

P D #5-  
MR E O MADDEN-VP  
N B C  
30 ROCKEFELLER PLAZA  
NEW YORK 20 N Y

# SPONSOR

14 JUNE 1954


50¢ per copy • \$8 per year

the magazine radio and tv advertisers use


## The Big Show's on the road in Kansas City . . . .




### OW! All Together Under the BIG TOP!




**DON DAVIS**  
Vice President




**HENRY GOLDENBERG**  
Chief Engineer



**GEORGE HIGGINS**  
Sales Manager



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



**T. SCHILLING**  
P. & Gen. Mgr.

# KMBC-TV

the **BIG TOP STATION** in the Heart of America

CHANNEL 9



BASIC CBS AFFILIATE

See Back Cover for the Facts!

### WHAT ADMEN WANT FROM TVAB

page 31

### Miles Labs, Perfex, Dr. Pepper: How three big sponsors use radio

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### WEEKEND RADIO: OVERLOOKED?

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### Earle Ludgin salutes tv pioneers at NARTB Convention

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### Media Advisory Board gives candid opinions on study, fills gaps

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### Why Tea Council pours all \$1 million-plus ad budget into spot tv

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### Milk co-op makes big-city friends for farmer via radio

page 44



*Howdy Folks!*  
 I'm the "Old Ranger"  
 of "Death Valley Days"



## DEATH VALLEY DAYS



20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity.

Such enthusiasm has since been transferred by popular demand to television and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound.

The public has been overwhelmed with compliments for the rebirth of "Death Valley Days" on television.

**PACIFIC BORAX CO. DOES A COMPLETE JOB...**

**SO DO HAVENS AND MARTIN, Inc. STATIONS...**

**WMBG  
 WCOD  
 WTVR**



The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo.

20 Mule Team Borax—to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap—tackling dirt plain soap can't wash... works gently and quickly in cold water.

From one pioneer to another... Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.

**WMBG AM WCOD FM WTVR**

### FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



Maximum power—  
 100,000 watts at Maximum Height—  
 1049 feet

# REPORT TO SPONSORS

14 JUNE 1954

## Fall trends in rates, programs

Fall trends: Preliminary survey of vast amount of data SPONSOR has already compiled for its upcoming Fall Facts issue (12 July) indicates following trends already underway: (1) Price war between CBS, NBC Radio networks will enable sponsors to get 15 to 20% discount on nighttime rates sometime after 25 August. Nets also planning more music-and-news low-cost programming after 8:00 p.m. weekdays and during weekends with latter emphasizing out of home listening. (2) Tv network rates will go higher—due to networks' growth, possible AT&T cable charge boost. Likely result: more co-sponsorship, network development of participation-sold shows, stress on daytime tv.

-SR-

## CBS Radio cuts rates, NBC acts

CBS Radio nighttime rate reduction due to strictly economic reasons. All network sales reported down this year compared with last. Advertisers refusing to renew in some cases because Nielsen figures show continued downward curve in nighttime listening. NBC Radio followed suit to keep competitive. ABC, Mutual plan no changes.

-SR-

## Some broadcasters upset by cuts

Broadcasters disturbed at continuing net rate cuts while aware of net operating problems. Feeling has been expressed radio nets eventually may be reduced to program service available for fee.

-SR-

## Spot radio, tv trends for fall

Fall trends in spot radio field: Stations will make all-out efforts to sell more nighttime, more weekend radio, often with packages of announcements offered at special discounts up to 50%. In spot tv, stations may close ranks (via new Television Advertising Bureau) with tv film syndicates, which now frozen out of network time for most part, to pitch spot to tv clients. (For TvAB article, see page 31.)

-SR-

## 20 radio network shows go off air

Summer hiatus has begun. Some 20 sponsored radio shows have gone off air past month with more to follow. SPONSOR's Radio Comparagraph page 87) reflects their departure. Only new sponsored show added: General Mills' "Silver Eagle" on ABC. Only new sponsor: Bridgeport Brass, which bought into Mutual's Multi-Message Plan 8-8:30 nightly.

-SR-

## 5 tv outlets on, 6 off during May

Six tv stations went off air during May; 5 went on. Two leaving air were vhf operations—KOY-TV, Phoenix, KDZA-TV, Pueblo, Colo. Phoenix outlet merged with KOOL-TV; both had shared Ch. 10. KDZA-TV told FCC it shut down for equipment repair. Four uhf's went off air for economic reasons. All 17 CP's relinquished during month were uhf's. Total commercial tv stations on air end of May, 376; 122 are "u's."

-SR-

## SPONSOR foreign radio-tv report

How and why advertisers are using more air media abroad will be shown in SPONSOR's International Section 28 June issue. Six case histories will cover major international advertisers using radio-tv in such markets as Cuba, Mexico, Panama, Puerto Rico, Bermuda. Charts will list market data, radio-tv set counts, sample rates in 58 countries.



**REPORT TO SPONSORS for 14 June 1954**

**Tv owners compare cars and animals** New experimental study in motivational research: 32 tv set-owners were asked by psychological consultant Ernest Angel to identify 3 types of autos—Ford, Cadillac, Nash Sport—with 3 animals of their choice. Most compared Ford with working horse, family dog or cow. Cadillac was identified with lions, tigers, race horses, "luxury dogs." Nash Sport reminded viewers of gazelles, greyhounds. Moral: Don't use selling personalities or programs which clash with such views.

-SR-

**WNEW bans free pop song plugs** Pop recordings plugging products have been banned on WNEW, New York indie, by owner-manager Richard D. Buckley, for sake of paying sponsors. One tune which especially aroused his ire: Cadence's Julius LaRosa record "Me Gotta Have You" mentioning Burma Shave, Adler Shoes, Toni, Halo, Swift Bologna, Smith Bros. Cough Drops.

-SR-

**Hires prints time-buying tips** National firms with yen to teach dealers how to use radio-tv can follow lead of Charles E. Hires Co. It sent booklet to 300 franchised bottlers with time-buying tips (prepared by N. W. Ayer). Stations will welcome idea, but may raise eyebrows at some of tips. Among them: Ask station for free merchandising help in form of "jumbo post card mailings; station letters to the trade; calls on the trade . . . supplying window streamers . . . or anything else that occurs to you."

-SR-

**Movie theatre approach for tv** Cumulative rating concept, now growing as net radio sales tool, is being used to sell tv as well. WOR-TV, New York, is promising equivalent of 70 rating for new feature film package. How? Films play twice nightly, 7 days weekly. Cost: \$250,000 for 30 weeks. Movies are new General Teleradio film division's package of 30 features.

-SR-

**New publications for sponsors** New publications of use to sponsors: (1) "Television Bibliography," sponsored by Chicago Television Council, compiled by Earl Silvers under direction of Dr. Charles L. Allen of Medill School of Journalism (Northwestern), 47 pp., \$1; write to Pat Banks, WBKB, Chicago Tv Council, 20 N. Wacker Drive, Chicago 6; (2) "Directory of Organizations which Conduct Motivation Research," Advertising Research Foundation, 11 W. 42nd St., New York 36, 127 pp., listing 82 orgs.

-SR-

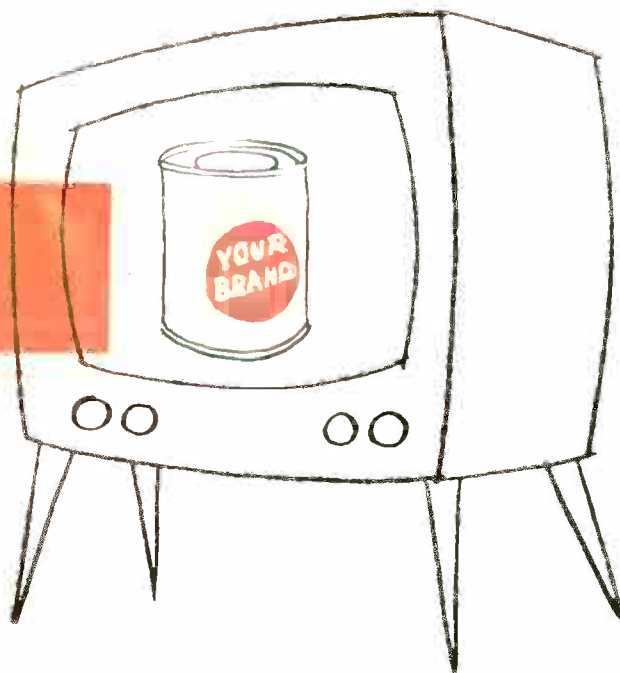
**Network offers \$4,000 show free** Highlighting economic problems of major radio networks: One recently offered major advertiser \$4,000-\$5,000 weekly show FREE if he just paid for time. What this does to rate structure can be imagined.

**New national spot radio and tv business**

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
General Foods, NY	Maxwell House coffee (regular)	Benton & Bowles, NY	NY, Boston, LA	Radio: 25-40 dayti min, stnbrks a wk; 2 Jun; 4 wks
Penola Oil Co, NY	Flit insecticide	McCann-Erickson, NY	7 tv mkts: Columbus, Denver, Kansas City, LA, Okla City, St. Louis, Hutchinson, Tex.	Tv: anncts, 4 a wk; 14 Jun; 6 wks
Penola Oil Co, NY	Flit insecticide	McCann-Erickson, NY	SF, Springfield, Mo.	Radio: 5 min anncts a wk; 14 Jun; 6 wks
Procter & Gamble, Cinci	Fluffo shortening	Biow, NY	Cinci, Dayton, Columbus, Lima, Zanesville, Portsmouth	Tv: dayti, nightti min, 15 a wk; 7 Jun; 52 wks
Procter & Gamble, Cinci	Fluffo shortening	Biow, NY	10 small Ohio mkts	Radio: 10 dayti min; 7 Jun; 52 wks
Seeman Bros, NY	White Rose Redi-Tea (instant tea)	Cecil & Presbrey, NY	NY, New Haven, Wash	Tv: dayti min partic; 10 Jun; 10 wks
Seeman Bros, NY	White Rose Redi-Tea (instant tea)	Cecil & Presbrey, NY	NY, New Haven, Wash	Radio: dayti min partic; 10 Jun; 10 wks



they see it here



they buy it here



**WDEL-TV screen-to-store plan gives your sales message a follow-through that really pays off!**



When you advertise on WDEL-TV, your product is seen again and again by people who spend over one billion dollars a year in the retail market. And your product is displayed *dramatically*, prominently in 178 R.G.E. stores—the largest retail grocery chain in the area! It's a terrific new television-station-and-retail-store tieup that assures results—that gives your advertising dollar great new value. Be first to seize this opportunity. Write or phone for availabilities on WDEL-TV, the television station that has a standing reputation for successful selling.



Represented by **MEEKER TV, Inc.**

New York  
Los Angeles

Chicago  
San Francisco

# SPONSOR

the magazine radio and tv advertisers use

Volume 8 Number 12  
14 June 1954

## ARTICLES

### What do advertisers want from the TvAB?

Now that the Television Advertising Bureau is set up, what do advertisers expect from it? Special SPONSOR survey shows admen want a continuing circulation study of tv, rate card standardization, indices of tv usage by product and time

31

### Three radio case histories

Here's report by three big users of radio time—who have achieved big results—given to broadcasters under the auspices of BAB at recent NARTB Convention

34

### Weekend radio: Part I

Are you overlooking a good advertising opportunity? Facts and figures behind evolutionary changes in weekend radio which is more and more beamed at nation's 28.5 million car radios and 14 million portables

36

### Salute to tv pioneers by Earle Ludgin

In his address at the SPONSOR dinner honoring the 108 tv pioneers at the NARTB Convention, Earle Ludgin took memorable look at the past, summed up growth of tv from his vantage point as head of a pioneering agency

38

### II. Media Advisory Board draws conclusions

More candid opinions by SPONSOR's Media Advisory Board on the now-concluding media series. Six of the 12 board admen fill in gaps, submit some independent thinking of their own on media evaluation problems

40

### Tea Council pours 100% of budget into spot tv

Since 1952 all of the Tea Council's \$1 million-plus ad budget has been devoted to spot tv. Here's why the Council selected this medium and why it is upping its tv allocation 33% this year for a new all-year-round campaign

42

### Radio makes big-city friends for the farmer

When milk price rises occur, the Inter-State Milk Producers Cooperative prepares the consumer via radio (WCAU, Philadelphia). General commentary show with homespun approach makes good vehicle for public service messages

44

### 1954 Radio and Tv Directory

Six-page foldout chart lists leading Chicago and New York sponsors, agencies, reps, research services, tv film firms, hotels, other organizations complete with addresses and phone numbers

47

## COMING

### Weekend radio: Part II

What programming fare do leading stations and networks offer advertisers on weekends to aid them in reaching large out-of-home audience?

28 June

### SPONSOR's conclusions on Media Study

Final article in the 26-part All-Media Evaluation Study will consist of SPONSOR's own summary and conclusions

28 June

### How to sell a trailer via tv

After a New Jersey trailer firm took to using tv, it found video was responsible for drawing 50% of its prospects to its sales lot

28 June

## DEPARTMENTS

### TIMEBUYERS

49TH & MADISON

AGENCY AD LIBS

NEW & RENEW

P. S.

MR. SPONSOR, Arnold C. Graham Jr.

TV RESULTS

SPONSOR ASKS

ROUND-UP

AGENCY PROFILE, F. Kenneth Beirn

NEW TV STATIONS

TOP 20 TV FILM SHOWS

RADIO COMPARAGRAPH

NEWSMAKERS

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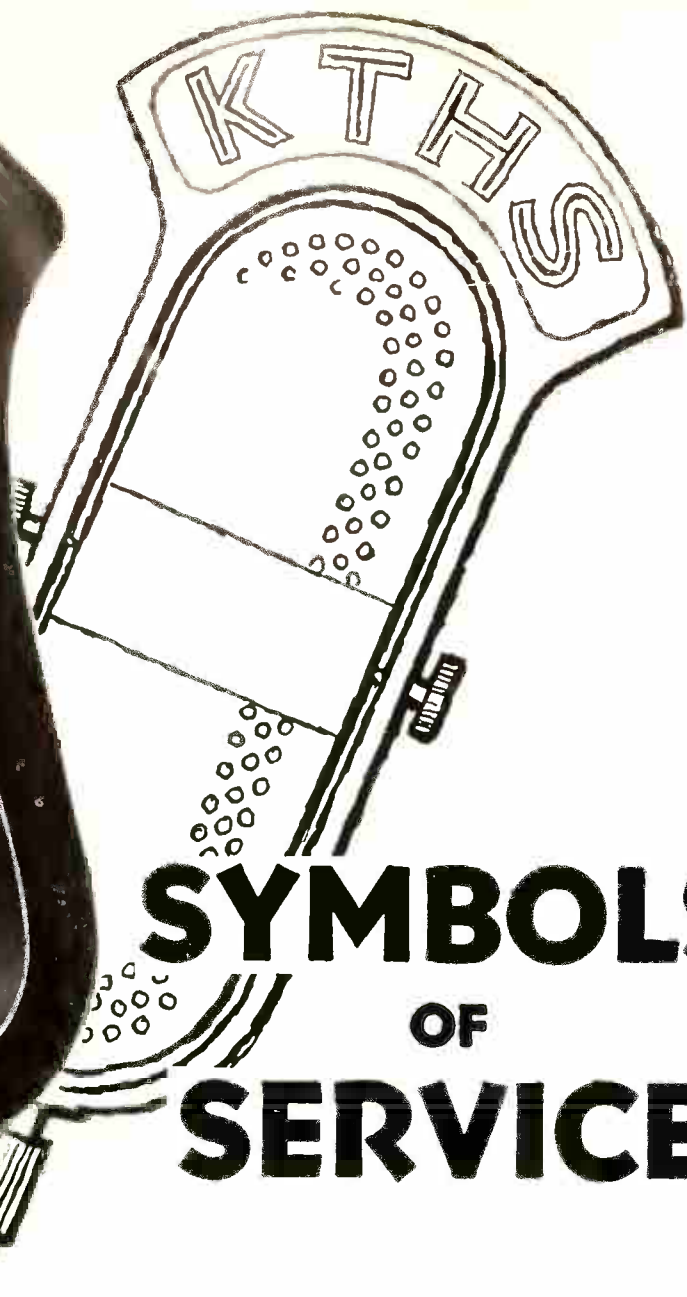
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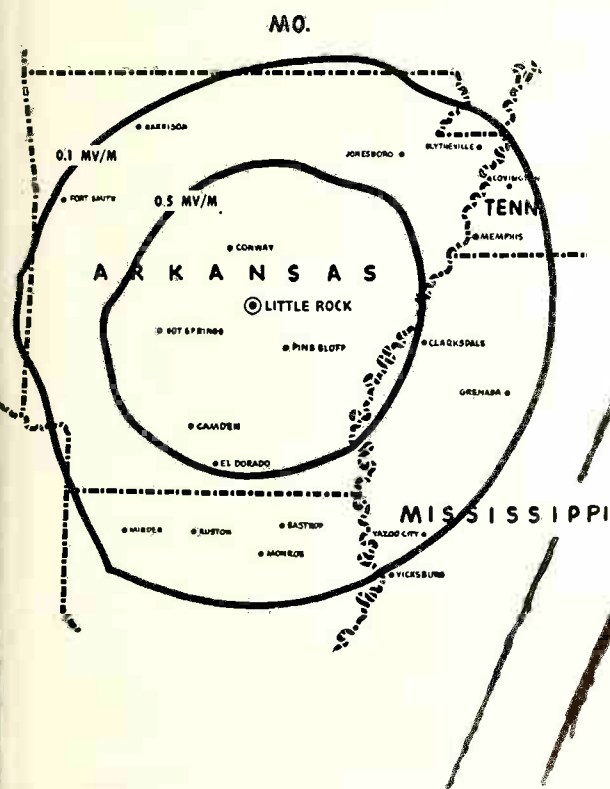
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# SYMBOLS OF SERVICE



On April 12, 1954, KTHS received an honor never before bestowed on any radio station in Arkansas —

Governor Francis Cherry presented KTHS with a bronze plaque for “distinguished service to the people of Arkansas through the broadcast of the program series, ‘Arkansas — Land of Opportunity’” — a Friday-night half-hour show, highlighting Arkansas’ growing social and economic potential. Because of KTHS’s 50-KW regional Clear-Channel coverage of the Central United States, the program puts particular emphasis on the State’s appeal to new industry and business of all kinds.

Radio’s first duty is *service*. KTHS is proud of the great confidence placed by clients, listeners and the State’s government itself, in our capacity to serve.

**50,000 Watts . . . CBS Radio**

Represented by The Branham Co.  
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President  
B. G. Robertson, General Manager

# KTHS

**BROADCASTING FROM  
LITTLE ROCK, ARKANSAS**

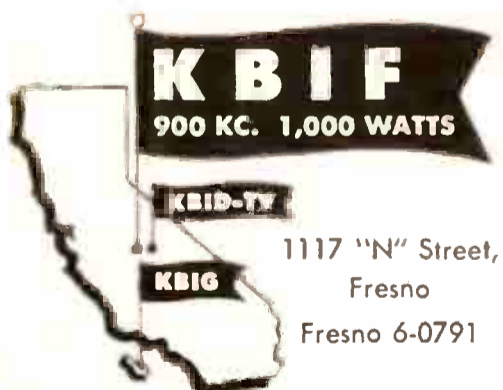


# B aseball I n F resno

Mutual has chosen KBIF, the John Poole music-news station in the center of the Fresno radio dial, to bring Major League Baseball's "Game of the Day" to the Central San Joaquin Valley . . . America's Wealthiest Farm Market.

Half of the game has been sold to Falstaff Brewing Corporation. Available are a few between-inning announcements and adjacencies.

Now, with an intensive barrage of baseball promotion via radio, television, newspaper, transit and outdoor advertising, all availabilities in music, news, and baseball are more valuable today than ever.



**JOHN POOLE BROADCASTING CO.**  
**KBID-TV • KBIF • KBIG**  
 6540 Sunset Blvd., Hollywood 28, California  
 Telephone: HOLlywood 3-3205  
 National Representative  
 Robert Meeker & Associates

# Timebuyers at work



**Ann Janowicz**, Hewitt, Ogilvy, Benson & Mather, New York, feels that the broadcast industry could make her job easier by promoting itself more efficiently. She suggests that the internecine struggle among the various rating services has tended to discredit all of them in the eyes of many advertisers, thus making it harder for a timebuyer to back up her decisions with a uniformly acceptable set of figures. "Set circulation figures are a case in point," Ann concludes. "We haven't accepted any source for them as beyond reproach."



**Larry Donino**, Kenyon & Eckhardt, New York, is putting finishing touches on radio and tv baseball schedules for National Brewing. "We use radio extensively both in tv and non-tv areas to assure maximum exposure to our message," he told SPONSOR. "Although we're heavy tv users, radio is very important in baseball coverage. Heavy summer out-of-home listening, particularly on weekends, adds to total audience. We're also using baseball on several uhf stations in markets where network pre-emption of thf time may have upset our telecasts."



**Pat Lattanzi**, William H. Weintraub & Co., New York, feels discouraged about placing announcements on a 52-week basis with the idea of getting better schedules as the year progresses. "All too often stations proceed to give the better adjacencies to short-term advertisers in order to pull in their business, figuring that the 52-week advertiser is already assured," Pat told SPONSOR. He added it would help the timebuyer to know not only time changes but station program changes affecting his adjacencies.



**Frank McCann**, Ted Bates, New York, likes the audience that Class A tv time delivers. "You get the broadest possible mixed adult audience when you buy next to a top network show," Frank explains. "Not only is the audience composition perfect for a mass product, but the size makes Class A time a good buy despite its high cost. Also, we believe that the viewing audience during the 7:30 to 10:30 p.m. period is in the most favorable frame of mind for receiving a commercial message—though this attitude can't be measured."



**Fleischmann's**  
**NEW**  
**"THRIFTY THREE'S"**  
**are making**  
**a big hit!**



...and **WHAM** is helping to put 'em over!

Ever since Fleischmann's introduced new "Thrifty Three's" in Rochester last February, they've been going over big with homemakers. And one big reason is weekly radio commercials on Station WHAM! It's become a habit with Rochester women to keep their dials tuned to WHAM—that's why Fleischmann's called on us to reach women who bake at home. And we've really helped put over the new "Thrifty Three" package of Fleischmann's Dry Yeast. It's the kind of success story that's becoming an old story here at WHAM.

*The yeast prize-winning cooks depend on*

**LET WHAM RADIO SELL FOR YOU**



**The STROMBERG-CARLSON Station, Rochester, N.Y. Basic NBC • 50,000 watts • clear channel • 1180 kc**  
**GEORGE P. HOLLINGBERY COMPANY, National Representative**

SHERM FELLER . . . WVDA

Nationally known as a music composer and having several hits to his credit, Sherm handles the late show from 11:05 P.M. to 1:00 A.M. Even at these hours the studio is filled to overflowing, because Sherm's easy style, friendly manner and outstanding work in civic and humanitarian drives has won him friends ranging from newsboys to potentates.



BILL SCHMEER . . . WAZL

Bill's the boy who wakes up this region with his MUSICAL CLOCK program starting at 6:00 A.M., and for two solid hours he spins records, news, time checks, weather forecasts and plenty of merchandise selling to miners, housewives, bankers, store clerks, farm hands, etc. Bill's number two show is AFTERNOON BALLROOM a popular pop record show that is gaining a tremendous audience.



BILL PETIT . . . WIDE

Early morning gloom just goes flying . . . when Bill "Wide Awake" Petit gets going on his WIDE AWAKE CLUB every morning. Bill's just naturally on the sunny side . . . disposition-wise and music-wise. Local news, weather, time signals and lots of light, bright music spin the web that pulls listeners to WIDE.



"TUT" PERRY . . . WHLM

TUT'S TOPS IN POPS show is a favorite of housewives, factory and office workers, motorists and farm folks and his TP's WIGWAM, a daily two-and-a-half hour show has something to offer every age from 6 to septuagenarian.



ARNIE KUVENT . . . WIDE

Saturday night is the dancingest night of the week! There's a hey-day of dance music for happy feet at Arnie's TURNTABLE BALLROOM. Recorded bands beat out everything from the waltz to the Charleston . . . two-and-one-half hours of wonderful entertainment.



JIM DOUGHERTY . . . WHOL

Jim wakes up Lehigh Valley with a fast moving, witty MORNING SHOW heard Monday thru' Saturday 7:15 to 9:00 which includes music in the morning mood, time-check and weathercasts. This show can sell anything.



BOB MARTIN . . . WVDA

Known as THE ROBIN Bob Martin's show, daily 5 to 6 P.M. is spun from Storyville, Boston's top Jazz Club. It's absolutely a must show for teen-agers, and Bob does a whale of a selling job with jazz. Bob "The Robin" is also a correspondent for Down Beat in this country and The Musical Express in England.



HAL SWANEY . . . WIDE

The patter's at a minimum . . . platters at a maximum . . . when MATINEE MELODIES takes to the air. The tunes are always tops, with latest releases prominently placed alongside hits of today, and the hits of yesteryear. Judging by the daily deluge of mail, Hal's MATINEE MELODIES provides just the late afternoon lift the listeners like.



VIC DIEHM Says:

# These Disc Jockeys Will Deliver An Audience You Want

Here are sixteen platter spinners who can sell any product your client desires . . . deliver any audience you wish and all have outstanding super-salesmen records. We have given you a miniature story of each of these fellows, but to get the big story of their ratings, sales successes, sponsor response testimonials et cetera, just write to me, Vic Diehm, care of [unclear] market; I'll send you all the information you need.





From Be Bop to Bach!

From Basin Street to Beethoven!!

From Hep Cat to Chopin!!!

From Eddie Fisher to Figaro!!!!



**BILL CAMPERSON . . . WHOL**

Studio facilities for the teen-age audience that daily join THE BILL CAMPERSON SHOW 'are never large enough. This is an after school show playing the tops in pop music and features a daily poll of local music stores to get the top three tunes of the day.



**RAY CALABRESE . . . WHLM**

Ray is an accomplished musician in his own right, and has disc jockeyed shows here since the opening of the station five years ago. At present he has three shows daily . . . MEMORIES, CONCERT HOUR, and AFTERNOON VARIETIES. His "Concert Hour" is used as a required subject at Bloomsburg State Teacher's College, Music Appreciation Course.



**EARL GYNAN . . . WVDA**

Another d. j. in Boston who has two high rated weekly shows: STAR THEATRE Mondays at 9:30 P. M. presenting highlights from a musical comedy or operetta and CONCERT HALL, 11:15 'til midnite featuring classics, light classics and operatic excerpts selected by Earl, who also produces and narrates the show.



**PAUL CERULA . . . WAZL**

There's lots of fun, folk songs and music every Sunday afternoon on POLKA CAPERS when Paul d. j.'s, m. c.'s, and bilingualists this exceptionally popular program. Week days his RECORD SHOP is the outstanding housewife audience program in this area.



**GEORGE FRIARY . . . WIDE**

George's thirty years in show business is the trick that turns an ordinary D. J. show into the 1400 CLUB. It's easy-going, entertaining . . . a "natural" that just naturally makes his housewives brigade listen in every day.



**KEN MALDEN . . . WVDA**

From 3:05 to 5:00 P. M., Monday thru Friday, it's THE KEN MALDEN SHOW in Ken's relaxed, informal style, he spins the latest pop records, while doing a superb selling job. His late show is called KEN'S KORNER. It's at the intersection of Mood Street and Music Avenue with Ken weaving a pattern of love, philosophy, poetry and music.



**DAVE DUNLAP . . . WHOL**

Music hath special charms at the dinner hour on Dave's DINNER DATE Show, extremely popular in the homes, restaurants and cafes through out the Allentown-Bethlehem trading area. A perfect spot show for many a product.



**JOHN SCOTT . . . WVDA**

One of New England's best known record-spinners, John Scott handles three shows and all three are top rated: DIAL QUIZ, JOHN SCOTT SHOW and DINNER DATE. John's easy style, pleasant voice, good humor and full knowledge of what will appeal to youngsters, middle-agers and oldsters is why he is so popular.



**WVDA**

Boston, Mass. ABC

(Represented by Paul H. Raymer Company)

**WHLM\***

Bloomsburg, Pa.

**WIDE**

Portland-Saco, Me. MBS-Yankee

(Represented by Paul H. Raymer Company)

**WAZL**

Hazleton, Pa. NBC-MBS

**WHOL**

Allentown, Pa. CBS

(Represented by Robert Meeker Associates)

Owned and Operated by Harry L. Magee

# Higher Tower, Higher Power

add 10,000 sq. mile  
coverage area



Tower: UP Now 1019 feet

Power: UP Now 100,000 watts

Households: UP 37.5%\*

Farm Households: UP 50.4%

Tv Homes: UP 30%

Retail Sales: UP 33%

Farm Income: UP 50.4%

Food Store Sales: UP 35.5%

Drug Store Sales: UP 22%

Counties Covered: UP 46%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

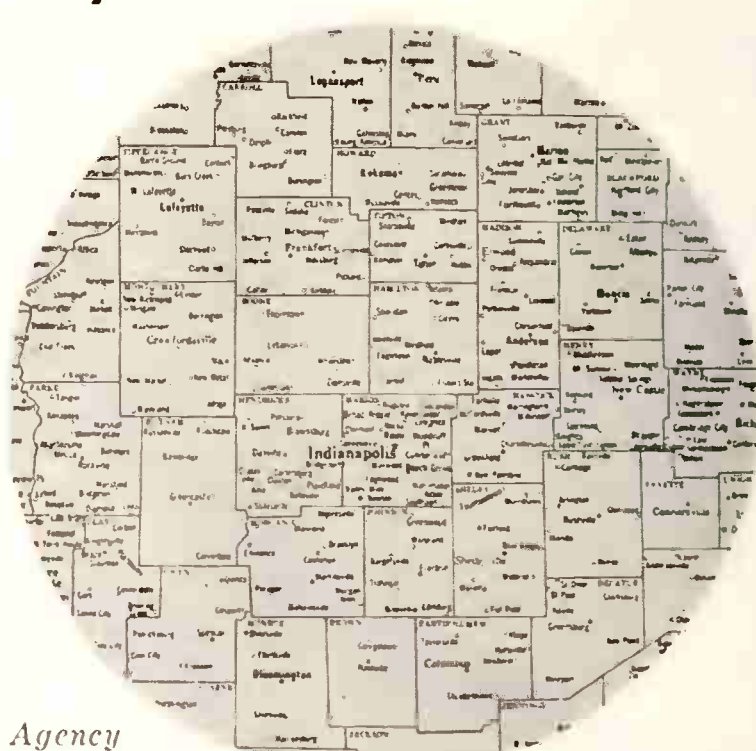
\* Data, based on Nov. Nielsen, compares new A & B coverage area with coverage prior to power-tower increase.

**WFBM-TV**

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids





# 49th and MADISON

SPONSOR invites letters to the editor.  
Address 40 E. 49 St., New York 17.

## WEEK AT BBDO

My heartiest congratulations! I thought the first part of Al Jaffe's series on BBDO in SPONSOR ["A week at BBDO," 17 May 1954, page 46] was an excellent piece of reporting and writing. I can think of no tougher assignment than this story and I think Mr. Jaffe discharged it nobly.

My hat's off too to the photographer and layout man who created such a nice set of pages.

RALPH H. MAJOR JR.  
Director Public Relations  
BBDO, New York

## RADIO/TV DIRECTORY

I want to acknowledge the receipt of your Radio/Tv Directory.

Furthermore, I want to ask for a few extras, because we certainly can use them. I've used mine no end already. If you can spare a half-dozen more, we would appreciate it very much.

ANITA STARK  
The Katz Agency  
New York

• The 1954 Radio/Tv Directory, just off the press, is available free to subscribers.

## RADIO RATES

We should like to obtain 250 reprints of the article, "Why are radio rates low?" appearing in the February 8, 1954 issue of SPONSOR [page 29].

Will you inform us if reprints will be available. If not, may we have permission to reprint locally?

Congratulations on a forceful and detailed study of this vital question.

EDWARD E. BISHOP  
Vice President  
WGH, Norfolk

• Reprints of "Why are radio rates low?" cost 20c each. Quantity prices on request.

Many thanks for the story, "Why are radio rates low?" Your organization has done a wonderful job assembling this information and making it

available to your subscribers. If available, we would appreciate receiving six additional copies of the story.

O. L. SMITH  
Commercial Manager  
WNOX, Knoxville

## RATING SERVICES

You shouldn't print letters in your "Letters" column from people who remember such articles as yours of last December 28 on rating services ["What's wrong with the rating services?" page 34] because, invariably, you will call this to the attention of people like myself who read the article and who will write you another letter (as I am doing now) and ask you to send me a reprint of the article!

GEORGE ANTHONY  
Media Director  
Stromberger, LaVene, McKenzie  
Los Angeles

• Reprints of "What's wrong with the rating services?" cost 20c each. Quantity prices on request.

## TV PIONEERS

We have just received a copy of your Pioneer Tv Stations Growth chart (17 May 1954).

In it you credit KMTV with 230,000 sets; WOW-TV with 112,400. Our set figure should read the same as theirs since we have the same coverage area.

Looks as if you picked up January 1952 total for WOW-TV which was 112,400.

Since this sheet has wide circulation to important people, could you correct our set total to read 230,000 for January 1, 1954? It would be very much appreciated.

ROBERT SEITZER  
Promotion Manager  
WOW-TV, Omaha

• SPONSOR apologizes to WOW-TV and to its readers for its boner. Correct figures, as contained in the TV PIONEERS Section of the 19 April 1954 issue are:

	WOW-TV On air: 9 July 1949		CHANNEL 6	
	When Started	1 Jan. '52:	1 Jan. '54:	
Set circulation	1,000	112,362	230,000	
Eve. Class A hr. rate	\$200	\$400	\$650	
% bus. local adv.	57%	31%	27%	
% bus. nat'l spot	31%	45%	46%	
% bus. net adv.	12%	24%	27%	
% hrs. net shows	28%	76%	56%	
% hrs. local live	21%	15%	23%	
% hrs. film shows	51%	9%	21%	
Number hrs. on daily	10	13	15½	
Number employees	25	67	71	

After reading through the April 19 issue of SPONSOR I could not help but reflect upon the outstanding job you and your staff have done in just a few short years.

## Just Out!

most  
complete ever!



Like Advertising itself — the new 1954 STANDARD ADVERTISING REGISTER is bigger, better than ever before — filled with the facts you need for hard competitive selling.

Imagine — 14,000 leading advertisers with their 60,000 executives listed by title — the advertising agency handling the account — media used — amount spent — 13,000 brand names! Yes, they're all there ready for you to use in the new 1954 "Red Book".

Better get the facts by dropping us a line on your business letterhead now. We'll take it from there and send you full facts fast!

### The Register Contains

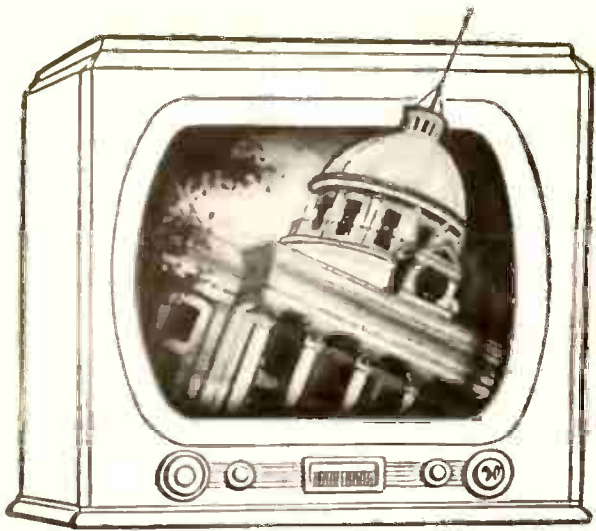
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

### THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.  
130 West 42nd Street 333 N. Michigan Ave.  
New York 36, N. Y. Chicago 1, Illinois



## WCOV-TV

Montgomery, Alabama

"CRADLE OF THE CONFEDERACY"

### PROGRAMS

WCOV-TV is a primary CBS affiliate but we also carry top flight programs from ABC, DuMont & NBC. 34 live studio shows are featured weekly on WCOV-TV.

### VIEWERS

We're 85 miles from the nearest television competition. Conversion is practically 100% and set ownership is almost 40%.

### AVAILABILITIES

We'll have to admit that the spot next to "I Love Lucy" and the "Pabst Fights" are gone but we still have some choice ones left.

ASK ANY RAYMER  
OFFICE FOR DETAILS



The April 19 issue, with its special attention to the early days of post-war television ["TV PIONEERS," page 13], will have future value as a reference book as well as current interest as an excellent report on the development of the industry.

Congratulations, best wishes and keep up the good work.

GEORGE M. BURBACH  
General Manager  
KSD, KSD-TV  
St. Louis

### RADIO SET SALES

That's a fine story for radio in your January 25 issue. I'm referring to "Radio set sales lead tv by 69% in big tv markets" [page 30].

I had photostated this page and sent it to about 15 key advertisers and agencies here in Oklahoma City. Now that I see you have made reprints, I am wondering if you have a sharp figure on about 500 of them?

R. E. CHAPMAN  
Commercial Manager  
WKY, Oklahoma City

• Reprints of "Radio set sales lead tv by 69% in big tv markets" cost 5c each. Quantity prices on request.

### POCKET RADIO

In the "P.S." department of your May 3 issue, you pulled somewhat of a blooper [page 23]. You ran a photograph of a kitten standing alongside the Emerson pocket radio, a radio which we introduced last July. The caption calls for the "new seven and a half ounce Emerson vest pocket radio."

In other words, you used an old photograph to illustrate a new story.

MICHAEL AMES  
Director of Public Relations  
Emerson Corp., New York

### SUBSCRIPTION RATE

It is my understanding that there is a special \$4 educational subscription rate to SPONSOR, therefore I am enclosing a check for \$4 for renewal of my subscription. For several years I have been renewing at this educator's rate.

I've been using the 1953 *Fall Facts Issue* as a supplement to the regular text in the radio and television advertising course which I teach here at the University of Alabama, and frequently use regular SPONSOR articles as the

basis for lecture material. I get more information to supplement the regular textbook from SPONSOR than from any other trade publication.

DON C. SMITH  
Asst. Professor Radio and Tv  
University of Alabama  
University, Ala.

• Student subscriptions to SPONSOR cost \$4; regular subscriptions, \$8 annually. The 1954 *Fall Facts Issue* will be out 12 July.

### REPRINT PERMISSION

We distribute a weekly news bulletin to our clients containing information about the film and television industry.

Increasingly, we have found items in SPONSOR we would like to quote.

Have you any objection to our quoting your most respected magazine—with proper credits, of course?

H. G. LEWIS  
Lewis & Martin Films  
Chicago

• Information appearing in SPONSOR can be reprinted provided permission is requested in writing and credit is given.

### PROGRAM GUIDE

Thanks a million for the *Program Guide*. I think you've done a terrific job and are to be congratulated. A compilation such as this has been needed for some time by the industry.

Probably its greatest use will be as an aid to timebuyers for a quick digest of individual station's programing formats. I for one, however, have found it useful already in determining the national advertisers who have used classical music programs and who would be prospective buyers for some of our client stations. I know I'll be using this digest further. . . .

RUSSELL R. GAUDREAU  
George P. Hollingbery Co.  
New York

I would be most appreciative if you would send me tear-sheets of any articles you may have run within the last two years on the subject of Good Music Radio Stations. . . .

AL PAUL LEFTON JR.  
Al Paul Lefton Co.  
Philadelphia

• The 1954 *Program Guide*, just published, lists stations programing this type of music and advertisers who use it. Copies were sent free to subscribers; extra copies cost \$2 each.

(Please turn to page 112)



# K T V U

**"HALF A MILLION WATTS FROM HALF A MILE IN THE SKY"**

**Channel 36**

*with grade A coverage of*

**SACRAMENTO**

**STOCKTON**

*and*

**MODESTO CALIFORNIA**

*nation's most powerful—*

**525,000 watts of ON THE AIR power**

**now affiliated with**

**NBC-TV**

**with the best of live network**

*Represented by* **GEORGE P. HOLLINGBERY**

# NBC SPOT SALES



## SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.  
Chicago Detroit Cleveland Washington  
San Francisco Los Angeles Charlotte\* Atlanta  
\*Bonar Lowrance Assoc

### representing TV STATIONS:

WNBT	New York	WNBK	Cleveland
WNBQ	Chicago	KPTV	Portland, Ore.
KNBH	Los Angeles	WAVE-TV	Louisville
KSD-TV	St. Louis	WRGB	Schenectady-Albany-Troy
WNBW	Washington	KONA-TV	Honolulu, Hawaii

### representing RADIO STATIONS:

WNBC	New York	WRC	Washington
WMAQ	Chicago	WTAM	Cleveland
KNBC	San Francisco	WAVE	Louisville
KSD	St. Louis	KGU	Honolulu, Hawaii





# BROADCASTING CORP.

are pleased to announce a reciprocal representation arrangement effective September 1, 1954. NBC Spot Sales will represent Radio station WLW, Cincinnati, and TV stations WLW-T, Cincinnati, WLW-D, Dayton, WLW-C Columbus, WLW-A, Atlanta, on the Pacific Coast and in Detroit. The Crosley Group Sales Offices will represent all the NBC Spot Sales Radio and Television stations in Cincinnati, Dayton and Columbus.

*The Crosley Group Sales Offices will continue to represent The Crosley Group Stations in New York, Chicago, Cincinnati, Dayton, Columbus, Atlanta*

## ● CROSLEY BROADCASTING CORPORATION

*Crosley Square, Cincinnati, Ohio*

*New York Chicago Dayton Columbus Atlanta*

## THE CROSLEY GROUP



WLW	<i>Radio</i>
WLW-A	<i>Atlanta</i>
WLW-C	<i>Columbus</i>
WLW-D	<i>Dayton</i>
WLW-T	<i>Cincinnati</i>

# No Trick When You Know How



It's no trick capturing the largest  
share of audience when  
you're selling on KSDO . . .  
Son Diego's music and sports station.

According to HOOPER, KSDO is  
first in listeners in this rich,  
billion dollar market.

May we show you how to turn the  
trick for your clients on KSDO?



# AGENCY AD LIBS



by Bob Foreman

I am now in the process of moving my office. The word "I" is used loosely since the real work is being done by others. What I am performing are the executive functions which include going through the accumulations of the years and sagely deciding what to consign to the wastebasket.

A move such as this even though it is merely transferring to another floor in the same building is good for mind and body alike. For by requiring inquiry into the clutter which one has assembled throughout a period of time, it is possible to look back on the past with a detached point of view.

The shift of offices mentioned has afforded me the privilege of reviewing columns I wrote for another publication eight years ago. Sparkling epics they were even in the light of today, written in the carefree era before television by a bold youth minus inhibitions, firm in his convictions and eager for each tomorrow. Little did I know then that the shiny piece of furniture with the glass window lay over the horizon like the Minotaur ready to devour its daily quotient of men and maidens.

The columns of those days concerned radio solely. I spent several hours wandering through them in search of eternal truths; some precepts that I had set forth which still hold despite the changes in media and the alterations in technique.

I found very few, indeed.

But *differences*, there were many. For example, take my thoughts of December 1947, on the subject of auditory gimmicks which serve to keep a radio jingle alive and kicking. It's true that we are still asked how long before a singing commercial wears out its welcome. But what struck me most forcibly was the big difference today in our *approach* to tv copy, not just the musical message. How much more sameness we seem to strive for in tv than we did in radio back then!

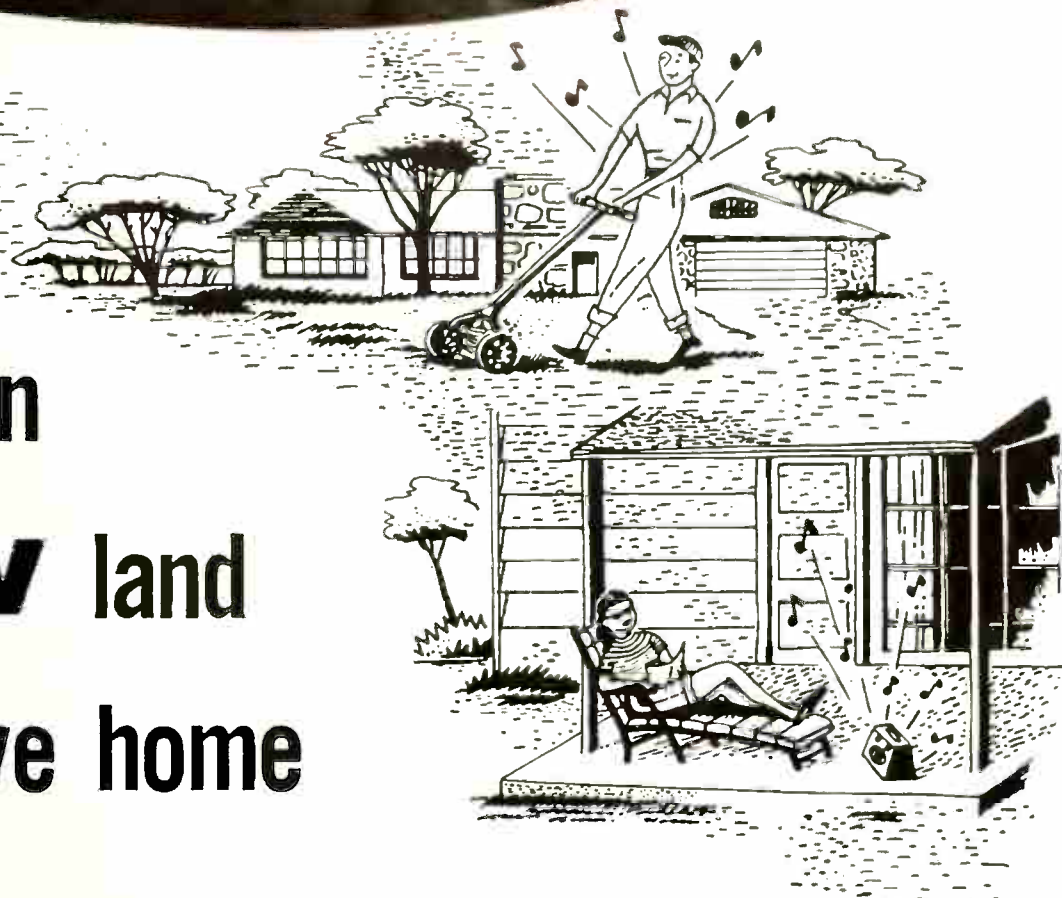
This sameness may be due to the fact that the new medium tends to be so direct and straightforward and demonstrations so much an inherent part of it that less ingenuity need be used in the preparation of commercial ideas. In other words, in tv we need not call into play our imagination to the same degree, since in radio the visual can only be intimated, merely suggested and solely fashioned from sounds. For this reason such a device as Sonovox, a long-time radio favorite (the Bromo Seltzer train is an example) seems to have dropped

(Please turn to page 56)



*even on vacation...*

families in  
**KYW** land  
never leave home



- 91.1% of families in the Philadelphia market are home on any summer day. Radio listening habits change little from December through summer . . . *their habit of buying goods changes even less!* July and August beat national averages in \$ sales for any other month of the year.
- Of the less than 10% who are on vacation at any one time, 54.6% visit vacation spots within KYW-land's coverage area in Pennsylvania and New Jersey. This means that less than 5% of the families actually go beyond the signal area, *even on vacation.*
- 57.4% of families in KYW-land travel by car to vacation spots. 78.1% of these cars are equipped with radios.
- A big share of the 1,800,000 portable radios sold in 1953 alone are owned by people in KYW-land. Off goes the car radio . . . on goes the portable!
- KYW's complete radio schedule is keyed to the families with summer spending on their minds.

Radio is the only medium in the Greater Philadelphia area that is invited into the home to make sales *24 months of the year!* So, if you are looking for the right SPOT to sell your product, dial 1060 . . . your customers do!



**WESTINGHOUSE**  
**KYW** 1060 on the dial  
50,000 watts  
PHILADELPHIA

**OUT-OF-HOME  
LISTENING IN ATLANTA  
GIVES YOU A WHOPPING  
20% BONUS**

**and  
waga gives you**

- \* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B"  
—AND TWICE AS MANY OR MORE THAN ANY OTHER STATION
- \* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.



**WRITE FOR  
THIS FOLDER**



Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you'll put WAGA Radio to work for you in the billion-dollar Atlanta market.

\*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953



590  
on the dial  
5,000  
watts

Represented Nationally by the KATZ AGENCY, Inc. Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22  
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago





## New and renew

### 1.

#### New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Chicle, NY	D-F-S, NY	NBC TV 76	Saturday Night Revue; Sat, 10-min seg betw 9:30-10 pm; 12 June; 12 wks
Armour & Co (Dial Soap), Chi	Foote, Cone & Belding, Chi	NBC TV 76	Saturday Night Revue, alt Sat 9-9:30 pm; 12 June; 13 wks
Associated Prods, NY	Grey Adv, NY	NBC TV 64	Arthur Murray Party; T 8:30-9 pm; 15 June; 14 wks
Best Foods, NY	D-F-S, NY	CBS TV 80	Robert Q. Lewis Show; W 4:45-5 pm; 5 May; 52 wks
Bristol-Myers, NY	Y&R, NY	CBS TV 46	Arthur Godfrey Time; T, Th 10-10:15 am; 11 May; 8 wks
Campana Sales Co, Batavia, Ill	Wallace-Ferry-Hanly, Chi	CBS TV 48	Arthur Godfrey; Tu, Th 10-10:15 am; 31 May; 5 wks
Campbell Soup, Camden, NJ	Leo Burnett, NY	CBS TV 43	Abbott & Costello; Sat 11:30-12 n; 5 June; 52 wks
Comstock Foods, Newark, NJ	Leo Burnett, Chi	CBS TV 59	Garry Moore; alt M 1:45-2 pm; 21 June; 52 wks
Cudahy Packing, Omaha, Neb	Y&R, NY	NBC TV 76	Saturday Night Revue; Sat, 10-min seg betw 10-10:30 pm; 12 June; 15 wks
Dow Chemical, Midland, Mich	MacManus, John & Adams, Detr	NBC TV 76	Saturday Night Revue; alt Sat 9-9:30 pm; 12 June; 13 wks
General Electric, Syracuse, NY	BBDO, NY	CBS TV 70	Summer Holiday; T, Th 7:45-8 pm; 24 June; thru 9 Sep
General Electric Major Appliance Div, Louisville, Ky	Y&R, NY	NBC TV 76	Saturday Night Revue; Sat, 20-min seg betw 10-10:30 pm for 11 wks; 10-min seg for 2 wks; 12 June
General Mills, Mpls	Knox-Reeves, Mpls	CBS TV 43	Bob Crosby; M, W, F 3:45-4 pm; 2 June; 52 wks
Gillette Safety Razor, Boston	Maxon, Detr	CBS TV 129	Belmont Stakes; Sat 4:30-5 pm; 12 June only
Griffin Mfg, Bklyn, NY	Birmingham, Castleman & Pierce, NY	NBC TV 76	Saturday Night Revue; Sat, 10-min seg betw 9:30-10 pm; 12 June; 15 wks
Kelly-Springfield Tire Co, Cumberland, Md.	Compton, NY	NBC TV 53	National Open Golf Championship; Sat 5-6 pm; 19 June only
Lemon Prods Advisory Bd, LA	McCann-Erickson, LA	NBC TV 76	Saturday Night Revue; Sat, 10-min seg betw 9:30-10 pm; 12 June; 15 wks
Lever Bros, NY	McCann-Erickson, NY	CBS TV 16	Uncle Johnny Coons; Sat 1:30-2 pm; 4 Sep; 52 wks
Noxzema Chemical Co, NY	SSCB, NY	CBS TV 88	Person to Person alt F 10:30-11 pm; 28 May; 26 wks
Pharmaceuticals Inc (Ceritol), NY	Edward Kletter, NY	CBS TV	Two in Love; Sat 10:30-11 pm; 19 June; no. wks not available
R. J. Reynolds Tob, Winston-Salem, NC	William Esty, NY	CBS TV 40	The Morning Show; M-F 7-9 am; 1 June; 2 partia a wk for rest of '54
Simoniz Co, Chi	Tatham-Laird, Chi	CBS TV 43	Garry Moore Show; T 2:15-30 pm seg; 1 June; 5 wks; as of 6 July; F 10-10:15 am; 47 wks
Swift & Co, Chi	J. Walter Thompson, Chi	CBS TV 68	Garry Moore; T 1:45-2 pm; 1 June; 52 wks
Van Camp Sea Food, SF	Brisacher, Wheeler & Staff, SF	ABC TV 67	The Name's the Same; T 10:30-11 pm; 1 June; 52 wks



### 2.

#### Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Chicle, NY	D-F-S, NY	Du Mont	Rocky King Detective; Sun 9-9:30 pm; thru 27 Mar '55; co-sponsor
Amer Tob, NY	SSCB, NY	ABC TV 130	Danny Thomas Show; alt T 9-9:30 pm; 6 July; 52 wks
Amer Tob, NY	SSCB, NY	CBS TV 74	Doug Edwards & News; T, Th 7:30-45 pm; 29 June; 52 wks
Amer Tob, NY	BBDO, NY	NBC TV 92	Robert Montgomery Presents; alt M 9:30-10:30 pm; 3 May; 26 telecasts
Armstrong Cork, Lancaster, Pa	BBDO, NY	NBC TV 67	Armstrong Circle Theatre; T 9:30-10 pm; 31 Aug; 39 wks
Derby Foods, Chi	McCann-Erickson, Chi	ABC TV	Sky King; M 8-8:30 pm; 14 June; 13 wks
De Soto Div, Chrysler Corp, Detroit	BBDO, NY	NBC TV 137	You Bet Your Life; Th 8-8:30 pm; 16 Sep; 52 wks
Dodge Div, Chrysler Corp, Detroit	Grant Adv, Detroit	ABC TV 124	Danny Thomas Show; alt T 9-9:30 pm; 13 July; 52 wks
Dodge Div, Chrysler Corp, Detroit	Grant Adv, Detroit	ABC TV 155	Break the Bank; Sun 10-10:30 pm; 4 July; 52 wks
General Cigar, NY	Y&R, NY	CBS TV 64	Sports Spot; W 10:45-11 pm; 2 June; 52 wks
General Electric, Syracuse	Maxon, Detr	CBS TV 80	Meet Mr. McNutley; Th 8-8:30 pm; 24 June; 52 wks
General Foods (Sugar Crisp), White Plains, NY	Benton & Bowles, NY	NBC TV 62	Roy Rogers Show; Sun 6:30-7 pm; 4 July; 52 wks
General Mills, Mpls	D-F-S, Mpls	CBS TV 51	Lone Ranger; Sat 1-1:30 pm; 12 June; 52 wks
General Mills, Mpls	D-F-S, Mpls	CBS TV 54	Valiant Lady; M, W, F 12-12:15 pm; 31 May; 52 wks
S. C. Johnson & Son, Racine, Wis	Needham, Louis & Brorby, Chi	NBC TV 92	Robert Montgomery Presents; alt M 9:30-10:30 pm; 5 July; 26 telecasts



Numbers after names refer to New and Renew category

- Donald H. Quinn (3)
- W. Lee Abbott (3)
- Elwood Whitney (3)
- Gerald Gibson (3)
- Jim Flood (3)

In next issue: New and Renewed on Television (Network); Advertising Agency Personnel Changes; Sponsor Personnel Changes; Station Changes (reps, network affiliation, power increases)

## 2. Renewed on Television Networks (continued)

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Lambert Co, Jersey City, NJ	Lambert & Feasley, NY	ABC TV	Ozzie & Harriet; alt F 8-8:30 pm; 9 July; 52 wks
Pepsi-Cola Co, NY	Biow Co, NY	ABC TV	Pepsi-Cola Playhouse; Sun 7:30-8 pm; 4 July; 52 wks
Pillsbury Mills, Mpls	Leo Burnett, Chi	CBS TV 96	Godfrey & Friends; alt W 8:30-9 pm; 2 July; 52 wks
Procter & Gamble, Cincinnati	Benton & Bowles, NY	NBC TV 138	Loretta Young Show; Sun 10-10:30 pm; 29 Aug; 44 wks
ReaLemon-Puritan Co, Chi	Rutledge & Liliensfeld, Chi	ABC TV	John Daly and News; T, Th 7:15-30 pm; 1 July; 52 wks
Reynolds Metals, Richmond, Va	Russel M. Seeds, Chi	NBC TV 63	Mr. Peepers; Sun 7:30-8 pm; 12 Sep; 39 wks
Scott Paper Co, Chester, Pa	J. Walter Thompson, NY	NBC TV 62	My Little Margie; W 8:30-9 pm; 1 Sep; 52 wks
Scott Paper Co, Chester, Pa	J. Walter Thompson, NY	CBS TV	Omnibus; Sun 5-6:30 pm; 17 Oct; partic spone for 1954-55 season
Sheaffer Pen, Fort Madison, Ia	Russel M. Seeds, Chi	CBS TV 45	Jackie Gleason Show; Sat 8-9 pm; 12 June; 52 wks
Sunbeam Corp, Chi	Perrin-Paus, Chi	NBC TV 75	Ethel & Albert; Sat 7:30-8 pm; 4 Sep; 39 wks
Toni Co, Chi	Weiss & Geller, Chi	CBS TV 135	Godfrey & Friends; W 8-8:30 pm; 16 June; 64 wks
U. S. Steel Corp, NY	BBDO, NY	ABC TV 100	U. S. Steel Hour; alt T 9:30-10:30 pm; Oct '54; 52 wks

(See page 2 for New National Spot Radio and Tv Business)

## 3. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
W. Lee Abbott	Johnson & Johnson, New Brunswick, NJ, prod dir	SSC&B, NY, acct exec dept
Thomas K. Carpenter Jr	Kenyon & Eckhardt, NY, exec	D'Arcy, NY, creative stf, copy dept
Herbert V. Coughlin	Peck Agency, NY, vp	Abbott Kimball Co, NY, vp & member plans bd
Sherman K. Ellis	Benton & Bowles, NY, bd of dir	Raymond R. Morgan, LA, chrmn bd
George A. Flanagan	CGW, NY, mgr copy dept	Same, vp & copy dir
Jim Flood	Frankfort Dist, NY, mktg dir	Cecil & Presbrey, NY, vp chg mktg
Jack Geller	WMGM, acct exec	Weiss & Geller, NY, exec
Gerald Gibson	DCSS, NY, chief timebuyer Borden, Pharmaco acct	Same, agency head timebuyer
David J. Gillespie Jr	Kenyon & Eckhardt, NY, media dept	Same, vp
W. J. Krebs	Potts-Turnbull Co, KC, pres	Rogers & Smith, Potts-Turnbull, KC (new agency merger), chmn bd
Henry A. Laughlin Jr	Harold Cabot & Co, Boston, acct exec	Same, vp
C. W. Mackay	Stewart Dougall & Assoc, NY, sr assoc	Roy S. Durstine, Inc., NY, vp chg res & mktg
Wright Nodine	Geyer Adv, LA, acct exec	Geyer Adv, NY, acct exec
Laurence O. Pratt	BBDO, NY, acct supvr	Same, vp
Donald H. Quinn	DCSS, NY, head timebuyer	Same, media dir
Sy Radzwiller	Krich, NJ, mdsg dir	Grey Adv, NY, acct exec
Glenn Ransom	WGN, Chi, prodn mgr	YGR, Mex City, radio-tv dept
James P. Stewart Jr	Agency, southwest, radio-tv copy & acct work	Tracy-Locke, Dallas, asst dir radio-tv dept
Robert P. Uhl	BBDO, NY, acct exec	Same, vp
Burton G. Wasser	Rogers & Smith, KC, exec vp	Rogers & Smith, Potts-Turnbull, KC (new agency merger), hd opers
E. G. Weymouth	Colgate-Palmolive, NJ, adv dept	Kudner, NY, asst media dir
Elwood Whitney	Foote, Cone & Belding, NY, agency dir	Same, exec vp
Lennox F. Wylie	WFBL, Syracuse, sls mgr	Coe Adv, Syracuse, acct exec

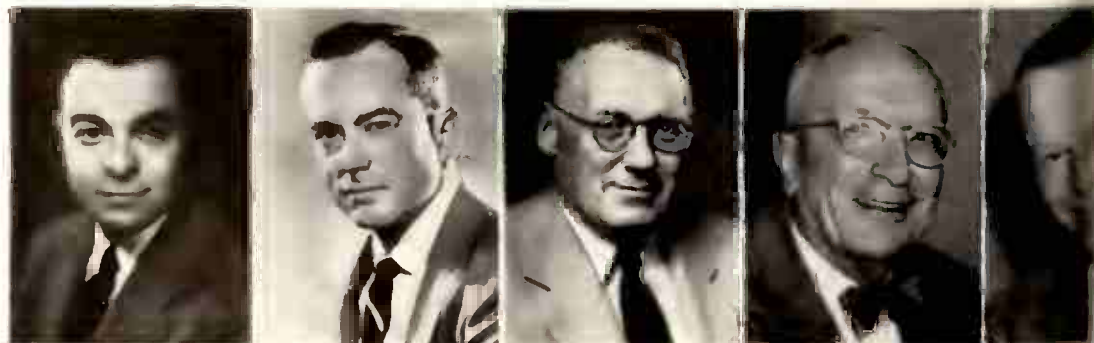
## 4. Sponsor Personnel Changes

NAME	NEW AFFILIATION	FORMER AFFILIATION
Walter Hartig	Hoffman Beverage Co, Newark, display adv mgr	Same, adv mgr
Norman V. Osborn	Ward Wheelock Co, Phila, mgr plans-media dept	Thomas J. Lipton, Hoboken, media dir
Dr. Robert Franklin Prindle	Strong Cobb & Co, Cleveland, dir of biochemical labs	Lehn & Fink, NY, dir of research
Charles O'C. Sloane Jr	Wesley Assoc, NY, acct exec	Vick Chem Co. Intl Div, div pres & gen mgr

Numbers after names refer to New and Renew category

L. O. Pratt (3)  
Robert P. Uhl (3)  
J. P. Stewart Jr. (3)  
Glenn Ransom (3)  
D. J. Gillespie (3)

Sy Radzwiller (3)  
C. O'C. Sloane (4)  
G. A. Flanagan (3)  
W. J. Krebs (3)  
B. G. Wasser (3)












# Buy WHO

and Get Iowa's Metropolitan Areas..

*Plus* the Remainder of Iowa!

## TAKE DRUGSTORE SALES, FOR INSTANCE!

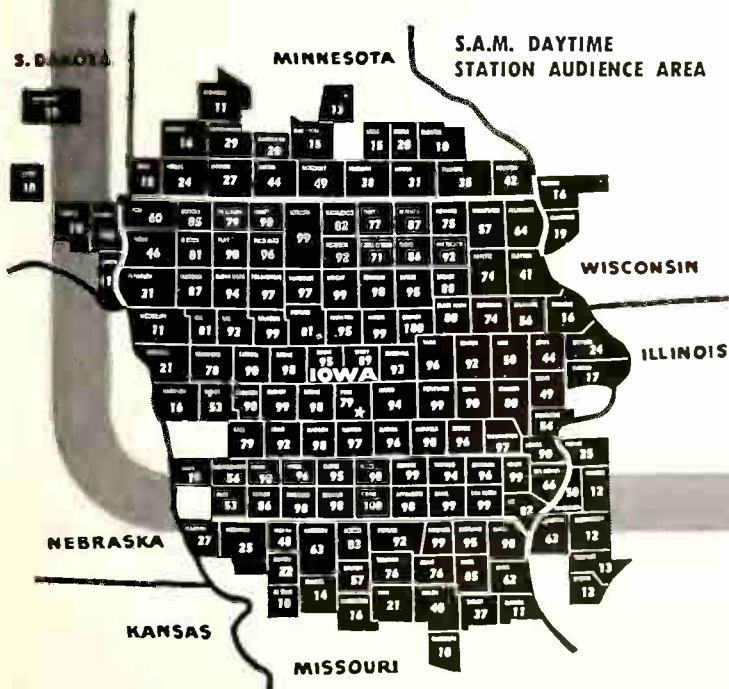
7.1%	CEDAR RAPIDS . . .	
5.1%	TRI-CITIES . . .	
13.4%	DES MOINES . . .	
2.0%	DUBUQUE . . .	
5.8%	SIoux CITY . . .	
4.6%	WATERLOO . . .	
62.0%	REMAINDER OF STATE	



### THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES: (Which You MISS Unless You Cover the Entire State)

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.9% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 65.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1954 Consumer Markets



**BUY ALL of IOWA —  
Plus "Iowa Plus" — with**

# WHO

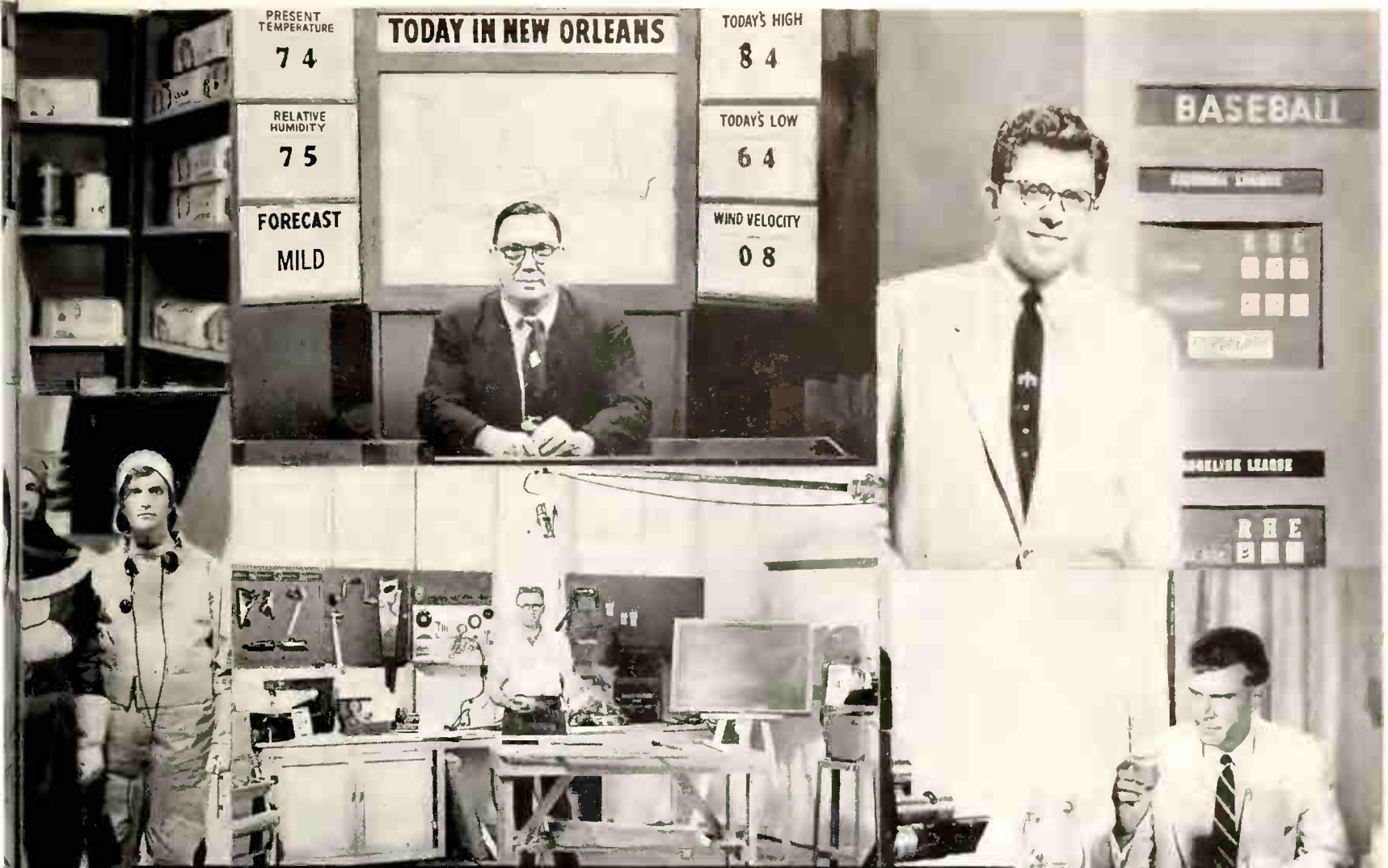
**Des Moines . . . 50,000 Watts**  
**Col. B. J. Palmer, President**  
**F. A. Loyet, Resident Manager**



FREE & PETERS, INC., National Representatives

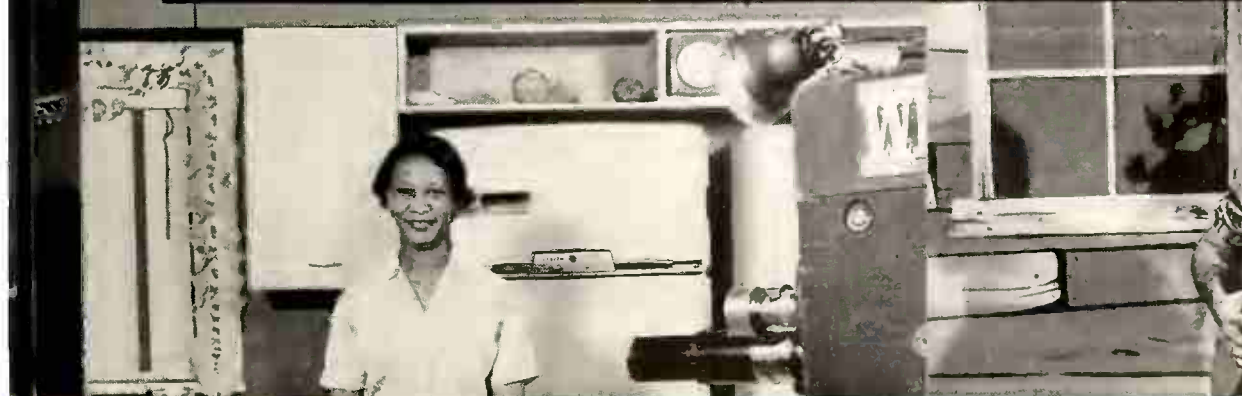






### THERE'S SOMETHING ABOUT NEW ORLEANS...

It stands out as a city with a charm and a culture all of its own. And WDSU and WDSU-TV stand out with the finest in radio and television programs - tailor-made to please the distinctive tastes of New Orleanians. Shown here are some of the members of the WDSU and WDSU-TV staffs who appear on these programs. Recruited from north, south, east and west, they are now welcome friends in most New Orleans homes. Using the specialized talents of people like these, WDSU and WDSU-TV bring their listeners and viewers the kind of radio and television entertainment they want - ranging from full scale musical productions, helpful programs for women, complete coverage of the latest sports, local and international news to children's shows and special feature programs. Maintaining this well-rounded staff and producing local shows of network calibre is another example of how WDSU and WDSU-TV, Louisiana's *first* television station, continue to serve New Orleans and the nation.



**COVER**

**NORTH  
CAROLINA'S**

**RICH, GROWING\***

**"GOLDEN  
TRIANGLE"  
WINSTON  
SALEM**

**Greensboro • High Point**

**WITH**

**W S J S  
TELEVISION  
CHANNEL**

**12**

**\*202,954 sets as of May  
1, 1954—An Increase of Over  
45,000 Sets in 6 Months**

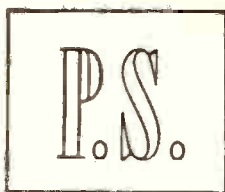
**N B I C**

**Interconnected  
Television Affiliate**

**National Representative:**

**The Headley-Reed Company**

**New developments on SPONSOR stories**



**See:** "Radio set sales lead tv by 69% in big tv markets"

**Issue:** 25 January 1954

**Subject:** NBC research finds the higher the tv set saturation the more radios are sold

NBC's Research & Planning Department, using Radio-Electronics-Television Manufacturers Association figures, has found that in areas where tv saturation level was over 75%, new radios were purchased in 29.2% of the total homes. Where tv saturation was between 51 and 75% of total homes, 28.8% of population bought new radios.

In these same over 50% tv-saturated areas, more radio sets were sold than tv sets. The sale of new radios during 1953 exceeded tv set sales in every state except Maine. In New York, for example, which has 77% tv saturation, an estimated 1,396,300 radios were sold last year, as compared with 595,100 new tv sets. The radio figure is nearly 30% of all homes in the state compared with the tv figure of 12.4% of the state's total homes.

By comparison, in areas where tv set saturation was reported as 50% or lower, only 22.3% of the total homes bought new radios.

Set sales to dealers of home, clock and portable radios, reported RETMA, totaled 7,243,100 during 1953. Now add the 5,165,900 new auto radios which were sold in the same period—and you get a total of 12,409,000 new radio sets for the year.

This is nearly double the 6,656,555 tv sets sold in 1953.

According to the NBC Research & Planning Department, "The fact that more than 12 million new radio sets were bought in 1953 is itself indicative of the importance people attach to this form of entertainment and information."

**Tv saturation compared with radio sales**

Tv set saturation level*	Total homes*	New radios '53 (home, auto)	New radios as % total homes
Over 75%	12,163,900	3,555,800	29.2%
51% to 75%	15,975,800	4,601,200	28.8%
0 to 50%	19,051,800	4,252,000	22.3%
<b>Total U.S.</b>	<b>47,191,500</b>	<b>12,409,000</b>	<b>26.3%</b>

\*Source: A. C. Nielsen, as of 1 November 1953.



**See:** Negro Radio Section

**Issue:** 24 August 1953, page 65

**Subject:** New film series reveals Negro's contribution to U.S. culture

What is probably the first tv film series aimed at Negroes—a documentary—has been sold in two markets.

A new 26-part film series, *Tenth of a Nation*, documents the Negro's contribution to American culture in such fields as religion, medicine, business, science and industry, farming, the arts and sports. The 15-minute shows were produced by American Newsreel for Essex Films, Inc., of Memphis.

The film series was released 15 March, has been sold thus far in New York and Washington to the Royal Crown Hair Dressing firm. Essex bases the price for each market on the city's Negro population in the 1950 U.S. Census and individual station rate cards.

"Heretofore, people have advertised at the Negro—they've talked down to him," Marshall Lewis, president of Essex, told SPONSOR. "This series of closeups of outstanding Negroes in many fields presents the Negro with dignity and prestige." ★ ★ ★



Bonus from Mt. Washington TV

# \$7,400 GUNTHER JAECKEL MINK



By using America's only "3-state one-station TV network" you can save the cost of a \$7,400 Gunther Jaeckel mink coat in 13 weeks of a 20 second spot campaign. (10 spots per week).



### OVER A MILE HIGH

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.



### BAGS THEM ALL

Covers virtually all the families local TV stations do. Reaches thousands of families they cannot reach. Costs 49% less than the combination of the 3 TV stations giving next best coverage.

CBS

Mt. Washington TV Inc.

Channel 8

**WMTW**

Represented nationally by  
HARRINGTON, RIGHTER & PARSONS, Inc.

## A GIANT MARKET!

Of Greater Montreal's total population (1,395,400), 1,012,410 speak either English alone or both English & French.

## A GIANT AUDIENCE!

Within CFCF's total coverage, there are well over one million people potential audience!

# CFCF

## MONTREAL

IN U.S.—WEED  
IN CANADA—ALL CANADA



### Mr. Sponsor

### Arnold C. Graham Jr.

Advertising Manager  
Goebel Brewing Co., Detroit

"Jack" Graham, Goebel Brewing Co.'s ad manager, got into advertising some half-dozen years ago in order to settle down and quit "hopping from continent to continent." He found, however that advertising can involve trans-oceanic travel too: Last winter he spent four months in Europe to supervise the filming of Goebel commercials (through Transfilm) in Holland.

It's these commercials, rather than Europe, that Jack likes to talk about. "Even the location sounds kind of picturesque," he told SPONSOR. "They were filmed in Joop Geesink's Dollywood, Holland."

Joop Geesink is a Dutch film producer who makes stop-motion puppet movies. Having met Geesink through Transfilm, Jack Graham decided that the Holland technique was just the type of new spark he was seeking for Goebel commercials. Transfilm was therefore commissioned in May 1952 to produce a series of 60-second films for this Midwestern brewer.

Star of these puppet commercials, then as now, is a puppet replica of Goebel's trademark: "Brewster," Goebel's impish rooster. During the past two years these Geesink commercials have been shown on some two dozen tv stations on the West Coast and in the Midwest.

"People seem to go wild over the antics of Brewster in these dramatic skit commercials," Jack continued. "Every week we get letters asking us to continue this series of commercials. Sometimes we get a better response from them than from our tv sports events."

The bulk of Goebel's ad budget goes into the air media. Jack's ad philosophy boils down to this: (1) year-round, consistent ad impressions; (2) identification with top entertainment.

In line with this thinking, Goebel sponsors such tv film shows as *Duffy's Tavern* and *The Douglas Fairbanks Theatre* locally and, of course, heavy professional baseball and football schedules.

Supplementing the tv effort are announcement, news and sports schedules on over 100 radio stations.

Jack Graham claims that Brewster's cockiness is due to Goebel's sales record: For the past 15 years Goebel has shown better than a 10% sales increase every single year.

Graham returned to his Grosse Point, Mich., home from Europe in time to kiss his wife "hello" and "good-bye" and to take off on a trip to Goebel's markets as far as California this time. "Advertising sure did settle me down," says he. ★★★



# deepest impression

Your selling message makes the  
sharpest imprint on 915,000 car radios  
and in more than 973,000 radio homes  
when you take advantage of  
the consistent high tune-in  
every hour of the day on WJBK. Make  
your mark in the rich midwest market with  
the station that's tuned in most continuously . . .  
WJBK, tops in news, music and sports.

## WJBK DETROIT

Represented Nationally by THE KATZ AGENCY

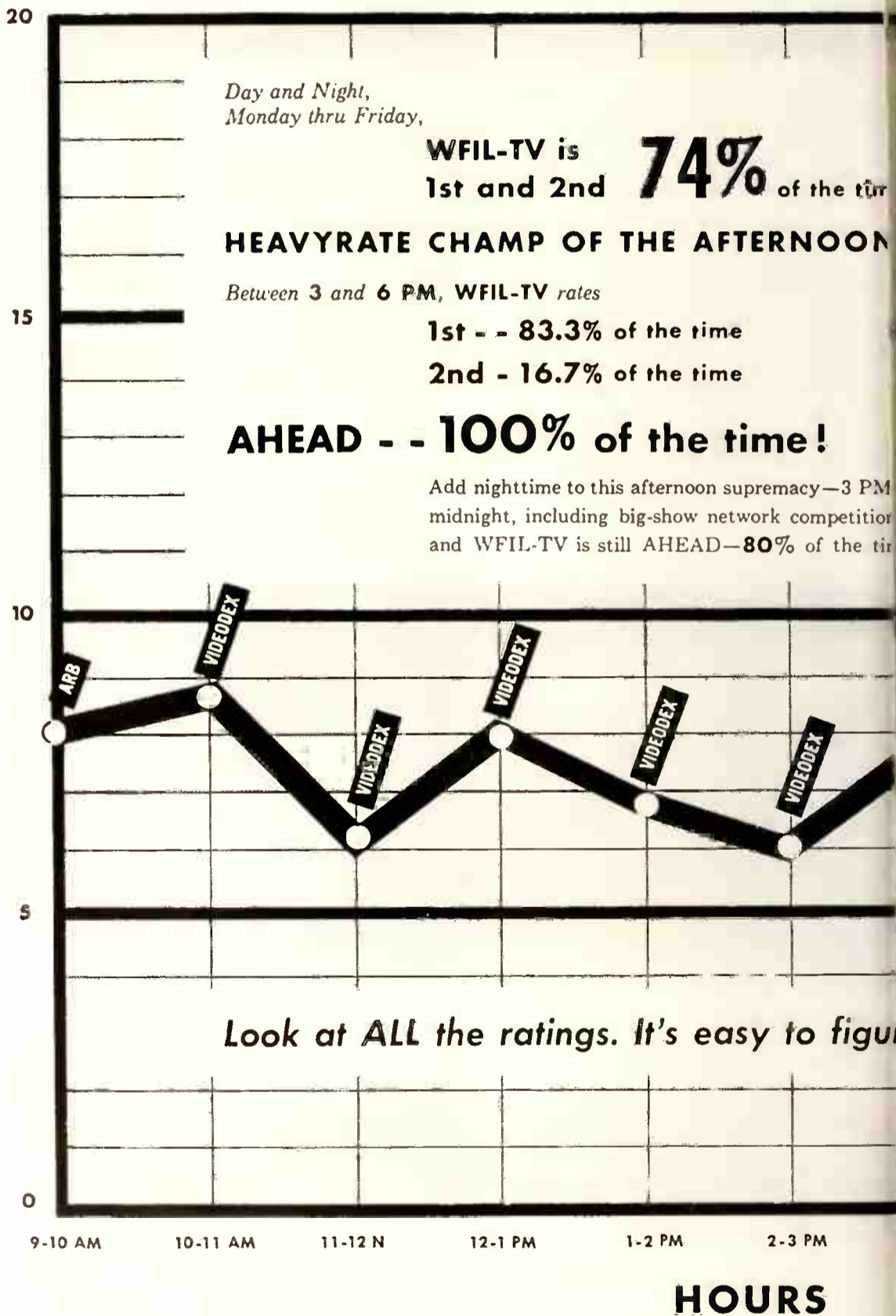


National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

# If You Go By

## PHILADELPHIA RATINGS

R  
A  
T  
I  
N  
G  
S



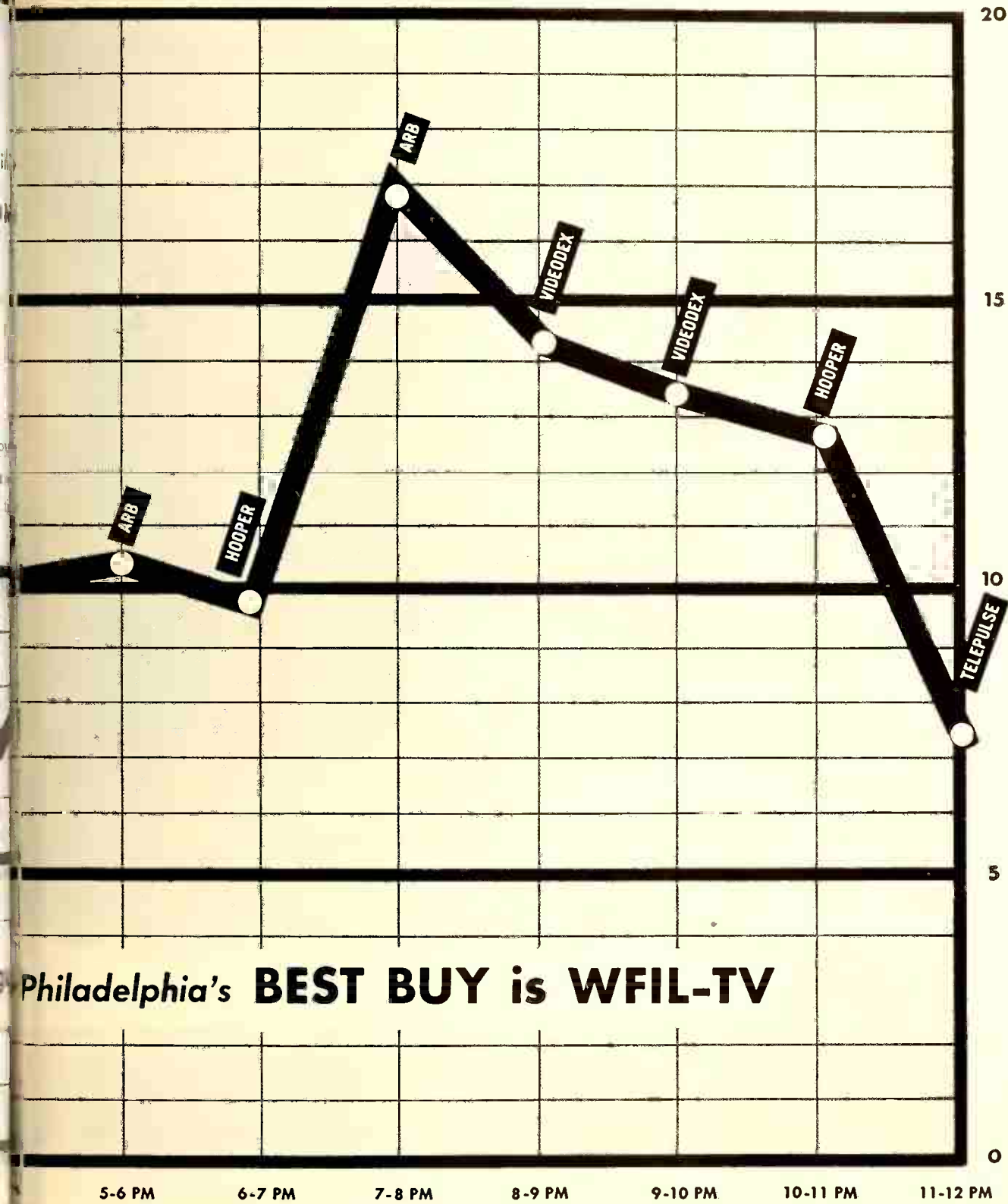
ABC and DuMont Networks  
Represented by The Katz Agency

The Voice of Delaware Valley, U.S.A.



You Will **BUY**

**WFIL-TV**



Philadelphia's **BEST BUY** is **WFIL-TV**

**WFIL-TV**  
The Philadelphia Inquirer Station  
**Channel 6**



## Meet the original John Kieran

That's Kieran on the left, and as millions of people can tell you, he's a very original fellow. He has a quarter-hour TV show called "Kieran's Kaleidoscope," which is also very original, and to watch it, you'd say he knows everything! The other actors on this program usually don't have names, but they've got plenty of appeal. They're not all animals...sometimes they're bugs, or plants, or planets. They appear on film in their natural habitat, Kieran ad-libs a witty commentary, and everyone has a wonderful time. Especially the sponsors. Over 50 advertisers have used "Kieran's Kaleidoscope" with exciting results...one for nearly 250 weeks. You can run this show almost indefinitely, since there are 104 films in the series! For availabilities and prices, wire or call collect:

**In NEW YORK:** Don L. Kearney, 7 West 66th Street, SUsquehanna 7-5000

**In CHICAGO:** John Burns, 20 North Wacker Drive, ANdover 3-0800

**In HOLLYWOOD:** Bill Clark, 1539 No. Vine Street, HOLlywood 2-3141



★ Another hit from  
**ABC FILM**  
SYNDICATION, INC.



# What admen want from the TvAB

**Rapid growth of tv makes it complicated to buy so admen want all the information they can get. Requests range from Utopian to basic**

Admen will soon have an important new source of information they can call on to help solve their innumerable media-buying problems.

It is the Television Advertising Bureau,

Launched with the support of 25 tv stations on 22 April. TvAB took firm root at the National Association of Radio and Television Broadcasters Convention in Chicago last month. It now claims 105 members, is rapidly hardening into permanent form.

No one can describe definitely at this point what the burgeoning organization will provide for the agency and advertiser. The group has neither a board of directors nor a directing head as yet.

However, the nature of the organization provides important clues. It is

like radio's Broadcast Advertising Bureau, a promotion arm for broadcasters. It differs from BAB in that TvAB will promote television and will concentrate on local level and national spot tv. Unlike BAB, it will not promote network advertising.

While the organizers of the infant

## status report

group prefer not to tie the hands of the yet-to-be-elected officials by promising specific aids to agencies and advertisers, both a TvAB prospectus and just plain logic point to services similar to those provided by BAB. It is significant, however, that TvAB's budget target for its first year, \$500,000, is

almost twice what BAB had when it started life as an independent group three years ago.

Because TvAB is still a young sprout and because it seemed a good idea to do so, SPONSOR decided to ask admen what kind of information and services they would like from the TvAB.

The speed of TvAB's birth left some admen breathless. But they were not so out of breath they couldn't answer the above question. To put it bluntly, they asked for plenty. They dumped practically every burning problem involved in buying tv in the lap of the TvAB.

The reasons for this are not hard to figure out. In the first place, it doesn't cost to ask. In the second place, the rapid growth of television has made the buying of video more complicated

## Admen told SPONSOR they'd like to have

- A periodic census of television sets
- An up-to-date county-by-county coverage study
- A quick way to estimate spot tv costs
- Standardization of television rate cards
- Dollar figures on expenditures by spot clients
- Impact studies on programs vs. announcements
- Audience data by sex, age, socio-economic status
- Effectiveness of spot tv and other media compared

## Capsule description of the new Television Advertising Bureau

**Its purpose:** To promote and increase national spot and local advertising, to offer information and services to member stations and advertisers

**Who can belong:** Any U. S. tv station

**No. of members:** 105 at the latest count

**Who started it:** A group of 25 television stations which set up organizing committee under Richard A. Moore, manager of KTTV, Los Angeles

**Its status:** A committee is being set up to screen names for a yet-to-be-chosen executive director, to be picked by a yet-to-be-elected board of directors. The 15-member board, to be set up so that various-sized cities are represented, will be elected by mail by all stations who are members on 30 June. Stations have been invited to submit nominations. Ballot will be conducted by an accountant

**Its aids to advertisers:** According to TvAB prospectus it will "make tv easier for the agency and advertiser to buy through such services as: (1) film directory, (2) improved sales methods, (3) statistical bureau, (4) spot tv index, (5) spot tv estimator, (6) general research." It also promises to "educate agency and advertising executives in the use of tv" and to "explore specific advertisers' problems" in video

**Its operational structure:** TvAB plans propose it be divided into three parts: (1) a national spot group run by a general manager, who will have under him five salesmen, branch offices, a service manager, an editor and secretarial help; (2) a local sales group run by a service manager, who will have under him an editor and staff, three regional supervisors, and a station service manager; (3) a joint staff, including a research director.

**First year's budget:** \$500,000

**Headquarters:** New Weston Hotel, New York City

than any other medium and any information that will help admen keep up with the changing patterns of tv is welcome. In the third place, there was a distinct feeling among some agency people that the broadcasting industry (both radio and tv) is behind print media in providing its customers with detailed audience circulation and coverage data. What admen want from TvAB ranges from the utopian to the most basic.

The kind of information most frequently asked for by admen is coverage information, with particular emphasis on overlapping of coverage.

One of the top time-buying executives said:

"One of the best things the TvAB could do is get a real honest-to-God coverage study under way. The problem of coverage is more serious than ever with all these new stations on the air. Signals are overlapping more than ever and we've got to know what the set duplication is.

"I'd also like to see some solid facts on who's spending money in spot tv and how much. Sure, the information won't be easy to get but it will help everybody. It will certainly help the TvAB sell spot tv. I'd also like to see the TvAB get behind a complete local rating service.

"I know what I ask is going to be expensive for somebody. The agencies will shoulder part of the cost but since this information benefits the stations they should be prepared to share a greater part of the cost of these services than they are now doing."

A similar group of requests came from a research executive at one of the top five agencies.

"If you ask what kind of information I'd like to get, here it is," he said. "Our agency needs good, thorough estimates of how much spot tv advertisers are spending, what stations they are using, how frequently they are using them and what kind of programs and announcements they are using. Rorabaugh does a good job in giving us some but not enough of that information. (True, it tells whether announcements are 10's or whether they are longer. But it doesn't give costs.)

"We need better coverage information. The Nielsen Coverage Service and Standard Audit & Measurement Service data is too old. We have uhf now and all the complications that it involves. We want to know how many homes in Market 'A' regularly tune

in on stations in Market 'B.' With all the new television stations this is more common than it used to be. We'd like to know what parts of counties can receive or regularly receive programs from various television stations. We still have to use engineering estimates and that's not enough.

"I find BAB trend data useful. Similar information from TvAB would be welcome. Of course, trend data takes time to accumulate and I'm not asking for it tomorrow.

"We all know that television moves goods, and I expect that TvAB will issue case histories to point this up. But I'd like to have more than that. I'd like to have information on how and why television moves goods.

"Then there are questions like this I'd like answered: If I buy a 15-minute show with two minutes of commercials for \$400, is it better than buying a one-minute announcement for \$100? In other words, if I pay twice as much per minute of commercial for a program am I getting my money's worth in sponsor identification, dignity, attention or whatever else I want from a program?

"Finally, I want better breakdowns in my audience. We get some information from ARB and Nielsen, but it's still not enough.

"I understand, of course, that any information we get from a promotion group will be incidental to the job of selling the medium. But you asked me

### THIS WE FIGHT FOR

We fight for the prompt establishment of a tv promotion/research bureau comparable to radio's BAB or newspapers' Bureau of Advertising. (This statement was one of those listed in SPONSOR's platform of principles run in the 9 February 1953 issue. See also "Should there be a TV BAB?" in the 30 November 1953 issue).



what kind of information I'd like from the TvAB and that's it."

The TvAB is not unprepared for the broad requests of the advertising fraternity. It got a good sample of what admen want from Arthur Porter, media v.p. of Leo Burnett, who addressed the TvAB membership rally at Chicago during the NARTB Convention. Porter talked about what to some admen is the holy of holies—a standard audience measurement method.

"There is one, big, round question that all national advertisers are asking today," he told an assembled group of broadcasters. "It's a pretty simple question: 'What the hell am I getting in terms of advertising impressions on people for my advertising dollars?'"

"The amazing thing about it is how often this question goes unanswered.

"I can run newspaper ads in a hundred cities and never really know what percent of the readers noticed my ad.

"I can run radio spots in many, many cities and never get close to a rating—except maybe a rating for the time period that is taken twice a year.

"And I can run television spots in many cities and find many with no ratings—or maybe, to get as specific as possible, for the Tea Council campaign I'm forced to add up ARB's for 15

cities, Pulse's for 25 and Hooper's for the rest—all pretty unsatisfactory."

Porter went on to say that "precision media buying is the order of the day" and urged the broadcasters to recognize that the medium that gets closest to telling the advertiser what he is getting for his money automatically gets a competitive advantage.

"Sell us with facts," Porter told his audience and then got to the nub of his speech:

"Standardize your industry, if you can, on one best technique for (audience) measurement. Agree among yourselves and with us what method is best for measuring spot television. Then promote it widely in your industry—in all markets.

"Put us in a position where we can buy spots based on sound, comparable ratings in all markets. Then keep us current by providing subsequent ratings periodically, on a basis that will enable us to compare what we're getting in New York with what we're getting in New Orleans."

No one in the advertising business will disagree with the idea that a standard, reliable, local rating method would be a good thing, though many admen feel that too much emphasis on it leads in turn to emphasis on an

oversimplified cost-per-1,000 type of buying that counts heads rather than sales prospects.

Most of those interviewed by SPONSOR tended to doubt that a way could be found of centering on a standard audience measurement method, with or without a TvAB.

Not all of the agency people made such broad requests.

One timebuyer said he thought the TvAB could do a lot to standardize station rate cards, especially in such areas as studio and camera costs and rate protection.

"Let's say," he said, "that I buy one announcement in January, another in March and another in May. On some stations each announcement would be considered separately in applying the rate protection clause. In others, all announcements on the air at the time of the rate change would be protected. These differences make life a little complicated for us timebuyers."

A woman timebuyer said that BAB studies on teenage listening habits, who listens at various times of the day and out-of-home listening have been very helpful and that comparable data from the TvAB would also be useful. Some agency people saw the TvAB as  
*(Please turn to page 110)*

Shown below are some of the tv executives who met in New York City 22-23 April to launch TvAB. Standing, l. to r., are Richard A. Moore, TvAB organizing committee chairman and general manager of KTTV, Los Angeles; William Kiley, WFBM-TV, Indianapolis; Robert D. Thomas, WBNS-TV, Columbus; George B. Storer Jr., Storer tv sta-

tions; George Whitney, KFMB-TV, San Diego; Charles Thieriot, KRON-TV, San Francisco. Sitting, l. to r., are Norman Gittleston, WJAR-TV, Providence; Ben Berenston, WGN-TV, Chicago; Richard A. Borel, WBNS-TV; William Quarton, WMT-TV, Cedar Rapids. Men from 17 stations attended the meeting, support came from eight more



# Why and how we use radio: Miles Labs., Perfex, Dr. Pepper

**Ad managers for three big radio spenders explain their air strategy at BAB sales clinic during NARTB Convention**

*The three ad managers whose remarks appear starting at right qualify as experts on radio. Oliver B. Capelle of Miles, for example, is a veteran at a company which today ranks as radio's second biggest client. SPONSOR has excerpted their frank analyses of how to use radio from case histories they presented at the BAB sales session held during last month's NARTB Convention in Chicago. Next issue SPONSOR will carry excerpts from talks by executives of three local and regional firms who addressed the BAB session.*

**Oliver B. Capelle**  
ad manager, Miles Laboratories

Figures usually do one of two things. They bolster your ego, or they scare you to death. Experts today can quote radio figures calculated to accomplish either purpose. But certainly, with so many good reasons to feel happy about present-day radio business, why should we foster gloom?

One reliable statistical organization shows that since August of last year, the listening of people to radio in homes which have tv sets has been stabilized and is even growing. We are told that since last August, listening hours to radio have increased an average of 33 minutes per day. That, I should say, is one of the cheeriest

signs we could ask for. It shows that interest in radio at the present time is strong.

Over the years, our programs have included every type of personality from the serious Eleanor Roosevelt to sparkling Rosemary Clooney. . . .

In all this time, while we have enjoyed the presence of big name talent, we have not made a fetish of big names. We never considered it good business to pay more money for talent than for time. We have tried to steer clear of temperamental performers. And although we have sponsored full-hour shows and many half-hour shows, our preference has always run to programs to which the public could tune at a regular hour, five times a week.

## **Miles Labs.' Capelle:**

"During four weeks' time, our best-listened-to program reaches more than 10,000,000 families, while our least listened-to program reaches 6,000,000 families. . . Can anyone say that rad'io, in the present tense, is not a powerful medium for us?"



## **Perfex' Corson:**

". . . We have found that we can do an excellent job with a 3 rating against a competing station's 8. In other words, we develop with the personalities of our homemakers . . . listener loyalty . . . we can talk to less than half as many listeners and get results."



Shows of this nature, which we are using at present, include *Break the Bank*, *Curt Massey and Martha Tilton*, *Hilltop House*, *Morgan Beatty and the News of the World*.

We have no magic formula for radio success. I doubt if anyone has. It seems reasonable to us that a sponsor fares best who sticks to wholesome entertainment, who appeals to the greatest possible variety of tastes, and who edits his own commercials with care, so that the public will consider him an honest person. These three points are a generalization, but they are good cardinal principles, at least.

Most companies, such as Miles, don't need your help in getting merchants to stock their products. They have their own salesmen who do that. But why not make a list of all the drug products advertised on your station, for instance. Perhaps you have programs featuring Alka-Seltzer, Toni, Bactine, Gillette blades, Phillips Milk of Magnesia, One-A-Day (brand) Vitamins, Nervine, Sweetheart Soap and other drugstore items. Why not rig up a display stand of some kind, featuring your call letters, and lend it to each enterprising drugstore in your locality, for the purpose of displaying a mass assortment of all the products you advertise! It will show you up as a real merchandising force in your community. It will give you greater prestige. I think it will bring you more business, too.

If you once start a project like this, I guarantee that you won't stop



Kevin Sweeney, BAB pres. (l.), Kenyon Brown, chairman BAB convention com., open clinic

with drugstore items. You'll figure a way of getting together a food store display, on which can be shown the brands of coffee, cake mixes, shortenings, and other grocery items you are advertising. All these displays will feature your call letters. Your station will come to mean more than it ever did before. You'll be rendering a greater service, and you'll take pride in what you do.

One of our programs has 2% more listeners today than it had a year ago. Now, a gain of 2% may not seem large until you realize that the 2% represents a total audience of 50,000 families in four weeks' time. If radio can give us 50,000 more families over the same stations today than it gave us a year ago, at no increase in price, should we feel unhappy?

Also, we find that this same show is being tuned in more frequently. This combination of a bigger audience and greater frequency of listening has cut down the cost of delivered commercials several cents per 1,000. If this trend continues, I suspect that this show will be with us for a long time.

During four weeks' time, our best-listened-to program reaches more than 10,000,000 families, while our least-listened-to program reaches 6,000,000 families. Can anyone say that radio, in the present tense, is not a powerful medium for us?

We never care where we rank in comparison with other radio users. Once a year we pick up a trade publication and read that we are the second largest user of network radio in the country, or something like that, but we always think, 'What difference does that make?' We don't use radio to reach a certain position on a list. We use it to create sales.

In saying all this, let me assure you that we have no distaste for other forms of advertising. We like them all; over the years, we have just about used them all. I know first-hand that in the last 20 years our company has advertised widely in newspapers, magazines, streetcar cards, posters, almanacs, calendars, booklets, direct mail, point-of-sale material, road signs, book matches, streetcar transfers and television; but in these last 20 years we have invested more money in radio than in all these other media together.

(Case histories on Miles advertising appeared in the 29 January 1951 and 31 July 1950 issues of SPONSOR.)

### Barney Corson

ad manager, Tidy House Products Co., makers of Dexol, Glosstex, Perfex, Shina Dish and Tyro

It seems to me that we are being guilty here of that old American custom of inviting speakers to talk with us when we know in effect what they are going to say and that what they say will be in complete agreement with our own views. The thought occurred to me that perhaps radio broadcasters could learn a lot more by asking people to speak to them who did not like their medium and do not use it, because from these people, each of us might learn a great deal about the weaknesses we have. From such a stimulating discussion, I believe much more could be gained by the industry than by having me and the other speakers on this panel recount success stories for our mutual self-

(Please turn to page 102)

## case history

### Pepper's Caperton:

"I want to have an absolute minimum part of territory where we cannot effectively reach consumers to remind them they switch . . . to Dr. Pepper. No other firm seemed to reduce these 'not covered' areas to that minimum like radio."



# Weekend radio: Are you missing a good bet?

**Listeners-per-set increases 25% on the weekend; out-of-home listening jumps 10%**

*Part 1 of a 2-part series*

*In the hectic arena of radio selling, Saturday and Sunday radio have been largely neglected. Stations have developed meagre sales attention to this important two-sevenths segments of the broadcast week; reps and networks have presented few facts; researchers have done little, and as a result advertisers are generally unaware that they have a powerful opportunity to sell their products by talking to the weekend audience. For the past several months SPONSOR has looked into the weekend picture and now reports (in the first of two parts) what it has found.*

As some advertisers see it, one of the best buys in broadcast advertising today is weekend radio.

Late last month, for example, Chicago's Admiral Corp. announced that its sole summertime air vehicle (apart from dealer co-op plans) would be a \$50,000-weekly package of 22 newscasts heard Saturdays and Sundays on ABC Radio. Nearly 350 ABC affiliates are airing the newscasts, which saturate the weekend schedules from 9:00 a.m. to 11:00 p.m. on the hour.

Admiral's v.p. in charge of advertising, Edmond F. Eger, explained his firm's reasons for the big weekend radio schedule thusly:

"While it's generally agreed that tv has taken some of radio's audience at specific hours on specific days, radio

has made inroads on tv's audience over weekends—particularly summer.

"Admiral is bound to deliver its message regarding the gift of an Apex vacuum cleaner with the purchase of its products, during its 20th anniversary, to a huge bonus audience, in addition to the many families who remain at home."

At the same time, a good many advertisers and agencymen seldom include weekend radio in their air advertising plans.

"Agencymen and advertisers agree with us that the best time to reach family audience or women with jobs with radio is on the weekend. But in many cases when we start talking schedules with them all they can say is 'Monday-through-Friday.'" is how a

## **Newest (and biggest) spender in ranks of weekend radio is Admiral**

*During its special 20th Anniversary promotion, Admiral Corp. will spend approximately \$650,000 during June-July-August for air advertising—all of it in weekend radio. No other air media will be used, except for local dealer co-op drives, until fall. Schedule calls for 22 five-minute newscasts on Saturdays and Sundays on ABC Radio. Commercials will feature the \$79.95 Apex cleaner given free with Admiral items costing over \$195.40. Admiral adman Ed Eger (seated, left) estimates newscasts will reach "eight million homes each week, plus out-of-home bonus." With Eger: J. J. Ptacin and John Otman, sales promotion managers of Admiral appliance and tv divisions.*





New York executive of the Edward Petry rep firm put it to SPONSOR.

Do the facts justify the cold shoulder some admen turn on weekend radio? Are these admen overlooking a good bet? What are the newest trends in weekend radio? Where is the audience?

For the benefit of admen who might like to explore the potential of weekend radio, SPONSOR presents this report, first of a two-part study of weekend radio based on a survey which included talks with admen, network officials, researchers, reps and station executives and a nationwide survey. Part One will chart weekend radio's dimensions and economics; Part Two will explore weekend radio programming.

A thumbnail sketch of weekend radio today would look like this:

- **Rates:** Radio, for the most part, is cheaper on weekends. The major networks offer price reductions for weekend morning slots that range from 10 to 22% below similar mid-week periods. Stations offer announcements and programs on weekends at discounts up to 45%.

## status report

- **In-home audience:** On the average fewer homes are tuned to radio on weekends than are tuned during the week. Audience levels, as measured by Nielsen (see below) are off an average of 13% on Saturdays, 26% on Sundays. However, this should be weighed with the fact that, according to Pulse, there are 25% more listeners per set in homes on weekends, and with radio's lower weekend rates.

- **Out-of-home audience:** More people listen to radio outside the home on weekends than during the week. Recent Pulse studies show that the out-of-home listening jumps an all-day average of 10% on weekends, as compared with Monday-through-Friday figures. On weekend afternoons, when the greatest number of the nation's 28,500,000 radio-equipped autos are on the road, out-of-home listening is particularly strong (chart, right) with the figure being over 30% higher. This serves to further balance the in-home audience loss.

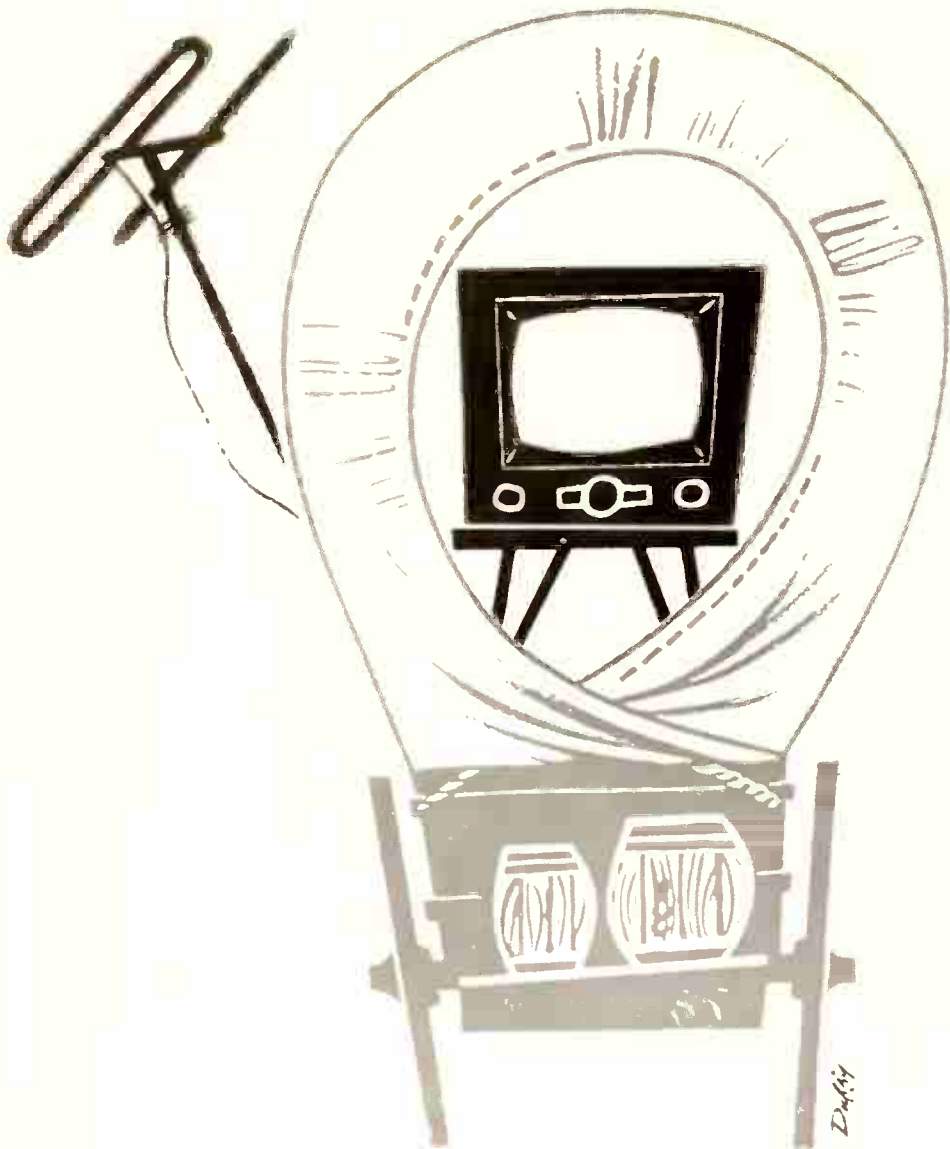
- **Programming:** Oldtimers would scarcely recognize the weekend radio (Please turn to page 93)

## How weekend sets-in-use compare with weekday, including out-of-home\*

In preparing chart Pulse chose these five markets as providing a good cross-section based on size, location, weather variation. Month reported varies because Pulse checks these markets at different times. "Total" figures below are arrived at by adding in-home and out-of-home sets-in-use. Note how out-of-home figures help raise total sets-in-use for weekends, partially balancing in-home sets-in-use loss. Another factor balancing loss: number of people listening per set goes up on weekends from 1.6 weekday average to 2.0, a 25% increase. Weekend is peak time for male listening.

	6 AM-12 NOON			12 NOON-6 PM			6 PM-12 MIDNIGHT		
	In-home	Out-home	Total	In-home	Out-home	Total	In-home	Out-home	Total
<b>NEW YORK (February)</b>									
Mon.-Fri. ...	19.9	4.4	<b>24.3</b>	20.9	1.6	<b>25.5</b>	18.2	4.0	<b>22.2</b>
Saturday ...	16.0	1.3	<b>20.3</b>	18.3	5.3	<b>23.6</b>	17.0	5.1	<b>22.1</b>
Sunday .....	10.4	2.8	<b>13.2</b>	16.3	5.0	<b>21.3</b>	14.7	4.4	<b>19.1</b>
<b>MIAMI (March-April)</b>									
Mon.-Fri. ...	21.5	3.1	<b>24.6</b>	23.4	3.6	<b>27.0</b>	23.5	2.7	<b>26.2</b>
Saturday ...	19.1	3.5	<b>22.6</b>	22.9	4.4	<b>27.3</b>	18.7	3.2	<b>21.9</b>
Sunday .....	10.1	1.3	<b>11.4</b>	21.1	3.5	<b>24.6</b>	20.8	2.9	<b>23.7</b>
<b>SAN FRANCISCO (January-February)</b>									
Mon.-Fri. ...	21.9	3.7	<b>25.6</b>	21.6	4.5	<b>26.1</b>	19.7	4.0	<b>23.7</b>
Saturday ...	18.2	3.2	<b>21.5</b>	18.9	4.5	<b>23.4</b>	17.8	4.4	<b>22.2</b>
Sunday .....	10.8	2.3	<b>13.1</b>	19.6	5.0	<b>24.6</b>	18.5	4.4	<b>22.9</b>
<b>NEW ORLEANS (January-February)</b>									
Mon.-Fri. ...	21.4	3.2	<b>24.6</b>	24.9	3.7	<b>28.6</b>	20.5	3.6	<b>24.1</b>
Saturday ...	17.1	3.3	<b>20.4</b>	20.6	4.0	<b>24.6</b>	18.2	3.2	<b>21.4</b>
Sunday .....	11.7	1.4	<b>13.1</b>	19.1	3.7	<b>22.8</b>	16.9	3.3	<b>20.2</b>
<b>ST. LOUIS (January-February)</b>									
Mon.-Fri. ...	20.7	3.5	<b>24.2</b>	21.4	3.3	<b>24.7</b>	16.9	3.5	<b>20.4</b>
Saturday ...	14.4	3.3	<b>17.7</b>	16.2	4.1	<b>20.3</b>	14.8	3.6	<b>18.4</b>
Sunday .....	8.1	2.2	<b>10.3</b>	17.1	4.3	<b>21.4</b>	14.5	3.5	<b>18.0</b>

SOURCE: Pulse 1954. \*Sets-in-use is average one quarter hour homes using radio



**H**onored guests at a dinner given by SPONSOR at the NARTB Convention were top executives of the 108 pioneer (pre-thaw) television stations. The broadcasters received commemorative plaques with the covered-wagon symbol. Toastmaster was Harold Hough, WBAP-TV, Fort Worth, general manager. Address at right was by Earle Ludgin, president Earle Ludgin & Co., Chicago, and past 4A's chairman. It is published at the request of many who heard it at the SPONSOR dinner.



Earle Ludgin at

## THE 10

Chicago agency  
dinner, "A pion

**A**s one pioneer to another, I salute you.

In a way it is fitting that I should. I go back a long way, back to the time when the air was stuff to fly kites in.

There have been three great stages of modern life. They can be characterized by Television, which followed Radio, which followed Silence.

My connection with television goes back to its early stages. I am here tonight because of that fact. I have a mission to complete, and this is the perfect place to complete it.

In the days when Captain Eddy ran a television station called W2X-something, in the State Lake Building here in Chicago—the experimental station that later became WBKB and then WBBM—back in those days, Captain Eddy sent a message to me through a friend. I guess I was awfully busy at the time and never got around to answering. I'd like to answer Captain Eddy tonight.

What he said was that he would give us free time on his station if we would fill it. All we had to do was to provide the program and he would provide the facilities. A camera—a camera—the studio, the crew and the air would be put at our disposal. Free.

I have come here to tell Captain Eddy that I am now ready to accept his generous offer.

W2X-something also offered to let our creative people come over for an intensive course in television techniques. Two of our best men spent night after night in the studio. Soon all means of communication was lost between them and us. They used a language we couldn't understand. They panned up and panned down. They dreamed of impossible things like two or even three cameras on a set. They wrote experimental scripts full of MCU's and BCU's.



# NEW PIONEER STATIONS

s pre-thaw broadcasters at SPONSOR NARTB Convention

man with a mind open at one end . . .”

Frankly we didn't know what they were talking about. Nice guys, both of them. But they had to eat lunch all by themselves because they had nobody to talk to.

My own connection with pioneer days was even closer than theirs. A friend of mine in the retail business called to tell me about a television program which his company was sponsoring. It was so good, he said, that it deserved to go national.

I asked him for the name of the show. "Take it down," he said. "It's very unusual. It's *Kukla, Fran and Ollie*."

"It's what?" I asked.

He spelled it for me.

"Listen," I told him, "with a name like that, they'll never get *anywhere*."

That goes to show you that some pioneers can be righter than other pioneers. And vice versa.

We got smarter later. If we hadn't, someone else would be saying a few words here tonight. Probably it's because we latched onto *What's My Line?* when it was an unknown sustainer, and we had a pioneering client in Dr. Montener, that improved our record. And I'm happy to remember that we pioneered in daytime tv as one of Garry Moore's first sponsors. And we were instrumental in keeping the format of his show intact when there was a plan to change it. And we were among the early agencies to use spot tv extensively.

We had one client who always said, "Pioneers have callouses on their hands. That's not for me. I want my hands to be pink and dainty."

He never pioneered. He always waited to see what someone else did, and then he copied them. He thought it was safer that way. In other ways he was a nice guy, but he never got the zest and satisfaction that other men around

him got from doing new things, breaking new trails, setting new industries on their way. And yet he was always breathless. He got breathless from running to catch up.

A pioneer is a man with a mind open at one end. And with will power that has its own built-in motor.

This great country of ours wasn't built by timid men. It was built by men like yourselves, who believed, who risked, who went forward.

By the opening of a vast new industry, you were given an unexampled opportunity. But you *took* it. There were risks and headaches and calloused hands. There were losses, uncertainties, doubts and misgivings. There were nights when you didn't sleep, when you wondered why you had ever gotten yourself involved in this waking nightmare.

Yet you are here, the leaders of an industry that has grown to amazing proportions, and whose future extent neither you nor I would dare to gauge.

You by your courage helped to bring it to fulfillment.

There are problems ahead, lots of them. Every man has problems. Every industry has them. The nice thing about yours is that they are likely to *change* frequently. I pity the man who has to sit and look at the *same* problems year after year. He never gets a change of scenery.

You'll have color to consider and to master. Maybe you'll have pay-as-you-see tv as a problem or a help. You'll handle them both, I know.

Whatever the future brings—go on pioneering. Don't stop for breath, don't be satisfied with where we are—go on pioneering.

America still needs courage, still reveres it, still rewards it. So does your great and growing industry.

Go on, go on pioneering!

\*\*\*

# Media article 25: Conclusions

The 12 members of sponsor's All-Media Advisory Board were asked to provide their summation now that the All-Media study is nearing an end. Sponsor Editorial Director Ray Lapica gave them *carte blanche* to interpret, comment on or refute previous articles in the 22-month series. Comments from half the Board appeared last issue and the remainder are heard from starting below. The admen whose statements

appeared last issue were: Stephens Dietz, vice president, Hewitt, Ogilvy, Benson & Mather; Ben Donaldson, advertising and sales promotion director, Ford Motor Co.; George J. Abrams, advertising director, Block Drug Co.; J. Ward Maurer, advertising director, Wildroot Co.; Ralph H. Harrington, advertising manager, General Tire & Rubber Co.; Dr. Ernest Dichter, pres., Inst. for Research in Mass Motivations.

\* \* \*



Mr. Hite

7.

*One man's judgment held most important in media selection*

In spite of admirable efforts from many sources, we will never replace "the one-man survey" in media selection. Cost-per-1,000 readership studies, audience ratings and so on serve as helpful guideposts. But finally the right or wrong decision will depend upon someone's ability to judge the measurable and immeasurable aspects of a media combination. In advertising, as in all business, good judgment is the greatest asset to success. Today's trend attempts to replace judgment with slide-rule formulas. Many executives scurry to the protective shelter of these formulas when asked to stick their necks out.

We have learned that the time spent with the lowest cost-per-1,000 frequently results in the highest cost-per-inquiry on premium write-in offers.

We have learned that the media combination which moves one product frequently fails to budge another.

We need all the guideposts that can

be devised. Nevertheless we must remember that the medium is the gun and sales message is the shell. A 22-calibre shell can't gain added impact by being fired from a 45-calibre pistol. The basic sales idea comes first. Media must be chosen to deliver this sales idea to the most likely prospects at the lowest cost per call. The sales idea often dictates the media.

The longer I study and practice advertising and selling the less difficult it becomes for me to understand the buyer who says: "My mind is already made up. Don't confuse me with the facts."

**MORRIS HITE**  
President  
Tracy-Locke Co.  
Dallas



Mr. Morgan

8.

*Force, not size, is called more vital in ad effectiveness*

The best sales managers "fly by the seats of their pants." have a *feeling* for advertising. You can't analyze it.

But they have come up the hard way. They have pounded the pavements. They have taken the beating of the years. They know the aches of sleeper jumps. The nightmares of commission selling. The horror of the loneliest thing in the world, a product on a grocer's shelf that nobody wants.

Maybe it's extra-sensory perception. But these men usually come up with answers faster and better than those the smart boys in most media departments turn out.

Besides, there are so many variations in each medium that it seems stupid to me to wave a flag for any one.

What the advertiser wants is a *force* to sell his stuff. Because his market and his customers and his conditions are constantly changing, his problem is to find the medium or media that will generate that *force for him*.

Penicillin is a great drug. But it makes some people sick.

Philip Morris in 1952 had the top-rated tv show called *I Love Lucy*. PM sales dipped 14%. That doesn't mean the next cigarette advertiser should or shouldn't use tv.

There are seven tv stations in Los Angeles. Only two in New Orleans. Naturally each market would show a different tv reaction. So I say find the formula that will furnish the *force* and the media will take care of itself.

## SPONSOR'S All-Media Advisory Board

**George J. Abrams** — ad director, Block Drug Co., Jersey City  
**Vincent R. Bliss** — executive v.p., Earle Ludgin & Co., Chicago  
**Arlyn E. Cole** — president, Cole & Weber, Portland, Ore.  
**Dr. Ernest Dichter** — pres., Inst. for Research in Mass Motivations  
**Stephens Dietz** — v.p., Hewitt, Ogilvy, Benson & Mather, New York  
**Ben R. Donaldson** — ad & sales promotion director, Ford, Dearborn

**Marion Harper Jr.** — president, McCann-Erickson, Inc., New York  
**Ralph H. Harrington** — ad mgr., Gen. Tire & Rubber Co., Akron  
**Morris L. Hite** — president, Tracy-Locke Co., Dallas  
**J. Ward Maurer** — ad director, Wildroot Co., Buffalo  
**Raymond R. Morgan** — pres., Raymond R. Morgan Co., Hollywood  
**Henry Schachte** — senior v.p., Bryan Houston, New York



# Advisory Board

In Part 2 of conclusions six SPONSOR advisers comment on topics 26-article series omitted

So many scream *size*. So many tout cost-per-1,000. Hell! That's like saying that because a prize fighter is *big* he's good.

I remember seeing Carnera and Max Baer fight in New York. Carnera was big. He was a *giant!* But Max Baer, half his size, knocked him out of the ball park.

**RAYMOND R. MORGAN**  
President  
Raymond R. Morgan Co.  
Hollywood



Mr. Bliss

9.

Four basic questions raised about future of video medium

In your list of advantages of television (see Media Basics II, SPONSOR, 18 May 1953) you overlook one element which I think is just as strong in its bearing on television impact as "sight plus sound plus motion."

This is the element of personal persuasiveness, which can under the proper circumstances be put over by the television salesman or performer. When you think of Garry Moore or Arthur Godfrey, this needs no elaboration. This point, I believe, deserves separate inclusion under your tabulation of advantages for tv.

In addition to the above, the following comments occur to me:

1. The medium is at present suffering from many abuses regarding programming and the handling of commercials by both stations and networks.

2. Strictly local program material is very difficult to obtain because most small cities, or even most cities outside the primary originating areas like Chicago, New York, Los Angeles and one or two others, appear to be incapable of producing satisfactory local television stuff—both due to cost and talent and sometimes due to facilities.

In looking at the long-term situation on television, I think there are four considerations which every thoughtful advertising man will be concerned about:

1. Will excessive talent and program costs strangle the medium?

2. Will excessive cost put the medium beyond the reach of more than a few giant advertisers?

3. Will the cost element make necessary the use of a new or different scheme of timing and cycling to replace the one-a-week or more patterns which have developed in radio?

4. Is there a chance that commercials are being done to death by stations which permit excessive commercial time, triple spotting and other abuses to such an extent that they will arouse a really serious public reaction against television?

**VINCENT R. BLISS**  
Executive Vice President  
Earle Ludgin & Co.  
Chicago



Mr. Harper

10.

Cumulative effect, ad psychology called important factors

Some scattered views:

The articles on inter-media testing do a very comprehensive job of outlining both the requirements and the difficulties in this field of research. (See "Can you set up an 'ideal' media test?", SPONSOR, 22 February and 8 March 1954, and "How Block Drug tests media," 22 March 1954.)

I agree with many of the comments reported by you on the difficulties of setting up the controls required for accurate inter-media tests. However, most tests involve very specific decisions, where media alternatives are limited by the nature of the product and by the character of its market.

## STUDY IN BOOK FORM

SPONSOR's All-Media Evaluation Study will be published in book form in the summer after the remaining articles in the 26-article series appear. Price will be \$4 a copy, and you may reserve one now. Just send a card to SPONSOR.

This means that many of the objections which are quite valid when we think of, say, a full-scale comparison of the selling power of radio and television, become manageable in practice when the problem is narrowed down.

One point which perhaps is not stressed sufficiently is that advertising may have a cumulative or delayed effect which becomes apparent only over a period of time. Inter-media testing is all too often carried on under pressure of a need for fast results required to make advertising plans. In such cases, the advantage may rest with the medium which sells goods most quickly, rather than with the one that produces the most substantial long-range effects.

As for the "Psychology of media" threesome (see SPONSOR, 5 April, 19 April and 3 May 1954), I think some of the most exciting frontiers of media research lie in this area.

I found your last article of the three ("Why admen buy what they do") most fascinating, probably for the same reason that any patient is interested by a clinical diagnosis of his own behavior. It's easy for us in advertising to become preoccupied with consumer motivations to the point of neglecting our own.

There are certainly many fortuitous  
(Please turn to page 81)

## NEXT ISSUE

What SPONSOR learned from 22-month All-Media Evaluation Study. Last of 26 articles will summarize findings and draw some controversial (we're quite sure) conclusions. Out 28 June, with book out later.

# Was Tea Council 100% tv budget

by Lila Lederman

The birth of the tea bag in 1904 was an accident.

When New York tea merchant Thomas Sullivan gave his customers silk bags containing samples of tea, he didn't know these customers would pour hot water over the bags and make tea that way. But they did—and started something big.

This year is the Golden Anniversary of the Tea Bag. It also marks the most golden time the tea industry has had in this country in 50 years:

- Tea consumption in the U.S. has risen 20 million pounds in the past five years. Last year it reached an all-time high of 103.3 million pounds.

- Retail tea sales rose 7% in 1953 on top of a 6% gain in 1952.

- Tea packer sales for the first quarter of 1954 were 25.3% ahead of 1953.

The Tea Council feels this is no accident.

It has been promoting tea—hard—in the U.S. for the past four years and it feels these are simply the happy results. Since 1952, it has been taking all the money in its advertising pot—a cool \$1 million a year—and steeping it in spot television for two separate campaigns—Hot Tea in the winter, Iced Tea in the summer.

Though the Council admits that ballooning coffee prices have no doubt helped to intensify interest in tea, it explains that increased use of tea was evident long before coffee prices made headlines. It points to an upswing in

coffee prices in 1951, a period during which there was no increase in tea consumption. The Council believes that its efforts to disseminate information on the proper brewing of tea have sold more people on the merits of tea.

For its 1954-'55 campaign, the Council is upping its ad expenditure 33%, will use spot tv on a new, year-round basis. Previously, the Council had dropped off the air completely between its October-to-March push for Hot Tea and its June-July campaign for Iced Tea. Under the new plan, 10 major markets will carry the tea pitches 52 weeks a year; 19 additional markets, largely Southern, will support Iced Tea only for seven weeks each summer; two additional markets will help put a fire under Hot Tea during the chilly season.

This plan, worked out in conjunction with the Leo Burnett Co., enables the Council to buy time at maximum discounts as well as obtain better spots

## case history

for its 20-second and one-minute filmed commercials, according to Anthony Hyde, executive director of the Tea Council. The Council will spend more than \$1,200,000 for time alone to put this plan into effect.

The Iced Tea campaign got underway on 1 June in 29 cities. These markets cover 71% of America's tv homes and account for 52% of U.S. retail food sales.

Spot tv is ideal because the tea market is not a national but a selective one. The Council concentrates its advertising effort for the most part on already-high tea consumption areas.

No. 1 tea area is New England where per capita consumption is double what it is for the rest of the country. Second in consumption are the Middle Atlantic states of New York, New Jersey and Pennsylvania.

The Council sells hard and in depth. During the seven-week summer campaign, Iced Tea commercials will be



Tea Council will stay on air all year 'round. Exec. Dir. Anthony Hyde promotes tea theme

telecast on an average of 119 times in each of the 29 cities. Backing the tv effort is an intensive merchandising and sales promotion drive to increase impact at point of sale, plus a strong publicity push aimed at all media including radio and tv. Iced Tea recipe promotion ties in with 26 major food companies.

The total tea industry expenditure for advertising comes to between \$11 and \$12 million a year, according to the Council. The industry faces about \$250 million worth of advertising competition from other beverages: beer gets about \$100 million; soft drinks, \$75 million; coffee, \$51 million; milk, \$27 million.

In the face of this formidable barrage of competitive beverage advertising, Americans are consuming over 3,000,000 more cups of tea today than a year ago.

To get a clearer picture of tea's position today, let's take a backward glance at tea consumption in the U.S. During the 1800's, per capita tea consumption went up till it reached a high of 2¼ pounds for everybody 15 years or over annually in the 1880's. Periodic sharp dips in imports caused by wars and embargos did affect consumption somewhat, but it managed to survive setbacks and remain at a high level till about 1905-'06 when it started down (shortly after the birth of the tea bag, ironically enough). Though it underwent minor fluctuations, consumption did not significantly rise again till the



Americans used 10 billion tea bags last year. R. B. Smallwood celebrates bag's 50th birthday



# Right decision?

Results are so good. Council is upping  
\$1,000,000-plus spot tv budget 33% this year

summer of 1952 when the Council considers that the real swing back to tea in the home began. A rise in the restaurant market for tea started in 1949, has since boosted the out-of-home market from 18% to 24% of the total.

Per capita consumption of tea today is calculated at .91 pounds for individuals 15 years or over—still a far cry from the 2¼ pounds of the 1880's but then there are a lot more people around today. By comparison, Great Britain consumes an average of 15 pounds per capita, Canada, four pounds per person.

The Tea Council was formed in May 1950 for the sole purpose of increasing U.S. tea consumption. It was established as a corporation in January 1953 and is now owned jointly by the governments of Ceylon, India and Indonesia and the Tea Association of the U.S.A. (the U.S. tea industry's voluntary trade association which has represented tea interests since 1899). The three tea-producing countries have six representatives and the Tea Association also has six representatives on the Council's Board of Directors.

Chairman of the Tea Council is Robert B. Smallwood, president of Thomas J. Lipton, Inc. Most frequent spokesman for the organization is Anthony Hyde, executive director of the Council. Public relations consultant is Fred Rosen. At Leo Burnett, Chicago, Edward Thiele is account executive.

How is the Council supported? The producing countries in aggregate contribute more than \$800,000 annually to its fund. Contributing membership is open to all U.S. firms and individuals having anything to do with the tea industry. Tea packers pay a monthly contribution of 1c per pound of tea sold in the previous month. Importers pay in the same way, but at the rate of 1/10c per pound. Other firms which have a more limited interest in tea make voluntary contributions in quarterly or annual payments. The contribution of the U.S. trade was tentatively set at \$567,000 for 1954 but due to in-

(Please turn to page 76)



## Biggest TV Campaign Iced Tea ever had

HERE'S JUST A SAMPLE SECTION OF  
THE NEW ICED TEA SPOTS



The heat got her man and he started to melt...



... Then she served him Iced Tea ...



... how refreshed he felt!





Charles Shaw's news commentary radio program spreads milk co-op's public service theme. At Inter-State's annual banquet (l. to r.) are E. W. Gaumnitz, exec. secy., Natl. Cheese Inst.; O. H. Hoffman

Jr., gen. mgr., Inter-State; A. R. Marvel, Inter-State president; John W. Newlin, Inter-State's assoc. counsel; Shaw; Miles Horst, Pennsylvania secy. of agric.; Donald W. Thornburgh, pres., WCAU

# Radio makes big-city friends for dairy farmers

**When prices rise, Inter-State milk co-op prepares the consumer**

**R**adio is helping farmers of four states make friends in the big city.

The Inter-State Milk Producers' Cooperative, of Pennsylvania, New Jersey, Delaware and Maryland, is using radio to solve a serious public relations problem in a "sold" market.

Two years ago, virtually every resident of Inter-State's area was a paying customer for its milk and other dairy products. But the dairy industry was cut off from the main stream of community life. City folks knew when milk prices rose or supplies were short, all right. But they didn't know why.

Inter-State's problem was to establish rapport with the consumer—to make him aware of the farmer as a person; his problems, his role in the community. And, most important, it wanted to encourage the use of milk.

Inter-State signed Lamb & Keen, a Philadelphia agency (now Arndt, Preston, Chapin, Lamb & Keen) in 1952. Account executive is John Ellington.

It bought Charles Shaw's *As I See It*—a general commentary show—over WCAU, Philadelphia, to put across its public service theme in a good part of its sales area. The show represents a \$31,200 annual expenditure—or virtually all of Inter-State's advertising budget.

Today, two years after the first broadcast, Inter-State pronounces its radio effort an unqualified success. Inter-State can't measure success in terms of sales and doesn't have to. But the organization's executives do know that they have received far fewer letters of complaint about high milk prices since the broadcasts started. There has been a sharp drop in the number of such letters in local newspapers, too. On the positive side, the sponsor has received many favorable

comments and letters about the show.

During the two-year period of Inter-State sponsorship, Shaw has built up an average audience of more than 88,625 people per broadcast, according to Pulse figures for March-April 1954. And O. H. Hoffman Jr., general manager of Inter-State, says, "For the money invested, this program has given consumers a very maximum of acquaintance with our organization and the aims of its membership."

Other milk cooperatives can adapt Inter-State's technique to their own areas to solve their particular public relations problems.

Here's why Inter-State is spending almost every penny of its ad budget for the twice-weekly (Tuesdays and Thursdays, 7:30-7:45 p.m.) program:

1. Inter-State wanted to make its messages palatable, wanted to avoid high-pressure commercials. To make its low-key messages effective, it was

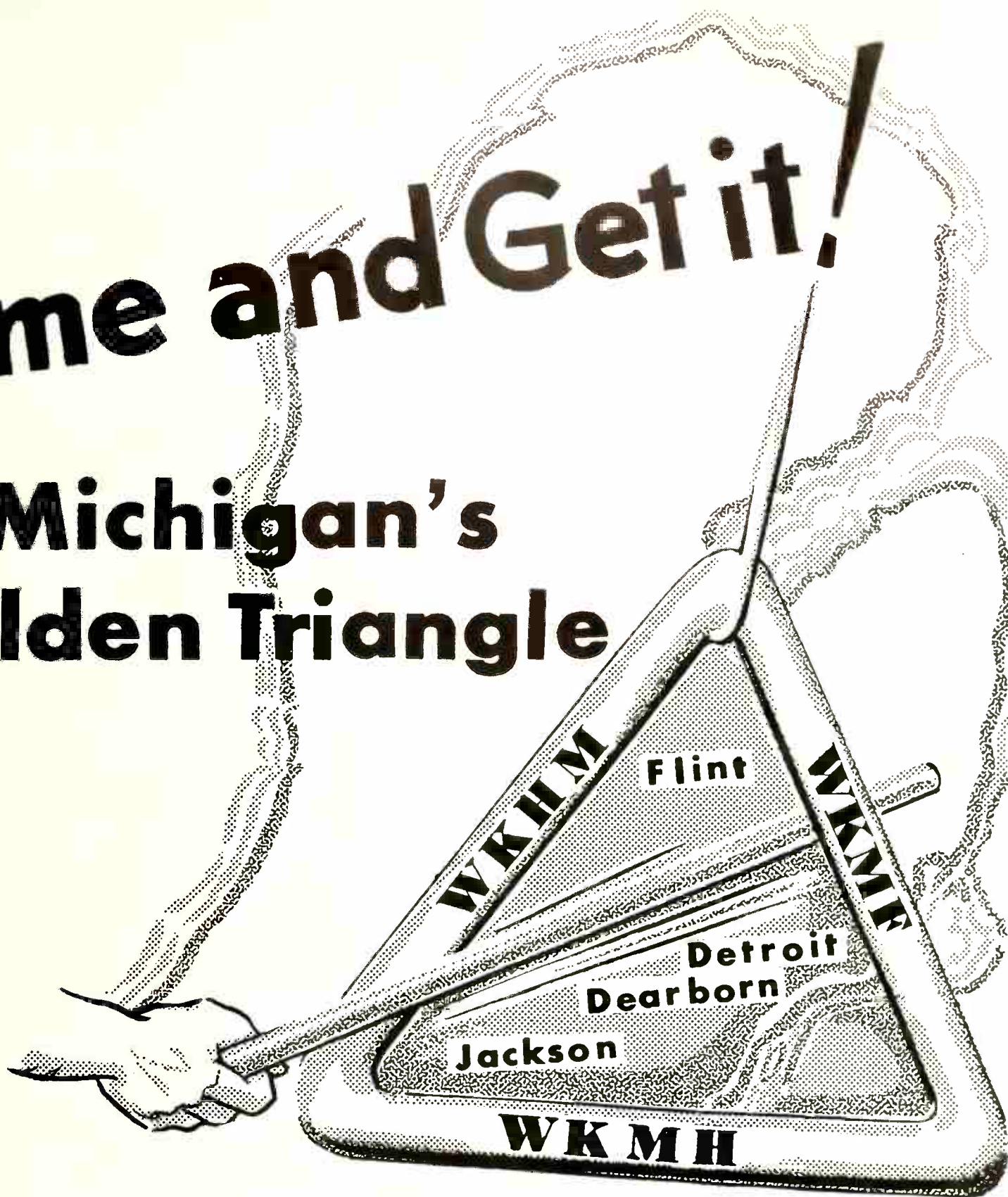
(Please turn to page 100)

**case history**



# Come and Get it!

## Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY  
**HEADLEY REED**

### **WKMH**

**DEARBORN**

5000 Watts  
(1000 WATTS — NIGHTS)

### **WKHM**

**JACKSON**

1000 Watts

### **WKMF**

**FLINT**

1000 Watts

**Stupendous!**

IN JUST 10-MONTHS WBRE-TV has the 2nd highest \*verified set count of all UHF Stations in the country!

Here at WBRE we have the experience of 19 years in the air - we have a full schedule of first class shows plus highly rated local shows - we have a superior

**Colossal Coverage**

**\*COLOR\***



**TERRIFIC!**

... Telepulse Report for the Wilkes-Barre-Scranton TV Market

**Reveals** that WERE-TV has 15 of the Top 15 Night-time Shows!

**Reveals** that WERE-TV has 21 of the Top 25 Night-time Shows!

**Reveals** that WERE-TV During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 121 periods!

**Reveals** that WERE-TV During 16 daily daytime quarter hour periods leads in 14 periods!

Audience Audience Audience that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pa. market. The revealing facts of the recent Telepulse Report prove what WBRE-TV has been saying about its Colossal Coverage - a Superior Set Count - its use of Quality Picture - plus engineering know-how - and now it's all here on a N. B. C. show - OLOP-TV in N. E. Pennsylvania.

**WBRE-TV Ch. 28 Wilkes-Barre**  
**NBC** National Representative The Headley-Reed Co.

# ALL THIS and POWER TOO!

First again...! with RCA's new high power equipment... WBRE-TV radiates 225,000 watts over Northeastern Pennsylvania... higher than any other station as reported by FCC\* and in the Fall WBRE-TV will be the highest powered station in the Nation with over 500,000 watts.

As a Time Buyer, the step by step performance of WBRE-TV has been presented to you in as dramatic a way as we know how, and we are sure you'll be interested in the following statistics:

- 1... Set Saturation... 66% in Luzerne and Lackawanna Counties (Population 649,637).
- 2... May 1, set count in Northeastern Pennsylvania... 157,000... ALL UHF
- 3... Leads in 121 of 140 nighttime quarter hours; 14 of 16 daytime quarter hours.

*	AUTHORIZED	OPERATING NOW
Station WBRE-TV	1,000,000	225,000
Station B	170,000	170,000
Station C	178,000	178,000
Station D	13,000	13,000
Station E	151,000	15,200

# WBRE-TV

**Channel 28 Wilkes-Barre, Pa.**

**NBC**

National Representative The Headley-Reed Co.



## Networks

**Radio Broadcasting Co.** 20 N. Wacker  
**Radio Television System** 410 N. Michigan  
**Television Network** 435 N. Michigan  
**United Broadcasting System** 111 N. Washington  
**United Broadcasting Co.** 435 N. Michigan  
**United Broadcasting Co.** Merchandise Mart

## Radio and TV Stations

**WBBM-TV (TV)** 221 N. LaSalle  
**WGN-TV** 75 E. Wacker  
**WGN-TV** 410 N. Michigan  
**WGN-TV** 20 N. Wacker  
**WGN-TV** 2714 Enoch, Zion  
**WGN-TV** 666 Lake Shore  
**WGN-TV** 2756 Pine Grove  
**WGN-TV** 2425 Main, Evanston  
**WGN-TV** 3860 W. Ogden  
**WGN-TV** 6601 W. Dickens  
**WGN-TV** 20 N. Wacker  
**WGN-TV** 230 N. Michigan  
**WGN-TV** 4000 Washington  
**WGN-TV** 2708 Washington  
**WGN-TV** 441 N. Michigan  
**WGN-TV** 3350 S. Kedzie  
**WGN-TV** 400 N. Michigan  
**WGN-TV** 230 N. Michigan  
**WGN-TV** 1230 W. Washington  
**WGN-TV** Merch. Mart Plaza  
**WGN-TV** 153 Institute Plaza  
**WGN-TV** 2201 Oakton St.  
**WGN-TV** 408 S. Oak Pl., Oak Pl.  
**WGN-TV** 2400 W. Madison  
**WGN-TV** 188 W. Randolph  
**WGN-TV** 578 8dwy. Gary, Ind.

## Representatives

**Radio Sales** 64 E. Lake  
**Radio Sales** 400 N. Michigan  
**Radio Sales** 75 E. Wacker  
**Radio Sales** 228 N. LaSalle  
**Radio Sales** 520 N. Michigan  
**Radio Sales** 520 N. Michigan  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 307 N. Michigan  
**Radio Sales** 333 N. Michigan  
**Radio Sales** 410 N. Michigan  
**Radio Sales** 410 N. Michigan  
**Radio Sales** 333 N. Michigan  
**Radio Sales** 333 N. Michigan  
**Radio Sales** 35 E. Wacker  
**Radio Sales** 228 N. LaSalle  
**Radio Sales** 228 N. LaSalle  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 435 N. Michigan  
**Radio Sales** 400 N. Michigan  
**Radio Sales** 435 N. Michigan  
**Radio Sales** 75 E. Wacker  
**Radio Sales** 612 N. Michigan  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 435 N. Michigan  
**Radio Sales** 230 N. Michigan  
**Radio Sales** 307 N. Michigan  
**Radio Sales** 360 N. Michigan  
**Radio Sales** 35 E. Wacker  
**Radio Sales** 228 N. LaSalle  
**Radio Sales** 25 E. Jackson  
**Radio Sales** 228 N. LaSalle  
**Radio Sales** 307 N. Michigan  
**Radio Sales** 185 N. Wabash

## Representatives

**Robert Meeker** 333 N. Michigan  
**Meeker TV** 333 N. Michigan  
**NBC Spot Sales** 333 N. Michigan  
**John E. Pearson** 230 N. Michigan  
**John H. Perry** 122 S. Michigan  
**Edward Petry** 400 N. Michigan  
**Radio-TV Reps** 75 E. Wacker  
**Wm. G. Rambeau** 333 N. Michigan  
**Paul H. Raymer Co.** 435 N. Michigan  
**Alex Rosenman** 192 N. Clark  
**Scheerer** 35 E. Wacker  
**Sears & Ayer** 612 N. Michigan  
**Burke Stuart** 333 N. Michigan  
**Venard, Rintoul & McCannell** 2526 Main  
**Walker** 360 N. Michigan  
**Weed, Weed TV** 203 N. Wabash  
**WLW, Cincinnati** 360 N. Michigan  
**WOR & WOR-TV** 435 N. Michigan  
**Adam J. Young Jr.** 55 E. Washington

## Agencies

**American TV Institute of Tech.** 5050 Broadway  
**Aubrey, Finlay, Marley & Hodgson** N. W. Ayer  
**BBD** Walter F. Bennett & Co.  
**Lee S. Biepiel Adv.** Leo B. Batt  
**Bozell & Jacobs** Burton Browne  
**Buchen Co.** Leo Burnett  
**Calkins & Holden, Carlack, McCClinton & Smith**  
**Campbell-Ewald**  
**Campbell-Mithun**  
**The Caples Co.**  
**Compton Adv.**  
**Dancer-Fitzgerald-Sample**  
**W. B. Doner & Co.**  
**Doremus**  
**Erwin, Waley & Co.**  
**First United Broadcasters**  
**M. M. Fisher Assoc.**  
**Food Research & Adv.**  
**Foote, Cone & Belding**  
**Albert Frankel**  
**Fuller & Smith & Ross**  
**Glenn-Jordan, Stoetzel**  
**Goodkind, Joyce & Morgan**  
**Phil Grand Agency**  
**Grant Adv.**  
**Gray-Schwartz**  
**Edw. A. Grossfield & Assoc.**  
**Herbert Summers Hall**  
**George H. Hartman Co.**  
**Henri, Murst, & McDonald**  
**Ivan Hill**  
**The Kamps Co.**  
**H. W. Kastar & Sons Adv.**  
**Kenyon & Eckhardt**  
**Abbott Kimball Co.**  
**Kuttner & Kuttner**  
**Al Paul Lefton**  
**Earle Ludgin**  
**MacFarland, Aveyard & Co.**  
**Malcolm-Howard Adv. Agency**  
**Maxon, Inc.**  
**McCann-Erickson**  
**McCarty Co.**  
**Arthur Meyerhoff & Co.**  
**C. L. Miller**  
**C. Wendell Muench & Co.**

## Agencies

**CE 6-1742**  
**CE 6-1742**  
**SU 7-8300**  
**ST 2-7494**  
**HA 7-8085**  
**WH 4-0011**  
**FI 6-0982**  
**AN 3-5566**  
**SU 7-4473**  
**FI 6-5450**  
**ST 2-7942**  
**SU 7-8177**  
**CE 6-2884**  
**ST 2-5260**  
**AN 3-5771**  
**RA 6-7730**  
**ST 2-6693**  
**SU 7-5109**  
**AN 3-5448**

## Advertisers

**Admiral** 3800 W. Cortland  
**American Dairy Assoc.** 20 N. Wacker  
**American Hair & Felt** Merchandise Mart  
**Armour** Union Stock Yards  
**Bauer & Black** 309 W. Jackson  
**Borg-Warner** 310 S. Michigan  
**Consolidated Cosmetics** 30 W. Hubbard  
**Curtiss Candy** 1101 W. Belmont  
**Dad's Root Beer** 2800 N. Tolman  
**Derby Foods** 3327 W. 47th Pl.  
**Ekco** 1949 N. Cicero  
**Florsheim Shoes** 130 S. Canal  
**Greyhound Corp.** 8d. of Trade Bldg.  
**Hoover** 20 N. Wacker  
**Hotpoint** 5600 W. Taylor  
**Household Finance Corp.** 47174  
**Illinois Bell Tel.** 712 W. Washington  
**Intl Cellucotton** 919 N. Michigan  
**Intl Harvester** 180 N. Michigan  
**Walter H. Johnson Candy** 410 W. Belmont  
**Kraft Foods** 500 Postoffice Court  
**Libby, McNeill & Libby** W. Esch, & S. Packery  
**Mart Candy** 2019 N. Oak Park  
**Oscar Mayer Co.** 1241 N. Sedgwick  
**Jules Montener** 440 W. Superior  
**Motorola** 4545 W. Auguste  
**Muntz** 1735 W. Belmont  
**Mystik Adhesive Products** 2635 N. Kildare  
**O' Cedar** 2246 W. 49th  
**Pabst** 221 N. LaSalle  
**Pure Oil** 35 E. Wacker  
**Purity Bakeries** 919 N. Michigan  
**Quaker Oats** 345 Merchandise Mart  
**Simoniz** 2100 S. Indiana  
**S.O.S.** 6201 W. 65th  
**Standard Oil of Ind.** 910 S. Michigan  
**Sunbeam** 5600 W. Roosevelt Rd.  
**Swift** Union Stock Yards  
**Tani** Merchandise Mart  
**United Airlines** 5959 S. Cicero  
**Wine Corp. of Am.** 3737 S. Sacramento  
**Wm. Wrigley** 410 N. Michigan  
**Zenith** 912 W. Washington

## News Services

**Associated Press** 160 N. LaSalle  
**International News Service** 326 W. Madison  
**United Press** 400 W. Madison

## Music & Transcription Services

**ASCAP** 8 S. Michigan  
**BMI** 360 N. Michigan  
**Columbia Transcriptions** 410 N. Michigan  
**Monogram-Chicago** 75 E. Wacker  
**Morton Radio Productions** 360 N. Wacker  
**RCA Recorded Program Svc** 415 N. Lake Shore  
**Standard Radio** 360 N. Michigan  
**Hol Tate Prods** 831 S. Wabash  
**L. S. Toogood Recording** 221 N. LaSalle  
**United Broadcasting** 301 N. Erie

## TV Film Program Sources

**ABC Film Synd.** 20 N. Wacker  
**Academy Prods** 123 W. Chestnut  
**Association Films** 79 E. Adams  
**George Bagnall** 228 N. LaSalle  
**CBS Film Sales** 232 1/2 Michigan  
**Coronet** 410 N. Michigan  
**Du Mont Film Synd** 65 E. Southwater  
**Film Studios of Chicago** 646 N. Michigan  
**Guild Films** 135 S. LaSalle  
**Imperial World Films** 20 E. Jackson  
**International Film Bureau** MI 2-6200  
**Kling Studios** 57 E. Jackson  
**Lewis & Martin** 601 N. Fairbanks  
**MCA TV** 218 S. Wabash  
**Morton Prods** 430 N. Michigan  
**Motion Pictures for Television** 64 E. Lake  
**NBC Film Division** 820 N. Wabash  
**RCA Recorded & TV Film Svc** Merchandise Mart  
**Sarra** 445 N. Lake Shore  
**Walter Schwimmer Prods** 16 E. Ontario  
**Screen Gems** 75 E. Wacker  
**Telenews Prods** 333 N. Michigan  
**United Artists TV** 1325 S. Wabash  
**United Press Movietone** 1301 S. Wabash  
**United Television Programs** 400 W. Madison  
**United World Films** 360 N. Michigan  
**Vitapix** 601 W. Washington  
**Vague Wright Studios** 30 N. LaSalle  
**Wilding Prods** 469 E. Ohio  
**1345 Argyle** LO 1-8410

## SPONSOR offices

**NEW YORK 17** 40 E. 49th • MUrray Hill 8-2772  
**CHICAGO** 161 E. Grand • SUperior 7-9863  
**DALLAS** 1500 Jackson • RAndolph 7381  
**LOS ANGELES** 6087 Sunset • HOllywood 4-8089



moving UP!



Announcing a change of address: our New York offices are now located in new, enlarged quarters at 477 Madison Avenue—on address in the HEART of the industry. This move follows the recent expansion of our Chicago offices.

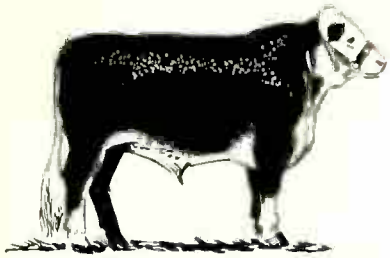
ADAM J. YOUNG Jr., Inc.  
 ADAM YOUNG TELEVISION CORP.  
 RADIO and TELEVISION  
 STATION REPRESENTATIVES

New York • Boston • St. Louis • Chicago • San Francisco • Los Angeles









**IN CATTLE THE  
HEREFORD  
IS THE CHOICE  
OF OKLAHOMA**

**IN TELEVISION  
KWTV  
IS THE CHOICE  
OF OKLAHOMA CITY**



MARK WEAVER  
KWTV ASSISTANT NEWS DIRECTOR

A "nose for news" coupled with broad radio, television and newspaper experience adds up to make a seasoned, sound reporter. That's Mark Weaver! Mark came to KWTV from KLRA Little Rock where he won the Arkansas Press Association Award for outstanding journalism in 1953. He is known to many for his news feeds to CBS and Edward R. Murrow. Yes, Mark Weaver is another reason why KWTV newscasting is choice in Oklahoma City.

EDGAR T. BELL, Executive Vice-President  
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts ERP with a 1572-foot tower in early fall 1954.

*the Choice of Oklahoma City*

**KWTV-9**



AFFILIATED MANAGEMENT K O M A CBS  
REPRESENTED BY AVERY-KNODEL, INC.

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**means...**

**WBZ-WBZA**—Boston, Springfield—51,000 Watts

**KYW**—Philadelphia—50,000 Watts

**KDKA**—Pittsburgh—50,000 Watts

**WOWO**—Ft. Wayne—50,000 Watts

**KEX**—Portland, Oregon—50,000 Watts

**WBZ-TV**—Boston—Channel 4

**WPTZ (TV)**—Philadelphia—Channel 3

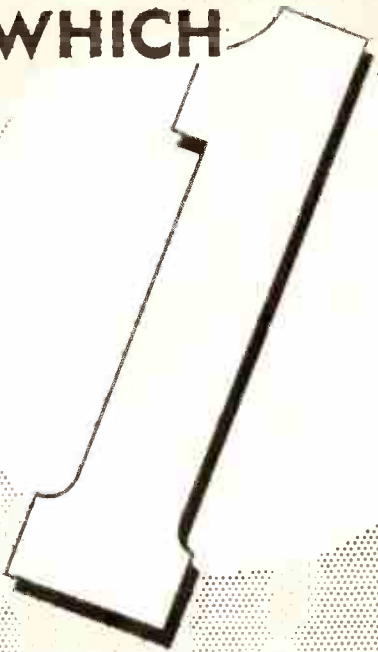
**WBC** means sales . . . **WBC** means audience . . . **WBC** means audience-action . . . because WBC stations dominate their areas. Contact Eldon Campbell, National Sales Manager for rates and availabilities. Phone PLaza 1-2700, New York.

**WESTINGHOUSE BROADCASTING CO., INC.**

*Exclusive National Representatives: Free & Peters, Inc.*

444 Madison Avenue, New York 22, N. Y.

**WHICH**



**DO YOU LIKE?**

**We've Got  
'em All!**

**CBS NBC ABC  
DUMONT**

Yes, for over a year, WAFB-TV has furnished the only TV programming to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to! To cover almost a half million potential customers, buy the only TV station in the capitol of Louisiana . . .

**WAFB-TV**

**Channel 28**

Baton Rouge, La.

TOM E. GIBBENS

Vice President & General Manager.

Represented nationally by  
ADAM J. YOUNG, Jr.

**AGENCY  
AD LIBS**



(Continued from page 16)

out of the medium of tv. Echo chambers and the other auditory devices which we worked so hard to develop in radio are all but forgotten. I can remember many times asking my employers for money to *experiment* with sound effects—no product or advertiser in mind, no specific commercial problem either.

The management, thinking we were crazy but for some reason willing to humor us, would invest in several hours of studio time and a small group of us would hie ourselves to the studio with a sound man. We would put microphones in the sounding board of the piano, have an announcer talk into a glass of water, through the reverse end of a megaphone or into what is known as a flutter box. One sound man I worked with got so interested in the creative possibilities of pure sound that he went home and invented a new electronic device that would play with highs and lows of various musical instruments. From this was developed a new set of instrumentations: Pyrrhic victory indeed.

All this activity, mind you, merely to come up with something that would set apart one commercial announcement from another. Don't get the idea that we were only mechanically minded. We realized that if anything were to come of our sound sessions, it would have to be relevant as well as attention-getting.

But, as I say, it seems we have gotten away from much of this in television. Sound is almost a lost art, so powerful (or time consuming) is the video side of our copy. Maybe this is a good thing as far as advertising goes. However, the early complaint about tv writers—that they were far too concerned with technique rather than advertising content—can hardly be the case today. Our present copy is quite straightforward. Our demonstrations, similar to those done on the sales floor, are simple and sparsely used.

I regret that we spend so little time today to attract ears. Maybe we are missing something. ★ ★ ★

**Letters to Bob Foreman are welcomed**

*Do you always agree with the opinions Bob Foreman expresses in "Agency Ad Libs"? Bob and the editors of SPONSOR would be happy to receive and print comments from readers. Address Bob Foreman, c/o SPONSOR, 40 E. 49 St.*



# T. V. story board

*A column sponsored by one of the leading film producers in television*

## SARRA

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



"Four-hour energy from two Hostess Cupcakes" is the theme of a new series of 60-second cartoon commercials for children's programs. There's plenty of excitement for small fry as engaging cartoon characters compete in childhood games . . . plenty of sell for the product as the extra energy supplied by Hostess Cupcakes turns defeat into victory. Appetizing live-action shots of Hostess Cupcakes, with a reminder to ask mother to buy them, wind up an action-packed, sales-minded minute. Produced by Sarra for Continental Baking Company, Inc., through Ted Bates & Company.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



In a merry minute of full animation the Cat-Tex trademark comes to life and proves to be a real "hep" cat at selling the sole that's "not rubber, not leather, not plastic." This frisky feline sings the praises of the product in a catchy jingle, demonstrates its virtues with amusing antics and provides strong product identification throughout. A visual and vocal delight created by Sarra for Cats Paw Rubber Company, Inc., through The S. A. Levyne Company.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



To dramatize the theme—"the first floating close shave"—in a new series of 60-second TV commercials, Sarra floats the new Custom Schick Shaver into view on a lily pad . . . floats it through the air on a feather . . . floats it up and down on a man's face. The photographic magic carries over into live-action shots of a man shaving and leaves the viewer with the desired impression—that the Schick Shaver "floats in your hands . . . floats over your face." Produced by Sarra for Schick, Inc., through Kudner Agency, Inc.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



No dull scientific explanations or lengthy laboratory demonstrations confuse the viewer in Sarra's series of 1-minute spots for Sylvania Television. By comparing such things as Photo Power and horse power, Halo Light and reading light, Sylvania's outstanding features are made crystal-clear . . . and so quickly that there is time left to close each informative minute with an impressive array of beautiful cabinets. Created by Sarra for Sylvania Electric Products, Inc., through Roy S. Durstine, Inc.

SARRA, Inc.  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

## SAVINGS ACCOUNTS

SPONSOR: Valley National Bank

AGENCY: Jennings & Thompson

**CAPSULE CASE HISTORY:** After sponsoring Liberatec for seven weeks in the spring of 1953, the bank announced that those opening savings accounts of more than \$10 would get a Liberatec record. At the end of three programs more than \$750,000 in new deposits had come in with the average deposit over \$750. Last August the bank renewed the Guild Films Co. show for 73 weeks. Since beginning sponsorship, the bank reports more than \$2 million in deposits has come from Liberatec viewers—at a time and film cost of \$543 weekly.

KPHO-TV, Phoenix

PROGRAM: Liberatec



**TV  
results**

## LUNCHEONETTE

SPONSOR: The Grabeteria

AGENCY: Direct

**CAPSULE CASE HISTORY:** This small Salt Lake quick-lunch restaurant advertised a special "Old Times Day" (items priced the way they were 50 years ago). The firm bought six spots on KSL-TV on the two days preceding the "Old Times Day" for \$360. When the day rolled around (it was 30 March), the Grabeteria served nearly 6,000 people. It sold 600 pounds of beef, 660 meat pies and nearly 1,000 half-pints of milk during the day.

KSL-TV, Salt Lake City

PROGRAM: Announcements

## GOLF CLUBS

SPONSOR: Schindler's Jewelry Store

AGENCY: Direct

**CAPSULE CASE HISTORY:** Schindler's promoted a special golf club offer using KFTV as its only advertising medium. The offer: A five-club special set priced at \$24.95. The promotion: Five announcements on KFTV. The results: Sale of 120 golf club sets—including sales to 10 members of KFTV's staff who fell for their own commercials. After three weeks, sales are still booming. Cost of the announcements was \$230.

KFTV, Sioux City

PROGRAM: Announcements

## AUTO PAINTING

SPONSOR: B&H Automotive

AGENCY: Direct

**CAPSULE CASE HISTORY:** The first of 52 one-minute Class A announcements costing \$54 each produced seven automobile paint jobs for the sponsor—a firm specializing in this service for car owners. The announcement was telecast Sunday just before a local sports show. It used a locally produced film showing operations involved in painting a car while a booth announcer described the action. A slide with the firm's name, address and phone number was shown at the end of the film, and no special prices or inducements were offered.

WREX-TV, Rockford, Ill.

PROGRAM: Announcements

## JAR LID

SPONSOR: Peter Pan Peanut Butter

AGENCY: Needham, Louis & Brorby, Inc.

**CAPSULE CASE HISTORY:** On 18 February, Ruth Lyons, fennce of the 50-50 Club, told her viewers that they could get a plastic refrigerator jar lid free. All they had to do was send Miss Lyons a self-addressed stamped envelope. The next day 1,267 requests for the Peter Pan lids came into the station; the following Monday there were 3,411 requests and by the first of March 5,269 people had written in for the plastic lids. A one-minute live participation on the show is telecast over WLWT, WLWC and WLWD, costs \$230.

WLWT, Cincinnati, WLWC, Columbus, WLWD, Dayton

PROGRAM: 50-50 Club

## CANDIES

SPONSOR: M&M Candies

AGENCY: Roy S. Durstine, Inc.

**CAPSULE CASE HISTORY:** Last November M&M Candies bought Johnny Jupiter, a half-hour Saturday morning children's film program, for national spot sponsorship. Seven months later M&M business is up 250% in the Nashville area, with jobber orders up as much as 600% in some cases. The film program is telecast between 9:00 and 9:30 a.m. The station's Class C 26-time rate (not including talent, film and so forth) is \$114.

WSM-TV, Nashville

PROGRAM: Johnny Jupiter

## MEN'S SUITS

SPONSOR: Sears, Roebuck & Co.

AGENCY: Direct

**CAPSULE CASE HISTORY:** The Reno Sears store used one 10-minute commercial showing a man being measured for a tailor-made suit in the store. As a direct result of the commercial, 19 suits were sold. They averaged \$75 in price; the cost of the commercial was \$82.50. The store reports, too, that a number of ready-to-wear suits also were sold to viewers. The advertising-to-sales ratio for the tailor-made suits was about 18 to 1.

KZTV, Reno

PROGRAM: Announcement



NEW

BROADCAST

AUDIO

EQUIPMENT

for

AM • FM • TELEVISION

MICROPHONES

CONSOLES

CUSTOM EQUIPMENT

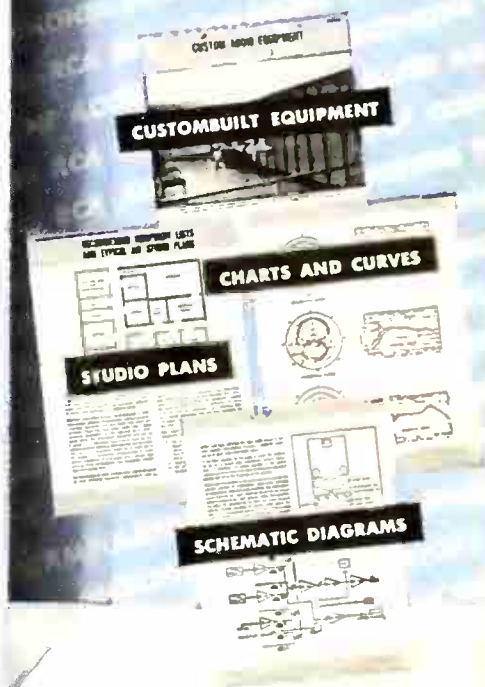
AMPLIFIERS

RACK EQUIPMENT

TURNTABLES

RECORDERS

SPEAKERS



# AUDIO catalog for Broadcasters

AM

FM

TV

THIS 146-PAGE CATALOG contains "straight-to-the-point" information about all RCA audio equipment and accessories designed for broadcast and television station operations. The book covers more than 200 professional audio items . . . and includes data, specifications, response curves, typical station equipment lists,

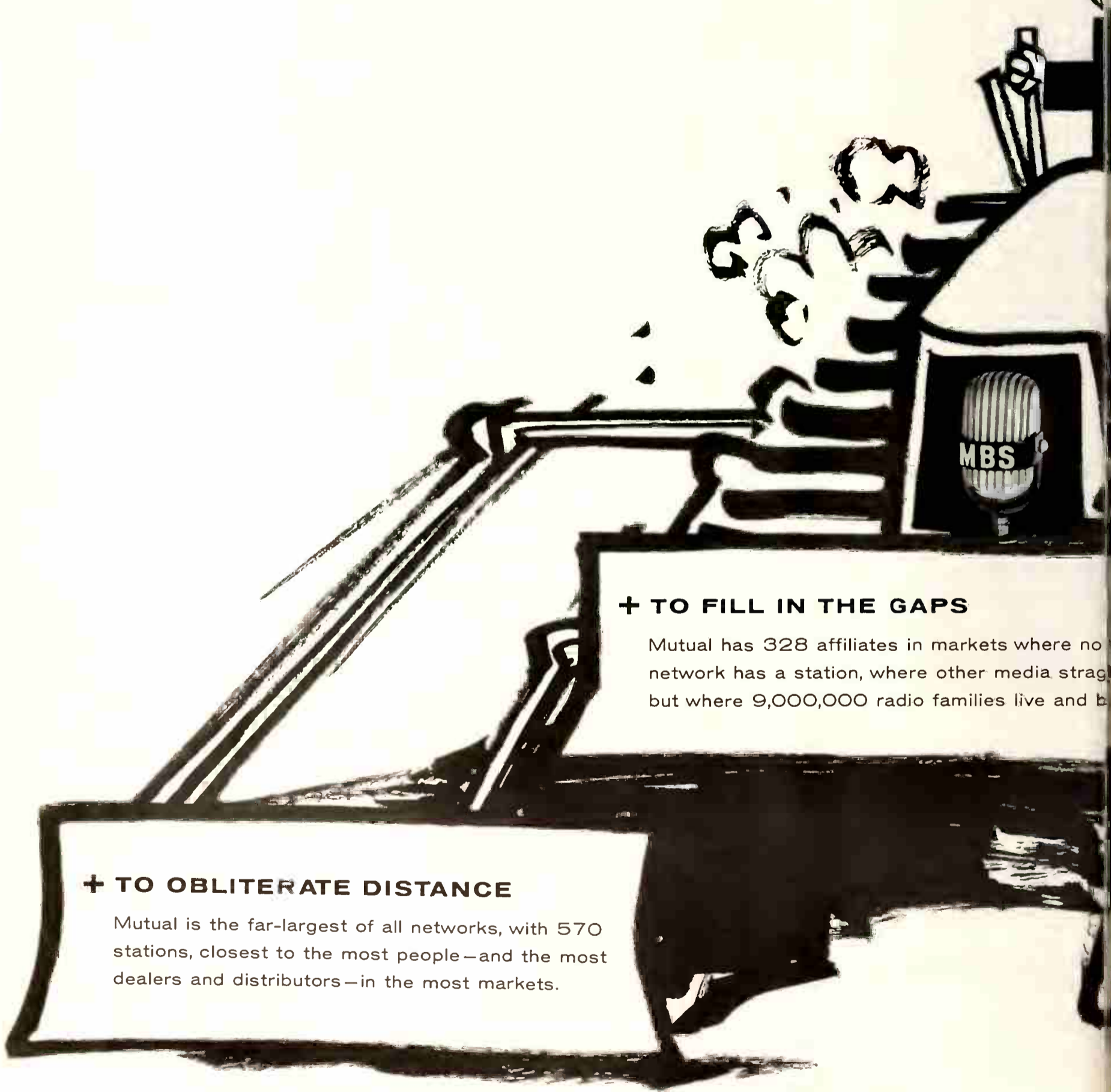
and studio layouts. It's authoritative. It's complete. It's the only book of its kind in the industry.

For your copy of the RCA Audio Catalog, ask your RCA Broadcast Sales Representative. Or write Dept. XX, RCA Engineering Products, Camden, N. J., on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DIVISION  
CAMDEN, N. J.

**SMOOTH YOUR  
WAY TO  
SALES WITH  
FOUR BIG PLUSSES**



**+ TO FILL IN THE GAPS**

Mutual has 328 affiliates in markets where no other network has a station, where other media struggle, but where 9,000,000 radio families live and broadcast.

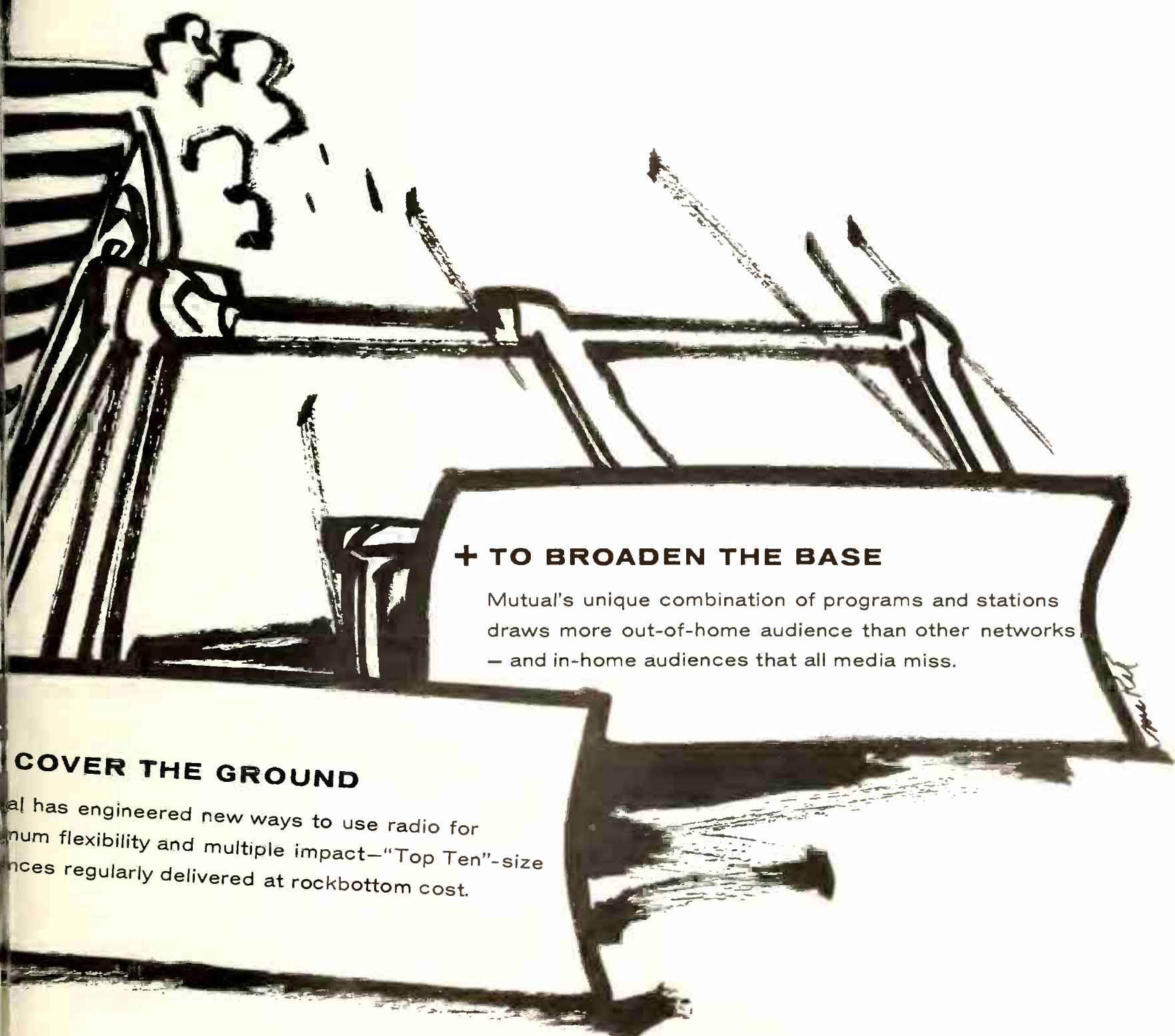
**+ TO OBLITERATE DISTANCE**

Mutual is the far-largest of all networks, with 570 stations, closest to the most people—and the most dealers and distributors—in the most markets.

**MUTUAL BROADCASTING SYSTEM**



There's no obstacle between you and 48-state sales that network radio can't smooth out best —and no network can smooth your way to sales with earthier advantages than Mutual's. Examine the four special plusses shown here...Mister PLUS at the controls.



**+ TO BROADEN THE BASE**

Mutual's unique combination of programs and stations draws more out-of-home audience than other networks — and in-home audiences that all media miss.

**COVER THE GROUND**

Mutual has engineered new ways to use radio for maximum flexibility and multiple impact—"Top Ten"-size audiences regularly delivered at rockbottom cost.

... the ALL-America network for radio ... PLUS

# SPONSOR Asks...

a forum on questions of current interest  
to air advertisers and their agencies

**What was the best "pitch" ever made to you  
by a radio or television salesman**



## THE PICKED PANEL ANSWERS

By **JAMES MORGENTHAU**, account executive,  
Grey Advertising Agency, New York



Mr. Morgenthal

The impression I get when someone makes a "pitch" depends on whether or not I'm buying—or in the market to buy—the network, market or stations that the salesman is selling.

If I'm in a receptive mood for sales information because of a particular campaign I'm working on, then almost any kind of presentation that fits into my plans interests me.

But if I'm not working on a campaign at the time for which the presentation is appropriate, then it is only a pitch.

Time salesmen who have impressed me most are those who find out what I'm working on and what I'm looking for. Then they show me how their ideas will help my campaign.

On the other hand, I've heard salesmen start their canned pitch like this: "This is a natural for . . ." (they look up from their book and say 'XYZ Product' and look back down again) ". . . and so you should buy our network."

The salesmen who have made the most sense are those who have really studied the account and who didn't make any ill-advised recommendations.

Actually, one of the best pitches I ever heard came not from a radio or tv salesman but from a trade paper salesman.

We had decided on a campaign and

called up the salesman to come down and bring along a blank contract: we wanted to sign up with him.

But when he arrived, he said "Is that all you want?" Then, since he was familiar with both the account and his own paper, he told us when using his paper would be most productive. He told us when we should use half pages instead of full pages. We were actually a little amazed at how much this man knew—and the way he outlined his recommendations. As it turned out we made a few changes in our original campaign in order to follow the suggestions of this salesman.

Possibly I'm not typical, but I get fewer calls from radio and tv salesmen than from space salesmen. Perhaps the time salesmen concentrate more on the radio-tv department, while space salesmen seem to call on account executives.

There is one pitch from a time salesman that I particularly remember, however. First of all it was made by a man who had made several calls before. Like the space salesman I referred to before, this man knew both the product and the media he was selling.

Because I knew the man, I called him; I told him we were planning a spot barrage for a May-June gift event. What did he suggest?

He came back with a very carefully worked out schedule of time, ratings and a good overall plan. We ended up buying much of what he was selling.

Now it isn't unique for a time salesman to come up with a schedule once you tell him you're about to buy; but this man had made calls before and he made an intelligent pitch.

I would think that when a time sales-

man found out that a certain advertiser was actually a logical prospect for radio or tv, or was planning a campaign, he would see the account executive. As I said, however, my personal experience is that very few time salesmen do this.

By **JOHN McCORKLE**, timebuyer, Sullivan, Stauffer, Colwell & Bayles, New York



Mr. McCorkle

A good pitch should be like the old story of the man who took a swipe at another man with a razor. The victim jeered, "You never touched me," and the attacker grinned and said, "Yeah, just shake

your head." A pitch is most effective when it is not too obvious. Because of this it is difficult for me to recall any one outstanding sales job.

What makes a good pitch? As a buyer I would like to think that I am influenced only by the comparative values of stations and availabilities and by their suitability for my client. The best pitch from my standpoint is the one with the most information.

No timebuyer can know all there is to know about every station and every market. Yet to do an effective job the buyer should have as much data as possible at his fingertips or in his head. His best sources of information are the media representatives who call on him. A salesman who presents pertinent information is giving a good pitch. Competitive situations change. Stations change programming and talent. Audiences shift. Many sales are made when such changes are pointed out to buyers.



When a salesman can present good "reason why" material he is usually on his way to an order. And the best pitch must obviously be the one that gets the order.

By **JOAN STARK**, chief timebuyer, *William H. Weintraub & Co., New York*



Miss Stark

Many a radio and tv sales "pitch" has been made and sold, and many a radio and tv sales "pitch" has been made and lost!

The latter can be attributed to certain failures on the part of the salesman; namely: (1) failure to supply the buyer with a complete picture of ratings and audience composition, including comparisons with competition, (2) failure to pitch the right type of schedule for the prospective client, (3) failure to give a clear idea of the local picture, and (4) above all, failure to look into the long-term aspect of the schedule whether it be for station breaks, participation or programs.

True, a salesman's job is to sell his station's time, but to sell (or try to sell) the wrong schedule to the wrong advertiser defeats his purpose. Also a lack of faith or belief in what is being pitched usually passes on from the salesman to the buyer.

Frankness on the part of the salesman who feels he does not have the right vehicle to sell, or currently available, does pay off in the long run. By doing this, the buyer learns to trust the salesman's knowledge and sincerity on future proposals. Many times I have asked the advice of these salesmen who have displayed this frankness and sincerity, and I have been aided and sometimes guided by their knowledge.

When a salesman has an established program to sell and sells it, that is one thing; but, when he has a new program with a brief history or none at all, and he sells it, he's done his job and done it well. Such was the case of a pitch made to me over two years ago.

Tv program availabilities were requested from all the stations in one of our Kaiser-Frazer Dealer Association's markets—and this was a highly competitive market in respect to the number of stations as well as the type

(Please turn to page 114)

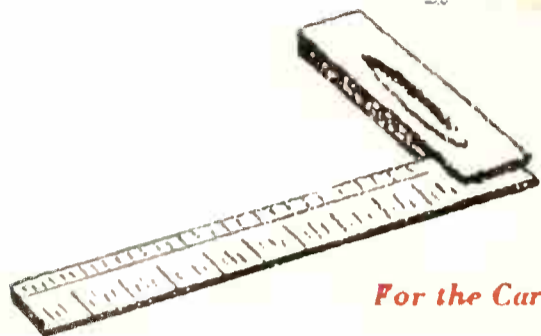


Passing lures don't take away our listeners. We stack up . . . for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

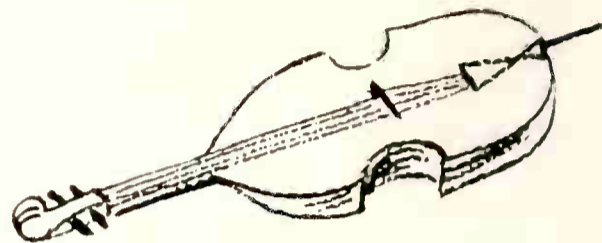
CBS for CENTRAL OHIO

ASK  
JOHN BLAIR  
**WBNS**  
**radio**  
COLUMBUS, OHIO

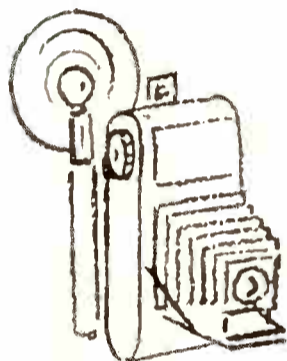
# TOOLS OF



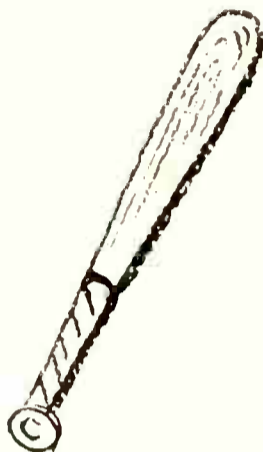
*For the Carpenter*



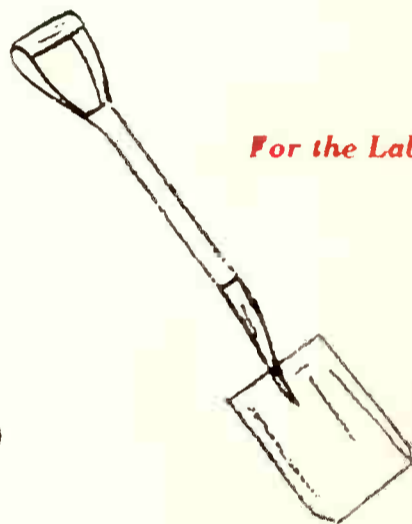
*For the Violinist*



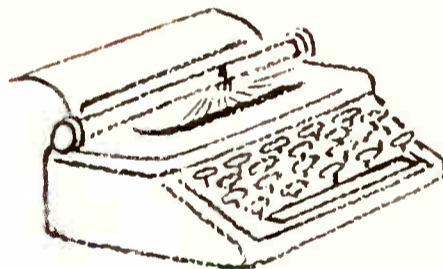
*For the Photographer*



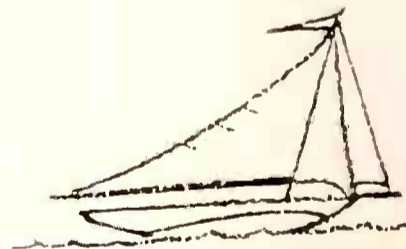
*For the Ballplayer*



*For the Laborer*



*For the Journalist*



*For the Sailor*

**FOR THE TIMEBUYER**

**SPONSOR** 40 EAST 49TH STREET, NEW YORK 17

Please reserve following space in SPONSOR's 1954 Fall Facts Issue.

- |                                       |       |                 |
|---------------------------------------|-------|-----------------|
| <input type="checkbox"/> double-truck | \$780 | (one-time rate) |
| <input type="checkbox"/> full page    | \$390 | (one-time rate) |
| <input type="checkbox"/> half-page    | \$220 | (one-time rate) |
| <input type="checkbox"/> third page   | \$150 | (one-time rate) |

frequency discounts apply!

Firm \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name \_\_\_\_\_

**Advertising deadline 28 June**

- Extra press run!
- Extra merchandising!
- Extra readership!
- Extra practical use!
- Extra long life!



# THE TRADE

***W**e're not stretching it. The Fall Facts Issue (this is our eighth) is invaluable to timebuyers, account executives, ad managers, radio and TV directors, station executives. Nowhere else can they get best-buying tips, costs, trends, directories. Nowhere else can they get 1954 Radio Basics, TV Basics, Film Basics. Nowhere else can they learn why this fall and winter are different and how to cash in on the difference. They get this (and much more) while they're burning midnight oil making fall and winter decisions. The 1954 Fall Facts is all meat. It's 100% geared to buyer use. Anything that doesn't fit the use requirement is out. That's why your advertising message should be in.*

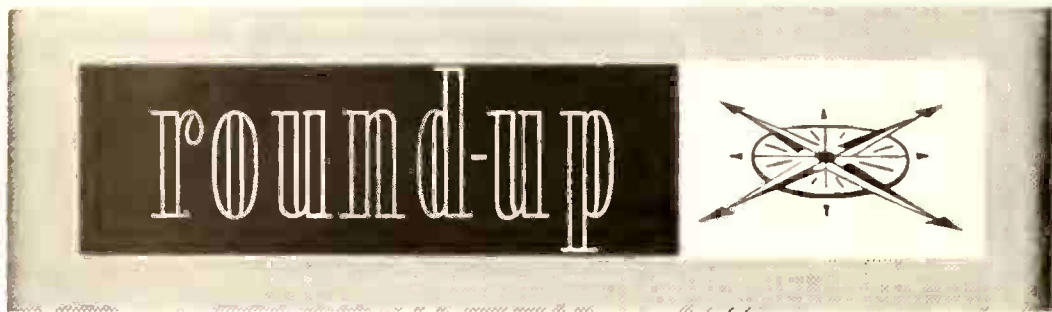
the magazine Radio and TV advertisers use

**SPONSOR**

12 JULY 1954

**1954  
FALL FACTS ISSUE**

*Eighth annual issue*



### 75,000 viewers enter WFIL-TV contest in 30-day period

A contest conducted by WFIL-TV, Philadelphia, drew a total of 75,000 letters and cards from viewers in a one-month period, the station reports.

To enter the competition, viewers had to estimate the number of beans in a sealed container, and finish the sentence, "I'm proud to be an American because..." A new Nash Metropolitan was the prize.

The contest was publicized on WFIL-TV's *Stop, Look and Listen* audience participation show with Tom Moorehead, telecast across-the-board. Constant visual and aural promotion of the new Nash built up local demand for the model. According to J. E.

Lamy, Philadelphia zone manager for Nash, the contest helped local dealers sell all available Metropolitans within three days.

WFIL-TV mail tabulators checked in entries from more than 40 counties in the four-state WFIL-TV coverage area. The winning entry was submitted by a Pitman, N. J. housewife, Mrs. William Quigley Jr., who was just two short of the actual number of beans in the container.

The contest was promoted by newspaper ads, announcements and a series of non-televised versions of *Stop, Look and Listen* in the station's coverage area. ★ ★ ★

### WOWO stays up all night broadcasting high school prom

About 200 teenagers recently kept a 50 kw. radio station on the air all night.

Reason for the dusk-to-dawn stanza was the Columbia City (Ind.) annual junior-senior high school prom. Broadcasting a prom attended by 200 teenagers (Columbia City has a population of 5,000) might seem to lack news significance to some people. But Carl Vandagriff, general manager of WOWO,

Fort Wayne, which broadcast the program, said, "You must be a Hoosier... to be able to understand the Columbia City party."

The Rural Electrical Membership Corp. understood it well enough to pay \$800 to sponsor the show. During the program—which ran from 10:00 p.m. Friday to 5:30 a.m. Saturday—each of the 200 teenagers at the prom had a chance to speak on the air. ★ ★ ★

Announcer Cal Stewart interviews high school senior. Each of the 200 teenagers was on air



### FCC 20 years old 19 June, regulates 5,808 stations

The Federal Communications Commission celebrates its twentieth birthday this week (19 June).

In January 1935, a few months after the FCC began operations, there were 623 commercial radio stations and 30,000 licensed engineers. Today, there are 5,808 am, fm and tv operations and 715,000 engineers which come under its jurisdiction. A total of 1,100 employees and an annual budget of \$7.4 million are required today to conduct FCC business; in 1935, 233 employees carried out its work with an annual budget of \$1.8 million.

The FCC is composed of seven commissioners named by the President and approved by the Senate. In the realm of broadcasting the FCC's work is:

- Setting aside groups of channels for the various am, fm and tv services and assigning specific channels for the transmissions of individual stations.
- Making and enforcing rules and regulations and engineering standards as well as setting up new policies as new developments occur. ★ ★ ★

### John J. Gillin Jr. in Radio Pioneers Hall of Fame

The late John J. Gillin Jr., pioneer radio broadcaster, former president and part owner of WOW, Omaha, recently was awarded membership in the Radio Pioneers Hall of Fame. A scroll citing his "lifetime of devotion to the development of radio and television in the public interest" was accepted by his son, John J. Gillin III, at a special dinner.

John Gillin Jr. began his radio career at the age of 19, spent 21 of his 26 years in radio at WOW. Starting out as an announcer, he advanced to program director, commercial manager, and in 1934 became general manager. In January 1943 he became president as well as general manager. He became a member of the Radio Pioneers in 1949.

At the age of 29 he was elected to the board of directors of the National Association of Broadcasters and was reelected for successive terms totaling 14 years. During his tenure in office he worked to establish sound business principles and high ethical standards in broadcasting. ★ ★ ★

(Please turn to page 79)





*Here's what  
you get....*

Stack displays in 43 big supermarkets\* serving all of metropolitan Los Angeles.

Advertiser's product will bear special shelf or stack markers identifying it as "A KMPC Value."

Posters throughout all 43 markets publicizing KMPC as "The Food Station."

Easel boards featuring KMPC personalities who will be airing the advertiser's commercials.

Special KMPC badges worn by all market clerks and check-out girls.

Special reference to KMPC in all newspaper advertising and Special Value Sheets of all 43 markets.

Food Special banners featuring KMPC throughout all of the markets.

*Investigate today!*

# KMPC

*"The One-Station Network"*

**710 kc • Los Angeles**

50,000 watts days • 10,000 watts nights

GENE AUTRY, President • R. O. REYNOLDS, Vice-Pres. & Gen. Mgr

Represented nationally by A. M. RADIO SALES COMPANY

New York • Los Angeles • Chicago

*\* Available to only 13 advertisers having a product already carried by Thriftmart Food Markets*

*what's cooking  
in Coffeyville?*

The 10 county Coffeyville trade territory is a major market of 271,300 people. 50% larger than Wichita or Tulsa. Check your sales potential in the Southeast Kansas-Northeast Oklahoma market and you will be truly amazed. KGGF has served this hometown area for 24 years. With 10 KW on 690 KC, KGGF delivers a primary coverage of 87 counties in Kansas, Oklahoma, Missouri and Arkansas, with a population of 2,750,000.



WEED & CO., National Representatives



**agency profile**

**F. Kenneth Beirn**

President  
Biow Co., New York

Ken Beirn, president of Biow, says that he got into advertising through chemistry.

"When I was a chemistry major at Yale I was impressed by the seedy appearance of my prof's assistant—a meek, shabby little man in a worn grey suit who might have been making \$25 a month!"

Horrified by this prospect, Beirn quit chemistry and got into advertising, only to see a picture of the "shabby little man" in the papers a couple of years ago: "He'd just discovered plutonium!"

Philosophically Beirn draped his large, athletic frame over the arms of a deep, print-covered armchair in his office. "I guess I'm doomed to be a hairshirt," sighed the executive head of Biow. "I'm the worrier of this organization."

Beirn's worry is steering an agency with more than \$50 million in billings. Biow Co., with 60% of its total billings in tv, ranked fifth highest among air media agencies in 1953 billings. (For 20 top radio-tv agencies see SPONSOR, 28 December 1953.)

"The purpose of Biow management," Beirn explains, "is to adapt agency management to the creative men who're essential to our business, giving them all the freedom they need, but channeling it.

"Until about six years ago Milton Biow might have said 'the agency in the last analysis is the length and breadth of my shadow.' Since then he got around himself a fairly strong group of operators, a group of characters, let us say, who have track records of their own. This group has helped us keep the balance between showmanship and sound business."

Beirn walked over to his desk, picked up a pack of Philip Morris and ripped off the cellophane with a sweeping gesture. The silver foil snapped open. Beirn grinned.

"We're heavy in tv because this agency believes in hard sell—and demonstrating a product on tv is probably the most effective hard sell. Not that one medium can replace another, but today no national package goods advertiser can afford to stay off tv.

"Color will make tv even more indispensable."

Beirn walked over to the window and spun the globe resting on the sill. It's there as a reminder to him of his abortive career as a deck hand on an Isthmian Steamship freighter that took him around the world right after he quit being an undergraduate chemist. ★ ★ ★



# WNCT

GREENVILLE, NORTH CAROLINA

## CHANNEL 9

Primary **CBS** Affiliate

The only VHF station covering the rich Eastern Carolina market FULL TIME (7:00 A.M., through) with 100,000 watts.

RETMA SET COUNT, MAY 1, 1954

### 57,032

*. . . and growing every day!*

Indicating important audience — and advertiser — acceptance, WNCT was one of the Nation's fastest stations to go on full-time operation. 3 months after opening, WNCT was able to start full-time schedule beginning at 7:00 A. M. every day.

Its 874 ft. tower is the tallest in the Carolinas.

## WNCT GREENVILLE, N. C.

**A. Hartwell Campbell, General Manager**

JOHN E. PEARSON CO., NATIONAL REPRESENTATIVE

JAMES S. AYERS CO., SOUTHEASTERN REPRESENTATIVE

## 4 ways you can use this valuable SPONSOR feature

In every issue of SPONSOR you will find the handy, up-to-date listing of new tv station grants which appears below. Here's how this compilation can help you.

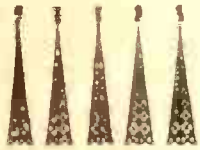
1. You can plan campaigns far in advance by check-

ing on-air target dates given in chart.

2. Names of permittee, manager and rep for each new c.p. and station make it easy to get additional data

3. List of all stations newly on air with commercial programming during two weeks preceding issue is handy reference list to update timebuyers.

4. Box score at bottom of page is succinct summary of tv's status. Includes total number of U.S. stations.



# NEW AND UPCOMING TV STATIONS



### I. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE & MANAGER	REP
				VISUAL	AURAL					
CORPUS CHRISTI, TEX.	KVDO	22	15 June	20	11		1	7 vhf <sup>1</sup>	Coastal Bend Tv Co. Gabriel Lozano, pres. A. O. Lerma, v.p. E. E. Mireles, sec. M. L. Ramirez, treas.	Young
ENID, OKLA.	KGEO-TV	5	10 June	100	50	ABC	1	40 vhf <sup>2</sup>	Streets Electronics George Streets, pres. and gen. mgr. Bruce E. Wallace, v.p. Robert M. Greer, sec. W. P. Scheffe, treas.	Pearson
GRAND JUNCTION, COLO.	KFXJ-TV	5	30 May	1.3	0.7	ABC, Du M, NBC	1	NFA	Western Slope Bstg. Rex G. Howell, pres. Laura Howell, v.p. Ruth G. Howell, sec. E. A. Thomas, exec. v.g.	Holman

### II. New construction permits\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET† (000)	PERMITEE & MANAGER	RADIO REP†
					VISUAL	AURAL				
OAK HILL, W. VA. <sup>3</sup>	WOAY-TV	4	2 June	1 Sept. '54	25	15	0	NFA	Robert R. Thomas Jr., sole owner	

### III. Addenda to previous listings

Since SPONSOR's 17 May 1954 list, four more television station grantees have left the air but retained their permits. Eleven

#### OFF THE AIR

ELMIRA, N. Y., WECT, uhf ch. 18 (began operating 30 Sept. 1953; suspended operations 26 May).

MONROE, La., KFAZ, uhf ch. 43 (began operating 11 Aug. 1953; suspended operations 1 May).

PHOENIX, Ariz., KOY-TV, vhf ch. 10 (share time).

Station merged with KOOL-TV (began operating 19 Oct. 1953; authorized to merge 5 May).

PUEBLO, Colo., KDZA-TV, vhf ch. 3 (began operating March 1953; suspended operations 21 April).

#### C.P.'s VOIDED

BECKLEY, W. Va., WBEY, uhf ch. 21 (FCC cancelled c.p. for lack of prosecution).

more stations have had their c.p.'s voided by the FCC. This raises the number of stations which have returned c.p.'s to the

COLUMBIA, Miss., WCBI-TV, uhf ch. 28 (grantee requested c.p. cancellation).

GOLDSBORO, N. C., WTVX, uhf ch. 34 (grantee requested c.p. cancellation).

GREENWOOD, S. C., WCRS-TV, uhf ch. 21 (grantee requested c.p. cancellation).

MARSHALL, Tex., KMSL, uhf ch. 16 (FCC cancelled c.p. for lack of prosecution).

MERCED, Calif., KMER, uhf ch. 34 (FCC cancelled c.p. for lack of prosecution).

NEW BRUNSWICK, N. J., WDHN, uhf ch. 47 (grantee requested c.p. cancellation).

PADUCAH, Ky., WTLK, uhf ch. 43 (FCC cancelled c.p. for lack of prosecution).

FCC to 80. During May six tv station went off the air: only five stations began operating during the month.

PHILADELPHIA, Pa., WIP-TV, uhf ch. 29 (grantee requested c.p. cancellation).

SPARTANBURG, S. C., WSCV, uhf ch. 17 (grantee requested c.p. cancellation).

TRENTON, N. J., WTM-TV, uhf ch. 41 (FCC cancelled c.p. for lack of prosecution).

#### CORRECTION

Under "New construction permits" in SPONSOR, 19 April, page 120, WUSN-TV is listed with the tv representative incorrectly. Southeastern representative for the station will be James S. Ayers Co., Atlanta. No national rep has been appointed.

## BOX SCORE

U. S. stations on air, incl. Honolulu and Alaska (1 June '54)

376

Markets covered

231

Post-freeze c.p.'s granted (excluding 30 educational grants: 4 June '54)

546<sup>3</sup>

Grantees on air

268

Tv homes in U.S. (1 April '54)

29,495,000<sup>§</sup>

U.S. homes with tv sets (1 April '54)

62%<sup>§</sup>

\*Both new c.p.'s and stations going on the air listed here are those which occurred between 21 May and 1 June or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Power of c.p.'s is that recorded in FCC applications and amendments of individual grantees. †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. Percentages on homes with sets and homes in tv coverage areas are considered approximate. ¶In most cases, the representative of a radio station which is granted a c.p. also represents the new tv operation. Since at presstime it is generally too early to confirm tv representations of most grantees, SPONSOR lists the reps of the radio stations in this column (when a radio station has been given the tv grant). NFA: No figures available at presstime on sets in market.

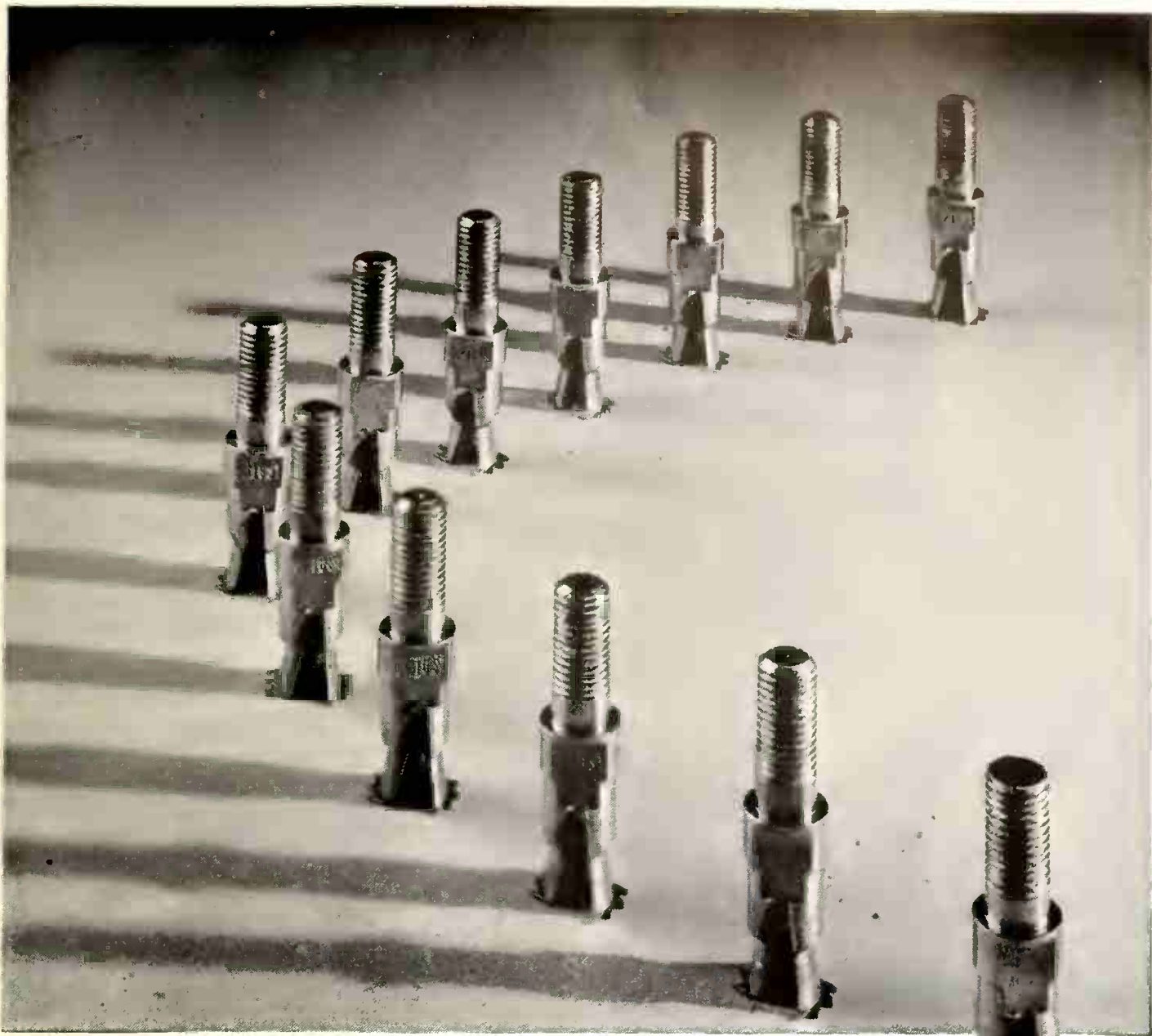
<sup>1</sup>Source: J. Walter Thompson Co. report on tv households in the U.S. as of 1 Jan. 1954. <sup>2</sup>Rep's estimate based on set sales and RETMA figures.

<sup>3</sup>Channel assigned to Beckley, W. Va.

<sup>4</sup>Grant made possible by dismissal of competitive application of Joe L. Smith Jr., Inc., whereby Robert R. Thomas Jr. pays Smith firm \$5,000 to reimburse it for actual expenses in prosecuting dismissed application. Smith firm also receives option for four years to purchase 40% of total issued and outstanding stock of a new corporation to be formed by Robert R. Thomas Jr. in which the c.p. would be transferred. Commissioner Frieda Henneok dissented.

<sup>5</sup>This number includes grants to permittees who have since surrendered their c.p.'s or who have had them voided by FCC.





## They Sing A Prosperous Song



Dovetail bits hum about payrolls and profits as they work for the growing furniture industry in the South's Prosperous Piedmont.

Industry and agriculture team-up to make the mighty Piedmont section of North Carolina and Virginia one of the fastest comers in the nation. And WFMY-TV is the Prosperous Piedmont's most viewed station.

The 1,700,000 people in WFMY-TV's 31-county area have over 2 billion dollars to spend . . . and they're ready, willing and able to spend it. Let your H-R-P man tell you the success stories of flourishing products sold over WFMY-TV in the Prosperous Piedmont.

Team your product with WFMY-TV and you'll sing a prosperous song, too. Call your H-R-P man today.



Basic Affiliate

# wfmy-tv

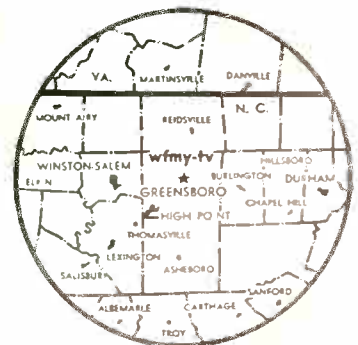
## Channel 2

GREENSBORO, N. C.

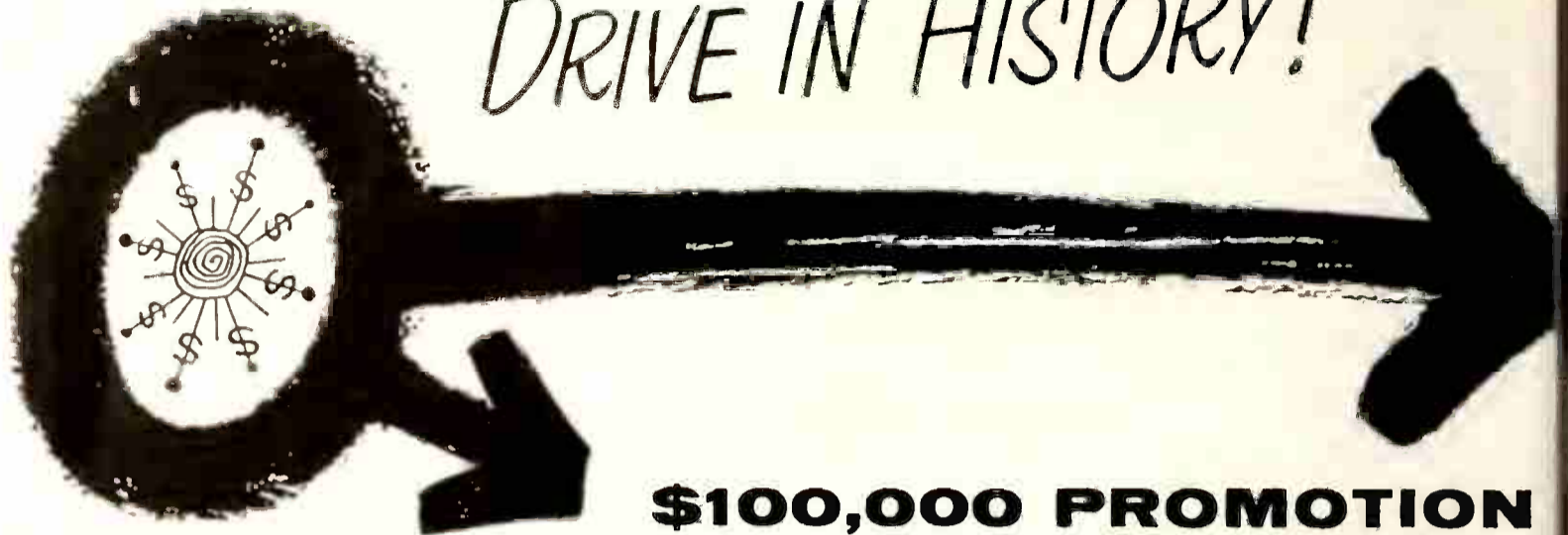
Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco



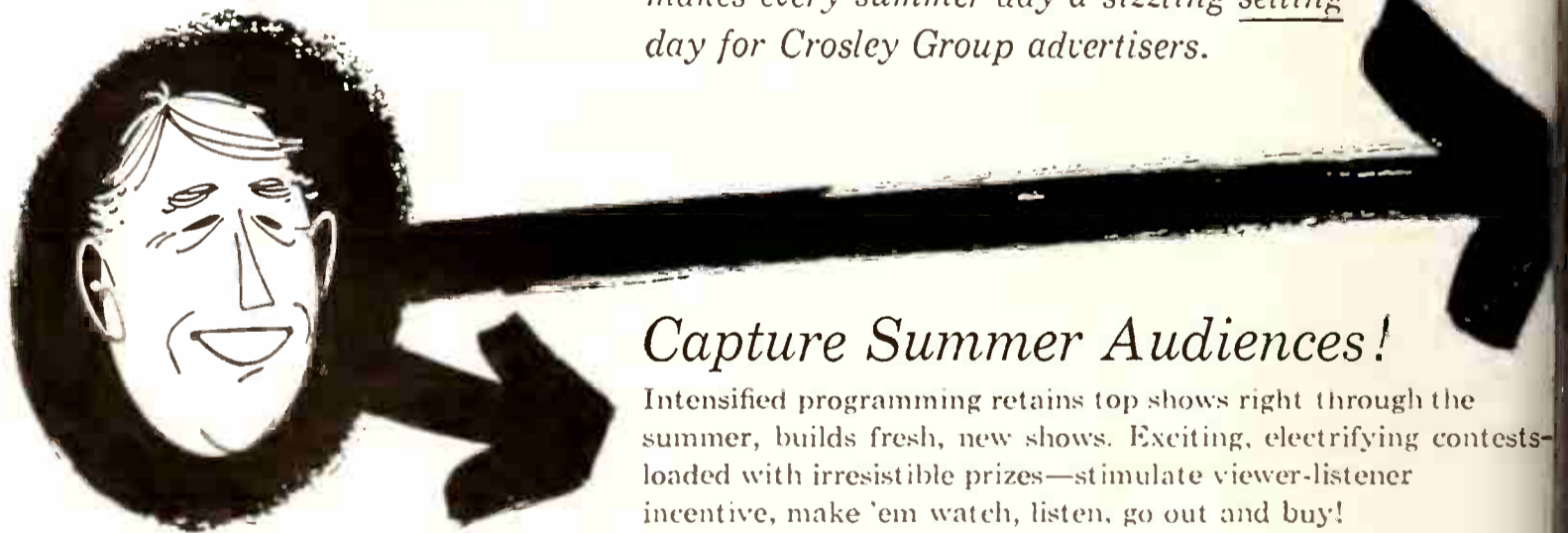
# GREATEST SUMMER SALES DRIVE IN HISTORY!



## **\$100,000 PROMOTION FOR CROSLEY GROUP ADVERTISERS!**



*Dynamite summer sales! With a steady barrage of hot programming, dynamic contests, a great new merchandising plan, that makes every summer day a sizzling selling day for Crosley Group advertisers.*



## *Capture Summer Audiences!*

Intensified programming retains top shows right through the summer, builds fresh, new shows. Exciting, electrifying contests—loaded with irresistible prizes—stimulate viewer-listener incentive, make 'em watch, listen, go out and buy!

## *Move The Product!*

An unusual boxtop-label premium offer will promote all Crosley Group advertised products. And only *those* advertised products will be eligible for the special offer. Each identified and merchandised as the key to an exciting Operation Sunburst premium—in all major retail outlets, including super markets, drug, hardware and jewelry stores, leading department and variety stores!




**OPERATION**

**Sunburst**

*Write, wire, call your Crosley Group representative.  
Get all the facts about Operation Sunburst for 1954. Hop to it!  
All SELL is going to break loose any day now!*

*the* **CROSLEY GROUP**



<b>WLW</b>	Radio
<b>WLW-A</b>	Atlanta
<b>WLW-C</b>	Columbus
<b>WLW-D</b>	Dayton
<b>WLW-T</b>	Cincinnati

**EXCLUSIVE SALES OFFICES:** *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

# SPONSOR-TELEPULSE ratings of top shows

Chart covers half-hour syndicated film programs

Rank row	Past rank	Top 10 shows in 10 or more markets Period 1-7 April 1954† TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		4-STATION MARKETS						3-STATION MARKETS			
				N.Y.	L.A.	Boston	Chi.	Mpls.	Seattle	St. L.	Wash.	Atlanta	Balt.	Buffalo	C.
1	2	<b>I Led Three Lives</b> , Ziv (D)	25.7	13.4	8.4	19.3	9.9	20.3	16.8	44.3	6.5	8.0	19.8	53.0	32.0
				wnbt 10:30pm	kabc-tv 9:30pm	wnac-tv 7:00pm	wgn-tv 9:30pm	kstp-tv 9:00pm	ktnt-tv 7:30pm	ksd-tv 10:00pm	wtop-tv 10:30pm	wlv-a 10:30pm	wbal-tv 10:30pm	wben-tv 9:30pm	wcr 8:00pm
2	1	<b>Favorite Story</b> , Ziv (D)	22.5	10.4	9.9	20.5	18.3	21.0	20.3	44.8	11.2	15.3			
				wnbt 10:30pm	kttv 8:00pm	wnac-tv 10:00pm	wbnq 9:30pm	wcco-tv 9:00pm	king-tv 8:00pm	ksd-tv 9:30pm	wtop-tv 10:30pm	waga-tv 7:00pm			
3	7	<b>Kit Carson</b> , MCA, Revue Prod. (W)	21.5		14.7	14.5			22.3	30.5		16.8	10.5	26.5	
					kabc-tv 7:30pm	wnac-tv 6:00pm			king-tv 6:00pm	ksd-tv 2:30pm		wlv-a 6:00pm	wmar-tv 6:00pm	wben-tv 3:00pm	
4	3	<b>Cisco Kid</b> , Ziv (W)	20.3	11.0	13.9	16.5	15.4	9.3	18.3	33.3	12.4	12.8	15.3		2.3
				wnbt 6:00pm	kabc-tv 7:00pm	wnac-tv 6:30pm	wbkb 4:30pm	wcco-tv 5:00pm	komo-tv 7:00pm	ksd-tv 4:30pm	wnbw 6:30pm	waga-tv 7:00pm	wbal-tv 7:00pm		wcr 6:10pm
4	4	<b>Superman</b> , Flamingo, R. Maxwell (K)	20.3	15.5	15.7	17.0	17.2	8.3	23.5	28.8	13.5	22.5	17.0	41.0	1.0
				wnbt 6:00pm	kabc-tv 8:30pm	wnac-tv 6:30pm	wbkb 5:00pm	wcco-tv 5:00pm	king-tv 6:00pm	ksd-tv 5:30pm	wnbw 7:00pm	wsb-tv 7:00pm	wbal-tv 7:00pm	wben-tv 7:00pm	wcr 6:00pm
6	5	<b>City Detective</b> , MCA, Revue Prod. (D)	19.9	4.5	11.5	18.8	5.5	15.3	20.3		9.5		9.8	40.3	2.0
				wpix 7:30pm	knxt 10:00pm	wbz-tv 10:30pm	wbkb 8:30pm	wcco-tv 10:00pm	king-tv 10:15pm		wtop-tv 4:30pm		wmar-tv 11:00pm	wben-tv 10:30pm	wcr 9:00pm
7	10	<b>Badge 714</b> , NBC Film (D)	19.8	10.7	17.7	14.5	12.0		30.3		20.2	15.3	18.8		1.0
				wor-tv 9:00pm	kttv 7:30pm	wnac-tv 2:00pm	wgn-tv 8:00pm		king-tv 9:30pm		wnbw 7:00pm	wlv-a 9:30pm	wbal-tv 10:30pm		wcr 10:00pm
8	9	<b>Foreign Intrigue</b> , JWT, Shel. Reynolds (A)	17.7	15.9	5.2	20.3	15.7	21.0	15.8	20.0	13.5	10.3		6.5	
				wnbt 10:30pm	knbh 7:00pm	wiz-tv 10:30pm	wbnq 9:30pm	kstp-tv 9:30pm	king-tv 8:00pm	ksd-tv 11:00pm	wnbw 10:30pm	waga-tv 7:00pm		wbuf-tv 8:00pm	
8	8	<b>Range Riders</b> , CBS Film, Flying "A" (W)	17.7	11.7	10.7	1.8		8.3	18.8						
				knbt 6:30pm	knxt 7:00pm	wjar-tv 6:30pm		wcco-tv 5:00pm	komo-tv 7:00pm						
10		<b>Ramar of the Jungle</b> , TPA, Arrow (A)	16.4	6.0	10.4	9.3	11.2	15.3	9.3	30.0	10.7			8.3	
				wpix 6:00pm	kttv 6:30pm	wbz-tv 12noon	wbkb 4:00pm	wcco-tv 2:30pm	ktnt-tv 6:30pm	ksd-tv 2:30pm	wtop-tv 6:30pm			wbuf-tv 5:00pm	
Rank row	Past rank	Top 10 shows in 4 to 9 markets													
1	1	<b>Craig Kennedy</b> , L. Weiss, A. Weiss (M)	20.9		1.9										
					khj-tv 7:00pm										
2		<b>Victory at Sea</b> , NBC Film (Doc.)	19.9		8.4				16.3	48.3					
					knbh 10:30pm				komo-tv 6:30pm	ksd-tv 9:30pm					
3		<b>Mr. District Attorney</b> , Ziv (A)	18.1		9.7						7.4				1.0
					wbs-tv 7:00pm						wmal-tv 10:30pm			w 10	
4	3	<b>Hopalong Cassidy</b> , NBC Film (W)	18.0	10.4	10.5	13.3		29.8	16.5		15.5				
				wnbt 11:45am	kttv 7:00pm	wbz-tv 6:30pm		wcco-tv 6:00pm	komo-tv 6:30pm		wnbw 7:00pm				
5	2	<b>Your All-Star Theatre</b> , Screen Gems (D)	17.5			1.5					12.5			37.0	
						wjar-tv 7:00pm					wnbw 10:30pm			wben-tv 4:30pm	
6		<b>Heart of the City</b> , UTP, Gross-Krasne (D)	16.8						1.5						1.0
									komo-tv 9:00pm					wk 9:00pm	
7	6	<b>Cowboy G-Men</b> , Flamingo, United Artists (W)	11.6	2.9				12.0		28.8					1.0
				wabc-tv 4:15pm				wcco-tv 2:00pm		ksd-tv 12:30pm				wcr 12:00pm	
8	8	<b>Amos 'n' Andy</b> , CBS Film (C)	11.3	13.0	17.7	11.0			23.8	6.5	11.5				
				wbs-tv 10:30pm	knxt 8:00pm	wbz-tv 11:00pm			komo-tv 8:30pm	wtvj 7:00pm	wtop-tv 7:00pm				
9		<b>Joe Palooka Story</b> , Guild Films (A)	13.8	3.0	2.9				11.8		12.7			23.0	
				wabd 7:00pm	keop 7:00pm				komo-tv 6:30pm		wnbw 7:00pm			wben-tv 10:00am	
10		<b>Waterfront</b> , UTP, Roland Reed (A)	13.7		12.9			3.7	19.0	39.0	6.2				
					kttv 7:30pm			wbkb 10:00pm	king-tv 9:30pm	ksd-tv 10:15pm	wtop-tv 7:00pm				

Show type symbols: (A) adventure; (C) comedy; (Doc) documentary; (D) drama; (K) kid show; (M) mystery; (W) Western. Films listed are syndicated, half hour length, broadcast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank space indicates film not broadcast in this market 1-7 April 1954. When shows are fairly stable from one month to another in the markets in which they are broadcast, it is true to much lesser extent with syndicated shows. This should be borne in mind when



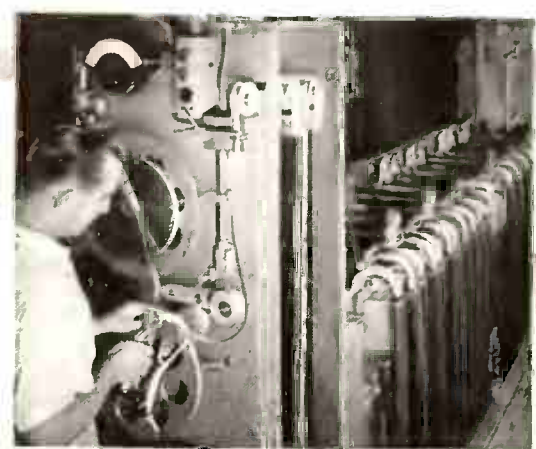
shows  
ly made for tv

3-STATION MARKETS					2-STATION MARKETS		
Dayton	Detroit	Milw'kee	Phlla.	S. Fran.	Birm.	Charlotte	New O.
7.8	15.8	47.0	15.0	22.0	32.5	57.3	52.3
10:30pm	wjtk-tv 10:30pm	wtmj-tv 9:30pm	wcau-tv 7:00pm	kron-tv 10:30pm	wabt 9:30pm	wbtv 8:30pm	wdsu-tv 8:00pm
	15.0			6.3		57.0	50.8
	wjtk-tv 10:30pm			kgo-tv 7:00pm		wbtv 9:00pm	wdsu-tv 9:30pm
7.3	11.8	38.0	17.0	20.8	27.5	35.3	
10:30pm	wjtk-tv 6:00pm	wtmj-tv 5:00pm	wptz 6:30pm	kron-tv 4:00pm	wabt 6:00pm	wbtv 5:30pm	
	25.0	38.0	21.7		34.5	27.0	
	wxyz-tv 7:00pm	wtmj-tv 5:00pm	wcau-tv 7:00pm		wbtv 11:00am	wdsu-tv 5:00pm	
10.3	17.0	27.5	27.4	12.8	28.0	34.0	25.0
10:30pm	wxyz-tv 6:30pm	wtmj-tv 4:00pm	wcau-tv 7:00pm	kgo-tv 6:30pm	wabt 6:00pm	wbtv 5:30pm	wdsu-tv 5:00pm
	22.0	10.3	38.3		22.3	57.0	
	wjtk-tv 10:30pm	wtmj-tv 9:00pm			wabt 9:30pm	wbtv 8:00pm	
10.0	22.3	19.0	21.2	27.0	22.5	52.3	15.0
10:30pm	wwj-tv 7:00pm	wcan-tv 9:30pm	wcau-tv 6:30pm	kpix 9:00pm	wbre-tv 9:30pm	wbtv 10:00pm	wdsu-tv 11:30pm
	12.3			9.3	23.0	58.5	
	wjtk-tv 9:00pm			kgo-tv 9:30pm	wbre-tv 9:30pm	wbtv 9:00pm	
	16.0	14.5	16.3	27.5			42.3
	wxyz-tv 7:00pm	wcan-tv 7:00pm	wptz 6:00pm	kpix 7:00pm			wdsu-tv 6:00pm
	15.3	27.8	10.3	11.8	31.0	36.8	
	wxyz-tv 6:30pm	wtmj-tv 12:30pm	wfil-tv 6:00pm	kgo-tv 6:30pm	wabt 6:00pm	wbtv 6:00pm	
	10.0	17.0					54.5
	wjtk-tv 7:00pm	wcau-tv 6:00pm					wdsu-tv 9:00pm
	12.5	34.5	12.2	17.0			
	wwj-tv 6:30pm	wtmj-tv 5:00pm	wfil-tv 7:00pm	kron-tv 7:00pm			
	0	17.5	21.3	8.2			54.5
	wjtk-tv 10:30pm	wtmj-tv 10:30pm	wptz 10:30pm			wbtv 8:00pm	
			9.3		18.3	38.3	
			wfil-tv 5:00pm		wbre-tv 6:00pm	wbtv 5:30pm	
	12.3			17.3			39.3
	wxyz-tv 7:00pm			kron-tv 10:30pm			wdsu-tv 10:00pm
	12.5			9.0			
	wjtk-tv 1:30pm			kgo-tv 6:00pm			
				16.8			
				kpix 7:30pm			
	36.8			6.3			
	wtmj-tv 5:00pm			kpix 4:30pm			
				8.8			
				kgo-tv 9:00pm			

trends, from one month to another in this chart. \*Refers to last chart. If blank, show was not rated at all in last chart or was in top 10.

# Precision Prints

**YOUR PRODUCTIONS  
BEST REPRESENTATIVE**



### CLOSE CHECK ON PROCESSING

Picture and sound results are held to the closest limits by automatic temperature regulation, spray development, electronically filtered and humidity controlled air in the drying cabinets, circulating filtered baths, Thymatrol motor drive, film waxing and others. The exacting requirements of sound track development are met in PRECISION'S special developing machinery.

## YOUR ASSURANCE OF BETTER 16mm PRINTS

16 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality. Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results. Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere! Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry — including exclusive Maurer-designed equipment — your guarantee that only the best is yours at Precision!

*Precision Film Laboratories — a division of J. A. Maurer, Inc., has 16 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.*



## TEA COUNCIL

(Continued from page 13)

creased sales, it may far exceed that.

Of its total current funds (about \$1,600,000), the Council spends approximately 75% on advertising—all in spot tv—and the remaining 25% on merchandising, sales promotion, publicity, research and operations.

Before plunging wholeheartedly into spot tv in the fall of 1952, the Council had tried other media. Hot Tea was promoted via full pages in *Life* plus newspaper supplements on the local

level; Iced Tea also had *Life* support plus billboards in 33 key markets. But the Council wasn't satisfied. It was looking for a less expensive medium that would meet its specialized needs.

It was during the 1951-'52 Hot Tea season that the Council backed a special tv advertising test in Syracuse. It was conducted by Dr. Hans Zeisel, then research director of the erstwhile Tea Bureau (now Tea Council research director) in cooperation with the Leo Burnett research department. The actual field work was done by the Elmo Roper research organization.

The test ran 20 weeks from 15 October 1951 through 15 April 1952. A saturation schedule of 15 announcements a week based on the theme "Take tea and see" appeared on WHEN (now WHEN-TV) and WSYR-TV. The object was to measure the actual tea consumption of two groups, one of which was exposed to tv advertising, and another control group which was not.

Among the results recorded at the end of the test: In tv homes, tea consumption showed an increase of 12.3%; in non-tv homes, a decrease of 6.3%. At dinner only, consumption was up 20.2% in tv homes, up only 0.2% in non-tv homes.

This was enough for the Council. It was tv full steam ahead—with no less than 100% of the advertising budget. And it's been that way ever since.

The Council considers Hot Tea and Iced Tea as two separate products requiring two different campaigns. It found that people drink an iced beverage for entirely different reasons than they do a hot beverage; in fact, the two compete. Of total tea consumption in the U.S., 65% is consumed as Hot Tea, 35% as Iced Tea.

Under the new year-round policy, the Iced Tea commercials will run for as long as the weather stays warm, and as the weather turns chilly in individual markets the Hot Tea pitches will be substituted.

The Hot Tea approach is aimed at educating people to brew tea properly and at developing more people who drink tea as a matter of habit. The Council found that 40% of people never drink hot tea, 51% drink it sometimes and 19% drink it every day as a matter of habit. This 19% uses 75% of the tea.

The Council's theory is that when tea is made properly—with one bag or spoon per cup and not less—it leads to greater liking and satisfaction and promotes tea-drinking, especially in competition with coffee.

There is no question of the availability of tea in the home. It is on 86% of all pantry shelves. The problem is to get it off the shelf and into the teapot. The Hot Tea commercials lure viewers to take such action by promising a real "pick-up" and stressing the "hot and hearty" qualities of the beverage. The copy in a typical 20-second animated-cartoon commercial runs:

(Please turn to page 80)

**KCEB**

*\* SETS the PACE...*

**IN TULSA'S "BILLION DOLLAR" MARKET!**

Affiliated with  
**NBC — DUMONT**  
Full Time  
Network Facilities

PROGRAMS OF OTHER NETWORKS  
ACCEPTED ON THE BASIS OF AVAILABILITY

\* **ARB** March-April UHF-VHF Penetration Report states that Tulsa is the first dual market in any ARB study to have a conversion as high as 17.7% before going on the air. Also the first market to have a conversion as high as 25% after less than one month's operation.

*\* Tulsa's most powerful station*

**KCEB** Channel 23

GET ROLLING CALL

Represented By  
**THE BOLLING COMPANY**  
New York — Chicago — Boston — Los Angeles — San Francisco





Here are the newspapers carrying  
our weekly TV schedules in the  
Land of Milk and Honey

#### WISCONSIN

Denmark Press  
Berlin Shopping News  
Berlin Journal  
Plainfield Sun  
DePere Journal-Democrat  
Markesan Herald  
Clintonville Tribune-Gazette  
Marion Advertiser  
New London Press-Republican  
Weyauwega Chronicle  
Antigo Daily Journal  
New Holstein Reporter  
Waupaca County Post  
Kiel Record  
Oshkosh Daily Northwestern  
Oshkosh Shop-O-Gram  
Green Bay Press-Gazette  
Green Bay Farmer's Friend  
Door County Advocate  
Algoma Record-Herald  
Sheboygan Press  
Manitowoc Herald-Times  
Oconto County Times-Herald  
Oconto Daily Reminder  
Stevens Point Daily Journal  
Wisconsin Rapids Daily Tribune  
Marinette Eagle-Star  
Shawano Evening Leader  
Waupun Leader-News  
Iola Herald  
Milwaukee Sentinel  
Milwaukee Journal  
Ripon Press

HAYDN R. EVANS, Gen. Mgr.  
Rep.: WEED TELEVISION

Twin City News-Record (Neenah)  
Portage Daily Register  
Plymouth Review  
Little Chute Tattler  
Montello Tribune  
Wausau Record-Herald  
Ripon Commonwealth  
Fond du Lac Commonwealth Reporter  
Green Lake Reporter  
Vilas County News-Review (Eagle River)  
Beaver Dam Daily Citizen  
Wisconsin State Journal (Madison)  
Baraboo News-Republic  
Princeton Times-Republic  
Mauston Star  
Brillion News  
Marshfield News-Herald  
Rhineland Daily-News  
Wausara Argus (Wautoma)  
Fond du Lac Times  
Sheboygan Co. News (Sheboygan Falls)  
Appleton Post-Crescent

#### MICHIGAN

Iron Mountain News  
Frankfort Patriot  
Traverse City Record-Eagle  
Escanaba Press  
Cadillac News  
Manistee News-Advocate  
Menominee Herald-Leader  
Petoskey News Review  
Benzie Record (Beulah)  
Ludington News  
Muskegon Chronicle  
Manton Tribune-Record  
Hart Journal  
Crystal Falls Diamond Drill  
Marquette Mining Journal  
Stephenson News  
Gladstone News  
Benzie County Patriot (Frankfort)



Pulse Again Proves (February, 1954)

# KVOO IS YOUR BEST BUY

*in Oklahoma's No.1 Market*

THE PULSE, INC.      100% YARDSTICK      THE PULSE OF TULSA  
Radio Station Audiences by Time Periods      February, 1954

## MONDAY-FRIDAY

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 10:30 PM
<b>KVOO</b>	<b>33</b>	<b>38</b>	<b>45</b>
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9 <sup>a</sup>	10 <sup>a</sup>	*
"F"	9	5	6
Misc.	3	3	5
<b>Total Percent</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Average 1/4 hour</b>			
<b>Homes using radio</b>	<b>17.9</b>	<b>20.4</b>	<b>20.0</b>

<sup>a</sup> Does not broadcast for complete six hour period and share of audience is unadjusted for this situation

\* Not on air

By every measurement of audience size, audience response, audience loyalty, KVOO always leads. Since 1925 KVOO has been the dominant Voice of Oklahoma and this latest Pulse report shows KVOO still in front.

KVOO alone blankets the important Tulsa Market Area, which is the No. 1 Market in Oklahoma by all factual ratings, and in addition provides concentrated coverage in the rich adjoining counties of Kansas, Missouri, and Arkansas.

See your nearest Edward Petry & Company office for details of time availabilities.

# RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



## ROUND-UP

(Continued from page 66)

### **WRGB, GE, honor Reagan with reception, dinner**

WRGB, Schenectady, recently held a reception and dinner for movie star Ronald Reagan, who will host a new dramatic series, the *General Electric Theatre*, beginning next fall.

The program will be telecast over 120 stations on the CBS TV network, according to the sponsor. GE announced its forthcoming sponsorship



The Mayor (l.) and Hanna with Reagan (c.)

of the show at the dinner, given by WRGB, GE's tv station in Schenectady.

Above, Archibald C. Wemple (left), mayor of Schenectady, and Robert B. Hanna Jr., GE's broadcasting station dept. mgr., congratulate Reagan. ★ ★ ★

### **Music and interview format on WPEN's all-night shows**

WPEN, Philadelphia, has revamped its nighttime programming schedule to provide for an all-night music-and-interview block 10:00 p.m.-6:00 a.m.

The all-night lineup begins at 10:00 p.m. with the station's new *Mambo Dancing Party*, with M.C. Art Raymond. The *Steve Allison Show*, a program of commentary and informal discussion, comes next. Allison also acts as co-M.C. of the *After Hours* show, which begins at 2:00 a.m. Bob "Biff" London, theatre and night club singer, is the other M.C. on the show. *After Hours*, which runs until 6:00 a.m., includes interviews with show people and talent, as well as romantic music.

The new all-night programming block is part of WPEN's expanded operation. The station has enlarged its physical setup to include a studio seating 300 people. ★ ★ ★

### **Briefly . . .**

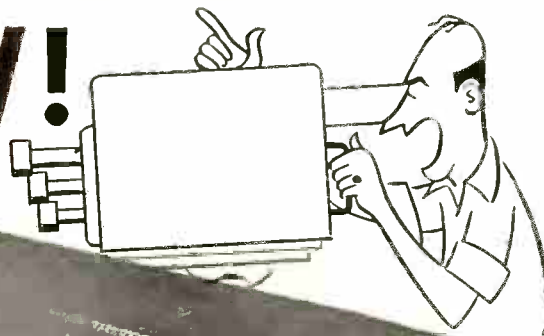
There are 469,120 radio families in the Washington metropolitan area, according to *Sales Management 1954*, (Please turn to page 116)

# FIRST IN RADIO!



# FIRST

## IN TV!



## in Wichita Falls ★ Texas!

**CBS AND DuMONT  
TELEVISION NETWORKS**

**TEA COUNCIL**

(Continued from page 76)

*He was just too tired to touch his food!  
So she brought him TEA . . .  
changed his attitude!  
What a pick-up!  
Take Tea and See!  
Better for you!  
Take Tea and See!  
Make it hefty, hot and hearty . . .  
Take Tea and See!*

The one-minute commercials also

open with a cartoon sequence, but include brewing instructions (live action) as well. The four "Golden Rules" for tea brewing, which the Council also stresses in its supporting promotion and publicity, are:

1. Always use a teapot.
2. Use one tea bag or teaspoon of tea for each cup and one for the pot.
3. Use fresh, furiously boiling water.
4. Brew three to five minutes by the clock. Stir and serve.

The Hot Tea commercials will run

in a dozen markets during the 1954-'55 season. The 10 that are being used by the Council on a 52-week basis are: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Washington, D. C. The two additional markets that will carry Hot Tea pitches are San Francisco and Providence.

With Iced Tea, the over-all objective of Council advertising is to position it in the consumer's mind as "The Great American Summertime Beverage." The two major themes which form the copy base are the promises of a "pick-up" (again) and "refreshment." The basic slogan of the campaign is, "The summertime refresher that doesn't leave you thirsty."

The six different one-minute commercials, each adapted to 20-second versions, also have a cartoon opening and "live" instructions. Sample:

*On a hot summer day . . . into flames he'd burst!*

*Then she served him Iced Tea . . . really quenched his thirst!*

*What a pick-up!*

*You need the summertime refresher!*

*A glass of Iced Tea!*

*Doesn't leave you thirsty!*

*Refresh with Iced Tea!*

There are two versions of brewing instructions, a Northern and a South-

★ ★ ★ ★ ★ ★ ★ ★  
 "We don't believe in standing on our heads to get attention. Neither do we believe in hiding our light under a bushel of stodginess, when it comes to spending advertising dollars. Undistinguished advertising is poor advertising. Dull advertising is wasted advertising."

CARLTON R. ASHER  
 Advertising Manager  
 James Lees & Sons  
 Bridgeport, Pa.

★ ★ ★ ★ ★ ★ ★ ★  
 ern. in deference to the popularity of tea bags in the North and loose tea in the South. The commercials also stress the points that Iced Tea is: non-filling, non-fattening, economical.

These commercials will be telecast an average of 119 times this summer in 29 cities. They will be seen on an average of more than 15 times by each tv family, according to calculations by Leo Burnett. In addition to the 10 basic 52-week markets (mentioned above), these 19 cities will carry Iced Tea messages for seven weeks: Atlanta, Birmingham, Buffalo, Charlotte, Cincinnati, Dallas-Fort Worth, Greens-

**WOW-TV**  
**DOMINATES**  
**THE IMPORTANT**  
*Night Time Hours*  
**IN OMAHA!**

Of the 196 weekly quarter hours between 5 p.m. and 12 p.m. WOW-TV places ahead in 106\*.  
 WOW-TV also has eight out of the top ten multi-weekly programs. Five of these eight programs are local.\*\*

\*American Research Bureau, Feb. 1954  
 \*\*Pulse Inc., March 1954

**WOW TV**  
 OMAHA • MAX. POWER • DUMONT • NBC-TV Aff.  
 A MEREDITH STATION — BLAIR TV, Rep.

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.



boro. Houston, Indianapolis, Louisville, Memphis, Miami, New Orleans, Norfolk, Richmond, San Antonio, San Diego, St. Louis, Providence.

The between-meal beverage market in the summer is dominated by colas and soft drinks (47%) with tea coming in fifth. However, the Council feels that Iced Tea, once it's properly positioned, has a "boundless sales horizon."

The Council points to the fact that iced tea sales in restaurants have climbed 239% in the past five years. This is largely due, says the Council to the introduction of a special formula to restaurants enabling them to make and handle Iced Tea easily.

Which brings us to a mention of the out-of-home market for tea. This market accounts for 20 to 25% of tea sales. Of the out-of-home market, nearly 60% is made up of restaurants and cafeterias (other outlets include hospitals, clubs, camps, hotels).

Restaurant enthusiasm for the serving of Iced Tea far outstrips that for Hot Tea. The reason is that the average restaurant finds hot tea more difficult to make and serve than hot coffee and other beverages. Tea is a production, with bags to be fumbled with, pots, hot water jugs, lemon to be handled, and personnel don't like to serve it. As a result, restaurant consumption of tea is half what it should be, according to the Tea Council.

In order to solve the big restaurant problem—that of making tea more available to customers—the Tea Council has made a research grant to the National Restaurant Association to work on the development of a tea urn for installation in restaurants. When experimental urns were set up in 12 cafeterias making tea easy to get, tea drinking increased an average of 89%.

Possibilities of tea in vending machines are also being investigated and look promising. Its success here depends on the development of a stable concentrate of good quality.

All in all, the Council feels that half of tea's battle in every situation is competing for attention. Tv is the most powerful weapon in its all-out effort to make people think more about tea. The Council's theory is that more people will *drink* tea if they *think* tea.

★ ★ ★

## MEDIA STUDY

(Continued from page 41)

and accidental factors which shape advertising decisions apart from the rule-book, and even apart from unconscious motivations like fear and insecurity. To the extent that we recognize the existence of these non-rational influences on our own thinking, I think it becomes more nearly possible for us to select media objectively and wisely.

**MARION HARPER JR.**  
President  
McCann-Erickson, Inc.  
New York



Mr. Schachte

## 11.

*Media buying called not as haphazard as article implied*

The third article on the psychology of media (SPONSOR, 3 May 1954), is, I think, dangerous.

You are presenting quantitative interpretations of qualitative research. Relatively few agency men were interviewed. (Please turn to page 85)

# Vic

Lots of perfectly respectable ad men learn show business from the office copy of *Variety*. But not Vic Seydel, Anderson & Cairns' Vice-President in charge of Radio and Television. Vic learned show business *in* show business... as performer, director, producer. Vaudeville, Hollywood, Broadway and dozens of big cities, where he directed Junior League shows, were stops along the way. (He even spent a year at Macy's, teaching demonstrators how to demonstrate.) When Vic got into radio via the old Blue Network, nobody had to tell him what Americans will laugh at, cheer for, like and buy. He's a big reason why radio-TV is the fastest-growing wing of our business.

If you're in the market for an advertising agency, dial Mrs. Street at MU 8-5800 and arrange a visit to Anderson & Cairns.

**ANDERSON & CAIRNS, INC.**  
ADVERTISING

488 Madison Avenue • New York 22, N. Y.  
Canada: Anderson, Smith & Cairns, Ltd., Montreal

# WHO SUBSCRIBES TO SPONSOR AT THE

---

**I**T HAS been proven that a handful of advertising agencies place about 90% of the national spot radio and tv billing.

But within this handful of agencies (generally numbered at 20) are hundreds of important timebuyers, account men, and other key executives who make the individual decisions vital to you.

Several years back SPONSOR checked and discovered that it averaged 10½ paid subscribers at these leader agencies.

In 1954 we have just completed a similar analysis of SPONSOR subscribers at top advertising agencies—but with a difference. The difference: included are (1) the top 33 ad agencies in radio and tv billing, (2) the names of individual subscribers at each agency.

Today SPONSOR averages 17 paid subscribers among the top 20 agencies; 13½ among the top 33. Even more important, you'll find virtually every decision-maker (for your station) included\*

The 33 advertising agencies are: Ayer, Bates, BBDO, Benton & Bowles, Biow, Burnett, Campbell-Ewald, Cecil & Presbrey, Compton, Cunningham & Walsh, D-F-S, D'Arcy, DCS&S, Erwin Wasey, Esty, Foote, Cone & Belding, Fuller & Smith & Ross, K&E, Kudner,

---

*\*Play this fascinating game. Jot down 10 names of the most important (to you) ad agency decision makers. Then check the SPONSOR list. If you find more than 2 names missing SPONSOR will pay you \$10.*



## 3 TOP-BILLING ADVERTISING AGENCIES?

---

Lennen & Newell, Maxon, McCann-Erickson, MacManus, John & Adams, NL&B, Ruthrauff & Ryan, Sherman & Marquette, SSCB, JWT, Wade, Warwick & Legler, Ward Wheelock, Weintraub, Y&R.

SPONSOR — the use magazine — stands alone in the field it serves. It is the one and only magazine 100% devoted to radio and tv while pin-pointed at key agency and advertiser readers. 7 out of every 10 copies of SPONSOR go to the men who foot the bills.

Every magazine has a story to tell. But only one magazine can top your trade-paper list. Consider these facts. SPONSOR is (1) exclusively devoted to air-advertising, (2) exclusively edited for key agency and advertiser readers, (3) the accepted magazine that agencies and advertisers use, (4) the magazine of minimum waste circulation, (5) read not only by timebuyers, but also by account executives, agency principals, ad managers, and company heads, (6) number one in paid circulation among radio and tv buyers.

If the foregoing interests you with respect to your 1954 trade-paper planning, please write and ask for a full look at SPONSOR's subscribers at the 33 leading advertising agencies.

---

**SPONSOR** *the magazine that radio and tv advertisers use*



**"BIG AS  
ALL OUTDOORS—**

**AND IT ALL BELONGS TO ME!"**

WDAY-TV is the *only* TV station in Fargo, North Dakota's TOP market.

In fact, in *all* the fabulous Red River Valley, WDAY-TV is the *only* television station. (The nearest on-the-air station is more than 200 miles away—the nearest *grant* for a station-to-be is more than 50 miles away!)

**RED RIVER VALLEY**



**FARGO**

**WDAY-TV**

**FARGO, N. D. • CHANNEL 6**

Affiliated With NBC • CBS • ABC • DUMONT



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



viewed, and from this general—and rather damning—conclusions were drawn.

The agency business—like business generally—is not a democracy. All votes do not have equal weight. It is obviously wrong to give the same importance to opinions about media, regardless of their source. If the purpose of your article, as seems the case, is to show what really controls media buying, you must find the people whose opinions actually decide media problems and interview them.

Since the first part of the article presumes to outline problems and the second part offers solutions, perhaps then this second part offers solutions to problems that don't really exist.

Your general conclusions seems to be that media men (and copywriters, too) don't base their thinking on what the product will do for the user.

I contend that they do, and have for years, and that it is not a new idea just because you now call it "emotional involvement."

This idea is at least as old as John Caples' first book—probably much older.

Some years ago Tony Geoghegan wrote a book on media (for Young &

Rubicam's internal use), and the very first idea he expressed was—approximately, since I'm working from memory: "The basic fact that controls all media selection is—how can we most forcibly bring the promise of the product to those most likely to buy?"

I think you do advertising a disservice by talking about the preoccupation of agency people with "numbers—coverage—ratings" without first admitting:

1. That, before any media work is done, good advertising starts first with research to find the strongest, the broadest appeal justified by the product that will turn potential users into actual users.

2. That the media assignment is to bring this strongest story most effectively and least expensively to the market, whether it be the total present market or the heavy users or the infrequent users or the never users.

3. That, after basic media decisions are made, such facts as dealer influence are valid considerations when regarded in proper perspective.

I am not pretending that media buying is perfect or unbiased.

But I certainly will never agree that it's as dark as you make it.

If it were as unreasoned and ill-planned as you indicate, how could advertising have become the most efficient, most effective means yet devised to move goods, as it has?

So, please don't make media buying sound so haphazard—because it isn't.

**HENRY SCHACHTE**  
Senior Vice President  
Bryan Houston, Inc.  
New York

## 12.

*Ratings are not enough by which to judge advertising*



Mr. Cole

Should excellent and higher-than-average readership ratings create contentment in evaluating the effectiveness of advertising? Not always! In carefully watching the results from keyed and couponed magazine and newspaper copy, we find a wide variation between readership ratings and actual coupon returns.

Copy which rates well in the "read most" and "read all" columns of read-  
(Please turn to page 93)

→ Adapted from the outstanding best-seller of our time.

→ Eagerly awaited by millions of fans.

# THE ADVENTURES OF ELLERY QUEEN

In its 25-year existence, Ellery Queen has proved itself a success in every mass medium—in print, on the screen, on the radio and on TV live. The new series of half-hour programs especially filmed for television, will write a brilliant new chapter in this unbroken success story.

For the show has a ready-made audience of millions. These, plus the Marlowe fans won by his work on stage (Voice of the Turtle) and screen (Twelve O'Clock High and other great pictures) assure a tremendous audience "core" for the sponsors of this new TV series.

Production is in keeping with the property. Edward Small, whose sure instincts for mass entertainment have given his features a gross of over \$100,000,000, has over-all charge of production. Scripts are supervised by Ellery Queen. And all down the line—direction, casting, settings—the series carries the quality of fine dramatic programming.

This is a series that can't miss. It has the commercial impact of mystery . . . the prestige of rich drama . . . a history of box-office. While markets are still available, call, write or wire for complete details.



starring  
**HUGH MARLOWE**

**television Programs of America, inc.**

477 MADISON AVENUE • NEW YORK 22, N. Y.  
846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

# *Sure-Fire Method of CUTTING COSTS*

**WITHOUT  
SACRIFICING  
VOLUME!**

**Here is a** simple buying and merchandising plan which has been proven successful by just about every profit-making store in the USA!

Perhaps the best way to examine it is in the words of the President of one of America's largest and most successful stores.

He stated recently:

"We recognize the many advantages of ...brands in our day-to-day merchandising.

"We know that it is much easier to sell branded merchandise because the advertising has pre-sold the product to the consumer.

"We know that self-service and self selection are possible with brands, thereby cutting selling costs.

"And in a business with a close margin of profit, we are constantly looking for just such ways to cut selling costs without changing the character of our operation."

*The consumers of America favor manufacturers' brands by eight to one. Need we say more?*

*Brand Names  
Foundation*

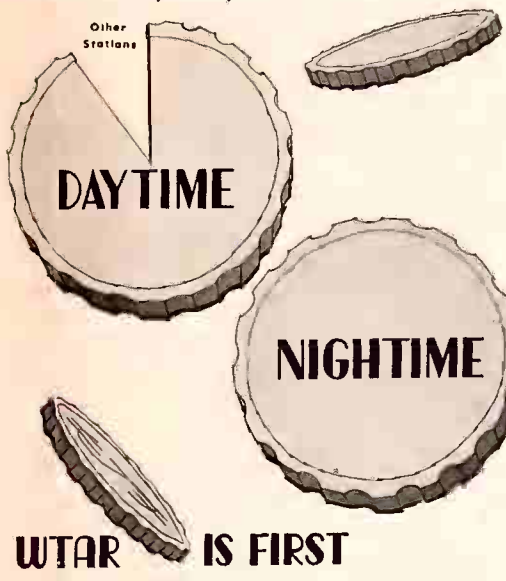
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N. Y.



Grid of radio programs for Sunday through Saturday, listing stations (CBS, NBC, ABC, etc.), program titles, and times.

Pulse\* Shows You where to put your radio dollars



WTAR IS FIRST 585 out of 700 Daytime Minutes All of the 300 Nighttime Minutes

Sponsors listed alphabetically with agency and time on air. Includes names like Adolph's, AFEL, and various radio stations.

Continuation of sponsors list, including names like Credit Union, Gulf Oil, and various radio stations.

Continuation of sponsors list, including names like Laver, Lewis, and various radio stations.



Represented by Edward Parry & Co., Inc.





Daytime 14 June 1954

RADIO COMPARAGRAPH OF NETWORK PROGRAMS

Daytime 14 June 1954



"It Is Amazing"

WPEN's sales results constantly make new advertisers react as if they've discovered a new Klondike. One of the latest\* had this to say:

"Gentlemen: IT IS AMAZING! I would never have believed that a radio program in such a short period of time could do so much business as Steve Allison has done for us in the past two weeks."

On Wednesday morning, we had a line of people waiting to come in our store from the announcement Steve made on Tuesday night about our dress sale.

On Friday of the same week, the reaction toward our suit sale, from just one announcement on the previous night, was well beyond our expectations."

Grid of radio programs across various networks (ABC, CBS, MBS, NBC) for Sunday through Saturday. Includes program titles, times, and network logos.

THE PERSONALITIES STATION WPEN dial 950



Represented nationally by Gill-Perna, Inc. New York Chicago San Francisco Los Angeles

WPEN program schedule for 5:00-5:45 PM, including 'The World Today' and 'Musical Express'.



## MEDIA STUDY

(Continued from page 85)

ership studies at times shows a smaller direct return than other copy which does not rate as high in readership. Often there is no direct correlation.

Catching people at the right time in the right mood makes a big difference in gaining actual motivation as against mere attention and readership. Moods, habits and processes of planning change with periods of peace, war, inflation and high taxation. In travel advertising, for example, what worked successfully in 1947 couldn't be a pattern for 1950, and by 1953-'54, another set of conditions had to be taken into consideration.

Readership studies alone could, under certain circumstances, give comfort to an agency and advertiser when they are the only measurement being used. In the case of keyed and couponed advertising an opportunity exists to measure not only direct returns but "total sales" as well as readership.

Surprising things come to light in the process.

**A. E. COLE**  
President  
Cole & Weber  
Portland, Ore.

## WEEKEND RADIO

(Continued from page 37)

programming beamed at listeners today. Networks are busily airing multi-hour blocks of music and news designed to appeal particularly to the out-of-home audience, such as ABC Radio's *Highway Frolics*, CBS Radio's *On a Sunday Afternoon*, NBC Radio's *Road Show* and *Weekend*. Stations are also concentrating on music and news, plus commercially sponsored "service" features which range from traffic bulletins to apartment-hunting tips.

Here is the weekend radio research picture in greater detail:

**In-home listening:** On a national basis, the Nielsen Radio Index shows that weekend *in-home* listening usually amounts to 75% or more of the Monday-through-Friday NRI level.

Last August—before the NRI sample was adjusted to reflect the correct proportions of multiple-set radio homes in the U.S.—the picture shaped up like this:

1. In the morning (6:00 a.m. to noon) on weekdays the "Homes Using Radio" figure in the U.S. was 10.4. For the same time period on Satur-

day, the figure was a 9.8; for Sunday it was 6.7.

2. In the afternoon (noon-6:00 p.m.) during the week the "Homes Using Radio" figure was a 15.4. The Saturday afternoon in-home figure of listening, according to NRI's August report, was a 14.3; for Sunday it was a 13.2—only a point or two less than the weekday average.

3. In the evening (6:00 p.m.-midnight) on weekdays the "Homes Using Radio" figure was a 12.1. On Saturday evenings in the same time period the figure stood at 10.8 in U.S. homes; for Sunday it was 8.4. Again, the figure was lower than weekday averages.

The weekend radio position is better in the height of the winter radio season, according to Nielsen—particularly now that the sample has been adjusted to reflect more of the listening done on multiple-sets. In the January-February 1954 NRI report, latest available study as this issue went to press, the situation shaped up this way:

1. On weekday mornings in January-February the "Homes Using Radio" figure (corrected for multiple-set homes) stood at 13.9. On Saturday mornings the comparable home listen-

## MULTIPLE IMPACT

Here's audience power with force and volume seldom available to TV sponsors:

A name that's familiar to everyone an advertiser wants to reach—Ellery Queen. A program format with proved commercial appeal—mystery. A star whose performance on Broadway (*Voice of the Turtle*) and Hollywood (*Twelve O'Clock High* and other great pictures) has won him millions of fans—Hugh Marlowe. A producer whose master showmanship and knowledge of mass taste have given his pictures a gross of over \$100,000,000—Edward Small.

These are the elements that can't miss building audiences and sales for the sponsors of

# THE ADVENTURES OF ELLERY QUEEN

starring  
**HUGH MARLOWE**

This is a new first-run series of half-hour programs specially filmed for television. It's a series that will write a brilliant new chapter in the success story Ellery Queen has established in its rich 25-year existence—in print . . . in the movies . . . on the radio and in TV.

This is a show that can't miss . . . it's a show you don't want to miss. For full details, call, write, or wire.



Television Programs of America, Inc.

477 MADISON AVENUE • NEW YORK 22, N. Y.  
846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.



# HEIGHT COUNTS MOST!

*WAVE-TV Delivers:*

**66.7% GREATER COVERAGE AREA**  
than any other television station  
in Kentucky and Southern Indiana!

**36.1% GREATER CIRCULATION**  
than the area's leading  
**NEWSPAPER!**

**761.0% GREATER CIRCULATION**  
than the area's leading  
**NATIONAL MAGAZINE!**

Newspapers in dozens of cities 80 to 120 miles from Louisville carry WAVE-TV program schedules—*proof that WAVE-TV really "gets through" to fringe areas.* Here's why:

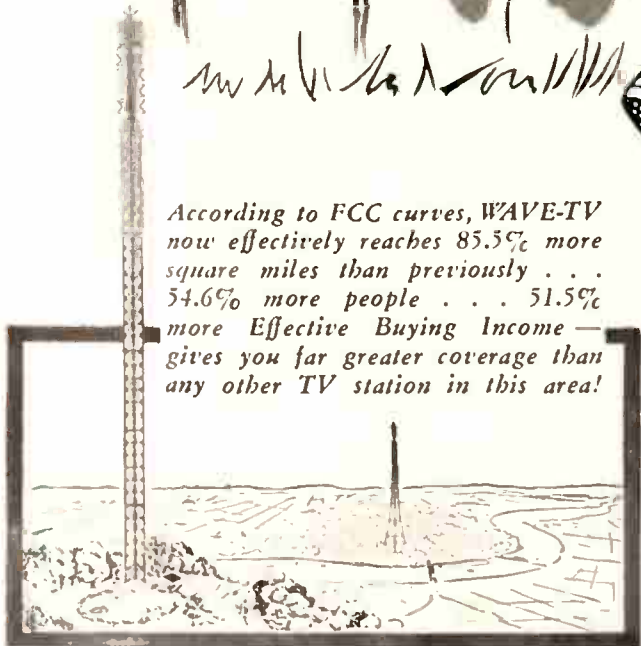
**WAVE-TV's tower is 525 feet higher than Louisville's other VHF station!**

**WAVE-TV is Channel 3—the lowest in this area!**

**WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—is equivalent to 600,000 watts from our old downtown tower on Channel 5!**

Ask your local distributors about WAVE-TV's superior coverage, here in Kentucky and Southern Indiana.

*According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!*



LOUISVILLE'S  
**WAVE-TV**  
*Channel 3*

**FIRST IN KENTUCKY**

**Affiliated with NBC, ABC, DUMONT**

NBC Spot Sales, Exclusive National Representatives



ing figure was 11.0; for Sunday, 7.6.

2. In the afternoon 17.6% of the U.S. radio homes were using their radios during this winter period. On Saturday the figure was 15.9; on Sunday the level stood at 13.8.

3. In the evenings weekend radio again showed real strength when matched against the Monday-through-Friday figures. On weekday evenings the "Homes Using Radio" figure was 14.7. On Saturday in the same time period the figure was 13.4; on Sunday it was 12.6.

When combined these figures show that in January and February of this year the "Homes Using Radio" figure for Saturday and Sunday amounted to 87% and 74% respectively of the morning-to-midnight average throughout the rest of the week. Even discounting out-of-home listening these figures by themselves show a good audience potential for radio on weekends.

Another not-to-be-overlooked factor: According to Pulse, the number of listeners-per-radio-set jumps noticeably on weekends from an average of 1.6 listeners during the week up to 2.0 listeners on Saturdays and Sundays. This means a 25% average increase

in the number of people listening in each U.S. radio home on weekends.

**Out-of-home listening:** According to Pulse, which has been measuring outdoor and out-of-home listening since 1949, this form of radio listening has been getting bigger every year and is becoming a more important advertising factor. During the winter of 1954, for instance, out-of-home listening was 14% higher than it was in the same period in 1952. a 21-market study by that research firm showed recently.

Stated Pulse's Dr. Sydney Roslow: "If these results are projected nationally, the out-of-home audience during the past winter added an average of 1,750,000 families to the listening audience in any given quarter hour."

This out-of-home audience, however, isn't spread evenly throughout the seven days of the week. It rises to a peak on weekends.

According to Nielsen Coverage Service, which checked out-of-home listening patterns in the spring of 1952, the largest out-of-home audience occurs on Saturday and Sunday afternoons in the 3:00-4:00 p.m. slot.

The figures: For Saturday and Sun-

day combined. NCS showed that the out-of-home listening for the above afternoon slots amounted to 31.5% of the level of in-home listening done during these time periods. In other words, for every 1,000 people who are counted as listening on Saturday and Sunday afternoons an *additional* 315 people are listening outside.

How this compares with the rest of the week can be judged by the fact that on weekday mornings the out-of-home listening tabulated by NCS represented 15% or less of the level of in-home radio dialing, or about 150 people for every 1,000 in homes. On weekday nights it dropped as low as 6%.

This upswing of out-of-home listening on weekends, according to Pulse, has been building every year for the past several seasons.

A series of winter-season checkups by Pulse (for details, see chart, page 37) show that the out-of-home weekend gain is independent of the calendar in many ways.

In the New York metropolitan area during February 1954 for instance, the out-of-home "plus" (the percentage of homes reporting out-of-home listening) was noticeably higher on

**BIGGER  
THAN BERLE...  
BIGGER  
THAN EVER**

As a radio show, Ellery Queen established some audience records that indicate the basic appeal of this famous detective.

**Item:** In March '43, Hooper found that Queen amassed a 46.7% share of the audience . . . had a rating that topped a long varied list of programs.

Among the shows that Queen out-rated were: Milton Berle-Elsa Maxwell Show . . . Gene Autry . . . Mr. District Attorney . . . Gangbusters . . . Duffy's Tavern . . . Ralph Edwards . . . National Barn Dance . . . etc., etc.

This performance on the radio is a sample of what's in store for the TV sponsors of

## THE ADVENTURES OF ELLERY QUEEN

This is a new first-run series of half-hour programs specially filmed for television. It's a series that will write a brilliant new chapter in the success story Ellery Queen has established in its rich 25-year existence—in print . . . in the movies . . . on the radio and in TV.

This is a show that can't miss . . . it's a show you don't want to miss. For full details, call, write, or wire.



14 JUNE 1954



starring  
**HUGH MARLOWE**

**television Programs of America, inc.**

477 MADISON AVENUE • NEW YORK 22, N. Y.  
846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

# 63 personalities

who put the "SELL" in Chicago's WBKB!

Let these nationally known signatures sell your products. It's tantamount to money "in the bank" in the nation's number two market—Chicago, Illinois. Personalize your sales message with Chicago's outstanding programs and personalities on Chicago's outstanding station . . . WBKB, CHANNEL 7!

Signatures include: Chuck Bill, Alan Turman, Bubby Mason, Jerry Hunter, Elwood Ditt, Chet Talk, Eddie Russell, Jimmy Lee, Peary O'Neil, Art Hana, Larry Best, Joe Kelly, Win Jackson, Prairie Bombers, Fran Allison, Austin Kidlinger, "Two Tom" Bels, Tom Duff, Ray Long, Stuart East, Fred Casper, Wayne Griffin, Tommy Duffell, Nancy Wright, Chubby Jackson, Leni Lyon, Angel Casey, Frazer Show, and many others.

Get full information from...

**WBKB 7**  
CHANNEL

20 North Wacker Drive, Chicago 6, Ill.

Telephone ANdover 3-0800

ABC TELEVISION NETWORK

**BLAIR**

TELEVISION'S FIRST EXCLUSIVE  
NATIONAL REPRESENTATIVE



Saturday and Sunday afternoons and evenings, as compared with weekday afternoons and evenings. Average New York out-of-home gain, weekends vs. weekdays: about 15%. This, remember, was during February when the New York climate is hardly balmy.

The same pattern holds up in other Pulse-checked markets, like Miami, San Francisco, New Orleans and St. Louis. In some cases (as in St. Louis) the weekend gain in out-of-home listening over a comparable weekday period ran as high as 30%. It seldom drops below a 10% gain, and rarely falls behind the weekday level. At the time of the study (January-February, 1954) climatic conditions in these markets ranged from bitter cold to subtropical warmth, and the socio-economic picture from busy metropolitan areas to vacation areas.

**Auto radio listening:** Why the big spurt in out-of-home listening on weekends? The chief reason—apart from the fact that people often spend weekends at the beach or country where they are in reach of radio, but not tv—is that a large part of the radio audience takes to the roads on weekends.

In the NCS study mentioned above, some 23% of the weekend out-of-home listening was done in autos. In some market studies, Pulse has found that as much as 50% (or more) of the out-of-home listening is done in autos.

Although the NCS study is now two years old, there's no reason to feel that the figures have dropped off. Reason: There are more autos equipped with radios now on the highways than ever before, and the number grows daily.

By BAB's latest estimate (an informal projection of their earlier figures, based on installation figures) there are now some 28,500,000 radio-equipped cars in the nation today. Last year, that figure was estimated by the Joint Network Committee (the research departments of the four big radio networks) to be 26,200,000. Back in 1946, by way of contrast, the NAB (now NARTB) estimated the number of cars with radios to be only 7,500,000.

In fact, auto radios are one of the biggest single factors in the whole radio retailing business. Last year, according to the Radio, Electronics & Television Manufacturers Association a total of 12,409,000 radios were sold.

Of this figure, according to Hugh M. Beville, chief of NBC's Research and Planning Department, some 5,165,900 sets were car radios. That means that nearly 42% of the total U.S. business in radio receivers is in auto radios.

These radio sales, by the way, are by no means confined to areas with partial or no tv coverage. Again according to NBC Radio, which prepared a special analysis of the annual RETMA figures last month, in areas where the tv saturation was *over* the 75% level, some 29.2% of the total homes in the area purchased new radios. In areas where the tv saturation was 50% or less, only 22.3% of the homes purchased new radios. In both cases, the ratio of auto radio purchases to total receiver purchases was essentially the same (see P.S. page 24).

Further evidence of this boom in radio set sales in general, and in auto receivers in particular, can be found in a recent study, *Keeping Tabs on 14 Major Markets*, published by CBS Radio Spot Sales. All of the 14 markets—which range from Birmingham to Washington, D. C.—are big tv markets. In each of them, CBS Radio Spot

## A READY-MADE AUDIENCE OF MILLIONS

Few programs come to the TV screen with the ready-made audiences provided by Ellery Queen.

Consider this: In print, Ellery Queen is the outstanding best seller of our time . . . one of the all-time best sellers in publishing history. Over 30,000,000 copies of Ellery Queen books have been sold . . . 12 titles are well over the million-mark in sales.

In addition, Ellery Queen magazines, comic books, and anthologies have also developed sales reaching into the multi-millions. These book-buyers and readers are the substantial audience core which awaits the sponsors of



## THE ADVENTURES OF ELLERY QUEEN starring HUGH MARLOWE

This is a new first-run series of half-hour programs specially filmed for television. It's a series that will write a brilliant new chapter in the success story Ellery Queen has established in its rich 25-year existence—in print . . . in the movies . . . on the radio and in TV.

This is a show that can't miss . . . it's a show you don't want to miss. For full details, call, write, or wire.

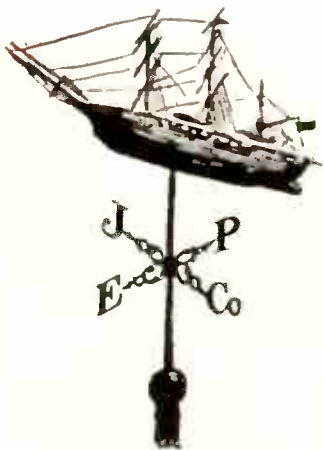
television **p**rograms of **a**merica, inc.

477 MADISON AVENUE • NEW YORK 22, N. Y.  
846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

## ***“My Ideal Rep”***

says **MAC DUNBAR** of **TED BATES CO.**,  
“delivers availabilities promptly and always  
includes pertinent data such as ratings, costs and,  
most important, indicates premium  
rates for programs not so  
listed in SRDS.”

**A JEP**  
salesman knows  
what his stations have  
to offer. When neces-  
sary, you can count  
on him to come  
through with  
special data  
fast.



JEPCO knows how the wind blows

## ***John E. Pearson Company***

*RADIO AND TELEVISION STATION REPRESENTATIVE*

NEW YORK • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO



Sales represents a leading radio outlet.

According to the CBS study, there was an increase of 25.3% over-all in the total number of radio sets sold (to dealers) between 1953 and 1952 in the 14 markets. The total figures: 3,849,169 for 1953 as against 3,070,948 sets in 1952, including both auto and home sets (see 25 January 1954 article, page 30).

However, the increase in auto sets alone was striking. Between 1952 and 1953 dealer orders for car radio sets in the 14 CBS spot markets went from 990,164 up to 1,342,065 per year—an increase of 36.5%.

(As might be expected, the increase in the number of radio-equipped cars on the roads has meant a series of striking changes in the weekend radio program philosophy of both networks and local stations. For details of these new programs and a discussion of the latest trends in weekend radio programming see Part II of this study which will appear in the 28 June 1954 issue of SPONSOR.)

**Other weekend factors:** In addition to the substantial amount of in-home audience, the greater number of

listeners-per-set, the increased amount of out-of-home listening and the boom in auto radios, there are several other factors worth noting about weekend radio:

1. Weekends are the time to reach men and women just after they've collected their weekly pay checks and envelopes. A study prepared a few seasons ago for the National Industrial Conference Board, and quoted in a 1951 Petry study called *The Pay-off's on the Day Off*, showed that 52% of the nation's salary earners and 76% of the wage earners are paid on Friday. Most of these families proceed to do the bulk of their weekend food, drug and household shopping on Saturdays, often commuting to the markets in their cars. And, there's a decided trend toward the huge "shopping center" in the suburbs where families can shop for all their weekly needs and have no difficulty parking their cars.

2. You can reach more men per 1,000 homes with radio on weekends than you can during the week—often at considerably less expense. Last season, an 18-market Pulse study for the Katz agency showed that the peak pe-

riod for the entire week in male radio listening was—not weekday mornings—but Sunday nights at 8:00 p.m. This weekend time slot attracts 43% more male listeners than does the Monday-through-Friday 7:00 a.m. slot.

3. You can reach almost as many women in terms of sheer numbers with weekend radio as you can with radio during the week. The Pulse study mentioned above also showed that the number of women listening to radio on Sunday nights (8:00-9:00 p.m.) was 90% of the number tuning to radio during the week at the peak listening period of 10:00-11:00 a.m. In addition, there are several million working women and career girls who cannot be reached during the usual working week with radio, and who are available for the most part only on weekends. Food, drug, toiletry, cosmetic and other advertisers who appeal largely to women with their radio commercials, however, seldom attempt to build weekend radio schedules. ★★★

Part II of "Weekend Radio" in the 28 June issue will explore weekend programming on local stations and the networks. Article will be based on an extensive survey of network officials, researchers, reps and station executives.

## SELF-POWERED AUDIENCE APPEAL

Ellery Queen is a magnet that literally pulls audiences out of thin air—regardless of market . . . regardless of type or popularity of the programs which precede it.

Here's the record written on a small DuMont hookup as reported by Videodex in 1951. In New York in June, it won a 16.9 rating—30 times the rating of the preceding musical variety. In Cleveland, in October, Queen's 41.8 was more than double the "inheritance" from a leading comedy show. In Washington, in February, it's rating of 25.9 was 12 times that of the preceding mystery.

These records are the assurance of big audiences, fast, for the sponsors of



# THE ADVENTURES OF ELLERY QUEEN starring HUGH MARLOWE

This is a new first-run series of half-hour programs specially filmed for television. It's a series that will write a brilliant new chapter in the success story Ellery Queen has established in its rich 25-year existence—in print . . . in the movies . . . on the radio and in TV.

This is a show that can't miss . . . it's a show you don't want to miss. For full details, call, write, or wire.

Television Programs of America, inc.

477 MADISON AVENUE • NEW YORK 22, N. Y.  
846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.



**MILK COOPERATIVE**  
(Continued from page 41)

looking for a prestige show with a loyal audience. Shaw, news director of WCAU since 1952 and a station commentator for eight years, had built up such a following over the years.

2. General messages about the farmer's role in the American community would fit smoothly into a program which discussed such topics as communism and democracy, Abraham Lincoln's philosophy and the meaning of religious freedom.

3. Since milk drinkers are found in virtually every age group, Inter-State wanted to reach a general audience. Shaw's show had the general appeal needed to attract every member of the family.

The commercial portion of the show, about two and a half or three minutes in each quarter-hour program, uses what Hoffman calls the "reverse English" approach. That is, the messages have public service themes, avoid hard sell. He reports that listeners rate the commercials as highly informative, very superior to the general run of

commercials. The messages are planned to acquaint listeners with the daily activities, community spirit and community value of Inter-State's 7,000 producer-members.

Commercials also help explain dairy industry developments of community interest as they occur, price changes, for example. Price fluctuations are announced on the program before they are actually put into effect. Explanations are given for increases due to seasonal fluctuations or other factors; in the case of decreases, the public is reminded that milk is now a more economical buy than ever.

Shaw's promotion of goodwill for the rural population is not always limited to the commercial portions of the show, however. He places the farmer—and agriculture generally—in a larger context of local, national and global affairs, emphasizing their role in society today and especially in American democracy.

For example, in discussing the problems of a Communist as against a free society Shaw told the following story:

"I talked with a Greek Communist and tried to convert him to democracy. 'Democracy?' he asked. 'Can you eat it, can you wear it, can it give you shelter?' What he was asking was whether democracy was the product of agriculture—was it food that comes from our farms, clothing that comes from animals and plants, houses that come from our woods?"

"No," I replied. 'You cannot be physically fed, clothed and sheltered by democracy, nor can you be by communism. But you will come to realize that you can obtain more of these material things of life—even if that's all you're interested in—from those countries in which the farmer produces with greatest freedom and dignity.'"

Shaw has 22 years' experience as a newspaperman and radio-tv commentator. His appeal is based on a down-to-earth analysis of the news and current controversies in terms of the people involved. This approach permits the listener to become personally identified with the issues under discussion, heightens interest.

The commercials themselves may be devoted to such general topics as the food value of milk and health benefits derived from dairy products; or, they may explain how Inter-State's staff of fieldmen visits thousands of dairy farms annually giving advice on how



*but...*

*it takes only* **2 STATIONS**  
*to reach*  $\frac{1}{2}$  *the sets*

**KMAC** **27 YEARS OF SERVICE**  
HOWARD W. DAVIS, Owner  
SAN ANTONIO, TEXAS  
**5000 WATTS**  
**ON 630**

**KLBS** **610 on Every Dial**  
HOWARD W. DAVIS, Pres.  
GLENN DOUGLAS, Mgr.  
HOUSTON, TEXAS  
**5000 WATTS**  
**ON 610**

**The Biggest Buy in the Biggest State!**



**Ask the Walker Representation Co., Inc.**

SPONSOR





"Rex"  
goes to work for  
**Butter-Nut**  
COFFEE  
...gets Results!

**"REX" INCREASES SALES VOLUME FOR BUTTER-NUT . . .**

"We have just compiled our sales figures for the first three months of 1954 and find that our sales volume in the Rockford-Madison area has increased over 200% compared to the same period in 1953.

"It was just a little over three months ago that we purchased the 10:00 o'clock weather show on WREX-TV so naturally we attribute our increase to the sales impact of your television operation."

*R. W. Jacobsen, Gen. Sales Mgr.  
Paxton and Gallagher Co.*



March 30, 1954.

Mr. Soren Munkhof,  
General Manager,  
WREX-TV,  
Rockford, Illinois.

Dear Mr. Munkhof:-

We have just compiled our sales figures for the first three months of 1954 and find that our sales volume in the Rockford-Madison area has increased over 200% compared to the same period in 1953.

It was just a little over three months ago that we purchased the 10:00 o'clock weather show on WREX-TV so naturally we attribute our increase to the sales impact of your television operation.

We are not only pleased with our show, but also with the fine cooperation which we have received from your whole staff.

Looking forward to even a greater sales story in Rockford as our association continues, I remain

Very truly yours,  
BUTTER-NUT COFFEE COMPANY  
*R. W. Jacobsen*  
General Manager

**Piggly Wiggly Midwest Co.**

OFFICE AND WAREHOUSE, 2722 AUBURN STREET  
ROCKFORD, ILLINOIS  
TELEPHONE DIAL 5-0523

Soren H. Munkhof  
General Manager  
WREX-TV  
Rockford, Illinois

January 29, 1954

Dear Mr. Munkhof:

Just a note to tell you how pleased we are with the results we're getting from our merchandising programs backed up with WREX-TV advertising.

We are sold on the consumer impact of TV, and especially the "Wallop" WREX packs in our market area. We find that products advertised by you move from our shelves faster than others.

To pin-point that statement, you may be interested to know that because of your 10PM weather program, sponsored by Butter-nut Coffee, we have had sufficient demand for Butter-nut to stock it in all of our super-markets.

I would be interested in visiting your station in the near future to get a first hand view of what makes you tick.

Sincerely yours,  
Piggly Wiggly Midwest Co.  
*B. P. Kramlich*  
B. P. Kramlich

**"REX" EXPANDS DISTRIBUTION FOR BUTTER-NUT . . .**

"We are sold on the consumer impact of TV, and especially the "Wallop" WREX packs in our market area. We find that products advertised by you move from our shelves faster than others.

"To pin-point that statement, you may be interested to know that because of your 10 PM weather program, sponsored by Butter-nut Coffee, we have had sufficient demand for Butter-nut to stock it in all of our super-markets."

*B. P. Kramlich*  
Piggly Wiggly Midwest Co.



**WREX-TV**

Channel 13 ROCKFORD • ILLINOIS

47,000 WATTS E. R. P.

NETWORK AFFILIATIONS



• ABC

CONSULT H-R TELEVISION, INC. NATIONAL REPRESENTATIVES FOR DETAILS



to improve milk quality and thus benefit the consumer. All commercials have the tagline, "finest possible milk at the lowest possible price."

*As I See It* represents only two of Shaw's 18 shows a week; he does two daily newscasts and a Saturday newscast in addition to his daily analysis of *The World Today*. He has been director of WCAU's news bureau since 1952. During the war he was a CBS foreign correspondent 1943-1946.

The Inter-State Milk Producers' Association was organized in 1916 to fill the need of dairy farmers for a com-

mon voice in meeting problems created by rising costs during World War I. In 1936 Inter-State was reorganized as a non-profit farmers' cooperative to sell the milk produced by its 7,000 members. Members are guaranteed a market for their milk and payment for the milk marketed for them.

Inter-State handles about 300 million pounds of milk annually or about three million quarts of fluid milk daily. Approximately another million quarts a day of milk are sold as cream, ice cream and fats. This milk is marketed by 75 distributors in Philadel-

phia, Altoona, Lancaster, Trenton, Atlantic City, Camden and Wilmington.

A staff of Inter-State fieldmen consults with members on problems involved in the marketing of milk, ranging from how to check weights to running a 4-H club.

Special deductions from Inter-State's compensations to its members for their milk are channeled into a special advertising fund.

Inter-State members also are taxed to support two other public relations-type organizations. The first is a national organization devoted to publicizing the dairy industry, the American Dairy Association. The ADA uses radio, television and magazine advertising for its public service messages. It continually conducts research on the most effective means of promoting dairy products, makes this research available to members.

Inter-State also has supported the Philadelphia Dairy Council for 34 years. The Council is an educational organization which promotes better nutrition through the use of dairy products. Representatives speak in schools and before women's clubs and other service organizations. \*\*\*

**WGSM**

*means*



in the Rich **NASSAU-SUFFOLK** Market

Within 1/2 Millivolt Signal  
Retail Sales—\$4,223,214,000\*  
754,215 families with spendable  
income more than \$4,000\*  
382,826 families with spendable  
income more than \$6,000\*

Within Nassau-Suffolk  
Saturation Area  
More retail sales than 18th  
ranking Metropolitan Market  
(\$1,200,175,000)\*  
More food sales than 17 com-  
plete states or the District of  
Columbia (\$364,062,000)\*



379 NEW YORK AVENUE  
HUNTINGTON, L. I., N. Y.

**4** TIMES THE POWER OF ITS  
NEAREST COMPETITOR

The Only Long Island Station  
That REALLY SATURATES  
The Market . . .

WGSM—is first in morning audience\*\*

WGSM—has more afternoon listeners than  
the combined audience of 3 of  
the 4 New York networks\*\*

WGSM—is the independent with the low-  
est cost per listener in the largest  
"Home Owner" market in the  
world — Nassau - Suffolk - West-  
chester - Fairfield, and New Haven  
counties.

WGSM—rates are based on local value . . .  
yet the advertiser receives a  
bonus coverage of over 5,000,000  
New York Metropolitan market  
dwellers—in Bronx, Queens,  
and Kings counties.

Represented by  
Robert S. Keller, Inc.

\* SRDS Consumer Markets (1954) \*\* Hooper

**BAB CASE HISTORIES**

(Continued from page 35)

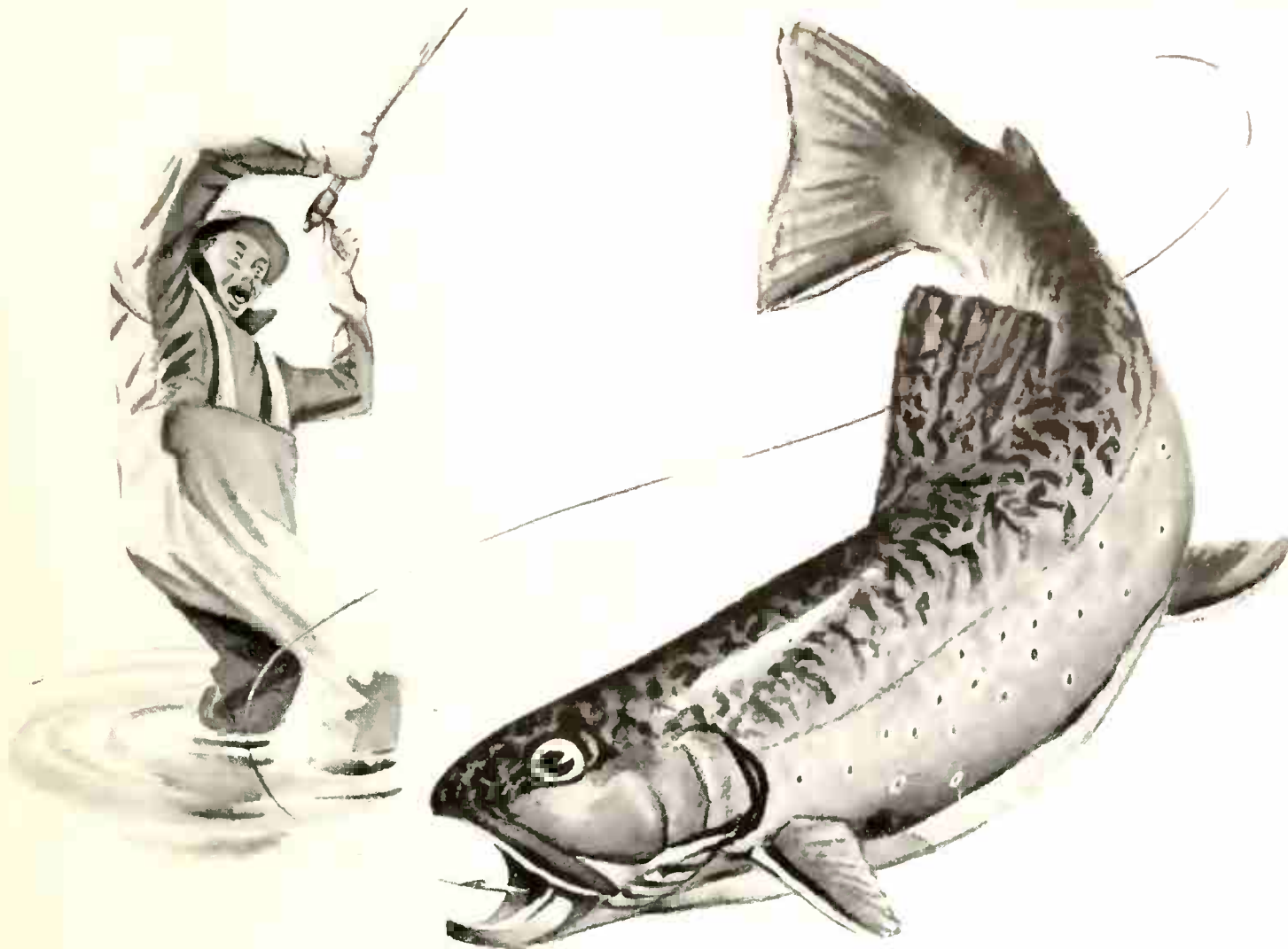
gratification.

The story of Tidy House Products Company is the story of successful radio advertising. The two founders of the company are ex-radio people, Mr. Rapp being one of the really old-timers in the business having held the original license for KSOO, Sioux Falls, and doing the engineering and securing the license for a radio station at Atlantic, Iowa, and also a station in Shenandoah, Iowa. He held every position in the operation of a radio station and served as general manager for 19 years before resigning to devote his full time to the growing corporation he owned jointly with Al Ramsey.

Al had been in the commercial end of radio for many years, but had served as general manager of WMMN in Fairmont, W. Va. before coming west.

Actually, their going into business at all was more or less a fluke since the owner of one of the products which was being advertised on the station developed ill health and was forced to





**YOU MIGHT GET A 14 1/2-LB. BROOK TROUT\* —**

**BUT . . . YOU NEED WKZO RADIO  
TO LAND SALES  
IN WESTERN MICHIGAN!**

**PULSE REPORT — 100% YARDSTICK  
KALAMAZOO TRADING AREA — FEBRUARY, 1953  
MONDAY-FRIDAY**

	6 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

If WKZO, Kalamazoo, isn't part of your Western Michigan advertising—believe us, you're letting the big one get away!

Pulse figures, left, prove WKZO's dominance, *morning, afternoon and night*. On a quarter-hour, 52-time basis, WKZO gets 181.0% more morning listeners and 321.4% more afternoon listeners than Station B *yet costs only 35.3% more money!*

Nielsen figures confirm WKZO's superiority. They credit WKZO with 181.2% more daytime radio homes than Station B!

Let Avery-Knodel give you the whole WKZO story.



*The Felzer Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN — LINCOLN, NEBRASKA  
KOLN-TV — LINCOLN, NEBRASKA

Associated with  
WMBD — PEORIA, ILLINOIS

**WKZO**

**CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

\*Dr. W. J. Cook caught a brook trout this size on Nipigon River, Ontario, in July, 1916.

give up his business. He asked the fantastic price of \$20,000 for the business, but finally agreed to turn it over to the boys for \$1,000 cash and a royalty agreement for 10 years. As an ex-radio man myself, I have the advantage of the two gentlemen who are speaking with me, in that I have sold their products on the radio and therefore I can claim a part of whatever success they report on their radio operation.

Tidy House Products began as The Perfex Company just 14 years and two

months ago with no working capital and with an item that was sold by mail on radio with a few specialty salesman agents whom the owners had inherited in their purchase. From the beginning, with one radio station, it has grown to quite a sizable operation in which we now use some 68 radio stations plus several television stations.

Inasmuch as most of the people involved in our company are radio people, it is quite natural that this would be the one medium in which we would place our major emphasis since we

are foolish enough to believe that we know something about radio and how to use it. I think perhaps that the point of greatest strength in our organization as far as our advertising is concerned, is that our intimate knowledge of the way radio works gives us this advantage over our competitors: We do not expect miracles nor do we expect phenomenal results in a short period of time. It is rather common knowledge in the trade that our major advertising vehicle is our own *Kitchen Club* program, a 15-minute homemaker type thing which we have used from the beginning with what we believe to be a certain amount of success. If we had any secret formula for radio advertising, I certainly wouldn't divulge it to this group, of all people, since I have never known a good radio man who wouldn't pick the brains of anyone who was being successful. If there is a secret, it probably is that we fundamentally believe radio to be the most economic medium we have for reaching large groups of people.

The growth of our company has been phenomenal to outsiders, but to us it seems only the natural and logical result of anticipated planning if you may use such an expression.

We do have a rather general yardstick which we use in choosing radio stations and that is that we are more inclined to pick a wide coverage station which is dominant in its area, because we are buying for the long pull. Here is another criterion which we use and which you station men should give serious thought to. We are nearly as interested in the management of the stations we use as we are with their frequency and power and their position in the market. This dates back to our own days in the radio business because it has been our experience that a smart radio man with a second-rate station can do more in a given market than the station with better facilities but poorer management. Rather than confuse you with that term management, let me spell it out a little more clearly. I think control of a radio station as to its programs and policies, its cooperation to get a job done, its merchandising and the standing in the community or area as reflected by the men operating it all add up to something which can be as potent an advertising force as the position on the dial. In other words, we like to do business with our kind

Some guys are always  
thinking of WOMEN!



## INCLUDING WREN CHOICE OF TOPEKA WOMEN

When you're talking about women—that's a subject we're expert on. Year after year, WREN's daytime ratings surpass those of any other Topeka station—and by a good margin. Local and network programs, tailored to the tastes of Eastern Kansas housewives make WREN tops with the ladies all day long.

Rep. by Weed & Co.



5000 WATTS

ABC

TOPEKA, KANSAS

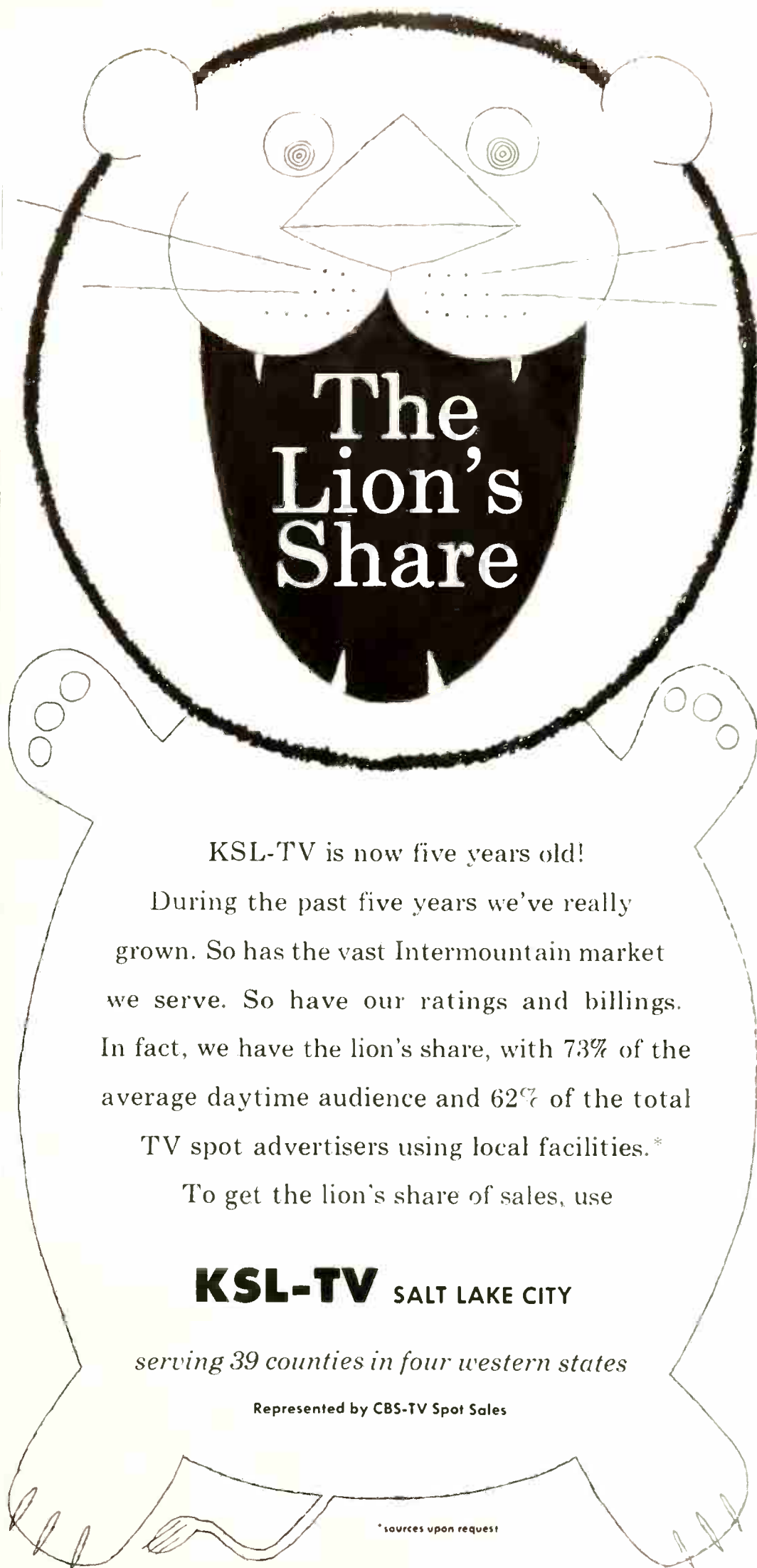


of people and we are more inclined to judge a station by its management policies and results rather than by its ratings alone. Ratings are just fine and dandy as a standard to judge an audience or to resolve your expenditures in terms of cost-per-1,000 listeners, but we have found that we can do an excellent job with a 3 rating against a competing station's 8. In other words, we develop with the personalities of our homemakers a type of listener loyalty which many stations do not have for their personalities. It is because of this that we can talk to less than half as many listeners and get results because they do what they are asked to do.

We have a continuing premium promotion on our program, one during each quarter of the year on each of the four products we have in general distribution. We have always used self-liquidating premiums for a couple of very sound reasons. In the first place, we feel that we can attract new users to our products by offering an attractive premium, and secondly, our old users look upon our premium policy as a bonus for their good judgment in using our products. Our sales department, consisting of approximately 68 men on the road, merchandise each of these premiums as they come up with point-of-purchase material, with tie-in ads and with special displays. We are getting back to the days when our salesmen are now selling our advertising instead of our products in most of our marketing area because our products themselves are well known.

The results of premium response are kept by radio stations and are broken down very carefully by cost-per-response based on the cost of the station itself. There are at least 10 stations I could name for you who told us flatly that they could not draw mail at the time we put our program on. I could also tell you that two of these stations now rank among the first 12 on our list in total number of returns. In other words, we have proven to them that they can be mail stations if they program for it.

A year ago when many of you sitting in this room were willing to sell radio short because you began to believe the press notices of competing media, particularly television, we at Tidy House were expanding our marketing operation with the addition of



KSL-TV is now five years old!

During the past five years we've really grown. So has the vast Intermountain market we serve. So have our ratings and billings. In fact, we have the lion's share, with 73% of the average daytime audience and 62% of the total TV spot advertisers using local facilities.\*

To get the lion's share of sales, use

**KSL-TV** SALT LAKE CITY

*serving 39 counties in four western states*

Represented by CBS-TV Spot Sales

\*sources upon request

*Gracias* SEÑOR  
HOOPER!



**We've been told your recent Hooper-rating says KIFN has many English-speaking listeners, too!**



Of course, we knew KIFN was reaching 85,000 Spanish-Speaking people . . . but it was a happy surprise to learn that KIFN's good programs and lilted, toe-tapping music have such a big English-speaking audience, too! A "bonus audience" our advertisers get "for free"!

*This "bonus audience" we dedicate to our honored friends, our roster of clients!*

Si, Señor Businessman . . . your advertising over KIFN should now be still more profitable! Your sales message will be reaching a wider, more varied group of potential customers. You'll share in a better-than-\$20,000,000 market by using



**KIFN Central Arizona's only full-time Spanish-language station!**

**ASK THOSE YANQUIS ABOUT KIFN!**  
NATIONAL TIME SALES  
17 E. 42nd St.  
New York, New York

HARLAN G. OAKES  
AND ASSOCIATES  
672 Lafayette  
Park Place  
Los Angeles, Calif.

**KIFN**

**860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA**

radio stations because we believed in the medium and we believe in it today.

We do not use, nor have we ever used, radio on a short-term basis. Our contracts are 52-week contracts and when we find a station that will do the kind of supporting job we feel is necessary to establish and develop our program, we don't change. You might be interested to know that the first station we ever had on our list is still on the list 14 years later.

We believe that this continuity of our advertising is a part of the answer to whatever marketing success we have achieved.

This personality type of selling which we use is dependent in large measure on the personalities selected. We have two of the best women in radio and I make no exceptions. . . .

We also have used with some success local personalities on radio stations which have established themselves and have built their own audience over a period of years. We also use and have used quite successfully newscasts.

We are inclined to make personal friends of all people who handle our commercial copy and give them a complete fill in on our products and what they do. We believe it is as true of radio sales people as of any salesman that if they don't know their product, they can't sell.

Now I would like to take you to task somewhat for your failure as a group to keep abreast of the change in marketing which has come about in food store merchandising. You are not doing your medium a bit of good among the influential people in the grocery business when you fail to call on them personally to tell them your story and to demonstrate the successes you have in their field. Believe me, gentlemen, the newspapers are in there every day selling their successes to the men who count in the large chain operations and the cooperatives. I am in a unique position in that I can make sales calls on all of our accounts and talk with the buyers in their own language. Whenever I go into a market, my first contacts are with the buyers, merchandising men and advertising men of the outstanding food outlets in that market. I continue these contacts because I can learn more from the buyers and the merchandising men about a market than I can learn from talking with media people

**KDON**

**THE CLOVERLEAF  
STATION**



**BUY**

**4** FAST  
GROWING  
MARKETS

**SERVING  
300,000  
LISTENERS**

**5000  
WATT**



**REPRESENTED BY WEED & CO.**



and this I think is wrong. I have yet to ask for suggestions from these merchandisers and buyers and have them recommend a radio station. 90% of them will suggest the dominant newspaper as the best medium, about 10% will recommend television. Your public relations in this field need some serious attention. You are going to say that they recommend newspaper because that is the medium they themselves use and can check its effectiveness in moving merchandise. Whose fault is that? I can remember in my own radio days when we sold a small grocer on the advantage of using spot radio and saw him develop into a 12-store chain which dominated his market and his advertising was in radio 100%.

This I can tell you—radio is less effective now than it was in the old days. By the old days I refer to the period immediately preceding World War II. Not only do you have more radio stations competing for the listener's time, but with the growth of television, you have other competition. But, gentlemen, you still have the greatest mass medium of them all and it is up to you to work all of the angles to increase its effectiveness by whatever means you can. Perhaps it is a sign of old age, but I do not believe the old college spirit is in evidence in your stations today to the extent it used to be before World War II. In those days the station personnel took a personal pride in getting a job done and done well and there was still the old fascination and novelty that never quite wore off. Too many of your staffs look upon their job as just another job and seem to get little or no personal kick out of being a radio performer. If this is true in your own station, you had better consider it a serious problem because if a person has no enthusiasm for what he is doing, he is certainly not going to impart any enthusiasm to the sales messages he is putting out to influence people, and I believe very firmly that the public is still smart enough to spot a phony by the sound of his voice or the manner in which he handles himself in front of a microphone.

Instead of worrying so much about what television is going to do to you, why not put your house in order and make sure that you are doing everything you can to make your station the best in every department. You

# TAKES TOP TV RATINGS OVER TOUGHEST RIVALS!

## Joe Palooka Show Immediate Success

April VIDEODEX ratings in New York, San Francisco and Washington establish JOE PALOOKA as the highest rated TV program in its time slot — in some cases topping established network favorites.

But there's more than ratings to earn PALOOKA a place at the top of your "spot TV buy list" — results, too, have been out of this world. Happy PALOOKA sponsors in nearly 40 markets have found that JOE is the buy to "move the goods."

*Check now and discover how this great all-family impact show can go to work for you! Many choice markets still available... but only if you hurry. Write, wire or phone GUILD FILMS today!*



### GUILD FILMS

Company, Inc.

420 Madison Avenue New York 17, N. Y.

Producers & Distributors of

LIBERACE LIFE WITH ELIZABETH  
FRANKIE LAINE FLORIAN, ZABACH

# WBEN

*is now basic*

# CBS RADIO

*in Buffalo*

Buffalo's No. 1 radio station, WBEN, has proudly joined the nation's No. 1 radio network, CBS, to serve and sell New York State's second largest market.



GET THE FULL STORY from HENRY I. CHRISTAL

New York • Detroit • Chicago • Boston • San Francisco

BUFFALO EVENING NEWS RADIO STATION  
HOTEL STATLER • BUFFALO 2, N. Y.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

## Most people in Western Virginia listen to WDBJ NEWSCASTS because we employ:

- Two competent, full-time News Editors
- Direct AP AND UP presswire services
- Tape recorders, police and fire department monitors, telephone "beep" system, etc.
- Full reportorial services of both morning and evening Roanoke newspapers (including some 50 string correspondents in our coverage area)
- 46 complete, locally-produced, practically spaced newscasts weekly
- 11 complete farm shows weekly

AND, we've been steadily serving, steadily improving, steadily promoting these services for almost 30 years.


# WDBJ

Established 1924 • CBS Since 1929  
AM - 5000 WATTS • 960 KC  
FM - 41,000 WATTS • 94.9 MC

ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., National Representatives



## WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

# CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated  
Canada: All-Canada Radio Facilities, Limited

## Within 15 Miles of this tower

lives the greatest concentration of buying power served by any single station anywhere!

Ask Hal Holman Co. for the proof

### WBEL

OFFICES AND STUDIOS  
Rockford, Ill. - Beloit, Wis.

● JANESVILLE

● BELOIT

ILL. 5000 WATTS AT 1380

"BASIC

● ROCKFORD INDEPENDENT"

should do it as a point of pride; you must do it because of competition. You can't do it if you don't believe in your medium yourself. If there were a revival meeting being held for radio, I would earnestly recommend you all attend it and get your faith restored.

**A. H. (Cape) Caperton**  
ad manager, Dr. Pepper Co.

Kevin Sweeney invited me to tell you, in about 15 minutes, why and how Dr. Pepper is using radio as our most important advertising medium this year. He mentioned in his invitation that if I would accept, he would see to it that my trip up to Chicago, except for the 15 minutes on the platform, would all be fun. Well, I would like to make this 15 minutes fun too because any successful program is fun.

The first thing he asked me was how Dr. Pepper seasonal sales patterns varied throughout the country. Well, about three-fourths of our Dr. Pepper business comes out of an area south of a line from Baltimore to Albuquerque, and as is the case with any soft drink, the June, July, and August volume is about double the December, January, and February volume.

Norm Nelson also asked, "What is your radio formula?" Our regional distribution does not permit us to make the best use of any network. Our experiences we have had with regional networks or special hook-ups of affiliated stations have not been as successful as local spot radio. So our formula is one of laying down a spot saturation coverage over areas where we have adequate availability of Dr. Pepper and where actual sales today, and potential sales of the future, justify such an investment.

Another question was, "How do you tie-in your advertising with your merchandising?" Here's a good example: This spring we had our third annual free offer of a 15c packet of Vaughn's Flower Seeds on each carry-home carton of Dr. Pepper. It was announced to the public on a special series of radio spots . . . followed by a straight pitch by the familiar voice of Del Sharbutt, telling about this free flower seed offer.

To Nelson's question, "Do you tie-in radio with any of your other advertising?", the answer is—yes, with *all other advertising*, even point-of-sale.

Another question, "How often do



**YOU TOO  
can be a**



## CONQUISTADOR . . .

"conquering" Spanish sales in forty five counties of Texas with a population of over 690,000 Spanish speaking consumers

We have over forty other "conquistadors" daily on



R. A. Cortez, President

SAN ANTONIO, TEXAS

Represented by

Richard O'Connell, Nat'l. Adv. Dir.

40 East 49th St., New York 17, N. Y.

PLaza 5-9140

LOS ANGELES — SAN FRANCISCO

you change copy?" The present theme was introduced in January of 1953 and we are hitting it harder today than ever. We propose to keep doing it so long as it keeps selling more Dr. Pepper.

Another question, "Have you ever conducted tests to evaluate sales effectiveness of various media?" Yes in a limited way.

But—these are more important things I'd like to mention as to why radio is our number one medium. One of these is that we have a primary market—the Youth of America! I mean that group under 20, that consume, per-capita, about twice as much as any other age group. Such a market is always on the move, and as all of you know, a moving target is harder to hit. We picked radio so we'd be sure to hit 'em and here's where the increasing millions of portable and automobile radios add to the importance of the radio medium in reaching this market that we want.

Another important consideration in our choice of radio to do the major job for Dr. Pepper is the lady of the house. We believe that if we can sell her on picking up cartons of Dr. Pepper, it will find its way into her family refrigerator. Once it's there and thoroughly chilled, everyone in the family will be drinking Dr. Pepper; so we try to reach her *as she does her work* by concentrating our schedules on Thursdays, Fridays and Saturday mornings. We believe that if we talk to her often, on these days, we will have a better chance of getting her to refill those empty Dr. Pepper bottles and perhaps pick up some extra cartons or cases of Dr. Pepper.

Another important reason why we like radio (as has been reported in the trade press) is the enthusiastic cooperation we get from Dr. Pepper bottlers across the country. These are our local distributors—our salesmen. Our program was presented to our bottling organizations in a series of meetings in January of this year. Our heaviest spot schedules began in early February. Local bottlers immediately began supplementing our saturation schedules with radio spot schedules of their own, not only on the stations which we had selected but on other stations in their franchised territory. As of this date a record number of Dr. Pepper bottlers are investing a record number of their own dollars in

RADIO STATION

# WSAZ

HUNTINGTON, WEST VIRGINIA  
SERVING 3 STATES

ANOTHER  
EXAMPLE  
OF TOP

## WSAZ

PROGRAMMING



# "LITTLE LEAGUE BASEBALL"

MONDAY

THRU

SATURDAY

8:55 PM



SCORES AND LEAGUE  
INFORMATION OF ALL  
LITTLE LEAGUES IN THE  
AREA SERVICED BY  
WSAZ-RADIO . . .



WITH SPORTSCASTER  
COLEY COWAN

NATIONAL REPRESENTATIVES  
THE KATZ AGENCY

5,000 WATTS DAY  
1,000 WATTS NIGHT  
930 KC

# WSAZ



TELEVISION AFFILIATE  
WSAZ-TV

Represented by THE KATZ AGENCY

For The  
**TOP  
SHOWS**



**53**



In A  
**TOP  
MARKET**



IT'S

**WKJF-TV  
CHANNEL 53  
PITTSBURGH**

Looking for an economical way to sell the rich 2 1/4 billion dollar Pittsburgh market—America's 8th largest trading area? If so, it will pay you to know what WKJF-TV has to offer. For the complete story, contact our national representatives, or write us today.

**OUTSTANDING  
PROGRAMS**

- Your Show of Shows
- Hallmark Hall of Fame
- Mr. Peepers—Kraft Theater
- Dinah Shore—Milton Berle
- Kate Smith—Boxing
- Bob Hope—TV Playhouse
- and many others



**WKJF-TV  
CHANNEL 53  
PITTSBURGH**

NAT. REP.—WEED TELEVISION

this same radio spot saturation idea. This combination of Dr. Pepper bottlers' dollars and Dr. Pepper Co. dollars invested in radio is providing a frequency of competitive, hard-hitting spot copy. This fact alone is reason enough for our enthusiasm for radio.

There is another good reason why we like radio. We want to have an absolute minimum amount of territory where we cannot effectively reach consumers to remind them they should switch from that same old thing to Dr. Pepper. No other medium seemed to reduce these "not covered" areas to that minimum like radio.

So, if you will get out your Geiger counter as you "WAKE UP YOUR TASTE," you'll find Dr. Pepper is really "Radio Active!"

(A case history on Dr. Pepper appeared in the 5 October 1953 issue of SPONSOR.)



**TVAB**

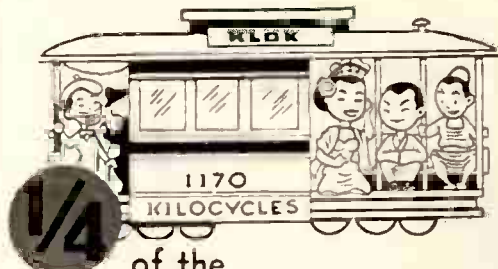
(Continued from page 33)

a way of standardizing station billing procedures. Others asked for specific studies on how many homes an advertiser could reach in a typical campaign in the top 25, 50 or 100 markets.

While tv coverage information and complete rating data pre-suppose the existence of an accurate set count, a number of those queried by SPONSOR specifically pinpointed the need for a periodic set census.

The question of what information agencies and advertisers will actually get from TvAB is another matter. SPONSOR asked admen what they wanted from a TvAB, not what they expected to get. In giving admen free reign to discuss what kind of tv information was badly needed, SPONSOR felt it could pinpoint the needs of the advertiser as well as elicit suggestions which might guide TvAB's formative plans. TvAB itself can't be sure exactly what it will do first so far as service to the advertiser is concerned. At the NARTB Convention the few admen present were buttonholed by TvAB people for suggestions along this line.

Probably the best way to guess what TvAB will do for the advertiser is to take a look at the BAB. The latter's history will no doubt provide a number of precedents for the young tv organization.



of the  
San Francisco Bay Area's  
3,000,000 people are  
Foreign Language Speaking!

They multiply, add, subtract and divide; THEY THINK! THEY BUY! in their own language! Sell them with KLOK, the station that reaches them all. KLOK's specialized programming guarantees your message attention-getting IMPACT!



**KLOK**  
5000 WATTS — 1170 KC  
San Jose Studios P. O. Box 967 San Jose, Calif.  
San Francisco Studios Hotel Lantershim San Francisco, Calif.  
Represented by John E. Pearson Co.

MEMO FROM DEE RIVERS —

TO: *All time-buyers*

Please call

Bernie Howard  
Stars National  
400 Madison Ave.  
Plaza 8-0555  
so that he can

tell YOU-ALL what

**WEAS**

and its new

**50,000 watt**

Westinghouse transmitter  
on its same old frequency

**1010**

with its same old  
non-directional antenna  
is going to do in

**GEORGIA**

on

**AUGUST 1, 1954**



Here are some of the activities BAB has been carrying on in the way of service to the advertiser (For further information, see "Are you getting the most out of BAB's aids to advertisers?" SPONSOR, 25 January 1954):

Information supplied to advertisers by BAB can be grouped under two headings, ready-made and tailor-made.

Much of the information is in the form of presentations to advertisers and agencies. During the fiscal year ended March 1953 BAB made 860 major presentations. Besides this it filled 1,650 requests for information. (Keep in mind that BAB by then was spending about 50% more than TvAB's projected budget.)

The ready-made information consists of such material as research studies, success stories, digests, a newsletter, reprints, product information sheets. BAB's 1953 index of its material listed nearly 6,000 reports on radio's audience and its ability to sell.

For example: BAB's cumulative audience studies show the advertiser what size audience he can expect over a period of weeks with disk jockey shows, soap operas and newscasts. The product information sheets are one-page summaries containing highlight facts about such products as toothpaste and electric blankets. While they were made up for station salesmen, agencies out for new business have found them helpful.

While TvAB has mushroomed into being, it still has a way to go before it will be in BAB's league. Here's where it stands at present:

It is functioning under the leadership of a temporary executive committee headed by Richard A. Moore, general manager of KTTV, Los Angeles. Aside from members that's about all there was to it at SPONSOR's press time.

Moore was authorized by the executive committee to appoint three working committees to carry on necessary activities until a permanent Board of Directors is elected. Now working on this is Richard P. Doherty, who served as a consultant to TvAB's organizing committee and will be retained in that capacity on a permanent basis. Doherty is a former vice president of the NARTB.

SPONSOR sought Doherty out at the headquarters of the TvAB in the New Weston Hotel, New York, in between a busy schedule. He explained he is rounding up people to serve on the three working committees.

## In New York ...

An address of traditional distinction between Fifth Avenue's smart shops and Broadway's gay white way.

**At the Center of Convenience!**

500 Rooms, all with bath Television if desired.

Choice of particular travelers as the ideal home-away-from-home! Singles from \$4.50 per day. Also, doubles and suites.

Many suites have kitchenettes.

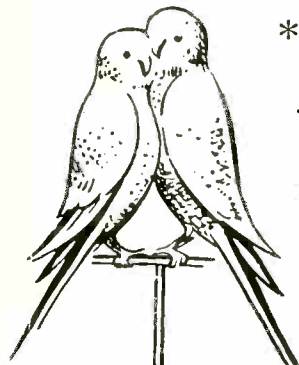
Celebrated "International Room"

Air-Conditioned "Fiesta Bar"

Tel. Circle 7-1900

**HOTEL GREAT NORTHERN**

118 WEST 57th STREET \* NEW YORK



### \*Stan E. Johnson LOVES KUDL

Says Mr. Johnson "... many interested inquiries as a result of your advertising." See FORJOE for details of how to sell \$16,000 homes by use of radio.

\*Mr. Johnson is President of Stanton Construction Co., Kansas City, Mo.

KC Loves

COVERS THE GREATER KANSAS CITY MARKET

**KUDL**

STUDIO 1012 BALTIMORE BUILDING

KUDL — KANSAS CITY  
KDCK — CLINTON

for extra coverage Include • KDCK CLINTON

NOW FOR THE FIRST TIME HOME TOWN COVERAGE FOR GREATER KANSAS CITY.

— IN THE GREAT KANSAS CITY MARKET

## are we happy ? Si Señor!

SERVING 300,000 LATIN-AMERICANS!!



THE MIGHTY "MIKE" OF SAN ANTONIO  
250,000 Milliwatts

**Kiww**  
Spanish Language

National Time Sales—New York

Gene Grant & Company  
Los Angeles — San Francisco





**JIM SETTERS**  
KWBB News  
Director

★ **AIRS 13 NEWCASTS DAILY**

Monday thru Saturday  
News on the hour, every hour.

★ **KWBB NEWS BUREAU**

Assisted by 5 KWBB staff  
cars equipped with short wave  
transmitters and receivers.

★ **KANSAS ASSOCIATED PRESS NEWS COVERAGE AWARD**

An award each month for the  
last 6 months. First place  
three of these months, 2nd and  
3rd place two other months.

★ **UNPARALLELED LOCAL NEWS COVERAGE**

Rep. by  
George W. Clark In-



410 KC • 1000 WATTS

**THE "WEE REBEL" SAYS:**

**"I GIVE 'EM MOSTEST OF THE BESTEST!"**

\* LISTENERS & VIEWERS

**WRBL** .AM-FM  
RADIO  
Channels 4

JIM WOODRUFF JR. GEN. MGR.  
COLUMBUS, GEORGIA  
*Call Hollingbery*

The three committees are: (1) a planning and organizing committee, which is expected to meet this week, (2) a membership committee, concerned, of course, with the all-important task of getting more stations to sign up and (3) a screening committee.

The last committee will examine names of men suggested for the position of executive head of the bureau. The group will probably reduce the number of suggested names to two or three, one of which will be named by the Board of Directors.

Member stations have been invited to submit names of eligible directors. A nominating committee will choose a slate from among these names and a ballot by mail will be conducted by a certified public accountant. All stations who are members as of 30 June will be eligible to vote.

The slate will be chosen so as to assure representation from cities of various sizes. The 15 directors to be elected will be distributed as follows: five from stations in cities of more than 500,000 population, five from stations in cities of 150,000 to 500,000 population and five from stations in cities of less than 150,000 population.

Doherty said a skeleton staff is expected to be operating by the middle of July. The ultimate size depends, of course, on the number of members and the money collected for running the organization. The hope is that by the end of the year, the organization will be spending money at the rate of \$500,000 a year.

The present plan is for dues based on the station's highest Class "A" quarter hour rate in the regular edition of SRDS. There has been some talk, however, of basing dues on station income. ★ ★ ★

**49th & MADISON**  
(Continued from page 12)

**ADMENS' MOTIVATIONS**

The article, "III. Psychology of media: Why admen buy what they do" [3 May 1954, page 34], was both provocative and much-ado-about-nothing.

It was provocative in that it reminds copywriters and researchers to pay attention to the message. It is this advertising message that fathers "the psychologically evoked reactions of the reader or listener." These reactions result in the sale. It is provocative, furthermore, in emphasizing that choice of media based on coverage alone, or budget alone, and so on, ignores the best medium for the correct message.

I find Dr. Dichter's analysis much-ado in the following quotation: The average adman "tends to neglect the deeper appeals of his product and the real needs of his customers, 'data' which no statistics and no conventional tests can reveal."

Here is the crux. The advertiser has endeavored to junk such intangible methods as "let's just be creative in this next campaign." But have Dr. Dichter's "deeper appeals of the product" and customers' needs been susceptible to indisputable investigation? Dr. Dichter would admonish the adman to rely on depth psychological research. I am sure no alert adman is anti-depth research. But how precise, how practical is depth research at this point?

The whole article was somewhat overstated. Any copy or media person who follows one or two mechanical rules-of-thumb—and is blissfully satisfied—is obtuse. On the other hand, one cannot eliminate cost-per-1,000, experience of competitors, and so on because of some extreme examples of

**SWITCH FROM STILL SLIDES!**

*Start Using*  
**ANIMATED TV SLIDES ON FILM**

**FULL OF ACTION! THEY ZOOM, FLASH, SPIN, ROLL and BURST!**

**FILMACK STUDIOS**  
1331 So. Wabash Chicago, Ill.

A 10 SECOND ANIMATED SLIDE ON FILM - \$10.00!

SEND US A TRIAL ORDER! 48 HOUR SERVICE!



misuse thereof in this article. It seems hard to believe that a client exists, given reputable agency services, who would "buy an hour-long network radio show, whereas he needed local impact." If such people do exist, and they spend money, they should unquestionably read Dr. Dichter!

Otherwise, the overstatement in this article was less instructive than it was much-ado.

GEORGE TICHENOR  
Assistant Buyer  
D'Arcy Advertising  
New York

Can you send me a copy of SPONSOR containing the article, "Why admen buy what they do"? If there is any charge for this, please let me know.

JOHN J. SCHWED  
Advertising Manager  
Kinsey Distilling Corp.  
Linfield, Pa.

• Extra copies of the 3 May 1954 issue containing the article, "Ill. Psychology of media: Why admen buy what they do," cost 50c each. The article is part of the All-Media Evaluation Study which will be reprinted in book form this summer.

#### OPTIMISM ON RECESSION

I recently ran across a copy of the reprint, "Why sponsors believe the recession is over" [19 April 1954, page 38]. I'm very much interested in spreading this word around among our clients and prospective clients. I'd appreciate your sending me about 100 copies of this folder.

RICHARD B. LONG  
O'Leary Advertising  
Rockford, Ill.

• Reprints of "Why sponsors believe the recession is over" cost 10c each.

#### REPRINT PERMISSION

We are interested in reproducing the article published by you on page 31 of your May 3, 1954 issue, "Psychology of media." Your publication will receive full credit on the reproduction.

We would appreciate your authorization to do this. Also, would you be good enough to send us two copies of the same article.

LILLIAN BENJAMIN  
Sande Roche & Co.  
New York

• SPONSOR permits reproduction of material which appeared in the magazine providing permission is asked in writing and credit is given.

Our sincerest thanks for permission to reprint the SPONSOR article. "The agency wife" [9 March 1953, page 34]. Enclosed are several copies of the issue containing this reprint.

S. A. WATERMAN  
Editor  
Publishers Digest  
Chicago

#### WBAY-TV STUDY

Was very much interested in the story in your May 3 issue about the survey the University of Wisconsin is doing for WBAY-TV ["How far out does a tv station sell?" page 38]. This type of survey, if it proves out, would be very helpful to a station such as WMT-TV.

To reach Iowa's 2.7 million people, coverage is all-important, and we must prove in some such survey the effectiveness of our WMT-TV coverage which is the greatest of any TV station in the state.

In talking to prospects in the agencies back East, we find practically all of them think of tv markets in terms of



#### There's more to Wisconsin than Milwaukee

Cover the Dairy State with your sales message through the low cost medium of Wisconsin's most powerful radio station. WKOW's 53 county mail-response area accounts for 61% of the state's total income and 63% of the state's total retail sales. Call your Headley-Reed man for the facts.

# WKOW-CBS

MADISON, WIS.

Wisconsin's most powerful radio station

Represented nationally by  
Headley-Reed Co.



That's our business. Buying radio time is one thing — Getting results is another. WJPS maintains a planned Merchandising Service that guarantees RESULTS. WJPS has a plan to fit any pocketbook.

Our Merchandising and Promotion Department won 2nd PLACE in THE BILLBOARD competition this year — How good can you get?

Let us prove our worth to you.

Robert J. McIntosh, General Manager  
REPRESENTED BY  
The George P. Hollingbery Company

# WJPS

"A RADIO IN EVERY ROOM"  
Evansville, Indiana



Represented nationally by  
JOHN E. PEARSON TV Inc.

ABILENE  
TEXAS

# KCEN-TV

Is The Only Station  
Providing TV Coverage  
of ALL Of The  
**Temple-Waco**  
and Central Texas  
**Market**

- ★ Maximum 100 KW On VHF Channel 6
- ★ 833-Foot Antenna Height
- ★ NBC-TV Interconnected

For More Information Write

## KCEN-TV

P. O. Box 188, Temple, Texas

National Representative:  
George P. Hollingbery Co.

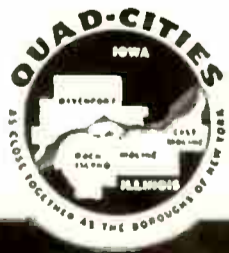
Texas Representative:  
Clyde Melville Co., Meiba Bldg., Dallas

## WHBF-TV

CBS FOR THE QUAD-CITIES  
is now operating  
on 100,000 watts

This maximum power  
covers the Quad-Cities  
and the surrounding trade  
area . . . a total of 264,-  
800 TV set owners.

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

# WHBF

TELCO BUILDING, ROCK ISLAND, ILLINOIS  
Represented by Avery-Knodel, Inc.

big cities. This is to be expected, for in nearly all states one or two or three large cities control a great majority of the buying power. Not so in Iowa. The metropolitan area of the six largest cities accounts for only one-third state. But Cedar Rapids and Waterloo, in the minds of the guys back East, aren't big markets even though the buying power in the area compares very favorably with such cities as Tulsa, Richmond and Miami.

WILLIAM B. QUARTON  
General Manager  
WMT-TV  
Cedar Rapids, Iowa

### RADIO ARTICLES

I read with a great deal of interest the article by Alfred Jaffe in the April 19 issue of your magazine, "The New Radio" [page 31]. I found it to be very informative and thought-provoking. In fact, I thought so much of it that I clipped excerpts from it and have them here before me now.

In the article, a passing reference was made to an article that appeared in an earlier SPONSOR issue. I missed that earlier article, and would like to get a reprint of it if it is available. The article was entitled, "What 44,000 listeners told a station about radio." This appeared in the March 22, 1954 issue of SPONSOR [page 48].

Will you please send me a reprint of the article or the entire March 22 issue, which ever is more convenient.

WILLIAM R. BALCH  
Radio Program Director  
KFEQ, St. Joseph, Mo.

• Extra copies of the 22 March 1954 issue cost 50c each. No reprints of the article cited above are available.

### SCRIPT INFORMATION

I need lists of sponsors who want fantasy, domestic situation, mystery or horror tv scripts and their specifications as to program length—and taboos, if out of the ordinary. If "they are short of scripts" I hope to be able to help them out. Please send me any information that you can. If there is any charge I will gladly pay it. Time is important.

ROBERT L. GERGINS  
Director, CARE  
Pittsburgh

• SPONSOR's Tv Comparagraph, published alternate issues, gives sponsors and agencies for all network programs. More specific information can be obtained by writing to the agencies involved.

### SPONSOR ASKS

(Continued from page 63)

of client product. I was not only attempting to associate our client with a male-appeal show, such as newscast, sportscast, and/or the like, but also with an endorser, whether it be in the form of a personality or the show itself. I had to find something that I could really sell to the client.

Pitches were made on all the stations, but only one had been sold to me. It was a live sportscast. Although the personality was rather newly established in the market on the local picture but doing quite well, this new program and time that was pitched was virtually unestablished, having only a three-month history—during the summer months of June, July and August. Even though the time period was at a slightly earlier hour than is usually considered good for male listening, the short rating history showed merit. Ratings had grown consistently through this three-month summer period as had the male portion of the audience.

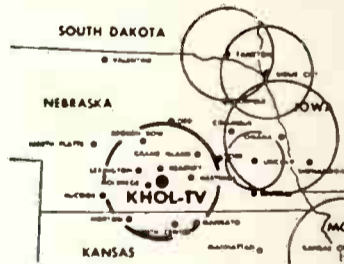
The cost factor was naturally of great importance. The cost-per-1,000

"The TV Link in the Heart of the Nation"

## KHOL-TV's SIGNAL

# EXCLUSIVELY

BLANKETS THIS AREA



THE ONLY SINGLE MEDIUM  
TO REACH 128,300 HOMES  
IN THIS RICH RURAL MARKET

# KHOL-TV

Channel 13

DUANE L. WATTS, STATION MANAGER  
Operated by BI-STATES CO., Holdrege

MEEKER TV, INC.



# KEDD

## WICHITA KANSAS NBC • ABC

# 97

97% OF THE  
WICHITA TV  
AUDIENCE SEE  
TELEVISION AT ITS  
BEST ON KEDD

### KEDD

CHANNEL

# 16

WICHITA

KANSAS

STANLEY H. BURWOOD  
President

REPRESENTED BY

Edward Petry & Co., Inc.

had grown lower, while the time and program remained unchanged. (But not for long, as is usually the case.)

The commercial aspect of this buy also showed good promise. Not only could film commercials be integrated into this show, but the live commercial picture of openings and closings, together with the personality endorsement, were what we were looking for. This was the type of show that could be promoted well by the dealers in their showrooms.

All the information necessary to a good sales pitch was given, not only in the facts and figures above, but also with respect to future value and acceptance of the program.

In September I bought this show on a 13-week contract, which was later renewed for 26 weeks.

That is, in my estimation, a good pitch, sold well by the salesman.

### Any questions?

SPONSOR welcomes questions from readers for use in this feature. Suggested questions will be evaluated for their interest to other readers and, if found suitable, will be submitted to the most appropriate authorities for answering. Upcoming questions include: "How do you use cumulative ratings in considering radio buys?" and "How can the local advertiser use tv successfully?" Answers of these questions will include advertisers, agency personnel, station representatives and specialized consultants. Frequently readers submitting questions have found the answers are helpful guides in the solution of industry problems. Questions can be either of general interest, or related to some specific air advertising problem.

The next issue of SPONSOR will feature this question:

"How can advertisers best use radio and television abroad?" This discussion will be part of SPONSOR's annual international radio and tv section. Answers will include experts in international marketing and advertising.



Over **50%**  
SATURATION  
in Central  
**KANSAS**

Yes...5½ out of every 10 families within KTVH's .01 mv. signal own TV sets. KTVH advertisers enjoy a concentrated loyal viewing audience, established by well-planned promotional efforts and top programming.

See Your KTVH Sales Representative Today!

CHANNEL  
12



VHF  
240,000  
WATTS

CBS BASIC - DU MONT - ABC  
REPRESENTED BY H-R TELEVISION, INC.

**COVERS CENTRAL KANSAS**

## THIRSTY FOR A SALES BOOST?

### Look!

BAYSHORE PRODUCTS CO.  
Traverse City, Michigan

WWTV April 27, 1954  
Cadillac, Michigan

Dear Sir:

The results of the Mogen David program, "A Dollar a Second", has been phenomenal already. Our April sales are 300% over last year and the ball has just started to roll. We are getting new accounts daily and should have 100% distribution in a short time.

People who never drank wine before are trying Mogen David. This certainly proves the selling power of WWTV.

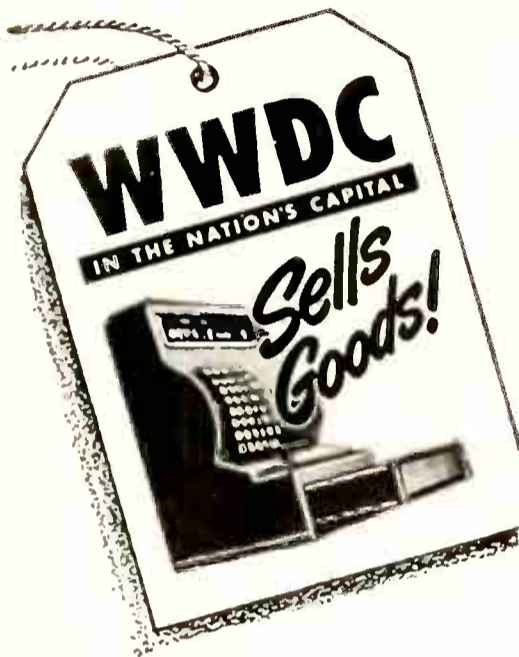
Many thanks to all concerned for this unexpected and greatly appreciated sales boost.

Very truly yours,  
(SIGNED) JAMES B. BENNIGAN  
OWNER

JBB:jb



# The "RESULTS" STATION in Washington



Represented Nationally by John Blair & Co.

TWENTY  
FOR A  
PENNY!

Reach Twenty Homes  
for a Penny on  
Regional Radio WOW

WOW's cost per thousand homes reached is the lowest in the area.

	8 Sec.	Chainbreak	Minutes
Radio WOW	\$ .17	\$ .48	\$ .59
B Station	.51	1.01	1.01
C Station	1.17	2.33	2.33

For more information contact John Blair, Rep. — Bill Wiseman, Sales Mgr., 200 Insurance Bldg., Omaha, Nebraska, or Phone WE. 3400.

REGIONAL RADIO  
WOW

©MAHA 590-NBC Aff.  
A Network Station  
JOHN BLAIR & CO., Rep.

## ROUND-UP (Continued from page 79)

the Washington Radio Circulation Committee has announced. This represents a 6.4% increase of 28,050 radio homes over last year's metropolitan area figure.

WMCA, New York, has resumed 'round-the-clock broadcasting after a five-year hiatus. Its new *Night Watch* show is being broadcast Tuesday through Saturday from 2:00-6:00 a.m. It features Ray Carroll with records, weather, news, time checks, daily fishing reports.

The Alaska Broadcasting System recently celebrated 30 years of broadcasting during which it has grown from a \$2,000 gross business annually to a \$4.5 million enterprise. ABS includes KFQD, Anchorage; KFRB, Fairbanks; KIBH, Seward; KINY, Juneau; KTKN, Ketchikan, and KIFW, Sitka. William J. Wagner is president and founder.

Over 40 products have used WNBC's "Chain Lightning" merchandising service since the system was first inaugurated three years ago, according to Max E. Buck, director of merchandising for the station. The merchandising plan provides point-of-sale displays in 1,600 super markets in Metropolitan New York.

WGIL, Galesburg, Ill., lets its teenage listeners double as part-time d.j.'s. By virtue of membership in the station's "1400 Club" (named for the station's frequency), high schoolers can appear on the hour-long afternoon d.j. show and spin a few records. Among the club's special activities: a



Balloons with WGIL call letters were favors jam session held in a Galesburg hotel, featuring top musicians and broadcast over the 1400 Club program. Highlight of the session was the introduction of "The Wiggle," a special dance step composed for the occasion. First

# BMI

Service In  
Concert Music

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily... scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

**CONCERT PIN-UP SHEET**— A monthly listing of new recordings, contemporary and standard.

**YOUR CONCERT HALL**— A series of half-hour scripts for use with phonograph records of contemporary and standard classics.

**TODAY IN MUSIC**— Dates and facts about the important music events of the month.

*BMI-licensed stations — AM, FM and TV—can be depended upon for complete service in music.*

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL

YOUR PRODUCT

CARVED ON THE CUSTOMER'S MEMORY

Carve your product on the consumer's mind with a Song Ad like Paper-Mate Pens—Seaboard Finance—and Mode O'Day Dresses. They started with our sensible \$75.00 audition plan. Call or write today.

6000 Sunset Blvd.,  
Suite 203  
Hollywood 28, Calif.  
Hollywood 5-6181

*Advertising set to music for radio and TV!*



prize winners of a contest to determine who had learned the step best were awarded clock radios; runners-up got gold mike pins engraved with the station's call letters.

\* \* \*

The Charles E. Hires Co. is helping its 300 franchised bottlers buy radio and tv time for co-op announcements with a new eight-page booklet, "Hires Tv and Radio Time Buying Guide." Hires recently made one-minute and 20-second radio and tv announcements available to local bottlers. The booklet is designed to help bottlers utilize these announcements to the best advantage. The booklet advises: (1) ask stations for local and package rates; (2) get competitive bids and availabilities from all stations in town; (3) see that coverage conforms to sales areas; (4) spot 20-second announcements before high-rated network tv shows; (5) use diversified schedule; (6) ask station for merchandising help.

\* \* \*

For its "outstanding public service in fire prevention during 1953" WBZ-TV, Boston, won first place award from the National Board of Fire Underwriters. It's the second consecutive year that the station has received the award.

\* \* \*

Sponsors now can get their commercials recorded in 3-D. Stephen F. Temmer, vice president of Gotham Recording Corp., New York, says his firm's new studio is "the first true stereophonic sound recording studio in New York." The studio, recently renovated at a cost of \$20,000, is equipped with a control room console capable of mixing 14 microphones and two echo chambers. Equipment can be placed in any combination, in two general groupings, and recorded on two separate sound tracks to reproduce 3-D sound. The new Gotham studio is large enough to accommodate a 70-piece orchestra or band.

\* \* \*

When WTAR-TV, Norfolk, switched



CLOCKS ARE SET IN THE  
**NEGRO MARKET**  
EVERY MORNING WHEN  
**CHUCK MITCHELL**  
HITS THE AIR VIA  
**WSOK**  
NASHVILLE, TENN.  
1000 WATTS

to vhf Channel 3. WVEC-TV, Norfolk-Hampton, sent out jumbo post cards to all appliance dealers in the Tidewater area. "When you're changing sets to Channel 3," the post card said, "sell all-channel or converters to Channel 15." It worked, too. According to WVEC-TV, a spot check shows "a big increase in uhf sets."

\* \* \*

A bright Navy-blue tie (with three brilliant sunbursts on it), a recorded tape message and poetry are all being sent out to advertisers and agencies by the Crosley stations: WLW and WLWT, Cincinnati; WLWA, Atlanta; WLWC, Columbus and WLWD, Dayton. The poetry goes:

*Tie the tie and pull the string  
And you're sure to know about  
the zing  
In the all out attack to increase  
those sales  
While summer's hot and all else  
fails.  
That's Operation Sunburst the  
greatest we've created  
To make selling sure and not de-  
bated.  
You've got the point so let's wind  
up this ditty—But  
Remember, it's not the heat—  
It's just the timidity.*

\* \* \*

Phonograph records which "plug" commercial products or services can no longer be played on WNEW, New York. Richard D. Buckley, owner-manager, doesn't think listeners appreciate hearing records over the station which contain lyrics referring to commercial products ranging from a shave cream to cough drops. From now on, Buckley said, WNEW plans to avoid excess commercialism. ★★

**Got a yen to sell  
space for SPONSOR?**

Like to travel down South?

Do you know stations—  
and have a proven sales  
record?

If the answer is "yes" write  
SPONSOR, 40 E. 49, NY 17

The only station in the rich **KANSAS CITY** metropolitan market...  
...beamed exclusively to **KANSAS CITY'S 118,000 Negro Market**  
1,000 Watts  
1590 Kc  
**KPRS**  
KANSAS CITY, MISSOURI  
Represented Nationally by **JOSEPH HERSHEY MCGILLVRA, INC.**

**They're going  
FISHING  
in WESTERN MONTANA  
NOW!**

ARE THEY USING YOUR

July  
KGVO-TV  
60 kw

- TACKLE
- BOOTS
- CAMP-GEAR?

in the  
Heart of  
vacation land

**93%**

ALWAYS LISTEN TO

A.M.—Radio



1290 5kw Day & Night

MISSOULA, MONTANA

Reps: GILL-PERNA—NY, LA, SF & Chi.



Must be good reasons why 27 national advertisers like Coca-Cola—Old Gold—Wildroot—Carnation Milk—General Mills and Folgers use KOWL regularly. One main reason is KOWL's loyal audience of over 1,000,000... the Negro, Spanish, Mexican-American listeners. Don't overlook KOWL's selling power...ask for our "sales pitch."



**KOWL**  
Sales Office: 4128 Wilshire Blvd., Los Angeles  
NATIONAL REPS:  
FORJUE & CO., INC., New York, Chicago,  
Dallas, San Francisco  
DORA-CLAYTON, Atlanta, Ga.

## KWJJ

### GIVIUM ADVERTISER BIG BARGAIN

"How" you say to KWJJ, Chief of Northwest Independents . . . and he tell you "how". He trade you whole Oregon country for little wampum . . . with plenty strong smoke signals. He show you how to scalp competitors . . . with no reservation! Join Chief KWJJ's tribe of happy warriors.

National  
Representative  
BURN-SMITH CO., INC.

## KWJJ

1011 S.W. 6th Ave.

**PORTLAND 5,  
OREGON**



\*Independent  
Radio Stations



# Newsmakers in advertising



**J. F. Wolfram**, v.p. of General Motors and general manager of Oldsmobile Div., on 2 June signed with NBC TV as first sponsor of next fall's color tv "spectaculars" (as first predicted in SPONSOR, 31 May, "Detroit's big auto race," page 32). Olds will sponsor 13 shows (one out of every four) Saturdays, 9:00-10:30 p.m. Following contract signing, Wolfram told SPONSOR that "Oldsmobile, which prides itself in setting the pace in auto styling, is delighted to be first to become associated with the 'spectaculars,' which we feel sure will set the pace for future tv programming."



**Raymond Diaz**, national program director of ABC Radio, is changing the network's nighttime programming from a conventional network-type of operation to a pattern highlighting the new concept of music and news produced with network showmanship. Last month ABC launched Just Easy with Jack Gregson, Monday-through-Friday evenings. Early this month he announced another change emphasizing net's music-and-news programming: Jimmy Nelson's Highway Frolics Sunday evenings. Coupled with news shows, Frolics will run 5½ hours.



**John F. Meagher**, general manager of KYSM, Mankato, Minn., tomorrow (15 June) formally joins NARTB to fill the new post of vice president in charge of radio. The position was created at last January's NARTB board meeting. Meagher is serving his third term as District 11 director on the trade association's board—a post he has held since 1947. He's chairman of NARTB's Standards of Practice committee and one of the best-known radio station managers in the country. He will report directly to NARTB President Harold E. Fellows.



**Robert K. Richards**, administrative vice president of NARTB, is leaving the association to buy into two radio stations and establish his own public relations firm. Richards joined NARTB (then NAB) in 1947 as head of the public relations department. Before that he was assistant to J. Harold Ryan, assistant director of censorship for broadcasting, during World War II and, later, was editorial director of Broadcasting. Richards and Walter Patterson, general manager of WKHM, Jackson, Mich., are buying WKYR, Keyser, W. Va., and WIIAR, Clarksburg, W. Va., from Glacus G. Merrill.



# ASK YOUR NATIONAL REPRESENTATIVE

*You're on the verge of a decision, and a problem.*

*What business papers to pick for your station promotion?*

*It's no problem to kiss off, for your choice can have a telling effect on your national spot income.*

*But where to get the facts?*

*The answer is simple. Ask your national representative.*

*He knows. His salesmen get around. They learn which business papers are appreciated, read and discussed by buyers of broadcast time.*

*His is an expert opinion. Don't overlook your national representative.*

## SPONSOR

**The magazine radio and tv advertisers use**



### TvAB and the moon

What would advertisers and agencies like to get from the now-being-organized Television Advertising Bureau?

Each adman has his own list. SPONSOR found in researching the subject (see page 31). But Leo Bogart, McCann-Erickson's manager of media research, summed it up possibly as well as anyone could. Here's what Leo suggests the TvAB give HIM:

1. Estimates of how and how much spot tv is used by different sponsors.
2. Up-to-date coverage (circulation) data.

## Applause

### NARTB Convention Highlights

The 1954 NARTB Convention in Chicago was noteworthy not only for its record-shattering attendance, remarkable displays of tv equipment (especially color), big turnout of time-buyers, numerous corridor clinics on uhf, network spot carriers, color tv and other hot topics. High on the list of events to remember (and commend) were the following:

1. TvAB meeting—a well-planned, fast-moving session attended by a full house. It explained the fledgling tv bureau designed to promote and sell the concept of national spot and local advertising on television; helped bring well over 100 stations into the fold.
2. Talk by Alfred Stanford—this perceptive former head of the Bureau of Advertising of ANPA gave highlights of the Politz study, pointed out that radio's job today (as was newspaper's 15 years ago) is to improve the medium via creative selling and

3. Far more detailed data on the kinds of people who make up particular tv audiences. "Broadcast media lag far behind magazines in this."

4. Qualitative studies of tv viewing. Example: "What is the relative value of a spot announcement and a commercial on a sponsored show?"

5. More real research on tv's sales effectiveness, compared with other media—"not just case histories."

"I know it's reaching for the moon," Leo says.

SPONSOR doesn't think so.

\* \* \*

### Weekend radio: forgotten medium?

SPONSOR has just spent a month examining all aspects of weekend radio (see article page 36). Its several findings and conclusions can be boiled down to one main point:

To many advertisers and agencies, if not most, weekend radio has become the forgotten medium. Yet it has such powerful arguments in its favor that no wide-awake adman should overlook it. For example:

1. Rates are cheaper weekends, for the most part.
2. In-home listeners-per-set figures are swelled by an average 25% because more people are at home.

3. Out-of-home audiences, mostly on wheels, are bigger weekends than during the week.

4. Networks and stations are now programming specially to weekend listeners, especially out-of-home.

And don't ignore these other points: You can reach more men weekends than you can during the week. You can reach almost as many women. And both groups have more money weekends because of Friday paydays.

Moral: Reexamine your weekend radio schedule.

\* \* \*

### Judgment and Time Buying

Morris Hite, president of Tracy-Locke Co., Dallas, says in this issue's media article (see page 40):

"In advertising, as in all business, good judgment is the greatest asset to success. Today's trend attempts to replace judgment with slide-rule formulas. Many executives scurry to the protective shelter of these formulas when asked to stick their necks out. We have learned that the time spent with the lowest cost-per-1,000 frequently results in the highest cost-per-inquiry on premium write-in offers."

Don't abandon judgment when buying time.

better programming—not cutting rates.

3. BAB sales clinic—featuring factual talks by six advertisers who have profited with radio, this "results" session was a real highspot.

4. Sports clinic—a big contribution to sane thinking on the subject of sports rights. George J. Higgins, chairman of NARTB Sports Committee and managing director of KMBC and KMBC-TV, read a statement by Bert Bell, National Football League Commissioner, stating that press, radio and television coverage had made a 45% increase in NFL paid attendance since 1945 possible. The Reverend Father Edmund P. Joyce, executive vice president of Notre Dame, said it was his contention that television sells football, contrary to the NCAA concept that radio stimulates interest and television satisfies interest.

5. Labor clinic—a practical and highly useful exchange of ideas on "How to negotiate a labor contract" moderated by Robert Swezey, WDSU

and WDSU-TV, New Orleans.

6. FCC roundtable—frank commentary by FCC commissioners revealing the thinking that goes on behind closed doors regarding radio and tv broadcast regulation.

7. Keynote talk by William Paley—in an impressive, thought-provoking address the CBS chairman spoke out courageously on the responsibility of the broadcaster in guiding public thought along right lines: he concluded that if the industry expects to gain the freedom and prestige of the press it must speak out forthrightly in "the significant field of news and public affairs."

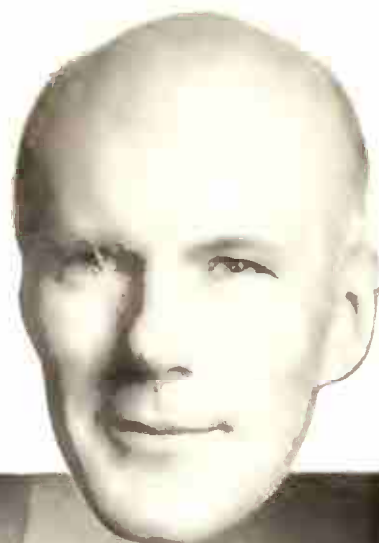
8. Television Code Review Board report—Chairman John Fetzer, WKZO-TV, reported that the Television Code has received some 600 comments on television programming and advertising practices: has acted on many. His report stressed the urgency for an enlightened program of self-regulation by component parts of the industry.



*Chas. R. Sligh Jr.*

President, Sligh Furniture Companies and Chairman of the Board, National Association of Manufacturers, says:

*"We've always been proud of Grand Rapids' achievements: furniture capital of America . . . among the nation's highest in home and car ownership . . . one of the top ten in general business increase. And we're also proud of our television station, WOOD-TV . . . now one of the country's most powerful . . . which renders outstanding service to the entire greater Grand Rapids area."*



## WOODland-TV is **big** territory!

In the prosperous WOODland TV area, you'll find the finest furniture manufacturers of America, of which Sligh Furniture is typical. But the furniture industry is just *one* of the many industries which make WOODland TV the rich manufacturing, industrial and agricultural center that it is today. In metropolitan Grand Rapids alone, there are 694 plants with an estimated annual payroll of \$182,000,000.

And your rich, WOODland-TV market in-

cludes *all* of Western Michigan: the primary Grand Rapids market, plus Muskegon . . . Battle Creek . . . Lansing . . . and Kalamazoo.

All of these markets are expertly served by WOOD-TV . . . first television station in the country\* to deliver 316,000 watts from a tower 1000' above average terrain.

For tops in coverage, technical equipment, local and network programming . . . select WOOD-TV, Grand Rapids' *only* TV station!

\*April 17, 1954

# WOOD-TV

## GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY



NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY. ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND  
WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY





# The Big Show's on the road in Kansas City...

The purchase of Middle West Broadcasting Company, operator of KMBC-TV, by the Cook Paint and Varnish Company, operators of WHB-TV, has been approved by the Federal Communications Commission. The two stations have been sharing Channel 9 and the CBS-TV network in Kansas City. The new single-station operation has adopted the call letters KMBC-TV. The channel will continue to be the full-time CBS-TV basic affiliate in the Heart of America.



## THE BIG TOP IS GOING UP!

The tallest tower in the Heart of America is under construction. From a height of 1,079 feet, KMBC-TV will transmit with full 316,000 watts power by late summer. Newest type RCA transmitter equipped for color, using BIGgest power and TOP-height tower, will make KMBC-TV the Big Top Station . . . dominating the nation's 18th largest metropolitan area by its top coverage of the rich Kansas City market.



## STARRING THE CBS-TV NETWORK!

Full CBS-TV network programming—the big, top television shows of America, carried exclusively on KMBC-TV, basic CBS-TV station.

## FEATURING KANSAS CITY'S GREATEST TALENT!

The biggest personalities, the top local programs of the two stations are now exclusively on the Heart of America's Big Top Station, KMBC-TV!



KMBC Building  
11th and Central Sts.,  
Kansas City, Mo.



Represented Nationally by FREE & PETERS, INC.

## Plus THE "COLOSSAL-COVERAGE" RADIO TEAM—KMBC-KFRM!

Now under "Big Top" direction is also the great radio team, KMBC-KFRM, covering the Kansas City and Kansas radio markets as no other Kansas City station can. It's CBS Radio, of course, on "The Team!"

**DON DAVIS**  
Vice President

**JOHN T. SCHILLING**  
V. P. & Gen. Mgr.

**GEORGE HIGGINS**  
Sales Manager

**DICK SMITH**  
Director of Radio

**MORI GREINER**,  
Director of Television

**HENRY GOLDENBERG**, Chief Engineer



# KMBC-TV

The **BIG TOP** Station in the Heart of America

**KMBC** - Radio, Kansas City, Missouri - **KFRM** - Radio, for the State of Kansas