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WM S HEDGES
N B C
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

SPONSOR

NEW YORK
N. Y.
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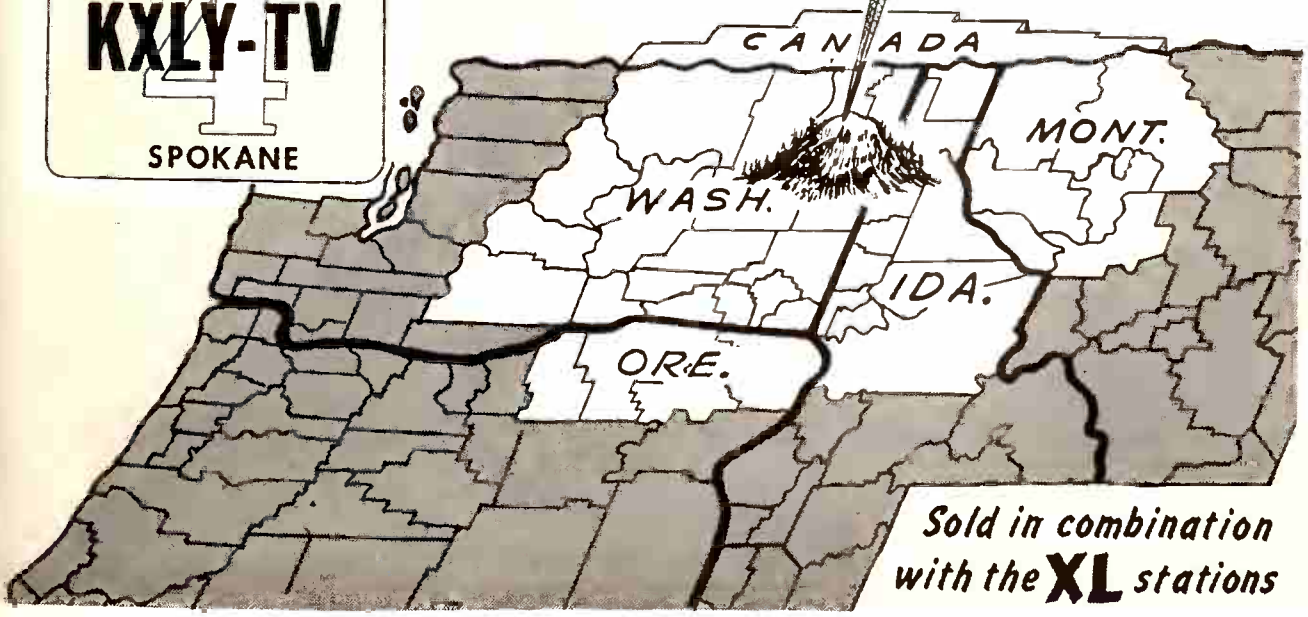
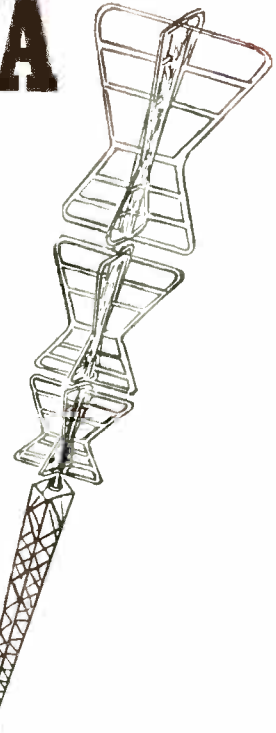
use magazine for Radio and TV advertisers

18 MAY 1953

50c per copy • \$8 per year

HIGHEST ANTENNA in the PACIFIC NORTHWEST

6018 Feet above sea level
and because of no other
mountains close by... the
greatest square mile coverage
of any TV station in the U. S.



Sold in combination
with the **XL** stations

New York 17, N. Y.
347 Madison Avenue
The Walker Company
Murrayhill 3-5830

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters
Hollywood 9-5408

San Francisco 5, Calif.
116 New Montgomery St.
Pacific Northwest Broadcasters
EXbraak 2-8033

Seattle, Washington
Jones Bldg.
Pacific Northwest Broadcasters
MUtual 3377

Chicago 1, Illinois
360 North Michigan
The Walker Company
Andover 3-5771

**DAYTIME TV:
GOOD BUY NOW?**
page 27

60% of Amana home
freezer budget is in
radio and TV
page 30

How Castro "converted"
one store into
seven via TV
page 33

CBS Radio practices
what it preaches by
becoming radio sponsor
page 34

Needed: a method
of projecting
radio ratings
page 36

MEDIA BASICS II:
Part 3 of All-Media
Evaluation Study
starts page 39

Comparagraph of net-
work TV programs;
includes show costs
page 95



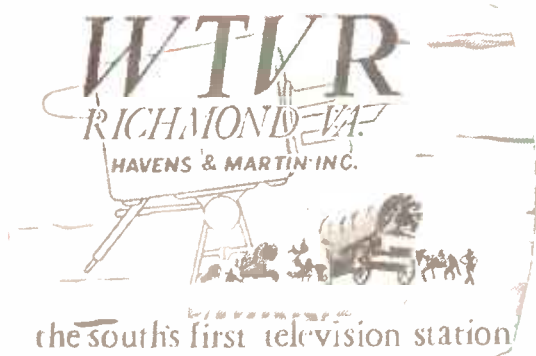
BROWN & WILLIAMSON DOES A COMPLETE JO

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

WMBG
WCOD
WTVR

Brown & Williamson Tobacco Corporation offers the ultimate in smoking pleasure *plus* health protection in their Viceroy Filter Tip cigarettes. Careful attention and expert handling, from the selection of choice tobacco to the manufacture of the filter tips, have built Viceroy into the biggest-selling filter tip cigarette in America today.

Havens & Martin, Inc. Stations know, too, the pay-off that comes with experience, skill and service. Their audiences have grown larger and more loyal with each passing year. Advertisers today buy these First Stations of Virginia almost by "second nature." Your pay-off in the rich markets around Richmond will come easily when you rely on WMBG, WCOD and WTVR.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR T

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.

REPORT TO SPONSORS

18 May 1953

TV Comparagraph in this issue

SPONSOR's TV Comparagraph of Network Programs re-debuts with this issue (see p. 99), as a companion piece to the Radio Comparagraph with which it will alternate every other issue. Each shows talent costs of programs. Some TV examples: NBC's "Ding Dong School," \$985 per half hour; Du Mont's "Captain Video," \$2,500; ABC's "Rootie Kazootie," \$3,500; CBS' "Sports Spot," with Mel Allen, \$1,250. Top luxury show: NBC's "Your Show of Shows," \$70,000 for 90 minutes.

--SR--

NBC helps pay Colgate TV tab

Colgate and NBC have their heads together over how much network will contribute to "Comedy Hour's" cost for 1953-54 season. Colgate now paying \$55,000 for packaged hour. NBC reputedly contributed \$780,000 in show costs for Sunday night period in 1952 with small portion going for "Big Payoff" substitute last summer.

--SR--

Details of new ABC-UPT shows

Here's what ABC-UPT is offering and asking for its Ray Bolger and Danny Thomas TV programs: 33 original Bolger showings on film at \$48,875 gross each, 6 reruns at \$16,000, summer replacement at \$17,000. On 52-week basis cost of time and talent for Bolger and replacement thus totals \$3,127,000. \$48,800 is being asked for Danny Thomas show. Other costs are similar to Bolger's.

--SR--

More media facts start on p. 39

Media-are-growing-up department: SPONSOR's third article on media evaluation, "Media Basics II," starts p. 39, contains 9 pages of dope on why business papers, outdoor, and transit, as well as TV, are a good buy. Last issue, newspapers, direct mail, radio, and magazines were given similar treatment. Now comes "Editor & Publisher" quoting Leo Burnett's v.p. in charge of media, Art Porter, that newspapers are 4 to 8 times as expensive as TV in reaching women with commercial message. Effective next issue, both magazines will hereafter be known as "Editor and Sponsor."

--SR--

Nets making pilots for '54

Even though their night and Sunday matinee schedules are practically sold out, CBS and NBC are more deeply immersed than ever in making pilots. Explanation networks advance for all this bustle: Show casualty rate is so great in TV advertisers will be looking for replacements in fall 1954. Advertising men's comment on that viewpoint: Pattern of TV program between now and fall 1954 may change so radically, programs built in mid-1953 may become old hat. Aggravating the gamble is possible introduction of color TV in early 1955, as predicted by David Sarnoff.

--SR--

Hollywood pilots worth \$2 million

Agencymen estimate TV program pilot films now accumulated in vaults on West Coast must have cost at least \$2,000,000. Prediction admen make: Only a miniscule of these pilots, or their intended progeny, will ever see network sponsorship or even syndication.

REPORT TO SPONSORS for 18 May 1953

Kent brand makes good Kent cigarette production reported to have reached over billion-mark. The Lorillard brand reached this point of successful sailing after headachy start, involving modifications of filter tip, tobacco blend. In tobacco manufacturing circles, cigarette is regarded as established when production reaches 1 billion. Kent's agency: Young & Rubicam.

-SR-

Arthur Murray offers 26 films Arthur Murray Studios have 26 quarter-hour TV films ready for distribution among franchise holders across country. It's syndication arrangement, with franchisers buying own local time. Films were produced by Arthur Murray and Wally Gould.

-SR-

Nets invade TV's morning schedules TV program battle shaping up in network morning time next fall. CBS has late morning tied up but faces determined bid by NBC, now readying 10:00-12:30 block of shows. One behind-scenes factor is NBC affiliates' complaint that lack of daytime network shows forces them to lay out own money for local entertainment. See "Daytime TV: Where is it headed?" page 27.

-SR-

New store device recites air copy Sunny Jim Peanut Butter, large West Coast advertiser, is testing new merchandising plan on KLAN, Seattle-Renton indie. Tests involve extensive use in Seattle supermarkets of "KLAN Message Repeater," device placed behind stack displays in stores and used to repeat same commercials in store as Sunny Jim uses on KLAN. Bill Simpson, merchandising specialist, KLAN manager, planned test.

-SR-

Booming radio sales at KCBS Sign of times: Arthur Hull Hayes, CBS v.p. and gen. mgr. of KCBS, San Francisco, reports CBS-owned station registered highest billing in station's history preceding 6 weeks. Increase came mostly from national spot business in East, which normally precedes West Coast activity by several months.

-SR-

Separate agency scale in video? Agencies are much concerned by high costs of servicing TV accounts. In answer to query "Are radio and TV agencies earning their 15%?" some 10 agency execs told SPONSOR at 4A's convention in White Sulphur Springs that so far as TV accounts were concerned 15% didn't pay the freight. Example: Campbell-Ewald's Henry G. Little said agencies have spent more than they made in TV because they were pioneering. He feels costs are leveling off, but if they go up more, agencies will be justified in asking higher commission or fees.

-SR-

TV fight ratings on downgrade Y&R recently did survey for Borden on question of whether fight telecasts had reached point of diminishing returns. Answer was "yes." Comparison of 1952-vs-'53 ratings on Wednesday (Pabst-CBS) and Friday (Gillette-NBC) fights showed evidence of wearying interest. Ratings of competing programs were either holding own or were up.

-SR-

More jingles, fewer TV actors Latest aftermath of Screen Actors Guild increased scale for performers on film commercials: Advertisers, according to N.Y. film producers, have turned heavily toward animation with jingle sound-tracks. Device eliminates on-camera actors, who cost more than off.



HEAD ROOSTER*

on the nation's BIGGEST farm!

*KNBH sells your product to
farm-rich, industry-rich
Southern California*

Plant your advertising seeds in fertile
ground, and they're sure to sprout profits.

Los Angeles County has the highest
farm income in the U. S.

And KNBH gives you widest TV coverage of
this great spending area.

Yes, more of your potential customers
watch Channel 4. Of the first
15 top-rated shows in Southern California
8 are televised by KNBH!

Retail sales in Southern California
are leaping ahead — have quadrupled
since 1939. Use KNBH and watch *your*
sales grow, too! Consult KNBH, Hollywood,
or your nearest NBC Spot Sales Office for details.

* PULSE
GIVES
KNBH
BIGGEST
VIEWING
AUDIENCE IN
SOUTHERN
CALIFORNIA
FOR FIRST
QUARTER
1953.

NBC HOLLYWOOD

KNBH Channel **4**

ARTICLES

Daytime TV: Where is it headed?

It hasn't grown as spectacularly as expected but audiences are up for every hour of the day. Most network sponsors appear satisfied with their program buys and network cost-per-1,000 is lower than nighttime TV

27

60% of Amana budget is in radio-TV

Once-obscure Iowa firm has shot past appliance giants to become leading brand in home freezer field. Via evening network radio program, a daytime TV segment, big dealer air efforts, Amana is most air-sold freezer

30

What TV did for Castro convertible sofas

Television built Castro's one store into a \$10-million-a-year chain operation. The formula: (1) TV to demonstrate product; (2) Radio jingles for brand identification; (3) Newspapers for direct merchandising

33

CBS Radio turns sponsor

Brand selling techniques are being used to sell radio via radio. Radio's sales power is promoted by relating cold facts to everyday life

31

Needed: a method of projecting ratings

Agencies this month are struggling to decide how to use coverage data. One of the most important problems is how to project radio ratings to get cost-per-1,000. This article describes four commonly used methods with weaknesses, then discusses a fifth new method which some agencies and reps feel improves on older approaches. Must reading for timebuyers

35

Media Basics II (Part 3 of All-Media Study)

What every adman should know about Television, Business Papers, Outdoor, Transit—tips, advantages, weaknesses, top advertisers, revenue, circulation, cost. Nine pages of charts, tables, and factual data

39

Network TV Comparagraph

Counterpart of the network radio Comparagraph, this feature diagrams net TV programs. Data includes cost and whether live or film

95

COMING

What 158 media experts told SPONSOR

Part 4 of SPONSOR's 8-month All-Media Evaluation Study. Here's best thinking in the field—U.S. and Canada—on what to look for when buying media

1 June

Why Scott is sold on TV

Scott Paper Co. tested TV two years ago, studied techniques and results, then plunged back in with three programs at a \$3 million outlay

1 June

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NOW YOU CAN COVER ALMOST

ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)

- the *only* 50,000-watt Class 1-B clear channel station in the State

- the only Arkansas station with 28 years of continuous broadcasting experience —

- formerly located at Hot Springs with 10,000 watts on 1090 KC. —

- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.

- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station

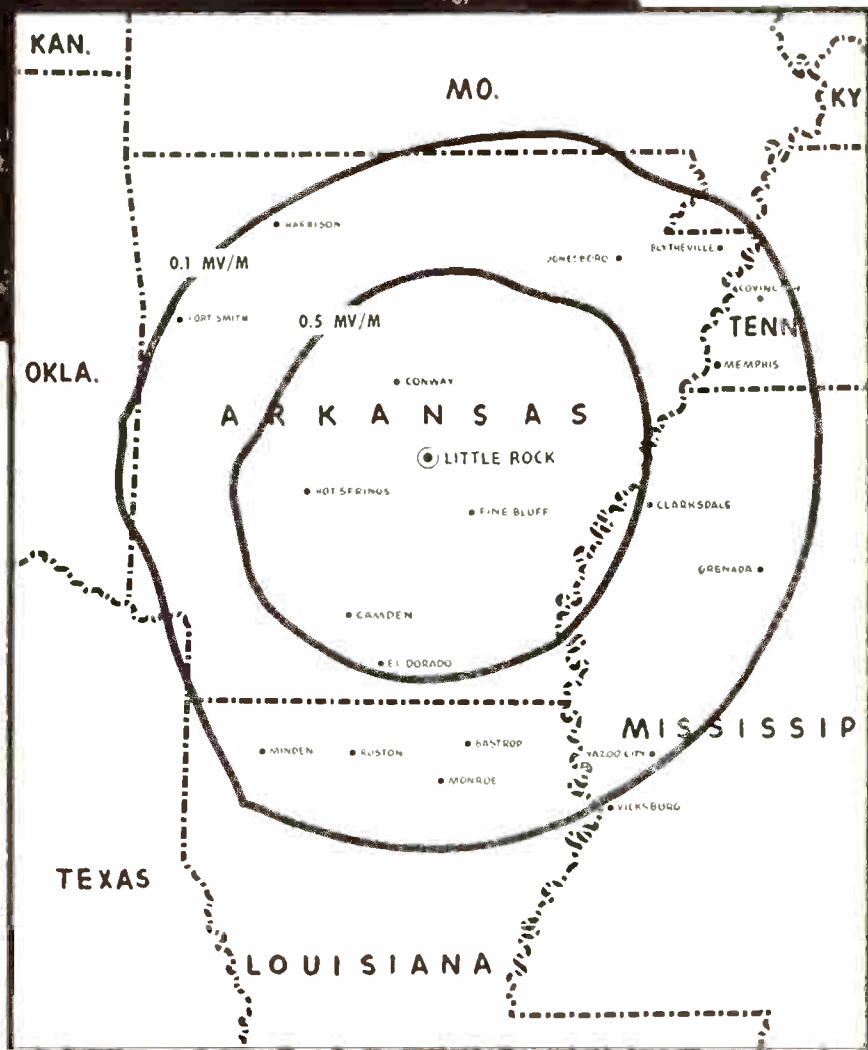
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!

- superb new equipment — superb new programming planned for every segment of Arkansas' population

- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations

- EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK

- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years



THE **NEW** 50,000-WATT (CBS SOON!)

KTHS

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

BROADCASTING FROM LITTLE ROCK, ARKANSAS

KLX

in the

Oakland-San Francisco

Bay Area

Meant Their

New Year's Resolution

to be

BIGGER & BETTER IN '53'

PROOF?

1. INCREASE IN POWER

1,000 to 5,000 watts.

KLX is now the Bay Area's dominant and only independent station broadcasting 5000 watts day and night.

2. TOP '53' PROGRAMS

BURGIE ROUNDUP

The best in western and folk music.

CALIFORNIA FARM BUREAU PROGRAM

A KLX origination for an independent network.

THE MAX BAER SHOW

The Champ himself.
Interviews—Chatter—Music.

OAKS BASEBALL BROADCASTS

All games at home and on the road.

3. WINNER OF 2 AWARDS ALREADY IN '53'

First place award to AP's California Local News Contest.

Third place award—Apparel BAB's National Contest.

MORE PROOF?

Contact

KLX and KLX-FM

THE TRIBUNE STATIONS
TRIBUNE TOWER
OAKLAND 12, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

Pacific Coast
DUNCAN A. SCOTT & CO.

Timebuyers at work



Wallace Laneton. Dowd, Redfield & Johnstone, is busy buying radio time for Dormin sleeping tablets' summer campaign. "This is the first year that Dormin will stay on the air through the hot months with a schedule comparable to their usual winter campaign," he explains. Aimed at insomniacs, Dormin's chainbreaks and 60-second messages are placed mainly near early morning and evening news and sports adjacencies. Recently, Dormin also began buying regional nets.



Jean Simpson. Anderson & Cairns, has found that being dealer-conscious pays off. Masland dealers and salesmen were instructed about the intensive radio push before she bought 20-second e.t.'s in some 35 radio markets to promote Masland & Sons' Saranette rug in a concentrated three-day mid-April campaign. Result? Jean reports dozens of enthusiastic Masland dealers bought many announcements on their own to reinforce campaign.



Stephen Siddle Jr., Birmingham, Castleman & Pierce, introduced Dif Corp.'s new product, Carfoam—a car wash—via 20-second baseball adjacencies on four Eastern TV stations. "I bought time for both Carfoam and for Dif's hand cleaner," Steve explains. "We put commercials for both products in those time slots." The TV campaign is scheduled from April through October. Radio announcements are being used in upper New York.



Maria Carayas. Roy S. Durstine, is kept busy clearing Class A TV time for her West Coast account, B-B Rol-Rite Pen. "I'm placing these cartoon commercials in family-viewing time slots," she says, explaining this ballpoint pen is handy for all age groups. On the air since January, this campaign has grown to cover 23 major markets. Plans are now afoot for a campaign to enter New York, the last major market in which B-B Rol-Rite Pen seeks distribution.

•
•
•
PIONEER MERCHANT

Celebrates 41 years

•
•
OF COMMUNITY SERVICE



in pioneer radio station's
30th anniversary year

•
•
Mt. Morris

For 41 years, down in the lovely winding Genesee Valley, Mt. Morris Furniture Company has been supplying the furniture needs of the surrounding community. The business—founded in the front room of the family home on Main Street—has grown and prospered until today it is one of Western New York's largest and finest.

•
•
WHAM

Upstate New York's pioneer radio station, has played a big part in the most recent growth of this furniture establishment. Success stories are the regular report from Mt. Morris' use of the morning "Clockwise" program and frequent special spot promotions.

Business is good—up 35% over the first three months of last year. Special promotion just sold chairs—217 of them. At \$50 a piece, this was going great guns for a two-week promotion.



• *There are many sponsors using
WHAM who report similar successes.*

•
WHAM

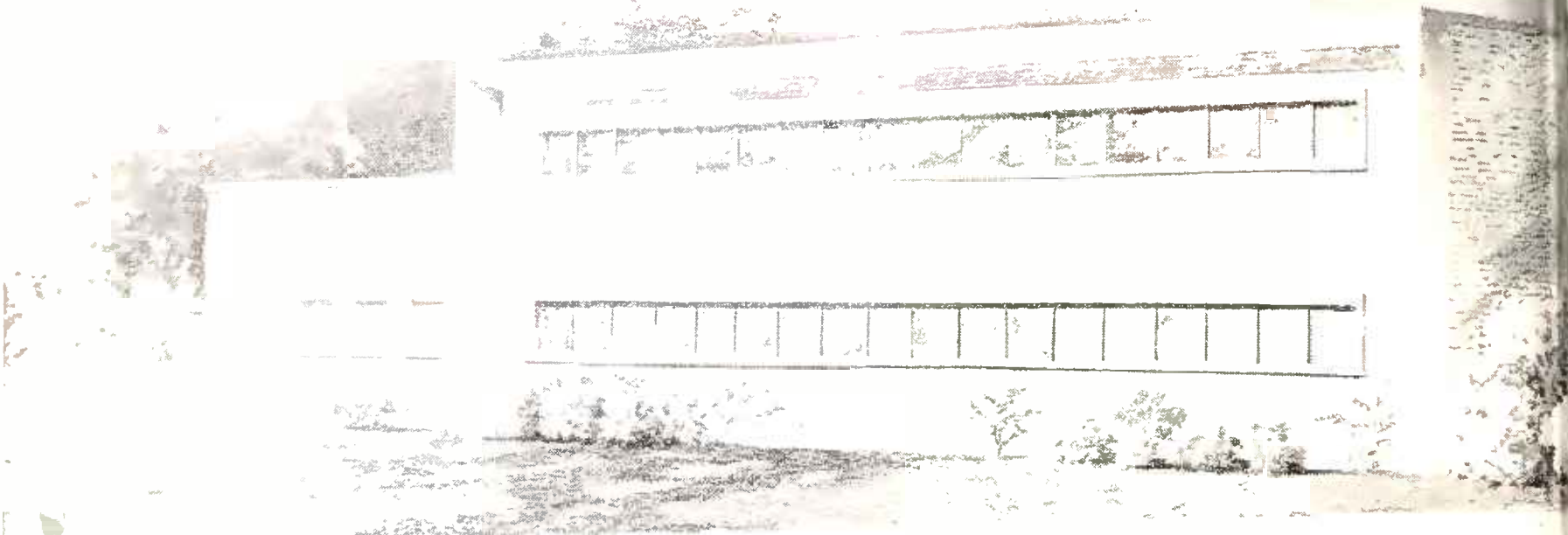
WHAM will be glad to help you sell in WHAM-land.
Call HOLLINGBERY or write WHAM for details.



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

BUILT BY EXPERIENCE

KPRC-TV **BIGGER**



Only ONE can be FIRST and in Houston it's KPRC-

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

KPRC-TV

Channel 2 - Houston

NBC • CBS • ABC • DUMONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by EDWARD PETRY AND CO.

BACKED BY POWER★

and BETTER!

KPRC-TV



40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS

- A garden studio for outside shows
- An audience-participation studio seating 200 people
- 4 radio studios
- Doorways in all television studios, large enough to admit automobiles
- 3 rear screen projectors — one for each studio
- 12 microphones in each studio
- 3 film previewing studios
- Viewing booths over each studio
- Complete audition facilities
- Separate controls for directors and engineers
- Three "memory booths" for announcers and actors
- 4,000 square feet of prop room space

★ **COMING SOON!**
New 750-ft. tower
100,000 Watts

KPRC-TV is now telecasting at 65,000 watts of power . . . will complete new 750-foot tower and telecast at maximum 100,000 watts sometime in June.

ONE ALWAYS STANDS OUT



In San Diego's billion dollar market, KSDO is best in show . . . head and shoulders above the rest. Judges: Hooper and Nielsen.

Naturally, KSDO is first in San Diego . . . first in listeners, first in value, first in mail-pull.

May we show you how to make your product stand out in San Diego?



Representatives

Fred Stubbins — Los Angeles
Doren McGovren — San Francisco
John E. Pearson, Co. — New York

Men, Money and Motives

by
Robert J. Landry

New miracles will kindly wait in line

Barnum's yokel who upon viewing his first giraffe blurted, "There ain't no such animal!" is a symbol of a time when Americans were fit to be tied dumb with ineredulity in the presence of new phenomena. Classic in American folklore is the tale of the doubting Thomases who flatly refused to believe their ears when Don Ameche, alias Alexander Graham Bell, demonstrated his electric telephone in 1875. Only yesterday, at the dawn of talking pictures, the habit of skepticism was still strong in the land and more than a few enterprisers became notorious as "The man who passed up Vitaphone!" It was Barnum, again, always an astute judge of the American trader, who said: "In this wideawake land, there are more persons humbugged by believing too little than too much."

* * *

Somewhere between radio broadcasting (1920), and talking pictures (1926), and spinning-disk television (1931), wonders of all sorts began to crowd in upon the consciousness of Americans so that skepticism became not only dangerous but unfashionable. We have now gone to the opposite extreme. Today industrial, chemical, and pictorial miracles are commonplace. We are wonder-drugged, wonder-fabriced, wonder-transported, wonder-serviced, and wonder-dazed. Nobody now questions the possibility of new miracles, but only their timing and market impact. That's about how it is with one of the newest miracles, color television.

* * *

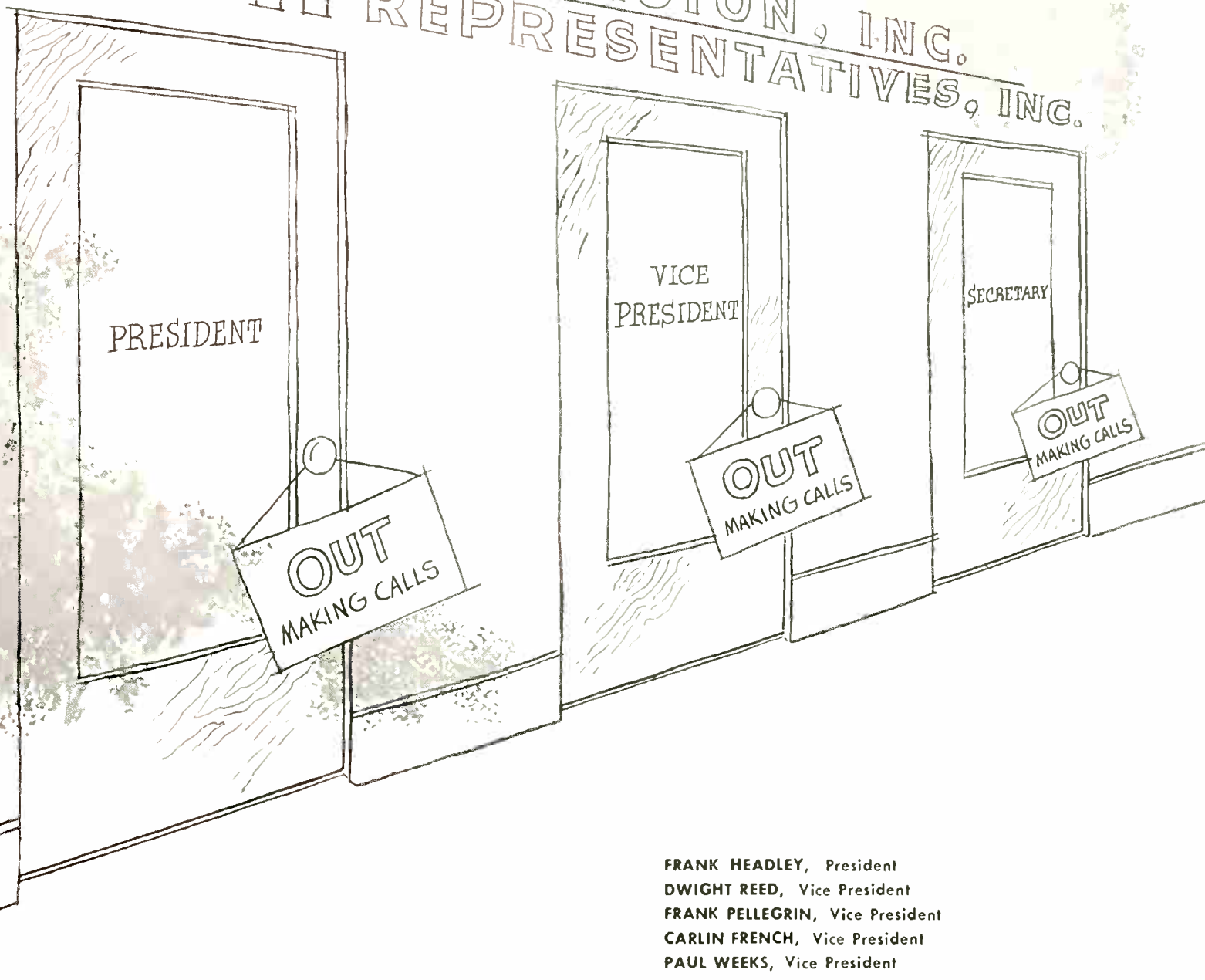
Abetted by some Congressional quotes, and some Carl Byoir public relations, the recent color television demonstration at the RCA labs in Princeton drew one flurry of publicity, then vanished from the news columns. Granting that the black-and-white manufacturers are not, at the moment, over-anxious for much color ballyhoo, the low-key reaction of the press still bears out our point: We Americans have grown amazingly matter-of-fact about amazing facts. And in the case of color, there have been so many stops and starts of the miracle's birth as to blunt public enthusiasm when the blessed event finally takes place.

* * *

There are, right now, some 17 fan publications publishing or about to start in the television field. A spot check suggests that not one story on color TV is currently scheduled. These fan books are devoted to answering such reader questions as whatever happened to Roberta Quinlan, Kyle MacDonnell, Dagmar, or Bert Lytell? Even the trade papers have been rather oh-hum about color, although we learn, with interest, that the editors of SPONSOR are planning another round-up, which may be the kind of foresight critic John Crosby had in mind when he recently eurtisied that this publication made "the most sense."

(Continued on page 108)

H-R TELEVISION, INC. REPRESENTATIVES, INC.



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President

a representative firm is no stronger than the men who sell... on the street!

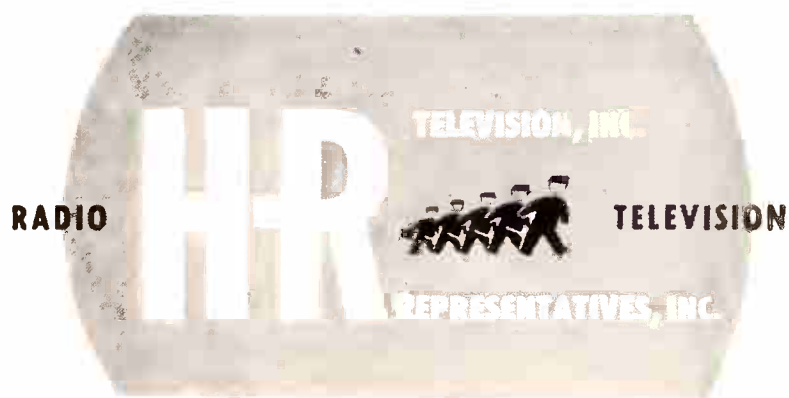
There can be little argument with that statement . . .
 it's just plain, everyday horse sense.

Every owner of H-R Representatives was a competent and highly successful sales executive in previous advertising businesses before joining hands three years ago to form one of the fastest growing representative organizations in the radio industry.

And one of the big reasons for this phenomenal growth is the service H-R renders to its family stations. Every owner is out on the street every day, calling on advertisers and agencies.

THERE IS NO DESK-BOUND BRASS AT H-R.

That's why the statement can be made . . . man for man there is no finer quality representation — actively on the street — than is offered by H-R Representatives.

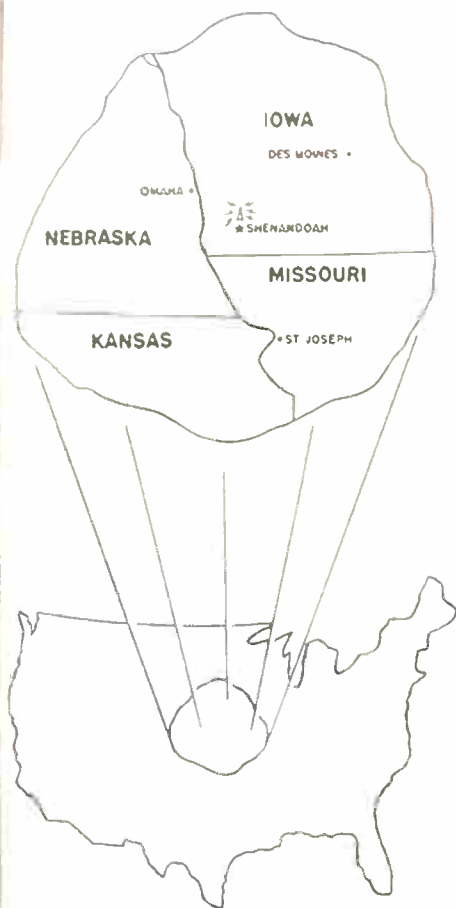


405 Lexington Avenue, New York 17, N. Y.
 Murrey Hill 9-2606
 35 E. Wacker Drive, Chicago 1, Illinois
 RA ndolph 6-6431

And On the West Coast:

Horold Lindley, Vice President
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Gronite 1480
 James Alspaugh, Manager
 110 Sutter Street, San Francisco, Calif.
 Exbraak 2-3407

THE PIECE THAT'S NEEDED



Yes, KMA's $\frac{1}{2}$ Millivolt daytime contour area shows you that the KMA area is the "piece" that is needed to give you complete coverage in this—America's top-spending farm market!

At last count 2,779,531 predominantly-rural midwesterners lived within the KMA $\frac{1}{2}$ MV line. That's a market greater than Iowa, Washington State or Oklahoma—or Colorado and Nebraska combined!

KMA

SHENANDOAH, IOWA

Represented by Avery-Knodel, Inc

It's America's top-spending farm market! In 1950 these KMA-Landers spent \$2,819,660,000 for goods and services—a figure surpassed only by a handful of metropolitan markets!

Under Management of
MAY BROADCASTING CO.
Shenandoah, Iowa

510 *Madison*

TV BOOKLET

Since entering the agency business less than a year ago, I have been a constant and enthusiastic reader of your magazine SPONSOR and I am now turning to you in the hope that you can help me in connection with a specific project that I have on my hands.

This agency is planning a booklet on television which will be offered to the general public, a booklet intended to bring the average Canadian up to date on television in Canada both as a medium of entertainment and as a powerful advertising force.

At the moment, television is quite new to this part of the world. There is spotty reception from KING-TV, in Seattle, a distance of 80 to 90 air miles. KVOS-TV, in Bellingham, Wash., a distance of approximately 30 air miles away, should be on the air about May 15 with a good signal in this area. And the Canadian Broadcasting Corporation is building a television station in Vancouver, scheduled to go on the air sometime this fall.

While I have copies of your magazine dating back for about a year or more, I'm most anxious to receive any material which you might have in your files concerning television in a broad sense. The kind of articles and speeches prepared for public consumption and relating to television as a medium of entertainment—how it affects the average American's day by day living—and also as an effective and new method of advertising.

I feel that, if I can compile enough of this kind of material, I can condense it down to the purpose of this booklet.

W. E. BELLMAN
Radio Director
James Lovick & Co., Ltd.
Vancouver

• "TV Basics" contains studies along the lines required by Mr. Bellman. Copies are still available to subscribers.

TV RESULTS

We are in the process of cracking a virgin TV market and are anxious to show prospective clients what results have been achieved with specific ideas in other TV markets.

The principal concern is for facts

and figures on a 5, 10, or 15-minute weekly fashion show for ladies' ready-to-wear, where it has been tried, and with what results—good or bad.

If SPONSOR cannot help in this particular instance, we would greatly appreciate a reference as to where this information may be obtained.

HOD LOVE
KELO-TV representative
Sioux Falls, S. D.

• 1953 "TV Results" (101 full page and capsule case histories) were mailed to all SPONSOR subscribers early in April. Included are examples along the line requested by reader Love. Extra copies of "TV Results" are available at \$1 per copy, with reduced quantity prices.

1951 ISSUES

Do you have available your issues January to December, inclusive, of the year 1951? If so, will you please ship them to us with your bill for same.

GLEN EDGAR
Advertising Manager
Hollywood Brands, Inc.
Centrcia, Ill.

• The 1951 issues of SPONSOR are available only in bound volumes. The volumes are \$15 a set.

TV VIEWERS BY HOURS

As this agency has made use of your research article, "Total U. S. TV homes using television by hours of the day," in a client presentation, we would appreciate your mailing us another copy of the April 6, 1953 issue of your publication.

MRS. SHARON SULLIVAN
Media Director
Taylor-Norsworthy, Inc.
Dallas

MILLINE RATES

I have just read with great interest the first part of your "All-Media Evaluation Study" (20 April 1953, p. 41).

If the members of your advisory board have not already concluded their deliberations, there is one problem that I would like to have them examine. It is the much used "milline rate."

A newspaper will use this device as an evaluation of its cost and coverage picture through the years. But may I suggest that there is a single factor of great importance that is never taken into consideration. The number of pages contained in an average edition



The ONLY professional turntable
tailored specifically for
"fine groove" 33 $\frac{1}{3}$ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16 $\frac{1}{2}$ " deep
- **Faster starts.** Full speed in less than $\frac{1}{4}$ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33 $\frac{1}{3}$'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

All It Took was Something Extra...

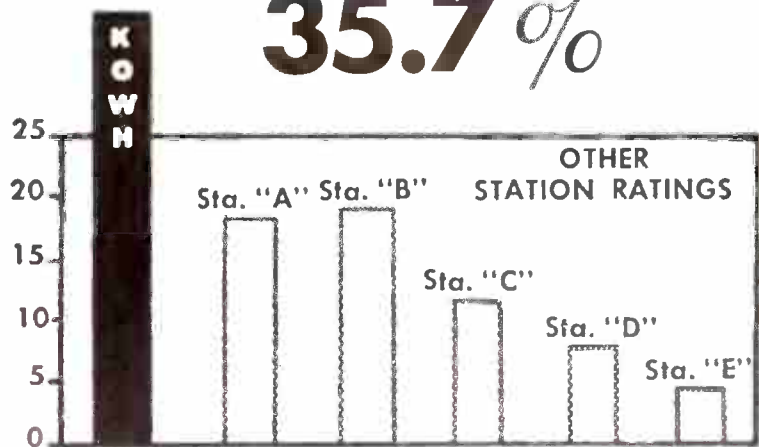


... To save Andrew Jackson's life in a duel with Tennessee's best pistol shot. When Andy faced his opponent in a great-coat several sizes too large, the marksman misjudged his target, and only wounded him. Jackson's return fire wrote *finis* to the duelist's career.

KOWH too, has been shooting for that, "Something Extra", and scoring a solid hit. Proof of a bonus audience is the Hooper averaged below for the 17-month period from October, 1951, to March, 1953. Let KOWH bullseye the Omaha-Council Bluffs area for you!

- *Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Mar., 1953.)*
- *Largest share of audience, in any individual time period, of any independent station in all America! (Mar., 1953.)*

35.7%



Kowh

O M A H A



"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

must have a direct bearing on the chances of any given advertisement in that paper securing the reader's attention. In many centers, newspapers that have prospered through the years have almost doubled in size during the past 20 years.

A newspaper that had, say, 30 pages in 1939 may today be publishing editions that exceed 60 pages. Additionally, the "advertisement content percentage" may have substantially increased. Can such a paper's milline rate be presented year-by-year without any reference to such changes?

I have never heard milline rates discussed from this point of view, and I would be interested in hearing the opinion of your panel. In radio, an hour is an hour and a day is a day. Man's arbitrary division of the earth's rotation governs alike the largest and the smallest stations in the land. In the publishing world, one daily newspaper may contain 10 times as many pages as another. How is this factor to be interpreted?

Incidentally, I was delighted to find you advising against the arithmetical gymnastic known as "cost-per-1,000."

PAT FREEMAN
Director of Sales & Research
CAB, Toronto

• SPONSOR's "All-Media Evaluation Study" will touch upon the problem of whether readership decreases as size of publication increases. SPONSOR's advisory board for this study, incidentally, reads each article before publication and suggests changes, makes comments, supplies additional data.

REGIONAL NETWORK

It would be appreciated if you would forward to us a reprint of the 14-page section which appeared in the October 6, 1952 issue of SPONSOR called "Regional network: 1952."

MARIE T. EHRLINGER
The Joseph Katz Co.
Baltimore

CANADIAN RADIO

I guess all of us in Canadian radio are looking forward with keen enthusiasm to your next issue featuring the story of private radio in our country.

Enclosed are copies of our monthly publication, "CJB Cues," which you perhaps will find of interest. "CJB Cues" is mailed to retailers in Belleville and Trenton and also to most national advertisers in Canada.

Some time ago we produced a booklet called "Farm Facts" which gives some pretty detailed information concerning the farm market that we serve.

Among our promotion efforts, also for advertisers, are window displays arranged at our offices and studios located on busy Victoria Avenue in Belleville.

FRANK C. MURRAY
Assistant Manager
CJBQ
Belleville, Ont.

MEDIA STUDY

I have read the highlights of your "All-Media Evaluation Study" in the April 20 issue of SPONSOR (p. 41). You have done an outstanding job on this very difficult assignment.

I am sure you must feel very happy about the end result of your eight months' painstaking, exhaustive effort to thoroughly cover the subject. My congratulations to you.

I, and no doubt most other people in the advertising business, will keep this issue of SPONSOR handy for a long time to come. I am looking forward to elaboration of this study in your subsequent issues.

WILLIAM B. RYAN
President, BAB

Are you planning to reprint your 14-part "Media Evaluation Study" in booklet or other form?

I have been teaching a course in media at the University of Baltimore for some years and would find this exceptionally helpful as a summary text. Frankly, I haven't found any usable material on this subject outside of Ben Duffy's comprehensive volume.

GUSTAV BERLE
Welch, Berle & Mirabile, Inc.
Baltimore

• SPONSOR may reprint series. Announcement will be made later on in year.

TV UNIONS

Thanks very much for sending the May 4 issue of SPONSOR containing the story on broadcast unions. I enjoyed reading it very much and think you did an admirable job on this very difficult assignment.

FRED RUEGG
Asst. Dir. Labor Relations
CBS, New York

NOW

**NEW
POWER**

200 kw

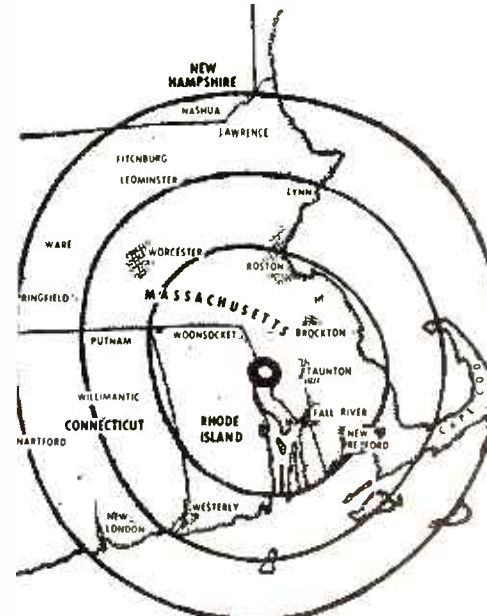
**NEW
COVERAGE**

1,016,600 Sets

**NEW
CHANNEL**

Channel 10

Pinpoint Your
Persistent Salesman
in an increased
Multi-Million-Dollar
Market



**WJAR-TV
CHANNEL 10
PROVIDENCE**

Represented Nationally by
WEED TELEVISION

WAVE-TV, LOUISVILLE, CHANNEL 3

NOW GIVES YOU GREATER COVERAGE THAN EVER!



First FOR YEARS
WAVE-TV NOW
TREMENDOUSLY INCREASES
ITS SUPERIORITY!

- New* **914-FT. ANTENNA!**
(above average terrain)
- New* **LOW CHANNEL!**
(from Channel 5 to Channel 3)
- New* **100,000 WATT POWER!**
(up from 24,000 Watts)
- New* **ALL-NEW EQUIPMENT!**
(the most modern available)

WAVE-TV—the only low-band VHF station in its area—is now telecasting from the tallest tower, on the HIGHEST POINT in or near Louisville, on a NEW low-band channel (3), with a NEW transmitter with radiated power of 100,000 watts! Our ALL-NEW equipment is the most modern obtainable.

Net result, according to FCC coverage curves: WAVE-TV now effectively reaches 85.5% more square miles . . . 54.6% more people . . . 51.5% more Effective Buying Income—gives you far greater coverage than any other TV station in this area!

TOWER HEIGHT MORE IMPORTANT THAN POWER

100,000 watts on our new Channel at our new 914-ft. height (above average terrain) is equivalent to 600,000 watts from our old downtown tower and channel!

Check any TV engineer for the significance of our new antenna, our new Channel 3, and our new 100,000 watts of radiated power. Then ask Free & Peters for all the facts on the vitally important WAVE-TV television market.

WAVE-TV — NOW CHANNEL 3

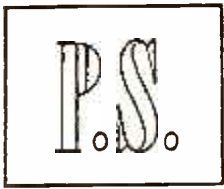
FIRST IN KENTUCKY

NBC • ABC • DUMONT



Free & Peters, Inc., Exclusive National Representatives

New developments on SPONSOR stories



See: "Bab-O bounces back"
Issue: 22 October 1951, p. 27
Subject: When Ajax cut into Bab-O sales, firm fought back with network TV

After 20 years in network radio and TV, the B. T. Babbitt Co. is now embarked on one of the biggest radio announcement drives ever undertaken. To push its home cleanser, Bab-O, the company, via Dancer-Fitzgerald-Sample, has bought announcements on 200 radio stations in 105 markets. The 52-week campaign, which began late last summer, consists of from five to 40 one-minute and 20-second announcements per week per station for an estimated annual total of about 150,000 announcements.

Bab-O's entire ad budget is now in spot air advertising. The radio campaign includes announcements in about 25 TV markets and, in addition, TV spot announcements are used in 26 cities.

Bab-O commercials highlight its "new bubble-action" and claim that it "foams away grease instantly." The message is partly in jingle form, and cartoons are used on TV.

The spot drive was initiated right after Babbitt switched its agencies last August, with D-F-S taking over from the William Weintraub Co. Weintraub had been given the job two years before of fighting off the inroads of Colgate's Ajax on Bab-O sales after the Duane Jones Agency daytime-serial-plus-premiums formula lost favor with the client. Weintraub substituted newscasts on nearly 500 MBS stations and boldly ventured into Saturday daytime TV with Bab-O as well as two other clients. The agency bought *Two Girls Named Smith* for Bab-O on ABC, noon-12:30 p.m., later switched to one girl named Smith (Kate, that is) on NBC TV at night. When NBC dropped the *Kate Smith Evening Hour*, Babbitt pulled out of network advertising.



See: "Radio: summer report"
Issue: 6 April 1953, pp. 62 and 87
Subject: Lever Brothers, originators of the network radio summer hiatus, are going for 52 weeks with "Lux Radio"

In recent years, CBS Radio has concentrated much time and effort in persuading Lever Brothers to keep *Lux Radio Theatre* on for the full 52 weeks. Until recently, it was largely an uphill job. The Lux show was the original hiatus-taker, first cracking the ice in the mid-1930's. Everything from tradition to a comfortable discount picture caused Lever to take a summertime exit for some eight weeks during 17 seasons of airing the show.

Late last month however CBS finally did the trick. A small mountain of research facts and figures—which showed that summertime CBS audiences compared favorably with winter on a price-vs.-size basis, plus some deft reminders to Lever that the summer season is also a soap-selling season, convinced the company that the buy was a good one to push their products.

Another persuader: As CBS now calculates network rates, only the 52-week radio advertisers are entitled to the 8½% off for maximum consecutive weeks. Although Lux was still entitled to plenty of discounting on the basis of dollar volume, a 44-week run would not earn the 8½%.

Result: As of 1 June of this year, *Lux Radio Theatre* will take its usual summer vacation. But into the slot will go *Lux Summer Theatre*, a CBS-produced dramatic package with a name-star policy and eight scripts written around light, summery themes. The show will be done in Hollywood. ★ ★ ★



Let's Talk
Port 000
 the
 prosperous,
 progressive
 port of
 Mobile . . .

Metropolitan Population	Valuation Ala. State Docks
1940 114,906	1940 \$20,000,000
1951 231,105	1951 \$30,000,000
% Increase 101%	% Increase 50%

Where your
Best Buy
 is
WKRG
 CALL

Adam Young, Jr.
 National Representative
 General Manager
 or F. E. Busby



Mobile, Alabama



WHEN
YOU
CHOOSE
CANADA'S
FIRST
STATION...



in 3 years { Population up 11.4%
Retail Sales up 36.9%
CFCF local sales up 300%
CFCF Rates up less than 15%

Based on latest SM figures.

CFCF
In the U.S., see Weed & Co.
In Canada, All-Canada.



Mr. Sponsor

W. A. Blees

V.P., Avco Mfg. Corp.
in charge Crosley Div. sales

Leading companies into the winner's circle has become almost second nature for William A. Blees, vice president of Avco Manufacturing Corp. in charge of Crosley Sales.

Before taking over the sales helm at Crosley, Blees scored notable triumphs in the automotive, advertising, and aviation fields.

At the age of 61 Bill turns out a day's work that would stagger many a younger chap. Funny part of it is that he quit agricultural school at the University of Missouri to strike out on his own "because a farmer had to work seven days a week and I innocently thought city fellows only worked five-and-a-half days."

But Bill has a mighty capable sales assistant these days—television. From his frequent trips around the country he has first hand knowledge of the effect of TV on dealers and public.

"We must reach the entire family with our advertising message," he says. "There are few better ways of doing this than with a network radio and TV program that puts primary stress on entertainment such as the Paul Winchell-Jerry Mahoney show." Via Benton & Bowles, Crosley allots about 30% of an estimated \$10 million ad budget to air media.

Bill's diversified background helps tremendously in his selling job. Back in World War I days, young Bill hooked up with the British government, "... thinking I was going to war." Instead, he wound up buying U.S. goods for the British. Later, he settled in Kansas City, running a small advertising agency and print shop.

Next, he sold Model "T" Fords, developed a finance plan which was snapped up by General Motors. He held various high-ranking jobs with GM: president of General Motors Accounting Co., v.p. in charge of sales for Pontiac, v.p. in charge of sales for Buick, Oldsmobile and Pontiac combined.

During the 1934-38 "semi-retirement" period he went into the advertising business in New York, then got back in the sales swim as general sales manager for auto sales of Nash-Kelvinator.

After rejuvenating the Nash sales organization, he moved to Young & Rubicam as v.p. in charge of West Coast operations. Bill's next move was into Consolidated-Vultee as v.p. in charge of sales. When Avco sold its interest in Consolidated-Vultee, he took the sales helm of Crosley.

NEWEST SUCCESS STORY:

One Weekly WJBK-TV Program

INCREASED SALES 60%

For This Advertiser!

* Only WJBK-TV . . . no other media . . . was used for this Detroit campaign for Brading's Cincinnati Cream Ale and Lager. And here's what the agency reports:

“OUR CLIENT’S BUSINESS IN DETROIT HAS INCREASED NEARLY 60% IN THE PAST 3 MONTHS OF 1953 COMPARED WITH THE SAME MONTHS OF 1952”

Further Proof that
CHANNEL 2 IS THE SPOT FOR YOU!

WJBK-TV

Detroit



Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS
STORER BROADCASTING COMPANY

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

THE ARMAND S. WEILL COMPANY, INC.
TORONTO

Armand S. Weill

April 17 1953

Mr. Lanny Pike
Production Supervisor
WJBK-TV
Masonic Temple Building
Detroit Michigan

Dear Lanny

We thought you might like to know that in a survey we had on Big Name Wrestling 10:30 - 11:00 PM Thursday for our client Brading Breweries Limited, the sponsor identification on the program was over 91%. While we put our continuity department on their clever head we must admit the strong identification we have achieved on our telecast has been largely due to the creative and interpretive production of your staff. Your assistance and cooperation all the way along the line has been most commendable and made it easier for us to turn out a show that we can be proud of.

Interpreting this in sales figures, we have received a report that our client's business in Detroit has increased nearly 60% in the past three months of 1953 compared to the same months in 1952.

Keep up the good work.

Cordially

Ben

Ben H. Herman
Radio - TV Coordinator



Special to time buyers:

all summer long

MILLIONS OF AMERICANS

will listen

Only to FM



*insist on FM in your schedule
and get complete radio coverage*

AGAIN THIS SUMMER, you'll need FM on your schedules to be sure of complete radio coverage. Typical example: In many localities, baseball broadcasts, particularly night games, will be carried only on FM.

What's more, millions of listeners know from experience how FM cuts through static and interference to give realistic reception of radio programs even during summer storms. With the "summer static season" on its way, many will turn to FM programs exclusively.

Make the most of these seasonal listening habits. Include FM in your summer time buying schedules, and be sure of reaching the whole radio audience more effectively.

SPECIAL TO BROADCASTERS:

*Your local Zenith distributor
will gladly help promote your station
and programs through dealers
in newspaper ads and displays.
Get in touch with him today.*

ZENITH



The royalty of television and **RADIO**®

ZENITH RADIO CORPORATION, Chicago 39, Illinois

New and Renewed

1. Television Executive Appointments

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Admiral Corp, Chi	Erwin, Wasey, NY	Du Mont	International Golden Gloves; Tu 10:30 pm-concl; 16 Jun only
Charles Antell, NY	Television Adv Assoc, NY	Du Mont 9	What's Your Bid; Sun 10-10:30 pm; 3 May; 9 wks
Coca-Cola Co, NY	D'Arcy, NY	NBC TV 78	Coke Time; W, F 7:30-7:45 pm; 29 Apr; indef
Friedman-Shelby Div of Intl Shoe Co, St. Louis	D'Arcy, NY	Du Mont 27	Tom Corbett, space cadet; Sat 11:30-12 noon; 29 Aug; 20 wks on alt wk basis
International Silver, NY	Y&R, NY	CBS TV 35	My Favorite Husband; Sat 9:30-10 pm; 12 Sep; 22 wks on alt wk basis
P. Lorillard, NY	Lennen & Newell, NY	CBS TV 110	Two for the Money; Sat 9-9:30 pm; 15 Aug; 52 wks
Minnesota Mining & Mfg Co, Minneapolis	BBDO, Minneapolis	NBC TV 43	Ding Dong School; Tu 10-10:30 am; 5 May; 5 wks
Minute Maid Corp, NY	Ted Bates, NY	NBC TV 32	Gabby Hayes; M, F 5:15-5:30 pm; 11 Jun; indef
P&G, Cincinnati	Biow, NY	CBS TV 33	Jackie Gleason; Sat 8-9 pm; 16 May; 5 wks
P&G, Cincinnati	D-F-S, NY	NBC TV 64	Kate Smith Show; Tu-Th 4-4:15 pm; 29 Apr; 2 wks
Pet Milk Co, St. Louis	Gardner, St. Louis	NBC TV 65	Ted Mack's Original Amateur Hour; Sat 8:30-9 pm; 25 Apr; indef
Plymouth, Detroit	N. W. Ayer, NY	ABC TV 32	Plymouth Playhouse; Sun 7:30-8 pm; 26 Apr; 9 wks
Reymer & Bros, Pittsburgh	Ketchum, MacLeod & Grove, Pittsburgh	ABC TV 8	Lash of the West; Sat 10:15-10:30 am; 16 May; 13 wks
W. A. Sheaffer Pen, Madison	Russell M. Seeds, Chi	CBS TV 64	Jackie Gleason; Sat 8-9 pm; 9 May, st 20 Jun; 27 wks
Simmons Mattress, NY	Y&R, NY	CBS TV 35	My Favorite Husband; Sat 9:30-10 pm; 19 Sep; 22 wks on alt wk basis
Sunbeam Corp, Chi	Perrin-Paus, Chi	NBC TV 55	Ethel and Albert; Sat 7:30-8 pm; 9 May; 32 wks



2. Television Executive Appointments

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
General Mills, Minneapolis	Dancer-Fitzgerald-Sample, NY	ABC TV 57	Stu Erwin; F 7:30-8 pm; 5 Jun; 52 wks
P. Lorillard, NY	Lennen & Newell, NY	ABC TV 50	Chance of a Lifetime; Th 8:30-9 pm; 21 May; 52 wks
Scott Paper Co, Chester	J. Walter Thompson, NY	NBC TV 43	Ding Dong School; Th 10-10:30 am; 7 May; 3 wks
Singer Sewing Machine, NY	Y&R, NY	CBS TV 72	Four Star Playhouse; Th 8:30-9 pm; 24 Sep; 52 wks



3. Advertising Sales Executive Appointments

SPONSOR	PRODUCT	AGENCY	STATIONS-MARKET	CAMPAIGN, start, duration
Charles Antell, NY	Hair products	Television Adv Assoc, NY	Du Mont	30-min film series; Sat mid-night; 11 Apr; 52 wks
Fedders-Quigan Co	Air conditioners	BBDO	30-35 mkts	20-, 60-second film anncts; South st May; North st June; 10-15 wks
Good Humor Corp	Good Humor ice cream	David J. Mahoney	Chi, Detroit, NY, New Haven	20-, 60-second films; live; st 18 May; 6 wks
Minute Maid Corp	Orange Juice	Ted Bates	51 mkts	60-second films; 25 mkts in Apr, 26 mkts in May; 26 wks



4. Executive Appointments

NAME	FORMER AFFILIATION	NEW AFFILIATION
Robert S. Aitchison	Industrial Marketing, Chi, ed	Saunders, ShROUT & Assoc, Chi, vp
Harry J. Anderson	U. S. Steel Corp, mgr of displays and exhibits	Wasser, Kay & Phillips, Pittsburgh, media dir
Norman F. Best	Erwin, Wasey & Co, LA, vp	Same, acct superv for Evaporated Milk Div of Carnation Co
William S. Blair	Hewitt, Ogilvy, Benson & Mather, NY, acct exec	Same, dir of res
H. W. Bluethe	Wheelco Instruments Co, Chi, adv mgr	Saunders, ShROUT & Assoc, Chi, secy
Philip Branch	Al Paul Lefton, NY, timebuyer	Ruthrauff & Ryan, NY, timebuyer
William A. Chalmers	Kenyon & Eckhardt, Detroit, vp, dir of radio-TV	Campbell-Ewald, Detroit, vp, dir of radio-TV
Courtney A. Crandall	Harold Cabot & Co, Boston, copy chief	Same, vp



Numbers after names refer to New and Renewed category

Wm. H. Chase (5)
 John P. Moser (5)
 S. J. Robinson (5)
 M. M. Jones (4)
 C. A. Crandall (4)

In next issue: New and Renewed on Radio Networks, New National Spot Radio Business, National Broadcast Sales Executives, New Agency Appointments



NAME

Leslie N. Daniels
 Martin P. Dwyer
 Horace J. Elias

 James R. English
 Ted Grunewald
 Larry Huseby
 Maitland Jones
 Robert E. Kennedy
 George Kern
 Edmund G. Malooley
 Richard A. Mancini
 Arthur Menadier
 Warren J. Michael
 Ralph Morris
 Arthur Pardoll
 Theodore B. Pitman Jr
 Craig Ramsey
 Charles L. Saunders
 Olin Saunders
 Barbara Sherman
 James E. ShROUT
 Hugh Sutherland
 Arthur Toft

FORMER AFFILIATION

Foote, Cone & Belding, NY, copy superv
 BBDO, NY, staff
 Radio, TV prod

 A. C. Nielsen, NY, res
 Wm Esty, NY, TV dept, bus mgr
 Hywd, TV prod
 Hutchins, NY, creative hd
 Look Magazine, NY, adv exec
 Benton & Bowles, NY, radio-TV
 Ruse & Urban, Detroit, art dir
 Wm Esty, NY, art dir
 BBDO, NY, acct exec
 Nelson-Willis, Minneapolis, acct exec
 BBDO, NY, asst art dir
 SSCB, NY, media dept
 John C. Dowd, Boston, radio-TV dir
 KFEL-TV, Denver
 Harrison Industries, Chi, pres
 Hewitt, Ogilvy, Benson & Mather, NY, vp
 Emerson-Rogers, NY, media dir
 ShROUT Assoc, Chi, hd
 J. Walter Thompson, LA, asst media dir
 Wm. H. Weintraub, NY, mkt, merch exec

NEW AFFILIATION

Lennen & Newell, NY, copy superv
 Lennen & Newell, NY, acct exec
 Kaufman-Strouse Adv, Baltimore, acct exec, dir of radio, TV
 Y&R, NY, in chg of radio-TV res
 Doyle Dane Bernbach, NY, radio-TV dir
 Howard R. Smith, Tacoma, dir of radio-TV
 SSCB, NY, vp and copy exec
 Doyle Dane Bernbach, NY, acct exec
 Lennen & Newell, NY, radio-TV media dir
 Same, vp
 Lennen & Newell, NY, vp
 DCSS, NY, vp, acct superv
 Bruce B. Brewer & Co, Minneapolis, acct exec
 Abbott Kimball Co, NY, art dir
 Foote, Cone & Belding, NY, bdcst media dir
 Julian Cross Adv, Hartford, vp in chg of radio, TV
 Ball & Davidson Adv, Denver, TV dir
 Saunders, ShROUT & Assoc, Chi, pres
 Compton, NY, acct exec
 Eugene Gilbert & Co, NY, hd of media res
 Saunders, ShROUT & Assoc, Chi, vp
 Same, newspaper and trade paper space buyer
 Ross Roy, Hywd, dir of sls dev

NAME

William H. Burkhart
 William H. Chase

 John W. Craig
 Gary G. Grant
 Michael Kory

 Ted Lewandowski

 George F. Lignante

 John P. Moser
 Wrigley Offield
 S. Jesse Robinson
 Donald B. Seem
 D. P. Sheridan
 James D. Shouse

FORMER AFFILIATION

Lever Bros, NY, prod vp
 Avco Mfg Corp, Bendix, South Bend, asst adv, merch, sls prom dir
 Avco Mfg Corp, vp, Crosley Div, gen mgr
 Lever Bros, NY, prod mgr
 Emerson Distrib Subsid, NY, mgr

 O'Sullivan Rubber Corp's L.H.&C. Div, Winchester, Va, asst mgr
 O'Sullivan Rubber Corp's L.H.&C. Div, Winchester, Va, mgr
 Lever Bros, NY, gen mgr
 Wm. Wrigley Jr Co, Chi, copy superv
 NY mfg cos., NY, sls mgr
 Electric Auto Lite Co, Toledo, adv mgr
 Remington Rand, NY, ACTS sls prom
 Avco Mfg Corp, senior vp, chmn of Crosley Bdcst Corp

NEW AFFILIATION

Same, exec vp
 Fedders-Quigan Corp, Buffalo, adv, sls prom mgr

 Aluminum Industries, Cincinnati, pres
 Same, gen mgr
 Emerson Radio and Phonograph Corp, NY, admin dir of sls
 O'Sullivan's Laing, Harrar & Chamberlin Div, NY, acting mgr
 Same, adv and prom mgr

 Same, prod vp
 Same, adv mgr
 Pal Blade Co, NY, vp
 Same, vp and dir of adv
 Same, asst mgr, sls prom dept
 Same, chief exec officer of all Crosley Div ops

KEAR, SF, power incr from 1,000 watts to 10,000 watts eff Jun
 KLX, Oakland, Cal, power incr from 1,000 watts to 5,000 watts eff 31 March
 KRLD-TV, Dallas, power incr from 27,300 watts video and 13,600 watts audio to 100 kw video and 50 kw audio eff 3 May

KXLR, Little Rock, Ark, new natl rep William C. Bameau Co, eff Apr
 WNAC-TV, Boston, power incr from 26.6 kw to 220 kw eff 26 Apr
 WTVP, Decatur, Ill., new stn rep George W. Clark, eff Apr

Numbers after names refer to New and Renew category

- W. A. Chalmers (4)
- W. H. Burkhart (5)
- Gary G. Grant (5)
- James D. Shouse (5)
- Michael Kory (5)

- Donald B. Seem (5)
- C. L. Saunders (4)
- T. Grunewald (1)
- D. P. Sheridan (5)
- F. S. Blair (1)



IOWA PEOPLE

Work-Play-Live

BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a *plus* this is for advertisers who use *radio*!

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it *intensely* interesting.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

AND NOW



...AMOS 'N' ANDY



... can be yours for exclusive sponsorship... market-by-market... local or regional.

Fifty two half-hour films of broadcasting's longest-running hit are ready to roll for you... 13 of them never before seen.

Amos 'n' Andy, during their run on the CBS Television Network—
... gathered a weekly audience of more than 16 million
... won more than half of the total viewing audience
... averaged nearly 3 viewers per set
... outranked the average rating of all network evening programs by over 40 per cent
... and built equal popularity in all sections of the country

No other comedy team has ever won the heart of the nation so completely. Now the Amos 'n' Andy success-story can be *your* story. Call or wire...

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, Memphis, Atlanta, Dallas

Source: ARB, Oct. '52 - Apr. '53

No. 1 of a series

Anonymous people who add up to well known buying power in the area of

WCCO-TV



photo . . . Ralph Hobbs, Jr. . . . Mpls.

Measured in calls to or calls from?

The young ladies who man our switchboard—have their own Audience measurement system.

Our pulse ratings . . . high as they may be . . . are based upon telephoning viewers. At the end

of 30 *days* the calls are translated into ratings.

In 30 *minutes* any girl at our switchboard rates public opinion of any given program by the way her board suddenly comes to life.

We're a forthright people in the Northwest: If we like your program we phone or write to say so.

If we believe in your message about your product . . . we go to the store and buy it!



The Paul Bunyan Buy!

WCCO
CBS

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS



DAYTIME TV: Where is it headed?

Audiences are growing, most network clients are satisfied with results, costs beat nighttime

by Alfred J. Jaffe

Two years ago a network advertisement in the trade press said, in part: "Most reliable professional opinion is that daytime (TV) will be a complete sell-out within a year."

Granted a certain amount of natural excess in zeal, the copy reflected an authentic optimism at that time. Obviously, what had been predicted did not come to pass in 1952—nor in 1953, for that matter. Daytime TV has grown, not in a sharp or spectacular manner but at a comparatively slow and steady pace—and, perhaps, it's just as well for the future health of the young business.

To shed some light on what has happened and how next fall shapes up, SPONSOR takes a look this month at daytime network TV, will try to answer some questions about audience trends; what advertisers in daytime TV think of it; how its costs compare with other segments of broadcasting; whether any new program formulas have been developing.

Here are the key daytime TV trends:

1. *Daytime TV audience is steadily growing.* For every hour of the day, from 6 a.m. to 6 p.m. Nielsen figures on the number of sets in use show a decided increase year by year.

2. *Daytime TV viewing pattern appears to be solidifying.* The percentage of sets in use from 6 a.m. to 6 p.m. for February 1952 and for February 1953 are remarkably similar, according to Nielsen figures (see chart on page 28). The percentage figures rise



"There's One in Every Family," audience-participation show, offers short-term buys to advertisers. Popular daytime TV fare on the networks also includes soap operas, variety programs

steadily in the morning, reach a peak during the noon-1:00 p.m. hour, stay fairly level at that point until 3:00 p.m., then rise sharply as the kids flow home from school and then freeze in front of the TV screen.

3. *Daytime network TV spending by advertisers seems to have reached a temporary plateau.* Despite the growing daytime TV audience, as more sets are bought, network TV billings have

leveled off. PIB figures for January and February of this year show network TV billings for all daytime segments except Sunday afternoon total \$8,071,596. The comparable '52 figure was \$7,394,642 and the relatively small increase can be partly accounted for by higher rates and new stations. For 1951 the January-February daytime grosses came to \$2,979,173.

The reasons for this slowdown in

Should daytime TV abdicate?

A network president made following comment to SPONSOR's editorial director: "Daytime network TV, nighttime network radio should abdicate—better, cheaper, more popular programs would result and maybe we networks could make some money."



CBS holds daytime cards: Network has twice the sponsored daytime hours of NBC (all shows above have sponsors), has been very successful during weekdays, with near solid 10:00-3:30 lineup



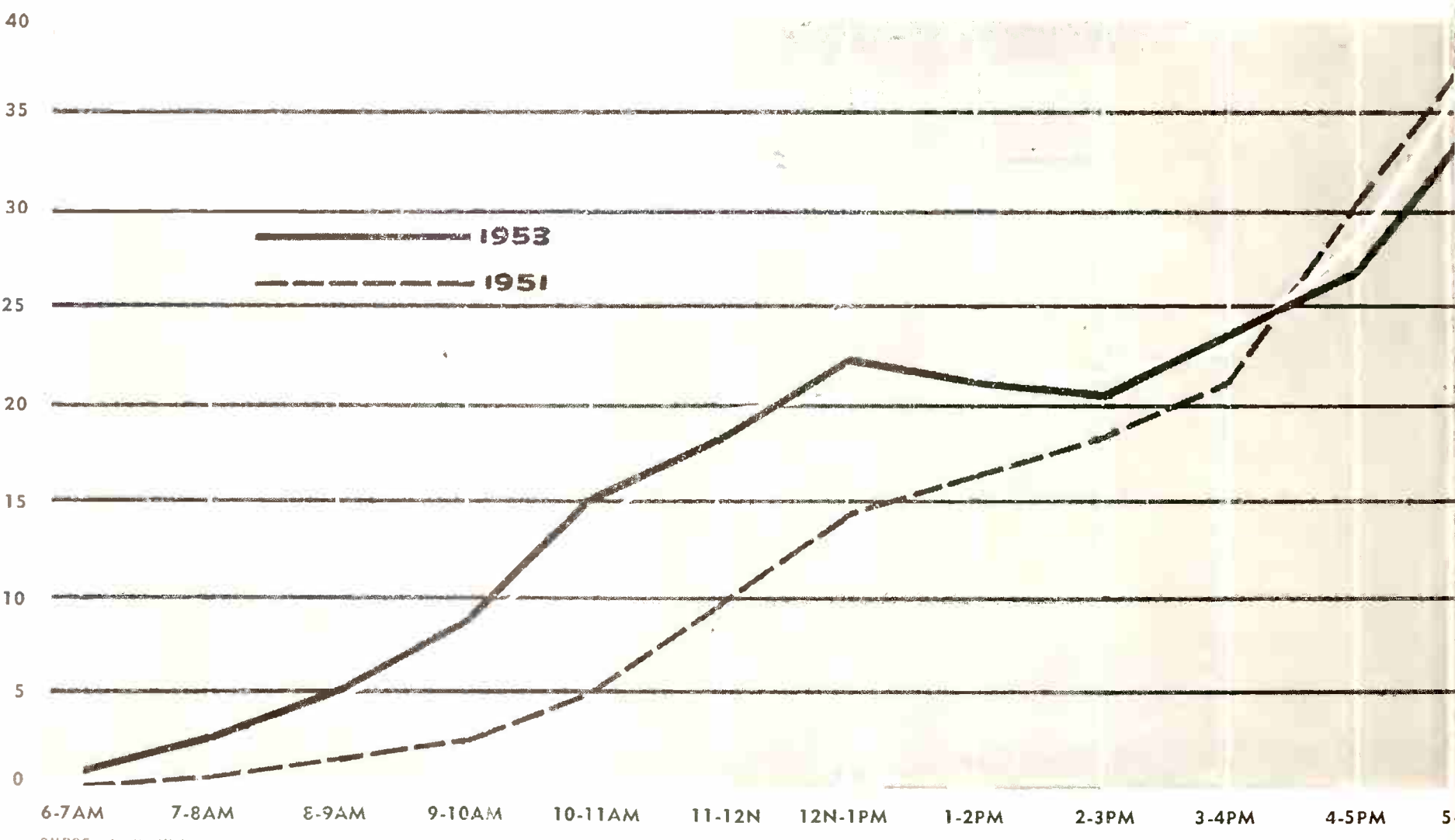
NBC prepares a.m. TV battle: ABC's bold step in early morning with "Today" turned out well. Web is making full plans to compete with CBS during of morning, especially with slots from 10:00-12:30, is depending on "Ding"

daytime TV business are not easy to pin down since most explanations can probably be traced to advertisers who are *not* in daytime video—and there are lots of them. Some advertisers are waiting for larger daytime audiences. Some are afraid to pit a new program against an existing show because they feel existing audiences are too small to split up. Some have found success in daytime TV spot.

Others feel they can't afford daytime TV in addition to their present media. The slowdown doesn't hit all the networks. CBS, with a number of program successes hanging from its belt, increased its 1953 January-February grosses over 1952 by more than \$1 million. NBC is down a bit. Du Mont is up a bit. ABC's 1953 figure is about 40% off from '52, which wasn't big to start with. No pattern is emerging.

4. Daytime network TV advertisers are generally satisfied with their buys and are showing this by staying where they are. There are some exceptions to this but none of them is a black mark against daytime TV. Colgate recently moved *The Big Payoff*, one of the top daytime shows, from NBC to CBS, but the regular discount given for larger billings figured largely in this move, according to admen, and Colgate

Average daytime TV sets-in-use (percentage) during February 1951, 1952, 1953



SOURCE: A. C. Nielsen



of" (above) as anchor for its program lineup. The program broke with tradition by being only network kid show before 5:00 p.m., has three sponsors. NBC now talking about another "sleeper" for morning, may also use new soap o, cras



Other nets silent on plans: Du Mont's "Paul Dixon Show" (above) is sole sponsored daytime program during week. ABC's daytime sales are confined to week-end, fall plans not yet formed

is still in daytime TV with the show. Minute Maid will pull out of *Kate Smith* next month but the money will go into daytime TV spot. flexibility being the current need of this advertiser. P&G has been complaining about daytime rates on one hand and planning to increase daytime programming on the other. Lever canceled its *Hawkins Falls* purchase but some of the money will go to extend the radio and TV network for *Art Linkletter's House Party*, another daytime show (and another example of CBS picking up money lost by NBC). The Lever cancellation was sparked by its unwillingness to pay Class B rates (*Hawkins Falls* is telecast in the 5:00-5:15 p.m. slot), especially when it turns out that it is selling soap (*Surf*) to the moppets.

5. Daytime network TV costs are expected to rise slowly, if at all. The cost increases that do come will be tied in

with growing audiences. Daytime TV does not have the same talent cost problem as nighttime, and, while the Arthur Godfrey, Carry Moore, and Kate Smith shows are not exactly low cost, they are sold in segments and the price has been attractive to many advertis-

status report

ers. The networks are trying to preserve reasonable production tabs during the day.

While daytime TV costs-per-1,000 are lower than nighttime, there are still complaints about the "high cost of television." This is particularly true of the big spenders who are trying to spread their daytime money over as many programs as possible, or adver-

tisers seeking representation on both day and night TV.

6. There is an increasing feeling that daytime TV commercials should be different than nighttime TV selling. It goes without saying that daytime TV selling is aimed primarily at the housewife while nighttime TV is aimed primarily at the family. But many advertisers and agencies have long felt that daytime viewing is not generally as attentive, that the housewife tries to combine housework with viewing and often walks around the house while the set is tuned in. There has been no research on this problem but copywriters are more conscious of the argument that emphasis should be on the audio portion, rather than the video portion of daytime TV commercials.

7. Daytime competition among the networks has been almost nil so far as (Please turn to page 80)

SPONSORED HOURS ON NETWORK TV BEFORE 6 P.M.

	ABC	CBS	DTN	NBC	Total
September 1951	6.25	14	3.50	8	31.75
September 1952	3.50	16.75	1	12.25	33.50
April 1953	4	22.75	1.25	11	39

SOURCE: CBS TV Sales Development

Viewers-per-100 homes during day, night

MARKET	VIEWERS	10-11 A.M.	4-5 P.M.	8-9 P.M.
New York (7 stations)	men	9	20	77
	women	82	74	101
	teen	5	13	22
	kids	57	62	30
	Total	153*	169	230
Cincinnati (3 stations)	men	14	21	79
	women	76	80	100
	teen	10	23	24
	kids	65	75	38
	Total	165	199	241
New Orleans (1 station)	men	15	18	94
	women	101	65	97
	teen	13	12	24
	kids	33	74	20
	Total	162	169	235

*TOTALS divided by 100 give viewers per set. SOURCE: Pulse, Inc. Date: March 1953



*Amana folk live by
customs of old days,
but picked most
up-to-date media to
sell their freezers*

**60% radio and
No.1 freezer**

by Charles Sinclair

More than 1,500,000 U.S. families will buy a home food freezer this year. More than one out of 10 of these freezers will bear a name almost unknown when the postwar boom in freezers began—Amana.

This 10%-of-the-market share makes the independent firm of Amana Refrigeration, Inc. the front runner in a field of some 50-odd appliance thoroughbreds, outdistancing such freezer brands as those of General Electric, Philco, Kelvinator, and other famous brands.

But air-minded Amana isn't taking time out to pat itself on the back. As you read this, the company will be making its newest move in air advertising to go after the nine-out-of-10 U.S. homes who still don't own a food freezer.

Starting 19 May, Amana will sponsor *People Are Funny* on 214 CBS Radio outlets. Ad manager Merlin E. Morris describes this as "the largest network ever to carry the show." (Agency: Maury, Lee & Marshall N. Y.)



New \$3,500,000 expansion program in Iowa plant of Amana Refrigeration, Inc. will make it world's largest freezer factory by October, increase output 300% to level of 1,000 units daily

Once this show is underway, Amana will be the most widely promoted line of home freezers on the air (see box, these pages, for broadcast activity of other freezer firms). To accomplish this promotion, Amana spends nearly 60¢ out of every advertising dollar for national or local-level radio and TV.

Here's how the Amana air lineup will look as of this week:

Radio: At the network level, as mentioned above, Amana will sponsor *People Are Funny* on CBS Radio, Tuesdays 8:00-8:30 p.m. The 214-station network carrying the program includes every CBS outlet in the U.S. (204 total), as well as nearly a dozen other affiliates in U.S. territories and Canada. Amana will be sponsoring the show for about 20 weeks until Mars, Inc.—the program's regular advertiser—returns from its usual long summer hiatus.

Television: Paired with the radio selling of Art Linkletter on *People Are Funny* is veteran TV personality Kate Smith. Currently, Amana is a sponsor of the 4:15-4:30 p.m. segment of Kate's show on Thursday afternoons. As in the radio effort, the emphasis is on widest possible coverage. The Amana portion of the *Kate Smith Hour* is being telecast on what is probably the largest TV network for a commercial video show—82 NBC TV outlets, of which 67 are live. According to the calculations of Amana Executive V.P. George Foerstner, "98% of the nation's television homes will be able to see and hear the program."

Local Level: Amana has no factory-



These men guide Amana airselling

Sparkplug of Amana's rapid rise to the top spot in home freezer field is Executive V.P. George C. Foerstner. A native Amana, Foerstner forswore big postwar opportunity for upright home freezers, urged the directors of Amana Society to enter consumer field in a big way. Foerstner (left, top) lives with his family within easy walk of giant freezer plant. Ad strategy, which centers on stressing tested superiority of freezer products, is under direction of Merlin E. Morris. Native of nearby Cedar Rapids, Iowa, Morris is technically an "outsider" to Amana Society, but dovetails neatly with traditional way of Amana life. From simple office in Amana Colony, Morris (left, bottom) directs spending of \$2,250,000 ad budget, follows latest trends in air advertising and freezer industry. Married, he lives in Cedar Rapids, has two daughters

TV budget helps make Amana

va firm puts over half of \$2,250,000 ad funds into a nighttime radio show, a daytime network TV series, and sizable dealer air campaigns

sponsored spot radio or television. But Amana — like most big appliance makers—is a great believer in dealer co-op advertising, particularly on the air. Well up on the list of approved media for co-op use are radio and TV, and Amana dealers take full advantage of this fact. By the latest agency estimate, more than half of Amana's 7,000 dealers are involved in local air activity, from morning radio newscasts to late-night TV film shows, splitting the costs 50-50 with Amana.

As might be expected, this major air effort represents a sizable amount of Amana's 1953 ad budget of \$2,250,000. At the network level of radio and TV, about \$875,000 will be spent for *People Are Funny* and *Kate Smith*. By year's end, this figure may be even larger if Amana continues in the fall its present policy of being in both network radio and network TV.

At the local level, between \$400,000 and \$500,000 will be spent in 1953 by Amana as the freezer firm's share of dealer co-op radio and TV.

Total: about \$1,325,000—or some

60% of the total ad budget. While this is not the largest electrical appliance ad budget (it is dwarfed by the multi-million outlays of such firms as General Electric, Crosley, Philco) it is the largest sum being spent on the air to promote a single line.

Amana did not build gradually to its position as the number one freezer firm and the top freezer sponsor in broadcast advertising. It shot to top posi-

case history

tion within just a few years.

As George C. Foerstner, executive v.p. of the Amana Society and a prime mover in Amana's entry into the freezer business told SPONSOR:

"Our plan has been to keep one jump ahead of the big full-line appliance firms in merchandising our single product—freezers. Then, we come up with a new merchandising idea when the rest of the field starts to follow our already-established pattern."

How well Amana has succeeded with this merchandising philosophy can be judged from the booming growth of the Iowa firm:

- According to Amana's George Foerstner, "Sales for the first quarter of 1953 are 65% over the level of the same period last year."

- During the past three years, sales of Amana freezers—thanks largely to an excellent product and the tremendous consumer acceptance of the Amana-pioneered upright freezer models—have jumped 565%. "That's five times the average growth rate of the freezer industry," account executive Maury Bergman points out proudly.

- Amana's expanding freezer factory, deep in the Iowa farmlands, is running neck-and-neck with demand. Unique among major electrical appliance makers, Amana has no factory warehouse, ships its products directly from the end of its modern assembly lines as fast as they can be turned out.

- A major \$3,500,000 plant expansion is underway in the seven villages of the famous Amana Colony in Iowa.

Amana on the air: Freezer firm has been a national-level air advertiser for only a year. First program (left, below) was star-studded

"Paula Stone Show" on Mutual, from June to December 1952. Now Amana has "Kate Smith" on NBC TV, "People Are Funny" on CBS Radio



and now

...FIRST IN NETWORK TELEVISION!



Amana
presents
**THE GREATEST DAYTIME
TELEVISION SHOW
IN HISTORY**

The

KATE SMITH SHOW

ON THE ENTIRE N. B. C. NETWORK

**STARTING THURSDAY,
FEBRUARY 19th, 1953**

and a full 18 minutes each Thursday thereafter.
Consult your local paper for time and station.

**SO POWERFUL...IT BEATS DAVE GARROWAY!
SO DYNAMIC...IT OUT-PULLS ARTHUR GODFREY!
SO EFFECTIVE...IT ACTUALLY "MAKES YOUR SALE"!**

**YES...FAMILIES COAST-TO-COAST
WILL READ...HEAR...SEE...
AND BUY THE Amana STORY
EVERY MONTH OF THE YEAR!**



NOW IS THE TIME...

**YOU CAN GET THE BENEFIT OF
THIS TREMENDOUS PROMOTION!
MAIL THIS CARD TODAY,
AND YOU'RE ON YOUR WAY!**

AMANA REFRIGERATION, INC.
World's Largest Exclusive Manufacturer of Food Freezers
AMANA, IOWA

NBC

PLUS

...THE SUREST "SALE" EVER OFFERED!
AN Amana "EXTRA" THAT NOBODY BUT NOBODY IN THE
ENTIRE FREEZER INDUSTRY CAN MATCH!

**THIS DE LUXE,
FULL FAMILY SIZE
Amana
CHEST FREEZER**

HOLD OVER 200 POUNDS OF MEAT
RETAIL AT THE AMAZING
PRICE OF ONLY
\$279.50

ALL THIS WITH FULL TROUBLE FREE YOU!

YES, Amana offers the
**STEP-UP LINE
for STEPPED UP PROFITS!**

Merchandising: Amana air shows are thoroughly promoted via mailings, window stickers, counter cards and the like. Object is to impress new dealer prospects with size of Amana advertising campaigns, aid present 7,000 dealers in localizing impact of big radio and TV names (Kate Smith, Art Linkletter), cash in on consumer loyalty to Amana air stars, sell more Amana freezers

By year's end, Amana executives estimate, the output of the Amana freezer factory— one of the most modern in the world— will be tripled, and the size of the factory doubled.

• In less than a decade, Amana has franchised some 7,000 dealers in all parts of the U.S. Now, with production being stepped up and the advertising program pulling in the customers, Sales Manager E. L. Hinchliff expects to line up 8,000 more dealers in the near future.

Partly because the dealers have played a major role in building the firm's sales and partly because Amana feels it has reached only the half-way mark in building its ultimate dealer organization, Amana thinks primarily

of the dealers when planning any moves in broadcast advertising.

Here's how Agencyman Bergman and Radio-TV Director Charles Ripin summed up Amana's air advertising philosophy to SPONSOR:

Basic approach: "An ordinary electrical appliance, like a toaster or an electric clock," Bergman stated, "can do about as well in newspapers as in radio and TV. But home freezers— even though there are 5,000,000 of them in the country— are still a specialty item. You have to explain to housewives what a freezer can do for them, not give them a mechanical lecture. That means your advertising must hit a wide market and produce plenty of leads for your dealers. So far, radio

and TV have proved to be our most successful media in producing leads at low cost."

Talent policy: Up to the present— and there's little likelihood of change— Amana's air vehicles fall into the hitch-your-wagon-to-a-believable-star category. Amana's first national air venture was Mutual's *The Paula Stone Show*, a three-times-weekly mid-afternoon program in which the comely Miss Stone interviews famous celebrities. The program ran from 9 June to 5 December 1952, at which time Amana canceled out in order to sponsor *Kate Smith*. Amana's preference for shows featuring star performers is reflected in the present lineup. Both Kate Smith and Art Linkletter are, as Amana puts it, "household personalities around which we can build promotions to both the public and our 7,000 dealers."

Food plans: The "food plan," whereby a dealer makes a tie-up with a supplier of frozen foods in order to service his freezer customers, did wonders in gaining initial urban acceptance for Amana. The freezer firm encouraged dealers to start such plans and to promote them widely in dealer co-op advertising. However, since some freezer food plan deals have been strictly fly-by-night, Amana insists on checking over any dealer co-op air copy which

(Please turn to page 110)

How other freezer firms sell on the air

No other line of freezers among 50-odd brands on the market is as widely air-sold as Amana. Industry leaders in appliance field, like General Electric, Westinghouse, Philco, Admiral, Crosley plug their freezer lines occasionally on big radio and TV shows like "Studio One" and "Philco Playhouse." Deepfreeze Products (first home freezer) has had portion of "Gabriel Heater" recently on Mutual. Jordan Freezers, relative newcomer to consumer field, are being promoted via TV spot campaign in 30 markets. Most freezer firms include radio and TV in their list of approved co-op media for dealer use, as does Amana.



BERNADETTE CASTRO HAS BEEN OPENING CONVERTIBLE SOFAS ON TV SCREENS SINCE 1948. SHE PUT HER DAD'S FIRM ON MAP

How Castro "converted" one store into 7 via TV

**In 4 years TV demonstration plus radio
jingles put firm in \$10 million class**

Can a local retail store fit television into its advertising budget?

Castro Convertibles, until 1948 a single store with a handful of salesmen, found that the small advertiser can afford television, and, furthermore, that clever use of air media can be the skyrocket to success.

Today, Castro Convertible sofas are manufactured in several plants, are sold in seven stores in the New York metropolitan area. Until his debut in television in 1948, Bernard Castro, president of Castro Convertibles, never sold more than 100 units a week in his small 21st Street and Sixth Avenue store. A SPONSOR guesstimate places Castro's 1952 sales volume in the vicinity of \$10 million.

Known since 1948 for his memorable TV commercial, Castro began using radio in October 1950 to get frequency of impact. With plans for further expansion already made, Castro intends to stay faithful to the air ad-

vertising formula that helped him to success within four short years. Here it is in a few words:

1. *Television:* Use TV for product demonstration, and to identify copy
(Please turn to page 93)

On radio since 1950, Castro developed successful formula: (1) catchy jingle sung to Italian tune; (2) radio personality to give pitch. Below: Mr. and Mrs. Castro, Skitch Henderson, wife



case history



PRODUCED COMMERCIALS. SEE SAMPLES, RIGHT

of factual evidence radio's researchers have been compiling ever since television put the pressure on radio to sell hard. He had facts, among others, on the vast number of radio's families, on set sales, multiple-set homes, clock radios, car radios, the comparison of radios-per-home vs. beds-per-home, even tractor radios. This was the raw ammunition—the product's selling points.

For the system-cue series starting in December, Bristol had the facts shaped into six announcements of 20 words or fewer. Each hit one basic point about radio in general, then sold CBS as "listened to most."

From 8 December when the system-cue campaign started through 1 May, George Bristol estimates CBS made 5,400,000,000 listener impressions. His arithmetic:

- There were 60 system cues per week.
 - Ratings showed that on the average each reached 5% of U. S. families.
 - That multiplies out to "300% of U.S. families," or 135,000,000 families.
- (Please turn to page 38)

These are three of attention-arresting commercials which sell radio's sales power by relating cold facts to everyday life

ACTOR 1: *Hello, operator—I want to call every phone in America!*

ACTRESS 1: *One moment. Deposit four million five hundred sixty-three thousand six hundred dollars please.*

SOUND: *DIMES START ALSO QUARTERS*

ACTOR 2: *Don't waste your money, brother. Twice as many homes have radio as phones. You can buy a half hour with three minutes of commercials for a fraction of the cost . . .*

ACTOR 1: *You can? Operator—cancel the call!!*

SOUND: *CASCADE OF MONEY*

ACTOR 1: *(RR Station Echo Bit) All aboard for Chicago, Philadelphia, Los Angeles, Detroit, Baltimore, Cleveland, St. Louis, Washington, and Boston . . .*

ACTOR 2: *Nine of the ten biggest cities in the United States. And yet there are more people listening to the radio this instant than the total of their combined populations. Like to move in on them? Take the radio special . . .*

ACTOR 1: *B-o-o-o-o-a-a-r-r-d!*

ACTOR 1: *Boy—I'd like a good American cup of coffee!*

ACTOR 2: *Knock on almost any door. Almost forty-three million homes have packaged coffee in their kitchens.*

ACTOR 3: *I'd like a good American radio. What are my chances?*

ACTOR 2: *Even better . . . there are more radio homes than coffee homes.*

ACTOR 1: *More radio homes?*

ACTOR 2: *Almost forty-five million . . .*

ACTOR 3: *Let's play a brand new record for all of 'em . . .*

(open end)

► These 4 methods of projecting radio ratings were among those used with BMB No. 2

The methods shown below for projecting ratings beyond home county to entire coverage area of a station have serious disadvantages. Yet they have been used by timebuyers in lieu of any other better method. Timebuyers understand that any projection of a rating measured in the home area to counties outside is not good use of research. Yet they feel they must have some means of

1. 50% formula: *Counties with less than 50% of homes listening once or more weekly, according to coverage service, are dropped out of consideration. Total number of radio homes in rest of counties is used as base against which rating, usually measured in home county only, is projected to get total listeners in station's coverage area.*

DISADVANTAGES: 1. 50% cut-off point is arbitrary. Why not 48% or 52%? Theory, by no means scientific, is that by using all homes in 50% or more counties you balance omission of under 50% counties from the calculations.

2. Stations deliver effective circulation beyond 50% area. For example, a "20% county" which has 50,000 homes means more circulation than 80% of a 10,000-home county.

3. A county in which station has 50% penetration gets us much weight as the one in which the station has 100% penetration.

4. NCS' cluster method makes it even more difficult to determine the true 50% area. Suppose there's cluster of four counties which Nielsen gives 40% penetration. Two of the four counties might well be over 50% mark but can't be included in true 50% area

3. Plateau system: *Pattern of listening percentages in counties is examined to determine point where they seem to drop off sharply. Those counties whose percentages show sharp drop from stronger counties are omitted from consideration. All other figures, no matter what the percentage of listening, are counted.*

DISADVANTAGES: 1. This method combines weaknesses of the two preceding formulae. It requires some arbitrary subjective judgments on just where the cut-off point should be. In other words, two different buyers might get two different answers.

2. This method does not take into account a station's full circulation. Dropped out are counties which may have more listeners, because their population is larger, than counties which are included.

3. NCS cluster method will affect accuracy of this method adversely as explained under 50% formula above. Some of clusters which are dropped out will include counties which really belong in.

4. Method will tend to penalize stronger station: Cut-off point for strong station may be higher percentage than that for weaker one.

► This new method may be proposed by SRA to eliminate some of faults of others

New SRA method: *A committee of the Station Representatives Association was considering recommendation of a projection method to the industry at SPONSOR's presstime. Method grows out of total audience approach. (No. 4 above). It attempts to "correct" ratings so that they can be projected to a station's entire coverage area with less shortchanging of radio. For full explanation of this method, see text of article at right. What SRA hopes to do is get timebuyers, if they feel they must use a formula, to use its approach in lieu of the four above. SRA feels its technique, while still far from perfect, is more realistic and fair than the other methods. Independently of SRA, the Marschalk and Pratt agency has come up with the same approach and is now working with it. Another agency, Wesley Associates, has already used a similar method in buying time for a Shulton early-morning campaign (Old Spice). There may be other agencies using the correction method as well. All concerned agree that the method has disadvantages still but that these seem*

getting a cost-per-1,000 based on inside and outside listening to use as one factor in comparing stations. Material for the descriptions of the four formulae below was compiled by Dan Denenholz, research and promotion director of The Katz Agency. Several top timebuyers, researchers agreed the facts constituted an accurate summary of the four projection methods.

2. Half of home county: *Station is credited with any county which has coverage percentage which is at least half that of home county. Total number of radio homes in these counties is then used as base for projecting ratings. Method is similar to one at left.*

DISADVANTAGES: 1. Method has many weaknesses of 50% formula. It is equally arbitrary and unscientific.

2. It penalizes the stronger stations. For example, suppose Station A has 90% NCS in the home county and Station B has 60%. Also suppose that in one outside county NCS shows 44% of the families reported listening to Station A. This comes out less than half the home county figure and accordingly that county would be dropped out of consideration for Station A. Suppose that on the other hand NCS reports 30% listening to Station B in that same county. This is just half of Station B's home county figure of 60%. The county would therefore be credited to Station B but not to Station A, even though A has about one-half more NCS listeners in the county (that is 44% of radio homes listening as compared with 30% of radio homes).

4. Total audience: *Base for projection of rating to the coverage area of station is total number of homes (listening weekly) credited to the station in all its counties by the NCS or SAM coverage reports.*

DISADVANTAGES: 1. This method severely shortchanges the station and radio. For example, suppose a station has 100,000 total radio homes in its home county and it has a SAM weekly daytime audience of 50% (or 50,000 homes). Also suppose a daytime program on the station comes up with a rating of 5.0. By definition a rating is a percentage of all radio homes in the measured area. Thus the 5.0 rating in this county means 5% of 100,000 homes or 5,000 homes. But if you make the SAM audience figure your base for projection you must take 5% of 50,000 homes, giving you only 2,500 homes. Obviously this figure is wrong for the home county so it will be wrong for the outside counties as well.

2. Another way of looking at error contained in this method: It's like saying that among those 50,000 SAM listeners, only 5% were listening to program. Actually 10% must have been listening.

less serious than faults of the 50% formula and others. Many agencies are just now in the process of deciding how to use SAM or NCS data in projecting ratings and most of those contacted by SPONSOR said they were extremely interested in seeing how well the SRA approach worked out in practice. It's likely, therefore, that the technique will get close study over next few weeks.

DISADVANTAGES: 1. This method shortchanges farm stations in that it assumes intensity of listening will be the same outside the home area as inside. The farm audience, of course, being outside the rated area is not reflected in most ratings. Other stations which have stronger listening intensity outside their home counties than inside are also shortchanged but not to the same degree as in the older projection methods.

2. Method still has same fault of older methods. It projects a non-projectable rating. But there's no way to avoid so doing until projectable ratings are made available.

Needed: a way to project ratings

SRA may propose improved method. Several agencies already trying it

Suggestion: Before reading this article, take a look at descriptions of the old and new in projection methods on page at left. They'll give you a quick refresher course on the problem at hand

by Miles David

How can you project a rating that's non-projectable?

That's the question which this month has sent timebuyers, media directors, researchers in agencies all over the country into incessant slide-rule-and-scratch-pad sessions. With Nielsen Coverage Service and Standard Audit and Measurement Service data finally in their hands, agency people now have to make up their minds how to use it.

At agency after agency contacted by SPONSOR the decision had not yet been reached on how SAM or NCS would be used in projection of radio ratings to get a cost-per-1,000. This is an all-important policy decision to make because on it may depend (1) which stations get spot radio business in the campaigns of the next few years, and (2) how much business spot radio as a whole gets in the tug of war with other media. Hanging in the balance is the way in which an estimated \$135 million-plus in '53 national spot radio billings will be channeled into the business during this year.

You can start a statistic-slinging free-for-all at almost any agency when you get into the *method* to be used in projecting ratings. But curiously almost every media specialist and timebuyer is agreed on this point: *Projecting ratings is wrong to begin with.*

Everyone knows this and everyone does it anyway.

It's done because it's hard to get a measure of one station's performance in comparison with another unless you determine its cost-per-1,000 homes for the entire listening area. Getting the cost-per-1,000 for just the home county of a station isn't enough for then you

often have no way of determining differences between stations. Most stations in a market are going to show you pretty much the same intensity of coverage right within the shadow of their antennas. And yet all stations don't have the same rate. You have to go outside the home area to find out if an announcement costing \$100 is worth 10 times one costing \$10.

But projecting ratings to the outside-of-town counties is wrong since the ratings are usually made on the basis entirely of phone calls or interviews with people *inside* the town. They are representative of listening only in the area they sample and are published with that specific instruction.

What's the solution to the problem?

Answer: none. Since sampling people regularly beyond the immediate area of a station is too costly for most broadcasters' pocketbooks, you're not going to have projectable local station radio ratings for the large majority of stations in the near future—if ever. So the practical buyer has to come up with some makeshift answers. Even if buyers didn't want to use cost-per-1,000 as a yardstick, dollar-minded advertising managers would force them to it.

It's to the credit of most buyers, incidentally, that they resist over-emphasizing these makeshift cost-per-1,000's in deciding what to buy. They use them as but one of many factors that go into an intelligent choice. (Many feel the only yardstick should be cash-

register results such as are demonstrated by ARBI, instead of ratings and cost-per-1,000s.)

One of the few agencies which has thus far tentatively decided on the projection method it will use with coverage data to get a cost-per-1,000 is Marschalk and Pratt. The method they're trying (and it may be in use at other shops not surveyed by SPONSOR) is due to come in for considerable attention in the next few weeks. A Station Representatives Association committee was on the verge of deciding to advocate this method, which they came upon independently, as the best available at SPONSOR's presstime. Rep salesmen and station promotion, therefore, may be talking it up soon with considerable fervor.

The method is a refinement of the use of SAM or NCS total audience figures as a base for projecting a rating. (*Definition: Total audience figures represent all homes tuning station on a daily or a weekly basis, with day and night given separately. These figures are printed on the coverage booklet.*)

The trouble with simply using the NCS or SAM total audience figure as a base for projection is that this short-changes radio stations and radio as a medium. So what, you say—as long as all the stations are getting short-changed on an equal basis.

The answer to that one is that inevitably cost-per-1,000's are going to
(Please turn to page 111)

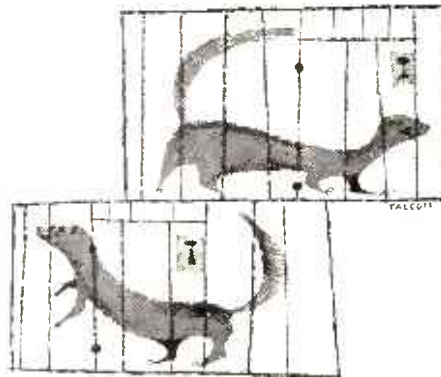
How do YOU project the unprojectable?

SPONSOR invites timebuyers, media specialists, research men, station operators to submit their own suggestions for making projections of ratings to the coverage areas of stations. Your thoughts on the subject will be printed with or without your name and affiliation, as you prefer. The problem is complex and everyone in the business will benefit from the fullest airing of ideas. So please make the pages of SPONSOR your forum.

DON'T JUDGE OUR WOOL



BY OUR MINK



Every so often someone buys a 24-page special section in The New York Times. Costs a lot of money, but, we're told, it pays off.

Four-page, full-color inserts in Life magazine don't go for peanuts either. But people buy them and, chances are, they get value received.

Does this mean that *all* newspaper and magazine advertising is expensive? Of course not. You don't *have* to buy 24-page sections or 4-page inserts; you can buy small space too. You, the advertiser, decide whether you are going small or going big. The advertising medium itself isn't expensive, unless you want to *dominate* the space. Then it does cost money, and . . . it's worth it.

Same way with television.

A full-hour, star-studded show in choice evening time will *dominate* the TV schedule. Like those four-page inserts,

it costs money, but . . . it's worth it. On the other hand, you can buy a six-minute daytime TV segment on NBC-TV for \$3,400. And three million people will see your commercial.

Network Television, like newspapers and magazines, lets you decide how much "space" you need or can afford. \$3,400 on NBC-TV is a good investment, and not a costly one. If you spend more than \$3,400 you'll get a proportionally greater value. So, if you want to advertise your product on television, don't let all this talk about high costs scare you away. If you'll give us a call today, we'll be glad to develop with you a schedule on NBC Television that fits your advertising budget.



a service of Radio Corporation of America

Media Basics II

Part 3 of All-Media Evaluation Study

TELEVISION

*Fifth among major media in dollar volume, TV's headed for 1st or 2nd rank. Here's why. See strengths, limitations, statistical data **page 10***

BUS. PAPERS

*These form backbone of many industrial ad campaigns. Charts and tables show how this best-read print medium is growing steadily **page 12***

OUTDOOR

*If you want to reach them outside, this workhorse medium is for you. Tips, charts, data show why biggest advertisers use outdoor **page 14***

TRANSIT

*Akin to above, transit is distinctive enough to warrant separate treatment. Here are data on audience, costs, biggest advertisers **page 18***

NEXT ISSUE:

"What 158 media experts told SPONSOR." Everyone has his pet theories on best way to use media—here are some of them

by Ray Lapica

The first article in SPONSOR's eight-month All-Media Evaluation study showed why the subject is of vast importance to the advertiser. (See "Why evaluate media?" SPONSOR, 20 April 1953.) The second article listed the vital facts about newspapers, direct mail, radio, and magazines and told how one synthetic advertising manager spent \$500,000 to launch a breakfast food. (See "Media Basics," SPONSOR, 4 May 1953.)

This concluding part of "Media Basics" covers television.

SPONSOR's All-Media Advisory Board

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business papers, outdoor, and transit. Like the first part, it contains statements by media representatives on why the medium should interest the advertiser, tips on how best to use, strengths, limitations, biggest clients, costs, and other data. The eight media covered in these two articles are certainly not the only ones of interest to admen. Farm papers, comics, Sunday supplements, movies deserve special treatment and should be studied by every buyer of advertising for what they can and can't do. Stunt advertising is a growing field. But lack of space prevents more than occasional mention of these supplementary media in this 14-article series.

One note of caution: Earle Ludgin's executive vice president, Vincent R. Bliss, a member of SPONSOR's All-Media Advisory Board, points out that "if all we were dealing with consisted of testing and measurable elements, we might safely leave media planning in the hands of the media departments. However, as someone observed during the last war, the big military decisions are far too important to entrust to generals." So it is with media basics. Don't depend on them exclusively. They are only a beginning for more scientific media evaluation.

Why an advertiser should be interested in television as a medium



Mr. Brown

Sam Jones walked into the boss' office with his just-completed television sales presentation neatly and confidently tucked under his arm. They exchanged the usual greetings, and as Sam placed his work of art in front of the boss he couldn't help thinking to himself how impressed the man behind the large mahogany desk would be. He would be especially pleased, Sam thought, with that two-page list of reasons why Mr. Advertiser should get into television. The boss turned the page quickly.

Then he turned back to Sam's "impressive list." The well-dressed and somewhat nervous young man leaned forward in his chair. The boss was now intently reading. The phrases kept flashing through Sam's mind: "Sight plus sound" "keeping pace with the competition" "strong family appeal" "product demonstration" "memory impact" "high believability,"

"It's a fine list, Sam, no doubt about that. The reasons all make good sense. But . . ." Scribbling something across the page, he handed it to Sam. "Let's say it this way." The Boss had written just one word on the blank sheet of paper . . . "Results."

The story of Sam brings home that important point: The advertiser is concerned with results above all else. In television, as in all media, results are closely tied with costs. And today in television the cost to Mr. Advertiser of reaching each potential customer has been going down. For each dollar spent, Mr. Advertiser reached 32% more potential customers during the year prior to mid-1952 than the preceding year! At the present time, 2,699 counties out of 3,000 are exposed to television. Conservative estimates point to another 6,000,000 receivers during the year ahead alone.

As to TV results, we can only look to the record. It shows, for example, that during the second quarter of 1952, some 1,567 national advertisers were using net and spot television, to say nothing of the thousands of advertisers in local markets. Preliminary 1952 figures point to an advertising investment in television of over \$580.1 million. (It might be noted that during TV's rise since 1948 all media profited by over a \$2 billion increase in the total advertising expenditure.) We believe that \$580.1 million is the best testimonial to the one ingredient which Sam left out—"results." We know that the American advertiser does not place his faith (and his money) in anything that falls short of that goal.

THAD H. BROWN JR., Vice President and Counsel
in charge of Television Affairs, NARTB-TV

Television: TV is a medium of so many firsts it's hard to be objective. For example, TV is:

1. First in dollar-volume growth—up 176% since 1949.
2. First in circulation growth—from 16,476 homes 1 January 1947 to over 23 million today (NBC estimates).
3. First in impact—no impartial media expert disputes this. Reason: sight plus sound plus motion.
4. Biggest decrease in cost-per-1,000 (homes) reached down 61.8% since 1 January 1949, on CBS TV, for example. (Gross costs, however, are way up.)

TV ranks fifth in media today—from the standpoint of dollar volume. It's picked up from \$150 million to \$200 million a year for each of the past three years. If it continues this growth, there's no doubt it will surpass magazines and radio to become the third medium by the end of 1953 (to rank after newspapers, direct mail).

Whether TV can ever catch newspapers' huge \$2.5 billion dollar volume is problematical. Chief reason it will be hard: Newspapers can add more pages to accommodate

more advertisers; station time periods are limited. (This curbed radio network growth in '30's.)

Possible trend to watch in TV: use of sales money (instead of advertising funds) to pay costs on grounds TV can do much of the work of the sales force.

Two questions admen pose in considering TV:

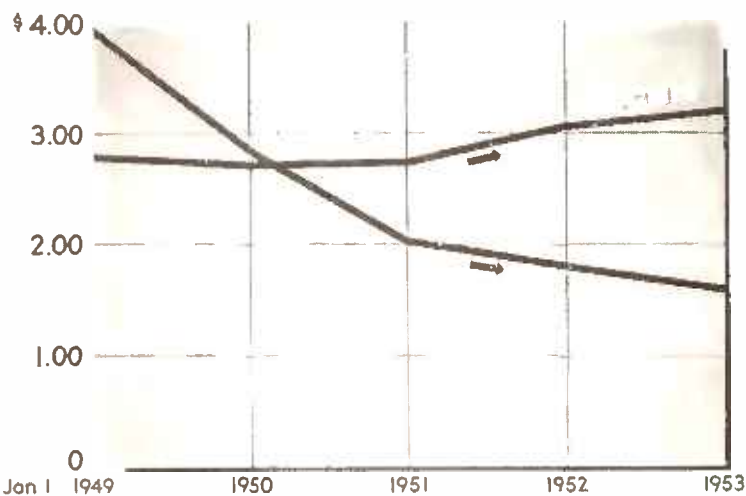
1. When will it stop growing? One guesstimate heard frequently in the field: at around 1,000 stations grossing \$1.5 billion to \$2 billion a year.

2. How will advertisers pay for TV? SPONSOR's media tables show that all media, except network radio, continue to grow, so media-robbing to pay for TV is not as serious as some make it out to be. Secondly, interviews revealed that more sales money is being used. (Network radio, incidentally, is in throes of a comeback.)

Can advertisers continue to spend more on TV?

Here's how one major advertiser answered this question for SPONSOR: "All advertising is part of the selling expense. So long as sales keep climbing, we'll keep spending!" ★ ★ ★

TV cost-per-1,000 homes down 61.8% since 1949



SOURCE: CBS TV, 1953. Based on 8 magazine with circulation of at least 2,000,000 and cost of 6¢ & w. page. Based on cost of 1 hr. evening show CBS TV.

Where did you see or hear product advertised?

CATEGORY	SAW OR HEARD AD	NEWS-PAPER	MAGAZINE	RADIO	TV
CIGARETTES	80.8%	39.2%	16.9%	24.0%	66.1%
SOAP	65.0%	18.6%	18.0%	15.9%	45.3%
AUTO	66.5%	28.3%	20.2%	10.5%	38.7%
DRUG	56.7%	27.7%	10.4%	11.4%	40.3%
AVERAGE	67.3%	28.5%	16.4%	15.5%	47.6%

SOURCE: Advertest survey based on 762 interviews N.Y.-N.J. area 6-16 October 1952. From "The Television Audience of Today," October 1952, copyright 1952 by Advertest Research. Respondents were asked if they saw or heard ads day before.

5. TELEVISION BASICS

advantages

1. Only medium combining sight, sound, motion.
2. Result is greatest impact of any ad medium.
3. Creates high sponsor-product identification.
4. Only medium for demonstrating products.
5. TV sponsor can integrate message into show.
6. TV messages thus have high believability.
7. TV show carries high prestige for advertiser.
8. Advertiser has chance to build loyal audience.
9. Cost-per-1,000 sets is steadily decreasing.
10. Sponsor has flexibility in choice of markets.

SOURCES: Young & Rubicam's "Evaluation and Use of Advertising Media," Sechafer & Laemmar's "Successful Radio and Television Advertising," Lucas & Britt's "Ad-

limitations

1. Line-of-sight transmission limits coverage.
2. No full national coverage at the present time.
3. Cost of program, station time is increasing.
4. Medium demands total audience attention.
5. Many products don't need TV's advantages.
6. Too easy to misuse and arouse viewer ire.
7. Life of commercial is short compared to cost.
8. No color at present, although this may change.
9. TV station clearances often are difficult.
10. Choice evening time periods are limited.

vertising Psychology and Research," Brennan's "Advertising Media," and SPONSOR's interviews with media experts during its eight month all-media evaluation study.

10 tips

How best to use TV to get results

1. Buy television "in any size" for maximum sales effectiveness depending upon your advertising objectives.
2. Consider sales budget with thought of diverting funds into television, the medium that presells the customer.
3. Investigate daytime, with high percentage of housewives controlling purse strings, providing rifle-shot efficiency.
4. Make haste slowly to change program or time franchises, for television investments are too important to "chase rainbows."
5. For special promotions, investigate availabilities of national network television on a single insertion basis at \$2,000 per.
6. Make use of "spot" television for introducing a product or service on a market-by-market basis across nation.
7. Profit from national network's prestige and word-of-mouth publicity about programs and personalities who make news.
8. Promote and merchandise program with dealers and retailers—small investment pays rich dividends in sales results.
9. Exploit dealer and retailer eagerness to support television advertising with product displays—window, counter, and floor.
10. With color television "around the corner"—food, fashions, and others should be getting franchises set now for future.

SOURCE: Industry experts consulted by SPONSOR.

biggest clients

Network TV leaders

Company	Millions
1. Procter & Gamble	\$11.2
2. Colgate-Palmolive-Peet	8.2
3. R. J. Reynolds Tobacco	7.5
4. General Foods	7.4
5. Lever Bros.	6.6
6. American Tobacco	5.9
7. Liggett & Myers	5.0
8. General Motors	5.0
9. General Mills	3.9
10. P. Lorillard	3.8

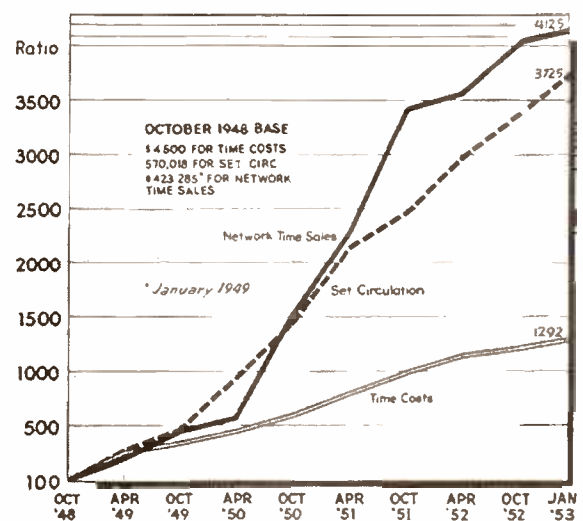
SOURCE: "National Advertising Investments" 1953 based on PIB data. Figures for gross time do not include talent or production or spot TV.

medium's growth

YEAR	STATIONS (31 DEC.)	TV HOMES* (1 JAN.)	% OF TOTAL FAMILIES† (1 JAN.)	GROSS BILLINGS‡ (millions)		
				NATION- AL	LOCAL	TOTAL
1947	15	16,476	0.04			
1948	50	189,900	0.48			
1949	98	1,000,000	2.4	\$49.2	\$19.2	\$68.4
1950	107	3,950,000	9.2	145.9	55.0	200.9
1951	108	10,549,500	23.9	296.7	91.7	388.4
1952	129	15,777,000	35.3	442.4	137.7	580.1
1953		21,234,100	46.5			

*NBC Research & Planning Dept. †% based on "Sales Management" estimates for families. ‡McCann-Erickson estimates prepared for "Printers' Ink."

TV trends



SOURCE: CBS TV Sales Development, 1953. TV's costs have not increased in proportion to giant growth in its circulation. January '53 costs in ratio to October '48 level are at 1.292. Circulation, in contrast, is at 3.725. Time sales have grown still faster with 1.125 their ratio to 1949 standards.

Why an advertiser should be interested in business papers as a medium



Mr. Beard

An advertiser should be interested in business papers because only in them can he find these 10 unique values:

1. The editorial contents of a business paper precondition the reader's mind for the advertiser's message when that message is pertinent and specific to the paper's audience.
2. Business papers offer a positive assurance of reader interest in the advertising where the advertiser will take the pains to tell how his product or service will help the reader solve some job problem.
3. The advertiser knows in advance precisely what frame of mind the reader is in when he picks up his business paper.

4. The advertiser buys selective audiences in business papers.
5. The advertiser knows he is buying a mentally alert audience.
6. The advertiser knows many business paper readers at a given time are in a buying mood when they pick up a business paper.
7. The business paper advertiser travels in select company, is introduced to his prospects by sponsors in whom those prospects—the readers—have high confidence.
8. The business paper advertiser can buy greater and more intensive coverage of specific markets.
9. The business paper advertiser dips into a bigger purse. The average business paper reader may have tremendous buying influence on the job as against limited buying influence at home.
10. Business paper advertising is low-cost advertising.

WILLIAM K. BEARD JR., President
Associated Business Publications

Business Papers: If you're new in advertising, you call them trade papers. But trade papers are only one-third the business paper field. This field contains two other groups of publications as well: the industrial and the professional. Examples: *Iron Age* (industrial), *Oral Hygiene* (professional), *Boot & Shoe Recorder* (trade).

Standard Rate & Data Service lists 2,000 business papers. Of these, the circulation of 367 paid papers is audited by the Audit Bureau of Circulations and that of 330 free papers by the Controlled Circulation Audit Bureau. Unaudited papers total approximately 1,300.

An important point to remember: ABC publications carry the most weight even though they are in the minority. A survey made by Edward Jacoby several years ago among leading advertising agency space buyers asked two questions: (1) Name the 10 outstanding trade or technical publications, and (2) name the leading publications in 15 different business-paper fields.

In answer to one, 75% of the responses named ABC publications, 12.8% listed CCA, and 12.2% chose unaudited publications. In answer to two, 91.1% cited ABC publications, 6.8% unaudited, and only one mentioned a CCA paper.

Total circulation figures actually mean little, however. Extent of market coverage, readership, and prestige of the paper are the important things. In fact, if a paper

suddenly shoots up far beyond its market potential, the careful space buyer will want to know why.

Ben Duffy, BBDO's president, who discussed media evaluation with SPONSOR, cautions the buyer in his *Profitable Advertising in Today's Media and Markets*:

"In planning trade and industrial advertising it is most essential that the publication itself be carefully studied. An association paper may be a good trade paper or it may be simply a house organ for news of association activities. A trade paper may be a newspaper of the field or it may feature articles of interest in production, in merchandising, or in management. All types of papers have their own special value and use, and should be carefully analyzed for coverage, reader acceptance, editorial integrity, and advertising results."

The Advertising Research Foundation's *Continuing Study of Business Papers* has surveyed four such papers to date and provides invaluable data on them. Example: Nearly eight out of 10 business paper readers specify or buy. Another excellent study was conducted by 18 advertisers (including Aluminum Co., Goodyear Tire & Rubber, U.S. Steel, Westinghouse Electric) and McGraw-Hill in 1950. Entitled *A Cooperative Readership Study among Men in Industry*, it polled 198,837 men; 42,878 replied. Highlights of the study:

1. Each man reads 5.2 publications; 2,876 magazines were mentioned, of which 62% were business papers, 31% general magazines.

2. 198—or just 21%—of these business magazines accounted for 88% of all mentions received by all of them.

3. Duplication is high. A chart of the composite leading, second, and third publications in 16 fields showed that the first reached 70% of the total men reached by all three, the second added 19%, the third added 11%—with nearly two-thirds of its total audience already reached by the two leaders.

1. Cost of general magazine coverage of the same market can be up to 22 times as high as business papers. Example: Sponsor A discovered he could reach 19% of all his customers and prospects with a page in a general magazine at \$11,000. But one business magazine delivered 21% coverage at less than \$500 a page.

Each of the 18 sponsoring companies found this cost-coverage pattern to hold true for itself (although the figures varied, of course). ★ ★ ★

Costs-per-1,000 up 36% in 14 years

ITEM	1940	1953	% increase
Average page rate	\$158.81	\$304.91	92%
Circulation	4.7 million	6.6 million	40
Cost-per-1,000	\$8.63	\$11.77	36

SOURCE: Angelo R. Venezian, McGraw Hill, prepared for "Industrial Marketing," 1953, based on study of 259 comparable publications (177 ABC, 75 CCA, 7 others)

6. BUSINESS PAPER BASICS

advantages

1. *Low-cost selling method for industrial firms.*
2. *Intense readership due to job requirements.*
3. *Specialization enables you to pinpoint market.*
4. *Color, other reproduction qualities excellent.*
5. *Little waste circulation if stick to own field.*
6. *Power, influence due to knowledge, prestige.*
7. *Editor usually has intimate knowledge of field.*
8. *Ads generally as well read as editorial matter.*
9. *Readers generally buy or influence buying.*

SOURCES: Duffy's "Profitable Advertising in Today's Media & Markets," Rochester Industrial Advertisers' "Practical Advertising Procedure," Brennen's "Advertising Media,"

limitations

1. *Some are "puff" sheets for their advertisers.*
2. *One-third of business papers are given away.*
3. *Some have too much waste circulation.*
4. *Long closing dates make timeliness difficult.*
5. *Little qualitative readership research.*
6. *Inelasticity—coverage may not fit your needs.*
7. *Preparing ad sometimes exceeds cost of space.*
8. *Standards and prices vary, fluctuate widely.*
9. *Duplication of readership is usually high.*

Kleppner's "Advertising Procedure," SPONSOR interviews with media experts, and data supplied by McGraw Hill and Associated Business Papers, New York

5 tips

How best to use business papers

1. Make a careful analysis of your sales potentials by industries in order to determine your best markets and your most influential buying factors in planning your campaign.
2. Examine carefully every publication serving your fields.
3. Gear your selling messages to the job interests of the men in each of your fields. Talk their language—tell them what your product can do for them in their particular lines of work.
4. Concentrate your fire-power in the one best publication in each field. Add others only if the budget permits.
5. Use adequate space—consistently—to make sure that your advertising has impact on your potential consumer.

SOURCE: McGraw-Hill's "Mechanizing Your Sales with Business Paper Advertising"

biggest clients

Top 10 in business papers

Company	Millions
1. General Electric	\$2.44
2. General Motors	2.01
3. Allis-Chalmers	1.72
4. E. I. du Pont	1.45
5. Westinghouse Electric	1.34
6. Aluminum Co.	1.31
7. U.S. Steel	1.02
8. Union Carbide & Carbon	0.96
9. Eastman Kodak	0.90
10. U.S. Rubber	0.84

SOURCE: Associated Business Pubs.' figs. for 1952

medium's growth

Business papers have increased 23.8% since 1942

Type of circulation	1942		1953		% increase
	No.	% of total	No.	% of total	
1. Total paid	791	54.4%	1047	58.2%	32.4%
ABC †	271	18.6	381	21.2	40.6
Sworn paid	520	35.8	666	37.0	28.1
2. Total free	276	19.0	561	31.2	103.3
CCA *	128	8.8	299	16.6	133.6
Sworn free	148	10.2	262	14.6	77.0
3. Not stated	386	26.6	191	10.6	-50.5
Grand Total	1453	100.0%	1799	100.0%	23.8%

SOURCE: Angelo R. Venezian, McGraw-Hill, prepared for "Industrial Marketing," 1953, based on January issues of "Standard Rate & Data Service"

Ad volume has risen 46% in 5 years

Type of circulation	1948 (millions)	1952 (millions)	% increase
1. Sworn free	\$13.5 (6.0%)	\$17.3 (5.3%)	28.4%
2. CCA *	45.0 (20.0%)	70.0 (22.9%)	66.8
3. Sworn paid	45.0 (20.0%)	12.8 (13.1%)	-4.9
4. ABC †	112.5 (50%)	181.0 (56.2%)	63.6
5. Not stated	9.0 (4.0%)	8.3 (2.5%)	-8
Total ad volume	\$225.0	\$327.5	46%
Business papers	1671	1829	9.4%

*Controlled Circulation Audit Bureau (audits free publications). †Audit Bureau of Circulations (audits paid for publications)

SOURCE: Angelo R. Venezian, McGraw-Hill, prepared for "Industrial Marketing," 1953

Why an advertiser should be interested in outdoor as a medium



Mr. Fulton

To place the sales appeal in the mind of the consumer, to make it stick, to make it expand into the buying act—this, in simplest form, is certainly the great ambition of all advertisers.

The fact that so many advertisers nourish this worthy ambition explains today's keen, healthy competition for the consumer's attention. One of the ways to beat this competition is to position the advertising appeal advantageously as to time and place.

The place of the outdoor advertising medium is the outdoor area—the companion half of the indoor area. And the time of the outdoor advertising medium is when America's 160 million consumers go outdoors nearly every day of the year or for recreation. Outdoor advertising dominates this outdoor area, has no significant media competition in it.

Outdoor advertising delivers a mass audience. According to a recent survey, approximately 83.1% of the American people go outdoors every day. These outdoor Americans comprise men and women of all ages, occupations, and income groups. And in addition to customers it includes a group vital to the success of any sales campaign: dealers, distributors, and retail salesmen.

Thanks to the automobile, Americans get around more than any other people on earth. Last year, for example, they rolled up an estimated 865 billion passenger travel miles. Every day, all day

long, outdoor advertising puts selling ideas into the minds of this vast tide of busy, active Americans as it ebbs and flows through the streets and highways of the land.

Outdoor advertising keeps working all day long, day after day. Each outdoor poster, for example, remains on display for a period of 30 days. It has been found that during this 30-day period in an average American city 91.1% of the population was exposed to the sales appeal of a No. 100 showing* 19.07 times. Here is all-essential repetition in an exceedingly high degree.

Outdoor advertisements compel attention because they are strategically placed to command commercial streets and highways of heaviest circulation and because they are big, dramatic, colorful. People can read and understand outdoor's short, telegraphic word and picture message easily in the few seconds it takes them to ride or walk by an outdoor panel. Thus outdoor advertising is perfectly geared to the pace of modern living.

The outdoor advertising medium offers the advertiser today a seller of goods and services that dominates one of the two areas in which the consumer lives—the outdoor area; a dynamic, colorful salesman that delivers the sales appeal dramatically, in its entirety, and with a degree of repetition that is truly unique.

KERWIN H. FULTON, President
Outdoor Advertising, Inc.

*Enough posters to cover market.

Outdoor: The outdoor medium comprises three main forms, as follows:

1. 24-sheet poster, of uniform size throughout the country, assembled in paper sheets on panels.
2. Painted display, hand-painted on either a panel facing or building wall surface.
3. Electric spectacular, or large flashing "Times Square" electric sign.

The organized outdoor advertising medium likes to consider itself apart from such other outdoor advertising forms as skywriting, street vending by voice, store window displays, and a large classification of small signs usually called "commercial signs."

Outdoor posters always display the name of the local company which erects and maintains them.

Don't use the word "billboard" to an outdoor man. It's derived from the old-time circus or theatrical use of posting bills on fences, trees, barns, and other places. The term "24-sheet" dates back to the time when only one plate size was available and the full-size poster had to be printed in 24 single-sheet sections. Today it can be cut in either 10 or 12 sections.

The Traffic Audit Bureau measures or counts the circulation of outdoor advertising. It's sponsored by the I.A.'s, the ANA, and the Outdoor Advertising Assn. of America. Circulation consists of counting 50% of the pedestrians and auto riders and 25% of the street car and bus passengers. At first glance this seems like gross overcounting, but it's been found reasonably accurate by independent surveys of specific markets.

Besides the TAB, such independent research organizations as Marion Harper Associates and Poster Appraisal Service also measure copy remembrance and effectiveness.

The TAB study of Cedar Rapids in 1950, for example,

revealed the following about outdoor advertising:

1. 74.6% of the population was exposed to a No. 100 showing (enough posters to cover the market, or, in this case, six illuminated and eight regular panels) the first seven days; 91.1% the first 30 days.
2. 56.5% of the population was exposed to a No. 50 showing (half of above) the first seven days; 79.3% the first 30 days.
3. Each person exposed received 19.07 exposures in 30 days (against 5.79 the first week).
4. 98.7% of the population went outdoors at least once during the 30 days.

The above documents three of the most important attributes of outdoor advertising: (1) circulation, (2) coverage, (3) repetition. The fourth, cost, is considered lowest among all major media—around 14¢-per-M on a national basis, according to Outdoor Advertising, Inc.

Three other interesting facts on outdoor: (1) It donated 75,000 full posters worth \$1,749,000 to public service messages in 1952; (2) two-thirds of the poster plants (population standpoint) have been audited by TAB or have applied for audits; (3) best new reference on the subject is ANA's *Essentials of Outdoor Advertising*.

How many actually remember your poster?

TAB's 1946 study of Ft. Wayne came up with some interesting answers. First a check was made before the posters were displayed. Up to 54.6% claimed to have seen them (Coca-Cola's, for example). Then after the 30-day posting, another survey was made and an adjusted formula was used to determine the actual remembrance. These remembrance figures ranged from 23% for General Tire to 44.5% for Standard Oil (No. 100 showings) and from 24.8% for Kellogg Corn Flakes to 38.3% for Eskay Dairy Co. for No. 50 showings. Coca-Cola's eight illuminated and 14 regular posters had 65.6% remembrance. ★ ★ ★

7. OUTDOOR BASICS

advantages

1. Dominates outdoor area, especially in cities.
2. Delivers big coverage—men, women, children.
3. Huge size, brilliant color permits showmanship.
4. Brevity, simplicity make it easy to read.
5. No. 100 showing reaches 91.1% pop. in month.
6. Flexibility allows market-by-market coverage.
7. Cost of reaching 1,000 people averages 14¢.
8. Message has long life, can extend into years.
9. No national-local rate differentials.
10. Posters can be seen from distance.

SOURCES for advantages and disadvantages: Outdoor Advertising, Inc., Rochester Industrial Advertisers' "Practical Advertising Procedure," Kleppner's "Advertising Procedure," Duffy's "Profitable Advertising in Today's Media & Markets," Brennen's

limitations

1. National coverage is expensive, not complete.
2. No national package rate hinders planning.
3. Circulation hard to judge in unaudited areas.
4. Selling is limited to few words or reminder.
5. Painted displays need year-to-3-yr. contract.
6. Advertiser must supply posters; costs are high.
7. Ban on posters a problem (Hawaii, others).
8. You have no selectivity of readership.
9. Prestige value of outdoor is not high.
10. No editorial or program to win audience.

"Advertising Media," Barton's "Advertising Handbook," Young & Rubicam's "Evaluation & Use of Advertising Media," SPONSOR interviews with media experts in half a dozen advertising centers, ANA's "Essentials of Outdoor Advertising."

10 tips

How to get most out of outdoor advertising

1. Take time to plan your campaign well in advance.
2. Outdoor Advertising, Inc. will help advertisers and agencies free of charge through 13 sales offices with art and copy, planning outdoor campaign, preparing space and cost estimates.
3. Design posters for fast-moving outdoor audience of all types.
4. This means keep word copy short. Under 7 words seems to be best.
5. Use copy, package, trade-mark illustrations. But be simple.
6. Use bold contrasts, plenty of warm colors, lots of white space.
7. Silhouettes are important, make figures easily recognizable.
8. Avoid bizarre or esoteric in both word copy and illustrations.
9. Arrange all poster elements to "read" from left to right.
10. Be consistent; campaign posters should show "family" likeness.

SOURCE: Outdoor Advertising, Inc., 1953

major clients

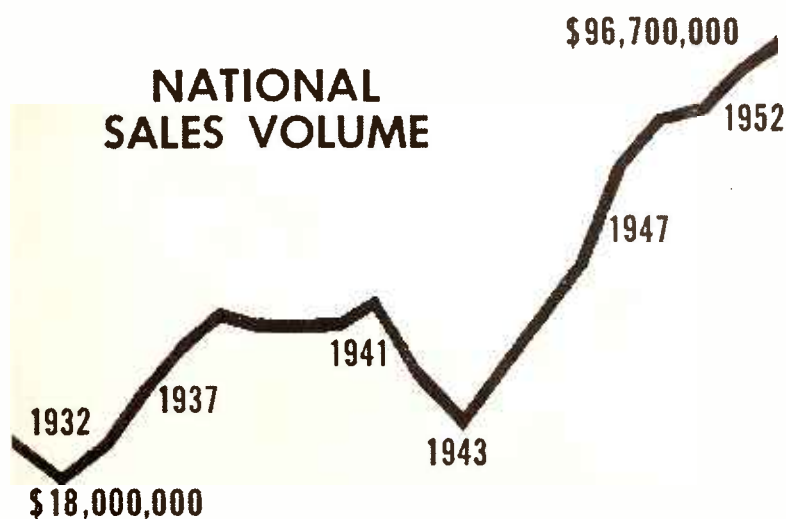
Leaders in outdoor advertising

- AUTOMOTIVE—TIRES & ACCESSORIES:
General Tire
- AUTOMOTIVE—CARS: Chevrolet
- AUTOMOTIVE—GAS & OIL:
Standard Oil of Ind.
- BEVERAGES—BEER: Anheuser-Busch
(Budweiser)
- BEVERAGES—LIQUOR: Schenley
- BEVERAGES—SOFT DRINKS: Coca-Cola
- FOOD: General Foods—Birdseye
- RADIO-TV-REFRIGERATORS:
General Electric
- MISCELLANEOUS:
Intl. Cellucotton, Wrigley

SOURCE: Outdoor Advertising, Inc., 1953. Taken at random from largest outdoor categories; firms not necessarily biggest spenders in field.

medium's growth

National outdoor revenue has risen 500% since 1932



SOURCE: Outdoor Advertising, Inc., 1953
Chart shows national outdoor advertising sales volume has risen more than five times since formation of Outdoor Advertising, Inc., industry's national sales organization. Business suffered in early war years, of course, but has gained steadily since then. If local figures are included, gross dollar volume is even more impressive: 1935—\$31,100,000; 1940—\$41,700,000; 1945—\$71,700,000; 1950—\$142,500,000; 1952—\$161,600,000. These are McCann-Erickson estimates prepared for "Printers' Ink" and include about \$20,000,000 for transit advertising for postwar years.

Vital statistics on outdoor advertising medium

1. Organized outdoor advertising medium provides 24-sheet poster coverage in approximately 15,600 cities and towns.
2. There are approximately 300,000 outdoor panels (poster panels and paint units) in U.S., maintained by estimated 11,000 outdoor advertising operating companies or "plants."
3. Costs: There is no uniform national rate structure for outdoor advertising medium. Each plant operator fixes his own rates, determined by local economic factors, such as wage scales, rents, and so on. Rates, however, compare closely across country. Following is list of selected markets with 1952 costs of No. 100 poster coverage for 30-day posting period. In addition to expense for space, advertiser must provide his own poster.
4. National average cost of poster advertising per 1,000 circulation is 11¢

City or town	Population	Non-illuminated posters	Illuminated posters	Space cost per month	Audit daily effec. circ.
Atlanta Mkt.	458,672	30	16	\$1,213.80	436,000
Bainbridge, N. Y.	1,505	1		15.00	No audit
Boston Met. Mkt.	2,388,663	60	75	5,400.00	No audit
Bradford, Ark.	720	1		15.00	1,440
Chicago	3,620,962	80	80	6,000.00	2,920,000
Ft. Wayne Mkt.	154,226	12	6	486.00	178,380
Kingston, N. Y.	28,817	5	3	235.00	35,770
New Haven Dist.	293,509	20	20	1,380.00	289,400
Philadelphia Mkt.	2,283,715	54	54	3,780.00	1,433,660
Providence Dist.	434,485	32	16	1,360.00	396,320
Pueblo, Colo.	63,685	8	6	370.30	89,440
St. Joseph, Mo.	82,188	12	4	420.00	88,640
Syracuse Dist.	255,794	14	14	931.00	221,840

SOURCE: Outdoor Advertising, Inc.

Thesaurus MINTS NEW SHOW FOR

The Sammy Kaye

a sparkling quarter-hour radio series that will

swing big audiences and sway new sponsors

PEGGY POWERS

JEFFREY CLAY

THE KAYDETS

Music for Millions featuring
THE SAMMY KAYE ORCHESTRA
PEGGY POWERS ★ JEFFREY CLAY
THE KAYDETS ★ THE KAYE CHOIR

MORE STATION SALES



Chow



HERE'S the same Sammy Kaye who's built television and radio audiences in the millions... who's smashed attendance records in hotels, night clubs and theatres across the country... the same Sammy Kaye that every Thesaurus subscriber can now sell to sponsors!

Sammy Kaye makes music for millions—music with solid family appeal. That's why *no matter what the product*—any sponsor can be sure of a tremendous ready-made audience for his selling message.

It's powerful entertainment—put together in a sparkling quarter-hour program to sell time and make talent fees for you!

It's brand new material, including recordings available only through Thesaurus... complete with Sammy Kaye voice tracks: openings and closings, tie-ins, lead-ins, pre-broadcast and on-the-air audience promotion breaks.

SELL THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY

- Phil Spitalny's "Hour Of Charm"
- "Date In Hollywood" (Eddie Fisher & Gloria De Haven)
- "Music Hall Varieties" (Joe E. Howard & Beatrice Kay)
- "Sons Of The Pioneers"
- "The Tex Beneke Show"
- "The Freddy Martin Show"
- "Music By Roth"
- "The Wayne King Serenade"

And many, many more — complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disc.

Phone, write, wire today for Thesaurus brochure

recorded program services



TMKS®

RADIO CORPORATION OF AMERICA
Dept. C-50

RCA VICTOR DIVISION

- 630 Fifth Avenue, New York 20, N. Y. JUDSON 2-5011
- 445 N. Lake Shore Drive, Chicago 11, Ill. WHITEHALL 4-3215
- 1016 N. Sycamore Ave., Hollywood 38, Calif. HILLSIDE 5171
- 522 Forsyth Bldg., Atlanta 3, Ga. WALNUT 5948
- 1907 McKinney Ave., Dallas 1, Texas RIVERSIDE 1371

HERE THEY ARE!!

The Grand Prize Winners of RCA's Thesaurus Gold Rush Pigeon Derby" at the NARTB Convention:

RCA Estate Electric Range

J. N. Lawrence—KOVO, Provo, Utah

Complete Set of Golf Clubs

Frank Cummins—WJAC-TV, Johnstown, Pa.

Movie Camera

Stanley Pratt—WSOO, Sault Ste. Marie, Mich.

Why an advertiser should be interested in transportation as a medium



Mr. MacGlennon

Card advertising can help the city market advertiser to buy maximum number of remembered impressions, at low cost.

In the average city, eight out of 10 people, 15 years of age and older, ride public transit, are exposed to car card advertising. This includes 76% of all men, 81% of all women, and 81% of all housewives.

Most people ride regularly: Approximately 63% of the men and 59% of the women ride four to 10 times or more a week. Average one-way ride is 25 minutes.

As high as 62% of a city's basic population were proven readers of a specific car card after it had been displayed in half of the city's vehicles for 30 days. Average readership of a 28" card is 20% of the basic population.

Car cards are standard 11" high, but for budget flexibility, widths vary from 11" to 8 1/2". Service may be purchased in one market or any combinations of markets throughout the country. Amounts of

service sold (full, half, and quarter) give additional flexibility to advertisers who employ the medium.

Full color for package identification, appetite appeal, and human interest is another advantage of the car card medium.

Car card advertising can be readily merchandised. Extra cards may be printed for store and window display. Window streamers can be made from car card plates printed on soft paper.

As a by-product of the \$4 billion transit industry, the car card advertiser utilizes a ready-made audience, gathered by the common need for public transit. Without the expense of building and maintaining its audience, car card advertising quite naturally becomes low cost. National average is about 7¢-per-1,000 circulation.

Although relatively small in the total advertising picture, car card advertising has served its advertisers well over the course of 70 years.

GEORGE B. MACGLENNON, Managing Director
Natl. Assn. of Transportation Advertising, Inc.

SOURCE: "Continuing Study of Transportation Advertising," ARF

Transportation Advertising: The term "transportation advertising" includes:

1. Car card advertising inside buses, street cars, subways, and suburban trains.
2. Traveling displays, the large signs on the outside of buses and street cars.
3. Station posters, one-, two-, or three-sheet posters in subway, elevated, and suburban stations.

Transportation or transit advertising is the most stationary of the major media—its dollar volume totaling \$20 million in both 1945 and 1952. But it is up today over 1950 and 1951, primarily due to new accounts, extended schedules of present advertisers, and increased availability of the outside traveling display. Advertisers are using a wider range of card sizes, both larger and smaller than the usual 28" card.

Fluorescent colors have increased acceptance. New vehicles are more comfortable, larger and better lit. Transit companies are adjusting routes to cover new areas of city development. Civic authorities, business leaders,

and transit companies are experimenting with city traffic plans to speed the movement of people via public transit.

National ridership in 1952—the total number of fares of each vehicle gives you the circulation—is expected to continue at about 16 billion passengers yearly.

What's the latest in transit research?

The Advertising Research Foundation last year completed its fourteenth study—of Los Angeles. Here are some highlights from the 13-*Study Summary*, published in 1950, which is based on interviews with 20,417 persons over a four-year period at a cost of \$200,000:

1. Eight out of 10 persons 15 years and older use the mass transit system at least once monthly.
2. 76% of the men and 84% of the women are riders.
3. More persons in the 15-29 year age group ride than in the 30-44 year group or the 45 and older group.
4. There is little variation in the percent of riders found in each of the four rental groups, but more in the two lower brackets ride five times weekly.
5. Average length of ride is 25 minutes.
6. One-fourth of all riders see the average 28" card.
7. Toni's "Which twin has the Toni?" card ranked first of 149 listed in 13 studies, with an audience of 62%.
8. Top 15 cards had simple layouts, headlines with name of product, one or more illustrations (except one), a picture of product or package (except one).
9. Up to 50 words can be used for complete message.
10. Up to 40% of people asked will claim they saw your card before you've displayed it. So be careful in estimating total audience.

Here are the comments of one media expert who studied this section for SPONSOR:

- "Transportation advertising has even less prestige value than outdoor advertising.
- "It is somewhat limited as to type of job it can do.
- "In a way similar to outdoor, it has perhaps more publicity than strong sales pull, although this is not always true. Some people have applied it to secure better direct sales kick by linking it fairly well with retail outlets served by the transportation.
- "It generally must be thought of as part of a campaign rather than its backbone."

★ ★ ★

Audience of average 28-inch cards

Study	Display period*	Basic population	% of basic population	Number
Newark	October 1944	440,000	20	98,000
New Haven	November 1944	170,000	16	27,000
Detroit	March 1945	1,260,000	26	330,000
Cleveland	Mar.-Apr. 1945	860,000	22	195,000
Milwaukee	October 1945	535,000	20	106,000
St. Louis	December 1945	733,000	21	154,000
Chicago	May 1946	2,930,000	16	480,000
Frisco-Oakland	October 1946	1,150,000	15	170,000
New Orleans	January 1947	370,000	15	56,000
Buffalo	March 1947	635,000	18	115,000
Boston	October 1947	1,110,000	29	325,000
Providence	April 1948	460,000	16	72,000
Johnstown	October 1948	80,000	25	20,000
TOTAL		10,733,000	20	2,138,000

All study cards were displayed under normal conditions of a standard 30-day showing (½ the transit vehicles of a surveyed area). SOURCE: ARF, "The Continuing Study of Transportation Advertising," Study Summary, copyright 1950 by Advertising Research Foundation.

8. TRANSIT BASICS

advantages

1. *Low cost-per-1,000 passengers carried.*
2. *Mass city market coverage provided.*
3. *Repetition, continuity give double impact.*
4. *Long exposure of message to transit public.*
5. *High readership due to travel conditions.*
6. *Color at local level shows off product.*
7. *Selectivity of market or markets.*
8. *Flexibility of size and service.*
9. *Limited competition for reader's eye.*
10. *Always in sight, day and night.*
11. *Close to point-of-sale or en route.*
12. *Readily merchandised in stores.*

limitations

1. *Poor suburban or rural coverage.*
2. *Advertiser can't select his audience.*
3. *Copy is limited to under 50 words.*
4. *High cost of national coverage.*
5. *Closing dates may offer a problem.*
6. *Difficult to check most direct returns.*
7. *80 transit advertising firms in field.*
8. *Advertiser must supply cards and posters.*

SOURCES for advantages and limitations: Lucas & Britt's "Advertising Psychology & Research," Y&R's "Evaluation & Use of Advertising Media," Barton's "Advertising Handbook," Brennen's "Advertising Media," Rochester Industrial Advertisers' "Practical Advertising Procedure," Kleppner's "Advertising Procedure," Natl. Assn. of Transportation Advertising. SPONSOR interviews with media experts

8 tips

How best to use car card advertising

1. Simple layouts, strong headlines, and dominant human interest illustration attract high readership, assure impact and memorability.
2. Consider curvature of card when planning layout. Simple Gothic lettering is best. Avoid tricky lettering, thin scripts.
3. Package is important but should not dominate layout.
4. Compare different sizes of cards. Weigh value of minimum size over long periods against large size for shorter periods. Rates are based on size of card, number vehicles, consecutive months display.
5. If product has several uses, consider "split-runs." A split-run advertiser uses more than one design, running them simultaneously. No extra charge is made except for production costs.
6. Merchandise card campaigns to sales forces, distributors, broker's salesmen. Many of them do not use public transit daily.
7. Print extra cards for counter and window display. Print card copy on soft paper for window streamers and mailings to trade.
8. A car card is not a "baby billboard." Use enough copy to tell story. But brief it. 35-50 words are easily handled on a 28" card.

SOURCE: Natl. Assn. of Transportation Advertising, 1953

major clients

John H. Breck, Inc.
 California Fruit Growers Exchange
 Calvert Distiller Corp.
 Curtiss Candy Company
 Emerson Drug Company
 Frankfort Distillers Corp.
 General Foods Corp.
 Grove Laboratories, Inc.
 Johnson & Johnson
 Liggett & Myers Tobacco Company
 Miles Laboratories, Inc.
 National Distillers Products Corp.
 Wildroot Company, Inc.
 Wm. Wrigley Jr. Company

SOURCE: Natl. Assn. Transp. Advertising, 1953

medium's growth

Dollar volume unchanged from 1945

1941	\$ 9,000,000
1942	10,000,000
1943	14,000,000
1944	18,000,000
1945	20,000,000
1946	21,000,000
1947	23,500,000
1948	21,500,000
1949	19,000,000
1950	18,500,000
1951	18,500,000
1952	20,000,000

SOURCE: Natl. Assn. of Transportation Advertising, 1953

Campaign costs range from \$13,000 to \$104,000 a month

1. "Big" national campaign—11x28" card in every vehicle in every city listed in "Standard Rate & Data Service" (circulation of 1,418,000,000 a month). \$104,000 a month (annual rate)
2. "Medium" national campaign—11x28" card in half the vehicles in every city listed in SRDS \$54,000 a month (annual rate)
3. "Minimum" campaign—11x14" card in every 4th vehicle in 50 largest cities \$13,000 a month (annual rate)

Above are theoretical purchases. Car card rates are same for local and national advertisers and are published in Transportation Advertising Section of monthly "Standard Rate & Data Service."

SOURCE: Natl. Assn. of Transp. Advertising, 1953

SPONSOR Asks...

**Will equalizing day and nighttime radio rates
attract more local and national advertisers to
nighttime radio**



THE PICKED PANEL ANSWERS



Mr. Kalkhof

I've been Amoco's advertising manager for some 35 years, so I ask your indulgence if I sound a little old-fashioned.

But even in the old days, long before the slide-rule boys came out from the back rooms and marched into advertising's front offices, I found out that the cost of an advertising medium could not be judged except in relation to potential result. I think that's the longest sentence I ever wrote, and it all boils down to two words: circulation cost.

Now we all know--it's certainly well enough publicized--that television has cut into radio's circulation. But radio has always been unique in one respect. It is the only advertising medium that has consistently short-changed itself on circulation figures.

Pathetically little has been done to really measure multi-set homes, automobile radios, and the inevitable portable sets. The true dimension of this ignored circulation might well be a more important factor in radio sponsorship than rate adjustment.

Even on the basis of today's cost and circulation reports, the right kind of a radio program and the right radio time is still a fine buy.

To maintain its competitive position as an advertising medium, I think it is most important that radio establish its true circulation. After that, a thorough study of the rate structure by the industry would be in order.

Once those two things are accom-

plished, we'd probably all be paraphrasing the Hollywoodian slogan to: "Radio is better than ever!"

In the meantime, one expedient is as good as another, but leaves much to be desired.

E. F. KALKHOF
*Advertising Manager
American Oil Co., Baltimore*



Mr. Capelle

My answer is "Yes... in 1953... among network advertisers." But let's be sure we agree on one point first.

Daytime radio rates already are as high as they should go. I assume, therefore,

that there would be no increase in daytime rates before this "equalizing" process took place.

With this understood, I believe many network sponsors would find it advantageous and preferable to use evening radio hours at the equalized rates. It certainly should encourage present users of nighttime radio to continue, if they are faltering slightly.

Perhaps we who live apart from the biggest cities (where every roof has an antenna) hold radio in higher esteem than do some of the boys who remain close to the ivory towers. If so, it isn't because our eyes are closed. We recognize fully the inroads made by TV in the metropolitan centers, but we recognize the needs of the open spaces, too. Certainly radio remains a great national advertising medium. And, getting back to the question, radio stations in scores of cities still attract bigger audiences by night than

they do by day. At "equalized" rates, they offer excellent values.

OLIVER B. CAPELLE
*Advertising Manager
Miles Laboratories, Inc.,
Elkhart, Ind.*



Mr. James

I predict it will.

The glut-to-scarcity trend of early morning radio over the past few years has set new patterns and formulas in spot time buying. The results obtained have been excellent and economical.

While national spot advertisers have discovered early morning time and escaped conflict with television hours, local advertisers have been "discovering" nighttime radio with spots, participations and programs. Equalizing the rates is going to encourage that transition of local advertisers into nighttime hours, because the local advertiser has to get results with sales... and he will! And when he gets those solid week-after-week results, the national advertiser will be back in nighttime radio again... not just the few biggest advertisers, but the many.

Equalizing the rates will encourage that transition of the successful local advertisers from daytime to nighttime radio. It will satisfy a few frustrations, too, born in the '30's and '40's when the local advertiser couldn't afford to buy nighttime radio. There have been a few frustrations developing of late in early morning radio, when a local advertiser found national spots occupying his old place on the "Musical Clock." Then, there are ad-

vertizers both local and national who are dissatisfied with the No. 3 and No. 4 station in their market and will try nighttime on those same stations with budgets that never permitted nighttime radio in the past.

Broadcasters have understandably resisted the clamor to equalize day and night rates, but the fact is that equal rates do exist in the 25 top markets today. The top stations in those markets have not taken that step, but the third or fourth station in the market has . . . and it is paying off.

There is a great deal of statesmanship and leadership needed before radio will wear its mantle as proudly and as profitably as it did in "Radio's Roaring '40's." Equalization of rates is just one step of change that will help re-shape radio's role for the future. Just as all media need their basic advertisers, all need their marginal advertisers. Radio needs its hardware stores and clothing chain just as well as it needs its soap and drugs and cigarettes from the networks or as spot campaigns. Equalizing the rate is going to make it possible for more agencies to recommend more radio strongly once again . . . chain lightning, tandem, et al.

Radio has to take new and flexible steps . . . *now!* Perhaps the old soap opera actor said it best . . . "You've got to keep those studio doors open to you . . . you can't let them shut in your face!"

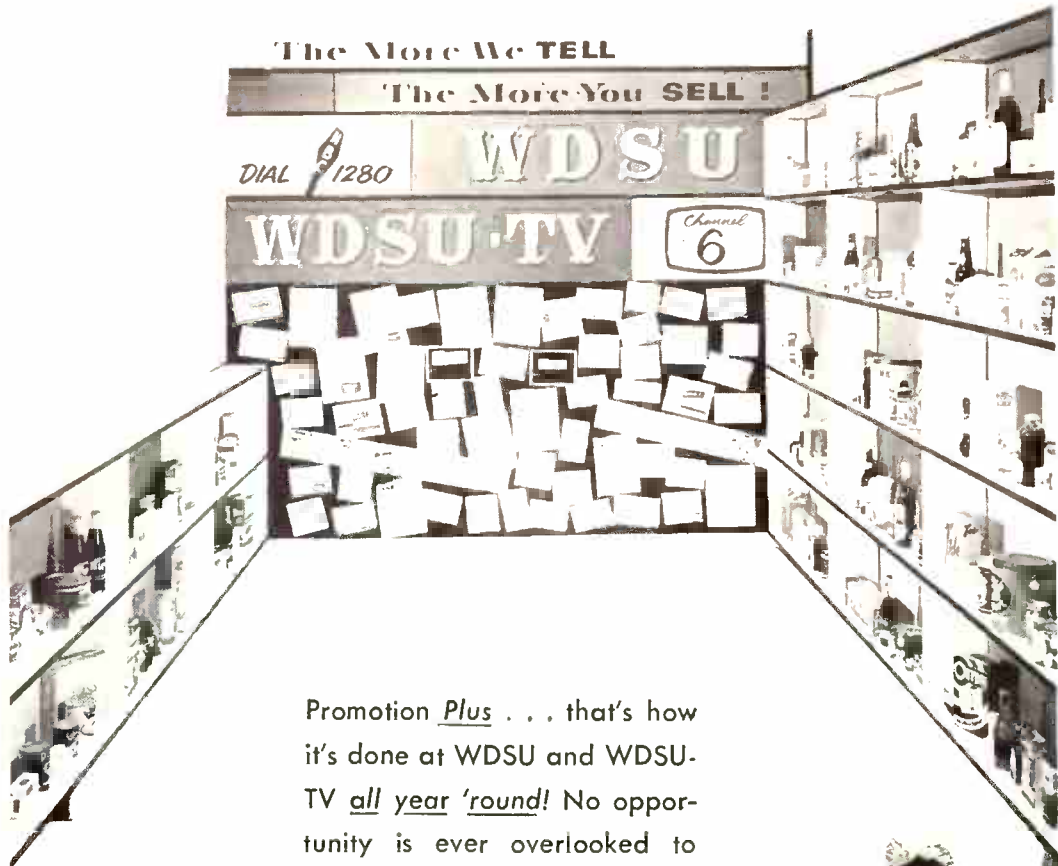
HAL JAMES
V.P. and Radio-TV Dir.
Ellington & Co., Inc.

Any questions?

SPONSOR welcomes questions for discussion from its readers. 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. Topic in 1 June issue will be: "One network president told SPONSOR he thought better and cheaper network radio and TV would result if nighttime radio abdicated to TV and daytime TV to radio. What do you think?"

Promotion Plus

HERE'S ANOTHER "EXTRA" . . .
WDSU AND WDSU-TV
GO TO THE FOOD FAIR!



Promotion *Plus* . . . that's how it's done at WDSU and WDSU-TV *all year 'round!* No opportunity is ever overlooked to effectively promote our sponsors' products. A recent example was our booth at a statewide grocers convention. Spotlighted in the colorful display was Amanda Lee, WDSU-TV's popular cooking personality who greeted over 7,800 aggressive, sales-minded grocers. This latest "extra" is typical of our year 'round program of Promotion *Plus* for our clients.



Write, Wire or Phone Your JOHN BLAIR Man!



Perfect climate for

KNX





ales . . .
year-round!

Like the weather, sales in Southern California conform to a steady year-round pattern, rather than fluctuating with the seasons. And KNX provides the perfect atmosphere for sales — Fall, Winter, Spring...and good old Summertime.

BRISK SUMMER TRADE:

Take Summer as a year-round sales barometer: Your customers in Southern California make exactly one-quarter of their total annual purchases in July, August and September, in perfect balance with the other three quarters of the year. These Summer sales alone amount to almost two billion dollars—more than the people of Toledo, Omaha, Fort Worth, Tampa, and Jersey City *combined* spend in a whole year!

CONTINUOUS CASH-INFLUX!

Year-round, free-spending vacationers (with thousands upon thousands of portables and car radios) flood Southern California resorts. Last year these visitors numbered three and a half million. And 38% of them arrived in the three Summer months.

STEADY AIR ACTIVITY!

Through all the seasons, too, radio listening stays at the same high level. In Los Angeles and Orange counties alone 379,020 families have their radios tuned in during the average Summertime quarter-hour, compared with 368,370 families in the Fall.

And KNX — any month, any season — reaches more of your potential customers than any other station in Southern California!

SALES FORECAST:

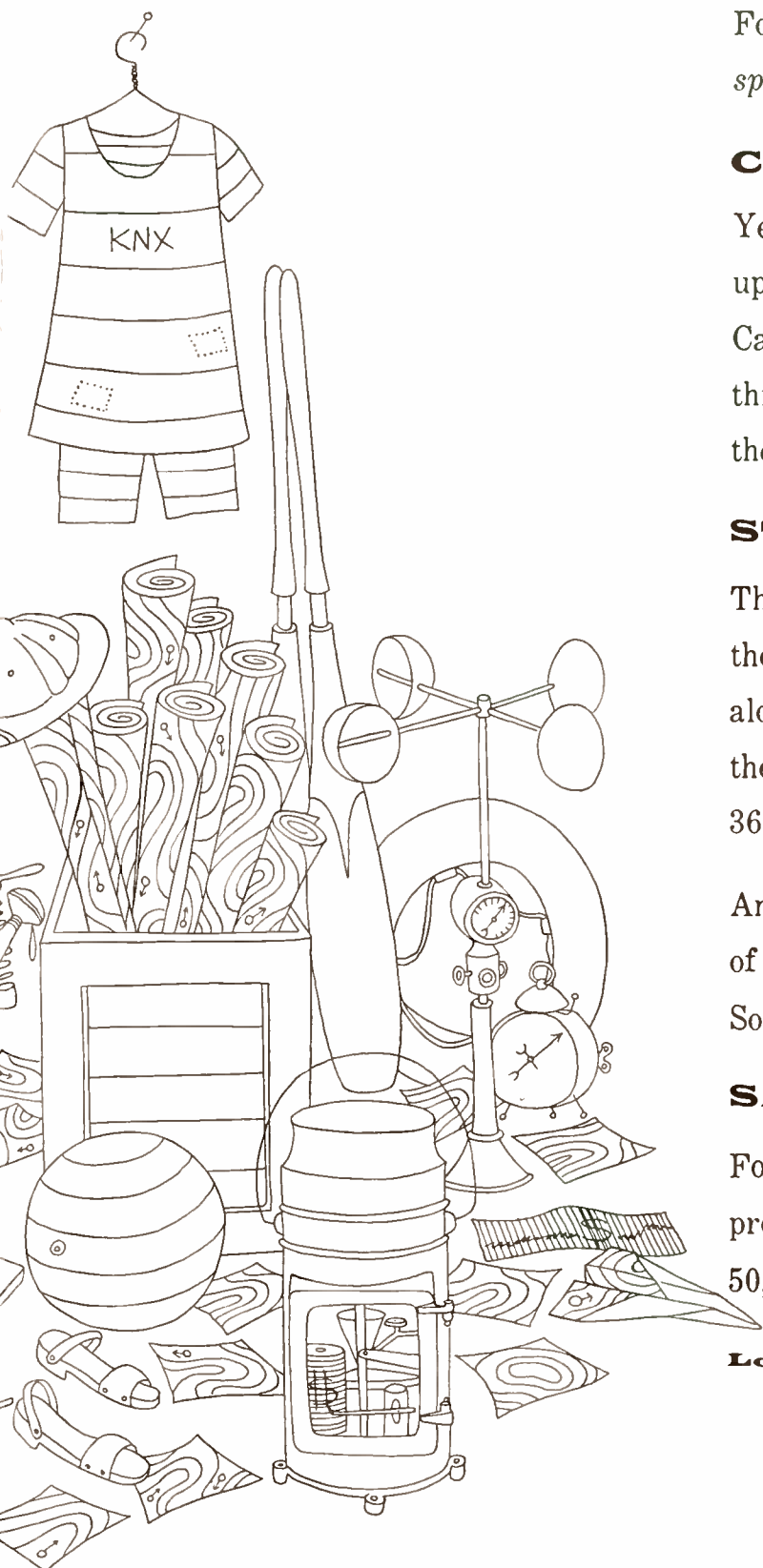
For Los Angeles and vicinity, moving masses of your product to be followed by rising profits...when you use 50,000-watt KNX *year-round*.

Los Angeles • CBS Owned

KNX

Represented by

CBS Radio Spot Sales



New England's
**fastest
growing
area** is Eastern
Conn... Served best
by its largest city
***NORWICH** thru
WICH

Some of Eastern
Connecticut's big
installations include

- **DOW CHEMICAL**
(Six miles from Norwich)
- **ELECTRIC BOAT CO.**
(Submarines)
- **SUB BASE, GROTON**
(Ten miles, nearly 15,000 people)
- **PHIZER CHEMICAL**
- **AMERICAN SCREW CO.**
- **U. S. FINISHING CO.**
- **AMERICAN THERMOS CO.**
and hundreds more.

Here is the #1 Hooper
station with the best Local Music
and News programming and

Now
one low rate
6:00 AM-10:15 PM



contact John Deme, Mgr.
*Norwich 37,633 New London 30,367

round-up



22-minute film provides closeup look at broadcasting

To take Mr. and Mrs. Average Listener on a behind-the-scenes tour of a typical local radio station, Albany's WNKW has filmed a 22-minute documentary telling the story of broadcasting operations.

The film, a year-and-a-half in the making, shows actual scenes in broadcasting and techniques used to present programs. It takes the audience on location for remote broadcasts and explains commercial sponsorship, showing its value to the general public in

providing entertainment and public interest features.

The film was produced by the Champlain Valley Broadcasting Corporation (WNKW), Stephen R. Rintoul, president. It is being released, free of charge, to civic, fraternal, educational, and church groups, in the area.

Walter J. Maxwell was writer and director; George Wetmore, technical director; Walter Neals, art; Lyle Bosley, narrator; Earl McGuirk and Fred Chambers, photographers. ★★★

New members of the board are chosen at 4A's convention

New members of the board of the 4A's pose for their portraits following their election at the group's Thirty-Fifth annual meeting last month in White Sulphur Springs, W. Va.

Left to right, front row, in picture below are Louis N. Brockway, Young & Rubicam, N. Y., retiring chairman, advisory council; John P. Cunningham, Cunningham & Walsh, N. Y., chairman, advisory council; Henry M. Stevens, J. Walter Thompson, N. Y., chairman of the board; Earle Ludgin, Earle Ludgin & Co., Chi., vice chairman; Winthrop Hoyt, Charles W. Hoyt Co., Inc., N. Y., secretary-treasurer. Second row, same order; Clifford L. Fitzgerald, Dancer-Fitzgerald-Sample, N. Y.; Frederic R. Gamble, 4A's presi-

dent; Harold H. Webber, Foote, Cone & Belding, Chi.; George Link Jr., association counsel; third row: Kenneth W. Akers, The Griswold-Eshleman Co., Cleve.; E. E. Sylvestre, Knox Reeves Adv., Minneapolis; William R. Baker Jr., Benton & Bowles, N. Y.; J. Paul Hoag, Hoag & Provandic, Boston; Edwin Cox, Kenyon & Eckhardt, N. Y.; Marion Harper Jr., McCann-Erickson, N. Y.; rear row: Henry G. Little, Campbell-Ewald, Detroit; George P. Richardson Jr., J. Walter Thompson, Detroit; Dan W. Lindsey Jr., Lindsey & Co., Richmond; Lawrence Valenstein, Grey Adv., N. Y.; Charles R. Devine, Devine & Brassard, Spokane. ★★★

(Please turn to page 63)



*"This is the land
of Milk and
Honey"*

WISCONSIN

*More
people than
Baltimore, the 6th
largest city in the U.S.A*

The story of

CHANNEL 2 IN THE "LAND OF MILK AND **M**HONEY"

WBAY-TV, with maximum 100,000-watt power and a tower 811 feet above average terrain, is designed to serve 1,150,000 Wisconsin and Michigan people from Green Bay



The story of WBAY-TV is a story of big-ness, uniqueness and reputation.

Reduced to terms of significance to the buyer of TV advertising, it is the story of:

—Maximum power—100,000 watts
—on Channel 2.

—Coverage of an intensive industrial area, plus America's richest dairy-land.

—A market with \$1,189,679,000 in retail sales.

—A market which ranks among the best in economic stability.

—A market which is becoming more civilized every year.

—A station management with a dis-

tinguished record for creative programming and alert know-how in radio, all of which it has transposed to TV.

To each of three groups the call letters WBAY in radio has for over 20 years had a special meaning:

To the area's listeners it has meant personalities, programs and public service tailored to regional characteristics and needs.

To advertisers it has meant a station on which you buy a franchise to loyal audiences and not merely participation in a schedule.

To advertising agencies it has meant an exceptionally low cost-per-1000, consistent audience promotion and

This presentation was researched on the scene, and prepared in its entirety by SPONSOR Presentations, Inc., for WBAY-TV.

streamlined service.

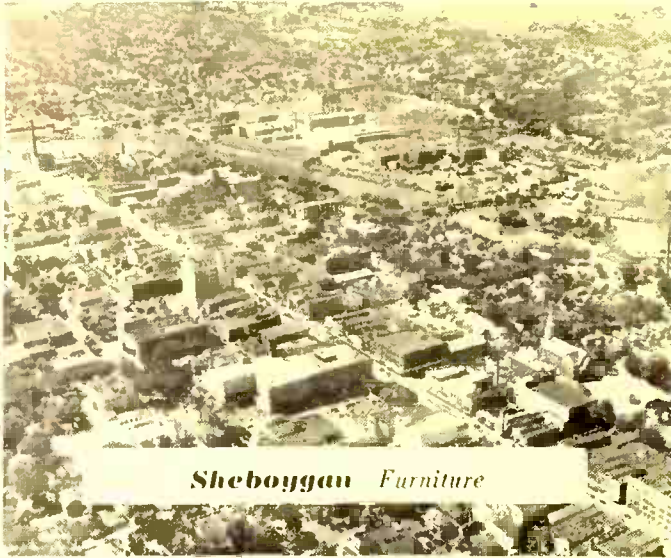
All these meanings have been integrated into the WBAY-TV operation.

WBAY-TV began its regular schedule of operation 17 March 1953 with 6,000 watts on Channel 2 and with a tower 465 feet above average terrain. In late September or early October will inaugurate its full maximum power of 100,000 watts and have completed construction of its new tower 811 feet above average terrain.

WBAY-TV is a basic CBS-TV station. It's also affiliated with ABC and DuMont. An accurate check listed more than 60,000 sets in the area as of 1 May. With the advent of 100,000-watt power the count, it is conservatively estimated, will be in excess of 200,000 sets in Eastern and Central Wisconsin and Upper and Lower Michigan.



Green Bay Paper



Sheboygan Furniture



Manitowac Shipbuilding



Traverse City, Mich. Canning



Fond du Lac Leather-milling



Ironwood, Mich. Mining

WBAY-TV's MARKET: GREAT INDUSTRIAL AREA AND RICHEST DAIRYLAND

Station's primary in region of fast expanding industry and citification; where in '52 retail sales were \$1.2 billion

The WBAY-TV primary area is a pattern of highly industrialized cities and towns—which, added together, make up a city of far more than 500,000 people far removed from any other metropolitan center.

This industrial area, plus America's richest dairyland, is blanketed only by WBAY-TV (see coverage map, page 4). The combination well bears out the slogan—"The Land of Milk and Money."

Each city has its own newspaper and one or more radio stations, but only with WBAY-TV can you *completely* saturate this entire market.

Here are some facts about the WBAY-TV market that are culled from a recent series on the State's economic future "Wisconsin's Balance Sheet"—in the Milwaukee Journal:

Wisconsin is an industrial state and is coming more industrialized and citified every year.

The census today classifies six out of every 10 Wisconsin residents as urban; a sizeable portion of rural residents work in towns and cities. The state ranks 20th among the 48 in urbanization.

Of the 1,000,000 Wisconsin persons with jobs in industry, construction, trade and on various Governmental payrolls well over 40% are within the

WBAY-TV primary. (This is exclusive of the people in similar classifications in WBAY-TV's upper and lower Michigan coverage. Such as Menominee, Traverse City and Escanaba.)

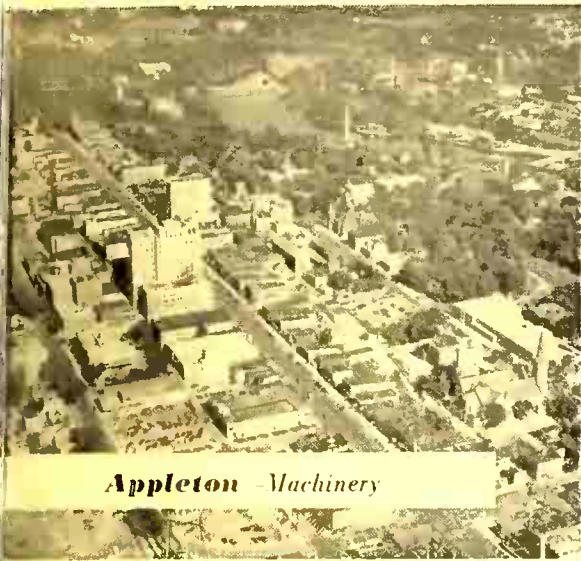
Of these million plus job holders, Wisconsin State Industrial Commission figures show a total of 474,800 employed in manufacturing.

Three times as many Wisconsin residents work in factories and offices and other "city" jobs as work on farms. (The ratio in the heavy industry concentration coming within WBAY-TV's primary is closer to five to one.)

Eighty percent of the total population increase in Wisconsin, between 1940 and 1950, came within the State's great industrial Triangle. WBAY-TV's Primary coverage represents a highly potent segment of this triangle.

To retailers and consumers throughout the country, the label "Made in Green Bay, Appleton, Kankana, Oshkosh, Sheboygan, Wausau, Fond du Lac, Manitowoc, Menasha, Traverse City" is becoming almost familiar as "F.O.B. Detroit."

There is no Audience Hiatus in the "Land of Milk and Money." The WBAY-TV area offers all-year-round impact for the advertiser. Its land o' lakes region annually lures hundreds of thousands of vacationers.



Appleton -Machinery



Oshkosh Lumber



Waausau Electrical equipment

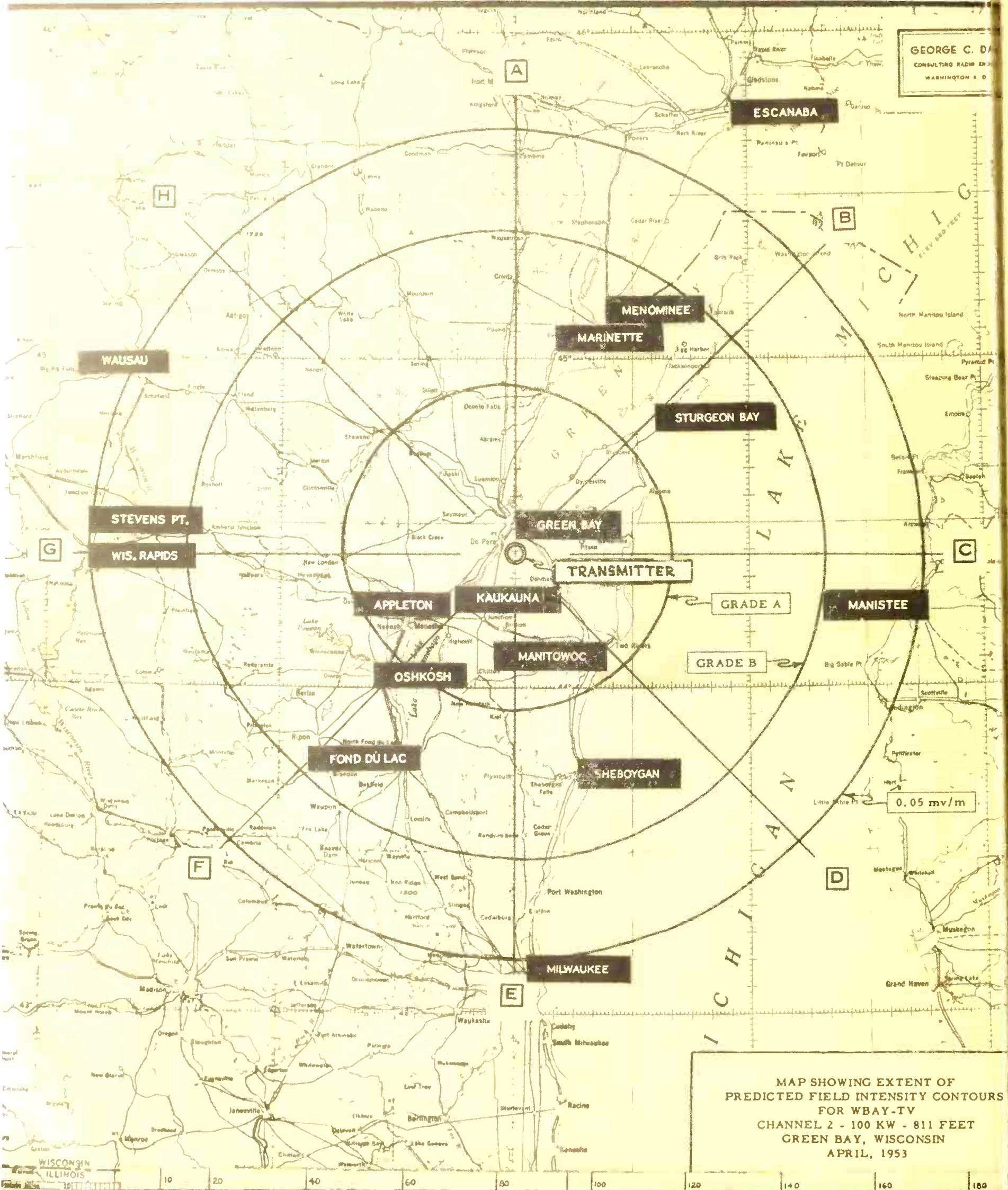
Basic market data on WBAY-TV's primary

COUNTIES	POPULATION	HOUSEHOLDS	RETAIL SALES	FOOD	DRUG	HOME FURN.	BLDG. MAT. & HDW	APPAREL
Adams	8,000	2,380	\$4,677,000	\$881,000				
Brown	99,000	26,630	114,043,000	23,763,000	\$3,236,000	\$7,217,000	\$9,351,000	\$9,407,000
Calumet	19,000	5,130	18,739,000	3,036,000	339,000	767,000	3,498,000	279,000
Columbia	34,200	10,050	41,348,000	7,424,000	1,045,000	1,088,000	7,084,000	1,510,000
Dodge	58,000	16,130	50,168,000	10,940,000	1,062,000	1,931,000	9,022,000	1,547,000
Door	21,000	6,030	21,798,000	5,068,000	581,000	863,000	3,945,000	716,000
Florence	3,800	1,090	2,328,000	802,000				
Fond du Lac	68,200	19,010	77,650,000	15,922,000	2,546,000	3,459,000	11,494,000	5,300,000
Forest	9,500	2,540	6,778,000	1,408,000	183,000	116,000	1,066,000	239,000
Green Lake	14,800	4,530	18,406,000	3,472,000	290,000	628,000	4,505,000	674,000
Kewaunee	17,500	4,760	14,225,000	2,213,000	261,000	1,608,000	2,193,000	350,000
Langlade	22,100	5,930	24,197,000	5,612,000	403,000	1,004,000	3,024,000	784,000
Manitowoc	67,600	18,830	70,496,000	17,191,000	1,173,000	2,918,000	6,935,000	2,863,000
Marathon	80,800	21,470	80,504,000	15,527,000	1,588,000	3,864,000	9,339,000	3,879,000
Marinette	36,000	10,110	33,509,000	8,658,000	708,000	925,000	3,500,000	1,689,000
Marquette	8,900	2,730	7,254,000	1,543,000	124,000		1,185,000	
Oconto	26,400	7,140	20,241,000	3,666,000	260,000	886,000	3,131,000	519,000
Outagamie	82,200	22,120	92,364,000	19,990,000	2,120,000	4,800,000	12,346,000	5,218,000
Ozaukee	23,500	6,630	24,836,000	5,134,000	561,000	879,000	4,108,000	527,000
Portage	35,100	9,170	30,711,000	7,144,000	910,000	1,587,000	2,969,000	2,862,000
Shawano	35,500	9,450	27,351,000	5,948,000	521,000	549,000	5,347,000	519,000
Sheboygan	81,000	23,760	89,426,000	18,638,000	1,918,000	3,698,000	11,310,000	3,861,000
Washington	34,100	9,450	36,497,000	7,242,000	668,000	1,775,000	6,398,000	906,000
Waupaca	35,300	10,170	41,722,000	7,528,000	907,000	1,497,000	7,581,000	1,482,000
Waushara	14,000	4,200	12,449,000	1,930,000	182,000	335,000	2,416,000	62,000
Wood	50,800	13,750	54,174,000	12,394,000	1,173,000	1,508,000	7,465,000	1,874,000
Winnebago	91,600	26,280	103,103,000	26,395,000	2,700,000	5,152,000	9,232,000	6,133,000
Mason, Mich.	20,700	6,270	22,825,000	6,489,000	701,000	1,484,000	3,623,000	861,000
Manistee, Mich.	18,700	5,720	16,380,000	4,886,000	823,000	1,013,000	1,505,000	805,000
Menominee, Mich.	25,550	9,780	31,450,000	9,720,000	1,220,000	1,148,000	3,516,000	1,499,000
TOTAL	1,142,850	321,240	\$1,189,679,000	\$260,564,000	\$28,203,000	\$52,699,000	\$157,088,000	\$56,375,000

SOURCE: 1952-53 Consumer Markets

THIS IS THE "LAND OF MILK AND HONEY"

M



GEORGE C. DAVIS
 CONSULTING RADIO ENGINEER
 WASHINGTON 25, D.C.

MAP SHOWING EXTENT OF
 PREDICTED FIELD INTENSITY CONTOURS
 FOR WBAY-TV
 CHANNEL 2 - 100 KW - 811 FEET
 GREEN BAY, WISCONSIN
 APRIL, 1953



WBAY-TV'S STUDIO A COVERS AROUND 9,000 SQUARE FEET AND CAN ACCOMMODATE AN AUDIENCE OF 2,500 PERSONS

WBAY-TV IS EQUIPPED FOR MAXIMUM SERVICE

Studios

Studio A: an arena type studio of approximately 9,000 square feet (shown above), with an adjoining stage of 1,400 square feet and a seating capacity of 2,500 persons. The ramp from outdoors leading to Studio A is large enough for the entry of car, truck or tractor. Studio B: 40 by 30 feet, connected with master control. This is an all-purpose studio. Studio C: complete permanent kitchen set, with adjoining livingroom suite.

Cameras

Two RCA TK-11-A studio cameras with a third on order. One RCA TK-20-D film camera. Two 16 mm SOF film projectors. One Projectall multiple purpose projector, including 2 stage 3x4 balopticon projector, 2 stage 2x2 transparency projector, roll-up or moving tape picture attachment and full dissolve between all stages.

Film facilities

Includes Kodak Cine Special, Bell & Howell 70DL camera and a dark-room for processing all photographs and slides. A film editing department with all facilities necessary to any news or other film handling. Screen equipment for viewing of films by sponsor and agencies. Rear screen projector on order.

Production facilities

Equipment and personnel for creation, design and construction of any type of set. A complete art department and workshop.

Music

Hammond organ. Mason Hamlin Grand. Complete recorded music and sound effects library.



A BIG PROP IN WBAY-TV'S PROGRAMING LINE-UP: PARTY LINE LINKS THE AREA TOGETHER WITH UNIQUE HUMAN INTEREST

WBAY-TV CAPITALIZES ON REPUTATION FOR SOUND CREATIVE PROGRAMING

In the field of creative programing the management of WBAY-TV is more than maintaining the reputation it gained with WBAY as "Wisconsin's most show-ful station." For WBAY-TV the sights are even higher.

Twenty-five percent of all WBAY-TV programing is of local origination and the policy is to keep it geared at around that proportion.

WBAY's flair for program creation has over the years brought several columnar accolades from "Variety,"

Each program or personality undertaking basically has the same direction: a strong identity with the region serviced by the station. The singularly successful *Party Line* now in its 11th year on WBAY graphically points up this fact. In describing how the station "makes one great big party line out of this whole Green Bay area." "Business Week" wrote:

"A daily listener to WBAY probably drinks morning coffee to exactly that background—the station's own

Party Line program. It's a show where people phone neighborly-like, asking household questions, telling of things they've lost, found or need. It includes a recital of the babies born the day before, a trading post and other things that make WBAY the hub of closely knit community interests."

WBAY-TV has supplemented the cream of its locally created programs which have made their mark in radio with a host of programs specifically created for TV. In addition to being heard on radio the following programs are now seen on WBAY-TV: *Party Line*, *the Captain Hal Show*, *Koffee Klatsch*, *Talent Hunt*, *Michael Griffin's News*, *Clair Stone's Sports*, *Heleen Day's Kitchen Club*, *Town Hall Tonight*.

Here are the highlights of WBAY-TV's programs

The Wisconsin Story A weekly half-hour of dramatized episodes on the history of Wisconsin; a cavalcade dating from 1636.

TV Talent Hunt A television adaptation of a program that gained exceptional favor on W.B.A.Y., with the performers both professional and amateur.

TV Party Line The TV cameras translate to sight a morning W.B.A.Y. program that's a daily "must" in the station's area; and a consistent sell-out for four years.

Town Hall Tonight Even before their debut on TV the Town Hall Players rated as Wisconsin's own most-seen unit of dramatic and musical entertainers. Played to 177,000 paid admissions on 317 personal appearances last year in W.B.A.Y.'s Zone of Influence. They're also big jukebox favorites in 17 Wisconsin counties.

Sagebrush Playhouse Daily Western films for the youngsters, (and adults), with Eddie Jason as m.c.

Meet the Issue A panel discussion of regional issues and problems, with Michael Griffin as moderator and four guest reporters or editors from Wisconsin newspapers quizzing public officials and others.

Wisconsin At Work Behind the scenes stories in documentary and interview form dealing with Wisconsin's growth and eminence as an industrial and agricultural center.

Wisconsin at Play Romantic stories of Wisconsin and Michigan as recreational and vacation lands.

Dairyland, U.S.A. By and for the Wisconsin dairy farmers; in cooperation with the agricultural department of the University of Wisconsin.

Televisit An open-house vehicle in which viewers are brought into intimate contact with WBAY-TV's programming developments and personalities; includes comment on the TV world and a question box; m.c.'d by Burke Farquhar.



TOWN HALL PLAYERS: The transition of this troupe to TV is natural; it played last year to 177,000 paid admissions

MEET THE ISSUE: Ideally tailored for a region where public questions and problems excite a high level of interest



Each of WBAY-TV's personalities is closely integrated with the area



Hal O'Halloran

Famed as network "Steamboat Bill," he doubles as Fire Chief of kid show to Noon Hour Jamboree

Helen Day

Behind her daily kitchen show is a wealth of radio know-how and untold personal appearances



Cleir Stone

Northeastern Wisconsin has for 12 years recognized him as its top authority on all sports. He's also a prominent figure in the region's noted fishing, hunting and conservation activities



Bob Nelson

"Mr. Weatherman" got started on forecasting at college and lived it at airport bureaus

Eddie Jason

Two shows a day and m.c. of the Town Hall Players have made him area's top air personality



Michael Griffin

His news programs may frequently start arguments, but he's always close to the news, problems and thinking of the area. Background: Time Magazine editor, several city editorships, the Paris Times





A BUILDING SPACIOUS ENOUGH FOR ANY ORIGINATION OR COMMERCIAL SERVICE

MANAGEMENT FAMED FOR SHOWMANSHIP

WBAY has been one of the most commented-about stations in radio the past 14 years. The accolades and references in consumer magazines ranging from Variety to Business Week—have been many and frequent.

The reason for all this, plus outstanding commercial success:

1. A programing formula founded on creating and developing its own personalities.

2. Investing as many of the programs as possible with (what Business Week termed) an over-the-back-fence flavor.

3. Regularly scheduled personal appearances throughout the Zone of Influence of all on-the-air personalities.

These basic tenets are now part and parcel of WBAY-TV.

Here are some examples of the sort of showmanship stunts in the realm of public service that have contributed to WBAY's reputation for audience promotion:

Annual contest marking the spring opening of the Fox River. (More than 25,000 letters and cards were received

the five days of the 1953 contest.)

Annual Santa Claus Caravan. (Over 36,000 boxes of candy were distributed gratis to children in the area Christmas 1952.)

Annual Fishing Party in which community-selected anglers (70-odd in 1952) compete in a 3-day Fishing Derby (all expenses paid by the station) at Northern Holiday, a Fisherman's Paradise on Lake Gogebic in Upper Michigan.

Annual January junket at WBAY's expense of the Junior Packers football team to the Pop Warner Foundation's Santa Claus Bowl at Lakeland, Fla.

Annual award of college scholarships.

WBAY-TV went on the air with every member of the staff thoroughly grounded in the new medium. Each department head, whether management, technical or programing, had a background of local TV station operation. (See biographical sketches at right.) The same principle has applied generally in the augmenting of the staff.

NATIONAL SALES REPRESENTATIVES: **WEED TELEVISION**

NEW YORK • BOSTON • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO • ATLANTA

Rev. M. Beemster

Managing director, representing owners, Norbertine Fathers, on over-all policy since '47



Haydn R. Evans

TV-AM General Manager. Created Party Line, Pot O'Gold, other net shows. Mgr. here since 1939



Burkett Farquhar

He took over as Manager at WBAY-TV after four years at WOI-TV, Ames, Ia., included Prog. Mgr.



Robert C. Nelson

WBAY-TV Sales Mgr., with 12 years in radio sales and management; also sales promotion



Wally Staugel

Chief Engineer of WBAY for 18 years, and now WBAY-TV, with 20 years of service in radio



Milton Geis

Art Director. Started in TV with Milwaukee Station. Graduate of Layton School of Art



Jim Krause

Came to WBAY-TV as Film Director following three years with a leading TV station



Lee Dudek

Production Manager. Has had three years of varied experience in TV, with a radio background also



W. Mautschot, Jr.

Staging Director. His background: two years at WTMJ-TV, film studios and theatre work



Robert B. Meister

WBAY-TV's Promotion Manager: 10 years of radio promotion, continuity and production



ROUND-UP

(Continued from page 54)

Drug council plans first ad drive to aid retailer

For the first time in the history of the organization, the Pharmaceutical Council of Greater New York has launched an advertising campaign to aid the independent druggist.

The initial phase of the all-media ad drive is the Council's sponsorship of a radio program, *Tello-Test*, over WOR Monday through Friday (3:45-4:00 p.m.). Among participating sponsors on the program will be Colgate-Palmolive-Peet, for its dental cream.

The advertising program is geared to support the Council's 4,100 independent drug store members in the metropolitan area. Every member store is pledged to display advertised merchandise prominently, and make use of such merchandising aids as placards, window streamers, signs. Wholesalers will distribute these aids to the dealer.

During future months, newspaper and TV drives will feature Colgate, Helene Curtis, Kings Men Toiletries, V.C.A. Laboratories (Rybutol), Owens Brush Co., and others.

Briefly . . .

A nationwide appeal for clothing for Korea over the *Garry Moore Show*, CBS TV, on behalf of American Relief for Korea, Inc., is helping the society reach its two-million pound goal. The appeal was made on the portion of the show sponsored by the Masland carpet



Sponsor, star help load clothes for Korea

manufacturing firm. In the picture above, Frank E. Masland Jr. (left), president of C. H. Masland & Sons, Carlisle, Pa.; and Garry Moore hoist the first of a carload of bales of clothing onto a truck. Checking off the load, at right, is Colonel Ben C. Limb, ambassador-at-large to the United Nations. ★ ★ ★

18 MAY 1953

This is Mr. Arthur E. Harroun

President, Odessa Savings & Loan Association



This is what he says

"My regard for Fulton Lewis, Jr., is two-fold. On the personal level, he is, in my opinion, one of the most distinguished commentators on the air today. From a business standpoint, the fact that his program commands a large audience in the West Texas area is reason enough for the Odessa Savings and Loan Association to sponsor Mr. Lewis on KRIG, Odessa. His high type of program is in keeping with our policies."

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

New and upcoming television stations

Box Score

Total no. of U.S. stations on air, incl. Honolulu (as of 8 May '53)	170	No. of post-freeze CP's granted (excluding 16 educational grants; as of 8 May '53)	338	Per cent of all U.S. homes with TV sets (as of 1 Apr. '53)	51.0% §
No. of markets covered	111	No. of grantees on air	62	Per cent of all homes in TV coverage areas (as of 1 Apr. '53)	75.9% §
		No. of TV homes in U.S.	23,256,000 §		

I. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ON-AIR TARGET DATE	POWER (KW)**		STATIONS ON AIR	SETS IN MARKET†	LICENSEE-OWNER	ADDRESS & MANAGER	REPRESENTATIVE
					VISUAL	AURAL					
Lancaster, Pa.		21	7 May	-----	18.4	11.1	1	183,000§	Harold C. Burke	306 Southway, Baltimore, Md.	
Hubbock, Tex.	KFYO-TV	5	7 May	-----	100	50	1	25,000	Plains Radio Bdstg. Co. (KFYO)	914 Avenue J	O. L. Taylor
Richmond, Ky.	WFTM-TV	60	29 Apr.	-----	81	47	0	NFA	Blue Grass TV Co. (WFTM, Maysville, Ky.)	c/o J. W. Betts, Tobacco Sq., Maysville, Ky.	
San Francisco, Cal.	KSAN-TV	32	29 Apr.	-----	81	46	3	600,000§	S. H. Patterson	1355 Market St.	

II. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	POWER (KW)**		NET AFFILIATION	STNS. ON AIR	SETS IN MARKET†	LICENSEE-OWNER	MANAGER	REPRESENTATIVE
				VISUAL	AURAL						
Bethlehem, Pa.	WLEV-TV	51	8 May	2.25	2.25	NBC	1	NFA	Associated Bdestrs.	Thomas Nunan	Meeker
Ft. Lauderdale, Fla.	WFTL-TV	23	4 May	19	9	NBC	1	12,000 UHF	Gore Publishing Co.	Noran E. Kersta	Weed TV
Muncie, Ind.	WLBC-TV	49	8 May	16	8.1	All four	1	NFA	Tri-City Radio Corp. (WLBC)	W. F. Craig	Walker
Phoenix-Mesa, Ariz.	KTYL-TV	12	3 May	33	16.5	Primary NBC	2	56,800§	Harkins Bdstg. Inc. (KTYL)	Harry Nace, Jr., Pres.	Avery-Kn
Sioux Falls, S. D.	KELO-TV	11	13 May	55	33	NBC, ABC	1	21,500	Midcontinent Bdstg. Co. (KELO)	Evans A. Nord	O. L. Taylor

III. Addenda to previous C.P. listings

These changes and additions may be filled in on original chart of post-freeze C.P.'s appearing in SPONSOR's 9 February issue, and in issues thereafter.

Akron, Ohio, WAKR-TV, ch. 49, new target June '53; to affil. with ABC about 1 July; gen. mgr., S. Bernard Berk; nat'l rep, Weed TV
 Belleville, Ill., WTVI, ch. 54, now DuM affil., nat'l rep, Weed TV
 Bloomington, Ill., ch. 15, new call WBLN
 Buffalo, N. Y., WBUF-TV, ch. 17, target 1-15 June '53
 Butte, Mont., ch. 6, new call KXLF-TV
 Champaign, Ill., WCIA, ch. 3, target 1 Sep. '53
 Columbia, S. C., WNOK-TV, ch. 67, new target 1 June '53
 El Paso, Tex., KROD-TV, ch. 4 (on air), became ABC affil. 4 May in addition to CBS, DuM
 Fargo, N. D., WDAY-TV, ch. 6, new target 22 May '53; NBC affil.; pres., E. C. Reineke; nat'l rep, Free & Peters

Fresno, Cal., KMJ-TV, ch. 24, target 1 June '53
 Hannibal, Mo., ch. 7; new call KHQA-TV (formerly KGMO-TV)
 Harrisburg, Ill., WSIL-TV, ch. 22, new target Nov. '53
 Houston, Tex., ch. 23, new call KTVP
 Kansas City, Mo., KCTY, ch. 25, new target early June '53; gen. mgr., Alex Struthers
 Las Vegas, Nev., KLAS-TV, ch. 8, new target 1 Jul. '53; gen. mgr., Alex Struthers
 Lincoln, Neb., KFOR-TV, ch. 10, new target 31 May '53; nat'l rep, Paul Raymer
 Longview, Tex., KTVE, ch. 32, new target 20 July '53
 Macon-Warner Robins, Ga., WMAZ-TV, ch. 13, target 27 Sep. '53; to be primary CBS, secondary DuM affil.; nat'l rep, Katz
 Madison, Wis., WMTV, ch. 33, target now 21 June '53; to be ABC, NBC, DuM affil.; sales mgr.,

Morton J. Wagner; nat'l rep, Bolling (see also Addenda, 4 May issue)
 North Adams, Mass., WMGT, ch. 74, target 1 Nov. '53; nat'l rep, Walker
 Oklahoma City, Okla., ch. 25, new call KTVQ
 Rochester, Minn., KROC-TV, ch. 10, new target 1 June '53; nat'l rep, Meeker TV
 Rochester, N. Y., ch. 27, new call WGV
 Saginaw, Mich., WKNX-TV, ch. 57 (on air) to carry programs from all four nets
 Scranton, Pa., WGBI-TV, ch. 22, new target 7 June '53
 Scranton, Pa., WTVU, ch. 73, new target 1 June '53
 South Bend, Ind., WSBT-TV, ch. 34 (on air), became ABC affil. as of 15 April; now affil. with all 4 nets
 St. Joseph, Mo., KFEQ-TV, ch. 2, new target July '53
 Wheeling, W. Va., WTRF-TV, ch. 7, target 1 Nov. '53; nat'l rep, Walker

*Both new C.P.'s and stations going on the air listed here are those which occurred between 25 April and 8 May 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. Set figures as of 1 March 1953. Where UHF is not specified set figures are VHF. In box score, total TV homes figure is as of 1 April. Percentages on homes, with sets and homes in TV coverage areas are considered approximate. NFA: No figures available at press time on the number of sets in the market.



THE VISITOR

PRIVATE
PROPERTY
—NO—
ADMITTANCE

Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

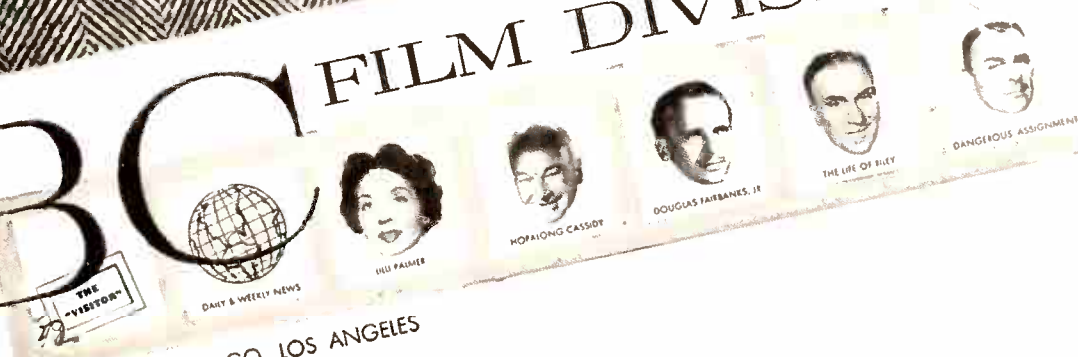
In your markets, at local prices, you can sponsor this high-rated program *exclusively*. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES



"FOLLOW THAT MAN!"



He's **RALPH BELLAMY..**

whose exciting "Man Against Crime"
adventures—retitled "Follow That Man"
—are now available **FIRST-RUN**
in many television markets.

Ralph Bellamy—the "Man Against Crime"—already has a vast following that numbers millions of TV families every week!

Now, these same swiftly-paced films, made expressly for television, are being offered to local or regional advertisers for first-run sponsorship in many important TV cities. These are the same half-hour programs—featuring the same unique outdoor locations and realistic action—that have earned "Man Against Crime" an average nationwide rating of 35.7.*

Another MCA-TV Advertising Showcase, "Follow That Man" brings a ready-built audience acceptance and a can't-miss sales formula to local and regional television. Your customers will follow that man! For all details, contact your nearest MCA-TV office.

*Nielsen national ratings, Oct. '52—March '53

another advertising **SHOWCASE** from

FOLLOW THAT MAN... FIRST-RUN IN THESE TV MARKETS:

- | | |
|---------------------|---------------------|
| St. Louis | Oklahoma City |
| Providence | Utica |
| Milwaukee | Mobile |
| Schenectady | Spokane |
| Portland, Ore. | Montgomery |
| New Britain | Jackson, Miss. |
| Buffalo | Atlantic City |
| Toledo | Saginaw |
| Rochester | Baton Rouge |
| Nashville | Springfield,
Mo. |
| Grand Rapids | Austin |
| Wilkes-Barre | Sioux City |
| South Bend | El Paso |
| Peoria | Amarillo |
| Roanoke | Colorado Springs |
| Wilmington,
Del. | Bangor |

NEW YORK: 598 Madison Avenue — PLaza 9-7500
 CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
 BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
 SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
 CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
 DALLAS: 2102 North Akard Street — PRospect 7536
 DETROIT: 1612 Book Tower — WOODward 2-2604
 BOSTON: 45 Newbury Street — COpley 7-5830
 MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863



Film notes and trends

3-D "over-rated": TV industry interest in 3-D was stirred recently by ABC's demonstration of 3-D in a 30-minute telecast over KECA-TV, Hollywood. Industry veterans made these observations, however: (1) 3-D TV requires the use of polarized glasses; (2) a specially designed TV receiver with two (instead of the usual one) picture tubes is necessary; (3) present TV sets cannot receive 3-D pictures; to convert existing sets to receive these telecasts, an outlay of at least \$150 is required.

A SPONSOR poll of TV film producers revealed most companies specializing in films for television aren't enthusiastic over the prospect of bringing this latest film development into the home.

As the eastern manager of one TV film firm put it, "a lot of people are making a lot of noise about three-dimensional films, but nobody's going to care about it in a few years from now." He compared 3-D to the latest development in radio, frequency modulation. "Both are just slight refinements of established processes," he continued. "In the long run, I don't think either one will make significant changes in the media."

Another observation on the 3-D technique for television comes from Bob Kirsten, of Telenews Productions. Said Kirsten: "I think the idea of 3-D is a little ridiculous in the home. The largest TV screen made is still too small to successfully get across the idea. And even if 3-D television were perfected, most people wouldn't want to spend any extra money on it. You'd have to have a gadget that would adapt it to present sets."

Who buys 'em?: Beverage manufacturers are the quickest to grab up filmed shows for local sponsorship, with food manufacturers a close second. This information came to light in a recent eight-month study conduc-

ted by Peter M. Robeck, general manager of Consolidated TV Sales. The research was undertaken to determine what classifications of advertisers are buying Consolidated's film packages.

In cases where sales were made directly to the stations, Consolidated's salesmen in the field checked to discover to whom stations resold films.

Beverage companies take the lead in sponsorship of filmed programming (36%); foods are second (26%); then appliances, 12%; automotive, 10%; dry goods, 8%; banks & utilities, 3%; miscellaneous, 5%.



Signs of expansion: CBS Film Sales, with its new expansion program in full swing, is completing final negotiations for a new half-hour dramatic series budgeted at \$500,000. The series is slated to go into production later on this spring, will have Hollywood stars.

Other signs of increasing film activity are also in evidence at CBS: (1) the firm is handling syndication of *Art Linkletter and the Kids* (39 quarter hours); (2) It scored sales totaling \$500,000 the day following the announcement that *Amos 'n' Andy* was available for syndication; (3) CBS has doubled its film sales staff and is opening new offices in Dallas and Atlanta.



Mortician spreads education: Among the commercial sponsors of the educational-type films distributed by Associated Program Service are a West Coast funeral parlor, a telephone company, and a bank. The films, all produced by Encyclopedia Britannica Films, include 19 separate shows on American history, politics, safety, democracy, science, etc. Before APS took over the films last year, Encyclopedia Britannica distributed them to various educational institutions and clubs around the country. APS does most of its business with the stations themselves. WSPD-TV, Toledo, has been running a variety of the shows five days a week for over a year now from 9:30-9:45 a.m., and the program is No. 2 among morning shows.

TV COSTS GOT YOU DOWN?
The Sportsman's Club
 52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.
SYNDICATED FILMS
 1022 Forbes Street Phone: EXpress 1-1355
 Pittsburgh 19, Pa.

*See top 20 TV films chart, p. 68.

SPONSOR-TELEPULSE ratings of top spots

Chart covers half-hour syndicated film programs

Rank now	Past rank	Shows among top 20 in 10 or more markets Period: 6-12 April 1953 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		4-STATION MARKETS		3-STATION MARKETS						
				N Y	L A.	Chl.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Columbus	Det.	
1	2	Cisco Kid , Ziv (W)	21.5	9.9	11.9	14.6	10.2	25.3	23.3	31.5	23.8	18.5	24.8	
				wnbt 7:00pm	keca-tv 7:00pm	wbkb 2:00pm	wmbw 6:30pm	waga-tv 7:00pm	wbal-tv 7:00pm	wepo-tv 6:00pm	wmbk 6:00pm	wbns-tv 7:00pm	wxyz-tv 7:00pm	
2	12	Favorite Story , Ziv (D)	21.3	10.9	9.0	18.4				15.3	19.8	24.8	15.8	
				wbvt 10:30pm	kttv 8:30pm	wbbm-tv 9:30pm				wepo-tv 9:30pm	wews 10:30pm	wbns-tv 9:00pm	wwj-tv 10:30pm	
3	1	Abbott & Costello , MCA, TCA (C)	23.3	18.0	14.9					13.5	21.3	11.8	19.5	15.3
				wbs-tv 10:30pm	kttv 8:00pm					wmar-tv 10:30pm	wlv-t 9:30pm	wel 10:00pm	wlv-c 9:30pm	wxyz-tv 9:30pm
1	6	Hopalong Cassidy , NBC Film (W)	22.2	18.5	12.0	15.8	11.8	17.3	20.0	16.3	15.3	22.3	16.0	
				wnbt 6:30pm	kttv 7:00pm	wbkb 3:00pm	wmbw 1:30pm	wsb-tv 5:30pm	wbal-tv 5:30pm	wlv-t 5:30pm	wmbk 6:00pm	wbns-tv 1:00pm	wwj-tv 5:30pm	
1	3	Range Riders , CBS Film, Flying "A" (W)	22.2	8.2	9.9	3.2	11.4	15.8			26.8			
				wabc-tv 6:15pm	knxt 7:00pm	wbq 2:00pm	wtop-tv 1:30pm	wsb-tv 6:00pm			wews 6:00pm			
5	11	The Unexpected , Ziv (D)	22.1		4.7	19.2		16.8	12.5		13.5			
					keca-tv 8:00pm	wbbm-tv 9:30pm		waga-tv 10:30pm	wbal-tv 10:30pm		wews 10:00pm			
6	5	Kit Carson , MCA, Revue Prod. (W)	21.8		13.7	15.0		17.8	13.3		12.8	20.3		
					keca-tv 7:30pm	wbkb 2:30pm		wlv-a 6:00pm	wmar-tv 6:00pm		wmbk 6:00pm	wbns-tv 7:30pm		
7	7	Foreign Intrigue , JWT, Shel. Reynolds (A)	21.2	16.9	14.7	11.0	16.0			19.5	21.8		17.5	
				wnbt 10:30pm	knbb 10:30pm	wbkb 10:00pm	wmbw 10:30pm			wkrc-tv 9:30pm	wews 10:00pm		wjkb-tv 10:30pm	
8	8	Boston Blackie , Ziv (M)	21.0	6.5	9.9	24.6				19.8	29.8	15.0	28.8	21.3
				wabd 9:30pm	knbb 7:00pm	wbbm-tv 9:30pm				wbal-tv 10:30pm	wlv-t 8:30pm	wews 10:30pm	wbns-tv 9:30pm	wwj-tv 6:30pm
9	10	Wild Bill Hickok , W. Broidy (W)	20.1	8.5	11.9	12.8	15.6	19.5	20.0	21.8	14.3	28.5	13.3	
				wabd 7:00pm	ktla 6:00pm	wbkb 1:30pm	wtop-tv 1:00pm	wsb-tv 5:30pm	wbal-tv 7:00pm	wlv-t 6:30pm	wmbk 6:00pm	wbns-tv 6:00pm	wxyz-tv 6:30pm	
10	9	Superman , MPTV, R. Maxwell (K)	18.3	5.0	10.2	16.6	6.2	18.3	15.3	14.3	14.3	15.5	15.0	
				wabc-tv 6:15pm	keca-tv 8:30pm	wbkb 7:30pm	wmal-tv 6:00pm	wsb-tv 7:00pm	wbal-tv 7:00pm	wkrc-tv 6:30pm	wmbk 6:00pm	wbns-tv 6:00pm	wxyz-tv 6:30pm	

Shows among top 20 in 4 or more markets (ranking omitted)

China Smith , PSI-TV, Tableau (A)	28.3	14.5	8.4		13.3
		keca-tv 8:30pm	wmbq 9:30pm		wbns-tv 9:30pm
Doug. Fairbanks Presents , NBC Film (D)	20.5	18.5	11.0		13.3
		wnbt 10:30pm	wgn-tv 9:30pm		wwj-tv 10:30pm
Gene Autry , CBS Film (W)	19.6	8.5			
		knxt 7:00pm			
March of Time , March of Time (Doc.)	18.0	4.2	4.3	4.2	10.2
		wnbt 7:00pm	kttv 7:30pm	wbkb 8:00pm	wtop-tv 10:30pm
Liberace , Guild Films, Snader (Mu)	17.6	13.5	4.6	6.2	
		klac-tv 7:30pm	wgn-tv 9:30pm	wttg 7:30pm	
Heart of the City , United TV, Gross-Krasne (D)	17.5	5.5	9.6		14.3
		kttv 7:30pm	wbkb 12:30pm		wxyz-tv 7:00pm
Jeffrey Jones , CBS Film, L. Parsons (M)	16.2		11.0		15.3
			wbbm-tv 10:00pm		wjkb-tv 6:00pm
Cowboy G-Men , United Artists TV (W)	16.1	3.2			7.8
		wplx 7:30pm			wepo-tv 1:30pm
Dick Tracy , Snader (M)	15.6	10.5		12.2	15.8
		wnbt 6:00pm		wttg 5:30pm	wbal-tv 6:30pm

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc.) documentary; (K) kid show; (M) mystery; (Mu) music; (W) western. Films listed are syndicated, half-hour length, broadcast in four or more of above markets. The average rating is an unweighted average of individual market ratings listed above. Blank indicates film not broadcast in this market as of April 1953. While network shows are fairly stable from one month to another, in the market which they run, this is true to much lesser extent with syndicated shows. This should be

A new chart will appear in the 29 June issue

film shows

pecially made for TV†

2-STATION MARKETS				1-STATION MARKETS				
Birm.	Bost.	Dayton	Mpls.	Buffalo	NewOr.	Seattle	St. Louis	
30.3	18.8		19.8	37.5	28.0	47.7	41.0	
wbre-tv 9:30pm	wnac-tv		kstp-tv	wben-tv 5:00pm	wdsu-tv 5:00pm	king-tv 7:00pm	ksd-tv 4:30pm	
	21.3		22.3		51.5	49.5	51.5	
	wnac-tv 10:30pm		wcco-tv 9:00pm		wdsu-tv 9:30pm	king-tv 8:30pm	ksd-tv 9:30pm	
		20.5	18.5	49.5		52.3		
		wlv-d 9:30pm	kstp-tv 5:00pm	wben-tv 10:30pm		king-tv 9:30pm		
	11.0	13.8	27.5	39.0	44.0	39.8	33.0	
wbz-tv 1:00pm	wlv-d 6:00pm	wcco-tv 6:00pm		wben-tv 3:00pm	wdsu-tv 2:00pm	king-tv 6:30pm	ksd-tv 9:30am	
	25.5		25.3		57.0	42.5		
wbz-tv 7:00pm			wcco-tv 5:00pm		wdsu-tv 6:00pm	king-tv 9:00pm		
	12.3		24.8		55.5	49.5		
wnac-tv 6:30pm			wcco-tv 9:30pm		wdsu-tv 9:30pm	king-tv 9:00pm		
22.8	10.3	25.3		42.5		40.5		
wafm-tv 6:00pm	wnac-tv 5:30pm	wlv-d 6:00pm		wdsu-tv 2:30pm		ksd-tv 2:30pm		
	23.5		22.3		54.5	23.5		
	wnac-tv 10:30pm		kstp-tv 9:30pm		wdsu-tv 9:30pm	ksd-tv 11:00pm		
	29.3	26.5	31.8			25.0		
	wnac-tv 7:00pm	whio-tv 9:00pm	wcco-tv 9:30pm			ksd-tv 11:30pm		
22.8	10.0	12.8	16.8	27.5	49.5	25.3	34.5	
wafm-tv 6:00pm	wnac-tv 5:00pm	wlv-d 6:00pm	wcco-tv 5:30pm	wben-tv 1:00pm	wdsu-tv 3:30pm	king-tv 5:00pm	ksd-tv 12:00noon	
	24.5		10.8	15.3	44.5	29.5	25.5	37.0
wafm-tv 6:00pm		wnac-tv 6:30pm	kstp-tv 7:30pm	wben-tv 7:00pm	wdsu-tv 5:00pm	king-tv 5:00pm	ksd-tv 5:30pm	
	30.8			46.5	50.8	48.0		
wafm-tv 9:30pm				wdsu-tv 10:00pm	king-tv 9:30pm	ksd-tv 9:45pm		
	18.8		23.0			38.0		
	wbz-tv 10:30pm		kstp-tv 9:30pm			ksd-tv 10:30pm		
	19.3		19.8			27.8		
wafm-tv 6:00pm			wcco-tv 6:30pm			king-tv 5:00pm		
	11.3	2.0		56.0		52.0		
wnac-tv 6:30pm	wlv-d 9:30am			wben-tv 9:30pm		ksd-tv 9:30pm		
		28.3			46.5			
		wcco-tv 9:30pm			wdsu-tv 10:00pm			
10.3			22.0	53.0				
wbre-tv 9:30pm			wben-tv 11:30pm	wdsu-tv 9:30pm				
	20.0							
wbz-tv 10:30pm								
	13.0		16.3			32.5		
wbz-tv 5:00pm			wcco-tv 4:30pm			ksd-tv 12:30pm		
	23.8							
wbz-tv 6:00pm								

† See when analyzing rating trends from month to month in this chart. †20 markets are covered in chart. Shows only few of these markets are not fully reflected in ratings.

"IN THE EAST"

For COMPLETE FILM PROCESSING




FOR COLOR
it's
Rainbowlab Inc.

NEGATIVE DEVELOPING

FIRST PRINT DEPARTMENT

ULTRA VIOLET & FLASH PATCH TRACK PRINTING

16% & 35% RELEASE PRINTING

QUALITY CONTROL

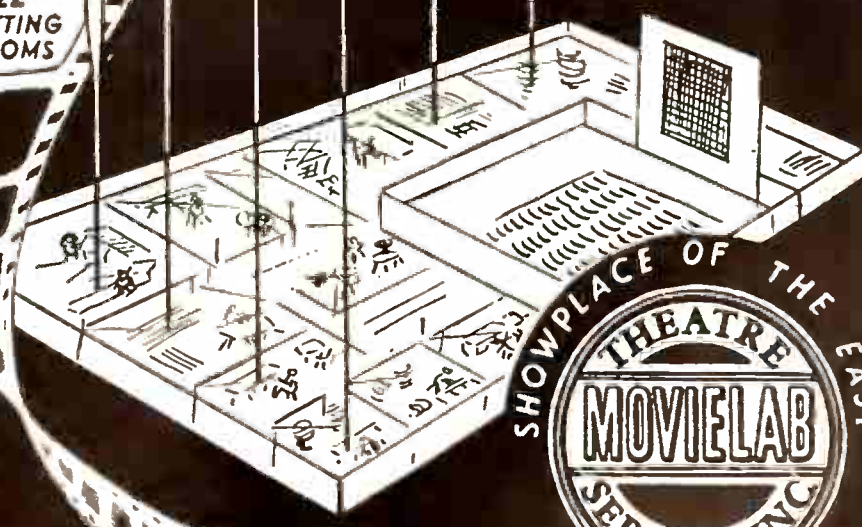
TITLE DEPARTMENT

22 CUTTING ROOMS

ROUND THE CLOCK SERVICE

A NEW ADDITION TO OUR SERVICES

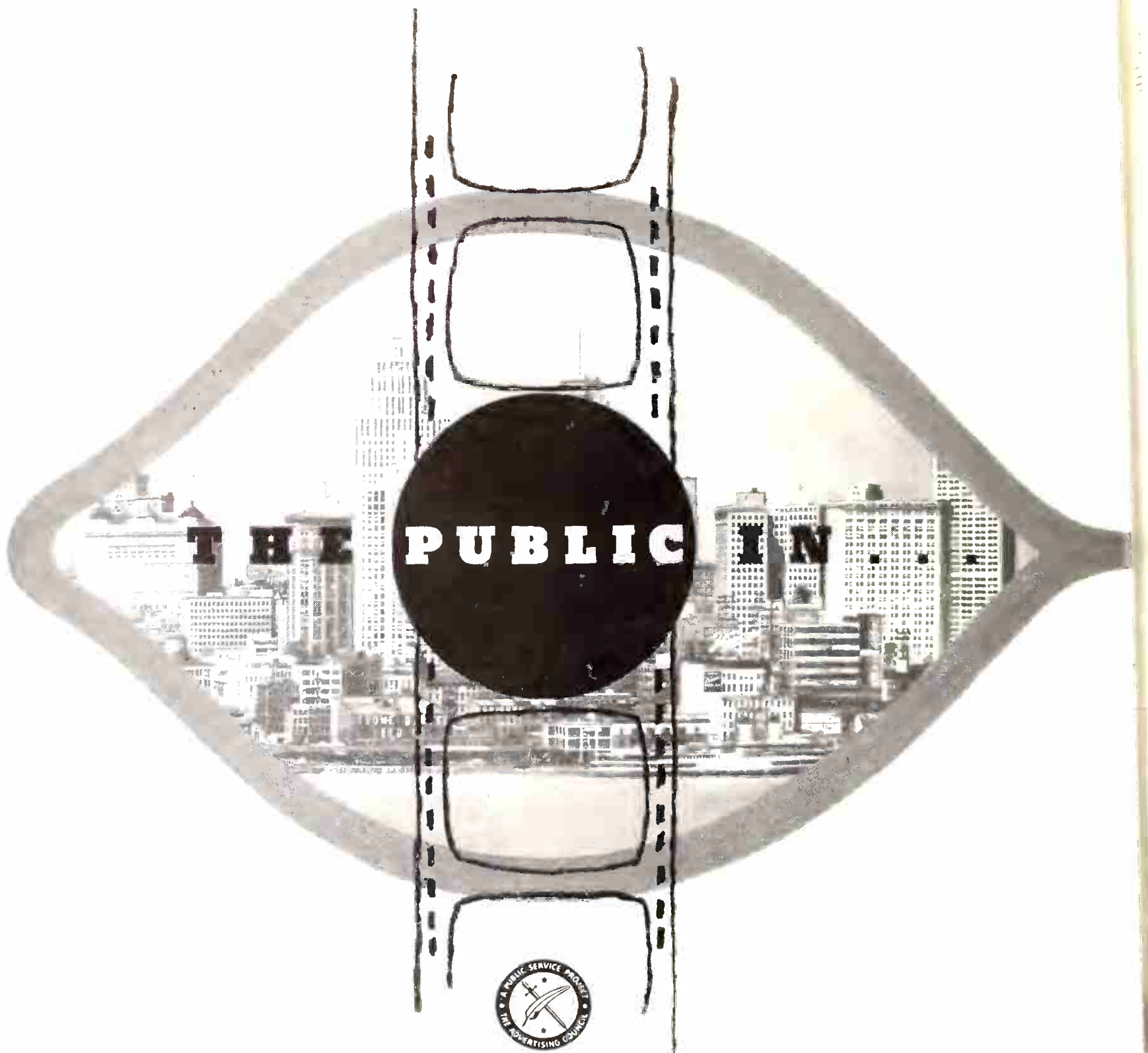
The most modern prevue theatre featuring
Three Channel Interlock Projection




MOVIELAB FILM LABORATORIES, INC.

619 West 54th Street, New York 19, N. Y. JUdson 6-0360

See page 67 for Film notes and trends.



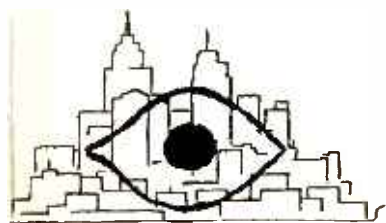
Surprise air attack can be discouraged and prevented
if you do your part in your local community.

Civilian volunteers are needed now
in the Ground Observer Corps.

Contact your state or
local Civil Defense Director
or write to:

GROUND OBSERVER CORPS.

U. S. Air Force
Washington 25, D. C.



The larger the city, the greater the problems . . . and the more difficult it is to get the "town hall" action of smaller communities. Yet Storer Station WJBK-TV found a way in Detroit with its "Community Newsreel."

Newsreels and documentaries put Detroit's needs and problems right before the eyes of the public. Viewers become eye-witnesses and participants in the philanthropic and civic drives of this great city. The camera goes into schools and hospitals, reveals the true picture; it fosters graphically traffic safety, civilian defense, community funds, Armed Service appeals, bond and blood bank campaigns. Those who will not read, sit up and act when the problem is brought home forcefully by the penetrating WJBK-TV camera.

In one year, these programs have had such impact that today no city drive is

PUBLIC SERVICE

considered completely organized unless this TV newsreel spearheads the effort.

Here is another example of the many ways the seven radio and four television stations of the Storer Broadcasting Company fulfill their obligations regardless of cost or effort. Building such bonds between station and audience is "broadcasting in the public interest," a policy from which Storer has never deviated in more than 25 years.

STORER BROADCASTING COMPANY

WSPD-TV — WJBK-TV — WAGA-TV — KEYL-TV
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas

WMMN — WSPD — WJBK — WAGA — WWVA — WGBS — WSAI
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Cincinnati, Ohio

TOM HARKER, V.P., National Sales Director

NATIONAL SALES HEADQUARTERS:

118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498





...and now a message from our sponsor



by Bob Foreman

I see by the papers Ed Snook, proxy of Snook, Crappie & Bream, Inc., the Madison Avenue shop, has once more delivered his Cross of Gold oration on the good old Ad-Game. The locale this time was Painted Bow, Idaho, and the victims were members of the Ad & Sales Club.

Ed has delivered this Philippic so often that he can follow his notes, eyes closed. His audience can follow Ed the same way; in fact they often do.

I mention Ed's adjectival outlay for two reasons. Number One, it brings to mind something that recently happened to me upon delivering myself of an epochal sermon in the sovereign state of Ohio. A local newspaper gentleman, seated at my right on the dais, reported the speech as a condemnation of television and flatly stated that I don't think much of the medium at all.

I reread my notes and if that's what I conveyed I sure had the words twisted. I did laugh here and there at some of the idiosyn-

cracies of TV (sufficient laughing matter, I'd say, for a 52-week program). But throughout I expressed my sincere belief that TV is the greatest means of communication and mass-selling yet devised. Perhaps the greatest that will ever be devised; who knows? Yet this Hildy Johnson saw fit to take my transitions and asides and pare them from context.

Somehow I wish this weren't so commonplace. Maybe some newspapermen are scared of the competition and thus feel impelled to give TV the needle every chance they get. There are papers, you know, which refuse to list TV programs, compelling the channels in the town to buy space for listings. Others always seem to play up big those occasions when an advertiser spends a slice of his budget in newspapers, ignoring such items as the fact that over 50% of the budget may be going into the shout-and-see box medium.

Which brings me back to Ed Snook and Point Two. Last year Ed refurbished his speech, adding a pica or two on television. In this

section he refers to the high cost, which is hard not to do and, although he mentions that cost-per-1,000 is falling nicely, he manages to drag in the cliché about TV "perhaps" (the quotes are mine from him) pricing itself out of the business altogether.

Well, the gent who wrote up the festivities for the hometowners gave top billing to the idea that TV was pricing itself out of business "according to a Madison Avenue expert."

I wish there were some way to dispel this. It is true some advertisers have dropped out of TV. Others have had to split sponsorship of highly successful programs because of increased time as well as talent costs. Still other spot users are reducing their percentage of expenditure in the medium because of higher union costs.

On the other hand, the list of people entering television right now is twice as long as my arm (sleeve 33). The problem of finding Class A chainbreaks in the 50 one-channel markets as well as many of the multi-channel cities is extremely difficult to solve.

I also get sick of hearing the quote about P & G seriously questioning the medium. I don't know P & G from B & O, but I do know they sponsor more shows than anybody and each year seem to top the previous annum in dough spent. Who wouldn't question a multi-million dollar outlay like theirs? That's the only way to keep on top of it and make it work.

I also get fed up with the research outfit which blithely states the fact that TV has never proved a good salesman for any but new and newsworthy products. Where they got this drivel (except from those pink and blue charts they conjure up), I don't know. And where they found the audacity to invade the domain of advertising copy (which puts the news value into a product), I can't say.

Anyhow, Ed Snook made his talk again and I thought I'd report this fact to you.

Demonstration, not personal salesmanship, is key to effective Beautiflor commercial (see p. 74)



**It happened First
in Memphis ***

The Self-Service Idea that resulted in the spread of Supermarkets the nation over happened first in Memphis.



... and another Memphis First is

WHBQ

First on the Memphis Dial

* On September 9, 1916, at 79 Jefferson Avenue, Memphis, Tennessee, the first Piggly Wiggly self-service store opened its doors. In seven short years there were upwards of 2500 Piggly Wiggly stores serving the nation from coast to coast. These prototypes of today's super-markets offered more value at less cost and revolutionized food merchandising and food distribution.

In 1953 there will be more than 500,000,000 dollars of food products bought by consumers within the Memphis trading area. And radio—because it also offers more for less—will be management's most important sales tool in building brand preferences.

An ever-increasing number of the 2,308,308 listening ears in the prime coverage area of WHBQ turn first to WHBQ... first station on the Memphis dial.

Those two million plus ears have put Memphis in first place in the markets of the Mid-South. To sell them—tell them first over WHBQ.

JOHN CLEGHORN, General Manager

soon... **WHBQ-TV**... Channel 13

TELEVISION

SPONSOR: **S. C. Johnson & Son
(Beautiflor)**
 AGENCY: **Needham, Louis & Brorby,
N. Y. C.**
 PROGRAM: **Robert Montgomery, NBC**

Always one of the slickest users of television in telling the story of their products, the Johnson folks have come up with another commercial that does far more than lip service to the fact that TV is the medium for demonstration. Their product, Beautiflor, cleans as well as waxes; two product-points that were proved simply, conclusively, and most dramatically on the Robert Montgomery epic recently.

The crucial sales points are all made in real tight close-ups and with excellent lighting. The floor is scuffed and the scuffs are clear as well as realistic. Then a hand adds not only grease crayon but lipstick and again the camera work shows clearly what the words on the sound track are describing. Next comes a real scrub with soap—but little or no effect. The clincher, of course, is a quick wipe or two with Beautiflor and the dirt is removed quickly and easily.

SPONSOR: **C-P-P Co. (Rapid Shave)**
 AGENCY: **Sherman & Marquette,
N. Y. C.**
 PROGRAM: **"Strike It Rich," CBS**

Rapid Shave shares sponsorship of *Strike It Rich* with other Colgate products and comes off quite well. I'd say that the main reason for the success of this commercial is its excellent pace, created optically as well as with animation.

Following a lead-in from M.C. Warren Hull, we launch into the film which begins with an animated version of the container making like a rocket plus appropriate sound effects. The animation is used to spell out various virtues of the product which is then followed by well-shot live action close-ups of hands squeezing the plastic container, and close-ups of older-type shaving creams and disadvantages.

We end with a reprise of the animation plus a tag (the only sour note in my book) of a guy just-shaved, nuzzling a girl. This rather hackneyed wind-up adds little if any believability to the copy and might well have been edited out. ★ ★ ★

YOUR PRODUCTION DESERVES

Precision Prints

**PROFESSIONAL PREVIEW
VISUAL and AURAL**

The final result of all motion picture production is the image on the screen and that is why the final inspection of prints at Precision is carried out by checking under actual projection conditions, both visual and aural, and with modern equipment.



YOUR ASSURANCE OF BETTER 16mm PRINTS

15 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

Precision Film Laboratories — a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.

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!



When you ride the road to success with Operation Chain Action, you're traveling with a *proven performer* on WBAL, Radio Baltimore!

Operation Chain Action . . . a mighty advertising-merchandising plan . . . a chain of hard hitting selling operations all pushing your product in one unified promotion. You get powerful radio advertising with a *big merchandising plus* . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action *means business* . . . for you!

And one success story follows another! National Spot advertisers show increased sales and distribution for such products as . . . candy, insecticide, cigarettes, relish, peanut butter, tea, salt! Want to know more about Operation Chain Action . . . the advertising-merchandising plan with the *double punch!* Contact your Petry man . . . he'll be glad to put you on the right track, the road to success with Operation Chain Action!

WBAL

RADIO BALTIMORE
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.

18 MAY 1953

You're on the right track with...

Operation Chain Action



EVEN CICERO WATCHES WHEN



Just last night Cicero watched WHEN television and today he's shopping the Syracuse market.



Cicero, suburb of Syracuse, is only one community in the rich 26-county market covered exclusively by WHEN. Over 2¼ million people in the heart of industrial New York State — people with big city ideas and shopping habits — watch WHEN, for only WHEN gives COMPLETE COVERAGE of this vast area!

SEE YOUR NEAREST
KATZ AGENCY

Everybody
WATCHES



CBS
ABC
DUMONT

A MEREDITH STATION



agency profile

H. W. Newell

President
Lennen & Newell, Inc.

If Gertrude Stein were writing this sketch, she'd probably start off by saying, "A salesman is a salesman is a salesman." It would be a logical start. "Hike" Newell started his business career doing that highly personalized form of selling known as door-to-door. Today, with an estimated 50% of Lennen & Newell's \$30 million billings going into radio and TV, Newell is still in the personalized selling field, though he's a long way from the door-to-door days.

For such clients as P. Lorillard, Schlitz, Tidewater Oil, Lehn & Fink, and Colgate, L & N has a half dozen TV programs and an equal number of radio shows on the air. And he's found it's a far more effective—and easier—way to sell goods than by ringing individual doorbells.

"Hike" got his foot in the door as a Frigidaire salesman just after getting his degrees from Dartmouth ('20) and Amos Tuck Graduate School of Business ('21). He worked his way up to New England sales manager and was called in by the parent company, General Motors, to be sales v.p. for the Frigidaire Division.

Eighteen years ago he joined Pat Geyer and Bob Ganger to form Geyer, Newell & Ganger. Then, in the fall of 1952, he and Phil Lennen got together to form Lennen & Newell.

Never a follower of the flamboyant school of advertising, Newell told SPONSOR: "Advertisers have reached so far for claims that they have lost a high degree of believability. Most of the medical and therapeutic claims made for products today are an insult to the public's intelligence. In the case of Old Golds, we make a specific appeal to those people who are displeased with the advertising of competing brands of cigarettes."

Whether it's the advertising approach that's responsible or not, Old Golds claim to be the only standard size brand to show a sales increase every year for the past five years.

And effective as TV advertising has been for L & N clients, Newell says, "Everybody has a lot to learn. It's a struggle to get away from radio techniques. TV is nothing but personal selling on a mass basis and the more ingenious we are the more effective we can be."

Newell makes his home in Greenwich, Conn., with his wife and two children. His diversions include fishing and hunting. ★ ★ ★

YOU MIGHT CLEAR 15' 7-³/₄"*



BUT ...

**YOU NEED THE
FETZER STATIONS
TO "GO OVER", IN
WESTERN MICHIGAN!**

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—America's 25th television market! There are more television homes in the WKZO-TV coverage area than there are in Houston, New Orleans, Seattle or Denver, which rank 14th, 16th, 19th and 25th respectively, in population. And how WKZO-TV dominates this two-billion-dollar market! March 1953 Videodex Report credits WKZO-TV with 140.7% more afternoon viewers than the next station—153.2% more evening viewers!

RADIO: The Fetzer Stations offer wonderful radio values, too — WKZO, Kalamazoo, and WJEF, Grand Rapids. The February 1952 Pulse shows WKZO gets

more listeners — morning, noon and night — than all other stations combined! For Total Rated Time Periods (Feb.-Mar. 1952 Hoopers) WJEF gets 15.4% more listeners than its nearest competition. Use both WKZO and WJEF, and you get 62.6% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — yet actually pay less money for the bargain!

Get the whole Fetzer radio and television story. Ask Avery-Knodel, or write direct.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1912.*

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

PARAKEETS

SPONSOR: Wing & Fin Pet Shop

AGENCY: Direct

CAPSULE CASE HISTORY: *Cashing in on the new craze for parakeets, Lu and Jerry Van Wiseman, owners of the Wing & Fin Pet Shop in New York, bought time over WNYT Sundays at 9:45 a.m. to show the colorful birds in action. Each week the show features eight or 10 parakeets hopping about, looking into mirrors and climbing ladders. After the first announcement, 1,000 phone calls came into the shop for parakeets, even though the store's phone number was not mentioned on the program. Parakeets are now outselling canaries nine to one.*

WNYT, New York

PROGRAM: Pet Time

SALADMASTER SLICER

SPONSOR: Saladmaster

AGENCY: Direct

CAPSULE CASE HISTORY: *L. H. Miller, independent district manager of this company's southern Florida division for Saladmaster slicers, appeared personally on the Magic Menu show, WTVJ, twice weekly to demonstrate his product. During his first month on TV, he sold the second largest volume of all Saladmasters sold throughout the country. When he took five announcements during just one week, he sold a total of 33 Saladmasters, to ring up sales amounting to \$987.35. Cost of each demonstration to the district manager: \$50.*

WTVJ, Miami

PROGRAM: Announcements



COOK BOOK

SPONSOR: Weidemann Brewing Co.

AGENCY: Tatham-Laird, Chicago

CAPSULE CASE HISTORY: *This Newport, Ky., brewing company offered a free cook book in one announcement on the George Palmer Front Page News show, 11:15 p.m. over WKRC-TV. The offer was made briefly in the middle of the program, and was not repeated at the end of the show. In less than a week, the company received 2,006 letters, and an untold amount of phone calls. Several weeks later the offer was repeated, with comparable results. Cost per announcement: \$105.*

WKRC-TV, Cincinnati

PROGRAM: Front Page News

SALES PROMOTION

SPONSOR: Bridgford Hams

AGENCY: Direct

CAPSULE CASE HISTORY: *Bridgford Hams, a regular advertiser on the Smokey Rogers General Store show aired over KFMB across the board, worked out a promotion deal involving personal appearances by the star. Smokey turned up at the Food Basket stores in Pacific Beach and on El Cajon Boulevard. According to Reggie Jensen, manager of the San Diego Bridgford plant, "Results were spectacular—the best sales promotion we've ever had." Bridgford sold hundreds of hams to the crowds who came to see Smokey Rogers.*

KFMB, San Diego

PROGRAM: Personal Appearance

PUNCH BOWLS

SPONSOR: Royal Dunloggin Dairy

AGENCY: Direct

CAPSULE CASE HISTORY: *To promote the sale of a special purchase of punch bowls, the Royal Dunloggin Dairy bought four one-minute announcements for four weeks over a WMAR-TV program slanted to a feminine audience, The Woman's Angle. Within one month, the sponsor had disposed of over 3,000 of his punch bowls. He attributes the fast turnover of these products directly to his ability to reach the desired audience of potential consumers through television.*

WMAR-TV, Baltimore

PROGRAM: Announcements

FLOOR CLEANER

SPONSOR: Bruce Floor Cleaner Co.

AGENCY: Christiansen Adv.

CAPSULE CASE HISTORY: *As a "give-away" designed to stimulate interest in its product, the Bruce Floor Cleaner Co. offered a four-ounce sample can free over the Del Courtney Show, KPIX. After just four announcements total cost \$260 the concern received 2,200 requests for the floor cleaner, and was forced to discontinue the offer. The Bruce Floor Cleaner Co. is now an active participant in the show, and its sales volume is continuing to show a healthy increase.*

KPIX, San Francisco

PROGRAM: Announcements

SUIT SPECIAL

SPONSOR: Bond Stores, Inc.

AGENCY: Direct

CAPSULE CASE HISTORY: *On its regular Tuesday night telecast over KPRC-TV, Bond Stores plugged a ladies' \$39 suit special on Sports Album. The women's suits were presented for only 53 seconds of the two-and-a-half minute commercial, the rest of the time being devoted to men's apparel. The following day, Bond's sold 17 women's suits. During the rest of the week, the store moved a total of 106 ladies' suits, representing over 50% of the stock on hand.*

KPRC-TV, Houston

PROGRAM: Sports Album



PRIME PROFIT MARKET

WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend \$281,832,000 for food — \$23,526,000 for drug items.

For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A Steinman Station



Represented by

MEEKER TV, INCORPORATED



1,047,110
people

\$1,037,542,000
retail sales

\$281,832,000
food sales

New York
Los Angeles

Chicago
San Francisco

DAYTIME TV

(Continued from page 29)

weekday sponsored programs go, but this may change in the fall. The networks realize that steady daytime TV network growth depends on a variety of shows. There isn't much choice for the housewife right now. If she does not like a particular network show, she must either turn to a local program or switch off the set.

The weekday sponsored lineup (which is the heart of daytime TV) can be described in a few words: NBC has the early morning and late afternoon tied up, while CBS has the rest. However, NBC will make a bid for late morning supremacy next fall with a solid 10:00 a.m. to 12:30 p.m. program block.

The results of this late-morning battle will be watched carefully by daytime and potential daytime advertisers. There is no question but that some of the good daytime show ratings and homes-reached figures will not stand up against competition. Many advertisers feel the present daytime audience pie is too small to be cut up by network program battles. There will have to be a substantial boost in daytime viewing, they say, before program competition becomes sponsor competition.

No one can predict for sure how the daytime audience will grow, but if past growth can be projected, it looks like the networks will have nothing to worry about. Here are some Nielsen averages on daytime viewing seven days a week during February of 1951, 1952, 1953. These figures include all viewing, local and network:

- Homes reached 8:00-9:00 a.m.: 167,000 in 1951; 710,000 in 1952; 1,093,000 in 1953.
- Homes reached noon-1:00 p.m.: 1,633,000; 3,355,000; and 5,006,000.
- Homes reached 3:00-4:00 p.m.: 2,574,000; 3,790,000; and 5,203,000.
- Homes reached 5:00-6:00 p.m.: 4,390,000; 6,290,000; and 7,772,000.

The percentage of sets in use is another important indicator of what's what with daytime TV audiences. As mentioned early in the story, the viewing pattern appears to be firming. This may be only temporary. Future programming can change the proportion of TV sets tuned in during the day. Nevertheless, past averages point up factors which must be taken into account in future daytime TV planning.

The first thing you notice about TV sets-in-use figures is the way they differ from radio. Radio listening rises much more sharply in the early morning and by 10:00-11:00 a.m. is practically at its daytime peak, though not quite. Radio reaches its actual daytime peak during the hour between 1:00 p.m. and 2:00 p.m. according to Nielsen figures of December 1952. February 1953 Nielsen averages show TV viewing goes up in a shallow climb to a 22.8% figure from noon to 1:00 p.m., levels off for a few hours, then starts climbing to a daytime peak of 35.1% between 5:00 and 6:00 p.m. Radio listening declines steadily after its afternoon peak of nearly 19% and doesn't get back to that figure until after 7:00 p.m.

To sum up: radio gets better audiences during the morning than during the afternoon while the opposite is true of TV. Thus daytime TV's greatest potential growth is in the morning. And that is where the upcoming NBC-CBS battle will take place.

While there has been little change in the percentage of TV sets in use from February 1952 to the same month of 1953, the year before showed a substantial increase between 7:00 a.m. and 1:00 p.m. For example, here's a comparison:

- 8:00-9:00 a.m.: Sets in use rose from 1.5 in 1951 to 1.4% in 1952.
- 10:00-11:00 a.m.: Sets in use rose from 5.2 to 13.4%.
- Noon-1:00 p.m.: Sets in use rose from 11.7 to 20.8%.

On the other hand, there has been a small drop in sets-in-use percentages during the late afternoon. Here's a comparison of February 1951 and February 1953:

- 4:00-5:00 p.m.: Sets-in-use dropped from 30.5 in 1951 to 27.1% in 1953.
- 5:00-6:00 p.m.: Sets-in-use dropped from 39.4 to 35.1%.

While it is possible that the child audience is getting over the novelty of TV, no one is particularly worried about the long term. The 4:00-6:00 p.m. segments have consistently drawn the best audiences for daytime TV. Furthermore, the birth rate has been high and as each child outgrows *Howdy Doody*, there will be another to take his place in front of the TV screen.

Don't get the idea from all this that daytime TV has developed into two distinct audiences: kids during the late

afternoon and housewives during the rest of the day. Look at these Pulse figures on viewers-per-100 homes during the hours of 10:00-11:00 a.m. and 4:00-5:00 p.m. Pulse has no national figures, so three markets were chosen for comparison: New York, a seven-station market; Cincinnati, a three-station market; and New Orleans, a one-station market. The figures (see also chart page 29) are from March 1953:

- In New York, the viewers-per-100 figures for women are 82 (10:00-11:00 a.m.) and 74 (4:00-5:00 p.m.). For children (not including teenagers), 57 and 62.
- In Cincinnati, the figures for women are 76 and 80, for children, 65 and 75.
- In New Orleans, the figures for women are 101 and 65, for children, 33 and 74.

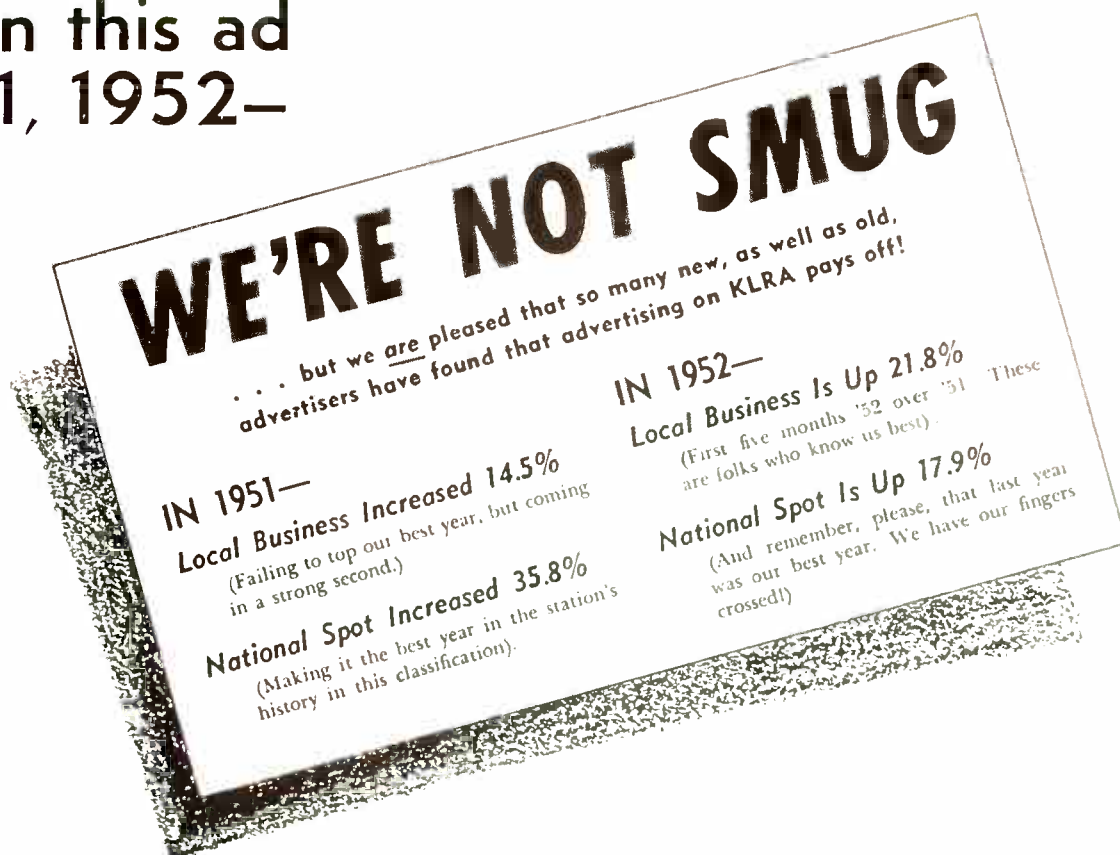
What does this daytime audience like best in the way of programs? Daytime entertainment for the housewife is wrapped up in three types of offerings—variety, soap operas, audience participation programs.

While some soapers haven't been able to make the grade, all indications point to their being steady fare on daytime TV just as they have been on daytime radio. P&G's *Search for Tomorrow* is the top-rated non-kid show, according to the latest Nielsen figures. The average daily audience for the program is four million homes, which represents a rating of 19.1. That is equivalent to 9.1% of all radio homes and would put it in seventh place among all radio shows in terms of homes reached. It is topped only by *Howdy Doody*, whose top quarter hour recently got a Nielsen of 23.5 or 4,667,000 homes viewing the show.

The two other soapers in CBS' 12:15-1:00 p.m. block have also been doing well. P&G's *Guiding Light*, which follows *Search for Tomorrow*, has been reaching nearly three million homes, and American Home Products' *Love of Life*, which precedes the top-rated soaper, has been hitting over that.

This prime example of block programming of soapers points to similar developments as soon as the audience warrants it. NBC tried to sell a four-program block last year called *Hometown, U. S. A.* The idea of developing four story lines around the same town and using sets interchangeably carried block programming to the nth degree, but NBC found no sponsors willing to

We ran this ad
July 21, 1952—



NOW look at the story—

Complete for 1952—

First Quarter, 1953—

LOCAL BUSINESS INCREASED 45.2%

This made 1952 the TOP year for local business on KLRA!

LOCAL BUSINESS IS UP 30.5%

Our "home folks" can check results—that's why they more and more prefer KLRA!

NATIONAL SPOT INCREASED 11.6%

This set a new record for Spot business —top year for National!

NATIONAL SPOT IS UP 39.1%

Again we have our fingers crossed; the greatest month in KLRA's history was March, 1953!

THERE'S A REASON—

Programmed for Arkansas with shows that folks like to listen to, plus a strong Merchandising-Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products . . . all have made KLRA "Arkansas's Listening Habit". Our Farm Service Department has Johnnie Holmes and Jim Moffett on full-time farm service work . . . our full-time

News Department of Mark Weaver, Gene Goss and Randy Gover has scored innumerable "scoops" on news stories . . . our top Disc Jockeys, including Bob Hicks, Bob Hess and Al Dent, are "most-listened-to" in the area. These are all "plus-values" you get when you buy KLRA. And, coming soon, a top sports personality and a top women's service director to add to the value of your message on KLRA.

10,000 WATTS DAYTIME
 5,000 WATTS NIGHT
 1010 KC
 "ARKANSAS'S LISTENING HABIT"



YOUR O. L. TAYLOR COMPANY
 MAN WILL GIVE YOU
 COMPLETE DETAILS

There
are
still a
few—a
very few—
availabilities
on
"Hometown
America"...
the biggest,
most
successful
food sales
and
merchandising
radio
presentation
in
history...

WFBR
ABC NETWORK IN
BALTIMORE

Represented nationally by
John Blair and Company

pick up the bill. The net is still trying to sell Lever on the idea of two soapers back-to-back.

Lever's daytime TV plans for the fall are up in the air right now. Along with the cancellation of *Hawkins Falls*, N. W. Ayer lost the Surf account to BBDO. The latter agency took over 16 May, and it is not likely that Lever's daytime TV decisions will harden before a couple of months.

Colgate, the third of the Big Three soap companies, whose moves in daytime TV have tremendous effects on the medium, is firmly ensconced in daytime TV with two successful audience participation shows, *The Big Pay-off* and *Strike it Rich*, both Walt Frammer productions. Both are half-hour shows, run five days a week, but are sponsored by Colgate only on Mondays, Wednesdays, and Fridays. *Strike It Rich* reaches nearly four million homes daily during the half hour before noon. *The Big Payoff* in moving to CBS remained in the same time slot (3:00-3:30 p.m.) and next fall will face the first half hour of Kate Smith, who is being moved up an hour.

A number of sponsors went over to CBS with *The Big Payoff*, and the web is confident it will hold on to them against Kate. Whatever happens, one thing is sure: Kate Smith will set up a nice audience for P&G, which takes over the 1:00-5:00 p.m. NBC segment with *Welcome Travelers* and another half-hour show, as yet undecided. Kate's top quarter hour has been pulling in over three million homes.

Another advertiser with a successful audience participation show is Westinghouse. The appliance firm is new to daytime TV and is now represented by two shows, *Meet Betty Furness* (15 minutes every Friday at 10:45) and *Freedom Rings* (a half-hour show, Tuesdays and Thursdays at 2:00). The latter show, spotted between Garry Moore and Art Linkletter, topped the ratings of CBS' afternoon personality boys within five weeks.

Freedom Rings has turned out to be a good blend of studio audience and viewer participation. Three women contestants from the studio audience play games in a contest to win \$50 and \$100 bonds. For example, in one telecast, one woman had to put a cot together, another had to put on makeup without a mirror, a third had to draw a pig. To make it more interesting, various obstacles are put in their way.



TOPS

in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's mobile millions! We'll be happy to show you the facts and figures. For regular results PLUS the big out-of-home bonus audience... give your product the selling power of Southern California's "One-station network." Represented nationally by H-R Representatives Inc.

KMPC

LOS ANGELES

50,000 watts days, 10,000 watts nights.

Gene Autry, president

Robert O. Reynolds, vice pres. & general mgr.

**RADIO IS AMERICA'S GREATEST
ADVERTISING MEDIUM**

SPONSOR

help yourself

to the...

CREAM

in the land of
M
Milk and Honey

WISCONSIN'S MOST *Show-Full*

STATION IN GREEN BAY

CHANNEL
2

'BAY

HAYDN R. EVANS, Gen. Mgr. — Rep. WEED & CO.

The home audience is brought in through questions asked by phone. The questions are hard, but the prize is \$2,500 in Westinghouse appliances. Westinghouse helps its dealers by providing them with clue sheets which help the home audience answer the questions. These clue sheets are being picked up at the rate of 15-20,000 a week at Westinghouse outlets.

While mornings and early afternoons are mostly confined to soapers and audience participation and variety shows, NBC has come up with two non-formula programs which indicate there is

a daytime TV audience for any kind of interesting show. One is *Today*, a bold early-morning effort that panned out, and the other is *Ding Dong School*, another morning show and the only program for children on daytime network TV before 5:00 p.m.

Like Dave Garroway, *Ding Dong School* was developed by the Chicago school of TV programming. It was put on the network on a hunch by NBC's program chief, Charles Barry, and it proved to have sock appeal. If you let him, any NBC TV salesman will ply you with stories about how such-and-

such a store sold out their entire stock of crayons (or clay, or paint brushes) after "Miss Frances" told the youngsters to get mommy to go out and buy it.

Besides opening early-morning time to TV, *Today* has the virtue of offering to advertisers five minutes of programming for as many (or as few) times as they want to come in. CBS is now offering similar buys on *There's One in Every Family*, an audience-participation program. Those who have bought in since February include Bymart, Inc.; Carter Products; and Serutan. CBS reports that for the first two clients the show delivered their messages at a cost of 81c and 94c, respectively.

Agencies in daytime TV queried by SPONSOR were almost unanimous in the opinion that there should be more of this kind of buy available. Such shows offer, it is pointed out, (1) an opportunity for the small advertiser to use daytime network TV and (2) flexibility to any advertiser seeking short bursts or short-term saturation buys.

These agencies felt, however, that in general, daytime TV is a better buy now than it was a year ago, and most of the admen saw a glowing future for daytime TV, maybe not in a short time, but eventually.

There are gripes about daytime TV costs. Spearheading this brigade is P&G, which has a lot of products to sell, has to buy a lot of media to sell them, and is wondering where it is going to get the money to buy daytime network TV in addition to all its other media commitments.

Not that P&G is keeping out of daytime network TV. In addition to the two soapers mentioned and its plans for the late afternoon on NBC, P&G has bought into Garry Moore and Kate Smith. But it has showed signs of dissatisfaction by almost canceling out of Garry Moore. And it has been burned with two soap operas that didn't turn out successfully—*First 100 Years* and *The Egg and I*.

The heart of P&G's complaint is that daytime TV network rates don't accurately reflect the daytime audience when compared with nighttime network TV (for details, see "Is daytime TV overpriced?", SPONSOR, 20 October 1952). While daytime network rates are 50% of nighttime, say P&G and its agencies, the daytime audience is less than 40% of nighttime. Said one P&G agencyman:

"The trouble with daytime TV is that there's nobody to talk to, especial-

the **WHLI** long island story

More people listen to WHLI daytime in the Major Long Island Market than to any network station . . . or more than all other independent stations combined.*

WAY OUT IN FRONT WHLI

LATEST SHARE OF AUDIENCE

	Morning	Afternoon	Entire Survey
WHLI	29.1	28.2	28.8
Network "A"	23.2	21.4	22.0
Network "B"	14.6	20.0	17.7
Network "C"	13.0	11.6	12.2
Network "D"	10.8	7.5	8.9
All others	9.3	11.3	10.4

One station, WHLI, dominates the major Long Island Market

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

PAUL GODOFSKY, President

Represented by Rambeau

the voice of
Long Island

Data Conlan Study of Listening Habits Monday Thru Sunday 8 AM 5:30 PM Feb. 1953 . . . Hempstead, L. I., N. Y.

An hour a week on WLS

PROVES RADIO'S POWER FOR ALKA-SELTZER...



In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles' fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every night on the WLS National Barn Dance program. WLS is one of the few *individual* stations on the Miles' otherwise network radio schedule...further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If *you* want to put *your* product over in a big way... see your John Blair man, or contact us, today. Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.

WLS GETS RESULTS
for the
DRUG INDUSTRY



A Clear Channel Station



CHICAGO 7

890 KILOCYCLES. 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

**THESE FOUR TOP
KDYL
PERSONALITIES**

Will
Wright



Joe Lee



Allan
Moll



Bill
Manning



are responsible for these typical sales results:

- A garden tiller company enjoyed a 350% increase in sales in less than 4 months.
- A home appliance dealer increased his volume of food freezer plan sales more than 100% in one month.
- A health insurance company received 2500 leads in less than a year from spots by Will Wright.

For SALES results in the greater Salt Lake City market, use KDYL.



Salt Lake City, Utah

National Representative: John Blair & Co.

ly in the morning. And it doesn't look like the situation is getting better. Sure, some shows have pretty good audiences, but they have no competition. What's going to happen to those audiences when the networks really begin to compete against one another and when the number of one-station markets begin to disappear? A reduction in rates is not only called for on the basis of the daytime audience, but it would bring in more advertisers."

A research man for a P&G agency got a little more specific:

"The networks can make a good case showing that cost-per-1,000 is cheaper on daytime network TV than nighttime network TV, but I think—and this is just a general feeling I have that some of the advertisers feel that the TV cost-per-1,000 spread on day and night should be more like it is on radio."

The researcher cited some recent cost-per-1,000 figures comparing daytime serials on radio and TV with evening half-hour shows in both media. He pointed out that while daytime TV cost-per-1,000 was about 70% of nighttime TV, the daytime radio cost-per-1,000 was about 30% of nighttime radio.

"A lot of advertisers," the research man said, "take a look at the daytime-nighttime radio ratio and can't see why they shouldn't get the same kind of spread on TV."

A network executive, confronted with these figures, answered:

"I'll accept those figures. But to me they mean that daytime network radio is offering more of a bargain than it should. We passed by the opportunity of raising daytime network radio rates to 75-80%. Advertisers got used to low daytime radio rates and, right now, there isn't much that can be done about raising them."

The network man then brought out his own figures.

"P&G is interested in reaching women, right? Well, here are two shows, both sponsored by P&G, one on nighttime TV, one on daytime. The daytime show is *Search for Tomorrow* with a weekly talent cost of \$8,500. The nighttime show is *The Doctor*, with a weekly talent cost of \$18,000. During the five shows in one week, *Search for Tomorrow* reached 8,650,000 different women. During one show, *The Doctor* reaches 5,360,000 women. Who says there is no daytime audience for television?"



**The best view is
from the mountain top**

**CHANNEL 4— El Paso—
has mountain-top location**

KROD-TV's antenna is 1783 feet above the city, yet it is right in El Paso. It transmits a perfect picture into every part of the city, and for more than a hundred miles in every direction. That's *COVERAGE*. And with superior program, it gets best *RESULTS*, too.

**KROD-TV
CHANNEL 4**

CBS • DUMONT • ABC

Nationally Represented by
O. L. TAYLOR CO.

BMI

**Service to the
Broadcaster**

BMI service to the broadcaster takes many forms . . . from performance rights in an extensive and constantly growing catalog of music to a variety of helpful and practical programming aids.

RECORD REPORT: Forecast of tomorrow's song hits.

MUSIC MEMO: The radio man's guide to BMI music . . . Recordata, Platter Spinners Parade and Tips on Tunes.

NEWSLETTER: Personal message to the broadcaster . . . An exchange of radio and music ideas.

These are but a few of many specific program aids in daily use by BMI-licensed broadcasters.

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD



"He
Might
Need
It..."

"He never was much for letter-writing when he was in college. But he must know how anxious Mother and I are . . . now that he's off in Korea. Haven't heard from him in six weeks. Of course, they say 'no news is good news' . . . but I wonder. Maybe he can't write . . . because . . . maybe he's in a hospital somewhere. And maybe he needs blood. I don't know . . . but

I'm not taking any chances. That's why I'm giving blood."

★ ★ ★

Yes, all kinds of people give blood—for all kinds of reasons. But whatever *your* reason, this you can be sure of: Whether your blood goes to a combat area, a local hospital, or for Civil Defense needs—this priceless, painless gift will some day save an American life!

Give Blood Now
CALL YOUR RED CROSS TODAY!
NATIONAL BLOOD PROGRAM



Business Executives!

✓ Check These Questions!

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- Have you given your employees time off to make blood donations?
- Has your company given any recognition to donors?
- Do you have a Blood Donor Honor Roll in your company?
- Have you arranged to have a Bloodmobile make regular visits?
- Has your management endorsed the local Blood Donor Program?
- Have you informed employees of your company's plan of cooperation?
- Was information given through Plant Bulletin or House Magazine?
- Have you conducted a Donor Pledge Campaign in your company?
- Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?

Remember, as long as a *single* pint of blood may mean the difference between life and death for *any* American . . . the need for blood is *urgent!*

NBC has some answers to "advertiser resistance to daytime television." It points out that (1) women viewers average 1.1 per set in the daytime—the same as evening; (2) daytime program costs are much less than half the evening talent charges; (3) commercial time allowances are higher in the daytime; and (4) daytime station line-ups are more complete. The network compares the average quarter hour on daytime TV with the average half hour on nighttime TV (on all networks) and comes up with the following cost-per-1,000-homes-per-commercial minu-

ute: \$2.30 during the day and \$3.42 in the evening hours.

NBC also points out that there is more daytime listening and viewing among large families than among small. In a research report put out in March, the network said:

"Daytime radio listening has always been much stronger in the larger-sized families, which use a greater volume of soaps, foods, drugs, etc., than in smaller families. The value of selective penetration is even greater in daytime television than it was in daytime radio. First, television ownership is much

greater in larger-sized families than in small families. Over and above the selectivity of TV ownership is the fact that the larger-sized TV families do much more daytime viewing than smaller families."

To prove this, NBC shows the following Nielsen figures on daytime viewing habits:

- For families of one-to-two persons, 36% are light, 17% heavy viewers.
- For families of three-to-four persons, 46% light, 47% heavy viewers.
- For families of five persons and over, 18% are light viewers and 36% are heavy viewers.

NBC hopes to sell advertisers with more than statistics, however. With CBS now sporting twice as many sponsored hours during the day, NBC's program strategy shapes up as follows:

It will use *Ding Dong School* (it now has three sponsors) as its anchor at 10:00 a.m. and lead into a woman's show during the next half hour with a spiel something like this: "Now, kiddies, mommy has let you look at television for a while. How about letting her look at it now?" ★★★

CBS PROMOTION

(Continued from page 35)

- There's an over-all average of two listeners per set, which puts the number of people reached at 270,000,000. This multiplied by the 20 weeks from 8 December through 1 May yields 5,400,000,000 listener impressions.

Bristol called in Gordon Auchincloss, freelance writer and producer, to fashion the 20-second announcement series for Phase 2. He explained to veteran radioman Auchincloss that he wanted to use every technique common to product selling on the air and then some—dialogue, sound effects, sex appeal. He knew he could expect creative thinking from the man who produced the striking sound track for CBS' *More than Meets the Eye* movie last year. He was right.

The innovation during the weeks that followed was reminiscent of *Columbia Workshop* days. Bristol and Auchincloss experimented with enthusiasm to translate the dry facts about radio into hard-sell-cum-entertainment value. When they were through, they had 20 disks which put the abstract statistics into situations directly related to everyday life.

WSAZ-TV

HUNTINGTON • CHARLESTON

channel

1. You can **SELL** this rich . . . growing . . . prosperous market with only **ONE TV Station . . . The Only TV Station in the area . . .**
2. Exclusively covered . . . in 103 Counties of West Virginia, Ohio, Kentucky and Virginia . . . The Retail Sales: \$1,828,557,000; Effective Buying Power: \$2,873,118,000 . . .
3. Your products will receive a fine reception with the excellent promotion and sales-wise departments of **WSAZ-TV** at your service . . . **INVEST** your advertising budget where your return will be assured.

100,000 watts

HUNTINGTON, WEST VIRGINIA

represented by **THE KATZ AGENCY.**

**EACH dominates
BOTH saturate**

—and a Rich Market's Yours for the scheduling!

WHIO-TV coverage

1st in Dayton

Six of the top eight once a week shows in the WHIO-TV Service area are seen on WHIO-TV. (March Pulse). As the first step in our long range program of better service we have just moved to Channel 7. About September 1st this new program will be completed when we increase power to 316,000 watts and use the tallest TV tower in the world (1104 feet). This will increase the primary service area from 41 to 65 miles—adding nearly a million new viewers.

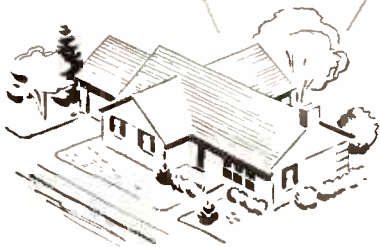
WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

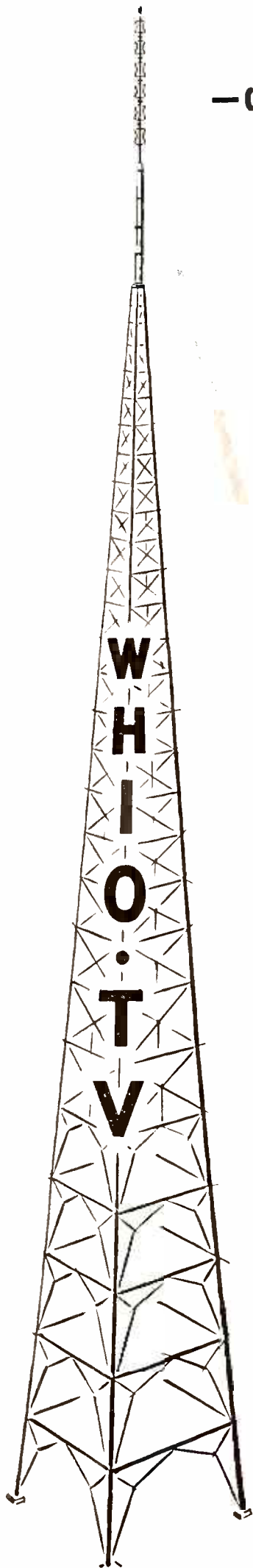
THE DAYTON MARKET

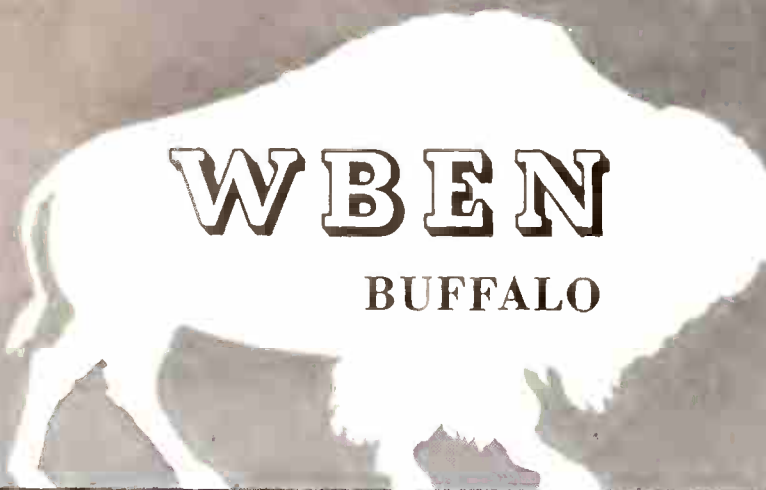
1,465,852 prosperous prospects—485,000 families. Payrolls in Dayton for 1952—\$679,959,941. Retail sales for Dayton and Montgomery County—\$479,750,000. Average weekly industrial paycheck in Jan.-Dec., 1952, \$83.43—highest in Ohio and one of the highest in the country. Dayton has been designated a "Preferred City" by Sales Management every month for several years.



YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

**DAYTON
OHIO**





WBEN
BUFFALO

THE NO. 1 STATION
IN RICH NEW YORK STATE'S
SECOND LARGEST MARKET

NBC BASIC IN BUFFALO

Get the full story from HENRY L. CRISTAL—New York-Chicago-San Francisco

BUFFALO EVENING NEWS STATION

One announcement starts with sound effects of a ball game, segues into the simple fact that there are more people listening to radio "right now" than went to major league ball games last year.

Another uses the telephone as the device to bring home radio's size. A man is heard asking the operator to connect him with every home in America. He begins depositing the necessary number of dimes when a voice cuts in to suggest he can do it cheaper with radio.

Figures on the number of men in the armed forces during World War II are a third CBS Radio device for relating radio facts to a listener's own knowledge. In this commercial, drum beats are used to catch attention. Then an announcer narrates: "During the second World War, the grand total of men and women in the armed services was a military secret." Another voice discloses the figure: 12,290,000. As a payoff line, the original announcer says: "But every week by radio more people hear this man say . . . 'Hello again—this is Jack Benny' . . . (with Benny's voice dropped in)."

★ ★ ★ ★ ★ ★ ★ ★

"Advertising is helping the economist reduce middlemen and middle-costs—and advertising is becoming more and more respected and used by those who never dreamed they could use it. And so today, inside this economic miracle that is slowly coming into focus, we can stand a little straighter—with our heads well up—among the vocations of mankind."

JOHN P. CUNNINGHAM
Ex-chairman of the Board
AAAA

★ ★ ★ ★ ★ ★ ★ ★

For several of the commercials Bristol and Auchincloss created a character named "Nosey" Parker who sets himself up as an authority on any subject. The announcer asks Parker about "the bathtub situation," gets this reply: "Bathtubs? Great place for figures. The figures show over thirty-one and a half million homes have private baths or showers." But, Parker adds, there are more homes with radios, saying, "Guess people'd rather be sung to than sing."

The commercials go on the air within sustaining network programs, and disks are also mailed out to stations to use during local programs and station breaks as they wish. Several fit into d.j. show formats. One, for example,

Fishing is good
in San Antonio
if you use
the right bait!



... you sell Spanish-speaking people using Spanish - language radio!

Remember! Over 50% of the people in the San Antonio area speak Spanish!

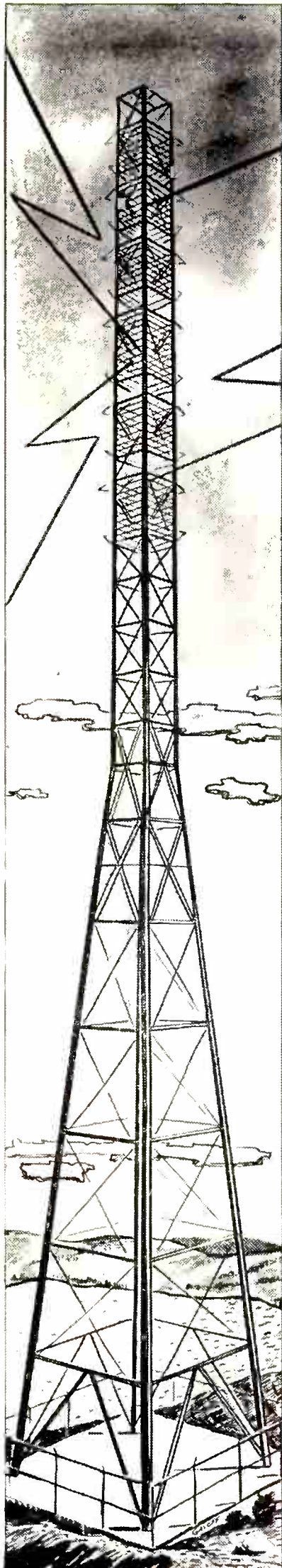
Write . . .
For the new Belden
Latin - American
Survey regarding:
Radio Listening
Buying Power
Brand Preferences



Texas' First and Most Powerful
Spanish-Language Station!

Represented by:
Richard O'Connell—New York Manager—KCOR
40 East 49th Street
Harland G. Oakes & Associates
Los Angeles—San Francisco—Chicago

310 South Flores Street
San Antonio 5, Texas



Sell More On **4**

with **KRON-TV's**
SUPER
SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage... more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV **4**
SAN FRANCISCO

ends with a question. "And now what time is it?" to be answered by the local announcer. Another asks a question about today's weather. (Both approaches, by the way, are suitable for use by commercial writers for clients who like the maximum of integration with program format.)

Since most of the 20-second announcements sell for radio as a medium rather than CBS Radio in particular, it's conceivable that they could get industry-wide use. No plans have been shaped up, but CBS may prove willing to release them generally once

they've been aired on its affiliates for a sufficient length of time.

In addition to sending the disks to affiliates, CBS has extended the campaign's scope by publication of a series of fact sheets about radio for writers, directors, and producers. Suggested by a successful technique used by the O.W.I. during the war, the fact-sheet approach seeks to encourage use of items about radio in the continuity of network and local shows.

The items from the fact sheets which follow are interesting reading in themselves and also because they constitute

the material from which Bristol and Auchincloss shaped their announcement campaign:

Fact sheet No. 1

1. In the U. S. 44,756,000 families have one or more radios.
2. This is virtually complete saturation of the U. S.—98% of all families are *radio* families.
3. They own a total of 105,000,000 radio sets in working order.
4. This amounts to 2.5 sets for every family.
5. Actually, multiple-set ownership looks like this:
24,732,000 homes have 1 set
13,946,000 homes have 2 sets
5,171,000 home have 3 or more sets
6. The kinds of radios—and places where people use them—work out this way:

... Auto radios	25,000,000
... Kitchen radios	14,000,000
... Clock radios	3,000,000
... Bedroom radios	20,000,000
... Living room radios	27,000,000
... Outside living room	78,000,000

DON'T BE FOOLED



ABOUT ROCHESTER

IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score,—

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	254	147	22	2	0	0
TIES.....	7	5	1	1	0	0

Station on
til sunset only

WHEC carries ALL of the "top ten" daytime shows!
WHEC carries NINE of the "top ten" evening shows!

LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—

WHEC
NEW YORK
5,000 WATTS
Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



No. 4 In A Series

Why Song-Ads Sell

Song-Ads Soothe The Dial Twisters

No dial twisting when your commercial is a Song-Ad. Chances are the family will sing right along with it—word for word. And when they know the words, they've got your message. So sell it with the rhythm and rhyme of a Song-Ad.

Three Song-Ads on an audition presentation record, any one product, \$75.00.



Write For This Formula—

$$S A = R + S$$

$$3 - R_s$$

7. In Iowa, where radio has been anatomized most thoroughly:
 ... 20% of all barns have radios
 ... 12% of all farm trucks have radios
 ... over 2,400 tractors have radios
8. In 1952, listeners bought over 9,000,000 new radio sets. (A great many more radios than TV sets.)

Fact sheet No. 2

1. 65% of all U.S. autos have radio.
2. The average American family listens to the radio some three hours a day.
3. A lot of this listening goes on in television homes. One TV home in every five is listening to the radio during TV's big nighttime hours.
4. The same big-name comedy, drama, and variety radio programs that are most popular in non-TV homes are also the most popular radio programs in television homes.
5. The number of people tuned in to radio at any moment is approximately:
 13,000,000 in mid-morning
 13,000,000 in mid-afternoon
 20,000,000 in mid-evening

6. Across the United States things are not what they seem in New York, Hollywood, and Chicago. Here's the radio-TV score:

Radio homes where TV can't reach	16,164,000
Radio homes without TV, in TV areas	7,246,000
TOTAL RADIO-ONLY HOMES	23,410,000
TOTAL TV HOMES	20,139,000

7. And these television homes listen to radio an average of one hour, 43 minutes a day. ★ ★ ★

CASTRO ON THE AIR

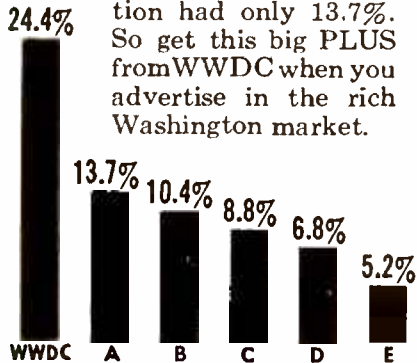
(Continued from page 33)

theme (in Castro's case: "easy to operate") with product. If your product is bought by women for the home, place your commercials near early evening programing to create demand by the entire family. Castro's commercials appear next to Class A programs.

2. *Radio:* Use radio for frequency to put across name of the product and where it can be bought. Use some device to make your commercial mem-
 (Please turn to page 102)

WWDC
1ST
 in out-of-home

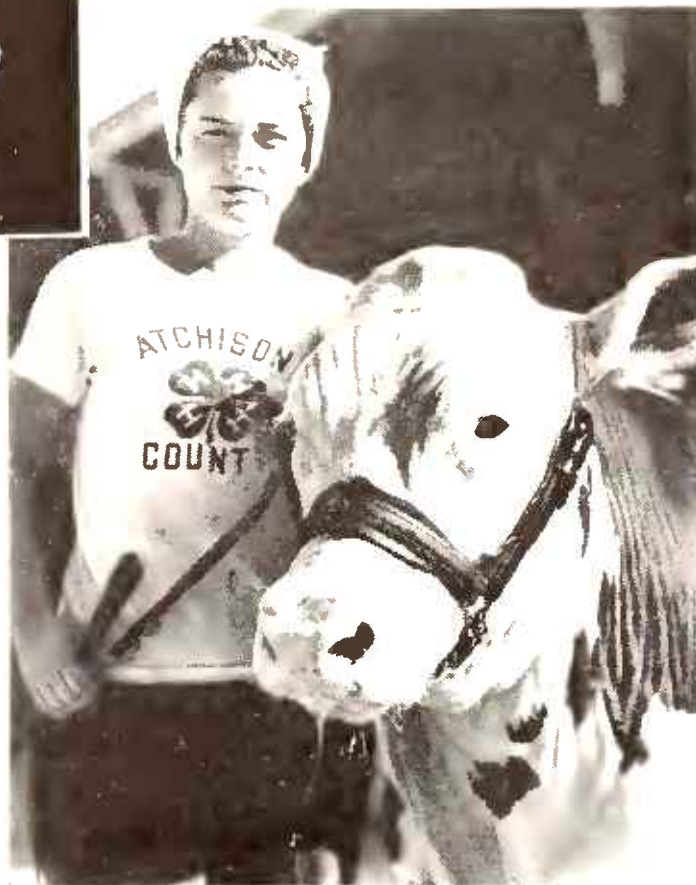
Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience — 6 A.M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



In Washington, D. C.—it's
WWDC
 Represented Nationally by John Blair & Co.

The Farmer's Daughter
 1953 MODEL

SYMBOL OF MODERN FARM LIVING

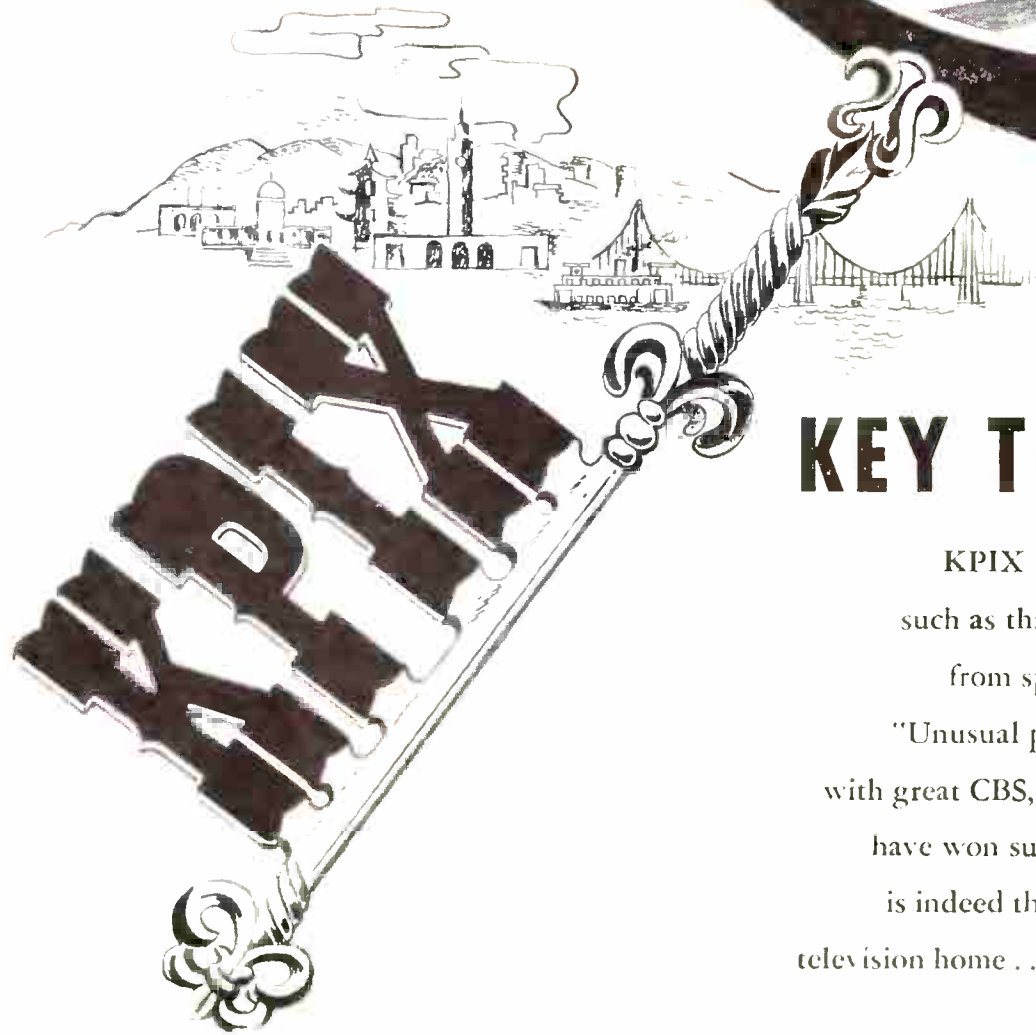
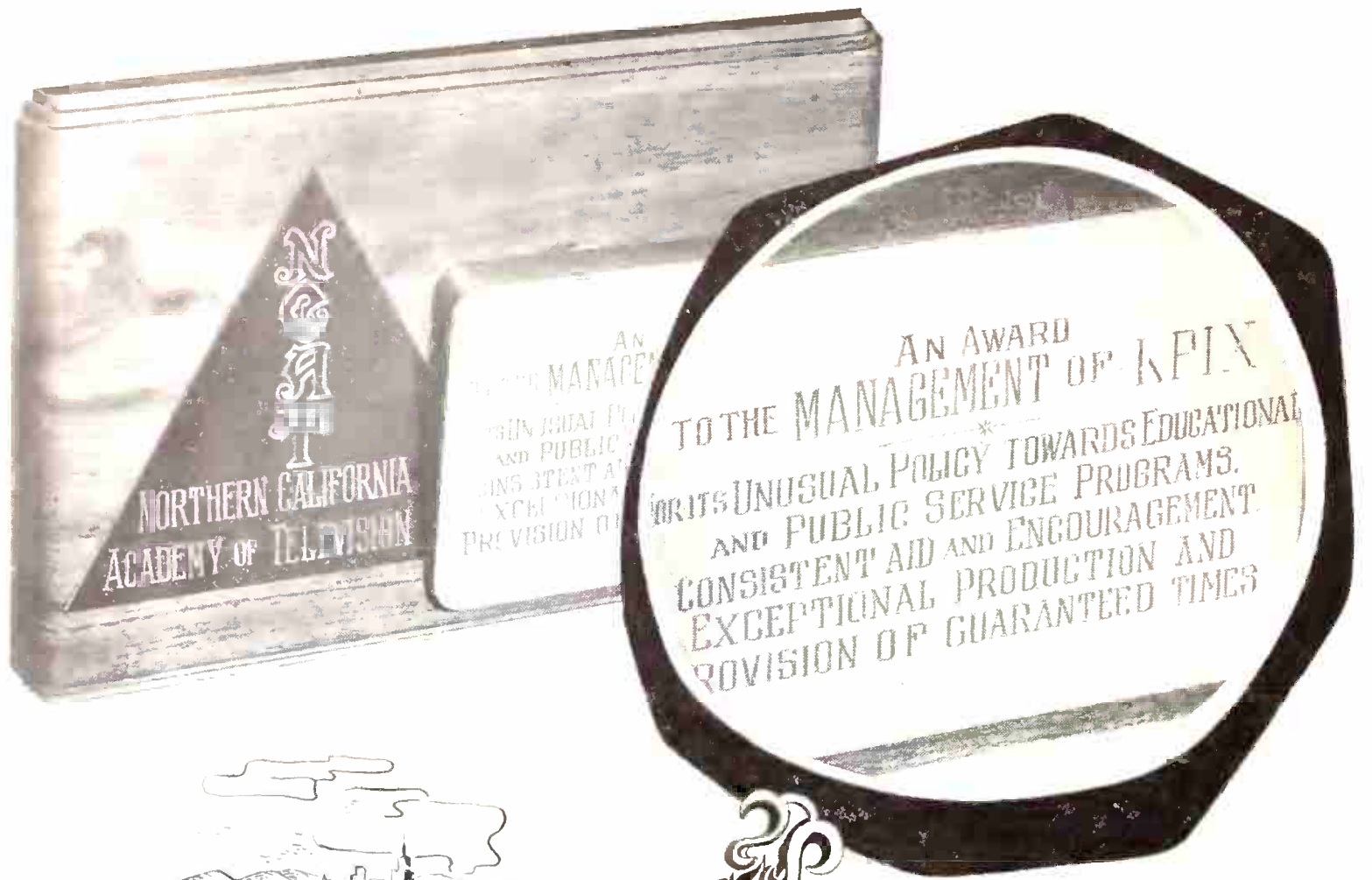


Today's farm girl is a symbol of advances in farm living that makes Kansas one of America's most desirable markets. She's equally at home at a formal dance or in a livestock judging ring. Advertised fashions, cosmetics, and LP's are as much a part of her daily life as home freezers, automatic washers and copper-clad cooking ware.

Only one thing is unchanged in the life of the modern Kansas farmer's daughter and her family. WIBW is still their favorite radio station* . . . a 3-to-1 choice over the nearest competitor. No wonder WIBW is also the favorite of advertisers who dominate this billion dollar farm market.

* Kansas Radio Audience '52

WIBW **CBS**
 Serving and Selling
"THE MAGIC CIRCLE"
 Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
 TOPEKA KANSAS



KEY TO THE CITY

KPIX consistently wins not only awards such as this for public service, but accolades from sponsors for many a job well done. "Unusual policies" in public service, coupled with great CBS, DuMont and local programming, have won such faith and following that KPIX is indeed the "key to the city"... and to every television home... throughout Northern California



KPIX

TELEVISION CHANNEL
SAN FRANCISCO, CALIF.

5

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency

MONDAY

TUESDAY

WEDNESDAY

Arthur Godfrey* Snow Crop, Mxn; Consol Cosmetics, Duggan alt das Owens-Corning, FSR; Fr Sardine; star-kist tuna; R&D alt das Lever Bros: pepsodent m.w. McCann-Erickson Pillsbury Mills: flour, mixes m-th Leo Burnett

No network programming all wk

Ding Dong School Ch m-f L (sponsored tu, th, f)

Prologue to the Future NY m-f F

There's One in Every Family Hy L

No network programming m-f

Ask Washington Wash m-f L

5-min partice: \$355

Strike It Rich Colgate: thpst; vel. super suds, palmolive, fab. ajax 63NY L Esty m.w.f \$8000

Mrs USA NY m-f F

Bride & Groom Gen Mls: blsqkt 47NY m-f L DFS, KR \$15,000

No network programming all wk

No network programming m-f

Love of Life Amer Home Pr 62NY m-f L Blow \$6000

Search for Tom'w P&G: joyt 63NY m-f L Biow \$6500

Guiding Light P&G: ivory, duzt 54NY m-f L Compt \$10,000

No network programming m-f

No network programming m-f

Carry Moore Masland: rings 45NY m onl L A&C (see bel) Pillsbury Mills: duff bkg mixes 46NY alt m L C-M 1/4hr \$2038

Arthur Godfrey* Snow Crop, Mxn; Consol Cosmetics, Duggan alt das Owens-Corning, FSR; Fr Sardine; star-kist tuna, R&D alt das General Mtrs: Frigidale Div tu,th FC&B Pillsbury Mills: flours, mixes m th Leo Burnett

No network programming all wk

Ding Dong School Minnesota Mining & Mfg scotch tape Ch tu onl L BBDO 1/2hr \$985

Prologue to the Future NY m-f F

There's One in Every Family Hy L

No network programming m-f

Ask Washington Wash m-f L

5-min partice: \$355

Strike It Rich m f sus tu,th L

Mrs USA NY m-f F

Bride & Groom General Mills m-f (see mon) DFS, K-R

No network programming all wk

No network programming m-f

Love of Life Amer Home Pr m-f (see mon) Blow

Search for Tom'w P&G: joyt m-f (see mon) Biow

Guiding Light P&G: ivory, duzt m-f (see mon) Compton

No network programming m-f

No network programming m-f

Carry Moore Pillsbury Mills: ballard biscuits 48NY tu 1:45-2 seg C-M 1/4hr \$2038

Arthur Godfrey* Snow Crop, Mxn; Consol Cosmetics, Duggan alt das Owens-Corning, FSR; Fr Sardine; star-kist tuna; R&D alt das Lever Bros: pepsodent m.w. McCann-Erickson Pillsbury Mills: flour, mixes m th Leo Burnett

No network programming all wk

Ding Dong School Ch m-f L (sponsored tu, th, f)

Prologue to the Future NY m-f F

There's One in Every Family Carter: liver pills arrid 18NY w 11:05-10 L

No network programming m-f

Ask Washington Wash m-f L

5-min partice: \$355

Strike It Rich Colgate m.w.f (see mon)

Mrs USA NY m-f F

Bride & Groom General Mills m-f (see mon) DFS, K-R

No network programming all wk

No network programming m-f

Love of Life Amer Home Pr m-f (see mon) Blow

Search for Tom'w P&G: joyt m-f (see mon) Biow

Guiding Light P&G: ivory, duzt m-f (see mon) Compton

No network programming m-f

No network programming m-f

Garry Moore Best Foods: rit, shinola 54NY w 1:45-2 seg Earle Ludgin 1/4hr \$2038

Double or Noth'g Campbell Soup m.w.f (see mon)

No network programming m-f

No network programming m-f

Ward Wheelock Art Linkletter Lever: surf m.w.th 2:30-15 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett

No network programming m-f

No network programming m-f

Big Payoff Colgate m.w.f (see mon)

No network programming m-f

Break the Bank co-op m-f 3-3:30 NY (1-min anncets, 1/4 hrs available)

Paul Dixon Show m-f 3-4 (Participating segments available)

Action in the Afternoon Western drama Phila m-f L

No network programming m-f

No network programming m-f

Ward Wheelock Art Linkletter Lever: surf m.w.th 2:30-15 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett

No network programming m-f

No network programming m-f

Paul Dixon m-f 3-4 Partic sponsors: River Brand Rice Mills: carolina, river brand rice w 3:30-4 seg Donahue & Coe Vitamin Corp: rybutol, juvenal w 3:40-50 seg KFCC (see bel) 10Cinc L

No network programming m-f

No network programming m-f

Big Payoff Colgate m.w.f (see mon)

No network programming m-f

Break the Bank co-op m-f 3-3:30 NY (1-min anncets, 1/4 hrs available)

Paul Dixon Show m-f 3-4 (Participating segments available)

Action in the Afternoon Western drama Phila m-f L

No network programming m-f

No network programming m-f

Ward Wheelock Art Linkletter Lever: surf m.w.th 2:30-15 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett

No network programming m-f

No network programming m-f

Paul Dixon m-f 3-4 Partic sponsors: River Brand Rice Mills: carolina, river brand rice w 3:30-4 seg Donahue & Coe Vitamin Corp: rybutol, juvenal w 3:40-50 seg KFCC (see bel) 10Cinc L

No network programming m-f

No network programming m-f

Big Payoff Colgate m.w.f (see mon)

No network programming m-f

Break the Bank co-op m-f 3-3:30 NY (1-min anncets, 1/4 hrs available)

Paul Dixon Show m-f 3-4 (Participating segments available)

Action in the Afternoon Western drama Phila m-f L

No network programming m-f

No network programming m-f

Ward Wheelock Art Linkletter Lever: surf m.w.th 2:30-15 Ayer Pillsbury Mills m-th 2:45-3 (see mon) Leo Burnett

No network programming m-f

No network programming m-f

Paul Dixon m-f 3-4 Partic sponsors: River Brand Rice Mills: carolina, river brand rice w 3:30-4 seg Donahue & Coe Vitamin Corp: rybutol, juvenal w 3:40-50 seg KFCC (see bel) 10Cinc L

No network programming m-f

No network programming m-f

Big Payoff Colgate m.w.f (see mon)

No network programming m-f

Break the Bank co-op m-f 3-3:30 NY (1-min anncets, 1/4 hrs available)

Paul Dixon Show m-f 3-4 (Participating segments available)

Action in the Afternoon Western drama Phila m-f L

PARAGRAPH OF NETWORK PROGRAMS

Nightt

WEDNESDAY

THURSDAY

FRIDAY

Network	Program	Time	Rate	Network	Program	Time	Rate	Network	Program	Time	Rate							
No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f							
No network programming m-f	No network programming m-f	Captain Video m-f General Foods m.w.f. (see mon)		No network programming m-f	No network programming m-f	No network programming m-f		Captain Video NY m-f sus tu.th	No network programming m-f	No network programming m-f	Captain Video m-f General Foods m.w.f. (see mon)							
		B&B									B&B							
Date with Judy Amer. Chicle	D Edwards News GM: oldsmobile m.w.f. (see mon) D P Brother Perry Como L&M: chesterflds m.w.f. (see mon) Cng'h'm & Walsh Direct	7NY L	\$9500	What's the Story? Allen B DuMont Labs: dumont tv sets 2NY L	\$1750	Eddie Fisher Coca-Cola Co. 78NY w.t. 42L D'Arcy \$20,000 Camel Nws Carv'n R J Reynolds m-f (see mon) Esty	46NY F	\$18,000	D Edwards News Am Ptg: pall mall tu.th (see tu) SSCB Jane Froman GE: Lamp Div 24NY L BBOD \$4500	No network programming	Dinah Shore Chevrolet Motor tu.th (see tu) Campbell-Ewald Camel Nws Carv'n R J Reynolds m-f (see mon) Esty	56NY F	\$11,500	Stu Erwin Show General Mills: cheerios 56NY F	\$11,500	D Edwards News (GM: oldsmobile m.w.f. (see mon)) D P Brother Perry Como L&M: chesterflds m.w.f. (see mon) Cng'h'm & Walsh	No network programming	
20th Century Tales	Godfrey's Friends Pillsbury Mills: hour, mixes 51NY L LB (see bel) alt wks 8-8:30 Toni, home perm 68NY L W&G (see bel) alt wks 8-8:30 Liggett & Myers: chesterfields 60NY L 8:30 9 wkly C&W shr \$45,000	51NY L		Johns Hopkins Science Review 5Balt L 75NY.Hy F	\$29,000	I Married Joan General Elec. appliances 75NY.Hy F	8NY F		Life With Luigi 8NY F	21NY L	\$18,500	You Bet Your Life (Groucho Marx) DeSoto Mtr Div of Chrysler 81NY F Lambert Pharm: listerine 61Hy alt f F r&tv L&F \$35,000	62Hy alt f F Maxon (see bel) Lambert Pharm: listerine 61Hy alt f F r&tv L&F \$35,000	62Hy alt f F Maxon (see bel) Lambert Pharm: listerine 61Hy alt f F r&tv L&F \$35,000	Gen Fds: max-well hs coffee, minute rice 36NY L	\$20,000	Mama	No network programming
Hour Glass	Strike It Rich Colgate: lustre cream, palmolive shv cream, veto 10NY L	60NY L	\$45,000	Stage a Number (Bijl) Wendell 8:30-9:30 NY till 5/20 L The Straw-hatters Variety NY after 5/20 L	49NY L	Chance of a Lifetime P Lorillard: old gold cigs 49NY L	\$6,500	Amos 'n' Andy Blatz Brewing 501Hy alt th F WHW \$30,000 Four Star Plyhs Singer Sewing 55NY alt th F Y&R \$20,000	501Hy alt th F WHW \$30,000 55NY alt th F Y&R \$20,000	29NY L	\$4,500	Treasury Men in Action Borden Co: borden inst coff 29NY L	29NY L	\$14,000	My Friend Irma R J Reynolds: cavalier cigs 51NY L	\$24,000	Jimmy Hughes, Rookie Cop 51NY L	
Double Exposure	Man Against Crime R J Reynolds: camel cigs 48NY F	48NY F	\$8,500	Kraft TV Theatre Kraft Foods: velveeta, kraft deluxe slices 49NY 42L	91Octr L	Motor City Fights Boxing co-op & sus 91Octr L		Big Town Lever: rinso, shalow wave, chlorodent 39NY F	39NY F	51NY L	\$22,000	Ford Theatre Ford Motor Co: autos, trucks 51NY F	22NY L	\$12,500	Dur Miss Brooks General Foods: swansdown flour, sanka coffee 63Hy L	\$30,000	Life Begins at Eighty Serutan Co: serutan, geritol 51NY L	\$3,000
Wrestling from Rainbo	Warwick & Legler \$30,000 Sports Spot General Cigar: white owl 28NY 10:45-11 L Y&R \$1500	48NY F	\$28,000	This is Your Life Hazel Bishop: cosmetics 51Hy 25L	25L	No network programming		My Little Margie Philip Morris: phil morris cigs 51NY F	51NY F	64NY 45L	\$13,500	Martin Kane—Private Eye US Tob: model, old briar, dill's best, tweed 64NY 45L	22NY L	\$12,500	Mr & Mrs North Colgate: halo, colgate tltpst 37Hy F	\$23,000	Twenty Questions Bauer & Black: enrads 27NY L	\$7000
Wrestling from Rainbo (cont'd)	Chronoscope Longines m.w.f. (see mon) V A Bennett	No network programming m-f		Raymond Spector \$12,000	Quick as a Flash That Appliances 27NY L alt th HH&M \$8000	No network programming		The Big Idea GNY L	No network programming	No network programming wth	No network programming	No network programming	No network programming	No network programming	No network programming	No network programming	No network programming	Leo Burnett \$7000 Down You Go Carter prods: arrid, risei Bates (see bel) Helene Curtis: spray net 24Ch R&R \$7000

DuMont Labs, direct DTN, W 7:30-8 pm
DuMont, BBDO NBC, alt W 8:30-9 pm
Ekco Prods., D P S NBC, alt M 3:30-4 pm
Electric Auto-Lite, Cecil & Presbrey, CBS, Tu 9:30-10 pm
Fleetside Co., Ayer, CBS, alt Sun 6:30-7 pm
Faith for Today, Rockhill, ABC, Sun 12:30-1 pm
Firestone, Sweney & James, NBC, M 8:30-9 pm
Ford Motor, JWP, NBC, Th 9:30-10 pm
Fram, Van Sant, Dugdale, NBC, Sun 5:30-6:15 pm
French Sardine, Rhoades & Davis, CBS, M Th 10:30-11 am (alt days)
General Cigar, Y&R, CBS, W 10:15-11 pm
General Electric, BBDO, CBS, Sun 9:30-10 pm; Th 7:15-8 pm; Y&R, NBC, W 8:30-9 pm
General Foods, Y&R, CBS, F 9:30-10 pm; B&B, CBS, F 8:30-9 pm; M 9:30-10 pm; DTN, M, W, F 7:30-8 pm; NBC, Sun 6:30-7 pm
General Mills, D P S, ABC, Th 7:30-8 pm; F 7:30-8 pm; D P S & Knorr, NBC, F 12:15-1 pm; Tatham, Kraft, NBC, F 10:10-11 am
General Motors, Oldsmobile, D P Brother, CBS, M, W, F 7:30-8 pm; Frigidaire, FC&B, CBS, Th 10:30-11 am
Gerber Prods., D'Arcy, NBC, W 1:15-2 pm
Globe Safety Razor, Maxon, NBC, F 10 pm to conel, Sat 11:30 pm
Glidden Co., Melham & Lew, NBC, F 1:30-2 pm
B F Goodrich, BBDO, CBS, alt M 8:30-9 pm
Goodyear, Y&R, NBC, alt Sun 9:10 pm

Green Giant, Leo Burnett, CBS, F 2:30-4:15 pm
Griffin Mfg., Birmingham, Castleman & Pierce, NBC, Sat 10 min, bet. 9:30-10 pm
Gruen, McCann Erickson, ABC, Sun 6:30-7 pm
Gulf Oil, Y&R, NBC, F 8:30-9 pm
Hall Bros., FC&B, NBC, Sun 5:55-6 pm
Hawley & Hoops, Esty, CBS, Sun 12:30-1 pm
Hotpoint, Inc., Maxon, ABC, alt F 8:30-9 pm
Int'l Shoe, D'Arcy, DPN, Sat 11:30-12 noon; Henri, Hurst & McDonald, NBC, alt F 5:15-6 pm
Ironrite, Brooke, Smith, French & Dorrance, ABC, Mon 7:30-8 pm
Jergens, R. W. Orr, CBS, alt Sat 10:30-11 pm
Johnson Candy, Bruck, ABC, Sat 10:30-11 am
S. C. Johnson, Needham, Louis & Brody, ABC, alt Tu 10:30-11 pm; NBC, alt M 9:30-10:30 pm; ABC, Sat 9 pm to conel.
Kellogg, Burnett, CBS, Tu 2:30-4:15 pm; F 2:15-3 pm; F 1:15-2 pm; NBC, Th, Th 5:30-6:15 pm
Kelvinator, Geyer, NBC, F 3:30-4:15 pm
Knemark, Emil Mogul, NBC, alt Tu, 4:15-5 pm
Kraft Foods, JWP, NBC, W 9:10 pm
Kreislter, Hirschon, Garfield, ABC, alt F 9:30-10 pm
Lambert Pharm., Lambert & Peasley, ABC, alt F 8:30-9 pm
Lrus, Warwick & Legler, DTN, Sun 9:30-10 pm
Lumax, Lees & Sons, D'Arcy, NBC, M 1:15-2 pm
Lohn & Fink, L&N, NBC, alt Sat 10:30-11 pm
Lever Bros., JWP, CBS, Th 9:30-10 pm; McCann Erickson, CBS, Th 9:30-10 pm; M, W 10:30-11 am; Ayer, CBS, M, W, Th 2:30-4:15 pm
Liggett & Myers, Cunningham & Walsh, CBS, W

8:30-9 pm; M, W, F 7:45-8 pm; Sat 7:30-8 pm; NBC, Th 9:30-10 pm
Lincoln-Mercury, K&E, CBS, Sun 8-9 pm
Thomas J. Lipton, Y&R, CBS, M 8:30-9 pm
Longines, V. A. Bennett, CBS, M, W, F, 11:15-12:15 pm
P. Lorillard, Y&R, CBS, Sun 10:30-11 pm; L&N, NBC, Tu 10:30-11 pm; Tu 10:30-11 pm; ABC, Th 8:30-9 pm
Masland, Anderson & Calms, CBS, M 1:30-2:15 pm
Minnesota Mining, BBDO, NBC, Tu 10:30-11 am
Minute Maid, Bates, NBC, Th 4:30-5 pm
J. Montener, Ludgin, CBS, Sun 10:30-11 pm
Philip Morris, Blow, CBS, M 9:30-10 pm; Th 10:30-11 pm; NBC, Sat 8-8:30 pm
Motor Prods., Deepfreeze Appliances, Roche Wil-Hams & Cleary, CBS, Th 1:30-2:15 pm
Mutual of Omaha, Bozell & Jacobs, NBC, Tu 10:45-11 pm
Nat'l Dairy Prods., Ayer, CBS, Sat 12-1 pm
Nestle Co., Sherman & Marquette, CBS, Sat 8-9 pm; NBC, W 4:30-5 pm
Norwich Pharm., B&B, CBS, Sun 11:15-12 pm
Dwens-Corning Fiberglas, Fuller & Smith & Ross, CBS, M Th 10:15-11:30 (alt days)
Pabst, Warwick & Legler, CBS, W 10 pm to conel
Pet Milk, Gardner, NBC, Sat 8:30-9 pm
Phillco, Hentelns, NBC, alt Sun 9:10 pm
Pillsbury Mills, Burnett, CBS, alt W 8:30-9 pm; M Th 10:15-11 am; M-Th 2:45-3 pm; Campbell-Milham, CBS, alt M 1:15-2 pm; Tu 1:45-2 pm
Plymouth, Ayer, ABC, Sun 7:30-8 pm

Procter & Gamble, D P S, ABC, Tu 7:30-8 pm; CBS, Sat 8-9 pm; 12:30-1:15 pm; NBC, Sun 4:45-5 pm; Sun 7:30-8 pm; Sun 10:30-11 pm
Prudential, Calkins & Smith, NBC, alt Quaker Oats, Needham, Sun 4:30-5 pm; Sh, M, F 5:15-6 pm
Ralston-Purina, Gardner, RCA, JWP, NBC, F 8:30-9 pm
Revere, St George & Reynolds Metals, Seeds, R. J. Reynolds, Esty, CBS, 9 pm; CBS, M F 7:30-8 pm
River Brand Rice Mills, W 3:30-4 pm
Rosefield Packing, Gull, ABC, Sun 7-7:30 pm
Schick, Inc., Kudner, CBS, Sat 8-9 pm
Schlitz Brewing, L&N, Scholl, Donahue & Coe, Scott Paper, JWP, NBC, 10:30-11 pm
Serutan Co., Edward Kl, F 9:30-10 pm
Simmons, Y&R, CBS, alt 9-9:30 pm
Simoniz Co., SSCB, NBC, 9-9:30 pm
Singer Sewing, Y&R, CBS,

No network programming	No network programming	No network programming	No network programming
No network programming	What in the World? Phila L		
	\$3000		
Paul Whiteman Teen Club Sweets Co: tootsie rolls Phila L	Stork Club Liggett & Myers: Chesterfields L 11NY L	No network programming	Mr Wizard Science prog Ch L
Moselle & Son \$12,500	Cun'ghm & Walsh \$9000		
Film feature	Beat the Clock Sylvania Electv Prods L 43NY L	Johnny Jupiter L 3NY L	Ethel & Albert Sunbeam Corp: electv appliances 40NY L
	C&P \$9000		Perrin-Paus \$12,000
Feature Film L&F	Jackie Gleason Co-sponsors: Schick: electr shavers Kudner (see bel) Nestle: nescafe Sherman & Marquette P&G: Hilt Blow thru 6/13 Sheaffer Pen Seeds start 6/20 63NY L (Agencies above) \$65,000	No network programming	My Hero Philip Morris: dunhill cigs 45NY F
			Blow \$23,000
			Ted Mack's Original Amateur Hour Pet Milk Co: evap milk 65NY 58L Gardner \$11,000
Saturday Night Fights (Boxing) Co-sponsors: Gayuk Cigar Co: phililles Ginton S C Johnson: Johnson's wax	This Is Show Business NY L	No network programming	Show of Shows (till 5/30) 9-10:30 R J Reynolds 72NY 9-9:30 L Esty 1/2hr \$27,500
NY L L&B \$14,000	Meet Millie L 15Ch L	Wrestling from Chicago co-op 9:30-12m L	10min (9:30-10): SOS Cleaner McCann-Erickson Benrus Watch Cecil & Presbrey Griffin shoe pol BC&P Bristol-Myers DCSS 53-57NY L
Fight Talk War L	\$19,050		Alt sat 10-10:30: Prudential Ins 63NY 51L Calkins & Holden Lehn & Fink: lysol, hind's er 54NY L L&N 1/2hr \$27,500
	Quiz Kids Ch L	Wrestling (cont'd)	Your Hit Parade Amer Tobacco: lucky strike 79NY 52L BBDO \$30,000
No network programming	It's News to Me Andrew Jergens 22NY alt wk L Orr (see bel) Simmons: beauty rest, hide-a-bed 27NY alt wk L Y&R \$10,500		
		Sports Showcase Boyle-Midway: autobrite 13Ch 11:05-20 W Earl Bothwell \$1500	
No network programming	No network programming	Wrestling (resumes 11:20)	No network programming

IMPORTANT: Save this explanation

How to use the Comparagraph

This chart is designed to give you detailed facts at a glance about network programs. Chart at left is television; next issue will be radio. Nighttime programs appear on the face of the chart you're looking at now. Daytime is on the reverse side. Necessarily, information given is in abbreviated form. To help make grasping the information easier, an enlarged portion of the Comparagraph is shown below with explanations printed to either side . . .

<p>Sponsor</p> <p>Number of stations carrying show and point of origination</p> <p>Time is listed when show length does not fall within even quarter hours</p>	<p>My true story Sterling Drug: bayer, molle, engine. dr lyonst 212N m-f L 10-10:25 D-F-S \$5250</p> <p>Whisper'g streets Gen Mls 10:25-45 wheaties, bisq'k† 224N m-f L K-R \$3250</p> <p>When girl marries Durkee Fds 165N m,w,f L LB \$3250</p>	<p>Name of show appears in boldface</p> <p>Products advertised on show. †means there are other products not listed</p> <p>L means show is live F means film</p> <p>Agency name appears in bold face at bottom of each listing for a sponsored show. Also in boldface is SPONSOR's estimate of program's cost (excluding time). Agency names are abbreviated. For full name see sponsor list at bottom of page</p>
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Sustaining programs are those which show no listing for a sponsor

Live like a millionaire
106N m-f L

NOTE TO ADVERTISERS Starting next issue, this two-column space will be available for advertisers. For detailed information, wire collect to Norman Knight, 510 Madison Ave.

Compton: 9:30 pm; pm; M-F n; Tu-Th 4:5-4 pm;

McClinton NBC, alt te: NBC. 11:30 am 4-4:30 pm 6-6:30 pm 10-8 pm n; 7:30-9:30 pm (see: DTN.

Nonfill: 9:30 pm; 10-40 pm; 9 pm; Th 8:30-9 pm; pm alt F 30-9 pm

Snow Crop. Maxon: CBS, M-Th 10-10:15 am (alt days)

S.O.S. Co., McCann-Erickson: NBC, Sat 10 min. bet. 9:30-10 pm

Speidel, SSCB: NBC, alt M 8-8:30 pm

Standard Brands, Bates: NBC, M, Th 5:45-6 pm

Sterling Drug, D-F-S: ABC, Mon 8-8:30 pm

Stokeley, Calkins & Holden: CBS, Th 1:45-2 pm

Sunbeam Corp., Perrin-Paus: NBC, Sun 5:45-6 pm; Sat 7:30-8 pm

Swanson, Ludgln: ABC, alt Tu 10:30-11 pm

Sweets Co., Moselle & Eisen: ABC, Sun 12-12:30 pm; Sat 7-7:30 pm

Sylvania, Ceell & Presbrey: CBS, Sat 7:30-8 pm

Texas Co., Kudner: NBC, Tu 8-9 pm (3 of 4 wks)

Thor Appliances, Henrl, Hurst & McDonald: ABC, Th 10:30-11 pm

Tide Water Oil, L & N: DTN, Th 8:30-9 pm

Toni Co., Weiss & Geller: CBS, alt W 8-8:30 pm; Leo Burnett: CBS, alt Th 10:30-11 pm

U.S. Tobacco, Kudner: NBC, Th 10-10:30 pm

Vitamin Corp., Kastor, Farrell, Chesley & Clifford: DTN, W 3:40-50 pm

Welch Grape Juice, Doherty, Clifford, Steers & Shenfield: NBC, alt F 5:45-6 pm

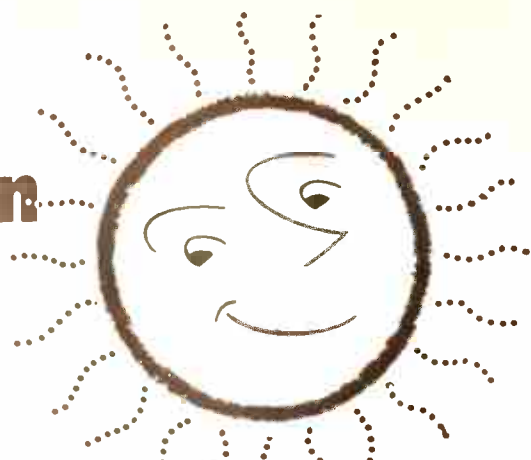
Westinghouse, McCann-Erickson: CBS, M 10-11 pm; Th 11:15-30 am; Fuller & Smith & Ross: CBS, Tu, Th 2-2:30 pm

Willys-Overland, Ewell & Thurber: CBS, Tu 6:30-7:30 pm; 11-12 mid. (2 June only)

Wrigley, B&R: CBS, Sun 7-7:30 pm

Yg. People's Ch., Camp: DTN, Sun 10:30-11 pm

**The sun
shines
bright**



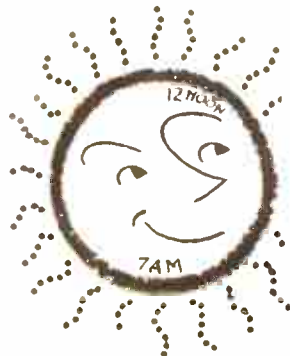
on WMCT, Memphis



205,000

TV homes in Memphis area

According to latest distributors' figures WMCT reaches more than 205,000 homes in the 2 billion dollar mid-South market.



Average Hooper 7 AM-12 Noon 13.2%
Cost per thousand homes \$1.92*

In the morning, average homes reached are 27,060

*This figure is based on Class "D" minute rate.



Average Hooper 12 Noon-5 PM 21.4%
Cost per thousand homes \$1.78*

In the afternoon, average number of homes reached is 43,870.

*Based on Class "C" minute rate.

Here's proof that if you are selling the Memphis market, your best advertising buy, dollar for dollar, is WMCT.

National Representatives The Branham Co.

Channel 5 • Memphis
Affiliated with NBC

Owned and operated by
THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY
TV Station

WMC WMCF WMCT

No network programming	No network programming	No network programming all wk	No network programming
No network programming	No network programming	No network programming	No network programming
Tootsie Hippodrome Sweets Co: tootsie rolls, other candy pr 44NY L	In the Park Phila L		
Moselle & Eisen \$4500		\$3350	No network programming all wk
Faith for Today Faith for Today, Inc 12NY L	Candy Carnival Hawley & Hoops: m&m candy 34Phila L		No network programming
Rockhill \$2000	Esty \$12,000		
Seminar Public affairs 9NY L		No network programming	No network programming
Both Sides Amer Fed of Labor 10Wash L			Youth War to Know Wash
Furman, Felner \$2000			Frontiers Faith Religious pr in co-op w Nat Council Chs of Chr NY
Junior Press Conference Forum 12Phila L		No network programming	American Inventory Documentar series NY
No network programming		No network programming	American Fed of the Ai Wash
No network programming		No network programming	TBA
No network programming	American In Holland NY L		TBA
No network programming	Lamp Unto My Feet NY L		Kukla, Fran & Oille RCA: prod-services 51Ch alt wks
No network programming	Man of the Week Wash L	\$4150	JWT \$400 Zoo Parade Quaker Oats: ken-1-ratlon 48Ch alt wks
Super Circus Kellogg Co: corn flakes 45NY 5-5:30 L	Adventure (In co-op with Museum of Natural History) NY 5-6 L		NL&B \$300
Mars Inc: candy 42NY 5:30-6 L			Hallmark Theatre Hall Bros: ha mark greetin cards 36NY FC&B \$13,000
LB 1/2hr \$14,000			Vacation'd Ant Pram Filter Co 59NY VanSant \$800
LB 1/2hr \$14,000		1hr: \$23,100 1/2hr: \$12,500	Window on W. Sunbeam Cor 16Wash Perrin-Paus \$100



SUNDAY

MONDAY

TUESDAY

Main table containing TV program listings for Sunday, Monday, and Tuesday. Columns include program name, time, station, and sponsor. Rows are organized by time slots.

Notes and explanations to help you use this chart

Notes and explanations to help you use this chart. Includes details on costs, time zones, abbreviations, and station lineups.

Sponsors listed alphabetically with agency and time on air

- List of sponsors including Admiral, Erwin, Wasey, DTN, Tu 8:30 pm, AF of L, Purman, Feiner, ABC, Sun 1:30-2 pm, etc.



THURSDAY

FRIDAY

SATURDAY

Arthur Godfrey's
Sally & Max
Dugan
FSR: Ey Sac me
R&D
General Mrs.
FC&B
Leo Burnett

There's One In
Every Family
Betty Furness
McE

Strike It Rich
NY

Bride & Groom
DFS, K-R

Love of Life
Search for Tom's
Guiding Light
Compton

No network programming

Garry Moore
RW&C
Stokely Van
Camp
C&H

Freedom Rings
Westinghouse

Fuller & Smith & Ross
Art Linkletter
Ayer
Pillsbury Mills
Leo Burnett

Big Payoff
Action in the Afternoon
Phila

No network programming

No network programming

Ding Dong School
JWT
Prologue to the Future
NY

Ask Washington
Wash

Mrs USA
NY

No network programming

No network programming

No network programming

No network programming

No network programming

Break the Bank
Paul Dixon Show
Welcome Trav'lers
DFS
Kate Smith
Ancana
ML&M
Bates
Shmondz
SSCB

Hawkins Falls
Gahhy Hayes
Howdy Doody
Leo Burnett
Bates

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

Ward Wheelock
Art Linkletter
LB
Kellogg

Big Payoff
Esty
Action in the Afternoon
Phila

No network programming

No network programming

Wheel of Fortune
NY

There's One in Every Family
Phila

5 min. parties
Strike It Rich
Esty

Strike It Rich
Colgate

Bride & Groom
DFS, K-R

Love of Life
Search for Tom's
Guiding Light
Compton

No network programming

Garry Moore
Kellogg Co.
LB

Double or Noth'g
Campbell Soup

Ward Wheelock
Art Linkletter
LB
Kellogg

Big Payoff
Esty
Action in the Afternoon
Phila

No network programming

No network programming

No network programming

No network programming

No network programming

Mrs USA
NY

Bride & Groom
DFS, K-R

Love of Life
Search for Tom's
Guiding Light
Compton

No network programming

Garry Moore
Kellogg Co.
LB

Double or Noth'g
Campbell Soup

Ward Wheelock
Art Linkletter
LB
Kellogg

Big Payoff
Esty
Action in the Afternoon
Phila

No network programming

No network programming

Ding Dong School
Tatham-Laird
Prologue to the Future
NY

Ask Washington
Wash

Mrs USA
NY

Bride & Groom
DFS, K-R

Love of Life
Search for Tom's
Guiding Light
Compton

No network programming

Garry Moore
Kellogg Co.
LB

Double or Noth'g
Campbell Soup

Ward Wheelock
Art Linkletter
LB
Kellogg

Break the Bank
Paul Dixon Show
Welcome Trav'lers
Blow

Kate Smith
Gilded
Mel drum & Fcwsmlth
Hawkins Falls
Gabby Hayes
S&M
Howdy Doody
HH&M
Welch
DCSS

No network programming

No network programming

Lash of the West
NY

Rootie Kazootie
Franklin Bruck

Space Patrol
Rafston-Purina
Gardner
Sky King
Derby P.D.
NL&B
Hail the Champ
Amend
HH&M

There's One In Every Family
NY

5-min parties
Rod Brown of the Rocket Rangers
NY

Kids & Company
Int'l Shoe Co.
D'Arcy

The Big Top
National Dairy Prods.

Ayer

Meet Me at the Zoo
Phila

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

Happy's Party
Pittsb

No network programming

Kids & Company
Int'l Shoe Co.

The Big Top
National Dairy Prods.

Ayer

Meet Me at the Zoo
Phila

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

No network programming

Happy's Party
Pittsb

No network programming

Kids & Company
Int'l Shoe Co.

The Big Top
National Dairy Prods.

Ayer

Meet Me at the Zoo
Phila

No network programming

No network programming

No network programming

No network programming

Top Stake Horse Races
Gillette Safety Razor Co.
Maxon

No network programming



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the 3/4-million Auto Radios, and the 1 1/2-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

**The time to sell Detroit is now . . .
the time to buy is . . .**



Associate Television Station WWJ-TV

AM-950 KILOCYCLES-5000 WATTS
FM CHANNEL 246-97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.



LOOK! No Fence

Around KOA's Million
Square Miles of Range

**NIELSEN REPORTS
PROVE 10 to 100% of all
radio families in 302 Counties
in 12 states listen regularly to
KOA.**

But this is only part of the
story, because "you can't
fence KOA in!" These figures
do not include KOA's Bonus
Coverage!

Bonus Coverage

KOA is the best Outdoor
Advertising Medium in the
West! With appeal that's alive
wherever you drive!... In more
locations than you could af-
ford to buy.

KOA is a favorite with as
many as 9% of the radio fami-
lies in thousands of counties in
over 34 states (plus Canada
and Mexico) who respond by
mail!

The unfenced KOA range
is the home of millions of buy-
ers with billions of dollars in
their jeans... millions of buy-
ers who are BEYOND TV
HORIZONS.

The most positive way...
the most economical way to
reach this rich market is
through programs, spots and
participations on KOA... the
radio station which...

Covers the West... Best!



Write for KOA's
The Western Market,
Nielsen Coverage Issue.



850 Kilocycles... 50,000 Watts
1625 California Street

National Sales Representatives:
EDWARD PETRY & CO.
New York • Chicago • Detroit
San Francisco • Los Angeles • St. Louis • Dallas

CASTRO ON THE AIR

(Continued from page 93)

orable. Castro's is a catchy jingle al-
ways sung to mandolin accompani-
ment. Also, Castro's policy is to use
a strong radio personality whenever
possible to give his sales pitch.

3. *Newspapers:* Use newspapers for
direct merchandising, showing the
full scope of your line.

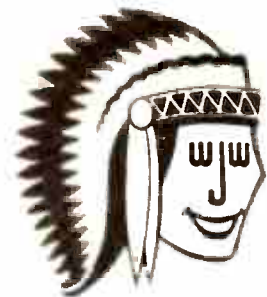
Castro's entry into TV virtually co-
incided with the medium's coming of
age. He began using TV in 1948 when
there were but 30,000 sets in the New
York area, compared with today's 3-
100,000. Bernard Karlen, then a free-
lance creative man, approached Castro
with ideas for a TV campaign. With
the Castro account in hand, Karlen
then set up his own advertising agen-
cy, Newton Advertising.

Castro got the idea for a film com-
mercial the firm has been using ever
since 1948 when he saw Bernadette, his
five-year-old daughter, trot into the
living room and open the living room
sofa unaided. It hit him immediately:
Show Bernadette in the film actually
opening a Castro Convertible. Copy
theme: "So easy to operate, even a
child can open it."

This 60-second film was shown once
weekly starting July 1948, then grad-
ually, as Castro saw the results of the
demonstration, the schedule was in-
creased. Today the film runs about
nine times a week over WABD, WOR-
TV, WJZ-TV, WNBT, and WCBS-TV.

About two years ago, Castro ran this
English-language commercial near an
Italian film program on WOR-TV.
However, the audience research proved
that this same group of viewers was
being reached by the regular English
program adjacencies. Other than this
instance, however, Castro never has
dropped a time slot.

Television actually put Castro on the
map, although the time was particu-
larly opportune for a Castro campaign.
Various factors not connected with ad-
vertising helped toward his growth:
(1) The housing shortage in the late
Forties was as acute as ever, hence
the trend towards smaller, compact
apartments in the metropolitan area.
(2) The market for convertible sofas
was wide open. Though they'd been
available in some form since the Twen-
ties, they were little known to the pub-
lic. (3) Castro was among the first
designer-manufacturers to develop a
convertible which filled both the need
for comfortable sleeping at night, and



**CLEVELAND'S
Chief
STATION**

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED

BY

H-R REPRESENTATIVES

BEST!...
LOUISIANA PURCHASE
—SINCE 1803

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and
published announcement rates, you
pay less, far less, per percentage of
listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	12	44c
Station A (Net)	28	\$1.07
" B "	12	\$1.17
" C "	11	\$0.65
" D "	10	\$1.50
" E (Ind)	6	\$0.88
" F "	4	\$1.40
" G "	4	\$1.05
" H "	3	\$1.63
" I "	5	\$1.06

600KC "THE SEPIA STATION"

WMRY
NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

THE 17TH STATE* Traveler



"Everyday people and places—they're news" is the philosophy behind the WGY Traveler's program. Wandering over the highways and byways of WGY-Land, Enoch Squires encounters many interesting people and places. A veteran radio and newspaper man, Enoch is the kind of a fellow who has a knack at ferreting out stories from complete strangers. And with the rich historical and legendary character of the WGY area (from the Hudson River Valley to the Canadian border and from mid-New England to Central New York) he's having a field day in gathering

human interest material for his 15-minute program on Station WGY at 2:45 p.m. every weekday. Some of his material is fact and some of it is legend, but Enoch Squires has become very real to the people of the 17th State.

An intensive promotional campaign for this new program has made "The WGY Traveler" a household word in Eastern Upstate New York and Western New England. See your Henry I. Christal representative for choice spots on this unique program.



Wherever the story is, Enoch Squires will find it. Walking through fields, visiting general stores, or just knocking on strange doors are the WGY Traveler's techniques. And they work because the WGY audience is richly rewarded with the little known facts about the everyday people and places in the WGY community. The WGY Traveler is a home-spun show which has taken the 17th State by storm.

**The WGY area is so named because its retail sales is exceeded by only 16 states.*

WGY

50,000 watts Studios in Schenectady, New York.

A GENERAL ELECTRIC STATION

Represented by Henry I. Christal Company, New York • Chicago • San Francisco

was a handsome piece of furniture during the day. However, the little girl opening up a Castro sofa by herself in his television commercial probably contributed more than anything else toward making Castro a household word in the New York area, Castro believes.

This year Castro plans to produce a new version of the commercial using Bernadette's five-year-old brother in her original role. This film, as was the first, will be shot in Castro's own living room.

Castro's approach to radio is no less original than his TV campaign. His radio announcements, preceded by a catchy jingle sung to mandolin accom-

paniment, are heard some 20 times a week over New York stations WNBC, WCBS, and WMCA. Neither Castro nor his agency has a rigid policy on the length of time over which a particular jingle is useful. As Bernard Karlen puts it: "We change the jingle whenever we get a good idea for a new one. And often we run two or three jingles simultaneously over different stations or at different times."

These jingles do have two things in common: (1) They're easy to remember because of their rhyme; (2) they're accompanied by Italian folk music, peppy and melodic, played upon a mandolin in Neapolitan style, and there-

fore with a fresh appeal to the majority of radio listeners.

Here's one type of lead-in to a Castro radio commercial, although it's difficult to call it typical, because there have been so many over the past four years during his use of the medium:

*There was an old woman who lived
in a shoe,
She had so many children she didn't
know what to do.
Every evening at bedtime she'd sit
alone and weep.
There were beds for her children—
but no place for her to sleep.*

From this poem pointing out a need for a comfortable bed, the copy leads into a hard sell of Castro's Convertibles. Copy stress is on comfort, convenience, brand name, and economy.

The jingles themselves are the result of agency-client effort. Sometimes Castro himself writes the jingles, sometimes they originate in the Newton Agency. When they're done in the agency, the jingles are a team effort. Involved are a composer-folk singer who arranges and records the ditty, as well as the two Karlen brothers, who operate the Newton Agency together.

**a
miss step
can ruin
your score**



**for a perfect score every time
it's *WHOO*
ORLANDO, FLORIDA**

A step in the wrong direction can ruin your sales results in any market. But you'll click when you choose WHOO in Orlando, Florida. Local people in the know choose WHOO to carry their sales messages. You, too, will be able to sit back and watch the Sales Chart.

- RADIO
- TV
- NEWSPAPER

National Representative
Avery-Knadel, Inc.

EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

THE
QUAD-CITIES
No. 1 Radio Station
WHBF
joins the nation's
No. 1 Radio Network
CBS
Effective July 1, 1953



Quad-Cities' favorite
WHBF AM
FM
TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knadel, Inc.

AP NEWS = Rising Sales Curves!

"Sales Increased 50% Through Sponsorship Of AP News"

"... that's the record scored by Schreiber & Miller Furniture Co.," says James W. Bradner, Jr., Owner-Manager of KGBC, Galveston, Texas. "Other sponsors report sales increases ranging from 11% up to 700%."

Of the sales increase at Schreiber & Miller, Jack Miller says: "A case in point was a promotion of General Electric Wringer Washers." We advertised them only on our three Sunday newscasts — nowhere else. By noon Monday, we sold out our entire stock of 21 washers at \$119.95 each. During the three years we have sponsored KGBC-AP News we have won every G.E. district sales contest. And last year we were named one of the top ten dealers in the nation."



James W. Bradner, Jr.
Owner-Manager, KGBC.
Galveston, Texas

"30% Of Our Revenue Comes From AP News"

"... and 90% of our AP news sponsors have been with us for more than three years," says C. C. Thompson, General Manager of KSOK, Arkansas City, Kansas.

"If a sponsor of another type of program cannot see direct results, we sell him an AP newscast or news participation ... that usually does it."

"News on Parade, a 30-minute roundup, is sold on a participation basis and has a waiting list that has had no openings during the past two years."

"I contacted Bridges Style Shop, which is now in its third year of co-sponsorship of News on Parade. Mrs. Lydia Bridges, owner, told me that News on Parade has done a consistently fine job for my firm the past three years. Just this month one announcement on this AP newscast brought out one of the largest crowds she ever had to an after-Easter sale."



S. C. Thompson
General Manager, KSOK,
Arkansas City, Kansas

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

**RADIO DIVISION
THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.

AP

of furniture as a customer convenience to round out his line.

No other large firm in the New York area, trade sources say, both manufactures and sells its own convertible sofas retail. However, a number of other convertibles compete in this market with Castro. Among the most prominent competitors is Simmons' Hide-A-Bed, with its big national brand name behind it. The Simmons' product usually retails at around \$199, and is sold by Simmons to various New York stores.

The Simmons Co. spent some \$500,000 nationally for its 1952 network TV advertising, dividing its budget between Hide-A-Bed and Beauty Rest mattresses. During 1952 Simmons was bankrolling a 15-minute segment of the *Kate Smith Show* on NBC TV. This year, the firm sponsors John Daly's *It's News To Me*, CBS TV, 10:30-11:00 p.m. Saturdays, alternat-

ing with Jergens. About half of the Simmons commercials are devoted to their convertible furniture.

Sachs Quality Stores, a chain of four furniture stores all within a 50-mile radius of New York City, also have their own brand of convertible sofa to compete with Castro's. The Sachs-O-Matic, retailing from \$129 upward, is made by a contractor for Sachs Quality Stores. Sachs considers itself in direct competition with Castro because both firms make their pitches to budget-conscious customers, both sell to the same lower-income groups. Sachs put an intensive push behind the launching of its Sachs-O-Matic last

fall, with some 20 to 30 radio and TV announcements a week for two weeks. Since then, the firm's been averaging about one TV announcement a week. Also, the company has just renewed, for the fourth time, its 13-week cycle of *Decorators' Work Shop*, WPIX, 12:30-12:45 p.m.

A big competitor of Castro's on the retail level is Macy's. While this department store does not manufacture its own sofas, it does have its own brand name: Macy's Saybrooke, retailing at \$196 in sofa size. Suppliers for both Macy's and Sachs Quality Stores' convertible sofas are Eclipse Sleep Products and the Chesapeake-Siegel-

✓ "We are especially pleased with the completeness and accuracy of Western Union's reports."

Use fast Western Union OPINION POLL Service



Western Union's Opinion Research Polls spot-check publications, radio, and television audi-

ences, consumer reactions and brand ratings...obtain opinions and requirements from professional and industrial customers.

- Other Western Union Services**
- **MARKET SURVEYS**—Fast, efficient way to check consumer attitudes and brand preferences.
 - **DISTRIBUTION** — Fast distribution and messenger service.
 - **CIRCULATION VERIFICATION**—Checks titles, buying influence and addresses.
 - **"OPERATOR 25"**—Enables advertisers to give prospects names of local dealers by telephone—provides missing link between advertiser and consumer.

For further information on any or all these special services, call your local office of **WESTERN UNION**



In Topeka WREN SELLS 2-WAYS

If you're looking for a tried and true merchandising plan for your product—then don't overlook WREN in Topeka. WREN sells TWO WAYS . . . builds consumer acceptance thru the area's top listening audience . . . makes sure the merchant features your products thru cooperation of its merchandising department headed by Miss Dorothy Paramore.

A Definite Merchandising Program

- ★ You get guaranteed point-of-purchase advertising and regular station mention direct to the merchant.
- ★ Regular report to the account on general product acceptance and store positioning.
- ★ Guaranteed Product Displays with regular customer reaction checks by WREN personnel.
- ★ Availability of WREN's cooperative program with TOPEKA FOOD DEALERS' ASSOCIATION.

**MORE LISTENERS . . . MORE HOURS . . .
THAN ANY OTHER STATION IN TOPEKA!**



5000 Watts—ABC

Weed & Co.

top station

According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area, New England TV families tune *most* to WBZ-TV. Here are the exact figures:

Station "Listened to Most"	Daytime	Nighttime
WBZ-TV	54.8%	52.4%
Station B	32.5%	37.3%
Station C	8.7%	7.1%

.. in an area that's tops
in TV interest!

New England women really have eyes for television. So do their men and children! You can be sure of results when you use WBZ-TV to build your sales in a territory that devotes such a sizable slice of every day before the picture tube. Here's how Dr. Whan measures length-of-listenership:

NUMBER OF HOURS AVERAGE PERSON SPENDS WATCHING TV—DAILY (in homes equipped with television)

	Average Woman Over 18	Average Man Over 18
Weekday	3.71 hours	2.62 hours
Saturday	4.14 hours	3.43 hours
Sunday	5.20 hours	4.61 hours

	Average Teen-ager 12-18	Average Child 4-11
Weekday	2.64 hours	2.45 hours
Saturday	4.28 hours	4.66 hours
Sunday	3.97 hours	4.14 hours

With the Whan report at your elbow, you can plan your New England advertising more effectively than ever before. Its 70 fact-filled pages tell you the station and the hour that are best for *your* purposes. If you don't have a copy, get in touch with WBZ-TV or NBC Spot Sales.

WBZ-TV BOSTON

channel 4



WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Land Co., both New York firms, neither of them radio and TV advertisers.

Kroehler's, a Midwestern upholstery house, attempted to snag the New York market with its convertible sofas in 1952, but despite its relatively heavy spot television campaign, was driven out of the area by Castro's consistent effort, trade sources report.

Today topmost in convertible sofa sales for the New York market, Castro has been scouting out locations in other Eastern Seaboard areas for future expansion. Other markets are definitely being considered, but for the moment, at least, these plans are being guarded with a secrecy worthy of the counterespies.

It is safe to bet, however, that when Castro does decide to move his highly successful operation into other Eastern markets, the opening of his new stores will probably be accompanied by a jingle and Neapolitan tune, and potential customers in the new city will see films of little Bernadette or her brother opening up a Castro Convertible with the greatest of ease. ★ ★ ★

MEN, MONEY

(Continued from page 10)

Meanwhile, let there be no doubt about color television among advertisers. When it comes, it will be sheer revolution. Color television will give the broadcasters an answer to four-color photoengraving, a great come-on for space salesmen during the past decade and more.

* * *

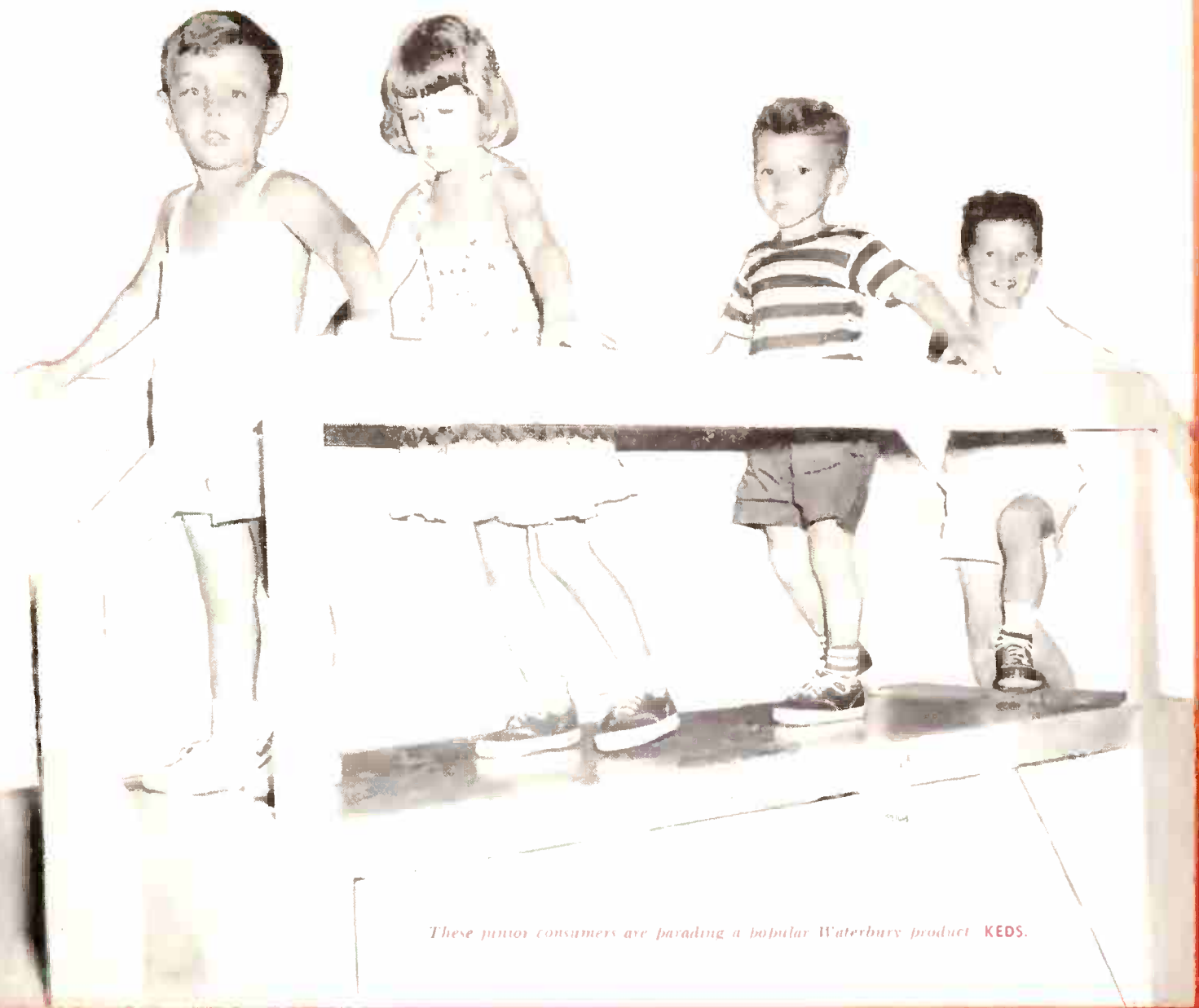
And when does color television arrive on scene? Educated guessers tell us within anywhere from one to five years. The system successfully demonstrated at RCA's plant presumably meets previous criticisms.

* * *

Will color add to studio production costs? These are already disturbingly high in black-and-white telecasting. The technicians' answer: "No."

* * *

Color will undoubtedly bring technical changes. The greatest of these, for the business man, will center on the redesigning of packages so that color, shape, and trademark wording will show to maximum best advantage over the air as well as on the shelves of retail stores. ★ ★ ★



These junior consumers are parading a popular Waterbury product—KEDS.

WBRY Steps Up Sales in Waterbury

It Should! Waterbury's industries—such as the Keds Footwear division of the U.S. Rubber Company—keep its economic life in healthy balance—good incomes for over 50,000 persons, good spending and good living for everybody. Retail sales last year for the Waterbury market totalled \$134,252,000.

You'll never have flat-footed sales reports from Waterbury once you get in stride with powerful WBRY. What's the best time? ANY time is GOOD time on WBRY! Pulse shows WBRY FIRST *by far* in 44 of 48 daytime quarter hours. Summertime and all times, you can step up your sales in the rich Waterbury market. Just rely on WBRY—CBS in Waterbury.

Ask AVERY KNODEL for the WBRY story



ANY time is **GOOD** time on **WBRY**

WATERBURY, CONN. **CBS** 5000 WATTS

On the beach
—or in the car
listeners dial
WGAR...

HIGHWAYS

81% of all cars in Northern Ohio have radios, 75% in use and 35% tuned to WGAR at any given hour. Drive your sales message home!

COTTAGES

Along Lake Erie are more than 15,000 summer homes. They listen most to WGAR, the 2-to-1 choice in this area.

MOTELS

Nearly 1500 motels and tourist hotels serve Ohio's summer residents. Transient dialers also stop at WGAR for top CBS and local shows.

TRAILERS

Listeners follow the WGAR trail in 750 trailer camps. It keeps them in touch with the world and gives them worlds of entertainment.

RESORTS

Listeners in more than 100 vacationlands in Northern Ohio resort to WGAR, as do smart advertisers who want to reach prospects year round.

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

AMANA FREEZERS
(Continued from page 32)

promotes food supplies as well as freezers. If the food plan is not up to Amana's high standards, the campaign is not approved for a co-op budget. If it is *really* wild in its claims, Amana will cancel the dealer's franchise.

Commercial policy: Although a sizable number of Amana dealers are handling both freezers and food, the commercial copy on the two network shows steers clear of food plans. "The trend today is away from food plans and toward the selling of freezers like ordinary appliances," Bergman explains, "and the day of the appliance dealer who's also in the food business is drawing to an end. The majority of Amana dealers right now are selling Amana freezers without any food tie-ins."

However, the day of straight brand selling of freezers has not yet been reached, as ML&M agency executives point out. Women must still be sold on the freezer concept, how a freezer will economize for them, in addition to being sold on the straight merits of a particular brand.

In the radio commercials of *People Are Funny*, this double-barreled approach is carried out, typically, as follows:

"Let's turn from fun to fact for a moment. Amana Food Freezers are by far the best made, but what makes a freezer best? First, a freezer must freeze foods quickly, because fast freezing allows the foods to retain all their natural taste, vitamins and nutritional goodness. And the Amana freezes foods more than twice as fast as the next best brand tested. . .and every leading brand was included in these impartial tests. Second, a freezer must maintain an 'even-zero' temperature because variations in temperature cause the foods to contract and expand, and this changes their structure and their taste.

"In the Amana, every shelf is a prime freezing surface, and there are prime freezing surfaces in the top and in the bottom too. . .positive assurance of even zero temperatures throughout the freezer. And third, a freezer should be economical to operate, and the Amana froze foods at less cost than any other freezer tested. And fourth, when you buy a freezer, be sure that its advertised and rated size is actual storage capacity.

Just the ticket for
SUMMER SELLING
in Northern Ohio
...WGAR

Our listeners take
vacations . . .
but no vacation
from listening!

FISHING

Lake Erie and the inland lakes abound with fish and portable radios—catching the best CBS and local programs on WGAR.

PICNICS

Food under one arm, portable radio under the other; picnickers listen to WGAR in a receptive mood.

CONVENTIONS

Visitors will bring \$15 million extra spending in 1953 to Northern Ohio . . . where listening to WGAR is a conventional habit.

HOME JOBS

Stay-at-homes listen while they work or play. This Northern Ohio market is served best by WGAR!

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

"In the Amana, every cubic foot of size is available for storing foods. . . no tubes, grates or bars fill the space you purchased to keep food in. Well . . . that's it. . . the simple story of Amana superiority . . . freezes foods faster and at less cost . . . maintains even zero temperatures throughout the freezer . . . gives you full storage capacity. Your dealer will be happy to show you all the results of the independent tests that prove Amana best. Why not drop in tomorrow and see for yourself. And remember, the freezer guaranteed to out-perform all others is Amana, backed by a century-old tradition of fine craftsmanship."

Television commercials in the *Kate Smith* program are done by live demonstrations of the Amana freezer backed up with a running commentary by Kate herself. More or less, they are demonstration versions of the radio commercials, and stick pretty close to the same two points: (1) Freezers do a wonderful job for the busy housewife, and (2) the best freezer is the Amana.

Here's a typical recent commercial from the *Kate Smith* show:

Announcer Ray Morgan takes two steaks and shows them to the TV cameras. The demonstration goes hand in hand with the dialogue.

"Here are two steaks . . . same size . . . same quality. This one was placed in the Amana just three hours ago . . . and this one was placed in an ordinary freezer at the same time. Notice how it's still soft . . . the surface is only beginning to freeze. The Amana steak is frozen solid!

"Now, food must be fast frozen to retain all its original flavor and vitamins. Here's how the Amana does this fastest. . ."

What followed was generally similar to the selling points stressed in the *People Are Funny* radio copy. Viewer attention was called to the construction of Amana freezers, and housewives were invited to "ask your dealer to show you the freezer that is guaranteed to out perform all others . . . Amana."

Dealer tie-ins: Although Amana is a relative newcomer to national-level air advertising, the company and its agency have an extensive radio and TV background gained through several years of dealer co-op broadcasting. One of the first things Amana learned was that radio and TV work best when there is strong point-of-sale identification between programs and dealers.

Accordingly, Amana goes to considerable lengths to provide its 7,000 dealers with extensive promotional material to tie-in with *People Are Funny* and *Kate Smith*. To prepare for the 19 May start of the *People* show, for instance, Amana has sent dealers a complete promotional kit containing everything from recorded promotion announcements by Art Linkletter to window stickers and counter cards.

Similarly, Amana supplies distributors in video areas with plenty of promotional aids geared to *Kate Smith*.

This steady stream of promotional mailings, kits, and flyers serves two important purposes for Amana:

1. It keeps dealer and distributor enthusiasm at a high level, since the men who sell freezers to the public know that Amana is doing its share with heavy advertising campaigns.

2. It adds to the combined punch of radio and TV by relating national-level programming to the dealer. As agencyman Bergman puts it, "our products become identified with people that the public likes and trusts." ★ ★ ★

RATING PROJECTION

(Continued from page 37)

be used for more than just rough comparison of one station with another, which is all they logically should be used for. They're also going to be ferreted out unscientific as this is—for inter-media comparison, and if you're using a yardstick which *has* to make radio look higher cost than it is—watch out. The newspaper boys will be selling someone at the client's organization to quit spot radio.

So Marschalk and Pratt and the Station Representatives Association, each working independently, sought to lick this problem.

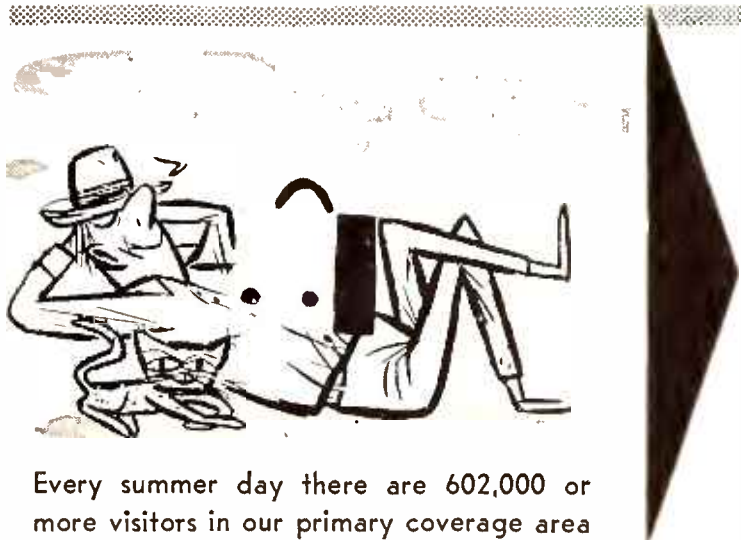
Here are some simple figures to illustrate what they were up against.

Suppose you had a station in which the home county had 100,000 radio homes all told. Suppose further that NCS found 50% of the homes in that country, or 50,000 homes, reported listening once or more weekly to that station in the daytime.

If you were interested in a daytime program with a rating of 5.0, how would you project it to get the number of homes it reaches? Simple. You'd take 5% of the 100,000 because, by definition, a rating is a percentage of *all the radio homes* in the sample area. That would give you 5,000 homes.

You would *not* take 5% of the 50,000 homes. That would give you only 2,500 homes, shortchanging the station by 2,500 homes.

Yet this is exactly what you're doing if you apply the 5% rating to NCS total audience figures for outside- and inside-the-home county. You're projecting a rating based on percentage of all radio homes against a base which consists of less than all the homes. Or



Every summer day there are 602,000 or more visitors in our primary coverage area

Easy Listenin'!

Have you seen the new "Pulse of Boston Area" survey? WHDH is first again with a completely projectable rating to 1,423,500 radio homes. Ask your Blair man for the story!

WHDH BOSTON
50,000
WATTS

OWNED AND OPERATED BY BOSTON HERALD-TRAVELER CORP.
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

17th Semi-Annual Edition
Now in the Works . . .



Reserve space now in the July 15 *TV Factbook* and reach just about every major executive in all branches of TV-Radio and Electronics.

phone, wire or write

Television Digest
with ELECTRONICS REPORTS
WYATT BUILDING, WASHINGTON 5, D. C.

to put it another way, you're projecting a rating against a rating.

What SRA may recommend instead, and what Marschalk and Pratt is doing, is to use a method that corrects this error.

Here's how the correction works. In the example above 5% of 100,000 homes were found to be listening to a program. But because NCS found that station had a weekly audience of 50,000—only in that home county we know that those 5,000 listeners must in general have been confined to the 50,000. Now 5,000 listeners is 10% of 50,000. In other words, if you're going to project any rating at all, the one to use, says SRA, is the corrected rating in the home county among the NCS audience—the 10%.

This "corrected" rating is then applied to the total NCS weekly audience for all counties covered by the station.

Dan Denenholz, research and promotion director of The Katz Agency and a member of the SRA committee which is considering this method, was a leader in working it out. He told SPONSOR: "No method of projecting a rating produced in a limited area to a broader area is correct. We are however faced with the practicalities of a situation. Ratings are being projected with one formula or another despite all the warnings of the pitfalls. This formula, of course, has its weaknesses in that among other things it assumes that a station's circulation as reported by SAM or NCS will have the same listening patterns in the outside areas as in the rating area. While there is no denying this fact, we believe it is not too far fetched an assumption in that we are dealing with a station's *identified circulation* to begin with. Despite this weakness, however, this formula

comes closer to reality than any other method currently being used. In other words it is the least bad of the methods we now know about."

Other members of the committee are: Ward Dorrell, of John Blair, chairman; Lou Moore of Robert Meeker; Jones Seavern of Free & Peters; Russ Walker of John E. Pearson.

S. N. Giellerup, Marschalk and Pratt vice president had this favorable comment: "It seems no more than consistent to figure the home county rating against home county potential (weekly circulation) because when the local accomplishment is projected it is projected against the station's potential (total weekly circulation)."

One timebuyer in another major New York agency, asked by SPONSOR for a reaction to the method, pointed out: "You certainly aren't inflating the audience when you use that type of 'correction.' We know that usually the degree to which people listen to radio is more intense outside the city limits than it is inside, especially in TV markets."

A. C. Nielsen was exposed to the correction method when he attended a meeting of the SRA committee on coverage services. He said that he and his organization were aware of the problem in projecting ratings and were now working actively to solve it. Apparently, Nielsen is developing a method of correcting ratings which goes beyond the SRA technique. Nielsen hopes thereby to solve the problem for the industry. The reaction of A. C. Nielsen to SRA's method, meanwhile, seems not unfavorable.

Kenneth H. Baker, president of SAM, was asked for his comments by SPONSOR. He warned that any use of coverage data in projecting ratings

was wrong and harmful to radio. Inevitably, he felt, this data would be taken up by the printed media and used to slap radio in the face. The problem, as he put it, was one of teaching the printed media not to compare cost-per-1,000 copies of a publication with cost-per-1,000 listeners. Until they start using cost-per-1,000 actual readers, he thought, radio was foolish to provide them with a cost-per-1,000 listeners figure that could be used against it.

Said Baker: "There must be a thick stone wall down through the middle of those agencies who let their space buyers figure in terms of homes reached and their timebuyers in terms of listeners.

"Use ratings for determining where the valuable adjacencies are and, when they are combined with audience composition data, for determining the best time and place to reach a particular audience. *But keep the ratings out of the calculating machines.*

"This, I know, is whistling against thunder, but the thunder may go away."

In addition to the "corrected" method of using total audience in projecting ratings described above, SRA has come up with a simplified technique of handling the arithmetic.

This technique is a real time saver. What SRA suggests is that the buyer using its method first calculate for each station a standard correction for its total daytime or nighttime audience. This corrected total audience figure can then be used directly with a rating and kept for use each time the buyer is figuring costs for that station.

Go back to the case of the station with 100,000 radio homes in the home county. Let's say that the total weekly



For complete "at home" and "out-of-home" ratings see "The Pulse of WHDH Area"

Away We Go!

People on the move listen to radio . . . and people in WHDH's area listen to . . . of course — WHDH! Take advantage of this huge "out-of-home" market and add it to your "at home" buy!

WHDH BOSTON
50,000
WATTS

OWNED AND OPERATED BY BOSTON HERALD-TRAVELER CORP.
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

FILM DIRECTORY SERVICES
of the **BROADCAST INFORMATION BUREAU**

"WHO'S WHO" and "WHAT'S WHERE" Services

"WHO'S WHO AND WHAT'S WHERE AT TV STATIONS"

Full report on staff and equipment of all TV stations on the air—in loose leaf form, revised at monthly intervals.

"WHO'S WHO IN TV FILM PRODUCTION & DISTRIBUTION"

Full details of staff and product—who produces and who distributes who-e film—in loose leaf form, revised at regular intervals.

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Broadcast Information Bureau
535 Fifth Avenue
New York 17, New York
MUrray Hill 7-1668-9

THE ONLY EXCLUSIVE TV FILM DIRECTORY SERVICE

TV FILM PROGRAM DIRECTORY	SERIES, SERIALS and TV FILM PACKAGES	DIRECTORY OF FREE TV FILM	SPECIALIZED TV FILM DIRECTORIES
Complete issues published bi-monthly complete with producer-distributor indexes.	Issued quarterly, with cross reference, where helpful, to complete Directory.	Multi-millions of dollars are spent each year on industrial, public relations and educational film. Much of it is free for telecasting.	"DIRECTORY OF TV RELIGIOUS FILM"
TV FILM PROGRAM DIRECTORY records the following information about film:	"Series, Serials, and TV Film Packages" is published with the following information:	Broadcast Information Bureau publishes a complete directory of all "free" film—its source, objectives, and its distributors.	"DIRECTORY OF TV EDUCATIONAL FILM"
Title Length (in minutes) Black & White, or Color 35mm or 16mm Year produced Produced for (TV, Theater, etc.) Original producer or distributor TV distributor Number available (if series) Leasing Fee Open Markets Sponsors (if any) Story Line	Title Length (in minutes) Black & White, or Color 35mm or 16mm Year produced Produced for (TV, Theater, etc.) Original producer or distributor TV distributor Number available (if series) Leasing Fee Open Markets Sponsors (if any) Story Line Individual titles of pictures in feature film packages	It is indexed by Title Time Period Black & White, or Color 16mm or 35mm Year produced Purpose of Production Producer Sponsor TV Distributor Handling Fee (if any) Open Markets (if any restrictions) Story Line History (how shown in past, etc.) "Free" film is available from national to spirators (honey raisers to you).	"DIRECTORY OF TV SPOTS AND SHORTS"
Available film is catalogued by Time Periods and Type	Catalogued by Time Periods and Program Type		"DIRECTORY OF TV PUBLIC SERVICE FILM"
			"ALPHABETICAL INDEX OF TV FILM"
			and other film directories as the need develops and

WHAT'S WHERE IN TV FILM EQUIPMENT

KETL-TV Channel 4
Spokane, Washington

FILM FACILITIES

FILM PROJECTORS	35mm	16mm	
FILM STRIP PROJECTORS	None		2 silent/sound
SLIDE PROJECTORS			
Type	Number	Size Slide	Copy Area
Bellecto Slide	2 (35mm)	2" x 2"	5/8 x 1"
MULTISCOPE	1	3" x 4" (cards)	1 3/4 x 2"

CAN HANDLE 35mm -- Transparencies (1/2")
MULTISCOPES: Post pattern with base-strip or vent.

PREVIEW PROJECTORS
MOVIEOLA
OTHER EQUIPMENT
MOTION PICTURE CAMERAS
FILM CAMERA CHAINS 2
FILM STUDIO (Projection Room) 1 (w/ transmitter)
FILM STUDIO ADDRESS Station KETL-TV
315 W. Sprague St.
Spokane 4, Wash.

FILM TV WHO'S WHO

*3/18/53

KETL-TV Channel 4
Spokane, Washington

OFFICE 315 W. Sprague St., Spokane 4, Wash.
*PHONE Madison 4291
STUDIOS 315 W. Sprague St., Spokane 4, Wash.
CP GRANTED July 11, 1952
*DATE ON AIR February 22, 1953
MARKET Spokane
SPOT SALES REP Walker Co. (In the East)
NETWORK REP Pacific Northwest Posters (West)
*OPERATING HOURS (as of March 18, 1953):
Daily Saturday Sunday
3 PM - 12 Mid. 3 PM - 12 Mid. 3 PM - 12 Mid.
REGIONAL MAKE UP With 12 Stations
SOLD IN COMBINATION

*OWNER KETL-TV (Bryant Broadcasting Co.)
CHIEF EXEC FOR OWNER B. B. Craney, Pres.
STATION MANAGER Norman Hawkins, Manager
*COMMERCIAL MGR
CHIEF ENGINEER Robert Varrington
*PROGRAM MANAGER Richard P. Kaplan
PROMOTION MGR Jio Manning
NEWS EDITOR
PUBLICITY DIRECTOR
*FILM OPERATION MGR Richard P. Kaplan
*FILM BUYER Commercial—Richard P. Kaplan
Subst—Richard P. Kaplan

FILM SHIPPING INSTRUCTIONS
Mark attention of KETL-TV Film Dept.
315 W. Sprague St.
Spokane 4, Washington

— turn page for station film facilities —

The Broadcast Information Bureau's TV Film Program Directory services keep the industry on the ball... report in detail all film availabilities and the personnel & equipment at stations as well. Individual issues at \$15.00 each,* Annual subscription (12 issues) \$100. Free Fanfold on the services, for the asking as well as sample directory pages. *"Who's Who" at \$25.00

BROADCAST INFORMATION BUREAU
535 Fifth Avenue, N. Y. 17, N. Y.

audience of that station in its whole coverage area is 600,000. You know from the previously worked out corrected rating of 10% that a program with an actual rating of 5% would reach, then, 60,000 homes all told (10% of 600,000) in that station's total coverage area.

But you had to do two pieces of calculation to get that figure: (1) find the corrected rating; (2) apply it to total homes. The simpler way to do it would be to realize that there is always a constant in the correction being made. You are always working with the relationship between 50,000 NCS homes in the county and the 100,000 radio homes. You can make a simple proportion equation out of this in which 50,000 NCS homes is to 100,000 homes as 600,000 total NCS homes is to X.

$$\frac{50,000}{100,000} = \frac{600,000}{X}$$

The answer to the equation, of course, is that X is 1,200,000 homes.

The 1,200,000 homes becomes your corrected base for projecting ratings which then themselves do not have to be corrected. You simply apply 5% to 1,200,000 homes, get 60,000 homes for your answer just as you did by applying 10% to the uncorrected total homes figures of 600,000.

An even shorter way to arrive at the same result is by dividing the total weekly audience (SAM or NCS) by the weekly percent penetration in the rating area. This will give the same base for projecting ratings. (The percent penetration is printed on reports of both services.)

When using this method with NCS, the "four-weekly cumulative" audience can be substituted for "weekly"

audience. The rating area must be determined from the specific rating report used. It may be the home city, home county, or a group of counties.

Ken Baker, SAM president, pointed out that the projection method can be applied to any selected group of counties, that it did not have to apply to a station's entire coverage. He was not, however, in favor of use of this or any other projection method.

Joe Knap, media director of the Wesley Associates, worked out a similar method of correcting a station's total audience figures when he bought early-morning time a few weeks ago for the agency's Shulton account (Old Spice men's toiletries). He used different arithmetic but arrived at a similar result.

He pointed out that this method inevitably penalizes farm stations. "Pulse and Hooper," he said, "do not reflect this listening. Therefore when you use performance in the home counties as your index for the rest of the station area, it's rough on the farm audience. But in the case of Shulton we were seeking an urban audience only so this fault of the method was no problem. It could be quite serious for an account which wants rural audience as well. This is just one more indication that no formula should replace intelligent judgment of all factors."

One other difficulty with the method was pointed out by Ward Dorrell, veteran researchmen who was a Hooper vice president, is now with Blair and heads the SRA committee on coverage services. Said Dorrell:

"This method assumes that the NCS and SAM figures are uniform through the day, which we know can't be true. The method would be better if NCS and SAM took their measurements for

two-hour segments instead of for daytime and nighttime. But we know it would be too expensive to do that, so you're back to the fact that a compromise has to be made. I feel this is a satisfactory compromise in most cases."

Dorrell said that he had checked the method against figures for some of the Blair stations which had bought special area rating studies, including their outside counties. He found the weakness mentioned by Joe Knap—the method underestimates farm audience. But results for programming with uniform acceptance, he felt, were good. And most programs, he pointed out, are designed to have uniform acceptance. *Breakfast Club*, for example, was only 11% off the projected figure when checked against the *actual* figure for a city station with strong farm coverage.

Dorrell summed it up this way: "This method still doesn't give radio full credit, but at least it will give agencies a closer feeling of cost-per-1,000 than they have had."

Why is it that radio reps or buyers never used this method widely in the past? Cam Higgins, timebuyer at Marschalk and Pratt, put it this way to SPONSOR: "Radio never had to worry about trying to count every set. The medium had circulation to spare. So even though a lot of people grouched about using 50% coverage of a county as a cut-off with BMB No. 2, few people got around to doing anything about it. Radio still looked good in comparison with other media even when it was giving away audience. But now, with TV cutting into the audience, reps and buyers are becoming more conscious of the need to count audience carefully. If they don't make a careful count, the picture gets distorted in
(Please turn to page 119)



Ask Your Blair Man About the New "Pulse of WHDH Area"!

602,496 More!

Every summer day there are 602,000 or more extra folks in our primary coverage area . . . in addition to our over 5 million! What a market! Who said summer slump?

WHDH BOSTON
50,000
WATTS

OWNED AND OPERATED BY BOSTON HERALD-TRAVELER CORP.
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY



Seattle-Tacoma

.... plus!

with **KTNT-TV**

(soon to increase to 125,000 watts to give even greater coverage)

This is the **SEA-TAC** area coverage:

Seattle (corporate limits)	467,591
Tacoma (corporate limits)	143,673
Bolance, King County	300,809
Bolance, Pierce County	150,027

SEA-TAC AREA 1,062,100

This is the **PLUS:**

Thurston County (Olympio)	46,200
Kitsap County (Bremertan)	79,300
Snohomish County (Everett)	115,500
Moson County (Shelton)	15,600

PLUS AREA 256,600

TOTAL—
SEA-TAC and PLUS AREA 1,318,700

KTNT-TV AREA IS VIBRANT, PROSPEROUS, GROWING

The Puget Sound Country is growing . . . it is populated with people able to buy (net effective buying income, \$5162 per family; well above national average). As of March 15th, there were 243,000 television sets in the 418,100-family area . . . and set sales continue good.

Write or wire for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11



Affiliated with CBS and DuMont Television Networks Transmitter strategically located at Tacoma, Washington, in Middle Puget Sound

Represented nationally by WEED TELEVISION, rep resented in Pacific Northwest by ART MOORE & SON Seattle and Portland.

Newsmakers in advertising



James C. Douglass, formerly radio-TV director at Erwin, Wasey & Co., has been signed for a similar position at Ted Bates & Co. Bates partner, Tom Harrington, told SPONSOR: "The accelerated pace of TV activities by our clients made it necessary for us to get a top-notch man to handle East Coast TV activities as Austin Peterson does for us on the West Coast. With the agency taking over supervision of Colgate Comedy Hour, a new Viceroy show, and other things, Jim will be plenty busy."



William H. Hylan, v.p. in charge of CBS TV Network Sales, announced the signing of \$8,750,000 in new billings for the month of April. Of this total, \$4,750,000 was pacted in one week and covers the contracts signed by Prudential Insurance, Chrysler Motors, General Electric, and Purex Corp. Hylan says, "CBS TV is far in front of all other networks in the matter of sponsored time, with an advantage of 28% over its closest competitor. We plan to stay on top."



James M. Cecil, president, Cecil & Presbrey, Inc., stated the case for diversification of accounts in agencies at a meeting of the League of Advertising Agencies. He said: "The major advantage of non-specialization is the fact that experience in one field fertilizes one's knowledge and comprehension of another field. . . . First-class creative people have a genuine need for variety in their work. Specialization eventually bores them and it shows in copy and personnel turnover."

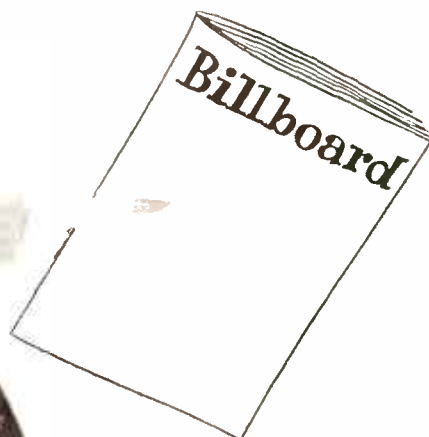


Mary Margaret McBride, often called the "first lady of radio," recently started her 20th consecutive year of broadcasting. Eschewing the household hints type of program, Mary Margaret insists that she is first, last, and always a reporter. When she left NBC to join ABC in 1950 it took her less than an hour to get assurances from her 17 sponsors that they'd go along with her. A book published last year by B. C. Forbes & Sons listed her as one of "America's 12 Master Salesmen."



One of America's top disc jockeys

WSM'S SMILIN' EDDIE HILL



In their 1953 Disc Jockey popularity and trade aspects surveys, Billboard asked this question:

"Which three disc jockeys, in your opinion, had the best local radio and or TV jockey shows over the past year?"

When all the ballots were counted, WSM's Smilin' Eddie Hill was in a neck and neck tie for second place in the country and western field.

Not bad, considering the fact that the Eddie Hill Show has been aired by the Central South's Boss Salesmaker for only six months.

For all the facts about WSM's extraordinary ability to sell the Central South Market, just ask Irving Waugh or any Petry Man.

WSM Nashville . . . 650
Clear Channel 50,000 Watts

Newsmakers in advertising (Continued)

THEY LOVE



The New
KUDL
1380

KANSAS CITY

NOW for the first time advertisers can buy full coverage at a sensible price

1000 WATTS

THAT

COVERS THE GREAT KANSAS CITY MARKET

AT A 250-WATT RATE

Get top programming and all the coverage you need at a sensible price—BUY

KUDL

Studios: 1012 Baltimore Bldg
Phone BA-0077



The Missouri Triangle Covers the Greater Kansas City Trade Area

SEE FOR JOE



Edmund L. Cashman, Foote, Cone & Belding v.p., is enjoying the critical acclaim for Hallmark Greeting Card's production of Hamlet on NBC TV. Ed told SPONSOR: "The show was on a par with Amahl and the Night Visitors and is in keeping with the philosophy of Hallmark's president, J. C. Hall, that we should do our best to raise the cultural level of TV while, at the same time, attracting a mass audience. We think viewers associate quality programs with quality products."



James A. Farley, chairman of the board, Coca-Cola Export Corp., said in the course of a speech before the Export Advertising Association: "The more people we expose to American products, American ways of business, including American advertising, the better they will understand the kind of people we are. The more people there are who experience our merchandise, the better off both they and we will be, and the greater the mutual understanding between us."



Harold E. Fellows, NARTB president, announced to broadcasters at the recent convention that the association now has a total of 1,760 members compared to 1,435 three years ago. In the course of outlining the responsibilities of broadcasters, Fellows said: "Anything we as broadcasters can do to increase understanding and appreciation of advertising is a contribution to the total welfare of the nation, and thus a contribution to the richness of the individual."



Harry L. Hilyard, treasurer of American Tobacco Co., told a group of Boston security analysts: "Our company's cigarette advertising costs only about one-third of a cent per package. Advertising, as in many if not most industries, has been one of the chief means to create and expand the demand which has made mass production possible. Without the volume of cigarette sales created by advertising the price to consumers would necessarily be much higher than it is today."



Adrian Samish, former Dancer-Fitzgerald-Sample radio-TV director, was tapped by NBC to join the creative production group under V.P. Charles C. (Bud) Barry. This group is expected to promote the development of new talent and ideas, and to create a fresh commercial approach to TV production. Addition of Samish is expected to strengthen the network's move to tighten programing control by assuming responsibility for creating, casting, and packaging more programs.

**Loudspeaker ads
in Brazil**

Brazil's newest captive audience, reports Jose Kfuri of J. Walter Thompson's Sao Paulo office, are small-town couples who stroll through city square. Loudspeakers broadcasting recorded music and 3 or 4 commercials between each song are newest low-cost air medium. Average cost is 500 cruzeiros (slightly under \$15) for 300 straight commercials or jingles a month, each of 30-word or 30-second length. Brazilian towns have anywhere from 1 to 35 loudspeakers.

-IRS-

**Hokkaido Bdcst.
head visits U.S.**

Shizuo Abe, chairman of board of directors, Kyodo News Service, Tokyo, and president of Hokkaido Broadcasting Co., Sapporo, is visiting U.S. to gather information about radio. In existence only since September 1951 in Japan, commercial radio now does \$800,000 a month in time sales, Abe reports. Of 16 commercial radio stations, most powerful is Radio Tokyo, an RCA-equipped 50-kw. property. NHK, government-controlled radio system, has some 120 stations.

-IRS-

**CBC airs shows to
most remote area**

Canada's servicemen, stationed in most remote northern Canada, receive virtually same radio fare as listeners in large population centers, since 1 April. Programs, taped in Montreal, are broadcast to soldiers in Goose Bay, Labrador, Churchill, Manitoba, Hay River, and Yellowknife in Northwest Territories, Whitehorse in Yukon, and Fort Nelson in British Columbia, through combined facilities of CBC's International Service, CBC's National Service, and Dept. of National Defense.

-IRS-

**Japanese TV to
start June**

First private commercial TV station, headed by Matsutaro Shoriki, newspaper publisher, will go on air in June or July. Station NHK, government-owned, started experimental transmissions in February 1953—it is first TV station in Asia. Two other stations are planned for Tokyo and surrounding area. They'll reach 12 million people. To date there are only 2,000 TV sets in Japan, with sets selling at \$600.

-IRS-

**Caracas TV debuts
in early May**

"Televisa," Venezuela's first commercial TV station, went on air in Caracas early this month. Programing consists of live talent shows as well as Mexican films. Agencies in Caracas are busy preparing TV programs for their clients, Irwin Vladimir, president of Irwin Vladimir & Co., related upon his return from Venezuela.

PROJECTING RATINGS*(Continued from page 115)*

favor of other media.

"True you couldn't compare cost-per 1,000's worked out by the inevitably makeshift methods for radio with printed media—where they are counting copies—but it's going to be done at times anyway.

"But, forgetting other media, just to

be fair to stations some intelligent method is needed of approximating a projection of ratings which eliminates the faults of the old techniques."

Cam Higgins wasn't ready to fully endorse the method he and his agency are now working with and the SRA may advocate. But both he and several other buyers contacted by SPONSOR said they were extremely interested in seeing how well it worked in practice.

And you can be sure that in the weeks ahead buyers all over the country will be giving the technique careful study as they prepare for the heavy summer season of buying for fall.

NOTE: SPONSOR learned at presstime that Henry Porter, when research director at WNEW, New York, worked out a projection method identical with the one discussed in the article above in '46. Method never got wide use.



Non bene dicta, Magister

Dr. George W. Stoddard, president of the University of Illinois, made a highly controversial statement about TV the other day.

He said commercial TV fears educational TV because the latter will raise TV standards "so high the commercial stations will have to meet them."

Up to now, he added, standards of many TV programs have been "very low indeed—murder, crime, and that sort of stuff."

We make three points in reply:

1. *Cost.* NBC and Hallmark Cards gave the nation a two-hour *Hamlet* on TV several weeks ago at a cost of \$125,000 to \$150,000. Could educational TV ever be able to afford this? And how about the extraordinarily fine shows like CBS' *Omnibus* (\$65,000 a week), *You Are There* (\$20,000 a week), and Ed Murrow's *See It Now* (\$16,000 a week). NBC's *TV Opera Theatre*, and many others that make TV the exciting medium it is today?
2. *Maturity.* Only the American

people themselves can lift the maturity of their mass media—newspapers, magazines, radio, TV, movies—and they are doing it. Just compare today's output with 1930. Dr. Harry A. Overstreet, the brilliant philosopher who wrote *The Mature Mind*, told SPONSOR recently: "The American people are themselves maturing, and at a very rapid rate. We have been profoundly sobered by our apparent inability to get rid of war and have been led inevitably to worry out social causes and effects. In short, we have been led to *think*; and this means that we are far less amenable to mere sensationalism or sentimental soporific." And Dr. Paul Lazarsfeld of Columbia has said repeatedly in his books that a medium can neither lag behind nor precede its audience too far or it will lose that audience completely.

3. *Programs.* The argument that commercial broadcasters are not interested in better programs—and thus, bigger audiences—is spurious. Show broadcasters, sponsors, and agency men a better format, a more exciting, more imaginative way of presenting a story, a cheaper method of producing *Hamlet*, *Der Rosenkavalier*, or the *Johns Hopkins Science Review*, and they'll beat a path to your door. On the other hand, look over today's TV roster, and you'll join us in disagreeing with Dr. Stoddard regarding the quality and standards of modern television. You can sit down every night of the week and enjoy a mature, even distinguished program. In fact, perhaps this is the key to the dwindling of movie audiences recently.

Let the educators build their stations, their programs, and their audiences, and commercial TV will prove a cheerful pupil.

Dear Tom . . .

(Tom O'Neil, president, MBS)

SPONSOR last issue quoted Starch, Crossley, Nielsen, and Pulse figures to show that seven radio and TV networks outrank *Life* in total people reached weekly but Mutual lags behind (30,196,400 nighttime listeners vs. 30,900,000 readers). (See "Media Basics," SPONSOR, 4 May 1953, page 48.)

Thought you'd be interested to know that a leading agency researcher went to some length upon reading this to show us that mathematically Mutual also has a bigger audience than *Life*. Here's how he figured it:

"You're taking unduplicated homes and multiplying them by people per set to get an unduplicated audience figure. But you've forgotten or neglected to consider that you may have different audiences in the same home for different programs. For example: Take two shows with a rating of 10, or a million homes each. Now assume you have one listener per home. An unduplicated home figure may strike out 50% of one audience, giving you 1,500,000 homes listening to *both* shows. But suppose only men listened to one program and only women to the second. You'd have no duplication and you'd be penalizing yourself 500,000 listeners per home—which you did, in effect, in your article. So Mutual is mathematically certain to have a bigger weekly unduplicated audience (people, not homes) than *Life*."

Point we're trying to make is this: Every network, radio and TV, reaches more homes and more people than any single print medium.

O.K., Tom?

(See page 39 for No. 3 in SPONSOR's All-Media Evaluation Study.)

Applause

Clairvoyant general

General Sarnoff's address before the NARTB convention in Los Angeles was more than an aural blueprint of the dramatic developments yet to come in this electronic age. For the sponsor now struggling with rising costs and, in some cases, diminishing fervor, not the least important of General Sarnoff's remarks was his reassurance that the rising costs of television "must

and will be stabilized eventually."

Television, he continued, "has become so indispensable to the public and so valuable to the business community that it will of necessity find sensible solutions."

The numerous stories about TV pricing itself out of business don't seem to impress this distinguished pioneer. In fact, he foresees advertisers investing more than a billion dollars in the me-

dium only a few years from now when as many as a thousand stations will dot the land.

General Sarnoff cites a dozen wondrous things to anticipate in TV. But perhaps you, the sponsor, would more profitably want to pause and consider his urgent plea for vigilance in maintaining high program standards and avoiding the easy course of programming he calls the "road to sterility."

IT'S EASY TO PICK A WINNER



**IN THE
HEART OF
AMERICA!**

IF YOU are among the many wise advertisers who "ride" under the colors of The KMBC-KFRM Team in the great Kansas City Primary Trade Area, your chances of being "on the nose" any hour of any weekday are 52 to 19. What's more, if you're not among the 52 firsts, you can be sure of "place" money, because The KMBC-KFRM Team just isn't running to "show"!

IT'S A FACT! According to the latest Kansas City Pulse survey (January-February, 1953), from 6:00 A.M. to Midnight, Monday through Friday, KMBC programs rate *first* in 52 of the quarter hours and *second* in 19—and NOT ONE SINGLE KMBC PROGRAM RATES BELOW SECOND IN LISTENERSHIP!

JUST AS IMPORTANT is the fact that of the top ten daytime programs listed, *FOUR* are locally-produced KMBC features!

Yes, indeed, it's easy to pick the winner in the Heart of America, but you owe it to yourself to get the complete story. Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters colonel for

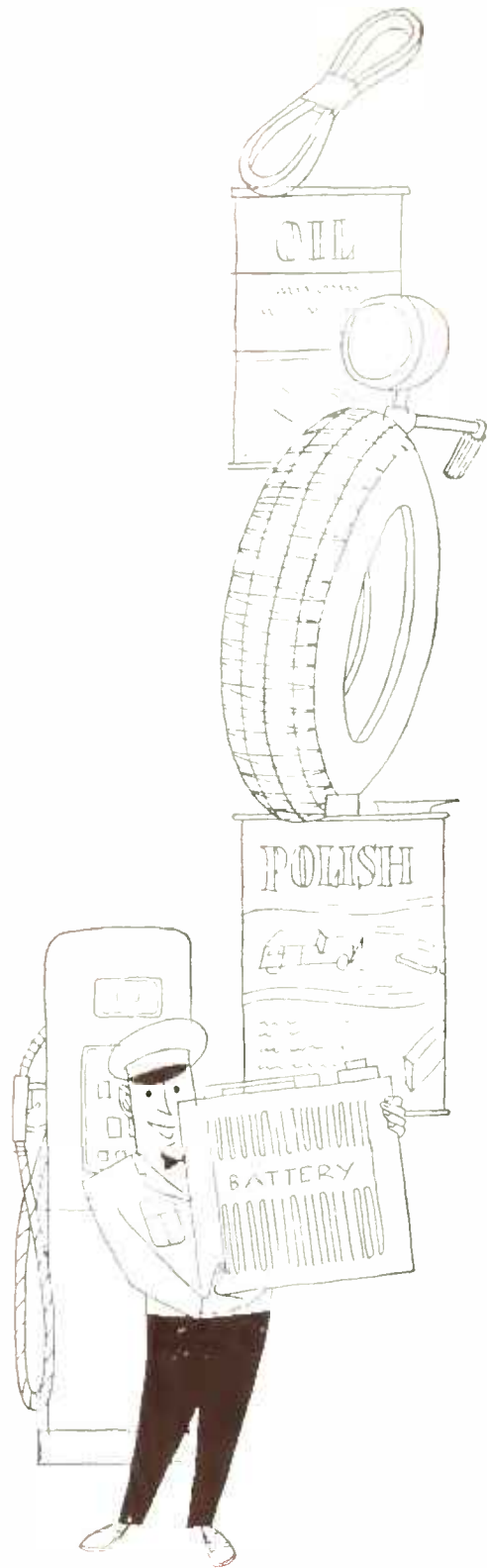
THE TICKET THAT WILL GET YOU BOTH WIN AND PLACE MONEY FOR YOUR PRODUCT OR SERVICE!



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



more than **10%** of the nation's filling station sales takes place in **WJR's** primary coverage area!

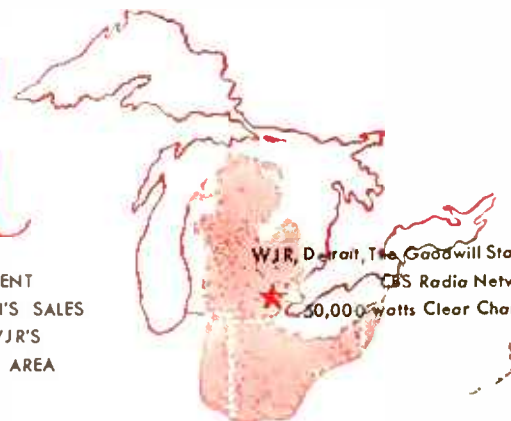
WJR MARKET DATA

		% of total U.S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	\$ 3,266,766,000	9.4
Retail Sales	\$13,613,431,000	9.3
Drug Sales	\$ 464,447,000	10.3
FILLING STATION SALES	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

Here's an area that accounts for an important part of all filling station sales—an area whose summertime potential can be measured by the fact that it is the Midwest's *number one vacationland!* Sell your filling station items forcefully and economically in this area by using the one single sales voice that covers it effectively. Use WJR, the Great Voice of the Great Lakes. Contact WJR or your Christal representative today.

W
J
R

the great voice of the great lakes



ALMOST 10 PER CENT OF ALL OF THE NATION'S SALES TAKES PLACE IN WJR'S PRIMARY COVERAGE AREA

WJR, Detroit, The Goodwill Station
CBS Radio Network
50,000 watts Clear Channel



WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.
Radio—America's Greatest Advertising Medium