

Seattle-Tacoma

(Continued from Seattle-Tacoma 5)

plugs for the entire organization. Mary Fuller is well grounded in radio, having started in the early days of KGW Portland in charge of the women's programs. She did daily broadcasts for the first U. of Oregon extension program on the air. She later brought her highly original show *Mary's Friendly Garden* to NBC-KOMO Seattle and from there stepped to a CBS network program originating in Hollywood. She currently directs program activities for the agency. Cecil Pattee, traffic manager, has a background of practical selling and finance. Alexander Hull, associate writer, has been nationally recognized for his short stories.

MacWilkins, Cole & Weber Accounts Heavy Radio Users

Seven of the accounts of Mac Wilkins, Cole & Weber put 25% or more of their budgets into radio. The agency has offices in Seattle and Portland, Ore. A. E. Cole is president and W. H. Sandiford is account executive and radio supervisor for the whole agency. Working with Mr. Sandiford are Robert Woolson, Seattle radio director, and Jack Sugg, account executive and radio director for Portland.

The agency has an unusual radio policy. It first recommends against the medium. Then if the facts point toward use of radio, the agency goes all out to use it constructively and profitably. Mr. Sandiford points to the history of one client, Pacific Food Products (Sunny Jim) as an example of the policy. When the agency first acquired the account, use of radio was opposed because the budget was not adequate to do a consistent job.

In March of last year the client was advised to test radio via an ABC cooperative in Seattle, where its distribution is heavy. Objective is to establish the Sunny Jim label on a par with nationally advertised products. If it works out, radio may be extended. At the moment radio gets 70% of the sponsor's budget.

Fahey-Brockman, largest men's clothing store in the Northwest,

puts half its budget in radio. Yellow Cab Co., another Mac Wilkins account, has used radio exclusively since last November to promote its late-night cab service. West Coast Airlines, feeder line, uses spots in Seattle and Portland, supplemented by spots in 20 cities along its route. Other Mac Wilkins radio accounts include Ben Tipp, jewelers; Buchan Baking Co., and Seattle Transit System.

Mr. Sandiford contends radio keeps the consumer consistently aware of a client's product, and has a cumulative effect surpassing that of other media. Those benefiting most from radio are those using it most consistently, he says.

Another active agency in the market is the Seattle branch of Honig-Cooper, with Warren E. Kraft as agency vice president and manager of its Seattle office, and Charlotte Smith as account executive and radio director. Largest radio account is Centennial Flouring Mills, spending a third of its budget in radio. The account is watching TV's development.

Brown & Haley Candy Co., of Tacoma concentrates on radio for its Almond Roca candy, and has vastly expanded its distribution by use of radio. Pioneer Sand & Gravel promotes home modernization by radio.

Lunke-Maudsley Has Largest Radio Account

Lunke-Maudsley & Assoc. handles the largest single radio account in the Northwest, Dr. L. R. Clark. The partnership was formed last year, when Craig G. Maudsley left Dancer-Fitzgerald-Sample in Hollywood to join James R. Lunke & Assoc. Other accounts include Troy, Empire and City Launderers and Dry Cleaners, Studebaker and Hudson dealers and a group of TV set distributors. The agency feels most advertisers under-spend when they use radio.

Condon Co., headquartered in Tacoma, is an active radio agency. Howard R. Smith, secretary-treasurer and account executive, says radio has done a fine job for the agency's clients. President of Condon is Roscoe A. Smith, no relation. Condon places *Cammarano*

Caravan, a giveaway show, on five stations, using shortwave and recording techniques, for Cammarano Brothers, soft drink bottler. The program represents 70% of the account's budget, with cost spread among franchise houses cooperatively.

Tacoma Mortuary Among Condon Accounts

Other Condon clients include C. C. Mellinger Co., Tacoma mortuary, with an organ program; Maxwell Petroleum Co.; Tacoma City Light; Pacific First Federal Savings and Loan Assn.; Fuel Oil Service; Western Furnaces; Tacoma Transit Co., and Nalley's Inc. (mayonnaise only).

Robert S. Nichols Adv. Agency personally voices all his client's programs on the air. He estimates his clients have spent a half-million dollars in radio in the past decade. Main accounts are Bartell Drug Co., local chain, which has sponsored the five-weekly *Radio Parade* 11 years; Pantorium cleaner and laundry; Bonney-Watson, funeral parlor.

Other leading agencies which use radio for their clients in Seattle-Tacoma include: H. J. McGrath and Assoc. (principally furniture accounts, both manufacturing and retail); Hiddleston, Evans and Merrill (Frederick and Nelson department store, Smith-Gandy Ford agency and auto loans, Clark's Restaurant Enterprises); Strang and Prosser (Puget Sound Power and Light Co., Charles H. Lilly home garden and farm products, Dr. Roy Mellor advertising dentists); Wallace Mackay Agency (Binyon optometrists, Charles E. Sullivan florist, Western Motors Kaiser-Frazer distributors, Seattle City Light Co., Bardahl Oil Co.); Frederick E. Baker and Assoc. (Alaska Steamship Co., Riach Oldsmobile); and the Seattle office of Ruthrauff and Ryan (Interstate Brewery, Pictsweet).

Also Allied Adv. Agencies, Advertising Counselors Inc., Beaumont & Hohman Inc., Botsford, Constantine & Gardner, Bozell & Jacobs, Keene and Keene, Martin and Tuttle, Northwest Radio Adv. Co., Pearson and Morgan, Sharp Adv. Agency and J. Walter Thompson.

And, with headquarters in Tacoma, Butler Emmett, O'Connell Regan, and Robert Sconce.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Detroit
- Richmond
- Buffalo
- And Others

J. ARCHIE MORTON
General Manager KJR

SAUL HAAS
President KIRO

VERNICE IRWIN
Pres., Gen. Mgr. KVI

LINCOLN W. MILLER
Exec. V.P. KXA

ROBERT E. PRIEBE
Station Manager KRSC

LEONARD H. HIGGINS
Station Manager KTNT (FM)

