors, tub enclosures	Base-Luckoff, Hollywood
American Tobacco Co., American Cigar & Cigarette Co. div., New York	Pall Mall cigarettes	Sullivan, Stauffer, Colwell & Bayles, New York

Please turn to page 58

whbc
CANTON
THE BEST BALANCED MARKET IN



OHIO
THE UNITED STATES

**your dollar
buys more
than before**

- ... 42.5% MORE RADIO FAMILIES
- ... NOW 318,440 RADIO FAMILIES
- ... NOW \$885,811,000 RETAIL SALES
- ... NOW \$246,403,447 VALUE IN FARMS

Diversified Industrial Production Area In The Heart Of A Rich Agricultural Region Makes Canton, Ohio, The Best Balanced Market In The United States.

Represented by **RAMBEAU**

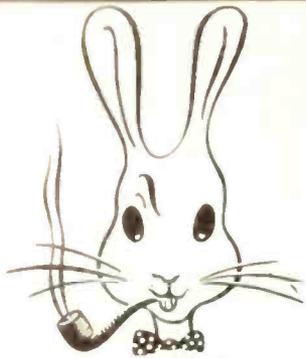
now
OPERATING ON
50000
WATTS—FULL TIME

WHBC-FM
25,000 WATTS
SOON

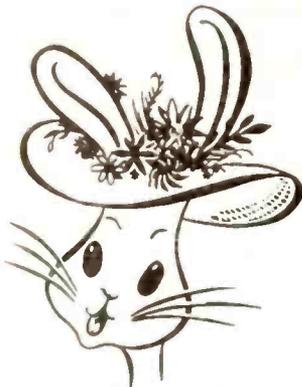
whbc your good neighbor in
CANTON, OHIO

CITY OF DIVERSIFIED INDUSTRIES • OHIO'S RICHEST RURAL REGION

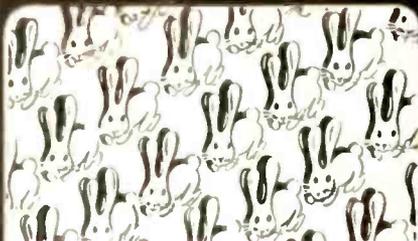
Remember the
story about...



the rabbit...



and another rabbit...



and what happened?

Geometric progression occurs in many setups beside the rabbit multiplication table.

Take W-W-D-C. It has grown by leaps and bounds. Today, W-W-D-C has the 2nd most loyal audience in this great D. C. market.

If you want sales in Washington ...W-W-D-C is the way to do it!

WWDC-AM and WWDC-FM — the dominant FM station in town!

Only one other station in
Washington has more
loyal listeners

WWDC

AM-FM — The D. C. Independent

Mr. Sponsor:



Don Bryant

Director of Advertising, Hudnut Sales Co.

By any comparative standard, 38-year-old Don Bryant is a newcomer to the sometimes cut-throat business of selling cosmetics to American women. He is a newcomer, too, in the business of network airing, but in the three years he has headed the advertising ventures of Hudnut Sales, he has learned much in that field. Today, in a fluctuating cosmetic market, his firm (a subsidiary of the long-established William R. Warner Company) is one of the top moneymakers in its field, selling everything from mass-consumption items to ultra-expensive custom perfumes. To the general field of advertising, Bryant is no Johnny-come-lately. He started with a newspaper rep firm, worked for gravure groups, and put in a hitch as a timebuyer at Federal Advertising.

Budgetwise, his firm spends an over-all \$4,750,000 for advertising, with some 45 per cent of that figure going into two network shows (Jean Sablon on CBS for Hudnut hair preparations and Sammy Kaye on ABC for Rayve Shampoo), plus spot campaigns for Rayve as well as Sheilah Graham on Don Lee for Rayve and Bathasweet.

Don Bryant knows now that radio, properly handled and promoted to the customers and the distributors, can sell a product. But he also knows that radio must reach the right kind of audience to do the job. That's why he cancelled the 26-week run of the NBC package *Grand Marquee* when he realized that out of a network of 136 stations, 50 were carrying the show as transcribed delayed broadcasts (it was in station-option time), at times ranging up to midnight.

He is positive in his thinking and his actions, but still listens carefully to the opinions of radio veterans, and can take criticism gracefully. He believes that the lifeblood of his business is change of pace, as well as new ideas and new products. Despite the steadiness of Hudnut's sales curve, perfectionist Bryant is still looking for the ideal format to sell his cosmetics to even more members of the fair sex.

**W
H
B
Q**

e

ail

rand new

uid pro quo*

Webster says "quid pro quo" means 'one thing in place of another.'

**WELCOME TO
THE WALKER CO.
NOW REPRESENTING
WHBQ IN**
NEW YORK — CHICAGO — LOS ANGELES
MINNEAPOLIS — BOSTON — KANSAS CITY
SAN FRANCISCO — ATLANTA
TUXEDO JUNCTION AND WAY STATIONS

MEMPHIS



W. H. BEECUE

**ORCHIDS TO
RAMBEAU
FOR A SWELL JOB
THROUGH PAST YEARS**

**PLEASE,
Mr. F.C.C.,
Hurry With
5KW on 560**



W. H. BEECUE

**Your Mutual Friend
Memphis, Tennessee**

WHBQ

Represented by
THE WALKER CO.

NEW YORK — CHICAGO — LOS ANGELES — MINNEAPOLIS
BOSTON — KANSAS CITY — SAN FRANCISCO — ATLANTA



Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come.

It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly... wait until you see the face on your favorite client's sales manager... when the going gets tough. Believe it! Sales! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore

is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!



W-I-T-H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by Headlev-R*



Hottest trend in radio -

BLOCK PROGRAMING

STATION CKEY TYPICAL DAYTIME SCHEDULE

TIME	DAYS	PROGRAM	SETS IN USE	PROGRAM RATING	% OF LISTENERS
7.00	MTWTFS	News	13.4	4.1	30.8
7.05	MTWTFS	All Time Hit Parade	13.6	4.1	30.2
7.15	MTWTFS	All Time Hit Parade	13.8	3.9	28.6
7.30	MTWTFS	All Time Hit Parade	14.7	3.8	25.9
7.45	MTWTFS	All Time Hit Parade	14.7	3.6	24.6
8.00	MTWTFS	News	15.3	4.8	31.6
8.05	MTWTFS	Make Believe Ballroom	15.5	4.8	30.9
8.15	MWF	Make Believe Ballroom	15.7	5.0	31.6
8.30	TTS	Make Believe Ballroom	16.0	5.4	33.6
8.30	MTWTFS	Make Believe Ballroom	15.5	5.1	32.9
8.45	MTWTFS	Make Believe Ballroom	16.0	4.9	30.5
8.00	MTWTFS	News	17.3	4.0	23.3
8.05	MTWTFS	Make Believe Ballroom	17.5	3.9	22.4
8.15	MTWTF	Make Believe Ballroom	18.5	3.6	19.4
8.30	MTWTF	Make Believe Ballroom	19.3	3.3	17.2
8.45	MTWTF	Make Believe Ballroom	20.3	3.7	18.3
9.00	MTWTFS	News	20.8	5.9	28.2
9.05	MTWTFS	Pick the Hits	21.0	6.1	29.1
9.20	MTWTF	Listen Ladies	20.9	6.2	29.8
9.30	MTWTFS	Lorne Greene	21.2	6.7	31.4
9.45	MTWTFS	Singin' Sam	21.7	6.4	29.6
9.00	MTWTFS	News	21.5	7.2	33.4
9.05	MTWTFS	Tops in Pops	21.4	7.3	34.1
9.15	MTWTFS	Tops in Pops	20.4	7.4	36.5
9.30	MTWTFS	Tops in Pops	18.9	6.7	35.7
10.00	MTWTFS	News	17.8	4.6	25.6
10.05	MTWTFS	Jerry Burke Show	17.6	4.4	24.9
10.15	MTWTFS	Jerry Burke Show	16.5	4.6	27.9
10.30	MTWTFS	Jerry Burke Show	15.8	3.9	24.5
10.45	MTWTFS	Jerry Burke Show	15.4	3.5	22.9
11.00	MTWTFS	News	15.1	4.0	26.7
11.05	MTWTFS	Jerry Burke Show	15.0	3.9	25.9
11.15	MTWTFS	Jerry Burke Show	14.0	3.1	21.7
11.30	MTWTFS	Jerry Burke Show	15.2	3.2	20.8
11.45	MTWTFS	Jerry Burke Show	14.8	3.3	22.3
12.00	MTWTFS	News	14.9	3.6	24.4
12.05	MTWTFS	Club 580	15.0	3.7	24.8
12.15	MTWTFS	Club 580	15.3	4.0	26.4
12.30	MTWTFS	Club 580	15.2	4.6	30.4
12.45	MTWTFS	Club 580	15.6	4.9	31.4
1.00	MTWTFS	News	16.9	6.2	36.8
1.05	MTWTFS	Studio Party	17.4	6.2	35.5
1.30	MTWTFS	Make Believe Ballroom	19.2	6.2	32.4
1.45	MWF	Make Believe Ballroom	20.5	6.8	33.4

spot Ninety per cent of the nation's independent stations are either block-programed or plan to be before the first of the year.

On a local level this means that the control of what goes on the air is being returned gradually but certainly to the broadcasters. The fear that advertising agencies would not purchase time on stations on which they could not produce special programs for their clients has vanished. Clients and agencies both know that block programing produces top-grade audiences and sales.

Block programing makes listening easy for the radio audience. It's geared to give the dialer the type of entertainment he wants when he wants it—and a lot of it at the same time. It's giving agencies and sponsors actual audience figures instead of hypothetical facts about what they might reach if the agency produced a program that dialers wanted and permitted that program to stay on long enough to build a listening habit. With block programing the audience is established. As WOV, New York puts it—block programing delivers "audited audiences."



WCKY'S jamboree mc, Nelson King (above), spins a western block session.

He might ease in with half a Bob Willis disk

Texas Jim Lewis (below) helps the western block along

Then Bob Atchen (below the type) in western cryboy tradition assists

Ted Daffan (center with assisting artist) always helps western strips

No Western block is worth its salt without a Sons of the Pioneers disk

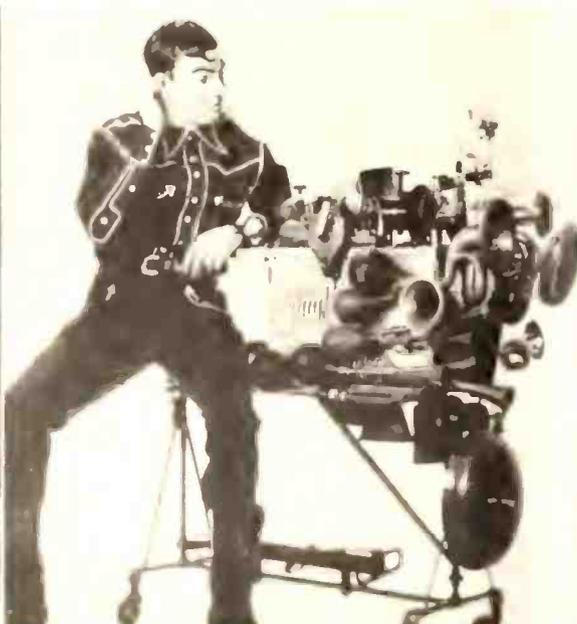
Gene Autry, with or without Trigger, is top range material—and it's often wise to sign off with the western

tunester who opened the block

—throughout the nation there's no more faithful listening audience than the men, women, and children who dial a western block of programs

In Cincinnati, in Louisville, in Memphis, in Fort Worth, in Worcester (Mass.), in Toronto, in Boston, in New Haven (Conn.), to mention only a few of the block programming pioneers, non-network stations are coming up month after month with top ratings and frequently with number one audiences despite heavy competition from all four chains. Night baseball helped a number of these stations (baseball is actually block programming since it is one form of entertainment broadcast over a period of from two to four hours) and night football will further help a number of these and other stations this fall.

Up to recently block programming on local stations was restricted to a combination of music and news, variety being supplied by changing the tempo and mood of the music. Today the entire field of programming is being subjected to a block-program test. Station WCKY, Cincinnati, is trying to block-program an hour-and-three-quarters skein of telephone quizzes. WNEW, New York, is trying, as indicated in the *Fall Facts* edition of SPONSOR, a horizontal skein of mysteries (nightly at 8 p.m.). Already this station, which was one of the first to discover block programming, has increased its audiences at this hour threefold and the "Mysteries at Eight" idea is only four months old. Station WHN, also in New York, has not only picked up the music-block-programming idea but it is the first in the metropolis to block-program sports. For years during the summer Red Barber's broadcasts of the Brooklyn Dodger games for Old Gold have been building a sports following for WHN, as have professional hockey games. WHN block



programming has now reached the stage where sports enthusiasts can dial the station any night and find it airing sports from an 8:45 p.m. warm-up to an 11 p.m. afterpiece. Monday, Gillette sponsors boxing. Tuesday, Thursday, Friday, and Saturday Old Gold and Nedick's sponsor basketball, both college and professional games. Schaefer Brewing sponsors amateur hockey on Wednesday and pro games on Sunday. Thus through both a horizontal block booking (every night at 8:45 p.m.) and a vertical block booking (from 8:45 to 11:15 p.m.) WHN gathers the cream of the regular sports fans.

Block programming of sports produces wherever it's used and as long as it's given time for dialers to develop the habit. An almost perfect example of how it collects audiences is the experience of WHDH in Boston. Managed by Bill McGrath (ex-WNEW) the station block-programs music and news in the daytime, sports at night and Saturday and Sunday afternoons. With this combination it has created a listening habit that gave it, in the July-August City Hooperatings, an over-all rating of 27.9 per cent of the available audience (sets in use), with Boston's next station rating only a 19.8. Its Monday-through-Friday daytime rating during the same period was 27.7 of the sets in use, with the second station having a 20.2.

Station WCPO in Cincinnati achieved top position during the summer through its baseball broadcasts and is seriously considering plans to hold the audience which it won through baseball by sports-block-programming plans. For Sunday afternoons during July-August (Hooper City Ratings) WCPO had 42.8 of the

sets in use and its Saturday daytime rating was almost as good, 42.1 of the sets in use. Its evening audience during July-August was 29.5 per cent of the sets in use with the next station having 24.9. and that next station is the established number one network station in the Queen City.

Aside from WCPO, station WCKY in Cincinnati with a straight block-programmed (sans baseball) schedule was second in the mornings only to the NBC outlet in the area, WLW, during the July-August period. WCKY had 22.9 per cent of the sets in use, WLW 24.5. In the afternoons it's the third station in the area, WCPO being first with baseball, WLW second with the NBC block-programmed schedule of soap operas. Its relative position in the evening is also third with the share-of-audience standing like this:

	WCKY	WLW	WCPO
Share of Audience	17.3	24.9	29.5

Many timebuyers still refer disdainfully to block-programmed independent stations as "record players." They feel that these stations do little more than toss on a few consumer disks and let them ride. Actually that's furthest from the truth. Stations like CKEY, in Toronto, Canada's foremost exponent of block programming (see page 15 for typical schedule), has double the number of employees of many other stations not only in Canada but in the United States.

The Daily News, which supplies the five-minute news continuities for WNEW, spends a small fortune (\$225,000) every year on its broadcast news desk and it knows just who is listening

at each hour so that it can edit the news for the exact audience tuned in. Proper programming of disks for extended musical blocks is not routine; Muzak, the wired music service, discovered that years ago. Listeners do not want to hear at 8 p.m. what they enjoyed at 8 a.m. It isn't easy to take the pulse of an audience. How true this is is demonstrated in the case of the *New York Times'* "good" music station, WQXR, and its FM affiliate, WQXQ. To all intents and purposes WQXR is the only station in the country which has caught the mood of dialers who want good music—and held that mood so that it pays off in sales for advertisers. Periodically another station tries a variation of the WQXR block-programming formula but up to now no other broadcaster has been successful with it. How definitely this station is mood-programmed for its listeners can be noted in a recent personal-interview survey conducted by a record retailer of good music. The survey indicated that in certain sections of Manhattan more than one-third of the radio dials in the homes surveyed were set for 1560, the WQXR spot on the dial.

While WQXR and WQXQ are successful in New York and are perfect examples of block programming, the fact that block programming in itself is not a pat success formula has been proved by stations trying to follow their lead. Stations in Washington, D. C., Chicago, and San Francisco have tried a "good music" formula only to find that virtually no one was listening. There's no magic in the words "block programming." Stations don't collect listeners simply by following a CKEY, WNEW, WHN, or WCKY program schedule. All of these



PERCENT OF PROGRAM AUDIENCES COMING FROM PRECEDING PROGRAMS

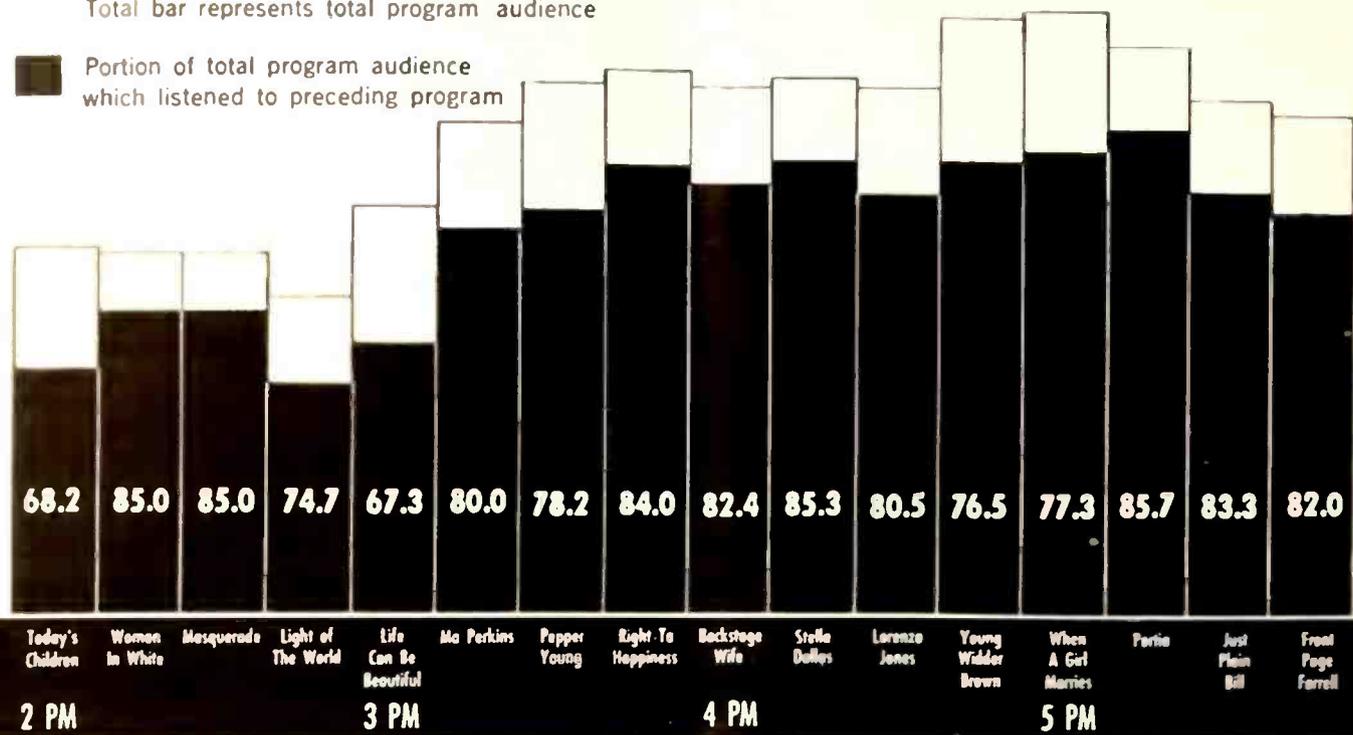
NBC SERIALS 2 - 6 PM (Based on One Minute or More of Listening)

TOTAL AUDIENCE RATINGS

12 -
11 -
10 -
9 -
8 -
7 -
6 -
5 -
4 -
3 -
2 -
1 -

Total bar represents total program audience

■ Portion of total program audience which listened to preceding program



Block programming is not restricted to independent stations. Proof of its audience-holding is this NBC study based on Nielsen ratings

stations present concise object lessons on how successful a block-programmed station can be. They are not molds into which program material can be poured and come out an automatic success. Block programming is a big job, just as any showmanship operation must be. WCKY, for instance, abolished the post of program director and hired instead a number of project directors each charged with producing a block segment. Each block is built around a personality, a man who knows the type of program he's making, a man who knows the audience he's after.

Typical is Nelson King, pictured in this report with a skein of western stars whom he might present in one evening of his four-hour nighttime block, *Jamboree*. King has fan clubs for many of the western vocalists whose disks he spins and the clubs visit him every so often while he's on the air. (It's then that he trots out his western outfit and looks ready to break out with "Git Along Little Dogy, Git Along.") Each 15-minute segment of his program has its own musical star and a single mood. Though four hours seems long for a western-folk-music block, WCKY had ample precedent for devoting the 240 minutes to mountain and range tunes. WSM's *Grand Ole Opry* frequently runs more than three hours, as does

WLS's *Barn Dance*. Both have tremendous audiences. Even at New York's WOV one of the more successful blocks is an hour of western music mc'ed by Rosalie Allen.

Frank Stanton of CBS was one of the first to realize and stress the importance of block programming. He called it mood programming. With diary forms of research he proved that once a mood is broken by one station, audiences try to recapture the mood on another station. Recently Niles Trammell, NBC president, proposed to restrict the so-called soap operas to a maximum of three in a row. He has dropped the proposal because figures have proved to him that listeners in the daytime want their tear-drops strip after strip and will drift away from a station or network that interrupts the mood of the daytime dramas. The tremendous growth of NBC's Tuesday night skein of comedy programs—Milton Berle, *Date with Judy*, *Amos 'n' Andy*, *Fibber McGee and Molly*, Bob Hope, and Red Skelton—is a perfect example of the appeal of a single program type—a single mood. The CBS Monday night hour and a half of *Lux Theater* and *Screen Guild* is another example of block programming. What will happen this year with the comedy program *My Friend Irma* between *Lux* and *Screen Guild* will

depend upon how much situation comedy there is in *Irma*—in other words how near this half hour approaches the listener's conception of drama rather than gag comedy.

Some timebuyers feel that baseball and other sports blocks are not a good indication of a station's pulling power. However, astute buyers feel that to discount a station's audience during the 20-week baseball season would be just as illogical as to ignore the pull of a network during the period that Bob Hope, *Fibber McGee and Molly*, Edgar Bergen, Jack Benny, or Bing Crosby is on the air. Neither the baseball stations without baseball nor the networks without their star programs would have the pulling power that sponsors want and buy. Many stations this past baseball season have found that through block-programmed night baseball they have reached unprecedented heights in audiences. They haven't stopped there but accepting this achievement as a challenge have block-programmed with an eye to holding that baseball audience. WHDH in Boston bought the Harvard football games, which are sponsored by Atlantic Refining Company and are one of the few series of games not controlled by Atlantic itself. This oil company usually

(Please turn to page 43)

Keeping Rates Down and Sponsors' Sales Up

[[*Isn't that the kind of a deal every advertiser wants?*]]

LOCATED on, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a ten-million population area with a radio-homes and buying-power percentage second to none in America. The power of 5,000 watts day and night. A middle-of-the-dial frequency of 800 kc. That, coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area's Number One radio buy.

The high cost of selling concerns nearly everybody these days. If it's that way with *your* product in this region, we, or our representatives have facts you ought to know.

In the Detroit Area, it's . . .

CKLW

Union Guardian Bldg., Detroit 26

J. E. Campeau, Managing Director • Mutual System

Adam J. Young, Jr., Inc., Natl. Rep. • Canadian Rep., H. N. Stovin & Co.

Millions

over-all

Research is no longer an advertising agency back-room operation. In the case of most medium- and large-size agencies research is a major operation and a costly one. It's still suspect at many sponsors'—suspect not as to the figures and facts which ad-agency studies uncover but suspect as to the conclusions which the agency men derive from their reports. To many a sponsor agency research is still in the area of "having the answers and spending time proving them." Even these client skeptics admit, however, that many agency research men are stepping out of the guesswork field and depending more and more on solid research foundations.

The reasons that agency investigations have been suspect are manifold. First, in most cases the research is so secret that not even the client for whom the project is initiated is told the size of the sample used for the study or the method employed to check the thinking and buying habits in the sample. The client has to accept the agency findings at their face value—or disregard them entirely. Consumer panels are featured in ad-agency advertising without the details of the panel operations ever being made public to the trade, or in many cases, even to the client. (The latter is still true of one of the biggest advertising-agency panel operations, but sponsor pressure is due to force the wraps off it shortly—or else the agency in question, one of the top three in radio billing in the U. S. A., stands to lose a number of clients.)

The trouble with advertising agency research in the past is that too much of it has been used for new-business purposes by agency salesmen. A good deal of the shifting of business from one agency to another is traceable to presentations developed by advertising agency research departments. Typical is the case of a Chicago ad-agency research man who resigned to go with a program-rating organization. The head of the Windy City operation discovered in a few months that his new-business men weren't opening the doors that they had previously. Checking the reasons why, he finally arrived at the information that previously they had



"Yes" and "No" buttons write radio research stories for ad-agencies

**Research still used
to win and hold business but agency
testing is honest now**

Spent in agency fact-finding

been given selling tools by his ex-research head, whom he has since brought back.

Most agency figure men admit that a solid percentage of their time is spent on analyzing programs and campaigns of advertisers whose business is placed by other agencies. Typically, one agency studied for eight months what was wrong with another agency's program which was costing a sponsor \$1,200,000 a year and getting a Hooperating of only two. The program had run a year and was dropped before the new-business man of the agency checking the show was able to

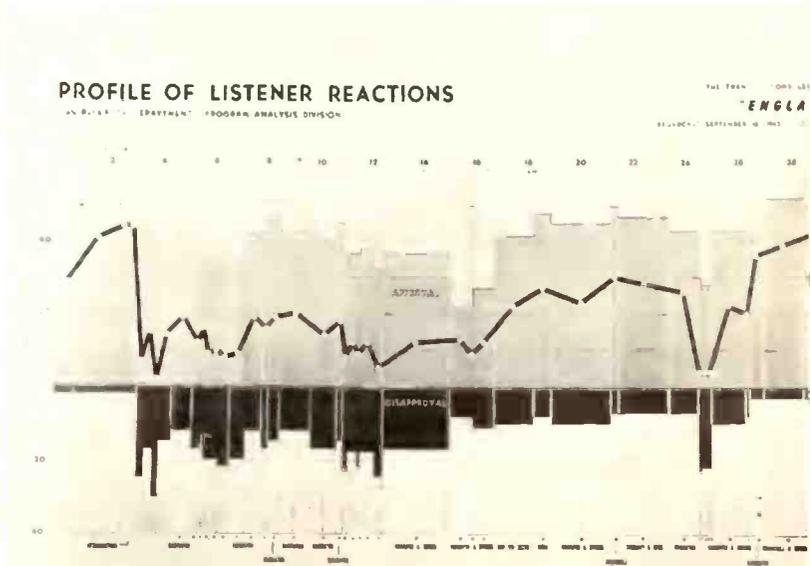
reach the right man at the account to show him just what was wrong with the program. It later developed that four other agencies were making presentations to the same sponsor, all of them based upon the fact that the agency of record was broadcasting a program which was costing the client a small fortune and producing practically nothing.

It's estimated that 25 per cent of all agency research, as well as the same percentage of the time of major agency executives, is directed at getting new accounts. This may seem like a very

great portion of executive and research time to be spent in selling, but the life of the average account at an advertising agency is 4½ years (AAAA records) and so client turnover is a vital factor in the life of an agency.

Most successful agency user of radio research is McCann-Erickson, the only agency licensed to use the Lazarsfeld-Stanton program analyzer. Under the direction of Marion Harper, Jr., Herta Herzog is constantly analyzing each program the agency handles for a client and making reports to agency and advertiser

Agencies assemble panels to hear radio programs and advertising and to record their likes and dislikes, either electrically (top left) or manually (top right). The critical meets are followed by oral sessions (bottom left). Results are frequently charted in the manner in which CBS presented its report on "England" (bottom right). Producers and copywriters use charts and the comments to build better programs and commercials





Internal agency groups, like BBD&O's (left, "Brainstormers," right, "Senior Women's Council") do a closed circuit analytical research job regularly

executives and the agency radio staff. The trouble with all qualitative radio research is that it's research in a vacuum unless the creative section of the agency's radio operations uses the information developed by the research department. In a number of cases agency researchers have had to spend weeks convincing show producers that their conclusions about programs are fact and not research fancy. Program research is actually fought by most producers just as years ago copy research in the black-and-white field was fought by copy writers at agencies.

On a par with McCann-Erickson in their use of radio research is Kenyon & Eckhardt, which has both its own radio research operation and Kenyon Research Corporation, a separate organization which does research for K & E and its clients on general projects. Otis Allen Kenyon, founder of the K & E agency and chairman of its board, is an engineer-trained advertising man and insisted from the start on researching his clients' campaigns. Kenyon Research is the outgrowth of this thinking and is to all intents and purposes the research division of K & E, the separate corporate entity being an operational matter which permits of special billing procedures and a feeling of research independence. KRC doesn't expect that other agencies will employ it but it does do some, though not very much, work for non-agency clients.

Rated third by radio researchers is the Foote, Cone and Belding operation in New York under Hal Webber. Webber also set up the Chicago research division of FC&B and that's ranked with the Windy City's Dancer-Fitzgerald-Sample office in its intelligent approach to radio fact finding. On the other hand the New York office of D-F-S isn't research-minded.

The two agencies with top radio bill-

ings, J. Walter Thompson and Young & Rubicam, are rated adequate in their radio research but neither is said at this time to be experimental-minded or developmental-minded. Y&R has over 100 people on its research staff and JWT has around 90. Dr. Peter Langhoff heads the Y&R operation since Dr. George Gallup resigned to concentrate on his individual projects, and Arno Johnson is number one research man at JWT. The comment is that since these agencies already have the sponsors and the programs research isn't as necessary as it is with agencies which are building their radio business. Y&R's loss of a number of accounts, however, and their (to all intents and purposes) new radio department, are expected to result in a substantial increase in research operations. They still continue to use a group analyzing device (variation of the CBS "Big Annie") which Dr. Gallup now calls the Hopkins Televote Machine, and feel that qualitative program research is part of an agency's job on programing.

One of the greatest criticisms which client executives have in re advertising agency research, and this applies to all agency research, not just to the radio phase, is that it is funneled to the advertiser through the account executive rather than through the research head of the agency. Account men, state advertising managers of a number of national advertisers (18 were checked), have a natural tendency to edit out material which they feel may not reflect credit on the agency. Since very few of them are research-trained they frequently misinterpret figures and the misinterpretations lead to unhappy conclusions. To such a degree is this true that many great corporations, like Swift, P. & G., General Foods, set the formula for a research project and even check the samples as well as the pro-

cedures used by the agency. Still others obtain the raw figures from the agency and do their own evaluation of the findings.

A problem that research men face consistently is the fact that major executives are proud of their crystal balls and dislike facts and figures. If agency radio producers and copy men fight research findings, top client executives have been known to fight twice as hard against research findings that disprove their favorite merchandising ideas.

For instance, despite valid research conclusions that two-for-the-price-of-one sales and "penny sales" do not materially increase over-all business for a product over an extended period, key merchandising men in great drug outfits still go blithely along spending hundreds of thousands of dollars on these annual sales. A number of advertisers continue to sponsor programs that research proves are not reaching the audiences which buy the products advertised. These are just two examples of what research has to combat.

Both independent and client research men admit that today some of the best research brains are employed by advertising agencies. Men and women like Marion Harper, Jr., Hans Zeisel, Herta Herzog (McCann-Erickson), Hal Webber (Foote, Cone and Belding), W. J. Main (Ruthrauff & Ryan), Larry Deckinger (Biow), Dr. Leon Arons (Weintraub), Clement W. McKay (Kenyon Research), P. Nahl (Needham, Louis & Brorby), and Sam Gill (Sherman and Marquette) have questioning minds and while they sometimes go off on a tangent, the tangent is the result of a probing intellect. Researchwise that is all to the good.

Some of the biggest agencies, like N. W. Ayer, have yet to establish a radio re-

(Please turn to page 46)

QUESTIONS	TOWNSPEOPLE	STUDENTS
"Where do you prefer to hear commercials?"	%	%
Beginning, middle, and end of program	7.8	2.4
Beginning and end of program	37.6	29.5
Beginning and middle of program	0.0	0.0
Middle and end of program	0.0	4.5
Beginning of program	20.3	13.6
Middle of program	0.0	1.2
End of program	21.9	35.2
Part of program	12.4	13.6
"Is the present system of commercial radio broadcasting satisfactory?"		
Yes	77.1	56.0
"Would you prefer a system of broadcasting which would ban commercially-sponsored broadcasts from the air?"		
Yes	22.9	44.0

East Lansing residents and students of Michigan State College report on placement of commercials and how they feel about commercial radio

Town vs Campus Listening

Suburban residents and cap and gowners think there's too much advertising on the broadcast air

over-all Survey after survey reveals that the American radio listener generally believes there are too many commercials on radio programs. The latest survey to be conducted, this one especially for SPONSOR, indicates that over 90 per cent of both townspeople and college students- in a typical suburban town and nearby campus are certain that there's too much advertising on the air. The townspeople are even more emphatic about it than the cap-and-gowners. Here's the way they voted in the survey conducted in the homes of East Lansing, Michigan, and on the campus of Michigan State College. The question was "Are there too many commercials on radio programs?"

	Residents	Students
Yes	98.6%	87.5%
No	1.4%	12.5%

SPONSOR's survey was conducted as a

postgraduate project of Michigan State College by William G. Butt, under the direction of Professor Joe A. Callaway of the Department of Speech, Dramatics, and Radio. The project was to discover whether there was any difference between the likes and dislikes of the residents of a typical suburban town and a representative group of college students residing on a campus. Today's student differs from Joe College of a few years ago in that he's more frequently than not an ex-G. I., married, and has one child. However, he and the non-campus family man don't think alike and the things they want from broadcasting frequently are at opposite mental poles.

One limiting factor about this survey is that it was taken at a school that today is predominantly male. Facts and figures developed must therefore be viewed in that light.



Typical of East Lansing residents is Ed Vandervoort (above) who likes his fishing and owns sporting goods stores in town



Lee Pickering is representative of today's college students. He's 21, a business administration junior, ex-Marine and married

The sample of both town and school used in this survey was 10 per cent. Six hundred and thirty-nine of the 7,000 residents of East Lansing answered the survey and 874 of Michigan State's 9,000 resident students returned their questionnaires.

All the returned questionnaires indicated that the respondents owned radio receivers, which is consistent with the fact that according to the 1946 Broadcast Measurement Bureau survey 98.3 of the homes in the Lansing area have radio receivers. East Lansing being a relatively wealthy suburban area, it was not unexpected that listening was lower than it was in the industrial town of Lansing proper. Hours per day of radio usage in Lansing, East Lansing, and on the Michigan State campus, as developed by the survey, are as follows:

Lansing	East Lansing	Campus
5.9 hours	3.3 hours	3.5 hours

Campus and town agree not only on the "too many commercials" question but also in their reaction to the length of commercials. Three out of four in each group said "too long." The relative voting was:

	Town	Campus
Too short	0	1.2%
About right	25.4%	24.4%
Too long	74.6%	74.4%

Obviously broadcasting hasn't sold its listeners on radio advertising's being a service. Other advertising media have done an effective anti-radio-advertising promotional job both to consumers and to national and local advertisers. Also, users of radio advertising have permitted their use of the medium to, like Topsy, just grow. Only recently have advertisers and their agencies begun to check the impact of air advertising copy.

A great many radio program builders feel that the ideal commercial is the integrated one. The respondents in this survey think otherwise. Miles Laboratories in a study some years back discovered that integrated commercials did not pay off for them, although more recent studies made by Schwerin Research for the Alka-Seltzer organization have indicated that less blatant integrated copy should sell better than the typical patent medicine approach used in the past.

Townpeople want their commercials separate from their programs by a vote of three to one, the dormitory crowd two to one. They voted in the following manner:

	Town	Campus
Integrated	24.6%	31.5%
Separate	75.4%	68.5%

They feel much the same way about

having newscasters do the commercials, the campus reacting even more negatively, with the voting in the following fashion:

	Town	Campus
Yes	23.7%	21.7%
No	76.3%	78.3%

Town and campus fell out on the subject of how they would like commercials handled. The college group want a laugh with theirs, many home folk want theirs straight. The questionnaires tallied like this:

	Town	Campus
Straight	47.6%	29.2%
Humorous	38.1%	61.8%
Singing	14.3%	9.0%

The normal expectancy is for youth, even if beyond normal college age, to enjoy a light approach and it's just as normal to expect the adult listener, settled and living in a suburban town, to desire factual straight down-to-earth handling.

While college and townspeople feel very much alike about various aspects of advertising on the air, when it comes to favorite programs they differ two out of three times. They are bound together only by a mutual love of baseball. Michigan is a sports hotbed and baseball leads all other sports in the Motor State. It is

not surprising therefore that the Goebel baseball broadcasts are high in the dialing habits of both East Lansing and Michigan State College. These sportscasts of the Detroit Tiger games won first place with the collegians and second place with East Lansing residents. The townspeople rated their first three program, in this sequence:

1. Lux Radio Theater
2. Goebel baseball broadcasts*
3. Newscasts

The college crew on their part want baseball first:

1. Goebel baseball broadcasts*
2. Henry Morgan
3. Hit Parade

Townfolk voted for practically every dramatic program on the air, although there is no doubt but that Lux Theater leads the air parade for them. The questionnaires revealed that the war-born habit of dialing news has not died with home folk. The ex-G. I.'s, now students, on the other hand, never developed the war-news habit. For them the good humor of Henry Morgan and music for Saturday night dancing, Lucky Strike's *Hit Parade*, have more appeal than news.

When it came to voting for their favorite announcers the regular residents of East Lansing and the Michigan Staters reversed themselves. The townsfolk gave the Goebel sports announcer first rating while the students rated him second. Of the total voting, the residents of the town gave their favorite announcers the follow-

ing percentages of their votes:

- | | |
|-----------------------------|-------|
| 1. Harry Heilemann (Goebel) | 28 2% |
| 2. Ross Mulholland (WJR) | 14 1% |
| 3. Don Wilson | 10 3% |
| Milton Cross | 10.3% |

The students on the other hand voted for their favorites in the following order:

- | | |
|-----------------------------|-------|
| 1. Don Wilson | 46.7% |
| 2. Harry Heilemann (Goebel) | 14.5% |
| 3. Kenny Delmar | 11 3% |

The amazing lead that the students give Don Wilson as well as the importance given him by the regular residents of East Lansing add up to something that many advertisers haven't realized too well, that a straight commercial announcer who is made part of the program as Jack Benny has made Wilson means nearly as much as the program star. Advertisers also must realize that announcers no longer achieve importance because they announce any program, they become important only on commercial broadcasts.

Placement of commercials on programs is still roulette for sponsors but both East Lansing and Michigan State have definite ideas about the matter—and they're not iconoclastic. The reason why the greatest number of cap-and-gowners want their commercials at the end of the program is simple. They say this permits them to select their next program without losing any of the entertainment—a very good reason for a sponsor not to put his major selling at the program's end—he loses too many listeners in that process. A chart showing just where both town residents and students want their commercials is

printed with this report.

The very last question in the SPONSOR survey conducted by William G. Butt has perhaps the greatest meaning. Butt asked "Is the present system of commercial radio broadcasting satisfactory?"

The answers charted with this article were three to one for radio as the U. S. knows it, on the part of the townsfolk, but almost even money with the students. The latter voted heavily (44 per cent of them) for "a system that would ban commercially-sponsored broadcasts from the air." East Lansingites are pro-sustaining broadcasting only to the extent of 22.9 per cent and even this 22.9 is disturbed on how such a system would be maintained. About 50 per cent of the students who voted for a non-commercial system of broadcasting suggested an outright governmental subsidy. Other students suggested taxes on receiving sets, tobacco, liquor, and luxury items. There were even a couple of students who suggested that radio set manufacturers pay the bills.

The townspeople who voted for a non-commercial air at the same time feared government control. A solid section of the 22.9 per cent stated simply that they liked the idea but didn't know how it could be done.

Students are anti-commercial broadcasting for a number of reasons. First,
(Please turn to page 44)

*The Goebel baseball broadcasts cover the games of the Detroit Tigers on a special network of stations as well as on WWJ-TV.

East Lansing is a rich suburb where Lansingites and college profs live. Home below is typical of housing in area



Single students sleep in Quonset huts while married contingent live in giant trailer camp (in back of huts above). It's all very G. I.



Over 12,000 Rexall stores
serve the nation's drug needs

Rexall



follows through . . .

over-all

Promotion is a salable product with Rexall. Sixty-six hundred independent druggists buy packages of promotion material 12 times a year from the Rexall organization—promotion material which in many cases is tied into Rexall broadcast programs.

The balance of the Rexall outlets

(3,800) are promoted basically through a house organ called *Rexall Ad-Vantages*, which sells Rexall products and how to advertise them. A typical issue of *Ad-Vantages* spotlighted: how radio was used in connection with the opening of a remodeled Rexall store in Fort Wayne, Ind., by the Meyer Brothers Drug Com-

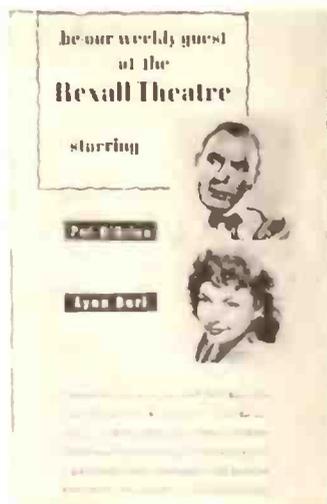
pany; a center spread about the network program; a half page about electrical transcriptions on many of the Rexall products; a page report on a successful radio program in Texas; and an editorial on the advertising slant of the network program.

Rexall doesn't just use broadcasting—



TEXAS RADIO SHOW

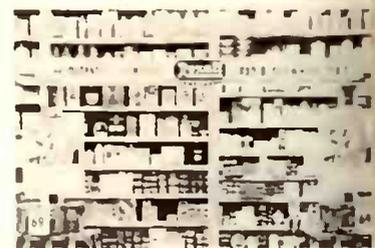
Local radio shows rate full pages in "Rexall Ad-Vantages"



Network programs also are accorded space in house organ



Broadcasts from remodeled stores receive Rexall blessing and help



Shelf strips (above), counter and window cards are standard items

it promotes it. Recently (September 15-18) Rexall opened its new giant drugstore and building in Los Angeles. During the four-day celebration there were four special Rexall broadcasts from KFWB and 12 Rexall broadcasts from KMPC, all of them built on a special-event basis. The Governor of California, Earl Warren, broadcast a special welcome to the new building over each of the stations. Rexall president, Justin Dart, made a number of broadcast appearances and guest stars from industry and radio including Ed. Williams, president of Lambert Pharmacal Co., Mayor Bowren of Los Angeles, Sheriff Biscailuz, Horace Thomas, assistant sales manager of Eastman Kodak, as well as the cast of *Bride and Groom*, all paid salutes to Dart and Rexall. One special broadcast came in part from "the world's largest drugstore" (the one newly opened) and in part from "the world's smallest drugstore," the latter located in Topanga Canyon, California.

Both KFWB and KMPC have regular commercial broadcasts for Rexall, the former starring Jerry Lawrence in a disk session daily at 4-4:15 p.m. and the latter a nightly newscast from 9-9:15 p.m.

The national program is featured in every promotional kit Rexall sends out. There are usually one window card, several counter cards, and innumerable throw-aways, all of which say, "Listen," and follow it with plugs for the program and its stars. Present material plays up Jimmy Durante, who will this season be without his sidekick of the past few years, Garry Moore. Stressed also will be the fact that the program will be NBC this season whereas in the past it has been CBS.



Justin Dart, Rexall's president, gets every penny out of each drug promotional dollar

Now in its 35th year, the *Rexall Magazine* with 1,000,000 circulation is a typical give-away pulp magazine with stories, features, some news, and much Rexall advertising. It's bought by druggists imprinted with their names and used both as a store give-away and as a mailing piece. Every page carries an underline, which asks the reader to "Listen to the Rexall program starring Jimmy Durante, Friday nights, NBC network." There is also at least a half-page advertisement and editorial copy on the program somewhere in each issue.

Radio is the final selling touch in many of the Rexall monthly product promotions and the program stars are always included in name and picture on the displays of the product leader for the month. Tests of these displays sans the

radio touch have been made against the same displays with the broadcast-plus. The results have proved that while they're selling radio they're doing even a better job of selling the product which is promoted on the displays. Actual figures on how much better a display with Jimmy Durante on it does than one with straight product exploitation haven't been released but researchers who worked on the project say, off the record, that 25 per cent would be a fair estimate.

Even small three-and-a-quarter by five-and-a-quarter-inch four-page folders have a tie-in cut on their lastpage, saying "Listen! Listen! Listen!" to Durante.

When Rexall suggests new store designs to druggists there's always a place among the shelves of products for a streamer selling the radio program—either the network program or the local program of the individual druggist.

Despite all the promotion, pressure is never placed upon the druggist to sell the program. The idea which Rexall gets across is that radio is part of the Rexall product, that radio makes the Rexall trade name just as big as Listerine, Lever Brothers, Goodyear, Parker Pen, Alka-Seltzer, or any other of the hosts of trademarked products that the average druggist carries. And it's done by telling the Rexall story, not by competitive selling against the other brands. Rexall is too clever to directly fight other brands that independent druggists carry—and on which they make a profit. It sells Rexall all the way—and promotion is part of the product that Rexall sells.

Its local programs throughout the country run the gamut of show types but news broadcasts are more frequent than any other form of programing, and

the Editor's Page
OF LISTEN & CLIPPS

SUMMER RADIO SHOW

IN DRUGS...
IF IT'S **Rexall** IT'S RIGHT

LISTEN! LISTEN! LISTEN!
YOUR Rexall DRUG RADIO SHOW
EVERY FRIDAY NIGHT • 9:30 EST • COAST TO COAST ON CBS

Presenting
The
REXALL THEATRE

CAST
THE DRUGGIST... PAT O'BRIEN
THE NURSE... LYNN BARE

YOUR NATIONAL ADVERTISING PROGRAM FOR JULY,
THE REXALL THEATRE
THE REXALL THEATRE
NATIONAL PROGRAM
YOUR LOCAL PROGRAM

THE REXALL THEATRE
NATIONAL PROGRAM
YOUR LOCAL PROGRAM

ASPIRIN

IT'S THE BEST, FOLK... IT'S REXALL

READ
JIMMY DURANTE
Star of the 2300K Radio Show
EVERY WEDNESDAY NIGHT
NBC

House organ editorial helps and all printed matter says "listen"

Broadcasts are usually made something personal through two-page spreads in "Ad-Vantages" which explain why the show's good business

The program star always says "Rexall's best" in displays



THE SCHOZZ CONTRIBUTES TO THE CAUSE—Long nosed Jimmy Durante (left) and his short-haired sidekick Garry Moore (right), hilarious radio comedians, buy tickets to their two-hour charity show in the city auditorium Jan. 17 from Hugh Terry, manager of station KLZ. Durante and Moore will appear in the infantile paralysis benefit performance, proceeds from which will go to Denver's March of Dimes fund. Tickets can be obtained at the Denver March of Dimes headquarters, 620 Midland Savings building, and at the Denver Dry Goods company ticket office.

Ticket selling opens drive. Hugh Terry (KLZ) sells Durante and Moore

from Boston to Hollywood, the old and new Rexall home towns, the Rexall newscaster is a fixture.

Druggists perform a public service, and the appellation "Doc" with which so many are addressed is no accident. They're a respected and vital part of the average town. Rexall therefore realizes that its broadcast activities must have a public service as well as an entertainment quality.

When an opportunity presents itself for the Jimmy Durante program to help along a worthy cause, Rexall works with its local outlets and stations and does everything in its power to carry the public service ball. Typical was the visit of Durante and Moore to Denver in January of this year. Colorado had been badly hit by the polio epidemic last year and it was chosen for the most active campaign for the 1947 March of Dimes. Every important name in the state was on the committee including the governor and the governor-elect. From the arrival of the Durante cast in Denver on Thursday, January 16, until their train left at 7:50 p.m. Saturday, January 18, Durante and cast were on a merry-go-round that started with a parade and ended with an hour show at the Denver Paramount Theatre for 3,500 children. Tickets for the broadcast sold at \$25, \$10, and \$5, and over \$5,000 was raised directly in this manner.

Station KLZ, under the direction of Hugh Terry, its manager, made certain that the Durante-Moore names were everywhere. Not a single medium was

missed to make the visit of the Rexall program to Denver a triumph and the Rexall and N. W. Ayer (Rexall agency) staffs worked with Terry and the March of Dimes local committee all the way.

Basic difference between what Rexall does and what most other advertisers do is fundamental to the Justin Dart inspired operation. Where most sponsors expect their agency or network, or stations to go all the way promoting a program Rexall simply asks the network or stations how Rexall can improve promotion. Seldom does Rexall permit a station to take the ball away from them as they did with KLZ in Denver. In this case it was a charitable drive and the thinking no doubt was that the further away Rexall kept from the March of Dimes the better it would seem to everyone concerned. That's typical of Rexall's operations—knowing when to do and when not to do something.

Rexall also may have decided to permit Hugh Terry, KLZ station manager, to carry promotional ball because he's known not only in Denver but practically from coast-to-coast as a promoting fool. Give him something to root about and, as in this case, he does the rest.

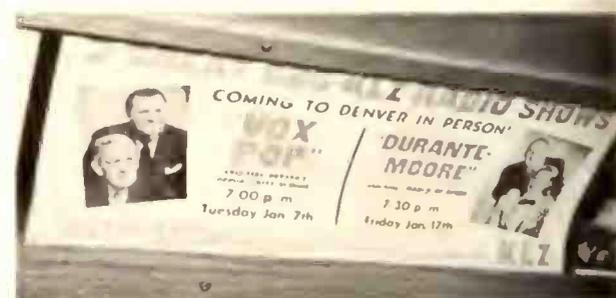
The Denver personal appearance was public service at its best but it was all part and parcel of the thinking of Rexall executives, who don't look upon broadcasting or promotion as something aside from their regular business operations. They sell promotion and radio just as they sell the name of Rexall and all the Rexall drug products.



Star billing for Durante-Moore on street car fronts



"In person" cards in merchants' windows of Denver



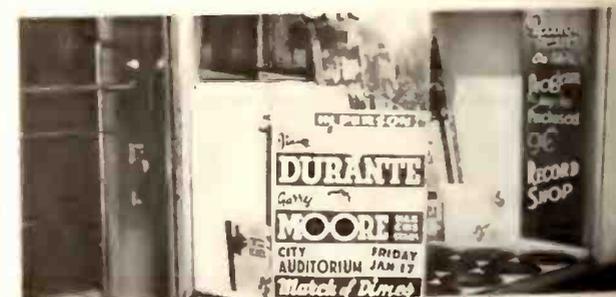
Transit advertising stresses the "in person" broadcast

"DURANTE & MOORE" —will broadcast from Denver's municipal auditorium

Coming to Denver in Person! **KLZ--CBS**

—to launch "March of Dimes" campaign to fight polio. **7:30 P. M., Jan. 17**
T.A. 2556 for tickets

Newspaper advertising sells appearance of Rexall show



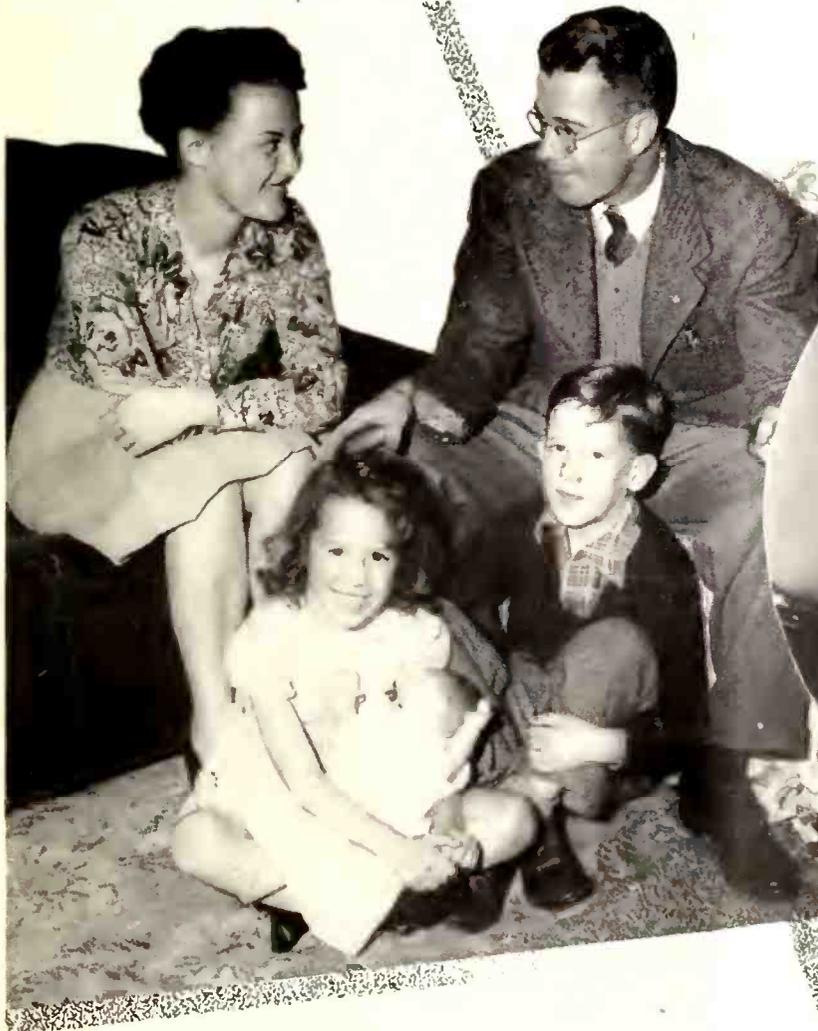
Record dealers tieup disks - March of Dimes - stars



Bumpers contribute to Durante-Moore appearance

**This is the
HAROLD L. BANTA Family
of Muskegon Heights,
Michigan**

Harold Banta gets to see more of his family than most men, with office right at home. He likes it that way and so does the family! Here they are: Mrs. and Mr. in the back row, 5-year-old Judy, and Terry Lee, 7, seated on floor of their modern, homey living room.



HAROLD L. BANTA typifies thousands of Midwest business men—a city dweller with a strong farm interest. Harold and his family live in a recently built bungalow. The address is 1801 Peck Street in Muskegon's residential suburb, Muskegon Heights, Michigan. Mr. Banta, using a converted spare room at home for his office, is Secretary-Treasurer of the Muskegon County Farm Bureau and district manager for the State Farm Insurance Companies.

Since his business is with farm folk, Harold profits from WLS agricultural services; they keep him well-posted on markets, crop conditions, weather and farm legislation. But there's more to it than business. "I like WLS because . . . the announcer seems to enjoy what he's saying and to be sincere in what he says about the products."

Mrs. Banta likes our musical programs, spotted through the day—Judy and Terry Lee have several favorites, including Lum and Abner. Harold hears Dinner Bell Time, Farm Bulletin Board, and various market and weather broadcasts. The family gets together on their radioing for the WLS National Barn Dance.

This is the Harold L. Banta family of Muskegon Heights—one of the thousands of fine young families in Midwest America. For 23 years, our microphones have focused on such families—giving them service to fill genuine needs—entertainment for the whole family's wants. As a result, we have their confidence and listening loyalty—guarantors of sound advertising results.

Still on the phone at 7:30 p.m., Harold works long hours, brightened by a radio in his "home-office." He has been a regular WLS listener for ten years.



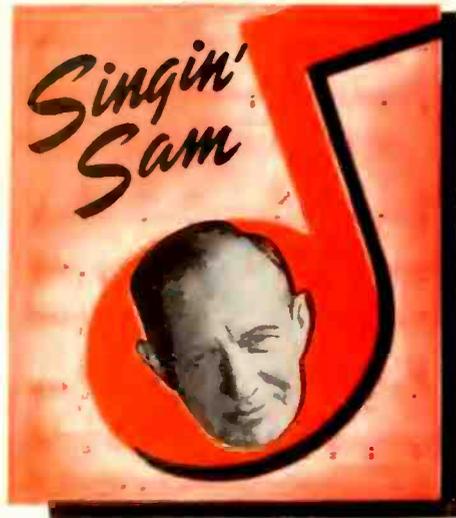
CHICAGO 7

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.

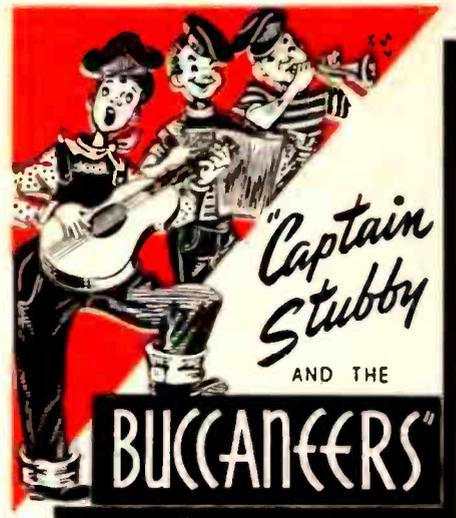
6



GREAT



There has always been only one Singin' Sam. His unforgettable songs, sung to a superb vocal and instrumental accompaniment, have produced outstanding sales successes. 15 minute programs with universal appeal.



A five-man novelty band different because it combines a laugh riot with true musical talent. Each member has a truly fine voice and is an accomplished musician. A "folksy" 15 minute program with big-time appeal.



The best loved melodies that linger in everyone's heart . . . beautifully framed by poems of Romance. An outstanding 5 minute show featuring Lawrence Salerno, Irene Verner and other top ranking talent.



Curley Bradley, a real cowpoke with a steel voice, brings you his unmatched song stories of the West. 5 minute, tuneful tours through the land of stampedes, sagebrush, and sourdough.

Send for details . . . WRITE OR PHONE

HOWS

Available From T. S. I.

Each With

Distinctive Appeal

Here are six important sponsorship opportunities, six superbly produced series of transcribed programs, six shows with a record of outstanding sales successes.

If you are searching for something "different," consider one of these programs. A variety of moods and appeals are offered with at least one perfectly suited to carry your promotion efforts.

Each of these T. S. I. shows is skillfully and professionally produced. Talent is not only featured by top ranking vocalists and entertainers, but announcers, arrangers, and commentators are well known throughout the radio world.

Information Available

You are urged to write for information on the shows in which you are interested. T. S. I. will be pleased to send you full details including technical and descriptive facts, backgrounds of the various artists, sales records, etc.

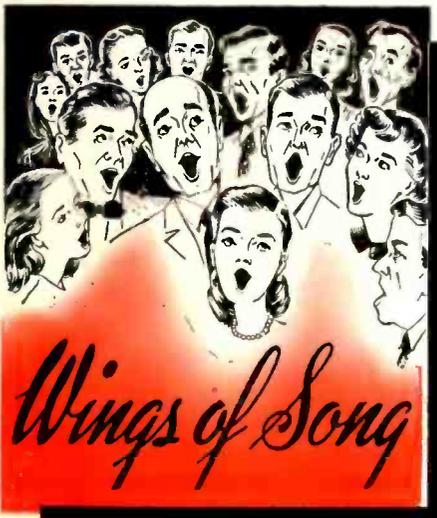
Write or telephone today or, if you prefer, fill out and mail the coupon below.



YOUR HYMN

FOR THE DAY

America's most familiar hymns with each into a program gem containing a short te. 5 minute masterpieces with wide deally suited for a sponsor whose prod- he mood and spirit.



Emile Cote's Wings of Song offers tradition in American choral music, and the Serenaders. 16 superb mixed voices blended to produce thrilling 15 minute renditions of the best from Tin Pan Alley, moviedom, and musical comedy.

TRANSCRIPTION SALES, INC.

17 West High St., Springfield, Ohio Telephone 2-4974

NEW YORK—TELEPHONE PLAZA 91446

CHICAGO—TELEPHONE SUPERIOR 3053

LOS ANGELES—TELEPHONE HOLLYWOOD 5600

Transcription Sales, Inc.
117 W. High St., Springfield, Ohio

Please send me details on the programs checked below.

Name _____

Firm _____

City _____

State _____

Singin' Sam Capt. Stubby and the Buccaneers

Your Hymn for the Day Immortal Love Songs

Westward Ho! Wings of Song



Mr. Sponsor Asks...

"Should an advertiser have a radio advertising manager of his own?"

Don Paul Nathanson | *Radio Director
The Toni Company, St. Paul, Minn.*

The Picked Panel answers Mr. Nathanson



A man who knows radio thoroughly, and is a member of the sponsor's organization, is a distinct help in the promoting of that advertiser's programs. He doesn't need to be a man who is assigned 100 per cent to handling the radio side of a campaign, as long as he is fully cognizant of the possibilities and characteristics of the broadcast medium. Networks, stations and agencies do everything possible to make a radio program effective. However, the job of turning commercial continuity into maximum sales rests upon the sales, sales-promotion, and advertising divisions of the advertiser.

Ideal cases of how radio-minded advertising departments of sponsors deliver sales, to mention only two, are the S. C. Johnson Company and Rexall Drugs, both of whom use their radio programs in every facet of their selling. There are several others.

It is virtually impossible for a network or a station to do a complete job of point-of-sale promotion. That is a vital part of the operations of the advertiser's own promotion department. When a sponsor has someone whose every concern is to make broadcasting work for him, the results are almost certain to be better than when the job is handled by someone whose responsibilities also in-

clude the promotion of all the various media used by his organization.

Audience promotion is an important part of the operations of NBC's Advertising and Promotion Department. However, there is no doubt but that the effectiveness of these network activities is greatly increased when there is someone in the sponsor's organization who knows how to exploit radio consistently.

No, it is not essential that an advertiser have a policy executive who devotes all of his time to handling broadcast advertising—but it does help. What is essential is that the sponsor have a man who knows how to use radio—how to work with his agency and network (or stations) to make radio a vital factor in his daily promotion and sales operations.

ROY PORTEOUS
*Audience Promotion Manager
NBC, New York*



Since radio has emerged from the mumbo-jumbo of mystery that was the rule in the days of "blue sky" selling, and has become a respected, full-fledged advertising medium, it is

natural that the man who pays the bills should wish to exercise the same supervision over radio that he does over other important media. It also follows that he will wish to get the most expert advice obtainable.

Personally, I feel that the more attention radio can get in the "executive echelons" of the client's organization, the better it is for radio.

Also, the advantage of having an experienced radio man in the client's own organization to interpret radio to the client in terms of his own problem helps

the networks, the agencies and the entire industry.

I would therefore say, in answer to your question, "Yes, a client should have his own radio advertising director if at all practical."

WARREN JENNINGS
*Eastern Sales Manager
Crosley Broadcasting Corp.
New York*

The answer to your question depends largely on the advertiser since problems in advertising increase manyfold as radio expenditures increase. The advertising agency functions smoothly for average advertiser, but when an agency spends \$2,000,000 or more for a client in radio it would seem advisable, from the advertiser's standpoint, to have a radio specialist to assist the advertising manager in the interpretation of the advertiser's problems to the agency.

Many large advertisers have found a radio director particularly effective in the stimulation of promotion, and in tying in the merchandising of radio programs with dealers, jobbers, and their salesmen.

Radio directors prove extremely effective for advertisers in achieving better talent relations. A radio director is the connecting link between the sponsor and the performer, and brings greater understanding between them.

The advertising manager should by all means be the "officer-in-charge," but the radio specialist is more than an advisor. It would be unreasonable to expect an advertising manager to have accumulated the experience that a good radio specialist has. Many of our present suc-



cessful radio directors began their careers as announcers and/or actors, went into production, then got more experience in stations, networks, and agencies. A background such as this brings the advertiser a specialist capable of being of real value to him.

Probably the strongest factor in favor of a radio specialist is that he relieves the over-all advertising director of a great many radio details foreign to general advertising. Thus, he gives the advertising manager the help of special skills while leaving him free to manage the over-all framework of all advertising media to the best advantage of the client.

JOHN M. WYATT, JR.
Radio Director
Cecil & Presbrey, New York



I would say that having a radio advertising director within the firm is a sound idea provided the advertiser has several shows on the air for a variety of products, or has his account serv-

iced by several agencies. In the case of the smaller advertiser, who uses radio infrequently or in no large amount, most of the radio advertising problems can be handled easily by the advertising manager, and a specialist is not required.

A trained radio executive in his office can be of immense help to a big-time radio advertiser. He can coordinate all radio operations (particularly if the client shifts his shows around from product to product, or agency to agency) seeing that consistency is maintained in the advertising and shows. He is the focal point of all radio research and planning and the man who translates radio ideas into terms of the firm's operation for the "boss." He is radio as far as the company's advertising goes, and runs the campaign like a field commander.

However, just hiring someone trained in radio is not enough. He must be given real responsibility and authority to make decisions, even if it means that product advertising managers have to relinquish some of theirs. Otherwise, the value of such a trained man is lost. I'll admit that it takes a good executive to fill the job well. He must believe in radio, understand it, and be able to sell it to other officers within the firm (which an agency can't always do). But I'll re-

(Please turn to page 56)

IT ISN'T
BEING
SNOOTY—



It Pays
To Keep the Best Company
on Station WFBM

● Distinguished Company—that's about the best way to describe your fellow sponsors when you join the clients of WFBM.

WFBM is proud of the fact that the city's best stores are on the station. The three largest Indianapolis department stores buy more time on WFBM than on any other local station. Also, to WFBM goes the lion's share of local Building and Loan, tire dealer, furniture store and theatre radio advertising.

Your messages will be heard by good company, too. WFBM, the first station in Indiana, has been recognized as the "prestige station" for twenty-two years.

WFBM

BASIC AFFILIATE: Columbia Broadcasting System

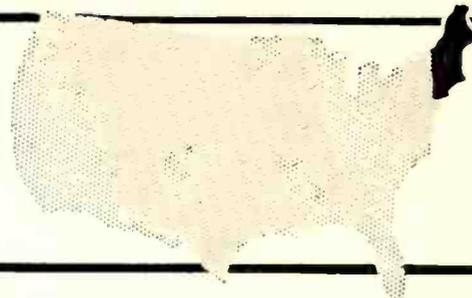
Represented Nationally by The Katz Agency

SPONSOR presents the second in a series of indices of locally-produced programs available for sponsorship throughout the U. S. This issue lists representative breakfast, farm, and folk music programs. These indices make available for the first time a yardstick on costs of local programs since stations of all sizes are indexed. November issue will list participating, man on the street, juvenile, music, drama, sports, news, and variety programs and Canadian programs

Local Programs Available For Sponsorship

New England

Families: 2,353,000 Radio Families: 2,980,000
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut



Breakfast Programs

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
ALARM CLOCK CLUB	General	N. A.	40-min	6	\$4 per spot	Wake-up show that features pop tunes, news, time signals	Portsmouth, N. H.	WHEB
BEANTOWN VARIETIES	General	4.5 P	25-min	6	\$108 3 spots a wk	Variety-musical type of morning show. Live talent	Boston, Mass.	WEEI
BREAKFAST IN THE SURREY ROOM	Women	4 2 P	15-min	6	\$125 3x15 min a wk	<i>Breakfast Club</i> -type show with studio audience, gifts, etc.	Boston, Mass.	WEEI
BREAKFAST TIMETABLE	Family	N. A.	55-min	6	O. R.	Birthdays, music, local and national news	Greenfield, Mass.	WHAI
BREAKFAST WITH BEN	Family	5.0 H	60-min	5	O. R.	<i>Musical Clock</i> -type with news, weather reports	Hartford, Conn.	WTHI
GENE JONES	Family	N. A.	15-min	3	O. R.	Songs in Jones' romantic baritone, accompanied by piano, guitar, base	Boston, Mass.	WBZ
JOY A LA CARTER	Family	10 C	15-min	6	O. R.	Morning get-awake with live music and records, news, weather, time	Burlington, Vt.	WJOY
JULIE 'N JOHNNY	Women	N. A.	30-min	5	O. R.	Birthdays, anniversaries, local and Hollywood news, interviews	Worcester, Mass.	WTAG
TOP O' THE MORNING	Family	N. A.	15-min	6	O. R.	<i>Musical Clock</i> -type, live version, news, weather reports	Burlington, Vt.	WCAX
YAWN PATROL	Family	N. A.	15-min	6	\$96	Jim Randolf with light early morning patter and records	Waterbury, Conn.	WWCO

Farm

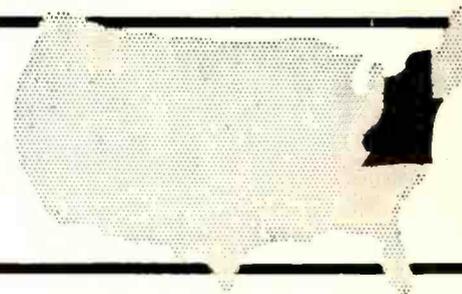
DOIN' THE CHORES WITH STACEY COLE	Men	N. A.	15-min	6	\$144 + 15% for tal	Yankee humor and anecdotes sauce up expert advice	Keene, N. H.	WKNE
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Folk Music

AL RAWLEY'S JAMBOREE	Family	N. A.	30-min	1	\$180 tal plus time	Sagebrush songs, tunes; violin, guitar, yodelling, features	Boston, Mass.	WEEI
YODELIN' SLIM	Family	12 C	30-min	5	\$181 + 15% for tal	Slim Clark in guitar-accompanied songs, chatter by mc Ozzie Wade	Keene, N. H.	WKNE

Middle Atlantic

Families: 9,653,000 Radio Families: 9,166,000
New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D. C., West Virginia, Virginia



Breakfast Programs

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
ALARM CLOCK CLUB	Family	N. A.	15-min	6	\$50	7-15 eye-opener with request tunes and Dick Gould's patter	Norfolk, Va.	WLOW
DOROTHY & DICK	Family	3.3 H	40-min 45-min	6 1	\$700- 6 spots-wk	Mr. & Mrs. format, chatter, gossip, comment	New York City	WOR

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes, O.R.-On Request

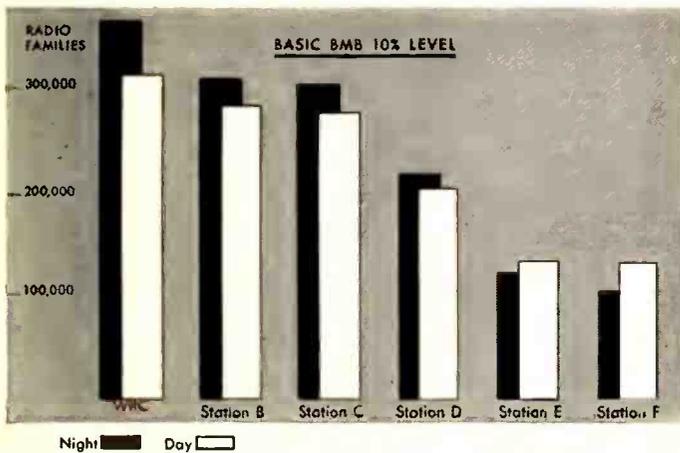
No matter how you break it down

WRC is Washington's First Station

BMB measured six stations in Washington—the four network outlets and two leading independent stations. No matter how you break down these BMB figures—by audience levels or geographical areas—WRC has a greater audience day *and* night than any other Washington station.

By Audience Levels

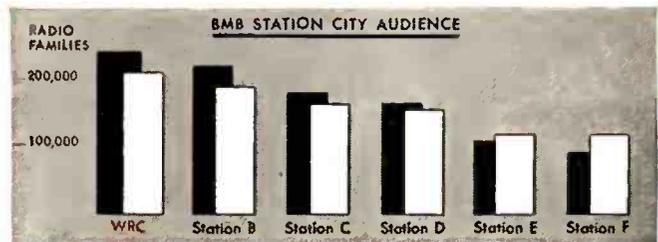
WRC leads all other Washington stations in *all* audience levels at night—and in 8 out of 9 audience levels in the daytime.



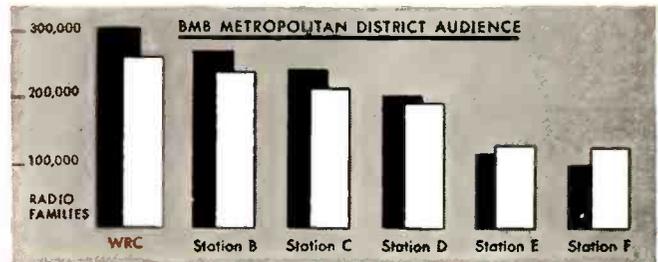
The above chart shows WRC leadership at the basic BMB 10% level. Complete decile comparisons available on request.

By Geographical Areas

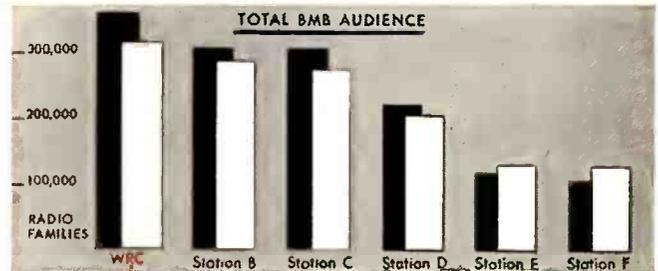
WRC leads all other stations in the District of Columbia...



In the Washington Metropolitan Area...



And in the Total Station Audience Area...



FIRST IN WASHINGTON

980 KC.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
HI! JINX	Women	N. A.	30-min	6	\$7.83 3 per wk	Mr. & Mrs. format; doing and thinking of day just past; guests	New York City	WNBC
HOUSEWARMERS	Family	N. A.	120-min	6	O. R.	News, baby notes, birthdays, lost pets, time, weather	Syracuse, N. Y.	WNOR
MILE OF SMILES WITH WILES	Family	4 9 7 2 C	15-min	6	\$126.40	Disk Jockey session with Wiles Hallock; time checks, weather	Warren, Pa.	WNAE
MORNING MUSIC HOUR	Family	N. A.	90-min	6	O. R.	Classical recordings	Philadelphia, Pa.	WOAS
PAUL COLEMAN	Family	N. A.	15-min	6	\$110	Music, guests, local news, time, weather, chatter	Binghamton, N. Y.	WINR
SUNNY SIDE OF THE STREET	Family	N. A.	15-min	6	\$92	<i>Musical Clock</i> -type show with time, weather, news	Seranton, Pa.	WARM
TERRY WASHBURN	Family	N. A.	150-min	6	\$150 6x15-min	Washburn spinning 6:30-9 am	Buffalo, N. Y.	WKBW
THE MCCANNES AT HOME	Family	2 H	30-min	5	\$400	Across-the-table talk, 9:30-10 am	New York City	WOR
TIMEKEEPER	Family	N. A.	120-min	6	\$80 6x15-min	Varied music, "baby hour," time checks	Rome-Utica, N. Y.	WKAL
UNCLE BILL AND SNOWBALL	Family	N. A.	10-min	6	O. R.	Bill O'Toole and his "other voice"; safety-club tie-in	Baltimore, Md.	WITB
WE THREE	Family	N. A.	30-min	5	\$12.50 per spot	Helen Hall, Gene Klavan ad lib over coffee; newsy, humorous	Baltimore, Md.	WCBM

Farm

CHANTICLEER	Family	N. A.	45-min	6	\$25 per spot	Comment on farm news, music, philosophy, humor	Schenectady, N. Y.	WGY
WALL FARM JOURNAL	Men	N. A.	15-min	6	\$64 per 6 spots	Station staff, county agents give farm news, prices, etc.	Middletown, N. Y.	WALL
WHJB FARM NEWS	Family	N. A.	45-min	6	O. R.	Farm agents, livestock reports, buy-and-sell exchange, etc.	Greensburg, Pa.	WHJB

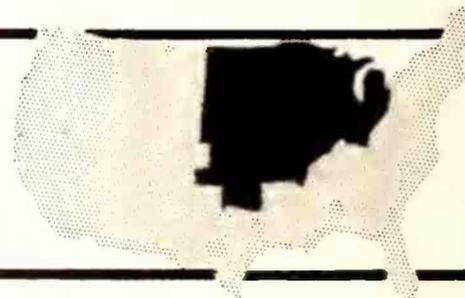
Folk Music

AL ROGERS	Women	N. A.	15-min	5	O. R.	Rogers sings western tunes, hillbilly songs	Pittsburgh, Pa.	WJAS
CHUCKWAGON JAMBOREE	Family	N. A.	30-min	7	\$54	Late afternoon cowboy show, in against kiddie segments	Wilkes-Barre, Pa.	WIZZ
COWBOY JACK	Family	N. A.	60-min	6	\$92.50 per 6 15-min	Singing hillbilly. Sold in minimum three 15-min per wk	Beckley, W. Va.	WJLS
EMERY DEUTSCH	Family	N. A.	30-min	1	O. R.	Authentic gypsy music on records.	New York City	WOXR-WOXO
550 RANGERS	Family	N. A.	15-min	5	\$8.75 per spot	Cowboy records with dialect remarks	Buffalo, N. Y.	WGR
POLKA TIME	Family	N. A.	30-min	6	\$43.50 per broadcast	Slavic listeners in this area give large foreign audience	Nanticoke, Pa.	WHWL
RADIO PLAYBOYS	Family	N. A.	30-min	5	O. R.	Live hillbilly combo with songs and chatter	Frederick, Md.	WFMD
SMILE FOR YOUR SUPPER	Family	N. A.	15-min	2	\$70	Fred Chapman sings, accompanies himself on guitar	Wilkes-Barre, Pa.	WILK
TOM SCOTT, TROUBADOOR	Family	N. A.	15-min	3	\$185 plus ann fees	Folk ballads by Tom Scott and his guitar	New York City	WOXR-WOXO

Middle Western

Families: 12,140,000 Radio Families: 11,387,000

Ohio, Indiana, Michigan, Wisconsin, Illinois, Minnesota, Iowa, Missouri, Oklahoma, Kansas, North Dakota, South Dakota, Nebraska



Breakfast Programs

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
ALARM CLOCK CLUB	Family	N. A.	5 10 15-min	5	O. R.	Typical <i>Musical Clock</i> with news, records, chatter, time, etc.	Wis. Rapids, Wis.	WFHR
BREAKFAST AT GORDON'S	Family	N. A.	30-min 15-min	5 5	\$225 \$130	Breakfast-interview show with gifts for ladies, etc.	St. Joseph, Mo.	KRES
BREAKFAST JAMBOREE	Family	N. A.	90-min	5	O. R.	News, folk and western tunes, chatter, time, weather, etc.	Detroit, Mich.	WBBK
COFFEE CUP REVIEW	Family	N. A.	75-min	6	\$7.50 15-min \$2 per spot	Early morning show of fun, music, gags, news, etc.	Sweetwater, Tex.	KXOX

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes, O.R.-On Request

W M P S

MEMPHIS, TENNESSEE

Now

680

*On Your Radio**



YOU CAN HEAR THE DIFFERENCE

*NOW OPERATING ON 680 KILOCYCLES AND DELIVERING TEN TIMES MORE POWER. AFFILIATED WITH ABC...REPRESENTED BY TAYLOR-HOWE-SNOWDEN, RADIO SALES

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
DES MOINES DIARY	Women	N. A.	25-min	5	O. R.	Des Moines club news, women's news, chatter, interviews	Des Moines, Iowa	KSD
EARLY BIRO PROGRAM	Family	N. A.	15-min	6	O. R.	Folkay show with music, time, weather, and so forth	Chicago, Ill.	WMAQ
EARLYWORM	Family	N. A.	90-min	6	\$13 per spot	Platter, chatter; 17 sponsors on six years or more	Columbus, Ohio	WBNS
8:15 SPECIAL	Family	N. A.	30-min	5	O. R.	Light morning chatter, with weather and time, music, news	Saginaw, Mich.	WSAM
JACK HARRISON'S RISE AND SHINE SHOW	Family	N. A.	15-min	6	\$160.50	Waker-upper of news and music, with weather, ball scores, etc.	Grand Rapids, Mich.	WLAJ
KOFFEE KORNER	Family	N. A.	20-min	5	O. R.	Live morning show, five-piece band, emcee, comedy routines	Cleveland, Ohio	WJW
MORNING RECORD SHOP	Women	1.7 P	40-min	6	\$11.05 30-sec \$15.30 1-min	Morning show slanted to women listeners. News, music, time	Chicago, Ill.	WIND
MUSICAL CLOCK	Family	N. A.	45-min	6	O. R.	News, farm info, sports, music, time, weather, etc.	Centralia, Ill.	WCNT
START WITH A WHISTLE IN THE MORNING	Family	N. A.	150-min	6	O. R.	Request tunes, time, and news. Gags, dedications	Evansville, Ill.	WEOA

Farm

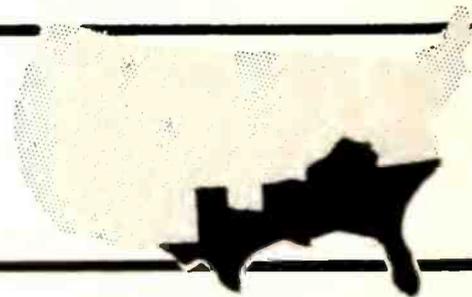
FARM AND GARDEN	Family	N. A.	15-min	1	\$100 talent	For city-dwellers with gardens as well as nearby farm folk	Chicago, Ill.	WLS
FARM BULLETIN BOARD	Adult	N. A.	15-min	3	O. R.	On station over 10 years. Has market news, weather, farm info	Chicago, Ill.	WLS
FARM FRONT	Men	N. A.	25-min	6	\$165	Mixture of wire-service farm news, local news, weather, etc.	Ashtabula, Ohio	WICA
FARMER'S VIEWPOINT	Family	N. A.	15-min	5	\$38.50 2 15-min	Late local and state news, farm news and comment, weather, etc.	Stillwater, Okla.	KSPI
R-F-O 1400	Family	11.0 C	15-min	6	\$80	Preceded by folk music show. Serves up news, weather	Portsmouth, Ohio	WPAY
WASHITA VALLEY EXCHANGE	Men	N. A.	15-min	5	\$81	Radio listing of items for sale or for trade	Chickasha, Okla.	KWCO
WFHR FARM AND HOME HOUR	Family	N. A.	60-min	5	O. R.	Music with farm interest, with interviews, farm news, weather	Wis. Rapids, Wis.	WFHR

Folk Music

HILLBILLY REQUEST	Family	N. A.	15-min	5	\$51	Folk tunes and hillbilly music as per listener requests	Chickasha, Okla.	KWCO
IT'S TIME FOR JOHNNY	Family	8.4 II	15-min	6	\$366	Johnny Vanden Bosch sings ballads, hymns, western tunes	Kalamazoo, Mich.	WKZD
MELODY ACES	Family	N. A.	30-min	1	O. R.	Live folk music group of three pieces	Fergus Falls, Minn.	KGDE
SAITER-MORGAN BARN DANCE	Family	N. A.	60-min	5	\$100	Saiter-Morgan shindig with live talent, from local theater	Vincennes, Ind.	WAQV
SALLY'S SITTING ROOM	Family	N. A.	15-min	1	\$70 talent	The salty humor and hillbilly songs of Sally Flowers	Columbus, Ohio	WBNS
TEX RANDALL	Family	N. A.	15-min	5	\$106.25	Tex sings favorite cowboy and folk ballads	Shenandoah, Iowa	KFNF
TIMBEROJANS	Family	N. A.	30-min	5	\$203.50 talent	Four hillbilly musicians and me make music and comedy	Sioux City, Iowa	KSCJ

Southern

Families: 8,380,000 Radio Families: 6,399,000
Arkansas, Kentucky, North Carolina, South Carolina, Tennessee,
Georgia, Alabama, Florida, Louisiana, Mississippi, Texas



Breakfast Programs

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
ALARM CLOCK CLUB	Family	N. A.	45-min	6	\$51 per 6 spots	Time, weather, news, music	W. Memphis, Ark.	KWEM
BREAKFAST CABARET	Family	N. A.	60-min	6	\$75 6 15-min per wk	Records and Hobart Hare: "Biggest screwball... lives up to it"	Alexandria, La.	KPOR
BREAKFAST PLATTERS	Family	N. A.	120-min	6	\$195 6x15-min per wk	Records, background on the stars, radio show reviews	New Orleans, La.	WJBW
COFFEE TIME	Family	N. A.	10-min	6	\$48	First ten to phone correct version of scrambled word win 1 lb. of coffee	Pensacola, Fla.	WBSR

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes; O.R.-On Request



**WOV receives
first award for
public service
promotion**

**WOV receives
second award
for overall
promotion**

"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

BILLBOARD—SEPTEMBER 20, 1947

Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

*Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
John E. Pearson Co., National Representative*





Irving Kaufman

The original Lazy Dan, (coast-to-coast), featured player in "Street Scene," record star, Crazy Frenchman for Chateau Martin Wine — and now, Helpful Harry.

Helpful Harry

Musical Household Hints

Ninety 30-second informative-entertaining transcribed musical spots, allowing 30 seconds for live commercial.

A Miniature Program with a Gimmick

Helpful Harry, with household hints in rhyme and rhythm, sets a new pattern for transcribed announcements. It combines useful information, on irresistible tune and a unique booklet giveaway that will "wow" the women. Harry S. Goodman's "Weather Forecast Jingles" won CCNY's award as the "most effective sponsored spot announcements produced in 1946." Helpful Harry is his candidate for 1947. Exclusive rights in your area may still be open. Wire, phone or use attached coupon.

A TYPICAL JINGLE

Harry: Mrs. Housewife, how do you do?
This is Helpful Harry with another hint for you.

Annrc.: Can you solve this. Harry, quick as a wink; What about a shirt that's stained with ink?

Harry: Stains of ink can be removed. Try this method, it's approved: Though the shirt may look a sight, let it soak in milk all night. Then you launder it with care. You'll never know the ink was there!

HELPFUL HARRY-



WITH HIS
HELPFUL
HOUSEHOLD
HINTS
FOR
HOUSEWIVES

Sponsor's Name

Send Helpful Harry audition disc and costs for my area.

Name

Firm

Address

City

Zone State

Harry S. Goodman

Radio Productions

19 East 53rd Street

New York, N. Y.

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	CDST*	DESCRIPTION	CITY	STATION
DISCORD AT DAYBREAK	Family	N. A.	60-min	6	O. R.	Zany early morning rouser; music, time, weather with Jack Cummins	Jacksonville, Fla.	WPDQ
GOOD MORNING AUGUSTA	Family	N. A.	180-min	6	\$22.92 per 4 spots per wk	News, weather, music, styled for sincerity, friendliness	Augusta, Ga.	WBBO
GOOD NEIGHBOR TIME	Family	N. A.	120-min	6	\$2 per spot	Records by request, news	Asheboro, N. C.	WGWR
JIM SAUNDERS—THE OLD TIMEKEEPER	Family	N. A.	30-min	6	\$50 per 6 spots	"Man of many voices" in homey comedy routine	Houston, Tex.	KTHT
MILKMAN	Family	N. A.	75-min	6	\$57 6x5-min \$85 6x10-min	Top records of the day, chatter	Chattanooga, Tenn.	WAGC
920 SPECIAL	Family	N. A.	180-min	7	\$11.55 per 7 spots per wk	Weather, time, humorous chatter	Odessa, Tex.	KECK
D'CDWELL'S CAPERS	Family	N. A.	10-min	6	\$100	Comedy-variety and records	Johnson City, Tenn.	WJHL
DANCE OVER BRIGHTLY	Family	N. A.	15-min	5	\$30 per 15-min	Musical variety, modern, minstrel, ballad; light comedy	San Antonio, Tex.	WDAI
RISE AND SHINE	Family	N. A.	15-min	6	\$69.30	Jesse Helms spins 'em from symphony to corn; "twist; tries nothing new"	Roanoke Rapids, N. C.	WCBT
TIME TO RISE	Family	N. A.	15-min	6	\$10 talent per broadcast	Brisk wake-up with news, time, records, by Honorary Mayor Jimmy Willson	Birmingham, Ala.	WAPI
VERNON CARTER SHOW	Family	N. A.	15-min	6	\$175	Carter spinning 'em by request	Washington, D. C.	WRRF
WAKE UP, S. A.	Family	N. A.	30-min	6	\$40.70 per 30-min	Bud Whaley with records, comedy; "which is pure corn—but draws"	San Antonio, Tex.	KMAC
WKWF BREAKFAST CLUB	Family	N. A.	105-min	6	O. R.	Members request records; weekly sound effects contest, news	Key West, Fla.	WKWF
YAWN CLUB	Family	N. A.	60-min	6	\$21 per 6 spots	Time, weather, news, scores, chatter, platters	Tarboro, N. C.	WCPS

Farm

FARM FAIR	Family	N. A.	15-min	6	\$33.54	Farm news, market reports; 12:15 pm	Florence, Ala.	WMFT
THE FARMER'S PROGRAM	Family	5.3 H	15-min	5	\$340	Farm news, local and national guests, market reports	Memphis, Tenn.	WMC

Folk Music

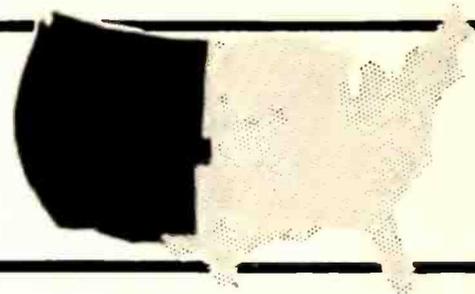
ALABAMA HAYLOFT JAMBOREE	Family	7 H	60-min	6	\$30 talent	Ralph Rogers mc's a western, hillbilly session in folksy style	Birmingham, Ala.	WAPI
ALL-REQUEST JAMBOREE	Family	N. A.	15-min	5	O. R.	Top hillbilly, folk artist recordings	Clarksdale, Miss.	WRDX
BARNYARD SWEETHEARTS	Family	N. A.	15-min	6	\$105	Two sisters sing hillbilly songs	Montgomery, Ala.	WBGY
CHUBBY AND THE BOYS	Family	N. A.	15-min	6	\$200	Live hillbilly music, songs	Hopkinsville, Ky.	WHOP
COWBOY ROUNDUP	Family	N. A.	60-min	6	O. R.	Western, hillbilly records, 4 pm	Palestine, Tex.	KNET
CROSS ROADS JAMBOREE	Family	N. A.	15-min	6	\$205.20 \$106.80	Live hillbilly show	Lexington, Ky.	WLAP
DIXIE JAMBOREE	Family	11.2	60-min	1	\$10 talent per 15-min	Live hillbilly music, audience participation	Jacksonville, Fla.	WPDQ
DONALD HOWARD & SMILING HILLBILLIES	Family	N. A.	15-min	6	\$200	Old-time folk music, live	Washington, N. C.	WRRF
ED AND BOLENA	Family	N. A.	15-min	6	\$152.50	Live folk and western music, four musicians	Johnson City, Tenn.	WJHL
HILLBILLY HIT PARADE	Family	N. A.	45-min	6	\$182.40	Live and recorded	Birmingham, Ala.	WBRC
HILLBILLY ROUNDUP	Family	8.7 C	15-min	5	O. R.	Vernon Tate with record-shop favorites and latest releases	Greenville, S. C.	WFBC
INDIAN RIVER RANCH	Family	N. A.	45-min	6	\$24.30 per 6 spots	Stall stars recorded	Ft. Pierce, Fla.	WIRA
MAGIC VALLEY JAMBOREE	Family	N. A.	55-min	6	\$75 per 6x15 min	Requested hillbilly recordings	Birmingham, Ala.	WKAX
MAILBAG	Family	N. A.	30-min	5	O. R.	Requests by mail for recorded folk tunes of all types	Longview, Tex.	KFRD
MUSICAL ROUNDUP	Family	N. A.	45-min	6	\$75.60 per 6x15 min	Recorded hillbilly and novelty music, requests	Paragould, Ark.	KDRS
MDUNTAIN DEW BOYS	Family	N. A.	30-min	1	\$15	Eight-piece hillbilly band, live	Florence, Ala.	WMFT
OLD DOMINION BARN DANCE	Family	N. A.	60-min	6	O. R.	Cast of 20; studio M-F; from stage Sat night. Participation	Richmond, Va.	WRVA
PURPLE SAGE BOYS	Family	N. A.	30-min	5	O. R.	Live afternoon program of hillbilly music and patter	Durham, N. C.	WDNC
RED RIVER DAVE	Family	N. A.	15-min	5	\$15 talent per 15-min	Crooner-composer Dave and guitar in new and old westerns	San Antonio, Tex.	WDAI
SATURDAY JAMBOREE	Family	N. A.	60-min	1	\$35	Best western and hillbilly recordings	Hartsville, S. C.	WHSC

* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes, O.R.-On Request

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
SMOKY MOUNTAIN HILLBILLIES	Family	N. A.	15-min	6	\$125	Typical hillbilly format	Dillon, S. C.	WOSC
SPIRITUALS	Family	N. A.	15-min	1	\$17.10	Negro spirituals sung by a colored folk-singing group	Florence, S. C.	WOLS
TRAILRIDERS	Family	N. A.	15-min	6	\$282	Live hillbilly unit. "Most popular in this section!"	Savannah, Ga.	WSAV
WESTERN CLASSICS	Family	N. A.	15-min	3	\$35 per wk \$2.45 per spot	Old and new favorites of the romantic West	Alexandria, La.	KPOR

Pacific AND ROCKY MOUNTAIN

Families: 5,074,000 Radio Families: 4,766,000
 Montana, Wyoming, Colorado, New Mexico, Idaho, Utah, Arizona,
 Nevada, Washington, Oregon, California



Breakfast Programs

TITLE	APPEAL	RATING	LENGTH	TIMES PER WEEK	COST*	DESCRIPTION	CITY	STATION
BREAKFAST EXPRESS	Family	N. A.	120-min	7	\$40.7x15-min per wk	Commuter-train format, with change of train as sponsors change; informal	Porterville, Calif.	KTIP
BREAKFAST ON NOB HILL	Family	N. A.	30-min	5	O. R.	Interviews, stunts, contests, guest stars; Fairmount hotel dining room	San Francisco, Calif.	KSFO
EARLY MORNING REQUEST	Family	N. A.	60-min	7	\$45.40.7x15-min per wk	Built around mail and phone requests	Brawley, Calif.	KROP
MUSICAL CLOCK	Family	N. A.	15-min	5	\$51	Typical <i>Musical Clock</i> format, news, weather, dedications, etc.	Colorado Spgs., Colo.	KVOR
ROOSTER REVEILLE	Family	N. A.	45-min	6	\$25.6x1-min per wk	Early morning (5:45-6:30) fun-frolic, news, with Tom Decker	Portland, Ore.	KALE
ROOSTER ROSTER	Family	N. A.	15-min	5	O. R.	<i>Musical Clock</i> format with Ted Baughn	Seattle, Wash.	KIRO
SUNRISE ALARM	Family	N. A.	45-min	6	\$204	Designed for variety of music; requests, birthdays, chatter	Wenatchee, Wash.	KPQ
TOP O' THE MORNING	Family	N. A.	15-min	6	\$72 per 2 segs	Spike Jones' music and morning exercises	Salt Lake City, Utah	KUTA

Farm

BUSINESS OF FARMING	Family	1.1-2.7	15-min	5	\$167.50	Problems dramatized, news, weather, livestock reports, interviews	Salt Lake City, Utah	KSL
COACHELLA VALLEY FARM JOURNAL	Men	N. A.	15-min	5	\$60	Local and national farm news, weather, crop information	Indio, Calif.	KRED
CORTEZ HOUR	Family	N. A.	45-min	6	O. R.	All-around farm show, with news, music, home hints, guest speakers	Durango, Colo.	UKPI
FARMING WITH KIRO	Men	N. A.	15-min	5	\$57.50.5x15-min per wk	Farm news, features, and talks. Weather information	Seattle, Wash.	KIRO
KTMS-KEOV FARM REPORTER	Adult	12.5	15-min	6	\$9-\$16 per pgm	Planned and edited farm news for the Tri-County area	Santa Barbara, Calif.	KTMS-KEOV
PAY DIRT	Family	2.8	30-min 15-min	6 6	\$75 per 6 spots	Burton Hutton gives a varied farm-and-home service show	Portland, Ore.	KALE
PECOS VALLEY FARM AND MARKET SERVICE	Men	N. A.	15-min	2	O. R.	A. P. farm news and local items, plus market service	Artesia, N. M.	KSPV
VALLEY FARM REPORTER	Men	N. A.	30-min	5	\$98.50	Local, national farm market news, other news	Brawley, Calif.	KROP

Folk Music

CLYDE AND SLIM	Family	N. A.	30-min	6	\$120 talent	Hillbilly-type music by the Copeland brothers	Spokane, Wash.	KXLY
LARRY BREHMER	Family	N. A.	60-min	6	\$7.35 per spot	Old-time traditional favorites, not cowboy swing; records; guests	Tacoma, Wash.	KTBI
MAKE BELIEVE BARN DANCE	Family	N. A.	30-min	5	\$4.75 per spot	Recorded hillbilly stuff, with Sammy Taylor imitating the stars	Portland, Ore.	KWJJ
OLD CORRALL	Family	N. A.	90-min	6	O. R.	Request tunes, folksy commercials, 15-min farm and world news	Salt Lake City, Utah	KOYL

Juvenile

CAMPUS CARROUSEL	Juvenile	N. A.	30-min	6	\$52.50.6x15-min \$3.25 per spot	Latest recordings, campus news, chatter, by George Humphrey	Santa Barbara, Calif.	KOB
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* Time and talent unless otherwise indicated. N.A.-Not Available, H-Hooper, C-Conlan, P-Pulse, E-H-Elliott-Hayes, O.R.-On Request

*When a
SYMPHONY PLAYS A JINGLE
that's n-e-w-s!*

The Buffalo Philharmonic, at austere Kleinhanz Hall, played Lanny & Ginger's Jingle for Sattler's (Buffalo's largest store). The Boston Symphony, at a popular concert, performed a lengthy arrangement of Lanny & Ginger's "Soapine" Jingle, and the audience joined in on the Swing Chorus, played as Lanny & Ginger sing it.

More? There's the Radio Press Award in Cleveland to Lanny & Ginger's Rosen's Bakey Jingle.

You can't go wrong when you employ the voices that sang J. Wilcher's Adam Hat jingle, Beeman's Pepsin & Adam's Clove Gum jingles right into the heart of millions. They're also creators of the following jingles:

- Marlin Blades • Sattler's •
- Rosen's Frozen Desserts • Seven-
- teen Magazine • Cocilana Cough
- Nips • Soapine • Mrs. Weiss'
- Noodle Soup • Wilson's Leading
- Jewelers • United Artists Pictures •
- and many more . . .

So why not write for brochure "Jingles that don't Jangle."

LANNY & GINGER GREY

Radio Productions and Jingles
1350 Madison Ave., New York 28
At 9-4020

BLOCK PROGRAMING

(Continued from page 18)

contracts with colleges directly and selects the station over which the games are presented. WHDH will also have the Boston College games and is building a real block of sporting events.

Many other stations, which have built sizable audiences through baseball in the past, have permitted that audience to wander elsewhere once the World Series was over. Now that block programming has proved that independent stations can and do hold their audiences by giving dialers what they want, in large blocks, their previous defeatist philosophy is being replaced by a positive approach. No longer do they feel that a station cannot exist without a network line. That doesn't mean that stations do not continue to fight for network affiliation but rather that when they realize such an affiliation is impossible due to prior commitments they do not resign themselves to fleabite operations but go right after a vital share of the audience through block programming.

(Please turn to page 48)



KSO
DES MOINES

**The Best Buy in
Central Iowa**

HERE'S A REMINDER
(if you need one)

KSO is the only CBS station serving central Iowa . . . one of the nation's richest markets.

You get this top market in
one package over one station

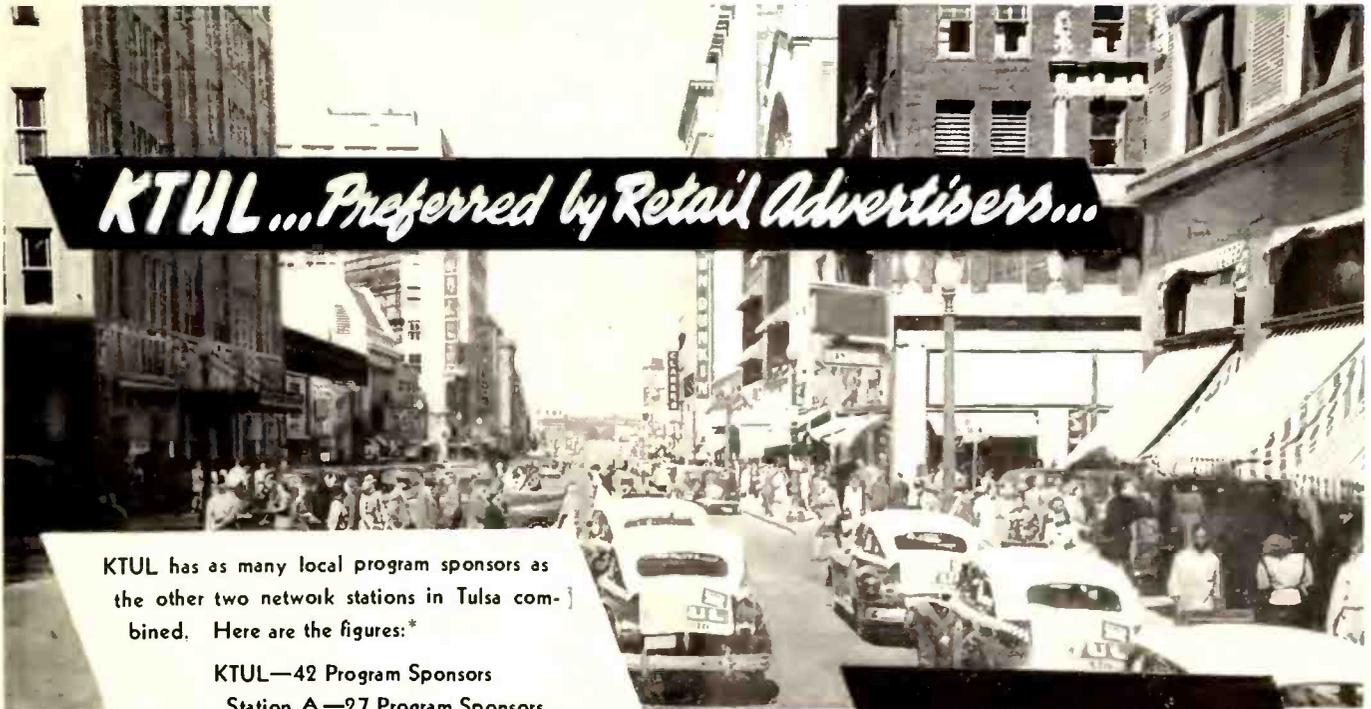
KSO

MURPHY BROADCASTING COMPANY
5000 WATTS-BASIC CBS
Des Moines 9, Iowa

Kingsley H. Murphy
PRESIDENT

George J. Higgins
GENERAL MANAGER

Headley-Read Co.
NATIONAL REPRESENTATIVES



KTUL... Preferred by Retail Advertisers...

KTUL has as many local program sponsors as the other two network stations in Tulsa combined. Here are the figures:

- KTUL—42 Program Sponsors
- Station A—27 Program Sponsors
- Station B—15 Program Sponsors

That overwhelming popularity of KTUL with advertisers in the Tulsa Market is based on the concrete results obtained for KTUL advertisers.

*A recent analysis of program schedules.

KTUL
1430 KC
TULSA, OKLAHOMA

JOHN ESAU, Vice-President and General Manager • Avery-Knodel, Inc., Radio Station Representative

BMI *Pin-up Sheet*

Hit Tunes for October

On Records)

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic.* • Victor Lombardo—Maj.* • Tommy Tucker—Col.*

CASTANETS AND LACE (Republic)

Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM 10074

COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288
Victor Lombardo—Maj. 7243 • Fernando Alvarez—Sig. 15145
Guy Lombardo—Dec. 24156

FORGIVING YOU (Mellin)

Harry James—Col. 37588 • Johnny Johnston—MGM 10076
Sammy Kaye—Vic.*

HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 • Ted Weems-Perry Como—Dec. 25078
Ray Noble—Col. 37544 • Dinning Sisters—Cap. 433
Four Vagabonds—Apollo 1055 • Jack McLean—Coast 8002
Frank Froeba—Dec. 23602 • Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012
Foy Willing—Maj. 6013 • Joe Howard—DeLuxe 1036
Marshall Young—Rainbow 10002 • Joseph Littau—Pilotone 5132
Danny Kaye—Dec. 24110 • Jerry Cooper—Diamond 2082
Jean Sablon—Vic. 25-0101 • BenjYost Singers—Sonora 1084

JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap. 445 • Doris Day—Co. 137821

LOLITA LOPEZ (Encore)

Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 45

SMOKE! SMOKE! SMOKE! (That Cigarette) (American)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370
Lawrence Welk—Dec. 24113 • Druce Spriggins—Coast 263
Johnny Bond—Col. 37831

THE STORY OF SORRENTO (Pemora)

Buddy Clark-Xavier Cugat—Col. 37507 • Bobby Doyle—Sig. 15079

TE-NN-E-SS-EE (Stevens)

Blue Barron—MGM 10058 • Charlie Spivek—Vic. 20-2422

Wait'll I Get My Sunshine in the Moonlight (Vanguard)

Ginny Simms—Sonora 3014 • Jack McLean—Coast 80091
Four Chicks & Chuck—MGM 10048 • Foy Willing—Maj. 6013
Mel-Tones—B & W 852

* Soon to be released

TOWN VS COLLEGE

(Continued from page 25)

many of them have heard the cream of American commercial programs overseas on the Armed Forces Network without commercials. Some of these same students have listened to BBC and liked its non-commercial aspect. Still another group listen regularly to the Michigan State non-commercial station on its own campus (WKAR) and enjoy what they hear.

Most students were more voluble about broadcasting than were the folks at home. That's because they have held forth on it frequently during their freshman year where broadcasting is a favorite subject for group discussions.

College students are also still being directed along an anti-commercial channel by many college and university staffs. Whether or not Michigan State is one such institute of higher learning, its enrollment gives all the indications, with respect to radio broadcasting at least, of wanting to do what every group of undergraduates has always wanted to do—remake the universe. But since they're older and wiser what they think is likely to carry more weight—and besides, radio-wise the rich suburban town of East Lansing doesn't think too differently from the college that's just around its corner.



Speaking of coverage, that reminds me! KING, Seattle, covers all important areas in the Pacific Northwest!

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

OCTOBER: MEN'S TOILETRIES

SPONSOR	AGENCY	PRODUCT	PROGRAMS	SPOTS
Barbasol Co., Indianapolis	Erwin, Wasey, New York	Brushless shave cream, blades	1-hour record shows, MTWTF, WNEW (New York), WHOT (Indianapolis) 15-min record shows, MTWTF, WEVD (New York)	—
Bristol-Myers Co., New York	Young & Rubicam, New York	Ingram Shaving Cream, Ammen Powder	Tex & Jinx, Wed 9-9:30 pm, NBC, 134 stations Tex & Jinx, Sun 8-8:20 pm, WNBT (New York) Party Line, Sun 8:20-8:50 pm, WNBT (New York)	—
	Doherty, Clifford & Shenfield, New York	Vitalis	Mr. District Attorney, Wed 9:30-10 pm, NBC, 133 stations Break the Bank, Fri 9-9:30 pm, ABC, 185 stations	—
Chesebrough Manufacturing Co., New York	McCann-Erickson, New York	Vaseline Hair Tonic	Dr. Christian, Wed 8:30-8:55 pm, CBS, 156 stations	E.t. spots, breaks, sectional markets
Colgate-Palmolive-Peet Co., Jersey City	Sherman & Marquette, New York	Colgate Shave, Brushless Cream Palmolive Brushless, Lather Shave Cream	Sports Newsreel of the Air, Fri 10:30-10:45 pm, NBC, 70 stations Can You Top This?, Sat 9:30-10 pm, NBC, 141 stations	Periodic national e.t. spot campaigns
Consolidated Royal Chemical Co., Chicago	Arthur Meyerhoff, Chicago	Krank's ShaveKreem	Bob Elson on the Century, MTWTF 6:15-6:30 pm, WOR (New York); 7-7:15 pm, WHN (New York) 15-min live, e.t. quiz shows, MTWTF nights, 4 stations	1-min live courtesy spots, 6 stations
Eversharp Co., New York	Biow, New York	Eversharp Schick Razors, Blades	Henry Morgan Show, Wed 10:30-11 pm, ABC, 202 stations Take It or Leave It, Sun 10-10:30 pm, NBC, 163 stations	—
F. W. Fitch Co., Des Moines	L. W. Ramsey, Davenport, Iowa	Fitch Ideal Hair Tonic, Brushless Shave Cream	Fitch Bandwagon, Sun 7:30-8 pm, NBC, 157 stations	—
"42" Products, Ltd., Los Angeles	Brisacher, Van Norden, Los Angeles	Hair oil tonic, King's Men Toiletries	Spotlight on Hollywood, MTWTF 2:25-2:30 pm pst, ABC, 22 Pacific stations News—Bob Garred, TTS 5:45-5:55 pm, CBS, Columbia Pacific Network	E.t. spots, breaks, some West Coast markets
Gillette Safety Razor Co., New York	Maxon, Inc.	Razors, blades	Gillette Fights, Fri 10 pm-conclusion, ABC, 255 stations Gillette Cavalcade of Sports (Madison Square Garden bouts), Fridays as scheduled, WNBT (New York)	—
House of Hawick, New York	Flint & Golding, New York	Dab-On Shave Cream	Sports Final, Mon 10:30-10:45 pm, WHN (New York)	—
International Safety Razor Corp., Bloomfield, N. J.	Badger & Browning & Hersey, New York	Speedway Razor Blades	—	Limited national e.t. spot campaign in major markets
Andrew Jergens Co., Cincinnati	Robert Orr, New York	Jergen's Lotion	Walter Winchell, Sun 9-9:15 pm, ABC, 219 stations	—
Lever Bros. Co. (Pepsodent div.), Cambridge, Mass.	Foote, Cone & Belding, New York	Trim Hair Tonic	Count of Monte Cristo, Tu 8-8:30 pm, MBS, 50 Don Lee stations	—
Marlin Firearms Co., New Haven	Craven & Hedrick, New York	Razor blades	—	Periodic national e.t. spot campaigns
Mennen Co., Newark	Duane Jones, New York	Shave products	Mennen Shave Show, MTWTF 5-min e.t., 125 stations Bob Smith Show, MTWTF 7:45-8 am, WNBC (New York)	—
Noxzema Chemical Co., Baltimore	SSC&B, New York	Medicated cream	Gabriel Heatter, Fri 9-9:15 pm, MBS, 156 stations Mayor of the Town, Wed 8-8:30 pm, ABC, 200 stations	—
R. B. Semler, Inc., New Canaan, Conn.	Erwin, Wasey, New York	Kreml Hair Tonic	Date with Duchin, MWF 4:30-4:45 pm, ABC, 186 stations	—
John T. Stanley Co., New York	Kelly, Nason, New York	Stanley Shave Cream	Live participation in Sports Final, following Dodger games, WHN (New York)	Live breaks in sectional markets
Sterling Drug Co., New York	Dancer-Fitzgerald-Sample, New York	Glostora	Zeke Manners, MTWTF 7:30-7:45 am, ABC, 127 stations	—
Sterling Drug Co. (Centaur Co. div.), New York	Young & Rubicam, New York	Molle Shave Cream, Double Danderine	Molle Mystery Theater, Fri 10-10:30 pm, NBC, 140 stations	—
Wildroot Co., Inc., Buffalo	BBD&O, New York	Cream Oil Hair Tonic	Sam Spade, Sun 8-8:30 pm, CBS, 157 stations King Cole Trio Time, Sat 5:45-6 pm, NBC, 159 stations Live newscasts, sports, record shows, some major markets	Live, e.t. spots, 230 stations; 1-min e.t. spots, Keystone Broadcasting System

AGENCY RESEARCH

(Continued from page 22)

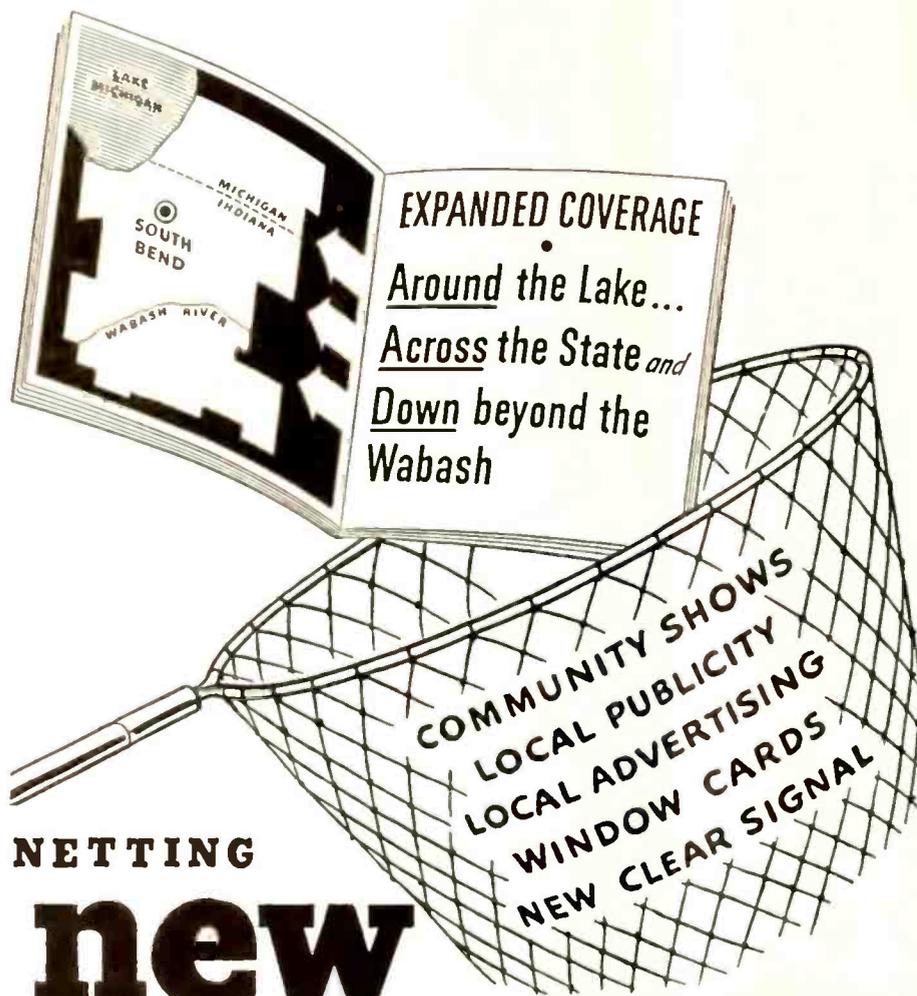
search unit in their organizations. They go outside for each job, hiring either a free lance researcher or an independent organization for each project. When Ayer wanted to test commercials in giant markets (a wired music operation) they hired Matt Chappell for the purpose (November 1946 SPONSOR). When Ayer desired to check the impact of television they hired C. E. Hooper, Psychological Corporation, and Pulse of New York for the job (March 1947 SPONSOR). The

Ayer Institute in Philadelphia does copy testing but that's as far as the agency has gone toward a continuing research operation. As a result their know-how on getting the most out of Hooper, Nielsen, and any other survey reports to which they may subscribe is not rated highly in or outside their organization.

A number of agencies subscribe to all the sources of program rating data. The reports are stacked neatly on a radio staffer's desk and referred to every once in a while for information on the rating of a program. The fact that these reports

are intricate mechanisms which have to be studied, analyzed, and correlated with other data just isn't appreciated by either the radio men, the account executives, or the policy executives of most agencies. Probably less than 10 per cent of the subscribers to rating services use the latter efficiently despite the fact that their possibilities are constantly called to the attention of their subscribers.

It is true, of course, that the average agency radio executive hasn't the time adequately to digest or analyze rating reports. The high ranking among sponsors (their own and others) of Foote, Cone and Belding's Chicago radio research operation isn't accidental. All rating data is digested by someone specifically assigned to this job by FC&B and recorded in a black book labeled *Radio Reference Data Book*. This book isn't placed on the library shelf and forgotten. Every account man at the agency has a copy for his own continuing use. Every client receives the information from the book that the account executive feels is important to that client. The only flaw in FC&B's operation is the one mentioned previously, i.e., that the information is funneled to clients through the account men and therefore what reaches the advertisers depends upon each account



NETTING

new

AUDIENCES

WSBT is bringing thousands of new listeners into its loyal audience. These newcomers are welcomed by friendly promotion in their own communities. WSBT was a good buy at 1000 watts. Now, at 5000 watts, it's unbeatable.

WSBT
SOUTH BEND

NOW 5000 WATTS!

960 KC • CBS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest
Half-Hour Radio Show
Is Available

It's the Joe Hernandez Show!

Currently under Sponsorship in
Los Angeles by

Marshall & Clampett
Plymouth & De Soto

1. The Highest Hooper, six nights weekly, of any like show in radio!
2. Biggest mail pull in history of local radio, 56,000 letters in five weeks!
3. More than 1,000,000 listeners nightly, of which 68% are families, home-makers, etc.

The entire Pacific Coast, with the exception of the Los Angeles market, is immediately available.

THE JOE HERNANDEZ AGENCY

954 So. La Brea St.
Los Angeles 36, Calif.

man's belief or disbelief in research. How this can be controlled, since account executives are notoriously wary of permitting client contacts other than their own, is a matter that has to be settled within each agency. In some cases it never will be possible for research to have direct access to the advertising, sales, marketing, and research executives of the advertiser—where the agency account executive can and does restrict client contact to himself.

A sizable problem in client-agency relations on the subject of radio research is who should pay what. Not so long ago Procter & Gamble decided that all charges for rating services, even those ordered directly by P&G, should be paid for by its agencies. This dropped into the lap of Compton and the other P&G agencies a fixed fee that had to be deducted from their earnings from the soap account.

Most agencies with research departments have arrived at a broad concept of where the money that pays for research will come from. If the research is being used to enable the agency or any one of its departments to function better as a unit within the agency the bill is paid for by them. If, on the other hand, the research effort is being expended 100 per cent for a specific client and the facts derived therefrom are to be the property of the client then the latter is usually billed for the project. In most cases it is clearly understood in advance approximately what the research effort will cost and the amount is included in the advertising budget.

Although this is the general approach to who pays what in research this doesn't mean that every case is handled on this urle-of-thumb basis. Frequently a radio campaign does not attain its objective, and the agency, in order to hold the account and/or justify its judgment, will engage in an extensive survey project which it not only initiates itself but which it conducts without giving any prior information to the account. In these cases the full bill is absorbed by the agency.

Agency research plays a big part not only in getting new business but also in holding it. McCann-Erickson recently released a study of the cosmetic business—a business which had been hit far more drastically by the postwar readjustment than other luxury items. Outwardly the study was a service to business in general and the beauty products field specifically. However the trade-wise, knowing that McC-E had at least five important manufacturers of beauty products "in the
(Please turn to page 60)

TESTIMONIALS

We Got 'Em!

VARIETY
"America's Foremost Singers of Western Songs"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, at cost is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details
The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

HIGH in favor..
low on the dial



Want to reach *farmers*? Then you'll want WMT in Eastern Iowa—in the heart of the greatest farming country on earth.

Want to reach *factory workers*? Then you'll want WMT in Eastern Iowa—where half of the richest U. S. state's income derives from steady industries.

Whatever your story, you'll find a prosperous, loyal, listening audience in WMTland!

Ask your Katz representative for details.

600 kilocycles

5,000 watts

Day & Night

Member: Mid-States Group

TELL IT TO IOWA'S
"Twin Markets"
WITH WMT!

SELL IT WITH...





In the Cities



On the Farms

The voice of KMBC covers a vast 78-county area, divided into two almost equal parts and termed the "Heart of America". 51% of the population is urban and 49% rural. Both the industrial capital of the Midwest and the nation's agricultural center are located within its boundaries. It includes Greater Kansas City's booming factories and distributing organizations — plus some 47,000 square miles of busy and prosperous farm country.

In its radio coverage of this area KMBC supplies custom-built programs for both the rural and urban halves, thus providing a complete broadcast service.

Make sure your selling effort in the "Heart of America" reaches both those in the cities and those on the farms. You need both halves for a whole-hearted selling job.

AVAILABILITY

KMBC Mid-afternoon News with

ERLE SMITH

Monday thru Saturday — 3:25 P. M.

WRITE FOR DETAILS



KMBC

of Kansas City

Free & Peters, Inc.

Since 1920—The Basic CBS Station for Kansas and Missouri!

BLOCK PROGRAMING

(Continued from page 43)

A fundamental factor in horizontal block programing is the fact that the listener can find what he wants to hear on the same frequency at the same time every day. He knows that he'll have the news on the hour, or on the half hour, or five minutes before the hour, from morn to midnight. Since most block-programed stations feature music and news it's possible to adjust schedules to the needs of their audiences quickly. During the war when most factories were working round the clock these stations geared their music to wartime living, not a nine-to-five peacetime regime. That meant that their daytime music was not 100 per cent programed for the housewife but for men who worked the four-to-midnight or the midnight-to-eight shift. Today these block-programed stations may have "rise and shine," "clean the house," "lunchtime," "women's club time," "teen-age time," "dinner," and "slumber hour" sessions.

Such programing means, of course, that the station controls its programing 100 per cent and the advertiser buys advertising with the knowledge that he can obtain only a limited identification with any program. This is almost the exact reverse of network advertising, where the aim is to link the sponsor and his program in the minds of the listener. Programs such as *Cavalcade of America*, *Lux Radio Theater*, *Bob Hope*, *Bergen-McCarthy*, and *Fibber McGee and Molly* do as much selling for du Pont, Lever Brothers, Pepsodent, Chase and Sanborn, and Johnson Wax as the commercial continuity on each airing. Advertising copy on block-programed stations has to carry the complete selling burden. The programs deliver the audience, the commercials deliver the sales.

Agencies frequently question the mail pulls of block-programed stations. The best relevant case history available is that of WCKY which shifted on April 15, 1946, from a network affiliation to a completely independent block operation. Mail increased 70 per cent in the first year of block operation. By June 1946 the monthly mail count had reached 33,894; for January 1947 the mail count was 113,809. From June through November (1946) WCKY secured more than 130,000 new subscriptions for the *Southern Farmer*, which according to the editor of the publication, Aubrey Williams, is "the most wonderful story in radio."

WCKY'S Nelson King on his eight—
(Please turn to page 59)

FOR JOE

METROPOLITAN

MARKET

STATIONS

WKAP	Allentown
KVET	Austin
* WORL	Boston
WFAK	Charleston, S. C.
WTIP	Charleston, W. Va
WSBC	Chicago
** WJBK	Detroit
KNUZ	Houston
KWKW	Los Angeles
WNEX	Macon
WHHM	Memphis
KARV	Mesa-Phoenix
WMIN	Minn.-St. Paul
WBNX	New York
WLOW	Norfolk
WDAS	Philadelphia
WWSW	Pittsburgh
KXLW	St. Louis
KONO	San Antonio
KUSN	San Diego
KEEN	San Jose
WWDC	Wash., D. C.
WHWL	Wilkes-Barre
WTUX	Wilmington

* except in New York ** except in Chicago

For Joe Offices

New York • Chicago • Philadelphia
Pittsburgh • Washington • Baltimore
Los Angeles • San Francisco

Contests and Offers

SPONSOR	PRODUCT	PROGRAM	TIME	OFFER	TERMS	OUTLET
AMERICAN OIL CO.	Gas, oil, tires	Professor Quiz	Saturday 10-10:30 pm	\$50 cash	Complete in up to 25 words sentence about Amoco product (different weekly). Winner gets \$25 plus \$25 if he included 5 acceptable questions and answers for use on program	ABC
BUTTE BREWING CO.	Beer	Hospitality House	MWF 9:15-9:30 pm	Free case of Butte Beer	First-postmarked correct answers to six true-false questions wins case in each of four areas	"Z" Net, Montana
CLAIR'S ICE CREAM-TOM COLLINS JR.	Ice cream, soft drinks	Hi-teen Club	Saturday 2-4 pm	Merchandise, theater tickets, flowers, etc.	Local contestants draw during show; winning numbers awarded gifts	WEBR, Buffalo
COLGATE-PALMOLIVE-PEET CO.	Colgate Toothpaste	Can You Top This?	Saturday 8:30-9 pm	Cash prizes and "Can You Top This" gag book	If joke sent to program used, sender gets prizes	NBC
CONSOLIDATED ROYAL CHEMICAL CORP.	Krank's Shave-Kreem	Bob Elson on Century	MTWTF 6:15-6:30 pm	Revere Ball Point Pen	Send boxtop and 50c to program	WOR, New York
FEDERAL COUNCIL OF CHURCHES	Institutional	Gems for Thought	Friday 8:45-8:50 am	Booklet: "Use of the Scriptures in Evangelism"	Free on request to program, c/o local station	ABC
GENERAL FOODS CORP.	La France Bluing Flakes	Second Mrs. Burton	MTWTF 2-2:15 pm	40 Laundromats, plus \$1,000 cash to best entry	Complete sentence: "I like . . . etc." in 25 words, send to sponsor, Battle Creek	CBS
GENERAL MILLS	Bisquick, Gold Medal Flour, Cheerios	Betty Crocker Magazine of the Air	MTWTF 10:25-10:45 am	Jubilee Baking Recipes	Request to sponsor, Minneapolis	ABC
		Hymns of All Churches	MTWTF 9:25-9:45 am	Booklet: "Ten Rules for Getting Results"	Request to sponsor, Minneapolis	
		Light of the World	MTWTF 2:45-3 pm	Ball-point pen with built-in key chain	Send 25c and Cheerios boxtop to product, Minneapolis	NBC
ILLINOIS MEAT CO.	Broadcast Corned Beef Hash	Ethel & Albert	TTh 1:15-1:30 pm	Gem wall-type can opener	Send 35c and label to sponsor, Chicago	ABC
JOHNS-MANVILLE CORP.	Roofing, building products	Bill Henry and the News	MTWTF 8:55-9 pm	Booklet: "Home Insulation"	Request to sponsor, New York	CBS
KERR CHICKERIES	Baby chicks	News of the Farm	MTWTF 5:45-6:25 am	Booklet: "Poultry Raiser's Guide"	Request to program	WOR, New York
LOS ANGELES SOAP CO.	White King Granulated Soap	Frank Hemingway	MTWTF 5:45-6 pm pst	Complete postwar kitchen; also ABC automatic irons, dinette sets, electric stoves, silverware, etc.	Complete sentence "I like White King Soap because." Send with boxtop to contest, Hollywood	ABC Pac. Coast
MAIL POUCH TOBACCO	Kentucky Club tobacco	Fishing & Hunting Club	Monday 10-10:30 pm	Fine pieces of hard-to-get hunting and fishing equipment	Gift for each unusual story, tip, or question to program	MBS
MERCER PIE CO.	Mercer's Pies	Money Pie Program	MTWTF 1:30-1:45 pm	Cash prizes	Listeners phoned at random guess identity of three Mystery Tunes	WDOD, Chattanooga
METROPOLITAN LIFE INSURANCE CO.	Insurance	Erie Sevareid, News	MTWTF 6-6:15 pm	Health booklets	Request to program, c/o local station	CBS
MILES LABORATORIES	Alka-Seltzer, other products	Quiz Kids	Sunday 4-4:30 pm	Zenith Portable Radio, or Zenith Console Radio-Phonograph	Portable for suitable question to Quiz Kids, Chicago, if used. Console if kids miss question	NBC
NATIONAL AIRLINES	Transportation	Spot Campaign	Various	Vacation booklet listing Miami hotels offering low vacation rates	Request to sponsor c/o station	17 stations
QUAKER OATS	Aunt Jemima Ready-Mix and Pancake Ready-Mix	Ladies Be Seated	MTWTF 2-2:15 pm	Plastic salt, pepper set	Send 25c and boxtop from either product to program	ABC
RALSTON-PURINA CO.	Ry-Krisp, Ralston	Checkerboard Jamboree	MTWTF 12:15-12:30 pm	Wm. Rogers silver-plated cheese spreader	Send label from any Kraft Cheese spread or wrapper from Ry-Krisp, and 25c to Ralston, Wallingford, Conn.	MBS
RONSON ART METAL WORKS	Ronson lighters	Twenty Questions	Saturday 8-8:30 pm	Lighter to sender of subject used; if studio contestants stumped, grand prize of silver table lighter, matching cigarette urn, tray	Send subject about which 20 questions may be asked, to program	MBS
WILLIAMSON CANOY	Oh Henry	Detective Mysteries	Sunday 4:30-5 pm	\$100 reward from "True Detective Mysteries" Magazine	Notify FBI and magazine of information leading to arrest of criminal named on broadcast	MBS

**A
tough-minded
examination
of 1947
radio values
shows that
CBS is the
most effective
network
in America,
today**

No. **2.**
in a series...

There is one yardstick of radio effectiveness the tough-minded advertiser looks at hardest — the actual cost of audiences delivered to *his* program. And the figures show that:

**CBS leads all other networks
in delivering actual audiences
at lowest cost to advertisers**

The facts on this have just been summarized in a new CBS study that covers not any one week or month but the entire period of standard time, October 1946—April 1947. And the facts show that for the entire evening schedule on all networks seven nights a week:

The second-best network is only 96% as effective as CBS—and the fourth-best network is only 66% as effective as CBS —*in delivering actual audiences for each advertising dollar expended.*

To see the complete study...
and to get the utmost in Radio values...

**SEE CBS...
THE COMPLETE NETWORK**

Grid of radio station call letters and frequencies for various cities across the United States, organized by day of the week and time slot.

October 1947

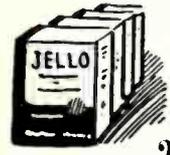
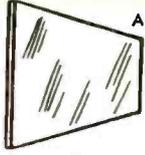
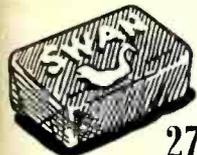
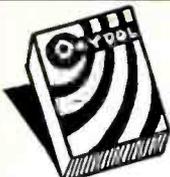
COMPARAGRAPH

Vertical text on the right side of the page providing information about the program, including dates and station details.

THE *HIGHEST* HOOPERS

IN YOUNGSTOWN

27 *OUT OF THE TOP* **30**
ARE ON WKBN

 LUX 34.4 X RADIO THEATRE KATE SMITH		 AUTO LITE 22.6 DICK HAYMES			
 ISALY ICE CREAM & MILK 19.0 AYNE KING'S ORCH.	 BROMO SELTZER 25.9 INNER SANCTUM	 Super Suds 25.5 BLONDIE	 LAVA 25.1 FBI IN PEACE & WAR	 24.0 MAYOR OF THE TOWN	 Campbell SOUP 22.1 JACK CARSON SHOW
 BIG TOWN 28.2	 JELLO 24.9 FANNY BRICE SHOW	 CAMEL 24.3 BOB HAWK	 ANCHOR HOCKING GLASS 24.2 CRIME PHOTOGRAPHER	 23.0 SUSPENSE	 WILDROOT PRODUCTS 21.8 Adventures OF SAM SPADE
 27.5 JAN DAVIS SHOW	 20.2 DINAH SHORE	 20.9 JACK SMITH SHOW	 INTERNATIONAL SILVER 21.1 Adventures of OZZIE AND HARRIET	 20.9 HIT PARADE	 20.7 AMERICAN MELODY HR.
 26.7 CRIME DOCTOR	 KOHLER DRY CLEANING 20.7 BOSTON BLACKIE	 20.7 DR. CHRISTIAN	 20.3 DURANTE-MOORE	 20.4 MEL BLANC SHOW	 20.3 SAT. NIGHT SERENADE

Of the 30 highest Hooperated shows (and what Hoopers!) in Youngstown, 27 are heard over WKBN, 2 are heard over Station B and 1 over Station C. No wonder the Youngstown audience has formed the habit of tuning to WKBN for its favorite programs. This is a listening habit that can serve to promote your products in the greater Youngstown area . . . one of America's 25 largest markets.

Source: Youngstown, Ohio, Fall-Winter Report, Oct. '46 thru Feb. '47, C. E. Hooper, Inc.

WKBN

COLUMBIA BROADCASTING SYSTEM
 YOUNGSTOWN, OHIO
 5000 WATTS • 570 K. C.



Represented by
RAYMER

A GREAT Southern Market

Population

Combined: 1,000,000
 Urban only: 131,000

Johnson City	34,000
Kingsport	33,000
Bristol	30,000
Elizabethton	20,000
Greeneville	8,000
Erwin	6,000

Industry

Plastics
 Textiles
 Bookbinding
 Hardwood flooring
 Hosiery
 Rayon
 Silk mills
 Furniture
 Foundries
 And many others

Agriculture

Tobacco: 100,000,000
 pounds sold annually
 Beans: World's largest market
 Dairy
 Poultry
 Livestock

Tourists

Heart of TVA recreation
 area. Gateway to Great
 Smoky Mountains

Wealth

Highest income bracket
 group in South
 Richest and most thickly
 settled rural communities
 in South

WJHL is the only full time regional station serving this area. Thirty-two BMB counties with 85,020 BMB radio homes. WJHL is "most listened to" in ten of its 32 BMB counties

John E. Pearson Co.,—Reps.

910 Kc **WJHL** 5000 Watts
 Johnson City, Tenn.
 ABC Full Time

MR. SPONSOR ASKS

(Continued from page 33)

peat that such a man is really needed only when the client has enough radio to warrant it.

TOM REVERE
 Vp and Chairman Plans Board
 Donahue & Co., New York



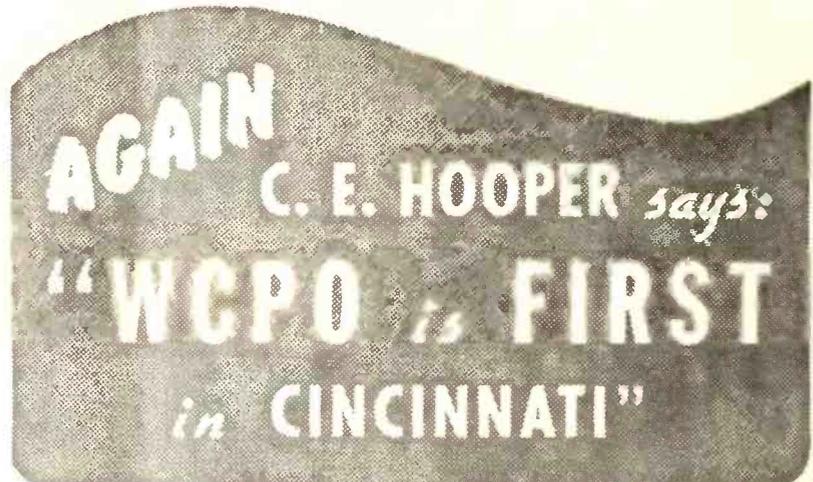
An advertising director's job is primarily one of enunciating policy and standards to the advertiser's agency. The agency may be presumed to have the necessary skills in all media to carry out the advertiser's objectives.

Consequently, there would seem to be no need for a radio advertising director except possibly with those few clients whose number of programs and expenditures are so large that the agency's efficiency of operation would be better served by providing a specialized representative of the client.

From the package producer's point of view, which necessarily is concerned less with policy and standards than the creative execution of programs week in and week out, a client's radio advertising director is likely to add confusion to the operation. If this seems a non sequitur, consider this analogy. A general decides strategy, but the G. I. fights better under lieutenants and sergeants who are part of his outfit and understand immediate and local problems as they arise. Let us recognize that few radio advertising directors will limit themselves exclusively to the policy function. Being ostensible specialists—the word "radio" is appended to their titles—they will, I suspect, have a tendency to participate also on the program operation level.

Package producers as a group are extremely sensitive to the human equation in broadcast operations. It is an axiom among us that the fewer "expert" voices, the fewer chances for losing the creative and artistic values of a program, whether it be a cheap mystery or an expensive theatre of the air series.

SHERMAN H. DRYER
 Independent Program Producer



AGAIN NO OTHER HAS MORE LISTENERS

AGAIN WCPO RATES 1st IN LISTENERS

AUGUST 1947	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	NETWORK STATION 'E'
HOOPER INDEX	30.6	12.2	15.2	22.8	18.2
TOTAL RATED TIME PERIODS					

ASK BRANHAM FOR FIGURES

Affiliated with the CINCINNATI POST



signed and unsigned

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Adele Abel	Cohama Fabrics div Cohn-Hall-Marx Co., adv mgr	Sapphire Hosiery Corp., New York, adv, publ dir
Arthur G. Alter	Houligant Sales Corp., New York, art, purchases dir	Apex Specialties Co., New York, sales prom, adv mgr
Wayne B. Beaudette	Haggard & Marcusson, Chicago, adv mgr	Queen Anne Candy Co., Hammond, Ind., adv mgr
Ray Brewster	Frederick Stearns & Co. div Sterling Drug Co., Detroit	Lorraine Compounds Inc., New York, pres
Charles S. Bridges	Libby, McNeill & Libby, Chicago, vp in charge sales, merch, adv	Same, dir
Ralph S. Butler Jr.	Henry Souvalne, New York, head	Maxwell House Coffee div General Foods Corp., New York sales, adv asst
Edward H. Calloun	Jaques Mfg. Co., Chicago, adv, sales prom dir	American-Marietta Co., Chicago, adv dir
Thomas Emerson	Eversharp Inc., New York, vp, gen sales mgr	Same, vp, asst to pres
Paul J. Geden	Revlon Products Corp., New York, adv head	Cohama Fabrics women's wear div Cohn-Hall-Marx Co., adv mgr
Robert G. Hazelton	Paris & Peart, New York, acct exec	Rubsam & Horrmann Brewing Co., New York, adv mgr
Richard L. Hoffman	Footo, Cone & Belding, Chicago, research dept ofc mgr	Admiral Corp., Chicago, asst adv dir
P. M. Hutchins	National Radlator Co., Johnstown, Pa., adv, sales prom mgr	Jones & Brown, Pittsburgh, same
Raymond H. Kasser	Kasser Distillers Products Corp., Philadelphia, vp in charge adv, merch	Same, bd of dirs
Charles W. Kaufman	General Foods Corp., New York, asst mgr research, development	Same, research, development dir
Sydney D. Mahan	Crosley div, Avco Manufacturing Corp., sales, adv head	Same, expanded adv, sales prom, publ rel dept head
Michael McKone	I. Miller & Sons, New York, adv mgr	Davison-Paxon Co., Atlanta, adv mgr
Arthur R. Mertens	Household Products div S. C. Johnson & Son, Racine, Wis., sales prom mgr	Same, sales mgr
Charles A. Mooney	Elizabeth Arden Sales Corp., New York, vp, gen mgr	Lentheric Inc., New York, vp, dir
Leslie M. W. Neville	Norm, New York, acct exec	Wilt Inc., New York, vp in charge sales, adv, prod
Eric G. Perry	Army	American Aerated Water Co., St. John's, Newfoundland, adv, sales mgr
Karl W. Plasterer	Oklahoma City Oklahoman and Times	Walkers Inc., Dayton, Ohio, adv mgr
D. M. Purpus	Western Auto Supply Co., Kansas City, Mo., asst adv mgr	Same, adv mgr
Carl E. Rogers	John F. Jelke Co., Chicago	Fred W. Amend Co., Chicago, adv mgr
Wilfred S. Rowe	Joseph Dixon Crucible Co., Jersey City, asst sales prom mgr	Neptune of New Rochelle, New York, adv mgr
R. D. Sutherland	Rogers Majestic Ltd. and De Forest Radio Ltd., Toronto, Eastern dist mgr	Same, radio, appliance div, asst gen sales mgr
Leo A. Terrill	Kellogg Sales Co., in charge dog food, new prods	Campbell-Mithun, Minneapolis, Chicago, acct exec
Margaret Tullis	White House, San Francisco, asst adv mgr	Same, adv mgr
W. Murray Wilshire	Pre-Mix div, Pillsbury Mills, Minneapolis, gen sales, adv mgr	Same, div vp in charge sales, adv

Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Carlton Adair	Adair & Assocs., Los Angeles, head	George Wassells, Los Angeles (absorbed Adair & Assocs) acct exec
Fred D. Adams	CKRC, Winnipeg, CFAC, Calgary	Cockfield, Brown, Winnipeg, acct exec
Charles Alsop	Packard-Bell Co., Los Angeles, adv mgr	Buchanan, Los Angeles, acct exec
Marie Andre	M. Andre, Los Angeles, owner	Ernest N. George, Los Angeles (companies merged), vp
Ralph B. Austrian	RKO Television, New York, pres	Footo, Cone and Belding, New York, vp in charge TV
Dorothy J. Ayres	Olian, St. Louis	Same, timebuyer
Sheldon F. Berlow	Army	A. W. Lewin, New York, acct exec
LeRoy V. Bertin	—	Viking Advertising Inc. (new), New York, partner
Victor G. Bloede III	Harold C. Meyers & Co.	French & Preston, Washington, acct exec
Thurston Bradshaw	New York World-Telegram	Seidel, New York, acct exec
Gordon C. Braine	Lever Bros., Market Research Div, Cambridge	N. W. Ayer, New York, radio research dir
Howard C. Calne	Imperial Radio Productions, Toronto, prog mgr	E. W. Reynolds, Toronto, radio dir
Fred Chapman	Monterey Peninsula Assn.	Ad Fried, Oakland, Calif., acct exec
L. M. Clayberger	—	L. C. Cole, San Francisco, acct exec
David A. Collins	Aetna, New York	Kurk & Brown, New York, acct exec
John W. Corbett Jr.	U. S. Dept of Interior	Eight, Columbus, O., acct exec
Barton A. Cummings	Maxon, New York	Compton, New York, acct exec
Nancy Dabney	R. H. Macy & Co., New York, copy dept	Hirshon-Garfield, New York, acct exec
Dorothy Day	WJW, Cleveland, women's commentator	Bon Marche, Spokane, radio dir
Charles Gibson	—	Sheldon Ritter, New York, acct exec
Wilmer E. Goodroad	—	National Advertisers Inc. (new), Eau Claire, Wis., partner
Michel Grayson	Free lance producer-writer, New York	Kenyon & Eckhardt, New York, Superman dir-producer
John L. Gwynn	Erwin, Wasey, Chicago, traffic mgr	Same, media dir
Clemens F. Hathaway	J. Walter Thompson, New York, exec dir consumer panel	Geyer, Newell & Ganger, New York, acct exec
Henry H. Haupt	BBD&O, Chicago, vp, dir	Same, in charge office
David Hillman	Hillman-Shane, Los Angeles, owner	Mayers, Los Angeles (absorbed Hillman-Shane), exec capacity



NAME	FORMER AFFILIATION	NEW AFFILIATION
James W. Huff	Huff & Henderson, Dallas, partner	James W. Huff, Advertising (new), Dallas, owner
Harry M. Ireland	J. Walter Thompson, New York, acct exec	Compton, New York, vp in charge drug prods
Ruth Johnson	Raymond R. Morgan, Hollywood, timebuyer	Western, Los Angeles, timebuyer
H. P. Kelly	McCann-Erickson, New York	Russell T. Kelly, Hamilton, Ont., radio dir
Arthur J. Kemp	Des Moines Register and Tribune, adv staff	Same, vp, group head, Columbia Records acct
Ed LaGrave Jr.	Rogers & Smith, Los Angeles, radio dir	R. H. Cary, Des Moines, acct exec
Paul Langford	Kastor, Farrell, Chesley & Clifford, New York,	Irwin-McHugh, Hollywood, acct exec, producer
William H. Lewis Jr.	—	Compton, New York, acct exec
Howard Linkoll	Walter L. Rubens, Chicago, fashion acct exec	Moss & Arnold, New York, vp in charge acct development
Evelyn Lynn	ABC, New York, script writer	W. B. Doner, Chicago, radio dir, acct exec
William Mogle	Ollan, St. Louis, timebuyer	Rockmore, New York, radio dir
Margaret Hart Nelson	—	Same, radio dir
Thomas W. Norsworthy	KABC, San Antonio, chief announcer	McCarty, Dallas, acct exec
Tommy Reynolds	—	Collins-Cusick-Schworke & Wild, San Antonio, radio dir
John W. Richmond	Sherman & Marquette, Hollywood, Judy Canova Show dir	W. R. & J. Advertising (new), Buffalo, partner
Joe Rines	Aircraft Machinery Corp., Burbank, Calif., pres	Same, radio dir
Jerome Robins	Peabody & Holman, Omaha	Booker-Cooper, Los Angeles, acct exec
David Rutledge	Gahagan, Turnbull, New York, timebuyer	Ratcliffe, Dallas, acct exec
Barbara L. Smith	Harry J. Lazarus, Chicago	Young & Rubicam, New York, new business dept
Robert B. Stern	Greenfield-Burstin, New York, copy dir	Schram, Chicago, acct exec
Sylvia Stone	Navy	Alfred-George, New York, media dir
Vincent J. Sweeney	Wade, Chicago	Hunter Scott, Fresno, acct exec
Paul Terry	Curtiss-Wright Corp., Louisville, publ rel dir	Morgan, Adv. (new branch), Los Angeles, acct exec
D. L. Thorp	—	National Advertisers Inc. (new), Eau Claire, Wis., partner
W. B. Tischendorf	John A. Finneran, New York, acct exec	Zimmer-McClaskey-Kintner, Louisville, acct exec
Gerry Todd	Young & Rubicam, New York	Rex, Detroit, radio continuity head
Gordon G. Vanderwarker	—	Benton & Bowles, New York, P&G group media coordinator
Rosemary Wakefield	—	Swaney, Drake & Bement, Chicago, timebuyer
George J. Walsh	—	Gunn-Mears, New York, acct exec
Robert Weenolsen	—	Sherman & Marquette, New York, radio supervisor
John F. White	—	W. R. & J. Advertising (new), Buffalo, partner
Sandy Woolf	—	A. James Rouse, Los Angeles, acct exec
Howard T. Worden	Independent picture producer	Geyer, Newell and Ganger, New York, Kelvinator acct exec

Sponsor Personnel Changes (Continued from page 10)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Beverly Hills Ford Co., Beverly Hills, Calif.	Ford dealer	Irwin-McHugh, Los Angeles
Buhill Foods Inc., Santa Ana, Calif.	Food products	Glasser-Galley, Los Angeles
Border Queen Foods, Los Angeles	Liquid starch	Jim Ward, Hollywood
Boston Consolidated Gas Co., Boston	Public utility	Cabot, Boston
Brusol, Larchmont, N. Y.	Skin lotion	Deutsch & Shea, New York
Buno Co., Philadelphia	Shampoo, hair medications	Abner J. Gelula, Philadelphia
Burrrough Bros. Mfg. Co., Baltimore	Pharmaceuticals	Roman, Baltimore
California Air College, Hollywood	School	Irwin-McHugh, Los Angeles
Caltone Corp., Anaheim, Calif.	Citrus juices	Jim Ward, Hollywood
Campbell Soup Co., Philadelphia	Soups	Robert Otto, New York, for export(adv)
Case's Pork Roll, Trenton, N. J.	Food product	Abner J. Gelula, Philadelphia
Robert Charles Hat Co., Philadelphia	Quality Club Hats	Abner J. Gelula, Philadelphia
Coca-Cola Bottling Co. of Chicago	Coca-Cola	Christiansen, Chicago
Cochran & Celli, Oakland	Chevrolet dealer	Ad Fried, Oakland
Consolidated Grocers Corp., Western Grocer div., Marshalltown, Iowa	Jack Spratt products, Chocolate Cream Coffee, Brown Beauty Beans	L. W. Ramsey, Davenport, Iowa
Cosmo Electronics Corp., New York	Repair-it-yourself radio	Jules Lippit, New York
Creamette Co. of Canada Ltd., Winnipeg	Prepared foods	Stewart-Lovick and Macpherson, Winnipeg
Dr. Pepper Bottling Co., Los Angeles	Soft drink	Buchanan, Los Angeles
Ronald K. Duke Co., Los Angeles	Novelty mfr.	Atherton, Hollywood
Dumont Sales Associates, Francis H. Leggett & Co. div., New York	Premier Foods	Brisacher, Van Norden, New York
Eagle-Lion Films, New York	Motion pictures	Monroe Greenthal, New York
Egan & Hausman, Long Island City, N. Y.	Paint	Will Burgess, New York
Ellis Importing Co., Philadelphia	Tastebest coffee	J. M. Korn, Philadelphia
F. W. Fitch Co., Des Moines	Hair preparations	H. H. Hayhurst, Toronto
Forest Air Products, Nutley, N. J.	Deodorizer	H. Hayden Twiss, New York
General Bandages Inc., Chicago	Gauztex self-adhering gauze	Earle Ludgin, Chicago
Guarantee Furniture Co., Oakland	Furniture	Ad Fried, Oakland
James Hanley Co., New York	Beer	Hixson-O'Donnell, New York
History Book Club, New York	Books	N. W. Ayer, New York
Hom-Art Foods Inc., Chicago	Baking mixes	Gordon Best, Chicago
Houston Flight Service, Los Angeles	Packaged instruction	John F. Whitehead, Los Angeles
Howard Knitwear Co., New York	Knitted apparel	Posner-Zabin, New York
Judy Ann Blouse Co., New York	Blouses	Posner-Zabin, New York
Kallaher Coal Co. Inc., Pawtucket, R. I.	Coal	Advertisers' Service, Pawtucket
Kern Food Products, Los Angeles	Food products	Lockwood-Shackelford, Los Angeles
Knox Crutchefield, Lynwood, Va.	Old Virginia Waterground Corn Meal	Courtland D. Ferguson, Washington, D. C.
Kosher Food Products Co., New York	Food products	Adair & Director, New York
Lane Clothes Inc., New York	Men's clothes	Hanson, Gerber & Shaw, New York
Lax Vegas Chamber of Commerce, Las Vegas, Nev.	Travel	West-Marquis, Los Angeles
Lobello Spring Water & Soda Co., Providence, R. I.	Soft drinks, water	de Sauve-Plne, Providence
Edward B. Marks Music Corp., New York	Music publishers	Posner-Zabin, New York
Matey Co., New York	Soft drink	Badger & Browning & Hersey, New York
Molded Brick Products Co., Los Angeles	Brick products	KHitten & Thomas, Los Angeles
Nahatis Products Co., Manchester, Mass.	Glassclean window cleaner	Ostroff & Spel, Boston
National Chiropractic Assn., Webster City, Iowa	Public relations	W. W. MacGruder, Denver
Nova-Kelp Marine Concentrates Ltd., Toronto	Medicines	Russell T. Kelley, Toronto
Parke, Davis & Co., New York	Retail pharmacist campaign	Young & Rubicam, New York
Parmaente Foundation Hospital, Oakland	Hospitals	Honig-Cooper, San Francisco
Penny-Owsley Music Co., Los Angeles	Music publishers	Bass-Luckoff, Hollywood
Pierce's Proprietaries Inc., Buffalo, N. Y.	Golden Medical Discovery, Favorite Prescription	H. H. Hayhurst, Toronto
Rudin Furniture Co., Los Angeles	Custom-built furniture	Hunter, Los Angeles
S & W Fine Foods Inc., San Francisco	Canned foods	Foote, Cone & Belding, San Francisco
Sartfert Hosiery Mills Inc., New York	Hosiery	J. Walter Thompson, New York
Joseph Schlitz Brewing Co., Milwaukee	Schlitz beer	Young & Rubicam, New York
Siron's Jewelers, Los Angeles	Jewelry	Bass-Luckoff, Hollywood
Silverwood Western Dairies Ltd., Winnipeg	Dairy products	Stewart-Lovick and Macpherson, Winnipeg
Standard Brewing Co., Scranton, Pa.	Tru-Age Beer	Hixson-O'Donnell, New York
State of Rhode Island, Civil Service Div	Household appliances	Bo Bernstein, Providence
Superior Appliance Co., Providence, R. I.	Coal	Ben Kaplan, Providence
Superior Coal Co., Providence, R. I.	Women's Shoes	Ben Kaplan, Providence
Sylvia Shoes, New York	Women's shoes	Julius J. Rowen, New York
Terry Shoes, New York	—	Julius J. Rowen, New York
Transcontinental & Western Air Inc., Kansas City, Mo.	Air travel	BBD&O, New York
U. S. Paper & Hardware Co., Los Angeles	Mfrs. distributors	Irwin-McHugh, Los Angeles
Valley Market Town, Van Nuys, Calif.	Shopping center	Jim Ward, Hollywood
Vanderbilt School of Photography, Los Angeles	School	Irwin-McHugh, Los Angeles
Vestal Chemical Co., St. Louis	Wax-rite floor wax	Ollan, St. Louis
Washington State Fruit Commission, Seattle	Institutional	Pacific National, Seattle
Wetha-Ware Co., New York	Women's rainwear	Yking, New York
Zenith-Godley Co., New York	Boned chicken, turkey	George P. Buente, New York

in downstate
ILLINOIS

it's—

**W
M
I
X**

MT. VERNON, ILLINOIS

• *the only independent station covering all of Southern Illinois at one low AM-FM rate*

WMIX-AM 1,000 watts

WMIX-FM 15,700 watts

represented by

JOHN E. PEARSON COMPANY

BLOCK PROGRAMING

(Continued from page 48)

p.m.-to-midnight *Jamboree* offered a picture of himself recently and received more than 76,000 requests from 39 states and Canada. The best indication of what block programing has done to the Cincinnati market is the fact that WKRC went on a partial block basis on September 29 and WCPO takes the plunge in this direction on October 13.

Practically all FM stations are being programed on a block basis, while most television stations have uncovered sports as their only block-program material.

While music and news are generally tops there are times when it's wise to forget the news side of the formula. That's when other stations in the area have developed the news habit of listening for themselves. Then block programers come up with other devices such as WARL's schedule in Arlington, Virginia. This independent outlet, which is fourth in the a.m. among 13 stations in the Washington, D. C., market and fifth in the afternoon (it's daytime only), has a telephone quiz three minutes every hour. It also plays hillbilly music very heavy. Evidence of how this combination of music and phone quiz works is shown not only in its rating but in the fact that between September 3 and 24 it pulled 2,917 orders at \$2.50 plus postage for Protom, a reducing product.

Block scheduling is an indication of local station programing coming of age. In a clear-cut manner it's a variation of what FCC chairman Charles R. Denny asked for at the NAB convention—the equivalent of press buttons on a radio receiver reading "dance music," "features," "news," "classical music." Actually block programing is the equivalent of many more buttons than four. Even today it also represents "drama," "audience participation," "folk music," and "quiz," with any number of new forms of block programing about to be tested.

And the listeners which an advertiser will buy will, like the circulation of any other medium, be a matter of record. It won't make timebuying any easier but it will make it a science, not crystal gazing.

Nor does it indicate the end of star-studded network programs. There'll always be an audience for first-run motion pictures, for the legitimate theater on Broadway, and for all forms of live sporting encounters. Block programing doesn't replace anything. It adds a new assurance for those who want to buy circulation, not build it.

**FOR THE FOURTH
STRAIGHT YEAR!**

KMLB



● **MONROE
LOUISIANA**

**Has more listeners
in Monroe and North-
eastern Louisiana than
ALL OTHER STATIONS
COMBINED!**



1947 CONLAN SURVEY

	Morning Periods	Afternoon Periods	Evening Periods	Extra Survey
Basic Calls	2,065	3,724	2,647	8,436
Listening Homes	399	723	855	1,977
Percent of Potential Audience	19.3%	19.4%	32.3%	23.4%
Distribution of listening homes among stations:				
KMLB	72.9%	68.0%	60.5%	65.8%
Station A	23.3%	25.3%	27.8%	26.0%
Station B	2.5%	3.9%	8.2%	5.5%
Other	1.3%	2.8%	3.5%	2.7%

**and reaches a
\$103,629,000 buy-
ing power!**

For the fourth straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana **THAN ALL OTHER STATIONS COMBINED!** In fact, KMLB is the **ONLY** radio facility clearly heard in this rich area!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN



● **Radio Sales, INC.**
AFFILIATED WITH
AMERICAN BROADCASTING CO.

J. C. LINER, Jr., Gen. Mgr.

**NOW
5000
WATT
COVERAGE
OF THE RICH
SAN DIEGO
MARKET**

**BONUS RATES
FOR A
FULL YEAR**

Our power will be increased to 5000 watts -- day and night, Jan. 1st. All orders received by Dec. 31st 1947 will be accepted for one year at our present rates.

**THE BEST RADIO BUY IN
SOUTHERN CALIFORNIA**

KYOR

"San Diego's Community Station"

SAN DIEGO HOTEL SAN DIEGO, CALIF.

National representative **W. S. GRANT**

**Studebaker
builds national
sales with
locally produced
spot radio
programs**

**ASK YOUR
JOHN BLAIR
MAN**

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

**JOHN
BLAIR
& COMPANY**

REPRESENTING LEADING RADIO STATIONS



PIONEERING SINCE

1942

*An established claim
on the
Kansas City Market*

for availabilities write

O. R. Wright, Sales Manager
Porter Bldg., Kansas City, Mo.

E. L. DILLARD, GENERAL MANAGER

AGENCY RESEARCH

(Continued from page 47)

house"—Daggett & Ramsdell, Lehn and Fink, Pharma-Craft (Ting), Revlon, and Chesebrough—appreciated that the research study was made as guidance for the agency and these five manufacturers in handling future advertising. The same is true of this agency's study of insurance which was made at approximately the time its account, John Hancock, had decided to buy the Boston Symphony through BBD&O against the recommendations of McC-E executives (SPONSOR September).

A number of small agencies feel, as does Stanley Keyes, Jr., of St. Georges and Keyes, that agencies shouldn't have full time research staffs or departments. There is, according to Mr. Keyes, a tendency to keep the research staff busy whether or not there's a real reason for it, since they're on the payroll. Keyes, who was at one time with the research department of Erwin, Wasey, contends that it's wiser to farm out research projects to qualified research organizations, the agency retaining the right to approve the means and methods of each project.

As a matter of record, there are very few agencies or clients who do not farm out a sizable portion of their researching.

More and more agencies are working with colleges having research courses. BBD&O, for instance, works closely with Syracuse University's Dr. Harry Hepner, who heads up what is known as the Onondaga Panel. They call upon the panel of 1,000 families for special project studies but no continuing qualitative studies are being made. There are "listening groups" like the O. P. all over the U. S.

One thing is certain, research in some form or other is employed by every agency in the U. S. which has a single account with a billing of over \$500,000. It is also true that agency research has won considerable respect from independent researchers and those engaged in "pure research" (i.e., research initiated for the purpose of establishing some economic or sociological truths without regard to the relationship of the end product to sales). Research units at agencies today have two immediate major objectives—first, to sell their own organizations on the efficacy of research, and, second, to remove the onus of existing solely to justify what the agency is doing.

After these two objectives are achieved there is research's entire job to do. In radio this includes removing, as far as is humanly possible, guesswork in broadcast programing and broadcast advertising.

TV

Television will be commercially competitive with other advertising media within 17 months. That conclusion must be reached on the basis of David Sarnoff's speech before the NBC Convention in Atlantic City (September 13) and later addresses by Frank Mullen, NBC vp. Sarnoff stressed the fast-growing size of the medium and warned broadcasters not to join the talking machine companies and silent motion picture producers in the business discard.

His figures of 150,000 to 175,000 television receivers in use by the end of 1947 mean a potential audience by that time of over 1,000,000. His figure of 750,000 sets by the end of 1948 should mean an available audience of 5,000,000 by that time. This potential makes TV an advertising medium now and one of the biggest by the end of next year.

His talk, being addressed to station men and not advertisers, did not touch upon the cost of producing commercial television programs, but he did stress to station men that local station operation need not be expensive and that there were hundreds of local television programs waiting to be scanned by independent station operators without fantastic costs.

Practical Frank Mullen brought into the light the fact that NBC was preparing to syndicate television programs on film and stated that they would be, in part, photographed direct from the face of the kinescope (the receiving tube). Both the press and station men present to hear Mullen's talk saw demonstrations of the off-the-kinescope recording and had it explained by Nick Kersta, NBC's television manager. While problems of unions have not yet been settled they

can be and no doubt will be licked shortly and thus enable a sponsor to create a show in New York or Hollywood and ship it to stations all over the country for re-telecast. Already NBC is shipping film (not photographed from the face of the tube but regular NBC feature and newsreel film) to a limited number of stations and the syndicated formula is rapidly being developed. Through syndication, network coverage is being approximated, with the idea that when coaxial cable and relay stations are in operation the shift from film networking to live networking can be accomplished with a minimum of trouble and dislocation of station operations.

Coverage is still a vital "if" in commercial television. Here it was FCC chairman, Charles Denny, who brought a touch of new thinking to the field. Denny in his talk before the NAB Convention itself (September 17) projected a brand-new idea, a TV operation that would require only a transmitter and an antenna and would be served by radio relay from a central studio. In other words he indicated for the first time that the FCC might liberalize its policy on stations originating a minimum number of programs and that the idea of satellite stations was no longer abhorrent to the Commission. He called upon broadcasters to let the FCC know what they thought about the idea. Through this formula it would be possible, Denny pointed out, for a broadcaster to get into television without mortgaging his business, to develop television with his AM (standard broadcasting) earnings. One of the needs for this is the tremendously increased cost of getting into TV under present conditions.

To the sponsor this means that it's possible that national TV coverage is not a thing of the far-away future. Denny underlined what Mullen had hinted at, that shortly it would not require millions to be a telecaster. The result was that about 15 broadcasters a day talked to NBC and about 30 to FCC men about entering the field.

When WWJ-TV telecast the Silver Cup Regatta under the sponsorship of the Detroit Edison Company it used landmarks of Detroit for its commercial story. A camera was located on the top of the 15-story Whittier Hotel at the river's edge and when it came time for a commercial the camera focused on different plants of the Detroit Edison and told the story of what the plants meant to the Motor City . . . the cost just the writing of the continuity by the Campbell-Ewald advertising agency. * * * At WFIL-TV's opening last month (September) it had 10 sponsors. They were Judson C. Burns, Marcus Printing Company, U. S. Rubber, Bartel's, the Drake and Brighton Hotels, Del-Mont Motors, Dewees, Mort Farr, and Ballantine's Beer . . . and WFIL stated that many more were ready to be signed when programs were ready. Jerry Fairbanks, first Hollywood film organization to produce films especially for TV, announced during September his interim (small number of viewers available) price schedule for the first television motion picture mystery series, *Public Prosecutor*. Rights for New York will cost \$1,500, for Chicago and Los Angeles the fee is \$750 each, and for Philadelphia and Detroit the fee is \$500 each. Washington will cost \$400, St. Louis \$400, and Schenectady \$300. Rights include two repeat showings of the film in the same market. There are discounts for a sponsor buying a multiple market * * * First test of WBKB's selling power brought in direct sales of an item retailing at \$2.19 from one out of every 38 set owners viewing the telecast. The figures were computed by Morton K. Tuller, market researcher for the station, on the basis of the average number of viewers on Tuesdays at 8:30 p.m. when the program was presented. * * * Pabst's presentation of the professional football games over WNBT in New York is said to have produced the greatest sale of Pabst Blue Ribbon Beer in the history of the distribution of that product in metropolitan New York.

FM

Officially, as of September 17 there were 978 FM stations authorized by the FCC, of which 278 were operating. The

Commission is just as pro-FM as it was a year ago when the chairman reported that there were only 66 stations transmitting. It is still their feeling that FM must eventually replace AM as the standard broadcast service. * * * The Petrillo (AFM) situation is still no better on FM as SPONSOR goes to press. Live music over the Continental Network, the FM web that operates for the most part without network lines, has been stopped for the time being but there is some expecta-

tion that the music problem involved will be overcome. Back of the ban is Petrillo's feeling that the stations serviced must have live orchestras. Petrillo is committed to a future of music in radio in which no station that doesn't employ musicians will have network service.

In the case of FM and TV he believes that there is no legal precedent, that he is, as far as these two arts go, back in the pre-radio and pre-sound picture days.

SPONSOR



SPEAKS

The New Code

Broadcasting has a new code, after several years of operating on a quasi-code basis. For the sponsor of a network program the changes from the present rules which govern the actions of network continuity acceptance departments are negligible. To the national spot advertiser and participating-program user the code presents a challenge, since copy will have to be tighter and no doubt in some cases costs will rise since stations will be restricted in the number of commercials they may carry in any 15-minute period. Three minutes in any 15, which is the new code maximum, can't possibly be stretched to carry more than three advertisers effectively.

Cowcatchers, hitchhikes, and opening billboards are not prohibited by the code, they just have to be better handled and must be part of a program, not an appendage framed by a few musical notes.

Practically any product is acceptable if its handling is in good taste.

With respect to the question of time allotted for commercials on musical clocks, there is every indication that because of the rapid turnover of audience between six and eight a.m. the three-minute restriction will be relaxed for that time. The NAB Board of Directors at their November meeting will consider all the objections of independent station operators and adjust the rules of the code as passed at the convention where they think it is in the interest of the industry and the public to do so.

As Justin Miller pointed out, it is the intention of the industry that the code be a living thing—a live yardstick by which the industry may judge its performance.

Generally the NAB Code is not as tough as network rules and regulations. It's good in a very broad way. How the broadcasting stations of the nation use it will be what counts. The FCC stated at the convention, through its chairman, Charles Denny, that the burden continues to be on the licensee himself and he cannot pass that burden to the NAB or any other organization. He also said, however, that a station's not living up to the industry's minimum code would be taken into consideration in determining operation "in the public interest."

The long trip up the road to a better airway has been begun. That's good for

the public, the advertiser, and the industry, too.

Radio Must Be Sold

Sponsors are still without a central source to which they can turn when they desire facts and figures about the use of broadcast advertising. It was hoped that something to promote the use of broadcast advertising would be formulated at the recent National Association of Broadcasters Convention. Nothing of that kind happened. When the subcommittee on the subject made its report the latter was accepted and the committee dismissed with a new one to be appointed to implement the report. The report was inadequate. It suggested, for the promotion of the medium, a 40-minute motion picture filmed to reach industry at its highest level. The picture idea is good but broadcasting needs something besides a film to sell it. It needs a well-integrated campaign.

"Broadcast advertising pays." It may be recalled that SPONSOR ran the first of a series of full page ads on that subject in its March issue. The remainder of the ad series was postponed because SPONSOR decided that the job of devising an overall campaign to sell radio should fall to the NAB. We will continue to campaign for consistent industry promotion—by the NAB, by the networks, by stations, in fact by all who work in and live by broadcast advertising . . . and until such a campaign is born we will do everything in our power to spread the good words—"Broadcast advertising pays."

Applause

An Association for Spot Broadcasting?

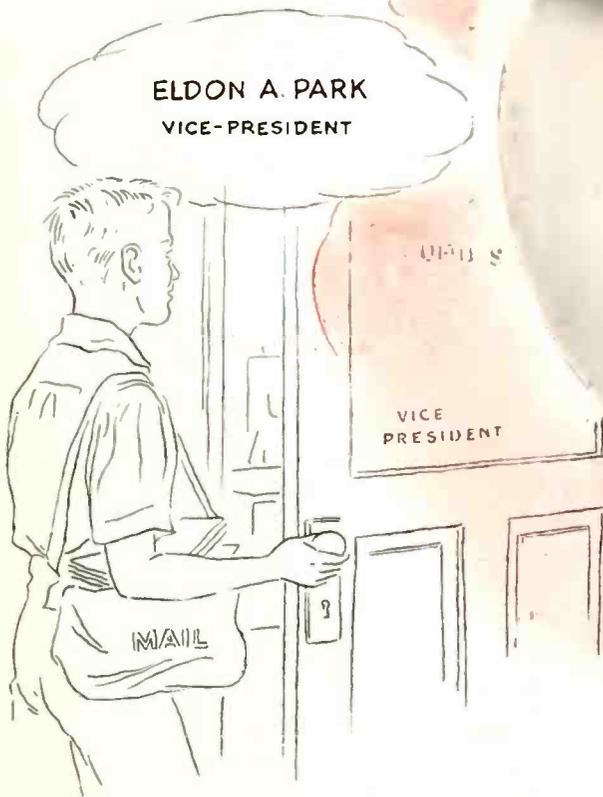
The health of the radio industry depends upon the solid financial condition of its stations. This in turn depends upon the spot business, local and national, that each station does. That's because the greatest part of a station's income comes not from its network commercials but from its own commercials. There can be no truly healthy broadcasting without a vigorous spot business.

For years the industry has talked about the good that would come from an association of station representatives, the men who contribute so much to the business of the nation's stations. Paul Raymer now has the ball rolling. He used two pages in a trade publication recently to tell the industry of spot radio's importance and why those who sell it must get together to form a fighting, progressive, trade association.

Almost immediately Edward Petry announced in another two-page advertisement that he was 100 per cent for such an

association as he and Raymer had talked about previously. With Petry and Raymer both for such an association there is better than an even chance that one will come about; and that spot radio, through a joint effort, will gain in many directions.

Station representatives have come a long way when men like Raymer and Petry talk of a joint spot promotional group—augmenting the almost solo spot promotion effort of John Blair who has devoted page after page of advertising space for several years to sell not the stations he represents but the segment of the industry he serves—spot broadcast advertising. From such a joint effort only good can come—in stature for the field itself, in increased use of the medium, in better understanding of spot advertising, in increased respect for spot advertising from both the stations who carry it and the advertisers who use it.



the first 18 years *are the toughest*

Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry . . . and darned few can boast of 18 years with the same station.

But that's the history of Eldon A. Park, whose only full-time employer during his 38 years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs . . . with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well . . . "encourage new talent—never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning

organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety . . . and do it in the professional manner which has won the station many top national awards for program excellence — has built and retained one of the largest, most-loyal audiences in the world.



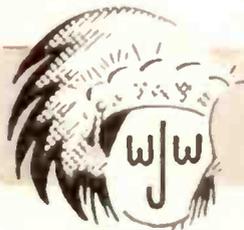
CROSLEY BROADCASTING CORPORATION

A BIG **BUCK** FOR YOUR **DOLLAR** !



- To pound more sales out of Northern Ohio's billion dollar market and pound 100 cents back into your dollar . . . choose WJW, Cleveland's Chief Station.

At WJW we still maintain your dollar's worth in advertising value. Through better local programming, a higher listener acceptance, WJW gives you the opportunity to create more and more sales per dollar.



WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY